



power to
change

business in
community
hands



LOTTERY FUNDED

Community Business Bright Ideas Applicant Guidance

How to make your application stronger



October 2017 v1

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About this guidance

This guidance will help you to decide whether the Power to Change Community Business Bright Ideas programme is right for you. It includes information about the types of projects that Bright Ideas is designed to support, as well as the criteria that will be used to assess applications.

The guidance also provides information that will help you to complete the application form.

Part one: Explores the criteria and will help you to decide whether Bright Ideas is right for you.

Part two: Provides information about how to apply and the application process.

Part three: Offers detailed notes that will help you complete your application, including a preview of the application form.

Part four: Aims to answer any other questions that you have about Power to Change, Locality and the application process.

If you require this guidance to be sent to you in large print, braille or an audio transcript, please get in touch by email charlottec@powertochange.org.uk

Get in touch

If you have questions at any point during your application process, you can get in touch with Locality for free advice and guidance.



**Call our helpline on
0300 020 1864**

For one-to-one advice, call our helpline: Monday, Tuesday and Thursday, 10am – 12.30pm (local call rate)



Email us

Complete our enquiry webform at: <http://mycommunity.org.uk/help-centre/> and receive a prompt response from one of our Help Centre experts.

My Community 

Part One | Introduction

About this programme

Do you have a bright idea for a community business? Need a bit of help developing it and making it a reality? Then this is the fund for you. Bright Ideas provides business development support, grants of up to £15,000, and opportunities to learn from other community businesses.



Kate Stewart
Director of Programmes
Power to Change

Power to Change is an independent trust, whose funding is used to strengthen community businesses across England. At a time when many parts of the UK face cuts, neglect and social problems, we are helping local people come together to take control, and make sure their local areas survive and stay vibrant.

No one understands a community better than the people who live there. In some areas, people are already coming together to solve problems for themselves, and we support them as they run businesses which help their whole community and recycles money back into the local area. Community businesses revive local assets, protect the services people rely on, and address local needs.

Through our £1.85 million Bright Ideas Fund we aim to help many more inspiring, locally based and community-led businesses to start up and address local needs. We're interested in community groups, associations and organisations who have a good

idea for a community business but need help developing it, or who are just starting out.

We've already funded 70 community business ideas including a nutritional meals on wheels service, community childcare scheme and an organic community farm and veg-box scheme. This is the last round of Bright Ideas and we expect to be able to support about 15-20 new community business ideas.

Community support provider Locality is delivering Bright Ideas on our behalf in partnership with Co-operatives UK, the Plunkett Foundation and Groundwork UK. The Bright Ideas programme is jointly funded by Power to Change and the Department for Communities and Local Government.

We seek to be a genuinely inclusive organisation by advancing equality and diversity through our policies and practices. We encourage and welcome applications from people from all backgrounds who are looking to make a real difference to the lives of their local communities.

Please read through this guidance and if after doing so, you believe your organisation fits our criteria, then we would welcome an application

Some community business Bright Ideas we're supporting:

- ▶ **A community energy scheme** re-using cooking oil from local residents to generate electricity and power local buses
- ▶ **A community-led cookery school and catering enterprise** in an ethnically diverse neighbourhood to improve social cohesion and skills
- ▶ **A community transport scheme** to link isolated rural villages and give elderly people more independence
- ▶ **An indoor skatepark** for a forgotten coastal community with few activities for young people and poor health
- ▶ **A community food club** tackling food poverty through pop ups
- ▶ **A community darkroom** to give local people a place to be creative and turn a hobby into an income generating business

Part One | Introduction

What can you apply for?

Our aim is to help organisations explore a project idea; start up a community business, and attract other funding.

Bright Ideas will provide successful organisations with:

1. Business development support: Up to 12 days of business development support from Locality, Plunkett Foundation, or Co-operatives UK.

2. Learning, events and peer networking:

The opportunity to learn from existing community businesses, through visits and events

3. Grant funding: The opportunity to apply for a grant of up to £15,000 to develop your idea and/or improve your organisation's capability, depending on your needs.



1. The community business development support

If you are successful, you will be matched with one of our advisers. They will arrange an initial meeting with you to discuss and agree your community business development support. You must be able to start work with your adviser within one month of accepting our business development support offer. As this is the final round of Bright Ideas, your project must be complete by the end of the programme - July 2018. Your grant must also be spent by the same date.

A range of tools and tailored packages of support will be offered through the programme, to help you develop your community business including:

- ▶ incorporation, legal structures and governance
- ▶ community engagement
- ▶ business planning
- ▶ market research
- ▶ community shares
- ▶ getting ready to trade
- ▶ options appraisal
- ▶ financial modelling

Please carefully consider the activities that you will be undertaking throughout your funded project, and whether any of them pose a risk to members of your organisation or the public. Remember, risk can take many forms – injury, financial loss, reputational damage, etc.

If you feel that there is a risk from any of these activities, it would be a good idea to consider including this in your project plan and something for which you could request support.



2. Learning, events and peer networking

Once you have joined the programme, you will have the opportunity to visit other community businesses, attend events and access learning sessions/online webinars. We will also signpost you to other support providers and funding opportunities beyond Bright Ideas.

Part One | Introduction

What can you apply for? (Cont.)

3. The grant opportunity

Once accepted onto the programme, and after an initial meeting to scope out your project, you can apply for a grant, appropriate for your development stage. A business development adviser will help you develop your grant application, a detailed budget and project plan. The table to the right provides an indication of the range of grants we would expect to award to groups at different stages of development.

If you successfully draw down a grant from Bright Ideas, you may use it to pay for short/specific interventions such as legal advice/registration, surveyors and architectural services and more.

The final decision about the amount of business development support and grant will be based on the strength of the application and the availability of resources. All decisions will be final and there will be no appeals process.

Please note, you can apply to Bright Ideas just for business development support and no grant.

Which stage is your idea at?

Grant awards are based on the stage of development of the community business idea:

ideas stage

You have an idea for a community business, but you may need support to engage your community or develop a proper organisational structure to take your idea forward.

Grant range
£1,000 -
£10,000

Pre-venture stage

You have developed a new service or product that meets local needs, but you may need support for feasibility testing or business planning ahead of the launch of your community business.

Grant range
£1,000 -
£15,000

Timing of the application rounds

The third and final round opens on 1 November 2017 and closes on 1 December 2017. There will be no further rounds within the existing programme. [Sign up to the Power to Change newsletter](#) to keep up-to-date with future funding opportunities.



We will assess applications and make decisions based on the strength of the application and the availability of programme funds. As a competitive process, we cannot fund every application that we receive, so some good quality applications may unfortunately be unsuccessful.

Part One | Introduction

Can you apply?

Bright Ideas will support new community businesses, which may not yet meet all of the criteria, as defined in the table opposite. However, we expect you to be able to demonstrate your commitment to becoming a community business and be able to explain how support from Bright Ideas will help you move along this journey.

To be considered for support and funding through Bright Ideas in this round, you must:

- ▶ be a group, an organisation or an association, not an individual.
- ▶ be based in England.
- ▶ have an idea for a community business
- ▶ not have been constituted for more than 5 years at the time of making an application. This is to ensure that we are considering new groups only.

Please note, we cannot fund local authorities or statutory organisations or services which are regarded as statutory or government provision.

We cannot fund an organisation more than once over the lifetime of the programme. However, we welcome applications from organisations that have been unsuccessful in previous rounds, providing you have further developed your application to better meet our criteria.

Do you have a community business idea?

If you can say yes to all the questions below, then your idea is for a community business.

1. Are you locally rooted?



You must be able to demonstrate that your organisation is rooted in a particular geographic place and responds to its needs.

Inspiring idea: Medway Community Builders, Makers and Menders

In Medway, the Sunlight Development Trust ran a Men in Sheds scheme, bringing local men out of isolation and putting their manual skills to use while socialising. The scheme now involves 120 local people and they are

setting it up as a standalone community business - The Medway Community Builders, Makers and Menders. It will address a local need to support mental health through woodwork workshops.

2. Will you be accountable to the local community?



Part One | Introduction

Is your idea for a community business?

Whether through a community share offer, membership, legal structure or regular community consultation, you will give local people real, ongoing decision making power to shape the business.

Inspiring idea: The Playground

The Playground is a community business idea for an indoor skatepark in Great Yarmouth. They are getting support through the programme to set up a governing structure so anyone can be a member and have a say in how the business is run, and have a board of directors representing the different skate types. They'll also have monthly consultation with local people to make sure The Playground is providing what the community wants.

3. Will you be trading for the benefit of the local community?

You are or you aspire to be a business with a clear trading model, selling services or products to people in your local area, with profits used to deliver local benefit. All or part of your income comes from activities like running community transport or selling the produce you grow. If you have not yet begun trading but you have plans to do so and can explain how and when you expect to begin trading, this may be sufficient to meet this criteria.

Inspiring idea: Harsleden Letts



One of the ideas funded through the first round of Bright Ideas is for a community lettings agency. Exorbitant agency fees, unsuitable properties and dodgy landlords are some of the issues Harlesden Letts in London will tackle, while investing profits into property management apprenticeships for local people.

4. Will your business have a broad community impact?

Your organisation will benefit the community as a whole, and you can clearly evidence the positive social impact that your activities have on the broader community. It will be inclusive, and give opportunities for people with different abilities and backgrounds to get involved.

Inspiring idea: Lancaster Community Labour Club

Lancaster Community Labour Club is helping to tackle food poverty which affects over 8 million people in the UK. How? They have been intercepting some of the 1.6 billion tonnes of food that goes to waste from supermarkets, or thrown out by farmers because it's the wrong shape to sell. They've been running pop-up food clubs as an alternative to food banks and, with over 200 members signed up to use their first club, are looking to take over a local community building so they can expand their operations and impact over a wider area.



Part Two | Application Process

How to apply

Please read this guidance before completing the online form. Part 3 includes a preview of the questions and tips on how to answer them.

Before you begin

To apply, you need to answer a few questions which will determine whether you are eligible for Bright Ideas. You can find this at:

<http://mycommunity.org.uk/funding-options/bright-ideas-fund/>

If you are eligible to apply you will be automatically sent a link by email to the application form. The email will not be sent to you straight away - it will be sent overnight. The emailed link will remain live for 30 days, after which time it will become unusable. If the link has expired and you still wish to apply (and the application window is still open), you can generate a new link to the application form by going through the eligibility checker process again.

If the link to the application form has not arrived in your email inbox overnight, please check your client security settings. You may need to add the email address: brightideas@locality.org.uk to your 'safe' or 'whitelist' so that the email address can pass through your spam filter or junk folder.

Filling in the online form

We recommend you complete a full draft of your application in Word **before** completing the online form. You will then be able to copy and paste your answers across. It will also serve as a record of the information you have submitted to us. We recommend you keep a record of your application for future reference as you will not be able to retrieve it afterwards.

You may want to show it to someone for their feedback before completing the online form. What you say in your application will determine whether or not you will be recommended for support and funding so please take your time and read through it before pressing submit.

Please do not press the submit button at the end of the application until you are ready to do so. Just click 'next' to make sure the updates are saved on your page and then close the window. You can click the link to the application form to revisit it. Once you have submitted the form you will not be able to make any further changes to it.

How we assess applications and make decisions

When making funding decisions, we may select eligible applications from under-represented organisations, sectors or regions.

Assessors will be using a standard scoring system for each section of the application. The assessment will establish how strongly you meet the following criteria:

- ▶ Relevance to the overall objectives of Bright Ideas
- ▶ Meeting the community business criteria (or intending to meet them)
- ▶ Strength of community business idea. We can only support your idea if you can show it has potential for generating traded income.
- ▶ Ability to progress your idea

Our assessment team will make an initial recommendation to the panel, which will consist of representatives from Power to Change and the Bright Ideas partners. Please ensure that the person named on the application form has a good understanding of the community business idea and is able to discuss it in further detail.

Part Two | Application Process

The process



Check if you are eligible to join the programme

- ▶ Fill out the eligibility checker on the MyCommunity website to check if you meet the criteria for Bright Ideas.
- ▶ If you are eligible, you will receive an email with a link to the application form.

Apply to join the Bright Ideas programme

- ▶ Read the guidance before you apply. You are more likely to submit a good application if you read the guidance. You might want to write a draft first and get it proofed by a colleague or friend.
- ▶ Fill out the application form online, before the application window closes.

Wait for a decision

- ▶ We will tell you within 4 – 6 weeks of you submitting your application if you have sufficiently demonstrated your idea for a community business. We may need to request more information, which will delay a decision.
- ▶ If your application is successful, we will let you know by email. You will be assigned an adviser to help you develop a plan.
- ▶ If your application is unsuccessful, we will let you know by email, with reasons why. We recommend you look at alternative sources of funding and support on: www.mycommunity.org.uk and www.powertochange.org.uk

Develop & agree action plan with your adviser

- ▶ You will work with your adviser to develop your community business idea into an action plan. The action plan will also be used to track and monitor progress.
- ▶ Your adviser will contact you to arrange an initial meeting to discuss and agree your community business development support. You must be able to start work within one month of accepting our business development support offer.

1:1 support starts

Once you've agreed an action plan with your adviser, you will receive tailored one to one support to develop your community business idea. Guidance and support will also be provided to help you collect useful data/impact evidence aligned to Power to Change's impact indicators. We will also encourage organisations to produce case studies of their activities.

Apply for a grant (if you decide to) 4 – 6 weeks for a decision

Apply for an appropriate grant

Good advice is often more valuable than money. But sometimes you need a little bit of funding to put plans into action. Once you have agreed your action plan at the business development stage, you will be able to apply for a grant appropriate to your needs. We will give you more information about how to apply for a grant nearer the time.

Grant award

- ▶ If your grant application is successful, we will let you know by email. Please note, your grant must be spent by July 2018.
- ▶ If your grant application is unsuccessful, we will let you know by email, with reasons why. We recommend you look at alternative sources of funding and support on: www.mycommunity.org.uk and www.powertochange.org.uk

Part Three | The application form

In this section you will find all the questions from the application form and some tips to help you answer them.

We have tried to keep the form simple, while collecting all the information we need to make decisions about which applications to take further. We ask direct questions with multiple choice options wherever possible to gather factual information while leaving free text for you to describe your project and the difference it will make in your own words. Some of the questions are required fields and some are optional.

If you leave a required field blank you will not be able to continue to the next section of the form until you have completed it. For new organisations without a delivery track record, not all of the questions will be applicable. Not being able to answer all of the optional questions at this stage does not necessarily mean that your application will be rejected.

The application form has five sections:

- ▶ About you.
- ▶ About your organisation.
- ▶ About your community.
- ▶ About your community business idea and its intended benefits.
- ▶ About the support that you are applying for.

Data protection

By submitting information via the application form you agree that Power to Change, Locality and our partners may use the data that you have provided. Wherever your personal information may be held by us, we will take reasonable and appropriate steps to ensure that the information that you share with us is protected from unauthorised access or disclosure. For more information please see our Data protection statement: www.powertochange.org.uk/data-protection-funding-applications/

Did you know?

If you have questions at any point during your application process, you can get in touch with Locality for free advice and guidance.



**Call our helpline on
0300 020 1864**

For one-to-one advice, call our helpline:
Monday, Tuesday and Thursday, 10am –
12.30pm (local call rate)



Email us

Complete our enquiry webform at:
<http://mycommunity.org.uk/help-centre/>
and receive a prompt response from one of our
Help Centre experts.

My Community 

Part Three | The application form

About you

This section asks you to provide general information about yourself and the legal structure of your organisation.

DETAILS	GUIDANCE
1. Contact Name	This should be someone who is leading on the community business idea. This person may be contacted by telephone or email as part of the assessment and should be available during normal working hours.
2. Contact Email	All communication will be sent to this email address so please ensure that it is correct.
3. Contact Telephone (without spaces between the numbers) <ul style="list-style-type: none"> ▶ Landline ▶ Mobile 	
4. Job Title/position in the organisation	
5. Alternative contact details <ul style="list-style-type: none"> ▶ Alternative contact name ▶ Alternative contact email ▶ Alternative contact telephone (without spaces between the numbers) <ul style="list-style-type: none"> • Landline • Mobile 	Please give us the contact details of someone else from your organisation in case we cannot reach your main contact.
6. Organisation Name	Please ensure that you use the full and formal name of your organisation so that due diligence checks can be carried out.

Part Three | The application form

Applicant's details (Cont.)

7. Organisation address	
8. Organisation post code	
<p>9. Your region and local authority area (pick list)</p> <ul style="list-style-type: none"> ▶ East of England ▶ East Midlands ▶ London ▶ North East ▶ North West ▶ South East ▶ South West ▶ West Midlands ▶ Yorkshire and Humber 	
<p>10. Legal form of your organisation (pick list)</p> <ul style="list-style-type: none"> ▶ Unincorporated Association ▶ Company Limited by Guarantee ▶ Company Limited by Shares ▶ Community Interest Company Limited by Shares ▶ Community Interest Company Limited by Guarantee ▶ Charitable Incorporated Organisation (CIO) ▶ Co-operative Society (IPS Co-operative) ▶ Community Benefit Society (IPS Bencom) ▶ Trust ▶ Other (please specify) 	<p>Power to Change will fund a broad range of organisational types. This information helps us to understand whether there may be private benefit from your proposal.</p> <p>Unincorporated means you are not yet a recognised legal entity, for example a group of individuals. An incorporated organisation is recognised as a legal entity in its own right, rather than as a collection of individuals.</p> <p>Please note that if you are unincorporated and you intend to apply for a grant, you must either nominate a locally connected incorporated organisation willing and able to hold the funds on your behalf (this is our preference), or demonstrate that your planned programme of work includes incorporation as an early step.</p>

Part Three | The application form

Applicant's details (Cont.)

<p>10.1 If you want to nominate an incorporated organisation who is willing to hold funds on your behalf, please provide their details:</p> <ul style="list-style-type: none"> ▶ Contact Name ▶ Contact Email ▶ Contact Telephone (without spaces between the numbers) ▶ Job Title/position in the organisation ▶ Organisation Name (Please ensure that you use the full and formal name of your organisation) ▶ Organisation address, including postcode ▶ Legal form of nominated organisation (pick list) 	<p>A nominated organisation must have one of the following legal structures to be eligible to hold the grant:</p> <ul style="list-style-type: none"> ▶ Company Limited by Guarantee ▶ Company Limited by Shares ▶ Community Interest Company Limited by Shares ▶ Community Interest Company Limited by Guarantee ▶ Charitable Incorporated Organisation (CIO) ▶ Co-operative Society (IPS Co-operative) ▶ Community Benefit Society (IPS Bencom) ▶ Trust
<p>11. Company registration number, if you have one</p>	<p>We will use this information to search external information sources to verify your organisation.</p>
<p>12. Society registration number, if you have one</p>	<p>We will use this information to search external information sources to verify your organisation.</p>
<p>13. Is your organisation a charity? (pick list)</p> <p>A. Yes</p> <p>B. No</p>	<p>Power to Change will fund a broad range of organisational types. You do not need to be a charity to receive funding.</p>
<p>14. If Yes, is your organisation registered with the Charity Commission? (pick list)</p> <ul style="list-style-type: none"> ▶ Yes ▶ No ▶ If Yes, what is your charity registration number? 	<p>We will use this information to search external information sources to verify your organisation.</p>

Part Three | The application form

Applicant's details (Cont.)

15. Website, if you have one	
16. Twitter handle, if you have one	
17. Facebook page, if you have one	

Part Three | The application form

About your organisation

This section asks you for background information on your organisation and how it runs.

QUESTION	QUESTION GUIDANCE
<p>1. What is the social purpose of your organisation? (Maximum 100 words)</p>	
<p>2. How many years has your organisation been in operation? (pick list)</p> <ul style="list-style-type: none"> ▶ Less than 1 year ▶ 1 - 2 years ▶ 2 - 5 years ▶ 5 - 10 years ▶ 10 - 20 years ▶ 20+ years 	<p>To be eligible for this third and final round we are looking for new organisations only, defined as not being constituted for longer than 5 years at the time of making an application.</p>
<p>3. What was your total income in the last 12 months? (pick list)</p> <ul style="list-style-type: none"> ▶ Zero/not trading ▶ Less than £5,000 ▶ £5,000 - £10,000 ▶ £10,000 - £20,000 ▶ £20,000 - £30,000 ▶ £30,000 - £40,000 ▶ £40,000 - £50,000 ▶ £50,000 - £100,000 ▶ £100,000 - £150,000 ▶ £150,000 - £200,000 ▶ £200,000 - £250,000 ▶ £250,000+ <p>3.1 And how much of your total income was from trade?</p>	<p>By total income, we mean all of the money put into your business in the last 12 months, either through trade, investments or grants.</p> <p>By traded income, we mean the amount of money your business earned in the last 12 months, by selling products and services. You can give us an estimate in £.</p>

Part Three | The application form

About your organisation (Cont.)

<p>4. Does your organisation have any annual accounts? (pick list)</p> <ul style="list-style-type: none"> ▶ Yes ▶ No <p>If Yes, please attach a copy of your most recent one</p>	<p>In the online application form it will be possible for you to upload your annual accounts, if you have any.</p>
<p>5. Does your organisation have a governing document such as a constitution or memorandum and articles? (pick list)</p> <ul style="list-style-type: none"> ▶ If Yes, please attach it ▶ If No, you may need to identify an accountable body to hold the grant on your behalf. 	<p>A governance document helps us understand the structure of your organisation, and who will be leading it. In the online application form it will be possible for you to upload your governing documents, if you have any.</p>
<p>6. Please describe how your organisation is locally rooted. (Maximum 300 words)</p>	<p>Please demonstrate how your organisation has (or will have) strong local connections and reach into the local community.</p> <p>Community businesses are rooted in a particular geographical place and respond to its needs, for example high levels of urban deprivation or rural isolation. You must be locally rooted to get onto Bright Ideas.</p> <p>Your community business idea must be based within a small local neighbourhood, parish or ward to be eligible for funding. In rural areas we are prepared to fund organisations with a larger geographical footprint, so please provide details if that is relevant in your case.</p> <p>Please note, we cannot accept applications from regional or national organisations or organisations that are working local authority-wide.</p>

Part Three | The application form

About your organisation (Cont.)

<p>7. Please describe how your organisation is/will be accountable to the local community. (Maximum 300 words)</p>	<p>Please explain how people from the local community help run the organisation. How can they help decide what the community business does, how it operates and how any profits are used. For example:</p> <ul style="list-style-type: none"> ▶ Local people on the board as Trustees/Directors ▶ Local groups/volunteers running services ▶ Voting rights through membership or community shares ▶ Demonstrating support for the community business through crowdfunding or a community consultation on the specific plans. ▶ Regular opportunities for the community to give feedback and influence the priorities of the organisation, for example, by conducting community consultations, user groups or focus groups
<p>8. Please list the name and position of your trustees/directors or members of your management group/committee.</p>	<p>For new organisations you may not yet have formal roles defined and filled, however, we are still interested in who else is involved and you should answer the question as best you can at this time.</p>
<p>9. Please tell us how many people are currently involved in your organisation in a volunteer capacity:</p> <ul style="list-style-type: none"> ▶ Regular volunteers ▶ Casual volunteers 	<p>Please input the numbers of people for all that apply. If you don't know the exact figures, please provide an estimate. The answers to this question will help us to understand the level of community engagement in the day to day running of your organisation.</p> <p>Regular volunteers are people who are engaged with your organisation on a frequent basis, for example, weekly or fortnightly. Remember to include your trustees/directors or members of your management group/committee.</p>

Part Three | The application form

About your community

This section asks about the area in which your organisation works and the community your organisation serves.

DETAILS	GUIDANCE
<p>1. Please tell us about your community, its needs and its strengths and where your organisation/community business idea fits in. (Maximum 300 words)</p>	<p>We want to know more about your community and what it is like to live there. Insights on local history, geography or community spaces will help to paint a picture of your community and help us understand the needs you want to address and opportunities for a business.</p>
<p>2. Please select the option which best describes your area (pick list)</p> <ul style="list-style-type: none">▶ Coastal▶ Inner city▶ Market town▶ Mixed urban/rural▶ Urban▶ Rural	

Part Three | The application form

About your community business idea and its intended benefits

This section asks you to provide information about your community business idea to help us to understand what you are aiming to achieve.

DETAIL	GUIDANCE
<p>1. Title and description</p>	<p>In 150 characters or less, please give your community business idea a title and provide a simple description of the idea.</p>
<p>2. What is the main type of activity that your community business idea involves? (pick list, maximum of two choices)</p> <ul style="list-style-type: none"> ▶ Arts centre or facility ▶ Community hub, facility or space ▶ Community pub, shop or cafe ▶ Employment, training, business support or education ▶ Energy ▶ Environmental or nature conservation ▶ Food catering or production (inc. farming) ▶ Health, care or wellbeing ▶ Housing ▶ Income or financial inclusion ▶ Sports and leisure ▶ Transport ▶ Visitor facilities or tourism ▶ Other, please specify 	<p>If your idea spans more than one sector type, please choose a main sector type and sub-sector.</p>

Part Three | The application form

About your community business idea and its intended benefits (Cont.)

3. Please indicate which of the following are the main two charitable purposes that your community business idea will address?

- ▶ The prevention or relief of poverty
- ▶ The advancement of education
- ▶ The advancement of citizenship or community development
- ▶ The advancement of the arts, culture, heritage or science
- ▶ The advancement of amateur sport
- ▶ The promotion of religious or racial harmony or equality and diversity
- ▶ The advancement of environmental protection or improvement
- ▶ The relief of those in need, by reason of youth, age, ill-health, disability, financial hardship or other disadvantage
- ▶ Other charitable purpose

Please note, we can only provide funding to ideas that have a charitable purpose. This does not mean that your organisation has to be a charity as we will fund a variety of legal structures, but we cannot fund projects which do not further a charitable purpose. We are also unable to fund services which are regarded as statutory or Government provision.

We cannot accept proposals which promote the advancement of religion or that are party political in nature. This does not prevent faith groups from applying for a project which has a charitable purpose other than the advancement of religion.

Please refer to the Charity Commission's guidance on charitable purpose to check if your community business idea meets charitable needs: www.gov.uk/government/publications/charitable-purposes/charitable-purposes

4. Please select which two of the following Power to Change seven impact goals applies to your community business idea? (pick list)

- ▶ Reduce social isolation
- ▶ Improve health and wellbeing
- ▶ Increase employability
- ▶ Create better access to basic services
- ▶ Improve the local environment
- ▶ Enable greater community cohesion
- ▶ Foster greater community pride and empowerment

Please note, we will only fund ideas that share one or more of the seven impact goals. We do not expect you to have a fully developed impact measurement framework, but we would expect you to have a clear idea of the impact you hope to have. We would encourage you to consider developing an approach to measuring your impact as an activity for which you could request support from Bright Ideas.

Part Three | The application form

About your community business idea and its intended benefits (Cont.)

5. Please describe your community business idea, how you know it's needed, and what you hope to achieve. (Maximum 500 words)

This is your opportunity to explain more about your idea and its impact. This section is very important as it gives you the chance to describe what you want to do and how you will achieve it.

We don't expect you to have a perfectly developed community business now, but you should have a reasonable idea of the main products and/or services that you want to develop. How will they help the community in social, economic or environmental terms?

You should also explain *why* you believe there is a need for your idea. What research have you undertaken to demonstrate a market demand?

If there are any known deadlines and timescales associated with your community business idea, please make sure that you clearly state when they occur, e.g. a planning deadline.

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About your community business idea and its intended benefits (Cont.)

6. Who will be the main beneficiaries of your community business idea? (pick list)

- ▶ Black, Asian and Minority Ethnic
- ▶ Children
- ▶ Disability (learning)
- ▶ Disability (physical)
- ▶ Ex-offenders
- ▶ Homeless
- ▶ Living in poverty
- ▶ Long-term unemployed
- ▶ Older people
- ▶ Parents
- ▶ People with addiction issues
- ▶ People with long-term health conditions
- ▶ People with mental health needs
- ▶ Refugees and migrants
- ▶ Victims of crime
- ▶ Young people
- ▶ Other specific target groups
- ▶ Our organisation does not work with specific disadvantaged groups

The answers to this question will help us to understand the charitable need(s) that your community business idea is addressing.

Please relate this answer to the charitable purposes and impact areas that you have selected in the previous questions.

7. At what stage of development would you say that your community business idea is at? (Pick list)

- ▶ Ideas - Not started yet
- ▶ Pre-venture – Emerging plans

This question helps us to understand the type of support you may need and the potential grant range that is appropriate for successful applicants joining the programme.

Part Three | The application form

About your community business idea and its intended benefits (Cont.)

<p>8. Please list up to three post codes to indicate the geographical area in which your community business idea will operate.</p>	<p>Provide up to three FULL postcodes that your community business will deliver services or activities in. We appreciate that these may be indicative at this stage. It may help to refer to DCLG's IMD map: http://dclgapps.communities.gov.uk/imd/idmap.html</p> <p>We will use these postcodes to access relevant statistics and data about your local area to help us understand the needs of the communities that your organisation serves.</p>
<p>9. How many people could benefit from the outcomes of your community business idea?</p>	<p>If you are not sure, please put an estimate.</p>
<p>10. Does your community business idea involve the use of land/a building? (pick list)</p> <ul style="list-style-type: none"> ▶ If Yes, please answer the following questions ▶ No 	
<p>A) What is the name of the land/building?</p>	
<p>B) What is its post code?</p>	
<p>C) What is the land/building currently used for?</p>	
<p>D) Who owns the land/building? (Maximum 100 words)</p>	<p>Please tell us who owns the land/building and provide evidence of their commitment to potentially make it available to you, and on what terms?</p>
<p>E) Is the land/building listed as an 'Asset of Community Value' (ACV)?</p> <ul style="list-style-type: none"> ▶ Yes ▶ No ▶ Don't know 	<p>In England, an asset of community value (ACV) is land or property of importance to a local community which is subject to additional protection under the Localism Act 2011.</p>
<p>F) Do you have any previous experience of managing land/buildings? (pick list)</p> <ul style="list-style-type: none"> ▶ If Yes, please provide brief details. (Maximum 100 words) ▶ No 	

Part Three | The application form

About the support that you are applying for

This section asks you to describe your community business support needs

DETAILS	GUIDANCE
<p>1. Please tell us what support you think you need and how the business support (and a future grant) might help you. (Maximum 500 words)</p>	<p>You should be able to explain how support from the programme will help your organisation to move along the journey to becoming a successful community business. For example, this could be through strengthening your governance, consulting with your community about your idea, doing a feasibility study, preparing for an asset transfer, developing a business plan.</p> <p>You should include details of what steps you will need to undertake to develop your community business idea and how you have decided these.</p>
<p>2. Please explain how this work will be managed/co-ordinated internally. (Maximum 100 words)</p>	<p>Please describe how you plan to manage and deliver the work that you have described. Who will be responsible for it and what relevant skills and experience do they have to carry it out effectively? If they have pre-existing responsibilities within your organisation, how will their time on their usual activities be covered effectively?</p>

Part Three | The application form

About the support that you are applying for

3. If you intend to apply for a grant at a later date, what level of grant do you think you might need? (pick list)

- ▶ Amount in £s
- ▶ I intend to apply for a grant later on but at this stage I am unsure how much
- ▶ I do not intend to apply for a grant

Once accepted onto the programme and after you have agreed your community business action plan, you can apply for a grant, up to the maximum level for the stages below. Any figure that you provide now will be non-binding and doesn't represent a firm commitment – we are simply looking for an approximate amount at this stage.

If you are accepted onto the programme you do not have to apply for a grant. In these circumstances organisations would receive business development support only.

The table below provides an indication of the range of grants we would expect to award to groups at different stages of development with their community business idea.

STAGE OF COMMUNITY BUSINESS IDEA DEVELOPMENT	GRANT RANGE
Ideas stage – i.e. not started yet	£1,000 - £10,000
Pre-venture stage – i.e. development and testing	£1,000 - £15,000

Part Three | The application form

About the support that you are applying for

<p>4. Have you applied to any other Power to Change grant programmes?</p> <ul style="list-style-type: none"> ▶ No ▶ If Yes, pick which: <ul style="list-style-type: none"> • Community Business Fund • Community Shares Booster Programme (via the Community Shares Unit) • Initial Grants programme • Leadership programme • Peer network programme • Power to Change grant with Key Fund loan • Power to Change grant with SASC loan • More than a Pub programme (via Plunkett Foundation) • Trade Up programme (via SSE) • Places programme 	<p>Applying to other Power to Change funding does not exclude you from consideration for Bright Ideas.</p> <p>Please note, Power to Change also operate other funds that may be appropriate for your needs. Please visit http://www.powertochange.org.uk/funding/ to explore the other opportunities that are available.</p>
<p>5. Have you been referred to this programme opportunity by another organisation? (pick list)</p> <ul style="list-style-type: none"> ▶ No ▶ If Yes, please specify 	
<p>6. How did you hear about this opportunity? (pick list)</p> <ul style="list-style-type: none"> ▶ Community Shares Unit newsletter ▶ Co-operatives UK newsletter ▶ Facebook ▶ Groundwork UK newsletter ▶ Locality newsletter ▶ Plunkett Foundation newsletter ▶ Power to Change newsletter ▶ Twitter ▶ Other, please specify 	

Please make a copy of this application to keep for future reference.

Part Four | FAQs

We know you will probably have more questions about your application. You can find frequently asked questions (FAQs) about Bright Ideas on the MyCommunity website here:
<http://mycommunity.org.uk/help-centre/faqs/bright-ideas-fund/>

We keep FAQs up to date but if you still can't find an answer to your query, you can get in touch via the My Community Help Centre at:
www.mycommunity.org.uk/help-centre

My Community  **locality**

