

Case Study Snapshots

Outfit Moray

Outfit Moray has been connected with the Sport SEN since 2010 and throughout that time has aspired to develop their own outdoor centre. With their self-generated income around 30% of their total turnover they had long identified this move as the most viable solution to sustainability.



"It was quite literally perfect timing enabling us to complete all preparatory work including a feasibility study, business plan, community consultation and covered the necessary professional fees involved."

Ian Rideout – Outfit Moray

The Legacy Sustainable Sport for Communities fund was the upshot of Sport SEN members, including Spartans, Inchpark, Newmilns and Factory Skatepark, campaigning for development funding to fast track capital projects.

Its launch in 2014 came at exactly the right time for Outfit Moray enabling them to undertake a detailed and timeous feasibility study for a new Outdoor Learning and Adventure Hub to be developed on land owned and gifted to them by the Innes Estate.

Streetfit Scotland

Streetfit Scotland is a new social enterprise based in Edinburgh with a focus on working with individuals experiencing homelessness. Their programme is centred on personal fitness with both gym and outdoor sessions including boot camps. Although, attending the gym is often seen as a solo pastime, this programme works particularly well because of the peer support element with members of each group encouraging others to keep attending as well as championing one another's efforts during a session.



Even at the pilot stage, there have been unexpected benefits including the engagement of staff from homeless projects who don't just accompany but take part in activities thus improving their own health and wellbeing.

"I had never spoken in public before but it was great – as well as winning the support prize, I made lots of good contacts."

Michelle Reilly, Founder

In another example, the benefits are improved self-esteem with female participants taking pride in their appearance, keen to spend some of their limited income on fitness clothing with a nod to fashion.

The entrepreneur behind this new venture, Michelle Reilly, has spent many years working with those experiencing homelessness. She is now embracing the world of social enterprise with equal gusto with her first foray pitching to a

Dragons Den at the Senscot Ceilidh leading to an award of training and development support from the Social Enterprise Academy. <https://www.facebook.com/Streetfitscotland1>