



NatWest

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# APPLICATIONS 2024





# Pioneers Post / NatWest SE100 Index & Social Business Awards 2024 Application

## 1. Welcome

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

The team at **Pioneers Post** magazine is pleased to welcome your nomination for our NatWest SE100 Index & Social Business Awards 2024, delivered 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.

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.

To be eligible for the Top 100 Index and all/any of the awards, applicants must fill in AT LEAST pages 2 to 4. After that, your overall SE100 score will be higher if you also answer the additional sections.

To stand a chance of being shortlisted or winning one of this year's awards you must complete the relevant section. You must also provide copies of your full annual accounts (balance sheet and P&L), and (if you have one) your latest impact report, all of which will be treated in confidence. We also ask you to provide us with photos illustrating your work, which will help our judges and may be used in our stories if you are successful in reaching one of our awards shortlists.

Please note: we are looking for you to tell a great story about your organisation and your achievements during the past year, but remember that we also need clear examples of outcomes, facts and figures to back up your claims!

### ***What else can you expect in this form:***

- page 2: All about your organisation (compulsory for all top 100 entries)
- page 3: Financial information (compulsory for all top 100 entries, with specific questions for Social Business Champion and Pioneering Newcomer awards)
- page 4: Managing your social impact (compulsory for top 100 & for Impact award)
- page 5: Equality, Diversity and Inclusion (compulsory for Diversity award)
- page 6: Social investment (compulsory for the Social Investment award)
- page 7: Leadership questions (compulsory for Leadership award)
- page 8: Environmental questions (compulsory for the Climate award)

### **Deadline & announcements**

The deadline to apply for this year's NatWest SE100 will be midnight on **Sunday 5 May 2024**.

The final *SE100 Index* (list of top 100 social enterprises) and shortlists for seven *SE100 Social Business Awards* will be announced in late June/ early July 2024, with the winners revealed at a celebration event on Tuesday 16 July 2024 at NatWest's conference venue at 250 Bishopsgate, central London.

### **Stay tuned**

To make sure you don't miss a thing, please sign up to *Pioneers Post*'s [newsletter here](#).

**\* 1. PLEASE NOTE:**

- **The deadline to finalise this application form is midnight on Sunday 5 May 2024.**
- **Before you begin the survey, you will find it helpful to gather some documents such as your annual accounts, impact data/report and images illustrating your work, which will help you provide accurate and engaging answers.**
- **To take a look at the full form, you can download it from the [SE100 article](#) on the *Pioneers Post* website.**
- **You can update your answers until you complete the survey. You can also return to the survey to pick up where you left off as long as you use the same computer, and/or edit previous responses until you click the "Done" button at the end.**
- **We also recommend you save your responses for your own admin. You will NOT receive an email confirming your responses so make sure you save your answers separately.**

**I understand**



# Pioneers Post / NatWest SE100 Index & Social Business Awards 2024 Application

## 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 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:**

**Name of person making the nomination:**

**Address:**

**Address 2:**

**City/Town:**

**Postal Code:**

**Email Address:**

**Phone Number:**

\* 2. Please provide a concise introduction to your social enterprise (ie what it does, where, who for, how it does it, for how long, what social/environmental challenge is it trying to solve, how the product/service generates revenue as well as positive impact? (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.)**

- UK wide
- Internationally
- UK and internationally
- East of England
- East Midlands
- West Midlands
- North West
- North East
- Yorks & Humber
- Wales
- Scotland
- Northern Ireland
- South East
- South West
- London
- Other (please specify)

**\* 6. Which award(s) are you entering for? You can enter for as many of the awards categories as you like - with the exception that you cannot enter for both Trailblazing Newcomer (generally up to 5 years old) and Social Business Champion (generally more than 5 years old).**

- Pioneering Newcomer
- Impact Management Pioneer
- Social Business Pioneer
- Social Investment Pioneer
- Leadership Pioneer
- Climate Pioneer
- Diversity Pioneer
- 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. If you answered 'No' to the previous question, do you have an asset lock in place to protect the organisation's assets, or are there measures in your constitution or otherwise that protect or safeguard your social purpose as a 'mission driven business'? [You can skip this question if you answered 'Yes' to Q8]**

- Yes
- No

**Please explain what these measures are (eg if you are a B Corp or have altered your company constitution/M&A)**

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

- Yes
- No

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

**\* 12. 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**

**13. In your most recent year of trading, are you doing well, the same, or worse, in terms of your profitability & sustainability compared to the previous year?**

- Better**
- About the same**
- Worse**

**14. This most recent year, are you making more positive impact, less impact or the same, compared to the previous year?**

- more positive impact**
- less impact**
- about the same**

**15. Right now, how are you feeling about your prospects of the future?**

- optimistic**
- reasonably confident**
- neutral**
- anxious**
- pessimistic**

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

- Winning contracts and increasing trading activity**
- Access to capital/investment (ie money that isn't sales but eg. debt, equity, grant)**
- Staff and personnel issues**
- Interest rates**
- Cost of living**
- Supply chain issues**
- Other**
- Other (please specify)**

**\* 17. IMPORTANT SUPPORTING CONTENT: Please provide us with one or two GOOD QUALITY IMAGES ILLUSTRATING YOUR WORK, with a short sentence/caption explaining what is going on and who is featured in the photos. These will help our judges to understand your organisation (and we will also need them if you are included in our Top 100 or are shortlisted for an award).**

- Yes I can provide images and will send them to you**
- No I am unable to provide images at this time**

**Please send up to 3 photos to [SE100@pioneerspost.com](mailto:SE100@pioneerspost.com) with the subject line "SE100-2024 supporting images [organisation name]". We also welcome videos. You can tell us about the images in the box below, or in your email.**





# Pioneers Post / NatWest SE100 Index & Social Business Awards 2024 Application

## 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?**

- 5 years or more
- 3 years or more
- Less than 3 years
- Less than 1 full year

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

**End date of most recent trading year**

Date

**\* 3. Please supply details (£) of your annual turnover (ie your total revenue as stated in your accounts) for the last 3 full trading years (Do not use pound signs, commas/decimal points. NB All organisations will be asked to supply annual accounts to verify. If you have completed your trading year but do not yet have finalised accounts then you will be asked for draft accounts).**

**Most recent full year £**

**Previous year £**

**Year before that £**

**\* 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 as opposed to grants)?**

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

**6. How much profit/loss did you make?**

**In the most recent trading year (£)**

**The previous year (£)**

**The year before than (£)**

**7. 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

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

- Yes
- No

**How much was the investment (£) and what type (eg debt/loans, equity, grant)?**

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

Turnover

r - £

**10. We are interested in how your organisation has grown sustainably, responsibly and entrepreneurially. Please tell us about your growth over the past year. (max 200 words)**

**11. If you are applying to be our *Social Business Pioneer*, please tell us in approx 500 words why you deserve to win the award this year? (To be considered for this category you must have been trading for more than 5 years and demonstrate particular success over the past year across a wide range of factors, including your sustainability, your entrepreneurialism, the positive impact you have achieved, the growth achieved in the business, and the determination and resilience you have shown in good times and bad.)**

**12. If you are applying to be our *Pioneering Newcomer*, please tell us in approx 500 words why you deserve to win the award this year? (To be considered for this category you need to be no more than 5 years old, demonstrate that you have built a strong business model with impressive social impact during your start-up phase, and that you are poised for further success over the next stage of your development.)**

**\* 13. IMPORTANT SUPPORTING DOCUMENTS: 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 "SE100-2024 supporting accounts [organisation name]".**



# Pioneers Post / NatWest SE100 Index & Social Business Awards 2024 Application

## 4. Measuring and managing your Social Impact

We encourage all applicants to answer these questions since they will also help you score more highly in the Top 100 Index. You **must** provide answers for this section if you wish to be considered for the Impact Management award.

**\* 1. Do you have a clear public statement about your social mission (which you use, for example, on your website)?**

- 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. Do you report on your social impact each year, either as part of your annual report and accounts or as a separate impact document?**

Yes as part of our annual report

Yes with a separate impact report

No

**IMPORTANT SUPPORTING DOCUMENTS: If you produce an impact report, please tell us here how your report can be viewed (please provide a URL for download or email your impact report SE100@pioneerspost.com, with the subject line "SE100-2024 impact report [organisation name]").**

**\* 7. Is your social impact reporting independently verified?**

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, providing at least one clear example.**

**\* 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, giving at least one example.**

**\* 13. Do you have a mechanism in place for your beneficiaries to hold your organisation to account? (eg. 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 stories or 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.**





# Pioneers Post / NatWest SE100 Index & Social Business Awards 2024 Application

## 5. Equality, diversity and inclusion

This part of the survey is designed to explore the commitment and leadership of social purpose organisations to equality, diversity and inclusion (EDI). It is informed by the work of several pioneering organisations working to achieve equity and social justice in the impact sector; however, it is important to acknowledge that this set of questions is not comprehensive in its coverage of EDI issues. As with other parts of the survey, we encourage all applicants to answer these questions since they will also help you score more highly in the Top 100 Index. You **must** provide answers for this section if you wish to be considered for the Diversity award.

**1. Do you have your own statement acknowledging the need for inclusion and/or your commitment to change internally and externally?**

- Yes
- No

**Please explain your answer and, if yes, tell us what this is or where it can be found on your website**

**2. Do you have an equity, equality, diversity and inclusion policy and action plan that is agreed at Board level?**

- Yes
- No

**IMPORTANT SUPPORTING DOCUMENTS: If you do have such a policy/plan, please provide a URL for download or email to [SE100@pioneerspost.com](mailto:SE100@pioneerspost.com), with the subject line "SE100-2024 equality policy [organisation name]".**

**3. Does the board consider equality, diversity and inclusion at every Board meeting?**

- Yes
- No

**4. Have you appointed a 'champion' from your senior team to lead EDI policy and practice in your organisation?**

- Yes
- No

**5. Do you designate a specific budget to investing in EDI resources (eg paying for training, EDI staff, consultancy advice, etc)?**

- Yes
- No

**If yes, please explain how much and what it is used for.**

**6. Do you measure the demographics of your organisation, including your senior team and board?**

- Yes
- No
- If yes, is this information published/open and where can it be found?

**7. Do you report on your gender and ethnicity pay gap?**

- Yes
- No
- If yes, is this information shared openly and where?

**8. What proportion of people on your leadership/senior management team are women?**

- None of the leadership team
- Up to 25%
- More than 25% but less than 50%
- At least 50%
- More than 75%

**9. What proportion of people on your board are women?**

- None of the board
- Up to 25%
- More than 25% but less than 50%
- At least 50%
- More than 75%

**10. What proportion of people on your leadership/senior management team are Asian, Black or ethnically diverse?**

- None of the leadership team
- Up to 25%
- More than 25% but less than 50%
- At least 50%
- More than 75%

**11. What proportion of people on your board are Asian, Black or ethnically diverse?**

- None of the board
- Up to 25%
- More than 25% but less than 50%
- At least 50%
- More than 75%

**12. What proportion of people on your leadership/senior management team consider themselves to have a disability, neurodiversity or health condition?**

- None of the leadership team
- Up to 25%
- More than 25% but less than 50%
- At least 50%
- More than 75%

**13. What proportion of people on your board consider themselves to have a disability, neurodiversity or health condition?**

- None of the board
- Up to 25%
- More than 25% but less than 50%
- At least 50%
- More than 75%

**14. If you are applying for the Diversity award, please tell us in no more than 500 words how your organisation has been an outstanding exemplar and champion over the past year. This is an opportunity to tell us about specific initiatives both externally and within your own organisation, and also to explain the scope and breadth of your EDI approach, which may reach across a range of areas (eg including anti-racism, socio-economic class, faith, LGBTQ+, mental health, neurodivergence, sexuality, adoption & fostering, menopause, ageism, wellbeing, physical and learning disabilities).**



# Pioneers Post / NatWest SE100 Index & Social Business Awards 2024 Application

## 6. Social Investment

The Social Investment Award celebrates 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. Please tell us about the structure and timing of the deal - 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. 400 words please)**

**8. Reason investment was needed**

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

**10. Describe why this deal / initiative / fund should be considered as for this year's Investment Pioneer award - why was it particularly significant, impactful or groundbreaking? (max 500 words)**



# Pioneers Post / NatWest SE100 Index & Social Business Awards 2024 Application

## 7. Leadership 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 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.*

**1. Their full name:**

**2. Their email address:**

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

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

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

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

**7. Looking specifically at the past year, in approx 500 words please explain why this person should win this year's leadership award. How has this person demonstrated award-winning qualities of leadership and succeeded in their mission to grow and improve the organisation?**



# Pioneers Post / NatWest SE100 Index & Social Business Awards 2024 Application

## 8. Environmental Category (Climate Pioneer)

Climate Pioneer: 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 eg. against climate change and towards a greener, more resilient, environmentally sustainable 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 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 award, please tell us the following:

**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 - using both qualitative evidence (words and pictures) and quantitative data (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?



**6. Looking specifically at the past year, in approx 500 words please explain why this person should win this year's climate award?**



# Pioneers Post / NatWest SE100 Index & Social Business Awards 2024 Application

## 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 SUPPORTING DOCUMENTS AND FILES: **annual accounts, impact report, images/photos** and any other supporting materials. Please send it to [SE100@pioneerspost.com](mailto:SE100@pioneerspost.com) - with the subject line "SE100-2024 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, images showing my organisation's work, and any of the entry information but not including confidential financial data.
- You will share the information I have provided with:
  - Members of the teams from Pioneers Post, Fable Bureau, NatWest, Buzzacott and others 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.
- Pioneers Post and its SE100 partner NatWest may from time to time use the information provided to contact your organisation for editorial, membership subscription or feedback purposes, or to make you aware of events or services from which you may benefit.
- 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 or delivery of the SE100 Index and Awards.

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



## Pioneers Post / NatWest SE100 Index & Social Business Awards 2024 Application

### 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 join our growing community of like-minded impact pioneers, and benefit from unrestricted access to all our premium content covering social enterprise, impact investment and purpose-led business around the world, why not [become a Pioneers Post subscriber](#).

As a social enterprise ourselves, we are committed to 'solutions-led' journalism and to support the growth and development of social innovation – your subscriptions help us to run a successful and sustainable organisation, and any profits are ploughed back into our social mission to support mission-led enterprises 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**

