

1. Welcome

Thank you for your interest in becoming a Top 100 UK social enterprise!

In this form, you will find a series of questions designed to find out more about your organisation and why you should be in this year's Top 100.

Before you begin the survey, you will find it helpful to gather some documents such as your annual accounts and any impact information you have, which will help you provide accurate answers.

Please be as thorough as you can in answering these questions. Those marked with an asterisk are compulsory. However, even though some questions are optional, the more detail you provide, the more points can be awarded to you during the judging and due diligence process. It is always tempting to tell a great story, but remember that we need facts and figures to back up your claims!

Please note that to be eligible for the Top 100 Index, all applicants must fill in AT LEAST pages 2 to 4 (*All about your organisation, Financial information, Managing your social impact*). After that, your overall SE100 score is likely to be higher if you also answer the additional sections. If you want a chance to win one of the eight awards you must complete the relevant section.

Deadlines

Applications for the NatWest SE100 will be open until 7pm on Friday 31 January 2020.

If you have any questions about this survey, please email the SE100 team at SE100@pioneerspost.com

2. All about your organisation...

This section of the form helps us to understand who you are, where you are based, which award(s) you are applying for, your business structure and what kind of products and services you provide.

The survey is saved each time you click 'next' or 'done'. You must use the same computer to if you wish to complete an entry you have already started. Only one 'live' entry can be in progress on one computer at any time.

All questions marked with an asterisk are compulsory (but it's helpful to us if you answer as many

questions as possible).

*** 1. Your details**

Your name:

Name of social enterprise:

Address:

Address 2:

City/Town:

Postal Code:

Email Address:

Phone Number:

*** 2. What country/region of the UK are you based in? (Please select where your main HQ is based.)**

*** 3. What countries/regions do you operate in? (Please select all areas where you provide goods or services.)**

South East

South West

London

East

East Midlands

West Midlands

North West

North East

Yorks & Humber

Wales

Scotland

Northern Ireland

UK wide

Internationally

UK and internationally

Other (please specify)

* 4. Which award(s) are you entering for? You can enter for as many of the awards categories as you like.

- Growth Champion
- Impact Management Champion
- Trailblazing Newcomer (for those trading for less than 3 years)
- Resilience Award
- Storyteller Award
- Leadership Award
- Investment Award
- Environmental Champion
- I ONLY want to enter for the Top 100 Index but not for an award

* 5. What is your legal structure?

- Company Limited by Guarantee (CLG)
- Company Limited by Shares (CLS)
- Community Interest Company (CIC) Limited by Shares
- Community Interest Company (CIC) Limited by Guarantee
- Co-op/IPS
- LLP
- Other (please specify)

* 6. Does your organisation have charitable status?

- Yes
- No

* 7. Do you have an asset lock in place to protect the organisation's assets?

- Yes
- No

8. If you are a 'mission driven' business with no charitable status or asset lock, do you have measures in your constitution or otherwise that protect or safeguard your social purpose?

- Yes
- No

Please explain (eg if you are a B Corp or have altered your M&A)

* 9. State up to four areas of business, with your primary area of business marked as "1" and additional areas marked as "2", "3", "4". If you only have one market, specify "1" in that field)

Climate, environment, recycling and renewables

Criminal justice

Culture and arts

Education and learning

Employment and training

Finance

Health and social care

Housing and homelessness

Retail

Sports and leisure

Transport and accessibility

Other



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3. Financial information

A number of questions in this section must be answered if you wish to be considered for the SE100 Social Business Awards and Top 100 Index. Although not all questions are compulsory, you are likely to gain higher scores for the Awards and for the Top 100 if you answer more questions.

Please ensure all figures are entered in whole numbers, with no spaces or commas (eg 1000000).

*** 1. How long has your organisation been trading?**

- 3 years or more
- Less than 3 years

*** 2. Please supply the END DATE of your most recent financial year**

End date of most recent trading year

DD/MM/YYYY

*** 3. Please supply details (£) of your annual turnover for the last 2 years (NB Do not use pound signs, commas/decimal points. All organisations will be asked to supply annual accounts to verify).**

Most recent year £

Previous year £

*** 4. How much has your turnover grown over the past year?**

- 0-20%
- 21-50%
- 51-100%
- More than 100%
- Turnover has decreased

*** 5. What proportion of your income was through trading (sales of goods and services)?**

- 1-10%
- 11-25%
- 26-50%
- 51-75%
- 76-100%
- Less than 1%

* 6. Are you able to supply your most recent annual reports and set of accounts?

- Yes
- No

Please supply a URL here for viewing your annual accounts, or email your accounts to SE100@pioneerspost.com with the subject line "accounts".

7. How much profit/loss did you make?

In the most recent trading year (£)

The previous year (£)

8. How much did your profits increase over the past year?

- 0-20%
- 21-50%
- 51-100%
- More than 100%
- We were profitable but profits have decreased
- We made a loss

9. Did you benefit from any social investment in your most recent trading year?

- Yes
- No

How much was the investment (£)?

10. Please tell us your projected turnover for next year (if you know)

Turnover -
£

11. We are interested in how your organisation has grown sustainably, responsibly and entrepreneurially. Please tell us about your growth over the past year. (You must answer this question if you are applying for the Growth or Trailblazing Newcomer Awards).

4. Managing your Social Impact

You must provide answers for this section if you wish to be considered for the Impact Management award and/or the Trailblazing Newcomer award. Answering these questions will also help you score more highly in the Top 100 Index.

1. Do you have a clear public statement about your social mission?

- Yes
 No

If yes, please tell us what this is or where it can be found on your website

2. Do you involve a range of your stakeholders in the design, use and evaluation of your social accounting process?

- Yes
 No

If yes, please tell us how stakeholders are involved in deciding what outcomes to measure?

3. Do you have a way (eg through SROI) to understand the relative importance (value) of the different outcomes from the perspective of those who experience them?

- Yes
 No

If yes, please explain how

4. Do you account for all outcomes that your stakeholders experience – intended and unintended, positive and negative?

- Yes
 No

If yes, please explain how

5. Do you try and understand who else contributes to the outcomes you claim and the likelihood that they might have happened without you?

Yes

No

If yes, please explain how

6. Is your social impact report integrated with your annual finance report or is it a separate document?

Yes

No

If yes, how can this report be viewed (please provide a URL for download or email to the team on SE100@pioneerspost.com)?

7. Is your social impact reporting independently assured?

Yes

No

If yes, please tell us how/who by.

8. Do you have annual social value targets or indicators agreed by the board for your social/environmental/economic impacts?

Yes

No

If yes, please tell us what those targets are.

9. Does the board receive progress reports on meeting these targets at every board meeting?

Yes

No

10. What proportion of time (%) does your board spend on...

Governance (%)

HR (%)

Finance (%)

Social value (%)

Other (%)

11. What % of your annual budget do you spend on social impact measurement per year?

%

12. Have you won any business as a result of being able to demonstrate your social impact in the last 12 months?

Yes

No

If yes, please tell us about the type and value of this.

13. Do you have a mechanism in place for your beneficiaries to hold your organisation to account? I.e representation on the board, committees etc

Yes

No

If yes, please tell us about this.

14. We want to understand how you use impact management to become a better organisation. Does your organisation commit to making changes and improvements to the activities you undertake and the way you operate in light of your social impact outcomes?

Yes

No

If yes, please provide an example(s) of how some impact data led to some changes being made to your activities.

15. If you do not carry out any form of social impact measurement, do you collect and publish any anecdotal evidence to demonstrate the social, environmental and economic value of your business?

Yes

No

If yes, please explain what this is and where it is published

16. If you are applying for the Social Impact award, please tell us in no more than 500 words how your organisation has been an outstanding exemplar of measuring, demonstrating and managing your impact over the past year.

5. Leadership

This section is optional but you are more likely to be placed higher in our Top 100 if you provide evidence about the strength of your organisation's leadership. You must fill out this section if you are applying for the 'Leadership Award'.

1. What is the name and position of the person you are nominating for this award?

2. Good leadership can take many forms and include many characteristics. However, we expect that you will be able to provide evidence meeting a number of the following criteria:

- The ability to inspire and motivate their team
- Clarity of vision, mission and direction
- Living the values of the organisation
- The ability to run a business that has delivered success both on social and financial grounds
- The drive to grow and improve

Please provide evidence of why this person is a brilliant social business leader, in no more than 500 words.



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6. Storytelling

This section is optional but you are more likely to be placed higher in our Top 100 if you provide evidence of your storytelling abilities. You must fill out this section if you are applying for the 'Storyteller Award'.

1. All successful organisations need to understand how to tell an impactful story. Please use this form to tell us how your organisation meets both of the following criteria:

- A social venture that over the past 12 months has created and delivered a brilliant communications campaign to drive the impact and scale of its activity.
- A social venture who can demonstrate both an innovative and strategic approach to communications and marketing and how it can support both their business and social goals (this should include a consideration of key audiences and evidence of the range of tools and channels used to reach them, from social media to PR to brand development).

We are looking for hard evidence that the communications approach you have taken has produced real results. So you must be clear on the aims of the campaign and how you met these aims with evidence to back this up.

Please supply links and supporting material for your nomination – i.e. website addresses, literature, images and film. You can provide links or send to the team at SE100@pioneerspost.com (with the subject line: "SE100 supporting materials").

Please provide evidence of the above in no more than 500 words.



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7. Resilience

This section is optional but you are more likely to be placed higher in our Top 100 if you provide evidence of your resilience.

You must fill out this section if you are applying for the 'Resilience Award'. We would like to hear how you are:

- An organisation focussed on delivering your mission 'whatever the weather', keeping on course with your social purpose no matter what fate and the market throws at you.

- A social venture that can show it has been 'exceptionally steady' by successfully tackling challenges and overcoming difficulties.

1. Please provide evidence of the above in no more than 500 words.



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8. Investment

The Investment Award for 2019/20 will celebrate the most innovative, successful example of social investment over the past year.

1. Name of the deal you are nominating

2. Name of investor(s) involved

3. Name of social enterprise / charity involved

4. Name of advisor(s) involved

5. Your role (e.g. investor/investee/advisor) in this deal

6. Size of the deal (in GBP)

7. Timeline / structure of the deal (e.g. when was the deal signed / how was the money drawn down / what type of investment (e.g. debt, equity, etc.) / interest rates [*we understand that some of this information may be confidential, but please be as detailed as possible] (Max. 500 words please)

8. Reason investment was needed

9. What were the returns (financial return / social impact)

10. Describe why this deal should be considered as THE deal of the year (max 250 words)



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**9.
Environmental Category**

Environmental Champion: for organisations doing pioneering work in the social enterprise space with a focus on environmental issues.

You must provide answers for this section if you wish to be considered for the Environmental Category award.

Answering these questions will also help you score more highly in the Top 100 Index if you provide evidence about the strength of your organisation's environmental impact.

1. If you are applying for the Environmental Award, please tell us in no more than 500 words about the environmental challenge/problem you are trying to solve, how you are doing this, and how this fits into a social enterprise business model (i.e. what goods or services are you selling and how those profits are being ploughed back into your environmental purpose).

We are also interested in how you are measuring and demonstrating your environmental impact, so please cover this in your answer and make sure you have also filled out the earlier section on Impact Management.

2. Please explain / demonstrate some or all of the following additional elements in relation to your environmental impacts:

- Please outline the positive impacts (in qualitative (words and pictures) and quantitative (numbers and money) that have arisen during the last year;
- Please elaborate on who has received the benefits;
- How can you prove that these impacts and benefits have arisen?



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10. Thank you, data privacy and next steps

Thank you for your application for the NatWest SE100 Index and Social Business Awards.

Please ensure you have filled in the answers and sent us your annual accounts and any other supporting evidence (impact reports, marketing collateral, etc) to SE100@pioneerspost.com - with the subject line "SE100-2020 supporting files".

We will be announcing the shortlist end of February 2020.

The SE100 Index & Social Business Awards will be announced and celebrated on Thursday 26 March 2020, please register for tickets (via Eventbrite).

- * 1. You have now reached the end of the survey. Please review your answers and tick the final submission box below this Declaration, before clicking submit. You may change your responses at any time by visiting the same survey link. If you do change your responses, please email us at SE100@pioneerspost.com to ensure we have the most up to date submission.

Declaration

(to be completed by a senior team member or board member)

By submitting this form I am declaring that the information I have given is a true and accurate representation of my organisation and/or nominated organisation or person. If any of this information is found to be incorrect in a way that affects eligibility for an award or place in the Top 100, Pioneers Post has a right to withdraw our entry.

I understand that the selection of the successful entrants will be within the sole discretion of the judges and Pioneers Post and that these decisions are final. I also understand the right of the judges and Pioneers Post to deselect an entrant at any stage.

Confirmed

Name, Position and Date

* 2. Data Privacy

I understand the following...

You will use information that I have provided on this form for the NatWest SE100 Top 100 and Social Business Awards.

You will use the information I have provided for public release in connection with the SE100, which may include my name, my organisation's name and any of the entry information not including financial accounts.

You will share the information I have provided with:

1. Members of the teams from Pioneers Post, Fable Bureau, NatWest, Buzzacott and Social Value UK who are involved in the shortlisting, due diligence, judging, design and events production process. The Pioneers Post team will retain the completed applications for future use for up to two years. The Pioneers Post data Privacy Statement can be viewed [here](#).
2. Members of the external judging panel who are experts in different aspects of the awards categories, selected by Pioneers Post and NatWest.
3. Members of the Pioneers Post design, communications and journalism team for the purpose of preparing editorial and promotional material around the Awards and Index.

You will not disclose any information that I have provided to any person or organisation who does not have a legitimate role in the planning and delivery of the NatWest SE100 Index and Awards.

I give consent for the information I have provided to be used as explained in the above Data Privacy statement.

* **3. Pioneers Post free trial**

To thank you for filling in the SE100 survey, we would like to send you a free trial of *Pioneers Post* magazine. Only UK organisations will be eligible. Please tick the box below to confirm you wish to receive this. From time to time we may contact you with related products. Please tick the below box if you consent to be contacted for related products

Please send me Pioneers Post for free

Please send information on related products