

Two/Zero Social Enterprise

@SelnetLtd #ScalingLancashire

www.selnet-uk.com/two-zero-social-scale-up/

Lancashire’s Social Enterprise scale up programme is organised and   
delivered by industry experts Selnet and focuses on overcoming the   
unique barriers to scaling social enterprises

Application Pack

**Two/Zero: Social Enterprise**

Lancashire’s Social Enterprise scale up programme is organised and delivered by industry experts Selnet and focuses on overcoming the unique barriers to scaling social enterprises.

Selnet has gained national recognition for its influence and impact in growing the social enterprise sector across Lancashire. It has the positioning, collective experience and professional networks to enable social enterprises with ambition, vision and drive to scale up.

**What does the programme look like?**

A small select cohort will benefit from tailored growth support, including tools to access new markets, improve leadership skills, futureproof their business and attract the very best in the game to their team.

* Professional mentoring/coaching focused on scaling
* Masterclasses featuring expert speakers in key areas including leadership, management skills, access to finance, marketing and publicity, collaboration and social impact
* Action Learning Set for structured approach to address more complex issues
* Peer support culture

**Programme features:**

* Diagnostic and scale up action plan developed with specialist advisor and tailored to achieve ambition
* Bespoke learning, capacity building and development programme delivered by industry experts
* A focus on networking and collaboration to create a peer to peer support culture and space for collective problem-solving
* Onward referrals and introductions for specialist support and routes to market
* Showcase event highlighting the achievements of Alumni and the programme

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| **Summary** |  | **Guideline Selection Criteria** |
| Start: February 2020  Duration: 12 Weeks  Participants: 8-12  Commitment: 35-50 hours  Entry Deadline: 28th February 2020 |  | Registered Social Enterprise trading for at least 3 years  Minimum 10 employees  Lancashire-based  Already growing turnover or staff 20% per year for previous three years  Looking to continue 20% growth |

**Funding**

Two Zero was founded in 2019 by Lancashire County Council to support companies aspiring to grow 20% year on year. The programme helps ambitious Lancashire business leaders to build a company which is productive, efficient and profitable during a sustained period of high growth.

**Two/Zero Social Enterprise: Application Form**

Through an intense programme of high-performance coaching, one to one advice and focused peer to peer learning, businesses will investigate new markets, be supported to create a successful leadership team and develop a structure to support accelerated growth.

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| **Contact Details** | |
| **Lead contact name:** | Click or tap here to enter text. |
| **Business address:** | Click or tap here to enter text. |
| **Post Code:** | Click or tap here to enter text. |
| **Tel:** | Click or tap here to enter text. |
| **Mobile:** | Click or tap here to enter text. |
| **Email:** | Click or tap here to enter text. |
| **Social Media:** | Click or tap here to enter text. |
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| **About your Social Enterprise** | | |
| Name of Social Enterprise: | | Click or tap here to enter text. |
| Company number: | | Click or tap here to enter text. |
| Charity no (if applicable) | | Click or tap here to enter text. |
| Parent Organisation? | | Click or tap here to enter text. |
| Mission statement | | Click or tap here to enter text. |
| Aims and objectives | | Click or tap here to enter text. |
| What is your USP? | | Click or tap here to enter text. |
| Date trading commenced | | Click or tap here to enter text. |
| Give a brief description of the activities of your social enterprise | | Click or tap here to enter text. |
| What are your scaling ambitions? Describe the service or aspect of your social enterprise are you looking to scale up: | | Click or tap here to enter text. |
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**(Please continue on a new page if necessary)**

The aim of this programme is to support growth of jobs and turnover. In order to establish eligibility and benchmark impact, please complete the following:

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| **Staffing** | |
| Number of Directors | Click or tap here to enter text. |
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In order to help us benchmark the impact of the programme, please indicate how many additional jobs you are likely to create and how much additional revenue you anticipate generating as a result of scaling and by when.

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|  | **Actual** | | |  | **Annual Forecast after scaling** | | |
|  | **3 years ago** | **2 years ago** | **1 year ago** | **In this current financial year:** | **+1 year** | **+2 years** | **+3 years** |
| No of individual employees | Text | Text | Text | Text | Text | Text | Text |
|  |  |  |  |  |  |  |  |
| Annual income | Text | Text | Text | Text | Text | Text | Text |
| Annual expenditure | Text | Text | Text | Text | Text | Text | Text |
| Annual Turnover | Text | Text | Text | Text | Text | Text | Text |
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| **Trading** | |
| **What are your main sources of income?** | Click or tap here to enter text. |
| **Who is your target market / who are your main customers?** | Click or tap here to enter text. |
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| **Scaling Up your Social Enterprise** | |
| **What is your motivation to attend this programme and what do you hope to gain from it?** | Click or tap here to enter text. |
| **What impact do you hope this will have on your organisation?** | Click or tap here to enter text. |
| **What are the challenges and opportunities that your organisation is facing? What are the barriers preventing you from scaling up?** | Click or tap here to enter text. |
| **What are your key strengths and what are the areas you would like to develop?** | Click or tap here to enter text. |
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| **Who would be the main representative/s of your organisation attending this programme?** | Click or tap here to enter text. |
| Additional Requirements:  *For example, materials to aid dyslexia or partial sight, dietary needs, study support, wheelchair access* | Click or tap here to enter text. |
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**If Selnet are unable to assist you through this programme, do we have your permission to refer you to one of our partner organisations for support? (Check to consent)**

**Please return completed form to** Selnet Ltd - E: [dawn@selnet-uk.com](mailto:dawn@selnet-uk.com) and contact us immediately if you need to cancel your application.

**(Please continue on a new page if necessary)**

**Declaration**

Two Zero need to store your data on a database in order to give you the full assistance under this scheme. Please note if you do not agree to us sharing your information we may be unable to offer you full assistance under the scheme.

All information given will be held and only be used in line with the General Data Protection Regulation. We will need to share your information with our funding providers; Lancashire County Council and Lancashire County Developments Ltd. It may be necessary to share your information within the support delivery partnership in order to offer you the full support service. A full list of the support organisations can be found on our Privacy Notice –[www.lancashire.gov.uk/council/transparency/access-to-information/service-and-project-specific-privacy-notices/two-zero/](http://www.lancashire.gov.uk/council/transparency/access-to-information/service-and-project-specific-privacy-notices/two-zero/)

You should be aware that some information relating to this public funded project may be declared to third parties under the Freedom of Information Act 2000.

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| **DO YOU GIVE CONSENT FOR TWO ZERO TO:** | **YES/NO:** |
| Share your information with our funding providers | Text |
| Share your information within the support delivery partnership | Text |
| Keep you informed via email of the latest funding schemes, projects and events run by the local business support partnerships. | Text |
| Use photographs, quotes and/or recordings of, or given by you either singularly or in conjunction with other photographs and/or recordings for advertising, publicity, commercial or other business purposes. These will be used for the promotion of your business and the TWO ZERO programme through case studies, social media etc. | Text |

Where processing personal data is based on consent, Lancashire County Council must be able to demonstrate that you have consented to the processing, and they can do this using this consent form. You can withdraw your consent or opt out of receiving correspondence at any time by using by emailing [amin.vepari@lancashire.gov.uk](mailto:amin.vepari@lancashire.gov.uk) or via the website [www.twozerolancs.com/contact/](http://www.twozerolancs.com/contact/)

You will be expected to share information that will allow us to collect the evidence we require. By signing this form you agree to provide including, but not limited to, information about job creation and employment levels, GVA and turnover for a minimum of a three year period from the date of this form. To help us quality check and improve our service we will also ask you for your feedback.

I declare that the information given on this form is true and to the best of my knowledge accurate. I understand the outcomes and approve any further action indicated on previous pages.

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|  | Print Name | Position | Date |
| Client |  |  |  |
| Signature: | | |
|  | Print Name | Position | Date |
| Two/Zero Advisor |  |  |  |
| Signature: | | |