



## 1. Welcome

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

### **Pioneers Post & NatWest S&CC**

The NatWest SE100 & Social Business Awards are delivered by Pioneers Post, the social enterprise magazine, in partnership with NatWest Social & Community Capital.

### **How does the application work**

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.

(NB You can update your answers until you complete the survey. You can also return to the survey to pick up where you left off and/or edit previous responses until you click the "Done" button at the end).

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 answers you provide, the more points can be awarded to you during the judging and due diligence process.

Please note that to be eligible for the Top 100 Index, all applicants must fill in AT LEAST pages 2 to 4.

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 six awards you must complete the relevant section - and must please be provided with copies of your full annual accounts (balance sheet and P&L), which will be treated in confidence.

Please note: it is always tempting to tell a great story, but remember that we need clear examples of outcomes, facts and figures to back up your claims!

- page 2: All about your organisation (compulsory for top 100)
- page 3: Financial information (compulsory for top 100)
- page 4: Managing your social impact (compulsory for top 100 & for Impact award)
- page 5: Resilience (compulsory for the Resilience award)
- page 6: Social investment (compulsory for the Social Investment award)
- page 7: Environmental (compulsory for the Climate Champion award)
- page 8: Leader of the Year (compulsory for Leadership award)

### **Deadline & announcements**

The deadline to apply for this year's NatWest SE100 will be midnight on **Sunday 25 April 2021**.

The final *SE100 Index* (list of top 100 social enterprises) and six *SE100 Social Business Award* winners (one per category) will be announced on a staggered basis over June and July 2021.

We hope you will join us in celebrating online!

**Stay tuned**

To make sure you don't miss a thing, please sign up to *Pioneers Post's* [newsletter here](#) - or [subscribe here](#) to join our community of impact pioneers and get access to premium social ente



## 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

Name of social enterprise:

Your name:

Address:

Address 2:

City/Town:

Postal Code:

Email Address:

Phone Number:

\* 2. Please provide a concise summary about your social enterprise (ie what it does, how it does it, what challenge is it trying to solve, how the product/service generates revenue? (max 200 words)

\* 3. Please provide the website URL for your social enterprise

\* 4. What country/region of the UK are you based in? (Please select where your main HQ is based.)

\* 5. 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)

\* 6. 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
- Resilience Award
- Social Investment Award
- Climate Champion
- Leader of the Year Award
- I ONLY want to enter for the Top 100 Index but not for an award

**\* 7. 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)

**\* 8. Does your organisation have charitable status?**

- Yes
- No

**\* 9. Do you have an asset lock in place to protect the organisation's assets?**

- Yes
- No

**10. 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)

**11. Are you putting any measures in places to address environmental impact?**

- Yes
- No

**12. What are you/is your social enterprise proactively doing to include environmental impact in addition to social impact?**

**\* 13. 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**

**14. Last year has been an abnormal year, due to the Covid-19 outbreak. As a news and storytelling platform, we are focused on providing vital resources to help you work out your best options during the crisis. Therefore, we would like to get a better understanding how you/your social enterprise has dealt with the situation.**

**Have you been temporarily closed down or have you continued to operate?**

- kept operating
- temporarily closed
- Other (please specify)

15. Is your social enterprise still delivering the same products/services or have you pivoted your activities?  
(NB that is not other activities *in addition to* - *but instead of* your core activities)

- same as before
- pivoted my activity

16. Are you doing well, the same, or worse, in terms of your profitability & sustainability?

- Better
- About the same
- Worse

17. Are you making more positive impact, less impact or the same, as before the Covid crisis?

- more positive impact
- less impact
- about the same

18. How are you feeling about your prospects of the future?

- optimistic
- reasonably confident
- anxious
- pessimistic

19. How long do you expect it will take to get back on your feet?

- up to a year
- more than a year
- worried about survival
- we're doing fine and we're not worried

20. What are the main barriers to growth you are facing right now?

- getting trading activity and revenue back to a good level (ie bringing sales up to a sustainable level)
- access to capital/investment (ie money that isn't sales but eg. debt, equity, grant)
- Other (please specify)



### 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).

Page 2 of 3

**\* 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

Date

DD/MM/YYYY

**\* 3. Please supply details (£) of your annual turnover for the last 2 years (Do not use pound signs, commas/decimal points. NB 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? (NB These are required for entry into the awards, and must show profit and loss as well as balance sheet. They will be treated in confidence.)**

- Yes
- No

Please supply a URL here for viewing your annual accounts, or email your accounts to SE100@pioneerspost.com with the subject line "SE100-2021 supporting files [organisation name]".

**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 Award).



#### 4. Managing your Social Impact

You must provide answers for this section if you wish to be considered for the Impact Management 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 produced as a separate document (ie not part of your annual accounts)?**

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](mailto: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. 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:

**1. 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.**

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



## 6. Investment

The Investment Award for 2021 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)



## 7. Environmental Category (Climate Champion)

Climate Champion: for organisations doing pioneering work in the social enterprise space with a focus on environmental issues. The award will recognise a social enterprise that is leading by example and inspiring others to work against climate change and towards a greener, more resilient future.

*This section is optional but you are more likely to be placed in our Top 100 if you provide evidence about the strength of your organisation's environmental impact.*

If you wish to be considered for the Climate Champion award you must provide answers for this section.

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.

To apply for the Climate Champion Award, please tell us the following (in no more than 100 words per answer):

**1. Tell us about the environmental challenges/problems you are trying to solve:**

**2. How you are doing this and what solutions you propose:**

**3. How are you leading by example and inspiring others to work against climate change and towards a greener, more resilient future?**

**4. How does this work fit 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).**

**5. 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?





## 8. Leader of the Year Award

*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.*

If you are applying for the 'Leadership of the Year' Award, you must fill out this section.

Please provide the following details of the person you are nominating (you can also apply yourself) for this award.

Good leadership can take many forms and include many characteristics. However, we expect that you will be able to provide evidence and clear examples of the following criteria – showing why this person is a brilliant social business leader.

*Please use concise explanation, and clear examples (no more than 100 words per answer)*

**1. Their full name:**

**2. Their email address:**

**3. Their position / job title:**

**4. Explain their/your ability to inspire and motivate the team**

**5. Please provide clarity of vision, mission and direction**

**6. How is this leader living the values of the organisation**

**7. Explain how this person has successfully run a business with examples of delivering success both on social and financial grounds**

**8. Please elaborate how this person has and executes drive to grow and improve the organisation**



## 9. Next steps and Data Privacy

You have now reached the end of the survey. Please review your answers and tick the two final submission boxes below this Declaration, before clicking submit on the next page.

Please ensure you have sent us your annual accounts, impact report and any other supporting materials. Please send it to [SE100@pioneerspost.com](mailto:SE100@pioneerspost.com) - with the subject line "SE100-2021 supporting files [organisation name]".

**\* 1. 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, Date

**\* 2. Data Privacy**

*I understand that:*

- You will use information that I have provided on this form for the NatWest SE100 Index 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:
  - 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](#).
  - Members of the external judging panel who are experts in different aspects of the awards categories, selected by Pioneers Post and NatWest.
  - 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.*



## 10. Thank you

Thank you for your application – stay tuned on the *Pioneers Post* website (and newsletter) for the announcements and celebrations of the NatWest SE100 Index & Social Business Awards!

To thank you for filling in the SE100 survey, we would like to offer you the opportunity to enjoy a discount to becoming a member of the Pioneers Post impact community!

Joining Pioneers Post, is joining a community of like-minded impact pioneers, and receiving access to premium content from the independent news network and storytelling platform, covering social enterprise, impact investment and purpose-led business around the world.

Visit [the Pioneers Post website](#) to subscribe, and enter referral code "SE100\_2021", to claim your **discount** - and enjoy access to the essential source of intelligence and insight for social entrepreneurs, impact investors and mission-driven business leaders.

As a social enterprise ourselves, we are committed to 'solutions-led' journalism and to support the growth and development of social innovation – any profits are ploughed back into our social mission to help you do good business, better.

**\* 1. Please choose one of the following options on how you'd like to engage with us!**

- I'd like to join and support Pioneers Post! I'll subscribe via the Pioneers Post website*
- I'd like to know more about this - please send me more information on team subscription offers*
- I'd like to receive the Pioneers Post free weekly e-newsletter - I'll sign up via the Pioneers Post website*
- None of the above**