



WM CULTURAL & CREATIVE
Social Enterprise Programme

WMCA Cultural & Creative Social Enterprise Business Development Programme

Grant application guidance

Key facts

- A business development grant programme for Cultural & Creative Social Enterprises
- Looking to award two £30,000 grants to eligible cultural & creative social enterprises to develop their own business models, as well as support five micro social enterprises
- No match funding required
- Applicants must be based and deliver their activity within the Greater Birmingham & Solihull or Black Country Local Enterprise Partnership (LEP) areas, see guidance for a full list of eligible places
- Not aimed at supporting day-to-day activity, but instead has a focus on organisational development (e.g. training and mentoring) to help organisations to reach the next stage in their development. This can include activity that will help you to mitigate the impacts of Covid-19 on your organisation
- Some of the grant funding will also be allocated for main applicants (host organisations) to support additional five micro social enterprises in their area
- Applications to be submitted between 5 February – 1 March 2021
- The highest-scoring eligible applicants will be invited to have an interview either 8 or 10 March 2021
- Activity to be delivered between 5 April – 30 November 2021 (9 months)

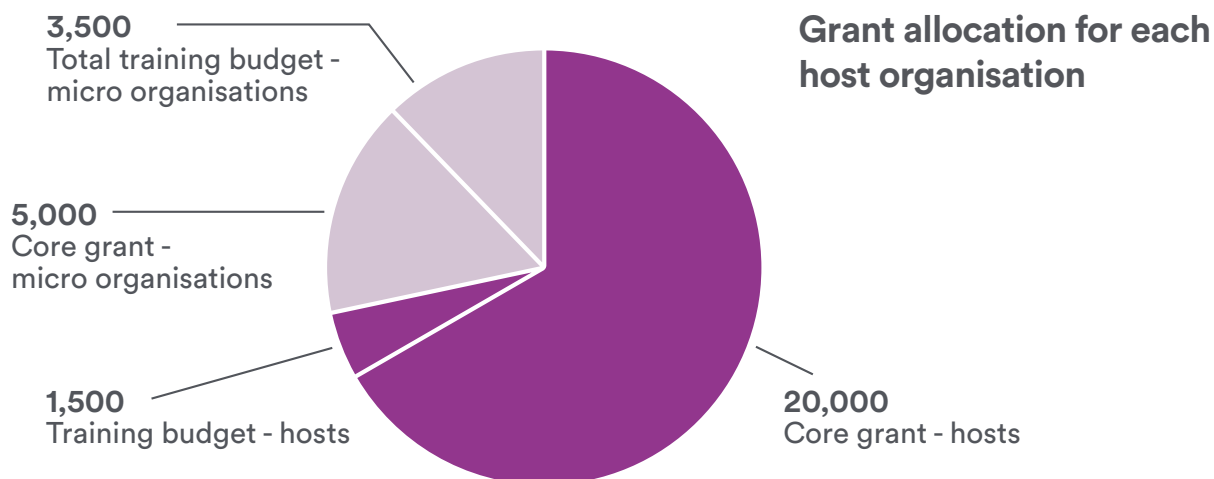
Purpose of the grant programme

This proposal has been developed with the WMCA Cultural Leadership Board to test new approaches in developing Cultural & Creative Social Enterprises through a pilot programme of small-scale interventions. The programme is supported by the Greater Birmingham & Solihull LEP, Black Country Consortium (LEP) and Arts Council England. It is designed to provide a rapid, experimental pilot to address challenges raised by the Covid-19 epidemic, particularly for smaller, diverse-led organisations operating hyper-locally within their communities.

This programme will support these social enterprises to become more efficient, resilient and successful, helping to build thriving communities in the West Midlands for people to live and work in. A key element of the programme is also for the selected organisations to provide support for further five micro social enterprises.

The programme has a strong focus on diversity across all protected characteristics, addressing inequalities within the cultural sector, particularly around diverse leadership. It also has a strong focus on the role of cultural social enterprises in creating thriving cities, towns, and local centres, and aligns with investment programmes across the region to support towns and high streets. The programme has also been aligned with the work done by the WMCA Social Economy Task Force.

The training & mentoring offer for the participating organisations will be tailor-made to meet their needs.



Who can apply?

- You operate a cultural & creative social enterprise
- Your organisation is formally constituted (e.g. Company Limited by Guarantee, Company Limited by Shares, Registered Charity operating as a Social Enterprise, a Community Interest Company, Co-operative)
- The leadership of your organisation is diverse and/or your organisation is run by emerging leader(s) within the sector
- Your turnover in the last full financial year was less than £250,000 and you have some track record in successfully delivering activities & generating profit (prior to Covid-19)
- You do not employ more than 15 FT roles
- Your organisation is based and delivering activities in one of the following areas: Birmingham, Solihull, Wolverhampton, Dudley, Sandwell, Walsall, Cannock Chase, Wyre Forest, Lichfield, Bromsgrove, East Staffordshire, Tamworth or Redditch
- You are ready to take the next steps in developing your organisation
- Through this grant, you are able to provide some support for five micro social enterprises in your area

How much can I apply for and what can the grant be used for?

- We are looking to fund two organisations that would meet the criteria as outlined above. **We would call these organisations the ‘host’ organisations. Each ‘host’ organisation will receive a grant of £30,000.**
- Each host can use **£20,000 of their grant towards core costs and expenditure relating to business development** including e.g. HR costs, fundraising, marketing, digital development, as well as adjustments to mitigate impacts of Covid-19 through adapting business models.
- This can include capital & asset purchases, but they cannot form main part of the grant expenditure, and you would need to tell us why this is crucial for your business development, rather than your day to day activities.
- **Each host will also receive £1,500 to purchase training & mentoring support.** You can decide how you want to use this part of the grant, but we can also provide advice to support your thinking, and the training & mentoring purchases must relate to business development.
- **Each host will also receive £5,000 that they should distribute to five micro cultural & creative social enterprises.** These 5 x £1,000 payments would essentially be mini-grants, and the host organisation should provide a minimum of 8 hours of business development support for each micro organisation during the grant period. Each micro organisation will therefore receive a grant of £1,000 and more information about how we define ‘micro’ organisation is outlined below.
- **Each host will also receive further 5 x £700 training & mentoring budget which they will need to allocate to the micro organisations** to include areas of support that you are not able to provide directly.
- The core or training grants **cannot** be used towards ‘business as usual’ activity, but the applicants will need to define how the grant will be used towards business development beyond day-to-day delivery. The same applies for the micro organisations.
- There is no match funding requirement for this grant.

Funds	Purpose
£20,000	Business development grant for host organisation
£1,500	Allocation towards bespoke training & mentoring support for business development for host organisation
£5,000	Allocation towards 5 X £1,000 micro-bursaries to be distributed by the host organisation
£3,500	Allocation towards external training and expertise not available from host organisation, but required by the micro-businesses as part of their support package
Total: £30,000 each host	

What do you mean by a ‘cultural & creative social enterprise’?

Our definition for ‘social enterprise’ is the same used by the WMCA Social Enterprise Taskforce: “A segment of the economy that is composed of entities that aim to increase social inclusion and reduce inequalities, while simultaneously creating economic value. Such as different types of co-operatives and social enterprises, which are businesses of various legal forms using an entrepreneurial approach in order to respond to an increasing number of social and environmental challenges.” In essence, if you reinvest your profits to increase social inclusion and reduce inequalities, you are operating a social enterprise.

In terms of ‘cultural & creative social enterprise’, this would include any organisation that fits the definition of the social enterprise above, but uses artistic and creative activity as the tool to deliver economic & social value, and/or re-invests profits in a way that supports the arts & creative sector. This can include any art form. We have included some examples of these types of social enterprises below.

Examples

[Birmingham Open Media, Birmingham](#)

BOM is a centre for art, technology and science dedicated to creative innovation with purpose. BOM is dedicated to positive social impact in all that they do. Their exhibitions and events explore topical issues in digital culture and science which impact on human lives. BOM’s education work engages excluded children, young people and adults in creative technology programmes, with a particular interest in neurodiversity and technology.

[Cockpit Arts, London](#)

London’s leading studios for contemporary crafts and the UK’s only business incubator for makers and designers. They operate as an award-winning social enterprise and are home to over 140 independent creative businesses at their sites in Deptford and Holborn, as well as a visitor destination.

[Mewe306, London](#)

A black-led not-for-profit that champions black, Asian and minority ethnic entrepreneurs in the arts and creative industries.

[Fotonow, Plymouth](#)

A social enterprise exploring visual culture as a means to stimulate social change. They use creative media as a powerful and inclusive tool to enable people’s voices to be heard. Their core activities are to educate, empower and entertain and present highly visible outcomes for projects in the form of public art installations, encouraging people to both contribute to and experience visual culture outside of traditional gallery spaces.

[Effervescent, Devon](#)

A social enterprise and registered charity based in Devon. They passionately believe that children and young people have the insight, intelligence and imagination to make the world a better place. With backgrounds in child counselling, youth work, art and advertising, Effervescent have developed a unique methodology for co-producing creative campaigns with vulnerable children and young people. Their approach not only transforms the lives of those involved directly, but also produces exhibitions and communications campaigns that touch the lives of children and young people everywhere.

What do you mean by a 'diverse' and 'emerging' leaders?

- We embrace diversity in all its forms and welcome applications across all protected characteristics. We will however have a specific focus on supporting applications from organisations that are led by ethnically diverse leaders, particularly non-white backgrounds.
- In terms of diversity, we will ask you to self-define this aspect and it can also relate to a single individual (e.g. a CEO) or a group of people (e.g. your senior workforce or board)
- By emerging leaders, we mean those who are relatively new to running their cultural and creative social enterprises, although this may not necessarily just relate to age. We are looking for people who have a passion for what they do but could benefit from additional support to develop as a leader of an organisation, or to become leaders in their field.
- By 'leader', we mean those who have the main responsibility – or contribute to main responsibilities – of an organisation. This would include providing the vision and direction for the organisation, as well as having a key role in the day to day management of activities and people. A person or group of people could also have an ambition to develop a wider impact beyond their own organisation, and therefore be leaders in field in terms of delivering social value to their beneficiaries.

What do you mean by a 'micro cultural & creative social enterprise'?

Our definition for micro cultural & creative social enterprise

- A smaller cultural & creative social enterprise with turnover less than £100,000
- Employing less than 10 FT roles
- Being run by diverse and/or emerging leader(s) in the sector
- Formally constituted and have a bank account in the name of the organisation
- Based in and delivering activities within: Birmingham, Solihull, Wolverhampton, Dudley, Sandwell, Walsall, Cannock Chase, Wyre Forest, Lichfield, Bromsgrove, East Staffordshire, Tamworth or Redditch
- Have some track record in delivering activity and success in running a social enterprise
- Have potential to grow and deliver positive change through their activities to the benefit of their communities or cause

What are my responsibilities if I receive a grant?

- You would need to commit to the whole programme duration and enter into a funding agreement with the WMCA and provide necessary details for us to process the grant
- You are required to be available for monitoring meetings and notify us of any risks relating to changes to delivery or your organisation
- You could only use the grant amounts to the agreed activities, relating to your own business development.
- You should commit to supporting five micro social enterprises through the resources provided by the grant and as agreed with the WMCA
- You should contribute to the evaluation of this programme by engaging with the external evaluators appointed by the WMCA
- You would need to be willing to take part in communications and promotions relating to the programme
- You would need to acknowledge the support of the project partners in any communications relating to the programme

How do I apply?

You need to submit an application, and the **deadline for receiving applications is Monday, 1 March 2021**. You can [access the application form through our website](#) or by contacting Salla Virman (she, her) or Lisa Hamilton (she, her) by emailing Salla.Virman@wmca.org.uk or Lisa.Hamilton@wmca.org.uk

The application form will include some basic questions to determine if your organisation is eligible to apply, as well as a section where you can tell us more about the activities you would like to deliver.

We are also open to alternative forms of applications, where a paper-based application would provide a barrier due to disability or other access needs. You would need to contact us to discuss this further before submitting your application.

You should also be available to attend a virtual online interview with the grant panel on either 8 or 10 March 2021. The duration of the interview is approximately one hour, and you can let us know if you have any particular access needs.

If you have any questions or want to discuss the grant programme or the application form in more detail, please contact Salla Virman (she, her) by emailing Salla.Virman@wmca.org.uk Please note that we can only provide information relating to the programme design and application guidance, we cannot read draft applications or help you to write your application.

How will you make your decision?

- Decisions will be made based on the applications and information received from the applicant interviews
- We can only award grants to those organisations who meet the eligibility criteria
- The decision will be made by a representative panel consisting of members from the WMCA and project partners. This will include people with experience working with social enterprises
- The panel will use a criteria based on the applicant guidance to inform their decisions, but will also take in account other aspects, such as geography, development potential and diversity
- The decisions made by the panel are final and we will notify all applicants via email
- We will try to provide some feedback to unsuccessful applicants but cannot guarantee this