

Enterprise Development Programme:

Stage 2 Application guidance Mental Health round

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A reminder: What is the Enterprise Development Programme?

The Enterprise Development Programme (EDP) 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 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.

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](#), [Homeless Link](#) [Ubele Initiative](#) or [Groundwork](#) throughout the programme’s 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 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 (grants are capped at a maximum of £30,000 and are subject to agreed conditions, milestones, and evidence of growing income).

- Extensive peer-learning and networking opportunities.
- 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.

What happens in stage 2 of the application process?

The aim of the application at Stage 2 is to:

- Understand more about the services you offer as an organisation
- Understanding your current trading activity
- Understand more about your enterprise idea and why you want to do this
- Understand what research you have carried out on your market and competitors
- Understand what skills as an organisation you have already to carry out your idea
- Understand what policies your organisation has in place
- Establish what support you might need through EDP if successful

Guidance on answering the stage 2 application form questions

Part 1. Application Questions

What services do you currently deliver?

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've selected yes in the previous question, please tell us about your current trading activity; how long has your trading activity been running, who are your current customers and how is it contributing to the organisation financially?

What is the trading activity you wish to develop?

Please provide us with a description of the trading activity, the target customers/beneficiaries and what it will offer

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.

Part 2. Organisational Impact

What contribution do you expect/hope your trading will make to your organisation?

Please select the options you believe best matches what your organisation expects to achieve through trading.

Please tell us more about the impact, what contribution you are expecting/hoping your trading will have?

What do you know about the current or prospective interest in your product and organisation that could translate into trading income?

What do you know about the potential customers for the trading you want to develop?

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

Is anyone else offering the same product or service to the target market?

Please select yes or no. Yes - If you aware of others doing something similar or no if you believe your idea is unique in the market.

Please tell us how you think you will learn from/compete with the existing providers?

Please tell us what you could learn or know already from competitors in the market to help develop your idea?

What would you say are the unique selling points of your enterprise idea?

What makes your idea stand out in the market and makes it different from what is already available?

Part 3. Organisational Experience

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

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?

What discussions have been had with your board about developing your trading idea?

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?

Does any of your internal team have trading/enterprise experience?

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

Do any of your board have trading/enterprise experience?

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

What support do you anticipate needing to help you develop your trading 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 I submit my stage 2 application?

One of SIB's Relationship Manager's will contact you via email to arrange a telephone assessment call to carry out a review of your application and ask any additional questions required. This normally takes place online and can take up to 1 hour.

Need any help?

If you have any questions when going through your stage two application form, please email: enterprisedevelopment@sibgroup.org.uk