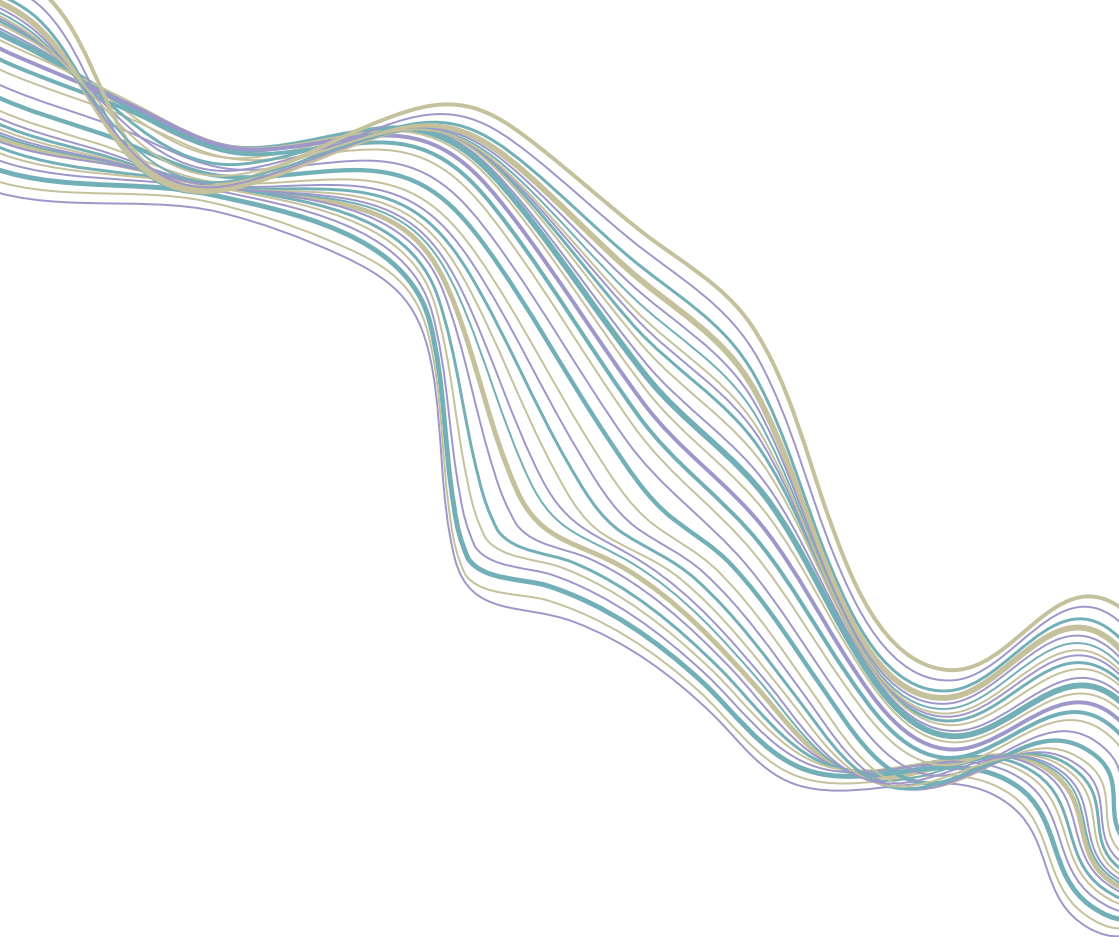


# Highlights from 2009



**“2009 was a busy and exciting year with much to be proud of... As we look to 2010, there are many challenges to meet”**

**Claire Dove**



## **Foreword by Claire Dove, Chair of the Social Enterprise Coalition**

2009 was another busy and exciting year for the Coalition with much to be proud of. Looking back on many exceptional moments throughout this past year, there are two in particular that book-end 2009 rather neatly: David Cameron speaking at Voice09 in February, and Gordon Brown hosting a reception for the Social Enterprise Awards in November. Having support from this country's leaders and making social enterprise a cross party issue is something that we have worked very hard to achieve.

It was also a year to be pioneering: there was the first ever Social Enterprise Summit, co-hosted by Lord Mandelson and Liam Byrne MP in May, the first ever State of Social Enterprise survey, the first year of the new Social Enterprise Awards, and the joint venture between the Coalition and RISE to take forward the new Social Enterprise Mark in the New Year.

We also now have a new board and council officially in place. The new board is smaller and will enable us to be more strategic and dynamic in decision making going forward. The council is a really exciting link between the board and the members that will enable us to have our ears closer to the ground and engage our members in a more meaningful way. I'd like to sincerely thank the past board members for their support in the governance review and all the work they've done over the years for the Coalition, for which we are all very grateful.

As we look to 2010, we are still in a time of recession, and there are many challenges to

meet. It was heartening to get the results of the State of Social Enterprise survey, which show that social enterprises are more optimistic than other SMEs about the future – I think this speaks volumes about the role that ethics and social mission play in successful business. However, we also have to make sure social enterprises have the support they need to get through the economic downturn, and that we raise awareness of social enterprises to new audiences and continue to grow the movement.

2009 also marked the end of an era, as we said goodbye to Jonathan Bland after six years as the chief executive of the Coalition. Jonathan has been the heart of the Coalition since it began, and has made incredible strides to get us where we are today. It has been his passion that has fuelled so much of what we have accomplished, and I would like to thank him for everything that he has done and wish him the best of luck with his new consultancy.

Peter Holbrook will join us in the New Year, and I am thrilled that we were able to get such a remarkable successor to Jonathan. Peter brings with him experience, drive and passion and we're all delighted to welcome him to the Coalition.

As we begin another year, I'd like to thank our members and partners for their participation in our ongoing journey and the Coalition's staff for all their hard work. I look forward to continuing our work together in 2010.

**Claire Dove**

# Growing social enterprise, influencing change

## Policy

The Coalition's policy work continued to grow this year, from health and social care to employment and the environment. Key achievements include having the first ever Social Enterprise Summit in May, as well as our work on the Future Jobs Fund, the Right to Request, and mapping social enterprise activity in the field of criminal justice.

### Social Enterprise Summit

The Social Enterprise Summit was co-hosted by Lord Peter Mandelson and Liam Byrne MP in May and was attended by key social enterprise leaders from across the sector. The summit was designed as an opportunity to join up different government departments' agendas on social enterprise, and was a positive and productive meeting. A number of key initiatives followed it, including the Future Jobs Fund, and a further consultation on the Social Investment Wholesale Bank.

The summit was also attended by the ministers for Communities and Local Government, Work and Pensions, and the Third Sector.

### Future Jobs Fund

In May this year the Prime Minister launched the Future Jobs Fund, a £1 billion fund to provide 150,000 jobs over 18 months.

The Coalition worked hard to influence this policy and argue for it to be implemented in such a way that allows social enterprises to competitively bid for these jobs. A number of social enterprises and social enterprise partnerships have been successful in winning bids to the fund and the Coalition is tracking these bids to help inform our lobbying on employment issues.

### Right to Request

Last year the Coalition worked with the Department of Health to develop guidance for their Right to Request policy, which aims to support PCT staff wanting to set up a social enterprise to deliver healthcare services to NHS patients.

This year, we've continued our work on the Right to Request with a series of speaking engagements at Department of Health events and through the development of a quality assurance framework to support health and care staff in setting up social enterprises.

While this policy area has faced some challenges, we are confident that it is one that is going to be continued to be supported and could provide a model that can be extended to other public service areas.

### NOMS research

As part of the Office of the Third Sector's Action Research work, the Coalition was commissioned by the National Offender Management Service



(NOMS) to produce a report mapping existing NOMS involvement with social enterprises.

The report, due to be published in early 2010, shows where social enterprises are delivering

services to offenders, identifies good practice and potential barriers, and highlights the opportunities available for social enterprises in the delivery of offender management services.

## Growing social enterprise, influencing change

### Political

With a general election due next year, 2009 has been a very busy and extremely important year for the Coalition on the political front.

We attended all three of the main party conferences in the autumn, where we held a series of fringe events entitled “Good Company: Can social enterprise build a more sustainable and ethical economy?” The events were hosted in partnership with the think tank Demos, and featured high profile media and political speakers including Danny Alexander MP, Liam Byrne MP and Oliver Letwin MP. In his speech at our Conservative party conference event, Oliver said that finding ways for social enterprises to participate in core public services “will be a hallmark of a Conservative government”.

Building on the momentum of our work at the party conferences, the Coalition is hosting a series of roundtables with key politicians through the winter. Events so far have included meetings with Vince Cable MP, Philip Hammond MP and Greg Clark MP.

We have also been busy holding workshops across the country to inform the Social Enterprise Manifesto that we’re

preparing for the general election. The manifesto will outline the movement’s big asks for the next government and will be a key tool in our election campaigning in 2010.

### Building the evidence base for social enterprise

It has been a very successful year for the Coalition’s research programme, particularly because of the publication of ‘The State of Social Enterprise’ Survey 2009, the first survey of its kind for social enterprise, based on 962 telephone interviews of social enterprise leaders.

Our collaboration with the Economic and Social Research Council (ESRC) goes from strength to strength. We completed a second policy research seminar series with Whitehall Departments (including social enterprise and the recession) and have embarked on a third series specifically with the Department of Communities and Local Government covering housing, regeneration and planning.

We have also hosted 3 research interns from the ESRC over the past year who have all worked around the issues of resilience and social justice.



## Growing social enterprise, influencing change

### Sharing knowledge and supporting social enterprise

Throughout 2009 the Coalition has been project managing two complementary business support programmes (see below) funded by the Big Lottery and Capacitybuilders. The aim of these programmes is to work in partnership for the creation of effective sector products, services and knowledge sharing networks which stimulate and encourage growth, development and sustainability of social enterprises in England.

#### Investing in Social Enterprise Expansion (I-SEE)

The programme comprises a number of sub projects covering skills development, peer support, networking, supporting business growth and providing access to high quality business advice.

The Coalition is working with five delivery partners: School for Social Entrepreneurs, Social Enterprise East of England, the Plunkett Foundation, REalliance CIC, Coin St Community Builders and will also play an overall role in coordinating the programme and the partnership.

Although the Coalition is taking the role of project lead on two of the projects it will be working closely with its national and regional partners to ensure it creates maximum value

for the sector –

- Leadership development programme for Social Enterprise - syllabus and curriculum development of a leadership programme for social enterprise and VCS managers/staff, piloting the programme and establishing a growing network of social enterprise leaders.
- Social Franchising support structure-building on the recent work developed under the EQUAL programme (European Social Fund) to establish resources and a network for those who wish to use franchising and licensing models for growing their services and business.

#### Social Enterprise Knowledge Exchange network

Capacitybuilders is funding a programme which aims to transform support for social enterprises by investing in projects across England. It will build on evidence of what works in delivering support and will increase collaboration with voluntary and community sector support providers. A wide range of programmes running in each of the nine regions in England will build a portfolio of tried and tested business support tools.

Some examples of the ongoing regional learning projects include social impact measurement tools, business coaches and advisors, developing consortia and enabling a route to market for social enterprises.

## Growing social enterprise, influencing change

### Promoting Social Enterprise

#### Media

Raising awareness and understanding of social enterprise is a priority for the Coalition, and engaging with the media is a key part of that. Articles about social enterprise appeared regularly in third sector media and there were several important pieces in mainstream media, including Mail on Sunday, the Sun, the Guardian and the Times.

Jonathan Bland, George Leahy and Ceri Jones all commented frequently for news pieces on issues including the Social Investment Wholesale Bank, the Social Enterprise Identifier project, social enterprises in health and Future Jobs Fund.

#### Online presence

Following the relaunch of the website in summer 2008, we have seen an increase in the number of visits and it remains the central point of reference on the internet for social enterprise.

Particular areas to highlight this year are our job pages, which provide a key resource for people looking to work in the social enterprise movement and are a valuable benefit to our members, and our social media sites: the Coalition now has over 800 followers on Twitter and uses Facebook and Flickr

to continue to bring the message of social enterprise to a wider audience.

#### Social Enterprise Ambassadors

The Ambassador programme has rebranded and launched a new website. Three taskforces have been created to direct Ambassador efforts in key areas giving renewed focus and helping the programme achieve some real breakthroughs.

An event in May brought together Ambassadors and key civil servants from across six departments. Since then four Ambassadors have been working closely with the Ministry of Justice and National Offender Management Service to develop their work on social enterprises. This will include 'seeing is believing' tours for staff within the departments in early 2010.

Peter Holbrook launched the Ambassadors public services campaign at a Guardian conference on Social Enterprise Day. It calls for all public service contracts to include a condition requiring suppliers to demonstrate their wider positive impact on the social and environmental aims of the procuring organisation.

The business and finance taskforce is pursuing job swaps with the private sector as a chance to exchange best practice. The first of these, between Nigel Kershaw of Big Issue Invest and Michael Morley, CEO of Coutts,



## Growing social enterprise, influencing change

### Social Enterprise Ambassadors (continued)

took place on 12th November and more will follow soon.

In October, the new Minister for the Third Sector, Angela Smith, attended a breakfast meeting at Fifteen at which she met ten of the Ambassadors before taking a tour of both HCT and Novas Scarman. The minister was very enthused by the event and the Coalition has had a number of reports of her speaking highly of the work of the Ambassadors whilst out and about in her role.

A fundamental objective of the programme is to raise the public profile of social enterprise. So far this year the Ambassadors have secured media coverage in outlets including The Sun, The Guardian, Question Time and The Telegraph. In addition, we estimate that ambassadors have spoken at over 200 events including the British Chambers of Commerce annual conference, Capita's Third Sector Commissioning event, the Specialist Schools and Academies Trust (SSAT) annual conference and the Oxford Union.

### Voice09

Voice09 was our largest conference to date and was held in Birmingham at the International Conference Centre in February. The day and a half was marked with speeches from leading social entrepreneurs such as Duncan Goose and Robert Egger, as well as leading political figures, including David Cameron MP and Liam Byrne MP.

In total over 1000 people gathered to network, learn and discuss the future of the movement.

Approximately 70% of Voice09 delegates and exhibitors said they would like to return for Voice10. Feedback about the event was very high, in particular regarding the networking opportunities, range of workshops, diversity of speakers, participation, as well as the event production itself.

### BAME strategy

The Coalition launched a BAME (Black, Asian and Minority Ethnic) strategy for the social enterprise movement in October.

The strategy sets out ways to challenge the social enterprise movement to connect with BAME social enterprises and entrepreneurs, and was researched and written by the Social Enterprise Coalition in consultation with Black Training and Enterprise Group (BTEG) and Voice4Change England.

The strategy identifies and recommends actions to all those who have a significant influence on the development of BAME social enterprise – national and local government, the social enterprise movement and BAME infrastructure support bodies.

The strategy was launched at our first BAME Women Event in London. The event brought together BAME entrepreneurs to network, develop partnerships, identify opportunities for working together. It was attended by Angela Smith MP from the Office of the Third Sector.

## Growing social enterprise, influencing change

**“I want to congratulate today’s winners, along with all the pioneering new leaders, innovators and entrepreneurs who are the future of our third sector”** Gordon Brown

### Social Enterprise Day

Social Enterprise Day 2009 was one of the busiest yet for the Coalition. The day began with the launch of the ‘State of Social Enterprise’ survey which attracted a lot of sector interest and was also covered by mainstream business media, the Guardian and local BBC radio.

It was then on to a social enterprise reception at No 10 Downing Street at which the winners of the England Social Enterprise Awards were announced. Prime Minister Gordon Brown gave a speech praising the work of social enterprise and met with the award winners. Government Ministers Tessa Jowell and Angela Smith were also at the event, along with representatives from the wider social enterprise movement.

In addition, a number of the Coalition staff team attended the Guardian social enterprise conference and Ceri Jones, Head of Policy, addressed delegates on the issue of social return on investment.

Finally, the winner of the 2nd Annual Social Enterprise photography competition was revealed. For the second year in a row, the winning photograph came from the south west of England. The winner and runner up will both appear in The Big Issue magazine and all the regional winners will be on display at Voice10.

### Social Enterprise Awards

The brand new Social Enterprise Awards celebrating the UK’s best social enterprises

were launched in 2009. The awards begin with national heats and then the best social enterprises in England, Scotland, Wales and Northern Ireland go head-to-head in an online, public vote.

Contenders are each nation are selected by a panel of social enterprise and business leaders in their respective nation. Each nation celebrated their winners in their respective parliamentary buildings and England’s winners were congratulated by the Prime Minister at Number 10.

### Social Enterprise Mark

Looking ahead to next year, the Coalition and RISE have officially entered into a joint venture that will administer a new national Social Enterprise Mark, which will be launched in the New Year. The Mark aims to be an important raising awareness tool that will set social enterprises apart from private business and establish a new visual identity for the sector.

The design and thinking behind the Mark is backed up by research funded by the OTS and builds off the work RISE has already done in the South West and beyond.



Prime Minister Gordon Brown hosts a Number 10 reception honouring winners of the Social Enterprise Awards



## A farewell message from Jonathan Bland

I can remember going into the DTI (later BERR, now BIS) for the first time in 1999 to talk about social enterprise with a junior civil servant. Basically I was told to go away. Well, I didn't, and we didn't - and ten years on social enterprise has the personal backing of the Prime Minister and the Leader of the Opposition. We have had nine ministers create a specific brief for social enterprise and significant interest and support from many more.

I am very proud of leading the campaign to get social enterprise on the map. Together we have made some real progress with a Government policy for social enterprise, and have seen some major initiatives like the £100m Health Fund, the Future Jobs Fund, the Ambassadors Programme and Social Enterprise Day, which have been created and shaped as a direct result of the work of the Coalition and its members.

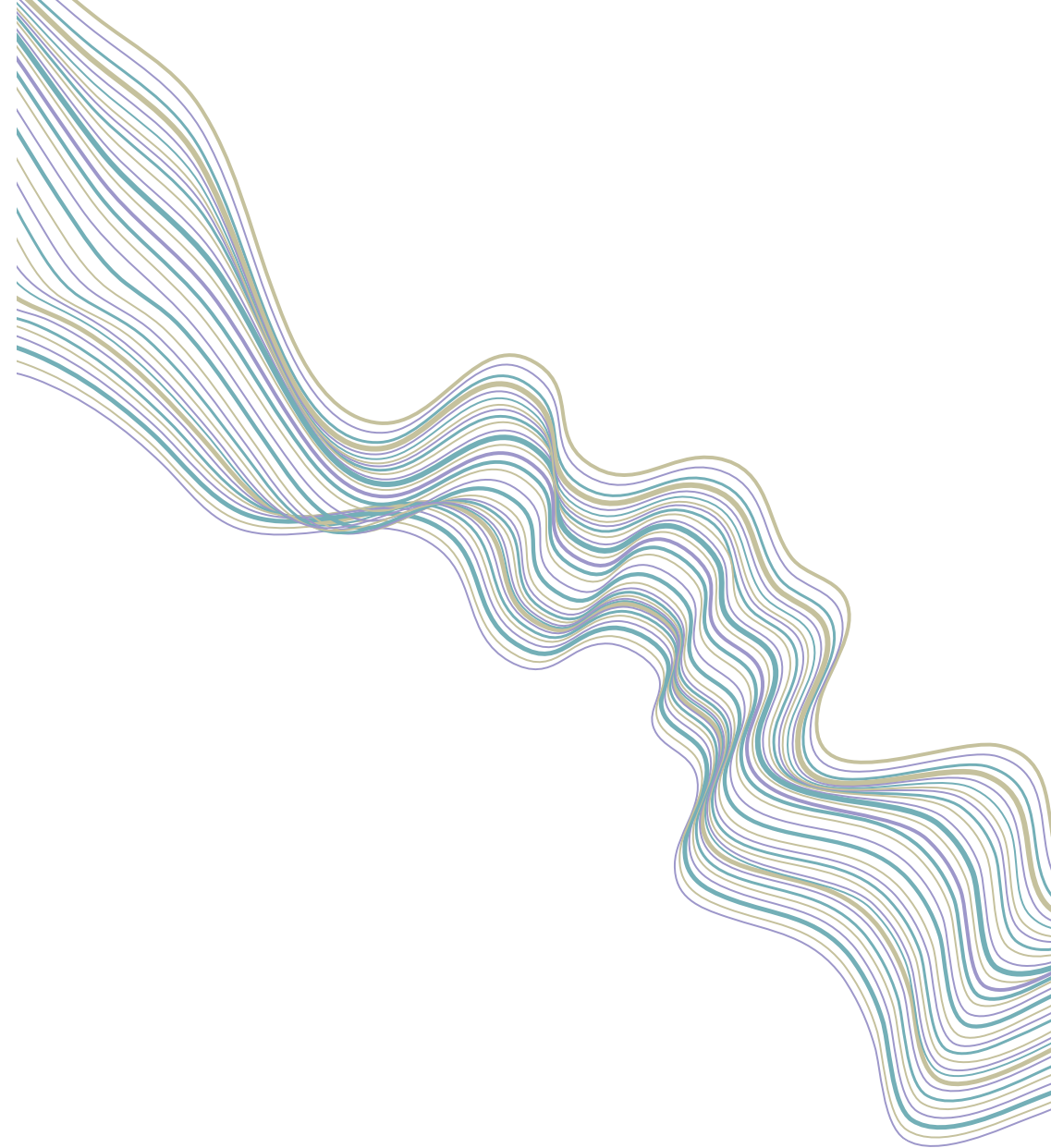
What is very special about the Coalition is the passion and progressive thinking

of its membership and the partners we work with. We have come together to make change happen for the benefit of people and communities across the UK. I know we need lots more social enterprises, and more support and understanding of the social enterprises we have now, but I also know that the passion and energy of our movement is unstoppable, so I don't doubt we will get there.

It's been a real honour to lead at the Coalition for the past six years. Working with a talented group of staff and so many inspiring individuals has been incredible, and I would like to thank our social enterprise members, the past and present staff and board members for their professionalism and support over the years.

I wish Peter Holbrook every success in what is sure to be an exciting next phase for the Coalition, and I look forward to seeing you all again soon.

**Jonathan Bland**



**“The passion and energy of our movement is unstoppable”**

**Jonathan Bland**



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