

# Helix Social Enterprise Zone

## Programme Report

May 2013

**“Business plan 75% completed - ahead of schedule.”**

*Sandy Mohamet, Recyke-a-Bike Learner*

**“I can now approach planning and strategic thinking better.”**

*Dragana Whyte, Forth Valley Language Support*

**“The programme has helped me work towards my aims as it outlined what needs to be done in the running of a social enterprise.”**

*Craig Allen, Centre for Social Arts*

Learner Reaction	Poor	Fair	Good	Great	Excellent
Overall experience	-	8%	8%	<b>69%</b>	15%
Content	-	8%	23%	<b>69%</b>	-
Style	-	8%	-	<b>62%</b>	31%
Tutor	-	8%	8%	31%	<b>54%</b>
Academy communications	-	-	23%	<b>54%</b>	23%

How the programme met expectations	Not at all	No, partly	Yes, fully	Exceeded
	-	12%	<b>85%</b>	-



## Helix SE Zone: DYSE

The **Developing Your Social Enterprise** programme increased understanding and knowledge of social enterprise and its potential in and around the Helix Social Enterprise Zone.

The programme was designed to support individuals to develop business plans and strategies to create, develop and manage social enterprises.

### Strong Demand and Attendance

There were **16 social entrepreneurs and managers** recruited, with **12 individuals completing** the programme (75% attendance or more). There were a total of 23 individual applications for the programme.

The programme was made up of 4 learning days, each with a specific module to support the development and growth of social enterprises. The modules were:

1. Understanding Social Enterprise
2. Marketing Your Social Enterprise
3. Managing Finance, Generating Income
4. Developing Your Business Planning

### Outcomes

The outcomes of the programme achieved by the learners, who:

- Applied a range of business tools and skills to enable individuals to establish sustainable and thriving social enterprise.
- Articulated the feasibility of their ideas for either a new social enterprise or income stream to strengthen their business case.
- Created a living business plan to support the development and management of their social enterprise.
- Pitched their business plan for their social enterprise to a panel of experts.

### Recommendations & next steps

1. **Follow-up business support** – to provide opportunities to support the implementation of the business plans created on DYSE. Specifically on marketing and finance as identified through the programme evaluation.
2. Implement **6-9 month post programme evaluation** process to measure **impact** of DYSE.
3. **Next learning programmes** – provide introductory Understanding Social Enterprise for those not approved for this DYSE, identify and recruit a second cohort for a similar DYSE or more specific learning programmes for first cohort.

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## Attendance

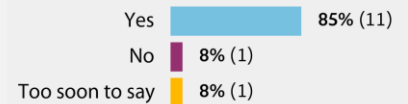
### Developing Your Social Enterprise Feb – Apr 2013 | Falkirk Wheel

1. Anne Black | The Braveheart Assc.
2. Craig Allen | Centre for Social Arts
3. Dragana Whyte | Forth Valley Language Support
4. Elizabeth Findlay | Central Advocacy Partners
5. Gillian Gardner | Old St Modans Church
6. Hazel Docherty | Thusa Furniture
7. Jane Cullingworth | Forth Environment Link
8. Matt McGrandles | Forth Valley Social Enterprise
9. Rhona MacDonald | First 4 Kids
10. Sandra Garner | Jupiter Nursery
11. Sandy Mohamet | Recyke-a-Bike
12. Shelley Batty | Sunlite Cafe
13. Stephen Carr | DRC Management
14. Stewart Talbot | Callander Youth Project
15. Traci Robertson | Open Secret
16. Tracy Shepherd | Resonate Arts House

12 out of 16 completed programme

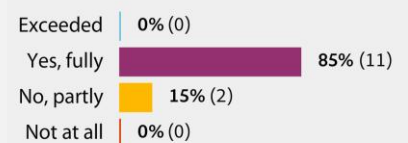
## Reaction

**Do you feel more confident in being able to set-up / run your social enterprise as a result of the programme?**



\* 13 total responses, 100% of submissions

**Has the programme met your expectations?**



\* 13 total responses, 100% of submissions