

# change it!

**you can change it  
at the Exchange**

**Moseley  
Community  
Enterprise Awards:  
a competition for  
young social  
entrepreneurs.**

**We aim to help young  
people launch ventures that  
can change the places  
where they live for the  
better. You provide the  
inspiration; we provide a  
place and the support to  
make it happen.**

## The challenge

Moseley Post Office has joined up with Moseley Community Development Trust (CDT) to launch a competition for young social entrepreneurs. We are seeking to improve our neighbourhood / Birmingham through social enterprise activity. In particular, we

are looking for young people with a social mission, an enterprising solution and an understanding about how to deliver their ideas.

## Background

Many local Post Offices already offer facilities and services which go far beyond their core business. The Post Office believes in strengthening its role as a community hub by providing additional services or facilities that help local people. Moseley Post Office has been successful in securing support from the Post Office and the Department for Communities and Local Government to work with Moseley CDT to expand its role in the community.





## What you could win

Winners of this competition will be

awarded a year's co-working membership at the Moseley Exchange; a place to meet, work and set new projects in motion. There are three co-working "max" memberships to be won, each worth over £1000. It's the perfect place to start a new social enterprise and provides opportunities to collaborate with other entrepreneurs based in the Moseley Exchange, meet with business development agencies or attract investment from a established entrepreneur.

## What is social enterprise?

There is no single definition of social enterprise but Social Enterprise UK define it in this way:

"A social enterprise is a business that trades to tackle social problems, improve communities, people's life chances or the environment."

A social enterprise is not always a charity, and it's not a typical type of business that's simply there to make money. However, it does combine strategies from both of these worlds to reduce social problems.

*A social entrepreneur is somebody who leads a social enterprise.*

**Your social enterprise could be service or retail operation about:**

- Education
- Unemployed people
- Improving the local environment
- Making the neighbourhood safer
- Making people healthier
- helping people with a disability
- Bridging the digital divide
- Being creative



## Why co-working?

Each and every day, more and more people are discovering co-working. The movement is not only a great alternative for independent workers, but it has been proven time and time again to be a sustainable and clearly identified solution for entrepreneurs and freelancers looking to build a network and collaborate with like-minded people.



## Can I enter this competition?

### Eligibility criteria

- Your business idea should aim to make life better for a disadvantaged group in Birmingham.
- You (and all partners) must be aged between 18 and 30 (inclusive) and you must be responsible for the creation of the social enterprise.
- You must live in Birmingham and your venture should seek

to help disadvantaged people in Birmingham.

- You should have not started trading or have been trading for less than 12 months (our definition of trading is classed as the date you first receive payment for goods or services)
- Your project should be up and running within three months of being accepted

### Other guidance:

- You should be ready to uphold the values of the social enterprise sector (these are around working towards a fairer and more inclusive society).
- Your project should not be about promoting religion, politics, anything illegal or something that is considered risky or dangerous.
- You should not already be delivering this project as your main job
- We cannot reimburse any costs incurred in the preparation of your application.
- You should not have been disqualified from being a company director or have

- been declared bankrupt recently.
  - Your project must be accessible to everybody in the community and should not discriminate against any particular group in society.
  - The competition is not open to existing members of the Moseley Exchange co-working space.
  - Moseley CDT's decision is final.
- how will Birmingham or a group of people benefit from your project and how you will prove this?
  - a delivery plan, including financial forecasts

Submissions should be by email to:  
[administrator@moseleycdt.com](mailto:administrator@moseleycdt.com)

What are we looking for?

Your proposal should cover following areas at least:

## How to enter the competition

- Ensure you are eligible.
- Send us a two page summary about yourself and any relevant experience.
- Submit a project proposal (4000 words maximum) – as MS word document

Your proposal should explain:

- the issues you plan to resolve through your social enterprise
- what evidence is there that you need to tackle a social problem
- your understanding of the market in which you plan to operate

- What is the social purpose of the business?
- How have you researched the market?
- Will your project help increase the profile of the Post Office as a community hub?
- How will you know that you improved the issues you set out to tackle?
- An understanding of the costs involved and how to generate income to meet those costs.

## Timetable

We aim to award three “max” memberships by the end of July 2015. So, submit proposals as soon as you can. The first three viable proposals will be supported.



**Where you can  
find help to  
develop your  
proposal**

**Birmingham & Solihull Social  
Economy Consortium (BSSEC)**

[bssec.org.uk](http://bssec.org.uk)

**Social Enterprise WM**

[www.socialenterprisewm.org.uk](http://www.socialenterprisewm.org.uk)

**ISE** [www.i-se.co.uk](http://www.i-se.co.uk)

**Birmingham City Council**

[www.birmingham.gov.uk/enterprisecatalyst](http://www.birmingham.gov.uk/enterprisecatalyst)

Nationally

**Social Enterprise UK**

[www.socialenterprise.org.uk](http://www.socialenterprise.org.uk)

**Locality** [www.Locality.org.uk](http://www.Locality.org.uk)

**Young Foundation**

[www.youngfoundation.org](http://www.youngfoundation.org)



**What if I'm  
successful?**

First of all,  
congratulations!

You will need to agree to the terms  
and conditions of the prize these  
will be made available to the

successful applicants, they will  
include terms such as: providing  
regular monitoring reports,  
participating in promotional activity  
and sharing data with the organisers  
or a business mentor.

What if things go wrong? Through  
regular monitoring, problems  
should be picked early and solutions  
worked out to keep the project on  
track. However, if it appears to the  
organiser that sufficient progress is  
not being made the offer of the  
prize will be reviewed and could be  
withdrawn if an agreement cannot  
be made about how to resolve any  
delays or problems.

**What if my application is  
unsuccessful?**

We aim to provide you with some  
brief feedback about your  
application. We don't want you to  
give up so we'll do our best to link  
you to other an alternative business  
support agencies.

**contact us:**

**Email:**

[administrator@MoseleyCDT.com](mailto:administrator@MoseleyCDT.com) or  
Moseley Community Development  
Trust, The Moseley Exchange  
149-153 Alcester Road, Moseley,  
Birmingham, B13 8JP  
tel 0121 449 8585

moseley community development trust registered charity no. 1087949

[www.MoseleyCDT.com/changeit](http://www.MoseleyCDT.com/changeit)