



Case Study: Northern Light Coaching and Development

Northern Light Coaching and Development is a social enterprise based in Chorlton and operates in South and Central Manchester. It was founded with a vision to provide coaching, tailored workshops and community-based sessions designed to support local individuals and businesses.

The founder's ambition was to build a sustainable business model that blends social impact with income generation. With a focus on empowering local communities and SMEs, the service model combines personalised coaching, group coaching, training, lectures and workshop delivery to bridge the gap between research and pragmatic application of evidence-based approaches in the community through an innovative interdisciplinary and holistic approach drawing on multiple fields and utilising a strength-based and person-centred format to make sure its accessible and relevant to the communities it serves.

As a new social enterprise, Northern Light faced early-stage challenges including understanding financial and legal structures, creating a viable business model and visibility within local networks.

The founder sought guidance around financial planning, legal structure and strategies to integrate income generation with social impact. They also wanted support in refining their service offer and reaching their target market.

Through the E26 programme, the founder received a combination of structured support and tailored mentoring. This included attendance at two workshop series, one-to-one mentoring and participation in a community pitching and networking event held by Macc during Social Enterprise Day 2024.

E26 Thematic Areas:

Financial and Legal – The mentoring sessions helped the founder understand financial planning, explore legal requirements, and begin shaping a sustainable model.

Contract Bidding and Marketing – The community pitch event and ongoing branding support helped articulate the service offer more clearly and promoted visibility.



Northern Light Coaching and Development launched successfully, attracting over 30 potential customers to their first event. The business secured £500 through a local pitch competition, which funded promotional materials, branding development and access to a local workspace. The founder explained the support improved their confidence, clarity on their business strategy and deepened connections with the local market. They have since attended a finance workshop and are now exploring crowdfunding as an alternative to traditional investment routes.



They are currently exploring collaborations for the community group and offering accessible trauma-informed and neurodivergent inclusive one-to-one coaching (first three sessions at £10 a session (opposed to usual £50/session – also offering sliding scale or other arrangements to support accessibility), the monthly community is on pause until the coaching offering is established.

Insights and Lessons:

Community-based networking events are important for new social enterprises to find customers and collaborators.

Understanding financial sustainability from the start can reduce future risk and support growth planning.

Questions for other Social Enterprise organisations:

Is your financial model realistic and sustainable for your stage of growth?

Have you considered less traditional funding routes like crowdfunding or community pitches?

Reflections:

"This is a project with both social impact and business sustainability, integrating community sessions, personalised coaching and tailored workshops for businesses. We're exploring crowdfunding as an alternative to traditional social investment. This support has really given us the tools to move forward confidently."

Link: <https://linktr.ee/northernlightmcr>, <https://www.patreon.com/posts/northern-light-118174831>

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