

# Community Business Fund Round 5 guidelines for applicants

How to make your application stand out



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### About this guidance

This guidance will help you decide whether the Power to Change Community Business Fund is right for you. It includes information about the types of projects that the fund 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 complete the application form.

**Part one:** Explores the fund criteria and will help you assess whether the Community Business Fund 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

**Part four:** Aims to answer any other questions that you have about Power to Change 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 [cbf@be-group.co.uk](mailto:cbf@be-group.co.uk)

## Get in touch

You can get in touch with our grant partner, BE Group, at any point during your application process for free advice and guidance.



**Call our helpline on**  
**0300 1240444**

The helpline is open Monday to Friday from 9am until 5pm (4.30pm on Friday). Calls are charged at the national call rate.



**Email us:**  
**[cbf@be-group.co.uk](mailto:cbf@be-group.co.uk)**

We aim to respond to email enquiries within one working day.



**Webchat**

During helpline opening hours you can also use webchat to get help with your application. Visit [www.powertochange.org.uk/funding/grants/community-business-fund/](http://www.powertochange.org.uk/funding/grants/community-business-fund/) and open a chat box.

## Part One | Can you apply?

### Welcome

**Are you an existing community business in England? Looking for funding and support to make your business more sustainable? Our Community Business Fund provides grants between £50,000 and £300,000 to help you progress towards self-sufficiency.**

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.

We've already funded all sorts of community businesses including community libraries, bakeries, pubs, farms, hubs, transport, energy schemes, art centres and construction organisations, among many others.

Through our **Community Business Fund** we aim to help many more inspiring, locally-based and community-led businesses. Please read through this guidance and if after doing so, you believe your organisation fits our criteria, then we would welcome an application from you.



**Kate Stewart**  
Director of Programmes  
Power to Change



The best applications are the ones which really clearly explain how your business will improve your community through social impact.



This is a very innovative fund. The process of applying has really moved our thinking and our business on. It was also a very supported process.

**Clare Owens, Director of Squash Nutrition,**  
a Power to Change grantee

### What do we fund?



[Watch our film about Crediton Community Shop in Devon](#)

### Did you know?

You can find more examples of organisations we have funded on our website:  
[www.powertochange.org.uk](http://www.powertochange.org.uk)

# Part One | Can you apply?

## Application criteria

To be considered for funding through the Community Business Fund your project and organisation must be based in England, and will need to clearly evidence how you meet each of our 12 criteria below:

### 1. Power to Change only funds community businesses

Community businesses are run by local people for local people. They can revive local assets, protect the services people rely on, and address local needs. There are many types of community business. What they all have in common is that they are inclusive and give decision making power to local people and that the profits they generate flow back into the community to deliver positive local impact.

Most of the applications that we reject fail to evidence in their application form how they meet the four key features of a community business set out on this page, particularly how they are accountable to the local community. Before applying, please think carefully about whether you can demonstrate strong evidence for these four community business features.

## The four key features of a community business

### Locally rooted

They are rooted in a particular geographical place. They build on the strengths and assets of that place to address community needs.



[Watch video](#)

**Ronnie talks about how Granby Four Streets is responding to local needs.**

### Accountable to local community

This can be demonstrated in many ways (e.g. membership structure, ownership, broad range of local trustees) but you must have evidence of regular community input into decision making.



[Watch video](#)

**Dave and Sangita from Sheffield Live! talk about how local people make decisions about the business.**

### Trading for the benefit of the local community

They have a clear trading model and sell services and products in and around their local area. The way the business is run and the profits it makes are used to deliver local benefit.



[Watch video](#)

**Claire talks about how the Burton Street Foundation generates income which is reinvested for social benefit.**

### Broad community impact

They engage with a variety of different groups in their community and deliver impact against a range of different community needs.



[Watch video](#)

**John from Homebaked talks about the difference the bakery is making in their local community.**

### Watch an example of what we've funded

In the videos above we ask some of our grantees to explain in their own words how their business meets the four traits of a community business.

# Part One | Can you apply?

## Application criteria (cont.)

### 2. Growth and viability

We will not fund 'business as usual'. Your application must demonstrate how the funding will help you to increase the social impact of your community business, and make it more financially viable by the end of your project by increasing traded income, securing an asset or reducing revenue costs.

### 3. Be incorporated

The Community Business Fund will only fund incorporated organisations. This means that your organisation is recognised as a legal entity in its own right, rather than as a collection of individuals. Examples of incorporated organisations include:

- ▶ Charitable Incorporated Organisation
- ▶ Community Benefit Society
- ▶ Community Interest Company Limited by Guarantee
- ▶ Community Interest Company Limited by Shares
- ▶ Company Limited by Guarantee
- ▶ Company Limited by Shares
- ▶ Co-operative Society.

Examples of unincorporated organisations, which we won't fund, include: charitable trusts and unincorporated associations.

### 4. Charitable purpose

You must have a charitable purpose at the heart of the project you're asking us to fund, which meets charitable needs in your community. This does not mean that you have to be a charity as we will fund a variety of legal structures, but we cannot fund projects which don't further a charitable purpose.



We cannot accept proposals that 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.

## More info

### WHAT DO WE MEAN BY CHARITABLE PURPOSE?

You can find more information about charitable purpose on the Charity Commission website [www.gov.uk/government/publications/charitable-purposes/charitable-purposes](http://www.gov.uk/government/publications/charitable-purposes/charitable-purposes)

### WHAT DO WE MEAN BY PRIVATE BENEFIT?

Any personal benefits people receive through the community business must be no more than a necessary result or by-product of delivering public benefit.

Personal benefits could include financial payments to the owners of a property that an organisation uses or membership benefits. These private benefits need to be incidental in both nature and amount. Returns from community shares are allowable. Find out more:

[www.gov.uk/government/publications/examples-of-personal-benefit/examples-of-personal-benefit](http://www.gov.uk/government/publications/examples-of-personal-benefit/examples-of-personal-benefit)

## Part One | Can you apply?

### Application criteria (cont.)

#### 5. Public benefit

For a project to be charitable, it needs to have both a charitable purpose and to be for [public benefit](#). This means that your project must create benefits for a sufficient section of your community, including people who are experiencing disadvantage. If your project is only going to benefit a few people in your community or will only provide benefits to people who aren't experiencing disadvantage, we may not be able to fund your project.

#### 6. Share our impact goals

Your project must be able to demonstrate at least one of the seven core impact areas below. If your application is successful, at the end of your project you will be asked to report against the impact area(s) you selected.

1. Reduce social isolation
2. Improve health and wellbeing
3. Increase employability
4. Create better access to basic services
5. Improve local environment
6. Enable greater community cohesion
7. Foster greater community pride and empowerment

#### 7. Accounts

Your organisation should have at least one year of financial accounts; this could be your management accounts or your annual accounts.



Alternatively, if your organisation is a subsidiary of an established organisation, you can provide the financial accounts of the parent organisation; or if you are applying as part of a consortium, the consortium lead will provide their accounts.

### More info

#### WHY WOULD STATE AID AFFECT MY APPLICATION?

Power to Change grants qualify within the European Union definition of State Aid. State Aid refers to forms of assistance given on a discretionary basis to provide an activity or service, which may distort competition in the European Union market by favouring one provider over another.

State Aid rules are complex, but as a general guide projects involving trading activities are unlikely to breach State Aid rules if they are: small scale; delivered in a defined local area; are for charitable, social, cultural or educational purposes, and do not affect trade between member states of the European Union.

We recommend you take independent advice on this matter.

Find out more about State Aid.

[www.gov.uk/guidance/state-aid/guidance](http://www.gov.uk/guidance/state-aid/guidance)

## Part One | Can you apply?

### Application criteria (cont.)

#### 8. Other funding sources

Power to Change will not fund the full costs of your project. You should have other sources of funding either confirmed or close to confirmation to show that your project is viable. This is covered in **Part Three – Financial Information** of the application form.

#### 9. State Aid

State Aid relates to certain EU regulations around competition, which Power to Change must abide by. Unlawful State Aid will have to be repaid. Our application process will help us identify the State Aid position of your application. We recommend that you take independent advice on this matter.

#### 10. Readiness

You must be ready to start work within six months of accepting your grant offer. Your project can last up to a maximum of three years in total, but we expect most of the grants we award to be spent within one year.

#### 11. Capital and revenue request limits

You can request up to 75% of revenue costs and building-related capital costs, and up to 100% of non-building related capital costs. Please carefully read the details on the next page to find out what capital and revenue cost you can apply for.



#### 12. Grant size

Our analysis<sup>1</sup> has identified that there is a gap in the market for funding for community business between £50,000 and £300,000<sup>2</sup>. The Community Business Fund will not accept applications outside this range.

<sup>1</sup> C. Percy, A. Swersky, D. Hull and J. Medley-Hallam: The community business market 2015, Research Institute Report No. 1, Power to Change.

<sup>2</sup> Power to Change reserves the right to exceed these grant limits (set out in criteria 11 and 12) during the assessment process for exceptional applications.

#### Did you know?

Applicants mostly struggle to demonstrate how their community business is accountable to local people. By this, we mean local people must have shaped your community business project, but also have an ongoing say in how the business develops. Find out more in Section E of the application form and read ['12 questions to explore community accountability'](#).

## Part One | Can you apply?

### What you can apply for

#### The Community Business Fund will provide successful organisations with funding towards:

► **Capital costs including building, vehicles, equipment of significant value, refurbishment costs.** For building projects, you will either need to own or be taking on ownership of the building or have a long lease in proportion to the amount of grant you are requesting. For the largest grants, this would need to be 25 years or more.

We expect there to be disability access if we are funding building-related capital costs. You may wish to include revenue costs for advice from an accredited access consultant if you are planning a large building project. You can find an accredited consultant on [www.nrac.org.uk](http://www.nrac.org.uk)

► **Project-specific revenue costs like staff costs, professional fees, volunteer costs.** We are unlikely to fund projects which are asking only to cover the cost of staff salaries unless you are able to clearly demonstrate how this will help your organisation transform its trading position and how you will continue to fund these salary costs at the end of the grant period.

A grant from the Community Business Fund cannot be used:

- To reimburse money already spent. We will not provide retrospective funding.
- To pay for costs which someone else is paying for, whether in cash or in kind.
- Existing day-to-day running costs



If you are successful in getting through to the full assessment stage we may ask you to revise your proposal as we learn more about your business.

We may offer you only part of the funding initially requested or offer to provide other types of support instead of a full grant. Before considering any of these steps we will talk to you about the reasons why this might be appropriate and how it would affect your project.

## More info

### WHAT ARE CAPITAL AND REVENUE COSTS?

**Capital costs** are costs to set up a commercially operational business. This might include the purchase of land, buildings, construction, and equipment used in the production of goods or in the provision of services.

**Revenue costs** are costs associated with paying people for their services. For example, architect fees or employee salaries. Make sure you have considered who will be managing the project build and how you will cover any associated cost.

### Capital and revenue request limits

Power to Change will fund up to 75% of revenue costs, up to 75% of building-related capital costs and 100% of other capital costs.

- An example of building-related capital costs include purchasing, expanding or refurbishing a building.
- An example of other capital costs include purchasing vehicles or buying professional catering equipment.

Stronger applications tend to show how they can cover a larger proportion of these costs from income or other funding sources, making them less reliant on our grant.



## Part One | Can you apply?

### Tips around grant amounts

#### Large grant requests from small organisations

The grant size you are requesting should be proportional to your organisation's level of financial experience to date. If your organisation has a small turnover (for example, income of less than £15,000) and you are requesting a large grant (for example, over £200,000), please provide evidence of your organisation's financial management skills for managing a large grant.



#### Grant requests and sustainability

The grant size you are requesting should be proportional to your expected increase in trading income.

If your organisation is requesting a large grant (for example, over £200,000) and by the end of the grant period your organisation's income will

have increased by a small amount (for example, by £5,000), you need to evidence how you will become significantly more financially sustainable through this small increase in income. You will also need to show how the grant will enable your organisation to have an increased positive impact for your wider community.

#### Should I include VAT in my application?

Whether you should include VAT in the project costs in your application form depends on if you are VAT registered. Our assessment process will help us identify the VAT position of your application. VAT rules are complex, so we recommend that you take independent advice on this matter.

As general guidance on what Power to Change can fund relating to VAT costs:

- ▶ If you are VAT registered, please exclude VAT on items in your project costs for which you can reclaim the VAT back from HMRC.
- ▶ If you are not VAT registered and so cannot reclaim VAT back from HRMC, please include VAT for relevant items in your project costs.
- ▶ If your VAT position changes during the application process, you must let us know immediately so the appropriate VAT costs can be included in your application.

## Equality and diversity

Power to Change is committed to the advancement of equality, diversity and inclusion. It seeks to be a genuinely inclusive organisation by advancing equality and diversity through its policies and practices.

We encourage and welcome applications from community businesses from all backgrounds, who meet our grant requirements, and who are looking to make a real difference to the lives of their local communities.

#### Please let us know by email

[cbf@be-group.co.uk](mailto:cbf@be-group.co.uk) if you need this guidance in large print, braille or audio transcript.



## Part One | Can you apply?

### Tips for specific sectors

**As well as demonstrating you meet the 12 criteria, here are a few tips on what you need to clearly evidence according to your sector.**

#### Arts centre or facility

Consider how your organisation is accountable to the community and engages local people in having a genuine say in how your organisation is run. Read about [Viva Arts](#).

#### Community hub, facility or space

We receive a lot of applications for community hubs – only the strongest will be funded. Consider how your community hub is delivering beneficial impact to a range of people within your community, including those experiencing disadvantage. Read about the difference [Highfields Community Centre](#) is making in Leicester.

#### Community pub

If you are applying for a grant for your community pub, consider how you are engaging with people experiencing disadvantage in your community and how they will benefit from your project. Read about [The Bevendean](#) in Brighton.

**Note:** We can only fund existing pubs – we have a different programme, [More than a Pub](#), for communities that are just starting on their journey to save their community pub.

#### Community shop

Consider how your organisation is accountable to the community and engages local people in having a genuine say in how your organisation is run. Consider how your community shop is delivering beneficial impact to a range of people within your community, including those experiencing disadvantage. Find out how [Creddon Community Bookshop](#) are doing so.



#### Community cafe

We receive a lot of applications for community cafes and only the strongest will be funded. It can be challenging to make a financially viable trading model from a café. Consider how your community cafe is delivering beneficial impact to a range of people within your community, including those experiencing disadvantage. Read about [CafeINDIEpendent](#).

#### Community media

If your organisation has a city-wide reach, you need to explain how your organisation is rooted in, accountable to and benefiting a smaller geographical community. Watch how [Sheffield Live!](#) are doing it.

## How likely am I to get funding?

During each application window, we receive approximately 250 applications. Of these, only the strongest will progress to the assessment stage. In the last window, 21 applications were progressed. Although we are expecting to progress around 50 applications this round, of which approximately 29 will receive funding from the £5million we have available to spend, this still means that even if your project meets all the eligibility criteria, it may not be progressed to assessment.

We recommend that you read through the case studies of organisations which have been funded by Power to Change. These case studies describe how community businesses working in different sectors meet Power to Change's four community business criteria, and provide an insight into the strongest applications which have been funded through the Community Business Fund or its precursor, the Initial Grants Programme.

You can also look at our [Community Business Map](#) to see a full list of all organisations funded through Power to Change.

## Part One | Can you apply?

### Tips for specific sectors

#### Employment, training, business support or education

You will need to demonstrate that your services are targeting those experiencing disadvantage and are reaching a sufficiently large section of the public for Power to Change to be able to make a charitable grant to your organisation. Read about [The Florrie](#).

#### Energy

Through the Community Business Fund (and its precursor fund, the Initial Grants Programme), Power to Change has so far only funded energy efficiency measures for community buildings owned by the applicant organisation with the aim of improving financial viability – see [Stocksbridge 4SLC case study](#). If you are looking for funding for a community energy project, you may wish to consider our [Community Shares Booster programme](#).



#### Environmental and/or nature conservation

In addition to benefitting the environment, consider how your project will also benefit the

people living in your local community, particularly those experiencing disadvantage. Find out more about how [Amble Development Trust](#) is hatching lobsters to sustain heritage and trade in Northumberland.

#### Food catering or production (including farming)

Consider how your project is accountable to your local community and engaging with disadvantaged people to bring about beneficial impact. Read about [Greenslate Community Farm in Wigan](#).

#### Health, care and wellbeing

Consider how your project is responding to the changing health and social care landscape, and how you are developing a trading model which will lead to future financial sustainability. Read how [New Wortley Community Centre in Leeds](#) is doing so.

#### Housing

You should already have other sources of funding in place. You must be ready to start building new homes or refurbishing existing homes within 6 months of the grant agreement.

By the end of the grant period, your housing project must be completed and your organisation must be more financially viable, e.g. through increased trading income. Your project must benefit the broader community e.g. through the provision of affordable housing or financial investment in your community. Read about [Granby Four Streets](#).

#### Income or financial inclusion

We have not yet funded any organisations which particularly focus on income or financial inclusion.

#### Libraries

Consider what your trading model is and how your organisation will be financially sustainable in the long term. We cannot fund ongoing salary costs for which there is no clear plan of how these salary costs will be paid for when the grant period ends. Read about [Kensal Rise Library's](#) trading model.



#### Sport and leisure

We won't fund the upgrade of facilities at or expansion of sports clubs if they only benefit the paying members of the club.

Sports based projects must show how they deliver

## Part One | Can you apply?

### Tips for specific sectors

broader community benefit to local people, including access to other community groups/ projects and ideally the general public.

Sports projects that we fund should also benefit the community in other ways, for example by offering training or employment opportunities to disadvantaged groups, or supporting vulnerable young people. Read about [East Lancashire Football Development Association in Lancashire's](#) project.



#### Transport

Consider how your project is engaging with a broad range of people in your community, particularly those experiencing disadvantage, and is open and accessible to all in your community. Read how [Bristol Ferry Boats](#) engages with a broad range of people.



### Tips for specific places

The Community Business Fund welcomes strong applications from across England. However, we are particularly interested in applications from the following areas, especially if they involve community businesses working together:

- ▶ Bradford
- ▶ Grimsby
- ▶ Hartlepool
- ▶ Leicester
- ▶ Luton
- ▶ Plymouth
- ▶ Wigan
- ▶ Liverpool City Region
- ▶ Suffolk
- ▶ West of England Combined Authority (including Bath & North East Somerset, Bristol and South Gloucestershire local authorities)

This is not a requirement and we aim to fund projects from a range of different places and sectors. Find out more about our focus on places in the Community Business Fund FAQs on our website.

## Part Two | Application Process

### How to apply

#### Before you begin

You should have done some initial planning, and be able to demonstrate how your project to make your community business grow or become more sustainable.

We strongly recommend that you read through **Part three: The application form** in this document before starting your application. This will help to make sure you have the right information available and help you answer the questions.

You should make sure you have the evidence you need to make a strong case for funding. If you are still at an early, exploratory stage with the project it may be better to apply to our [Bright Ideas Fund](#), or wait for a later funding round.

While unsuccessful applicants can apply again in future rounds we will reject re-applications that are the same or barely changed.

We will only accept one application per organisation per funding window. If you submit more than one application, we reserve the right to ask you to resubmit your preferred application in a future funding window.

#### How to apply

**To apply for a Community Business Fund grant you will need to complete a single online application form. We will be in touch within six weeks to let you know if you are moving on to the detailed assessment stage.**

Once the fund is launched on 24 April 2018 you can register and start the application process here: <https://www.powertochange.org.uk/get-support/programmes/community-business-fund/>

The fund closes on **22 May 2018 at 12 noon.**

If you start your online application, but are unable to complete all the required information, don't worry. You can simply save your form and come back to it at a later date.

To access your form again, use the link we emailed to you when you first started it. You can then log in using your email address and the password you created.

If you forget your password, you can create a new one by clicking on "Forgotten your password?" and following the instructions.



The application process with Power to Change enabled us to really think about the difference our project was making to the local community and how it stacked up financially.

**Marie Osborne, Director of Future Wolverton,** a Power to Change grantee



**If you are successful, we will ask you for more information and you may be visited by an assessor, before we make a decision at grants committee. Find out more about the application process on the next page.**

# Part Two | Application Process

## The process

### Application stage

4 week window, decision within 6 weeks

► **Read the application guidance to check if your project is eligible.** You are more likely to submit a good application if you read the guidance.

► **Check that you meet our criteria,** particularly the [four community business criteria](#). Most unsuccessful applicants are declined because they aren't able to show clearly enough how they meet our definition of a community business.

► **Register online.** We will then email you a link to the application form.

► **Fill out the application form online,** before the application window closes. We will remove partially completed applications from the system in between application rounds. Application windows each last four weeks.

► **Wait for a decision.** We will tell you within six weeks of the application window closing if your application has sufficiently demonstrated your project's eligibility under the 12 criteria and is being progressed.

► **If your application is one of those progressing,** we will send you a link to the detailed assessment form so we can find out more information about your project.

► **If your application isn't being taken forward,** we will email you to let you know. Our website and helpline has information on alternative sources of funding and support for community businesses.

Complete online assessment  
2 weeks to complete,  
decision within 2 weeks

► **Fill out the detailed assessment form online within two weeks.** This adds more detail to your initial proposal, as well as the supporting documents such as a business plan, financial accounts and governing documents for your organisation. You can contact BE Group on 0300 1240444 if you have any questions about this part of the assessment process.

► **Wait while we assess your more detailed information.** We will review your detailed assessment form and the documentation you have submitted to decide if you are eligible to be considered for a grant.

► **If your project can be taken forward,** we will assign an assessor to review your project.

► **If your application is not being progressed,** we will contact you to let you know. The reason that applications at this stage do not progress further are generally because the more detailed information reveals that it does not meet the fund's eligibility criteria. For example, it may become evident that we can't fund the project under State Aid rules.

Our website and helpline has information on alternative sources of funding and support for community businesses.

Work with your assessor  
Up to 20 weeks

► **You will work with your assessor to develop your proposal,** to be reviewed by the Power to Change grants committee. This will involve the assessor visiting your community business and working with you to complete a project assessment report which will be presented to the Power to Change grants committee, if they recommend you for funding.

If your assessor is not recommending your project for funding, for example if it becomes apparent that your project is not eligible or ready for funding through the Community Business Fund, your project will not go to the Power to Change grants committee. Your assessor will get in touch with you to explain why your application was unsuccessful.

► **The Power to Change grants committee will then review your project assessment report and make a decision about whether Power to Change will fund your project.** We will contact you as soon as possible after the meeting and within one week to let you know whether you have been successful.

During this stage we may talk to you about revising your proposal, or to consider part-funding, other investment and the offer of development support. Your assessor will talk to you before making any recommendations or decisions about such changes.

Award  
Up to 4 weeks

**If you are awarded a grant:**

► We will send you a grant offer letter and any conditions you must meet.

► Sign and return the grant offer letter and any additional information required within four weeks. Applicants must be able to start their project within a maximum of six months of signing their offer letter.

► Wait for confirmation from Power to Change that all is in order. You must sign your offer letter and return it before announcing your grant.

► **Celebrate, announce your grant award, and get started on your community business project!**

**If you are unsuccessful:**

► Your assessor will give you headline feedback and you will be sent feedback in writing about why your application was unsuccessful. **The decision of the grants committee is final and unsuccessful applications won't be reconsidered.** However, an unsuccessful application does not automatically exclude you from reapplying in the next funding window, and to other Power to Change funds and support programmes.

## Part Two | Application Process

### Impact information needed during application

#### Application stage

##### Impact areas

As a funder we are interested to know how you would define the impact areas in which you work. These are the impact areas that are of interest to us:

1. Reduce social isolation
2. Improve health and wellbeing
3. Increase employability
4. Create better access to basic services
5. Improve local environment
6. Enable greater community cohesion
7. Foster greater community pride and empowerment.

**At application stage you will be asked to select your primary and secondary impact areas for your project from this list.**

#### Detailed assessment

##### Selecting your outcome categories and associated metrics

At detailed assessment stage you will work with an assessor to provide further detail about your impact and how you currently measure against your aims.

For each impact area you have selected you will choose the outcome categories to report against at the end of your project. These outcome categories provide more detail about what you are aiming to achieve through your project.

The assessor will introduce our business intelligence platform, Twine, and discuss how it might be useful to you in accounting for the community benefit of your work.

#### Grant award

##### Your reporting requirements as part of your grant agreement

Your grant agreement will include the outcome categories that you selected during the assessment stage and you will receive guidance about our monitoring and reporting requirements.

You will also receive a free subscription to Twine, our business intelligence platform, which will enable you to collect useful data for impact reporting, as well as for helping your community business to thrive.

#### Post grant award

##### Regular impact reporting

You will complete an online impact monitoring form every six months to update us on your community business and to help us understand the difference that your Community Business Fund grant is making for your organisation and your local area.

At the end of your project you will complete a final report about what you have delivered against your chosen impact areas and outcome categories.

## Part Two | Application Process

### Grantee support

#### Support and resources

We want to make it easier for community businesses not just to survive, but to thrive. To help, successful applicants will get access to:

▶ **Business development support**

We know that tailored business development support (BDS) can be a valuable way to strengthen community businesses and build resilience. All successful applicants to the Community Business Fund are paired with a peer broker (another community business) to work with to identify any BDS needs. Where BDS needs are identified, we will award a grant for BDS. There isn't a separate application process for this support.

▶ **A free subscription to Twine**, our digital business insight tool. Using smart but very simple technology, it helps you gather and make sense of the data that most matters to you:

- ▶ Financial sustainability
- ▶ Opinions and trends in your community
- ▶ Volunteer contributions
- ▶ Community outreach

Successful applicants will receive a free subscription, dedicated training and support, as well as tips and best practice from the data gathered through Twine by successful applicants and their peers.

Find out more on [www.twine-together.com](http://www.twine-together.com)

▶ **Community Business Network events**

All the community businesses Power to Change invests in are invited to our Community Business Network events. There you'll find out how to maximise your relationship with Power to Change, and build connections with other community businesses across England.

▶ **Resources and advice**

Our website has a host of [free resources](#) for



growing your community business. And our sector experts regularly give valuable insight and advice via our [blog](#) based on research and experience.

#### Be part of the community business movement

There are nearly 7,000 community businesses in England and lots of ways to connect and learn from other community business leaders like you:

- ▶ [Find community businesses near yours](#) by checking our interactive map
- ▶ [Join the Community Business Network on Facebook](#) to tap into shared knowledge
- ▶ [Follow @peoplesbiz](#) on Twitter for news and updates about the community business world
- ▶ [Sign up to the Power to Change newsletter](#) to receive details about events, training and funding opportunities straight to your inbox.
- ▶ [Join a peer network](#) to meet organisations like yours.
- ▶ Take part in [Community Business Weekend](#), a national open-doors celebration. Sign up for a free organiser pack.



## Part Two | Application Process

### Other Power to Change support

Power to Change has other funding and support programmes to help develop community business.

#### Helping start community businesses

##### Community Business Bright Ideas Fund

The Community Business Bright Ideas Fund is a support programme for community groups or organisations at an early stage of development, who want to become community businesses and want to have a local, social impact. Successful applicants initially receive one-to-one business support from an advisor appointed by Locality, and then may have the opportunity to apply for a small grant. [Sign up to our newsletter](#) to find out when the programme reopens.



##### More than a Pub

The 'More than a Pub' programme aims to bring pubs into community ownership and develop their role as centres of community which provide

services for local people. '[More than a Pub](#)' offers a package of business development support, advice and loan and grant funding to groups in England to help them establish community-owned pubs.

##### Community-led Housing programme

Our Community-led Housing programme supports communities to develop their own housing solutions to deliver affordable homes for local people. A £9 million, 4-year programme is to be launched in mid-2018. This follows a £1 million investment in community businesses in two vanguard areas, Bristol and Leeds City Regions. The new programme will add another three areas to this list. In addition to this we invest in local infrastructure to support and advise groups throughout the community-led housing process.

#### Growing existing community businesses to become sustainable

##### Community Shares Booster Programme

The [Community Shares Booster Programme](#) matches the investment raised by community businesses through community share issues. Building on an initial £1million pilot, this programme will provide £3 million over five years. It offers up to £100,000 in matched funding and a possible £10,000 business development support grant to get share offers ready. The programme is delivered by the Community Shares Unit.

### Did you know?

5% of Power to Change's endowment funds the work of our Research Institute to help us make the case for community business, by commissioning high quality research, promoting rigorous analysis and stimulating critical scrutiny and debate. In doing so we aim to shape both policy and practice.

Every year we research:

▶▶ [Annual state of the community business market](#) to understand which sectors are growing, and how they compare to traditional SMEs and charities.

▶▶ [Annual grantee survey](#) to understand what we are doing well, what we could do better and the impact our programmes are having.

We've also published research on asset transfers, the future of localism, libraries, the social value act, accountability and success guides to room hire, community cafes and lettings.

Check out the [Research Institute](#).

## Part Three | The application form

In this section you will find all the questions from the application form, information about why we ask specific questions and tips to help you answer the questions.

We've tried to keep the form simple, while collecting all of the information we need to make decisions about which applications to take further.

We ask direct questions wherever possible to gather factual information (on your organisation, or on finances), while leaving free text for you to describe your project and the difference it will make in your own words.



**The application form has seven sections:**

- ▶ **A. Project overview** - 7 questions
- ▶ **B. Organisation details** - 12 questions
- ▶ **C. Financial information** - 9 questions
- ▶ **D. Locally rooted** - 7 questions
- ▶ **E. Accountable to the local community**  
- 3 questions
- ▶ **F. Trading for benefit of the local community**  
- 6 questions
- ▶ **G. Broad community impact of the community**  
- 4 questions

### Did you know?

You can get in touch with our grant partner, BE Group, at any point during your application process for free advice and guidance.



**Call our helpline on  
0300 1240444**

The helpline is open Monday to Friday from 9am until 5pm (4.30pm on Friday). Calls are charged at the same as a national call rate.



**Email us:  
cbf@be-group.co.uk**

We aim to respond to email enquiries within one working day.



**Webchat**

During helpline opening hours you can also use webchat to get help with your application. Visit <https://www.powertochange.org.uk/get-support/programmes/community-business-fund/> and open a chat box.

## Part Three | The application form

### A. Project overview

This section asks you to provide general information about your project to help us understand what you are aiming to achieve.

QUESTION	QUESTION GUIDANCE
<p><b>1. Project title</b></p>	<p>In 140 characters, using simple language, give your project a title which summarises what your project is aiming to achieve. For example, “Conversion of a disused building into a village community café where local people can gather for social activities and to enjoy good food.”</p>
<p><b>2. What is the main type of activity your project involves?</b></p> <p>Choose one sector.</p> <ul style="list-style-type: none"> <li>▶ Arts centre or facility</li> <li>▶ Community hub, facility or space</li> <li>▶ Community pub, shop or café</li> <li>▶ Employment, training, business support or education</li> <li>▶ Energy</li> <li>▶ Environmental or nature conservation</li> <li>▶ Food catering or production (including farming)</li> <li>▶ Health, care or wellbeing</li> <li>▶ Housing</li> <li>▶ Income or financial inclusion</li> <li>▶ Sports and leisure</li> <li>▶ Transport</li> <li>▶ Visitor facilities or tourism</li> <li>▶ Other (please specify - max 20 words)</li> </ul>	<p>Your project may span more than one sector type. Select the main sector type which best describes your project. You can then provide further description by selecting multiple subsector types.</p> <p>For example, for a community shop which is also a community hub, select “Community Pub, Shop or Café” for the main sector. For the subsector, provide further description by selecting “Community Space, Hub or Centre”</p> <p>Please only select “Other” if your project does not fit into these sector and subsector types.</p>

## Part Three | The application form

### A. Project overview (cont.)

#### 2. What is the main type of activity your project involves? (cont.)

Select all subsectors which apply (up to a maximum of five).

- ▶ Arts centre or activities
- ▶ Business support
- ▶ Business or workspace
- ▶ Care service or facility (e.g. nursing home)
- ▶ Community café
- ▶ Community pub
- ▶ Community space, hub or centre
- ▶ Community shop
- ▶ Conservation of the environment
- ▶ Construction activities
- ▶ Education support
- ▶ Employment support or training
- ▶ Energy generation
- ▶ Finance or credit
- ▶ Food catering or production
- ▶ Leisure facility (e.g. cinema)
- ▶ Library
- ▶ Media or publishing
- ▶ Mental health or wellbeing
- ▶ Physical health or wellbeing
- ▶ Provision of housing
- ▶ Sports facility or activities
- ▶ Transport
- ▶ Visitor attraction
- ▶ Waste reduction, reuse or recycling

Your project may span more than one sector type. Select the main sub-sector types which best describes your project.

For example, for a community shop which is also a community hub, select “Community Pub, Shop or Café” for the main sector. For the subsector, provide further description by selecting “Community Space, Hub or Centre”

Please only select “Other” if your project does not fit into these sector and subsector types.

## Part Three | The application form

### A. Project overview (cont.)

<p><b>3. Please provide a brief description of your organisation and your organisation's aims.</b></p> <p>You have 600 characters, which is approximately 100 words.</p>	
<p><b>4. Please describe your proposed project.</b></p> <p>You have 1800 characters, which is approximately 300 words.</p> <p>Your answer to this question should include:</p> <ul style="list-style-type: none"> <li>▶ an overview of the overall project</li> <li>▶ how this project fits with the aims of your organisation</li> <li>▶ details of what you are requesting funding from Power to Change for</li> </ul>	<p>Please refer to our full application guidance which provides examples of what Power to Change can and can't fund as part of the Community Business Fund.</p>
<p><b>5. What will Power to Change funding help you to achieve for your organisation?</b> Please select all that apply.</p> <ul style="list-style-type: none"> <li>▶ To purchase, expand, develop or refurbish private premises or land</li> <li>▶ To move from volunteer led to employing full-time staff</li> <li>▶ To significantly increase the number of employees</li> <li>▶ To expand services or activities</li> <li>▶ To improve quality of product or service</li> <li>▶ To takeover or purchase a public asset</li> <li>▶ To replace grants with trading</li> <li>▶ To generate additional revenue streams</li> <li>▶ Other (Please specify- 20 words max)</li> </ul>	<p>This helps us to understand how Power to Change funding will impact on your organisation.</p>

## Part Three | The application form

### A. Project overview (cont.)

**6. Has your organisation previously applied for a Power to Change programme? If yes, please select all programmes which you have applied to.**

- ▶ Bright Ideas Fund (via MyCommunity)
- ▶ Bright Sparks competition (now closed)
- ▶ Community Business Fund
- ▶ Community Business Leadership Programme (via The RSA)
- ▶ Community Business Trade Up Programme (via School for Social Entrepreneurs)
- ▶ Community Shares Booster Programme (via the Community Shares Unit)
- ▶ Community-led Housing Programme
- ▶ Empowering Places Programme (applications were by invitation only)
- ▶ Initial Grants Programme (now closed)
- ▶ Innovation and Infrastructure Fund (now closed)
- ▶ More than a Pub Programme (via Plunkett Foundation)
- ▶ Peer Network Programme (now closed)
- ▶ Places Programme (applications are by invitation only)
- ▶ Power to Change grant with Key Fund loan
- ▶ Power to Change grant with SASC loan

Power to Change works in partnership with different organisations to deliver a range of support and funding programmes.

You are allowed to apply to more than one Power to Change programme. If you have been unsuccessful with an application to another programme, we would still welcome an application from you if your project meets the criteria for this fund.

## Part Three | The application form

### B.Organisation details

This section asks for information about your organisation and any other connected organisations, to help us understand the legal structures around your project.

QUESTION	QUESTION GUIDANCE
<b>1. Organisation name (as listed with regulatory or registration body)</b>	Organisation names should be written as registered with Companies House, the Charities Commission or other registration or regulatory bodies such as Financial Conduct Authority.
<b>2. Organisation website</b>	
<b>3. List any other names your organisation is known by</b>	For example, please include any working names or trading names
<b>4. Please confirm if you are applying as part of a consortium.</b> <ul style="list-style-type: none"> <li>▶ Yes, I am applying as part of a consortium and I am the consortium lead</li> <li>▶ I am applying as part of a consortium. I am not the consortium lead</li> <li>▶ Not applicable. I am not applying as part of a consortium.</li> </ul>	If you are applying as part of a consortium of organisations, the consortium lead organisation needs to complete this form.
<ul style="list-style-type: none"> <li>▶ <b>5. If yes, list the other members of the consortium</b></li> </ul>	Organisation names should be written as registered with Companies House, the Charities Commission or other registration or regulatory bodies such as Financial Conduct Authority.

## Part Three | The application form

### B.Organisation details (cont.)

<p><b>6. Is your organisation a trading subsidiary of a parent organisation?</b></p> <p>▶ Yes / No</p>	<p>We are asking this question to understand the level of control your community has over your organisation.</p>
<p>▶ <b>7. If yes, provide the name of the parent organisation</b></p>	
<p><b>8. What year was your organisation founded?</b></p>	
<p><b>9. What is your organisational legal structure?</b></p> <ul style="list-style-type: none"> <li>▶ Charitable Incorporated Organisation</li> <li>▶ Community Benefit Society</li> <li>▶ Community Interest Company Limited by Guarantee</li> <li>▶ Community Interest Company Limited by Shares</li> <li>▶ Company Limited by Guarantee</li> <li>▶ Company Limited by Shares</li> <li>▶ Co-operative Society</li> <li>▶ Trust</li> <li>▶ Unincorporated Association</li> <li>▶ Other (please specify - 20 words max)</li> </ul>	<p>Power to Change will fund a broad range of organisational types. This information helps us understand whether there may be private benefit from your project.</p>
<p><b>10. Is your organisation a charity?</b></p>	<p>Yes/No</p>
<p>▶ <b>11. If your organisation is a charity, is it registered with the Charity Commission?</b></p>	<p>Yes/No</p>



## Part Three | The application form

### B.Organisation details (cont.)

<p><b>12. Please input all applicable registration numbers.</b></p> <ul style="list-style-type: none"> <li>▶ Companies House Registration Number</li> <li>▶ Charity Registration Number</li> <li>▶ Society Registration Number</li> </ul>	<p>We will use this registration number to search external information sources to verify information about your organisation and its finances, such as the Companies House website, the Charity Commission website and the Financial Conduct Authority website.</p>
<p><b>13. Provide the registered address for your organisation</b></p>	<p>This is the address which you have provided to your regulatory/registration body</p>
<p><b>14. Provide the contact details for the person in your organisation who we can contact about the outcome of this application.</b></p>	<p>This can be anyone in the organisation. We mainly make contact via email, so please make sure that the email address provided is checked regularly.</p>
<p><b>15. Provide the correspondence address for your organisation</b></p>	

## Part Three | The application form

### C. Financial information

This section asks about financial data for your project and your organisation. This is to help us understand the existing level of trading of your business and how that contributes to your organisation's overall financial health. This section also asks about any other sources of funding you are seeking for this project, as Power to Change will fund no more than 75% of your revenue costs and/or no more than 75% of your building related capital costs.

QUESTION	QUESTION GUIDANCE
<p><b>1. Please provide a breakdown of your total project costs.</b></p> <p>For each item of project spend we ask you to provide:</p> <ul style="list-style-type: none"> <li>▶ Total cost (£)</li> <li>▶ Amount requested from Power to Change (£)</li> </ul> <p>And to select if it is</p> <ul style="list-style-type: none"> <li>▶ Revenue cost</li> <li>▶ Capital cost - building related</li> <li>▶ Capital cost – other</li> </ul> <p>Please input data in £ rather than £ 000. For example, If the amount you want to enter is £20,000, please enter 20000 and not 20. Please don't use commas when inputting your financial data.</p>	<p>This will include costs you are asking Power to Change to fund and costs you plan to fund through other sources. Power to Change will fund up to 75% of revenue costs, up to 75% of the building-related capital costs and 100% of other capital costs.</p> <ul style="list-style-type: none"> <li>▶ An example of a revenue cost is the cost associated with paying people for their services, for example, architect fees or employee salaries.</li> <li>▶ An example of a building related capital cost is the purchase, expansion or renovation of a building.</li> <li>▶ An example of other capital costs is the purchase of vehicles.</li> </ul> <p>When planning your project budget, Power to Change expects that most of the grants it provides will be spent within one year of a grantee receiving the funding.</p> <p>Power to Change reserves the right to award funding for a maximum of three years where its necessity is well-evidenced in the application.</p>
<p><b>2. What time period are you looking for the Power to Change grant funding to cover?</b></p>	<p>When planning your project budget, Power to Change expect that most of the grants it provides will be spent within one year of a grantee receiving the funding. Power to Change reserves the right to award funding for a maximum of three years where its necessity is well-evidenced in the application.</p>

## Part Three | The application form

### C. Financial information

<p><b>3. Are you taking ownership of a building or land as part of this project?</b></p> <p>▶ Yes / No</p>	
<p><b>4. If yes, please tell us:</b></p> <ul style="list-style-type: none"><li>▶ who currently owns the building or land</li><li>▶ on what terms it is being made available to you, i.e. the type of the tenure (freehold or leasehold) and, if leasehold, the length of the tenure and any associated annual charges.</li><li>▶ when you anticipate being able to take ownership of the building or land if your application to this fund is successful</li></ul> <p>You have 300 characters, which is approximately 50 words.</p>	

## Part Three | The application form

### C. Financial information (cont.)

#### 5. What other funding have you already received or are you applying for to cover the remaining costs of this project?

For each source of funding we ask you to select:

##### Funding type

- ▶ Grant funding
- ▶ Contract
- ▶ Community shares
- ▶ Loan finance
- ▶ Donation
- ▶ Reserves
- ▶ Other

##### Source of funding/Name of funder:

- ▶ Access
- ▶ Architectural Heritage Fund
- ▶ Arts Council
- ▶ Big Issue Invest
- ▶ Big Lottery Fund
- ▶ Big Society Capital
- ▶ Comic Relief
- ▶ Esmée Fairbairn Foundation
- ▶ Heritage Lottery Fund
- ▶ Locality (UK)
- ▶ People's Health Trust
- ▶ Plunkett Foundation
- ▶ The Wolfson Foundation
- ▶ Sport England
- ▶ Other

**Amount sought (£)**

**Amount secured (£)**

We want to know how you are planning on covering the full costs of the project. You can include income which you have already received and spent, if it has been towards this particular project. Please only list income related to this project.

Please input data in £ rather than £ 000. For example, If the amount you want to enter is £20,000, please enter 20000 and not 20. Please don't use commas when inputting your financial data.

We also need you to confirm whether receipt of each source of funding is dependent on whether or not you are successful in your grant application to Power to Change. For example, if it is a match funding arrangement or if you will be unlocking local finance if you receive a Power to Change grant.

## Part Three | The application form

### C. Financial information (cont.)

<p><b>6. Please confirm which financial accounts you have used to provide the financial information in this application form.</b></p> <ul style="list-style-type: none"> <li>▶ Your organisation’s annual accounts</li> <li>▶ Your organisation’s management accounts</li> <li>▶ Your parent organisation’s annual accounts</li> <li>▶ Your parent organisation’s management accounts</li> <li>▶ We do not have one year’s financial accounts</li> </ul>	<p>The Community Business Fund is looking to fund organisations which have at least 1 year of financial accounts.</p> <p>The data you provide should be from your last set of year end annual accounts which have been audited or independently examined. If you don’t have a set of audited or independently examined accounts, please use your management accounts.</p> <p>Alternatively, if your organisation is a subsidiary of an established organisation, you can provide the financial accounts of the parent organisation; or if you are applying as part of a consortium, the consortium lead will provide their accounts.</p>
<p><b>7. What is the financial year end for this set of accounts?</b> Please select month and year</p>	<p>If selected “We do not have one year’s financial accounts, this question is not relevant.</p>
<p><b>8. Please provide the following financial information for your organisation for your latest set of financial accounts:</b></p> <ul style="list-style-type: none"> <li>▶ Income</li> <li>▶ Expenditure</li> <li>▶ Assets</li> <li>▶ Liabilities</li> <li>▶ <a href="#">Unrestricted reserves</a> (if applicable)</li> </ul>	<p>Please use the data shown in your management or annual accounts.</p> <p>We are gathering this data to help us understand the scale of the proposed project compared to the scale of existing projects you currently deliver.</p> <p>Here is <a href="#">guidance about unrestricted reserves</a>: what should be included when calculating a charity’s unrestricted reserves.</p> <p>Please input data in £ rather than £ 000. For example, If the amount you want to enter is £20,000, please enter 20000 and not 20. Please don’t use commas when inputting your financial data.</p>

## Part Three | The application form

### C.Financial information (cont.)

**9. Please provide commentary on your financial information if you think it is relevant to your application.**

You have 600 characters, which is approximately 100 words.

For example, you should provide commentary if:

- ▶ you have significant assets, such as one or more buildings. We are interested to know the split between your fixed assets, such as buildings, and your current assets, such as cash in the bank.
- ▶ you are a charity and have a very high level of unrestricted reserves which could be spent on charitable activities.
- ▶ you have a small turnover and are requesting a large grant size. If so, we want to hear about the financial management experience of your organisation and the people involved.

## Part Three | The application form

### D. Locally rooted

This section asks about the area in which your community business works and the needs of the communities your business serves.

**Find out more**

QUESTION	QUESTION GUIDANCE
<p><b>1. Please describe the geographical area(s) your community business serves.</b></p> <p>You have 600 characters, which is approximately 100 words.</p>	<p>A community business works to bring benefits to its local community. This is a clearly defined geographical area e.g. a neighbourhood, a ward, a village or a subsection of a city. This is your area of benefit.</p> <p>A community business may choose to conduct its trading activities across a broader area than its local community in order to create a sustainable business model and to bring greater benefit to its local community. This is your area of trading.</p> <p>Please describe both your area of benefit and your area of trading. Your area of trading may be the same as your area of benefit.</p>
<p><b>2. Please provide us with an estimate of the population size of your local community (your area of benefit).</b></p>	<p>This should show the number of people living in your local community, not just the number of people your organisation is currently engaged with.</p>

**Watch this video about Granby Four Streets, a community-led housing regeneration project to understand what we mean by locally rooted.**

Please refer to the Charity Commission's guidance on charitable purpose to check if your project meets charitable needs: [www.gov.uk/government/publications/charitable-purposes/charitable-purposes](http://www.gov.uk/government/publications/charitable-purposes/charitable-purposes)

## Part Three | The application form

### D. Locally rooted (cont.)

<p><b>3. Please select up to three postcodes which are representative of your area of benefit and the communities your organisation serves.</b></p>	<p>We understand that the area you work in may be larger than 3 postcodes. Power to Change will use these postcodes to access relevant statistics and data about your local area to help us understand the needs of the communities your business serves. We will use data from this open data source <a href="https://dclgapps.communities.gov.uk/imd/idmap.html">dclgapps.communities.gov.uk/imd/idmap.html</a></p>
<p><b>4. Tell us about the role your local community played in setting up your organisation and developing your proposed project.</b></p> <p>Please describe:</p> <ul style="list-style-type: none"> <li>▶ how you know there is demand for your project in your local community e.g. has there been a petition, a public campaign or other show of support for the project?</li> <li>▶ how the community is supporting the project, e.g. through donations of time/gifts or via crowdfunding</li> </ul> <p>You have 1800 characters, which is approximately 300 words.</p>	<p>Please explain how you know there is a demand for your project in your community and any consultation or market research which you have completed to demonstrate this. We want to hear about your area from your community's perspective.</p> <p>We are interested in funding projects with a clearly defined and focused area. We are highly unlikely to fund regional projects. If you are working in a city, please describe the specific neighbourhood you work in within that city.</p>



## Part Three | The application form

### D. Locally rooted (cont.)

**5. Tell us about the people who are engaged with your organisation. We are interested in finding out how many people are engaged with your organisation overall, and how many of those are from your local community.**

#### Rows

- ▶ Full time staff
- ▶ Part time staff
- ▶ Regular volunteers
- ▶ Customers/Service users (per month)

#### Columns

- ▶ Total number of people
- ▶ Number of people who are from your local community

Input data for all that apply. If you don't know the exact figures, please provide an estimate.

For example, your organisation employs 5 staff in total and 3 of these staff are from your local community. In this situation, input Total number of people engaged = 5 and Number of people from the community you serve = 3.

Regular volunteers are people who are engaged with your organisation on a frequent basis, for example, weekly or fortnightly.

This question will help us to understand the level of community engagement in the day to day running of the business

## Part Three | The application form

### D. Locally rooted (cont.)

<b>6. How many Full Time Equivalent (FTE) staff does your organisation employ?</b>	<p>Example: A standard working week is five days. If you employ someone who works for 5 days a week, that person is full time and this corresponds to 1 FTE.</p> <p>If you employ 3 people who work part time and each works 2.5 days, each person is 0.5 FTE. In total, you have <math>3 \times 0.5 = 1.5</math> FTE.</p>
<b>7. On average, how many hours do your volunteers contribute to your organisation each week?</b>	<p>To calculate the total number of hours per week, please add up the total number of hours contributed by each volunteer. For example, if you have two volunteers, one who gives 12 hours a week and another gives 20 hours a week, the total number of hours volunteered per week is 32.</p>

## Part Three | The application form

### E.Accountable to the local community

Power to Change funds organisations that are run by, and accountable to, their local community. This section allows you to tell us about how your organisation actively engages local people in decisions about your project and your organisation.

[Find out more](#)

QUESTION	QUESTION GUIDANCE
<p><b>1. Power to Change funds organisations that are run by and accountable to their local community. This section allows you to tell us about how your organisation actively engages local people in decisions about:</b></p> <ul style="list-style-type: none"> <li>▶ your project</li> <li>▶ your organisation</li> </ul> <p>You have 1800 characters, which is approximately 300 words.</p>	<p>Communities can have a genuine say in how your organisation is run in many ways which may include one of, or a combination of, the methods listed below:</p> <ul style="list-style-type: none"> <li>▶ regular and ongoing consultation</li> <li>▶ membership</li> <li>▶ ownership</li> </ul> <p>Please tell us about how the community is involved in ongoing and regular decision making for your project and your organisation.</p> <ul style="list-style-type: none"> <li>▶ Who are the communities you serve and who do you see your business as being responsible to?</li> <li>▶ How do you consult with your community and how do you engage with a broad range of people?</li> <li>▶ How often do you consult?</li> <li>▶ What did your organisation start/stop/continue doing as a result of your last consultation?</li> </ul>

[Watch this video about Sheffield Live, a community media hub to understand what we mean by accountable to the local community.](#)

## Part Three | The application form

### E.Accountable to the local community

#### 2. If your organisation has members, please tell us about them.

- ▶ Who is eligible to become a member? Is your membership open to everyone?
- ▶ How do people become a member?
- ▶ How much does it cost to become a member and are their ongoing fees?
- ▶ What powers do members have over the running of your organisation?
- ▶ How engaged are your members in the running of your business? When was your last public meeting (e.g. your Annual General Meeting) and how many people attended?
- ▶ If you have undertaken a community share offer, please tell us about how you engage with your member shareholders

You have 1200 characters, which is approximately 200 words.

#### 3. Tell us about the people involved in your organisation's governance.

- ▶ Trustees or directors (unpaid)
- ▶ Trustees or directors (paid)
- ▶ Member shareholders (e.g. members who have purchased community shares)
- ▶ Investor (e.g. people who have financially invested in your organisation and are not members)
- ▶ Members who aren't trustees or directors or shareholders (e.g. society or charity members)

Please provide the total number of people engaged as well as letting us know how many of those people come from your community.

Input numbers against all that apply for your organisation. If you don't have exact figures, please provide an estimate. We want to understand the level of community ownership of your community business.

## Part Three | The application form

### F.Trading for the benefit of the local community

This section asks about the current trading performance of your community business and how this trading benefits your local community.

[Find out more](#)

QUESTION	QUESTION GUIDANCE
<p><b>1. Our organisation is currently trading (earning income through the sales of goods and/or services)</b></p> <p>▶ Yes/No</p>	<p>Power to Change is interested in understanding if your organisation is currently earning income through trading such as:</p> <ul style="list-style-type: none"> <li>▶ trading with the public via direct sales</li> <li>▶ trading with other businesses or with the public sector e.g. through contracts</li> </ul> <p>Please do not include grant income as trading income. Please refer to the application guidance for a detailed description of what can and can't be included as trading income</p>
<p><b>2. What year did your organisation start trading goods and/or services?</b></p>	

**Watch this video about Burton Street Foundation, a vibrant community hub, to understand what we mean by trading for the benefit of the local community.**

## Part Three | The application form

### F.Trading for the benefit of the local community

#### 3. Please provide information on each of the different types of trading your organisation undertakes.

##### Rows:

- ▶ Trade with public
- ▶ Trade with other businesses
- ▶ Trade with Local Authorities
- ▶ Trade with public sector (excluding Local Authorities)
- ▶ Trade abroad with the public, other businesses and/or the public sector
- ▶ Totals

##### Columns

- ▶ Current trading income
- ▶ Trading income forecast for end of grant period

If you don't have exact figures, please provide estimates.

Please input data in £ rather than £ 000. For example, If the amount you want to enter is £20,000, please enter 20000 and not 20. Please don't use commas when inputting your financial data.

This is to help us to understand the risk of your project coming under State Aid rules.

## Part Three | The application form

### F.Trading for the benefit of the local community

<p><b>4. How much did your organisation spend on trading goods and/or services in the year of your latest set of financial accounts?</b></p>	<p>Please only provide the amount of expenditure which was due to your trading activities.</p> <p>If you don't have an exact figure, please provide an estimate.</p> <p>Please include all relevant costs such as:</p> <ul style="list-style-type: none"> <li>▶ staff costs</li> <li>▶ office expenses</li> <li>▶ costs of producing the products or delivering the services etc.</li> </ul>
<p><b>5. If you are not currently trading, please select the year when you anticipate starting trading?</b></p>	<p>Select a year.</p>
<p><b>6. Tell us about your organisation's trading activities and how these will be developed through the proposed project.</b></p> <p>Please describe:</p> <ul style="list-style-type: none"> <li>▶ your organisation's current trading activities</li> <li>▶ your future trading plans</li> <li>▶ how your project will help your organisation to increase and/or diversify your trading income</li> <li>▶ how this will put your organisation in a more financially stable position by the end of the proposed grant period.</li> <li>▶ how your organisation will cover the running costs of any new assets/activities and how staff costs will be covered after the end of the proposed grant period.</li> </ul> <p>You have 1800 characters, which is approximately 300 words.</p>	<p>Please consider how your organisation will cover the running costs of any new assets or activities and how staff costs will be covered after the end of the proposed grant period.</p>

## Part Three | The application form

### F.Trading for the benefit of the local community (cont.)

#### 7. Select and rank up to four charitable purposes that your project will address.

- ▶ The prevention or relief of poverty
- ▶ The advancement of education
- ▶ The advancement of religion
- ▶ The advancement of health or the saving of lives
- ▶ The advancement of citizenship or community development
- ▶ The advancement of the arts, culture, heritage or science
- ▶ The advancement of amateur sport
- ▶ The advancement of human rights, conflict resolution or reconciliation or the promotion of religious or racial harmony or equality or diversity
- ▶ The advancement of environmental protection or improvement
- ▶ The relief of those in need because of youth, age, ill-health, disability, financial hardship or other disadvantage
- ▶ The advancement of animal welfare
- ▶ The promotion of the armed forces of the Crown, or of the efficiency of the police, fire and rescue services or ambulance services
- ▶ Any other charitable purposes. Please specify – word count (50 words)

Power to Change is a Charitable Trust and as such can only provide funding to projects which have a charitable purpose. This does not mean that your organisation has to be a charity. Power to Change funds organisations with a variety of legal structures.

There are certain charitable purposes which we cannot fund as they are outside of our charitable remit, for example, the advancement of religion. We are also unable to fund services which are regarded as statutory or Government provision.



## Part Three | The application form

### G. Broad community impact

This section asks about the change your project is looking to bring about in your community and the positive impact of this change.

[Find out more](#)

QUESTION	QUESTION GUIDANCE
<p><b>1. Please select one primary impact area and one secondary impact area for your project.</b></p> <p>This will help us to understand the impact your project will have on your local community.</p>	<p>We are interested in knowing the outcomes you are working on as part of your project. In particular we would like to know whether your project fits with one of our 7 core outcome areas, listed below:</p> <ul style="list-style-type: none"> <li>▶ Reduce social isolation</li> <li>▶ Improve health and wellbeing</li> <li>▶ Increase employability</li> <li>▶ Create better access to basic services</li> <li>▶ Improve local environment</li> <li>▶ Enable greater community cohesion</li> <li>▶ Foster greater community pride and empowerment</li> </ul>

**Watch this video about Homebaked, a community bakery, to understand what we mean by broad community impact.**

## Part Three | The application form

### G. Broad community impact (cont.)

#### 2. Who are the main beneficiary groups for your project?

Please select a maximum of three.

- ▶ 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 (Please specify - max 50 words)
- ▶ Our organisation does not work with specific disadvantaged groups

Your project will not be eligible for this fund if it only serves and benefits one specific beneficiary group, unless you are able to demonstrate how your focus on one group has direct benefits for other members of the local community.

We ask this question to understand the charitable need your project is addressing.

## Part Three | The application form

### G.Broad community impact (cont.)

#### 3. What will be different about your community and your local area in three years' time if your proposed project goes ahead?

You have 1800 characters, which is approximately 300 words.

Please relate this to the impact areas you have selected.

Tell us about:

- ▶ the changes you want to see and how the grant from Power to Change will help you achieve this.
- ▶ the current strengths and assets in your local area and how your project aims to build on these to address any challenges your community faces.
- ▶ how your project will benefit a variety of different groups and add address any needs you have identified in your community.

We want to hear about your area from your community's perspective.

#### 4. How does your organisation ensure that its governance, staff, volunteers and customers/service users are representative of your local community (area of benefit)?

You have 1200 characters, which is approximately 200 words.

Please tell us:

- ▶ how your organisation actively encourages equality of opportunity for a wide variety of people from your local community, particularly those experiencing disadvantage, to engage with your organisation.
- ▶ if your organisation has an equality and diversity policy and how you put this into practice in the day to day work of your organisation.

## Part Four | FAQs

We know you will probably have more questions about your application. You can find frequently asked questions (FAQs) about the Community Business Fund on our website here:

<https://www.powertochange.org.uk/get-support/programmes/community-business-fund/>

We keep FAQs up to date but if you still can't find an answer to your query, you can get in touch with our grant partner, BE Group, on their helpline **0300 1240444** or email [cbf@be-group.co.uk](mailto:cbf@be-group.co.uk)

