

HEAR ME NOW CIC

"Positive is the New Gangster"

Individual Business Plan Presentation

Assignment Title Part 2 Individual Presentation Pitch

Module: Enterprise & Entrepreneurship – LCLM4006

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OVERVIEW OF THE BUSINESS IDEA

The Problem

28.9% adult reoffending rate in the UK. Those serving under 12 months reoffend at ~66%. Young people excluded from school face heightened risk of entering the justice system.

The Solution

Workshops, mentoring & personal development programmes delivered in prisons, schools & community settings focused on identity change, mindset & accountability.

Unique Selling Points

Lived experience at the core. Active delivery at HMP Pentonville, HMP Belmarsh, HMP The Mount & key holder at HMP ISIS. Bridge from prison to purpose.

Participants that successfully complete the training, can become, course champions or facilitators upon release.

Which is the company ethos as we believe in building bridges and building futures.

PRODUCTS, SERVICES & MANAGEMENT

Products & Services

- **Prison workshops 'Building Bridges Building Futures'**
-
- School & youth programmes (resilience, confidence, purpose)(Own you power)
-
- Motivational speaking for organisations & corporates
-
- Facilitator training for program graduates (long-term)
-
- Leadership & adversity workshops for corporate clients
-
- Staff training and consultancy.
-
- Care-home support to at risk youths.
-
- Local authority , working with at risk youths on a court order of bail and monitoring.

Management Structure

Founder & Director

Anthony Bennett Programme dev., partnerships, delivery

Operations Manager

Coordinates prison, school & community partnerships

Workshop Facilitators

Deliver sessions; trained people w/ lived experience

Admin Support

Coordinates scheduling, comms, reporting

Future: Graduate Facilitators

Program completors trained to lead workshops

LEGAL STRUCTURE

CIC

**Community Interest
Company**

*Registered in England
& Wales*

Social Mission Lock

Profits are asset-locked and reinvested into the community not distributed to shareholders.

Grant Eligibility

CIC status unlocks access to social enterprise grants, government funding & charitable foundations.

Credibility & Trust

Regulated by the CIC Regulator; signals accountability to partners including prisons & schools.

Sustainable Income

Can generate income through program fees, corporate contracts AND grant funding simultaneously.

PESTEL ANALYSIS – THREE KEY FACTORS

P – Political

Government Rehabilitation Agenda

The UK government's focus on reducing reoffending creates direct demand for organisations like Hear Me Now CIC. Policies supporting education, mentoring and rehabilitation in prisons open doors to contracts and partnerships with HMPPS and the Ministry of Justice.

Source: Ministry of Justice, 2024

S – Social

Growing Awareness of Mental Health & Identity

Schools, prisons and community organisations increasingly recognise the value of programmes that build confidence, resilience and purpose. Societal attitudes have shifted: rehabilitation and lived experience are now valued assets, creating strong demand for credible voices.

Source: Youth Justice Board, 2025

E – Economic

Cost of Living & Employability Pressure

Rising inflation and economic hardship increase the risk of reoffending and youth vulnerability. This intensifies need for services that develop employability, resilience and life skills. It also creates urgency for funders to support preventative social enterprise models.

Source: Social Enterprise UK, 2023

COMPETITION & MARKET POSITION

The Landscape

- Motivational speakers & training providers
-
- Rehabilitation charities (e.g. St Giles Trust, Nacro)
-
- Youth development organisations
-
- Corporate wellbeing & leadership trainers
-
- Government-funded prison education program
-
- Identity and behavior specialist.

Our Differentiators

Lived Experience

Authentic credibility that no classroom-trained trainer can replicate

Already Operational

Actively delivering in HMP Pentonville, Belmarsh & The Mount
Key holder at Hmp Isis

Identity-Centred

Focus on long-term transformation, not short-term motivation

Dual Reach

Serves both institutions AND individuals simultaneously

MARKETING STRATEGY 1 — SOCIAL MEDIA

Multi-Platform Digital Presence | @hearmenow1222

Instagram · @hearmenow1222

Raw, punchy behind-the-scenes content from workshops, prisons & schools. Reels & stories to humanise the brand.

TikTok · @hearmenow1222

Short-form motivational content. Street-to-purpose narrative. Broad reach with younger audiences & potential partners.

LinkedIn · Anthony Bennett

Targeting institutional partners, corporate clients, funders & government bodies. Showcases impact data & case studies.

YouTube · Hear Me Now1222

Long-form content talks, testimonials, workshop highlights. Builds credibility and supports SEO for program discovery.

MARKETING STRATEGY 2 — PARTNERSHIPS & REFERRALS

Institutional Partnerships · Word of Mouth · Speaking Events · Guerrilla Marketing

Institutional Partnerships

Formal agreements with prisons, schools and local authorities provide a steady pipeline of participants. Each successful program generates referrals within the sector. Currently active at HMP Pentonville, HMP Belmarsh, HMP The Mount & HMP ISIS.

Word of Mouth & Referrals

In the criminal justice and education sectors, trust and reputation are currency. Participants, educators and prison staff who witness transformation become advocates. This is the most cost-effective and credible form of marketing.

Speaking Events & Networking

Live motivational talks and conference appearances demonstrate impact directly. Each event reaches new decision-makers in schools, local government and the third sector converting audiences into paying clients.

Guerrilla Marketing

Low-cost, high-impact tactics aligned with the brand ethos 'Positive is the New Gangster'. Creative, street-level visibility builds grassroots awareness and media interest, particularly in communities Hear Me Now serves.

FUNDING REQUIREMENTS & ALLOCATION



CONFIRMED: £20,000 National Lottery Funding Awarded — *April 2026*

Total Required

£25,000

Already Secured

£20,000 (80%)

Funding Allocation

Item	Amount	% of Total
Program Materials & Workbooks	£4,000	16%
Marketing & Social Media	£3,000	12%
Staff & Facilitators (part-time)	£7,000	28%
Equipment (laptops, projectors)	£3,500	14%
Website & Digital Platforms	£2,500	10%
Travel & Transport	£2,000	8%

START-UP COSTS & CASH FLOW FORECAST

Start-Up Costs (Year 1, Month 1)

Item	Cost (£)
Website & Digital Platforms	£2,500
Marketing & Social Media	£3,000
Program Materials	£4,000
Equipment	£3,500
Travel & Transport	£2,000
Staff Support	£7,000
Contingency	£3,000
TOTAL	£25,000

12-Month Cash Flow Projection

Period	Income	Expenses	Net Cash
Months 1–3	£0–3,000	£5,000	-£2,000 to -£5,000
Months 4–6	£5,000–10,000	£5,000	£0–5,000
Months 7–12	£12,000	£6,000	£6,000–14,000

Break-Even Analysis

Fixed monthly costs: ~£5,000

Average workshop fee: £1,500–£2,500

Break-even point: 3–4 sessions per month

With National Lottery funding in place, **break-even is achievable by Month 4–5.**

FUNDING SOURCES

✓ SECURED £20,000	National Lottery Community Fund Awarded April 2026. Supports delivery of community-facing rehabilitation and youth development programmes across the UK.
PIPELINE TBC	Social Enterprise Grants (CIC-Specific) CIC status makes Hear Me Now eligible for grants from Power to Change, UnLtd, and government-backed social enterprise funds (Social Enterprise UK, 2023).
PIPELINE TBC	Charitable Foundations Targeting foundations supporting rehabilitation and youth justice, including those aligned with MoJ reoffending reduction strategies (Ministry of Justice, 2024).
REVENUE £1,500–£2,500/session	Program Fees & Corporate Sponsorship Income from workshops delivered to prisons, schools and corporate clients. CSR partnerships with companies investing in social value provide additional revenue.

SOCIAL IMPACT & CURRENT OPERATIONS

28.9%

Adult
Reoffending Rate
(MoJ, 2024)

400

People reached
Completion rate of 87%

4

HM Prisons
Currently
Active In

£20K

National Lottery
Funding
Secured

Currently delivering 'Building Bridges, Building Futures' at:

HMP Pentonville

Workshop Facilitator

HMP Belmarsh

Workshop Facilitator

HMP The Mount

Workshop Facilitator

HMP ISIS

Key Holder & Facilitator

The goal is not just to stop reoffending - it's to help people discover who they are beyond their past.
Hear Me Now CIC turns lived experience into a bridge between prison and purpose.

REFERENCES

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Youth Justice Board (2025) Youth Justice Statistics 2024–2025. Available at: <https://www.gov.uk> [Accessed: 14 March 2026].

THANK YOU

*Hear me now, because who don't hear must feel
And who does hear will heal
"Positive is the New Gangster"*

Hear Me Now CIC is a Community Interest Company delivering transformational workshops in prisons, schools and communities.

Already active at HMP Pentonville, HMP Belmarsh, HMP The Mount & HMP ISIS.

£20,000 National Lottery funding confirmed. Total start-up budget: £25,000.

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