

Enterprise Development Programme: Application guidance

The Enterprise Development Programme is delivered by a partnership of national organisations with local reach; Social Investment Business administers the programme on behalf of Access – The Foundation for Social Investment.

The approach taken by the programme aims to ensure organisations looking to join the enterprise movement have minimal restrictions and maximum support to organisations whatever stage in their enterprise journey they may be.

For those looking to apply we will only be seeking details of enterprise ideas or motivations and context of how it will benefit your organisation and beneficiaries/community. Essentially, we want to see that you are applying to the programme because your organisation wants to become more enterprising, and that you also want to be part of a cohort of organisations that share this aim.

If accepted onto the programme you will have the opportunity to work with the programme partners to ascertain exactly what support, you need to progress your ideas and build the resilience of your organisation. Packages of support will be agreed individually for each organisation, and could involve any or all the following:

- Joining a peer cohort to share enterprise journeys (NB this is likely to be a standard requirement of all participants)
- Training and learning opportunities tailored to needs
- Direct advice and support
- Grants to research or test out new ideas, to launch new enterprises or grow existing ones. Grants can be for varying amounts but will usually not be more than £30k, and are likely to be conditional on evidence of growing income streams, using methods such as MatchTrading™

When you apply you do not need to have a clear idea of what support need; while we will ask you about this, we will work with you to determine what support will help you if you are successful in being accepted into the programme.

Who is it for?

Organisations that are thinking of exploring new models of trading to help them become more financially resilient and require financial or business support to make the transition. There may also be an ultimate aim of taking on social investment at some point in the future. In the coming months we will be accepting applications from organisations working within the [Youth](#), [Equality](#) and [Mental Health](#) sectors. Specific eligibility criteria for each sector is available via the links above to the enterprise development programme website.

Organisations wishing to apply to be part of the programme must be charities or social enterprises, based and working in England.

To be an eligible social enterprise, organisations need to

- Have a clear social mission
- Distribute less than 50% of post-tax profits and reinvest at least 51% of surpluses into pursuing their social mission, and
- Have a constitutional or contractual lock on their social mission, dividend and surplus distribution policy (also known as an asset lock).

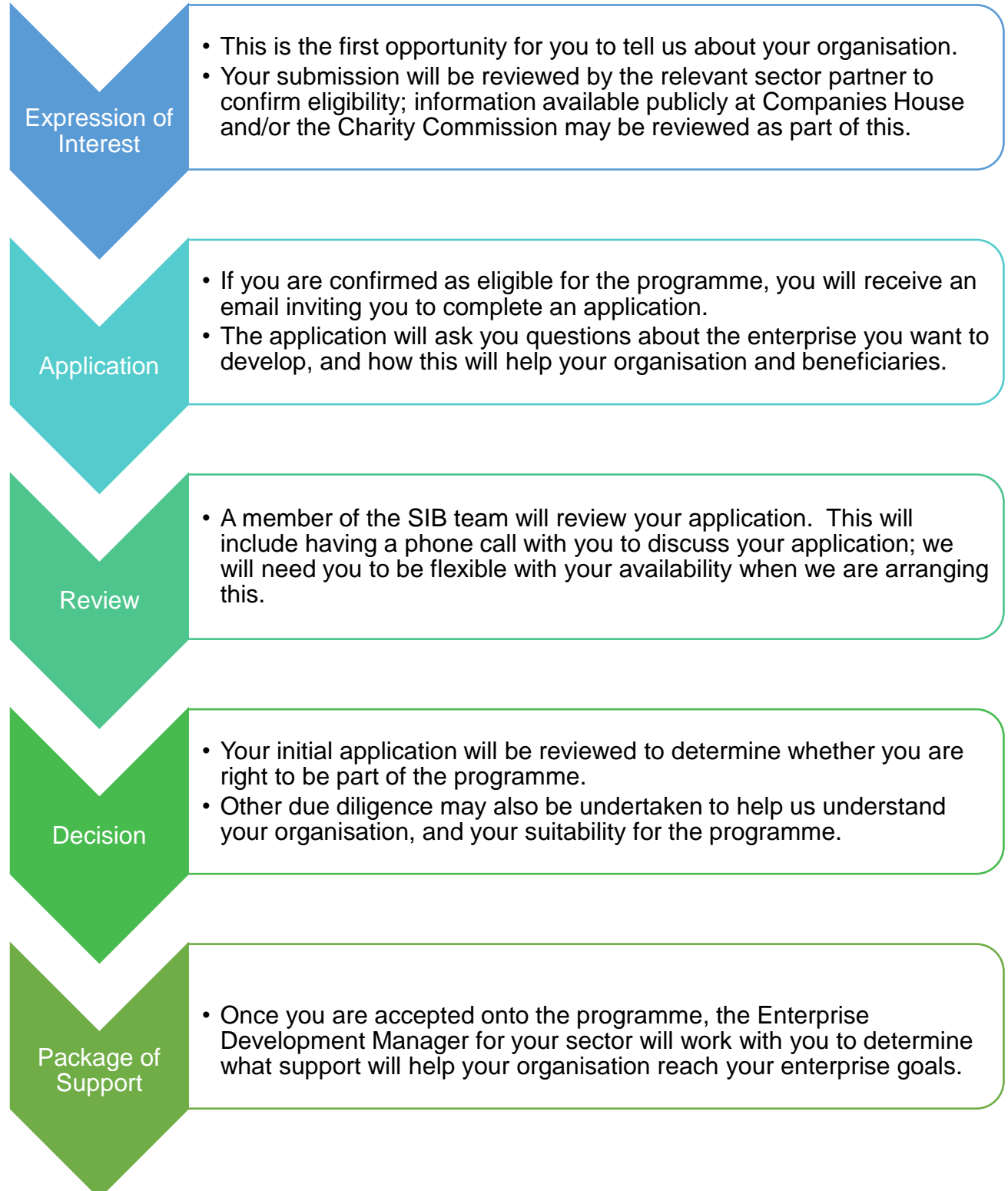
Organisations need to be able to demonstrate that they meet these criteria when submitting their application, and we may need to review your governing documents in order to confirm this.

Please note that eligible organisations must not be working for religious or political purpose. Faith based organisations can apply, but your services must be open to people of all or no faith. Additionally, our funding cannot be used to help promote any religion.

Deadlines

Each sector will have a rolling programme of application windows. Details of these will be published and updated on [the Enterprise Development Programme website](#).

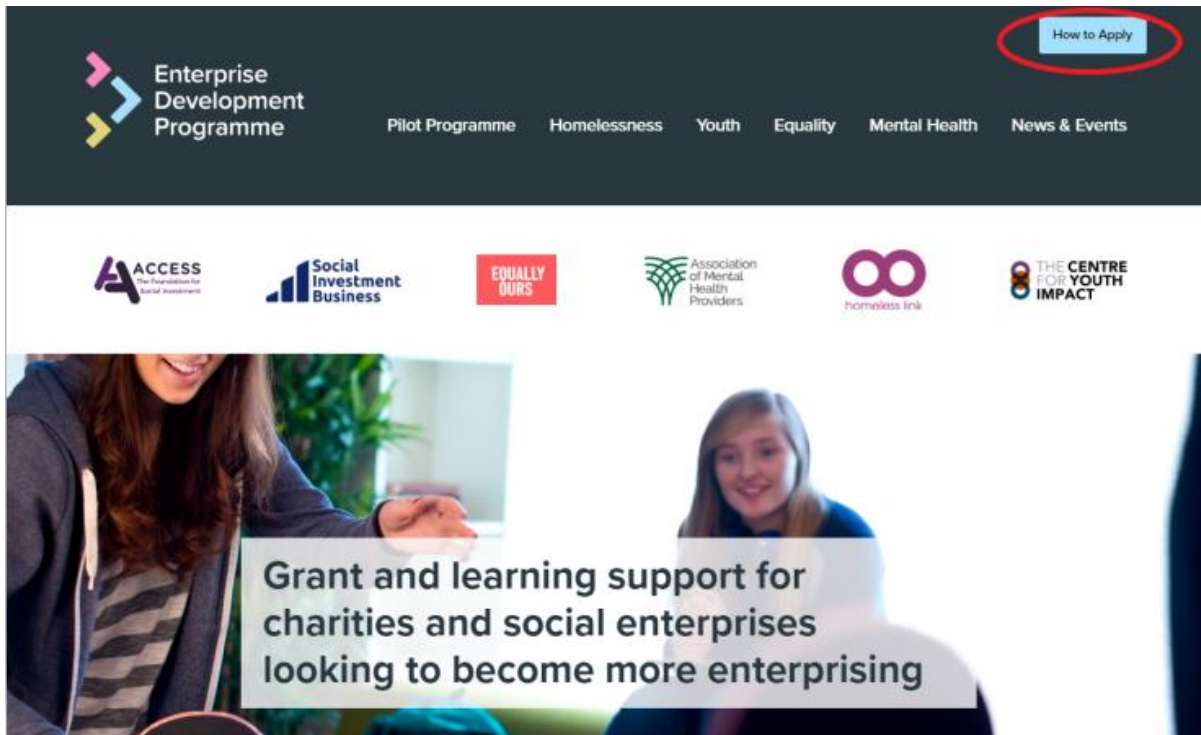
The application process



Expression of Interest

The Expression of Interest (EOI) form asks you for some information about you and your organisation, as well as the trading activity you wish to develop.

You can access the EOI by clicking on the 'How to Apply' button on the homepage of the [enterprise development website](#).



And click the Submit your EOI button which will take you to the Expression of Interest Form



Based on the answers that you provide, we will determine whether or not you are eligible for the programme. If you are eligible you will be emailed a link to the online application form. If you are not eligible, we will send you an email with some feedback explaining our decision. If you have submitted an EOI and are waiting to hear from us, please do double check your junk/spam folders as sometimes emails can get diverted there.

Application

To complete your application, you will be invited to log on to the Social Investment Business Community Platform. This platform is linked to our internal systems and enables us to be able to see all of the information you provide us quickly and easily.

The email you receive from us will provide you with a link to log in to the community. But if you lose this link for any reason – don't worry. You can log in to the community at any time on the Enterprise Development Programme [How to Apply](#) page. Scroll to the bottom of the page and click the Registered Applicant Login.

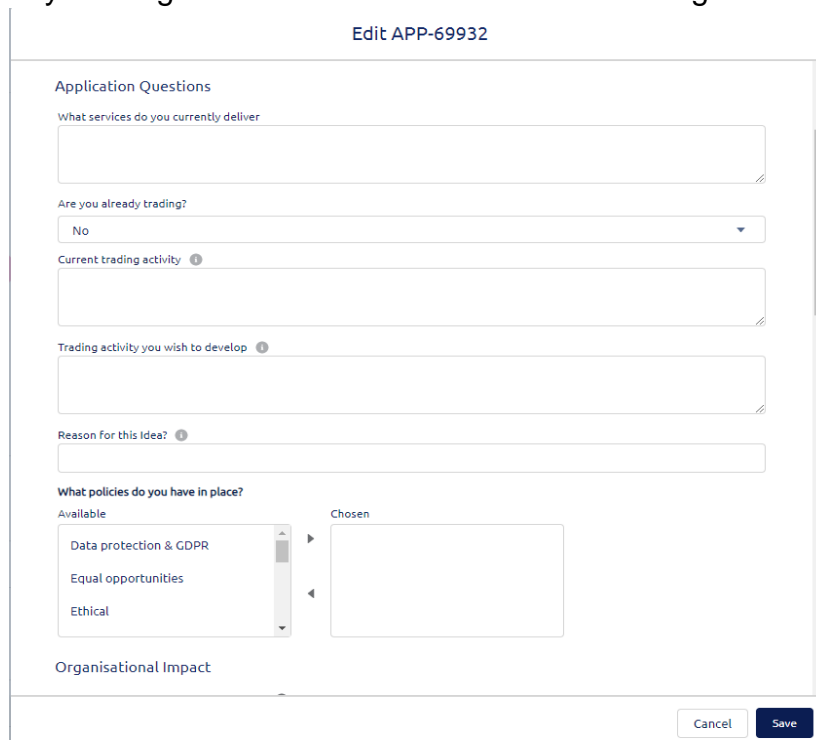
Registered Applicant Login

Once you have logged into the community you will see a home page with a number of options. The 'My Account' option allows you to see the information we hold about your organisation. The 'My Contact info' options allow you to see the information we hold about you as an individual. If you need to edit this information at any point you can.

To complete your application, click on the 'Application' option.

Application Questions

You now need to complete the questions in the form. You can save your application at any time by clicking the blue save button in the bottom right of the screen;



Application Questions

What services do you currently deliver

Are you already trading?

No

Current trading activity

Trading activity you wish to develop

Reason for this Idea?

What policies do you have in place?

Available

Data protection & GDPR

Equal opportunities

Ethical

Chosen

Organisational Impact

Cancel Save

Additional information about what we would like to tell us in your answers is provided below.

What services do you currently offer?

We need to understand what it is that your organisation already does. So please tell us about the current activities and purpose of your organisation;

- What services do you provide?
- Who do you provide these services to?
- How long they have been running?
- How are they funded?
- What impact do these services have?

Are you already trading?

Please answer yes or no to this question. By trading we mean we mean the sale of goods or services with either the public or with other businesses/organisations to generate income.

Current trading activity

We need to understand what your current trading activity is. So, if you are already trading, please tell us about your current trading activity;

- How long has your trading activity been running?
- Who are your current customers?
- How is it contributing to the organisation financially?
- What proportion does the trading contribute towards your total income?
- Does the trading itself generate a surplus?
- Does your current trading have a social impact, or is it more focussed on generating income for your organisation?

If you are not already trading that is fine. There are no right or wrong answers to this question but we need this information so that we can better understand where you are now as that will be a key part of us ascertaining what support you need to reach your goals.

Trading activity you wish to develop

This question provides you with an opportunity to tell us about what it is you want to do. So please tell us;

- What is the trading activity you wish to develop?
- Will it be about selling goods or services?
- What will the trading activity offer to its potential customers?

Reason for this idea?

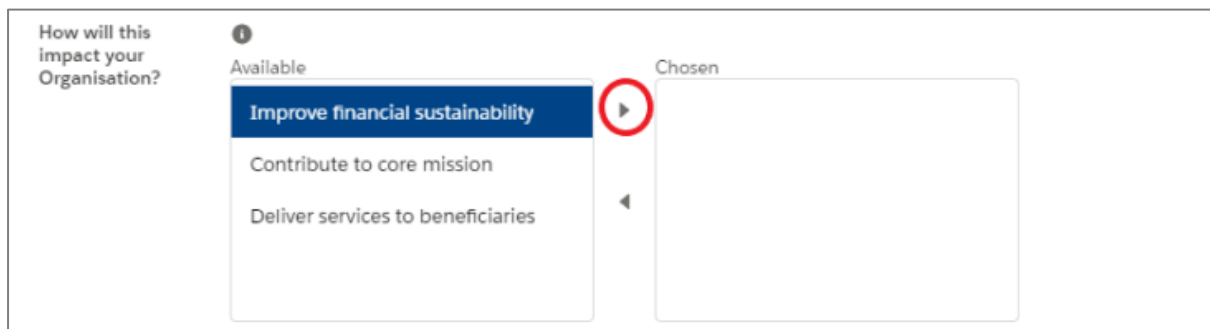
We want to understand why you want to develop this trading idea. So please tell us

- Why do you want to develop the trading activity you have identified?
- Why do you think your organisation is well placed to develop this trading idea?
- How has this idea come about?
- How long have you been thinking about this idea?
- Are you doing something completely new, or replicating something already being done elsewhere?

How will this impact your organisation?

This question allows you to tell us which of the options you think will occur as a result of developing your trading activity.

Simply highlight each one that you have and then click on the arrow pointing right to select those that you have;



The screenshot shows a user interface for selecting impacts. On the left, under the heading 'How will this impact your Organisation?', there is an 'Available' list with three items: 'Improve financial sustainability' (highlighted in blue), 'Contribute to core mission', and 'Deliver services to beneficiaries'. A red circle highlights a right-pointing arrow between the 'Available' and 'Chosen' boxes. The 'Chosen' box on the right is currently empty.

Again, there are no right or wrong answers to this question and which options you pick, or how many of them you pick, will not affect whether or not your application is successful.

Potential Customers

Customers are crucial to any trading activity. So please tell us;

- What do you know about the potential customers for the trading you want to develop?
- Will your customers be individuals or other organisations (such as other businesses, charities or public bodies)?
- Have you carried out any research to date about potential customers?
- What do you know about your target customer's ability/desire to pay for these products or services?
- How do you know there is demand for the trading you want to develop? Have you done any research into this?

Existing Providers

Is anyone else offering the same product or service to your target market? Please answer yes or no to this question.

Learn from Existing Providers

We want to understand what you know about any existing providers for trading that is similar to what you want to develop. So please tell us;

- Are there any existing providers providing similar services?
- Is there anything you intend to learn from existing providers?
- Will you need to compete with these existing providers? If so, please tell us how you think you will be successful in this.

Internal discussions

We need to understand more about the discussions you have had within your organisation to reach this point in the development of your trading idea. So please tell us

- What discussions have been had within your organisation about developing your trading idea?
- How long have these discussions been ongoing
- Are staff from across the organisation supportive of developing the trading idea?
- Have any concerns been raised about developing the trading idea?

Board level discussions

It is important that we understand more about the discussions that have happened at a governance level to reach this point in the development of your trading idea. So please tell us;

- What discussions have been had with your board about developing your trading idea?
- How long have these discussions been ongoing?
- Are the board supportive of developing the trading idea? If they are, please share some brief details about why they are supportive.
- Have the board expressed any concerns about developing the trading idea? If they have, please share some brief details about what their concerns are

Internal team have trading experience?

Do any of your internal team have trading experience? Please answer yes or no to this question.

Tell us more about internal experience

We need to understand the experience of your internal team so that we can better understand the support you might need from us. So, if any of your internal team do have trading/enterprise experience, please tell us a little about this;

- Where and when was this experience?
- Was the experience in a similar trading activity or something different?
- Was the experience through employment or as a volunteer?

Board level trading experience

Do any of your Board have trading experience? Please answer yes or no to this question.

Tell us more about Board experience

We need to understand more about the experience of your board so that we can better understand how this will affect the support you might need from us. So, if any of your Board do have trading/enterprise experience, please tell us a little about this;

- Where and when was this experience?
- Was the experience in a similar trading activity or something different?
- Was the experience through employment or as a member of a different Board?

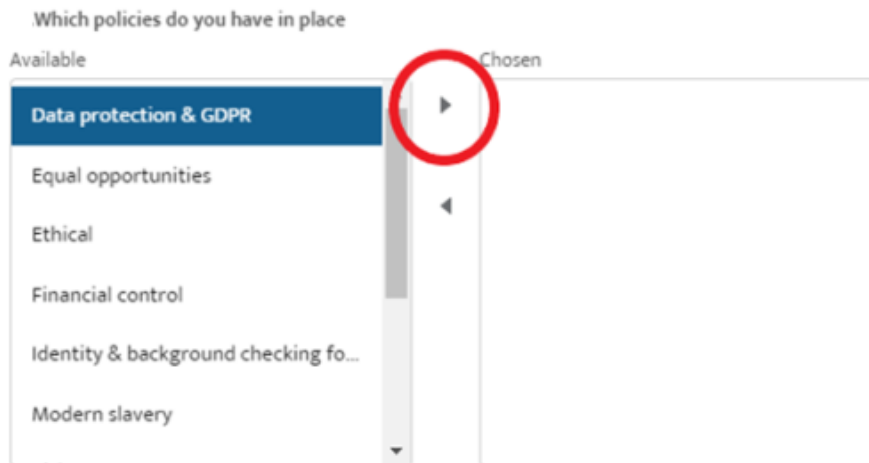
Support needed to develop this activity

This part of the application process will not confirm what support the programme will offer you, but knowing a little about what support you think we need will help us if you are successful in being admitted to the programme. So please tell us

- What support do you anticipate needing to help you develop your trading activity?
- What areas do you think you need most help with?
- Do you think you need additional skills to achieve your trading idea? Or, do you think you have the skills, but you need additional capacity to be able to carry out the work?

Policies

Please tell us which policies and procedures you have in place. Simply highlight each one that you have and then click on the arrow pointing right to select those that you have;



The screenshot shows a form titled "Which policies do you have in place". It is divided into two columns: "Available" and "Chosen". The "Available" column contains a list of policy options: "Data protection & GDPR", "Equal opportunities", "Ethical", "Financial control", "Identity & background checking fo...", and "Modern slavery". The "Data protection & GDPR" option is highlighted in blue. A red circle highlights a right-pointing arrow next to this option, indicating that it should be selected. The "Chosen" column is currently empty.

Please note that all organisations being supported by the Enterprise Development Programme must have appropriate policies and procedures and we may ask for evidence of your policies before confirming you have been admitted to the programme.

Submitting your application

Once you have completed all the questions have saved your form and are ready to submit, please click the **Submit EDP Application** button towards the top of the form. You will see a pop up appear, just click save.

[Submit EDP Application](#)

If there are questions that you have missed, you should receive a message to advise to complete all the questions. Please review the form, complete any missing questions and click the submit button.

What happens after you have submitted your application?

Once you have submitted your application, it will be reviewed by a member of the team at Social Investment Business. We will get in touch with you to arrange a time to speak to you about your application and ask you any questions we have.

Your application will then be considered by a panel which will contain people from both Social Investment Business and Access – the Foundation for Social Investment. When making its decision the panel will consider whether your application has demonstrated that

- Your organisation is committed to developing its trading activities
- That it is clear that your organisation needs support in order to develop its trading activities, and
- Whether it is clear that your organisation wants to be part of a cohort of likeminded organisations

The panel will also consider the makeup of each cohort, and how much your proposed trading venture will offer wider learning for the sector.

After the panel has happened, we will confirm whether or not you have been accepted onto the programme. If you are not accepted onto the programme, we will provide you feedback detailing the reasons for our decision.

If you are successful in being accepted onto the programme, we will then get in touch with you to discuss how we will put together your package of support. Once we have confirmed your package of support, we will send you an Offer Letter which details the terms and conditions of the support.

Your offer letter will be sent electronically, and we will provide further information about this if you are accepted onto the programme.

You will need to provide us with monitoring information providing us with information about how the support from the programme has helped you. Details of this will be emailed to you and you will be able to send this back to us electronically.

State Aid

Support from the Enterprise Development Programme have the potential to be State Aid. When reviewing your application, and putting together any package of support, we will carry out a State Aid assessment as part of this.

If we require any further information from you to do this, we will let you know. If you would like more information on State Aid detailed guidance is available at <https://www.gov.uk/guidance/state-aid>. Please note that State Aid rules currently continue to apply post-Brexit.



Any Questions?

If you have any questions at any time, email us at enterprisedevelopment@sibgroup.org.uk. We are here Monday – Friday 9.00am to 5.00pm.