

SIS Retail Academy 2020: Social Enterprise Application Pack

Part 1: Essential Information

Contents:

There are three parts to this pack:

Part 1: Essential Information

Part 2: Detailed Guidance

Part 3: Application Form – for reference only; please apply online

Submission Dates and Instructions

All applications must be submitted by 13th March 2020 through the [online form](#) which can be found [here](#).

Other Essential Information

Please read the full guidance before you complete your online application.

We will notify all applicants by the middle of April with the outcome of their application and may be in touch before then if we need to gather any additional information. By applying, you agree to our contacting you for this purpose. Please find our [Privacy Policy here](#).

Please note, we are only able to offer SIS Retail Academy 2020 places to 20 individuals. Due to the level of applications we expect to receive, we will be unable to give individual feedback on applications. If you are unsuccessful, however, we will endeavour to signpost applicants to other support if available.

Fully funded places are available to social enterprises based in Scotland. Funding will cover all training, accommodation and meals, but not travel to and from the event, or additional expenses.

Need help?

If you have any questions about this pack or your application, please contact Social Investment Scotland on hello@socialinvestmentscotland.com or call 0131 558 7706.

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Part 2: Detailed Information and Application Guidance

Thank you for your interest in the SIS Retail Academy 2020, which will provide 20 individuals with places at our expert retail training academy for social entrepreneurs looking to scale their impact by accessing significant retail and corporate markets. This is the third Retail Academy for social enterprises, with much of the content originally developed in partnership with Asda.

This year's Academy has been made possible through generous support and funding from the [Scottish Government](#) and [Asda](#).

Purpose

SIS Retail Academy 2020 aims to inspire and offer practical insight and knowledge to social enterprises looking to scale their impact by accessing large retail markets. This year we will also support social enterprises looking to sell products to corporate markets. The academy also aims to give growing social enterprises access to buyers who will provide expert feedback and may wish to develop a future buyer-supplier relationship.

Date, Time and Venue

Date: Pre-Academy Pitch Training: Thursday 7th May 2020

Venue: Mackintosh at the Willow, Glasgow

Dates: SIS Retail Academy: Wednesday 20th May until Friday 22nd May 2020

The Academy is a full residential experience

Venue: Macdonald Inchyra Hotel, Falkirk

Falkirk is 20 minutes from Edinburgh airport and has been chosen for its proximity to an Asda warehouse and store. A visit to these will form part of the Academy experience.

Content

The full programme is being finalised and will include a mix of teaching, expert panels and speakers, store and warehouse visit, keynote speaker(s), peer-led sessions with social entrepreneurs who are already successfully operating at scale, and meeting buyers. It is designed to provide the very best training, guidance and support for social enterprises, with products appropriate for retail and corporate markets, looking to scale their operations and impact. An update to programme will be made available at the point we offer places on the Academy.

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Buyers and Pitching

One of the key sessions at the Academy will be the opportunity to pitch products to buyers from a range of organisations. In addition to Asda, other buyers representing Food and Drink, Gift, Tourism and Corporate buying will also be present. An up to date list will be made available at the point we offer places on the Academy.

Pitching may or may not result in a buyer-supplier relationship, but all attendees will receive expert feedback to help scale their operations and achieve their aspirations.

Eligibility

Social enterprises based in Scotland are invited to apply for fully funded places at the 2019 Retail Academy, however, there are a few places available for social enterprises from Wales, Northern Ireland and England (see below).

We are looking for social enterprises that:

- Aspire to sell their products at scale; we are looking for products rather than services
- Have products developed, and ideally a trading history
- Are open to taking on new learning and insight from experts in the field
- Are committed to attending a pre-Academy training day (7th May)
- Are available to attend the full 2 day/2-night Academy experience

Funded Places and Additional Expenses

Fully funded places are offered to social enterprises based in Scotland. Funding will cover all training, accommodation and meals, but not travel to and from the event, or additional hotel expenses. As we have limited places, one place per selected organisation is assumed as standard. We may consider two places for an organisation on a case-by-case basis.

We have a few places available for social enterprises from Wales, Northern Ireland and England and are working with relevant social enterprise support bodies in each home country to enable this. These places are not funded under this programme but may be through local arrangements. Please contact kieran@socialinvestmentscotland.com if you would like to explore places through this route.

Application Guidelines and Selection Process

Social enterprises in Scotland are invited to apply for a fully funded place through a short online application form available [here](#).

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Criteria for Fully Funded Places

Organisations must:

1. Be a social enterprise
2. Be based in Scotland
3. Have a product they are seeking to sell at scale
4. Have a product they are seeking to sell to retail and/or corporate customers

Selection Guidelines

Applications will be assessed by an expert panel using the following guidelines:

Application Assessment Guidelines	
Organisation	Is the organisation a social enterprise?
Products, Markets and Sales	<p>Products – What are the products? Who produces it? Where is it produced?</p> <p>Markets - What are the target markets? Who already buys the products?</p> <p>Sales – What are the sales figures to date? What is the annual turnover to date?</p>
Aspirations and Opportunity	<p>What are aspirations for the product?</p> <p>What evidence and/ or examples are there to show the opportunity and demand for the product?</p>

Timescales

The following deadlines apply for applications to the SIS Retail Academy 2019.

- | | |
|---|--------------------------------|
| 1. Application window opens | 10 th February 2020 |
| 2. Application window closes | 13 th March 2020 |
| 3. Outcome of applications communicated to applicants | by mid-April 2019 |

Due to the number of applications that we expect to receive we will not be able to give individual feedback to unsuccessful applicants. We will, however, do our best to direct organisations to others who may be able to offer support.

Further Information

For further information please contact

Email: hello@socialinvestmentscotland.com

Phone: 0131 558 7706

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About Social Investment Scotland

Social Investment Scotland is a charity and social enterprise. We provide loan investment for other charities and social enterprises looking to make a positive impact on people’s lives, society or the environment; and tailored training and support to help others grow their impact and become sustainable. Since we started in 2001, we’ve invested £75 million in over 350 organisations across Scotland.

Part 1: Application Form; For Reference Only - Apply Online

About you and your organisation

Question	Answer
Contact name	
Contact job title	
Contact email address	
Contact phone number	
Name of organisation	
Is your organisation a social enterprise?	Yes/ No (delete as appropriate)
What is the legal status of your organisation? For example, CIC, SCIO, asset locked private limited company, charity	
Date your organisation was established	Month/ Year
Organisation address including postcode	
Please confirm your social enterprise is based in Scotland	Tick box
<p>Please tick the statements that apply to you/ your product:</p> <ul style="list-style-type: none"> • I have aspirations to sell my products at scale – either to retail or corporate customers • I am already selling my products • I am open to taking on new learning and insight from experts in the field • I am committed to attending a pre-Academy training day (late April/ early May) • I am available to attend the full 2 day/2-night Retail Academy experience 	

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About your products, markets, sales and aspirations

Tell us about your product(s) - what are they, who produces them and where?
<i>Maximum 150 words</i>
Markets – what are the target markets for your product (s) and who is already buying them?
<i>Maximum 150 words</i>
Sales – What are the sales figures to date/ and or the annual turnover to date?
<i>Maximum 100 words</i>
What trading aspirations do you have for your product and/ or social enterprise?
<i>Maximum 100 words</i>
What evidence of demand, or examples of others, tell you your aspirations are possible?
<i>Maximum 100 words</i>

Please apply through our [online form](#) which can be found [here](#). Best of luck.

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