

UnLtd Grow It Award Guidance Notes

What are UnLtd Grow It Awards?

Grow It Awards are cash Awards of up to £15,000 plus practical support to help you to scale your venture. UnLtd will provide advice, training and mentoring for Award winners to give your venture the best chance of success, usually over a period of 12 months.

Grow It Awards are for:

- Individuals over the age of 16
- Living in the UK
- People who are experienced, ambitious and capable of growing their venture
- People who are committed to working full time on their venture

With a social venture:

- That mainly benefits the public or a community in the UK
- That is ideally between one and five years old
- That is ready to grow to a local, regional or national scale
- That offers the individual a learning opportunity
- That is a new initiative

Ventures are not eligible for an Award if they:

- Are part of your paid employment
- Involve political or religious campaigning
- Involve activities outside of the law or against public policy; or anything that encourages ethnic, religious or commercial disharmony
- Involve employing people other than yourself to carry out the work

How will my application be assessed?

UnLtd will assess your motivation, how achievable your plans are and the potential impact of your venture. The table below outlines our considerations when assessing your application.

Are your plans achievable?	Will your venture make a difference?	Are you motivated?
<p>Do you have, or can you develop with support, the skills needed to establish your venture?</p> <p>Do you have recent experience that will help you set up your venture?</p> <p>Can you achieve what you are trying to do within a year?</p> <p>Can your venture operate within the budget you have?</p>	<p>Have you thought about your aims and the community benefits of your venture?</p> <p>Will your venture improve life within the community?</p> <p>Will your venture provide a new service in your community or meet social or community needs in a new way?</p>	<p>Do you have determination and enthusiasm?</p>

Expenses

Below are guidelines of allowable and non-allowable Award expenses. If you have any questions, please discuss them with your Award Manager.

Allowable	Not allowable
Salary Living Costs Insurance Mentoring & support (nominal amounts) IT and other relevant equipment Venue hire Printing, advertising and publicity Equipment hire Materials Volunteer expenses (nominal amounts) Travel and subsistence Company formation Registration fees	Funding activities outside the law, against public policy or anything that fosters ethnic, religious or commercial disharmony Cannot be used to undertake formal qualifications (but can be used to provide short term training if critical to success of the venture) Cannot be used to employ others to undertake the bulk of the Award activity

The application process for Grow It Awards is split into stages. The first stage requires you to complete an Expression of Interest. If you progress to the second stage, you will be required to answer a further set of questions and a financial workbook which will complete your application. Help with answering both of these sets of questions can be found in this document.

Expression of Interest Guidance

The Expression of Interest section of the Award application allows us to make an initial assessment of your venture. The questions we ask enable us to check your eligibility without you having to spend a huge amount of time answering them. We are not looking for lots of jargon or technical language. This guidance will help you to answer the questions but the answers you give will be dependant on the stage of your venture and your entrepreneurial journey.

What is the name of your venture?

If your venture already has a name, or a proposed name please tell us.

Website address of venture:

If your venture has a website, please tell us the address.

Is your venture for local, regional, national or international benefit?

The answer to this question helps us to understand the scale and reach of your work.

Location of venture:

Tell us where your venture is based. If you are applying for an Award where the criteria state you must be benefitting a particular geographic location, be specific.

Describe your venture and what stage you are at in developing it.

Provide a clear description of your venture. Tell us about what you have done so far and what your aims are.

What experience and skills make you the right person to ensure this venture is successful?

Lots of people apply for an Award due to a personal experience they have had. If this is the case, then tell us about it and how it has motivated you. Describe any relevant skills you have and how they may help to make your venture a success.

What social need are you aiming to address and who will benefit?

Explain how you know there is a need for your venture and tell us about the benefits of your work.



What have you done to identify that there is a need for this venture?

You may have examples, statistics or have carried out research to prove the need. You may know of similar successful ventures.

What plans do you have in place to ensure this venture continues to deliver social impact, and is sustainable?

We want to know that you are considering the future of your venture. Your answer to this question will depend on the type of Award you are applying for. Think about the potential for your venture to continue after an UnLtd Award.

Please select the option which best describes what prompted your interest in this Award:

We are really interested in monitoring how people find out about our Award programmes. Be as specific as you can; and if you have spoken to a staff member please tell us who.

Campaign:

We sometimes run themed campaigns as part of our Award programmes, targeting ventures in particular locations, or with a particular focus. If your venture falls within one of our current campaigns please select it.

Before you can submit your Expression of Interest you will also need to visit and complete the following sections:

Contact Details

Check through the contact details you provided during registration on the Award portal.

Applicant Details

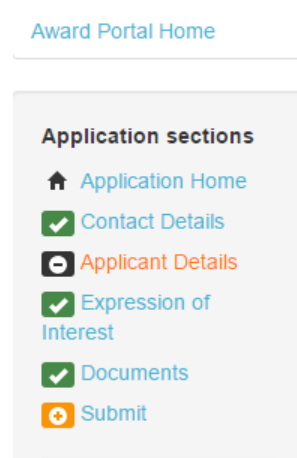
If it is not possible for the applicant to complete the application (i.e. due to a disability) then please choose your relationship to the applicant. We recommend that you contact us if this is the case so we can advise you. If you haven't already, please complete the equal opportunities section.

Submit

You can now submit the information you have provided. If you have missed any information you will be prompted to revisit the section before submitting. Please ensure you read the declaration section on the submit page.

At the foot of each section, the Save button allows you to save the details entered so far. Once enough details have been completed, the section will be marked as *Complete*. Otherwise you will have to return to finish completing the details before you can submit your application.

When you are ready to submit your application your section status should look like the following:



Please ensure you press the submit button, where you will be directed to a declaration page, if you are happy with your application please press Submit.

Full Application Guidance

This set of questions can be found in the Core section:

Please give us a brief summary of your venture and its aims:

You will have already told us about your venture in your Expression of Interest. This is your opportunity to expand on the information you have already given, having read a little more about the types of ventures we are able to consider for Grow It Awards.

Does your venture have charitable status?

Please tell us if your venture has charitable status, or if you currently have an application in process.

If registered charity, please provide charity number:

This is for our records only.

Are there other people involved in developing your venture?

We understand that you are the applicant, but that you may be planning the venture with other people. We want to ensure that we are working with the person who is leading on the venture.

If so, what is your specific role?

If you are working with other people, we would like to understand your role and specific responsibilities.

Who is currently providing you with support (non-financial) and in what ways? Has your work been recognised (for example by winning an Award)?

We do not wish to replicate any support that you already have in place. It also helps us to know if your work has already been recognised in any way, no matter how small.

Have you received support from one of UnLtd's partners? If so, what is the name of the partner and the nature of the support?

It helps us to know if you have worked with any of our partners, or if you have had support from UnLtd previously, this may be in the form of mentoring, attending an event or receiving another type of Award directly from us or from one of our partners.

What are your main challenges in the next 12 months and how will working with us help you to deal with them?

Setting up a venture can be challenging. By identifying potential barriers UnLtd will be able to assess where we could assist by providing support.

What is the projected overall cost of your venture over the next 12 months?

Please try to predict how much you will need to spend in total to scale your venture.

What is the amount required from UnLtd?

Please tell us the amount you would like to apply for from UnLtd.

Venture budget:

A Grow It Award is generally used to cover living expenses for 12 months but in some circumstances can be used to cover venture costs. If so, cost items carefully rather than guessing how much you will need. Have you considered travel, insurance, venue hire, equipment? Ensure that the total adds up to the amount you have applied for.

Other funding:

You may not be looking for other funding. If you are, please tell us the funder, the amount, and if it has already been secured. We would also encourage you to think about what in-kind support you can get (e.g. the help of volunteers, free space). In any case, if your venture could proceed without an UnLtd Award, you will not be eligible.

Legal structure:

We understand that you may not have decided on a legal structure so if this is the case please choose 'no legal structure'. Establishing a legal structure may be part of your proposal. However, if your venture does have a legal structure or more than one legal structure please tell us, and also provide the company number and date of incorporation (these details are for our records only).

Sectors the venture operates in:

Please select a maximum of three sectors. We support individuals undertaking ventures in a wide range of sectors. To ensure that we provide the most relevant support and to help us connect you with other people who are working in the same sectors please answer as accurately as possible. If you select other, please tell us which sector you consider your venture to be working in.

Issues that the venture addresses:

Please select a maximum of three issues. We support individuals addressing a wide range of issues. To ensure that we provide the most relevant support and to help us connect you with other people who are working on the same issues please answer as accurately as possible. If you select other, please tell us which issue you consider your venture to be addressing.

Beneficiaries:

Please select a maximum of three beneficiaries. We support individuals whose ventures have a wide range of social impacts. To ensure that we provide the most relevant support and to help us connect you with other people who are reaching the same beneficiaries please answer as accurately as possible.

This set of questions can be found in the Growth section:

Has your venture been founded?

Please tick the box if your venture has been founded.

When was your venture founded?

If you ticked the venture founded box, please tell us the date that the venture was founded.

Do you currently measure your social impact? If yes, what impact have you achieved to date and what methods do you use to measure it?

We would like to know if you are aware of the positive impact your venture has in addressing an issue. If you do, we would like to know how you are measuring this impact. If you are not currently measuring your impact we would like to know how you might want to in the future.

How many people have benefitted from your venture over the last year?

If your venture is new please enter '0'. We would like to know how many unique individuals your venture has directly made a positive difference for – by unique individuals we mean that if a person has for example attended three workshops they should only count once.

How many people have been paying clients or customers of your venture over the past year?

If your venture is new please enter '0'. We would like to know who buys your products and/or services. This could be the same group as those who benefit, or it may be a different group of people who pay for your services but do not directly benefit. Once again please only tell us the number of unique individuals.

How many full-time staff does your venture employ?

We would like to know if you currently employ anyone full-time to work on your venture. If your venture does not employ any full-time staff please enter '0'.

How many part-time staff does your venture employ?

We would like to know if you currently employ anyone part-time to work on your venture. If your venture does not employ any part-time staff please enter '0'.

How many active volunteers does your venture currently have?

We would like to know if you currently have any volunteers who help you with your venture. If your venture does not have any volunteers please enter '0'.

Please tell us more about the wider team that you work with, including board members, senior management and strategic partners:

UnLtd supports individuals but we understand that at this stage you may already have a wider team. If this is the case we would like to know about the other people who are currently involved in your venture and their roles.

Describe the theory of change for your venture. How does the solution you provide effectively address the social problem? Describe the solution. What key activities need to take place to achieve success? What are the key activities or interventions that your venture is delivering to bring about this change?

We would like to understand what your venture actually does that will make a positive difference.

Please summarise how your venture will grow over the next few years. For example, how will the team grow, any new products or services, key financial and social targets and how much money you expect to need for this.

Describe your plans for the long term sustainability of your venture.

Please describe your pricing structure and who buys your products or services.

We would like to know how your pricing is structured and who your customers are. How big is the market of potential customers?

What was your venture's sales turnover over the last 12 months?

Please tell us your turnover for the last 12 months. If your venture did not have any please enter '0'.

What was your venture's grant or other turnover over the last 12 months?

Please tell us your grant or other for the last 12 months. If your venture did not have any please enter '0'.

What was your venture's net profit over the last 12 months? (Total income minus total expenses, taxes and costs of goods)

Please tell us your net profit for the last 12 months. If your venture did not have any, please enter '0'.

Before you can submit your Grow It application you will also need to visit and complete the following sections:

Application Questions Sometimes we ask additional questions, if so you will see the Application Questions section and you will be required to answer these questions before submitting.

Documents As part of your Grow It Award application you are required to complete a Financial Workbook. A template is available for you to download in the Documents section. Once you have completed it please upload it in the Documents section.

Referees We will ask you to provide details of referees – the number of references we require will be stated. Please give us complete and accurate information. Your references will be requested if your application is approved, so please make your referees aware that they will receive an email from us. Please provide two referees and one referee must be known to you in a professional capacity











Submit You can now submit the information you have provided. If you have missed any information you will be prompted to revisit the section before submitting. Please ensure you read the declaration section on the submit page.



When you are ready to submit your application your section status should look like the following:

[Award Portal Home](#)

Application sections


-  [Application Home](#)
-  [Your Details](#)
-  [Applicant](#)
-  [EOI](#)
-  [Core](#)
-  [Growth](#)
-  [Documents](#)
-  [Referees](#)
-  [Payee](#)
-  [Submit](#)


Please make sure you have uploaded your completed financial workbook to the Documents section, applications submit without this document will not be considered.


Please ensure you press the submit button, where you will be directed to a declaration page, if you are happy with your application please press Submit.

Below is a key list of the section stages, please familiarise yourself with these.

 **Information still required:** some details in this section still need to be completed.

 **Section complete:** the section has been completed. You may still go back to change any details on the section at any point until the application is submitted.

 **Section not open yet:** one or more sections of the application will need to be completed in the future if we have accepted the Award application.

 **Section closed:** once your application has been submitted, most sections will become closed. You will be able to view the information on each pages but you can not change any of the details on these sections.