act

UnLtd's impact report

Discover the stories of social entrepreneurs

Learn about how we're supporting people to transform our world for good

Read about what we've learnt and are doing differently this year

2018/19



Tailored support for success: the social entrepreneur teaches the skills and confidence required to enter the fashion industry on page 26

UnLtd

Discover more impactful stories of social entrepreneurs unltd.org.uk

twitter.com/UnLtd

facebook.com/UnLtd

youtube.com/UnLtdVideos

UnLtd



Fatou Gassama is on a mission with Holistic Support to help mothers into work.
holisticsupport.org.uk

4,000

jobs and employment opportunities created.[1]

Unleash potential UnLtd support.

UnLtd exists to find, fund and support enterprising people who have bold ideas for creating positive social change. Inequality, division and exclusion are significant issues in the UK and they're getting worse. We need the inspiration and practical solutions, which our social entrepreneurs provide, now more than ever.

This year we continued to focus our support on three key areas: Access to Employment, Solutions for an Ageing Society and Resilient Communities. We also piloted innovations with Leaders with Lived Experience and our systems entrepreneurs (Pioneers).

As Chief Executive I want UnLtd to help break down the barriers social entrepreneurs face in starting up, building and growing their ventures and their impact.

Our research shows that social entrepreneurs struggle to access the right support and the right investment. So in 2018 we launched Thrive, an accelerator programme with expert support and an opportunity to secure affordable, flexible, patient capital.

There have been many other ways our team has offered outstanding support and made a lasting difference to social entrepreneurs. I am particularly proud of our emerging work with Leaders with Lived Experience in Birmingham, Bristol and the Hubb Community Kitchen. We are redesigning our whole support offer and application process as a result.

I would like to thank the board and all the team at UnLtd, as well as our generous and impressive partners, for their incredible work enabling more people to make their visions for social change a reality. Together we are taking social entrepreneurship mainstream. ✪ **Mark Norbury, CEO**

Left and cover photography: Barry Willis

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Mark Norbury, CEO
Mark Norbury joined UnLtd as CEO in 2016. He has over 20 years experience in the charity and social entrepreneurship sectors, previously as Chief Executive of CW+, the charity for Chelsea and Westminster Hospital.

UnLtd awards

These are the awards we offer, and for each social entrepreneur the journey is different.

Try It
Enables people with ideas for social change to take the first steps in testing them out. £500 and a unique support package from a dedicated Award Manager allows anyone with a bright idea to try it.

Do It
For entrepreneurs who are passionate about social change and have an idea for how to make it happen. Up to £5,000 and a tailored support package enables them to get their venture off the ground.

Grow It
Our Grow Its are for experienced entrepreneurs, committed to tackling a social issue, but in need of extra capital and support to grow their venture. There is up to £15,000 and a mixture of tailored and specialist support available.

Thrive
For ambitious ventures ready to scale their impact in Access to Employment or Solutions for an Ageing Society, our social accelerator offers six months of intensive support from a Venture Manager. There is also the opportunity to access up to £50,000 of investment, through our Thrive Fund.

Impact Fund
The UnLtd Impact Fund offers between £50,000 and £150,000 for social ventures looking to scale their business, who are focused on improving access to employment for those distant from the labour market. This is a blended loan and grant package and comes with specialist support from experts and an UnLtd Venture Manager.

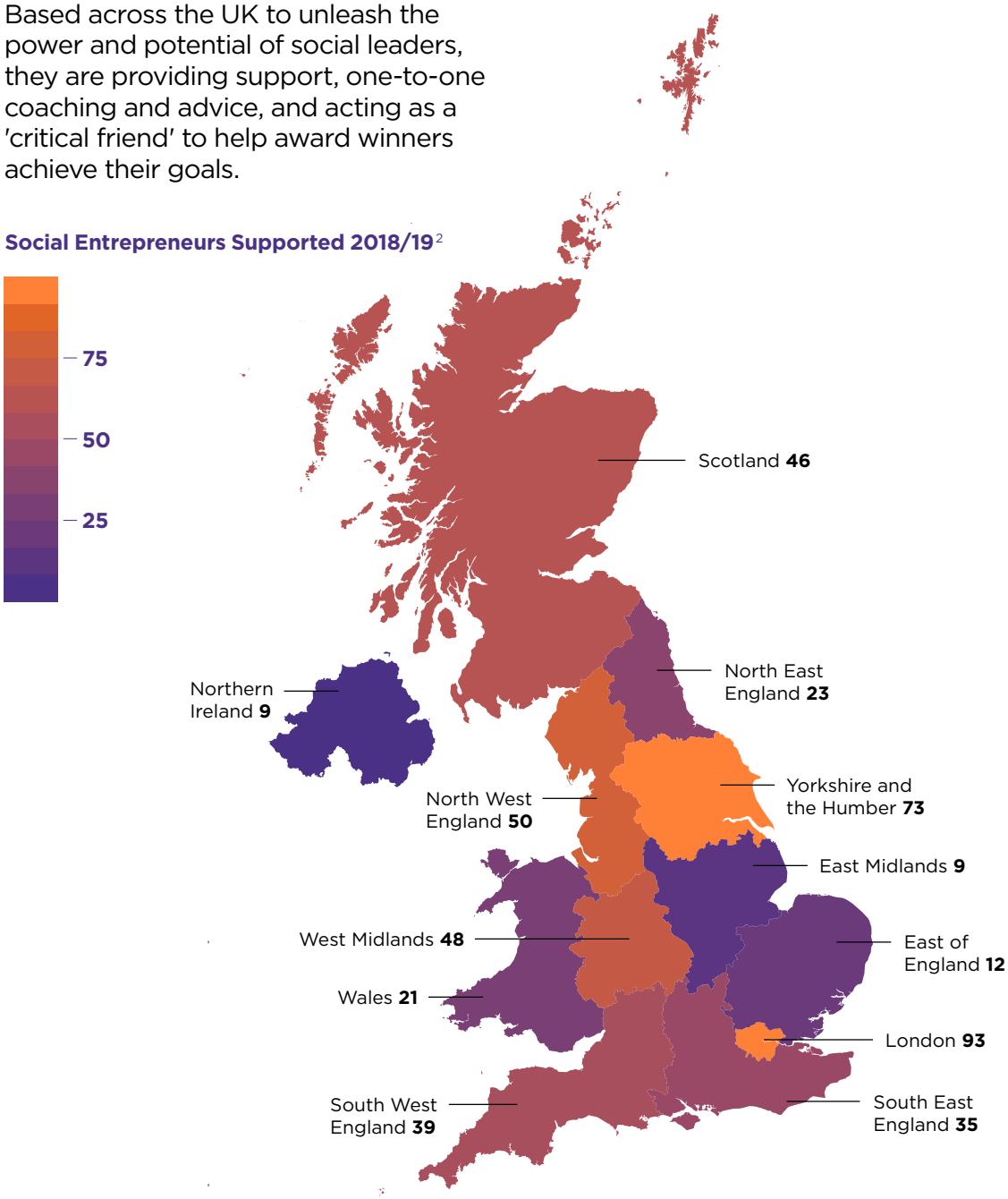


Eve Kekeh, Bundlee
Eve first accessed support from UnLtd through a Try It Award in 2017, which enabled her to purchase inventory for a soft launch of Bundlee, which offers baby clothes for renting. A further £5,000 Do It Award in 2018 supported the full launch of a pilot rental scheme to 30 families.
bundlee.co.uk

Award Managers and Venture Managers: Making it all possible

Based across the UK to unleash the power and potential of social leaders, they are providing support, one-to-one coaching and advice, and acting as a 'critical friend' to help award winners achieve their goals.

Social Entrepreneurs Supported 2018/19[2]



Meet the social entrepreneurs

These are just a selection of the social entrepreneurs we've supported in the last year, across our programmes.



Kisha Bradley

Kisha founded Bright Box Makerspace, a mobile makerspace encouraging children to explore the world through making and playing in community spaces in Sheffield. With help from her Do It Award, the #GirlsWithDrills project is addressing a lack of confidence in young girls in STEM, aiming to give them the skills to pursue career paths they otherwise wouldn't have considered.
brightboxmakerspace.com

Gail Redmond

Via Wings was set up in 2009 to support disadvantaged families and vulnerable individuals in Dromore and its surrounding areas. Our Thrive support is enabling the growth of their shop which sells upcycled furniture, designer pre-owned clothing, in-house made jewellery and crafts, as well as a coffee shop serviced by volunteers who have benefited from their support.
viawings.co.uk





Beatrice Guessie

Beatrice uses her personal story of loss and injustice as an asylum seeker to influence organisations and government to change policy and practice to ensure what happened to her doesn't happen again. She works with women who have faced domestic violence, poverty and hardships. A Do It Award helped her progress this work, and in the process build a family of women who support it.



Luke Tilley

As part of our Spaces 4 Change programme Luke Tilley has been working with his community and using his Do It Award to turn abandoned allotment plots and an unused pavilion into a productive hub of fruits, foods and flowers for the Killingbeck Community Project. Young and old are working together with unemployed parents facilitating educational childcare provision for their neighbours and delivering forest school and cooking activities.
hydeparksource.org/killingbeck-community-project

Pasna Sallis

Weekday Wow Factor makes mainstream leisure facilities accessible to those in later life, promoting health, wellbeing, and a great sense of adventure. Our Do It Award is supporting adventures like a daytime disco in a nightclub, trampolining, surfing, and much more.

Pasna has 19 years of experience in the NHS as an occupational therapist working with people who have health difficulties to improve their cognitive processing.
weekdaywowfactor.com





Ricky Perrin

Ricky has created Rolling Sports Pathway, a social venture that teaches medical professionals and Brighton Council about Disability Sports, creating ground-breaking changes to services. His ambition, supported by his Do It Award, is to turn the city into a hub for wheelchair and disabled sports, helping people onto a pathway of recovery and self-management.
rollingsportspathway.com

How we've made an impact this year

We find social leaders across the UK



59%

Women in leadership
59% of our awards were made to female entrepreneurs who are creating or running ventures to make real social change. In comparison just 20% of SMEs are run by women.[3]

35%



Award winners in most deprived areas
We know that local leaders have the commitment and knowledge to positively change their communities. That's why we work in regions where our support is needed the most, so they have the resources to create lasting social change.[4]



28%

BAME entrepreneurs
It's important that opportunities to create change are open to everyone, from all backgrounds. While just 5% of SMEs are run by Black, Asian and Minority Ethnic people, 28% of our awards went to BAME social entrepreneurs, up from 23.5% in 2017/18.

We fund and support people to create a social business

458



We supported 458 people in 2018/19 to make their vision for social change a reality.[5]

£1,900,000

Early stage funding



Our early stage social entrepreneurs received a total of £1.9m in funding. Alongside a cash award, they also received a tailored package of direct support worth £550,000 in total.[5]

We work with social leaders to achieve their goals

333,000 beneficiaries



Whether it's providing access to employment for people locked out of opportunities, or increasing healthy life expectancy or building communities, over a third of a million people benefited from the work of social entrepreneurs we supported. That's 727 people per social entrepreneur we supported.[6]

83%

Acting for social change
The funding and support we give enables entrepreneurs to create the impact they want to see in the world. 83% of our entrepreneurs felt more able to create social change after working with us.



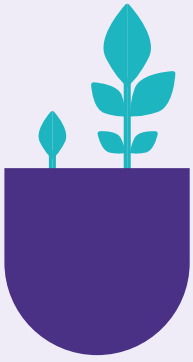
£3,000,000



Investment leveraged
UnLtd's funding enables entrepreneurs to unlock new investment opportunities. Our entrepreneurs raised a further £3m following their awards.[7]

Growing Social Ventures

93% of enterprises achieved growth in either turnover or impact as a result of our support.[8]



£1m



Solutions at scale
In the last 18 months UnLtd has invested in 11 ventures with over £1m from our Impact Fund. The Impact Fund is a blend of loan and grant, alongside business support from UnLtd, and is designed to help ambitious businesses grow and achieve lasting impact.[9]



£639,090

Pro bono support brokered
Through our Connect team, we leveraged incredible value in pro bono support for entrepreneurs, from business mentoring to legal advice. The estimated value of this pro bono work was £639,090.[10]







Grow It Award

Access to Employment

Sending out hugs in a box

Two years after starting work as a speech therapist, Faye Savory began to develop serious health problems, before the kindness of a friend inspired a change of career.

Faye's poor health meant she could no longer continue to work as a speech therapist. She needed to find a different role that was flexible and fitted in with maintaining her health and wellbeing.

While ill, Faye received a gift in the post, full of thoughtful treats such as bath salts, a DVD and sweets. Inspired, and determined to create a business model around spreading joy, she set up BearHugs in 2015 as an online company selling 'hug-in-a-box' gift boxes made up of treats such as candles, mugs, hot chocolate and socks.

Faye's goal has been to employ disabled people in flexible and remote working roles, which half of her staff do successfully. Earlier this year she received an £8,000 Grow It Award in funding from UnLtd, which allowed her to hire her sixth member of staff. Faye says the hire has proved to be a game changer for the business, allowing her to pursue the ambition of moving into corporate gifting.

In partnership with the disability equality charity Scope, UnLtd is funding and supporting social entrepreneurs with strong ideas to get more disabled people into jobs and training.

The disability employment gap – the difference in the rate of employment of disabled and non-disabled people – has stayed at around 30% for the last 10 years.[11] Today Faye says she's most proud of "proving that a team can work together efficiently and cohesively even when half the team is remote and works flexibly". ✪

Bear Hugs now sends out an average of

1,200

boxes a month and to date has sold an impressive 26,000 boxes.



"The support from UnLtd goes way beyond just a monetary value. The one-to-one support is brilliant. It's tailored to what you need. Recently they helped connect me with a legal advisor when I was having intellectual property concerns."

Faye Savory
Bear Hugs
bearhugsgifts.com

Supported by

SCOPE = Equality for disabled people

Photography: Nigel Barker



Thrive Award



Access to Employment

Scaling-up Cleaning-up

Thrive, UnLtd's social business accelerator, offers truly specialist support for social ventures like Radiant Cleaners, who provide meaningful employment.

£211,046
social value generated per year.

Measuring Impact

Over the last six months we have helped the ventures on our Thrive: Access to Employment accelerator better understand, measure and celebrate their social impact, so that it's tied into their core business strategy and activities. This support has involved running a combination of workshops and working one-to-one with ventures. We've helped them articulate their theory of change, prioritise what to measure and develop plans to collect data. We are sharing some tips in a series of blogs so other social entrepreneurs can gain from our learning, and prioritise what and when to measure in their work.

Supported by

Thirty Percy

A certified and award-winning living wage employer, Nottingham-based Radiant Cleaners provided supportive employment for 20 people in 2018. Their employees are often long-term unemployed and face multiple barriers to work, such as drug and alcohol addiction, homelessness, mental health barriers or disabilities.

Radiant Cleaners go well above minimum business practices in the cleaning industry. Their patient on-boarding process offers the chance to trial the job first with bespoke job-matching, and skills development. In the financial year 2018/19, they paid approximately £75,000 to their employees – £10,000 above the average in the industry.

UnLtd helped them prove the impact of this business model, gathering the data necessary to help them get more contracts, and further their growth. The data has shown that Radiant Cleaners' commitment to paying the living wage has had significant impact on their employees' financial security, generating approximately £211,046 (£16,262 per person) in social value for the UK per year.[12] Radiant Cleaners developed a 'Living Life Index' to help staff track wellbeing and think about their employment. Employees also showed a 29% increase in self-confidence and personal value.

As Matt Parfitt, Managing Director and Founder, says: "Cleaning is a service that is always going to be needed. We are not offering an innovative product – but we are saying that you don't have to accept the status quo. It is possible to run a sustainable, competitive business that has its employees at the heart of it."

Photography: Nigel Barker







Matt Parfitt
Managing Director and Founder
Radiant Cleaners
radiantcleaners.co.uk



Revolutionising health and social care

Thrive Award

Solutions for an Ageing Society

Through their award-winning interactive tables, Shift8* is helping people with dementia to be more physically, socially and cognitively active.

According to the Alzheimer's Society there are 850,000 people with dementia in the UK[13], a figure that is set to increase to more than one million within the next five years. Shift8* is a social enterprise that is committed to improving the wellbeing of those living with the disease, through the use of socially responsible technology and innovative products.

Shift8* has introduced The Magic Table into care homes, libraries, hospitals and community centres across the UK. Originally created in the Netherlands, it includes a series of light-based games, which project images to stimulate movement, interaction and bring fun to people with mid-to-late stage dementia, and adults with learning disabilities.

The Magic Table is mounted onto a ceiling in a communal area, where the light and projected images from the device encourage movement from participants. It has led to increased levels of social interaction and physical movement among participants. It is backed by a robust body of academic research into its effectiveness.

In 2019, Shift8* successfully won a place on UnLtd's Thrive: Solutions for an Ageing Society accelerator, giving them expert support from a Venture Manager, alongside intensive business support, financial planning and advice, and leadership development for Shift8* founder and CEO John Ramsay.

John says: "The team and I share a common purpose: to create as many moments of happiness as possible for the people we help. With Thrive's support, we're aiming to further increase our reach across the UK and it is enabling me to develop the business itself.

"Awareness surrounding dementia is increasing, but much more needs to be done to provide the best possible care for those on their journey, along with their family and friends. Part of our role as a social venture is to help promote a more positive conversation around dementia – something we're doing through our social impact reporting."

Photography: Shift8*



"We're delighted with the progress we've made since working on our social impact alongside the team at UnLtd. Through our technology we've shown a 30% increase in the happiness of people living with dementia."

John Ramsay
Shift8* founder and CEO
shift8.co.uk

Supporting ventures like Shift8* in their aim to improve the wellbeing of those with dementia is a perfect fit for the Thrive programme. It builds on the learning from UnLtd's Big Venture Challenge work, which improved the lives of 1.24 million people across the UK and provided over £13m investment to the ventures involved.[14]



Transform Ageing
Between October 2017 and November 2018, UnLtd made 64 awards in Transform Ageing totalling £809,941 and provided 12 months of non-financial support to each social entrepreneur. In addition to supporting the development of new local enterprises, we worked with 11 ventures already delivering work in other parts of the country to come to the South West and scale up their innovation.



"We designed a programme of learning that is singing and learning combined, so no one is a beneficiary, everyone is a learner," Emma says. "So often, we're told that people with a disability are unable to learn, when the impact of someone engaging in adult learning is immense. It improves the health and wellbeing of each participant."

Emma Baines
Find Your Voice
findyourvoice.org.uk

Find Your Voice hitting the high notes

Find Your Voice is a thriving social enterprise with a focus on giving vulnerable people the opportunity to learn a skill, no matter their stage in life.

Their programmes enable adults to learn singing in multi-sensory sessions: "they're noisy, messy, chaotic and user-led," Emma says. "From session one we ask the group to lead us in what material they want to hear and sing."

Her early success, being commissioned to provide sessions to a cross-section of communities in London, gave Find Your Voice the potential to make a big impact, and an interest in scaling up. In 2018, Find Your Voice was awarded £50,000 through Transform Ageing to work with people in later life in the South West.

Find Your Voice conducted independent research in care homes that revealed many have a multitude of options for someone singing at them, but fewer where the residents can take part. The venture gives people the opportunity to learn something to a high standard – and not just the same old war-era songs usually offered. "Some adults want to hear glam rock! It's not about prescribing the music and songs, but about letting them take the lead," Emma says.

The organisation is now working with Learn Devon, to deliver programmes to adults living with disability in the county. Each year Find Your Voice reaches over 1,500 vulnerable adult learners of which 85% are over 65 and living with disability.

Photography: Find Your Voice and Ollie Dixon

Learning by Doing

For the first cohort of ventures we offered up to £25,000 per award, with the potential for match funding in the form of debt or equity. However, we learned that bringing an existing product or service into a new area can take as much work as setting up something new. For many ventures this proved tougher than expected.

Recognising they required significant expenditure upfront to establish in new areas, we increased the maximum award size to £50,000 and removed the match funding. Find Your Voice was one of the ventures who benefited from this change. When the award increased, they were able to take on public sector contracts and new work, safe in the knowledge they had the capital behind them to meet demand.

Supported by

COMMUNITY FUND

Design Council

UnLtd

South West Academic Health Science Network

CENTRE FOR AGEING BETTER



Resilient Communities

66

Local Champions and 30 Anchor organisations helped to support our place-based work in 2018/19.



This year we launched new support for people committed to transforming the places they live in, funded thanks to players of the People's Postcode Lottery. The four areas we are working in together are the South Wales Valleys, Stoke-on-Trent, Dundee, and Brighton. We are also continuing to create place-based change in a total of 29 areas with the support of Local Trust and the Millennium Awards Trust.

Supported by

MILLENNIUM AWARDS TRUST
FOUNDED BY THE MILLENNIUM COMMISSION
FUNDED BY PROCEEDS FROM THE NATIONAL LOTTERY

Local Trust | Big Local

PEOPLE'S POSTCODE LOTTERY

POSTCODE INNOVATION TRUST

From isolation to innovation

Across the South Wales Valleys social entrepreneurs are building a connected community and transforming their area.

The perception of the Valleys from those outside, is often one of deprivation, which is unsurprisingly not well received by those who live there. It is also only a fraction of the picture of the area. Local people are realising that there are many untapped resources and talent in South Wales, along with an enviable sense of pride in their community. Despite the system, and sometimes geography, being against them, talented people are using these assets to create social businesses, and make significant impact.

The Welsh thinktank, The Bevan Foundation, is a big supporter of social enterprise and social entrepreneurship in the Valleys. They say that, "social businesses tend to be more rooted in their local community...so there's far less risk of them upping and leaving and it also means more money circulating in the local economy. Second, they create local jobs and sometimes opportunities for people who find it difficult to get work." ✪



Greenstream Flooring

Rhondda Valley's Greenstream Flooring, a social enterprise based in Porth, recycle and sell reclaimed carpet tiles that would have gone to landfill. Ellen Petts, the founder, and her team have provided over 1.6 million tiles to people in need. They are now scaling up their online presence through eBay and supplying carpets to public bodies and housing associations.
findcarpettiles.co.uk

Thrive Award



Salvaged Creations Wales

Layton Jones runs a small craft company in Caerphilly. Salvaged Creations Wales uses recycled materials and repurposes them to make new, beautiful things. His venture aims to pass these skills on to other adults and children, teaching STEM skills, as well as reducing waste, and its harmful impact on the environment.

Do It Award

Me, Myself & I

Anita Tomaszewski's ethos for her venture Me, Myself & I is 'people helping people', offering individuals with early stage memory loss emotional support and opportunities to socialise in a relaxed setting. Through her Community Care Academy, she trains young people to go into homes and help those who live with dementia, making the job more rewarding. Anita wants to raise the bar for a better care system nationally.
mminpt.co.uk

Grow It Award

Rhondda Hub for Veterans

Annys Darkwa, founder of the Rhondda Hub for Veterans, which supports veterans with accommodation, has expanded to housing ex-offenders and homeless people as well. Offenders are 60% less likely to reoffend if they have somewhere to stay. Her team also provide mentoring support to strengthen this outcome. Annys' lived experience, tenacity and passion have enabled her to succeed.

Thrive Award

Navigation

Vera Jenkins, a member of Friends of the Navigation Colliery in nearby Crumlin, is making the most of its coal mining legacy. The Friends aim to bring the old mine buildings and surrounding land back into use. This includes sourcing renewable energy from the underlying mine water, training apprentices in mastering the technology, and creating jobs as a result.
thecrumlinnavigation.org

Grow It Award



Supporting the women of Hubb Kitchen

The women behind the Hubb Community Kitchen, whose cookbook, 'Together', supported by HRH The Duchess of Sussex and The Royal Foundation, have gone on to start community projects with expert help from UnLtd.

The Hubb Community Kitchen is a group of women who came together to prepare fresh food for their local community, following the Grenfell Tower fire tragedy. After the fire displaced so many people in North Kensington, some of the local residents needed a place to cook fresh food for their families. They began to use the kitchen at a local mosque, the Al-Manaar Muslim Cultural Heritage Centre, where they cooked for the local community.

They all shared the kitchen for a few days every week, preparing food and eating together. Word spread and more local people began to join in, embracing community spirit and supporting their neighbours in their time of need. They worked together to create a cookbook of favourite recipes, 'Together: Our Community Cookbook', with the support of The Royal Foundation.

As well as cooking, many of the women have used their drive and passion to launch further projects to benefit the local community and create lasting social change. UnLtd has provided a range of support for the women to get these ideas off the ground, including mentoring and financial support.

Their projects include English language teaching programmes, nutrition and wellbeing education, support for ex-offenders to reintegrate back into the community, and coaching to help women affected by the tragedy get back into work. ✪

"The Hubb Community Kitchen was created by a group of incredible women responding to a social need following a tragedy. The projects which evolved from the Hubb are a great example of female social entrepreneurs changing their community for the better."

Denise Ramsey
Director of Awards

Some of the social entrepreneurs we're supporting include:

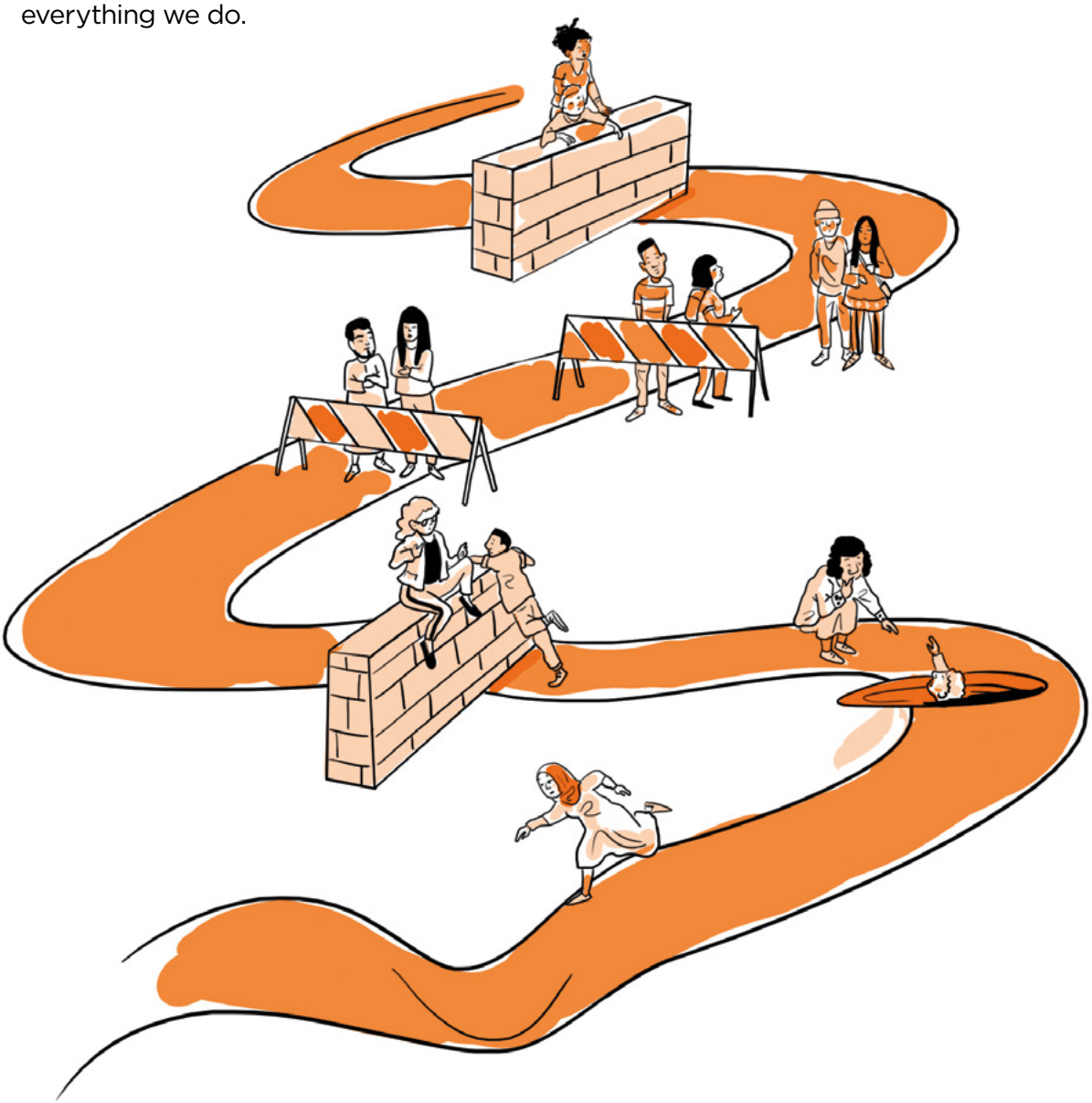
Leila Hedjem
Leila uses the Hubb Community Kitchen to offer freshly cooked meals for women affected by domestic violence. She's aiming to create an empowering and safe environment for people to come together through food and friendship.

Cherine Mallah
Cherine is concerned about childhood obesity. She is using the Hubb Kitchen to tackle the problem by educating families about nutrition, and creating healthy food and snacks.

Photography: Chris Jackson/Getty Images. **Aysha Bora and The Duchess of Sussex**

Innovating for inclusion

We are always striving to come up with innovative ideas to improve our support for social entrepreneurs. Here, we set out some new ways of working that puts inclusion at the heart of everything we do.



Application redesign: putting the needs of social entrepreneurs first

We recognised that the awards we make don't reflect the diversity of the UK, or provide a consistent experience for social entrepreneurs.

We set out to redesign our whole application process, and challenged ourselves to be inclusive, not just in design and accessibility, but also addressing why those furthest from our reach feel that UnLtd is not for them.

We brought in social entrepreneurs both past and present, to contribute to the testing phase, listen to tough questions and try truly new things. We are aiming to deliver a new process that is future-proof.

We now have 65 new application ideas from which we will pick some for piloting, then implement them in a phased approach from March 2020.

We are also starting a review of our support. We don't expect it to be perfect first time, but will continue to test and learn, ensuring everything we do is built around the needs of social entrepreneurs.

"We are changing the way we work and make decisions. We now aim for 30% of our awards to go to people with lived experience of the issue they are solving. In the year ahead we will continue to develop the work, and improve our support for leaders with lived experience."

Jami Dixon
Head of Research, Impact and Learning

Leadership should reflect the people it is set up to serve

We are committed to enabling people with first-hand experience of social issues, such as homelessness and addiction, to solve them. We call these people Leaders with Lived Experience (LLE). In 2017/18 we partnered with The Social Innovation Partnership (TSIP) on a pilot Initiative.

We worked with 30 individuals in Bristol and Birmingham with lived experience to define the systemic barriers they face in becoming leaders, and co-designing meaningful solutions.

This pilot helped us understand what it takes to work in a genuinely inclusive manner. There have been far-reaching implications for us as an organisation – for our culture, structures and people.

From this pilot we produced nine recommendations for anyone funding, supporting or delivering solutions for positive social change and justice.

Leaders with Lived Experience Recommendations

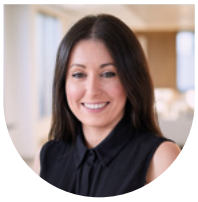
1. Fund and deliver more projects that have lived expertise at the heart of solutions
2. Embed lived experience throughout
3. Remember: not everyone with lived experience wants to be involved in leadership in the same way
4. Question the power and privilege in your hierarchy
5. Celebrate and share your impact but be mindful of creating a poster child based on the stories of others
6. Place LLE at the heart of design and delivery
7. Don't assume that someone has 'lived' their experience
8. Adjust to be inclusive of everyone's needs
9. Evidence the impact and learning from your work ✪



John Bishop
Evolve

John Bishop and Graham Morgan's vision is to ensure that every child receives the right support to achieve their potential, working with pupils in primary schools. UnLtd worked with industry experts, from healthcare, government and social investment, so Evolve could explore their concept for an innovative new style of public service commissioning, that would see them paid by multiple government departments for the value they create.

The venture has had support from UnLtd across many programmes, including as a participant on the Big Venture Challenge in 2015 and as an Impact Fund winner.



Cherie White
Think for the Future

Think for the Future's founder Cherie White works with young people in secondary schools to tackle social and emotional barriers to learning. Their behaviour and resilience mentors draw on lived experience to deliver sessions in schools. They offer a unique 'payment by results' model, so schools only pay for the impact that has been achieved.

We have provided a range of support to Cherie including specialist advice on financial modelling and business planning, drawing on experts from across UnLtd.

Enabling leaders of social change

In 2018 we started working with five exceptional social leaders who are attempting to address the root causes of some of the social issues we face in the UK, which require real systemic change.

We believe that the UnLtd Pioneers are brave, generous and resilient leaders with the vision and drive to create real change, but to succeed they will need personalised, flexible support. They'll need access to specialists and networks alongside the kind of funding that can support their short-term business needs and their ambitions for system change.

- **Cemal Ezel**, Change Please
- **John Bishop**, Evolve
- **Cherie White**, Think for the Future
- **Alex Smith**, The Cares Family
- **Immy Kaur**, Impact Hub, Birmingham

For example, Alex Smith, founder of The Cares Family, brought together young professionals and older neighbours to create bonding opportunities, improve wellbeing, and tackle isolation. Alex developed aspirations to get connectedness on the government agenda, resulting in the appointment of a Minister for Loneliness.

He plans to use the Cares model learning, in partnership with us, to inspire other social entrepreneurs to campaign and influence beyond core business delivery. Our in-depth support, including advice on measuring impact, development of his leadership team and mentoring support for staff, helped Alex focus on his vision of better-connected communities, across the UK.

We'll be working in partnership with these entrepreneurs over at least the next three years, and hopefully more like them, to create lasting and systemic change.







Photography: Barry Willis

A podcast telling pioneering stories: How Do You Solve A Problem Like..?

"You can't solve a social problem like loneliness with a medical or clinical solution. It has to be a social solution."

Alex Smith
Episode 1

"One of the children stood up and he said I'll show you, and he pointed to his stomach and said 'it hurts here'. I wrote the word 'hunger' on my office wall and vowed to do something about it."

Nathan Atkinson
Episode 3

UnLtd launched a mini-documentary series podcast for anyone concerned with the big problems facing society. Each episode tells the stories of two brilliant entrepreneurs using social business to solve these big social issues. Over the series, Cemal Ezel, John Bishop, Cherie White, Alex Smith, and many other guests talked about their work.

Are we facing a loneliness epidemic? How can the UK be struggling with both childhood obesity and hunger in our schools? What needs to change to stop knife crime?

Social Entrepreneur in Residence, Milly Chowles, travelled across the UK, to meet leaders of social change who have created social ventures. The podcast is a dose of optimism for people who believe the answers are out there.



Supportive Policy

Breaking down barriers to success

From bridging the gap in investment for social ventures to ensuring that they are part of government procurement processes, we are creating an environment where social ventures can succeed.

Influencing government

We stepped up our work influencing government and policymakers this year, responding to proposed policies and consultations that impact the people we support, and building relationships with MPs and civil servants to encourage positive change.

We are urging government and local authorities to put social value at the heart of decision-making processes on public sector procurement. They should make it transparent, flexible, and accessible, enabling social entrepreneurs to deliver key services.

We also welcomed the launch of the Civil Society Strategy. There's still further to go to ensure that people with ideas to tackle some of our most pressing challenges are able to fulfil their potential to do so.

An inclusive economy

UnLtd CEO Mark Norbury was appointed co-chair of the government's Inclusive Economy Partnership (IEP) this year. The IEP brings government, businesses and civil society together to collaborate on developing solutions to challenges we face in society. It's part of a movement to solve problems with new ways of collaborative working, and is led by a group of chief executives from organisations such as Accenture, National Grid, Nationwide and Unilever.

"There is so much we can do to tackle society's toughest challenges if we really put our minds to it. We know that social entrepreneurs have inspiring solutions to these challenges, informed by their own experience. As co-chair I am encouraging us all to be braver, bolder and more accountable in our vision for lasting change."

Mark Norbury
Chief Executive Officer, UnLtd

The Impact Fund

We've invested £1m from our Impact Fund to social entrepreneurs to help them grow their businesses and create greater impact. Set up in November 2017, it offers a blend of loan and grant between £50,000 – £150,000 alongside expert business support from UnLtd. It's specifically for businesses working to create more jobs and training for people furthest from the labour market, such as disabled people, migrants, refugees, or people with long-term health conditions.

We know that social entrepreneurs face challenges in accessing this level of funding and support. Chocolate manufacturers Harry Specters, tea company Nemi Teas, and fashion brand Birdsong are just some of the businesses to have received support.

UnLtd was able to set up the Impact Fund thanks to funding from the Growth Fund managed by Access – the foundation for social investment.

Photography: Remco Merbis







Mona Shah
Along with husband Shaz, Mona founded Harry Specters; an autism-friendly workplace, dedicated to crafting delicious (now award-winning) chocolates. In 2015, the company joined our Big Venture Challenge programme and the one-to-one support we gave them was crucial in getting forecasting and budgeting right. In 2018 they received £150,000 and support from the Impact Fund. They used their investment to employ a marketing manager and purchase new machinery for chocolate-making.
harryschocs.co.uk



Do It Award



Access to Employment

Helping local women enter the fashion industry

Joyce Addai-Davis' venture, Alpha Female Academy, draws on her fashion experience to equip others with the skills, knowledge and confidence for roles in the industry.

"The women I've trained, from a 14-year-old to a 50-year-old, have gone from doubting they could be part of an elitist industry, to gaining the confidence to present their work at hiring departments of major fashion houses."

Joyce Addai-Davis
Alpha Female Academy
avdlondon.com/alphaworkshops

Joyce studied at St Martin's College and Chelsea College of Art and Design, then worked in fashion in Thailand and Florence. But she is acutely aware that her path isn't possible for everyone, particularly women from low-income families – despite the fashion industry crying out for talented, creative and skilled workers.

We supported Joyce with a £5,000 Do It Award to start a business to change this, as part of East End Connect, a partnership between UnLtd and UBS, supporting social entrepreneurs in Hackney and Barking and Dagenham in East London.

At Alpha Female Academy, people learn pattern cutting, sewing and fashion illustration. A percentage of the profits from paid classes subsidise those for low-income women to gain skills which will allow them to make a living in the industry.

"A lot of these women are interested in fashion, but they don't see themselves in mainstream industry," says Joyce. She hopes to work directly with fashion houses that are looking for designers and provide routes to work.

Joyce says the support she has received from UnLtd in setting up Alpha Female Academy is much more than financial. She's been on leadership, marketing and sales courses, and was paired with an incredible mentor from UBS, Evelyn Bidenko, who's been invaluable.

"They equipped me with the skills and tools required to put together a strong social enterprise that will last."

UnLtd mentorship

Mentoring forms a core part of UnLtd's support offer. It has helped many of the social entrepreneurs we fund build sustainable ventures and have greater personal confidence. Support is brokered through UnLtd Connect, a community of business professionals and established social entrepreneurs who volunteer their time, skills and expertise for social entrepreneurs to build the skills and networks they need to succeed. In 18/19 UnLtd Connect worked with over 400 volunteers and reached 148 social entrepreneurs through a mix of mentoring and advisory support. The estimated value of this pro bono support was £639,090.

Supported by

UBS

Photography: Barry Willis



Thank you

The organisations and partners we've worked with this year have made an amazing difference to the social entrepreneurs we support.

Access Foundation
A&L Goodbody
Big Society Capital
Centre for Ageing Better
City & Guilds
Cooley
Debevoise & Plimpton
Design Council
DLA Piper
Esmée Fairbairn Foundation
Herbert Smith Freehills
Hogan Lovells
Johnson & Johnson
Local Trust
MacArthur Foundation
Mayer Brown
Mercers' Charitable Foundation
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National Lottery Community Fund
Orrick
PA Consulting
Players of the People's Postcode Lottery
The Royal Foundation
Salterbaxter MSL Group
Scope
Sheridans
South West Academic Health Science Network
Thomson Reuters Foundation/Trust Law
Thirty Percy
UBS
The Wildlife Trusts

"Working with innovative and dedicated entrepreneurs who are driven by the need to make a lasting impact on lives – and economies – is a privilege and we look forward to supporting those who share our vision."

Chris Jones
CEO of City & Guilds Group

We would also like to thank the generous individual donors who have supported our work.

Created by Henry Cann, Festus Akinsulire, Ally Mogg, and guest writers. Edited by Ruth Coustick-Deal and designed by Brand Ethos.

How to work with us?

We are continually seeking new partners to support social entrepreneurs. Contact our Director of Partnerships and Influence Nas Morley to find out more. **NasMorley@unltd.org.uk**

Endnotes

1 Includes all UnLtd programmes and impact streams.

2 Includes early-stage awards made, and ventures supported.

3 All comparison statistics are taken from Social Enterprise UK's 2017/2019 Impact Report, unless stated otherwise.

4 35% of UnLtd's awards in FY 18/19 were made in the most deprived 20% of UK areas. Based on IMD (Index of Multiple Deprivation).

5 UnLtd gave £1,835,984 in direct award-making in FY 18/19, not inclusive of investments via the Thrive or Impact Funds. The value of support was estimated using Award Manager time spent on direct support and workshops.

6 Impact Data is taken from UnLtd's End of Award Survey (max n=149) unless stated otherwise. Beneficiary numbers have been estimated from this sample.

7 Investment includes debt and equity reported in End of Award Survey (max sample: n=149) and Thrive Accelerator Survey (n=13).

8 Includes either turnover or beneficiary growth between application (baseline) and End of Award Survey (endline) data.

9 £1,100,000 was committed in FY 18/19 through UnLtd's Impact Fund. All payments have now been made.

10 Estimated using consultancy rates and pro bono figures from legal partners.

11 Data on the disability employment gap taken from research by Scope, 2018. www.scope.org.uk/media/press-releases/disability-employment-gap-barely-changed/

12 Figures for social value generated have been adjusted for average inflation.

13 Figures taken from research by the Alzheimer's Society. www.alzheimers.org.uk/about-us/news-and-media/facts-media

14 Figures taken from UnLtd's report 'Four Years of the Big Venture Challenge'

UnLtd

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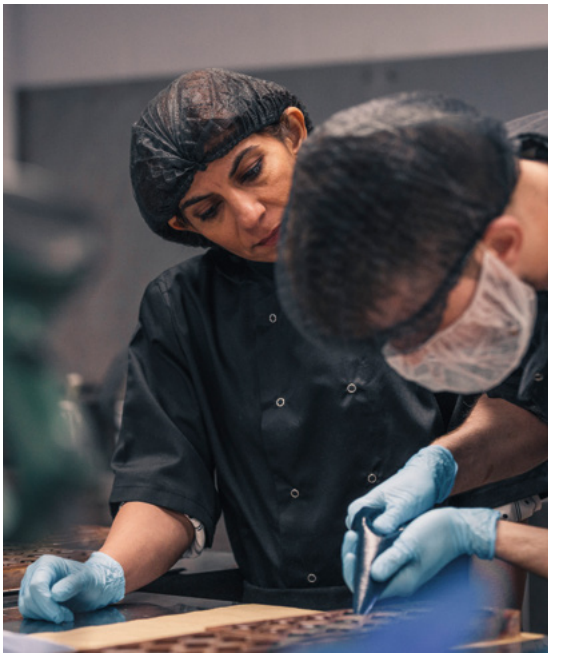
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Thank you to all our social entrepreneurs and partners for creating positive change. Find more stories at **unltd.org.uk**









Clockwise from the top: **The Magic Table transforming healthcare** on page 12; **award-winning chocolatiers** on page 25; **turning and teaching in Wales** on page 17 and **how food brings people together** on page 18