

## INNOVATION SUPPORT WITHIN THE AMPLIFY LEEDS PROGRAMME

The Young Foundation, Leeds City Council and The Joseph Rowntree Foundation have come together to work with the people and organisations of Leeds to identify new opportunities to tackle inequality across the city and to help reshape the local social contract.

Building on the Council's concept of Civic Enterprise, *Amplify Leeds* is the public facing part of our *Socially Sustainable Leeds* programme which is bringing people together from every walk of life – from business leaders to local community groups – to identify and bring to fruition new ideas that can help build a more socially sustainable Leeds.

Through a combined approach of research and social innovation, we will build a deeper understanding of the nature of inequality in Leeds and bring people together in the creation and implementation of projects and ideas which will deliver a positive future.

Identifying and supporting innovations is the heart of our programme in Leeds. We will be running our **Accelerator programme** in Leeds throughout October to December 2015 providing social innovators and entrepreneurs with free training, coaching and mentoring designed to help them to develop, test, sustain and scale their innovations in Leeds, and to begin to impact upon inequalities in the city.

We are really excited that our social innovation programme has already attracted additional support from the Centre for Justice Innovation and the Rank Foundation. We are particularly interested in identifying innovations which are capable of impacting upon outcomes in the following areas;

- Health and well-being
- Financial exclusion
- Criminal justice
- Gender

This leaflet provides an overview of our innovation support approach. For further details please contact Nat Defriend, Programme Manager ([nat.defriend@youngfoundation.org](mailto:nat.defriend@youngfoundation.org)), or Stuart Thomason, Head of Venture Development ([stuart.thomason@youngfoundation.org](mailto:stuart.thomason@youngfoundation.org)).

# ACCELERATOR OVERVIEW

The Accelerator helps models of social innovation to secure the additional finance they need to grow. This may be through social investment, delivering contracts or grant funding. We seek to support a cohort of 15 individuals / organisations.

We do this in 2 parts:

**PART A. A formal taught curriculum, which is complemented by 3 layers of support:**

- 1. A financial coach**
- 2. A strategic advisor (mentor)**
- 3. Support from a critical friend (the Young Foundation)**

**PART B. An investment readiness service**

- 1. 1:1 support to secure investment deals**
- 2. Brokering relationships with investors & funders**



In Leeds we will be using the networks and contacts we establish in our localities and across the city to identify **new social entrepreneurs** and **small scale ventures** to benefit from our support.

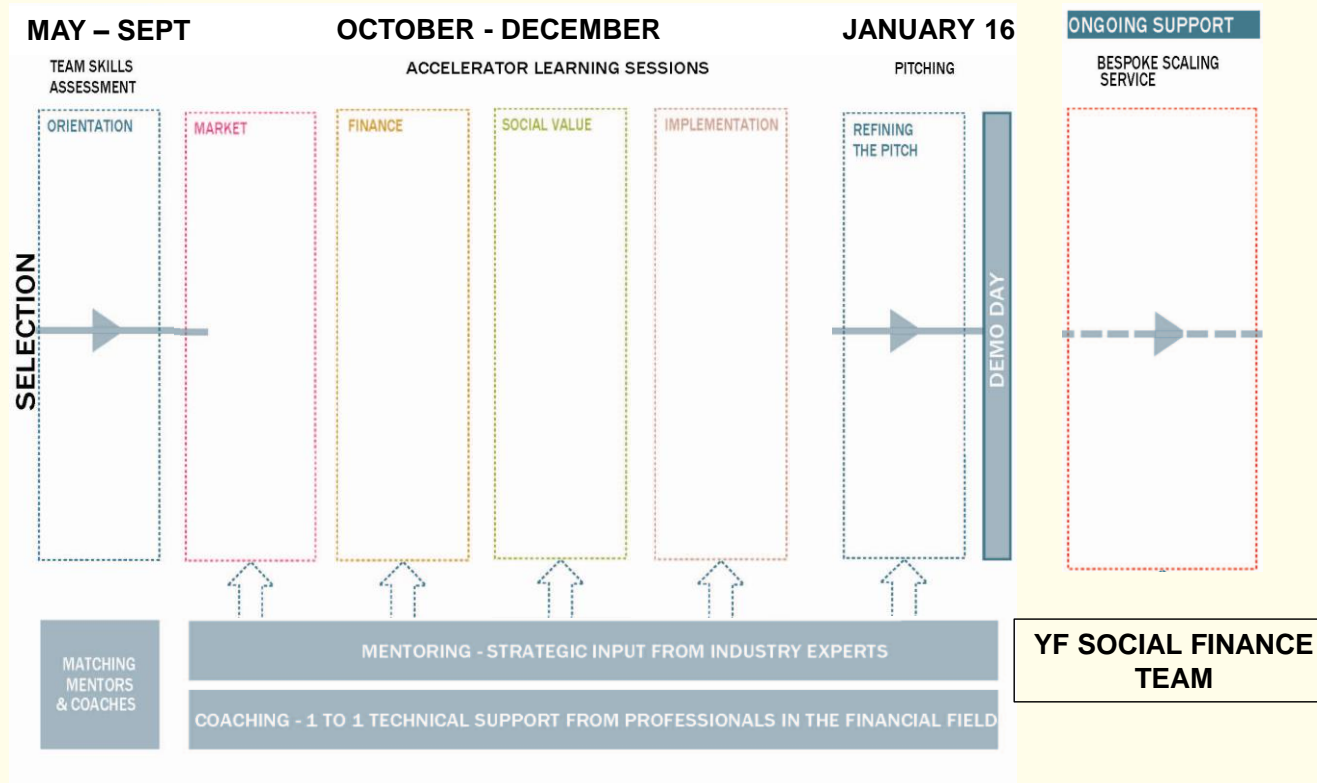
The people and organisations we support will be those whose purpose **aligns with the themes** arising from our research and community engagement.

They will be propositions whose mission holds **the potential to combat structural inequalities** in Leeds.

They will range from people **with great ideas** to projects with a tested proposition **ready to be taken to market**.

The aim of the support is to place projects in a position **make their case persuasively to funders** and ultimately to secure ongoing investment and sustainability.

# ACCELERATOR PROCESS - LEEDS



The Accelerator provides business support to accelerate the growth of social ventures.

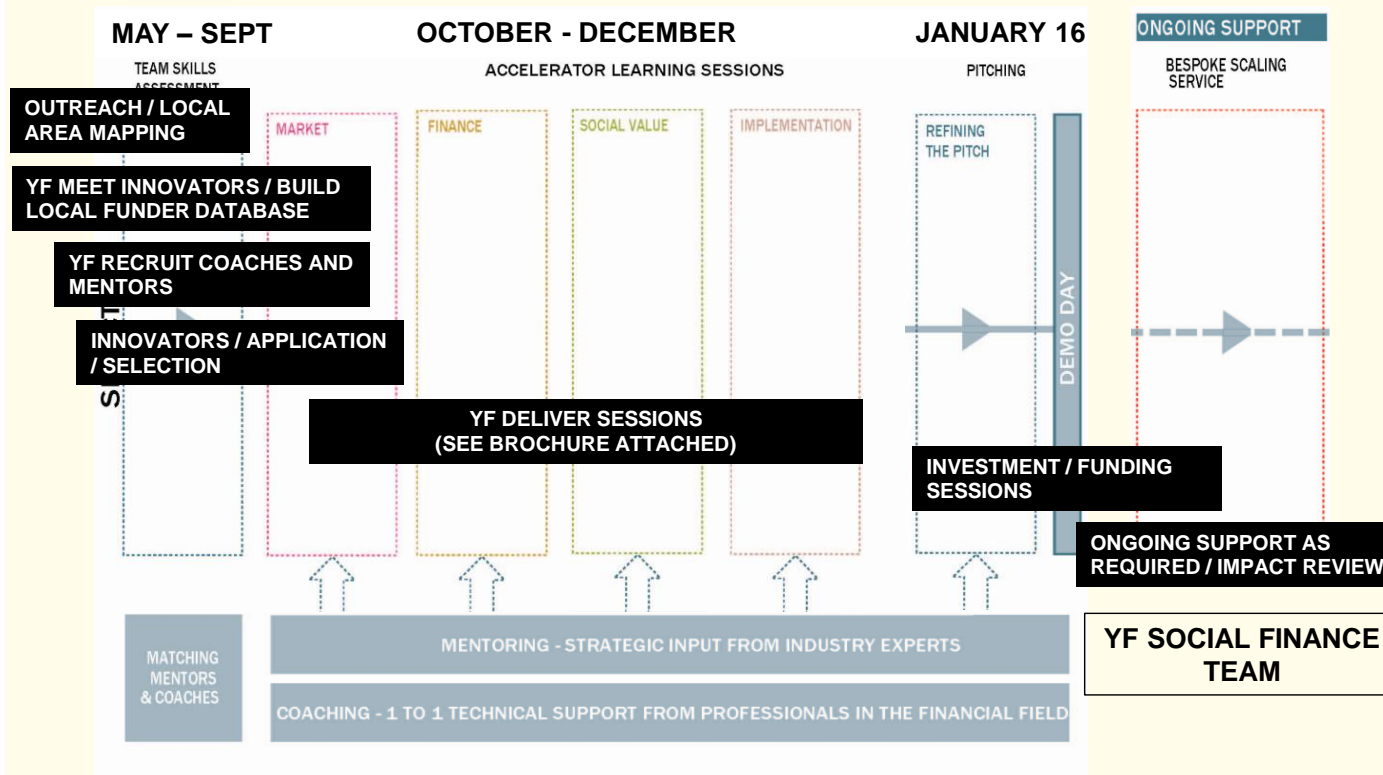
This is delivered through a combination of:

- A formal taught curriculum: up to **12 structured workshops** based on our unique 'Social Business Model Canvas' model.
- A bespoke '**investment readiness**' service: we help social entrepreneurs to build relationships with investors, customers and commissioners in order to access the finance they require

The Accelerator focusses on the 4 areas of *Market*, *Finance*, *Social Value*, and *Implementation*.

More information and a full outline of the programme content is available by following [this hyperlink](#) (or by visiting the relevant page of the Young Foundation website).

# ACCELERATOR PROCESS - LEEDS



In Leeds we will be working hard in June, July and August to recruit:

- people and organisations who could benefit from the support
- potential sponsors of the Accelerator
- organisations and people willing to commit time and resource as **mentors and coaches**

Those ventures taken forward for the Accelerator will be selected in late September on the basis of their fit with the themes arising from our research, and their ability to respond to **the priorities of communities and stakeholders in Leeds.**

Following the delivery of the taught curriculum between October and December, the Demo Day will be held in the New Year 2016 accompanied by **bespoke support to scale ventures** to new parts of Leeds and to new beneficiaries.



The Accelerator is brought together in the **Strategic Business Review and Demo Day**.

The Strategic Business Review is an intensive practical session designed to help participants **perfect their pitch** to potential funders. Using business coaches and guests from a range of professions, participants receive a **diverse range of expert opinion** and constructive feedback on their projects and plans.

Demo Day is the chance for each venture to present their finalised **pitch to a range of grant funders, investors, commissioners and buyers**. We ensure that market leaders in fields appropriate to each venture are carefully matched to meet the needs of each organisation.

# OUTCOMES

The Accelerator helps models of social innovation to secure the additional finance they need to grow. This maybe through social investment, delivering contracts or grant funding.

## PART A.

1. **48 Hours of financial coaching per innovation (total of 720 hours of support)**
2. **12 Hours of mentoring – (total of 180 hours)**
3. **Support from a critical friend (the Young Foundation)**

## PART B. An investment readiness service

1. **Within 6 months of demo day (by June 2016) we seek to attract £25,000 of funding / investment - a total of £375,000**
2. **By June 2016 organisations will have created 25 jobs (part-time / fulltime)**
3. **An additional 3,700 volunteers will support the work**
4. **A total of 75,000 people will have benefitted from their work directly and indirectly**



The outcomes here are based upon our evaluation of the Accelerator programme contained in our publication *One Year On: The impact of our 2012 Accelerator course* available [here](#).

## How can people and organisations become involved?

We aim to work in partnership – our intention is to amplify the existing work being carried out in Leeds rather than replicate or duplicate.

We can be contacted via our website (<http://youngfoundation.org/our-work/places/>) our facebook page (<https://www.facebook.com/AmplifyLeeds?fref=ts>) and our twitter account (<https://twitter.com/amplifyleeds>)

We encourage everyone to sign up for updates, and participate.



