Enterprise Development Programme: Stage 1 application guidance - Black and Minoritised Communities sector

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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 develop and grow enterprise ideas.

Those interested in applying will have to share details of their enterprise ideas, along with details of why they want to become more enterprising, as well as explain how their enterprise idea will benefit their wider organisation, service users and community.

Those applying to the Enterprise Development Programme should be aware that they are applying to be a part of a cohort of like-minded organisations.

Successful applicants will be invited to work on co-designing a package of support. Packages of support can include the following elements:

- Bespoke learning and training sessions 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 receive a grant to develop your enterprise idea. Grants of up to £30k can be awarded, subject to agreed conditions, milestones, and evidence of growing trading income.

Who is eligible for applying to the Black and Minoritised Communities strand of EDP?

Organisation applying to programme must meet the following criteria:

- Be an incorporated organisation with a clear stated mission to support issues in Black and Minoritised Communities (as indicated in your organisation's governing/constitutional documents). This means that organisations that are only registered charities without a company attached are not eligible to apply.

Charitable Incorporated Organisations (CIOs) can apply.

- Must be a social enterprise, charity or not-for-profit company based and working in England and have been operating for at least 2 years.
- Able to provide the last full year of accounts.
- 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).
- Be interested in exploring new trading business models to help build financial resilience but require an initial grant and learning support to get these ideas off the ground. The long-term goal of applicants may be to take on social investment but that isn't a requirement for a place on EDP.
- Can evidence current trading activities, which require support / development and commitment from senior management and the Board.
- If you are currently or have previously received Reach Funding or have an existing relationship with a social investor, please consider whether Enterprise Development Programme support is required in addition. We will consider applications from organisations who have received Reach Funding or have an existing relationship with a social investor on a case by case basis, as we understand that in some circumstances the need for EDP support in addition can be demonstrated.
- Please note that funding cannot be used for activities that promote religious or political purposes. If you are a faith-based organisation, you can apply but your services must be open to people of all or no faith.

Eligibility Check

Is at least 70% of your board Black, Asian and/or from Minoritised Ethnic communities?

Is at least 51% of your Senior Management team Black, Asian and/or from Minoritised Ethnic communities?

To be eligible for this fund, we would need to ensure that at least 70% of your Board and at least 51% of your Senior Management team are from Black, Asian and/or Minority Ethnic backgrounds.

For this round, we would **particularly welcome applications** that demonstrate the following:

- Enterprise ideas that have been successfully tested and are ready to be implemented or scaled. Further information about what we mean by implementation and scaling is provided later in this document.

The application process

Stage 1 application

- This is the first opportunity for you to tell us about your organisation.
- Your stage 1 application will be reviewed alongside all of the applications that are received and those which best fit the published criteria and priorities will be invited to Stage 2.

Stage 2 application

- You will receive an email telling you whether or not you have been invited to complete a Stage 2 application.
- If you are invited to Stage 2 you will receive a link to the form you need to complete.
- The application will ask you questions about the enteprise you want to develop.

Application review

- Once you have submitted your Stage 2 application, a Relationship Manager will contact you to arrange a time to discuss it with you in more detail.

Decision

- Your application will be reviewed by a panel of representives for decision.
- The panel will contain people from Social Investment Business, Access - the Foundation for Social Investment and Groundwork UK.

Package of Support

- If you are invited to the next stage of the process by the Panel, we will work with you to co-design the package of support that will help your organisation reach your enterprise goals.

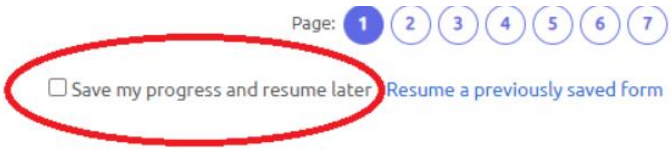
Stage 1 application questions and guidance

There are 6 sections to the Stage 1 application. In total the application should take around 45 minutes to complete. The majority of questions are factual, and most ask you to select one of the options we have provided to you. There are no right or wrong answer to any of the questions asked at this stage; we are asking you for this information so that we can better understand your organisation.

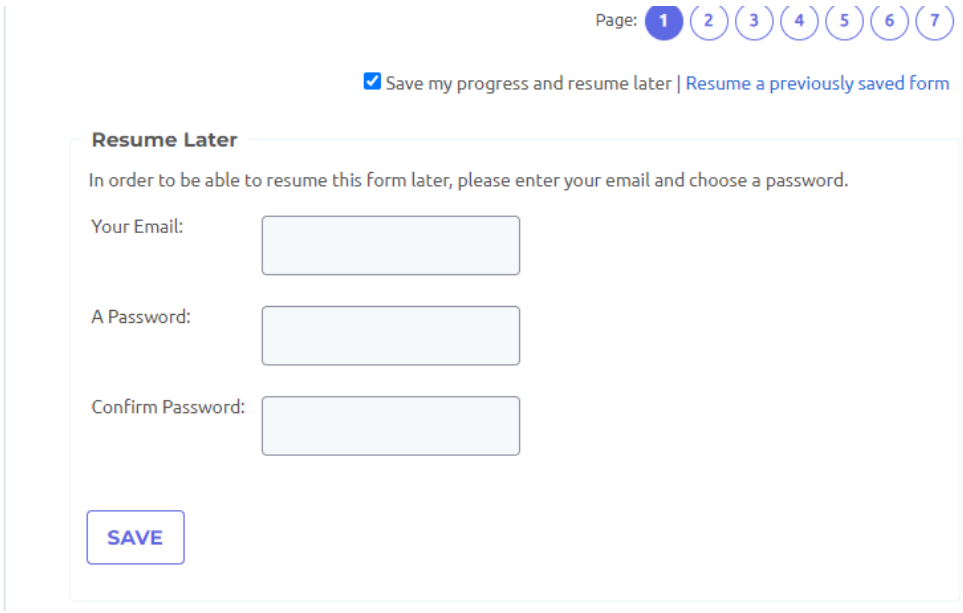
The form is designed to get an understanding of:

- Your organisation, its setup, what you do and where you operate
- Your social mission and purpose
- Some brief understanding of your enterprise idea
- Understand your organisation's income streams
- Who your organisation supports.

You do not need to complete your application all in one go. You can save the form and return to it at any time. To do this, click on the box shown at the top of each page

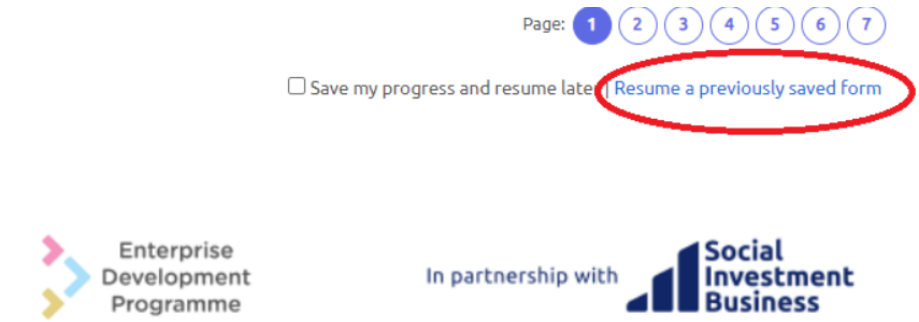


Once you have ticked this box you will be asked to enter your email address and create a password for the form. Please make sure that you enter your email address accurately and use a password that you will be able to remember.

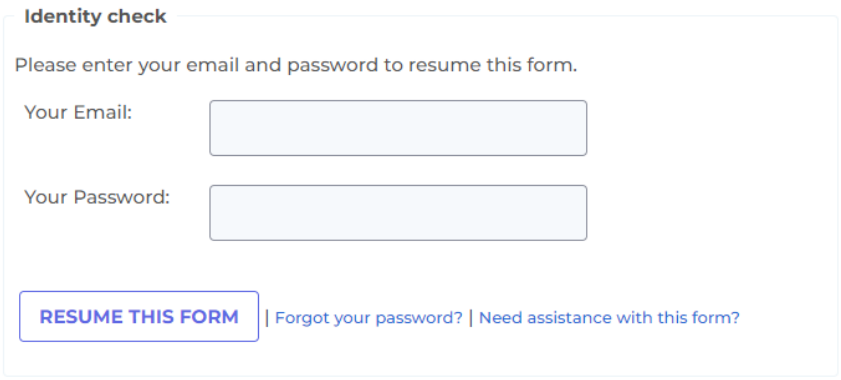


Although most questions are self-explanatory, below you will find guidance on some of the questions on the form to help you complete your application.

To resume an application you have previously saved, please revisit the application form link and then click on 'Resume a previously saved form'.



You will then be asked to enter the email address and password that you gave when you saved the form.



If you have forgotten your password, you can reset it by clicking on ‘Forgot your password?’.

Section 1: Your contact details

In this section, please provide the details of the person that will be the lead point of contact for the application. If possible, this should also be the person that will be the lead point of contact if the application is successful.

Section 2: Organisation details

This section asks you to provide some basic information about the organisation that is applying.

Organisation Name

When entering the name of your organisation it is very important that you enter your legal name as registered at Companies House/ the Charity Commission/ the FCA Mutuals Register. We have to undertake some background checks on all of the organisations that apply to us for funding and having the correct legal name is key to this. Also, if you are successful in being admitted to the programme, we need to be able documentation to you in your legal name.

Does the organisation trade under a different name?

If your organisation trades under a name which is different to its legal name, please select ‘yes’ and then enter the details of your trading name.

In what year was the organisation established (this will usually be the year the organisation was incorporated)?

By this we mean when did your organisation become became a registered legal entity by registering with either Companies House, the Charity Commission or the FCA Mutuals Register.

Is tackling issues in Black and Minoritised Communities a core part of your organisations mission?

Please answer yes or no to indicate whether working on issues in Black and Minoritised Communities is explicitly stated as an aim in your organisation's mission.

What is the organisation's mission?

Please tell us what your organisation's mission is, as outlined in your governing document.

What is the organisation's legal status?

Please select from the drop down list your organisation's legal status as registered with Companies House and/or the Charity Commission:

- Charitable Incorporated Organisation
- Company Limited by Guarantee
- Company Limited by Shares
- Community Interest Company Limited by Guarantee
- Community Interest Company Limited by Shares
- Industrial and Provident Society
- Limited Liability Partnership
- Local Authority
- Mutual (Friendly Society)
- Registered Society (BenCom is a Community Benefit Society)
- Registered Society (Cooperative)
- Unincorporated
- Other

Further guidance on legal status can be found here on the Charity Commission and Companies House website.

Charity Number

Your charity number is the unique registration number that identifies organisations registered as charities with the Charity Commission. If you are a registered charity as well as a company, please still enter your charity number. If you are registered as a Charitable Incorporated Organisation, please enter your charity number; this will mean that you have entered the same number in both the charity number and company number boxes. If you are not a registered charity, please leave this box blank.

Company Number

This is the unique registration number that identifies your organisation at either Companies House or the FCA Mutuals Register.

If you are registered as a Charitable Incorporated Organisation, please enter your charity number; this will mean that you have entered the same number in both the company number and charity number boxes.

Organisation contact details

Please provide us with the details of your organisation's registered address, your main organisational telephone number, and your website.

Section 3: Organisation Attributes

Number of Full Time Employees

Please tell us how many of your employees are contracted to work 35 hours or more a week.

Number of Part Time Employees

Please tell us how many of your employees are contracted to work less than 35 hours a week.

Number of Volunteers

Please tell us how many volunteers you have. This includes all volunteers or Trustees who don't get paid for their time.

Number of Board members

Please tell us how many members are on your Board.

Number of people on your Senior Management Team

Please tell us how many people are on your Senior Management Team.

Scale of delivery

Please tell us about the size of the area you deliver your services to by selecting the most appropriate option

- **Local** indicates that you only deliver services in and around the place where your organisation is based.
- **Regional** indicates that you deliver services in multiple places across the region where your organisation is based.
- **Multi-regional** indicates that you deliver services in more than one of the English regions
- **National** indicates that you deliver services across the England or the UK
- **International** indicates that as well as delivering services within England and the UK, you also deliver services in other countries.

Region

Please tell us what region of England you are based in.

What are the top 3 postcodes of operation for the organisation's current activities?

We understand that often where organisations are based or registered might not be where your services are actually delivered. So that we can better understand where you are

working, please provide us with up to 3 postcodes of the areas for where you are currently delivering activities.

We also understand that some postcode areas are very small, and you could be operating across more than 3. So please provide 3 postcodes which cover the areas where you work with the largest numbers of people, or which are most indicative of the communities you serve.

How many income streams does the organisation have?

An income stream is a money that is coming into your organisation on a regular basis.

For example, if your organisation is selling products to the public, as well as generating income through governmental contracts, it will have 2 income streams.

Please indicate how many income streams you have by selecting the appropriate option.

Where does the organisation's primary income come from?

Your primary income is your main source of income. Please select the option that best describes where your main source of income comes from.

- Business 2 Business (B2B) means providing goods and/or services to other businesses
- Business 2 Customer (B2C) means providing goods and/or services to individuals (and the individuals pay for these themselves)
- Business 2 Government - Contracts means providing goods and/or services to local, devolved, or central government bodies.
- Business 2 Government – Grants means grants you receive from local, devolved, or central government bodies.
- Donations means donations or fundraising income you receive from the general public

Where does the organisation's secondary income come from?

Your secondary income in the income you receive in addition to your main source of income. Please tell us where this mainly comes from using the options previously given.

What percentage of the organisation's income is earned from trading (B2B, B2C, B2G only)?

Please tell us how much of your total income comes from trading. By trading we mean the sale of goods and/or services to either other businesses, individuals or via contracts with any government bodies.

What was the organisation's turnover as per your last set of accounts?

Your turnover is the income your organisation has generated. Please enter the total amount of income your organisation had as detailed in the last set of published accounts.

Primary Beneficiaries

Please select from the list provided the option which best describes the beneficiaries which are your main focus. We understand that you may work with several groups of beneficiaries, but please select the one which describes the group the majority of your work relates to.

Other Beneficiaries

If you support other beneficiaries in addition to those which are your main focus, you can tell us about these here. Please select the options which best describes the groups you work with. To select multiple options, press the control button (Ctrl) on your keyboard to select and this will allow you to select multiple answers.

Primary Outcome Focus

Please select from the list provided the outcome area which best describes your main focus. We understand that you may work in several outcome areas, but please select the one which you mainly work in.

Other Outcome Focus

If you work in other outcome areas in addition to those which are your main focus, you can tell us about them here. Please select the options which best describes the areas you are working in. To select multiple options, press the control button (Ctrl) on your keyboard to select and this will allow you to select multiple answers.

How diverse is your organisation's Board and Senior Management team?

We are collecting data on equalities to better understand the make-up of the organisations this fund will support. We have a commitment to ensuring that we fully represent the diversity of the sector in our funding. The data will also feed into wider on-going Programme reporting and learning. Completion of these questions is encouraged but voluntary.

How many of your board and senior management team are:

Black, Asian and/or Minoritised Ethnic communities-led?

Please tell us what percentage of the decision makers in your organisation come from Black, Asian and/or Minority Ethnic backgrounds.

> *For example, if you have 10 Board and Senior Management members in your organisation and 4 of these are from Black, Asian and Minority Ethnic backgrounds, then 40% of your Board and Senior Management team are BAME.*

If you would prefer not to tell us or do not know this information, please click the appropriate option.

Disability-Led (Mental or Physical)

Please tell what percentage of the decision makers in your organisation have either a physical or mental disability.

If you would prefer not to tell us or do not know this information, please click the appropriate option.

LGBTQI+-Led?

Please tell us what percentage of the decision makers in your organisation identify as Gay, Lesbian, Bisexual, Transgender, Queer, or Intersex.

If you would prefer not to tell us or do not know this information, please click the appropriate option.

Women-Led?

Please tell us what percentage of the decision makers in your organisation are women.

If you would prefer not to tell us or do not know this information, please click the appropriate option.

Section 4: Enterprise Status and Idea

This section asks you some questions about the enterprise idea you are applying for support with.

Are you already trading?

Please answer yes or no to tell us whether or not your organisation is already undertaking any trading.

If the answer to this question is yes, please tell us how long you have been trading for by selecting the appropriate option from the dropdown list provided.

Stage of Enterprise Development

Please select the option that best describes the stage your enterprise idea is at present:

- Ideation is when your idea is at a very early stage and feasibility work is needed to help you test out your idea with potential clients/customers. To date you will have done very little or no research on the idea.

- Testing means that you have a clear idea of what you want to do, you have started to gather feedback and research about it from potential clients or customers, but you know you may need to adapt the idea based on this feedback.

- Implementation is the stage reached when you have tested your idea and collected feedback from your potential customers, but you now need support to help you fully develop and start running the product or service.

- Scaling means that you are already trading your enterprise effectively but are looking to grow this activity – and the income you generate from it – further.

Please provide us with a short description of what trading/enterprise ideas you have for your organisation

Please tell us what the product or service you want to develop is, how it would be delivered and who your target customers are. We recognise that if your ideas are at an early stage, you may have more than one idea. But, if possible, please try and focus on one specific idea. If you have multiple early-stage ideas, please do not detail any more than 3 ideas.

Section 5: Enterprise Impact and Organisation Experience

This section asks you some questions which will help us to understand what impact you hope your trading will have, and a little about the experience your team has of trading.

Enterprise Impact

For each of the following questions, please select a number from 1 – 4 to indicate which of the following options best applies

- 1 – No Positive Contribution means that you do not expect your trading idea to have any impact on your organisation in that specific area. So overall it will make no difference to the area the question is asking about.
- 2 – Small Positive Contribution means that will make a limited contribution to your organisation in that specific area. So overall it will make a minor difference to the area the question is asking about.
- 3 – Medium Positive Contribution means that you think your enterprise idea will contribute a fair amount to your organisation in that specific area. So overall it will make a noticeable difference to the area the question is asking about.
- 4 – Extensive Positive Contribution means you think your enterprise idea will contribute in an impactful way to your organisation in that specific area. So overall it will transform the area the question is asking about.

Increased Financial Sustainability

Please select one of the options to tell us what positive contribution you think the trading/enterprise idea you are applying to develop will make to your organisation's financial sustainability.

Supporting delivery of our core mission

Please select one of the options to tell us what positive contribution you think the trading/enterprise idea you are applying to develop will make to your organisation's core mission.

Improved delivery of our service to Beneficiaries

Please select one of the options to tell us what positive contribution you think the trading/enterprise idea you are applying to develop will make to the service you deliver to your beneficiaries.

Organisation Experience

For each of the following questions, please select a number from 1 – 4 to indicate which of the following options best applies

- 1 – No Experience means that the group of people we are asking about have never

undertaken work relating to trading or enterprise before.

- 2 – Not Very Experienced means that the group of people we are asking about have some limited experience working in trading or enterprise. This could be limited in terms of the scope of the experience or be that the experience was some years ago.
- 3 – Somewhat Experienced means the group of people we are asking about have some recent experience of working in trading or enterprise, and this is at a level which is similar to what you are hoping to develop.
- 4 – Very Experienced means the group of people we are asking about have current and ongoing experience of working in trading or enterprise.

What level of experience does your current team have of trading/enterprise?

Please select one of the options to tell us what level of experience your staff/volunteer team has of working in trading or enterprise.

What level of experience does your current board have of trading/enterprise?

Please select one of the options to tell us what level of experience your board has of working in trading or enterprise.

Section 6 – Declaration

Please read the declaration provided and tick the box provided to confirm you have read the statements within it. In particular the declaration is asking you to confirm

- That all the information you have provided in the application is true and correct
- That you are authorised to submit this application on behalf of your organization, and the application is supported by your Trustees/Directors

If you are successful in being admitted to the Programme, the terms and conditions of the documentation we will issue to you will refer to your application, so it is very important that everything within this form is accurate.

What happens after you have submitted your Stage 1 application?

Your stage 1 application will be reviewed alongside all of the applications that are received and those which best fit the published criteria and priorities will be invited to Stage 2.

The deadline for stage 1 applications is **Wednesday 14th December 12 noon**. Our intention is to notify applicants whether or not they are being invited to complete a Stage 2 application by Friday 16th December 2022**.** If you think you haven't received an email from us, please do check your junk/spam folder as sometimes emails can be diverted there.

The Stage 2 application will ask you some questions which will help us

- 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
- 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 the programme if your application is successful

Subsidy

Support from the Enterprise Development Programme has the potential to be classed as being Subsidy. We will use the information provided within your application to ensure that we comply with obligations in relation to the award of subsidies.

Any Questions?

If you have any questions about your application, we are here to help.

You can email us at enterprisedevelopment@sibgroup.org.uk or call us on 020 3096 7900. We're here Monday to Friday 9.00am – 5.00pm.