



school for
social
entrepreneurs

SEIDs Pre-Start Up Programme 2021 application guidance notes



SEIDS
SOCIAL INNOVATION & ENTERPRISE HUB

Introduction

Frustrated by a social, environmental or community problem in Brent? Committed to doing something about it? We're looking for Brent residents who are unemployed, on benefits, or have been struggling to find enough work, who want to set up a project or organisation to help their community.

Our SEIDs Pre-Start Up Programme, run in partnership with SEIDs (Social Innovation and Enterprise Hub), is specially designed to support you through the *pre*-Start Up phase, when you've got a great idea but need some guidance to get it off the ground. We will help you to learn more about the issue, test and build an organisation that creates lasting change.

We will support you to start up a project, social enterprise, charity or business that can improve your community. We are running 7 learning evenings over 11 weeks from mid-May to July 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.

Priority places will go to people of colour and people from minoritised ethnic backgrounds.

What are these guidance notes?

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

1. What is SSE? What is SEIDs? p.3
2. The programme p.3
3. Eligibility p.4
4. The grant p.4
5. How do I apply? p.5
6. How will my application be assessed? p.5
7. What have last year's cohort said about the programme? p.6

Accessibility

If this document is formatted in a way that is not accessible to you, please email freya.smith@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 **5pm, Monday 5th April 2021**.

Apply through [this application form](#).

This is a simple application form that should not take too long to complete. 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, and we've grown to a network of schools across the UK, Canada and India. Together, we're changing lives and transforming communities.

What is SEIDs?

[SEIDs](#) is a charity whose mission is to support people who are unemployed or on a low income find decent, meaningful and dignified work through self-employment, training and living wage job opportunities.

The programme

- **Free learning programme** made up of seven weekday evening sessions spread over 11 weeks
- **£250 grant**, an investment in your project to get you started
- **One to one mentoring sessions** with a business/social enterprise expert
- **A community of like-minded people** to meet regularly with and gain support and work through challenges together

What will I learn on the programme?

On the SEIDs Pre Start Up Programme, we will support you to develop the skills, knowledge and attitudes you need to develop and test your ideas.

On the programme you will work through these key themes

- Develop your idea
- Test your assumptions
- Build your vision

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:

- Seven learning evenings, delivered online, spread over 11 weeks

The learning evenings will be for 2.5 hours from 18:00-20:30.

There is also a graduation event at the end of the programme that you will be invited to attend, to celebrate your achievements and your completion of the programme.

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

Where will the course be held?

Online!

Eligibility

This programme is open to people who are:

- Unemployed, receiving benefits or who have been struggling to find enough work
- Connected to Brent. You might be living in Brent, or your project might benefit the Brent community. You might work with/hire only Brent residents.
- Keen to start up a project or business that helps people but need some support to figure out next steps. This is a pre-start up programme, so we are looking for people who only have an idea right now and need some guidance to get it off the ground.
- Committed to attending the full learning programme

When you apply, you will be asked to provide documentation as evidence that you meet the criteria above. Have questions about your eligibility? Get in touch with us - we're happy to talk things through. 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.

If you already have an idea and think you're ready for the next step, [sign up for the SEIDs newsletter](#) to be the first to find out about the SEIDs Start Up programme, launching this summer.

The Grant

You will receive a grant of £250.

You can use the grant to help you attend the programme and to help with the costs of developing your project. The grant can be spent on running costs, marketing and other things to support the development of your project and implementation of your learning.

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

How do I apply?

Apply online by 5 pm on 5th April 2021.

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

- Apply through [this online 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 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 and will then be redirected to our equalities monitoring form.

For problems and queries, contact Freya Smith on freya.smith@sse.org.uk or 0207 089 9120. You can also get in touch with Kathy Margerison, programme and engagement manager for SEIDs, on kathymargerison@seids.org.uk or 07394560927.

How will my application be assessed?

1. Week beginning 5th April: 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. You will find out in early April whether your application will be taken to the next stage.

2. Week beginning 12th April: 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 internet call. At this stage, we may ask you to provide your proof of identity and right to work.

3. Week beginning 26th April: Offer to join the programme

If successful, you will be offered a grant and learning programme package, with at least 10 days to sign and accept the terms and conditions. You will be asked to provide necessary documentation and criminal record checks where appropriate.

4. Week beginning 10th May: The programme begins!

The learning programme starts in May 2021 and runs until July 2021

What have last year's cohort said about the programme?

“This was my first time experience with online learning and I really enjoyed the experience, meeting new people and having a safe space to share especially in this time of social uncertainty was very inspiring to keep going with my business venture.”

Candice, SEIDs pre start up programme fellow

“It made me have a clearer picture on the mission of my venture.”

Arianna, SEIDs pre start up programme fellow

“I was able to lift my idea from paper to practice.”

Tefelah, SEIDs pre start up programme fellow

