



DUNDEE SOCIAL ENTERPRISE NETWORK

Unlocking Potential

Unlocking Potential is a software platform that has been designed by Assist Social Capital (AST).

AST received funding from the Scottish Government to develop the software and a number of Social Enterprise Networks (SENs) have been taking part in a trial of the system – namely DSEN, Edinburgh SEN, Glasgow SEN, and Senscot's Health SEN.

U>P looks to measure the quality and quantity of relationships. The quality of relationships is made up by participants judging a number of sub elements such as shared understanding, trust and reciprocity. These relationships come together in networks, which describe how an individual, group and or community are linked with one another through different types of ties.

U>P asserts that there are 3 types of network ties:

- **Bonding** which are close, trusting, reciprocal relationships – these might be found for instance within a family, small staff team, etc.
- **Bridging** relationships which are more distantly formed, but fairly equal ties i.e. people within different departments or organisations.
- **Linking** refers to relationships where interactions may have a power differential e.g. with a funder or government body.

The DSEN staff team were asked to detail our SE Network connected relationships from 2 years ago and do the same from now. A similar exercise was carried out with a sample of 10 of our members.

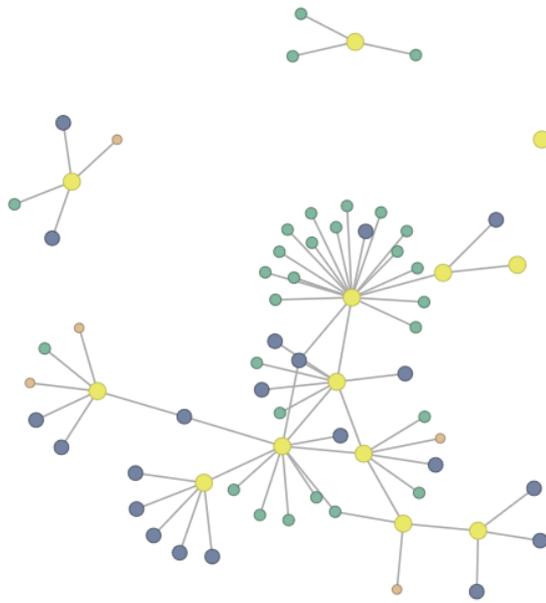
The U>P software aggregated this data and created Then (Benchmark) and Now Network Relationship Maps.

Headline findings are that the total number of DSEN connected relationships have grown substantially from **69 to 391, a 567% increase** – so people have many more connections from being involved with DSEN (as illustrated in the maps below). One caveat that was raised by participants, is that as Dundee is a small city, it can be difficult to say if some of these network relationships were made wholly via DSEN or also through being connected with others forums, groups or networks as well.

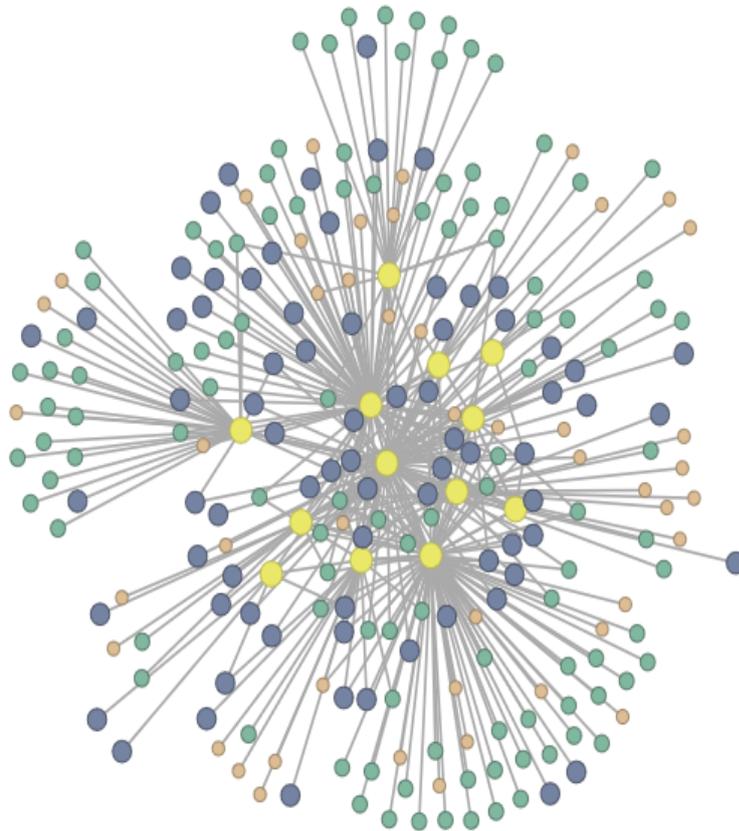
Another trend that is evident, is that many relationships appear to be via a member of the DSEN staff, in a hub and spoke set up. The staff members connect a number of different people in the region and across the sector. This demonstrates the strength of staffed SENs.

U>P what next ? - Assist Social Capital (<http://social-capital.net/>) are talking to the Scottish Government - namely reporting on their findings and the results and feedback from ourselves and the other 4 SENs that took part in this trial.

Within DSEN we found the exercise to have been useful in analysing what types of relationships have developed via being connected to the Network. This will assist in planning how we will support the Network and development of SE in the city.



**Benchmark Relationship Network Map (for 3 staff DSEN and 10 members)
– 69 relationships**



Now Relationship Network map - 391 relationships (growth of 577%)