

# C-19 Bright Ideas Support Fund

For Bright Ideas Fund grantees



May 2020

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## About this guidance

This guidance will help you decide whether the C-19 Bright Ideas Support Fund for current Bright Ideas Fund grantees, funded by Power to Change, is right for you. The guidance also provides information that will help you complete the application form.

Please note: **Only community businesses with an invite link are eligible to apply. If you have received or you are currently applying for any other COVID-19 related funding from Power to Change, you are not currently eligible for this fund.**

**Part one:** Explores the programme criteria and will help you assess whether the C-19 Bright Ideas Support Fund is right for you.

**Part two:** Provides information about additional support that is available from Power to Change.

**Part three:** How to apply for the C-19 Bright Ideas Support Fund and what timeline to expect.

**Part four:** A preview of the application form and the information you will need to answer the questions.

**Part five:** Answers some frequently asked questions.

**If you require this guidance to be sent to you in large print, braille or an audio transcript, please get in touch by email:**

[comms@powertochange.org.uk](mailto:comms@powertochange.org.uk)

## Get in touch

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



### Email us

You can email us at

[brightideas@locality.org.uk](mailto:brightideas@locality.org.uk)

## Find out more

Sign up to [Power to Change's newsletter](#) for information about the support available for community businesses, updates from the sector and inspirational community business stories.

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# Welcome

## About the fund

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**Power to Change's C-19 Bright Ideas Support Fund provides small grants and business planning support to community businesses in England because we know how important advice and support are alongside funding, particularly now, when business models need to be rapidly adapted. We have dedicated £290,000 to support our current Bright Ideas grantees. The Fund will be delivered by our Bright Ideas delivery partners Locality, Cooperatives UK, the Plunkett Foundation and Groundwork.**

With the onset of COVID-19, more than ever, Power to Change's mission to support community businesses is critical, and the potential loss of the opportunities and support you bring to communities across England is something we're committed to combating alongside you.

On average, community businesses get 57% of their income from trading. More importantly given social distancing, we estimate on average 43% of community businesses' income comes from venue-based activities such as cafés, shops, hiring out meeting space. Much of this income is drying up as people stay home. We know some of you are rethinking your business models to provide delivery services. Others are moving your community activities like exercise classes, and wellbeing support, online.

This C-19 Bright Ideas Support Fund is offering a small but flexible injection of funding, alongside business development advice to support your community business to adapt your business models so you can continue to provide the vital products and services that your community needs.

The support will include:

- Up to five days of business development support from a community business advisor
- Up to £5,000 unrestricted funding to support any changes that will help mitigate the impact of COVID-19 on your business or your community

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



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## Part One | Can you apply?

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**We are inviting all current Bright Ideas Fund grantees to apply. You will need to meet the following criteria to be able to apply:**

### **1. Be a current Bright Ideas Fund grantee**

Locality will invite you to apply by sending you an email with a unique website link, which will take you to the application form.

If you are a former Bright Ideas Fund grantee and have submitted your final report to Groundwork, you are not eligible for this support and may wish to visit the [Power to Change website](#) where you can find out about other support available.

### **2. Experiencing challenges that are directly related to COVID-19**

This fund is designed to support community businesses facing significant challenges as a result of COVID-19. You will be required to evidence the specific impacts that you are experiencing and the costs associated with them and how this fund can support your business to address these impacts.

Impacts could include: loss of trading, the need to adapt or develop new services.

### **3. Able to spend the funds within six months of receiving an award**

This fund will cover the cost of activities that you need to deliver immediately to address the impacts of COVID-19 and ensure your community business can continue to operate through and beyond the current crisis.

You will need to describe what other measures you have explored, applied for and put in place to address the impact of COVID-19 on your operations. For example, furloughing staff, accessing government or other funding or financing, accessing other government support programmes, slowing down or halting some of your operations.

### **4. Charitable purpose**

The funds we invest through this programme must not be used purely for commercial purposes. The funds we award must support charitable purposes, charitable activities and/or deliver charitable outcomes, and you must be able to clearly describe how the funding will help you to do this.

## Part One | Can you apply?

Power to Change will fund the following charitable purposes:

- the prevention or relief of poverty
- the advancement of education
- 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 environmental protection or improvement
- the relief of those in need because of youth, age, ill-health, disability, financial hardship or other disadvantage
- the relief of unemployment
- the promotion of urban and rural regeneration (subheading under citizenship or community development)
- the promotion of social inclusion (subheading under relief of poverty)

We cannot support activities that promote the advancement of religion or that are party political in nature. This does not prevent faith groups from applying for funding for a community business which has a charitable purpose other than the advancement of religion.

### 5. For public benefit

For a proposal to be charitable, it needs to have both a charitable purpose and to be for public benefit. This means that your proposal must create benefits for a sufficient section of your community, including people who are experiencing disadvantage. If your activities will only benefit a few people in your community or will only provide benefits to people who aren't experiencing disadvantage, we are very unlikely to be able to invest in your organisation.

## More info

### WHAT DO WE MEAN BY CHARITABLE PURPOSE?

You can find more information about charitable purpose on the Charity Commission website: <https://www.gov.uk/setting-up-charity/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:

<https://www.gov.uk/government/publications/examples-of-personal-benefit/examples-of-personal-benefit>

## Part Two | Additional support from Power to Change

**We want to make it easier for community businesses not just to survive, but to thrive.**

### Get our insight on COVID-19

Find out more about our emergency response, what Government support we think is relevant for community businesses, and other sector support on our [dedicated COVID-19 page](#).

### Sign up to regular updates from Power to Change

[Our newsletter](#) is filled with information and advice for community businesses. Each edition signposts to sector support, webinars, inspirational stories and more.

### Get a clear financial picture for free

Use the [Twine Benchmark tool](#) to assess your community business' financial health. It is powered by financial data from 650+ community businesses, gathered over 5 years, making it easier to understand how you compare to others in the community business market. It will help you to understand where you can cut costs and use the data to make the case to funders, test new business plans and forecast their results

### Join the Community Business Mutual Aid Group

Community business leaders across England are joining a weekly Zoom call to share experiences and practical tips on how to face the crisis. Have an experience worth sharing? Power to Change will pay you a small fee for writing a case study or hosting a discussion on the weekly call. [Join the network](#).

### Free advice to adapt your business

Power to Change and our trusted partners, Cooperatives UK, Locality and the Plunkett Foundation are working together so that you can have quick and efficient access to the most up-to-date advice and information to help you navigate your way through these challenging circumstances, including free webinars on everything from furloughing staff to setting up an online shop. [Watch them again or check our newsletter](#) for upcoming and information. We encourage you to get in touch with their teams with any questions, business support needs or concerns you might have.

## Part Three | Application Process

### How to apply

#### Invitation to apply

Locality will send you an email with a unique link to your application form. You can view the questions on page 9.

The questions will allow us to understand the unique impact that COVID-19 is having on your community business. It will also be an opportunity to update us on any changes to your organisation, since you last applied to the Bright Ideas Fund.

We will also be running a webinar to support you with your application. The webinar will take place on Thursday 4th June at 2pm. The invite will be sent with the link to the application form.

#### Application submissions and assessment process

The C-19 Bright Ideas Support Fund will open on Thursday 28th May and will close at midnight on Thursday 18th June.

- Read the guidance notes 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.
- Assessors will

be using a standard scoring system for each section of the application. The assessment will establish how strongly you demonstrate need and clarity about your future plans. Locality will be assessing on a rolling basis, so please submit as soon as you are ready.

- Locality's assessment team will make an initial recommendation to the panel, which will consist of representatives from Power to Change and the Bright Ideas partners.

- Locality assesses applications and makes decisions based on the strength of the application and the availability of programme funds. As this is a competitive process, we won't be able to fund every application that we receive.

#### Due Diligence

As an existing grantee, Locality will do their very best to keep due diligence down to a minimum.

#### Decision

If your application is successful, Locality will let you know by email.

If your application is unsuccessful, Locality will let you know by email, with reasons why. All decisions will be final and there will be no appeals process.

Locality will tell you within 3 weeks of you submitting your application if you have been successful. They may need to request more information, which may delay a decision, so please ensure that the person named on the application form has a good understanding of the proposal and is able to discuss it in further detail.



#### Email us

If you have any questions, you can email:

[brightideas@locality.org.uk](mailto:brightideas@locality.org.uk)

For FAQs and additional information, please go to [www.mycommunity.org.uk](http://www.mycommunity.org.uk)

**myCommunity**

## Part Four | 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 plans and the difference they will make in your own words.

### Data protection

Confidential information you provide, such as commercially sensitive data, will not be made public in any way, except as required by law. We may use non-sensitive data about awarded grants, including statistical data about applications, to promote the programme.

Please note that the details captured via this application are deemed necessary in order to complete our review of your application for grant funds. Your personal details and those of your colleagues that you have shared here, will be stored and processed online with the GDPR regulations.

We will only store your information for as long as is necessary and will delete your information if there is no further legitimate, legal or contractual reason to keep it.

For more information and to understand your rights under the GDPR with regards to the information you supply as part of your application, please visit our [website](#).

### Disability and Inclusion

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

We encourage and welcome applications from community businesses which meet our funds requirements, and which can demonstrate a real commitment to diversity and inclusion through their work.

To learn more about making your community business more accessible and inclusive for people with disabilities, please read our [guidance](#).

**Please let us know by email [comms@powertochange.org.uk](mailto:comms@powertochange.org.uk) if you need this guidance in large print, braille or audio transcript.**



## Part Four | The application form

### Section 1: Organisational details

| Details  | Guidance   |
|--|--|
| <b>Have the contact details of the lead contact changed?</b>   | If yes, you will have the opportunity to update the contact details.   |
| <b>Contact Name</b>  | This should be the person who is leading on this proposal. This person may be contacted by telephone or email as part of the assessment and should be available during normal working hours.   |
| <b>Contact email</b>   | All communication will be sent to this email address so please ensure that it is correct.  |
| <b>Contact Telephone (without spaces between the numbers)</b><br>► Landline<br>► Mobile  |  |
| <b>Job Title/position in the organisation</b>  |  |
| <b>You will need to give us the contact details of an alternate contact from your organisation. Do you wish to change the name of the alternate contact?</b>               | If yes, you will have the opportunity to update the contact details.   |
| <b>Alternative contact details</b><br>► Alternative contact name<br>► Alternative contact email<br>► Alternative contact telephone<br>(without spaces between the numbers) | Please update the contact details of someone else from your organisation in case we cannot reach your main contact. Please make sure you have gained that person's consent to have their contact details included in the application form. |
| <b>Has the name of your organisation changed?</b>  | If yes you will have the opportunity to update us on the full and legal name of your organisation.   |

## Part Four | The application form

|   |   |
|---|---|
| <b>Organisation Name</b>  | Please ensure that you use the full and legal name of your organisation as registered with Companies House so that due diligence checks can be carried out.   |
| <b>Have the address details for your organisation changed?</b>  | If yes please update your organisation's address and postcode   |
| <b>Organisation address</b>   |   |
| <b>Organisation post code</b>   |   |
| <b>Your organisation's website, if you have one</b>   |   |
| <b>Your organisation's Twitter handle, if you have one</b>  |   |
| <b>Your organisation's Facebook page, if you have one</b>   |   |
| <b>Please tell us the current legal form of your organisation since your last application to Bright Ideas.</b><br>▶<br>▶ <b>Company Limited by Guarantee</b><br>▶ <b>Company Limited by Shares</b><br>▶ <b>Community Interest Company Limited by Shares</b><br>▶ <b>Community Interest Company Limited by Guarantee</b><br>▶ <b>Charitable Incorporated Organisation (CIO)</b><br>▶ <b>Co-operative Society (IPS Co-operative)</b><br>▶ <b>Community Benefit Society (IPS Bencom)</b><br>▶ <b>Trust</b> | Please update the legal form of your organisation.<br><br>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.<br><br>Your organisation must be incorporated to be considered for this funding |

## Part Four | The application form

|  |  |
|--|--|
| <b>Company registration number, if you have one</b>  | We will use this information to search external information sources to verify your organisation.                     |
| <b>Society registration number, if you have one</b>  | We will use this information to search external information sources to verify your organisation.                     |
| <b>Is your organisation a charity?</b><br>▶ Yes<br>▶ No  | Power to Change will fund a broad range of organisational types. You do not need to be a charity to receive funding. |
| <b>If Yes, is your organisation registered with the Charity Commission? (pick list)</b><br>▶ Yes<br>▶ No                       | We will use this information to search external information sources to verify your organisation.                     |
| <b>Please upload a copy of your latest audited annual accounts.</b>  | You will be asked to upload your annual accounts.  |
| <b>Please upload a copy of your governing document such as a constitution or memorandum and articles?</b>                      | You will be asked to upload your governing documents.  |
| <b>Please update the list of names and positions of your trustees/directors or members of your management group/committee.</b> | Please make sure you have gained each individual's consent to add their name to this application form.               |

## Part Four | The application form

### Section 2: Impact of COVID-19 on your community business

|   |  |
|---|--|
| <p><b>Please describe the current and future impact of COVID-19 on your community business and its ability to deliver activities and services to your local community?</b></p>  | <p>By impact, we are looking to understand the variety of impacts that COVID-19 is having on your current day to day running of your business and how it might impact the future.</p> <p>This could include both a reduction in your operations or a growth or change in what you are doing. So, please highlight the variety of impacts you are experiencing: e.g. unable to trade, trading more, unable to provide services for your community or providing new or adapted services.</p> |
| <p><b>Please can you give an estimate of your current annual income, in the last 12 months (trading and grants)?</b></p>  | <p>Loss of trading is not a criteria to accessing this grant. Please give us an estimate, if you can. This question is not scored.</p> <p>This information will help Locality and Power to Change understand the impacts of COVID-19 on the sector.</p>  |
| <p><b>Of this income (trading and grants), how much do you estimate in losses between May-September as a result of COVID-19? Please can you give an estimate for both grant income and trading income.</b></p>  | <p>Loss of trading is not a criteria to accessing this grant. Please give us an estimate, if relevant. This question is not scored.</p> <p>This information will help Locality and Power to Change understand the impacts of COVID-19 on the sector.</p>   |
| <p><b>Please describe what other measures you have explored, applied for or put in place to mitigate the impact of COVID-19 on your operations. For example: furloughing staff, accessing government or other financing, seeking rent reductions, slowing down or halting operations.</b></p> | <p>Please give an overview of any support you have accessed or are looking to access in order to manage the impact of COVID-19. Please highlight, if this application will be complementing other support you are looking at.</p>  |

**TRADED INCOME:** By traded income, we mean the amount of money your business earned between April '19 and March '20, by selling products and services and money earned through contracts. You can give us an estimate in £.

**GRANTS:** By grants we mean access to funds awarded in grants, e.g from trusts and foundations. If you have a multi-year grant, please estimate for the period between April '19 and March '20.



## Part Four | The application form

### Section 3: Existing Bright Ideas grant

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|--|--|
| <b>What elements of your current grant from Power to Change are still unspent? And are you still able to deliver the project as planned?</b> | Please give an update on your current grant and how this grant will work alongside it. Please list any elements of your grant that have been completed and those that are still to be delivered.   |
| <b>Do you wish to reallocate any of your current grant to new activities due to COVID-19. If so, please explain</b>                          | If you would like to request a grant variation to your existing grant this will be handled by our grant administrators, Groundwork. Please contact them directly on 0121 236 8565 or at <a href="mailto:brightideas@groundwork.org.uk">brightideas@groundwork.org.uk</a> and ask for a grant variation form. |

### Section 4: Funding and support

|  |   |
|--|---|
| <b>What additional funding are you requesting from Power to Change? (max £5,000) (any funds must be spent within 6 months of receipt)</b>  |   |
| <b>Please explain how this funding will be used over the next 6 months in relation to the impact of the COVID-19 pandemic on your community business and the people it serves?</b> | <p>Please cover the key focus of the grant. Demonstrate how this grant will be used to support you in addressing the impacts of COVID-19 in the short-term.</p> <p>How will the grant help you adapt the way you operate and deliver your work to ensure it continues to meet the needs of your community? This could include support to switch to digital channels, training staff to boost your capacity, managing and maintaining an increase in volunteers or meeting an immediate shortfall.</p> |
| <b>What charitable purpose/s will you further through use of this funding?</b>   | This grant must be associated with at least one of your charitable purposes, please indicate which one it is.   |

## Part Four | The application form

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|--|--|
| <p><b>Please provide a budget breakdown that matches the grant amount you have applied for</b></p>   | <p>This funding will be unrestricted, which means your community business can use the funding flexibly to address the impact of COVID-19. However, all spend must be towards furthering the charitable purpose/s you indicate in your application. This can be indicative at this stage and it will be possible to change, if you are successful. The budget could include:</p> <ul style="list-style-type: none"> <li>▶ Support with taking your services online (training, new systems)</li> <li>▶ Support to add capacity in an area of your business, that is experiencing increased demand</li> <li>▶ Accessing expertise to embed long terms changes to your business to ensure you can operate in the future</li> <li>▶ Small purchase of capital equipment required due to COVID-19 (no more than £1,000) i.e. laptop</li> </ul> |
| <p><b>Please indicate any potential conflict of interest</b></p>   | <p>In order to prevent any potential private gain or conflict of interest as a result of this Power to Change investment, please highlight below any providers stated in the application that could fit the following description:</p> <ul style="list-style-type: none"> <li>▶ Any organisation that is connected to your organisation in any way i.e. subsidiary, parent, associated, etc...</li> <li>▶ Any organisation that is linked to a Director/Trustee/Committee Member i.e. relative, common Directorship, etc...</li> </ul>   |
| <p><b>You will automatically be allocated 1 day of business development support from a community business advisor. If you would like to access up to 4 additional days, please let us know (tick box of how many additional days). If you know what business support advice you would find most valuable, please explain more.</b></p> | <p>If you know your business support needs, please let us know what you feel the support will achieve for your community business. You will have up to 8 months to use the business development support days.</p>  |

## Part Five | FAQs

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### **1. We don't know how long COVID-19 restrictions will go on for. What if we need funding for longer than the grant period?**

We will be paying out funds through June and July. Power To Change is committed to supporting community businesses through and beyond the crisis and we will continue to review and adapt the immediate, medium and longer term support we provide. However, you should not apply for this funding if you already know you want/need to spend the money over more than 6 months as this fund has been designed to support community business with more immediate support needs.

### **2. Even with this support, we feel that our community business is going to struggle to survive as a result of COVID-19. Where else can I get financial help for our organisation?**

There are various support packages, including funding, available for community businesses listed on [powertochange.org.uk](https://powertochange.org.uk) with updates and information via the weekly [Power to Change newsletter](#). Locality, Plunkett Foundation and Cooperatives UK also have specific COVID-19 pages on their websites where you can find links to funding and support offered to the sector.

### **3. I'm struggling to understand all the complex regulations and support coming out about COVID-19. Where can I get support to understand what else is available?**

As support from the Government is announced, we will be updating [our blog](#) that digests the information and picks out the relevant support available for community businesses.

### **4. How likely am I to be successful?**

Please note that we have limited funds available to support current Bright Ideas grantees. We have £290,000 available to invest and we will not be able to offer funding to every community business, much as we would like to. Please therefore only apply for this funding if it is absolutely necessary and very likely to support your community business to remain viable over the next 3-6 months, after taking into account other support that is available for your business, such as furloughing staff.

### **5. What can I spend the money on?**

Investments made under this fund will be unrestricted on either revenue or capital costs, which means your community business can use the funding flexibly to address the impact of C19. However, all spend must be towards furthering the charitable purpose/s you indicate in your application.

For more details see criteria 3-5 on pages 4-5 and the [Government guidance](#).