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# Metropolitan Social Entrepreneurs Business Booklet

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Introducing ten social enterprises  
ready to do business with housing  
associations



## About Us

**Metropolitan** is a leading provider of integrated housing services, care and support and community regeneration. We manage over 36,000 affordable homes for rent and sale to those with greatest need, along with a range of care and support services. In total, we provide a diverse range of services to over 80,000 customers across London, the East of England and the East Midlands.

**Olmec** is a BAMER (Black, Asian and Minority Ethnic Groups)-led Social Enterprise which champions race equality through economic and social justice. We work with a broad range of clients and partners to deliver innovative solutions that inspire and act as catalysts for social change.

**The Young Foundation** is determined to make positive social change happen. We pioneered the field of social innovation, with The Open University, UpRising and Studio Schools. We continue to work closely with individuals, communities and partners, building relationships to ensure that our thinking does something, our actions matter, and the change we make together will continue to grow.

In March 2012 Metropolitan, The Young Foundation and OLMEC began working together to support migrant social entrepreneurs in London and Nottingham. We provided support to over 60 migrant social entrepreneurs and enterprises through two distinct programmes. First Steps in Social Enterprise and CLIMB (Community Level Investment for Migrant Businesses).

First Steps in Social Enterprise was a 12 week programme of support for early stage social enterprises, designed to test the viability of services prior to prototyping their idea. It focused on setting up legal structures and formalising their business plans.

The CLIMB programme was aimed at more established social enterprises. This was supported by a member of The Young Foundation's staff based in Metropolitan's offices who acted as a champion of social enterprise within the organisation, providing training, advice to staff and brokering relationships with social entrepreneurs.

This booklet features the pick of the 2013 cohort of social enterprises that have completed the Metropolitan programme. These businesses are up and running and all currently working with housing associations providing services and furthering community regeneration.

# Community Therapies and Training Services

Community Therapies and Training Services create healthy minds for healthy lives. The service supports people who are experiencing problems both mentally and physically by delivering community based support programmes, training and wellbeing workshops.

CTTS based their aims around 3 key principles that they like to call 'The 3 C's'.

- **Collaborating:** on the delivery of quality programmes and projects. Working together with our clients and other organisations to develop new approaches and evidence based practice.
- **Connecting:** by developing positive relationships with our clients and other organisations. Helping them to connect the dots and eventually be able to self analyse.
- **Communicating:** supporting our clients to communicate often deeply rooted issues in a safe environment while accompanying them on a journey of self-discovery.

*“Through the work with The Young Foundation we are now delivering well-being workshops to Metropolitan residents in Clapham Park and a joint bid has been commissioned to do further work in Southwark.”*



**Director:**

Naomi Mwasambili

**Email:**

naomi.mwasambili@ctts.org.uk

**Telephone:**

07411 128 245

**Website:**

www.ctts.org.uk



**COMMUNITY  
THERAPIES AND  
TRAINING SERVICE**



**Founder:**

Kevin Brazant

**Email:**

kevin.brazante@outlook.com

**Telephone:**

07931 589 172



## Daddy CPR (Coaching Programmes for Resilience)

Daddy CPR aims to ease the blow of family breakdown and divorce by facilitating better communication between families. Clients include; single parent families where there is a lack of male role models, fathers who suffer from parental alienation, children displaying challenging behaviour and social and emotional issues.

Kevin has over 10 years experience delivering training to young people in communities. It was his experience of being a young father which led him to specialise in working with young men and fathers.

Positive male role models play a significant part in the development of children and young people. Their services:

- Parent coaching: To provide one to one coaching on parenting skills, child development and mediation following family breakdown.
- McKenzie Friend support: Court assistance to parents involved in public and private family law proceedings which includes; drafting statements and letters, attending professional meetings with social services & CAFCASS as well as designing action plans to review progress and influence child centred outcomes.
- Personal and Social development programs: Group workshops and bespoke training packages for children and parents on topics of; conflict resolution & mediation, employability skills & enterprise and family law.

## Eat Club

Eat Club has been formed to give teenagers and young adults the opportunity to experience that which is too often lacking in our modern lifestyle and food system. The Club aims to improve the health and wellbeing of young people, especially those who do not have the opportunity to benefit from regular family meals and a healthy diet. The club delivers workshops focused on the joint preparation and consumption of delicious meals, thus addressing issues of physical health and social well-being.

To get support in turning the project into a sustainable social enterprise, the founder of Eat Club participated in the First Steps in Social Enterprise course that took place at the end of 2012. Over the course of ten weeks the knowledge acquired supported the Club in creating a sustainable business plan. Olmec continues to support the Club with the next stages in its operation such as gaining financial sustainability and incorporation.

Having secured a contract with Metropolitan Housing, the Club is now responsible for delivering cooking sessions over the next two years in three of the company's London locations. A pilot is currently taking place in a community centre in Kings Cross. The pilot will be evaluated to continue to shape and focus the delivery of Eat Club to achieve its objectives. To follow the pilot, the Club will seek to form further contracts with other bodies (such as community centres, local authorities and housing associations) to grow its operations and reach as many of the target audience of young people as possible.



**Director:**

Ruth Soroko

**Email:**

[ruth@eatclub.org](mailto:ruth@eatclub.org)

**Telephone:**

07813 655 080

**Website:**

[www.eat-club.org](http://www.eat-club.org)

**eat club**  
eating.all.together



**Founder:**

Natasha Henry

**Email:**

tashahenry@gmail

**Telephone:**

07400 332 252

**Website:**

www.hftcic.com



## Health First Training

Health First Training (HFT) CIC was established to reduce the number deaths resulting from violent altercations such as knife crime, and the number of children that end up at A&E due to accidents both at and away from home. By offering free First Aid and paediatric training to the community, HFT has trained over 150 people, including young children, teenagers and parents by working with schools, nurseries and churches in Haringey and a Children's Centre in Kent. They are in the process of growing their company to offer training that directly leads to employment.

Health First Training is now a registered CIC with 3 directors and a pool of trainers across London. Their corporate clients include Addison Lee PLC and Tottenham Green Community nursery.

With support from the First Steps in Social Enterprise programme, HFT developed a business plan, won contracts with Nacro and Sure Start centres, registered with OFSTED and the Health & Safety Executive and diversified their funding strategy.

*"This has been a very exciting journey and we are going from strength to strength. Over the next two years we intend to expand our portfolio of corporate partners to reach communities we have not worked with"*

# HustleBucks

HustleBucks is a youth led enterprise with their first hub situated in Brixton Village. It was founded by the young people at 198 Contemporary Arts and Learning, who with a passion for design and making a difference in their community fused their ideas to create innovative and fresh designs around various themes that gave voice to the views of young people through a youth inspired label.

As part of their vision, a youth fashion brand was established which offers bespoke t-shirts, garment design printing, graphic design services and photography.

The next step is to help more young people into full time employment opportunities in the design industry. They are looking to build partnerships with organisations who can offer apprenticeships and job opportunities.

First Steps in Social Enterprise enabled HustleBucks to choose a business structure to develop the business plan and test the viability of the enterprise.

*“Working with Olmec on the development of the business plan has brought a fresh perspective and new skills to HustleBucks”*



**Co-Founder:**

Samuel Alebioshu

**Email:**

[hustlebucks198@gmail.com](mailto:hustlebucks198@gmail.com)

**Telephone:**

07944 775 224

**Website:**

[www.hustlebucks.co.uk](http://www.hustlebucks.co.uk)

**HUSTLE  
BUCKS**



**Director:**

Kamran Khaliq

**Email:**

info@javboxingacademy.  
co.uk

**Telephone:**

07779 641 898

**Website:**

www.javboxingacademy.  
co.uk



## JAV Boxing Academy

The Jav Boxing Academy brings communities together and engages young people through boxing in Nottingham. Working alongside the police and the local council the boxing academy has helped reduced crime and anti-social behavior in the community.

Kamran Khaliq launched the boxing and fitness academy in 2009 alongside his brother. Having graduated with a degree business management and enterprise, Kamran always had an entrepreneurial spirit, and a drive to help young people.

The primary social impact of the academy is to teach discipline and respect to the participants. Qualified coaches also act as mentors, helping young people to focus and work towards goals. The results have been reflected in the community, which has seen a significant decrease in ASB, crime and obesity. Social inclusion is encouraged through training, enabling those from differing backgrounds to come together and further cementing community cohesion.

As a result of a pilot programme with Metropolitan, Jav boxing pitched their business idea to Nottingham City Homes and won further funding to deliver boxing sessions aimed at empowering the community's disaffected youth and reducing gang activity.

*"We now have a 3 year plan and bigger visions of the potential this business has. We have always had the desire and passion to grow, but with the help, advice and guidance of The Young Foundation it has given us an action plan and we feel much more confident in going forward with even more desire to make it a success."*

# LAYEntertainment

LAYEntertainment is an ambitious social enterprise led by young people from the Latin American community. The programme was set up in response to the needs of young Latin Americans living in London who often found themselves in low paid work. Whilst promoting a positive sense of cultural identity for 14 -18 year olds, LAYEntertainment creates meaningful paid work and training to equip young people with the necessary skills to give back to their community and find employment.

Within the first six months of prototyping their idea, LAYEntertainment won a contract with the Columbian Embassy to deliver an Art Fair. Within one month of their first contract, LAYEntertainment delivered a Latin American Food Culture Day for the Metropolitan Pop-Up Shop at Clapham Park.

Olmec helped LAYEntertainment work through core elements of their business and provided a deeper understanding of the available legal structures to support their work.

Olmec continues to work with the social enterprise and the parent charity IRMO.



**Project Manager:**

Tatiana Garavito

**Email:**

tatiana.garavito@irmo.org.uk

**Telephone:**

0207 733 9977





**Founder:**

Ali Neghipooran

**Email:**

pca\_derby02@yahoo.co.uk

**Telephone:**

07957 244 306



## Persian Community Cafe

With little to no knowledge of the language and no networks in the UK, the Persian Community Cafe is a lifeline for Iranians and other immigrants adjusting to life in this country. The cafe offers food, training and volunteering, and is run by disadvantaged migrant groups in the Midlands.

This social enterprise runs a series of activities that provide the following opportunities to fulfil its social aims and ensure a positive impact on its beneficiaries:

- **Employment:** employment opportunities that improve quality of life for disadvantaged people.
- **Volunteering:** volunteering opportunities for refugee/migrant to develop their skills and reduce isolation.
- **Training:** training opportunities that help to improve skills and enhance knowledge among groups that are usually socially excluded.
- **Refugee/Migrant Women:** The activities of the enterprise will help to engage with many refugee/migrant women who are currently isolated and marginalised by the general population.
- **UK Economy:** contribute to the UK economy which will also have a positive impact on all communities.

*“As the result of our involvement with Metropolitan and The Young Foundation, we managed to identify the weaker areas and problems within our organisation. The advice and information we received helped us to effectively improve our work and overall business strategy.”*

# Tutors United

Tutors United delivers private tutoring to disadvantaged young people, those who are in need of academic help and are unable to afford these services at normal market rate (£35 per hour). They train university students to tutor primary school pupils in English and Maths.

After working closely with Metropolitan's Community Regeneration Team and identifying the need in the community, Joel developed a bespoke tutoring programme for Clapham Park and three other Metropolitan housing areas.

In addition to delivering Math and English tutoring to Metropolitan residents, Tutors United now have office space in Clapham Park, access to on-going legal support through Trust Law, two contracts, a profile in Lambeth to expand the enterprise and the unique selling point of working with a large housing association. In September 2013 Joel went on to win the Teach First Innovation Award and was successful in his application for The Young Foundation Accelerator programme.

*"After working closely with The Young Foundation I have developed a solid three year plan, which has realistic milestones and specific targets alongside different 'scenarios' to ensure the organisation can adaptable to change. My vision for Tutors United in 2016 is much clearer. We plan to expand our services across the UK working closely with a number of housing associations."*



**Director:**  
Joel Davis

**Email:**  
[joel.davis@tutorsunited.org](mailto:joel.davis@tutorsunited.org)

**Telephone:**  
07956 328 917

**Website:**  
[www.tutorsunited.org](http://www.tutorsunited.org)





**Director:**

Ismail A Martin Williams

**Email:**

ucsuk@live.com

**Telephone:**

07852 170 467



## Urban Construction Solutions

Over the years the construction industry's general principle contractors assigned to build social housing have become unable to provide adequate support to young apprentices from disadvantaged backgrounds. This lack of support for this demographic has often resulted in incidents of theft on site, lateness, absence, lack of respect for authority and eventually the termination of the young person's contract.

Urban Construction Solutions is a construction based social enterprise with qualified youth mentors focusing on pathways to employment for:

- At-risk youth
- Young people with Anti Social Behaviour Orders
- Offenders, ex-offenders, gang affiliates and prolific violent youth aged 14- 25

**The 12 month program offers:**

- Skills in construction on site with experienced tradesmen.
- One-to-one mentoring to support young people with their personal development.
- Vocational and basic skills courses and accredited qualification through partners.
- Open pathways to Apprenticeship programmes.

*"The Young Foundation understood what we were trying to do. We had a long business proposal which The Young Foundation helped us structure for better impact."*

Urban Construction Solutions are currently contracted by Lambeth Council, Clapham Park Project and Metropolitan to engage over 100 young people a week, specifically offenders and ex-offenders aged 14- 25.

To contact these social enterprises to commission a service or just to find out more, use the individual contact information provided under their profile pictures.

For more information about CLIMB, contact Margaret Ogebule at The Young Foundation on 020 8980 6263 or [margaret.ogebule@youngfoundation.org](mailto:margaret.ogebule@youngfoundation.org)

For more information about The First Steps in Social Enterprise, contact John Mayford at Olmec on 020 7688 8020 or [jmayford@olmec-ec.org.uk](mailto:jmayford@olmec-ec.org.uk)



