



Edinburgh
Social
Enterprise

ANNUAL REPORT
JANUARY
2020

Creating opportunity for
Social Enterprises to develop

Message from the Chair

2019 has been a challenging year for the sector. In a time of ongoing budget pressures ESE managed to maintain core support and develop new outcomes with local and national government in our role as a partner in the Third Sector Interface (TSI). Ongoing funding is still uncertain as we enter the next financial year and we will continue to explore new opportunities to generate income to support network activities.

We continue to work closely with the Social Enterprise Networks (SENs) and TSIs across the country, ensuring the voice of grassroots and small social enterprises is heard and has an influence on local and national strategy and policy.

In April, we launched the 4th Social Enterprise Strategy for Edinburgh since 2005. 'Enterprising Edinburgh; A Social Enterprise Strategy for Scotland's Capital City' is centred around the code* but recognises the wider social economy within which social enterprise is located, embracing and valuing the contribution to economic and social outcomes that the wider social economy collectively makes.

We ended the year with our biennial impact report. Increasing capacity to enable access to market opportunities is the top barrier in Edinburgh and ESE is working with a range of partners and through the Edinburgh and South East Scotland City Region Deal (ESECRD) to explore this

in more detail and try to increase resources to address this.

The strategy and impact report give us a basis to continue more focussed work on a number of key issues, i.e., procurement, supply chains, accessing markets and public awareness raising.



In 2020 we look forward to a bigger and better Social Enterprise Festival, renamed Social in the City, due to a move to a new home at Cornerstone in the heart of the city centre.

Thanks to our small but mighty staff team, all our partners, supporters, funders and members for another successful year!

Emma Galloway
Chair

Impact Report 2019

This year, we undertook our impact report in a different way, using the data captured by the national census to compare consolidated responses of all ESE members who completed the survey (52) and all response from Edinburgh (101) against the overall national findings. We will use these findings to inform support to members and wider sector and to influence local and national policy and strategy.

Key findings show that the top trading activities for our members and across Edinburgh as a whole is the 'arts and creative industries', with 'education, training and employment' second. Across our membership, Edinburgh as a whole and nationally the main beneficiary group reported was 'people with mental illness or mental health problems'.

ESE members reported that they trade with a wide spread of customers, with reports showing that they sell to public sector (60%), private sector (60%), third sector (66%) and general public (82%). 35% of our members reported that their market extends to local authority level, which is on par with wider Edinburgh and Scotland as a whole.

There was very little variance between our members and wider Edinburgh with 'lack of time/capacity to develop trading potential' being the top barrier, with increasing costs second highest for our members.



Membership

ESE has 4 membership categories. Full members meet the criteria of the code* and continue to be the majority. Full details of membership criteria and how to join can be found on our website



Member Type

- Full Member 83%
- New and Aspiring 12%
- SE Partner 1%
- Student 4%

*Voluntary Code of Practice for Social Enterprise in Scotland <http://www.se-code.net/>

Achievements and Performance

Launch of 'Enterprising Edinburgh: A Social Enterprise Strategy for Scotland's Capital City'

ESE is the lead organisation for the Strategy, which launched in April 2019.

New Membership Categories

We reviewed the membership benefits and categories to suit an ever evolving and growing sector with varying support needs. New branded packs were sent to all full members with access to a new online members area.

Network events

We covered a wide range of topics including: funding and finance, which involved a collaboration with key industry advisors from the Big Issue, Charity Bank, First Port and The Edinburgh Trust; Travelling Chief Executive with ACOSVO and a network event collaborating with SenScot at the brand new Broomhouse Space and Hub to get feedback on the National Social Enterprise Action Plan. The year concluded with a breakfast event highlighting Edinburgh's Social Enterprise impact based on data from the national Social Enterprise Census.

Study tours

Our members study tour to Loch Arthur proved to be highly successful and educational with an extensive tour and introduction to this inspiring social enterprise in Dumfries.

International Connections

We presented to the European SEN conference in Edinburgh, hosted a study visit for Eastern European students from the John Smith Trust - introducing delegates to member organisations and giving them an insight into the Social Enterprise Sector in Edinburgh. We again ran a workshop for students from Beijing University during their exchange programme with Edinburgh University Business School. Finally, we met academics from US and South Korea interested in developing study tours in 2020 and colleagues from Adelaide SEN.

City Region Deal

We have helped lead development of the new Regional Enterprise Council and will have a key role to support social enterprises and the wider third sector across the region to influence the emerging Regional Growth Framework and influence future policy thus increasing opportunities for the sector.

Development of Senior Coaching Programme

We were delighted to launch our executive coaching programme. The pilot received very positive feedback and the programme is now being extended.

Geotourist App

Geotourist became an ESE Partner member and offered all full ESE members the opportunity to be on the 'Discovering Social Enterprise' walking tour. An award-winning app - giving members the opportunity to reach a different customer base and showcase Social Enterprise in Edinburgh.

Social Enterprise Markets

We ran a Festive Market at City of Edinburgh Council Headquarters in partnership with Business Gateway. This helped to profile a variety of organisations and introduce the public to new products and services, as well as learn about the ethos of Social Enterprise.

Buy the Good Stuff and Doogie's 5th Birthday

City of Edinburgh Council sponsored our Buy the Good Stuff brand again and funds were used towards Social in the Gardens, markets and awareness raising at SE World Forum. Doogie promoted the brand and raised awareness of Social Enterprise. Forth Valley SEN, which covers 3 local authority areas, formally adopted the BTGS brand with a signing at the Enterprising Edinburgh Strategy launch.

Financial Snapshot

ESE receives grants from Scottish Government and City of Edinburgh Council to fund core costs of the organisation and the Buy the Good Stuff brand. Any additional activities and events are funded via monies raised for specific projects. As such, ESE holds some restricted funds where the donor has stipulated the use for which the funds must be used. We currently hold 6 months running costs in reserve as a minimum.



	2018/19	2017/18
Income	164,400	105,662
TSI (Scottish Government)	71,661	66,428
CEC	13,000	13,000
Trusts/grants	10,000	21,500
other	69,739	4,734
Expenditure	159,690	111,266
Core TSI services	84,661	79,428
projects	75,029	31,838

Thanks

We would like to thank our member organisations and the individuals who support the **Edinburgh Social Enterprise Management Committee**.

We also send a special thanks to all our partners, staff and volunteers.

Our funders

Thank you to our funders who help support the ongoing growth and development of the network.

Scottish Government

City of Edinburgh Council

Contact Us

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📘 Edinburgh Social Enterprise



**Social enterprises
plough mOnster
profits back into
the community**

Creating social change through connection and collaboration.

 Edinburgh
Social
Enterprise

Supporting, Promoting and
Developing Social Enterprise