BLACK SOCIAL ENTREPRENEURS FUTURES

2020 - 2021 YEARBOOK

Programme sponsored by GOWLING WLG
Sponsoring the Black Social Entrepreneurs Futures programme has meant a lot to Gowling WLG and our people. Beyond the importance of supporting some very talented black entrepreneurs from our local communities, we knew we had a lot to learn from the entrepreneurs. And that is exactly what has happened.

Our mentors have been able to channel their experience in advising some of the largest and highest profile companies and bring that into a dialogue with the entrepreneurs – but it has genuinely been two way traffic, with the entrepreneurs sharing their own experiences and insights as they navigate the world of business with a social purpose.

Born out of a desire to create a lasting legacy from our partnering with Birmingham 2022, we now see supporting social enterprise as a core part of our responsible business agenda.

Lorna Gavin
Head of Diversity, Inclusion & Corporate Responsibility
Gowling WLG

In conversations with our Fellows during the first lockdown, it was clear that there was a need to offer a programme where black social entrepreneurs, more adversely affected by Covid, could come together.

In late spring 2020, we received a call from Lorna Gavin at Gowling WLG asking if there was anything they could do to assist us or our Social Entrepreneurs during the pandemic. We spoke about our desire to run a Black Social Entrepreneurs programme. Very quickly, she came back to confirm Gowling WLG would be delighted to support this and so during Black History Month in 2020, we began recruiting for this programme.

We are indebted to Gowling WLG and to the individuals who mentored our students. Your support means so much.

Charles Rapson
Midlands Director
School for Social Entrepreneurs
A Great Programme

The School for Social Entrepreneurs has been perfecting its learning programmes since 1997 and we believe we have it down to a fine art. Although that does not stop us looking for constant improvement. The proof of the pudding is in the eating, so here are some of the results from our participants perspective:

Comments

Most significant learning
- Learning about a growth mindset
- The importance of cash-flow
- Self Awareness & well-being
- Confidence
- Understanding organisation structure
- The meaning of Social enterprise
- Knowledge
- Meeting like-minded people
- Budgeting
- How to lead a social enterprise

Most enjoy
- The people on the course
- Coaching & Mentoring sessions
- The camaraderie of like minds
- Buzzing’ after the guest speakers
- Being in a community of people who are open to share their business journey and to support others to grow
- Atmosphere in every session and network connections
- Listening to other peoples stories and journeys
- Engagement with other black entrepreneurs
- Action Learning - deep, practical learning

I'm glad I took part in this program, it's given me more confidence on how to make a lasting change in the community.

The programme makes you feel like you know what you're doing.

Thank you so much for creating this space for people that look like me.

Excellent programme with amazing support. Thanks for the opportunity.

I felt proud to be a part of this program.
A Great Programme

At SSE, we set our minimum target at 85% satisfaction albeit we usually score higher. This programme was no exception with some outstanding results.

Our Group Study sessions and Mentoring, from our colleagues at Gowling WLG, stood out as the strongest elements.

Perhaps, not surprisingly, the use of on-line tools was the weakest. The challenges of virtual sessions and reliance on technology is more comfortable for some than others.

![Programme Elements - Average Satisfaction %](chart)

Mentoring with Jenny Hardy from Gowling WLG was so helpful. I have had a few challenges along the way and it was so good to have someone to listen to me without judgment or telling me what to do. I will miss sessions with Jenny.

My mentor has been there when I needed them and has been very supportive.

I feel that working with Michelle was one of the best parts of the program.

Getting together as a group on a monthly basis and gelling so well and feeling like they are good friends in a support system.
In just 12 months, between December 2020 and December 2021, the Black Social Entrepreneurs on this programme have significantly increased

- the number of people they employ
- the support they get from volunteers
- the number of people who benefit from their services and
- the income they generated to sustain their organisations

Creating Jobs
From 24 to 50 = 108% increase

Volunteering Opportunities
From 69 to 108 = 56% increase

Beneficiaries
From 11,546 to 17,789 = 54% increase

Income
From £352k to £539k = 53% increase

Convert this into economic terms and it’s worth at least £1.4 million to the regions economy.

This equates to a Social Return of £22 for every £1 invested

Find out more about SSEs impact at https://www.the-sse.org/impact/
Great Mentors

Jenny Hardy - Mentor to Maxine Grainger
"Working with Maxine Grainger has opened my eyes to the world of social entrepreneurs - and their commitment, passion and dedication to their cause. Maxine cares deeply about helping others, particularly those who have struggled to find employment through conventional routes. She works with her clients to develop the skills and attitudes necessary to find work and then to keep a job - from CV writing and interviews to self-awareness and a positive attitude.

Her belief in others is infectious and I often reflected on her mantra that change is possible for everyone, whatever life throws at them, because everyone has a skill and a passion - if only they can harness them. I admired her strong values - integrity, passion, empathy - which were very much in evidence in our conversations.

Those conversations were always a treat. We learnt from each other, shared experiences, laughed. The whole experience reinforced time and again how fortunate I am and how brilliant people like Maxine are. She has drawn on her own challenges to help others and inspired me to do the same. Thanks Maxine!"

Andrew Newbery - Mentor to CJ Webley
I have had very positive meetings with CJ.

I know CJ would probably have succeeded without me but I have certainly reaped the rewards of developing this relationship. CJ and I will continue to speak in the coming year.

Ruth Griffin - Mentor to Hugo Yowa
In my role as mentor to Hugo, I have learnt so much about the challenges that entrepreneurs working in the sphere of social enterprise face both personally and professionally - it takes patience, resilience, flexibility and determination to drive your project forward.

I have been surprised that the most value I have been able to bring to the relationship has simply been around encouragement, giving them the time to reflect on their strengths and providing them with a space to re-energise their focus. My mentee’s determination and willingness to listen and reflect, and be kind to themselves has been very inspiring."

Find out more about SSEs impact at https://www.the-sse.org/impact/
My business provides holistic wellbeing workshops to women and young girls from African and Caribbean ethnic backgrounds. The focus is on women who have survived domestic violence and carers however the services I offer are open to any woman who identifies as Black African Caribbean. Yoga individual or group sessions are also available, currently twice a week. Personal training sessions including pre & post natal preparation and healing support. Also events and workshops.

The social purpose is to support mental well-being, develop self love, encourage healthy relationships and a sisterhood of familiarity as well as elevation and the aim of less isolation amongst individuals from these ethical backgrounds and circumstances / experiences.

The programme has made me push boundaries and coming out of my comfort zone. Being well supported and not feeling like I am asking ‘silly questions’. That I am believed in and have accountability partners (in my coach, mentors and peer group). Creating some clarity to the fog that has been going on with my business plans of getting to the next level and providing me with some goal setting strategies.

Deborah Brown, my mentor from Gowling WLG, has been a strong accountability partner. Her can do attitude has made me feel less overwhelmed. She has also helped, with her excellent listening skills, to break down into mini chunks my goals. She has helped me make sense of my income and outgoings to give me a clear view of my financial status before going into business. I also have benefited from her being more advanced in the use of excel spreadsheets, she has helped the technophobe / procrastinator in me by helping set up equations and other financial support that brings me closer to developing a ‘money is my friend and divine right’ attitude.
The Black Pounds Project (BPP) is an award winning social enterprise which provides business coaching and signposting assistance to culturally diverse entrepreneurs. We equip them with the necessary tools to start, build and scale a sustainable enterprise.

We offer a bespoke 9-Month mentoring programme which supports small business owners at any stage to identify and overcome any perceivable barriers to growth, such as access to financial services. Referencing the ‘Alone Together’ research report conducted by British Business Bank in 2020 and Lloyds Bank’s ‘Race Action Plan’, “1 in 5 ex black business owners closed their businesses due to a lack of finance” whilst “28% of reported making no profit”. BPP offers several solutions to this problem.

Our Members receive unlimited access to pre start-up courses, online resources and interactive workshops. Members also promotional offers, and discounted rates on affiliate products and services.

BPP has often been highly regarded as a “business community disruptor”, featuring at events hosted by Natwest, Lloyds, British Business Bank, Labour Business Relations and Finance & Leasing Association (FLA). Its social innovation has been widely recognised by national and regional radio and media outlets like: BBC WM, Free Radio, Switch, Solihull, Big City, the Birmingham Post and Mail, The Voice and Greater Birmingham Chamber.

“It really blew my mind when I met everyone who is involved with the BPP. I was thinking to myself oh my goodness, this is a big deal!... I hit the jackpot in being accepted onto the mentorship programme because the wealth of knowledge that everyone has is just so vast.” - Cleo Wright, Cleo’s Kitchen

"The Black Pounds Project wouldn’t be where it is today if it wasn’t for the support this programme gave me and allowing me to take time out and refocus my energy on the things that matter."

“Andrew Newbery, my mentor from Gowling WLG is a very genuine and kindhearted individual. Andrew is always present in the moment and provides exceptional value based on his own experience working within the corporate sector and having led on numerous projects.”
Sports Key is a Birmingham based not for personal profit Community Interest Company (CIC) which exists to improve the well-being, cohesion, and life opportunities of disadvantaged people within our community.

We aim to bring positive action and remove barriers to enable cohesion of people from all backgrounds particularly marginalised ethnic minority groups by utilising physical activity and culture as the vehicle to drive transformational change.

Generally, we use physical activity as our tool for community solutions by delivering services based on key themes which are affecting our community.

The type of services that we offer are physical activities, cultural events, youth development, mentoring and what we call a community of practice.

We aim to serve people aged 16 - 60 from deprived areas of Birmingham who are more likely to be of an ethnic minority, inactive and at greater risk of diseases due to physical inactivity. They also are more likely to suffer more from social isolation and have less employability prospects. Therefore, we provide them with access to local and affordable opportunities to engage in regular physical activity, whilst also developing them as citizens through regular social interaction and opportunities to gain skills and volunteer experiences.

“The SSE programme has helped us to shift our mindsets to be more entrepreneurial and business focused whilst keeping our ethos of helping our community.

The high level of facilitators, workshops and general connectivity into industry leading experts has really helped us to accelerate our growth and drive better efficiency, systems, and processes throughout our organisation. Plus I have met some great and truly inspirational people that I will stay connected with.

Chris Nyland, my mentor from Gowling WLG, has been another great layer of wrap around support and above all else has provided a listening ear. We have plans for our mentor to have a hands-on involvement in the organisation moving forwards in an advisory capacity.”
Eagle Nation is a social enterprise. Our role is to manage and work in every aspect of modern entertainment with recording musicians, producers, songwriters, and athletes. Our company has a full service of supporting a diverse roster of talent via artist management, music publishing, production, management strategy, brand development, and promotion, etc...

That’s why we give you the best support possible to be the best player that you can be. You may dream of signing a contract with the music industry or playing for a top club in the world. You want to do everything that you can to make that happen. We share your passion, but we know how hard this journey can be. That means at Eagle Nation Entertainment will also guide you towards building a “Plan B”.

We welcome children of all nationalities whether they are newcomers to the activity or are experienced in what they are doing. Our goal is to give every kid and young the chance to learn about Music and Sport (Basketball, Football, Volleyball, Ping-pong), improve their skills, and develop self-confidence and self-esteem. In all of our divisions, whether competitive or instructional, we emphasize the value of teamwork and, above all, good musicians and sportsmanship.

Our most important mission is to build the gap between communities from diverse backgrounds.

For the last two years, since the COVID-19 pandemic, I’ve been working closely with our Black African community in Coventry. I’ve been working with Food distribution and support for families in need.

My passion has always been to support young talents from our community, providing after-school activities and guidance making sure young black children get an opportunity to achieve and reach for more. I’ve been working and organizing football and basketball lessons for kids aged 6-14 as a volunteer since August 2021.

"The SSE program meant a lot to me. It provided me with the right direction of Social activity. The program give me more strength to change my community."
Due to pressure of work, illness, and other commitments, a couple of our participants were not able to provide full details in time for publication.

**Maxine Grainger - Arise Training CIC**

ARISE training CIC started November 2019 and was created by people who have experience of working in the prison service, substance misuse and supporting the long-term unemployed.

We support people to progress on to appropriate training, volunteering, work-placements and or employment.

megwlv@outlook.com

**Michelle Morgan - Naja's Wellness**

A start-up Social Enterprise massage therapy business which also offers coaching and doula services.

Michelle's enterprise is currently on hold having lost close family members to Covid.

najaswellness@gmail.com
Endure Healthy is a prevention service set up to help individuals, groups and small businesses/organisations overcome obstacles that prevent them from thriving.

**Our Vision:** To help challenged minds around the world overcome life obstacles and fulfill their true potential through rootwork

**Our Mission:** To uproot obstacles, empower struggling minds of their self-worth and value, igniting passion and purpose in Birmingham and the UK.

Founded in 2017 by Miranda Jarrett after going through years of pressing and molding into purpose. Miranda has endured her own personal experiences in life, being put to the test of enduring difficult and often relentless negative circumstances. Resulting in her firm mindset that all things are possible!

Endure Healthy has helped a vast number of individuals to overcome obstacles, helping many begin a journey in discovering purpose, dealing with trauma, building self-confidence, improving their fitness whilst renewing their mindset and gaining an enduring spirit.

Endure Healthy has worked with schools delivering workshops on the importance of a healthy lifestyle and a growth mindset. Organised and facilitated sport/fun days for able and disabled-bodied children and young people. Partnered with organisations to raise awareness about mental health in and out of the workplace. Piloted health and well-being programmes with a holistic approach for 20-60yrs old.

"Endure Healthy helped me mentally and physically feel better, pushing past barriers. It also helped me to refocus."

“They helped me to understand my blocks and to forgive myself. I learned about things I can do to improve my mindset, self-worth, and manage uncertainty.

SSE programme gave me a fantastic opportunity at a pivotal time in my life to go for it. It allowed me to strategically focus on my business idea, offering a wealth of knowledge and experience and testimonials of other entrepreneurs who were once in my shoes.

Michael Luckman, my mentor from Gowling WLG was very approachable and open to listening to me. I always came away with thought-provoking ideas and determined to make things work!"
Springs Action Cleaning is a cleaning social enterprise that employs strictly refugees and migrants in Coventry.

The mission at Spring Action Cleaning is to support refugees and migrants to rebuild their lives in the city by exposing them to relevant training such as ESOL and HSE and offering them active employment in the city.

"We are very grateful for Spring Action Cleaning. They work very hard to make sure the cleaning stays of a high quality each week. We appreciate the kind and courteous cleaner, who comes here each week! We recommend Spring Action Cleaning." Citizens Advice

The programme has given me a rare opportunity to be exposed to people who have gone through the phase I am currently in and are more than willing to share their experiences and knowledge on navigating challenges that I could face. More so, it has given me a life-long network of like-minded people who are doing extraordinary things in their sphere, hence acting as a yardstick for me in setting more goals and crushing them.

Andrew Hedley, my mentor from Gowling WLG, was really helpful during our sessions – touching on our value proposition, finance, goals, and so on. He always emphasised on the ‘why’ questions which always made me think deeply before and after our discussions. This gave me a totally new direction in understanding what it is I needed to do and a thousand and one ways on how I could get it done.
Black Asian & Minority Ethnic women, girls & non binary people in the West Midlands are in dire need of services that support their personal & professional growth, delivered in an authentic & representative manner. If services are not provided now, they will be pushed to the fringes of society, lose livelihoods & miss out on opportunities to reach their full potential.

In 2018 the World Economic Forum predicted that it would take 202 years for the gender gap to close but since the pandemic hit it's now predicted to take even longer. We simply cannot wait that long. We have to do whatever we can now to push forward issues around gender equality including the pay gap, violence against women & girls, women in leadership and so much more.

Our values are to be bold, courageous, free & honest. Founded by artist, songwriter Namywa who's faced and overcame many barriers upon entering the Music Industry, including a lack of funding, artistic, gender, race & disability discrimination, and the lack of creative options to access resources & training.

Girl Grind UK supports BAME women, girls & non binary people along their personal & professional grind. Through our GROWNISH (12 to 17) & WOMANISH (18 to 30) development arms we actively exist in diverse communities across the region.

Our core team of 3 is 100% BAME female, our GGUK community steering group is made up of 10 BAME females & non binary creative professionals & our Board of Governance, starting in 2022 gives us a collective 20 years experience. Our mission, values, delivery team, existing community, location & first year impact report makes us best placed to grow into an artistic & cultural epicenter for artistic & entrepreneurial excellence. Our track record of planning, delivering & evaluating projects is praised by our funders, delivery partners & community.

"Girl Grind UK is an amazing organisation that has helped me to boss up! My time on the Triple Threat development program supported me to shift my financial mindset and the way that I am going to engage in business moving forward." - Gemma Pilgrim.

The SSE Black Business Enterprise program is A1, from the speakers, to the people planning it, to the cohort that I have shared the learning experiences with.

Working with Stephen Kenny, my mentor from Gowling WLG has positively influenced the way I think about my business and in some cases the next steps I take going forward. Having mentors with more experience than me in a particular area of business such as Legal, IP and Consumer Markets was helpful to me as from that, I was able to build core systems and processes into my organisation.
Isabella’s Homes is a CQC Registered Mental Health Supported Accommodation Service for Men living with long-term moderate to severe mental illness. We are based in Wolverhampton. People who use our service are in the age range of 18 to 65. They are normally planning to return to independent living in the community following rehabilitation in hospital or residential care. The service is staffed 24/7 with a 24hr on-call facility and also provides onsite support to enable people who use the service to develop their community living skills. The service culture focuses on rehabilitation and recovery. Our service encourages people to live as independently as possible with the goal of eventually acquiring their own tenancy.

The purpose of the facility is to support these men and give them the confidence needed to facilitate their eventual return or even start to living independently within the community following rehabilitation in hospital or residential care. Collaboration with other organisations is another avenue she wishes to explore, in order to raise awareness and target the stigma on mental health with men, all the while maintaining her approach of prioritising residents by facilitating their progression towards increased autonomy and self determination.

We plan to expand the business further by creating more facilities like the one we have now thereby enabling more persons living with mental health problems to benefit from greater independence. Our ultimate aim is to equip residents to become as self sufficient as their health allows; accordingly seek to incorporate a wider range of activities, including those focusing on life skills most notably cooking and cleaning, into the services we are currently providing.

The programme allows you to meet like minded individuals which allows a great space for peer support from all walks of life.

Our mentor, Andrew Edginton, from Gowling WLG has been very supportive with lots of good contact in Government and arranged for the MP for Wolverhampton to visit us in August 2021 which was great exposure.
My enterprise, Young People Like Tae, was designed to help families remove their children from the foster care system, help victims of County Lines trafficking processes and deliver resources to raise awareness.

When I joined the SSE Black Social Entrepreneurs Programme I was working with my eldest son (who is the inspiration behind the business) to deliver County lines awareness resources in schools and centers in the UK. Since then we responded to a community call to action where we as parents were held accountable for the violence happening with the young people in the community and have become a founding member of a fantastic organisation called We Are The Village UK. This summer we successfully looked after 160 children during the holidays and ensured they were fed and kept occupied with activities including but not limited to stem robotics, chess, go-karting and taking 40 of those children to the Sturridge Academy in Walsall everyday for 2 weeks. We now have another employee who we took on as part of the Kickstart scheme who works behind the scenes keeping our website up to date and we are in the process of recruiting an apprentice.

I started this business with no income and quickly generated over a thousand pounds in a matter of weeks. We were recently interviewed by Coventry University as a part of Global Entrepreneurs Week where we discussed the work we do and the impact we would like to make and are also in talks with local authorities regarding what we can do to offer support to both government entities and the community simultaneously and without bias.

With plans to continue to work in the community coming thick and fast, along with multiple contracts on the table for the new year, I have no doubt that by this time next year Young People Like Tae will have more than doubled its income. I believe we will be the position to offer more working opportunities to members of the public and be able to offer immediate access to multiple services within the community to those who need it the most.

Simon Wood, my mentor from Gowling WLG helped me get my arse into gear regarding stepping out and making myself available to work with multiple entities. Despite me sometimes forgetting that he has no real knowledge of my journey, somehow he managed to understand what I need from him which is actually someone to help me stand still and focus! If it wasn't for Simon I don't think I would have found the courage to step into the shoes I am wearing so soon and may have missed invaluable opportunities to grow and network for business.
INSPIRE-A-DOLL is a multi-cultural doll range representing girls from different cultures around the world.

This is a new brand, providing dolls from different ethnic backgrounds, celebrating their individuality, pursuing dream jobs, and discovering forgotten women in history around the world. Set in a magical place, high up in the clouds where dreams come true for little girls with big ambitions.

INSPIRE-A-DOLL brings diversity awareness to the doll industry by celebrating individuality and redefining beauty standards.

INSPIRE-A-DOLL’s core values are designed to teach self-love and empower all cultures, inspire little girls to aim higher and create diversity and equality awareness. My brand’s purpose is to bring more diversity to the UK toy market.

Having likeminded individuals to be able to converse with, the programme has helped me flourish and when I went through the unfortunate situation of having the postpone my launch Michelle from SSE was on hand to lift me back up which I appreciated massively.

The BSEF Programme from SSE is a godsend and I would definitely recommend it.

Sarah Riding, my mentor from Gowling WLG is lovely and extremely helpful.

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www.inspireadoll.co.uk
Fridays Coventry is a youth initiative set up to prevent knife crime and gang violence in Coventry and tackle anti social behaviour to better young people’s lives for the future.

We have done many activities and projects in the past such as a rapperthon which was an 11 hour world record with 8 rappers from Coventry continuously rapping and we had ‘Children In Need’ down supporting, we also have done a prayer march going to different knife crime attacks and scenes and secret Santa and more.

Fridays started as a night club for young people but with educational purposes. So education downstairs and entertainment upstairs and we still plan to keep that same original format when planning to franchise the Fridays night in Coventry and other areas in the future.

We now have ran projects such as a free online business leadership programme. We deliver to schools online and face to face. We also do electric go-karts, youth boards, choir, book publishing houses, free studios, talent shows, movies and more to come with all these ideas coming are from young people themselves.

Our purpose is to prevent knife crime and provide more opportunities as everyone has a talent and skill and we want to provide the opportunity for them.

The programme has opened up a lot of connections from the people on the programme and the businesses they do and all advice and tips from great speakers who joined our meetings too.

I would definitely recommend this programme to anyone starting business and wanting to grow their knowledge and experience for the future thank you so much for the opportunity

Nathan Carter, my mentor from Gowling WLG, has made a great difference being able to stay connected and give professional advice and connections too.
The School for Social Entrepreneurs is very fortunate to have a superb team of highly skilled facilitators who understand the challenges faced by black people and, especially black entrepreneurs.

**Michelle Thompson - Group Study Day Facilitator**

Michelle, herself a Fellow of SSE, graduated from our programme in 2016 with her own enterprise Toolbox PSHE. She specialises in sexual health and well-being programme and workshop design, training and facilitation.

She was taken by our unique learning process that provided her with a deeper understanding of the challenges participants face and how the programme can help. We were delighted when Michelle agreed to act as the main Study Day facilitator.

**Girda Niles - Action Learning Session Facilitator**

Not only is Girda an experienced Action Learning Facilitator and Executive Coach, specialising in social impact organisations, but also trains others to become Action Learning Facilitators.

Girda is an Associate Consultant with The Action Learning Centre - the home of Action Learning.

**Justice Williams MBE - Business Coach**

Another graduate from an SSE programme, Justice is multi-award-winning entrepreneur, business coach and trainer, who supports people to start and scale their business by delivering coaching, training and organising various events, business brunches and workshops. Justice is a well known and popular motivational speaker.

Justice was awarded an MBE at the age of 28 for Services to Young People in Birmingham and secured a place on Birmingham’s Power 50, a list of powerful and influential leaders in the city.

Plus, a bunch of people behind the scenes making sure the programme runs smoothly and provides the best possible learning experience and outcomes for our participants.
Thank you

We would like to say a huge thank you to the organisations and individuals who have contributed in so many ways to this Black Social Entrepreneurs Futures programme.

Sponsors
Gowling WLG

Mentors - Gowling WLG
Andrew Edginton  Jenny Hardy
Andrew Hedley  Michael Luckman
Andrew Newbery  Nathan Carter
Chris Nyland  Ruth Griffin
Chris Oglethorpe  Sarah Riding
Deborah Brown  Simon Wood
Stephen Kenny

Witnesses & Experts
Ademola Adeyeba - 1000 Black Boys
Anu Khannah - Action Coach
Daina Anderson - Open Lens Media CIC
James Coursier - Money Paradox
Janet Douglas - Feed My Creative CIC
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