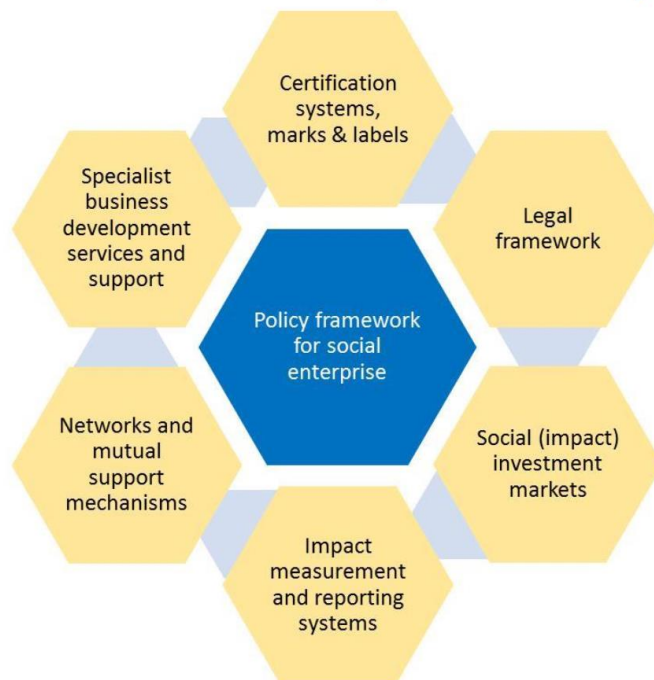


Greater Manchester Combined Authority – Building a Social Enterprise Index

# GMCA – Planning Public Intervention

Thomas Piout-Guerin | Politics & International Relations

Figure ES1.4 Select features of an eco-system for social enterprise



Ecosystem for social enterprises

## Overview of the Data Fellowship

The research project I worked on was focused on the following question: *“What are the different interventions and dynamics in the social enterprise sector within GM, and how does the Combined Authority fit in?”*. This project had a lot of challenges and back and forth about the nature of the final product as the intricacies discovered through research constantly forced us to recalibrate and adjust the final product. All challenges were circumvented by the development of a large qualitative and quantitative research piece that acts a repertoire of all the dynamics, behaviours and actors of the sector. While not corresponding to the original ask, this final product will show itself to be more valuable in the long term, as it sets the ground for further research and public action in the VCSE sector.

## Data Analysis

The start of the project consisted in analysing and synthesising a wide range of resources to organise my understanding of social enterprise and come up with a research question that responded to criteria of relevance, ethics and doability. This organisation and development of a social enterprise knowledge led to me using some quantitative. A brief example would be when trying to get a repertoire or directory of all the Social enterprises in GM, I used excel to create a plot chart to find out the Standard Industrial Classification codes most widely used by social enterprises across GM – making it easier to classify SEs.

## Findings

- Most SEs are not registered with Companies House and have low visibility – making any meaningful performance measurement impossible
- This shifted the end goal of potential public action in the sector - creating a nation wide social enterprise support network with training and cooperation resources.

## Key Skills Learnt

One of the skills I have developed would be communicating with actors of the public sector and civil society. The project stemmed from an ask coming from the SEAG (Social Enterprise Action Group), who asked for a performance measurement index. After several hours, we found out that not only was this ask not doable, but also irrelevant and devoid of value. The SEAG is by nature composed of a lot of different individuals with very different interests - leading the meetings to be tense and frankly quite noisy. Our job was to explain to this very volatile group that what they asked for wasn't the best way to allocate resources, and convince them that the direction we were taking the project is more appropriate - all while being aware of all the different interests, maintaining constructive communication, and not staining relationships. This delicate communication process consists of communicating the value of the new projects doings to sceptical agents. This shows that most of the progress in political projects through communication with individuals of interest, often in informal settings.



The Office