

Plymouth – The Social Enterprise City

Growing Social Enterprise in Plymouth – Action Plan

2013-2014





Plymouth Social Enterprise Network

**SOCIAL
ENTERPRISE
WITH
PLYMOUTH
UNIVERSITY**



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August 2013

(Front cover picture – Devonport Guildhall and Column recently renovated by RIO a local social enterprise)



Action plan for supporting and growing social enterprise

Why is Social Enterprise important?

There is more focus than ever on the need for new economic models, fresh ideas and a fundamental shift in the way we do business. This is high on the political, economic and academic agenda.

Social enterprises can make a huge and positive difference to the world. Our appeal is to all existing and would-be entrepreneurs to think about what sort of businesses they want to create and what impact they want to have on the world.

We want Plymouth to be a city where:

- Social enterprise transforms the local economy to the benefit of all.
- Social enterprise is central to the way we do business.
- Social enterprises are able to thrive.
- Social enterprise is understood and where people think of it as the model of choice when setting up a business.
- Wealth is generated sustainably and stays here to improve the quality of life for all
- Everyone has access to meaningful work – work that they can see makes a difference to their community, the environment and the world.

- Good ideas are generated and entrepreneurialism encouraged.
- Social enterprises have access to the very best business advice and investment.
- Collaboration thrives and learning is shared between those who share common aims.



Action plan

#	Action point	Objective	Key Performance Indicators	Review
1	Support the work of Plymouth Social Enterprise Network in promoting social enterprise and social entrepreneurship.	<ul style="list-style-type: none"> • Increase membership of PSEN • Increase average attendances at PSEN meetings 	<ul style="list-style-type: none"> • Number of PSEN members • Number of unique attendees at PSEN meetings 	Quarterly
2	Fund appropriate and specific social enterprise business support for pre-start, start-up and growing social enterprises.	<ul style="list-style-type: none"> • 45 social enterprises receive business support and create 18 jobs 	<ul style="list-style-type: none"> • Number of social enterprises assisted • Number of new social enterprises created • Number of new jobs created in social enterprises 	Quarterly
3	Work with schools, colleges and the university to promote social enterprise with young people.	<ul style="list-style-type: none"> • Increase in number of young people educated about social enterprise 	<ul style="list-style-type: none"> • Number of young people engaged around social enterprise • Number of events in academic institutions 	Yearly
4	Hold an annual Festival of Social Enterprise and promote heavily in local media. This is a high profile, showcase event. In 2013 our theme is 'Public Engagement' and will see the festival getting right across the city.	<ul style="list-style-type: none"> • 600 people attend 15 social enterprise events held in Plymouth 	<ul style="list-style-type: none"> • Number of social enterprise events run • Total number of attendees • Amount of sponsorship raised 	November 2013
5	Promote social value in procurement and use of the Social Value Act. Working with the public sector to spread understanding of this important legislation.	<ul style="list-style-type: none"> • 30 people attend 3 social enterprise events on social value and procurement in Plymouth 	<ul style="list-style-type: none"> • Number of social value procurement events run 	Yearly
6	Promote the 'Buy Social' campaign. Work with local businesses and media to push forward key social enterprise messages.	<ul style="list-style-type: none"> • Increase the number of social enterprises in Plymouth sign up to Buy Social campaign 	<ul style="list-style-type: none"> • Number of social enterprises in Plymouth signing up to Buy Social campaign • Number of Buy Social deals done 	Yearly
7	Strengthen intra-social enterprise trading via Plymouth Social Enterprise Network trading platforms.	<ul style="list-style-type: none"> • Increase the number of member offers and take up these offers 	<ul style="list-style-type: none"> • Number of member offers created • Number of member offers taken up 	Quarterly

8	Create social value by exploring asset transfer opportunities for social enterprises.	<ul style="list-style-type: none"> Two asset transfers to social enterprises in the city 	<ul style="list-style-type: none"> Number of asset transfers to social enterprises in the city 	Yearly
9	Map and evaluate the economic impact of social enterprise in the city in more detail.	<ul style="list-style-type: none"> Complete a research report into economic impact by September 2014 	<ul style="list-style-type: none"> Research report completed 	Yearly
10	Develop a social enterprise aspect to 'Meanwhile Use'. This project sees unused sites and premises along the waterfront and in the city centre used in various innovative ways such as pop up shops, space sharing and collaborative working with other organisations.	<ul style="list-style-type: none"> 4 'meanwhile use' events run involving social enterprise 	<ul style="list-style-type: none"> Number of 'meanwhile use' events run 	Yearly

Communication

#	Communication activity	Measurement	Review
1	If chosen as a 'Social Enterprise City' we would hold a waterfront launch/celebration event on or around Plymouth Hoe. This would include a boat trip of the world-famous Plymouth Sound and a celebratory tour of local social enterprises.	<ul style="list-style-type: none"> Launch event held 	October 2013
2	We will continue and extend our deal with the Plymouth Herald (the local newspaper) to provide a platform for news, views and opinions about social enterprise.	<ul style="list-style-type: none"> 12 sponsored columns delivered 	Yearly
3	We will promote the Festival of Social Enterprise with local TV, local radio, national social enterprise networks and explore getting this into the national media. This is a strong story in Plymouth and gained significant media coverage in 2012. In 2013 we are planning an even bigger and better event with a theme around 'public engagement'.	<ul style="list-style-type: none"> % increase in number of social enterprise events run % increase in total number of attendees Number of media articles placed 	November 2013
4	Continue to develop the 'Plymouth: Social Enterprise City' brand with local and national media and other partners in the city.	<ul style="list-style-type: none"> Number of media articles placed Number of social enterprise events run 	Yearly
5	Advertise and promote the business support schemes running in the city more	<ul style="list-style-type: none"> % increase in number of 	Quarterly

	effectively.	social enterprises assisted and created	
6	Work with a range of private, public and social enterprise sector partners to promote the social enterprise message.	<ul style="list-style-type: none"> • Number of events held • Number of social enterprise events run in the city 	Yearly
7	Develop an Android/iPhone app which is a directory of local social enterprises and summarises their impact. This will be publicly promoted as a way of trying to get people to 'Buy Social'.	<ul style="list-style-type: none"> • App developed • Number of downloads 	Yearly