

ANNEX 2 – Draft Social Economy Work Programme – April 2024 – March 2025

Theme	Action	What success looks like
<p>1. Promotion of social enterprises to promote individual business growth</p>	<p>1.1. Through a competitive process, identify 10 social enterprises which are providing a service or product which is available to the public, and provide a tailored marketing service for 3 months, increase their turnover and business viability. This will include engaging in promotional activity on social media and advising on advertising methods and appropriateness for their audience. In month three, the social enterprise will be promoted as ‘social enterprise of the month’ on the organisation’s social media platforms, including those of key staff involved, and promoted widely throughout that month.</p>	<p>1.1 (a) 10 social enterprises reporting that the support provided has increased awareness of the organisation among the target population (b) 10 social enterprises increasing their turnover by at least 10% after the 3-month period compared to the comparable 3-month period in the year before (c) for each social enterprise, a media training plan is provided and evidence of increased traffic on social media platforms of those organisations is obtained</p>
	<p>1.2. Provide training and follow-on support for 5 social enterprises engaging in market research, supporting development of questionnaires, information gathering, and targeting to ensure research is accurate and well-presented into a market research report that the social enterprise can use for business development and applications for finance</p>	<p>1.2 (a) 5 Market research reports produced including information and research reports, prospect lists of contacts, with sources of market information highlighted. (b) Introductions of each business to the INI Business information library and to any INI supports relevant to market research e.g. if a food product INI Consumer Insights clinic, or technical support services. (c) Number of businesses signposted to other key support organisations that receive other follow-on support.</p>
	<p>1.3. Conduct a pilot project to bring 3 social enterprises through the process of applying for social enterprise accreditation from Social Enterprise Mark CIC.</p>	<p>1.3 3 Social enterprises accredited by Social Enterprise Mark CIC</p>
	<p>1.4. Keep the sector informed of funding opportunities, including PEACE+ calls, events or support programmes, and changes in legislation or policy in NI which may impact the sector</p>	<p>1.4 Number of social enterprises that succeed in securing other supports because of engagement with the work programme provider</p>

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	<p>1.5. Deliver a programme of events and workshops which connect those developing tenders on the NI e-tenders system with social enterprises which can deliver the social value element of their tender.</p>	<p>1.5 (a) At least 15 workshops held, at least one within each local council area (b) At least 10 tenders submitted to etenders and won, which include social enterprises in the social value elements, due to participation in the workshops and events (c) Value of contracts secured by social enterprises because of matching support provider</p>
	<p>1.6. Host the DFE online database of social enterprises which can be accessed by private sector bidders for a fee.</p>	<p>1.6 (a) Database is self-sustainable through income generated from access fees (b) Number of social enterprises which are included in bids following an initial contact through the database</p>
	<p>1.7. Provide a one-stop shop for social enterprises to learn of the full range of financial products they are eligible for, including those from within the public, private and third sectors.</p>	<p>1.7 (a) At least 10 social enterprises secure alternative funding because of support (c) At least 3 Alternative funding sources workshops delivered in year</p>
	<p>1.8. Develop a package of support to facilitate 10 NI based social enterprises to begin to export to a new market outside of NI</p>	<p>1.8 (a) 10 exporting into at least one new market (b) At least an additional 10 Export health Checks completed <u>Go Further Grow Stronger Invest Northern Ireland (investni.com)</u></p>
<p>2. Strategic Sector growth</p>	<p>2.1. Survey of social enterprises to identify strategic barriers to growth of the sector that could be addressed in future work programmes, and to understand the methods currently being used to measure social impact and how many social enterprises are not tracking social value as part of their operations.</p>	<p>2.1 (a) Survey completed by 150 social enterprises and at least 20 organisations working to support social enterprises in NI (b) Survey completed by a minimum of 50 third sector organisations aspiring to be social enterprises to understand the needs of these organisations that can be incorporated into future work programmes (c) Report identifying key strategic barriers to sector growth in NI that are within the remit of DFE</p>
	<p>2.2. Deliver capacity building workshops for social enterprises not yet eligible to InvestNI support, with a focus on exporting and trading outside of NI</p>	<p>2.2 At least 10 social enterprises exporting outside of NI into a new market they previously did not trade in</p>

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	<p>2.3. Host an annual conference which will include:</p> <ul style="list-style-type: none"> - key note speakers who have successfully used the social enterprise business model to become successful companies in their field; - updates on policy and legislation changes in NI which impact social enterprises and their trade; - representation from local councils to showcase their support offerings; - a marketplace; - provide a B2B service to facilitate connections between social enterprises and other private businesses to facilitate partnership working and growth; and - contain workshops to address the main barriers social enterprises are facing with growth - Workshops to address Innovation and the need to drive innovative products and processes to be competitive and grow (The Innovation Framework Innovate NI) 	<p>2.3 (a) Annual conference takes place (b) Over 80% of attendees report finding the conference useful for business growth</p>
	<p>2.4. Sponsor at least 2 social enterprises (more if venue permits) to attend the social economy world forum in person, and bid to host an official SEWF Community Hub in NI for virtual attendees to gather and network while attending</p>	<p>2.4 (a) at least 2 social enterprises attending and reporting attendance as beneficial (b) Successful bid to be a SEWF community hub, with over 20 social enterprises represented at this to attend the forum virtually</p>
	<p>2.5. Explore mentoring opportunities for social enterprises in NI from businesses in export markets, including USA</p>	<p>2.5 Number of new mentoring programmes initiated in other markets</p>
	<p>2.6. Develop the evidence base for the benefits of being an SE, including for the business and the community, make this available online and promote it widely, and develop a campaign to promote the benefits of existing businesses becoming social enterprises</p>	<p>2.6 Number of businesses which move to a social enterprise model (b) 10 social enterprises introduced to social value measurement tools and techniques</p>
<p>3. Cooperation and coordination</p>	<p>3.1. Convene and act as secretariat for a DFE chaired Local Government Social Enterprise Forum, which should meet no less than four times per year and have representation from all local councils through their social enterprise champion</p>	<p>3.1 (a) Minimum of 4 meetings held per year of the forum (c) 80% of members reporting the forum to be a useful way to exchange information and overcome barriers the sector is facing</p>

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	<p>3.2. Attend the DFE led Social Economy Policy Group to present updates on the work programme at each quarterly meeting</p>	<p>3.2 Number of meetings attended</p>
	<p>3.3. Engagement with the HE and FE providers in NI to ensure their entrepreneurship spin-out services are informed of the social enterprise business model, the benefits of it, and how to set up as a social enterprise.</p>	<p>3.3 Number of spin-out companies which set up as a social enterprise</p>
	<p>3.4. Engage with HE and FE providers to ensure social enterprise is built into course content of relevant business courses</p>	<p>3.4 At least 1 workshop to each HE and FE institution to introduce the concept of support to social enterprises as part of problem based learning modules in colleges.</p>
	<p>3.5. Engage with NIHE, SIB, CPD and InvestNI to profile relevant policies and support packages from NI Executive and local councils</p>	<p>3.5 (a) At least one workshop with NIHE, SIB, CPD and INI to establish the opportunities for further development of the sector. (b) Dissemination of these opportunities to social enterprises</p>
<p>4. Research</p>	<p>3.1. Conduct an independent review of the DFE Social Economy Work Programme from 2021 to 2023. This should include:</p> <ul style="list-style-type: none"> i. Assessment of whether the 8 objectives were met; ii. Assessment of the impact of the activities which underpinned the 8 objectives; iii. Consideration of the value for money obtained through the work programme 	
	<p>3.2. Conduct a survey of Social Enterprises in NI to ascertain their collective social impact. This will include information in organisational and sectoral:</p> <ul style="list-style-type: none"> i. Turnover ii. Profits iii. Profits donated or reinvested for social good iv. Sector of business operation v. Sector of social benefit if different vi. Business governance model adopted by the social enterprise (e.g. CIC, charity, sole trader, Ltd) 	