

# TRAIL BLAZERS 08

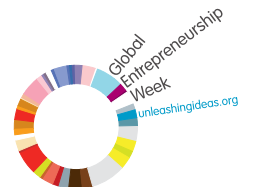


## Magic roundabout

You can make a difference!

Join the social enterprise challenge to help provide more communities with water pumps like this one

**PLUS:** KNIFE CRIME, FASHION, FOOTBALL –  
stories of social enterprise changing lives around the world



The magazine was developed by a partnership led by Make Your Mark, the Social Enterprise Coalition and the Office of the Third Sector, involving many others. It was produced by *Social Enterprise* magazine, a joint venture between Society Media and Glock.

## SOCIAL ENTERPRISE

www.socialenterprisemag.co.uk

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## NEED MORE MAGS?

- A pdf of *Trailblazers* is available FREE for download from the *Social Enterprise* magazine website: [www.socialenterprisemag.co.uk](http://www.socialenterprisemag.co.uk)
- The pdf is also available from the Make Your Mark website at: [www.makeyourmarkchangelives.org](http://www.makeyourmarkchangelives.org), and from the Cabinet Office website at: [www.cabinetoffice.gov.uk/third\\_sector/](http://www.cabinetoffice.gov.uk/third_sector/) where you can find more information on the Government's policies on the third sector and social enterprise.
- A limited number of printed copies of *Trailblazers* are available for organisations working with young people who are interested in social enterprise. If you are interested in copies please email: [deniz@socialenterprisemag.co.uk](mailto:deniz@socialenterprisemag.co.uk)



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# WELCOME

## GUEST EDITOR PHIL TULBA

First it was the world's ongoing financial problems, then it was the Prime Minister's reshuffle. Finally, as I was polishing off version two of this introduction, I attended a major social enterprise awards ceremony – and I had to begin all over again!

Let me explain: originally I wanted to write something pithy about the current state of the global financial markets – about the conspicuous pursuit of profit above all other aims and how it reflects on society today. Then I thought I would start by welcoming Kevin Brennan, who become the new minister responsible for social enterprise after Gordon Brown's October reshuffle (see our interview with Kevin on p16).

But what really blew me away was the first ever Social Enterprise in Schools Award, which took place in a glittering ceremony in London in October. It was part of the tenth Enterprising Solutions Awards (see pages 26-27). Enterprising Solutions has featured some truly amazing winners, all of them trailblazers in their own right (see pages 5, 11, 21, 29 and 35). The winners of this year's schools award, Fyndoune Community College (p26), are a great example of how social enterprise can be a powerful and practical way of unlocking enterprise potential in young people. In some parts of the country schools are literally being put in the hands of their community – our journo Daniel Henry reports how the government plans to help set up 100 Co-operative Trust Schools in the next two years.

It seems that the time for the co-operative and social enterprise movement has come. The combination of social, economic and environmental principles within a business is a potent mixture and one that must be championed as the business model for the 21st Century.

Trailblazers 2008 is a magazine for young people and anyone new to social enterprise. It's aimed at those who want to engage with the challenging issues affecting us today, both locally and globally: violence and conflict, poverty and development, climate change, education and funding.

Trailblazers also forms part of a year-long Make Your Mark campaign to promote and encourage young people to get involved in enterprise. The campaign climaxes during Enterprise Week which, this year, is also part of the first ever Global Entrepreneurship Week (see p6). It also features Social Enterprise Day, which focuses on how enterprise can change people's lives. In these 40 pages, you will see how this way of doing business can truly help people to make their mark and change lives.

Phil Tulba is social enterprise campaigner at Make Your Mark [www.makeyourmarkchangelives.org](http://www.makeyourmarkchangelives.org)

# MEET THE TEAM

*Trailblazers* is a magazine for young people, written by young people. Our scribes are not only great writers but the core team has benefited from social enterprise through the publications *Live* and *Catch 22*. We're seriously excited about what they've created but before you get into it take a minute to say hello...



### BIANCA GILL, 22

Bianca is a young woman on a mission. She aspires to open her own social enterprise one day that leans on her journalistic and academic experience. Rising to deputy editor at the social enterprise *Live* magazine, Bianca would often work four days a week while studying for her English literature and journalism degree. Graduation was her proudest achievement because she had to "stay determined", The animal she resembles is a bee because she is "always busy".



### DANIEL HENRY, 22

Daniel from Romford recently graduated from Huddersfield University. The 22-year-old Man U supporter has written for the likes of *The Independent*, *Catch 22* and *New Nation*. Daniel appreciates nothing more than listening to a bit of Jill Scott and D'Angelo to help him focus when he is writing his masterpieces. If Daniel could be an animal he would be a tiger because he is calm and relaxed but he can give a good bite if necessary.



### JAMES BARBER, 22

James from Lewisham has just graduated from the media communication course at Birmingham City University. James' varied journalism experience, gained early on in his working life, has led him to write for publications such as *The Independent*, *The Times* and *Five News*. This spiritual young man loves to read books such as *The Power of Now* by Eckhart Tolle. If he could be any animal he would be a bird so he could fly.



### LAURA JOHNSON, 16

To most people I'm known as Lala. I'm 16 and doing A levels in English language, art, textiles and psychology at the Thomas Hardy School in Dorchester, Dorset.

I love natural beauty and the photography of nature and light. When there's time, I read a lot – one of my favourite books is *Charlotte Gray* by Sebastian Faulks. I dabble in writing poetry when the mood takes me. Hopefully, in the future, I will be doing something creative – art, media or even journalism.

# WHAT YOU NEED TO KNOW



Most businesses trade to make money. Social enterprises are different. They trade to do good in the world. Confused? Don't be. We asked Social Enterprise Ambassador **Sam Conniff** (left) to tell us what social enterprise means to him – and what it could mean to you



**T**his magazine that you are holding in your hands, and the social enterprises it showcases, provide the answers you need to solve today's biggest challenges. There's a lot in here to learn from. Enjoy it, read it, absorb it and then throw it away.

Bin it, and put it behind it you. Make it your business to be better than everyone and everything featured here. You're reading this, which means you're young – probably under 24 – and you are interested in social enterprise, therefore you're part of the solution, and you, plus this magazine, represent the future success of our society.

I'm about ten years older than you, with several social enterprises, a turnover in the millions, a TV show, a magazine and more. Our training programmes have helped hundreds of young people into education and employment. I get to travel the world, meet amazing people and know that I'm part of the solution. By the time you're my age, what will you have achieved? More than me I hope, we're expecting a lot from you.

When I began my businesses, we hadn't planned to be a social enterprise, we just believed we all had a responsibility to society. When I began in business we didn't even have email. By the time you're my age, no one knows exactly what the world is going to look like or exactly the challenges you are going to face. You need to be ready for anything.

As social entrepreneurs you have the world at your feet. You have networks, brilliant mentors, investment from government, interest from private corporations and entrepreneurs, enthusiasm from the public... you have it all. Make this the moment – if you haven't already – to promise yourself that you and your social enterprises are going to change the world.

Because that's what social enterprise means to me. Changing the world and nothing less.

There are lots of interesting conversations you can have about definitions and rules, kitemarks and certificates. But you're the ones who've inherited a seriously screwed up society, you don't have that much time, and however you choose to define it, social enterprise represents your best chance to make a difference for your future.

*Sam Conniff is co-founder of the Livity group and a UK Social Enterprise Ambassador*

[www.livity.co.uk](http://www.livity.co.uk)

[www.socialenterpriseambassadors.org.uk](http://www.socialenterpriseambassadors.org.uk)



# SOCIAL ENTERPRISE TRAILBLAZERS<sup>1</sup>

There are more than **55,000 SOCIAL ENTERPRISES** in the UK contributing **£27 BILLION** to the economy each year. Sprinkled through this magazine you will find stories of **SOCIAL ENTERPRISE TRAILBLAZERS**, all of whom have won the prize for being the best social enterprise of the year.

The first of our series is a telecoms company called the **PHONE CO-OP**, which has been named **BEST SOCIAL ENTERPRISE** at the 2008 Enterprising Solutions Awards – the ‘Oscars’ for UK social enterprise.

Based in an old pig farm in rural Oxfordshire, the Phone Co-op has built up a turnover of £7 million and **15,000 CUSTOMERS**, competing ‘**DAVID AND GOLIATH**-style’ against huge telecoms players like BT, Sky and Virgin.

But the Phone Co-op **DOES BUSINESS DIFFERENTLY**. Unlike the corporate giants it competes with, it aims to **BE GREEN, ETHICAL AND FAIR** and to contribute to **A MORE JUST SOCIETY** – at the same time as running a **FANTASTIC BUSINESS**.

[www.thephone.coop](http://www.thephone.coop)

# TODAY...

Do you dream, are you passionate? Do you think you can help the world? Start today



**T**oday you're reading a magazine about people who started just like you and who are now making their mark on the world by changing lives.

Today you're free to choose which direction your life will go in – there's always a choice.

Today you're (hopefully) going to be inspired by what you read about, and act on your passion, anger, hopes.

Today, in fact, right now, you're going to learn about lots of people who want to help you and events that could just end up changing your life.

Events like Global Entrepreneurship Week taking place between 17 and 23 November and which kicks off with the Make Your Mark Challenge – the UK's largest one-day enterprise challenge for secondary schools and colleges. You and your mates can be involved. You can start today and start guessing what on earth they mean by this year's 'top banana' theme. Simply go to [www.entrepriseweek.org.uk](http://www.entrepriseweek.org.uk)

Not interested in being a top banana? What about tackling one of society's biggest problems through enterprise? And someone believing in you enough to pay you to do it. The £60,000 (yes, you read that figure correctly) Big Challenge kicks off on 10 November, is open until January and needs you. Read more on page 19.

What about a two-day event where you rub shoulders with powerful change makers, where you could help set off a chain reaction? On 17 and 18 November the Chain Reaction

event will bring together social leaders, community activists, policy makers, business leaders and 100 young people under the age of 21. You could be one of the 100, you could be someone who helps change the world.

Visit [www.chain-reaction.org](http://www.chain-reaction.org)

Interested yet? How about £2,000 to develop your business plan and a free trip abroad? This year Enterprise Week is going global, 75 countries are involved and a competition run by Projects Abroad is looking to link budding UK entrepreneurs aged 17 to 30 with entrepreneurs in the developing world.

You have until 23 November to register your idea at

[www.partnership-in-enterprise.com/competition](http://www.partnership-in-enterprise.com/competition)

In this magazine you'll read a lot about social enterprise. It's something that a lot of people really believe could change the world. Last year events were held in schools and community centres all over the country encouraging young people to come up with business ideas that support communities and the environment. Even the likes of BBC *Dragons' Den* star Peter Jones (pictured above) got involved, supporting the ideas and offering advice. This year Social Enterprise Day is Thursday 20 November and includes some of the global aspects of Global Entrepreneurship Week.

[www.entrepriseweek.org.uk](http://www.entrepriseweek.org.uk)

What will you do today?

# FROM THE DRAGONS' DEN



Two university students were so carried away by the daily challenges faced by people in the developing world that they invented something to make a difference. And TV's *Dragons* were so impressed they all offered investment. James Barber reports

**D**eeply concerned with the effect that a lack of clean water can have upon the lives of people in the developing world, James Brown is a living example of the popular Mahatma Gandhi mantra of being the change that you wish to see in the world.

After successfully pitching for £50,000 investment on BBC 2's *Dragons' Den* the product design engineering student from Glasgow School of Art and his business partner, Amanda Jones, are preparing to unveil their pioneering invention – the Reverse Osmosis Sanitation System (ROSS).

James explains that a user would roll the device to the nearest water source, filling it up and pushing it back home. The rotation of the wheels drives a pump that pushes water through the filtration system, making it safe to drink.

“In places like Africa water is usually carried by women or young children using their heads,” explains James.

“On average they can only carry about 15 litres, but our device helps them carry at least 50 litres, so we are basically reducing the amount of time spent collecting water alongside improving the water quality.”

James says the sanitation and storage device will give women in particular greater access to education as they won't have to spend as much time collecting water, this in turn will enable them to set up their own enterprises.

“Although our device is focusing on water, it is addressing one of the key obstacles to the further economic development of these countries,” he says.

The ROSS unit was designed in response to a challenge from the charity Water Aid during which time James discovered that 1.2 billion people, a fifth of the world's

population, did not have any access to safe water.

Since founding their design company called Red Button both he and Amanda have seen the problem first hand, travelling to India and witnessing people forced to walk four or five hours a day to get enough clean water to survive.

Looking back at the *Dragons' Den* experience James says that he and Amanda spent a huge amount of time preparing, which helped dispel any nervousness. The most important thing was to give their invention some much-needed publicity.

“Amanda and I are quite savvy,” he laughs. “At the end of the day it's a TV show. We realised that it wasn't just an opportunity for investment but an opportunity to talk about our product. If you get the Dragons to invest in your idea as we did then that's great, but even the exposure we got from appearing on the show has opened many doors.”

Amazingly all five dragons offered investment to take the product through to manufacture at an impressive rate of £50,000 for a 10% stake in their invention.

With ROSS expected to hit the market in the next 12 months, James reveals that they have already secured more than 20,000 pre-orders for their product.

“I think this invention really has the potential to thrive in the market as we are the first to approach distributing this type of product in a purely commercial manner,” says James.

James and Amanda are driving the wheels of their enterprise forward, and in the process hoping to bring relief to millions around the world.

For more information go to: [www.redbuttondesign.co.uk](http://www.redbuttondesign.co.uk)

# THE LIQUID OF LIFE

The growing shortage of water presents a huge challenge to developing countries – more than a billion people live without easy access to clean water. But what can we in the UK do to help? James Barber finds out that more than 100 groups of young people are ready to do their part





**A**s part of [Global Entrepreneurship Week](#) in November young people (aged 14 to 19) are being encouraged to sign up to the One Water Project, which involves coming up with innovative and enterprising ways to sell One Water bottles.

One Water is a social enterprise that raises funds by selling its own brand of water in the UK to fund water systems in developing countries. Most famous of all is its 'play pump' which allows children to play while pumping water out of the ground (pictured, left).

The One Water Project is all about getting together with classmates to sell the water but also thinking of creative ways to recycle the plastic waste. The best water-selling teams will be judged by an *X Factor*-style panel and the winning team announced in February.

Some schools might try to turn the empty bottles into something creative like key rings, others might use them to grow herbs. All will have a chance to focus on the issues of water conservation, the ethics of bottled water and understanding how a social enterprise works on a global and local scale. Shelley Mason, head of brand marketing at One Water, believes the project will deepen understanding of the role social enterprises can play in alleviating the water crisis.

"Global Entrepreneurship Week may be the first time young people have heard about social enterprise and One Water brings to life for them exactly what a social enterprise is," she explains. "The One Water concept illustrates in a very simple way that entrepreneurs can have a positive impact on society – in this instance by selling a product in the developed world and using the profit to help address issues of water scarcity in the developing world by installing sustainable water pumps."

Considering that the One Water Project has been rolled out to more than 100 youth-targeted organisations in all nine regions across England, a big response is expected.

Mason says that young people have found the One Water

story moving and inspirational. "One Water is a simple, like-for-like concept. Water sold here means water is made available in Africa and in the space of just a few years it has raised over £1m for water projects," she says.

Phil Tulba, guest editor of this magazine and social enterprise campaigner at Make Your Mark, a national campaign designed to unlock the UK's enterprise potential, has played a prominent role in the development of the One Water Project.

"I think there is a general acceptance that young people who are enterprising will often perform better in school," he says.

"After they leave school they may want to set up their own business. By bringing in the One Water Project into schools, they might start thinking about setting up an enterprise that can really have a big effect on the wider society."

Mason believes that the One Water Project has the potential to have lasting effect on the young people who participate.

"The intention is for the One Water Project to engage young people in social enterprise in the longer term. We hope that many of the initiatives set up during the One Water Project will continue after the competition period has ended," she says.

"By catalysing new Make Your Mark Clubs after Enterprise Week we hope this project will continue to encourage and nurture young entrepreneurial talent for many years to come. By increasing awareness and understanding of One Water we also hope for more people to switch from other bottled water brands to One Water to increase the number of water pumps installed in Africa."

Phil Tulba has a similar vision. He says he is witnessing a gradual shift in the perceptions that young people have of social enterprises. He says: "I think the One Water Project and the work Make Your Mark and partners are doing in schools and youth clubs is really beginning to open young people's minds to the fact that social enterprises can really save lives."

To find out how to get involved with the project, see:

[www.entrepriseweek.org.uk/onewater](http://www.entrepriseweek.org.uk/onewater)

# THE ROSE THAT GREW FROM THE CONCRETE



Taking a local approach to global issues isn't always easy. Jane Riddiford, leader of Global Generation, tells **Daniel Henry** how she does it

**I**f Cristiano Ronaldo can describe himself as a slave, and Jay-Z can call himself the 'male Madonna' (and get away with it) what does that make Jane Riddiford? This swashbuckling green campaigner that the UK has stolen from the sunnier climes of New Zealand may yet win a million pounds and change the world without you knowing it.

Riddiford is executive director and co-founder of Global Generation, an organisation that attempts to teach kids creatively about the environment through offering them a sense of their place in the world.

Far more than just another group of shaggy-haired tree hugging hippies, Global Generation boldly demonstrates what can be achieved when people work together. Getting local schools, restaurants and businesses onside, Global Generation has created an admirable community whose members all contribute to the company and simultaneously the planet in their own way.

Best known for putting plants on the roofs of London's Kings Cross via the successful Living Buildings project, Global Generation also encourages young adults to take a lead in their plans. Aged between 14 and 19, their 'Generators' act as mentors and leaders to the primary school attendees, taking an active role in setting up projects.

"I think that there is a lot of youth provision out there that tries to 'get down' with the kids," says Riddiford.

"We're not trying to do that. I'm not young and I am certainly not pretending to be. Most of us are in our 40s, 50s and 60s, but we know that we have something to offer the kids and that

they have something to offer us. We are clear that we are not doing this for them, but that this is about the future."

Pinning the future as the common ground between her baby boomer staff and her My Space-posting contributors has allowed Riddiford to harness a wide collective of talents and backgrounds. With a website that reads like a Benetton commercial, it is clear that Riddiford wants to get the world behind her.

"It's inherent in the name Global Generation," says Riddiford. "It's about a shift of culture from a nation-centric to a global perspective. Our Generator group has ten different nationalities in it but we didn't seek that. It's a natural occurrence of our vision."

It is this multi-layered approach that has led to Global Generation garnering such praise. There's always a good time to win a million pounds, but as politicians backtrack on the cost of the environment, for Riddiford the timing couldn't be better. Having recently made the final shortlist for the Big Green Challenge, a £1m competition run by the innovation foundation NESTA to prove to politicians that climate change can be fought by community action, Riddiford's loftier ambitions of using the human spirit as force for change may yet be given a chance. "Never before has it been up to us; our choices didn't make that much difference 500 years ago but they do now," says Riddiford.

With her ever-growing army of young Generators the smart money is on Jane Riddiford putting a self-sustaining rainforest on the roof of the O2. Or something like that.



# SOCIAL ENTERPRISE TRAILBLAZERS2

**BULKY BOB'S** is a social enterprise in Liverpool that calls at **MORE THAN 100,000 HOMES** every year to collect bulky household goods like sofas, fridges and beds that people no longer want.

Instead of being dumped by the side of the road or sent to landfill the goods are **RE-USED, RECYCLED AND REFURBISHED** to help other **PEOPLE WHO NEED** them.

This helps cut down landfill, it gives **JOBS AND TRAINING** to people who work for the organisation, and it gives people who can't afford new furniture the chance to refurbish their homes in an **AFFORDABLE** way.

Bulky Bob's is run by **FRC GROUP**, the first ever winner of the national Enterprising Solutions Awards – the UK 'Oscars' for social enterprise.

Find out more at [www.frcgroup.co.uk](http://www.frcgroup.co.uk)

# DROPPING KNIVES AND PICKING UP A FUTURE



At the time of writing 26 young men in the UK have already lost their lives to the violent scourge of knife crime this year. **Daniel Henry** talks to a young man called Allan Gay (left) who offers the wayward a dose of his own brand of medicine

**A**llan Gay, 26, was once a “straight A student” before turning to criminality. So when he warns the younger generation away from the lure of fast cash he is talking from experience.

He is also talking as the director and co-founder of Community Builders, a social enterprise he set up with the aim of discouraging young people from joining gangs. Working with the motto ‘We are tomorrow’s generation and today’s leaders’ he tells young people: “You’re not affecting any teacher if you don’t get your grades.

“The only person at the end of the day who you’re affecting is yourself. I always used to think that I was affecting my teacher but the only person who lost out was me. The teacher wasn’t going to lose her £30,000 and suddenly take home £10,000 just because I wasn’t in class.”

Community Builders offers its members the facts that lie behind choosing to pursue criminal activity over a solid education. Now working with over 30 schools across the capital, Community Builders has been running its school workshops for the last four years, and became a social

enterprise this January. Attracting attention and praise from London Mayor Boris Johnson, Community Builders uses mentors and runs courses in leadership and entrepreneurship – attempting to draw out the talent behind the pseudo-masculine posturing that often plagues the territory of adolescence.

“We want to change the mindsets of these individuals and show them that they can be doctors, lawyers, teachers or actors,” he says.

“We want our young people to learn to be entrepreneurs. They’ve got that spirit but too often people use it negatively, to go out and sell drugs, saying that if I buy it for small and sell it for a bit more, I’m going to make a profit. Why didn’t you buy electric equipment? Why didn’t you buy something else?”

“A lot of these kids on the streets have the formula for success. In terms of natural ability, a lot of these kids are the equivalent to Richard Branson and Bill Gates. The only difference is that the people I’ve just mentioned are using their entrepreneurial spirit constructively.”

Fostering that inventive spark through allowing the young people to lead is a key part of the Community Builders remit.

“The reality is this: I’m 26. I don’t see myself being the director of this company for the rest of my life,” says Allan.

“I see this company evolving, changing and young people taking the helm. We have a youth director who is 17, a schools facilitator who is 20. These are the people who will be jumping into the roles of director in a few years’ time.”

“At the age of 35, 40, I’m still going to know a lot about what young people are going through, but I won’t be young with that understanding. Someone of a similar age will be more relevant and best able to deal with the problem.”

Asked about the role that social enterprise can play in the fight against gangs and knife crime, Allan says: “I think we [social enterprise] can be at the forefront of the eradicating the problem.

“We need to be realistic. Gun and knife crime is a small proportion of what goes on in society. What we don’t want to do is glamourise the problem. Glamourising the problem makes it seem like being a criminal is aspirational. You can’t live your life as a criminal. You can’t live your life constantly turning over your shoulder, or behind bars.”

Rounding on some of the reckless coverage that has been splashed across TV screens and newspapers up and down the country, Allan feels that these images are giving the gangs the notoriety that their actions crave.

“I’ve seen pictures of young men in the media with bandanas on, saying that they’re representing the gang... they’re making them the next form of celebrity,” he explains.

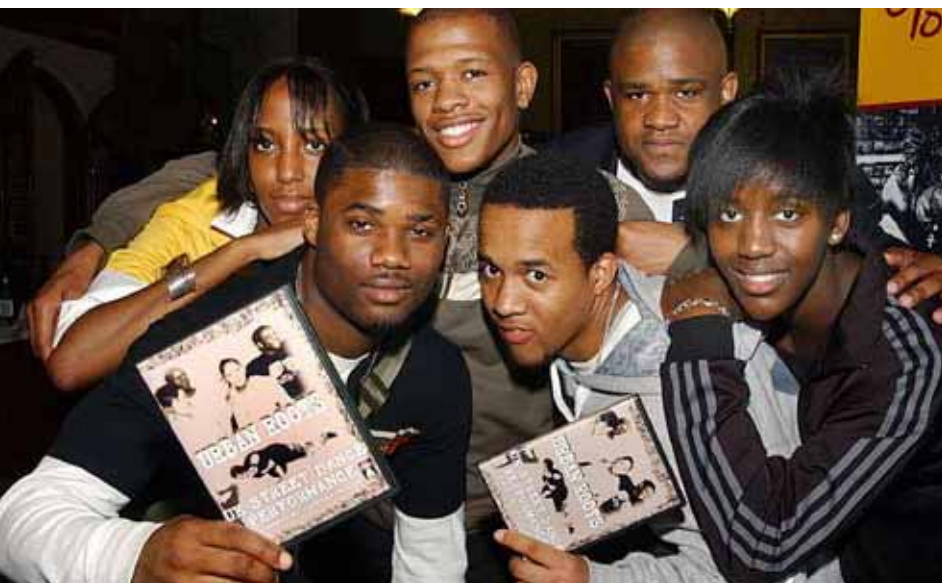
“They’re the next *Big Brother*. Just like people want to get in to that, you have people aspiring to be in the news, because ‘I’m a gangster’. It’s so backward. At a conference that I went to in City Hall, somebody asked, why don’t the press show these people for what they really are – cowards?”

Allan says that the press have made knife crime seem like a “pandemic that no one can stop” and some people ask him why he even bothers. But his work at Community Builders proves the pessimists are wrong.

“Success for me is looking at some of these young people whose schools said they wouldn’t achieve anything,” he says.

“I’ve got one girl who scored three As, two Bs and a C for her GCSEs and is now studying Law. We’ve got another girl who came out with nine A stars, and two As. We’ve got one boy who used to be robbing with 20 of his boys and now he works for us. If you can take a man from being willing to carry knives or guns to now being a peaceful individual who’s willing to share his experiences, that is success for me.”

[www.communitybuilders.org.uk](http://www.communitybuilders.org.uk)



## TV TROUBLES



Liam Black is certainly a man whose esteemed reputation proceeds him. The straight-talking social entrepreneur best known for running the ‘Fifteen’ restaurants with Jamie Oliver, Liam was invited to contribute to the Channel 4 Knife Crime Commission earlier this year.

By broadcasting the commission’s national findings, Liam says that it aims to keep the problem to the fore.

“We are determined to keep going. We intend to use whatever influence we have to keep the issue in front of decision makers, to make sure that they’re following the recommendations that we laid out and if not we will want to know why,” he says.

Enthusiastic on the part that social enterprise could play in combating knife crime, Liam – a Social Enterprise Ambassador – says that, contrary to common opinion, knife crime can be solved.

“It seemed to me that the role of social enterprise, meaning business that trades for a social purpose, could have a big role to play. In a number of these communities that we visited the private sector had evacuated.

“I believe that the root cause of all this is inequality. We didn’t go to Primrose Hill, we went to Hackney. When we went to Liverpool, we didn’t go to Mossley Hill, we went to Croxteth. So it’s really an issue of class, poverty and expectations.

“But we have allowed a society to develop where there are some young men who don’t care. One of the solutions has to be offering these young men things that they want to do, that pays them and gives them routes out of the situation that they find themselves in.

“I think that if social enterprise can’t come up with some ideas to these sorts of problems then we might as well pack up and go home.”

Interview by Daniel Henry

Liam Black is a Social Enterprise Ambassador. Find out more at [www.socialenterpriseambassadors.com](http://www.socialenterpriseambassadors.com)

# LUCKY IN LOVE (OF FASHION)

When Cary Somers combined a passion for South America with some ethical style sensations she started a trend that's made a difference in her life and the life of women in the Andes. **Daniel Henry reports**

**O**nly unlucky people claim that you earn your luck. The fact is that some people are just plain jammy, but if anybody deserves to have a magic horseshoe above her front door, it's Cary Somers.

Founder of the fashion label Pachacuti (pronounced Pa-cha-cutey), Somers, 42, freely admits she had no formal training as a fashion designer.

But Pachacuti is a fashion label with a difference, stocking designs that are all the way from the Andes.

As a nipper Somers remembers asking for books on the Incas for Christmas. Then at the age of 24 a research trip to Ecuador for her studies changed the trajectory of her life.

Essentially Somers recognised that the clothing designs of women of the Andes could be worth a lot more given the right support.

"We looked at books of their old designs and adapted them using more contemporary colours, sourcing distinctive buttons and working towards making a higher quality product," she says. "At the time I thought that I could make some money over the summer and help them at the same time, but they sold really well, and I realised that what I was doing could make a lot of difference to their lives."

Somers' lucky break came at a fair trade event in London's Earl's Court. Displaying her now trademark panama hats, they happened to catch the eye of a fashion buyer from The Conran Shop.

"It was pure luck really," she smiles. "He just said 'we've been looking for panama hats' and placed an order for them. We still supply them now."

But it was only a few weeks later when she was back in South America that her luck appeared to have ran out. One night in Ecuador she had £5,000, all the money she needed to start up her new business, stolen from her apartment.

Two threats on Somers' life were made in response to her attempts to retrieve the cash but it didn't take long for Somers' luck to turn. She was loaned £1,000 within days of her ordeal by a complete stranger, someone who had heard of the work she was doing. Somers had a choice to make: fly back to the safety of home, or refuse to be bullied by the bandits.

No prizes for guessing what happened next.

"I thought, I've got these people who are so dependent on me now, and I wasn't going to let the actions of one person stop me from making a go of this."

Many years on, and Somers is now responsible for over 700 staff in two different continents.

Fiercely proud of her fair trade roots, Somers aims to show that running a business doesn't equate to behaving like a ruthless pig in a suit.

"I think Pachacuti provides an example that you can integrate ethics into every part of the business," she says. "It makes me think that if we can do that, then so many other companies could too. It's nice at the end of the day to feel that you are making a difference with your work."

[www.pachacuti.co.uk](http://www.pachacuti.co.uk)



## HOT FACT

Cary Somers was recently crowned the 'entrepreneur with a conscience' at an awards ceremony celebrating ethical business women. Called the: Girls! Make Your Mark Awards it was a joint project run by Make Your Mark and Handbag.com

## WANT MORE INSPIRATION?

Check out Kresse Wesling. A Social Enterprise Ambassador, she has made her name creating amazing accessories from old fire hose and giving 50% of her profits to the Fire Brigade's Benevolent Fund. To check out her products go to [www.firehose.co.uk](http://www.firehose.co.uk). To check out her story go to [www.socialenterpriseambassadors.org](http://www.socialenterpriseambassadors.org)

# BECAUSE YOU ARE WHAT YOU WEAR!

Ethical and environmental fashion needn't look weird or cost the earth, says **Bianca Gill**, who proves her point with an experiment on herself

**T**he environment has been a big topic for a while now so I tried to come up with a way to do my bit in the fight against global warming. Inspired by Nin Castle (see right) and her business, I decided to set myself the challenge of recycling some of my own clothes and create some new outfits with a budget of only £10.

Here is what I did...

## SKIRT WITH RIBBONS

How about making an old skirt into a one-piece, by adding three pieces? It's not as confusing as it sounds. Simply get hold of some coloured ribbon and some dungaree clasps. The good thing about this little number is you change the ribbon to create more than one outfit!



## FLOWER ON HAT

With winter fast approaching it hardly seems like a year since you bought your last hat and scarf set, so why not add some small details to what you already have? Try adding a nice brooch or flower. Gems and diamantes can add class to a simple hat. For the guys, why not add some interesting iron-on logos to put some life into that plain scarf?



## BUMBLEBEE

Ever wanted your own logo? It's easy – just buy some cool, iron-on pieces and decide where you want to place them



There's still more stuff you could try. Why not turn your old jeans into shorts? Or perhaps add a new belt to your mac, different coloured laces to your shoes or even cover your headphones with Swarovski crystals to add some glamour.

Throughout this challenge I have tried to keep in mind what sort of look I wanted to create, which is important, because the additions you make represent you.

# CATCHING UP WITH A DETERMINED DESIGNER

**B**ack in 2007, *Trailblazers* met Nin Castle and Phoebe Enerson as they set out to change the world of fashion with their environmentally friendly brand *goodone* which creates new garments using recycled materials from old clothes.

One year on, *goodone* is still going strong, but what developments have occurred in this past year?

Well, Phoebe has left the business to take another direction leaving Nin to hold the fort alone.

"Phoebe and I are still best friends and I still rely on her for business advice, we might even start a new project together in the future, but for now it is just me," Nin says.

Nin has done her best to get herself known including working with charities such as Amnesty and Shelter. She used their old campaign t-shirts to make cool dresses and hoodies which she sold online with all the profits going to the charities she worked with. This t-shirts project also led to a pretty important meeting.

"I met this women at Spring Studios when doing a photo shoot for the campaign t-shirts, and she linked me to her mate who is in PR. I now get free PR, which is amazing."

Nin has featured in all kinds of publications from *The Guardian* to high-end fashion magazines.

But life has not been all about *goodone* – an invitation from an international charity led Nin to Nyanja, a town on the outskirts of Cape Town. She spent a month in South Africa working with sewing schools and some of the local professionals, making party dresses and bags.

So it seems this year has been eventful for Nin, but has it been worth it?

"This past year has been really hard, I'm not living in my ideal situation but the amazing experiences I have had make it worth it," she says.

Interview by Bianca Gill

# MINISTER OF SOUND

After playing them one of his rock group's songs on iTunes, Government Minister Kevin Brennan tells a group of budding media hopefuls that social enterprise could be even more relevant to them in these uncertain economic times. Bianca Gill was there



“ Have good ideas, a good plan, and from there the sky's the limit ”

MP Kevin Brennan



I have spent the last two hours chatting to MP Kevin Brennan about music, Facebook, television programmes and... the economy?

I know what you're thinking – what's the connection? Well, Kevin Brennan is the new 'minister for the third sector' – the part of government that looks after social enterprise, volunteers and charities. As a founder and chair of the All Party Group on Muscular Dystrophy, Brennan knows all about working with organisations that want to make a difference.

He is a man of many interests and talents and we were lucky enough to get a couple of hours of his time to find out how he gets down... I mean what he does and what he thinks of his new job.

We met at Live Studios in south London, where *Live* magazine is produced – a social enterprise that gives young people media skills and experience. It's where I spent three years as a budding journalist and eventually became deputy

editor. Never before had I seen this space look so busy. It was full of the minister's 'people', photographers, the *Live* team and my old boss Sam Conniff, who is a Social Enterprise Ambassador and director of *Live* (see his article about social enterprise on page 4).

We sat around a table filled with tempting fruit and croissants, which is just what you need when you're about to interview a minister, a mouth full of melon!

First up was the fun round! An icebreaker session allowed Brennan to warm up and I must say he got into it, exposing himself as a Facebook user, *Ugly Betty* watching, rugby playing guitarist. Yes, you heard right, he is in a band. MP4, as they are known, is made up of four rocking MPs.

After playing one of his songs on iTunes, resulting in a mixture of laughter and applause, he went on to tell the group what he does on his weekends.

'I hold a surgery every other weekend for my constituency, and other than that, if I have time I like to spend time with my family and play rugby or football,' he says.

This is probably the first time I have come across a politician who answers a question with a straightforward answer.

Brennan engaged well with the young crowd and kept them stimulated with his bad jokes and funny stories about his youth. Part of the reason why he gets on so well with a room full of youngsters is probably because he was a teacher for years.

He says: 'The best thing about being a teacher is watching young people grow into young adults. I still bump into my old students now and it's good to see where they are at in their lives.'

You could not have this time with a minister and not bring up our current financial climate and Brennan says that he wants young people to be more aware of how the financial crisis we are in can affect them.

He says: 'It is important for young people to know what the "credit crunch" means for their future. Many of you here are



“ I must say he got into it, exposing himself as a Facebook using, *Ugly Betty* watching, rugby playing guitarist ”

finishing college or university and looking for jobs, but you may find it harder in the future to get jobs.'

Brennan explained that jobs will be harder to come by as the credit crunch gets worse, because companies can't afford to take on new employees.

But he believes that setting up a social enterprise in this current climate is more relevant because social enterprises like *Live* magazine give young people somewhere to go, give them new experiences and get them meeting interesting

people. He explains that young people especially should have somewhere to go at a time like this when jobs could be harder to find. One of Brennan's goals for the future is to see a rise in the number of social enterprises and raise awareness for those already out there.

Brennan's advice to any young person planning to start their own social enterprise is: 'Remember it is a business so it's important to have good ideas, a good plan, and from there the sky's the limit.'



# PASSION SERVED UP

Have you ever wondered what it might be like to run a catering business with just five per cent of your eyesight? Neither had **James Barber** before he met John Charles, managing director of the burgeoning social enterprise Catering 2 Order



I'm begrudgingly woken up by a deafening alarm clock at 5:00am, negotiate several public transport changes and finally arrive at the Action for Blind People centre in Bermondsey, South London, where the social enterprise Catering 2 Order is based.

Rushing upstairs for the 'morning run' I meet managing director and founder John Charles, we quickly exchange handshakes and head for the kitchen.

Handing me a black apron John announces to the staff: "This is James everybody. He's a journalist who will be writing a story about us."

And then the tight-knit team commence their work, boiling potatoes, buttering sandwiches and packaging stir-fries in special white containers.

Wiping the sweat from his forehead John tells me the cooking isn't the hard bit – instead it's the paperwork that goes with running your own business.

He lists his daily routines from checking fridge temperatures to building relations with a growing clientele.

Not wanting to get in the way I stand close to John, nervously watching him chop some green peppers and wondering how a man with only five per cent of his vision works with such speed and precision.

Pointing towards the green chopping board, he tells me that this is not ideal as he is also chopping a green pepper, making it impossible for his eyes to distinguish between the two. I ask him if he often cuts himself. He smiles, assuring me that he hasn't cut himself in years.

"Some people have been quite shocked that I can work in a kitchen

because of my eyesight, but I like to prove people wrong," he says in a defiant tone.

As the rush finishes and we move downstairs for a more intimate chat I realise how important that wish to defy the cynics has been in setting up his social enterprise.

Admitting that he will regularly come into work at 5.30am and not leave until 10pm I can't help feeling slightly ashamed of my grumblings at waking up so early for one day out of my weekly working schedule.

Not showing any signs of fatigue, his passion and commitment somehow transcend the growing pressures of running a highly successful social enterprise.

Catering 2 Order was set up in June last year and has gone from five members of staff to 15, providing training and employment to people, half of whom suffer from some type of visual disability.

"As a social enterprise our underlying aim is to empower people that have a disability, to help increase their confidence, and bring them up to speed which might help them gain full-time employment," says John.

He introduces me to volunteer Marsha Allen as a perfect example. She is soft-spoken but tells me that working in the kitchen has given her the confidence to move into full-time employment.

"Before I came here I'd never worked before," she admits.

Our conversation is short, but I see first-hand the positive impact that this social enterprise is having on people stigmatised because of their disability.

John then introduces me to Usi Olanipekun. I'd seen her earlier in the kitchen but had no idea she was completely blind. Usi, a beloved member of the team, pushes the trolley filled with goods that are made in the kitchen, selling them to staff around the spacious building. I join her on her morning run, observing how she relies on the feel of the doors and familiar voices to navigate her through the building. In every room we enter she audaciously announces our arrival.

"Hello everybody, today I have a special guest, his name is James, and he is a journalist," she says. I soon realise this is a part of her selling technique.

"I like pulling their legs. Sometimes they don't pay you no mind, but when I talk to them, I get them to smile, I get them to talk, and then they will probably buy something."

At the end of her shift I watch in awe as she counts the money.

"The only coins I have trouble with are five pence and one pence because they feel the same, but apart from that I don't have any problems," she says.

It's time to get back to the *Trailblazers* desk on the other side of town so I say my goodbyes, but on my way back think of John and all the other faces that had once been invisible to me.

I feel inspired by their ability to defy the odds and their determination to break free of the inequalities they experience, which through Catering 2 Order, is finally being made possible.

[www.catering2order.com](http://www.catering2order.com)



# SOCIAL ENTERPRISE TRAILBLAZERS<sup>3</sup>

Britain consumes **500,000 TONNES OF CHOCOLATE** every year. The chocolate market in the UK is worth **£3.6 BILLION** and it's worth another \$13 billion in the US.

Just **THINK WHAT A DIFFERENCE** even a small percentage of this market would make to small scale cocoa farmers in developing countries if they could get a fair price for their produce...

**DIVINE CHOCOLATE** is a UK-based social enterprise that sells chocolate to all the big supermarkets in the UK and has now set up a sister company in the US. But it's different from most chocolate companies.

First, Divine is a **FAIR TRADE** company, which means the farmers get a fair price for their cocoa.

Second, it is a social enterprise which means that **PROFITS GO BACK** into the business and result in '**SOCIAL PREMIUMS**' for the farmers, to help them buy **BOOKS** for schools and sink wells for **CLEAN WATER**.

Third, 45 per cent of Divine is **ACTUALLY OWNED BY THE FARMERS** in Ghana – in the form of a **CO-OPERATIVE** called **KUAPA KOKOO**. This benefits **40,000 FARMERS** and their families.

Find out more at [www.divinechocolate.com](http://www.divinechocolate.com)

# BRIDGING THE DIVIDE

Crime and class divides are issues faced by young people in the UK and, as **James Barber** discovers, by young people in Ghana. Here James meets an inspirational young man and learns about an event that could provide the spark that is needed to fight these big issues

**S**tephen Gyasi-Kwaw is not your average 20-something. Hailing from Ghana, the ambitious 26-year-old proudly stands as the CEO of Youth Enhancement International, a social enterprise based in both the UK and Ghana that is focusing on the professional development of young people.

Driven by a burning desire to inspire a new generation of budding entrepreneurs, Stephen will host this year's Global Enterprise Week activities in Ghana. Taking place between 17 and 23 November it is a week that is all about finding enterprising solutions to society's biggest problems and a week that will see countries all around the world hosting activities at the same time.

All too aware of the long-standing issues holding many young people back from setting up their own enterprises, Stephen feels that it's time to bring about change.

"The main problem I have identified is that most young people do not have access to successful entrepreneurs," he explains.

"There are plenty of successful entrepreneurs, but if a young person comes from a socially deprived background they are unable to find them."

With big companies endorsing Global Enterprise Week in Ghana, Stephen is hoping that more provisions will be made open up support for young people who want to set up their own enterprise.

It's a concept of great importance to Stephen. Lucky enough to have grown up in a wealthy area of Ghana, he also grew concerned about the disparities he saw between the rich and poor.

"As I got older I started thinking more about what could be done to help people in the non-affluent areas of Ghana. And that was when I decided to establish Youth Enhancement International, bridging the gap between the affluent and the non-affluent," says Stephen.

His own social enterprise can be seen as an attempt to reduce the impact of class, which Stephen attributes as being the main factor that prevents young people from tapping into their entrepreneurial skills.

"Our mission is to empower all young people to set up their own enterprise," he says and he knows there's plenty of work to do.

While recent figures might suggest that Ghana's economy is in better shape than other neighbouring countries in West Africa, Stephen states that loans for people who aspire to set up their own businesses are not accessible to the people who need them the most, as the requirements are often too high. He says that this has stunted the growth of enterprise among young people.

"There is a real lack of resources. There is a lack of infrastructure and systems in place."

"To tackle this issue there needs to be more platforms where young people can seek information. And whilst I wouldn't blame the lack of provisions for entrepreneurs on the government, they need to set up some type of youth fund, which would assist young people in setting up their own enterprise."

Reflecting on what he has seen in Ghana, he warns that the under-development of young people's potential can have devastating consequences.

“If the youth are not empowered, they are more likely to turn to a life of crime. So my idea was why don't we do something to help them develop themselves so we can all be on an equal level where nobody envies anyone and crime would be cut down significantly. That's what really encouraged me to pursue a career in social enterprise.”

Although Stephen is aware that there is only so much you can do in a week, he is dedicated to the cause of progressing a growing movement of young entrepreneurial people determined to make their mark in the world.

“After this event we are going to launch an initiative called Enterprising Ghana,” he announces.

“The whole initiative will be running in schools, promoting social enterprises so we can really educate the youth. We also have plans to create a centre where young people can have access to advisors. It will be a place where they will be taught about marketing, business strategies and how to manage their finances when running an enterprise.”

Stephen believes that Global Enterprise Week will herald a new beginning, one that involves every young person being given the opportunity to fulfil his or her entrepreneurial aspirations.

“Many young people tend to think that you only set up a business to make a lot of money, but I want to introduce more young people to the concept of social enterprises, showing them that you can create big changes in people's lives.”

## IDEAS UNLEASHED

Enterprise Week has gone global – having inspired the first Global Entrepreneurship Week. Sounds grand – and it is. It's 75 countries joining with a single purpose from 17 to 23 November 2008; unleashing ideas to make a better society.

It's a week designed to inspire, connect, inform, mentor and engage the next generation of entrepreneurs. It's a week where some countries – like Paraguay – will host events in 180 different sites; it's a week where people will embrace technology and take part in Skype speed networking. It's a week where millions of young people will embrace innovation, imagination and creativity. It's the first ever Global Entrepreneurship Week and it's seven days where anything can happen.

[www.entrepriseweek.org](http://www.entrepriseweek.org)

## WOULD LIKE TO MEET

Imagine a Facebook where you knew every single member was dedicated to changing the world. An internet site to meet people from across the world and across the road. There's no need to imagine because the site exists. It's called UnLtd World and it's run by UnLtd, the foundation for social entrepreneurs.

It's a place where a wealth of knowledge is shared between users, a place where you can create virtual neighbourhoods of people who have your same passions, a place where you can set up meetings. In short it's a place you should check out.

[www.unltdworld.com](http://www.unltdworld.com)



# YOUNG CHAMBER OF OPPORTUNITY



You've got a great idea for a social enterprise, a business that's going to do good in the world. But where do you find the money and advice to get it up and running? Organisations like Young Chamber are here to help



In Kirklees, Calderdale, Leeds, Bradford and Wakefield, 80 pupils across 10 schools were given the chance to win £300 towards their business idea.

In Liverpool, five GCSE maths students won £132 investment to set up Famously Fresh Fudge. At Beacon Hill Highschool in Blackpool, a disused toilet block was converted into a school shop and opened by none-other than multi-millionaire businessman and co-star of BBC's *Dragons' Den* Duncan Bannatyne (pictured).

Everything described here has come about as the result of work by the Young Chamber, an organisation that is itself a social enterprise and aims to connect young people with their local businesses and their hidden business talents.

Like all great ideas, the concept of Young Chamber is very simple – Young Chamber is a vehicle for communication. It brings together young people and businesses at a local level in a real and direct way.

Young people are about to become the new workforce but their understanding of business is usually limited. Schools have not always found it an easy task to make links with their commercial neighbours. Businesses have not always taken the step of finding out what potential there might be in the up and coming workforce on their doorstep. They could all do with talking to each other.

The heart of the Young Chamber idea is to use the already powerful Chamber of Commerce networks across the country and bring these within the contact of schools. This simple idea provides schools with a single point of contact for business related issues and access to the local network of employers in their area. The Chamber of Commerce is a world-recognised brand and already has powerful communication channels in place allowing them to spread the word to their members.

Young Chamber is based on a number of basic principles:

**Mindset:** get rid of stereotypes, preconceptions and generalisations.

**Practical:** remove barriers and create good communication.

**Strength:** build on what works and keep student and business contact simple.

**Ideas:** develop by feeding in new ideas from experience across the country.

Earlier this year, Young Chamber exhibited at Voice08, the national social enterprise conference run by the Social Enterprise Coalition, the UK body for social enterprise. And over the next 12 to 24 months Young Chamber has exciting plans to do much more in the social enterprise field.

Ross McNally, national development director of Young Chamber UK, says the organisation plans to set up a venture capital fund for people under the age of 18.

"Occasionally through the programmes of Young Chamber or Make Your Mark a really good idea comes up," says Ross. "And unless you have parents able to support you it doesn't come to fruition. We want to change that."

The venture fund will be open to all sorts of businesses but for now its "watch this space".

Anyone interested in finding out more can email Ross at [ross.mcnally@youngchamber.com](mailto:ross.mcnally@youngchamber.com)

Loads more information is available on the Young Chamber website, [www.youngchamber.com](http://www.youngchamber.com)



## UNLTD'S BIG CHALLENGE

When UnLtd, the foundation for social entrepreneurs, say that young people are the future, it puts its money where its mouth is.

As part of Enterprise Week, UnLtd is kicking off a £60,000 competition, open only to young people and judged by young people.

It starts when a dozen young people from all over the UK go to Birmingham for two weeks and discuss the big challenges our society faces. Then they pick one. They announce what their chosen Big Challenge is on 10 November on the Big Challenge website. Then over the course of 17 and 18 November the Big Challenge will be discussed as part of a special Enterprise Week event called Chain Reaction taking place at the OXO tower, on London's South Bank, which by the way is itself a social enterprise. After that and up until 12 January anyone aged 16 to 25 can submit an application with a business idea to tackle this big challenge. The Big Challenge leaders will create a shortlist that will go to a public vote and the £60,000 will be given away. There's no limit on how the money will be divided, three projects may get £20,000 or six projects may get £10,000, any combination is possible.

Big Challenge young leader Muna Mohamed says: "For me this represents empowerment of young people. I don't want to stand on the sidelines complaining if instead I can be involved in solutions."

[www.bigchallenge.org.uk](http://www.bigchallenge.org.uk)

### WHAT IS UNLTD?

UnLtd is a charity that supports social entrepreneurs – people with vision, drive, commitment and passion who want to change the world for the better. It does this by providing a complete package of funding and support to help these individuals make their ideas a reality.

Are you one of those people? If so, UnLtd may be able to help you. Just visit its website at [www.unltd.org.uk](http://www.unltd.org.uk)

“

When a really good idea comes up, unless you have parents able to support you it doesn't come to fruition. We want to change that

”

Ross McNally  
Young Chamber

# WHAT'S YOUR ENTERPRISING SOLUTION?

Schools all over the UK have been setting up fantastic businesses to help solve social and environmental problems in communities around the world. The best have been recognised as part of this year's national Enterprising Solutions Awards. **James Barber** reports



**T**his year social enterprise became a compulsory part of the GCSE business studies course. It's an exciting development – not least because schools are already showing they're good at social enterprise.

Jonathan Bland, chief executive of the Social Enterprise Coalition – the national body for social enterprise – says it's a great opportunity for students. "All students should have the chance to understand what social enterprise is, and that it can be a viable and rewarding future for someone who wants to make a difference," he says.

Janet Moore, head of the Third Sector Partnership Team at the Department for Children, Schools and Families, points out that it's not just secondary schools but also primary schools that are getting involved. Social enterprise is also open to students of all abilities, from the inner city to rural areas,

"It's a case of talent and enthusiasm but also the school's facilities being put to good use. Through social enterprise schools are opening themselves up to communities both locally and internationally," says Janet.

For proof, look no further than the schools winner and runners up of this year's Enterprising Solutions Awards – the national social enterprise awards (see box). Students at Fyndoune Community College are celebrating with a trophy and a £1,000 prize as winners of the first Social Enterprise in Schools Award.

Amazingly, the school runs two social enterprises – one known as Water Babes and the other known as pPod. pPod was started in September last year and is all about encouraging young and old members of the community to work together on farming allotments with produce sold in the farm shop. It's still early days for this enterprise and Fyndoune students are literally waiting for the project (and produce) to grow.

But the school already has a successful social enterprise in the form of Water Babes. Water Babes builds on a previous enterprise called Water Works that was started in 2005 (and reported on in *Trailblazers* back in 2006). It operates through the school canteen, selling special bottled water to fellow students to raise money for a freshwater well in Ghana. Water Babes boasts 45 members and its long-term future seems secure as more and more young students are joining.

The enterprise runs as a real business, with students taking the roles of the managing director and finance director. Committed Water Babe Rachel Hook, 14, said that she not only found it really motivating to know she is having an impact on developing communities – but she feels she has also gained many business skills.

"I think the experience has enabled me to improve my communication skills and my confidence," she says.

Reflecting upon a similar experience, Louise Devereux, 14, says that her involvement has encouraged her to be more enterprising.

"When I leave school I would definitely like to set up my own enterprise," says Louise.

It's a big call to make when you're 14 but having helped change a community half a world away no future task seems too hard for the students of Fyndoune.

Speaking before the winners were announced, Fyndoune school teacher Lynda Dixon said:

"We are a tiny comprehensive school in a little ex-mining village in County Durham. We only have 370 students, we don't get much glory, so it would be great news if we won the award at this year's Enterprising Solutions ceremony."



# THE WINNERS



**Social Enterprise in Schools Award winners from Fyndoune Community College, alongside the Minister for Children, Young People and Families, Baroness Delyth Morgan.**

## THE RUNNERS UP

### **BUTTERSHAW BUSINESS AND ENTERPRISE COLLEGE, BRADFORD**

How do you bring Bermuda to Bradford? Teach people to scuba dive. Go Aqua opens its doors to a number of marginalised groups that do not often enjoy the privilege of such an experience. Working with organisations that rehabilitate homeless people, drug dependent people and young offenders, what makes Buttershaw really stand out is the fact that it is run by students. Making the most out of a previously under-used pool, Go Aqua has gone from strength to strength.

### **THRIFTWOOD SCHOOL, ESSEX**

A chilled haven where young and old can meet, have a coffee and check emails? Only in Essex, where the pupils of Thriftwood have managed to create this space as a part of a programme that allows senior year 11 students to run their own company. One of only a finite number of schools to be awarded specialist status in Business and Enterprise, every student has a role to play here. Decisions on profit distribution are left entirely to the students; last year they elected to donate it all to charity.

### **STONELAW HIGH SCHOOL, GLASGOW**

Enthusiasm will get you everywhere. Just ask the willing pupils of Stonelaw, who managed to turn an in-class discussion into a £100 grant from the Young Co-operatives, to a fair trade business to which every year group contributes. They sell everything from coffee and candleholders to jewellery and silk scarves, which are sourced by 10 suppliers. It has achieved a turnover in excess of £60,000 within four and a half years.

### **DUNBOG PRIMARY SCHOOL, EAST FIFE**

Ever wonder why assemblies are so boring? You wouldn't if you went to Dunbog. Based in East Fife, Scotland, it is quite possibly the only assembly in the UK that is dedicated to making money. Certainly worth waking up for, the primary students of Dunbog have managed to raise around £6,200 over the last six years, donating £4,500 of it to a school in Malawi. It also has a number of groups which actively plan how they can contribute positively to their local community.

## ABOUT THE ENTERPRISING SOLUTIONS AWARDS

The Enterprising Solutions Awards are an annual call to action for successful social enterprises to be recognised for their achievements as sustainable businesses that trade for a social purpose.

The awards were founded ten years ago by the Royal Bank of Scotland, which now sponsors them along with the Office of the Third Sector in the Cabinet Office. For the last five years, the awards have been run by the Social Enterprise Coalition – the national body for social enterprise.

The overall winner receives a cash prize of £10,000; three other finalists and the winner of the New Social Enterprise Award receive £5,000 each.

In 2008, a new category was added, the Social Enterprise in Schools Award, sponsored by the Department for Children, Schools and Families, with a prize of £1,000. The stories of the winner, Fyndoune Community College, and the runners up can be found in this feature.

This year's overall Enterprising Solutions Awards winner was the Phone Co-op, the UK's first and only co-operative telecoms business. Based in Chipping Norton, a market town in rural Oxfordshire, the Phone Co-op is doing battle with high street names like BT, Sky and Virgin – building a successful business but at the same time standing up for society and the environment in all it does.

"We show it is possible to run a successful business while behaving ethically and with a sense of responsibility," says chief executive Vivian Woodell.

Previous winners include a fair trade chocolate company that's making a difference to the lives of thousands of cocoa farmers and their families in Ghana; an enterprise that rescues and recycles tonnes of wood from building sites, stopping it going to landfill; a packaging and storage business where people with disabilities can work to their strengths; a leisure business hoping to make a big splash at the 2012 Olympics, and a community transport company running red buses in London and yellow school buses in Leeds.

You can read more about the Phone Co-op and all the winners from this year, as well as the winners from the past decade, at [www.enterprisingsolutions.org](http://www.enterprisingsolutions.org).

There's an interview with the winner of the New Social Enterprise Award, Peter Holbrook of Sunlight Social Enterprises CIC, on page 30 of this magazine.

# YOU GOOD

It's been described as YouTube with a purpose and its creators hope it will be just as addictive and far more inspiring

**P**olly Harrar is ethnic minorities campaigner at Make Your Mark, the campaign to give people in the UK the confidence, skills and ambition to be enterprising – to have ideas and make them happen. And she's excited.

She's excited about a new project called the Pioneers Programme. Essentially this is all about communication and inspiration.

A select group of pioneers, entrepreneurs in the first three years of setting up a business, will share the highs and lows of their journey via online videos. Any problems they have they will be shared with the whole world but, (and here's the really exciting bit) there will also be dedicated 'wise heads' who will respond to the problems, sharing the solutions over the internet for all to see.

"At the moment we're in the pilot stage," says Polly. "We have some high profile people and celebrities involved as wise heads but we can't name drop just yet."

For Polly the excitement comes from not only pioneering an innovative way of providing enterprise support from mentors but a new way of inspiring others to follow suit and start up their own businesses.

"Young people who are from African, Caribbean, Pakistani and Bangladeshi communities have historically and statistically had great ideas but there hasn't been the transition from ideas to action," she says. "This way they can reach the advice of people they would never have had access to before."

"It's YouTube with a purpose but it's more than just watching – we're interested in transferring them from being watchers to pioneers setting up their own businesses, to thinking, 'I can do that too'."

Start watching and doing at [www.makeyourmark.org.uk/pioneer](http://www.makeyourmark.org.uk/pioneer)

# THE CHANGE MAKERS

**W**hen sprinter Usain Bolt crossed the line in record time, proudly beating his chest in Beijing this summer, his extraordinary achievements were clouded somewhat following accusations of arrogance and disrespect made by International Olympic Committee (IOC) president Jacques Rogge. Public demonstrations of pride and confidence often rub those who witness them up the wrong way. But Abi Bulley, Executive Manager – Strategy and Innovation, of Changemakers, encourages people to take pride in themselves and their immediate environment.

Launched in 1994 through a group of leading figures in education and non governmental organisations, Changemakers now works with over 20,000 young people, aged four to 25 every year offering advice and support. "Changemakers is about how we uncover and discover the potential in young people to really achieve," Bulley says. "I think a lot of the time young people just aren't aware of the opportunities that are available to them. The problem is we start from where we are, not where we could be. Changemakers is about inspiring those young people and the people who work with them to work together to really see what they can do."

"Every young person has their own journey to travel and we need to support them along it to uncover their own innate power. It's not just about us saying, this what you can do, this is what you should do and how you should do it but getting young people to look around; the things that bother and concern them are all valid. We are here to effect change in those areas and we're here to remove some of the barriers and obstacles that might be in your way."

[www.changemakers.org.uk](http://www.changemakers.org.uk)

By Daniel Henry



Fyndoune Community College has received help from Changemakers in setting up its social enterprise – and was recently crowned schools winner of the Entprising Solutions Awards. To read more see page 26



# SOCIAL ENTERPRISE TRAILBLAZERS4

Greenwich Leisure Limited (GLL) turned a cash-strapped, council-run leisure service into a **£72 MILLION TURNOVER SOCIAL ENTERPRISE** business that now runs services in **65 CENTRES** for councils all around London.

GLL runs swimming pools, fitness centres and even a state of the art health spa. As the first ever leisure trust, it has also been **AN EXAMPLE FOR OTHERS** to follow – there are now 120 around the country.

Because it is a social enterprise, it **PLOUGHS ALL ITS PROFITS BACK** into making the services better – and into offering affordable prices for people who could not normally pay for them.

Britain's Olympic hurdles hero Sally Gunnell has recently agreed to be patron of GLL's Sport Foundation, created this year to help young athletes who are Olympic and Paralympic hopefuls **REACH THEIR POTENTIAL.**

Find out more at [www.gll.org](http://www.gll.org)

# TEN MINUTES WITH SOCIAL ENTERPRISE AMBASSADOR PETER HOLBROOK



The Sunlight Centre is a place where people walk in and change their lives. The man behind this community hub is Peter Holbrook (left). He spoke to **James Barber**

**P**eter Holbrook decided to get into social enterprises because he felt “a strong commitment to creating a better society that is based on the principles of social justice”.

“I started working for organisations like Oxfam,” says Peter. “It was very insightful because it taught me how trading and making profit can benefit the community.”

While discovering how trading to make a profit could help people Peter also discovered some shocking statistics about Gillingham, in Kent.

“I found out that in the borough that I live in the life expectancy is below average. In this modern age that just isn’t acceptable.

“Sunlight was set up about eight years ago now. Initially we had a very small team, in fact there were about seven of us, which is quite funny because now there are over 40 members of staff. But we had very humble beginnings. We met with local councillors and other government bodies but it was hard to secure funding.”

Not to be dissuaded by the initial challenges, Peter carefully assessed the problems of his community and knew his enterprise would take steps to address persistent issues such as unemployment and lack of opportunity.

Some years later the Sunlight Centre can boast an impressive living room, a community café, a recording studio, a radio station, and in-house GP, as well as training and consultancy programmes. Peter says it attracts 100 community groups who use its spaces.

Considering his own success in setting up a successful social enterprise, I ask him what qualities you need to have to prosper in this industry.

He pauses for a moment and then responds swiftly: “You need tenacity and self-belief. You need to be driven by the desire of wanting to create social change. Sure there will be challenges along the way, but there’s nothing more rewarding than running a business that transforms and affects people’s lives every day.”

In spite of new challenges facing the British economy, Peter believes that the future is bright for social enterprises. He says: “I can really see social enterprises moving more into the mainstream. One of our main aims at the Sunlight Centre is to encourage people to set up their own business, and many people who have used our services have. Our message is that it’s not just about making money, it’s about creating more business that gives back in some way to the community.”



# COFFEE WITHOUT THE FROTH



Your choice of hot drink affects only you, right? Wrong. For two men and the trailblazing company that links them, Cafédirect, consumer choice means more than you might imagine

**F**or eight days and eight nights Gerardo Arias went without food or water. He was 18 and illegally migrating into the United States. And he almost died.

Gerardo wants to make sure that what he lived through is never repeated by anyone else. That's why he is President of Coopellano Bonito, a small village co-operative that, together with nine other small village co-operatives forms the COOCAFE co-operative. In 1989 after the collapse of the international coffee agreement, COOCAFE along with cooperatives in Peru and Mexico, each lent a container of coffee beans to Oxfam in the UK on trust. Cafédirect was born.

Partnering with Cafédirect means farmers are being paid a fair price for their work. Cafédirect also reinvests the majority of its profits into the businesses and communities of its grower partners.

In Gerardo's small mountain village in the centre of Costa Rica the results of the work with Cafédirect are everywhere. It's in the clinics and roads that are missing from other, non co-operative villages only 20 miles away, and it's in the young adults walking the streets. They have not had to migrate for work. They have had their education in the city paid for by the co-operative and come back to work in the village.

Gerardo also tells me about the ecological oven the co-op has bought so they can roast their beans 100% firewood free, saving 10 acres of forest each year. They have bought two each at (US)\$100,000, with a loan from the bank but in 10 years, if people keep buying their coffee at fair trade prices, and with the help of Cafédirect, they will have paid off the loan.

"Climate change is a big problem and we have to understand we're all responsible for the changes the earth is suffering," says Gerardo. "But now we feel happy we're doing something to protect our globe."

Gerardo once struggled to survive. Now he is struggling to protect the children of his village and of the world by doing his bit to tackle climate change.



Alex Georgiou is a man who at the age of 21 knew what he didn't want – he didn't want to commit to a long term office job.

After finishing university he took off to the French Alps working as a host in a ski chalet. At 24 he still wasn't ready to commit – or at least not to any old job. "I decided it was time to get a job but I didn't want a normal job where you end up working crazy hours and don't get any other rewards except money," he says.

Alex started researching which company he would like to work for. And that's how he discovered Cafédirect. It is the UK's largest Fairtrade hot drinks company, but more than that it's a social enterprise. Cafédirect works closely with its producer partners, improving their skills, market knowledge, and capabilities, as well as reinvesting profits in social projects. In 2004 Cafédirect also enabled part ownership of the company for the farmers, who also represent 20% of the company's Board of Directors.

It's inspiring stuff and Alex wanted to be part of it, so he begged to volunteer a couple of days a week in the office. He spent the rest of the week working in a pub. "It was a fun time," says Alex (pictured above in Nicaragua, one of 13 countries where Cafédirect works with producer partners). It was also a strategy that worked. He started volunteering in July 2005 and in September 2005 he was offered a full-time job.

Now 27 and Cafédirect's international business co-ordinator, he has never looked back. "The highlight was a year and a half ago when I went to Tanzania to Mount Kilimanjaro. Actually going out there and seeing it for yourself really hammers home how complex it is to grow coffee in a really remote part of the world and get a good price.

"The amazing thing is knowing that there are thousands of people out there that are benefiting from your work."

[www.cafedirect.co.uk](http://www.cafedirect.co.uk)

# FOOTBALL THAT FULFILLS

World Cup wins mean amazing feats on the field of play but, as **Daniel Henry** discovers, the Homeless World Cup is won on and off the pitch

**Q**uick question: which life-changing event are we likely to see first – Scotland winning the World Cup or homelessness being made a thing of the past? One staunch Hibernian fan will be taking bets on both as the run-up to the fifth annual Homeless World Cup (HWC) gathers pace.

Due to kick off in December in Australia, the seven-day footy fest offers its competitors the chance to represent their country and turn their lives around.

It's not just a kick around in the sun – HWC works with its participants the whole year round; 73 per cent of its participants have gone on to kick drug and alcohol addictions, gained steady employment or have found constant housing.

The brainchild of Edinburgh-born Mel Young – a lifelong supporter of Hibernian FC – and Austrian Harald Schmied, HWC started out as a chat in the pub and a flippant challenge between two die-hard supporters from two largely unsuccessful football nations. “Usually conversations like that stay in the pub, but Harald and I woke up the next morning and said, ‘Will we do it then?’,” Mel recalls.

Eighteen months down the line, in 2003, the first Homeless World Cup was held in Gratz, Austria the then European capital of culture. Being on the capital of culture programme gave HWC's debut a real boost.

“It was phenomenally successful, way beyond anything that we could ever have imagined,” says Mel.

“The homeless people were thriving off the recognition, you could see it in the way they were singing the national anthem.

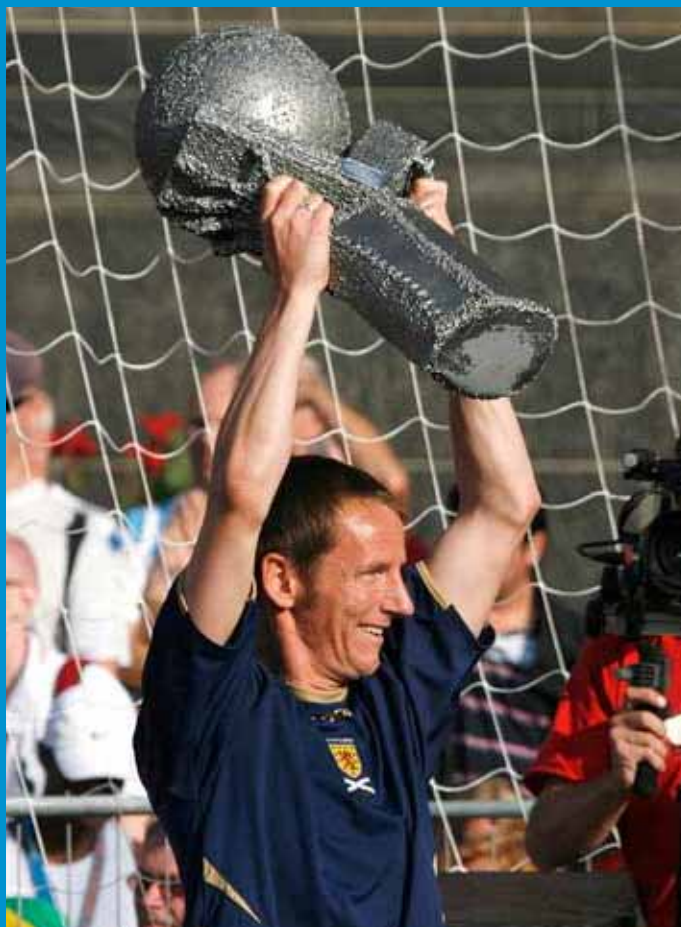
“The crowds were applauding and cheering whereas normally they would cross the road rather than engage with homeless people. It was a magical atmosphere.”

Fortunate enough to have experienced that atmosphere on more than one occasion, David Duke is making the final preparations for a successful defence of the trophy. Coach of the Scottish side that blew Poland out 9-3 in last year's final, David, 28, played in 2004, was made assistant coach in 2005, and was appointed head coach in 2007.

Homeless for a year prior to his involvement with the HWC, David feels it “gives people an opportunity to get out there, meet new friends, learn new skills and be part of a team”.

Asked what advice he would have given himself when he was homeless, David replies: “Keep believing, there's always a path.”

England hopeful Tyrone Coleman agrees with David's assessment of what HWC offers. A young defender from Birmingham, Tyrone, 23, was once on the books of Wolverhampton Wanderers. Homeless from the age of 18, Tyrone's support worker encouraged him to develop his unfulfilled potential.



Scotland captain Kevin Short raising the Homeless World Cup in triumph last year

“You have to have self belief in order to succeed. I think that when other people believe in you, it makes you want to try things that you wouldn't usually go for,” Tyrone says.

As Tyrone tries to help England do something that they couldn't manage last year – qualify from the first round – the real winners of the tournament will be the homeless participants who, through the vehicle of the beautiful game, chip away at that barrier between them and us. Or at least that's what they will tell the runners up.

The Homeless World Cup is on from 1-7 December in Melbourne and will involve 58 nations and the first ever Women's Homeless World Cup.

[www.homelessworldcup.org](http://www.homelessworldcup.org)

# RIDING HIGH

A terrifying experience for one Northampton lad led his mum to create one of the best skating centres in Europe. Gemma Hampson reports



**J**ohn Chard-Young was just 14 when he was viciously mugged by a group of his peers in his home town. For the grand sum of 60p and because he was holding a skateboard, his confidence was rocked to such an extent that he hardly left the safety of his home for three years. It was another blow for the youngster, who had battled with a brain tumour since he was a child.

But now, aged 22, John is the receptionist at one of the biggest and most successful indoor BMX skateparks in the country.

Adrenaline Alley was set up by Mandy Young in response to her son's attack. She wanted somewhere safe for young people to skate, ride BMX bikes, be creative and hang out.

Since Adrenaline Alley's initial conception in 2002, anti-social behaviour in Corby and the surrounding region has fallen and the number of users has exceeded all expectations.

It has also just opened the largest 'resi vert ramp' – a terrifying, 14ft almost sheer drop vertical ramp with a flip at the end. It is a social enterprise that's going from strength to strength that has been embraced by the community with cash and building donations. With the help of people like Kim Collins (see side story) it will continue to scale new heights.



## SKATING CONFESSIONS

Kim Collins has managed to rub shoulders with the gods of skateboarding and land a job that she loves, all the while harbouring a secret. She admits all to **Daniel Henry**

Kim Collins has a massive confession to make: she can't skateboard.

"I am absolutely useless on a skateboard. If you don't catch me, I'm not playing!" she giggles.

Clawing back some street cred through her early voluntary work in the urban sector, the new events and participation manager at Adrenaline Alley has rubbed shoulders with some icons of the field.

"I've had lunch with Mat Hoffmann [aka GOD to BMX fans], worked at the X Games, the Urban Games and all of the pro contests," she says coolly.

Street credibility aside, Kim left a stable profession in education to work at the Corby social enterprise but she is glad that she followed her instincts.

"I am missing the six weeks off," she jokes. "But events have always been a passion of mine, and working with young people.

"When I heard about the job, it seemed ideal for me because it was giving me the opportunity to work with events, but more importantly it was still allowing me to work with young people and make a difference somewhere along the line. To me, that's what means the most."

Working with youth groups within the Corby area to encourage a wider audience to visit the Alley, Kim reflects on her opening four months.

"I've run the summer programme this year, which has been very successful and this is the first year that it's been run, so it's my baby.

"I'm still finding my feet but I am really enjoying it here."

[www.adrenalinealley.co.uk](http://www.adrenalinealley.co.uk)

# CAREERS IN SOCIAL ENTERPRISE



Nick Temple, 31, policy and communications director, School for Social Entrepreneurs

#### *How did you get into social enterprise?*

I fell into it to be honest. I worked for a school for blind people in Bulgaria and that experience made me more socially aware. A charity that I was involved in called the Global Ideas Bank had a crisis when its leader (Nicholas Albery) died and we had to take the baton. It was a small charity, but we managed to turn over £100,000.

#### *What do you enjoy most about working in social enterprise?*

I feel lucky to be working with such amazing people who are constantly inspiring me with their risk taking and their commitment to making a real impact on people's lives.

#### *What do you least enjoy about it?*

It can be tough to get funding, and it is frustrating when more time is spent worrying about cash flow than delivering the goods. You have to keep in mind the reason behind what you're doing.

#### *What has been the proudest achievement of your working life?*

The School for Social Entrepreneurs has now opened seven schools in the UK, from Liverpool to Cornwall and I'm really proud of all the new social entrepreneurs coming through from all over the country.

#### *Best advice that you have ever been given?*

Trust your instincts

# POWER TO THE PUPILS

Schools are meant to be communities, so why not put them in the hands of the community?

As Daniel Henry reports, schools minister Ed Balls is on the case

**W**hat if every day was a non-uniform day? What if you effectively owned your school? What if you could pick the subjects that you studied? Well, you would probably be in co-operative school, and the chances are you would be loving it. Re-invigorating an idea that is more than 150 years old, Schools minister Ed Balls (don't laugh) recently announced that co-operative schools are officially back in vogue. Promising to make £500,000 available to help set up 100 co-operative trust schools over the next two years, it is a move that will give students far more control over their schooling.

Announcing the plans in September, Balls said: "I want to see more parents and communities actively involved in schools and the co-operative model is an ideal way to do this. This is about putting power in the hands of those who are directly engaged with local schools, and who know best what is needed in

their area." Mervyn Wilson, a leading advocate of the co-operative school model, is confident that the target of constructing 100 co-operatives over two years can be met. The first co-operative trust school is up and running in Reddish Vale, Stockport and Wilson attributes his faith to the positive responses that he has witnessed thus far.

"Wherever we have made presentations about the co-operative trust model we have always been astounded by how many people respond so positively to the ethical and values-driven perspective of co-operatives," says Wilson.

"This is an opportunity, not a threat. We now have an opportunity to show the benefit of the co-operative model, and put values into practice. It is not opting out of the state system it is just a different way of delivering it."

Watch this space:

[www.co-op.ac.uk](http://www.co-op.ac.uk)





# SOCIAL ENTERPRISE TRAILBLAZERS5

**HCT GROUP**, a social enterprise transport company working in London and Yorkshire, transports nearly **30,000 PEOPLE EVERY DAY** on red buses. It won the contract to deliver four different red bus routes in competition against massive international transport companies.

It also runs **YELLOW SCHOOL BUS** services in west Yorkshire, delivers 500 children with special needs to school and back every day in Waltham Forest, and transports 500 vulnerable adults to day centres in Lambeth, Kensington and Chelsea.

HCT uses the **PROFITS** it makes from more commercial contracts to **FUND TRAINING** and services to **SOCIALLY EXCLUDED** groups.

It recently joined forces with another community transport star, ECT Group, to win a £7m contract to transport workers to Olympic Park for the 2012 Games in east London.

[www.hctgroup.org](http://www.hctgroup.org)

# THE RISE OF SOUTH WEST SOCIAL ENTERPRISE



Photograph © Dorset Media

Laura Johnson discovers social enterprise comes in all shapes and sizes across the South West. And if you want to know more you're in luck because workshops are coming to a class near you

**L**ook across the sea from Portland in Dorset and you will notice a veritable forest of boat masts.

They sit by the Weymouth and Portland National Sailing Academy (WPNSA), one of around 2,000 south west social enterprises and future host of 2012's Olympic sailing events.

Backing the organisation all the way is RISE – the voice of social enterprise in the region. RISE works closely with schools and organisations in the south west to promote and support social enterprise.

Anne Mountjoy, marketing manager of RISE, firmly believes that social enterprise is an excellent field for young people to get into.

She says: "It is completely adaptable – social enterprises work in a variety of sectors, helping a variety of people.

"Social enterprise is all about trading for people and planet. You earn a fair wage working for one of these organisations, just like working for a normal corporation, but you also get an opportunity to change communities and lives for the better.

"That's why we have adopted a Social Enterprise Mark – something for people to recognise that a business is a social enterprise. And we want to go everywhere, not just the south west."

Mark Stubbings, chief executive of WPNSA, has seen this happening first hand, like when he helped one local youngster, Adam Greaves.

The academy hosts 'Sail for a Fiver' in the spring and summer, where under-11s can get out on to the water for £5 or less.

Every year, a number of scholarships are awarded and Adam showed enough

promise to warrant one. This enabled him to complete his RYA (Royal Yachting Association) stage one and two sailing qualifications, but he did not stop there – he enjoyed it so much he went on to sail for Sport Relief and raised money for someone else to learn how to sail.

Adam has now completed his stage three and four courses and is a great example of how someone who normally wouldn't have started sailing was given the opportunity – all this because WPNSA is a social enterprise. "This story demonstrates all we set out to do here at the academy," says Mark. "Yes, we've got elite sailing, but what we're really about is getting kids out on the water."

Young people are also central to the success of RISE and a fair number of them are using the organisation as a foothold to create their own social enterprises.

Another example just a pebble's throw from the sailing academy is the Weymouth skate park, called The Front, which was set up by young people in 2001 and is still run by young people.

But RISE would like to see more young people getting in touch with social enterprises in their local area and, as part of Enterprise Week, is running sessions in some south west schools. This will be either as part of a business studies or PSHCE (personal, social, health and citizenship education) courses. Students spend an hour in a session led by a trainer and are then encouraged to think up their own ideas as to how they would go about improving their own neighbourhoods and communities with a business.

It's simply a different way of doing business and people everywhere are proving that all you need is an idea.

## IN YOUR NEIGHBOURHOOD

RISE is doing a great job supporting social enterprise in the south west of England but it's not the only regional social enterprise support network out there.

In fact no matter where you're located you're sure to find a support network working for you. Here's a few websites to steer you in the right direction.

**SOUTH WEST:**  
[www.rise-sw.co.uk](http://www.rise-sw.co.uk)

**SOUTH EAST:**  
[www.se2partnership.co.uk](http://www.se2partnership.co.uk)

**GREATER LONDON:**  
[www.sel.org.uk](http://www.sel.org.uk)

**EAST OF ENGLAND:**  
[www.socialenterprise-east.org.uk](http://www.socialenterprise-east.org.uk)

**WEST MIDLANDS:**  
[www.socialenterprisewm.org.uk](http://www.socialenterprisewm.org.uk)

**EAST MIDLANDS:**  
[www.seem.uk.net](http://www.seem.uk.net)

**NORTH WEST:**  
[www.sen.org.uk](http://www.sen.org.uk) and [www.selnet-uk.com](http://www.selnet-uk.com)

**YORKSHIRE AND HUMBER:**  
[www.seyh.org.uk](http://www.seyh.org.uk)

**NORTH EAST:**  
[www.nesep.co.uk](http://www.nesep.co.uk)

**SCOTLAND:**  
[www.ssec.org.uk](http://www.ssec.org.uk)

**NORTHERN IRELAND:**  
[www.socialeconomynetwork.org](http://www.socialeconomynetwork.org)

**WALES:**  
[www.cewales.org](http://www.cewales.org)

**RURAL:**  
[www.plunkett.co.uk](http://www.plunkett.co.uk)

# ADVICE THAT SAVES LIVES

In the West we think of radio as entertainment – in Africa it can mean the difference between receiving Aids treatment or not. Chrisanthi Giotis meets a man that is giving, and getting, the right advice and creating truly active radio

**H**ow would you like a job where someone you trained is so grateful for the knowledge you've passed on that they name their child after you? Meet Max Graef, 29, founder of RadioActive, a company that provides low cost radio stations and training to poor communities all over the world to help make their lives better, through better communication.

Max has helped kids in Palestine become eloquent activists for peace, he's worked with landless farmers in Honduras building new communities and he's helped communities in Cameroon get access to AIDS treatment and medicine that they simply would not have known existed if they hadn't heard about it on the radio.

It's in Cameroon that Max has had a child named after him.

"When I went back to Cameroon recently, one of my students, whose name is Confidence, brought along her one-year-old son who she'd named after me. She'd called him Maximilian."

It has also in Cameroon where people stop Max in the street and say: "Our radio is the most important thing that has ever happened in this community."

And it's the Cameroon experience that has inspired Max, with the help of guidance from the School for Social Entrepreneurs, to take his company in a new, more focused direction to achieve his great results.

Radioactive has been in existence since 2005 but it was only in May this year after some advice from a friend, that Max joined the School for Social Entrepreneurs (SSE). He's loving their 'action learning' approach which he says seems to work for people at all stages of their ideas and projects, and he's loving the people.

"Until now I've been letting events shape how things go as opposed to taking control," says Max.

"But now as a result of SSE I'm clear about the model I would like to promote, which is the one that worked in Cameroon where the community raised the money themselves."

Max explains that when the community raises the money themselves, which in Cameroon was £4,000, then the radio is more appreciated and more sustainable – whereas if international charities come in and pay for and set up a radio station there's no guarantee it will be used.

"It's all very well seeing that need and that need might be real but unless you're from that community it's not going to work in the long term. The difference between a radio station and, for example, a water well, is that a radio station needs continual support from the community and without that it won't succeed.

"What SSE has shown me is how to focus on what we want in the future, so let's shape our own future and focus our marketing and also let's get subsidies from here, which they've helped me find, so we can keep our prices low for the communities."

Asked how he feels when he's told that his business has saved lives, Max's voice cracks: "I feel pretty good," he says and, at that minute, I wish we were on radio because the passion in his voice seems to say it all.

## WELCOME TO THE SCHOOL FOR SOCIAL ENTREPRENEURS

The School for Social Entrepreneurs (SSE) has run programmes training and supporting social entrepreneurs since 1997, and has a proven track record in developing the individual entrepreneur and their organisation simultaneously. Its unique combination of programme elements (including personal support, action learning, one-to-one coaching, project visits and expert witnesses) is tailored for social entrepreneurs to develop the skills, confidence and networks they need to turn their ideas into reality.

SSE requires no paper qualifications, and seeks to ensure fees are not a barrier to anyone participating on the programme. Fellows in the past have been aged from 19 to 74, an equal mix of gender, and a diverse mix of backgrounds. SSE believes that social entrepreneurs are exceptional people who have a great idea for making society a better place, have the vision, drive, commitment and determination to change lives for the better through practical action.

SSE operates programmes across the UK. Further information is available on the SSE website:

[www.sse.org.uk](http://www.sse.org.uk)

# NOT WAITING IN LINE



Sixteen-year-old Zephan Bennett knows how to combine ingredients, but are the teenagers of a small rural town really meant to mix with their older neighbours in a community café? **Daniel Henry** reports on a venue serving up a dash of difference

**T**he English capacity to queue with exemplary patience, irrespective of its length or cost to the individuals caught within it has always impressed our more impatient global neighbours. Fortunately for the young men and women of Cumbria, Zephan Bennett is 100 per cent Welsh.

Frustrated with the lack of practical opportunities that were immediately available to him, Bennett decided to do something about it and, at the age of 16, he is on the verge of opening a new community café run as a social enterprise.

This flurry of activity is all about finding something to do.

"The nearest town is about seven miles away so you are limited to what you can do around here," says Zephan.

In the nearest town, he says, "you can play cricket, there's a swimming pool, a dance club; but there's nothing for anybody who wants to be creative or practical.

"One day some of the young people had a meeting about setting up a café. I was sitting in on it. They were interested in doing it but none of them really wanted to get funding for it, and that's when I stepped forward."

Zephan's interest in cooking and youth work seemed to be a perfect fit for the proposed social enterprise. He secured the

necessary funding through a programme run in part by rural social enterprise support organisation the Plunkett Foundation.

"The main aim of the café is to encourage young people into vocational training and to offer a space for the community to develop," Zephan says.

Extending a mouth-watering invite he adds: "If you were to come here we would give you something organic made with locally produced food. If it's lasagne we will make the pasta the day before. If it's pizza we will make fresh dough from scratch."

An early school leaver, Zephan did not sit his GCSE exams. Asked if taking the lead in such a rewarding position confirms that he had made the right decision, Zephan jokes: "I suppose I feel like a 40-year-old man."

Fortunately Zephan's premature ageing hasn't led to a mid-life crisis in which young people are blamed for all of society's ills. Commenting on the middle-aged perception of youth, Bennett feels there's a breakdown in communication.

"A lot of them watch the news with gangs and the stabbings," he says. "So when they see young people hanging around they automatically think that it must be a gang – but they don't talk to us."

# WHERE TO GO NEXT...

A host of fantastic support organisations exist out there waiting to give you more information and inspiration on social enterprise. Here are some who can point you in the right direction:

## CHANGEMAKERS

Aims to help young people make a positive contribution to society. They provide contacts and direct support.

[www.changemakers.org.uk](http://www.changemakers.org.uk)

## DEPARTMENT FOR CHILDREN, SCHOOLS AND FAMILIES

The purpose of the Department for Children, Schools and Families is to make England the best place in the world for children and young people to grow up.

[www.dcsf.gov.uk](http://www.dcsf.gov.uk)

## JUDGE BUSINESS SCHOOL

The Master of Studies in Social Enterprise and Community Development is a two-year, part-time degree at Cambridge University.

[www.cont-ed.cam.ac.uk/courses/mst/community](http://www.cont-ed.cam.ac.uk/courses/mst/community)

## LIVERPOOL JOHN MOORES UNIVERSITY

The part-time, three-year MA in Social Enterprise Management has been specifically designed for part-time study with all assessments work based.

[www.ljmu.ac.uk/socialenterprise](http://www.ljmu.ac.uk/socialenterprise)

## MAKE YOUR MARK

The Make Your Mark campaign helps young people make ideas happen. The Make Your Mark: Change Lives section of the website is dedicated to social enterprise and is filled with inspiring stories and resources.

[www.makeyourmark.org.uk](http://www.makeyourmark.org.uk)

## NATIONAL CENTRE FOR GRADUATE ENTREPRENEURSHIP

Seeks to help students and graduates, increasing the number and sustainability of start-up businesses.

[www.ncge.com](http://www.ncge.com)

## NATIONAL EDUCATION BUSINESS PARTNERSHIP NETWORK

The umbrella organisation and national voice for 126 Education Business Partnerships working in the 11 regions.

[www.nebpn.org](http://www.nebpn.org)

## NATIONAL YOUTH AGENCY

Supports those working with young people in a variety of settings and promotes the position of young people in a just society.

[www.nya.org.uk](http://www.nya.org.uk)

## OFFICE OF THE THIRD SECTOR

Part of the Cabinet Office. Responsible for leading policy and implementation of the government's Social Enterprise Action Plan.

[www.cabinetoffice.gov.uk/third\\_sector/](http://www.cabinetoffice.gov.uk/third_sector/)

## PLUNKETT FOUNDATION

A charity that aims to promote self-help and social enterprise in rural communities.

[www.plunkett.co.uk](http://www.plunkett.co.uk)

## PRINCE'S TRUST

Helps young people aged 18-30 start up their own business through low-interest loans, advice and grants.

[www.princes-trust.org.uk](http://www.princes-trust.org.uk)

## REGIONAL DEVELOPMENT AGENCIES (RDAS)

England's RDAs have been charged with helping social enterprises set up around the country.

[www.englandsrdas.com](http://www.englandsrdas.com)

## SCHOOL FOR SOCIAL ENTREPRENEURS (SSE)

The SSE runs practical learning programmes aimed at helping develop the individual social entrepreneur and their organisation simultaneously.

[www.sse.org.uk](http://www.sse.org.uk)

## SKOLL CENTRE FOR SOCIAL ENTREPRENEURSHIP

Provides specialist MBAs in social entrepreneurship as part of the Oxford Saïd Business School. Also offers scholarships.

[www.sbs.ox.ac.uk/skoll](http://www.sbs.ox.ac.uk/skoll)

## SOCIAL ENTERPRISE AMBASSADORS

Linked from this page, you'll find details on the brightest stars of the social enterprise world.

[www.socialenterpriseambassadors.org.uk](http://www.socialenterpriseambassadors.org.uk)

## SOCIAL ENTERPRISE COALITION (SEC)

The Coalition is the UK's national body for social enterprise. It influences policy and promotes the benefits of social enterprise nationwide. You can also reach all the regional bodies through SEC.

[www.socialenterprise.org.uk](http://www.socialenterprise.org.uk)

## SOCIAL FIRMS UK

Aims to create employment opportunities for disadvantaged people through the development and support of Social Firms.

[www.socialfirms.co.uk](http://www.socialfirms.co.uk)

## STRIDING OUT

A support service for young entrepreneurs.

[www.stridingout.co.uk](http://www.stridingout.co.uk)

## STUDENTS IN FREE ENTERPRISE (SIFE)

A global organisation that challenges student teams on university campuses to develop community outreach projects.

[www.sife.org](http://www.sife.org)

## UNLTD

UnLtd is a charity that provides funding and support for social entrepreneurs.

[www.unltd.org.uk](http://www.unltd.org.uk); [www.unltdworld.com](http://www.unltdworld.com)

## YOUNG CHAMBER

Encourages young entrepreneurship by linking schools with their local business community.

[www.youngchamber.com](http://www.youngchamber.com)

## YOUNG CO-OPERATIVES

Young Co-operatives encourages co-operative working for young people.

[www.youngcooperatives.org.uk](http://www.youngcooperatives.org.uk)

## YOUNG ENTERPRISE

National education charity founded in 1963 to forge links between schools and industry.

[www.young-enterprise.org.uk](http://www.young-enterprise.org.uk)

# SOCIAL ENTERPRISE

"Social Enterprise magazine is essential reading for everyone interested in changing their world for the better. Every school and university in the country should have it!"

**Nick Temple**, Policy and Communications Director, School for Social Entrepreneurs

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\* subject to availability

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