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## Talent Match looking for host employers



BVSC, The Centre for Voluntary Action and Solihull SUSTAIN are looking for host employers from the voluntary, social enterprise and private sectors to provide a range of paid opportunities to young adults as part of the new Talent Match programme.

Talent Match is a five year pre-employment preparation programme, working with 1,000 long-term unemployed young adults, aged 18-24, across Birmingham and Solihull. Running from 2014 to 2018, the Big Lottery funded programme is led by BVSC and Solihull SUSTAIN.

"We are looking for organisations and businesses who could take on a Talent Match participant for an initial 6-month paid work experience placement and ideally into ongoing sustained

employment," says Alison Sheffield, Employer Engagement Officer at BVSC.

"These placements are crucial to participants who will be coming off job seeker benefits to undertake the role with their host employer. We are now working with young adults who have been unemployed for over 12 months; providing coaching and specialist 'wraparound' support to get them job ready."

Volunteer placements will only be available with voluntary sector organisations.

Get in touch to find out more about how your organisation can get involved with Talent Match Birmingham & Solihull or to refer a young adult.

**i** For more information contact Alison Sheffield, [alisons@bvsc.org](mailto:alisons@bvsc.org) or call 0121 678 8838

## Entrepreneurs school expands across Midlands

Within 12 months of launching in the West Midlands, the Lloyds Bank Social Entrepreneurs programme at the School for Social Entrepreneurs now covers the whole of the Midlands area!

The school launched with support from Solihull Council in September 2013 and the first group of graduates will be sharing their stories at a special event next month in Birmingham; demand for this year exceeded supply by a factor of 5!

Solihull based Katie Buckingham is one of the entrepreneurs who will be joining the second cohort. She runs a social enterprise called Altruist, a company which helps businesses manage mental well-being more effectively in the workplace. This is done through skills training for HR and line managers to achieve the following outcomes:

- Preventing - Building resilience and encouraging positive actions to support personal well-being. Creating an open forum where mental health can be discussed.
  - Identifying - Giving managers the knowledge to spot the early signs of stress and mental health problems in the workplace.
  - Solving - How to approach the subject, provide initial help and signpost to the correct support.
- Profits are re-invested to provide mental health awareness workshops in schools,



Katie Buckingham, founder of Altruist

colleges and youth groups to young people aged 11-19. This youth project (WATS Mental Health?) was originally developed by Katie in partnership with Solihull Council and Changemakers (youth leadership programme) in 2011.

Katie is excited to be selected for the Lloyds Bank Social Entrepreneurs programme at the School for Social Entrepreneurs in the Midlands. "I am really looking forward to taking part in this programme as I feel that it will help me develop a stronger business model with social impact at its core." Katie is also delighted to have been nominated for the 'Women of the Year' Awards and Lunch taking place in London next month in recognition of her work to raise awareness and reduce the stigma attached to mental health.

**i** Meet Katie and this year's graduates at a celebration event on 8th October in Birmingham, 6-8pm. Free to attend, to register email [charles@semidlands.org](mailto:charles@semidlands.org).

*See pages 8-9 for 'A moment with' chief executive of SSE Midlands, Charles Rapson.*

## Social enterprise manifesto launched



'The Best Ideas from The Left and The Right' is the central message underpinning the social enterprise general election manifesto and poster campaign launched by the Social Economy Alliance (a collective of over 450 organisations).

Ahead of the Autumn party conference season as political parties prepare to set out their own policies to the electorate, the 16 page document makes the case for what the social economy can do for the country but also what politicians can do for the social economy too.

There's a mixture of well-rehearsed arguments and proposals as well as some fresher thinking on innovations such as 'enterprise apprenticeships' and entrepreneur 'L' plates.

The crowdfunded poster campaign on London underground stations and around Westminster is attracting attention from the public as well as MPs. Follow progress via the #politicalfaceswop hashtag.

**i** Download a copy of the manifesto at <http://www.socialenterprise.org.uk/social-economy-alliance>

## Events 2014



### Introduction to the Marketing Mix

Discover the essential ingredients to successfully market your products and services  
 24.09.2014 | 2pm-4pm  
 FCT Training, Marston Green

### Intro to Social Enterprise *\*New Venue\**

Ideal for VCOs and charities thinking about trading activity  
 15.10.14 | 10am-12pm  
 FCT Training, Marston Green

### Writing better funding applications *\*New Venue\** (with Alan Crawford, Solihull SUSTAin)

How to structure and write a winning application  
 15.10.2014 | 1.30pm-4.30pm  
 FCT Training, Marston Green

### CEFS Networking *\*New Date\**

Informal networking lunch with guest speaker  
 05.11.14 | 12.30pm-2.30pm  
 Chelmund's Cross Enterprise Centre

### Brand Management

How to build and manage your brand  
 19.11.2014 | 2pm-4pm  
 FCT Training, Marston Green

### Book your place...

**i** All our events are free to Solihull VCOs and social enterprises and are available to book online at: <http://disecic.eventbrite.co.uk>

# Solihull Moors FC

## Moor opportunities through football



With an average attendance of 200 supporters per game, Solihull Moors FC, a Conference North club, started to map out its future direction 18 months ago, knowing something had to change if it was to survive and grow.

The answer lay in the community says Mike Turl, club volunteer and community sponsor: "We could see huge potential for Solihull Moors to make a difference to areas where there is high deprivation, unemployment, crime and physical inactivity, using football to promote diversity and respect for others."

This set in motion what has now become 'Community Moors', the community arm of Solihull Moors FC, taking forward sport and education programmes with schools and local

groups across the borough.

Over the past year the Solihull Moors youth development initiative has seen 27 teams (boys and girls) join the club, securing their own sustainability and achieving good results in leagues across the Midlands. Match attendance has also increased by 100%.

The Community Enterprise for Success programme assisted the club to establish Community Moors as a community interest company (CIC) to formalise and expand its social inclusion work in an open and transparent way. Solihull Moors FC was also converted to a CIC which means that the club and all its assets are 100% owned and managed for community benefit. "It was extremely useful to have an expert in these matters guiding us through the process



North Solihull children take part in Community Moors Soccer Camp

“The new model places Solihull Moors in a much stronger position to reduce disadvantage experienced by many children and young people.”

Mike Turl, Hardyman Group, community programme sponsor

of restructuring the club to meet our commercial and social aims,” says Mike.

“The new model places Solihull Moors in a much stronger position to reduce disadvantage experienced by many children and young people.” In areas such as Chelmsley Wood and Smith’s Wood where the club currently delivers a weekly outreach programme, police have reported lower levels of anti-social behaviour.

Director of Football, Marcus Bignot says “We want to work with other community partners from local authorities, businesses, schools and fellow clubs, to help deliver for everyone living in the borough, more opportunities through football.”

## Key facts

**Mission:** To develop as a commercially viable community football club

**Services:**

- Semi professional football club (North Conference)
- 27 youth teams
- Sport and education programmes
- Conferencing and private functions

**Established:** Formed in 2007, as a result of Solihull Borough and Moor Green clubs merging. Restructured in 2014.

**Legal structure:** Community Interest Company

**Business challenge:** To restructure Solihull Moors FC and secure its assets for community benefit

**i** [www.solihullmoorsfc.co.uk](http://www.solihullmoorsfc.co.uk)

# First steps to crowdfunding

Top tips from  
Funding Central



Do you have a project, campaign or enterprise idea that you want to get off the ground? Could do with a bit of exposure as well as finance? If crowdfunding has crossed your mind or you're not sure if it's for you, read on!

Crowdfunding is an online method of financing a specific project with small donations from many different places. The way that social media has developed has provided the perfect conditions for crowdfunding as a fundraising tool to flourish. Many charities and social enterprises are using crowdfunding effectively. Here's some useful advice on how to get it right.

## Tips for crowdfunding success

### 1. Pick your project

- The thing that you are crowdfunding for needs to be specific and time-limited.
- A specific, easy to describe project will increase your connection with donors, making them more willing to share it with their networks.

- Be realistic with what you want to achieve and how much it will cost.
- Be transparent about what the money you raise will be used for.
- Decide what rewards you are going to offer in return for contributions.

### 2. Decide on your budget

- How much money are you asking for and what will you do with it?
- Remember to factor in the cost of using the platform and the cost of honouring your rewards.
- Decide on different size contributions for different pockets, with a different reward for each.
- Check whether or not you are able to claim gift aid from contributions.

### 3. Prepare your pitch

- Make a short video (three minutes max) to 'pitch' your project to potential supporters.

- Use your video to give a compelling story about your project. Talk about what your project is and what difference it will make.

#### 4. Pick your platform

- Use the website 'Crowding In' to decide which crowdfunding site you will use. Pay attention to the commission charges you will be expected to pay.
- Submit your pitch to the platform, which will be checked before it goes live. Sites don't automatically approve campaigns so make sure you've submitted something compelling and achievable.

#### 5. Plan your social media campaign

- Successful crowdfunding relies on making the most of online networks. If you're using a crowdfunding platform then the ability to share will be built in but it will take work by you to make people want to share it.
- The wording you use in your social media needs to talk from the heart, not like something that's come through a PR team or been written by committee.
- Make it easy for people to find your campaign. Put a link in all of your newsletters, in your emails, on your website. Tell your local paper, CVS, anyone that can tell others.
- View resources to help you get to grips with social media.

#### 6. Engage your strong supporters

- Get the people that are most likely to give to your campaign to make

their contribution right at the start, others are then more likely to give. Engage these key people before the campaign goes live.

- Having momentum in your project right from the moment it goes live will help people to see there is demand for it.

#### 7. Commit resources

- It takes skill and effort to make a successful crowdfunding campaign.
- Get everyone involved in talking about the campaign, sharing information with their networks.
- Factor in time to be responsive, you never know what's going to come up.

#### 8. Keep in touch

- Thank the people that have contributed to your campaign. If you are using rewards then remember to honour them when you reach your target.
- Keep your contributors updated about where the project is and what it has achieved.
- Even though a contributor has already given money, they are perfectly placed to continue sharing the campaign with their networks. Introduce new elements to keep them interested and give them something new to share.

### Good luck with your crowdfunding campaign!

**i** Tips for Crowdfunding Success was supplied by Funding Central. For more information, advice and access to their free funding database go to [www.fundingcentral.org.uk](http://www.fundingcentral.org.uk).

**Free event:** Writing Better Funding Applications with Alan Crawford on 15th October, Marston Green. See page 3

## A moment with...

### Charles Rapson Colebrige Enterprises & Midlands School for Social Entrepreneurs

This month's spotlight is no stranger to many BULLETiN readers. Enjoy!

#### Where did you grow up?

I grew up in the wilds of the Scottish Highlands in a tiny fishing village called Helmsdale. Blink on the road to John O'Groats and you've missed it. It is a wonderful and beautiful place with barely 600 inhabitants, no jobs, 2 churches and 5 pubs. It is the location where the Highland Clearances and Britain's biggest gold rush took place. And no, I'm definitely not in favour of Scottish independence and I don't own a kilt.

#### What was your first job?

My first job was working for my father's business serving petrol and delivering overdue invoices to fishermen and farmers. The latter took guts and taught me how to run but also the importance of correct invoicing, cash flow and customer relations. I've forgotten how to run but not the other stuff.

#### What drives you to make a difference?

I have a short fuse and get angry when I see injustice and discrimination. I've learnt that it's no use moaning



... with Charles Rapson.  
Grizzly Bear or Big Ted?

and saying 'something should be done about this'. The best thing is to do something yourself.

#### What is the most valuable lesson you have learnt so far?

Sitting. I often just sit and think. What I mean is pause to think things through properly. It's better to be late and right than early and wrong. I don't always follow that advice. I've also learnt I'm not so clever. Others have good ideas too. So I try to listen. So sometimes I sit and think and listen but I admit that sometimes I'm just sitting.

#### What's been your biggest achievement?

I've been lucky I've had a few good moments. I have glass trophies that I won in my days in industry for various things which my wife keeps putting in the garage and I keep getting out. But my most satisfying achievement

has probably been turning Waterloo Woodwork around into Colebridge Enterprises and creating paid jobs – especially for the five people with learning disabilities we currently employ.

### What are your goals for the year ahead?

Apart from the annual lose weight and stop smoking ritual, it is – finding more customers for Colebridge Enterprises and doubling income. Finding additional funding or income for my other job as head of the School for Social Entrepreneurs in the Midlands.

### Who do you admire most?

My two kids. They have qualities, intelligence and wisdom I wish I had at their age. I wish I had them now.

My son is currently building the new website for the Royal Albert Hall and my daughter acts as a personal assistant and support worker for young people with learning disabilities. They are both amazing and keep me grounded.

### What is your motto in life?

*'There are no such thing as problems. There are only opportunities waiting for solutions.'*

### How would you describe yourself in 5 words?

Tenacious, belligerent, difficult, creative and fat. I had two nicknames when I worked for Rover Group. Grizzly Bear by people who got on my wrong side. Big Ted by those who knew me better and knew I was just a big softie.

## Two hats are better than one

Having two jobs, running a social enterprise and a school for social entrepreneurs, might seem a bit mad to some but not to me.

The two roles complement each other. I learn things from students, witnesses and experts at SSE that I can apply at Colebridge Enterprises. I have experience from Colebridge Enterprises that I can share with them. It's like going on a training programme and getting paid for it.

Having two hats gets me through doors and connected with people I otherwise might not meet. I think one adds credibility to the other and credibility is important.

- Colebridge Enterprises has created 12 jobs in less than two years since we diversified and we have increased the trading income about 8-fold in that time.
- The School for Social Entrepreneurs is getting fantastic results with its current cohort and attracting massive interest from all over the region. We had more students apply to SSE in the Midlands than to any other school outside London and we are the new kids on the block. The calibre and potential of students coming through is mind blowing.

**i** For more information visit Colebridge Enterprises: <http://colent.org> and Midlands SSE: [www.the-sse.org/schools/29/midlands](http://www.the-sse.org/schools/29/midlands)

## About Community Enterprise for Success

Community Enterprise for Success is a programme of free support for voluntary & community organisations in Solihull who wish to grow their business for the benefit of the local community.

The programme is commissioned and supported by Solihull Council with funding from the European Regional Development Fund.

One to one and group support from accredited advisers is available in areas such as:

- Feasibility and assessment
- Market analysis
- Business planning
- Social impact measurement
- Business modelling
- Leadership
- Sales and marketing
- Contract readiness
- Consortia development
- Entering supply chains

The programme is delivered by a partnership of the BEST Network, Development in Social Enterprise and DYNAMIC Marketing in association with Solihull SUSTAIn.

Community Enterprise for Success is provided free of charge to existing



community and voluntary organisations based in Bickenhill, Castle Bromwich, Chelmsley Wood, Elmdon, Kingshurst, Lyndon, Olton, Shirley East, Shirley South, Shirley West, Silhill and Smith's Wood.

**Business Start up grants of upto £2,000** are also available for organisations trading less than two years that have accessed support from the programme and are based in the North Solihull regeneration area.

**If you would like to discuss ways of growing your business or find out more, please get in touch.**

Community Enterprise for Success is funded by



### GET IN TOUCH

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<http://communityenterprise-solihull.org> | [@Solihull\\_ComEnt](#)

