

# AWE Programme- SSE Dartington Cornwall Delivery Contract: Specification

## Introduction

### **Accelerating Women's Enterprise (AWE)**

Many women in the South-West have great business ideas and entrepreneurial drive and want to put their enterprise and creativity into action. But those who experience disadvantage, lack funding or cannot access specialist support may never have the opportunity to see if their enterprise idea could be a success.

AWE aims to support disadvantaged women into enterprise, and to increase the sustainability of struggling early stage women-owned businesses and social enterprises.

AWE will address the lack of support, tailored for women furthest from the labour market – whether it be a geographical barrier or simply the lack of travel fares – and aims to increase the number of women owned businesses and social enterprises in the South-West and - by improving their survival rate - create more jobs.

### **AWE aims to address:**

- The gender imbalance in entrepreneurs and enterprise start-ups
- The lack of support tailored for women furthest from the labour market
- Increase the number of women owned businesses and - by improving their survival rate - create more jobs
- Enable the wider employment and enterprise 'ecosystem' to increase its capacity to deliver more socially inclusive and accessible support for women
- Provide a practical legacy in the form of an AWE toolkit for the participants, copies of which will be made available to all funders.

### **How will it work?**

The AWE Interreg Project comprises of 5 English and 4 French partner organisations working together in a Cross Channel collaboration. The partners will co- design a comprehensive package of support for face to face and online delivery. This process has now started and the first support programmes are due to commence in autumn 2019. Over the next two years, the partnership will engage, support and upskill 700 women and help create 120 jobs on both sides of the Channel.

Dartington Hall Trust, trading as SSE Dartington (DHT) will operate in Cornwall, Plymouth, Torbay, Devon, Dorset and Somerset and specifically support women from these areas into social enterprise and help increase the sustainability of early stage women led social enterprises.

DHT will work with 150 women social entrepreneurs. It will do this through a combination of action learning programmes and online training, a residential intensive, mentoring and bursary support.

Participants on our programmes will receive help with travel and child care costs where needed. DHT wants every woman with the desire to make a positive impact and the drive to put her ideas in to action to find a place on one of its programmes.

DHT will recruit 150 women to participate in the AWE trainings and will select 45 with the most promising business idea and match them with a mentor. By July 2021 we aim to have helped set up 30 new social enterprises.

The DHT will deliver AWE related activities in the Devon, Somerset and Dorset areas and will engage a sub-contractor to deliver those activities in the Cornwall area.

## Contract Specifications:

### Duration:

- September 2019 - June 2021  
Contract Area – Cornwall

### Deliverables:

- 120 disadvantaged women engaged  
54 women recruited to F2F start up training courses  
45 women complete the F2F start up training courses  
5 established women entrepreneurs recruited to bootcamp/ residential intensive  
21 mentors recruited and matched with women entrepreneurs  
15 new social enterprise start-ups supported.

### Commitments:

The contractor will be engaged by Dartington Hall Trust, trading as SSE Dartington (DHT) to deliver marketing, recruitment, training, mentoring and support activities in Cornwall as part of the Accelerating Women's Enterprise (AWE) project.

The contractor agrees to deliver the contracted services during the contract period as specified in the contract deliverables and notes and further elaborated in the training outline and delivery notes issued by the DHT team from time to time.

Furthermore the contractor agrees to adhere to the rules and regulations applicable to the EU funded Interreg Programme in general and the AWE programme in particular.

The contractor will use staff to deliver the services, whose experience/ qualifications matches the person specifications of the DHT delivery team. For the F2F training two qualified staff are required as facilitators at all times.

The contractor will provide all evidence of outputs and any other evidence as and when required by the DHT AWE team.

DHT will share with the contractor any delivery/ training information, materials and resources it develops as soon as possible and in any case at least 4 weeks before the training is due to take place.

DHT will pay the contractor the agreed fee in quarterly instalments in arrears upon receipt of delivery/ output evidence and invoice from the contractor.

DHT will set the contractor up on the DHT supplier system and will pay within 30 days of the having received the invoice and all necessary information.

## Notes

### Marketing/ Recruitment

- The contractor will use a combination of social media activity, mobilising of own and associates networks, engagement with VCSE and other intermediary organisations, public sector organisations, representation at events, fairs and meetings, info sessions, etc. to engage and recruit eligible women to the programme.
- A definition of what constitutes and eligible woman is currently being developed by the project partners and the contractor agrees to recruit in accordance with the definition as and when agreed by the partners.
- An allowance of £3,000 per F2F training, £2,000 for the bootcamp and £2,000 for mentor recruitment has been made available to resource this activity.

### Bootcamp/ Residential Intensive

- This is being developed by the DHT team with contractor involvement. The contractor will recruit participants, support the planning of the bootcamp and their senior delivery staff will attend the bootcamp.
- Allowance – 1 staff member - 1day for planning and two days for delivery.

### F2F Training

- Delivery
  - The delivery of the F2F training is to take place in suitable premises, which are conducive to the learning outcomes of the training. Teas/ coffees and lunch to be provided for every delivery day.
  - The DHT style training modules include the participation of guest speakers/ expert witnesses. An allowance of £500/ day has been made to pay for external contributors.
  - An allowance of £200/ day for venue hire and £15/ participant/ day for catering has been made.
- Access
  - Venues would need to enable access for people with mobility needs and provision for people with visual and hearing additional needs.
  - Special dietary needs need to be identified and catered for.

- Some women may require support with travel and childcare cost due to their economic circumstances.
- An allowance of up to £50 per participant per day has been included up to a maximum of £3,000 per training.
- **Regular Modules**
  - The modules will be of approx. 6 hours length. There will be 4 modules per training. They will be designed by the AWE project partners. The contractor will liaise with the DHT team re customisation for a social entrepreneur audience and re delivery planning.
  - Allowance for 1<sup>st</sup> training – 1 staff member - 2 days planning, 2 staff members 4 days delivery
  - Allowance for 2<sup>nd</sup> and 3<sup>rd</sup> training – 1 staff member 1 day planning, 2 staff 4 days delivery
- **Social Enterprise Modules**
  - The modules will be approx. 6 hours long and there will be 2 modules per training. The modules are designed and developed by the DHT team and the contractor will support the DHT team in the design of the modules and liaise with them in the delivery planning.
  - Allowance for 1<sup>st</sup> training – 1 staff member - 4 days design and planning, 2 staff members 2 days delivery
  - Allowance for 2<sup>nd</sup> training – 1 staff member 2 day design and planning, 2 staff 2 days delivery
  - Allowance for 3<sup>rd</sup> training – 1 staff member 1 day planning, 2 staff members 2 days delivery

## **Mentors**

- The contractor will liaise with the DHT team re the recruitment and management of mentors.
- The mentors need to be volunteering their time and be willing to become part of the AWE mentor pool.
- The contractor is expected to recruit 7 mentors per training and manage the mentor/ mentee relationship.

## **Fundraising**

- The contractor needs to demonstrate how they will actively support fundraising campaigns, projects and activities developed and designed by the DHT fundraising team. They should have excellent contacts and connections in Cornwall and be prepared to help the DHT marketing and fundraising team to mobilise enthusiasm, engage supporters in Cornwall.