

PLANNING YOUR SOCIAL ENTERPRISE



It's fantastic that your youth group wants to help your local area at the same time as raising money for Sport Relief.

Like all challenges, it helps to break it down into stages. So to help you, here are five simple steps to social enterprise success!

Step 1 - Be clear about what you're trying to achieve

You've decided that you're going to organise a social enterprise to raise money for Sport Relief and bring your community together. But what problem do you want to focus on? What do you want to achieve?

As a group, talk about what's good in your local area and what could be improved.

How strong a sense of community is there?

Do different groups (e.g. people from different cultural backgrounds, ages, parts of town) mix and support each other?

Do you have personal experiences of social problems in your community?

You could take a walk around your local area to see what you notice. Is there a problem with litter? Are there children hanging round town with nothing to do? Are there areas that are run down and dismal? Are there facilities for the elderly, young families, sports etc.?

Action: Capture your thoughts on the mind map overleaf.

Based on your research, identify one issue that your group:

- wants to try to tackle
- thinks it can do something about.

Action: Write a statement here that summarises what you're trying to achieve.

You will find it helpful to refer back to this so that you don't lose sight of the purpose behind your project.

Action Statement

We

Want to

.....

.....

And raise money for Sport Relief

MIND MAP



PLANNING YOUR SOCIAL ENTERPRISE



Step 2 - Decide what to do

As a group, brainstorm ideas that will both raise money and achieve your social enterprise goal.

Start by thinking about what your youth group does best. Do you have particular skills or interests? Are you arty, creative and good at making or baking things? If you're a sports club, could you organise a sporting event or provide coaching? Perhaps you have great facilities you could share with the community: a stage suitable for a show, or a hall perfect for a party.

Action: Record possible event ideas in the table below.

Once you have come up with a list of ideas, talk through each in turn and consider the following questions:

- How well will this achieve our social enterprise aim?
- How well will this raise money for Sport Relief?
- What problems are we likely to encounter? (e.g. with resources, getting people involved, space, health and safety)
- Will there be costs associated with setting up the event? If so, how expensive will it be?
- Who will attend?

Answering these questions should enable you to focus in on the event that will best help you to meet your goals.

Activity idea	How will it achieve our social enterprise aim?	How will it raise money for Sport Relief?

PLANNING YOUR SOCIAL ENTERPRISE



Step 3 - Set up your team

At this stage, it will be helpful to set up a project team. If your social enterprise is to be a success, you will need to make the most of everyone's strengths and weaknesses.

Action: Go round the group filling in the skills audit below, numbering each skill from 1 to 4 to show your particular strengths (with 1 being the skill that you think you're best at).

Based on this, decide (democratically!) who should take on different roles, for example:

- project manager
- publicity officer
- designer
- budget manager
- salesperson
- venue manager
- evaluation officer
- health and safety officer.

These jobs are examples. The job roles you need will depend on the event you're organising.

Skills Audit

Name	Communication	Organisation	Problem solving	Numeracy	Research

PLANNING YOUR SOCIAL ENTERPRISE



Step 4 - Set up your team

As Benjamin Franklin once said, "By failing to prepare, you're preparing to fail."

Planning is the key to the success of your social enterprise event. Once you know what you want to achieve, have decided what to do and have your team in place, it's time to get down to the detail.

If you haven't already, you will need to begin by making a number of key decisions, for example:

- When will your event take place?
- Where will it be held?
- Who is your target audience?

- How are you going to promote it?
- What equipment and resources will you need?
- How much will you have to spend in advance?

Action: To help with this, fill in the action plan below. You may well need to revisit and change this during the project.

You'll need to organise regular planning meetings to check that everything's on track and to pick up on any problems. Make sure that everyone knows where and when these meetings are going to take place. As your event approaches, you may well find that you need to get together more frequently to tackle any last-minute problems and make sure you're super prepared for the big day. **Good luck!**

What is our event?	
When will it take place? (date and time)	
Where will it take place?	
Who is our target audience?	
How are we going to promote it?	
What resources do we need? (e.g. technical equipment, support from other people)	
Are there any health and safety considerations?	
How much money will we need to spend to run the event?	
How are we going to raise money? What are we going to charge?	
How much money would we like to make?	
What are the risks involved in our event? (e.g. do we need a wet weather plan?)	
How will we know if the event is a success (e.g. did people enjoy it?) Use our evaluation tool on the next page	

PLANNING YOUR SOCIAL ENTERPRISE



Step 5 - Evaluate

Once you've run your social enterprise it's time to think about how well it went and if you would like to repeat it.

To start off ask yourself the following questions:

- What do I want to know and need to know? (What were my aims and ambitions when I started?)
- How will I collect this information? (Can you hand out questionnaires, set up an online survey or interview people attending your event?)
- Who will help me? (Who in your team has the best skills to organise this?)

Action: Use our evaluation tool to help you bring together your findings.

Evaluation Tool

What we want to know	How we will collect the evidence	Person responsible
How many people attended? Did you reach your target audience?		
Was your marketing effective? Did people know what to expect?		
Did you reach your financial target? Did you exceed it?		
What did your local community think of your social enterprise? Did they view it positively?		
Do you feel you made a difference to your local community? Did you manage to stick to your statement of achievement?		
Would you do this again? Do you think you would have repeat customers?		

PLANNING YOUR SOCIAL ENTERPRISE



Now you have collected all of your evaluation data you need to summarise it to see what went well and what could be improved if you decide to run the same sort of event again.

Action: Summarise your evaluation findings using the table below.

Would you like to apply for a £500 award?

If you think your enterprise was a success and you would like to apply for an award from UnLtd to do it again please email us at youthgroups@sportrelief.com to register your interest. More details about how you can apply will be available after Sport Relief at unltd.com/sportrelief

Evaluation Findings

What happened?	
What went well?	
What could have gone better?	
What would you change if you were to run the event again?	