



Starting-up a SE Place

Overview

- Applied for SE Place and successful in summer 2019
 - Just before pandemic started which has limited our public delivery since.
 - Culmination of a process that began in July 2018
- As a university, seeking to support our local SE sector.
 - Had conducted mapping work to identify 70+ SEs in Northampton and over 150 third sector organisations
 - Also had good relationships with leading SEs through joint projects, business support services and our 20%% ownership of the town's largest SE

Scoping & Start-up

- Held initial conversations with largest 10 SEs in Northampton about SE Place
 - Broad support for an application and commitment from two SEs to lead group
 - Perhaps lack of capacity amongst SEs to lead the writing of the bid
 - University therefore committed two staff members time to help coordinate and pull together the bid
 - Also had another staff member, since retired, who was real driving force in pushing for this.
 - Also key to ensure that there was strong buy-in from the University leadership
- Held workshops at UON with the 10 SEs, along with an open invite to all other SEs in town
 - Understand their needs, what did they want from SE Place and a SE network in the town
 - Developed a mission statement, and an action plan with key events/outcomes over three years
 - Gathered the letters of support and built the application alongside lead SE partners

Action Plan

- Four key areas of focus within our Action Plan...
- **Network Building:** To develop networks between social enterprises and community and voluntary organisations in the town.
- **Business Development:** To create trading relationships between organisations from different sectors (social enterprises, community and voluntary organisations, private sector, public sector).
- **Awareness Raising and Brand Development:** To map the VCSE ecosystem in Northampton, raise the profile of VCSEs and implement a digital marketing strategy.
- **Creating Employability Opportunities for Students and Graduates:** To help develop student and graduate employability through placement-working at VCSEs.

Barriers & Growth

- There were barriers to overcome, including:
 - SE hesitancy around what SE Place and how it would work for them
 - Lack of engagement from local authority, especially given the problems Northants has faced in recent years (conversion to two unitary authorities)
 - Getting SEs to commit resources to support this in the long-term?
- However, all overcome and since inception SE Place has:
 - Launched and held public events, despite the pandemic
 - Created its own CIC
 - Expanded to cover West Northants, in line with the new unitary authority and including SEs in Daventry who really pushed to be part of this
 - Working closely with the University's business support, KE and incubation support services
 - The University remains engaged as a lead partner, with work now led by our SE in Residence

Thank you
for listening

Any questions?

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