

# The Environmental Entrepreneurs Programme 2019-20 Guidance Notes



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## Introduction

The Environmental Entrepreneurs Programme is run by the School for Social Entrepreneurs and funded by The Co-op Foundation.

We are looking to work with leaders of community organisations that are working to deliver environmental and social impact.

The programme aims to give community organisation leaders the best possible chance of success, through access to support and networks. There are 15 places available to organisations working specifically in the Midlands, Yorkshire & North East and the North West.

## The Environmental Entrepreneurs Programme

This programme can help if you've set up an effective community led organisation and plan to increase your income and impact in the year ahead.

This programme could help you:

- **Build a sustainable organisation** - developing a robust business model and identifying opportunities to generate sustainable income streams.
- **Deliver environmental impact** - understanding local communities and their needs, intended outcomes and impact measurement tools.
- **Lead for Change** - developing culture, managing teams and working with a Trustee Board.
- **Access to a diverse network of social entrepreneurs** who'll support your plans and help you through tough times.

## What are These Guidance Notes?

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

## Accessibility

If this document is formatted in a way that is not accessible to you, please email [angelastanley@blackburnehouse.co.uk](mailto:angelastanley@blackburnehouse.co.uk) or call us on 0151 708 3914 so we can share an accessible version.

## Is Your Organisation Eligible?

We're looking for early stage community led environmentally focussed organisations that are looking to move from a start up phase, where they may be dependent upon grant income, and are planning to grow by increasing their environmental and social impact and diversify their income streams.

Your organisation can apply to this programme if you can answer 'yes' to all of the following questions:

## About You

- Are you an individual who is leading a project or organisation that is delivering environmental and 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? (Being awarded SSE Fellowship is dependent on at least 80% attendance.
- Are you prepared to participate in a learning and development programme which will take place in various locations across the Midlands and North of England?

## About Your Organisation

- Has your organisation been established for at least 12 months?
- Does your organisation have a turnover of at least £15,000
- Is your organisation run for the benefit of the community rather than for private profit?
- Does your organisation deliver an environmental impact?
- Do you involve a wide range of local people in your work, including more disadvantaged members of the community?
- Do you have realistic plans to diversify your income streams that will grow your long term income?
- Is your organisation based or delivering activities in one of the blue highlighted areas as indicated in the map overleaf?

## United Co-op Trading Area



### Please DO NOT Apply if...

- 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's main beneficiaries live outside of the UK.

### What do we Mean by Delivering Environmental Impact?

We're looking to work with entrepreneurial organisations whose principal mission is to facilitate change in ecological restoration and sustainability. Addressing environmental problems requires ingenuity whilst entrepreneurship places emphasis on a range of skills and understanding that is needed in order to make things of value happen.

We anticipate that these organisations will deal with (to name a few) such environmental issues as:

- Engaging communities in environmentally friendly initiatives and projects

- Reducing waste
- Recycling
- Decline in coasts
- Water conservation
- Improving air quality
- Chemicals management
- Energy reduction and efficiency
- Climate change mitigation measures
- Environmental product design and manufacturing
- Food quality and produce
- Land and premises
- Environmental crime
- Pests and nuisance
- Pollution
- Neighbourhood Management Services
- Parks and green spaces
- Street care
- Town Centre Management
- Addressing the plight of the honey bees

N.B This list is not exhaustive.

Applicants and organisations will be social innovators, acting as change agents to make a difference in their local areas.



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

# The Programme

The programme itself will consist of:

- Three two-day blocks of learning spread over a 6-month period.
- Three online webinars.
- Three action learning sessions
- Three follow up coaching sessions.

Each learning block will focus on one of the following key elements, identified as crucial in supporting organisations to become more effective and sustainable:

- **Building a sustainable organisation** - developing a robust business model and identifying opportunities to generate sustainable income streams.
- **Delivering environmental impact** - understanding local communities and their needs, intended outcomes and impact measurement tools.
- **Leading for change** - developing culture, managing teams and working with a Trustee Board.

Each block will be tailored to meet the needs of the environmental organisations taking part, to ensure that what SSE is delivering will be of direct use to them in the development of their organisation. Our approach will consist of the following:

- **Expert speakers** will be brought in to support students' learning, bringing professional experience and learning to the programme, whilst witnesses with direct experience of a specific issue will provide practical suggestions for addressing real life issues.
- We will conduct **project visits**, to bring learning to life and provide direct insight into how a local organisation has grown and strengthened.
- Time will be allocated for facilitated group work and problem solving. This will enable participants to reflect on the content of the sessions and how they can apply it to their own organisation.

Each learning block will be hosted by a different SSE School (one in each of the North West, Yorkshire & North East and Midlands Schools), giving participants the opportunity to visit environmental organisations across the North and Midlands, providing a direct insight into how they are run.

In between the learning blocks, SSE will deliver three webinars, focusing on topics specifically identified during the planning phase and building on the learning from the in-person sessions.

Our programme will also include three half-days of Action Learning Sets (ALS), bringing together a small group of participants to share particular challenges, supported by a qualified ALS facilitator. This space allows organisations to work through issues with peers, utilising their shared experience to find solutions, reducing isolation that leaders often feel in small organisations. Each School will host and facilitate one ALS group, with the first session taking place in person, and the latter two facilitated virtually. This will significantly reduce travel time for participants.



Finally, participants will receive three virtual coaching sessions after the end of the formal learning programme. These will take place shortly after the programme ends and will provide participants with the opportunity to reflect on their learning and receive support to apply it beyond the end of the programme itself.

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.

## What is the Time Commitment?

The learning programme will run from January 2020 to October 2020 and will be delivered in various locations across the Midlands and North of England on the following dates:

	<b>Date</b>	<b>Delivered by*</b>
<b>Learning Block 1</b>	Wednesday 29 <sup>th</sup> January 2020 & Thursday 30 <sup>th</sup> January 2020	SSE Yorkshire & North East
<b>Action Learning Session 1</b>	Thursday 20 <sup>th</sup> February 2020	Your nearest SSE School
<b>Webinar 1</b>	Wednesday 11 <sup>th</sup> March 2020	
<b>Learning Block 2</b>	Wednesday 29 <sup>th</sup> April 2020 & Thursday 30 <sup>th</sup> April 2020	SSE North West
<b>Action Learning Session 2</b>	Thursday 7 <sup>th</sup> May 2020	Your nearest SSE School
<b>Webinar 2</b>	Wednesday 20 <sup>th</sup> May 2020	
<b>Learning Block 3</b>	Wednesday 24 <sup>th</sup> June 2020 & Thursday 25 <sup>th</sup> June 2020	SSE Midlands
<b>Action Learning Session 3</b>	Thursday 23 <sup>rd</sup> July 2020	Your nearest SSE School
<b>Webinar 3</b>	Wednesday 29 <sup>th</sup> July 2020	
<b>Virtual Coaching Session 1</b>	August 2020. 1:1 sessions TBC	Your nearest SSE School
<b>Virtual Coaching Session 2</b>	September 2020. 1:1 sessions TBC	Your nearest SSE School
<b>Virtual Coaching Session 3</b>	October 2020. 1:1 sessions TBC	Your nearest SSE School

\*Venues TBC (You will be emailed once confirmed)

All sessions run from 10.00am-4.00pm.

## How do I Apply?

### Make an application by 1pm on Thursday 31<sup>st</sup> October 2019

**Top tip:** We recommend applying early, so we can help you if you have questions or problems. The deadline for initial applications is **1pm on Thursday 31<sup>st</sup> October 2019**. We'll assess your application if we think you'd be a suitable candidate for the programme and invite you to an interview on one of the following dates:

- Monday 25<sup>th</sup> November 2019 at SSE Yorkshire & North East, The Draper Room, Duke Studios, 3 Sheaf Street, Leeds, LS10 1HD
- Wednesday 27<sup>th</sup> November 2019 at SSE Midlands (Midlands venue to be confirmed)
- Friday 29<sup>th</sup> November 2019 at SSE North West, Blackburne House, Blackburne Place, Liverpool, L8 7PE

Email your completed application to [angelastanley@blackburnehouse.co.uk](mailto:angelastanley@blackburnehouse.co.uk) by 1pm on Thursday 31<sup>st</sup> October 2019.

## 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 place of the programme you may 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.

### **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.

## Can I claim travel and other expenses to attend the programme?

Travel and accommodation costs will be paid as part of the programme.

## 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 protection laws and will treat all data in accordance with its [Data Protection Policy](#).

SSE will collect and use personal information provided by you in this form or separately, or which it otherwise lawfully obtains about you. SSE 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, SSE may also use your information for:

- managing your participation in the programme
- monitoring your progress and the impact of the programme
- sharing and promoting your story and the story of your social enterprise
- other lawful reasons

SSE may share your information with its funders and partners for monitoring and reporting purposes. They will also only use your information for the reasons outlined above.

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

SSE asks you to provide your Equal Opportunities details. You are not required to give these and you may opt out. However, it is helpful for SSE's future development and marketing that you provide this information. It can also help SSE to identify ways in which it 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 0151 708 3914 or by email to [angelastanley@blackburnehouse.co.uk](mailto:angelastanley@blackburnehouse.co.uk)

## Complaints

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