



## **Social Enterprise Awards 2014 - Scotland**

### **Information Sheet**

We are delighted to announce the Social Enterprise Awards for 2014. Last year was an excellent year for Scottish-based social enterprises, with Link Group winning both the Scottish and UK National Social Enterprise of the Year. Having received over 80 applications last year we are hoping to exceed that in 2014!

As with previous years we have listened to what you have told us about the Awards programme, about what works for you and what you find frustrating or time consuming. We have continued our theme of trying to make the application process as simple as possible. This sheet provides information about the eligibility criteria, the categories and the application process. Based on your feedback, we have made further revisions to the categories, by redefining them and removing the requirement to submit detailed information prior to shortlisting.

This year there are a total of 11 categories open to social enterprises and including specific awards that investors, corporates, public sector bodies and charities may also apply for. All the categories listed in the Appendix are open to organisations from England, Northern Ireland, Scotland and Wales. We appreciate that the turnaround time for applications is tighter than previous years but the number of applications from across the UK is growing and we are keen to make sure every one of your applications is assessed fully.

### **1.0 Award Categories**

Social Enterprise Scotland invites applications for all of the awards; however Categories 1, 2, 3, 4 and 10 will be recognised within a specific Scottish Awards Programme for 2014. All applications will be put forward for the UK Awards Programme, managed by Social Enterprise UK. The winners of categories 1 and 2 in Scotland will automatically be shortlisted within the UK Awards Programme in those categories.

The category winners of the Scottish Awards Programme will be announced in October 2014, with the presentation of the Scottish Awards made at the Social Enterprise Scotland Parliamentary Reception on 4<sup>th</sup> November 2014 in Holyrood. The UK Programme category winners will be announced at an awards ceremony being held on 26<sup>th</sup> November in central London.

## **Award Categories**

- Category 1 – **UK Social Enterprise (Scotland & UK)**
- Category 2 – **One to Watch (Scotland & UK)**
- Category 3 – **Prove It: Social Impact (Scotland & UK)**
- Category 4 – **'Buy Social' - Market Builder (Scotland & UK)**
- Category 5 – Social Investment Deal (UK)
- Category 6 – Health & Social Care Social Enterprise (UK)
- Category 7 – Consumer Facing Social Enterprise (UK)
- Category 8 – Education, Training & Jobs Social Enterprise (UK)
- Category 9 – Environmental Social Enterprise (UK)
- Category 10 - **Inspiring Youth Enterprise (Scotland & UK)**
- Category 11 – Social Enterprise Women's Champion (UK)

## **2.0 Eligibility and Criteria**

This section sets out the eligibility for each of the awards and some broad criteria to consider when making your application.

For each of the **awards categories specifically for social enterprises** there are initial eligibility criteria that need to be met before continuing the application\*.

You must be a UK-based business that defines itself as a social enterprise using the following criteria:

1. The business has a clear social or environmental mission that is set out in its governing documents.
2. Is an independent business and earn more than half of your income through trading (or are working towards this).
3. Are controlled or owned in the interests of the social mission.
4. Reinvest or give away at least half your profits or surpluses towards your social purpose.
5. Are transparent about how you operate and the impact that you have.

\*Please do not enter a social enterprise specific award if you do not meet these criteria.

### **The awards that social enterprises can enter –**

All of categories 1 - 10

### **The awards that non-social enterprises can enter –**

- Category 4 (**'Buy Social' - Market Builder**)
- Category 5 (**Social Investment Deal**)
- Category 10 (**Inspiring Youth Enterprise**)

Please see Appendix for the full criteria.

### 3.0 Individual Award: Social Enterprise Women's Champion

Social enterprises are much more likely to be run and led by women than traditional businesses\*. This is a very important characteristic of the sector, and one that many people believe is key to its strength, growth and sustainability. To champion the success of our female entrepreneurs and leaders, this award will be presented to a woman within the world of social enterprise who exhibits some or all of the criteria listed below.

We're looking for someone who has created significant positive change for society by demonstrating socially entrepreneurial behaviours, beyond the day-to-day expectations of any job that they may have, to tackle any social and/or environmental issue. Who has helped strengthen the voice, raise the debate, or shine a spotlight on what the social enterprise movement is achieving either nationally, within a particular sector or industry or within a particular sphere of influence.

For a full breakdown of all the organisation awards and their criteria, refer to the Appendix on this information sheet.

*\*Social enterprises are also more likely than other businesses to be run by young people and those from Black and Minority Ethnic groups. In 2013 the awards recognised a Young Champion and we plan to celebrate the role of BAME champions next year.*

### 4.0 Application process

There are a number of dates that are important with regards to your application:

- **Week Beginning 26<sup>th</sup> May** - awards open for nominations;
- **11<sup>th</sup> July** – award nominations close;
- **25<sup>th</sup> July** – shortlisted organisations notified;
- **1<sup>st</sup> August** - Deadline for shortlisted organisations to return governing documents, management accounts (for more information see below);
- **1<sup>st</sup> September** – Deadline for shortlisted organisations to return media pack
- **September** – judging panels assess applications;
- **October** – heat finals of category 1 & 2 held in England, Northern Ireland, Scotland and Wales plus nominations for the individual awards;
- **October** – Announcement of the Social Enterprise Awards 2014 – Scotland winners (specific categories);
- **4<sup>th</sup> November** – Presentation of Awards and Parliamentary Reception in Scotland
- **26<sup>th</sup> November** – UK awards ceremony for all 11 categories.

#### How to apply

Complete the application form and email it to [sine.munro@socialenterprisescotland.org.uk](mailto:sine.munro@socialenterprisescotland.org.uk) by midnight on **11<sup>th</sup> July 2014**. You will receive a confirmation of receipt email. We appreciate the turnaround time is shorter than previous years, however the need to supply supporting information prior to shortlisting has been removed.

Applications received by Social Enterprise Scotland for categories 1, 2, 3, 4 and 10 will be considered within a specific Scottish Awards Programme. Applications to all categories will be put forward for the UK Awards Programme being administered by Social Enterprise UK: [www.socialenterprise.org.uk/about/social-enterprise-awards](http://www.socialenterprise.org.uk/about/social-enterprise-awards) Applications for these categories can, if preferred, be sent direct to [applications@seukevents.org](mailto:applications@seukevents.org) by 11<sup>th</sup> July. The

winners of categories 1 and 2 in Scotland will automatically be shortlisted within the UK Awards Programme in those categories.

Shortlisted organisations will need to provide their most recent set of management accounts (including a profit/loss account and balance sheet), governing documents by 1<sup>st</sup> August, and a media pack\* by 1<sup>st</sup> September.

The accounts and governing documents are required to confirm that your enterprise meets the initial eligibility requirements.

Your accounts need to clearly demonstrate that:

- The organisation earns, or is working toward earning, at least 50% of your income through trading
- The organisation reinvests or gives away at least half of the profits or surpluses towards your social purpose.

Your governing documents need to clearly demonstrate that the business:

- Has a clear social or environmental mission that is set out in its governing documents.
- Is an independent business
- Is controlled or owned in the interests of the social mission.

\*A template for the media pack will be provided to all shortlisted organisations and will include:

- 1 sentence summary of the organisation.
- Customer story/testimonial
- Beneficiary story/testimonial
- 1-2 high resolution photos
- High resolution Logo

The media pack will help SEUK to promote the finalists and winners to the press and other media outlets.

### **Remember the criteria!**

Please remember that your application will be judged against a set of generic criteria\*\*

- Business/Sustainability of the organisation
- Impact/Evidence
- Mission/values
- Strength of reason to win

\*\*In addition to this, in the Appendix are specific category criteria to consider.

### **Any questions?**

If you have any questions or queries about the Awards, please email [sine.munro@socialenterprisescotland.org.uk](mailto:sine.munro@socialenterprisescotland.org.uk) or call Kate Walshaw on 0131 243 2650.

## Appendix

Category 1	Scottish and UK Social Enterprise of the Year
<p>A social enterprise that has been operating for more than 2 years that can evidence the criteria below but that has also demonstrated and promoted social enterprise beyond the sector.</p> <p><b>Criteria:</b></p> <ul style="list-style-type: none"><li>• Excellent vision and strategic direction</li><li>• Clear leadership and management of the organisation</li><li>• A high degree of customer satisfaction</li><li>• A clearly evidenced social, environmental and community impact</li><li>• Show sustainability in terms of profit and growth</li><li>• Good brand awareness and communication outputs</li><li>• Evidence of creativity and innovation</li></ul>	

Category 2	One to Watch Award (Scotland and UK)
<p>A social enterprise that has been operating less than 2 years that can clearly demonstrate the criteria but also articulate their future vision and how they are going to achieve it showing growth in their model.</p> <p><b>Criteria:</b></p> <ul style="list-style-type: none"><li>• A clear vision for the social enterprise</li><li>• A creative approach to problem-solving</li><li>• Excellence in impact, design or growth since inception</li><li>• Potential for future success, in the judges' view</li></ul>	

Category 3	Social Impact Award (Scotland & UK)
<p>Designed for any social enterprise that can truly demonstrate and communicate their impact with their stakeholders. This award is not comparing the scale of different enterprises' impact, but their measurement and reporting process.</p> <p><b>Criteria:</b></p> <ul style="list-style-type: none"><li>• Clear articulation of theory of change and impact, proving the organisations mission and objectives</li><li>• Transparency in the process of findings (including stakeholder engagement)</li><li>• Includes good quantitative and qualitative evidence</li><li>• Demonstrates its impact on a specified community, be it geographic or community of interest</li><li>• Has communicated its impact in accessible and creative ways</li><li>• Includes how it will utilise evaluation to improve its work</li></ul>	

<b>Category 4</b>	<b>'Buy Social' - Market Builder Award (Scotland &amp; UK)</b>
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Any social enterprise, public sector body or private sector organisation that has demonstrably made efforts within its own organisation and remit to create more opportunities to buy from social enterprises. This could be a local authority implementing a council-wide Social Value Act strategy, a company changing its procurement processes, or a social enterprise seeking to support the movement through buying social.

**Criteria:**

- Able to articulate the steps taken to improve the buying environment for social enterprises
- Explain their key aims and objectives in trying to 'buy social' in their work
- Explain the technical and cultural challenges that had to be overcome and how they did that.
- Articulate any progress on spend / impact to date

NB: Only organisations which are supporting social enterprises over and above their core purpose will be eligible

<b>Category 5</b>	<b>Investment Deal of the Year (UK)</b>
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This is the award to enter if you have been part of a great investment deal in the last 12 months that has helped the social enterprise to grow or the movement as a whole to develop and flourish. Both the investee and investor will be recognised.

**Criteria:**

- Explain the deal from both investor and investee perspective
- Pioneering in model, scale, type, participants or other aspect.
- Additional support by the investor in the deal other than the funding
- Articulate the existing / potential impact for the community, social enterprise or sector
- Describe and explain the risk element of the deal

<b>Category 6</b>	<b>Health and Social Care Social Enterprise (UK)</b>
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This is open to social enterprises that have been operating for more than 2 years in the health and social care sectors that can demonstrate excellence in the following criteria.

**Criteria:**

- Excellent vision and strategic direction
- Clear leadership and management of the organisation
- A high degree of customer satisfaction
- A clear evidenced social, environmental and community impact

- Show sustainability in terms of profit and growth
- Good brand awareness and communication outputs

**Category 7**

**Consumer Facing Social Enterprise (UK)**

A social enterprise that produces or delivers a retail product or service, whose brand consumers in its market would know by name.

**Criteria:**

- Be able to clearly explain what the brand is, what it stands for and its social mission
- Be able to demonstrate brand recognition in its market place and be able to demonstrate this through research, results, achievements and recognition.
- Be recognisable as a brand either at a national level, or with plans and ambitions to achieve this.
- Have achieved a particular status or point in its market where it is competing successfully
- Demonstrating growth in the last 12 months in sales, customers, brand awareness or other relevant metrics

**Category 8**

**Education, Training & Jobs Social Enterprise of the Year (UK)**

This is open to social enterprises that have been operating for more than 2 years in the education, training or employment sectors that can demonstrate excellence in the following criteria.

**Criteria:**

- Excellent vision and strategic direction
- Clear leadership and management of the organisation
- A high degree of customer satisfaction
- A clear evidenced social, environmental and community impact
- Show sustainability in terms of profit and growth
- Good brand awareness and communication outputs

**Category 9**

**Environmental Social Enterprise of the Year (UK)**

This is open to social enterprises that have been operating for more than 2 years in the green and environmental sectors that can demonstrate excellence in the following criteria.

**Criteria:**

- Excellent vision and strategic direction

- Clear leadership and management of the organisation
- A high degree of customer satisfaction
- A clear evidenced environmental impact
- Show sustainability in terms of profit and growth
- Good brand awareness and communication outputs

**Category 10**

**Inspiring Youth Enterprise Award (UK)**

This award celebrates an exciting youth-led social enterprise or socially enterprising project whose establishment or development has been supported by a school, university, funding body or other organisation. Both the enterprise and supporting organisation will be recognised as part of this award.

**Criteria:**

The enterprise or project should show:

- An clear understanding of business principles
- A clear social mission
- Must led by young people (aged 8 – 24) who are involved in key decision making

The supporting organisation must show:

- A clear commitment to educating young people about social enterprise
- A commitment to social aims in its wider work

**Category 11**

**Social Enterprise Women’s Champion (UK)**

This award will recognise a woman working in the senior leadership team of a social enterprise who:

- Represents excellence in her field of work
- Inspires and empowers other women to achieve
- Demonstrates a commitment to diversity
- Exhibits enterprising spirit and drive
- Provides impactful vision within an organisation and/or the wider social enterprise sector.
- Displayed moral courage and vision in making and delivering tough choices.

**Note: There is a separate application form for this category.**