



**CLARION
FUTURES**

Clarion Futures Jobs & Training Business Start Up

Fund guidelines 2017-18



**The London
Community
Foundation**

Application guidelines

About the Fund

Clarion Futures Jobs & Training is committed to supporting residents to access training, employment and further opportunities.

These guidelines are for the Clarion Futures Jobs & Training Business Start-up Grant Programme, which offers grants of up to £1,000 to residents who want to start their own business. The Business Start-up Grant enables residents to make their business idea a reality.

The London Community Foundation manage the programme, they are a grantmaking Foundation that supports community activity. The Foundation will receive applications to the programme, contact applicants for further information if required, manage payments for successful applicants and monitor the impact of the grants awarded.

It is important that you contact your Clarion Futures Jobs & Training Employment Support Officer (ESO) before commencing this application. If you do not have an ESO please contact GuideLine who will register you for support. They will be able to provide you with appropriate support and put you in contact with people who can assist you with the development of your business plan or business start-up advice.

Who can apply for a grant?

To be eligible to apply you must fulfil **both** of the following criteria:

- 1) Be a current Clarion resident, Affinity Sutton or Circle resident or receiving tenancy support from Clarion Supported Housing. **NOTE:** If you are taking up a permanent post with or are employed by Clarion Housing Group, you are not eligible to apply for a Business Start Up Grant.

AND

- 2) Provide a viable business plan with your application. We would expect your business plan to include, at a minimum, details on the following:
 - **Product:** A description of the product or service you wish to provide
 - **Market Research:** Details about the need for the product or service and how it relates to competitors (you do not need to have a separate section on this, but it should be referenced in your business plan)
 - **Marketing:** Your plan to advertise your product/service and the sales pitch
 - **Delivery:** How the company will be set up and how you will deliver the service
 - **Cash Flow:** Your predicted cash flow covering the first 12 months

How do I get a grant?

To be considered for a grant you must meet the above criteria and you must:

- Submit a completed application form
- Submit a viable Business Plan with your application form
- Have or be about to have a legal business operating in the UK/EU
- Not be the recipient of a previous Affinity Sutton Business Start-up Grant
- Have completed all monitoring and reporting requirements for any previous Re:train or Re:work grants.
- Be able to answer any additional question the Grant Panel may ask.

What cannot be funded by this grant?

We are unable to cover the following costs:

- Rent
- Wages
- Staff costs
- Spending that has already taken place. If your application is successful, spending must only take place after the grant has been awarded and paid.

Payment of your grant

If you are successful, the grant will usually be paid in 2 instalments. The first instalment of 80%, following the award of the grant by the Panel. The second instalment of 20% following a review with a representative from Clarion Futures Jobs & Training. This review will include an update on usage of the first instalment, progress of the business and plans for the future including use of the remainder of the grant. The second payment will not usually be made any sooner than 4 months after the first payment.

How do I apply?

To apply for a grant, please click the link below to access the online form and submit the form by the **26th of the month**. If the 26th is on a weekend then the closing date is the Monday directly afterwards, for example for May 2018 it will be the 28th.

Business Start up application form

Please note:

The last deadline for applications in 2017 is 26th November 2017 – **there is no deadline for applications in December 2017**.

In 2018 the last deadline is 26th November 2018 – **there is no deadline for applications in December 2018**.

For help or advice with your application, please contact us as follows:

- a) If you would like help in completing the application form or have any queries regarding the programme, please contact The London Community Foundation on:
Telephone: 020 7582 5117
Email: clarionfuturesjobsandtraining@londoncf.org.uk

- b) If you would like assistance in identifying a business start up training provider, please contact the GuideLine team at Clarion on:
Telephone: 0300 100 0303
Email: guideline@myclarionhousing.com

How to complete the online form

1. Please read the 3 questions and tick the boxes to confirm that you are eligible to apply for a Business Start Up grant.
2. Please tick the box to confirm that you have read and agree to the criteria of the fund.
3. Please enter your email address and click proceed.

You will shortly get an email containing the link to your form, do check your spam/junk email folder in case it ends up there.

If the email doesn't arrive please contact Merlyn Taylor on 0207 7582 5117 or email clarionfuturesjobsandtraining@londoncf.org.uk

Click on the link in the email to open up the form.

You can also use this link to resume the application process at any time up until the point that the application is submitted.

Please note the following:

- Text boxes/fields marked with a red line need completing – without an answer you will not be able to submit your form.
- As you enter your information on the online form, remember to save your progress periodically by clicking on 'save application' on the right hand side or the 'save as draft' button at the bottom of the form, to prevent you from losing your work in case of internet issues.
- You will see that some questions or boxes we ask you to fill in contain the same information. The questions are used by different parts of our system to set up your application and communication details and for our reporting processes back to Clarion.

Section 1 – About you

- Your name – please enter your name in the form Mr John Smith. We use this to set up your grant application.
- Main Contact Person – these are the details the system uses to help us send you information and correspondence.
- Supporting Officer: Please enter the details of the Employment Support Officer who has been supporting you. If you do not have an Employment support Officer, you will not be able to proceed with your Business Start up application. You should contact Guideline and they will refer you.

Telephone: 0300 100 0303

Email: guideline@myclarionhousing.com

- Tell us about any Clarion Futures Jobs & Training or Affinity Sutton approved Business Start Up training programme you have attended.
- If you have received any previous employment support or a grant from Clarion Futures Jobs & Training or Affinity Sutton, please tell us about it. If you have received a Re:Train or other Ready2work grant please tell us. Please answer Yes or No
- Tell us which Clarion Region you live in – South West, South, London, East or North. If you're not sure ask your Supporting Officer.
- For our monitoring purposes, please enter your postcode again here. Please use the format AA11 1AA

Section 2 – Your business details

- Please tell us the name of your business.
- What is the legal structure of your business?
Are you going to trade on your own as a sole trader, will you have partners or will you be a limited company.
- If you are a limited company please tell us your company registration number
- Please give us the address from which you will operate your business, along with any phone numbers, email addresses and website details.
- Project/funding start date – please enter the date you intend to start trading. If you have already started enter the date you commenced trading
- Project/funding end date – Please leave this box blank.
- Please enter the amount you expect your turnover to be in the first 12 months or if you have already started trading what is your turnover to date.
- If you have anyone else in the business tell us how many partners you have.
- Please give us the names and addresses of any partners if you have them. Do tell us if they are Clarion, Affinity Sutton or Circle Residents as well.
- Tell us if you have or intend to have any employees when you start.
- Please tell us about any barriers that will prevent you from starting or continuing your business and how the grant will help remove these barriers.
- Please provide your bank details, so that if you are successful in being awarded a grant, we will transfer the funds directly to your account. If you have a business account please provide these account details rather than your personal account.

Business Information

The next few questions ask you about you and your business, your services or products and what you have done to test the market.

- Tell us in outline about your business – what will you do, make or sell?
- For any business to succeed you need to know your potential market – please tell us what you have done to research your market. Have you sold any items? Have you produced a programme, prototype or samples for example? Has demand for your individual service or produce been established through orders or sales?
- Tell us about you – what inspired you to want to start a business? What personal experience do you have to make your business a success? Have you any problems/barriers to overcome?
- Education and training. What is your highest academic qualification? Tell us about any other relevant skills or qualifications you have?
- The project. Tell us about the specific project or idea that you need the grant for. What impact would a grant have on your business? You will tell us what you would like to spend the grant on in Section 4. In your cash-flow forecast, please ensure that the grant income and expenditure are clearly shown.
- Tell us what being awarded this grant would mean to you personally?

Section 3 – For monitoring purposes

We collect the information here for our reporting purposes. This information is not used when assessing your grant application.

Section 4 – How do you intend to use the grant if successful?

- How much are you asking for in total?
The maximum amount you can apply for is £1,000
- If you are successfully awarded a grant, please tell us what items you would spend the first payment of 80% of the total amount on?

Please list the items you would spend the first payment on, this should be no more than 80% of the total grant you are asking for.

Note: If you are successful the grant will usually be paid in 2 instalments. The first instalment of 80%, following the award of the grant by the Panel. The second instalment of 20% following a review with a representative from Clarion Futures Jobs & Training.

This review will include an update on usage of the first instalment, progress of the business and plans for the future including use of the remainder of the grant. The second payment will not usually be made any sooner than 4 months after the first payment and only once you have submitted to The London Community Foundation any receipts for the grant money you have spent.

Here you tell us the items that you want to buy with the grant. You do not have to put a cost in each section

There are two cost boxes, one for the total cost of the item and one for the amount you are asking us to pay for.

The breakdown also allows you to enter the details about the items – see the example below.

Requested amount	240.00
Total cost	400.00

Breakdown

Tools – drill, hammers, chisels

Requested amount	150
Total cost	150

Breakdown

Advertising in local magazine

Supporting documents

You must provide the following documents to support your application:

1. A viable business plan
2. A cash-flow forecast for a full years trading
3. You can upload pictures or anything else you think might be helpful to support your application

You can upload word documents, copies of emails or you can take a picture.

To upload documents – click the link in form [Add document](#) or click on the 'attachments' button at the bottom of the form to upload your supporting documents.

This will take you to the attachments section. Tap on the box this will open the upload screen. Tell us what the document is, for example your business plan. Click choose file and browse to the document or take a photo of it (you will need to take a photo if using a tablet or phone). Then click the upload button.

You then need to read and tick the boxes in the declaration and enter your name.

Completing the form

Once the form is completed please ensure that you click save as draft, wait for the system to say it's been saved and then click on the 'submit' button at the bottom of the page to send the application through to us.

Once you have clicked submit **do not navigate away from the page** until you receive a confirmation of submission message. You should also receive an email with a pdf version of your form after submitting your application. If this email does not arrive within 2 hours please call us.

If you have not completed all of the required fields (shown by a red line) you will not be able to submit your form. If you attempt to submit an incomplete form the incomplete fields will be highlighted in red, once these are filled in you should be able to submit the form.

Once you have submitted the form you will no longer be able to access and edit it.

For help or advice with your application, please contact us as follows:

- a) If you would like help or advice on completing the application form or have any queries regarding the programme, please contact The London Community Foundation on:

Telephone: 020 7582 5117

Email: clarionfuturesjobsandtraining@londoncf.org.uk

- b) If you would like to access employment support and advice, please contact Clarion Futures' GuideLine team on:

Telephone: 0300 100 0303

Email: guideline@myclarionhousing.com

What happens after I have applied?

Please keep a copy of your application form and these guidelines for reference. The guidelines contain all of the details about the application process and when you will hear the result of your application.

The London Community Foundation will initially consider your application, and we may contact you if we need to gather any more information about your application.

Eligible applicants with a viable business plans will have their application and plans reviewed by an assessment panel. They may arrange to ask you additional questions on the phone or by email. Successful and unsuccessful applicants will be notified of the decision in writing. Please note; the decision of the grant panel is final. You will hear the decision within 6 weeks of applying for the grant.

Monitoring and Evaluating the Grant

Monitoring and evaluating our grants enables us to understand the impact of the grant and to identify ways to improve Clarion Futures Jobs & Training's plans and services.

If you are successful, you will need to provide two short feedback reports. The first one at around 4 months will be in the form of a review with a representative from Clarion Futures Jobs and Training. This review will include:

- **An update on the usage of the first instalment**
- **Progress of the business and**
- **Plans for the future including the use of the remainder of the grant.**

You will also have to submit to The London Community Foundation any receipts for the grant you have spent so far to release any agreed second payment.

The second report is due after 12 months on how the grant has helped and how your business is going, and upload copies of all invoices and receipts relating to the grant expenditure. We will send you links to the form in due course.

All successful candidates will also be expected to agree to have their business details (such as name and nature of the business) used by Clarion Futures Jobs & Training for publicity purposes.



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