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Shifting London

Sparking Change, Empowering Communities



Shifting London Start Up programme
supported by the UK Shared Prosperity Fund



 school for
social
entrepreneurs

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Shifting London Start Up Programme

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Introduction

The Shifting London Start Up Programme is run by the School for Social Entrepreneurs (SSE) and supported by the UK Shared Prosperity Fund.

SSE was founded in 1997 by Sir Michael Young. We work with around 1000 social enterprises a year, helping leaders 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.

The Shifting London Start Up programme will work with 40 start up and early stage social enterprises to give them the best possible chance of success, through access to support, learning and funding. The programme will equip you with the skills and networks to start and grow your social enterprise.

Learn from experts and leaders from the social enterprise sector who will share their stories. They'll explain challenges they've overcome, so you can learn from their experiences.

Build a support network. The programme emphasises peer-based learning with other leaders in social enterprise.

The Shifting London Start Up programme is funded by the UK government through the UK Shared Prosperity Fund. The Fund is a central pillar of the UK government's Levelling Up agenda and provides £2.6 billion of funding for local investment by March 2025. The Fund aims to improve pride in place and increase life chances across the UK investing in communities and place, supporting local business, and people and skills. For more information, visit www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus

Programme overview

Are you in the early stages of setting up an organisation to tackle a social or environmental problem?

The Shifting London Start Up Programme is aimed at leaders of start up and early stage social enterprises working in Greater London (i.e. the City of London and the 32 boroughs of London).

We really want to hear from you, if:

- You are aiming to create social change in your community or support environmental sustainability.
- You haven't yet set up an organisation or your organisation is less than two years old.
- You are leading a project, or have realistic and tested plans and are ready to start.
- All or a significant amount of your work will benefit Londoners.

We welcome applications from everyone, and particularly welcome applications from those who can clearly evidence their social and environmental activities and are from Black and minoritised communities, disabled people, LGBTQIA+ people and/ or those working with communities with less privilege.

We also particularly welcome applications from organisations that are working in the following sectors:

- adult social care
- housing
- food
- technology
- low carbon and environmental good sector (LCEGS)
- engineering
- skilled trades
- green economy*
- circular economies*

**See glossary of terms at the end of this document for descriptions.*

Some of the topics we are likely to cover on the programme are:

- Setting up your organisation using a suitable legal structure
- Developing your business model to generate an income and develop financial resilience
- Developing your social/environmental impact and purpose.
- Keeping a work/life balance
- Building networks
- Marketing and social media
- Confidence building in your leadership skills

Our learning managers are expert facilitators so they will flex learning to ensure everyone's needs are met.

We will be recruiting for 2 cohorts, each with 20 students. Both cohorts will include:

- **8 learning sessions** with other social entrepreneurs (4 sessions in person, 4 online) from January to December 2024.
- **Funding for your start up plans** with a grant of up to £3000.
- **4 Action Learning Sets** - this is smaller group work with a trained facilitator, designed to support leaders to share successes and challenges and learn from one another. You can find out more

about Action Learning [HERE](#).

- **3 one-to-one coaching sessions** - with our entrepreneurship team to provide participants with the opportunity to reflect on their learning and receive support to apply it to their organisations.
- **Access a diverse network of social entrepreneurs**, who will support your plans and help you through tough times.
- **Collaborate and build a relationship** with SSE and its wider Fellows' network.
- **Celebrate your achievements** at the graduation event in January 2025

Not sure if the Start Up programme is right for you? Does your organisation already have an income of more than £15,000? [Consider the Trade Up programme.](#)

Programme dates and location

The learning will take place in-person, and online via the SSE Community, a virtual learning online platform. The SSE Community will enable participants to access information about the programme and wider resources, connect with the other members of the cohort, and attend live online sessions. All in person dates are 10.00-16.00 and will be held at a central London location (venue details will be shared nearer the time of delivery). All online study days and Action Learning Set (ALS) sessions are 9.30-13.30 via Zoom.

Please note, these are provisional dates which may be subject to change:

Description	Start Up A	Start Up B
Intro 1:1	8 - 15 Jan	8 - 15 Jan
Study Day One (in person)	25 January 2024	01 February 2024
Study Day Two (online)	29 February 2024	07 March 2024
ALS 1 (online)	w/b 18th Mar	
Study Day three (in person)	18 April 2024	25 April 2024
ALS 2 (online)	w/b 13th May	
Study Day Four (online)	30 May 2024	06 June 2024
Mid point 1:1	17th - 28th June	
Study Day Five (in person)	04 July 2024	11 July 2024
ALS 3 (online)	w/b 15th July	
Study Day Six (in person)	05 September 2024	12 September 2024
ALS 4 (online)	w/b 23rd Sept	
Study Day Seven (Online)	10 October 2024	17 October 2024
End point 1:1	21st Oct - 2nd Nov	
Study Day eight (in person)	05 December 2024	12 December 2024
Celebration Event	Friday 31 January 2025	

Programme at a glance

Learning Sessions

Cover themes such as setting up, legal structures, business plans, social/environment impact and leadership skills.



Coaching Sessions



Working with our entrepreneurship team to reflect on your learning and to receive support to apply it to your organisations.

Action Learning Sets

Small groups working with a trained facilitator to help find ways of overcoming challenges and problem solving.



Peer Support



Bring your skills and experience to the group and learn from other members. Gain a network of like-minded people to provide vital support.

Funding

Funding for your start up plans with a grant of up to £3000.



The grant

Start Up programme participants will receive a £3,000 grant. You would draw down £2,000 grant at the start of the programme and then work closely with a grant manager to draw down the remainder of the balance at the end of the programme. You can use the grant to support the development of your project and implement your learning. You will be matched with a grant manager throughout the year, who will support you with questions about your grant and how you can spend it.

What can I spend the grant on?

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

Do spend your grant on...	Don't spend your grant on...
Other staff salaries or sessional workers (not yourself).	Your own salary, childcare or living costs.
Developing new products or services within Greater London.	Assets over £1500 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 plans within Greater London.	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 venture.	Academic qualifications or driving lessons.
Other costs that you can show are relevant to developing your social enterprise or putting your learning into practice.	

What support will I receive?

Each participant will be assigned a grant manager who will work with them throughout, ensuring they have the correct paperwork and procedures in place to be able to draw down both grants. Grant managers work hand-in-hand with social entrepreneurs in a coaching style, supporting them to understand, separate and report on their different income streams every quarter. Grant managers also work closely with the programme delivery team to ensure that we can tailor programme content to support with grant and financial management where needed.

Is my social enterprise eligible?

You must be **committed to and working towards** the following criteria:

- You are aiming to create social change in your community or support environmental sustainability.
- You haven't yet set up an organisation or your organisation is less than two years old.
- The income for your project or organisation is currently less than £15,000 a year.
- You are leading a project or organisation, or have realistic and tested plans and are ready to start.
- A significant amount of your work must benefit Londoners.
- If you are working with young people under the age of 18 or vulnerable adults, we will require that you have appropriate DBS checks in place before we pay you the grant.
- You are based and have the right to work in the UK, and are not barred from running a company or charity.

If your project's annual income is close to or more than £15,000, try the [Trade Up programme](#).

Making an application

Apply by 12pm Monday 30th October 2023.

SSE will be running an application process for the places on the Shifting London Start Up programme which will involve completing a form and attending an online interview.

Before applying, please check the eligibility criteria contained in these guidance notes. As part of the application, we ask you to provide your most recent full annual accounts if available, and your safeguarding policy if you have one.

If possible, please also provide a copy of current income and expenditure for this financial year, and any useful documents about your impact, such as a case study or impact report if you have one.

Please save these in the following format:

Document type	File name format
Your most recent annual accounts	FirstnameSurnameAccounts.doc
Income and expenditure	FirstnameSurnameIncomeExpenditure.doc
Safeguarding policy	NameofSocialEnterpriseSafeguardingPolicy.doc
Documents about your impact and work	FirstnameSurnameImpactReport.doc

- Please use our online [application form](#) to apply for your place on the programme.
- 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.
- When you've completed all the questions, click "Preview" to review your application, then click "Submit". You will be redirected to our equalities monitoring form and you will also receive a copy of your application by an email from 123 FormBuilder. **Check your junk folder if you can't find the email.**

Please don't submit your application after **12pm Monday 30th October 2023** as it will not be considered. Under exceptional circumstances, we may give approval to submit your application late. To arrange this, you must email **Claire Dever** ahead of the deadline on claire.dever@sse.org.uk.

Application Questions: A downloadable set of application questions can be found on our website with guidance and space for you to plan your answers and share these with others in your social enterprise, but

you will need to apply using the online form. It is possible to also upload voice recordings for the longer text questions, if you prefer.

Application support: If you need help with your application, have difficulty filling in forms because of dyslexia, language or disability, or need one-to-one advice about applying, please contact **Kate Campbell**, Entrepreneurship Administrator: kate.campbell@sse.org.uk or **01872 306130**.

Information session: You can find out more about the programme and have the opportunity to ask questions at our information session. For dates and link to register, please visit <http://www.the-sse.org/courses/shifting-london-learning-programme>

Accessibility and our commitment to inclusion

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. To that end, we actively encourage applications from people of all faiths, gender identities, sexual orientations, economic circumstances and backgrounds, as well as those from Black and minoritised communities and disabled people. No educational qualifications are needed to join our programmes.

We want our programmes to be as accessible as possible. If you require reasonable adjustments, including financial support, in order to take part in an interview or to participate in the programme due to a disability, caring responsibilities or any other reason, you will be able to provide details in the application form or contact us by phone or email to discuss further.

Complaints

If you wish to make a complaint about any aspect of the running of the programme, SSE has a complaints procedure which is available [here](#).

Frequently Asked Questions

1. Can I apply if my organisation is based outside of Greater London?

Yes as long as a significant amount of your work will benefit Londoners.

2. What do you mean by “an annual income of less than £15,000”?

If you had income of less than £15,000 in the last 12 months, from grants, sales or contracts that is fine. If you have recently received a larger grant or contract, which has come in already but is for work to be completed over the coming year, then you may still be eligible. Contact us for advice.

3. Can I apply if I have been on an SSE programme before or am currently on an SSE programme?

You can apply if:

- You have attended previous SSE programmes.
- You have applied to SSE before and were unsuccessful.

4. Can we apply if our social enterprise has people that are connected to SSE or the funder?

If your social enterprise is run by people who regularly work for or are trustees of SSE, or the General London Authority or have a close financial or family connection with staff or trustees, please contact us before making an application to ensure that there is no conflict of interest.

5. What if we have particular needs, which may prevent us from fully taking part in the learning programme?

We are keen to enable people with disabilities and other access issues, to join our programmes. There is a separate small fund held by SSE to enable students who have particular needs to access the programme. This will be negotiated individually with participants. If you have specific needs and would like to speak to someone about this, please contact **Kate Campbell**, Entrepreneurship Administrator who can put in touch with a member of the team who could support (kate.campbell@sse.org.uk or 01872 306130)

6. What happens if my project will work with children under 18 or vulnerable adults?

We require that you provide us with criminal records checks before the grant is paid, and that you develop appropriate safeguarding policies during the programme.

7. Can I apply for this programme if I have criminal convictions?

Previous SSE Fellows have included people who have criminal convictions, some of whom have used their experience in prisons to make a difference to the lives of ex-offenders. You do not need to let us know about previous convictions unless they are relevant to your application.

If you have unspent convictions for fraud or any convictions which may affect your ability to run your social enterprise, including working with children, young people or adults who are vulnerable, you must let us know, as we may undertake checks during the application assessment.

8. What about Data protection?

SSE has a Privacy Policy which is available [here](#). SSE also has a [Data Protection Policy](#). We are committed to protecting your personal information and acting in accordance with your rights under the Data Protection Act 1998. We may need to share your information in order to undertake assessment of your application, statistical analysis, research and monitoring, compliance and regulatory reporting and fraud prevention. We may share your information

- with our funders
- with our agents or subcontractors for operational reasons
- with other agencies in order to assess your application
- with others for the purpose of compliance and regulatory reporting and to confirm your identity for money laundering purposes and fraud prevention
- if compelled to do so by law.

Glossary of Terms

Start Up: These programmes are aimed at people in the early stages of setting up a social enterprise. Their project will have been running for less than two years, and either won't have any income yet, or their income will be less than £15,000 a year.

Trade Up: These programmes are aimed at organisations as those who would like support to increase their traded income and impact. Organisations should be in business for at least one year with income of over £15,000.

Action Learning Sets (ALS): Action learning is based on the idea that the most effective learning takes place when we are faced with a real problem that we need to solve. Action Learning occurs in a small closed group, called an Action Learning Set. This group meets regularly to reflect on real work issues, exploring possible solutions and planning for action.

Green economy: A green economy is a way of doing things that helps people live better lives and treats everyone fairly, while also taking care of the planet. It's different from the way we usually do things, which often makes some people poorer, creates a lot of waste, uses up resources too quickly, and causes big problems for nature and our health. In the last ten years, governments around the world have started to see the green economy as something really important to focus on.

Circular economy: A circular economy is a different way of making and using things that helps us produce less waste and pollution. Instead of constantly taking new resources, making things, using them, and throwing them away, we try to reuse, repair, refurbish, and recycle materials and products for as long as we can. This new way of doing things is an alternative to the old way called the linear economy. In the linear economy, we just keep using up resources and creating waste without thinking about the consequences.

The circular economy can help us solve big problems like climate change, the loss of plants and animals, and social issues. It does this by reducing the amount of greenhouse gases we release into the atmosphere and by creating more prosperity, jobs, and resilience in our communities.

