

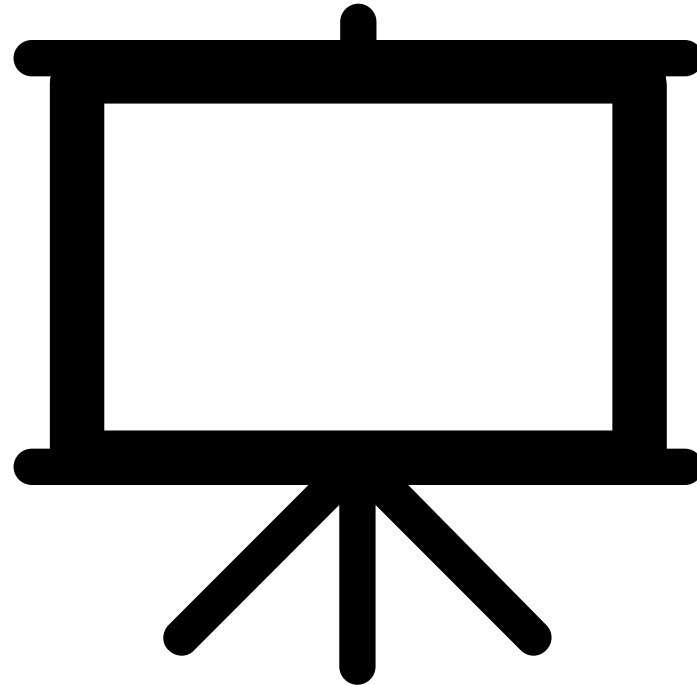
Business start-up for prisoners: Still a locked door?

RIFT Social Enterprise

Agenda

- Who are RIFT Social Enterprise?
- Who do we support and why?
- What does self-employment mean to our participants?
- How do we help?
- What constitutes a successful outcome?
- Case studies
- Q&A

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Who are RIFT Social Enterprise?



RIFT Social Enterprise is a **Social Enterprise with charitable objectives** organisation established in January 2018



We are award-winning experts in providing end-to-end **Self-Employment Services** to business start-ups



We are also **tax specialists** and we offer a remote tax refund scheme and an HMRC support service



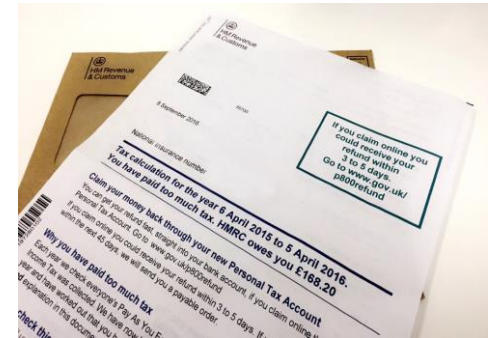
We believe that nothing should stand in the way of a person's future apart from their own **desire to succeed**

Who do we support and why?

We started off within the **criminal justice** sector as we identified a gap in the market for SE support. We began delivering to those currently in prison and also to those leaving prison.



We were also able to offer our **“Redband Scheme”** to those in prison who had been self-employed previously.



Who do we support and why?

Self-employment is a great option for many caught up in the justice system.

As well as the general population, we've been able to give particular consideration to the needs of certain demographics, via grant funding and project work. These include:

- The Women's Estate
- PCOSO
- Youth Offenders
- Ex Servicemen

Who do we support and why?

We soon realised that self-employment gap was not just limited to the criminal justice world. We started to build momentum with the DWP, the Government and some independently run charities and organisations. We began to support:

- Single parents – managing work around childcare
- Those with a disability meaning they aren't suitable for traditional employment
- Over 50's
- Refugees
- Those needing to top up their income

We are actively engaged in helping the long-term unemployed as part of the Government's Restart scheme and for the new Probation Dynamic Framework. We also support Ingeus and Shaw Trust (CFO3) across 7 UK regions and for Seetec's Resettlement Hubs in 5 regions.

What does self-employment mean to our participants?

Pros	Cons
Flexibility	Financial Security
Structure	Sick/Holiday Pay
Job Satisfaction	Long Hours
Earning potential	Isolating
Use of transferable skills	Responsibility

“I’ve always been *self-employed*, just never legally...”

“I didn’t have a clue where to begin with owning my own company before RSE”

“I knew that due to my offence and licence conditions, I’d never be able to go back to my job; I wouldn’t want the gossip either. Self-employment was a safe route back into earning an income for me” – HMP Stafford Resident

How do we help?

Phase 1 – diagnostic tool

Is your client ready for self-employment support?



Please answer the following questions to help you decide whether to refer your client to RIFT for self-employment support

If your client is intending on working in the Construction Industry Scheme, there is no requirement to complete this questionnaire - just send us a referral

If you would like to talk to us about a possible referral, or if you need a copy of our referral form, please ring 08000 495978 or email us: contact@riftse.co.uk

START THE ASSESSMENT

Does the client have a clear idea of what sort of business they would like to start?



- Yes.
- They have a vague idea.
- They have lots of different ideas but haven't decided on one fixed business yet
- No

The client is just about ready



According to the results, this client is on the right path to setting up on their own business, but may need some additional support to help them decide if this is the right path for them.

You should discuss with them the pros and cons of running their own business:

Pros:

- Having the independence to manage your own workload
- Doing a job that you love
- Making money for yourself rather than for an organisation
- Having the flexibility to work whenever you choose

How do we help?

Phase 2 – Custody Participants



Workbook:

The journey will begin with a **workbook** for our participants in custody. If they are interested in becoming self-employed, or growing a business they can complete a workbook, which we will read, assess and use to tailor their support whilst in custody.

This workbook is certified by the IOEE (Institute of Enterprise and Entrepreneurs) and if applicable can constitute an EWOP (education whilst on programme).

We have two versions of our workbook – one for general self-employment, one specifically for construction.



How do we help?

Phase 2 – Custody Participants



In Cell Support:

Our fully remote service lends itself nicely to a prison environment and means we've been able to get creative with content, technology and ways of working to best support our participants. A standard support journey will look like:

- An initial telephone call (or video/PurpleVisit if available) to agree an action plan
- A tailor made resource pack sent via post
- Worksheets and freepost envelopes so participants can complete and return for comment
- Regular communication via the referring prison staff/caseworker leading up to release
- A final "in cell" check in 2 weeks before release to help get prepared for transitioning to the community

How do we help?

Phase 2 – Custody Participants



Upon Release:

We know that the key to success is having someone working alongside the participant that they trust. For those leaving prison, it can be an unsettling time, so having contact within the first 2 weeks is essential to success.

We also recognise the challenges that may come with release so we have a network of partners that we're able to signpost to.

If a participant isn't ready to start support immediately, they can request a pause on service and the 12 months of support will commence from the agreed date. We will regularly check in during this time.



How do we help? Phase 2 – Custody Participants



“Through the Gate” Support:

Every journey is as individual as each participant. Our support is learner led and based on the individuals needs and requirements. A standard journey with us could include:

- Monthly progress check ins
- Support with writing a business plan
- Live 1:1's via Zoom on how to build a website and become visible online
- Support with social media, creating business pages and using hashtags
- Live session to build logos and marketing materials for free
- Support to put together a cashflow document and personal survival budget
- Content creating sessions
- Advice on benefits and how self-employment may impact this.

How do we help? Phase 2 – Custody Participants



“Through the Gate” Support:

Dependant on the business idea it could also include:

- Support to obtain the correct insurances, tickets and certificates
- Support from our tax specialist to understand what records to keep, what can be claimed as an expense and how to submit their first years tax return
- Sessions to create template invoices
- Guidance on company types and getting their business registered
- Tips on how to write tenders and bid on contracts
- The basics of procurement and finding work opportunities

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Accessible Social Media

- Private Facebook Groups
- Pod groups
- WhatsApp groups

YouTube Channel

Self-service videos on current topics
Recordings of weekly sessions
Interviews with influencers
Collaborations with experts in the field
FAQ videos
Lives from Instagram & Facebook

A “hub’ of resources on our dedicated e-learning platform

Accessible resources for our participants to self-serve from including modules on:

- Financial tips & guidance
- How to launch your business online
- How to use e-commerce
- How to monetise your hobby
- Sales and Marketing
- Motivation & confidence
- Pitching your idea
- Getting your website on Google
- Effective networking
- Negotiation skills

Monthly live Webinars on topics including:

- Funding & Start-Up Loans
- Marketing
- Bank Accounts
- Cash Flow
- Website Building & SEO

Template documents to utilise including:

- Template business plans
- Template cash flow documents
- Template pricing documents
- Template PSB documents
- Template content calendars

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1st Year Tax Return

Once a participant has registered with HMRC, we provide a breakdown of their responsibilities now they're self-employed. We're on hand to navigate this first year and support with their first tax return regardless of whether this falls inside or outside of their 12 months support.

They also have the option of a 2nd year return at a discounted rate from The RIFT Group.

'Legacy' Support

- Ongoing peer-to-peer networking support headed up by ambassadors/volunteers
 - WhatsApp, Facebook Groups
- Pool of learning resources accessible indefinitely
- Access to mentoring opportunities



What constitutes a successful outcome?

What does success look like to us?

- ✓ A viable business plan
- ✓ A cashflow document and personal survival budget
- ✓ A website and sufficient marketing resources
- ✓ Evidence of trading and making a profit
- ✓ A successful "Gateway Meeting" with the DWP
- ✓ Increased confidence, resilience and mental state

Case Study



Jamie, PT from Salford



Amy, MUA from Bristol



**Jay, Crisis Management
Consultant from London**

thank you



Any questions?

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www.riftse.co.uk

