

## OUR JOURNEY

# School for Social Entrepreneurs

The intention of the programme is to build the skills, knowledge and networks of up to 10 social entrepreneurs in Cornwall working in the physical activity space so they can increase their impact and become more sustainable.

### What is the School for Social Entrepreneurs?

The programme is a partnership of Cornwall Council/Active Cornwall, Sport England and SSE. It is funded by Sport England and Cornwall Council, with SSE delivering. Sessions were focused on:

- Developing the sustainability of your business model (funding, fundraising and trading)
- Business planning
- Marketing and branding
- Recruitment, retention and people management
- Leading a team and managing capacity (staff, volunteers, board)
- Measuring your social and environmental impact
- Financial management

### Benefits of the Programme:

- Builds a supportive network of like-minded people working in a similar area as you.
- Gives space to stop, reflect and learn to move forward with greater confidence and skills
- Develops key areas in which participants are struggling
- Develops a more sustainable business model
- Improves the ability to track and measure impact and demonstrate this to funders, partners, and customers.

### Who did it help?

Places on the programme were awarded to the following organisations:

- The Cornwall Bicycle Project CIC (Emma Roberts)
- Salty Swims CIC (Ange Collins)
- C4 CIC (Angie Smith)
- Nature Connects CIC (Sarah Witts)
- Gover Green Space CIC (Lynne Hendy)
- 4Motion CIC (Becky Miles and Elaine Macey)
- Dance Centred CIC (Lisa Townsend)

“Vastly improved engagement from one participant who originally felt she was not as advanced as the others and struggled to engage online. After 1:1 time and using her venue as location to deliver session six, great feedback and suggestions of collaborations with other students, her buy in to programme and belief in self/offer has shot up.”

“It was helpful to consider the journey of a person with needs accessing our business. Considering the communication style, their potential barriers, etc. It’s a good reminder to keep revisiting, reviewing and developing the way we interact with different audiences.”

