



POSITIVE ENTERPRISE

TRANSFORMING WEST CUMBRIA



MENTOR

RECRUITMENT PACK

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.

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?

Applications are open to young people aged 14 and 25 and live in the former districts of Allerdale or Copeland and have a great idea!

BUSINESS SUPPORT

As well as winning £1,000, each young person is part of a six month development programme to help bring their idea to life. This includes workshops, coaching sessions, one-to-one support from the Centre for Leadership programme team and work shadowing.

Each young person also receives personalised support from a business mentor - someone that has had real experience of growing a business from scratch.



Laurie Crayston, 32, is an entrepreneur from West Cumbria running three businesses including outdoor clothing brand Ascendancy Apparel.

“Positive Enterprise is a fantastic programme. It’s something I could have done with when I was growing up. I knew I wanted to build something myself, but the advice at school was directed at a career in the standard sense.

“This programme is here to say we can take your ideas and help you build them. The ideas the young people have are fantastic. These are people from where I grew up and it’s exciting to see the talent. West Cumbria in many ways is a disadvantaged area, but there’s so much talent and potential here.”

THE ROLE OF THE MENTOR

Mentoring offers an invaluable perspective that is often difficult to find as people begin the start-up phase of their business. It can support business growth and increase the likelihood of people becoming entrepreneurs.

Acting as 'critical friend' and helping to oversee the development of a new business idea, you will:

- help young entrepreneurs fulfil their business and professional development goals by sharing your knowledge, skills and experience.
- focus on the bigger picture and guide and support the young entrepreneur, helping them to re-examine their assumptions and prioritise.
- provide advice, counsel, corporate cultural know-how, personal support and encouragement.
- share best practice and lived experiences, cautioning against potential pitfalls and instilling confidence.



Josh, 15, Whitehaven

"My mentor helped me so much with pricing, what t-shirts to use, setting up the business, and websites to use, etc. It's amazing for young people to put on their CV!"

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.

MAKING THE MATCH

Positive Enterprise uses a skills-based approach to hand-match mentors and identify the best fit for each young entrepreneur's specific and evolving needs.

We recommend that young entrepreneurs and mentors connect with each other for 1-2 hours each month for six months. However, we recognise that the mentoring relationship evolves over time, and is not a one-size fits all approach.

To develop a successful mentoring relationship, both the mentor and entrepreneur will be expected to:

- listen, challenge and support throughout the process.
- Be mindful of each other's time and boundaries
- Talk things out and agree to sometimes disagree

Mark Cant is the Co-founder of E³ Investment Partnerships, Cumbrian Tea & Cumbrian Coffee Ltd, and works on the Programme and Project Partners (PPP) framework at Sellafield.

"I have been mentoring Rachel McCartney in her innovative project to develop a sustainable and environmentally friendly waste management solution. Rachel is Waste Management Coordinator at Sellafield and although she is already very knowledgeable in her field, I have been supporting her to develop her vision and guiding her with strategic understanding. I have also been able to pass on my designer to create a logo for her company and introduce her to specialist contacts."



SOME OF 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."

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."

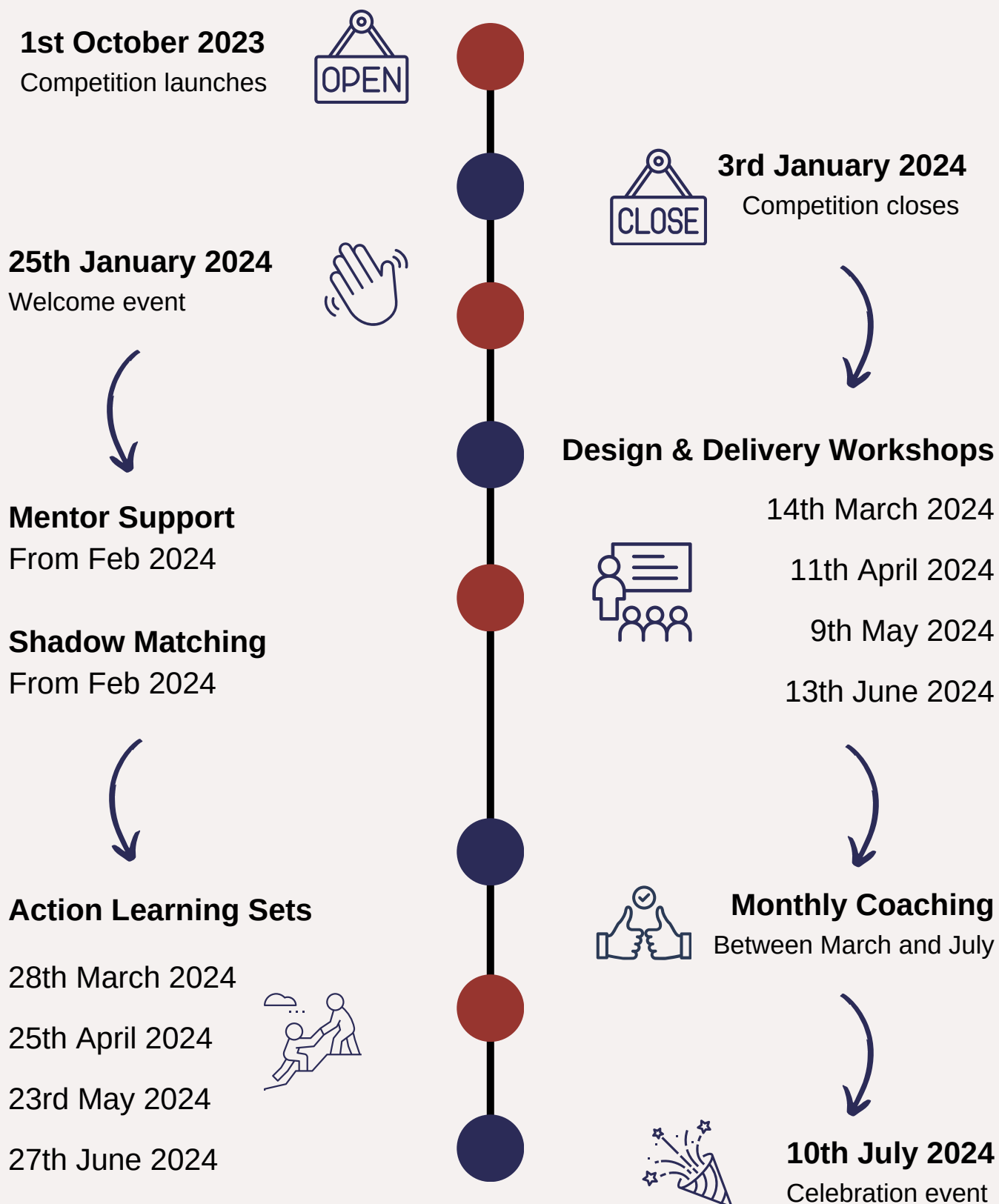


Rachel, 24, Holmrook

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.



PROGRAMME TIMELINE





HOW DO I APPLY?

If you are interested becoming a business mentor and supporting a young person to develop their idea, please complete the application form, available here:

<https://www.cumbriafoundation.org/wp-content/uploads/2024/01/Positive-Enterprise-Mentor-Application-Form-2023-24.doc>

by **5pm Friday 12th January.**

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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