Social Entrepreneur of the Year shortlist announced

- Lloyds Bank and Bank of Scotland Social Entrepreneurs Programme unveils shortlist of five entrepreneurs in the running for £10,000 Award
  - Online voting opens today

Embargoed until 00:01hrs, Monday 16 September 2013

Five entrepreneurs graduating from the 2012/13 cohort of the Lloyds Bank and Bank of Scotland Social Entrepreneurs Programme have today (Monday 16 September) been named on the shortlist for its Social Entrepreneur of the Year Award.

The shortlist highlights a terrific range of entrepreneurial ideas – from a dry bar in Liverpool to projects diverting waste (including children’s clothes which are then distributed to the community) and a programme providing youth anger management classes. Each of the five social entrepreneurs has seen significant developments to their business since being enrolled on the programme last autumn.

The five finalists on the Social Entrepreneur of the Year shortlist, who are in with the chance of winning the £10,000 Award, are:

- **Ellen Petts** – Greenstream CIC: supports low income families and small businesses with low cost flooring via its national re-use/recycling services of otherwise discarded carpet tiles

- **Jacquie Johnston-Lynch** – The Brink: a Liverpool-based bar with no booze; trailblazing recovery social enterprise revolutionising how people eat, drink, have fun and socialise through community, creativity, connection and care

- **Martin Hogg** – Citizen Coaching CIC: helps adults and young people achieve more fulfilled lives (84% report significant change) and better relationships through powerful online and live coaching and counselling. Help to place an anger management coach in every British school

- **Tom Ravenscroft** – Enabling Enterprise: is a team of teachers working with top businesses to bring enterprise into the school timetable. As a result, children leave school with the employability skills, experiences of work and aspirations to succeed

- **Tracy Murdoch** – Kidzeco: a unique social enterprise supporting families and enhancing social cohesion within the community, through a range of affordable and accessible products and services; educating and maximising reuse for the benefit of our environment
Voting opens today, at www.the-sse.org/SEYA, and closes on 18th October. The winner of the 2013 Social Entrepreneur of the Year Award will be announced on the evening of 25 October at a ceremony in London.

Speaking on behalf of the Group, Graham Lindsay, Group Director, Responsible Business at Lloyds Banking Group “As the Lloyds Bank and Bank of Scotland Social Entrepreneurs Programme nears its first year of completion, we are looking forward to awarding one successful social entrepreneur the title ‘Social Entrepreneur of the Year’.

“Through our first cohort, who will graduate from the programme next month, we’ve seen some great examples of projects that are bringing tangible benefits to communities, individuals and the environment; the entrepreneurs behind these projects have real potential to deliver a positive impact on society and we are proud to support them in helping Britain prosper. Many congratulations to Tom, Jacquie, Martin, Ellen and Tracy; and good luck.”

Alastair Wilson, CEO of the School of Social Entrepreneurs, said: “The finalists for the Social Entrepreneur of the Year Award are a fantastic showcase of the talent and innovation emerging from social entrepreneurs across the UK. It’s been captivating to watch Jacquie, Tracy, Tom, Martin and Ellen scale their organisations over the last 12 months and I’m excited to see what the future brings for them and equally, what they bring to the future.”

Launched in April 2012, the Lloyds Bank and Bank of Scotland Social Entrepreneurs Programme provides both financial support (grants from between £4,000 - £25,000) and comprehensive learning support including a business mentoring scheme. The partnership with the School of Social Entrepreneurs sits right at the heart of the Lloyds Bank and Bank of Scotland’s business strategy to Help Britain Prosper. The programme is designed to support social entrepreneurs in communities and, through them, help stimulate economic growth and regeneration across the UK.

This autumn, the first cohort – of 154 social entrepreneurs from across England and Scotland – will graduate from the programme, and in November 2013 the programme will almost double with 295 entrepreneurs enrolling for the 2013/14 cohort.

To vote for one of the five Social Entrepreneur of the Year Award finalists, visit: www.the-sse.org/SEYA

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Notes to Editors:

About the Lloyds Bank and Bank of Scotland Social Entrepreneurs Programme
The partnership with the School of Social Entrepreneurs sits right at the heart of the Lloyds Bank and Bank of Scotland’s business strategy to Help Britain Prosper. It is one of their flagship programmes designed to support social entrepreneurs in communities and, through them, help stimulate economic growth and regeneration across the UK.

The School for Social Entrepreneurs (SSE) has 16 years of experience designing and delivering action learning programmes for social entrepreneurs. SSE currently delivers programmes in 12 UK locations and has international schools in Canada and Australia.

Launched in April last year, the Lloyds Bank and Bank of Scotland Social Entrepreneurs Programme provides both financial support (grants from between £4,000 - £25,000) and access to a comprehensive learning support programme including a business mentoring scheme. Over the next five years the programme, which is also supported by The Big Lottery Fund, will support around 1,300 social entrepreneurs to Start and Scale innovative social organisations.

About the Social Entrepreneur of the Year Award shortlist

The following have been shortlisted for the Lloyds Bank and Bank of Scotland Social Entrepreneur of the Year Award:

- **Greenstream Carpets CIC** was started by **Ellen Petts** in 2008 with the vision of maximising the benefit to the community in Rhondda in Wales, via the diversion of carpet tiles from landfill. Large firms pay them to take away their (generally unworn) carpet tiles. These are then sold at an affordable price to individuals and families on low incomes.

  They have diverted 200 tonnes of waste from landfill by selling over 250,000m2 of reclaimed carpet tiles that would otherwise have been sent to landfill or incinerated. At the time of application, they had created two full time and two part time jobs, six temporary posts and had trained 15 volunteer for placements over two years, creating opportunities for long-term unemployed people to work in their warehouse. The also benefit those who are housed in properties either through the local council or housing association, which often do not have any flooring. Their trading income had risen from 20% in 2009-10 to 75% in 2011-12.

- **The Brink** is a place to eat, drink, hang out and meet up – without the booze! Established in 2011, by **Jacquie Johnston-Lynch**, The Brink is the UK’s first dry bar, providing a cultural and social space for people in recovery from alcohol addiction alongside the mainstream public without the pressure of drugs and alcohol. They are based in Liverpool, which has the highest number of admissions to hospital with alcohol related incidents in the UK.

  The Brink is saving the local Primary Care Trust large amounts of money by pumping its profits directly back into the community to provide support and access to treatment to those with alcohol addiction. It employs a number of staff and volunteers who have a history of substance misuse problems and/or criminal records and who would otherwise find it difficult to seek employment. They also work closely with local artists, musicians, poets and performers to put on a wide range of events, and provide room hire for organisations such as Alcoholics
Anonymous, through which income is generated. Further income also comes from sponsorships.

Jacquie’s plans included investigating franchising models to explore significant number of opportunities on offer to open similar venues elsewhere, and to undertake Social Return on Investment research.

- **Citizen Coaching** was set up by Martin Hogg in 2005 with the aim of enabling better relationships at home and work by providing:
  - affordable counselling with no waiting lists
  - coaching for personal development
  - peer mentoring programmes for anger management
  - support to recover from drug and alcohol addiction and depression

As well as helping a range of adults and young people, individuals and organisations in the private, statutory and third sectors, Citizen Coaching engages employees, volunteers and interns that are disadvantaged in the workplace through long-term unemployment, disability or previous discrimination.

They have a contract of £20,000 with the Home Office to run anger management programmes for young people, though around 90% of their income is traded. Income is earned via digital media services to local businesses which enables Citizen Coaching to train local people who are digitally excluded. Martin’s plans focus on franchising their anger management and counselling services across the UK and developing their online anger management programme.

- **Enabling Enterprise** was set up by Tom Ravenscroft in 2009 in response to a realisation that students were leaving school without being adequately prepared for ‘real life’. Enabling Enterprise works to ensure that students leave school equipped with the skills, experiences and aspirations to be successful.

Their programmes help teachers by integrating skills development into different areas of the curriculum and ensuring the development of subject-specific skills – like using shape work and modelling – and enterprising, for example, working in teams, turning ideas into plans, giving presentations and communicating effectively.

In 2010-11, Enabling Enterprise supported 3,630 students with the involvement of 132 teachers across 35 programmes. Thirty-six per cent of the income was from grants and donations and 66% from traded income. Plans included leadership training to support the expansion of the organisation and work to strengthen the business model to widen their social impact.

- **Kidzeco**, set up in 2009, is a unique social enterprise in Bathgate, a significantly disadvantaged town in West Lothian. Tracy Murdoch established Kidzeco to benefit children and families in West Lothian, as well as the environment. It offers various services including:
  - a shop selling excellent quality recycled baby and children’s goods at affordable price
  - a parenting room that promotes breastfeeding in the local community
  - a ‘Fun with Fabric’ project that teaches new skills in arts and crafts, where volunteers make sellable items from recycled fabric and yarn
• a multi-purpose Community Room where numerous activities take place from baby and
toddler groups to kids parties

To date, Kidzeco has diverted over 20 tonnes of baby and children’s goods from landfill,
provided over 50 voluntary opportunities, employed 11 people in two years and had a £52,000
turnover in the first year. In 2010-11, 59% of their income was traded from sales, course fees
and room rental. The rest was in the form of grants.

To vote for one of the five Social Entrepreneur of the Year Award finalists, visit: www.the-
sse.org/SEYA

Voting opens on Monday 16 September and closes on 7th October 2013. The winner will be
announced at a ceremony in London on the evening of Wednesday 25 October 2013 and will
receive a prize of £10,000.