



POSITIVE ENTERPRISE

TRANSFORMING WEST CUMBRIA



APPLICATION GUIDANCE

2023/24



WHAT IS POSITIVE ENTERPRISE?

A lot of people think of starting a business to make money. Others want to be their own boss. At the same time, some see a market opportunity that they don't want to miss. But there is also another type of business seeking to create a positive change in society and be profitable at the same time - the social enterprise.

A social enterprise is a business that trades to tackle social problems, improve communities, people's life chances, or the environment.

We know young people have some amazing business ideas and we want to help turn those ideas into a reality, while also considering the impact on the local community.

Positive Enterprise is a competition open to young people living in West Cumbria (former districts of Allerdale or Copeland) and aged between 14 and 25 who have a business idea and want to make it into a reality.

Young people can win up to £1,000, which could be used to pay for things like equipment, materials, stock and services to help get their business up and running!

Developed by Cumbria Community Foundation, Positive Enterprise is funded by Cumbrian property developer, Brian Scowcroft, with match funding from Sellafield Ltd as part of its Transforming West Cumbria programme, Nuclear Waste Services, Well Whitehaven, Morgan Sindall and Kaefer.

For more information, visit: www.cumbriafoundation.org/transforming-west-cumbria/positive-enterprise



WHY POSITIVE ENTERPRISE?

The aim of Positive Enterprise is to:

- give young people aged 14-25 from West Cumbria the opportunity to have their ideas and ambitions heard and the potential to have them realised.
- challenge young people to think creatively and in more enterprising ways
- support young people to test out their enterprising ideas
- break down the barriers for aspiring young entrepreneurs, by developing an enterprising culture based on encouragement and support
- transform how young people feel about their future, their job prospects and their community

WHO CAN APPLY?

If you are aged between 14 and 25 and live in the former districts of Allerdale or Copeland and have a great idea, you can apply!

MEET LAST YEARS WINNERS



Aiden, 15, Whitehaven

Aiden has established his business, Cumbria Coastal Crafts, through the Positive Enterprise programme. He creates customised laser engraved products and pebble artwork using driftwood from the Cumbrian coastline, and sells his products on Etsy, local market stalls, social media and local shops. "I saw a gap in the market, and it has been very successful. Positive Enterprise helped me take it from an idea to a business. The grant paid for equipment and the mentoring helped me find the best ways to sell the products and explore potential opportunities."

Lennon, 15, Cockermouth

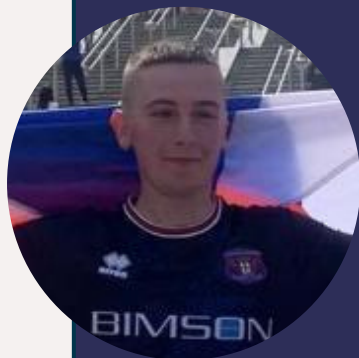
Lennon has been inspired by one of the latest TikTok trends, and has set up a business which makes customised and bespoke wool rugs. Lennon trades as Artify and aims to start running workshops for people to learn how to make their own custom rug. "I do schoolwork on weekdays and make rugs at the weekend. All the rugs are from UK-sourced wool and profits go to the Women's Institute,"



Rachel, 24, Holmrook,

Rachel is a Waste Co-ordinator and is passionate about sustainability. Alongside her full-time job and degree apprenticeship, she has set up a business that will recycle household food waste into highly fertile compost for the agricultural industry. The generated compost waste which cannot be sold as compost will be sold as biofuel in-line with the waste hierarchy.

MEET LAST YEARS WINNERS



Luke, 18, Wigton

Luke established a business selling vintage second-hand football memorabilia called Mad4Kit. Inspired by his own hobby, Luke has grown the business through Positive Enterprise alongside studying for his A-Levels. Luke continues to sell his classic shirts online and has participated in local market stalls during his time on the programme. "Since joining Positive Enterprise, I've seen rapid development across the entire business, as well as receiving both online and radio coverage. The programme helped me with practical skills such as budgeting, marketing and overall business planning."

Bethany Goodall, 24, Workington

Bethany is passionate about inclusive opportunities for young people in Cumbria and has established the Lake District Academy of Theatre Arts which offers affordable musical theatre workshops in Workington. In the future, Bethany aims to be able to offer Level 2, Level 3 and degree level courses to show young people you don't have to leave the county to study. "Everyone, no matter of ability can come and learn in a friendly environment."



Josh, 15, Whitehaven

Josh used his Positive Enterprise grant to invest in printing equipment to enable his business, JC Stitch and Style, to offer fully customisable clothing and mugs. 10% of all his profits go to Whitehaven Community Trust. "My mentor helped me so much with pricing, what t-shirts to use, setting it up, and websites to use, etc. It's amazing for young people to set up a business and to put on their CV!"

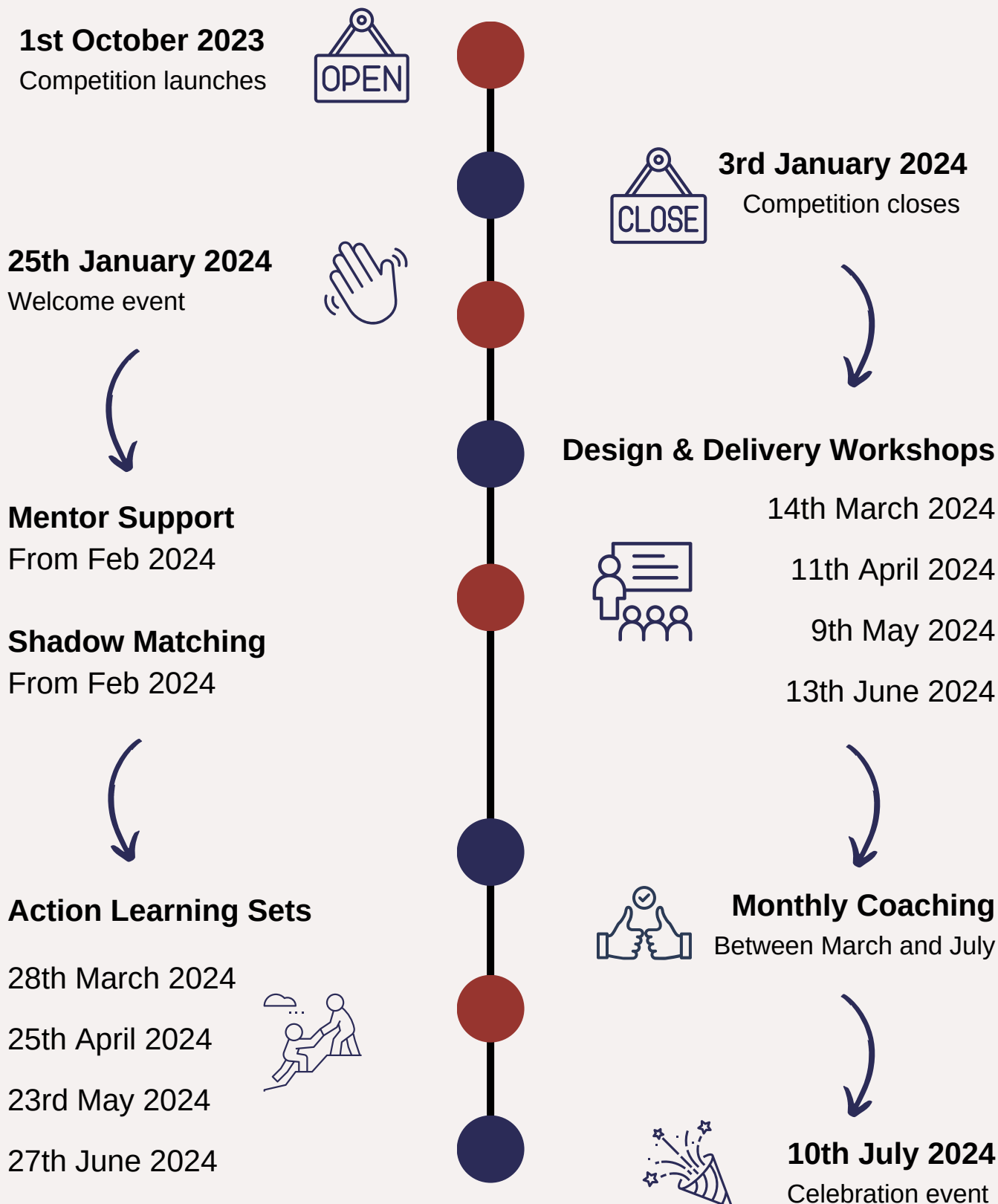


WHAT SUPPORT WILL I RECEIVE?

As well as winning £1,000, you'll receive six months of support, including a series of workshops, expert advice, mentoring and opportunities to shadow local entrepreneurs to help bring your idea to life. There's also a celebration event in the summer where you can show off your achievements!

- You'll take part in an initial coaching session to understand your business idea, progress made and areas for development. You'll also be offered monthly one-to-one sessions with the dedicated programme team to help you with your development and provide you with a platform to discuss any challenges in a safe and supportive environment.
- In-person workshops are designed to support knowledge and skills development and typically cover topics which include time-management, team building, personal branding, business plan writing, marketing, as well as insurance and legal business considerations.
- Action learning sessions are delivered monthly in between the workshops. These focus on your business and allow time for skills and knowledge to be embedded and to identify any support needed or challenges that may have arisen.
- In addition, you're given personalised support from meeting with your business mentor, provided with additional resources such as a spending log to manage finances and additional opportunities such as shadowing opportunities and market stalls.

TIMELINE





HOW DO I APPLY?

If you are interested applying to Positive Enterprise, all you need to do is complete the application form no later than 5pm on 3rd January 2024.

You can download the application form here:

<https://www.cumbriafoundation.org/wp-content/uploads/2023/10/Positive-Enterprise-Application-Form-2024.doc>

All applications will be reviewed by a panel of local business leaders and experts and up to ten young people will be selected to bring their idea to life.

For more information, visit www.cumbriafoundation.org/transforming-west-cumbria/positive-enterprise or call 01900 825760.



WHO WE ARE:

Cumbria has a strong history of community – people working together to face challenges. Cumbria Community Foundation exists to continue and build that.

Since we were established in 1999, almost £60 million has been given out in grants that have made a real difference to people in our local communities.

Our generous donors and fundholders made those grants possible: ordinary people and businesses who want to invest in and give back to their local communities.



CUMBRIA COMMUNITY FOUNDATION

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