

Power Up London

**Application Questions
for Informal Initiatives
and Individuals**

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Accessibility

If this document is formatted in a way that is not accessible to you, please email csv@bigissueinvest.com, and we will share this information in a more appropriate format.

If you need help to complete the application, please email csv@bigissueinvest.com for support. For example, you may need help if you have dyslexia, neurodiversity and/or a visual impairment.

Applying for Power Up London

To apply for Power Up London, you will need to complete an online application form. Once you start completing the application form, you will be able to save your progress and resume at a later point.

You can find a link to the form on the [Power Up London website](#), alongside details about pre-application webinars which will help you understand the programme and our priorities.

Please note that you can watch the Q&A session recording for cohort 1 [here](#).

About this document

In this document, you will find an overview of all the questions we ask, with additional guidance on how to respond.

Where applicable, the guidance will include the list of options that will be available for you to choose from in the form or tell you the maximum number of words that a specific field will allow.

Please note that this document provides guidance to Informal Initiatives and Individuals only (individuals or groups of people who are not formally registered or incorporated as an organisation). We have separate guidance for Incorporated Organisations, which you can find on our [website](#).

This project is funded by the UK government through the [UK Shared Prosperity Fund](#).

The application form questions.

About yourself

In this section we collect a few details about the person you are putting forward as the main participant for Power Up London. The main participant will take part in most of the programme's learning, mentoring, and training sessions. They will also be our primary contact in your initiative. We recommend they be the person to complete this application form.

Name:

Name of the main contact.

Surname:

Surname of the main contact person.

Title:

<input type="checkbox"/>	Mr
<input type="checkbox"/>	Mrs
<input type="checkbox"/>	Ms
<input type="checkbox"/>	Other (if you select this, the form will give you extra space to specify)

Email address:

Email address of the main contact person.

Phone number:

Phone number of the main contact person.

Alternative contact person name:

The full name of an alternative contact person in your initiative.

Alternative contact person - email:

Email address for the alternative contact person.

About your application

In this section, we ask a few basic details about your initiative – the London borough where your activities will take place, how you'd like to call your initiative, your main goals for the programme etc.

Incorporation: tick the checkbox to confirm that you agree to seek formal registration as a company or a charity in the course of the Power Up London programme.

You will need to register your initiative as a company or a charity (so called 'incorporation') to access grant funding at the end of our Power Up London accelerator programme. Our team will support you in becoming incorporated.

Working name: what name would you like to use for your initiative during the Power Up London programme?

This is up to you! On our side, a name will help us keep all your documents in one place.

Online presence: what is your organisation's or initiative's website or social media account (if you have one)?

Please provide a single link here to the website or social media page that includes most information about your organisation's or initiative's work.

Your main goal for the programme: what would you like Power Up London help you achieve?

The services or products referred to in the options below do not need to be social impact-oriented, provided that the main purpose is to fund social impact delivered by your initiative. This may include work (organising activities or delivering social impact services or products) you have been responsible for in the past and that you are closely familiar with.

<input type="checkbox"/>	We are yet to start delivering our first service or product and wish to launch one
<input type="checkbox"/>	We have an existing service or product and would like to start providing a new one
<input type="checkbox"/>	We would like to further develop a service or product that we've been delivering for some time
<input type="checkbox"/>	We have a service or a product that we'd like to introduce in a new geographic area
<input type="checkbox"/>	We would like to turn an existing social impact service or product into a source of income

Your London area: which borough of London benefits – or will benefit – the most from your social impact work?

Pick the borough from options below. If you do not plan to focus on any one specific borough of London, can tell us more about the area(s) you plan to cover.

Please note, however, that the Power Up London programme is only open to organisations operating in Greater London (all of London Boroughs plus the City of London).

No specific or single borough
Barking and Dagenham
Barnet
Bexley
Brent
Bromley
Camden
City of London
Croydon
Ealing
Enfield
Greenwich
Hackney
Hammersmith and Fulham
Haringey
Harrow
Havering
Hillingdon
Hounslow
Islington
Kensington and Chelsea
Kingston upon Thames
Lambeth
Lewisham
Merton
Newham
Redbridge
Richmond upon Thames
Southwark
Sutton
Tower Hamlets
Waltham Forest
Wandsworth
Westminster

No specific or single London borough: if you do not plan to focus on any one specific borough of London, tell us more about the area(s) you plan to cover.

Please note Power Up London is only open to organisations operating in Greater London.

100 words

Postcode: what is the postcode of your main office?

If you don't have a formal office, this can be where your team meets or delivers activities.

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About your social impact work to-date

In this section, we ask about the social impact you are making or plan to create, as well as your plans for the upcoming months.

We frequently use the term *services and products* – this could be a range of things, such as a prevention programme for vulnerable youth provided through a contract to your local authority, or a café that provides requalification programmes for economically disadvantaged people.

Our colleagues in the impact team sometimes use the term *solution* – this would be your chosen approach to addressing a social issue, such as 'providing tailored job-seeking support to non-English speaking migrant women in order to grow their confidence, social networks and ultimately achieve economic independence'.

Social mission: what social goals does your initiative work towards?

Your mission could be, for example, “to provide affordable housing to people facing a range of disadvantages in the county of Sharps”.

200 Words

Your initiative: please tell us about the origin and work of your initiative to-date, and your ambitions for the future.

You can tell us, for instance, why was it set up and by whom; what activities does it run, what services does it provide and how does it address social need; as well as who has benefited from your work so far, and in what way.

400 Words

Environmental goals: to what extent do your goals and existing or planned activities focus on addressing environmental issues?

We ask you here to select from a list of option the one you think fits best and include details of the environmentally focused aspects of your work in a note below. You can tell us about your plans for the future as well.

	Our services and products mainly address social need, environmental issues are not central to our work
	Our services and products mainly address social need and we're trying to reduce their environmental impact
	All of our services or products are designed to address environmental issues, and specific (groups) of people benefit
	All of our services or products are designed to address environmental issues, our customers are not individuals
	All of our work focuses on addressing environmental issues, we don't provide services or products

Environmental goals - detail: please tell us more about the ways you address (or plan to address) environmental issues in your initiative.

You might be addressing environmental issues through your work or be taking measures to limit the environmental impact of your work - tell us what you have accomplished so far, and about any plans you have for the upcoming year.

300 Words

Trading activities - future plans: what plans do you have for developing trading activities over the next 2 years; besides the service or product you wish to work on during the Power Up London programme?

You do not have to enter anything here - it is perfectly fine to state you have no other plans.

300 Words

About the service or product

In this section, we ask you about the service or product you wish to work on during the Power Up London programme, and how you expect to benefit from the programme.

It is fine you are planning to focus more on strengthening your organisation internally – simply think of your organisational development plans as a 'service or a product' in the questions below.

Your service or product: please tell us about the service or product you will be working on during the Power Up London programme.

What is the service or product, and what does it do (or will do) for its users or for your organisation? How often and for how long do (or will) people benefit from using it? What do you need to have in place to deliver the service or product? What do you have in place already and what do you still need to figure out or arrange?

500 Words

Your service or product – income generation: how does (or will) the service or product you will be working on generate income for your initiative?

Who will be your customers & what will they be paying for? How many customers will you need to cover the costs of delivering the services/product? How much will they need to buy from you and how will they find out about your product, etc.?

300 Words

Preparatory work to-date: which of the following areas have you explored in detail with respect to the service or product you would be working on during the Power Up London programme?

We ask you to select from a list of options here. The list covers some of the different aspect of introducing a new service or product that you may have researched and considered in some detail.

<input type="checkbox"/>	market demand (or social need) among target group
<input type="checkbox"/>	means of reaching the potential users of your services or products
<input type="checkbox"/>	pricing of your services or products in comparison with other providers
<input type="checkbox"/>	bidding opportunities with public and private sector & non-profit funders
<input type="checkbox"/>	people with expertise who could assist or join your team
<input type="checkbox"/>	technological and infrastructural requirements
<input type="checkbox"/>	partnerships for delivery of services/products and social impact
<input type="checkbox"/>	financial planning: upfront costs, running costs, cashflow forecast
<input type="checkbox"/>	organisational development: what your organisation needs in order to grow

Participation in Power Up London – accelerator: how do you hope to benefit from the accelerator phase of the Power Up London programme?

In this question, we ask about the advances would you expect to make in the near term – in terms of developing your chosen service, product, organisation, or initiative – as a result of the 4-month accelerator phase of Power Up London?

200 Words

The Power Up London grant: what would you spend the Power Up London grant on, and what would it enable you to achieve?

Upon completing the accelerator phase, you'll be able to apply for a grant of up to £22,000 to be spent on, for example, hiring staff, cost of office utilities, buying equipment or delivering activities. You do not need to provide a detailed budget here, but you can find a list of expenses that are considered 'eligible expenditure' (they would exclude, for example, debt repayments) in the Application Guidance.

200 Words

Users of your service or product: please tell us more about the people who benefit, or will benefit, from the service or product you will be working on.

What do they have in common in terms of life situation, age, health, ethnicity, social and economic status etc.? What are the challenges they face and what specific needs do they have?

300 Words

Main users of your new service or product: are you aiming for a majority of the people you will serve with your new service or product to have any of the characteristics below?

Select all groups that you expect to make up more than a third of the people you will serve. If you are not sure about the precise percentage, an estimate is sufficient here.

<input type="checkbox"/>	Black, Asian, or Minority Ethnic
<input type="checkbox"/>	Living with a disability or long-term health condition
<input type="checkbox"/>	Women
<input type="checkbox"/>	LGBTQIA+
<input type="checkbox"/>	Lived experience of a social challenge
<input type="checkbox"/>	Experience of socio-economic disadvantage
<input type="checkbox"/>	None of the above

Disability: A person living with disability or long-term health condition is someone who has a physical or mental impairment that has a substantial and long-term adverse effect on their ability to carry out normal day-to-day activities.

LGBTQIA+: Stands for Lesbian, Gay, Bisexual, Transgender, Queer or Questioning, Intersex, Asexual or Ally, and "plus" which represents other sexual identities.

Lived experience: People with lived experience of a social challenge will have had firsthand experiences of being affected by and navigating a particular social issue, social problem, or life situation resulting in social disadvantage.

Socio-economic disadvantage: People with experience of socio-economic disadvantage would typically have lived through prolonged economic hardship, faced structural inequality and barriers to social mobility with a significant impact on their quality of life and opportunities for advancement.

Affordability: please tell us to what extent would the service you wish to work on during the Power Up London programme be accessible to people with low or no incomes/savings, and how you plan to achieve this

There are many ways of combining commercial and subsidised service offers to those on low incomes - tell us about your model here. It is in no way required that the service or product you wish to focus on would be provided under its market value.

200 Words

Your service or product to-date: since when are you providing the service or product you will be working on during the Power Up London programme?

If you started delivering the service or product, please enter a month and year when you started providing the service or product, including any pilot runs. Otherwise type in 'not delivering yet'.

Goals for the programme - expected launch: when do you expect to launch the service or product you will be working on during the Power Up London programme?

Please give us your best guess for the month and year when you plan to move from any initial pilot or test stage to full provision of the service or product - or type in 'delivering already' if that's the case.

Number of users - current: Over the past 12 months, how many people facing challenges have used the service or product you wish to work on during the Power Up London programme?

In case you are providing both commercial and impact services, please provide an estimate for the number of your users that face challenges - typically accessing the service or product at a discounted rate or for free.

Number of users – expected: How many people facing challenges do you expect to use your services or products in the 12 months following your participation in the Power Up London programme?

This would be 12 months from September 2024 if you're applying in 2023, or from March 2025 if you're applying in 2024. We ask about unique users directly benefiting from the service or product – typically accessing it at a discounted rate or for free.

Voice of the people you will serve: in what ways do you plan to involve your service or product users – or people with lived experience – in shaping your initiative's work or the service / product you will be working on?

This can be done with varying frequency & regularity through different means, ranging from satisfaction surveys, joint brainstorming, focus group sessions, structured interviews, to membership on committees and advisory boards, etc.

About your team and volunteers

In this section we ask about your team, and more specifically about the people who will work on the service or product you wish to develop during your participation in the Power Up London programme.

The questions below use the acronym '**FTE**' when asking you to provide the number of staff 'expressed as FTE', or to indicate 'additional FTE capacity' that will be hired. FTE stands for 'Full Time Equivalent' and is a way of counting the staff time available to an organisation.

For instance, 1 person working full time (5 days a week) = 1 FTE, while 1 person working one day a week = 0.2 FTE. FTE is not 'headcount' - if you have 5 outreach officers each working one day a week throughout the month, the 'outreach officer' role in your organisation will amount to 1 FTE (5 officer x 0.2 FTE), although the headcount for this role would be 5 (staff members).

Your team: please list the key roles in your team that will be working on developing the service or product, with a rough indication of the time they would be contributing per month, expressed as Full Time Equivalent (FTE)

For example, you might include on separate lines a short note, such as 'Finance Officer - 0.1 FTE, external' (=2 days/month, i.e., 0.5 days a week). Or 'Team Lead - 0.6 FTE, employment contract' (=12 days/month, i.e., 3 days a week). Or 'Researcher - 0.2 FTE, volunteer' (=4 days/month, i.e., 1 day a week).

150 Words

Number of volunteers: on average, how many volunteers work for your organisation or initiative per month?

An estimate is sufficient here. If you are an informal initiative (i.e., no paid staff), indicate the number of volunteers outside your core management team. If you are a trading arm of a charity, add figures for both your own organisation and for your parent charity.

FTE salaried staff - outlook: assuming you will receive a Power Up London grant, how much staff capacity would you be hiring, expressed as Full Time Equivalent?

Estimated FTE of new hires (+ additional FTE of current staff) that you'd be paying for either from the PUL grant directly, or from incomes secured thanks to the grant by 9-2024 if applying for PUL in 2023, or by 3-2025 if applying in 2024.

About the finances of your initiative

In this section, we ask just three short questions about your initiative's financial situation and your expectations for the future.

Financing your initiative to-date: how have you financed the preparatory or social impact work of your initiative so far, and what are your plans for securing further funds over the next 12 months?

You may have used your private funds, organised fundraising events or ran crowdfunding campaigns - or it may be that your work to-date didn't require significant funds.

200 Words

Profit outlook: do you expect to generate a surplus/profit over the next 12 months?

This is your best guess of whether you are likely to make a profit or a loss, however small.

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No
<input type="checkbox"/>	Impossible to guess at this point

Financial outlook: what are your expectations in terms of your initiative's financial outlook over the next 2 years?

What expectations do you have in terms of profit/loss? Do you have fundraising events planned? Are there grants or contracts that you think you have good chances of securing, or that you want to try applying/bidding for?

300 Words

About the leadership of your initiative

Inclusivity is a priority for us. Completing this section will help us to ensure that our assessments and funding are inclusive, reaching diverse communities and those are most affected by structural inequality. This will be used by assessors to understand your nascent social enterprise's governance and leadership.

Questions in this section ask about the number of your Board and Senior Management Team members that are from Black, Asian, and Minority Ethnic communities, live with a disability or long-term illness, identify as LGBTQIA+, are female, have a lived experience of the issues your organisation is addressing, or have experience of socio-economic disadvantage.

If you are unsure on how to collect this information in an appropriate way, please send us a message at csv@bigissueinvest.com, and we'll put you in touch with a member of our Impact Team for support.

We are collecting this data as part of the public interest conditions under GDPR rules (Schedule 1, Data Protection Act 2018) to support equality of opportunity or treatment.

For questions in this section, consider 'senior management team' (**SMT**) to be the core of your team that jointly makes key decisions. You will most likely not have a formalised Board as an informal initiative, but if you have an informal Advisory Board that you are planning to formalise after incorporation, you can still answer the Board-related questions below.

SMT in place: does your initiative have a senior management team (SMT)?

This would be the core team that jointly makes key decisions. For organisations, this would include the CEO & members of staff who take part in top-level decision-making, such as a chief of operations or head of finance.

<input type="checkbox"/>	Yes, we have a senior leadership team for top-level decision-making
<input type="checkbox"/>	No, we only have a CEO/director/founder that makes top-level decisions

SMT size: how many members does your senior management team have?

If you only have a CEO/director/founder that makes top-level decisions, please answer all questions about SMT below as if your SMT had 1 member (your CEO/director/founder).

SMT BAME: do you know how many SMT members are Black, Asian, or Minority Ethnic (BAME)?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	Not currently monitored
<input type="checkbox"/>	Prefer not to say

SMT BAME - number: please state how many SMT members are Black, Asian, or Minority Ethnic (BAME)

SMT disability: do you know how many SMT members are living with a disability?

The Equality Act 2010 generally defines a disabled person as someone who has a mental or physical impairment that has a substantial and long-term adverse effect on the person's ability to carry out normal day-to-day activities.

	Yes
	Not currently monitored
	Prefer not to say

SMT disability - number: please state how many SMT members are living with a disability.

SMT LGBTQIA+: do you know how many SMT members identify as LGBTQIA+?

LGBTQIA+ stands for lesbian, gay, bisexual, transgender, queer (or questioning), intersex, asexual and "plus" which represents other sexual identities.

	Yes
	Not currently monitored
	Prefer not to say

SMT LGBTQIA+ - number: please state how many SMT members identify as LGBTQIA+

SMT diversity - OVERALL: how many members of your SMT are either BAME, living with disability, or identify as LGBTQIA+?

Example: let's say you have a 3-member SMT; one is living with disability and identifies as LGBTQIA+, while the other two are neither BAME, living with disability or LGBTQIA+. In this scenario, you would enter 1 here.

SMT female: do you know how many SMT members identify as female?

	Yes
	Not currently monitored
	Prefer not to say

SMT female - number: please state how many SMT members identify as female.

SMT lived experience: do you know how many SMT members have a lived experience of the issue your organisation addresses?

The SMT member would have lived through similar experience as the users of your impact services or products - or his or her close family member would.

	Yes
	Not currently monitored
	Prefer not to say

SMT lived experience - number: please state how many SMT members have a lived experience of the issue your organisation addresses.

SMT experience of socio-economic disadvantage: do you know how many SMT members have a lived experience of the issue your organisation addresses?

People with experience of socio-economic disadvantage would typically have lived through prolonged economic hardship, faced inequality and barriers to social mobility with a significant impact on their quality of life and opportunities.

	Yes
	Not currently monitored
	Prefer not to say

SMT experience of socio-economic disadvantage - number: please state how many SMT members have a lived experience of socio-economic disadvantage.

Board in place: does your initiative work with a group of people in an advisory role that you are considering formalising into a Board?

This would make them a Board of Directors, a Board of Trustees, or a similar supervisory body, depending on the legal structure you choose.

	Yes
	No

Board size: how many members does your board have?

Board BAME: do you know how many of your Board members are Black, Asian, or Minority Ethnic (BAME)?

	Yes
	Not currently monitored
	Prefer not to say

Board BAME - number: please state how many of your Board members are Black, Asian, or Minority Ethnic (BAME)

Board disability: Do you know how many of your Board members are living with a disability?

The Equality Act 2010 generally defines a disabled person as someone who has a mental or physical impairment that has a substantial and long-term adverse effect on the person's ability to carry out normal day-to-day activities.

	Yes
	Not currently monitored
	Prefer not to say

Board disability - number: please state how many of your Board members are living with a disability.

Board LGBTQIA+: Do you know how many of your Board members identify as LGBTQIA+?

LGBTQIA+ stands for lesbian, gay, bisexual, transgender, queer (or questioning), intersex, asexual and "plus" which represents other sexual identities.

	Yes
	Not currently monitored
	Prefer not to say

Board LGBTQIA+ - number: please state how many SMT members identify as LGBTQIA+

Board diversity - OVERALL: how many members of your Board are either BAME, living with disability, or identify as LGBTQIA+?

For example, let's say you have a 3-member Board; one is BAME and identifies as LGBTQIA+, while the other two are neither BAME, living with disability or LGBTQIA+. You will enter 1 here.

Board women: Do you know how many of your Board members identify as female?

	Yes
	Not currently monitored
	Prefer not to say

Board female - number: please state how many of your Board members identify as female.

Board lived experience: do you know how many of your Board members have a lived experience of the issue your organisation addresses?

The Board member would have lived through similar experience as the users of your impact services or products - or his or her close family member would.

	Yes
	Not currently monitored
	Prefer not to say

Board lived experience - number: please state how many of your Board members have a lived experience of the issue your organisation addresses.

Board experience of socio-economic disadvantage: do you know how many SMT members have a lived experience of socio-economic disadvantage?

People with experience of socio-economic disadvantage would typically have lived through prolonged economic hardship, faced inequality and barriers to social mobility with a significant impact on their quality of life and opportunities.

	Yes
	Not currently monitored
	Prefer not to say

Board experience of socio-economic disadvantage - number: please state how many SMT members have a lived experience of socio-economic disadvantage.

Equal Opportunities Monitoring

We are monitoring the leadership inclusivity of initiatives and organisations that apply for our funding.

This section is for the main participant in the Power Up London programme for your organisation or initiative to complete. The main participant will take part in most of the programme's learning, mentoring, and training sessions.

Main participant - gender:

	None
	Male
	Female
	Other
	Prefer not to say

Main participant - age:

	16-24
	25-29
	30-34
	35-39
	40-44
	45-49
	50-54
	55-59
	60-64
	65-plus
	Prefer not to say

Main participant - disability:

The Equality Act 2010 generally defines a disabled person as someone who has a mental or physical impairment that has a substantial and long-term adverse effect on the person's ability to carry out normal day-to-day activities.

	Yes
	No
	Prefer not to say

Main participant - ethnicity:

	Asian or Asian British
	Black, Black British, Caribbean, or African
	Mixed or multiple ethnic groups
	White
	Any other White background
	Any other ethnic background
	Prefer not to say

A few final questions

In this section, we ask a few last questions as well as your consent to contact you in the future, and with our GDPR policy.

How did you find out about this programme?

Please include the name of specific organisations, if you received the information through their newsletter, or if you saw it on their Facebook page.

100 words

May we contact you in the future?

Big Issue Invest would like to contact you in the future about other grant funding, investment funding opportunities and non-financial support we offer, whether or not you are successful with this application. We will always treat your personal details with care and never sell your details to others for marketing purposes.

<input type="checkbox"/>	Yes, I agree to be contacted
<input type="checkbox"/>	No, please don't contact me

We will let you know the outcome of this application regardless of the choice you make in this question.

Declarations

Correctness of information in this form: tick this checkbox to confirm that all information submitted in this form are, to the best of your knowledge, correct.

GDPR consent: please tick this box to indicate that you have read and agree with our GDPR policy.

We are collecting this data as part of the public interest conditions under GDPR rules (Schedule 1, Data Protection Act 2018) to support equality of opportunity or treatment. You can view our [GDPR policy for the Power Up London Programme here](#).

Dual authority bank account: tick this checkbox to confirm that you are prepared to put a dual authority bank account in place if offered a grant.

Dual authority means that two or more unrelated people must sign cheques or release funds from your organisation's account. If you're an informal initiative, you'll need to incorporate & open a bank account in the name of your organisation.