

10 Years of Making Change

Impact Report
2012 - 2022



THE MELTING POT
Good Ideas

WELCOME

Since 2012, Good Ideas has inspired and supported people to turn the seed of an idea into reality. Our vision is a network of social innovators who, together, can create change.

Starting out on the social innovation journey can be daunting; the journey of moving from idea to launch is messy and complicated. Good Ideas was born from a desire to support people in this ‘messy’ space - to come together and build a community of practitioners at similar stages of development, who could learn from each other and grow their ideas together.

Through our experience of developing The Melting Pot, we knew that for any venture to be successful, we needed to support both the thinking behind the **idea** and provide support to the **individual**. We developed our programme around six core components:

Wellbeing **Potential** **Networks** **Tools** **Structure** **Space**

By creating a programme with these principles at its heart, we have enabled many individuals over the past ten years to turn their good ideas into reality. Over time, the programme has evolved, but the thread that still runs through it is the belief that by working together, we can innovate and address some of the most pressing challenges our societies face today.

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.” - Margaret Mead

Thank you to all those who have been brave enough to share their ideas with us and to our partners, funders and collaborators who have helped us to make our own ‘good idea’ a reality.

Claire Carpenter
Founder & CEO

&

Helen Denny
Strategic Innovation Lead

CONTENTS

06 **Good Ideas... At a Glance**

08 **Case Study 1: Remade Network**

A grassroots network of repair social enterprises creating jobs, tackling climate change and reducing inequality.

10 **Case Study 2: Emotion Works**

An educational programme for emotional learning and wellbeing in early years settings and primary schools.

12 **Case Study 3: Edinburgh Tool Library**

A tool library building a community as well as building things.

14 **Case Study 4: Invisible Cities**

A travel company training people who have experienced homelessness to become walking tour guides of their own city.

16 **Case Study 5: Edinburgh Student
Arts Festival**

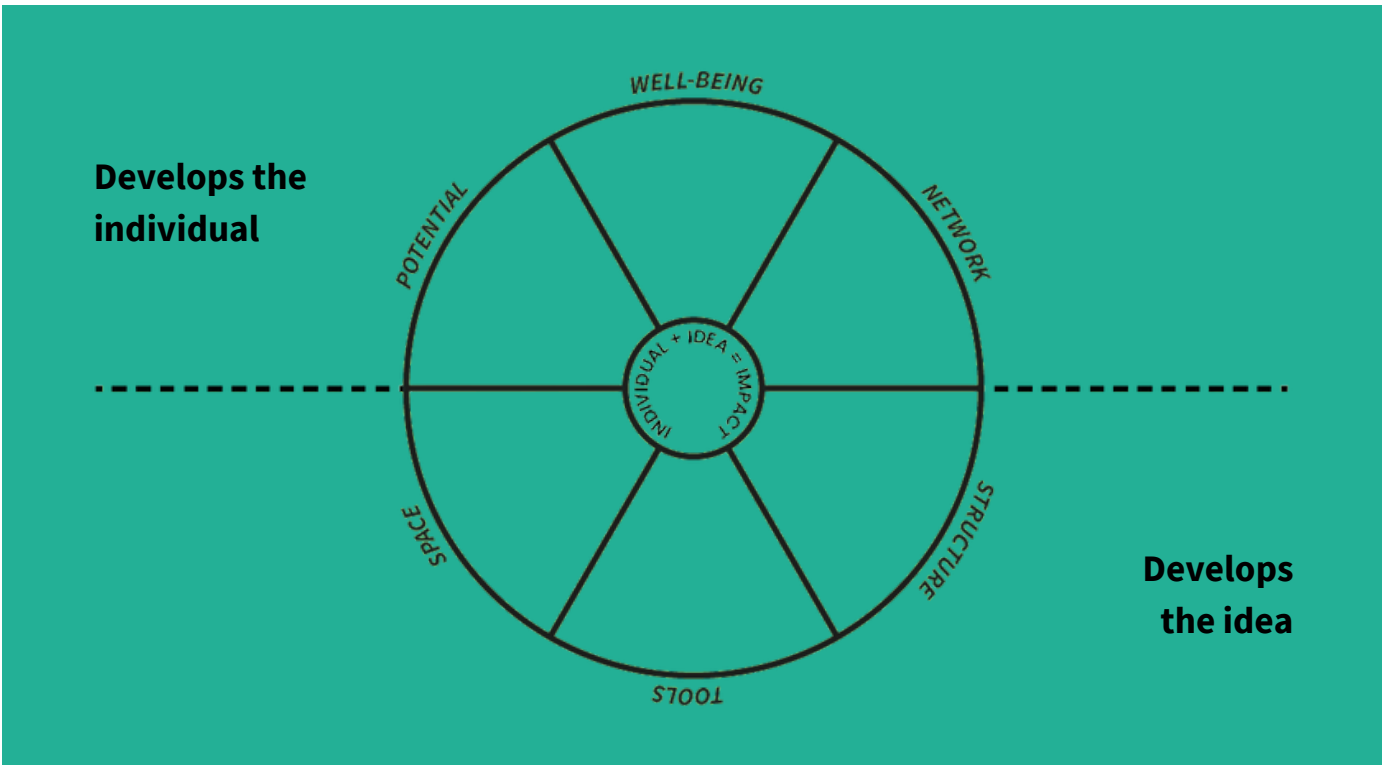
A festival which ran for three years, committed to advocating for emerging artists and creatives in Scotland.

- 
- 18** **Case Study 6: Wee Seeds**
An online resource bringing mindfulness to all early years children - no matter their circumstances.
- 20** **Case Study 7: ListenUpStorytelling**
A facilitator helping professionals who care for others to care for themselves. Sharing stories to build wellbeing in the workplace.
- 22** **Case Study 8: Bikes for Refugees**
A charity supporting the inclusion of disadvantaged refugees and asylum seekers through the free distribution of bicycles.
- 24** **Case Study 9: International Magazine Centre**
A global community of small businesses working in and around magazine publishing. Learning, development and peer support.
- 26** **Case Study 10: Rosie Sings**
A performer using musical comedy to share light on sexual health matters and encourage adult education on sex-positive subjects.
- 28** **Quotes from Alumni**
- 30** **Thank You**

GOOD IDEAS...

- ▶ **370 entrepreneurs supported**
- ▶ **129 good ideas incubated**
- ▶ **220 workshops delivered**
- ▶ **15 partners engaged**
- ▶ **1300+ beneficiaries via alumni projects Scotland-wide**





...AT A GLANCE

CASE STUDY 1

2012

Sophie Unwin: Remade Network

Sophie enrolled on the Good Ideas programme to scale up her social enterprise endeavours, having successfully launched the Edinburgh Remakery on Leith Walk (now located at Ocean Terminal). She wanted to extend her business to Glasgow and move from a one-shop model to a more diverse range of services governed by the needs of local communities.

About Remade Network

Remade Network works with a range of local partners to stimulate a culture of repair, to reduce the pressures on natural resources and celebrate the creativity and resourcefulness within some of Scotland's poorest urban areas. Its work comprises three core activities:

1. Training and education. The organisation recently delivered a six-month training programme for young people, teaching repair skills and providing paid work experience in the refurbishment warehouse.

2. Repair shops and pop-ups. Due to Covid, this began as a simple hatch in an established community centre where people could drop off electrical goods and

textiles to be fixed and picked up at a later date. Once restrictions lifted, Remade Network opened premises on the high street in Govanhill, offering affordable repairs, interesting workshops, refurbished tech for sale and recycling points. It also operates pop-up repair surgeries across the city.

3. Digital inclusion. Remade Network distributes free or heavily discounted refurbished computers to charitable organisations based in Glasgow to improve digital skills amongst their service users.



How Good Ideas supported Remade Network

Sophie believes Good Ideas came at the perfect time for her. The Edinburgh Remakery had just experienced a massive step change opening on Leith Walk, increasing its exposure and improving its accessibility. She was ready for her next challenge, but wasn't sure where to start, so the programme gave her the confidence and skills to test her idea and move forward.



She felt Good Ideas was pitched at just the right level, in terms of effort and commitment: *“I liked that the programme wasn't very demanding of us... It wasn't like you had to go and do a huge amount of homework and exercises. I didn't want to be doing an MBA or Masters since my job was intense and busy enough.”*

When asked what she remembers most about her time on the programme – a whole decade ago – she highlights the mentoring from The Melting Pot's Founder, Claire Carpenter, which she found helpful and inspirational. Also, being able to share ideas and gather input from the rest of her cohort was invaluable.


“When you're doing something new, you don't necessarily feel confident in what you're doing, because it feels like an experiment all the time. You're creating your own pathway, setting your own direction, but you need people travelling with you. And you also need people who have travelled before you, who've encountered some of the same problems and who can put them into perspective. Just normalise them, I'd say.”


Sophie also took full advantage of the coworking membership which is an integral part of the programme, offering participants the physical space and wider network to help their business grow and flourish. She said this was a really important aspect as she had nowhere else to sit, work and concentrate at the time.

SOCIAL IMPACT

- 2,500+ computers distributed
- 20 community groups engaged
- 40 jobs created for young people

 remade.network

 @remadenetwork

 @remadenetwork

CASE STUDY 2

2013

Claire Murray: Emotion Works

Claire joined Good Ideas with the motivation to improve children’s emotional literacy early on in their school career. By participating in Good Ideas, she learnt how to translate her teaching expertise, ability to collaborate and solid concept into a successful business providing wellbeing training and resources that could be applied to various activities and scenarios within the Scottish syllabus.

About Emotion Works

Emotion Works offers a suite of training programmes and resources to help teachers and early years practitioners to deliver emotional education to children. As well as supporting mainstream educators, Claire has also designed programmes and products to teach children with additional needs and is now creating Gaelic materials too.

Having been a teacher herself, Claire created Emotion Works to complement the Scottish Curriculum and be flexible to address the different needs or topics covered in a typical classroom.

As the unprecedented impact of Covid took hold of our schools in 2020, Claire quickly adapted the resources she already had to support her ‘tribe’ of teachers facing the challenges of home-schooling. This led to Emotion Works launching more online learning packages, to reach even more schools around Scotland beyond the pandemic.



How Good Ideas supported Emotion Works

When Claire began Good Ideas, she felt down on her luck having been let down by a previous employer. A friend and mentor suggested the programme to her, so that she would be surrounded by like-minded individuals; changemakers like her, who passionately believed in something and were willing to work hard to make a difference.

Claire found confidence, inspiration and encouragement within her cohort and from the Good Ideas facilitators. It helped her realise, **“these things actually are possible. I think it was a turning point. It gave me the belief that social change is possible as a result of one person... It wasn't like, ‘What she's talking about? How is she gonna do that? That's never gonna work.”**

Coming from a career in teaching and the public sector, Claire also gained a lot from the course content, focusing on each business area at a time and understanding how to grow an actual business from the seedling of a great idea. She says the programme helped her focus on more than the **“indulgence”** of the aspect that interested her – creating the product based on her passion for, and experience of, education. It made her think of everything a business needs to thrive.


Finally, like many other alumni, Claire was grateful for the headspace and time to truly focus on her idea. **“It felt like you were going to work. You weren't just playing at having an idea and making it up. You actually felt it was a serious proposition you were working on.”**



SOCIAL IMPACT

- Won the Scottish Business Woman of the Year 'Social Impact Award'
- Supports c.600 primary schools

 emotionworks.org.uk

 @emotionworks

 @EmotionWorksCIC

CASE STUDY 3

2015

Chris Hellawell: Edinburgh Tool Library

When Chris first entered the Good Ideas training room, he ran a small tool lending scheme out of the Leith Walk police box. Fast forward 7 years and Edinburgh Tool Library boasts 7 employees, 50 volunteers and 4 locations! As the first and biggest tool library in the UK, Edinburgh Tool Library is now helping other communities across the country set up and learn from its experience.

About Edinburgh Tool Library

Edinburgh Tool Library's premise is simple – it's like a book library, but with tools instead of books. However, Chris has grown it into something much more holistic, using tools and DIY to engage, equip and upskill communities across Edinburgh, through:


1. Tool Library membership. Any adult can pay an annual subscription of £10-£30 and borrow unlimited tools from the dedicated library in Meadowbank, thus reducing costs, waste and carbon footprint.


2. Skills training. The organisation has venues in Leith and Portobello where its volunteers run events and workshops for members and the general public to learn DIY skills or practice woodworking. It also holds special workshops for disadvantaged groups such as refugees, asylum seekers, LGBT young people and domestic abuse victims, teaching participants how to build, fix and create with confidence.

3. Community builds. Anyone can come to special classes where they can learn skills whilst making something useful for other charitable or community organisations. Examples include Little Free Libraries, accessibility ramps, benches, potting sheds and bird boxes.



 edinburghtoollibrary.org.uk

 @edinburghtoollibrary

 @edinburghtoollibrary

 @EdinToolLibrary

SOCIAL IMPACT

- 1,400 members and 30,000 loans
- Over £1.5 million saved by sharing
- More than 20 community builds

How Good Ideas supported Edinburgh Tool Library

The most important aspect for Chris – like most of our alumni – was the relationships he made with other budding social entrepreneurs. *“At a personal level, entrepreneurship can be quite a lonely road, so having other people that really understand this to talk to and get advice from was hugely significant.”*

Good Ideas also helped him understand the business model of a social enterprise versus commercial and charitable organisations. He found being in the social innovation space aspirational and embraced all the expert advice, networking and peer support the programme brings. *“When you're starting a social enterprise, you can be standing so close that you can't be objective about stuff. Sometimes you just need somebody who is independent from your project...and see things with a different perspective. That's definitely something that I got from the Good Ideas programme and my cohort.”*

Having access to The Melting Pot and its wider community was also beneficial. *“Sitting in your own flat, working on your own on something is tricky. Going into a space and seeing friendly, familiar faces, or meeting others who are further along their journeys was really helpful.”*



CASE STUDY 4

2015

Zakia Moulaoui: Invisible Cities

Multi award-winning tour guide company, Invisible Cities, has gone from strength to strength since Founder, Zakia, completed the Good Ideas programme 6 years ago and set it up. It began as a pilot in Edinburgh and has grown to 4 cities across the UK, with more franchises opening soon. The organisation acts as an authentic voice in the tourism sector, offering visitors an alternative guide to beloved cities.

About Invisible Cities

Invisible Cities trains and empowers people who have experienced homelessness to create, craft and deliver sightseeing tours in their own cities, highlighting monuments, people and places they have chosen themselves. Not only does the organisation deliver social impact in the form of employment and experience to the people they train, but it also acts to reduce the discrimination surrounding those who find themselves homeless. Its core work includes:

- 1. Unique tours.** Invisible Cities creates unique walking and virtual tours of four UK cities, and has recently developed its model into a franchise so that trusted partners can run similar operations in other locations. The franchise scheme has been set up to ensure the guides receive essential localised support for ongoing challenges such as housing, mental health, addiction, family liaison, access to food etc.
- 2. Employment opportunities.** At the moment, Invisible Cities employs 16 tour guides and has supported dozens of other trainees into positive destinations in the travel and hospitality sector.
- 3. Stopping the stigma.** Through the tours, guides and their personal stories, Invisible Cities aims to reduce the stigma and misperceptions of homelessness. Staff also deliver presentations to, and run events within, schools, communities and corporations to challenge negative narratives and promote inclusion.
- 4. Local projects.** A 'Guide Committee' has been established to allow guides to submit ideas for localised ways to spend a pot of money generated through tour sales. Projects funded this way are focused on improving the life quality of people experiencing homelessness, or connecting to local communities. Examples include welcome packs for Ukrainian refugees and a 'street barber' giving free haircuts and shaves.

How Good Ideas supported Invisible Cities

Zakia credits the Good Ideas programme with being the *“catalyst”* to making her social business idea a reality. *“Most valuable to me was having dedicated time to do things... Having a weekly workshop means that you have the mental and physical space to dedicate to your idea. That was the best thing for me because it gives you accountability.”*


She explains that, on entering the programme, she just had a vague idea of training people with experience of homelessness to give tours in Edinburgh. Her cohort started in November, and by the end of the programme six months later, she'd gathered the knowledge and confidence to already begin training potential guides. Engaging with the homework, planning each step and actively, honestly talking about her project to her peers on a weekly basis motivated her to take action. *“I really believe that if you talk about something, then it's real.”*


She also feels Good Ideas opened doors to her in the world of social enterprise, which she didn't have access to before. Through the networking opportunities, facilitators and guest speakers of Good Ideas, she discovered organisations that would go on to help her build Invisible Cities into a viable enterprise, through both funding and partnerships. Building her network in Scotland, becoming part of the social enterprise community and *“having a seat at the table”* were fundamental to the Invisible Cities journey.





SOCIAL IMPACT

- Trained over 100 guides in 4 cities
- Voted Best Community Tour in the World by Lonely Planet in 2021

 invisible-cities.org

 [@invisiblecitiestours](https://www.facebook.com/invisiblecitiestours)

 [@invisiblecitiestours](https://www.instagram.com/invisiblecitiestours)

 [@InvCities](https://twitter.com/InvCities)

CASE STUDY 5

2015

Briana Pegado: Edinburgh Student Arts Festival

Briana came to the Good Ideas programme with a strong desire to support student artists (of any age) to move into fulfilling, creative careers. Despite Edinburgh's fame for its Festival and Fringe, the costs to exhibit, advertise and attract sufficient audiences are unaffordable for newcomers. So, Briana created a platform and vital work experience to develop students' skills, confidence and employability.

About ESAF

ESAF ran for three years, working with the Student Unions of all five universities in Edinburgh to engage artists, arts organisations, venues and volunteers across the city. It aimed to help emerging artists and young people access the arts and creative industries by providing a veritable “training ground”, combining varied work experience of organising and running a festival with opportunities for artists to exhibit their work.

Following the inaugural festival, the team realised many students were also facing barriers to understanding creative careers and getting their foot in the door of the creative industries. In response, ESAF set up the Creative Partner Series, where they worked with established organisations such as Edinburgh Printmakers, Museums and Galleries Scotland and Lyon & Turnbull auction house to increase students' awareness of creative careers and employer expectations.

In 2016, ESAF won the Inspiring Youth Enterprise award from Social Enterprise Scotland



How Good Ideas supported ESAF

Briana says if she hadn't completed the Good Ideas programme, *"I don't think I would have such a deep and clear understanding of what a social enterprise is... and how you should treat your team, and how to operate and manage your finances."* She appreciated the breadth of topics and how the course was structured, delivering thematic sessions on everything from fundraising to governance.

"It was about getting a comprehensive idea of what a social enterprise is, and how to set it up and run it, in a moment when other organisations didn't get it. You'd speak to them about setting up a social enterprise and they would say things like, 'why don't you just set up a business?'. The ethics and values were so important during all of our strategic thinking."

She also valued the camaraderie of the group, all going through the same steps like setting up a bank account, finding a lawyer, managing a team. And through Good Ideas, she learned of other social enterprise support services available to her – an important network she would not have accessed by herself.

Closing the curtain on ESAF

Unfortunately, after three years of impressive growth, Briana and her team had to close ESAF due to funding shortages. Without the continued support of universities or other partners, there was not enough time to transition to a more sustainable funding model.

But Briana looks back fondly on her experience leading ESAF: *"This festival launched my career. I wouldn't work in the creative industries if it wasn't for ESAF. I've met thousands of people and artists and I learned so much about how to run an ethical and sustainable business. It was only around for three years, and yet has become such a fundamental fabric of a lot of people's creative lives and careers."*

She continues to advocate for creative professionals and believes they have a vital part to play in solving society's problems: *"Artists have held a mirror up to society for centuries. When you actually look at traditional ways of working and thinking that have gotten us into the situations we are currently in, it's artists and creative people you need to be around to understand how to design our way out of that."*

SOCIAL IMPACT

- Worked with 700 artists
- Engaged over 7,000 attendees
- Supported 150 volunteers

CASE STUDY 6



2016

Christina Cran: Wee Seeds

Following her diagnosis of Type I Diabetes, Christina noticed her 3.5-year-old son was showing increasing signs of anxiety and concern about his mum's health. She herself was using meditation techniques to manage the psychological impact of her condition, but couldn't find anything age-appropriate for her son. So, Christina adapted her knowledge into child-friendly games and fun ways to learn. Good Ideas helped her evolve this into a business offering digital mindfulness tools to parents, charities and nurseries.

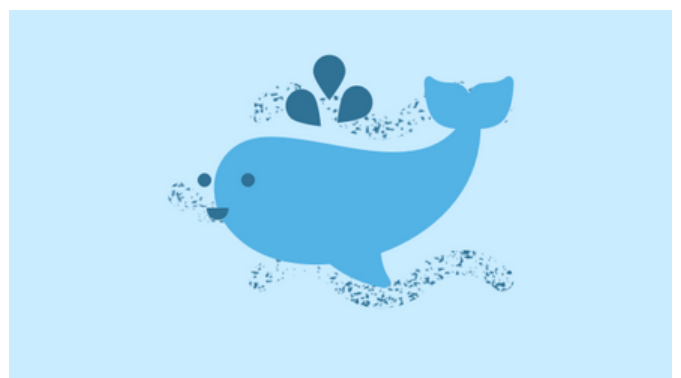
About Wee Seeds


Wee Seeds delivers inspiring tools for grown-ups to turn fun, daily activities into life-long skills through a specialist digital course and wellbeing toolbox. Their work includes:

- 1. Parent & Carer membership.** Families can sign up for access to the entire toolbox, plus monthly guest speakers, fresh content, live meditations and a private forum.
- 2. Educator membership.** Enabling early years settings to access a bespoke educational toolbox complementing the curriculum, plus one-to-one training and community support.




- 3. Pick One, Plant One.** Wee Seeds delivers social impact by matching every purchase with a free toolbox to a family in need.

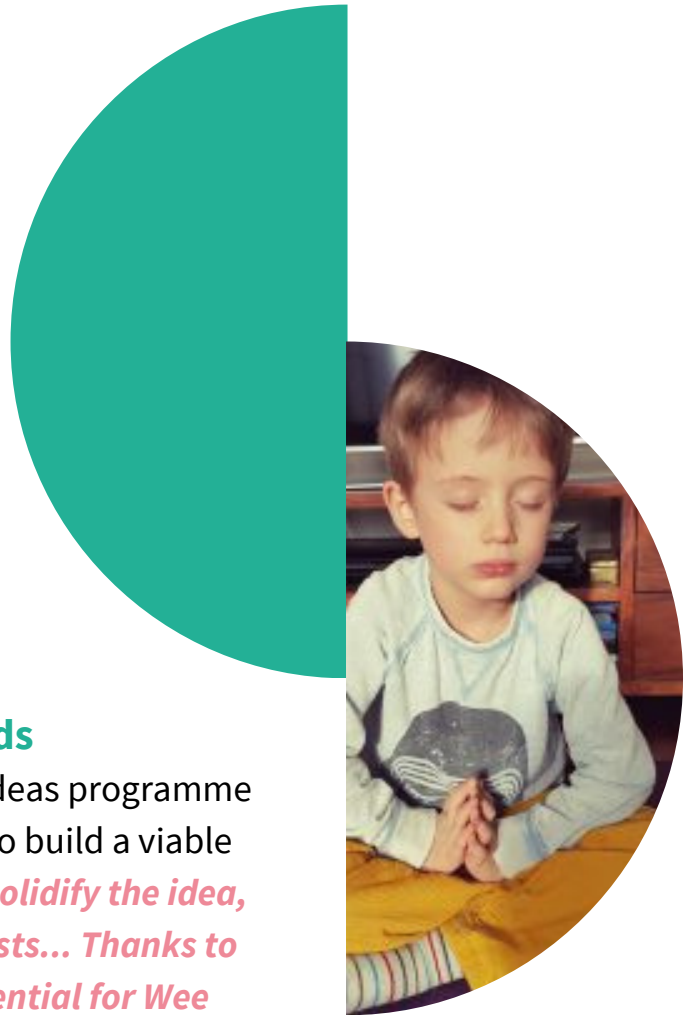


 weeseeds.co.uk

 @WEESEEDS

 @weeseedsmeditations

 @WeeSeeds



How Good Ideas supported Wee Seeds

Christina feels the key benefit of the Good Ideas programme was providing a framework through which to build a viable business. *“Good Ideas basically helped to solidify the idea, look at the audience and do some initial tests... Thanks to that, I was convinced that there was a potential for Wee Seeds to become a business, so we applied for funding from UnLtd that helped us to launch a crowdfunding campaign. As a result of that campaign, we made £7,500, which we invested in creating our minimum viable product (MVP). It had 10 exercises, and from that we did a lot of user testing.”*

When asked what role Good Ideas played in her journey, Christina is very clear: *“Sitting here now, five years later, with all what we have done, it feels like quite a privilege to have been able to bring something to life. I wouldn't have been able to do that if it hadn't been for Good Ideas, investing the time, working through it as an idea, validating the concept and looking at how it might work. I'm very grateful to The Melting Pot for having the vision to support social entrepreneurs who have crazy ideas!”*

SOCIAL IMPACT

- 77% of parents and 50% of nursery practitioners reported children were more focused
- 56% of parents reported a positive difference to their child's sleeping
- 75% of parents noticed a positive change in their child & themselves

CASE STUDY 7



2018

Kath MacDonald: ListenUpStorytelling

Kath's been a nurse for 30 years and is now an Honorary Lecturer at Queen Margaret University (QMU), supporting those just entering the profession. She knows how emotionally exhausting nursing can be, so she started ListenUpStorytelling to give nurses a creative, therapeutic outlet to reduce stress, anxiety and burnout.

About ListenUpStorytelling

ListenUpStorytelling offers professionals a safe space to share stories, reflect on their experiences and explore ways to co-create alternative endings. Creative workshops led by skilled facilitators help participants to develop self-awareness and self-care, build resilience, challenge practice and find joy and meaning at work. Alongside storytelling, the organisation's methods include Lego serious play, arts and crafts, mindful practices, poetry and role play. ListenUpStorytelling has worked on some profound projects in the short years it has been up and running:

- 1. Stories of Covid.** Kath was commissioned by QMU to gather and curate stories of the pandemic in any form – writing, video, artwork, anything! She engaged with staff and students from QMU, as well as the wider community, to create a unique exhibition that represented the positive, mundane and tragic stories affecting a diverse enclave of Musselburgh in 2020.
- 2. SEEDS Project.** Co-created with a colleague at QMU, the SEEDS Project aimed to explore the experiences of community nurses, understand work-related stress and promote wellbeing. It began before Covid hit Scotland, but continued throughout and the team saw a spike in stories being shared over Lockdown. It was clearly cathartic and helped those on the frontline of the pandemic to share their feelings with others who understood.
- 3. CAKE.** The SEEDS Project has evolved into a free digital resource, CAKE – which has storytelling at its core – to support teams to enhance self-care, wellbeing and resilience in the workplace.
- 4. Patient Stories.** Kath's currently working on a powerful storytelling project with patients living with diabetes.

How Good Ideas supported ListenUpStorytelling



When Kath joined the Good Ideas programme, she was using a lot of poetry in her teaching at QMU. She felt there was a spark of an idea in poetry becoming a tool for supporting nurses' wellbeing, but had no expectation of turning that into a social business. Her pitch to the programme was successful and she admits she had *"no idea what I was getting myself into!"* but genuinely believes ListenUpStorytelling would not exist without Good Ideas.



She is grateful to the Good Ideas programme for helping her to evolve her business proposition: *"You go with an idea and then you work that idea, you pitch it, you test it... One of the things I got from one of the facilitators was that poetry felt quite narrow and that if I called it storytelling, it would open up more avenues. And it definitely did."*

Kath also cherishes the long-term connections she made on the course. She still meets regularly with some of her cohort to discuss their work and provide mutual support. *"I've created some relationships and friendships for life. At the same time, I learned a lot along the way - not just about starting a business - but actually about how to facilitate sessions and those sorts of things... I still have my wee Good Ideas book. My notes are there and I still refer to it."*



 listenupstorytelling.co.uk
 [@kathmac630](https://twitter.com/kathmac630)

SOCIAL IMPACT

- Launch of CAKE in Autumn 2022
- 136 health & social care professionals supported via SEEDS

CASE STUDY 8

2019

Steven McClusky: Bikes for Refugees

Bikes for Refugees was already an established charity when Steven joined Good Ideas. The organisation had just recruited its first employee, but it also relied on an enormous number of voluntary hours, not least from Steven as Founder and CEO. The Good Ideas programme gave Steven dedicated time and space to develop strategy, reflect on the journey so far and focus on priorities.

About Bikes for Refugees

The strength of Bikes for Refugees lies in its simplicity. It distributes free bicycles to refugees and asylum seekers to help them navigate a new city and access essential



support services which may be far away from their accommodation. The project encompasses:

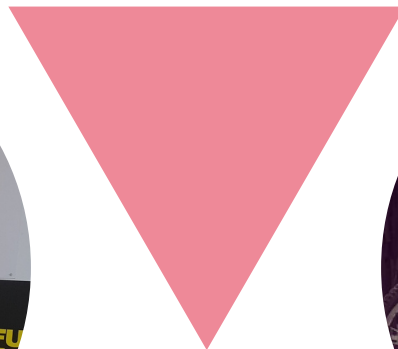
- 1. Bicycle distribution.** Most bikes are donated to the charity, which then refurbishes them and gives them to New Scots, with waiting lists that can extend to a year-long in Glasgow.
- 2. Welcome packs.** Provision of free bike accessories, plus information and signposting to other free services and local activities, for refugees and asylum seekers.
- 3. Community group support.** In the form of free community meals, bike fixing sessions, led rides and cycling skills.
- 4. Volunteer opportunities.**

How Good Ideas supported Bikes for Refugees

Steven offers perspective from an organisation more advanced than most of the participants on the programme who literally start with a good idea and build an enterprise from scratch. He feels the process is still incredibly relevant and valuable for projects already operating. As well as providing a space to pause, reflect upon and challenge existing practices, it helped Steven feel less isolated on his social innovation journey. He was able to take a step back, to strategise, forecast, analyse risks and develop contingency plans.

Good Ideas also helped Steven to identify and better understand his leadership role at Bikes for Refugees. *“I was very much guilty of putting everything and everyone else before myself. The course allowed me to focus on my role within the organisation, and the importance of that. Being reliant upon volunteers is not sustainable, and the work that I was doing in the organisation would need resources – no matter if it was me or another person in that role.”*

He realised they needed to formalise the position of CEO and was successful in securing funding to make that a reality. His team has now grown to four staff members, with a Volunteer Co-ordinator also in place to train, resource and support the volunteers so crucial to the charity’s ongoing activities.



SOCIAL IMPACT

- Refurbished and distributed over 1,800 free bicycles to New Scots so far



bikesforrefugees.scot



@BikesforRefugeesScotland



@Bikes4Refugees



@Bikes4Refugees

CASE STUDY 9

2019

Nikki Simpson: International Magazine Centre

Nikki began her Good Ideas journey with the ambition of supporting Scottish publishers through training and events. Over the course of the programme – and jettisoned into a global market thanks to the uptake of video calling during the pandemic – her Good Idea evolved into a learning and development membership organisation for small magazine publishers across the world.

About The International Magazine Centre

The International Magazine Centre was set up to support small businesses that can't afford to join the large national and international membership bodies in the publishing industry. It aims to remove hierarchies and help smaller publishers feel valued, connected and confident in themselves and their businesses. The Centre offers:

1. Learning and development. Through industry- and size-specific training, events and mentoring.

2. Community. A significant part of the organisation's mission is reducing isolation in the profession. Often, small publishers work by themselves with no one to bounce ideas off or work through problems. The International Magazine Centre creates connections

between its members and runs special in-person and online events to stimulate peer support and help publishers feel less alone.





How Good Ideas supported The International Magazine Centre

Like most Good Ideas participants, Nikki forged some strong relationships within her cohort that have continued to this day. *“There was so much kindness, and that group were really lovely people, who didn’t care about money, and at the same time were aware that we had to make money, so everybody was sharing my dichotomy. That felt like a nice place to be.”*

She also learned some successful facilitation techniques that she’s adapted to use within her own business. *“I found the troika consulting very powerful. You present a problem to two or three people in your group. Then you physically turn away from them, and they discuss your problem behind your back, but you listen to what they’re saying, taking notes. I reconditioned it for my own business and for publishers, and we call them ‘hive events’. We even do it on Zoom, splitting off into groups of four. The person who presents the problem switches off their video and their mic, but they stay in the room and listen to the other three people discussing. It’s fun, and people come away from it amazed, because if you’re on your own with your business or in a small team it’s very rare that you actually get feedback like that.”*

The Good Ideas programme’s focus on social innovation also encouraged Nikki to focus on the potential impact of her project and what was important to her from an ethical perspective. *“It made me think more consciously about what I could do to support people, and to make my business more welcoming to a diverse set of people.”*

SOCIAL IMPACT

- Over 100 members
- *“The essence of community and peer-to-peer support”* - Member

 internationalmagazinecentre.com

 [@international_magazine_centre](https://www.instagram.com/international_magazine_centre)

 [@MagazineCentre](https://twitter.com/MagazineCentre)

CASE STUDY 10

2019

Rosie Houlton: Rosie Sings

In her late 20s, Rosie contracted chlamydia and realised how little she and her peers knew about STIs and sexual health. As a professional singer, comedian and actor, she wanted to share her story through performance in order to both entertain and educate audiences about these important issues. She has just completed a successful run at the Edinburgh Festival Fringe, debuting her material and gathering audience feedback.

About Rosie's Show

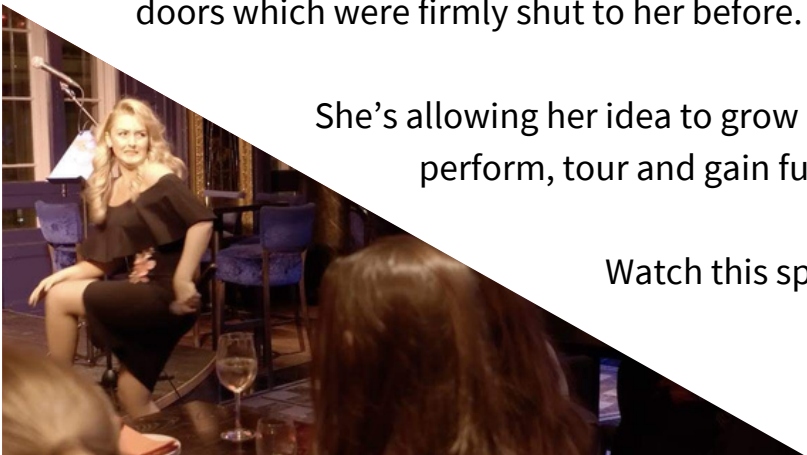
Rosie's one-woman musical and comedy show, *My Vagina's Priceless*, aims to educate and reduce stigma surrounding sexual health topics. Whilst it is not a fully-formed social business at the moment, Rosie is spreading important messaging in an open, funny and accessible way. She is undoubtedly creating social impact.

Her Edinburgh show carried no entry fee, but an optional donation, which she collected at the end. This gave her an opportunity to interact with her audiences, who related to her content and were moved to share their stories with her – and with fellow attendees – in the queue, at the bar and on social media.

My Vagina's Priceless has initiated meaningful conversations about stigmatised topics. The show has allowed Rosie to showcase her messaging and approach, which has not gone unnoticed by potential funders and clinical partners. She feels it has opened doors which were firmly shut to her before.


She's allowing her idea to grow organically as she continues to perform, tour and gain further insight from her audiences.

Watch this space...



 Rosie-Sings.com

 @RosieSingsUK

 @rosiesingsuk

 @RosieSingsUK

SOCIAL IMPACT

- Performed 21 times during the Edinburgh Festival Fringe 2022
- Reached an audience of 300 people

How Good Ideas supported Rosie

Rosie came to Good Ideas a self-confessed **“complete beginner”** in the world of business and social enterprise, but the programme grew her confidence and gave her a grounding in business set-up and structure. It also showed her **“how large an impact can be made from such a small idea”**.

Whilst she felt a little overwhelmed in her cohort amongst peers who were further along in their social business journey, she loved the sense of community and felt she **“could learn something from every single person that was there”**. As someone who works alone, she also valued the company of the group – especially as Covid struck towards the end of their programme. Meeting online weekly helped her stay focused during Lockdown, reduced her sense of isolation and motivated her to remain accountable.

Ultimately, Good Ideas encouraged Rosie to clarify a way forward with her idea and opened her up to input she would never have considered alone. She firmly believes that the programme helped her identify, form and communicate her desired brand – a performer promoting sex-positive subjects. She doesn't feel she would have been brave enough to put herself out there like this before.



QUOTES FROM ALUMNI



"I most remember the passion and enthusiasm the team had for social enterprise. I always came away from the sessions energised!"

Louise Irvine, Pride Outside

"Good Ideas helped to take a wide-ranging concept and distil it into tangible ideas and action points."

Robert Sproul-Cran,
Highland Creative Retreats



"Support from Good Ideas was a key, fundamental step in launching us and making our charity a success."

Mary Sharpe,
The Reward Foundation



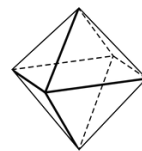
"Good Ideas was absolutely pivotal. I describe it as taking me to the edge of the cliff and giving me the necessary push/prompt to jump. I'm aware this doesn't sound like the most positive metaphor (!), but that exciting bit where you don't know where/how you're going to land is what launching a start-up is like."

Rhiannon Davies, Greater Govanhill CIC



THANK YOU

To all our funders and partners over the last 10 years...



Social Innovation
Connect
UK



And to all the alumni who shared their story with us; to The Melting Pot's host Xabier Villiers for conducting interviews and gathering content; and to Lucinda Jeffery of Roseberry Marketing for copywriting and designing this report.



TheMeltingPotEdinburgh.org.uk
Scotland's Centre for Social Innovation
15 Calton Road, Edinburgh, EH8 8DL

Company no. SC291663 2022 Charity no. SC045966