

Enterprise Development Programme: Application guidance

The Enterprise Development Programme is a five-year programme, funded by Access – The Foundation for Social Investment. It is managed by a coalition of partners, including multiple infrastructure bodies (sector leads) and Social Investment Business as a strategic grant partner.

The Enterprise Development Programme piloted in the homelessness and youth sector in 2018. Following great success, the equality and mental health sector joined the partnership in late 2019. Each sector is involved in the programme for three years and we'll soon announce two new sectors to the mix.

Support from the programme enables organisations to grow financial resilience and impact by providing a mixture of grant and learning support to help get enterprise ideas off the ground.

Those interested in applying will have to share details of enterprise ideas or motivations and explain how this idea will benefit your wider organisation, service users and community.

If accepted onto the programme, participating organisations work collaboratively with sector leads – the [Association of Mental Health Providers](#), the [Centre for Youth Impact](#), [Equally Ours](#) and [Homeless Link](#) – throughout the programme journey to best identify support needs (both learning and grants) and create a co-designed support package.

Co-designed packages of support will likely include some of or all of the following:

- Access to a bespoke learning package co-designed by you and your sector-lead,
- The opportunity to apply for either a feasibility or development grant to put your learning into action (note that grants will likely be capped at £30,000 and may be subject to agreed milestones or evidence of growing income sources)
- Extensive peer-learning and networking opportunities,

If you have any questions at any point during the application process, you can get in touch with us for free advice and guidance at: enterprisedevelopment@sibgroup.org.uk

- Access to a team of pro bono legal experts to act as a sounding board and guide you through the legal considerations of trading
- Invitations to conferences on enterprise development and social investment within the wider charitable sector.

Who is it for?

Organisations curious to explore new models of trading to help build financial resilience but that require initial grant and learning support to get these ideas off the ground.

The long-term goal of participating organisations may be to take on social investment but that isn't a requirement for a place on the Enterprise Development Programme.

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:

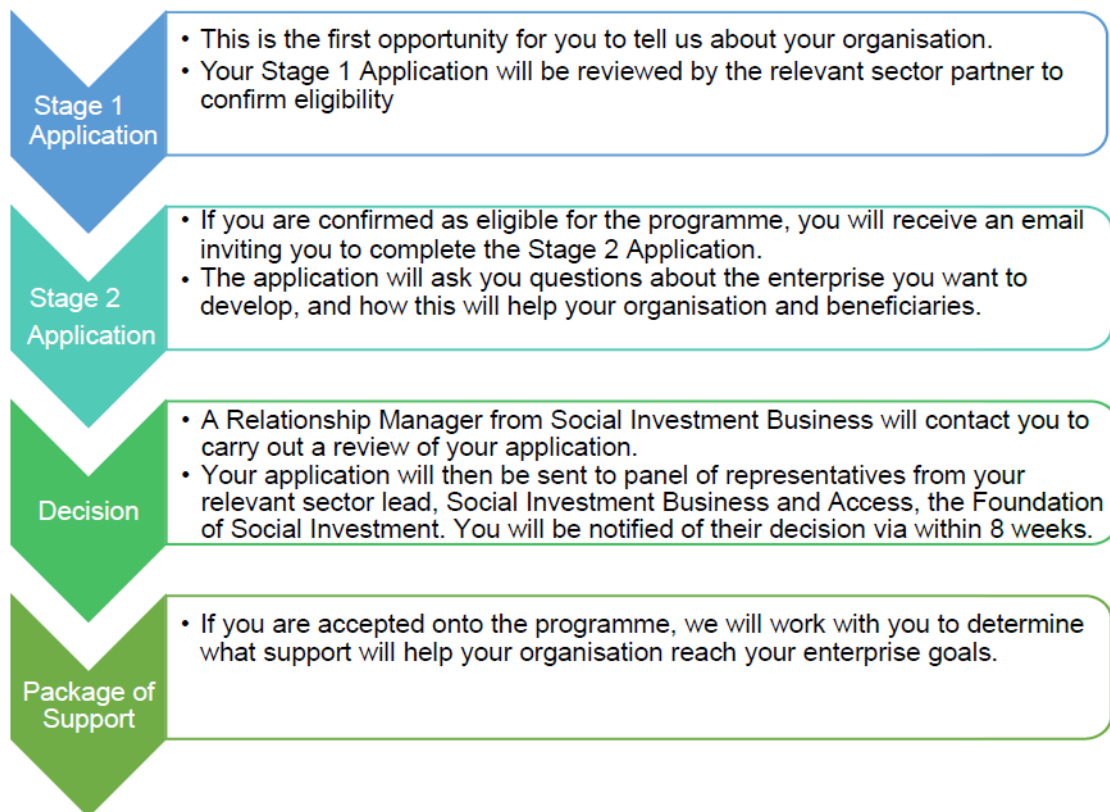
- Have a clear social mission,
- Distribute less than 50% of post-tax profits and reinvest at least 51% of surpluses into pursuing their social mission, and
- Have a constitutional or contractual lock on their social mission, dividend and surplus distribution policy (also known as an asset lock).

At present, we accept applications for the Equality, Mental Health and Youth sector. Please check the specific eligibility criteria for each sector by clicking on its relevant website tab.

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

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The application process



1. Stage 1 Application

The Stage 1 Application Form asks you to explain your organisation's mission, provide details about your leadership and to provide a top-line explanation on your proposed trading activity.

To access the Stage 1 Application Form, click the 'How to Apply' button on the homepage of the enterprise development website and then click the 'Apply here' button.

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Apply here

What happens after you have submitted your Stage 1 Application?

Your response will be reviewed by a designated sector lead, and our aim is that you will receive the application outcome and feedback by email within 2 working days.

2. Stage 2 Application

Based on your Stage 1 Application answers, if your organisation is eligible you will receive an email from us that will provide you with a link to the Stage 2 Application Form.

Application Questions

Additional information about what we would like you to tell us in your answers is provided below. You can save your application at any time.

What services do you currently offer?

If you have any questions at any point during the application process, you can get in touch with us for free advice and guidance at: enterprisedevelopment@sibgroup.org.uk

Please tell us about the current activities and purpose of your organisation; what services do you provide, how long they have been running, how are they funded, who uses these and what impact they have?

Are you already trading?

Please answer yes or no to this question. By trading we mean the sale of goods or services to generate income

Current trading activity

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 and is it contributing to the organisation financially?

Trading activity you wish to develop

What is the trading activity you wish to develop? Please provide us with a description of the trading activity and what it will offer.

Reason for this idea?

Please tell us why you want to develop the trading activity you have identified. 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?

What policies do you have in place?

Please tell us which policies and procedures you have in place. Simply highlight each one that you have.

How will this impact your organisation?

Please tell us which of the options you think will occur as a result of developing your trading activity. Simply highlight each one that is applicable to you.

Potential Customers

What do you know about the potential customers? Have you carried out any research to date about potential customers? How do you know there is demand for the trading you want to develop?

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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

If there are existing providers, please tell us how you think you will learn from/compete with these.

Internal discussions

What discussions have been had within your organisation about developing your trading idea? 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

What discussions have been had with your board about developing your trading idea? Are the board supportive of developing the trading idea? Has the board expressed any concerns about developing the trading idea?

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

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

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If any of your Board 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.

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?

What happens after you have submitted your Stage 2 application?

Once you've submitted your Stage 2 Application, a Relationship Manager from the Social Investment Business team will do an initial review of your application and will contact you to arrange a time to speak to you about your application. This conversation is an important part of the application process, so please do look out for an email from us.

Once you've spoken to one of our Relationship Managers, your application will then be reviewed by a panel of representatives from your relevant sector lead, Social Investment Business and Access, the Foundation of Social Investment.

We aim to let applicants know the final outcome of their application with feedback within 8 weeks of the application window for your sector closing, at the very latest.

If you are accepted onto the programme, we will get in touch to discuss your co-designed support package. 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. You will need to provide us with monitoring information on 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.

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