# Information Pack

Greater Manchester Social Enterprise Advisory Group – Recruitment of New Members

August 2025

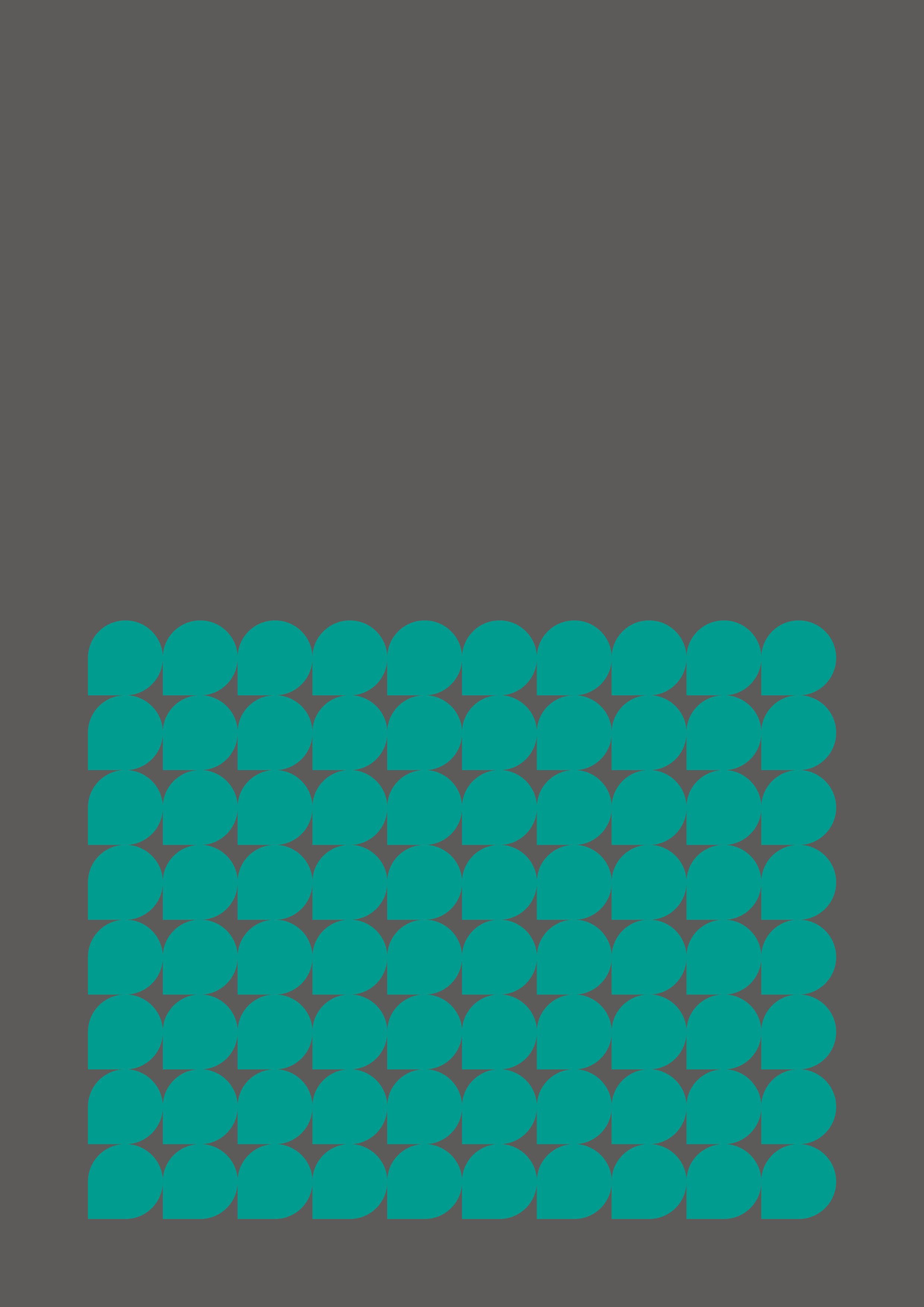


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## About the Greater Manchester Social Enterprise Advisory Group (GM SEAG)

The Greater Manchester Social Enterprise Advisory Group (SEAG) is a non-statutory advisory group of independent members set up to provide advice to the Mayor and Greater Manchester Combined Authority (GMCA). Its purpose is to harness the expertise of the social economy sector to help ‘create the conditions for social enterprises and co-operatives to thrive’ in Greater Manchester (GM), as outlined in the GM Local Industrial Strategy[[1]](#footnote-2). This will contribute to greater productivity and local wealth generation that will make a fairer, greener and more prosperous city-region.

The SEAG aims to have strategic influence in shaping policy and practice across Greater Manchester so that social economy organisations can play their full part alongside partners from both the public and private sectors. At the same time, the SEAG seeks to raise awareness and the profile of social economy organisations - helping consumers, as well as public and private stakeholders, to better understand and value the contribution of the social economy.

The SEAG fulfils these aims by providing advice to the Combined Authority on the priorities, opportunities and challenges facing the social economy sector, as well as influencing economic policy more broadly. It serves as a forum for open dialogue and the exchange of ideas between the sector and regional government, raises the profile and champions the sector, and offers visible leadership for the social economy at a Greater Manchester level.

Members of the SEAG participate on a voluntary basis and are expected to draw on their professional experience and insight to contribute meaningfully to the group’s work. The group meets four to six times per year, and meetings are a mix of online and in-person sessions, typically lasting 1.5 hours.

## Background to the Recruitment

The SEAG is recruiting new members to ensure it has the breadth of expertise and lived experience required to deliver its newly agreed Task Plan. This Task Plan sets out a focused agenda across four key priorities: unlocking social investment, supporting income resilience, fostering social innovation, and shaping policy to benefit the social economy.

To support social investment, the SEAG will review the current social investment landscape in Greater Manchester to identify opportunities, challenges, and potential policy interventions that could unlock investment and support the growth of the sector.

In income generation, the SEAG will advise on how Greater Manchester can help social economy organisations build more resilient and sustainable income streams, including diversification of revenue and improved access to markets.

For social innovation, the SEAG will provide advice on how Greater Manchester can create a supportive policy and funding environment that encourages new ideas, experimentation, and innovation within the social economy.

Finally, in the area of public policy, the SEAG will help shape Greater Manchester’s response to key national policy developments affecting the social economy and advise on how social economy priorities could be reflected within local strategies.

To deliver effectively on these priorities, the SEAG is seeking to strengthen its collective expertise, broaden its reach across Greater Manchester, and ensure it can continue to provide credible, informed advice to the Combined Authority.

## Profile of Prospective Members

The SEAG is looking to recruit up to six new members who are passionate about strengthening and growing the social economy and who can bring fresh perspectives, practical experience, and constructive challenge to the group’s work. Candidates should have strong connections to Greater Manchester and ideally be active within social enterprises, co-operatives, community businesses, or other social economy organisations. The SEAG is particularly keen to hear from individuals with expertise or lived experience in the following areas:

1. Social investment and social finance
2. Income resilience and commercial growth
3. Innovation and social enterprise development
4. Public policy and system change

The SEAG also welcomes expressions of interest from people with diverse backgrounds, lived experiences, and underrepresented communities, to help realise the group’s commitment that its membership should reflect Greater Manchester’s diversity.

New members should be willing to:

1. Contribute their time and expertise on a voluntary basis
2. Participate actively in group discussions
3. Provide advice and practical solutions to help shape policy and practice
4. Help raise the profile of social enterprises across the city-region

All members of the SEAG are expected to follow public service values, for example:

1. Following the Nolan Principles of Public Life;
2. Not misusing information gained in the course of their activity for personal gain or for political purpose, nor seeking the use of the SEAG to promote their private interests or those of connected persons, firms, businesses or other organisations.
3. Publicly declaring any private interests which may, or may be perceived to, conflict with the Group.

This is a valuable opportunity to influence regional decision-making, support sector growth, and contribute to the development of an inclusive economy in Greater Manchester.

## Application Process

### How to Apply

Applicants are invited to apply by submitting a completed Application Form by email. To apply:

1. Download the Application Form
2. Complete the Applicant Information section.
3. Provide your responses to the three application questions listed in this document. Please ensure you respect the word limits for each question.
4. Complete the Equality and Diversity Monitoring Form provided and submit it alongside your application. This form is confidential and will not be considered as part of the assessment process.

Please send your completed application to [socialenterprise@greatermanchester-ca.gov.uk](mailto:socialenterprise@greatermanchester-ca.gov.uk) by 29th of August 2025 at 1pm BST. You will receive confirmation that your application has been received.

It is estimated that completing this application will take approximately 60 to 90 minutes in total. This includes time to provide your personal details, answer the three application questions, and complete the Equality and Diversity Monitoring Form. Please take your time and answer the questions as fully as you are able within the word limits.

### How Applications will be Assessed

The SEAG is committed to ensuring a fair, transparent, and inclusive recruitment process.

Applications will be assessed against three key areas:

1. Your Motivation and Potential Contribution  
   We will look at why you are interested in joining the SEAG and how you believe you can contribute to its work.
2. Your Relevant Experience  
   We will consider your experience in areas such as social investment, income resilience, social innovation, and public policy, and how this relates to supporting social enterprises in Greater Manchester.
3. Your Understanding of the Sector’s Opportunities and Challenges  
   We will look for thoughtful reflections on the key opportunities or challenges facing social enterprises in Greater Manchester and your views on how the SEAG can play a meaningful role.

Each application will be reviewed by multiple assessors independently and carefully considered. The panel will aim to recommend a group of new members that collectively bring a balance of skills, experiences, and perspectives.

### Equality and Diversity Monitoring Form

As part of our commitment to ensuring diversity and inclusion within the SEAG, all applicants ask asked to complete a short, anonymous Equality and Diversity Monitoring Form.

This form is optional, and the information provided will be used for monitoring purposes only. It will not be shared with the selection panel or used in the decision-making process.

### Deadline and Notification

Please complete the online form/ send your completed application to [socialenterprise@greatermanchester-ca.gov.uk](mailto:socialenterprise@greatermanchester-ca.gov.uk) by the 29th of August 2025 at 1pm BST. You will receive confirmation that your application has been received.

Applications received after this deadline will not be considered.

Applicants will be informed of the outcome of their application on **Friday 26th September 2025.**

## Contact

If you have any questions or queries, please contact: [socialenterprise@greatermanchester-ca.gov.uk](mailto:socialenterprise@greatermanchester-ca.gov.uk)

1. [Greater Manchester Local Industrial Strategy June 2019](https://www.greatermanchester-ca.gov.uk/media/2132/gm-local-industrial-strategy-web.pdf) [↑](#footnote-ref-2)