



Birmingham Social Enterprise City

BACKGROUND

Outside of London, Birmingham has the greatest single concentration of social enterprises. Now, building on our success in establishing Digbeth as a **social enterprise place** social enterprises in Birmingham have set their sights even higher and have now secured SEUK's official recognition of **Birmingham Social Enterprise City**.

There will be a formal launch of Birmingham Social Enterprise City on the 15th November 2018, but as we move towards that date we now need to do more to realise some of the ambitious plans the partnership has set out that will help ensure that Birmingham's importance as a centre of social enterprise is fully recognised.

Under iSE's leadership a steering group has been set up but more active members and more active social enterprises that want to be part of driving forward Birmingham Social Enterprise City are urgently needed. **What can you do? How can your social enterprise get involved?**

Birmingham Social Enterprise City: Aims & Actions

AIM 1: ENSURE THAT BIRMINGHAM SOCIAL ENTERPRISE CITY IS WIDELY ACKNOWLEDGED AND WIDELY UNDERSTOOD AMONGST MAINSTREAM MEDIA, PUBLIC AND BUSINESS COMMUNITY

ACTION

- a) **Raise awareness and create opportunities for all social enterprise sectors by building on City Drive. *When:* April 2018 and annually. *Who:* iSE & steering group members.**
- b) **Rolling campaigns to promote Birmingham as a Social Enterprise City – can your social enterprise lead activity? *When:* with immediate effect. *Who:* iSE, steering group, social enterprises – anyone who can!**
- c) **Raise additional resources (in kind and financial) to help realise Birmingham Social Enterprise City. *When:* Throughout 2018 and 2019 especially. *Who:* iSE, steering group chair.**
- d) **Support key stakeholders to promote Birmingham Social Enterprise City and support the development of other SE Places. *When:* Throughout 2019 especially. *Who:* iSE, Birmingham University.**

AIM 2: CO-ORDINATE AND INCREASE SUPPORT FOR SOCIAL ENTERPRISE START-UP AND SECTOR GROWTH

ACTION

- a) Promote business growth opportunities across social enterprise sectors, especially for HS2 and the Commonwealth Games. **When:** Ongoing. **Who:** BSSEC, SSE, UnLtd, Growth Hub, iSE.
- b) Broker opportunities and hold meet the buyer events to introduce social enterprises to contract holders, buyers, commissioners. **When:** Ongoing. **Who:** Growth Hub, iSE.
- c) Support social enterprises to grow their market position, increase turnover in the supply chain. **When:** Ongoing. **Who:** Growth Hub, Aston University, iSE.
- d) Co-ordinate start-up support and grow provision of support. **When:** Ongoing, **Who:** SSE, iSE, UnLtd, universities etc.
- e) Support clusters of social enterprises to work collectively on social problems and support collective business growth. **When:** June 2018 onwards. **Who:** Living Well & Taking Control, Forward Carers.

AIM 3: BUILD A NEW 'ALLIANCE' FOR SOCIAL CHANGE AND COMMUNITY BENEFIT ACROSS THE WHOLE OF THE SOCIAL ECONOMY – SOCIAL ENTERPRISES, ETHICAL BUSINESSES, TRADING THIRD SECTOR, SOCIAL MISSION BUSINESSES, PUBLIC AND PRIVATE SECTOR

ACTION

- a) Develop Birmingham Social Enterprise City steering group into a wider alliance that will work together for social change. **When:** Ongoing. **Who:** iSE, steering group.
- b) New baseline evidence of social enterprise activity in Birmingham. **When:** October 2018 and annually. **Who:** iSE, BSSEC. **Progress:** Partial resources to finance this already raised.
- c) Continue and extend involvement of all key stakeholders and supporters – especial focus on key strategic partners e.g. WMCA, GBSLEP, BCC. **When:** Ongoing. **Who:** iSE, BSSEC, steering group.
- d) Consider leadership, induction and succession as a means of bringing in fresh talent. **When:** Ongoing. **Who:** iSE, steering group.
- e) Develop a vision for the next ten years for the growth of the sector in Birmingham. **When:** Commence Sept 2018. **Who:** steering group, iSE.

AIM 4: STIMULATE EMPLOYMENT AND TRAINING OPPORTUNITIES ESPECIALLY FOR YOUNG PEOPLE IN SOCIAL ENTERPRISES IN BIRMINGHAM

ACTION

- a) Develop a graduate scheme to place young people in social enterprises. Initial pilot – ten graduates. **When:** June 2018 onwards, ten graduates into employment per year. **Who:** Birmingham University, BDRC, Aquarius.
- b) Promote employment and work experience opportunities in social enterprises in all sectors. **When:** Sept 2018 and onwards. **Who:** BSSEC, iSE, steering group.
- c) Events to promote working in social enterprises – young people the target audience. **When:** Sept 2018 and onwards. **Who:** iSE, steering group, BSSEC.

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