



school for
social
entrepreneurs

Go! London Young Entrepreneurs Start Up Programme



Application Guidance

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What is it?

The Go! London Young Entrepreneurs Start Up Programme will work with young Londoners, aged 16-24 years old, who want to start and grow **sports and physical activity-based enterprises** that make a difference to young people in their community.

- **Incubate!** 25 young people will get help to develop their business idea, through workshops and support.
- **Grow!** 10 of those young people will be chosen to go further and receive a year-long programme of support, plus a grant of up to £15,000.

The programme aims to give you 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 business and the impact it makes on your local community.

Who are we?

The **Go! London, Young Entrepreneurs Start Up Programme** is funded by the Go! London Partnership and delivered by the School for Social Entrepreneurs (SSE).

About Go! London - The biggest community sport fund in the capital, supported by The Mayor of London, London Marathon Foundation and Sport England in collaboration with London Marathon Events and London Sport. This is a new £19.5 million partnership which aims to build a fairer London, support sport and physical activity in London, and help children and young people access sport and physical activity.

For more information, visit: [About Go! London | Go! London \(golondon.org.uk\)](https://golondon.org.uk)

About SSE - 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.

For more information, visit: <https://www.the-sse.org/about-school-for-social-entrepreneurs/>

Who can apply?

We really want to hear from you, if:

- You are between the ages of 16 and 24 and have the right to work in the UK.
- You live in London and your business or project will mainly work with young Londoners.
- You have set up or want to set up a business or project that makes a difference to young people.
- Your project will increase young people's access to sports or physical activity.
- You haven't yet set up your business or project or it is at an early stage. Your project will be usually less than two years old and have an income of under £15,000. (There may be some exceptions. Talk to us if you are not sure)

Please note that this support is for young people who are setting up their own businesses. The young person must be a founder or leader in the business. Please don't apply if you are aiming to raise funds for an existing established organisation.

Here are some examples of some of the projects we might support:

- You are setting up an after school martial arts club for young people in an underserved area of London.
- You have created an app that shows free and paid-for local sports initiatives across London that allows businesses to register and young people to search and apply for those initiatives.
- You have started an organisation that wants to improve the wellbeing of young people in your community by holding workshops on nutrition, mental health, exercise classes and group sports activities.
- You have started a sports clothing brand that removes barriers to sports participation and helps more young people engage in physical activity.
- You've started a local sports league and will hold events to raise money to support youth safety in London.
- You have a plan to run outdoor activities like hiking, biking, and sports events for young people to connect with nature and with each other.

Priorities:

- Projects with all their beneficiaries in London (rather than just a portion and others elsewhere) will be prioritised.
- We want to hear how your idea is different from what is already out there! We will be prioritising applications which can explain how your idea is innovative and new.
- We will prioritise projects working with young Londoners in underserved communities. For example, we are unlikely to support fitness activities (e.g. personal training, yoga classes, dance fitness) unless there is a specific link to this priority area.

We welcome applications from everyone, and particularly welcome applications from those who are from Black and minoritised communities, disabled people, LGBTQIA+ people and young people outside of from mainstream education.

The Programme

The Go! London Young Entrepreneurs Start Up Programme will work with young Londoners, aged 16-24 years old, who want to start and grow sports and physical activity-based enterprises that make a difference in their community. To apply for this opportunity, submit an expression of interest.

Incubate! 25 young people will get help develop their business idea, through workshops and support.

Our incubator support will offer 25 young people the chance to:

- Build a plan with 1:1 support from experienced SSE learning facilitators.
- Develop entrepreneurial and leadership skills with four workshops.
- Learn how to pitch business ideas.

Grow! From these 25 young people, 10 will receive a year-long programme to support them with their enterprise, including:

- **12 study days** with other young entrepreneurs from November 2024 to December 2025, including four delivered by Bayes Business School.
- **Funding for your start up plans** with a grant of up to £15,000.
- **4 Action Learning Sets** - a smaller group with a trained facilitator, designed to support leaders to learn from one another. Find out more about Action Learning [HERE](#).
- **2 x 1:1 Action Clinics** - with our entrepreneurship team.
- **Support from an experienced business mentor** - to help you to develop your venture.
- **Access to a diverse network of social entrepreneurs.**
- **The chance to collaborate and build a relationship** with SSE and its wider Fellows' network.
- **A celebration of your achievements** at the graduation event.

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

- Developing your business model
- Becoming Social Strategic Leaders
- Developing your social or environmental impact
- Setting up your organisation using a suitable legal structure
- Keeping a work/life balance
- Building networks
- Marketing and social media
- Building confidence in your leadership skills
- Measuring Impact

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

Your journey with us



Programme dates and location

Incubate!

In August - October 2024, our incubator support will offer 25 young people the chance to:

- Build a plan with 1:1 support from SSE's experienced entrepreneurship facilitators.
- Develop entrepreneurial and leadership skills with four workshops.
- At the end of the Incubate! Programme, approximately 13-15 young people will be asked to pitch for a place on the full Grow! Programme and to receive the grant. Support will be given to help people to make their pitch.

10 young people will be invited to take part in a year-long programme with a grant of up to £15,000.

These are the provisional dates which may be subject to change:

Description	Times	Dates
Incubate Session 1	5 - 8pm	20th August
Incubate Session 2	5 - 8pm	10th September
Incubate Session 3	5 - 8pm	17th September
Incubate Session 4	10am - 4pm	3 rd or 4 th October (split cohort)
Pitching Event	All day - timing tbc	By 24th October

Grow!

The year-long learning programme will take place both in-person and online. We have a virtual learning platform, called The SSE Community. You will be able to access information about the programme and other resources, connect with the other members of the cohort, and attend live online sessions.

You will also have the opportunity to attend study days delivered by Bayes Business School, one of the top UK business schools.

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.

These are the provisional dates which may be subject to change:

Description	Format	Dates
GROW Kick Off Session	In-person	21st November 2024
Study Day Two	In-person, Bayes Business School	3rd December 2024
Study Day Three	In-person, Bayes Business School	16th January 2025
ALS 1	Online	30th January 2025
Study Day Four	In-person, Bayes Business School	6th February 2025
Study Day Five - Practical Experience Day	In-person	27th February 2025
Study Day Six	In-person, Bayes Business School	6th March 2025
Study Day Seven	TBC	10th April 2025
ALS 2	Online	1st May 2025
Study Day eight	TBC	26th June 2025
Mid-point 1:1	TBC	1st - 11th July 2025

ALS 3	Online	17th July 2025
Study Day Nine	TBC	11th September 2025
End point 1:1	TBC	1st - 8th October
ALS 4	Online	9th October 2025
Study Day Ten	TBC	16th October 2025
Study Day Eleven	TBC	13th November 2025
Celebration Event	In-person	Dec-25

Interested? [Submit your application here.](#)

Programmes at a glance

Learning Sessions

Covering themes such as setting up your business, legal structures, business plans, social/environmental impact, and leadership skills.

1:1 Mentoring Sessions

Each person will be paired with an inspiring business mentor to help them develop their venture.

Action Learning Sets

These are small groups working with a trained facilitator to find ways of overcoming challenges and problem solving.

Peer Support

SSE's cohort-based approach creates strong peer bonds. 80% of SSE Fellowes ('alumni') are still in touch with other Fellowes post programme.

Networking

Participants will grow their networks via learning sessions, events, and mentoring. A dedicated Steering & Influence Group will help amplify the work of the young people.

Funding

Funding for your start up plans with a grant of up to £15,000.

The grant

Go! London Young Entrepreneurs Start Up programme participants will receive a grant of up to £15,000.

You can claim £5,000 grant at the start of the programme and then work closely with a grant manager to claim the remainder of the balance during the programme. You will need to attend 80% of the programme to draw down your entire grant.

You can use the grant to support the development of your business, to support young people to access sport in London. Some of the grant may be used to pay yourself to give you time to come to the learning programme and work on your project and to support the development of your project.

You will have a dedicated grant manager throughout the year, who will support you with questions about your grant and how you can spend it, as well as help you set up your finances, banking and record keeping.

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...
Activities and costs to do with setting up and running your project, including:	Things not related to your business (but you can pay yourself a salary)
<ul style="list-style-type: none"> • Paying yourself or others to develop your project and to attend the learning programme. 	<ul style="list-style-type: none"> • Assets over £1500 in value, including refurbishment of buildings or purchase of vehicles unless agreed with us.
<ul style="list-style-type: none"> • Costs of running activities or piloting new work 	<ul style="list-style-type: none"> • Work that has taken place before the grant was awarded.
<ul style="list-style-type: none"> • Marketing and publicity: e.g. developing a website. 	<ul style="list-style-type: none"> • Costs associated with the application or interview.
<ul style="list-style-type: none"> • Travel and subsistence costs, including for attending the programme. 	<ul style="list-style-type: none"> • Academic qualifications or driving lessons.
<ul style="list-style-type: none"> • Insurance costs, DBS checks, 	
<ul style="list-style-type: none"> • IT equipment 	
<ul style="list-style-type: none"> • Sports kit and merchandise 	

Grants to 16 and 17 year olds

We welcome applications from 16 and 17 year olds, however as 16- and 17-year-olds cannot hold business bank accounts we will work with you to help you identify a responsible person who will hold the grant on your behalf.

Making an application

Apply by 1pm Monday 17th June 2024.

Complete a short application form to apply for this programme. It is a very short form, and there is an option to complete sections using voice recordings. We will then contact you for a short 15-20-minute chat with one of our team so we can get to know more about you.

Ready to Apply?

- Please use our online [Application form](#) to apply for your place on the programme.
- You can save the form 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 **1pm Monday 17th June 2024** as it will not be considered. Under exceptional circumstances, we may give approval to submit your late application. To arrange this, you must email **Kate Campbell** ahead of the deadline at kate.campbell@sse.org.uk.

Expression of Interest Questions: A downloadable set of questions can be found on our website with guidance.

It is possible to also upload voice recordings for the text questions.

Application support: If you need help with your application, have difficulty filling in forms for any reason, or need one-to-one advice about applying, please contact **Kate Hanley**, Entrepreneurship Administrator: kate.hanley@sse.org.uk or **020 3905 3537**.

Information sessions: You can find out more about the programme and have the opportunity to ask questions at one of our information sessions:

- Wednesday 29th May at 1pm - [click here to register](#).
- Tuesday 11th June at 5pm - [click here to register](#).

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?

No, this programme is specifically aimed at young entrepreneurs who are from Greater London and making change within Greater London.

2. 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.

3. 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 discussed individually with participants. If you have specific needs and would like to speak to someone about this, please contact **Kate Hanley**, Entrepreneurship Administrator who can put in touch with a member of the team who could support (kate.hanley@sse.org.uk or 020 3905 3537)

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

Some of our SSE Fellows have been people who have had 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 business, including working with children, young people or adults who are vulnerable, you must let us know, as we may do checks during the application assessment.

5. What about Data protection?

SSE 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.