

Making a difference

A how-to guide to social enterprise



Welcome

In 2011 I announced that the University of Northampton would be the no. 1 university for social enterprise in the UK by 2015 and I commissioned a series of new institution-wide initiatives designed to enable us to achieve our goal.

Since then we have put enormous resource and effort into our social enterprise activities and we have had great success. We won three national awards for our social enterprise work, and are clearly recognised by policy makers and social entrepreneurs as knowing and doing more about social enterprise than other universities. More importantly, we have helped students and staff to set up and run new social enterprises that trade profitably and help improve our society.



We want to be no. 1 for social enterprise because we are determined to provide our students with unique, superior and interesting learning experiences that will result in them becoming dynamic and highly employable graduates. We want to enable them to help make the UK, and all the other countries our students will live and work in, fairer and more inclusive societies.

Now of course, the University of Northampton has received international recognition for its commitment to social innovation and entrepreneurship by being designated a 'Changemaker Campus' by Ashoka U.

The University of Northampton is the first in the UK to be awarded this honour, and one of only 22 in the world to receive the designation, joining prestigious institutions such as Cornell and Brown universities of the USA's Ivy League. By showing an exceptional level of understanding and commitment to social innovation and entrepreneurship, the University of Northampton has proved its dedication to producing social entrepreneurs and change makers of the future. We are the top university for social enterprise in the UK in 2013, two years ahead of schedule.

I am proud to be the Vice Chancellor of a university that is internationally recognised as excellent and that is driven by a desire to enable its students to be the best they can be, so they can help improve the lives of others.

This Guide to Social Enterprise in the University of Northampton will help you to understand more about social enterprise, what the University is doing to stay no. 1 in the UK, and how you can get involved.

A handwritten signature in black ink, appearing to be 'N. P. ...', with a long horizontal line underneath it.

What is a social enterprise?

Do you want to be...

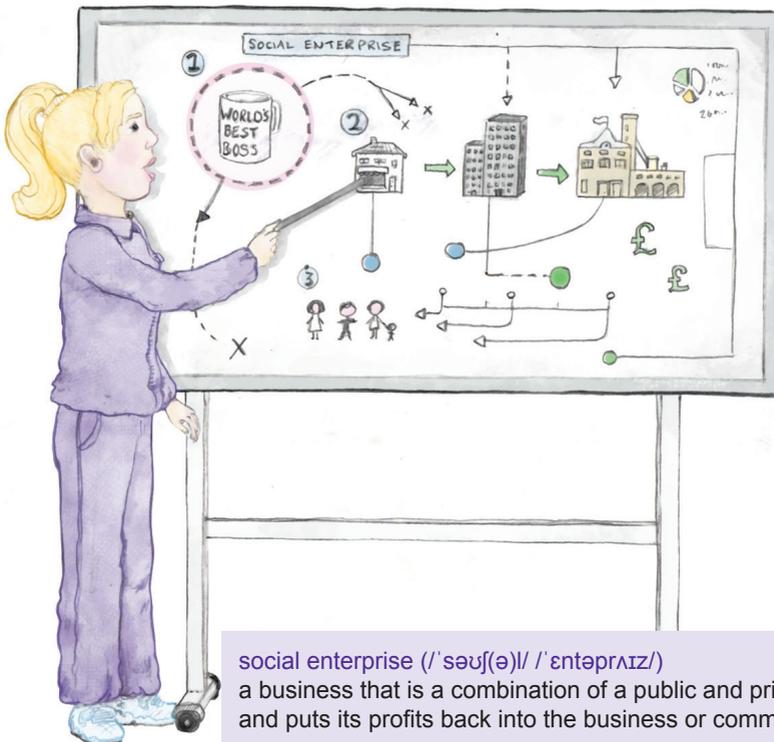
Your own boss?

Work in a thriving and growing sector?

Give something back to the community?

...then setting up a social enterprise could be the answer.

Social enterprises are money-making businesses that benefit the local community, the environment or a specific social purpose, such as homelessness, worklessness or improving the lives of disadvantaged people.



social enterprise (*/ˈsəʊʃ(ə)l/ ˈɛntəpraɪz/*)

a business that is a combination of a public and private company and puts its profits back into the business or community

Recognise these?

Social enterprises come in all shapes and sizes and can work in any sector or industry.

Here are just a few examples of successful social enterprises.

Jamie Oliver's Fifteen

www.fifteen.net

Jamie Oliver's Fifteen Group of restaurants gives unemployed people a chance of a better future by providing pioneering apprenticeship programmes. At the heart of the business is a desire to enable young people to believe in themselves and to show them that their past can be left behind, with the future theirs to create.

HCT Group

www.hctgroup.org

HCT Group provides bus and coach transport across the UK, from London red buses to social services transport, school and community transport. Profits from commercial services are reinvested in community services.

Care Plus Group

www.careplusgroup.org

Care Plus provides adult health and social care services in North East Lincolnshire, improving health and wellbeing and enriching people's lives. Profits are reinvested back into the development and delivery of services.



Getting involved - students

Whether you are a fresher or a post-grad, there are some great advantages to getting involved in social enterprise at Northampton:

- It's hard work, but fun and personally rewarding
- You could earn money to help support your studies
- You will gain valuable experience that will help you get a great job
- You could start your own social enterprise and build it into a multi-national

The opportunities are there!

Some degree courses have social enterprise activities, and even commercial ventures, built into them. These include Music and Drama, Events Management, Wastes Management, and Journalism. Ask your course leader about the opportunities your degree gives you.

All students can volunteer or seek a paid placement in a social enterprise. The University Centre for Employability and Engagement (UCEE) organises volunteering and placements. Find the UCEE team in the library at Park Campus and in Maidwell at Avenue, or visit the website:
www.northampton.ac.uk/employability

The Enterprise Club offers a complete support service to budding social entrepreneurs www.northampton.ac.uk/enterpriseclub

The Certificate in Social Enterprise provides unique education and training in both the theory and practice of social enterprise

Changemaker Campus is a one-stop shop of social enterprise resources, information and news www.changemakercampus.org.uk

Balloon Kenya gives you the chance to do great things in Africa

The Dialogue Café lets you speak face-to-face with social entrepreneurs anywhere in the world

Big Bonanza and **Enterprise Inc.** provide funding and support to help get your idea up and running



Getting involved - students

The Students' Union

The Students' Union is always looking for new ways to get students involved in social enterprise activities through the University's clubs and societies.

The Vice President for Engagement and Participation works closely with the University Centre for Employability and Engagement to help develop high quality placements in social enterprises and to promote them to the student body.

So, if you want to know more about social enterprise and the Students' Union, or if you have an idea on how your sports team or your society can get involved, please contact the Union on 01604 892818.



Getting involved - staff

It is part of the University's mission to ensure that all our degree courses, all our research activities, and all our operational management activities should strive to build social enterprise competence and knowledge – both for Northampton's staff and students, and for the international social enterprise community.

To ensure they help deliver this commitment all staff, whether academic or support, should think how they can get involved. The great news is that hundreds of our staff are already being social enterprising.

Here are just some of the great things going on in 2013:

- All our purchasing of goods and servicing is now delivering social as well as best value as our part of the £1bn Challenge
- New teaching and learning material and assessment tasks are being designed to involve students in social enterprise. For example, students on the Journalism course have an assignment task requiring them to research and produce an article on the operation of a chosen social enterprise
- Staff are acting as Non-Executive Directors of external social enterprises
- Staff are working with the Enterprise Club to set up new social enterprises, sometimes with students or members of the local community
- New external funding is being won for research into aspects of social enterprise. Some of this is from 'traditional' sources, but much has come from the Lottery or social enterprise organisations themselves
- Staff have had secondments to social enterprises
- Staff have carried out income-earning consultancy with social enterprises

And, of course, our Estates Team has set up 1st Degree Facilities.

If you want to find out more about getting involved, why not go and see the team in the Enterprise Club and see what's on the Changemaker Campus website www.changemakercampus.org.uk

The Enterprise Club

The Enterprise Club exists to inspire enterprise in all its forms. It offers free membership to staff, students and local entrepreneurs or would-be entrepreneurs.

Enterprise is all about ideas, if you have an idea and the motivation to succeed, the Enterprise Club can set you on the path to success.

What the Enterprise Club can offer

You do not have to be a student of The University of Northampton to be a member of The Enterprise Club; we welcome all who have an interest in enterprise. Membership is free and the benefits far-reaching. They include:

- Networking with other enterprising people
- Business and social events
- Access to business information
- Members' website
- Enterprise training workshops
- Access to qualified Business Start-up Advisers
- Access to qualified Business Mentors
- Access to low cost social enterprise 'hatcheries'
- Access to funding. (Depending on eligibility and availability)

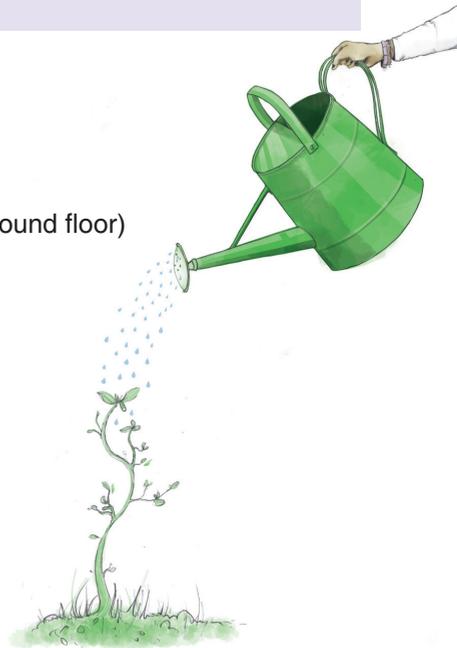
Contact us

We are based in the library on Park Campus (ground floor)

T: 01604 892626

E: enterpriseclub@northampton.ac.uk

www.northampton.ac.uk/enterpriseclub



Looking for support?

Big Bonanza

Big Bonanza is a unique initiative providing funding of between £500 and £15,000 for staff, students and graduates of the University to develop their socially innovative ideas through to market.

www.northampton.ac.uk/enterpriseclub

Enterprise Inc.

If you have a potentially-viable business idea and the entrepreneurial drive to convert that idea into a real business venture, then the Enterprise Inc. project is for you. The project is open to all final year students and recent graduates.

For further information, please contact The University of Northampton Enterprise Club or visit the Enterprise Inc. website.



EUROPEAN UNION
Investing in Your Future
European Regional
Development Fund 2007-13

www.enterpriseinc.co.uk

Inspire2Enterprise

Inspire2Enterprise is a free-to-access service, providing support and advice to social enterprises throughout the UK. The central service is telephone-based, offering information, advice, coaching and mentoring to both individuals thinking of starting a social enterprise, and to established social enterprises.



www.inspire2enterprise.org

Social Entrepreneurship Certificate

The University of Northampton Social Entrepreneurship Certificate is an exciting new on-line learning programme devised out of the experiences of students and social entrepreneurs in the UK and Africa. It is structured around 7 key Units, providing a journey from learning about social entrepreneurship for the first time through to planning the new venture. The certificate will also be supported by a unique virtual resource centre curating the best sources of information and news on social entrepreneurship around the world. The certificate will also be supported by the Changemaker Campus containing the best sources of information, news and practical support for social enterprise from around the world.

Looking for support?

Dialogue Café

The University of Northampton's Dialogue Café is a global non-profit initiative that uses high-end video conferencing technology to enable video conversations between diverse groups of people from around the world so that they can share experiences, learn from each other and collaborate to make the world a better place.

The Dialogue Café is situated on the ground floor of the University's Park Campus Library.

www.dialoguecafe.org

Balloon Kenya

The programme is open to second-year students and recent graduates of the University of Northampton, who will work with communities in Kenya to develop social enterprise solutions to community problems.



The six week programme provides an opportunity for students and graduates of the University to gain an understanding of the process of social innovation; helping local communities to devise, develop and launch new businesses that improve community wellbeing.

This unique experience helps to develop entrepreneurial skills, offer a practical experience of entrepreneurship in practice, and improve the employability of those involved.

www.balloonkenya.com

Some great examples...

iDID Adventure

Established in 2011 with the help of the University of Northampton Enterprise Club, iDID Adventure Ltd is a social enterprise with the social aim of improving the physical and mental health of deaf and disabled individuals through access and participation in adventure sports.

“We are passionate in our belief that everyone should have access to the health and well-being benefits that can be gained through positive engagement with sport. Adventure sports provide a radical alternative to traditional sporting pastimes, and provide a unique opportunity for the disabled community to achieve their full potential”
Susanne Rees, Founder, iDID Adventure Ltd

www.ididadventure.co.uk



Dagarti CIC

Dagarti Community Interest Company (CIC) was set up by Haja Salifu with the help of the University of Northampton's Enterprise Club. The social entrepreneur's aim has been to produce natural and organic skincare products, working with local farming communities in Ghana.

Any surpluses from Dagarti CIC will go back into the company and the Salifu Dagarti Foundation in Ghana. This ensures the continued sustainability of the business, the foundation and the communities with which it works.

www.dagarti.co.uk



www.northampton.ac.uk/socialenterprise

This guide has been produced by Inspire2Enterprise for The University of Northampton