

POWER TO CHANGE BUSINESS SURVEY 2019

i1 - Completing the survey

Welcome to Power to Change's Community Business Market 2019 survey, managed by CFE Research, which aims to understand more about the community business market in terms of its strengths, opportunities and challenges. The survey includes mostly tick box questions and should take approximately 15 minutes to complete. You can use the arrow buttons at the bottom of the page to move through the questions.

The personally identifiable data in your survey response (e.g. organisation name and contact details) will be held by Power to Change and CFE Research for no more than two years following the end of the study in November 2019. You can withdraw your consent for your personal data to be used at any time without giving a reason; this means that if you change your mind we will remove any personal data provided as part of your survey response within 28 days of notification.

i2 - Who will see your data

Power to Change will publish an anonymised dataset with responses from this survey. They do this for all research they commission and examples of this can be found [here](#).

This means that your personal data will not be shared with anyone outside of Power to Change and CFE Research, who will process it for the purpose of this research only. Your data will inform a published report, outputs and presentations. When CFE Research report the findings, we will aggregate all answers to questions so it will not be possible for anyone to identify you or your community business.

For analysis and to reduce the number of questions we ask you, we will also perform a match of your survey data with other existing data about your organisation including data held by the UK Government register of companies called Companies House or a commercial business database called FAME.

Appropriate safeguards are in place at CFE Research for secure collection, storage, transmission and disposal of your personal data in accordance with the General Data Protection Regulation. To view our privacy notice click [here](#).

If you have any questions or wish to withdraw your consent, please email Amelia Hicklin at amelia.hicklin@cfe.org.uk or telephone 0116 229 3300.

ASK ALL

qConsent - Consent

In responding to this survey, you agree to: CFE Research collecting personally identifiable data about you and your community business and retaining this data for up to two years; CFE Research sharing all survey data with Power to Change who will publish an anonymised version of this dataset; and CFE Research holding data about your organisation in order to link my survey response to Companies House or FAME data.
Do you agree to complete the survey based on these conditions?

- Yes (1)
- No - I do not want to complete the survey personally (2)
- No - I do not want anyone in my organisation to complete the survey (3)

IF RESPONDENT ANSWERS NO, THANK AND CLOSE SURVEY

ASK ALL

q1

About you and your business
Which of the following apply to your business?

	Yes (1)	No (2)	Don't know (99)
My business was started by members of the local community (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My business is currently led by members of the local community (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My business exists to meet a local need (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My business is defined by its link to a local area (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My business's primary purpose is the generation of economic and social and/or environmental benefit in the local community (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

CONTINUE IF Q1(2) AND TWO OTHER ITEMS CODED 'Yes' AT Q1. ELSE THANK AND CLOSE

ASK ALL

q2

What is the name of your community business?

q3

In which year did your community business start operating?

Please insert the year in full using four digits e.g. 1999 or 2010.

- My organisation has not started operating yet (1)
- Don't know (2)

ASK ALL

q4

Which of the following describes the activities undertaken by your community business?

- An arts centre / space (1)
- A business centre / business support facility (2)
- A cafe (3)
- A community hub / facility (4)
- Childcare (5)
- Craft, industry and production (6)
- Digital services, consultancy or products (7)
- Energy services, consultancy or generation (8)
- Environmental / nature conservation services, consultancy or products (9)
- Finance services, consultancy or products (10)
- Food catering and production / farming (11)
- Health and social care services, consultancy or management (12)
- Housing services, consultancy or management (13)
- Information, advice and guidance / employability support (14)
- A library (15)
- A pub (16)
- A shop (17)
- Sports and leisure services, consultancy or management (18)
- Training and education (19)
- Transport services, consultancy or management (20)
- A village hall (21)
- Other (please specify) (22)_____

ASK ALL. ONLY SHOW THOSE OPTIONS SELECTED AT q4

q5

Of the activities undertaken by your community business which would best describe your main activity?

- An arts centre / space (1)
- A business centre / business support facility (2)
- A cafe (3)
- A community hub / facility (4)
- Childcare (5)
- Craft, industry and production (6)
- Digital services, consultancy or products (7)
- Energy services, consultancy or generation (8)
- Environmental / nature conservation services, consultancy or products (9)
- Finance services, consultancy or products (10)
- Food catering and production / farming (11)
- Health and social care services, consultancy or management (12)
- Housing services, consultancy or management (13)
- Information, advice and guidance / employability support (14)
- A library (15)
- A pub (16)
- A shop (17)
- Sports and leisure services, consultancy or management (18)
- Training and education (19)
- Transport services, consultancy or management (20)
- A village hall (21)
- Other (please specify) (22)

ASK ALL

q6

What do you see as the social impacts that result from the activities of your community business?

- Reduced social isolation (1)
- Improved health and wellbeing (2)
- Increased employability (3)
- Better access to basic services (4)
- Improved local environment (5)
- Greater community cohesion (6)
- Greater community pride and empowerment (7)
- Other (please specify) (8) _____
- Don't know (9)

ASK ALL. ONLY SHOW THOSE OPTIONS SELECTED AT q6

q7

Of the social impacts that result from the activities of your community business, which do you consider to be the main social impact?

- Reduced social isolation (1)
- Improved health and wellbeing (2)
- Increased employability (3)
- Better access to basic services (4)
- Improved local environment (5)
- Greater community cohesion (6)
- Greater community pride and empowerment (7)
- Other (please specify) (8)
- Don't know (9)

ASK ALL

q8

The workforce aspects of your community business

How many paid employees work for your community business in total?

Please provide an estimate if unsure and if you do not have any people in these roles, please insert 0.

- Don't know (1)

ASK IF ANSWER 1 OR MORE AT q8

q9

Roughly, what proportion of paid employees work part-time?

Please provide your answer as a percentage and to the nearest whole number e.g. if a quarter of your paid employees are part time, insert 25.

- Don't know (1)

ASK ALL

q10

How many of the following types of stakeholders are involved in your community business?

Please provide an estimate if unsure and if you do not have any people in these roles, please insert 0.

- Volunteers (regularly supporting the activities of your community business) (1) _____
- Shareholders (who have paid for and own community shares in your business) (2) _____
- Members (that can be specifically identified as formal members) (3) _____
- Customers (those purchasing goods or services) (4) _____
- Service users (those paying for or freely accessing services, often related to health and social care related activities) (5) _____

ASK IF ANSWER 1 OR MORE AT q8

q11

Roughly what proportion of paid employees work in the following roles? Please classify employees according to their primary role.

Please provide your answer as a percentage and to the nearest whole number e.g. if a quarter of your paid employees perform this role, insert 25.

	q11 - Percentage	q11 - Don't know
CEO and board level (1)	_____	<input type="checkbox"/>
Other directors, managers and senior staff (2)	_____	<input type="checkbox"/>
Service delivery / product manufacture (3)	_____	<input type="checkbox"/>
Administration and coordination (4)	_____	<input type="checkbox"/>

ASK IF ANSWER 1 OR MORE AT q10(1)

q12

Roughly what proportion of volunteers work in the following roles? Please classify volunteers according to their primary role.

Please provide your answer as a percentage and to the nearest whole number e.g. if a quarter of your volunteers perform this role, insert 25.

	g12a - Percentage	g12b - Don't know
CEO and board level (1)	_____	<input type="checkbox"/>
Other directors, managers and senior staff (2)	_____	<input type="checkbox"/>
Service delivery / product manufacture (3)	_____	<input type="checkbox"/>
Administration and coordination (4)	_____	<input type="checkbox"/>

ASK ALL

q13

How would you rate the skills of your workforce (employees and volunteers) in the following areas?

	Far below requirements (1)	Below requirements (2)	Meets requirements (3)	Above requirements (4)	Far above requirements (5)	Not applicable (6)
Basic information technology (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advanced information technology / software (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial management (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
General business management (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business development (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community engagement (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communications and marketing (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Governance structures (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Research and evaluation (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Administration and coordination (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

q14

In which one of the following areas does your community business face the greatest deficiency in the skills of its workforce?

- Basic information technology (1)
- Advanced information technology / software (2)
- Financial management (3)
- General business management (4)
- Business development (5)
- Community engagement (6)
- Communications and marketing (7)
- Governance structures (8)
- Research and evaluation (9)
- Administration and coordination (10)
- Other (please specify) (11) _____
- No skills gap (12)

ASK ALL

q15

In the following list please rank the top three types of business support you consider to be most important in ensuring the sustainability of your community business (where 1 means the most important, 2 the next most important, and 3 is the third most important).

- ___ Online presence e.g. website (1)
- ___ Measuring your impact (2)
- ___ Publicity / public relations (3)
- ___ Engaging volunteers (4)
- ___ Employing staff (5)
- ___ Community organising (6)
- ___ Peer networks (7)
- ___ Sales / marketing (8)
- ___ Finance / accounting (9)
- ___ Insurance, taxes (incl. VAT), or auditing (10)
- ___ Fulfilling legal requirements (e.g. deciding on legal form, drawing up contracts) (11)
- ___ Developing a business strategy (12)
- ___ Project management (13)
- ___ Social media communications (14)
- ___ Other (please specify) (15) _____

ASK ALL

q16

Which, if any, of the following types of organisations have provided important support in setting up or running your community business?

- Your Local Authority / Unitary authority / County or City Council (1)
- Your District or Parish Council (2)
- NHS / Clinical Commissioning Groups (3)
- Central Government agencies such as the Department for Communities and Local Government (4)
- Industry or sector membership bodies (5)
- Other organisations providing legal or technical business support (writing business plans, understanding legal forms, taxation, etc.) (6)
- Other organisations providing operational business support (managing or organising volunteers, staffing, marketing and communications, etc.) (7)
- Another body (please specify) (8) _____
- None of the above (9)
- Don't know (10)

i17 - The financial aspects of your community business

The financial aspects of your community business

One of Power to Change's missions is to provide and advocate for improved funding options for community businesses. In order to do this, Power to Change needs to know more about the current financial position of businesses in the sector. The next questions provide invaluable information to help Power to Change and other organisations to provide financial support where it is needed most.

Please note the following definitions for the terms we use in this section of the survey:

- Contracts - a binding agreement to provide a service or product(s) to another partner e.g. a local authority, clinical commissioning group.
- Trading - the exchange of goods or services for money as part of a contractual agreement or day to day business activity.
- Grants - awarded funding which is not repayable or stipulated under a contractual agreement.

ASK ALL

q17

What was the total income of your organisation in the last financial year? Total income includes all grants, loans investments, shares and income derived from trading and/or contracts if appropriate.

Please insert the full figure e.g. if your total income was one hundred thousand pounds, please insert 100000.

Don't know (999)

ASK IF DON'T KNOW AT q17

q18

What is your estimate for the total income of your organisation in the last complete financial year?

- Less than £100,000 (1)
- £100,000 to £249,999 (2)
- £250,000 to £499,999 (3)
- £500,000 to £749,999 (4)
- £750,000 to £999,999 (5)
- £1,000,000 or higher (6)
- Don't know (7)

ASK ALL

q19

Approximately how much of your total income was drawn from the following in the last complete financial year?

Please insert the full figure e.g. if you received seven thousand pounds, please insert 7000.

	q19 - Amount	q19 - Don't know / prefer not to say
Income from trading / contracts (1)	_____	<input type="checkbox"/>
Grants (2)	_____	<input type="checkbox"/>

ASK IF DON'T KNOW AT q19(1)

q20

What is your estimate for the total income that was drawn from trading / contracts in the last complete financial year?

- Less than £100,000 (1)
- £100,000 to £249,999 (2)
- £250,000 to £499,999 (3)
- £500,000 to £749,999 (4)
- £750,000 to £999,999 (5)
- £1,000,000 or higher (6)
- Don't know (7)
- Prefer not to say (8)

ASK IF DON'T KNOW AT q19(2)

q21

What is your estimate for the total income that was drawn from grants in the last complete financial year?

- Less than £100,000 (1)
- £100,000 to £249,999 (2)
- £250,000 to £499,999 (3)
- £500,000 to £749,999 (4)
- £750,000 to £999,999 (5)
- £1,000,000 or higher (6)
- Don't know (7)
- Prefer not to say (8)

ASK ALL

q22

How did income from the following three sources in the last complete financial year compare to your expectations?

	Lower than expected (1)	As expected (2)	Higher than expected (3)	Don't know (4)
...income from trading / contracts (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...income from grants (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...total overall income (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

q23

Which, if any, of the following other types of finance have you accessed in the last complete financial year?

- Secured debt (i.e. a mortgage or a loan backed by assets such as buildings) (1)
- Unsecured debt (i.e. credit cards, loans not backed by collateral) (2)
- Non-community equity (i.e. investment into the community by single individuals or professional investors) (3)
- Community shares (4)
- Crowdfunding (5)
- Personal health budgets (6)
- Informal funding from friends / family / social networks (7)
- None of the above (8)
- Don't know / prefer not to say (9)

ASK ALL

q24

Over the next 12 months, do you expect to see a decrease, no change or an increase in the following for your community business?

	Decrease (1)	No change (2)	Increase (3)	Don't know (4)
Income from trading / contracts (a)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Income from grants (b)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Total overall income (c)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ASK IF CODE 1 Q24a

q25

By what proportion do you estimate that income from trading / contracts will decrease in the next 12 months?

Please provide your answer as a percentage e.g. if you expect to receive half as much as you did previously, please insert 50.

 Don't know (1)

ASK IF CODE 3 Q24a

q26

By what proportion do you estimate that income from trading / contracts will increase in the next 12 months?

Please provide your answer as a percentage e.g. if you expect to receive half as much as you did previously, please insert 50.

 Don't know (1)

ASK IF CODE 1 Q24b

q27

By what proportion do you estimate that income from grants will decrease in the next 12 months?

Please provide your answer as a percentage e.g. if you expect to receive half as much as you did previously, please insert 50.

 Don't know (1)

ASK IF CODE 3 Q24b

q28

By what proportion do you estimate that income from grants will increase in the next 12 months?

Please provide your answer as a percentage e.g. if you expect to receive half as much as you did previously, please insert 50.

 Don't know (1)

ASK IF CODE 1 Q24c

q29

By what proportion do you estimate that income from total income will decrease in the next 12 months?

Please provide your answer as a percentage e.g. if you expect to receive half as much as you did previously, please insert 50.

 Don't know (1)

ASK IF CODE 3 Q24c

q30

By what proportion do you estimate that income from total income will increase in the next 12 months?

Please provide your answer as a percentage e.g. if you expect to receive half as much as you did previously, please insert 50.

 Don't know (1)

ASK ALL

q31

Which other of the following types of finance do you plan to access in the next 12 months?

- Secured debt (i.e. a mortgage or a loan backed by assets such as buildings) (1)
- Unsecured debt (i.e. credit cards, loans not backed by collateral) (2)
- Non-community equity (i.e. investment into the community by single individuals or professional investors) (3)
- Community shares (4)

- Crowdfunding (5)
- Personal health budgets (6)
- Informal funding from friends / family / social networks (7)
- None of the above (8)
- Don't know / prefer not to say (9)

ASK ALL

q32

How confident are you in the financial prospects of your community business over the next 12 months, compared to the previous 12 months?

- Much less confident (1)
- Slightly less confident (2)
- No difference compared to the last 12 months (3)
- Slightly more confident (4)
- Much more confident (5)
- Don't know (6)

ASK ALL

q33

Please list up to three factors which influence your level of confidence in the financial prospects of your community business in the next 12 months.

First factor (1) _____
 Second factor (2) _____
 Third factor (3) _____

ASK ALL

q34

Developing your community business

Over the next 12 months, do you expect to see an increase, decrease or no change in the following?

	Decrease (1)	No change (2)	Increase (3)	Don't know (4)
The number of paid staff you employ (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The number of volunteers you have (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

q35

Has your community business done any of the following in the past 12 months?

- Taken action to boost trading revenue from existing sources (1)
- Opened up a new line of trading activity / diversified services (i.e. made services more varied) (2)
- Taken action to increase efficiency / reduce costs (3)
- Sought grant funding from new sources (4)
- Developed new partnerships / collaborations with other organisations (5)
- Taken on a new asset (such as a new building) / capital purchases (6)
- Other (please specify) (7) _____
- None of the above (8)
- Don't know (9)

ASK ALL

q36

And do you expect your community business to do any of the following in the next 12 months?

- Take action to boost trading revenue from existing sources (1)
- Open up a new line of trading activity / diversified services (i.e. made services more varied) (2)
- Take action to increase efficiency / reduce costs (3)
- Seek grant funding from new sources (4)
- Develop new partnerships / collaborations with other organisations (7)
- Take on a new asset (such as a building) / capital purchases (8)
- Other (please specify) (9) _____
- None of the above (10)
- Don't know (11)

ASK ALL

q37

What do you see as the main opportunity(ies) facing your organisation over the next 12 months?

q38

What do you see as the main challenge(s) facing your organisation over the next 12 months?

q39

What is the postcode of the site or main site at which your business operates?

q40

Power to Change has a community business map (see [here](#)) which shows the location and type of community businesses in England. Do you give permission for Power to Change to use some of the details you have provided in the survey, specifically organisation name, type and postcode of your community business, so they can add it to their map?

If you have any queries regarding this please contact Power to Change at mollyp@powertochange.org.uk who are responsible for the administration of this map.

- Yes (1)
 No (2)

ASK IF CODE 1 AT q40

q41

Please provide the website address for your community business if you would like the information about your organisation on Power to Change's community business map to include this.

- I don't want my organisation's website address to be included (1)

ASK ALL

q42

Power to Change is planning to conduct follow-up telephone interviews this summer with a number of community businesses to understand in more detail the opportunities and challenges they face. Should you agree at this point, you will be under no obligation to take part.

Do you provide permission for Power to Change's research contractors, CFE Research, to re-contact you about the follow-up interviews?

- Yes (1)
 No (2)

ASK ALL

q43

Power to Change is planning to conduct this survey again next year in order to understand how the views of community businesses change over time. Should you agree at this point, you will be under no obligation to take part.

Do you provide permission for Power to Change's research contractors, CFE Research, to contact you about the survey next year?

- Yes (1)
 No (2)

ASK IF ANSWER YES AT q42 OR q43

q44

Please provide your contact details.

Name (1) _____
Email (2) _____
Phone number (3) _____