

East Midlands School for Social Entrepreneurs
Room 19
New Brook House
385 Alfreton Road
Nottingham
NG7 5LR

02 September 2008

Dear

EMSSE Social Enterprise Course 2008

Thank you for your enquiry for further information about EMSSE's new programme for social entrepreneurs. The course has been designed to meet the specific needs of individuals who are actively engaged in either of the following:

- developing and leading an idea for a project that will benefit their community
- forming, developing or managing a social enterprise or voluntary organisation

The first two days of the course are **Thursday 23 October and Friday 24 October 2008**. Places on the course are limited, so if you are still interested in applying after you have read through the information provided, you should complete the attached application form and return by e-mail (fergus@emsse.org.uk) or post to the address above **by Friday 3 October** to be sure of a place. Applications received after that date may not be accepted.

Should you require any further information, or for the application form to be made available in a different format, please do not hesitate to contact me on 0115 875 8828.

I look forward to receiving your application.

Yours sincerely,

Fergus Brazel
Programme Manager

EMSSE SOCIAL ENTERPRISE COURSE 2008

COURSE DETAILS

Duration: 12 days from Thursday 23 October 2008 to Thursday 19 March 2009.

Venue: The Summit Centre, Pavilion Road, Kirkby-in-Ashfield, Nottingham NG17 7LL.

What is a social entrepreneur?

The terms social entrepreneur and social enterprise have become more common in recent years and are used (and endorsed) by all the major political parties in the UK. The words may be relatively new, but the vision that they present is based on what many of us who work directly with communities have always known; it is people who make the difference, and local actions at local level which change the face of our communities over the years.

Social entrepreneurs are people working to make their communities better places. They have the vision, drive, commitment and determination to change their local communities through practical local action. They are skilled at spotting and re-using underused and abandoned resources such as buildings, equipment and open spaces. Their work often reaches parts of society other policy initiatives do not touch. They are skilled at encouraging local people to get involved. Social entrepreneurs do this for the public good.

About EMSSE

The School for Social Entrepreneurs exists to provide training and opportunities to enable people to use their creative and entrepreneurial abilities more fully for social benefit. The school was founded in 1997 by Michael Young (Lord Young of Dartington), a social innovator who had previously launched The Consumer Association, The Open University and around 40 other organisations.

In 2003, East Midlands School for Social Entrepreneurs (EMSSE) was established as a charity with the support of a wide variety of organisations including Business Link Nottinghamshire, East Midlands Development Agency, Leicester Housing & Regeneration Agency, London SSE, Mansfield District Council, New College Nottingham, Nottinghamshire County Council, Nottinghamshire Rural Community Council and Social Enterprise East Midlands.

Since then we have offered our learning programmes to social entrepreneurs of all ages and backgrounds. Our programmes are built on learning by doing, an approach that emphasises experience, experimentation and personal needs. There is no EMSSE student mould except for being open to learning and taking on new ideas.

Our learning programmes

The principles that underlie our programmes are:

- practitioner-led
- peer support
- practical (or action) learning
- personalisation

EMSSE programmes use a variety of learning methodologies to provide the tailored personal development and organisational support that social entrepreneurs need.

Study Sessions

Each session covers a specific topic, such as legal structures, leadership skills, business planning, financial planning and other essential skills you will need in order to develop your enterprise. In addition, many of the sessions will also include talks from real practitioners who we invite to share with you their experience of setting up a social enterprise. We call these people 'expert witnesses' because they give evidence for you to consider as you develop your own enterprise. They do not lecture, but discuss the secrets of their difficulties as well as their successes; engage in debate as well as answer your questions. Witnesses are selected to meet the priorities that students themselves identify and are drawn from fields that are directly relevant to yours. The insights you gain will help you to develop solutions that will work for you.

Action Learning Sets

Action learning is a core part of EMSSE's learning programmes. Action learning involves small groups meeting to talk about their recent achievements and problems in a non-judgemental atmosphere. People can ask each other questions, but do not give advice. In this environment, students can be open and honest, acknowledge the personal and emotional issues that affect the development of their enterprise, and learn from each others experiences. These discussions are underpinned by the insights and learning gained in the study sessions.

Personal Tutor

On joining the programme you will be assigned a highly qualified personal tutor with the skills and experience to help you embed and apply your learning to your real-life situation, and to work through any personal and project challenges that arise. These one-to-one sessions are designed to help students get continuing support and to help you think about your personal goals and how to approach the challenges your project or organisation presents.

Project Visits

Project visits provide the opportunity to view successful social entrepreneurs in their environment, giving insights into how they work and thrive. Each visit brings a different viewpoint, new knowledge, and a potential source of inspiration.

What makes us different?

The uniqueness of our training programmes is that they use peer learning within a wide range of support environments; study days, expert witness sessions, action learning sets and tutorials. Our programmes encourage self-insight and provide opportunities to explore in some depth the experience of others. A recent evaluation by the New Economics Foundation of all SSEs in the UK found that what made the SSE unique to the students was this combination of support and the ability to learn from other social entrepreneurs.

What qualifications do I need?

EMSSE does not require applicants to have any specific qualifications. We ask only that you are enthusiastic, determined and committed – driven by your enterprise or project as much as driving it! In recruitment, we are seeking those who are committed to a social mission, and who understand the community they are aiming to serve.

The minimum commitment we require from you is attendance of approximately **one day a fortnight** for the duration of the programme which lasts 5 months, though if you are to gain most benefit from the programme, we recommend you devote at least a further day a week to developing your enterprise/project.

How much does it cost?

We seek to ensure that fees present no barrier to participation. All our programmes are funded by grants and contracts and, therefore, free to all who are successful in their application.

How do I apply?

If you would like to apply, please complete the application form below and return it to Fergus Brazel, Room 19 New Brook House, 385 Alfreton Road, Nottingham NG7 5LR or e-mail it to fergus@emsse.org.uk. We will then arrange a short interview. After that, if you think EMSSE is right for you, and vice versa, you will be offered a place.

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OUTLINE AND TIMETABLE

All study days are held every 2 weeks on a Thursday except for the first 2 days which will be held on Thursday 23rd October and Friday 24th October. All sessions run from 9:45am to 4:30pm. A free buffet lunch will be provided.

	AM (9:45am -12:45pm)	PM (1:30pm - 4:30pm)
23 Oct	Introductions and Induction	What's it all about? (1)
24 Oct	Introduction to social enterprise	What's it all about? (2)
	Tutorials	Tutorials
6 Nov	The leadership role and leadership theories	Action learning sets 1 (Introductory session)
20 Nov	Business planning	Action learning sets 2
4 Dec	Financial planning	Delivering effective presentations
18 Dec	Emotional intelligence and self-leadership	Action learning sets 3
	Tutorials	Tutorials
8 Jan	Choosing an appropriate legal structure	Social enterprise visit
22 Jan	Monitoring social and environmental impacts	Action learning sets 4
5 Feb	Setting and communicating direction	Winning and maintaining commitment
	Tutorials	Tutorials
19 Feb	Sustaining your business – how to keep the money coming in	Action learning sets 5
5 Mar	Social enterprise visit	Social enterprise visit
	Tutorials	Tutorials
19 Mar	What support is available?	Action learning sets 6
26 Mar	Graduation Day	Graduation Day

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APPLICATION FORM

Places are limited so please return your completed application form by Friday 3 October to:

East Midlands School For Social
Entrepreneurs
Room 19
New Brook House
385 Alfreton Road
Nottingham NG7 5LR
E-mail: fergus@emsse.org.uk

If you have any questions about your application please call Fergus Brazel on

0115 875 8828

Your details

Name:

Name of organisation (if applicable):

Address:

Tel:

E-mail address:

Your enterprise/project

Please tell us about the business/project you are developing and what you think you have to learn to do this successfully? Please continue on a separate sheet if necessary.

What are you doing now?

Please tell us about any work or activities you are doing at the moment, either paid or voluntary, and any responsibilities you have. If the work is an organisation please give their name and address and detail how long you have been there.

What previous experience do you have?

Please tell us about any other experience you have had, either paid or voluntary.

Your education/training

We don't require you to have any qualifications or training to join our programme, but we would like to know what education or training you may have already completed or begun. Please tell us if you have any qualifications or about any formal training you might have done.

Your achievements

Tell us about three achievements you value most from the last two years.

Your strengths and weaknesses

If we asked someone who knows you well to describe you, what would they say? What would they say were your strengths and weaknesses?

Signature _____

Date _____