

## Enterprise Development Programme: Stage 2 Application guidance Black & Minoritised Communities round

### Contents

<b>Enterprise Development Programme: Stage 2 Application guidance Black &amp; Minoritised Communities round.....</b>	<b>1</b>
<b>A reminder: What is the Enterprise Development Programme?.....</b>	<b>1</b>
<b>What happens in stage 2 of the application process?.....</b>	<b>2</b>
<b>Guidance on answering the stage 2 application form questions .....</b>	<b>2</b>
<b>Section 1: Your organisation &amp; trading experience .....</b>	<b>2</b>
<b>Section 2: Your Enterprise Idea .....</b>	<b>3</b>
<b>Section 3: Social Impact.....</b>	<b>4</b>
<b>Section 4: Governance .....</b>	<b>4</b>
<b>What happens after I submit my stage 2 application?.....</b>	<b>4</b>
<b>Need any help? .....</b>	<b>4</b>

### 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.

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.

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

- Access a bespoke learning package co-designed by you and your sector- lead.
- 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.
- Opportunities to attend wider-sector learning events.

- The opportunity to apply for a development grant to develop your enterprise idea. Grants of up to £30k are awarded, subject to agreed conditions, milestones, and evidence of growing trading income.

## 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 policies your organisation has in place
- Understand what expertise and experience your organisation already has
- Establish what support you might need through EDP if successful

## Guidance on answering the stage 2 application form questions

### Section 1: Your organisation & trading experience

#### ***Tell us about your organisation and the services you provide?***

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?

#### ***How much of your income currently comes from trading?***

Please tell us how much of your income is made up of trading income as a percentage figure to the best of your knowledge e.g., 20%

#### ***How much of your income currently comes from grants?***

Please tell us how much of your income is made up of grant funding income as a percentage figure to the best of your knowledge e.g., 50%

#### ***How much of your income comes from other sources?***

Other sources means income such as donations, legacies, investments and from fundraising for example, please provide as a percentage figure, to the best of your knowledge e.g., 25%

#### ***Current trading activity***

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?

#### ***Does any of your internal team have trading/enterprise experience? Yes/No***

#### ***If Yes:***

Please tell us about any of your team who have current or past experience with trading or with similar work to your enterprise idea. Where and when was this experience, was this in

a similar trading activity or something different, was this experience through employment or as a volunteer.

***Does any of your board have trading/enterprise experience? Yes/No?***

***If Yes:***

Please tell us about any of your board who have current or past experience with trading or with similar work to your enterprise idea. Where and when was this experience, was this in a similar trading activity or something different, was this experience through employment or as a volunteer.

## **Section 2: Your Enterprise Idea**

***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?***

We would like to understand more about why you have chosen this particular trading idea and how long you have been thinking about/developing this idea?

***Have you had discussions with your organisation about developing your trading idea?***

Please select yes or no for this answer.

***Have you had discussion with your board about developing your trading idea?***

Please select yes or no for this answer.

***What do you consider to be the unique selling points of your enterprise idea?***

Are you doing something completely new, or replicating something already being done elsewhere? What makes your idea stand out in the market from other offers of support?

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

What research have you carried out to understand what your potential customers needs are, if there is demand for the trading you want to develop and who your potential customers should be?

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

How will this income make a difference to your organisation? What will it enable you to do more of/focus on more?

***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.

### Section 3: Social Impact

***What contribution you are expecting/hoping your trading idea will have on your customers and people you support?*** Please tell us how your trading idea will benefit existing users or help to improve your current services.

***How are users involved in the design and development of your enterprise idea? And how will you continue to involve them throughout delivery?***

How have users supported you to create this enterprise idea, how will you continue to gather feedback from your users when the idea is at a trading stage?

### Section 4: Governance

***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.

### 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 (via Microsoft Teams), can take up to an hour, so please plan for this. It is suggested that only one person from each organisation attends this call, however if you would prefer to be supported by another person, please let us know.

### Need any help?

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