



## Aspiring Social Enterprise case study: Beyond Recovery

### Our social enterprise journey so far

Beyond Recovery was founded following an insight I had in 2013 about how I could assist with the rehabilitation of people with addictions and convictions. I started volunteering with community organisations and I could see the untapped potential of these often-marginalized people. I could see the resilience and determination they had lived on and how that could create healthier and happier lives if pointed in the right direction. I could see the creativity and ingenuity they had for solving problems. I could see that the people themselves did not know any of this.

My training and exploration of different paradigms for working with addictions and offending behaviour, including coaching, counselling and interventions, gave me the tools I needed to start working with the people I felt passionately about helping. I created Beyond Recovery on pure passion and drive and limited resources with a mission to eliminate stigma and create an equitable platform which would provide greater opportunity for our beneficiaries.

Many interventions tap into the potential of human beings. Our programme goes beyond that by creating the opportunity for transformational and sustainable personal insight within each human being.

As Beyond Recovery has grown, the potential for change has grown and the vision has grown. We want to support our beneficiaries by creating employment opportunities; creating opportunities for social reform; and, as one of our peer mentors said “showing us that we can help ourselves and help others”.

There is still so much more to do; so much more potential; so much more positive change that can occur. I recognise that passion and drive can only take one so far, we now need robust strategic plans; a qualified and diverse team and financial stability and resilience in order to create the step change needed to unleash the incredible potential to change some of society’s most intractable issues.

The difficulties with COVID-19 lockdown has led to a rethink of our strategy. What started as a way to keep supporting our guys in prison has now become a pitch to move to a digital platform. A big bold solution that could help so many more people rehabilitate and include families and prison staff.

**Find out more about becoming an Aspiring Social Enterprise:**

<https://www.socialenterprisemark.org.uk/aspiring-social-enterprise-accreditation/>



## **Why we applied for the Aspiring Social Enterprise accreditation**

We have previously focused on serving our population and winning business or donations on a project by project basis. Prior to COVID-19, I realised that to be sustainable the business now needed to become financially resilient. Part of that is to ensure we have traded income and are not just reliant on grants or donations.

## **Our experience of the application process**

The application was easy it just took me a long time to get around to actually doing it! But once I got on with it, it only took a couple of weeks to be approved.

## **Support received during the process**

The main support I received was the gentle nudges about completing the form.

## **Achieving the Social Enterprise Mark**

It is important for Beyond Recovery to achieve the Social Enterprise Mark as it is a badge of honour, showing that we adhere to social enterprise principles and that we can be relied on. We aim to achieve this within 18 months (extra months added because of COVID-19).

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