

Plymouth RISE Programme

Rank Inclusive (Growth) Social Enterprise Programme

Match Trading Grants Guidance

Overview

The Plymouth RISE Programme will support the growth of a vibrant and diverse social economy in Plymouth and its environs.

It aims to help the leaders of social purpose organisations to increase sustainability and social impact through growing their trading and sales. It will provide two years of training, support and finance. Ten organisations joined the programme for 2019 and a further ten places open to organisations in 2020.

The Plymouth RISE Programme is part of the Rank Foundation's new Plymouth Place Based Programme, which aims to lead the way in solving deep rooted social problems and address health and well-being, social isolation and economic inequality.

As leaders of your organisation, you will be able to:

- **Learn how to strengthen your business model and sales:**

12 days of learning between March and December 2020 and then ongoing support until March 2022.

- **Finance your growth:**

A grant of £2,000 initially rising to £10 000, in the first year and up to a further £5 000 in the second year as your trading increases.

- **Get to know other social entrepreneurs:**

People who run organisations like yours, who understand your issues and support your plans.

- **Get one-to-one coaching:**

Ongoing support for you and your management team

- **Join The Rank Foundation networks**

Become a member of the Plymouth RISE steering group, as well as RankNet, the community platform which enables you to contact and connect with Rank funded projects across the UK, and to access ongoing opportunities (bursaries, sharing good practice events etc.), blogs, training and other events.

Who should apply?

The programme is designed for leaders of social purpose organisations. Ideally your organisation will be a charity or not-for-profit co-operative or not-for-profit CIC, but we will consider other types of organisation and partial profit enterprises on a case-by-case basis.

Your organisation should be already active and planning to grow its sales and trading income by at least £20,000 in the next two years. It may be a young organisation, under 5 years old, or an older organisation that is planning to grow a new project or change its business model.

Who runs this programme?

The programme is run by School for Social Entrepreneurs (SSE) Dartington and the Rank Foundation, with support from Plymouth City Council.

The School for Social Entrepreneurs has spent 22 years empowering people to create change in their communities and improve the lives of others. SSE supports social entrepreneurs: people who tackle social problems by starting, scaling and sustaining organisations through its network of regional schools. The SSE network helps hundreds of social-sector leaders every year through courses, connections and support. www.the-sse.org.uk

SSE Dartington is the network school for the South West and since 2010 has helped more than 400 entrepreneurs turn their ideas into action and set up, grow and develop social enterprises, community organisations and ethical businesses through action learning programmes, start-up grant and affordable loans.

The Rank Foundation continues the charitable legacy of Joseph Arthur Rank, flour miller, filmmaker and philanthropist. The Foundation operates a model of engaged philanthropy and aims to improve the lives of people and their communities, across the UK, by encouraging and developing leadership, and promoting enterprise and innovation.

Plymouth City Council is a partner in the RISE programme and is actively supporting this project.

What next?

If you would like to apply to this programme, please phone us for an initial conversation. Please contact **Michelle, Dirk or Fliss at SSE Dartington on 01803 847066**.

The full application pack is available at <https://rankfoundation.com/plymouth>

We will assess applications on a first come first served basis, so advise you to apply early. The final deadline for applications is **Friday 25th October at 5pm**.

In more detail...

Eligibility Criteria

- **Working towards the aims of the Plymouth Place Based Programme:**
Your organisation is helping to either solve deep rooted social problems, address health & wellbeing, or reduce social isolation and economic inequality in Plymouth.
- **Directly benefiting Plymouth communities and people:**
Most of the activity you are applying for, must be based in Plymouth. Ideally your organisation should be based in the Plymouth area, but other organisations may be considered.
- **Active for at least one year:**
Even if not constituted for all of this time.
- **Legally constituted:**
Or will be before the programme starts. Ideally it is a not-for-profit organisation, though we will consider applications from other types of organisation on a case-by-case basis.
- **Plans for growth in sales:**
You should be planning to increase sales and trading by at least £20,000 over 2 years (from April 2020 to March 2022). Ideally your organisation will be an early stage organisation, under 5 years old, or an older organisation that is developing a significant new project or changing its business model.
- **Leaders of your organisation:**
Up to two people can attend the programme. They must be leaders of the organisation or project and committed to attending the 14 days of the programme. Leaders are those who hold the vision for the project, and who have the ability to make strategic decisions about it.
- **Able to commit:**
You must be able to commit to 12 days Learning Programme, and also to attend and participate in the quarterly Rank Foundation RISE Steering Group.

Please do NOT apply if...

- You only want a grant and are not committed to attending the learning programme.
- You plan to develop a purely commercial business.
- Your enterprise undertakes party political activities or aims to induce people to convert to a religion (proselytizing)

The Learning Programme

The Learning Programme will run for 12 days between March and December 2020.

Learning days usually fall in one day blocks, every few weeks. There is no formal learning programme in the second year, but ongoing support through business coaching, peer support and action learning sets will continue.

Witness Sessions

Entrepreneurs share their experiences and discuss the secrets of their success. You will be able to listen, learn and question them to help you examine and find meaning for your own project.

Expert Sessions

Through questioning, observing and listening to experts, you will improve your abilities in building a diverse and sustainable income mix, Marketing, branding and sales, developing realistic and useful business plans, social investment, measuring social impact, leadership and management.

Action Learning Sets

You will work in a small group with a trained facilitator, to help you find ways of overcoming the stumbling blocks, dilemmas and other problems that your project faces.

Coaching

You will receive business coaching for you and your management team. The coaches will help you build your confidence and understanding, and develop yourself and your project.

Peer support

You will bring your skills and experience to the group and learn from the skills and experience of the other members. This network of like-minded people will provide vital support to enable you to develop your enterprise.

Match Trading™ Grant

A Match Trading grant of up to £15,000 over two years to help you put your learning into practice and increase your trading.

The Match Trading Grant

What is a Match Trading grant?

We want to invest in you and your ability to grow your enterprise. And we want to support you to improve your financial sustainability by increasing your income from trading and sales.

We do this by *matching* increases in your income from *trading* with grant – this is called a Match Trading grant. The School for Social Entrepreneurs created Match Trading grants to help social organisations become more sustainable, and to support them to diversify their income streams.

- Watch our 90-second video explaining Match Trading grants:
<https://www.the-sse.org/match-trading/>
- Read stories from social entrepreneurs who've benefitted from Match Trading grants:
<https://www.the-sse.org/match-trading-case-studies/>

How the Match Trading grant works for you

We will set aside £15,000 of funding for your enterprise as part of this programme, of which you will receive £2,000 in advance when you start the programme.

You will be able to claim the rest of the grant in instalments at the end of each quarter depending on your growth in trading income.

In the first year, the amount will be matched pound-for-pound based on increased trading, up to a maximum of £10,000.

In the second year, you will be able to claim the remaining grant (whatever is left of the set-aside £15,000 for your enterprise) in instalments at the end of each quarter, but this time the amount will be matched pound for two pounds based on increased trading.



What do we mean by “trading”?

Trading means providing goods or services in return for a “consideration”... usually money, but could also be in-kind or bartering, as long as this is quantified and shown in your accounts.

Trading might be...

- Selling to the public – e.g. selling food, tickets, training sessions, workshops
- Selling to other organisations, e.g. training courses, commissions, contracting
- Rental income

It is not...

- Donations or voluntary contributions
- Income from investments
- Bank interest
- Loans
- Equity income (e.g. through sale of shares)
- Grants, for example from the Lottery or from Trusts
- Transfers of funds from other organisations, e.g. in the case of a merger

We can advise you about this if you are not sure. And just to be clear, by income from trading we don't mean surplus or profit – just income.



What you can spend your grant on

You can use your grant flexibly to support your learning about trading by developing your project. You don't have to decide now, and you can change your mind during the programme.

For example, you might...

- Develop a new product line
- Buying in stock to improve your trading
- To support you to offer your activities at a reduced cost, as a "loss leader"
- Support marketing or update your website
- Improve a facility to increase rental income
- Cover your salary while you attend training or develop your trading or sales strategy
- Cover your travel and subsistence costs to allow you to attend training
- Cover the costs of someone else's salary, so you have time to attend training and work on, instead of in, your project.

You cannot use your grant for:

- Activity or training not directly related to your project
- Costs for activities or products already incurred
- Academic courses
- Your own childcare or caring costs or personal benefits
- Paying dividends or bonuses

If you want to spend your grant on vehicles, buildings or refurbishment, or large items of equipment (over £1000), please check with us first.

How to apply

If you would like to apply to this programme, you can attend one of our information sessions or phone us for an initial conversation. Please contact **Michelle, Dirk or Fliss at SSE Dartington on 01803 847066**. Following this, if you are still interested, we will send you a link to make an application.

There are only places for 10 organisations on the programme this year, so we recommend getting your application in as soon as possible. We will assess applications on a first come first served basis and following initial assessment will be interviewing during November and early December.

The final deadline for applications is **Friday October 25th at 5pm**, but we strongly advise you to get your application in before then if you want to be considered for the programme.

If you want to make an application, you can apply here at <https://rankfoundation.com/plymouth>

The application is simple and should take no more than 30-45 minutes to complete.

Following an initial assessment, we will interview potential candidates. Interviews will be held between 18th and 29th November. We may ask you for additional information at this point, if required.

All shortlisted candidates will then be invited to make a short presentation to a Selection Panel made up of representatives from the partners of this programme. This will be held on **Tuesday January 15th 2020**. If you cannot attend in person, you can send in a short video and answer questions from the selection panel via phone/ video link on the day.

Successful candidates will be notified in January, following confirmation by the Rank Foundation Grants Committee

The Learning Programme will start in March 2020, and the first grant payment will be made in April 2020.

FAQs

- Providing accessible information: If you need this information provided in an accessible format, please feel free to contact us.
- Additional support to access project: If you need additional help to access the programme, because of a disability or other needs, please contact us to discuss.
- Safeguarding requirements: If you are working with children under 18, or with adults in a vulnerable situation, we will require that you provide us with a safeguarding policy before the programme starts.

- Please ensure that you have appropriate insurance and health and safety risk assessments for your activities.
- If you have applied to the SSE or The Rank Foundation previously, you are still invited to apply for this programme regardless of your previous application's outcome.
- If accepted on to this programme, you will still be eligible for other programmes funded by The Rank Foundation, and you would be encouraged to apply for these opportunities which are advertised on RankNet.

Data Protection

The Rank Foundation and the School for Social Entrepreneurs (“SSE”) is committed to protecting your personal information and acting in line with your rights under data protections laws and will treat all data in accordance with our Data Protection Policy.

To process your application, The Rank Foundation and SSE Dartington will collect and use personal information provided by you in this form or separately, or which we otherwise lawfully obtain about you. We may use this information to;

- process your application and manage the selection process for this programme,
- conduct due diligence on you and your organisation
- contact you about your application for this programme by phone or email

If your application is successful, we may also use your information for:

- managing your participation in the Programme
- matching you with a coach
- sharing and promoting your story and the story of your social enterprise

evaluation of the programme and of Match Trading

- other lawful reasons

We may share your information with our funders and partners, including Plymouth City Council, SSE and Dartington Hall Trust. They will also only use your information for the reasons above.

Further details, including how we share your information and your rights relating to our use of your information, can be found under our Data Protection Notice, a copy of which is available here: <https://rankfoundation.com/privacy/>