



Wigan Social Innovators in Health & Wellbeing Programme

Supporting Social Enterprises to Tackle Health Inequalities through Cycling & Walking

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Introduction

In partnership with Wigan Council, the School for Social Entrepreneurs are running the Social Innovators in Health and Wellbeing programme, an all new initiative which will support the creation and development of new businesses that will use innovative ways to improve the wellbeing of Wigan residents through walking and cycling.

This free programme aims to inspire travel change across Wigan and will help budding social entrepreneurs and start-up businesses with an interest in this area to develop stronger partnerships, understand barriers and increase opportunities for co-designing cycling and walking initiatives to address health and wellbeing inequalities.

The programme aims to give participants the best possible chance of success through access to support and networks. There are 10 places available to individuals and organisations from across the Wigan borough.

The Wigan Social Innovators in Health and Wellbeing Programme

This programme can help if you want to or have recently set up a social enterprise that aims to use cycling and walking initiatives that improve the health and wellbeing of Wigan residents.

It could help you:

- **Build the foundations for a sustainable social enterprise organisation** - developing a robust business model and identifying opportunities to generate sustainable income streams.
- **Deliver and measure social, economic and environmental impact** - understanding your intended outcomes and impact measurement tools.
- **Access 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 lisamairah@blackburnehouse.co.uk so we can share an accessible version.

Eligibility

Is your Organisation Eligible?

This programme can help if you want to or have recently set up a social enterprise that aims to use cycling and walking initiatives that improve the health and wellbeing of Wigan residents. If this sounds like your organisation and you can answer yes to the following questions, then you can apply to this programme:

About you

- Are you an individual who has started or wants to start a social enterprise that facilitates/supports/enables cycling and walking to address health and wellbeing inequalities in Wigan.
- 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 an online and face to face learning and development programme which may, dependent upon covid regulations, include project visits or sessions in various locations across the North West of England?
- Are you able to attend the sessions and embrace the opportunities to develop your skills in a fun and supportive environment?

About your Idea or Organisation

- My project is in the planning stages but ready to start OR is less than two years old, ideally with a turnover of under £50,000 a year.
- Will it run for the benefit of the community rather than for private profit?
- Does your organisation deliver or aim to deliver cycling or walking initiatives or interventions that will result in an improvement to the health or wellbeing of Wigan residents?

Please do not apply if...

- You plan to develop a purely commercial business.
- Your social enterprise or community based organisation does not have a cycling or walking focus

- Your business or project is primarily provides business development support and advice to other organisations.
- Your organisation will be undertaking party political activities or will aim to induce people to convert to a religion (proselytising).
- Your organisation's main beneficiaries live outside of Wigan.



What do we mean by encouraging people to cycle or walk?

We're looking to work with entrepreneurial individuals who want to set up or develop projects and social enterprises whose principal mission is to get more people cycling and walking in Wigan. We anticipate that these organisations may provide some of the following services, products or activities.

- Cycle Hire
- Cycle repair schemes
- Recycling / Up-cycling bicycles
- Walking groups
- Cycle delivery schemes
- Cycling Groups
- Cycling lessons
- Community Cycling initiatives
- Improvements to Cycling safety
- Walk and Talk services
- Cycle parks / tracks

N.B This list is not exhaustive or exclusive.

Case Studies



SSE exists to support people to use entrepreneurial approaches to tackle complex social and environmental problems. The following case studies highlight the work of social entrepreneurs supported by SSE to develop and grow social enterprises that create positive environmental and behaviour change through cycling and walking.

Scarborough and Ryedale Community Cycling

[Scarborough & Ryedale Community Cycling](#) provides a unique and inclusive cycling scheme which benefits the communities of Scarborough and Ryedale. They provide cycling opportunities for everyone, including those with a disability, those with temporary mobility issues, the elderly, those who suffer from dementia or isolation and indeed anyone else who wishes to gain the health benefits that cycling can provide.

Peloton Liverpool Cooperative

[Peloton Liverpool](#) work to create a cycling culture and industry which serves the people of Liverpool via a range of services such as **Agile**; a cycle based delivery system, **Bikiosk**; a maintenance, repairs and bike sales hub based at the University of Liverpool to support students and Liverpool cyclists, **BMX Box**; bmx track with bike repair hub, **Molly Coddle**; mother and child bikes, training and community, **Late Night Adult Bike Rides**; conversation, community and sightseeing and **Cycling Without Age**; helping the elderly to feel the wind in their hair. Read more about Dan's start up journey on the SSE [website](#).

Hype Liverpool

[Hype Merseyside](#), launched Hype Urban Bikes which works to enhance the lives of cyclists and would-be cyclists. The Bike Hub provides a variety of services and intervention including bikes for sale and hire, free bikes for NHS staff, bike maintenance and servicing and cycling trips.

Margaret Carey Foundation

[Margaret Carey Foundation](#) provide training opportunities, resources and environments that support rehabilitation to people in prisons in order to help break the cycle of re-offending. They also create training opportunities in the community to support those at risk of offending and other vulnerable groups. They rescue scrapped bicycles and wheelchairs that are no longer in use and set up workshops where prisoners clean, adjust and repair them to a high standard. They then give all the refurbished wheelchairs and a proportion of the bikes to communities in need, in the UK and in developing countries.

Hop On

[Hop on](#) run cycling and sports activities in Bradford. With a community of over 2500 cyclists, they like to think it's more than just cycling...they're connecting people and communities, making friends, having fun and creating positive changes which will last a lifetime.

The Bike Project

The award winning [Bike Project](#) provides second hand bikes to refugees and asylum seekers in the UK. It's a simple, innovative way to utilise an excess resource (a bike) to help some of the UK's most disadvantaged people. Read more about Jem's Scale Up journey on the SSE [website](#).

Bespoke Biking

[Bespoke Biking](#) run bike tours, training sessions and bike clubs to promote the health and environmental benefits of cycling. Read more about Heather's Start Up journey on the SSE [website](#).

Cycle of Life

[Cycle of life](#) is a working to create an inclusive cycling culture in Liverpool by encouraging diverse communities to choose cycling and remove barriers and stereotypes that have prevented them previously from enjoying the benefits of cycling. It also aims to create

cycle themed employment and self-employment opportunities in the community.

United Bikes

[United Bikes](#) offer free cycle training to refugee women in York. Meeting in local parks, they bring bicycles and friendship. The project has brought people and communities together to give women a space to talk, support and learn from one another.

Drosi Bikes

[DrosiBikes](#) turn waste into a solution by creating unique, functional and fun bikes and electric bikes from discarded ones, reducing waste and helping people have a positive impact on the world. They convert bikes to e-bikes and offer e-bike rentals to promote cycling as a genuine alternative to driving. They also run bike maintenance classes, women's only nights, cycle confidence sessions and work in partnership with local organisations to support individuals to cycle. They recycle second hand bikes, frames and parts reducing waste in the world.

“It’s so powerful to be able to work collaboratively and learn together, sharing experiences and learning that people have solved your problem, or are experiencing similar issues, just brilliant”

SSE Fellow

The Programme

What will I Learn?

The Start Up programme will help you to get a new social enterprise up and running. Our learning programmes are very different to traditional teaching. We're not about essays and academia. We believe in learning from other people's experiences. You'll hear from inspiring social entrepreneurs who speak frankly about the good, the bad and the ugly of running an organisation.

During the programme you will be joined by representatives from public sector organisations who have the passion, power and motivation to make a difference. This twofold approach aims to accelerate social change, create stronger partnerships, shared understanding and increased opportunities for collaboration, co-working and co-designing cycling and walking projects to address health and wellbeing inequalities.

The programme itself will consist of:

- 10 days of learning spread over a 7 month period.
- 4 action learning sessions.
- Support network of likeminded peers

You'll learn how to:

- Start and grow a sustainable social enterprise.
- Increase your social and environmental impact to create place-based change.
- Extend your reach to create further health and wellbeing behaviour changes across the borough.
- Articulate your vision for change and, through using entrepreneurial mindsets and approaches, demonstrate how it can be achieved.
- Develop emotional resourcefulness - self-awareness and confidence
- Improve entrepreneurial and business skills to support growth and sustain lasting impact.
- Create stronger networks and a community of support around your organisation.

You'll be in a group of around 10 people who are at a similar stage to you, starting up or running an early stage a social enterprise or project

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.

Each session will be tailored to meet the needs of the entrepreneurs taking part. 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. [This playlist of videos](#) shows the type of story you might hear.
- 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.
- Our programme will also include 4 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. [Find out more about action learning on our website.](#)

Who will I work with on the Programme?

The course is a transformational experience that will push, challenge and support you. The below team of highly experienced facilitators will lead you through a programme of support that will give you the confidence and skills to achieve the impact you are aiming for.

Amanda Curtis Wilson

Amanda is a qualified business professional with a background within the public and private sectors over many years, specialising in personal and business development, and organisational culture. Since leaving the corporate sector 10 years ago she has focussed on supporting Third Sector organisations from their establishment to growth, helping them develop impactful sustainable outcomes that make a difference to their communities. Amanda has a Masters degree in Business and is a qualified facilitator working on a variety of programmes including those with health and environmental themes

What is the time commitment?

As part of the programme we ask you to commit to the following dates (please note they may be subject to change;)

	Date	Time
Study Day 1	19 th October 2022	10.00 - 15.00
Study Day 2	20 th October 2022	10.00 - 15.00
Action Learning Day 1	3 rd November 2022	10.00 - 15.00
Study Day 3	30 th November 2022	10.00 - 15.00
Study Day 4	1 st December 2022	10.00 - 15.00
Action Learning Day 2	15 th December 2022	10.00 - 13.00
Study Day 5	18 th January 2023	10.00 - 15.00
Study Day 6	19 th January 2023	10.00 - 15.00
Action Learning Day 3	2 nd February 2023	10.00 - 13.00
Study Day 7	1 st March 2023	10.00 - 15.00
Study Day 8	2 nd March 2023	10.00 - 15.00
Action Learning Day 4	5 th April 2023	10.00 - 13.00

Upon Completion of the Programme

SSE is committed to supporting the growing network of social entrepreneurs we've worked with over the years to grow their impact - individually and collectively. If you have 80% attendance upon completion of the programme you will become a SSE Fellow and will have access to a range of activities and initiatives developed with, by and for SSE fellows with the aim of:

- developing personal and enterprise skills
- supporting enterprise growth
- improving impact and its measurement
- strengthening connections
- celebrating and promoting
- movement building

For more information about what it means to be a SSE Fellow visit our [website](#).

How do I apply?

Make an application by noon on 30th September 2022.

We recommend applying early, so we can help you if you have questions or problems. The deadline for initial applications is noon on 30th September. We'll assess your application if we think you'd benefit from the programme, we'll invite you to an online interview in week commencing 3rd October 2022.

Download an application form at: <https://www.the-sse.org/our-courses/>

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 provide an inclusive learning programme to enable people to participate.

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

In order to receive a place on 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.

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 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
- 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 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 may opt out. 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 by email to lisamairah@blackburnehouse.co.uk

Complaints

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