



school for
social
entrepreneurs

Scale+Innovate 2020

Application guidance notes



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Introduction

Do you run an established charity or social enterprise working in **employability and training** or **environment and conservation**?

Scale+Innovate is a free programme, run in partnership with the [Postcode Innovation Trust](#), a grant-giving body funded entirely by players of People's Postcode Lottery.

We will support you to scale your organisation with 10 learning days and 5 action learning sets over 8 months from February to September 2021.

You don't need any educational qualifications for our programme. At SSE, we recognise that discrimination of all sorts infiltrates every part of our society, and we are working hard to counter that wherever we find it. We actively encourage applications from people of all faiths, races, gender identities, sexual orientations, and backgrounds, as well as those from disabled communities.

What are these guidance notes?

This document explains more about the programme and grant, and how to apply.

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Accessibility

If this document is formatted in a way that is not accessible to you, please email briana.fernandes@sse.org.uk or leave a voicemail on 0207 089 9120 so we can share an accessible version.

Remember to apply in time!

The deadline for applications is **12pm (midday) Wednesday 9th December 2020**.

Apply through this [application form](#).

We recommend starting your application as early as possible, so we can help you with any questions you have.

What is SSE?

We can't fix issues like poverty, climate change and ill-health alone. That's why the School for Social Entrepreneurs (SSE) exists. We help 1,000 people a year develop the skills, strengths and networks they need to tackle society's biggest problems. Please click the following links to find out more:

- [We are the School for Social Entrepreneurs](#)
- [The SSE effect!](#)
- [How I became a social entrepreneur \(Junior Smart\)](#)

We run courses that equip people to start, scale and strengthen organisations that make a positive difference. But we're not a traditional school. Learning with SSE is inspiring, action-based and accessible - no textbooks. We support people in other ways, such as funding and mentoring. Lord Michael Young founded SSE in 1997. Today we work internationally, with teams across the UK, Canada and India. Together, we're changing lives and transforming communities.

The programme

- **Free learning online programme** made up of 10 learning days and 5 half day Action Learning Sets spread over 8 months
- **£1000 Booster grant**, money you don't have to pay back and that can help you towards innovation or cover while you attend the programme.
- **A community of like-minded people** to meet regularly and work through challenges together with

What will I learn on the programme?

On the Scale+Innovate Programme, we will help you scale your organisation and overcome strategic challenges.

On the programme you will work through these key themes:

- Leadership & management
- Functions, systems and processes
- Branding, sales and communications
- Impact and evaluation
- Strategy and sustainable business model
- Building your network of influence

Our learning programmes are very different to traditional teaching. We're not about essays and textbooks. We believe in learning from other people's stories. You'll hear from inspiring people who speak frankly about the good, the bad and the ugly of running an organisation.

You'll be in a safe, supportive group of around 15 people who are at a similar stage to you. We'll support you as you push yourself to achieve your goals. The programme uses the latest entrepreneurial approaches to help you in developing your idea into a solution that really works.

The course is a transformational experience that will push, challenge, and support you. It will give you the confidence and skills to achieve the impact you want to have.

What is the time commitment?

In total:

- 10 learning days

A provisional timeline is outlined here, but this may vary slightly as we finalise the details. The learning days will happen from 10am to 3pm on the following dates:

	Employability and Training	Environment and Conservation
Learning Block 1	17th and 18th Feb	24th and 25th Feb
Learning Block 2	14th and 15th April	21st and 22nd April
Learning Block 3	2nd and 3rd June	9th and 10th June
Learning Block 4	14th and 15th July	21st and 22nd July
Learning Block 5	8th and 9th Sept	15th and 16th Sept

- 5 Action learning sets delivered from 9:30am to 1pm approximately one week following each learning block (specific dates TBC).

All the above will be delivered online and spread over 8 months (February to September 2021).

The learning programme is only one part of the picture. You will need to be working on your organisation's challenges or/and scaling during the programme and will need to have the time and commitment to do this.

Eligibility

Here are some guidelines on what we're looking for...

About your organisation

- We're looking for small to medium-size charities and social enterprises working in **employability & training** or **environment & conservation** and looking to scale their business model.
- Your organisation will:
 - have been active for over three years
 - have at least five members of staff
 - have an annual income of more than £75,000
- You will already have begun to scale or replicate your organisation or a project within it, and now need support to scale further.
- If you are not a charity or a CIC you must demonstrate that your organisation reinvests the majority of its profits for a social purpose and has an asset lock

- You are based in the UK with the majority of your beneficiaries in the UK.

About you

- You will be the CEO or a director of the organisation planning to implement changes as a result of the learning.
- You are committed to attending the whole of the learning programme and to sharing with others who have been through and are going through the same process
- You have support from your board to take part in the programme

Don't meet all the criteria above but still feel the programme could be relevant to you? Are you applying as a project of a larger organisation and can demonstrate that you would benefit from the learning programme? Any other questions? Contact Briana on 0207 089 9120 or briana.fernandes@sse.org.uk

At some point during assessment, you might be asked to provide documentation as evidence that you meet the criteria above.

If you don't meet the eligibility criteria, [visit our website](#) to discover other programmes and short courses that might be better suited for you.

The Grant

You will receive a Booster grant of £1000.

You can use the grant to help you backfill your role while you attend the programme or to support with innovation within your organisation. A Booster grant is a great way to start piloting that project within your organisation that you've been thinking about or it could give you the initial support you want to start implementing your scaling plans.

You will be required to attend the learning programme to receive the grant.

How do I apply?

Apply online by 12pm (midday) on 9th December 2020

Top tip: We recommend applying early, so that we can help you if you have questions or problems.

- **Apply through this [application form](#).**
- You can save your application and return to it at a later date. Just click "Save for later", and you will be given a unique link to return to your application. Remember to save this link. (We will also email it to you. Check your junk folder if you can't find the email).

- When you've completed all the questions, click "Preview" to review your application, then click "Apply". You'll receive a copy of your submission by email and will then be redirected to our equalities monitoring form.

Please note that part of the application can also be submitted using a video or audio recording - the application form contains detail about this.

For problems and queries, contact Briana Fernandes, programme officer, on briana.fernandes@sse.org.uk or 0207 089 9120.

How will my application be assessed?

1. From 9th December: We assess your online application

Once we have received your application, we will check that you meet the basic eligibility criteria and that your application is complete.

An email with the result of your application and an invite for the interview if applicable will go out to you on w/c 14th December.

2. W/c 11th January 2021: Short interview

If you're accepted to the next stage, you will be invited to attend a short, (20-30 mins) informal interview on the phone or an online call. At this stage, we may ask you to provide your proof of identity and right to work.

3. W/c 25th January 2021: Offer to join the programme

If successful, you will be offered a grant and learning programme package and you will need to sign and accept the terms and conditions. You will be asked to provide necessary documentation and criminal record checks where appropriate.

4. February: The programme begins!



“I came to the School for Social Entrepreneurs pretty much as a blank canvas and now feel like an emerging picture equipped with the tools to succeed and progress. It’s really empowering.”

- SSE student