

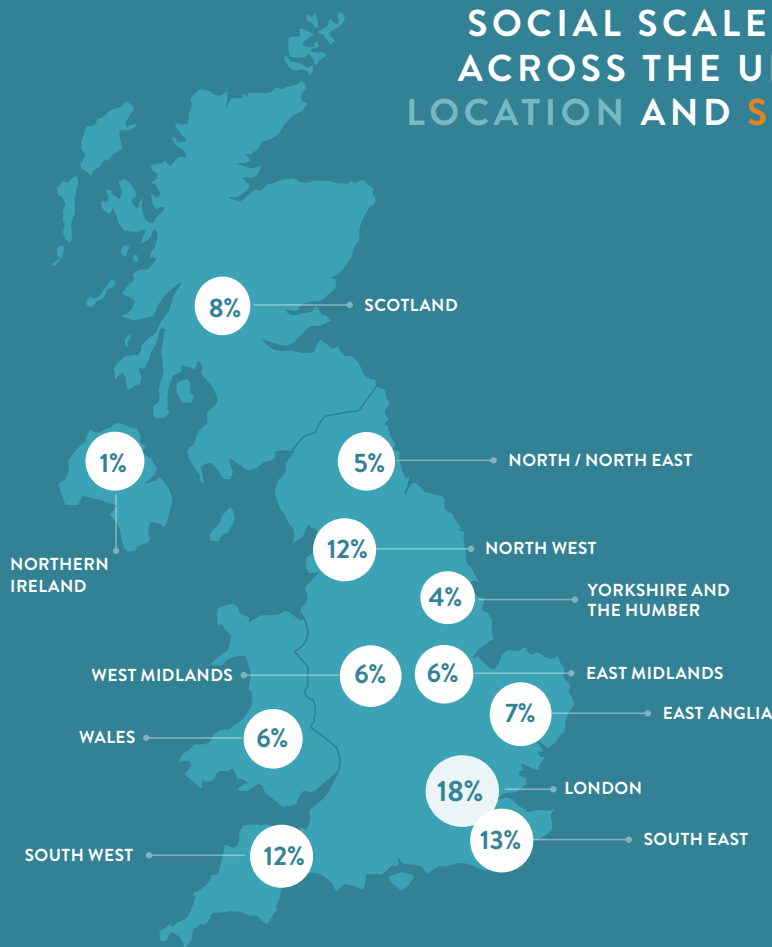
# SOCIAL SCALEUPS IN THE UK



## WHAT IS A SOCIAL SCALEUP?

A Social Scaleup is a social business that has achieved growth in revenues or employee headcount (or both) of 20%+ per annum over a three year period. Social businesses have attributes that align with both the Big Society Capital definition of a 'Social Venture' and the Social Enterprise UK definition, being businesses in the sector that are solving social or environmental problems through their trading activity.

## SOCIAL SCALEUPS ACROSS THE UK BY LOCATION AND SECTOR



## “ SOCIAL IMPACT

*The purpose of business should be to profitably solve the problems of people and planet.”*

Prof Colin Mayer, Said Business School Oxford and the British Academy

**scaleup week.**

THE BUSINESS PLAN

**SCALEUP INSTITUTE'S ANNUAL SCALEUP SURVEY**

The social scaleups that responded to the ScaleUp Institute's Annual Scaleup Survey in 2020 had:

A COMBINED TURNOVER OF

**£2bn**

EMPLOYED APPROXIMATELY

**8,400**  
PEOPLE

**GROWTH RATES**

**8 IN 10**

social scaleups are seeking to grow in 2021 with

**over half**

seeking to grow their

EMPLOYEE HEADCOUNT OR TURNOVER

by more than

**20%**

and almost

**1 in 3**

by more than

**50%**

**THEY ARE INTERNATIONAL**

**50%**

of all social scaleups are exporting (a similar proportion to all scaleups) with almost

**two-thirds**

seeking to export in the future.

The EU is the key market for these businesses but growth opportunities are seen across emerging markets in China, India, South America and the Middle East. North America is seen as a critical future market on par with the EU.



**IMPACT OF COVID**

**51%**

of businesses said Covid-19 pandemic had a negative impact on their business

but for a significant proportion

**40%**

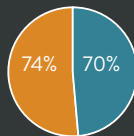
of businesses said it brought new opportunities.

The majority are focusing on the future beyond the pandemic.

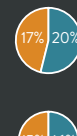
**CHALLENGES TO SCALE**

Social scaleups identify similar barriers to growth to their scaleup peers across the wider economy. Access to finance and growth capital, and to public sector support and funding for R&D and innovation, are higher priorities for social scaleups.

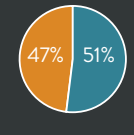
**IMPORTANT FACTORS TO BUSINESS GROWTH (% INDICATING FACTOR IN TOP 3)**



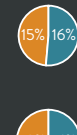
Access to markets and customers in the UK and Internationally



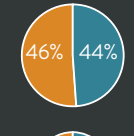
Access to government procurement and corporate supply chains



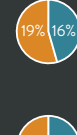
Access to the right debt and/or equity finance for the business



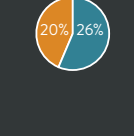
Access to external support and advice (e.g. from mentors and peers)



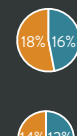
Access to the talent you can hire



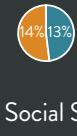
Access to infrastructure/premises and broadband



Access to public sector support and funding for R&D and innovation



Leadership development



Access to tax breaks

Legend: ■ All Scaleups ■ Social Scaleups

**SOCIAL SCALEUPS WANT TO SEE MORE**

**LOCAL RESOURCES TO HELP SCALE IN THE FOLLOWING**

Social scaleups share the same level of demand as all other scaleups for access to non-executive directors, peer networks and mentors. They also want more support from local financiers and universities.



**GOVERNMENT SUPPORT**

Support from Innovate UK and public sector funding for innovation and R&D are highly sought after by social scaleups.

