



school for
social
entrepreneurs

Through and Beyond Covid-19

Graeme English - SSE

Pre-covid: Social enterprise in the UK

Social enterprises exist in all sectors, seek to fix all kinds of problems in society

- 42% are under 5 years old
- 52% grew in turnover in 12 months (2019) (vs 34% in SMEs)
- 40% of social enterprises led by women, 35% have BAME directors
- 2/3 support individuals from disadvantaged groups
- Operating at local level - reaching into communities



What do our social enterprises do?



 **MONKEY PARK**
BRINGING OUR COMMUNITY TOGETHER



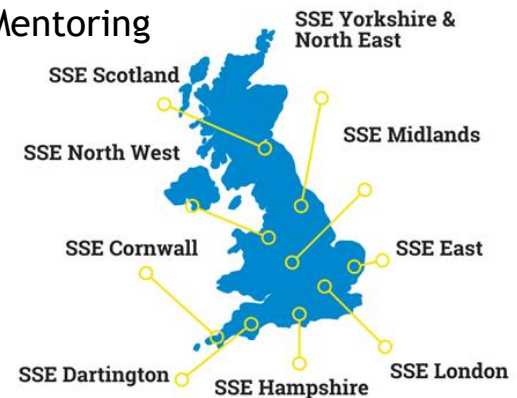
*note, SSE does not have favourites!



About SSE

We help 1,000 people a year develop the skills, strengths and networks they need to tackle society's biggest problems.

- UK-wide, India and Canada
- Across the development lifecycle (Pre Start, Start, Trade, Scale) - focus on broken markets
- We believe: you can't teach entrepreneurship - but you can learn it 'by doing' and from peers and practitioners
- Grants & Business Mentoring

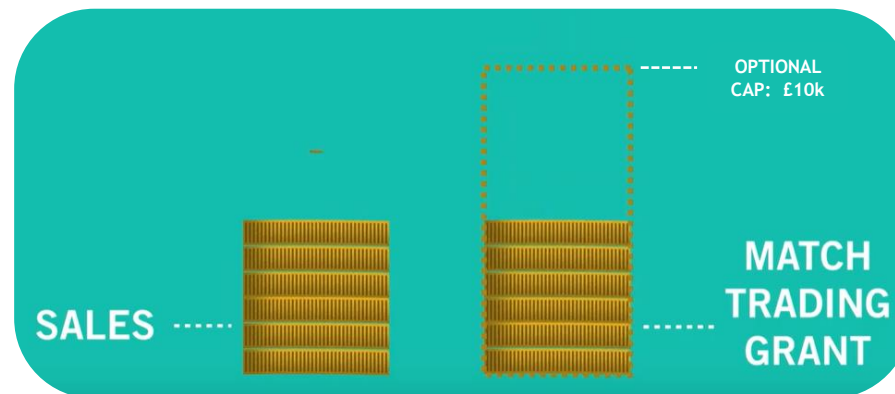


Grants which incentivise trading & sustainability



Match Trading is grant-funding that *pound-for-pound* matches an increase in income from trading.

By rewarding sales growth, Match Trading grants incentivise social organisations to develop their trading base, so they can build stronger futures.



- Diversification
- Innovation
- Resilience
- Autonomy



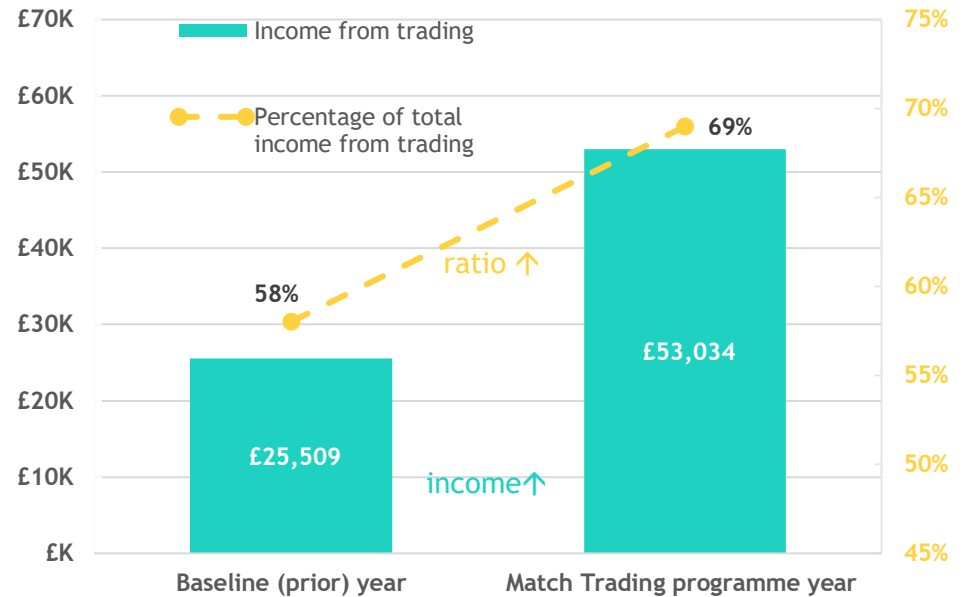
school for social entrepreneurs

Match Trading



Over one year, a typical* Match Trading recipient:

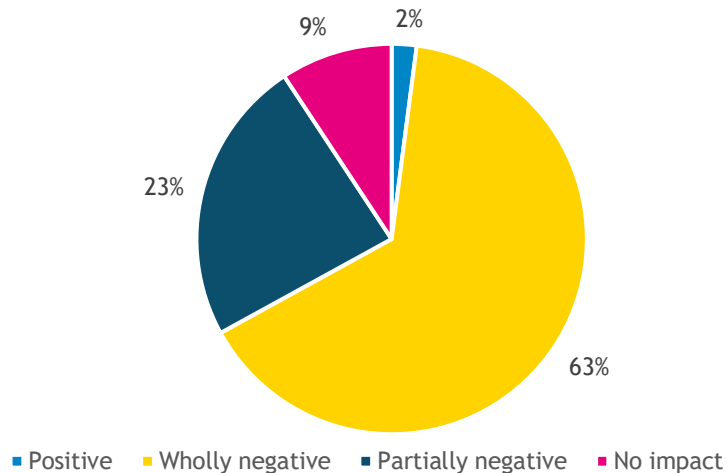
- Increased their income from trading by **£16,952** - a **64%** increase over the previous year
- Increased their ratio of income from trading from **58%** to **69%** of their overall income
- In contrast, **control group** organisations (receiving a traditional grant) increased income from trading by £6,453 - a 21% increase.
- A combined **£5.5m increase** in income from trading across these 143 organisations.



Social Enterprise through Covid-19

Social enterprise & *trading* charities - hit hardest?

Impact on trading income



55% estimate to have lost **over half** their monthly income from trading

Loss of trading income: Most common (77%) response to “most immediate issue you are facing”

Based on an SEUK survey (April):

- **61%** expect to, or have already made staff redundant (varies by organisation size - most prevalent for £50k-£250k turnover - 73%)
- **59%** expected demand for their business/trading to decrease (73% for those in hospitality)
- **69%** expect to lose more than half of their annual income from trading with the general public.
- As of June 2020, **only 4%** of SE's had successfully claimed CBILS - very few eligible for business rate relief

**But there is also
good news**

Breadwinners



Change Please



Some other SSE fellows



SSE and covid-19 response

The Social Enterprise Support Fund - Portal (Phase 1)

[TBC] partnership with key SE support organisations

£23.5 distributed by Consortium Partners via 5 EDAs with TNLCF



Applicant-facing website

One stop shop for social enterprises to apply for Covid-19 support funding



Funder Platform

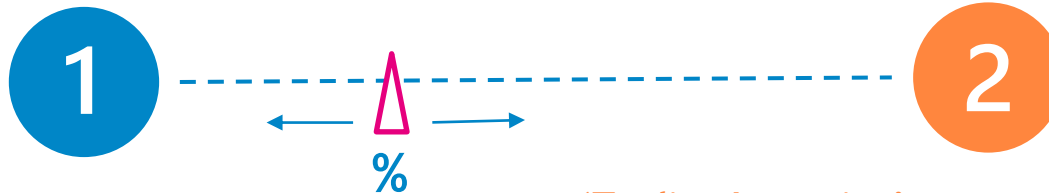
Applications sent to a shared Funder Platform, developed & managed by SSE
Assessments conducted and grants paid



Grants designed to support trading & resilience



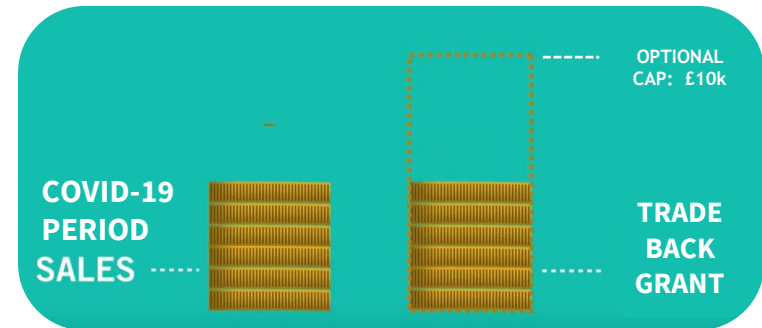
Trade Back: grants delivered in two parts, alongside a 'recovery' tailored learning programme:



a 'traditional' grant to kick-start recovery efforts and support leaders to re-open, trial new initiatives



'Trading Incentive' grants match an increase in income from trading during recovery 'pound-for-pound'



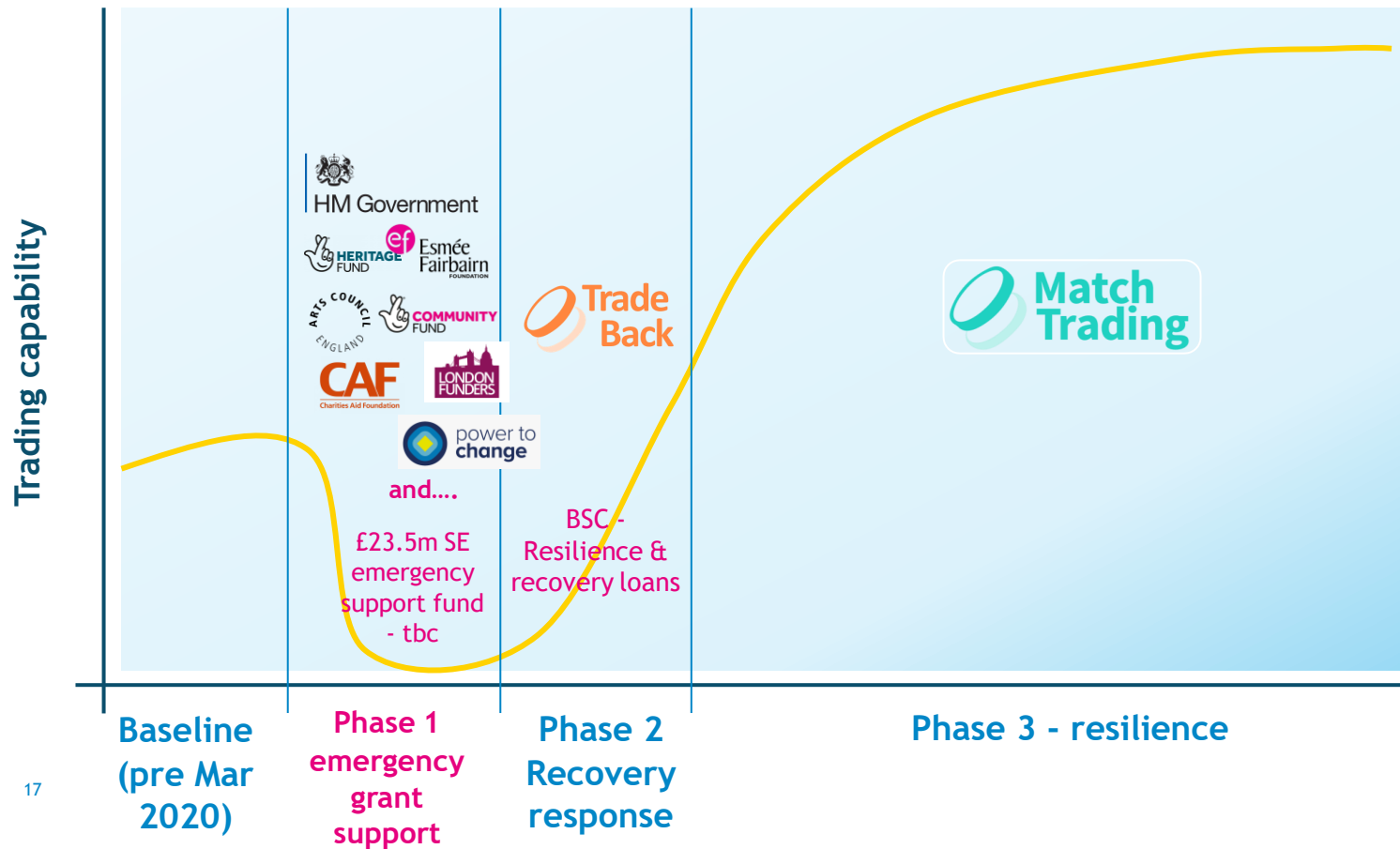
By rewarding sales growth, Trade Back grants will incentivise social organisations to rebuild their trading base to build back stronger after Covid-19.

Supporting the next phase of recovery for the social economy



- Focus on recovering lost trading revenue
- Support re-acquiring of customers and to 'build back better'
- Tool for the Recovery phase - post crisis
- Compensate for social distancing measures
- Delivered alongside a tailored leadership learning programme
- Data-driven approach

Response to COVID-19 - emergency and recovery phases



Other responses @ SSE

- Moving online!
- #SaveOurSocEnts
- Free online learning themed around recovery
- Virtual Volunteers platform

The image displays two overlapping promotional graphics. The background graphic is a blue square with the text 'Recover & rebuild' in white, a rainbow arc at the bottom left, and a yellow 'News' button. Below the button, it says 'Free webinars - re' and 'Online learning to help from the crisis'. The foreground graphic is a dark grey rectangle with the text 'We are Virtual Volunteers' in yellow and white, 'We connect social enterprises with professional volunteers' in white, and two buttons: a yellow one for 'I'm a skilled professional' and a grey one for 'I'm a social enterprise'.

<https://virtual-volunteers.com/>

Some thoughts...

How can funders support long term resilience at this time?

How can we encourage innovation while protecting impact?



Get in touch:

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www.matchtrading.com

**“Everybody has
the capacity to be
remarkable”**

*Michael Young,
founder of SSE*