

East Sussex Social Enterprise Identification and Mapping Survey 2007

Introduction

One of the key limitations in developing support for social enterprises in East Sussex is that there is no single database of those that exist, partly due to the fact that there are varied definitions of social enterprise. Consequently, providing tailored assistance and mutual support is currently both problematic and limited.

In order to alleviate this problem, the East Sussex Social Enterprise Network (ESSEN) sought to identify all social enterprises and their characteristics across East Sussex through the use of an on-line survey. The East Sussex Social Enterprise Network is a partnership of public, private and voluntary sector organisations that have come together to improve and develop the support services provided to social enterprises within East Sussex.

The organisations currently within the East Sussex Social Enterprise Network include:-

- Action in rural Sussex
- The Hastings Trust
- Hastings and Bexhill Economic Alliance
- University of Brighton
- Bexhill Community Partnership
- Rother Voluntary Action
- East Sussex Economic Partnership
- Community Development Trusts
- East Sussex Local Authorities
- Sussex Community Internet Project (SCIP).

Once identified social enterprises could be incorporated into the existing network with a view to strengthening the linkages between social enterprises as well as identifying their support needs. This will also assist in raising the profile of social enterprises in East Sussex amongst funders, government bodies and potential customers.

By coming together in a more substantive network it is hoped that it will be possible to raise the profile of social enterprises which is of mutual benefit to all. Whilst this is the key aim of the survey, the gathering of this information will allow needs in the operation of social enterprises to be identified, particularly in the area of training, advice and best practice.

The survey was designed to gather information from which it is possible to develop a database of social enterprises within the county. This will then be used

by the existing members of the ESSEN network to deliver support and development needs as identified or requested within the survey data, both for those enterprises that are already part of the network and those that are newly identified.

Aim:

To develop an East Sussex database of social enterprises.

Objectives:

- To identify social enterprises in East Sussex.
- To collect operational information, development needs and advice/training requirements for these organizations.
- To collate information from the survey and identify trends.
- To develop a searchable database of key information.

Methodology:

The survey comprised an online questionnaire that was delivered through Survey Monkey, an on-line surveying web-site that allows data to be entered and the responses automatically collated. The development of the survey in this form was co-ordinated by staff from the Sussex Community Internet Project who developed and maintained the survey over its lifespan.

The survey itself was designed and developed by Action in rural Sussex with the assistance of a steering group of ESSEN members. Guidance was offered by Brighton and Hove Business Community Partnership who have previously conducted a similar mapping exercise.

The survey itself consisted of 46 questions aimed at gathering a range of information on the respondent. These focused primarily on the characteristics of the social enterprise, an integral part of which was allowing respondents to determine whether they considered themselves a social enterprise and by their responses whether they were. Other sections investigated the legal status and form of the operation, its social aims and beneficiaries, incomes source and business activity, staffing, partnerships and networking, and finally support needs.

In order to gather responses, the hyperlink for the on-line survey was distributed by e-mail to all known contacts and networks identified by existing members of the ESSEN network. The invitation to complete the survey was cascaded through the different networks to which individual members of ESSEN were affiliated or linked to. This was co-ordinated so as to maximise the number of social enterprises identified without leading to numerous invitations being received by the same individual/organisation.

E-mail recipients were also asked to forward the invitation to any additional organisations that they were aware of that may be classified as social enterprises. This served to maximise the identification of social enterprises, particularly those which were relatively new and previously unknown to existing members of ESSEN.

The e-mail contained an explanation of the survey, and what it was aimed at achieving. Recipients were then given the opportunity to choose to complete the survey and identify themselves as social enterprises according to the characteristics identified in the survey form.

Findings:

The survey obtained 40 responses, of these 38 completed the survey in full. The organisations that provided responses are listed below:

Sussex VCS Learning Consortium
Hastings Trust
Hastings and Area Community Transport Services
Common Cause co-operative
Community Transport (Brighton, Hove & Area) Ltd
Cuckmere Community Bus
The Etchingam Community Shop Association Ltd
Fresh IDEas Network
Newhaven Community Development Association
The Community Fruit and Veg Project
Training Assessment Progression
Sussex Careers Ltd
The Gilbert Estate, Beachy Head
Federation of Small Businesses
East Sussex Disability Association Inclusion Enterprise
Crowhurst Village Market
Winchelsea Little Shop Association Ltd
Hastings & Rother YMCA
Uckfield Regeneration Partnership
Action in rural Sussex
Furniture Now!
Beech Hill Farm
EDEAL
ARRC LTD
Decoda
MJM Access
Kingston Parish Council
EDMA
DFB Care Ltd
Pestalozzi International Village Trust

Hastings Furniture Service
 Ten Sixty Six Enterprise
 Capitalise Business Support Limited
 Visionary Soap Company Ltd
 The Food and Mood CIC

Outlined below are the responses provided to each numerical questions asked within the survey.

1. Trading activity – Are you directly involved in producing goods or providing services to a market? e.g. run a shop, sell goods or services, including to public sector organisations, provide training, or generate a membership.

Yes	37	No	3
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2. Social Aims – Do you have an explicit social, community and/or environmental aim such as training, the provision of local services or facilities or job creation?

Yes	39	No	1
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3. Trading surplus re-invested – Are you profits/surpluses principally reinvested to achieve your social objectives?

Yes	37	No	3
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4. Partnership based – Are you currently engaged in or intending to develop partnerships with businesses, statutory/public organisations or community groups? Do you receive in kind resources from other organisations, businesses or public sector bodies? You may have a particular arrangement with local government such as reduced rates or leases.

Yes	34	No	6
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5. Enterprise Orientation – Are you intending to increase your trading activity in the next 3 years? Do you have a culture that is business oriented? Your enterprise activities may be very small now but you may have ambitions to develop these.

Yes	35	No	5
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6. Local – Are your social beneficiaries and business activities in the same geographical area? This question is intended to ensure that we can distinguish between local social enterprises and those that are national and international organisations.

Yes	35	No	5
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15. Legal Status

Legal Status	No. of responses
Community Interest Company	1

Company Ltd by Guarantee	22
Company Ltd by Shares	1
Co-operative	0
Industrial and Provident Society	3
Public Ltd Company	0
Sole Trader	3
Unincorporated Association	4
Other	6

17. Are you a registered charity?

Yes	16	No	24
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18. What is the primary social purpose of your organisation?

Social Purpose of Organisation	No. of responses
To provide advice or guidance to individuals or organisations (including mediation and counselling)	3
To provide community facilities or services	6
To advocate for the rights of a particular group	1
To provide education or training	2
To promote sustainable use of the environment (inc. recycling)	0
To provide employment/skills training for disadvantaged or excluded groups	2
To provide services for people with disabilities	5
To provide services for a particular group/people	4
Childcare, Young People's services	1
Community Development (inc. citizenship and cohesion)	2
Health Promotion	2
To promote the arts and cultural development	0
Transport	3
Other	7

19. Who are the social beneficiaries of your organisation?

Social Beneficiaries of Organisation	No. of Responses
Alcohol, Drugs and Substance abusers	5
Black and Minority Ethnic People	9
Children and Young People	17
Community Wide	29
People with Disabilities	19
Older People	19
Families	10
Homeless People	4
Lesbian, Gay, Bi, Transgender People	5
Disadvantaged Men	5

People with Mental Health Problems	11
Prisoners and Ex-Offenders	5
Refugees and Asylum Seekers	7
Rural Community	15
Unemployed People	12
Disadvantaged Women	12
Other Organisations	12
Other	14

20. In which business sector does your primary income raising activity take place?

Primary Income Raising Activity	No. of Responses
Advice	6
Agriculture, Horticulture	5
Care	3
Construction, Engineering, Architecture	1
Culture	1
Education and Training	11
Entertainment	0
Environmental Services	1
Financial Services, Banking, Accounting (including credit unions)	2
Food and Drink	5
Graphic Design	0
Health	5
Housing and Property	3
IT and web design	0
Legal	0
Manufacturing	1
Mediation	0
PR, Marketing, Media	0
Publishing and Printing	0
Religion	0
Retail	3
Sport and Leisure	2
Tourism	3
Transport	4
Waste and Recycling Services	2
Other	12

22. What is your total approximate annual turnover?

Total Approximate Annual Turnover	No. of Responses
Less than £25,000	5
£25, 001–£50,000	4

£50,001-£100,000	5
£100,001-£150,000	3
£150,001-£200,000	2
£201,000-£250,000	2
£250,001-£500,000	5
£500,001-£750,000	2
£750,001-£1 million	1
More than £1 million	8

23. Do you expect trading income to increase in the next year?

Yes	30	No	10
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24. How many full-time staff work in your organisation?

25. How many part-time staff work in your organisation?

26. How many volunteers work in your organisation?

27. How many volunteer posts are there in your organisation?

28. How many paid staff are there in your organisation?

Staff Characteristics	No. Identified
No. of full-time employees	397
No. of part-time employees	279
No. of volunteers	1790
No. of volunteer posts	2162
No. of paid staff from under-represented groups	308

29. Please specify which groups these staff come from?

Background of employed staff	No. of Responses
Disaffected young people (16-25)	3
Older people (50+)	11
Ethnic Minorities	8
Homeless people	1
People with disabilities	8
Ex-offenders	2
Refugees	2
Substance misusers	1
People living in deprived areas	1
Women	19
Other	3

30. Do you offer work-placements or work experience?

Yes	21	No	19
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32. Do you offer formal qualification training?

Yes	12	No	28
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33. Which membership organisations are you involved in?

Membership Organisations	No. of Responses
Action in rural Sussex	11
Chamber of Commerce	10
ChangeUp	3
Charity Shop Network	1
Community Development Association	1
Community Recycling Network	3
Co-operatives UK	3
Council for Voluntary Services (CVS)	9
NCVO	2
ProfitNet	9
Soil Association	4
Sussex Enterprise	16
Other	20

34. Would you be interested in involvement with the East Sussex Social Enterprise Network?

Yes	30	No	10
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35. Are you interested in involvement in a social enterprise directory? (This will be for clients and customers in East Sussex, as well as for a procurement guide for local businesses and statutory bodies).

Yes	27	No	13
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37. Do you need support in understanding and accessing procurement and contracting from the public sector?

Need now	Need in the future	No	Don't Know
10	6	13	11

38. Do you need support in developing appropriate legal or management structures and corresponding good practice?

Need now	Need in the future	No	Don't Know
6	7	16	9

39. Do you need support in measuring and promoting your social impact?

Need now	Need in the future	No	Don't Know
9	10	9	12

40. Do you need support with business planning and/or business development?

Need now	Need in the future	No	Don't Know

9	6	15	10
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41. Do you need support to provide or manage work placements?

Need now	Need in the future	No	Don't Know
1	8	20	11

42. Do you need support to build partnerships with businesses and other social enterprises?

Need now	Need in the future	No	Don't Know
10	7	12	11

44. Are you happy for this information to be used in the development of an East Sussex Enterprise Network?

Yes	No
33	7

45. Do you want this information to be kept confidential?

Yes	No
15	15

46. Would you like to be informed of the results of this survey?

Yes	No
33	7