

Power to Change Community Shares Booster Programme

Good Finance Live!
GMCVO
27 June 2019

What we're going to cover?

1. Introduction to Power to Change
2. What is a community business?
3. What are community shares?
4. Community Shares Booster Programme




power to
change

business in
community
hands

About Power to Change



Our aim:
To create better places
through
community business

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Community business: A business run by local people with profits going back into the local community



Key features of a community business

Locally rooted

They are rooted in a particular geographical place and respond to the areas aspirations and needs, for example high levels of urban deprivation or rural isolation.

Accountable to local community

They are accountable to local people. This can be demonstrated in many ways (e.g. membership structure, ownership, broad range of local trustees) but you must have evidence of regular and ongoing community influence on your business.

Trading for benefit of local Community

They are businesses with a clear trading model which sell services and products in and around their local area. The way the business is run and the profits it makes are used to deliver local benefit.

Broad community impact

They engage with a variety of different groups in their community and are able to demonstrate how they benefit the local community as a whole.



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Community Shares Booster Programme

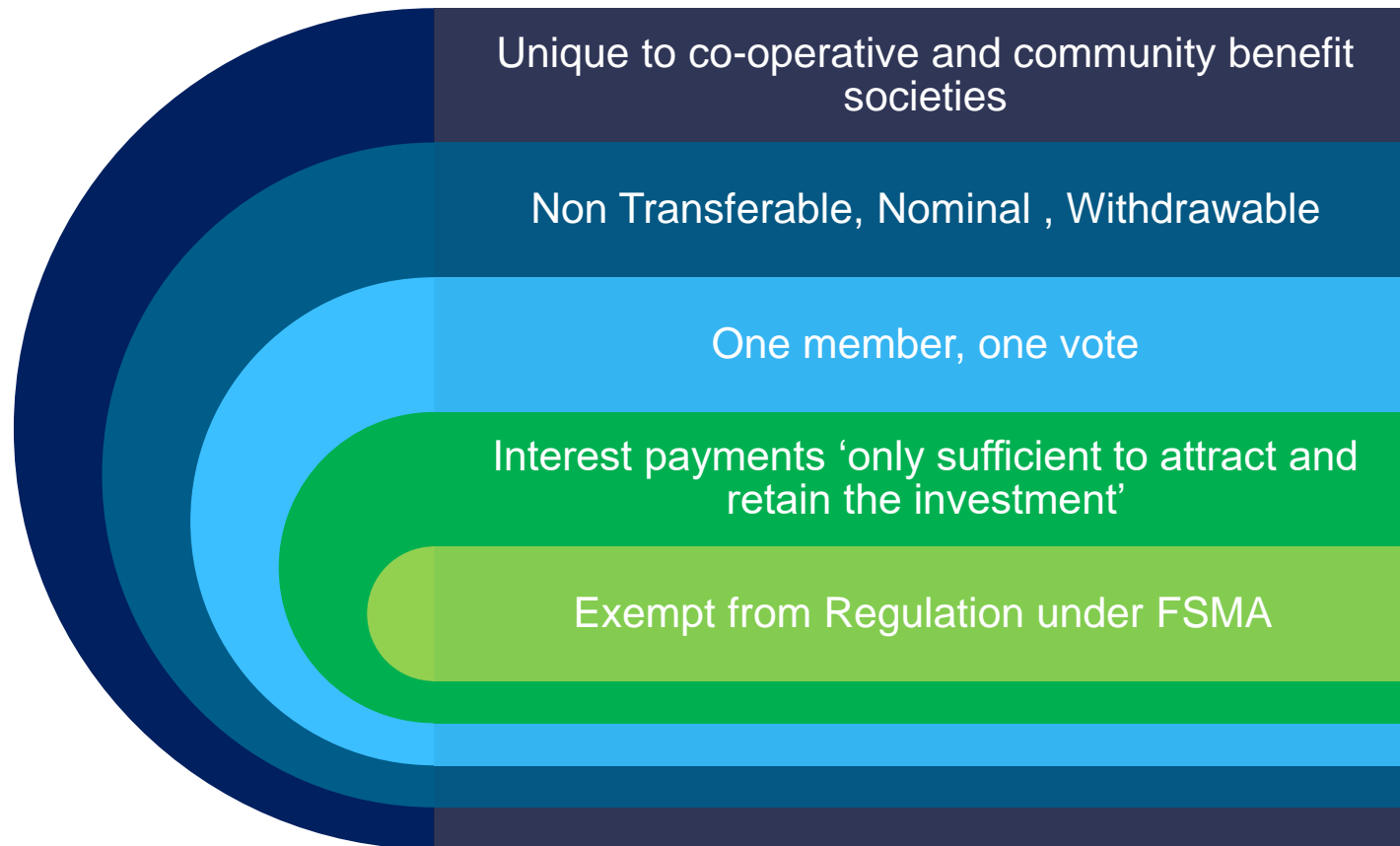
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Community Shares
Booster Programme



What are community shares?



What are community shares?



www.youtube.com/watch?v=q6w-311GBIM

<http://communityshares.org.uk/>

**Community
Shares**

Community Shares Booster programme?

- £3 million programme is delivered by the Community Shares Unit and funded by Power to Change.
- Aims to support community businesses in
 - a) preparing and launching their community share offer
 - b) matching the amount they are able to raise with an equity investment of up to £100,000.

**Community Shares
Booster Programme**



What funding & support is available?

- ✓ **Development grants of up to £10,000** to help community businesses get investment ready and meet standards of good practice (Pathway One)
- ✓ **Match funding up to £100,000** in equity investment made on equal terms with other community shareholders, as long as you raise your minimum target in community shares (Pathway Two or Three)
- ✓ **Ongoing support and advice** as an active investor in your community businesses

Got a very early stage idea or need help getting established?

Check out the PTC Starter Fund for match funding up to £6,000:

www.crowdfunder.co.uk/funds/power-to-change-community-share-starter

Who can apply?

- Community businesses in England who meet the PTC criteria of a community business, have a clear charitable purpose and public benefit.
- NB only co-operative societies, community benefit societies and charitable community benefit societies can raise money via community shares
- You must be able to show how your community businesses achieves least one of the following impact outcomes: reduce social isolation, improve health and wellbeing, increase employability, create better access to basic services, improve the environment, enable greater community cohesion, foster great community pride and empowerment.

Applying to the Booster programme

When?

- ✓ It's a rolling programme so you can apply anytime. The Investment Panel that reviews applications, meets every month.

How?

- ✓ Read the Guidance notes and check it's the right programme for you.
- ✓ Join in the Webinar on the 3rd July 2019 @11am
<https://register.gotowebinar.com/register/5593356787321374476>
- ✓ Apply online communitysharesbooster.org.uk
- ✓ First complete an expression of interest form + phonecall
- ✓ If successful at this stage, you will be invited to submit a full application online.
- ✓ Grant and equity investment decisions are made within eight weeks of your full application.

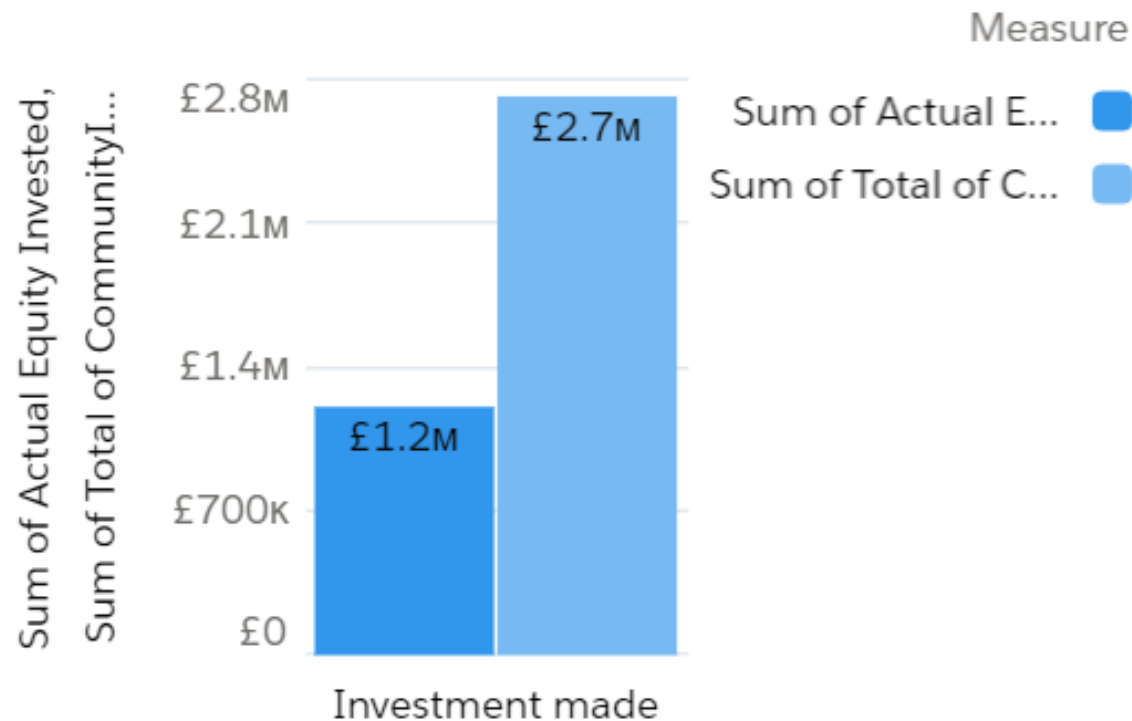
Community Shares Standard Mark

- ✓ National standard of good practice for community shares
- ✓ Gives the community business confidence its share offer document is clear and easy to understand and not misleading
- ✓ Gives potential investors confidence as they are presented with all the facts to make an informed decision.
- ✓ Overseen by the Community Shares Unit.
- ✓ Associated costs can be covered by the Development Grant.

"Undertaking the Standard Mark assessment lent credibility and reassurance to our share offer document and gave confidence to investors in the robustness of our plans and projections - this was invaluable." Sutton Community Farm

Booster portfolio

Booster Portfolio Investment Matched



Friends of Stretford Public Hall

- ✓ Grade II listed Public Hall
- ✓ Local people keen to take it into community ownership
- ✓ £10,000 grant to work on the business plan and share offer
- ✓ Achieved Community Shares Standard Mark
- ✓ £250,000 raised in just 2 months, boosted by £100,000 from PTC.
- ✓ Now able to refurb the hall and maximise the space for community benefit.



Development grant
received: £10,000
Overall share offer raised: £255,000
Booster investment: £100,000

Projekts MCR

“The community share offer helped us raise the money we needed to expand the business, but also helped us attract new supporters.”

John Haines CEO and Director
Projekts MCR



Overall share offer raised:
£134,338
Booster investment: £67,194

www.powertochange.org.uk/what-is-community-business/stories/projekts-mcr/

Any questions?

Power to Change other Programmes

- Community Business Bright Ideas Fund
- Trade Up
- Community Business Fund
- More than a Pub 2
- Homes in Community Hands

www.powertochange.org.uk/get-support/programmes/

Keep up to date - Sign up to our newsletter:

www.powertochange.org.uk/our-newsletter



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Thank you

Don't forget to sign up to the webinar:

<https://register.gotowebinar.com/register/5593356787321374476>

**To read more case studies of groups we have supported,
visit the Power to Change website:**

Get inspired!

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