



SOCIAL ENTERPRISE IN YORKSHIRE AND THE HUMBER



BUSINESSES
MAKING A
DIFFERENCE





Our social enterprise sector is one of the most prosperous and determined in the UK

The social enterprise sector continues to shine brightly employing more than 650,000 people nationally and contributing over £8 billion per year to the UK economy.

It's a real pleasure to have been asked to write the opening remarks for the region's fourth Social Enterprise Awards which marks the start of FOOTSEY 2009. This past year has been a challenging one for the region's businesses, unprecedented in my working life. However, there are beacons of hope and the social enterprise sector continues to shine brightly employing more than 650,000 people nationally and contributing over £8 billion per year to the UK economy. The case studies within this brochure demonstrate just what the sector adds to our region socially, environmentally and economically, highlighting the degree it changes peoples' lives.

Each of the social enterprises featured in the case studies show the opportunities that, even during recession, exist all across our region. One category that caught my eye was the 'Social Enterprise of the Year', and what can be achieved through innovative thinking and practice. I highly recommend reading about Fresh Pastures (page 22) who in three years have grown into a company that employs 43 people and forecast to turn over £3.6 million this year, thanks to their high-quality milk distribution. Or Disability Action Yorkshire (page 23) who have diversified and now offer a broader array of services, that have increased their customer base and market share. There are numerous other examples throughout these pages.

However, all businesses large or small need high-quality business support. To help them at the start and expedite their growth, Yorkshire Forward, through our investment in Business Link Yorkshire, offers advice, financial support and mentoring. The mentoring scheme is going really well, thanks to the sector's willingness to work and learn together, and the drive that is coming from Business Link and the Office of the Third Sector.

The one thing that underpins all this great work is partnership, something Yorkshire and Humber does really well and is rightly proud of. The fantastic collaborative work being done by Business Link Yorkshire, the Office of the Third Sector, Yorkshire Forward and Social Enterprise Yorkshire and the Humber who continue to lead the region's social enterprise sector, makes our social enterprise sector one of the most prosperous and determined in the UK.

I firmly believe we have a positive future for social enterprise growth, and wish every social enterprise featured in the awards, and present at FOOTSEY, a prosperous end to 2009 and continued success in the years ahead.

Terry Hodgkinson
Chair
Yorkshire Forward

Living in most interesting times



There is an old Chinese proverb 'May you live in interesting times' and I believe that social enterprise is living in most interesting times with the backdrop of the failure of corporate finance, increasing unemployment and the prospect of cuts in public sector expenditure but with an increased focus on mutualism, sustainability and corporate governance offering real opportunities.

The last year has seen a further growth in our sector with new organisations coming forward and partnerships between the private sector and our own, as well as consolidation and even social enterprises taking over private businesses most notably the Co-operative Group's takeover of Somerfield.

The maturity and complexity of social enterprises is moving at pace with new models of finance coming forward through the development of a Social Investment Bank and the piloting of social impact bonds. The public recognition and understanding of the sector should also take a step forward with the development of a social enterprise identifier and launch of the social enterprise town concept.

The SEYH awards capture a flavour of the diversity of social enterprise in our region and this year we had more applicants than ever reflecting the strength of individual social enterprises and the strength of the new networks created through the support of the Capacitybuilders Social Enterprise Programme.

I am confident that the coming year will see further innovation and development of our sector as the perception of our values, mission and entrepreneurship continues to spread in the public consciousness and the new networks we are forming will deliver real value for trading, partnerships and knowledge transfer.

The awards are run to celebrate, encourage and inform and we are really happy to have the continued commitment from Business Link and Yorkshire Forward for the awards and our sector.

Alex Sobel
General Manager
Social Enterprise Yorkshire
and the Humber

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What is Social Enterprise?



From saving village post offices to trying to save the planet, social enterprises are reaching into communities and making a difference like never before.

It may have been a quiet revolution but social enterprise is now firmly on the economic and social map after astonishing growth in recent years.

And even the storm clouds of recession are unlikely to hamper progress, in fact the economic downturn is creating more demand for the range of products and services that social enterprises are so often best placed to deliver.

There are now over 62,000 social enterprises according to government estimates – that's five per cent of all businesses with employees – and they are turning over more than £27 billion and contributing more than £8 billion to the UK economy.

There are high profile examples like The Big Issue and Jamie Oliver's restaurant Fifteen, and locally Suma Wholefoods but there are thousands more organisations driven by a passion for social rather than monetary gain.

Like any business they need to be profitable but social enterprises plough surpluses back into the organisation or the community to meet social objectives, not to maximise

profit for shareholders and owners.

Their ability to operate successfully in niche markets and challenging areas, means more products, services, jobs and training opportunities where they may not otherwise have been available.

Government and local authorities are increasingly recognising the vital and often unique role that social enterprises can play in tackling some of the tough social and environmental issues, such as finding work for the 'hard to reach'.

This leaves social enterprises well placed to make excellent use of the public sector spending being used to re-energise the economy and they are being specifically called upon to get involved in government initiatives such as the Future Jobs Fund, designed to combat youth unemployment.

Locally, councils are becoming more aware of the added value they can give their communities by awarding contracts to firms with a strong social purpose.



It may have been a quiet revolution but social enterprise is now firmly on the economic and social map after astonishing growth in recent years.

Local authorities, which yield such huge buying power and influence, are realising they can achieve so much more than best product and price.

“Many social enterprises operate in areas where they can deliver both economic and social value and they can do this better than the private sector,” says Alex Sobel, general manager of Social Enterprise Yorkshire and the Humber (SEYH).

“They not only provide excellent value on the contract but they can also provide other important outcomes such as jobs for the long term unemployed, local sourcing and positive environmental results which add value to society. This is clearly relevant in a recession and attractive to local and national government.

“There will be many exciting opportunities in the next few years. Already we are seeing social enterprises getting more involved in mainstream delivery of public services such as social care and becoming more attuned to tendering for public sector contracts and the potential for further involvement is huge.”

Social enterprises have come a long way since 28 weavers and other artisans formed the first co-operative in

Rochdale in 1844.

The resurgence of the sector in the late 1990s has resulted in a thriving and diverse sector, and many new ways of setting up, running and raising money for social enterprises.

Charities, co-operatives, development trusts, housing associations, social firms, community businesses and many more are operating successfully in communities up and down the country.

And a recent study highlights some of the further possibilities for growth.

Researchers found that seven out of 10 people said they would prefer to buy from firms who put their profits back into the community rather than into the pockets of shareholders and that they would rather buy from a company that made decisions based on concern for society and the environment.

The study was carried out for RISE, which is administering the new Social Enterprise Mark scheme - an easily-recognisable mark or logo awarded to businesses that meet the criteria.

SEYH is working with RISE to look at the viability of

introducing the mark in Yorkshire and hopes it will help raise awareness and understanding of social enterprises.

The mark is also backed by the Social Enterprise Coalition, a national body representing 10,000 social enterprises.

It's a growing voice for the movement and is providing a powerful platform for showcasing the benefits of social enterprise as well as influencing national policy and promoting best practice.

“Hundreds of thousands of people in our communities are benefiting from the work of social enterprises but we are still nowhere near reaching the full potential of this sector,” says Mr Sobel.

“It's down to social enterprises and their partners, to seize these fantastic opportunities to make an even bigger contribution to the social, environmental and economic landscape of the UK and beyond.”

By Ian Alexander



Contact:

Tel: 01274 299 211

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Social aims:

To empower and educate deaf people by providing opportunities for involvement and learning.

Trading activities:

Production and sale of health information DVDs, health needs assessments, deaf-awareness auditing and training.

Profit distribution:

Profits are reinvested to maintain and expand services.

Social ownership:

A company limited by guarantee. Three out of the four non executive directors are deaf.



It may not be Hollywood but the films being produced by Bradford-based Deafinitions are set to have a big impact.

The health information DVDs are thought to be the first made anywhere in the world to feature a combination of sign language - with a deaf presenter rather than an interpreter - and quality visual explanations using state of the art 3D animation graphics.

This means the 'grassroots' deaf community can receive vital health information on common illnesses that most hearing people take for granted.

Deafinitions is driven by a desire to reverse the 'let-me-help-you' attitude it feels is traditionally adopted by many deaf services, instead it seeks to empower. It's become the first deaf-led social enterprise in the country with a deaf youth management committee (YMC) which spearheads the Youth Deafinitions projects.

The YMC has already staged the world's first film festival for deaf young people at which Harry Potter star Matthew Lewis was the star guest.

Deafinitions' income topped £140,000 in its first 18 months and it hopes to employ 25 people in three years time.

More health DVDs are due to be released through primary care trusts and talks are underway with HM Revenue and Customs to produce similar information films on tax credits.

Short informative video clips are being made available on Deafinitions' websites and more activities are planned for deaf young people including another film festival.



If you think there are always winners and losers in football, then think again.

Kick4change is scoring success for players of all sides as well as schools, clubs and communities.

It's not only providing quality football boots for less than £15, it's also allowing the purchaser to nominate a school or club to receive half of the profit from the sale and ploughing any remaining profits into community-based projects.

The boots are sold direct online as well as to retailers, to charities that sell 'virtual gifts' and to companies that buy the boots as a donation to be passed on to disadvantaged children.

Kick4change even helps schools make the best use of donated profits and consults with children on the design of products and with parents on pricing.

And the first social enterprise sports brand in the UK is not afraid to think big in its bid to take on the established brands and boost the number of kids able to take part in sport.

Although less than a year old it's already forging links with Sheffield FC - the world's oldest football club - and with the South African Sports Trust.

It's taking part in a corporate social responsibility initiative in South Africa that has a target of providing 20,000 boots to children in six months and has secured a database of 40,000 UK schools to directly market to.

And with early expansion plans including the launch of a range of football strips, it does seem everyone can be a winner.

Contact:

Tel: 0844 880 7589

Email: info@kick4change.org

Social aims:

Provide affordable football boots to increase child participation in sport, tackle obesity, social exclusion and improve lifeskills.

Trading activities:

Sale of football boots.

Profit distribution:

Half of the profits go to the customers' nominated school or club. Remaining profits are reinvested and go to UK-based projects.

Social ownership:

A community interest company.



Thorne Brewery CIC

Category: Innovation in Enterprise



It may seem like a beer drinker's dream: a share scheme that pays dividends in real ale.

Contact:

Tel: 01405 741 685

Email: info@thornebrewery.com

Social aims:

Create jobs and training opportunities for local people, stimulate tourism by operating a visitor centre.

Trading activities:

Production and sale of traditional real ales.

Profit distribution:

Profits reinvested and contribute to a planned visitor centre. Dividends paid in beer tokens to community shareholders.

Social ownership:

Community interest company limited by shares. Representatives from community and regeneration partnership on the board.

But that's the reality at Thorne Brewery near Doncaster which has pledged to reward its community shareholders with pints instead of pounds.

And investors could receive plenty of beer tokens if the brewery can maintain its impressive progress since resurrecting brewing in the town after a 20 year absence.

It produces over 5,000 pints of Thorne Best Bitter and Thorne Pale Ale per week and expects to double that output in a year with turnover soaring from £24,000 to £330,000.

The brewery, which has backing from the town council and Key Fund Yorkshire, supplies to the likes of Wetherspoons and Hogshead pubs and has secured a distribution link that will pave the way to selling to other national chains.

Production of bottled beers begins soon with plans to supply Tesco and Asda and the brewery hopes to take on two pubs, on its own or in a community partnership.

A portion of profits will be used to develop a derelict town centre building into a visitor centre including a bar, outlet for local produce and a museum charting Thorne's brewing history.

The brewery's finances were boosted by an innovative community share issue that avoided the need for the offer to be underwritten and slashed the amount of red tape involved, saving thousands of pounds - an approach that could be adopted by other social enterprises.



Thousands of youngsters are turning over a new leaf thanks to Bradford-based Reading Matters.

Pupils who have not reached the same reading level as their classmates can often be left behind academically. That in turn can lead to other issues, such as behavioural problems and even exclusion from mainstream education. Reading Matters is stopping youngsters from falling into this downward spiral. It's helping to improve pupils' reading skills so they can reach their full potential.

The charity provides specialist training to learning mentors and volunteers who work in secondary schools. So far hundreds of people, including parents, carers and corporate volunteers, have been equipped with the skills to work with thousands of youngsters. And the children are not the only ones who are learning.

Two years ago the charity's future was looking precarious – dangerously low cash reserves and

increased competition for funding left it teetering on the brink. But a new business plan has re-energised Reading Matters, transforming it into a dynamic, self-sufficient social enterprise which is turning a profit.

Last year's operating surplus of £45,000 was reinvested back into the charity and some went towards employing a business development manager. Better still its much-improved financial situation meant it was able to open up its services to 3,800 beneficiaries – a 30 per cent increase.

Now forging new partnerships nationwide and even globally, Reading Matters looks assured of a happy ending.

Contact:

Tel: 01274 692 219

Email: info@readingmatters.org.uk

Social aims:

To improve the reading ability of 11 to 16 year olds so they do better at school, become more confident and prevent educational and social exclusion.

Trading activities:

The provision of training to reading mentors including parents, foster carers and teachers.

Profit distribution:

All profits are reinvested into the organisation.

Social ownership:

A registered charity.



Contact:

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Social aims:

To provide work and training opportunities for homeless and other disadvantaged people.

Trading activities:

Create runs three cafes, a cleaning team and retail division which employ people with limited opportunities of employment.

Profit distribution:

All profits are reinvested into the business.

Social ownership:

A community interest company, limited by shares.



Homelessness and unemployment can form a vicious circle. One often causes the other and once either has you in its grip, it can be hard to get out.

However, Create is breaking this potentially destructive cycle by helping people who want to rebuild their lives and want a hand up and not a hand out.

Launched in Leeds in September 2007, the social enterprise is providing work for people from hard to reach backgrounds – homelessness, addiction, mental health problems and offending - in its three cafes, its corporate cleaning team and its retail division.

It also offers a training and volunteer programme now backed by a major UK company in which the retailer guarantees a job to anyone who successfully completes a Create training course.

And not to rest on its laurels, Create is forging ahead with new business opportunities. A new premium soup range -

Way Out Soup Kitchen - is to be sold in supermarkets with all profits ploughed into getting the homeless into work.

Providing a vital community service might be valuable enough on its own, but Create is also making a profit. In 2007/08, it recorded a turnover of £185,000. In 2008/09, it estimates that figure will rise to an impressive £500,000. Profits are invested back into the company to provide more paid posts for volunteers.

It recently opened its first franchise venture in Doncaster and expects to open two further franchises later in the year.



Business success looks like being plain sailing for new company Greenwave.

The charity and business, based in Richmond, is dedicated to cutting carbon-emissions in the shipping industry which is thought to create more than a billion tonnes of carbon dioxide every year.

It funds research and development into technologies that will help reduce both pollution and fuel costs – and then sells the products under license.

One of its first innovations is a wind engine, a mechanical sail that can be fitted to a ship, and which saves up to 13 per cent in fuel.

The wind engine boasts a string of excellent credentials: it is sustainable; can be retrospectively fitted; it does not require the ship to take on extra crew; it can be delivered flat-packed; and all component parts can be recycled.

Other breakthroughs under development include emission-monitoring software and a drag-reduction kit.

Greenwave's commitment to protecting the planet does not diminish its profitability. Its four-year business plan shows a £1.5m turnover by 2011. And its predictions are anything but watery - in 2008/09 Greenwave recorded an impressive turnover of £600,000.

This year, its employees increased from one to five and next year, it aims to have eight people on its team.

With the world-wide drive for big business to become more eco-friendly, Greenwave is advancing at a rate of knots.

Contact:

Tel: 01748 821 997

Email: nick@greenwave.org.uk

Social aims:

To reduce the pollution created by the shipping industry.

Trading activities:

Research and development of emission-reducing technologies.

Profit distribution:

Profits are reinvested into the business to fund further research and development.

Social ownership:

A UK registered charity, also incorporated as a company limited by guarantee.



Contact:

Tel: 0114 273 9208

Email: alistair@viewpoint-research.co.uk

Social aims:

To create employment opportunities for disabled people and others disadvantaged in the labour market.

Trading activities:

Carrying out customer satisfaction research on behalf of other businesses and organisations.

Profit distribution:

Profits are invested back into the business. As it develops and shareholding increases, dividends will be paid in line with the CIC share cap.

Social ownership:

A community interest company limited by shares.



Viewpoint is looking good for the future – thanks to its innovative business model.

The Sheffield-based company carries out customer satisfaction research on behalf of big name brands and public bodies. But as well as delivering a vital service for businesses, it is also providing much-needed opportunities for people who encounter barriers to finding work for disability, health or social reasons.

Its staff is made up almost entirely of people with disabilities who have struggled to find work in the usual labour markets.

Unlike in other more profit-driven businesses, Viewpoint offers part-time positions of varying working hours. It means its staff can work when it suits them, taking into account their particular disabilities and needs and Viewpoint can offer work to more people and maximise its social impact.

Employees carry out the research by talking to customers on the phone or getting people to fill in online or postal surveys. The results are then compiled for the client.

Although Viewpoint only started operating in November 2008, it can already boast a lengthy and impressive portfolio of customers including the likes of the Big Issue in the North, Kier Group, the Department for Work and Pensions, Sheffield Homes and Barnsley Primary Care Trust.

Earlier this year, in a ground breaking partnership with the RNIB, the company launched a second office in Leeds which employs four blind or partially sighted researchers.



Shores Homecare is really going places – in one year, it has increased its workforce by 3,000 per cent.

When it began trading in July 2008, the company had just one member of staff delivering only a few hours of care a week. A year later, it has 30 employees providing a staggering 3,500 hours of care per month.

The company delivers high quality home care to the elderly or the ill in their own homes. Tailor-made to the client's specific needs, the service helps people stay living independently for longer – who without its help, may be in hospitals or residential homes. Staff also help promote healthy living and nutrition and give advice on how to stay safe at home.

The quality of Shores Homecare's service has been recognised by the local Primary Care Trust, social services and the Care Quality Commission.

The Withernsea-based company is a trading arm of Southern Holderness Resource Centre, a charitable community resource centre. And its £300,000 turnover in the past 12 months is helping support the work of the charity which includes hosting a range of community events and activities.

From humble beginnings, Shores Homecare is already making great strides – bucking the national trend which has seen some similar companies struggle in the economic downturn.

And this excellent business performance means more vulnerable people in this part of East Yorkshire can have access to this lifeline.

Contact:

Tel: 01964 615 190

Email: jd-homecare@shores.org.uk

Social aims:

To care for and support people who are ill or frail.

Trading activities:

The provision of care in people's own homes to help them stay independent for longer.

Profit distribution:

Profits are reinvested into the enterprise and into the community.

Social ownership:

A company limited by guarantee and a trading arm of a charity.



Contact:

Tel: 0113 252 3225

Email: hirst02@leedslearning.net

Social aims:

To give pupils an understanding of the business world, raise aspirations and boost confidence. Support community projects.

Trading activities:

Sale of home-grown fruit and vegetables, hand-made cards, hanging baskets, rabbit hutches and planters.

Profit distribution:

Profits are reinvested and used to support local groups and initiatives.

Social ownership:

Run by pupils with guidance from teaching staff.



Students at Bruntcliffe School in Leeds could teach some businesses a thing or two about chalking up a profit.

Bruntcliffe Enterprise Social Team (BEST) recorded an impressive £3,500 turnover in its first 12 months of trading and has quickly developed an impressive product range.

The pupils, aged 11 to 16, make a variety of goods including cards, planters, rabbit hutches and hanging baskets which they sell in the local area. Materials are sourced locally and the pupils aim to use at least 75 per cent recycled resources in each product.

Students have struck deals to supply pet stores, a farm and shops with their products and they also do a roaring trade in home-grown fruit and vegetables which are snapped up by local pubs.

Profits have been used to support community projects including an elderly action group, an allotment society and several junior school gardening clubs.

The scheme has proved invaluable not only in helping youngsters learn about the world of business but also in helping them gain qualifications in work skills, wider key skills and construction.

Before getting involved in BEST, some of the youngsters had found it difficult to achieve in a traditional classroom setting. However, teachers now report a marked improvement in attitudes, confidence levels, and communication skills. One student described their experience as “the best year I have ever had at school.”

With profits and turnover increasing every month, there are plans in the pipeline to expand the scheme to include a café bar and hair salon.



It's not difficult to spot the business ability of the Safety Citizens at Upper Wharfedale School.

The enterprising year seven students have launched a company which specialises in providing high visibility safety gear for children and young people.

The five year seven youngsters have teamed up with a manufacturer to design the bespoke fluorescent jackets, vests and rucksacks which come complete with a choice of motifs.

They even sell teddy bears adorned with tiny reflective jackets aimed at encouraging children to wear their own. And while their main market has so far been primary school children, they're also branching out to target other groups, like horse-riders and scout troops.

The business has twin benefits – as well as potentially saving lives, it also makes money. The company was

launched in September 2008, but did not start trading until 2009 when in just three months students sold more than 80 jackets at £5 each.

With lots more opportunities on the horizon, in future months they hope to boost that figure significantly.

Teachers at the school say they are impressed with the students' natural business nous but also their newly acquired skills in team-working, decision-making, risk taking, creativity and communication.

And it is not just school staff who are heaping praise on the youngsters – North Yorkshire Police have given their official backing to the product. These students certainly seem a safe bet for success.

Contact:

Tel: 01756 752 215

Email: kspeciale2@aol.com

Social aims:

To save the lives of young people on the roads and develop enterprise skills.

Trading activities:

Sale of high-visibility road safety jackets, bags and other items.

Profit distribution:

Most profit is reinvested into the business and will fund other educational projects in future.

Social ownership:

Business is owned by five year seven pupils and money is banked through the school.



Contact:

Tel: 0114 234 8805

Email: mike.garnock-jones@sheffield.gov.uk

Social aims:

Give students new learning opportunities, raise aspirations and encourage careers in creative and media industries.

Trading activities:

Design, production and sale of artworks including cards, postcards and prints.

Profit distribution:

Profits are reinvested and gift vouchers will be given to participating students.

Social ownership:

A limited company run by pupils with support from six staff forming a board of directors.



Children at Myers Grove School in Sheffield certainly have designs on success.

Fourteen pupils at the school have created FORGE, an artworks company which designs, produces and sells unique prints, postcards, greetings cards and mugs. Each of the youngsters has taken on a specific responsibility in the business from sales and marketing to finance and product design.

The scheme was given an initial boost thanks to partnerships it formed with agencies like Business Link Yorkshire which provided development vouchers to employ a consultant to help the students get it off the ground. Local entrepreneurs also offered their support by meeting with pupils and urban artists and a professional photographer provided creative inspiration.

The business was officially launched at this year's school prom, where the enterprising students took

informal photos and offered them for sale, along with yearbooks, postcards and canvasses.

For most of the students taking part in the FORGE scheme, the world of business had seemed out of their reach. Around two thirds of pupils at the school live in less advantaged areas of Sheffield and its S6 postcode area has lower business start-up rates than most areas of the city.

However, FORGE has demonstrated the opportunities open to students from all walks of life, whether they want to work for themselves or someone else. And it is hoped that the success of the company and its many positive spin offs will lead to other Sheffield schools launching similar projects.



Snap-happy students have put themselves in the frame for a bright future after establishing their own social enterprise.

Five young people at Havelock Academy in Grimsby formed the Picture This! company – a photography business launched in February this year.

They have been commissioned to take staff family portraits and in the summer were booked to take the official photographs at the school prom.

But it is not just within the school walls where their services are being used. A series of flyers, cards and posters are now advertising their business in the local area – and Picture This! has already received an important commission from a local business. A planned website will spread the message further still.

Each member of the company takes on a role suited to their skills, from company manager to photographer

and finance director. All five have an equal share and decisions are made unanimously after boardroom discussions. And one of the key decisions they made very early on was to donate all profits to the nearby St Andrew's Children's Hospice.

Tutors say the students have learnt much from the project. Not only do they now possess practical skills like photography, editing and design but also the ability to communicate well and work in a team.

All in all, they are becoming the picture perfect package.

Contact:

Tel: 08444 772 498

Email: jshawcross@havelockacademy.co.uk

Social aims:

To help students acquire business-related skills and to improve teamwork and communication.

Trading activities:

The production of good quality portrait photographs and other prints at affordable prices.

Profit distribution:

All profits are donated to the local children's hospice.

Social ownership:

All five members of the company share equal ownership.



Simon Brown & Jamie Tosh (Kick4change CIC)

Category: Social Entrepreneur of the Year



Some people may think that what Simon Brown and Jamie Tosh did was utter madness.

Jamie had a secure career in the NHS and Simon was doing well with a leading UK company when they handed in their notices to sell football boots. And they didn't take such a huge gamble to become wealthy, they did it to leave a legacy that children could benefit from.

Their community interest company, Kick4change, provides quality, low cost boots so that more children in the UK and across the world can play sport.

Half of the profits go to a school or club nominated by the purchaser and the rest into UK community projects.

The entrepreneurs, who made a significant investment in the business themselves, hope the enterprise will help tackle numerous important issues such as child obesity and social exclusion.

Jamie and Simon believe they are pushing the boundaries of social enterprise and moving away from service-led local businesses.

Their dynamic approach has seen them make a series of early breakthroughs including an invitation from the South African Sports Trust to work with 250 children from nine townships on a motivational and Aids awareness campaign using Kick4change boots as incentives for the youngsters to take part. The trip is being filmed for television.

They are confident they can take on the big, established brands and with plans to add new products and turnover projections of £409,000 by the end of their first full trading year, they could score a crucial victory for thousands of children.

Contact:

Tel: 0844 880 7589

Email: info@kick4change.org

Social aims:

Provide affordable football boots to increase child participation in sport, tackle obesity, social exclusion and improve lifeskills.

Trading activities:

Sale of football boots.

Profit distribution:

Half of the profits go to the customers' nominated school or club. Remaining profits are reinvested and go to UK-based projects.

Social ownership:

A community interest company.



Nick Dearden is a man with a mission – to revolutionise the shipping industry.

The founder and project director of Greenwave is determined to drive down levels of carbon emissions in nautical distribution.

At present, the shipping industry is responsible for pumping more than one billion tonnes of carbon dioxide into the earth's atmosphere every year, making it one of the world's worst offenders.

But Nick passionately believes there is a better, cleaner and greener way that will benefit both the planet and shipping operators. He launched Richmond-based Greenwave to research and develop new technologies that will reduce not only pollution but also cut fuel costs.

One of Greenwave's major innovations so far has been the development of a wind engine which can be retrofitted to existing ships, needs no additional crew and saves on average 13 per cent of fuel.

While helping to reduce emissions, the wind engines also have excellent green credentials of their own - being made of recyclable component parts. A full-size engine is due to be tested in the next few months, with sea trials in early 2010.

But Nick doesn't want to just see practical solutions, he also wants to see policy change. To this end he is lobbying the industry and the Government for the introduction of greener vessels and the adoption of new technologies to cut emissions and costs.

Nick hopes his business model will be applied to other environmental and social issues and demonstrate that organisations can deliver profits of a different kind.

Contact:

Tel: 01748 821 997 or 07900 695 777

Email: nick@greenwave.org.uk

Social aims:

To reduce pollution created by the shipping industry.

Trading activities:

Research and development of emission-reducing technologies.

Profit distribution:

Profits are reinvested into the business to fund further research and development.

Social ownership:

A UK registered charity, also incorporated as a company limited by guarantee.



David Oldroyd (three Consulting)

Category: Social Entrepreneur of the Year

Contact:

Tel: 0114 213 2247

Email: david@threeconsulting.org

Social aims:

To provide schools, parents and communities with new resources and skills.

Trading activities:

Advisory and management services and the devising of long-term fund-raising strategies for schools.

Profit distribution:

Any surplus profit is gifted to the linked organisation, Woodthorpe Development Trust to aid the regeneration of the Woodthorpe area of Sheffield.

Social ownership:

Owned by Woodthorpe Development Trust, a registered charity and company limited by guarantee.



In 2006, David Oldroyd was given a three-month contract and told if he could find funding to support his salary, he could keep his job.

Three years later, he is not only bringing in enough money to cover his wage, but also to pay five other staff and maintain a sustainable business.

David is the chief executive of three Consulting, an arm of the Woodthorpe Development Trust, which aims to help the residents in that part of Sheffield. three Consulting focuses its efforts on the area's schools.

As well as providing in-school programmes for youngsters on topics such as gangs, three Consulting also offers training courses for school staff and advises on how they can boost their income by fund-raising.

And unlike some consultancies who swoop in and out, three Consulting aims to leave its skills behind to better equip the schools in the future.

The first contract David secured was to manage the extended services for five schools across Sheffield. That number soon grew to 36 and six more schools signed up in September.

Established in March 2007, this year three Consulting is on target to bring in a turnover of £159,000. Over £5,000 will be donated to the development trust this year and around £10,000 next year to help it continue its good works in the wider community.

Typically modest, David credits the success of the company to the team he works with - but without him there would almost certainly be no business at all.



Claire Stockton founded Echoes with one objective in mind – to make sure the voices of children with special needs were heard.

As a mother of a young child with an undiagnosed brain disorder, Claire understood better than most the difficulties faced by children with increased needs. And disappointed at the lack of services available for her son Finley, she launched Echoes (Every Child Has Opportunities, Equality and Support).

Starting from scratch was not easy and she faced an uphill battle to raise the tens of thousands of pounds needed to launch the enterprise. Yet, just a short while later, scores of children and their families have received help they could not get elsewhere. Over the coming months and years, that number will rise to hundreds.

Claire's first step was to develop a multi-purpose therapy centre in Hull housing sensory, alternative therapy, and parent resource and support rooms.

She plans to branch out into other therapies including the specialised Brainwaves Programme which helps children who have a brain injury, genetic condition or developmental delay.

Services are paid for from subscription and membership fees and with the help of grants from the PCT and others, donations, regular fund-raising events and a recently launched charity shop. She even has the support of Home Secretary and local MP Alan Johnson, a patron of Echoes.

Claire dedicates four days a week to the project, yet still has to work at local hospitals to help support her own family. But the rewards are immense - parents she has helped describe her as a lifesaver.

Contact:

Tel: 07944 989 389

Email: claire@echoesfoundation.karoo.co.uk

Social aims:

To improve the quality of life for children and young people with special needs and to offer practical and emotional support for parents and families.

Trading activities:

The provision of therapies, massage, reflexology and other services and operation of a charity shop.

Profit distribution:

All profits have been reinvested into the charity.

Social ownership:

A company limited by guarantee.



Fresh Pastures CIC

Category: Social Enterprise of the Year

Contact:

Tel: 0845 301 8650

Email: rachael@freshpasturescic.co.uk

Social aims:

Supply milk by paying a fair price to local farmers ensuring their future. Employ people with disabilities and long-term unemployed, educate children on healthy eating and environmental issues.

Trading activities:

Sell milk to schools and other local authority organisations.

Profit distribution:

Profits are reinvested and go to community initiatives.

Social ownership:

A community interest company.



When it comes to social enterprises, Fresh Pastures can certainly claim to be among the cream of the crop.

The milk distribution company was launched on a shoestring in 2006. Three years on it boasts a turnover of £2.5m. But for this Wakefield-based company, it's more about people than profits. Fresh Pastures works with a co-operative of local farmers, paying a fair price for their milk supplies and ensuring their survival.

The milk goes from cow to end user in just 24 hours via Fresh Pastures' new purpose-built dairy and a distribution network that takes it to schools and other local authority organisations up and down the country. And it's not just local farmers who benefit.

Around a quarter of its workforce have a physical or mental disability. The remainder were long-term unemployed. The company also employs a qualified

teacher to visit schools and deliver lessons in healthy eating, recycling and the reduction of food miles.

Directors Graham and Sharyn Morley were inspired to help people with disabilities as their first child was born with a physical disability.

The company now has a total of 43 employees, serving 2,200 establishments and its dairy is pumping out 80,000 cartons of milk per day.

It's a far cry from the days when an unsympathetic bank refused to support the company's growth and its directors had to take on personal loans to save it from going under. Turnover is forecast to increase to £3.6m this year.



Disability Action Yorkshire (DAY) helps disabled people achieve their full potential – without a penny in Government or grant support.

The Harrogate-based charity provides residential and home care for disabled adults and also runs innovative schemes to help people with disabilities find employment.

And while it does receive donations from the public, in the main, the organisation has to rely on earning its own income. Which makes the fact it employs 50 people and its annual turnover is £1.35m all the more remarkable.

The organisation runs 34 Claro Road, a care home for adults aged between 18 and 65 with physical disabilities. Unlike most centres of its kind, however, its aim is to help its clients develop independent living skills to allow them to move back into the community or supported accommodation.

It also provides a home care service specifically tailored to the needs of its clients, providing personal care, domestic support and companionship. And its Spot On training courses aim to equip disabled people with all the skills they need to find paid work or a volunteering position.

The scheme recently achieved Matrix Standard accreditation, recognising the high quality of guidance and support it provides.

To help fund its range of work, DAY also runs a Criminal Records Bureau checking and processing service for businesses and charities and hires out meeting and training rooms.

The secret of DAY's success is self-reliance – the same skill they try to share with their clients.

Contact:

Tel: 01423 855 410

Email: jackie.snape@da-y.org.uk

Social aims:

To help disabled people live the lifestyle of their choosing.

Trading activities:

The provision of residential and home care, employment training and skills development for disabled people and Criminal Record Bureau umbrella services.

Profit distribution:

Any surplus is invested into the charity.

Social ownership:

A charity and company limited by guarantee.



SOAR Build

Category: Social Enterprise of the Year



SOAR Build is constructing a better future for deprived communities.

This groundbreaking social enterprise provides training and employment in areas where few opportunities exist.

The Sheffield-based organisation is a 50-50 partnership between the major private sector construction company Keepmoat and SOAR Enterprises, a trading arm of SOAR (Southey and Owlerton Area Regeneration), in which 100% of any dividend goes to SOAR.

Trainees learn trades including painting and decorating and plastering and tiling which they mainly put to use on Keepmoat sites. They also study for professional NVQ qualifications.

After two years of on the job training and work, they have a range of possibilities from staying with the company to finding employment with other organisations or even setting up their own business.

Since 2007, 35 local people have gained qualifications

and work through the scheme. The majority come from areas which are officially among the most deprived in the country.

SOAR Build's own employees also come from diverse backgrounds – 10 per cent are women, 15 per cent are of black and minority ethnic (BME) origin and eight per cent are disabled.

Although its initial subsidy from Sheffield's Construction Job Match scheme has ended, it is forecasting a turnover of £2m in 2009-10, with a projected surplus of £100,000. Expansion into areas beyond north Sheffield is already underway.

The many mutual benefits of this unique partnership between the third and private sectors have seen it gain national recognition as one of Britain's best examples of social enterprise in a Cabinet Office report.

Contact:

Tel: 0114 232 7420

Email: ian@soaregen.org.uk

Social aims:

To provide training and jobs in the construction industry to local people and to help regenerate deprived communities.

Trading activities:

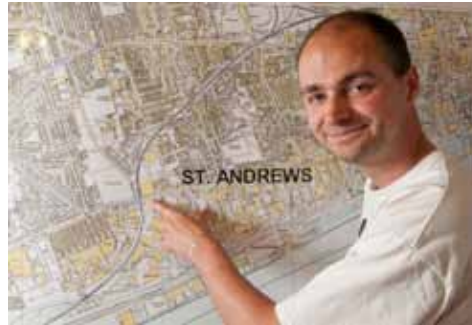
The provision of painting, decorating, plastering and tiling services to the construction industry.

Profit distribution:

All profits go to SOAR and are reinvested.

Social ownership:

A company limited by shares.



Giroscope has all the right moves when it comes to providing homes for those in need.

The West Hull-based charity, established 25 years ago, buys dilapidated properties in the city and renovates them into affordable homes to let.

Among those who have been helped are single parent families, young people and ex-offenders who would have had little chance of securing conventional accommodation without the money for deposits and other administration fees charged by most other landlords.

The refurbishment projects also provide much-needed training and work experience opportunities in a wide range of trades and skills for local people as well as short placements for school pupils.

Since its launch, Giroscope has renovated more than 30 rundown properties which have over the years put roofs over the heads of hundreds of people. And a solar-

powered workshop complex built on the site of an old vandalised factory is now helping other local start-up businesses and social enterprises.

Giroscope's approach to its tenants and properties mean that its services are in great demand - every one of its residential and commercial units is currently occupied.

The result is expected to be a record turnover for the organisation by the end of 2009. That will include a healthy profit margin, which will allow the social enterprise to branch out even further and help even more people in need.

Contact:

Tel: 01482 576 374

Email: info@giroscope.co.uk

Social aims:

To provide affordable housing and work for people in need.

Trading activities:

The purchase and renovation of dilapidated properties to be let to people in need and to provide work experience and training to people in the community.

Profit distribution:

All profits are invested back into the company.

Social ownership:

A registered charity.

Social Enterprise Facts and Figures



There are approximately 62,000 social enterprises in the UK with a combined turnover of at least £27 billion. (2005-2007 data from the Annual Survey of Small Business UK)

Social enterprises account for 5% of all businesses with employees, and contribute £8.4 billion per year to the UK economy. (2005-2007 data from the Annual Survey of Small Business UK)

Seven out of ten people say they would prefer to buy from firms who put their profits back into the community rather than into the pockets of shareholders.

Over eight out of ten public sector commissioners of services would prefer to buy from a bidder with a public service ethos (assuming other contract requirements were met).

(http://www.rise-sw.co.uk/uploads/Published_report_Social_Enterprise_Mark_research.pdf)

(http://www.rise-sw.co.uk/uploads/Published_report_Social_Enterprise_Mark_research.pdf)

The Social Enterprise Mark is a label which tells customers that a product or service comes from a social enterprise and is creating a social or environmental benefit.

The RBS SE100 Index - open to social enterprises - will award prizes worth a total of up to £50,000 to social enterprises demonstrating high growth and outstanding social impact in March 2010.

(<http://www.socialenterprisemark.co.uk/>)

(<http://www.se100.co.uk/rbs-prizes.php>)

The pioneers of social enterprise can be traced back to the 1840s in Rochdale, where a workers' co-operative was set up to provide high quality but affordable food.

The All Party Parliamentary Group on Social Enterprise was founded in 2003 by Baroness Thornton and currently has a membership of 93 MPs and Peers from across the 3 main parties.

(<http://www.socialenterprise.org.uk>)

(<http://www.appgsocialenterprise.org.uk/pages/appg.html>)

The Department for Health's Social Enterprise Investment Fund has helped more than 150 social enterprises by investing over £20 million since it launched in 2007. There is more than £70 million available for start-up and existing social enterprises over the next three years.

The UK government has been described as the most advanced policy-making body globally, and social entrepreneurship is now embedded within diverse UK government departments. US President Obama is also a supporter of social enterprise and recently announced two policy initiatives, promising to create a Social Entrepreneurship Agency, and proposing US \$3.5 billion a year for social investment.

(www.socialinvestmentbusiness.org/our-funds/social-enterprise-investment-fund/)

(<http://www.skollworldforum.com/social-entrepreneurship/IN-DEPTH>)

Where can I find help?

Where can I find help, advice and support? Whatever stage your social enterprise – from pre-startup idea to established and looking to grow, there are networks and organisations to support you:

▶ **Business Link Yorkshire** has helped hundreds of social enterprises to start, grow, develop and survive. It has a team of experienced advisers throughout the region - along with a tailored workshop programme delivering important skills which you can apply to your social business.

www.businesslinkyorkshire.co.uk/socialenterprise
08456 048 048

▶ The **Social Enterprise Coalition** is the UK's national body for social enterprise. It represents a wide range of social enterprises, regional and national support networks and other organisations. It promotes the benefits of social enterprise; promotes best practice; informs the policy agenda; and undertakes research to expand the social enterprise evidence base.

www.socialenterprise.org.uk
020 7793 2323

▶ The Government's **Office of the Third Sector** – within the Cabinet Office – is responsible for national policy on social enterprise. Its social enterprise activity is focused on working across government to create an environment in the UK for social enterprises to thrive.

www.cabinetoffice.gov.uk/third_sector/social_enterprise.aspx

▶ **SEYH (Social Enterprise Yorkshire and the Humber)** is the regional social enterprise network. Social enterprises can become members (membership is free). SEYH's website includes a directory of members and highlights news and events.

www.seyh.org.uk
0845 257 8027

▶ The **Development Trusts Association** helps people set up development trusts - community owned and led organisations which use self-help, trading for social purpose, and ownership of buildings to bring about long-term benefits in their community. It also helps existing trusts, and influences government and others to build support and investment.

www.dta.org.uk
0845 458 8336

▶ The new **Yorkshire & Humber School for Social Entrepreneurs** officially launched on 1 October 2009. Its aim is to identify, promote and encourage entrepreneurial capacity amongst people working for social benefit. It will work closely with the SSE Network to deliver the SSE programme in the region.

www.sse.org.uk/school.php?schoolid=11
0113 388 0139

▶ The **CIC Regulator** - A community interest company (CIC) is a type of company designed for social enterprises. CICs are easy to set up, with all the flexibility and certainty of the company form, but with some special features to ensure they are working for the benefit of the community.

www.cicregulator.gov.uk

▶ The **Social Investment Business** is the largest social investor in the UK. It provides access to finance, capacity building and support for organizations wanting to win public sector contracts.

www.socialinvestmentbusiness.org
0191 261 5200



▶ **Key Fund Yorkshire** offers provides investment support to social businesses across Yorkshire and the Humber. It offers loan and grant packages and equity investment for social entrepreneurs, voluntary and community organisations and existing social enterprises.

www.keyfundyorks.org.uk
0845 140 1400

▶ **UnLtd** - the Foundation for Social Entrepreneurs - wants to support and develop the role of social entrepreneurs as a force for positive change in the United Kingdom. It does this by providing financial awards to social entrepreneurs and runs a UK wide Fellowship of people who have received awards.

www.unltd.org.uk
01274 750 630

▶ **CAN** - provides business support and funds to help social entrepreneurs expand and maximise their social impact.

www.can-online.org.uk
0845 456 2537

**FOR MORE INFORMATION ABOUT SOCIAL ENTERPRISE SUPPORT AND ADVICE,
PLEASE CONTACT BUSINESS LINK YORKSHIRE:**



Tel: 08456 048 048

www.businesslinkyorkshire.co.uk/socialenterprise

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www.yorkshire-forward.com



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www.seyh.org.uk



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Development Fund