

Health and Wellbeing Trade Up Programme 2019-20 guidance notes



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Introduction

The Health and Wellbeing Trade Up programme is run in partnership with the School for Social Entrepreneurs and funded by Guys & St Thomas' Charity.

We are looking to find projects that are addressing **childhood obesity** or that are helping to **slow the progression from one long-term condition to many, in working age adults**.

The programme aims to give social entrepreneurs the best possible chance of success, through access to support and funding. There are 15 places available to organisations working specifically in Lambeth and/or Southwark.

The Health and Wellbeing Trade Up Programme

The Health and Wellbeing Trade Up Programme can help you if you have set up an effective social venture and plan to increase your income and impact in the year ahead. We want to incentivise you to become more sustainable by developing your income from trading, supported by a Match Trading grant.

This programme could help you:

- **Learn how to strengthen your model** and grow through sales, with up to 12 learning days spread over a year.
- **Fund your plans with up to £10,000** from a [Match Trading grant](#): funding that matches sales growth pound-for-pound.
- **Access to a diverse network of social entrepreneurs**, who'll support your plans and help you through tough times.
- **Increase your impact and reach to build a stronger future**.

What are these guidance notes?

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

Accessibility

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

Remember to apply in time!

The deadline for initial applications is **1pm, Tuesday 18th June 2019**. We'll assess your application if we think you'd be a suitable candidate for the programme we'll invite you to complete a more detailed application by **Tuesday 16th July 2019**.

Apply online at: <https://www.the-sse.org/courses/health-and-wellbeing-trade-up-programme/>


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



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“SSE has been fundamental to our success to date - having a network of like-minded, supported and inspirational entrepreneurs, who are just like me, helped to boost my confidence.”

- *Claire Cook, Employability Solutions*

Eligibility

Can I apply?

We are looking for early-stage organisations that are planning to grow by increasing their income from trading and sales. To be considered for the Health & Wellbeing Trade Up programme you will need to clearly evidence how you meet each of our criteria below.

You should be able to answer “YES” to the following questions:

About you

- Are you an individual who is leading a project that has a significant social impact?
- Are you over 16 years old?
- Do you live in the UK?
- Do you have the right to work in the UK?
- Are you committed to meeting and sharing with others who have been through and are going through the same process?
- Are you committed to learning and to attending the whole of the learning programme? (The final instalment of the grant is dependent on at least 80% attendance.)

About your project

- Does your project demonstrate alignment with the priorities of Guys & St Thomas’ Charity? (See page 7 for more information)
- Is your project’s purpose to reduce childhood obesity or slow the progression from one long-term condition to many in working age adults, in low-income populations?
- Do you have a realistic plan for increasing the income from trading and social impact of your project?
- Has your project been active at least one year, with income of at least £15,000 in the last or current financial year? (This means all income, e.g. grants and donations as well as income from trading. Find out more in our [FAQs](#).)
- Do you have at least one person working on the project who is paid regularly?
- Does your project have or will it have a formal organisation structure in place?

- Will your organisation have a clause that requires it to reinvest the majority of its profits for a social purpose?
- Will your organisation have an 'asset lock' clause, meaning that it must distribute any assets for social purposes, not private gain, if wound up?
- Is your project focused on benefitting communities in Lambeth **and/or** Southwark?
- Do you have plans to increase your income from trading by at least £10,000 between September 2019 and September 2020?

Please do not apply if...

- You only want a grant and are not committed to attending the learning programme.
- You plan to develop a purely commercial business.
- Your project is primarily to provide business development support and advice to other organisations.
- Your project will be undertaking party political activities or will aim to induce people to convert to a religion (proselytising).
- Your project will not have a formal constitution or legal structure by the start of the programme.
- Your project's main beneficiaries live outside of London.
- Your project focuses on improving the care of older people with multiple and complex conditions.

Alignment with the priorities of Guys and St Thomas' Charity

Some of the biggest health challenges in the London boroughs of Lambeth and Southwark, are also issues of national and international importance, from obesity to poor mental health. By bringing a place-based focus to their work, Guys & St Thomas' Charity aims to build deeper understanding of what it takes to address these types of complex health challenges.

The two issues that they are currently working on are: **reducing childhood obesity** and **slowing people's progression to multiple long-term conditions**. To be eligible to apply for the Health & Wellbeing Trade Up programme, your project's health improvement goals must align with one of these issues.

Childhood Obesity

Childhood obesity is a complex global issue and a major challenge in Lambeth and Southwark, where local rates are among the highest in the country. Guys & St Thomas' Charity ten-year programme aims to help children in the boroughs to achieve and keep a healthy weight by changing the environments in which they live, learn and play so they will find it easier to eat well and exercise more. There is a clear link between an area's average income and obesity, so they're focusing their efforts in the areas with greater levels of income inequality where rates are highest.

Through the Health & Wellbeing Trade Up programme, we hope to support ideas to help change nurseries, children's centres, schools, high streets, parks and green spaces, and anywhere else where children and young people are eating or spending their time. These environments are grouped into three strands: **Home, School and Street**.

Homes - The home environment has a major and long-lasting impact on a child's health and weight. Homes and early year's settings are where most children take their first steps into the world of food and exercise.

We are particularly interested in hearing from:

- Organisations with ideas to make changes to environments that support pregnant women to eat healthily and exercise
- Projects supporting breastfeeding beyond the first six weeks and healthy infant feeding
- Interventions in early year's settings (two to five years old) that change spaces to encourage healthy eating and increases in physical activity
- Products and services aimed at parents of younger children supporting positive eating and physical activity
- Projects to change home environments to make it easier for parents to prepare healthy meals at home
- Interventions that provide families with practical tools and support to make positive changes to their home environment

Schools - The focus of the Schools strand is improving the primary and secondary school environments to ensure they help promote a healthy weight.

We are particularly interested in hearing from:

- Organisations who deliver impactful projects in Lambeth and Southwark schools
- Organisations that supply food to schools (school lunches/ snacks/ after school clubs)
- Projects to serve schools on the fringe of their environments - healthy catering for families to take home to eat after school clubs for example

Streets - From food shops and takeaways to green space, play spaces and active travel, our streets strand includes all of the environments that children and families visit outside of the home, early year's settings and school.

We are particularly interested hearing from:

- Projects that can change food environments in shops and other food outlets
- Organisations that are developing new healthy products or reformulating existing products to create healthier options
- Challenger brands, retail outlets or products to make healthier options more affordable and convenient than unhealthy options

Things we are unlikely to support: We are unlikely to support projects which seek to change behaviour of people through education or awareness training. These projects can have a range of benefits but the current evidence suggests that they have limited effect on preventing childhood obesity at population level.

Multiple long-term conditions

Our work on the ground is showing us that preventing people from developing multiple long-term conditions isn't solely about creating new medical solutions. We must also address social factors, like employment, housing and finances, as well as community ones, like developing more resilient neighbourhoods.

Long-term health conditions are conditions from which there is currently no cure, but can be managed with drugs and other treatments. They range from physical health conditions such as Type II diabetes to mental health conditions such as depression. The number of people living with multiple long-term health condition in England has been rising; and currently around eight million people in England have three or more long-term health conditions, often heavily impacting their quality of life.

Our research to date suggests that in Lambeth and Southwark there is significant variation in the length of time between people developing one, two and three long-term conditions. For example, those living in the most deprived areas of our boroughs are developing three or more long-term conditions on average 10 years earlier than those living in the least. We do not know exactly what is driving this variation, but we think it is likely to be a combination of many things with personal finances, housing, employment, relationships and health behaviours such as diet all playing a role.



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We're concentrating our efforts on working-age people (18-65) in Lambeth and Southwark because that's where we think there is the greatest opportunity to make a difference.

We're hoping to hear from projects that might be able to help contribute towards Guys & St Thomas' Charity's three strands of work on this issue: **Social context, Communities and Health.**

Social context - supporting people to make changes to the social factors (employment, unmanageable debt and housing) that negatively impact on people's health.

We are particularly interested in hearing from:

- Organisations that have ideas for how people with health problems could be better supported to stay in employment or get back into work.
- Projects that could better support people with health problems around financial capability or exclusion.

Communities - strengthening connections and relationships in the places where people at live - with a focus on more deprived places.

We are particularly interested in hearing from:

- Projects working to strengthen individual connections and relationships in communities with a focus on socially isolated or disconnected adults of working age (18-65).

Health - helping people with a long-term condition to improve their physical and mental health.

We are particularly interested hearing from:

- Projects that support people holistically to improve their health - including their mental and physical health.
- Projects that help people to make a number of lifestyle changes, for example to their diet and levels of physical activity.

Things we are unlikely to support: We are unlikely to support projects which focus on improving the care of older people over 65 with multiple and complex conditions, or projects that focus on loneliness in older people.

If you're unsure whether you fit the criteria and would like to discuss it with someone in more detail please contact Kylie Dickenson, Programme Manager at SSE - kylie.dickenson@sse.org.uk or call 020 395 3545.

The programme

WITNESS SESSIONS

Entrepreneurs share their experiences and discuss the secrets of their success.

You will be able to listen, learn and question them to help you examine and find meaning for your own project.

ACTION LEARNING SETS

You will work in a small group with a trained facilitator, to help you find ways of overcoming the stumbling blocks, dilemmas and other problems that your project faces.

MATCH TRADING™ GRANT

A Match Trading grant of up to £10,000 will help you scale your project.

EXPERT SESSIONS

Through questioning, observing and listening to experts, you will improve your abilities in financial management, income generation, business planning, sales and marketing, managing people, partnering and other essential skills.

PEER SUPPORT

You will bring your skills and experience to the group and learn from the skills and experience of the other members. This network of like-minded people will provide vital support to enable you to develop your enterprise.



What will I learn on the programme?

The School for Social Entrepreneurs' courses are different from other learning programmes. You will hear from expert practitioners and seasoned social entrepreneurs who help you develop the skills you'll need to take your project to trade sustainably. You will also build a network of peers and get vital access to influential people within the social enterprise sector.

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 are aiming for. In addition to the structured learning blocks, you will also join an 'Action Learning Set' that will provide you with a valuable forum for reflection, personal development, and developing your own solution to challenges. (Find out more about [Action Learning](#).)

The Health and Wellbeing Trade Up programme will cover relevant themes, support and skills areas that growing organisations need to develop. We will take into account the specific needs of the participants but these are likely to include sessions such as:

- Refine your social impact measurement
- Develop the link between your trading and your impact goals
- Develop your business plan and income streams
- Test and refine your marketing
- Grow your customer base
- Win contracts
- Improve your financial management
- Manage staff and volunteers
- Manage projects and delegate
- Improve your leadership skills
- Develop your networks

What is the time commitment?

The learning programme will run from September 2019 to September 2020. It will include 12 days of learning and four days for [Action Learning Sets](#).

The programme will be delivered from Carers UK, 20 Great Dover Street, London SE1 4LX on the following dates:

Learning Block 1	26 th & 27 th September 2019
Action Learning Set 1	31st October 2019
Learning Block 2	20th & 21st November 2019
Action Learning Set 2	21st January 2020
Learning Block 3	12th & 13th February 2020
Action Learning Set 3	10th March 2020
Learning Block 4	6th & 7th May 2020
Action Learning Set 4	17th June 2020

Learning Block 5	1st & 2nd July 2020
Learning Block 6	16th & 17th September 2020

All sessions run from 10.00am-4.30pm.

There is also small celebration at the end of the programme that you will be invited to attend to celebrate your achievements and completing the programme.

The learning programme is only part of the picture though. You will need to be developing your project during the year and will need to have the time and commitment to do this.

The Match Trading™ grant

In a nutshell: you'll receive a Match Trading™ grant of up to £10,000, which means grant payments are matched against increases in your income from trading.

We do this by *matching* increases in your trading income with a grant of up to £10,000- this is called a Match Trading grant.

- Watch our 90-second video explaining Match Trading grants: <https://www.matchtrading.com/>
- Read [stories from social entrepreneurs](#) who've benefitted from Match Trading grants.

How the Match Trading grant works for you

We will set aside £10,000 of funding for your organisation as part of this programme, of which you will receive £1,000 when you start the programme.

You will be able to claim the rest of the grant in instalments. Your grant claim will be dependent on you showing us that you have increased your income from trading, compared to the previous year. The amount will be matched pound-for-pound based on increased trading, up to a maximum of £10,000 over the year. You will be able to use this grant to develop your project as agreed with us.

What do we mean by income from trading?

Our definition of trading is the provision of goods or services in return for a "consideration".

Consideration usually means money, but could also be in-kind or bartering, as long as this is quantified and shown in your accounts.

So income from trading includes:

- Sales of goods or services to the public, for example - selling food, tickets, training sessions, workshops
- Sales of goods or services to other organisations, for example, training courses, commissions, contracting

It does not include:

- Donations, grants or voluntary contributions
- Income from investments
- Loans
- Equity income (e.g. through sale of shares)

We can advise you about this if you are not sure.

And just to be clear, by income from trading we don't mean surplus or profit - just income.



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What if my income from trading does not increase?

We will work hard with you to support you to increase your trading, and we hope you will. We want to give you the money and we believe that you have the potential to achieve this growth.

If you don't increase your income from trading at all, you will still receive £1,000 paid in advance and you will still participate and graduate from the course. If your income increases by less than £10,000 (say £7,000), we will match that increase with £7000.

What can I spend the Match Trading grant on?

Our intention is to be flexible as possible about how you spend the grant, but your grant must be used to support your learning and to put that learning into practice through developing trading within your organisation.

You can use your grant towards items such as:	We cannot fund any of the following:
Your salary or staff salaries to support you to attend the programme or to support the development of trading in your organisation	Private benefit that is not "incidental" (see FAQs)
Developing new products or services	Assets over £1,000 in value, including refurbishment of buildings or purchase of vehicles unless agreed with us.
Marketing and publicity: e.g. developing a website to support your trading	Work that has taken place before the grant was awarded
Travel and subsistence costs, including for attending the programme	Costs associated with the application or interview
Supplementary training for yourself or others, directly relevant to your project	Expenditure outside the UK, except as agreed with us
Other costs that you can show are relevant to developing your trading activity or putting your learning into practice	Anything that would create religious or ethnic discord or would support illegal activities.

How will the grant be paid to my organisation?

Your organisation must have a UK bank account and this must either be solely controlled by you, or have "dual authority" - i.e. at least two people have to sign cheques or release payments.

In order to receive the full grant, you will need to attend at least 80% of the course and increase your income from trading as described above.

How do I apply?

Make an initial application online by 1pm, Tuesday 18th June 2019

Top tip: We recommend applying early, so we can help you if you have questions or problems. (We will be very busy in the week before the deadline.)

- Go to <https://www.the-sse.org/courses/health-and-wellbeing-trade-up-programme/>
- This will take you to our online initial application form.
- Complete your online initial application.
- 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 you the link. 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.
- Following an assessment of your application we'll be in touch to let you know if you've been successful. If you have, we'll ask you to complete a more detailed application and submit it by 1pm on Tuesday 16th July.

If you have any problems, contact us on applications@sse.org.uk or 0207 089 9120.

Don't miss the deadline! Please don't submit your application past 1pm on Tuesday 18th June 2019 as it will not be considered. Under exceptional circumstances, we may grant approval to submit your application late. You need to call programme manager Kylie Dickenson on 0207 089 9120 to discuss this, ahead of the deadline.

How will by application be assessed?

1. May-June: We assess your online initial application

Once we have received your application, we will check that you meet the basic eligibility criteria and that your application is complete. (Please note that incomplete applications will be rejected.) Your application will then be assessed by the SSE team.

You will find out within a few weeks whether your application will be taken to the next stage.

2. June-July: We assess your online detailed application

If you're accepted to the next stage, you'll be required to complete a more detailed application and we'll request the following information:

- your most recent annual accounts
- your governing document
- income & expenditure
- budget projections
- (optional) documents about your impact and work.

We'll do a thorough, desk based assessment of your application and if successful you will be invited to an interview.

3. August: Interview

If you're accepted to the next stage, you'll be required to attend an information session and interview.

4. August: Offer to join the programme

If successful, you will be offered a grant offer and learning programme package, with 14 days to sign and accept the terms and conditions. You will be asked to provide necessary documentation, including criminal record checks where appropriate.

5. September: The programme begins!

The learning programme starts in September 2019 and runs until September 2020.

“I operate better when I'm held accountable for things. With this programme and the Match Trading grant, I knew I had a deadline. As an entrepreneur, I knew I needed to earn the income by end of programme to access the Match Trading grant on offer. That opened my eyes to spotting new opportunities, to generating income around areas I wouldn't have looked at otherwise. And that reconfirmed that what we do is worth paying for, and gave me further evidence there's a demand for it.”

- Jordon Maynard-Daley, *The Arts Excite*

Other Guys & St Thomas' Charity support

While the Health & Wellbeing Trade Up programme focuses on organisations who want to increase their traded income, Guys & St Thomas' Charity want to hear from anyone who shares their interests or has an idea that can help them achieve their goals. You don't have to be based in Lambeth or Southwark - they're interested in speaking to anyone with insights, experience and ideas relating to their two programmes mentioned above:

1. Childhood obesity
2. Improving health for people with multiple long-term health conditions

For more information please visit their website: <https://www.gsttcharity.org.uk/get-involved/start-conversation>

FAQs

What if I have particular needs which may prevent me from fully taking part in the learning programme?

If you have any particular needs or there are any barriers that may prevent you from taking part in the programme, do talk to us about this. We are keen to enable people with disabilities and other access issues to come to our programmes.

What happens if my project will work with children, young people or vulnerable adults?

In order to receive a grant from the SSE, you will be required to show that you are following good practice on safeguarding children and vulnerable adults, including having an up to date safeguarding policy and procedure in place, which includes getting enhanced checks for people who require them.

Why are you asking about private benefit?

We know that there may be private benefits associated with your work - for example, you may pay salaries to individuals or commission private companies to do work. You may also pay dividends on shares. However, because this money is charitable, we must ensure that the grant is used for the public benefit and any private benefit is incidental - i.e. necessary to fulfil the social purpose of the project. Sometimes, payments are necessary for the work of the project e.g. paying staff to deliver the work of the project, but if your project does provide private benefit beyond this to some individuals, we may restrict the grant to ensure that the grant is used solely for the benefit of the public.

Can I apply if I have already been on a School for Social Entrepreneurs programme?

In general, you are welcome to apply if you have had training and support from the School for Social Entrepreneurs in the past, but you cannot be on two learning programmes that are longer than 6 months at the same time.

What about Data Protection?

The School for Social Entrepreneurs is committed to protecting your personal information and acting in line with your rights under data protections laws and will treat all data in accordance with our [Data Protection Policy](#).

SSE will collect and use personal information provided by you in this form or separately, or which we otherwise lawfully obtain about you. We may use this information for;

- processing your application and managing the selection process for the programme
- conducting due diligence on you and your organisation as part of that process

This includes contacting you about the workshop or programme which you are applying for by phone or email.

If your application is successful, we may also use your information for:

- managing your participation in the Programme
- managing your grant claims and payments
- matching you with a mentor
- monitoring your progress and the impact of the programme
- sharing and promoting your story and the story of your social enterprise
- other lawful reasons

We may share your information with our funders and partners, including Guys and St Thomas's Charity, for monitoring and reporting purposes. They will also only use your information for the reasons outlined above.

Further details, including how we share your information and your rights relating to our use of your information, can be found under our Data Protection Notice, a copy of which is available here: <https://www.the-sse.org/your-data>.

We ask you to provide your Equal Opportunities details. You are not required to give these and you can select the 'Opt Out' box. However, it is helpful for our future development and marketing that you provide this information. It can also help us to identify ways in which we can provide specific support to those who need it, for example applicants who may require additional support to attend interviews or participate fully in the programme

Key contact details

If you still need advice on your application, contact us on 0207 089 9120 or by email to kylie.dickenson@sse.org.uk

Complaints

If you wish to make a complaint about any aspect the programme, please see our [Complaints Procedure](#).



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