



**NEW
FOUNDER
PROGRAMME**



Pizza Hut

Hatch



New Founder Programme - Application Guidance

About the programme

The New Founder Programme is a partnership between Pizza Hut & Hatch Enterprise which will help hundreds of budding entrepreneurs from diverse backgrounds. New founders will learn the skills they need to grow their business ambitions into sustainable enterprises that have a positive, lasting impact on their communities. By subsidising them, Pizza Hut are able to offer Hatch's unrivalled courses for a fraction of their value. You can find out more information here:

[An Equal Slice For Everyone](#)

New Founder Programme will provide grants to start up businesses and entrepreneurs to support their business ideas.

Grants

There are 2 sizes of grant available so please ensure you apply for the amount your organisation is eligible for otherwise your application will be rejected.

- Hatch Launchpad programme graduates - apply for a grant of up to £1,000
- Hatch Incubator programme graduates - apply for a grant of up to £5,000

Who can apply?

You must have graduated from either the Launchpad or Incubator programme delivered through Hatch to be eligible for a grant. You can apply if you are a:

- Sole trader or unincorporated business
- Company limited by shares or guarantee (including CICs)
- Limited Partnership
- Charity (including CIOs) or Charitable Trust
- Constituted not-for-profit group
- Co-operative Society
- Trust or Community Benefit Society

What will we fund?

We can fund costs that will help you to grow your business. This may include exploring new markets, increasing trading, building your business's capacity or developing robust systems to measure your impacts.

- Materials and equipment
- External consultants or experts
- Purchase and installing software or new systems
- Staff salaries and wages (including on costs)
- Support costs for founders to work on their business eg. Childcare, disability, access

What can't we fund?

Please note that this list is not exhaustive

- Employee additional benefits eg. Private health insurance, staff social events
- Tax bills
- Fines or financial penalties
- Purchase costs of land or building
- Activities that have already taken place or will have taken place before you receive a grant
- Activities which are considered religious in nature
- Activities which are considered political including campaigning or lobbying
- International activities
- Activities that the state has a legal obligation to provide
- Personal equipment and clothing
- Purchase of vehicles
- Any debt, loan or interest repayments or endowments (including funds to build up a reserve or surplus)
- Any project or activity that may bring Pizza Hut, Hatch, its sub-contractors and partners (including Groundwork UK) into disrepute
- Any activity that would be in breach of State Aid rules
- Business rates and subsidies
- Ongoing maintenance costs or ongoing running costs linked to capital projects

What documents will you need to submit with your application?

If you are a registered company or organisation:

- A copy of your governing document (e.g. constitution, memorandum or articles of association)
- A copy of your most recent annual accounts.

If you are a sole trader or unregistered:

- 2 forms of ID – one from each column

Proof of name examples	Proof of address examples
Birth Certificate	A Utility or Council Tax bill (dated in last 3 months)
ID card	Current rent card or tenancy agreement
Current passport	A mortgage statement (dated in last 3 months)
Current driving licence	HMRC letter (dated in last 3 months)

When can you apply?

The deadline for this round of funding is 12pm Monday 5 September 2022.

Any questions?

If you have any questions about the programme or the application process please contact Groundwork UK by email at newfounderprogramme@groundwork.org.uk

How do you apply?

This link will take you to our online application form where you can complete and submit your application [Complete an application](#)

How to use these guidance Notes

The aim of these notes is to help you complete your application form online. We'll explain how to start using our online system as well as providing you with a guide to the information you must give us about your organisation and what the grant will be used towards. We'll also tell you why we're asking for certain information and how we use the information you give us.

Alternative and Accessible Formats

Sometimes there are particular reasons why people find it difficult to apply for a grant or access our services. If you experience or anticipate any barriers with our application process, require help to make an application or access our services and information, please contact Groundwork to discuss the type of support we can provide.

Receiving correspondence from us

To ensure you successfully receive email communications regarding your application, please save this email address - mail@grantapplication.com - to your contacts or safe list. This will prevent emails being filtered into your junk or clutter folders, where they can easily be overlooked.

Applying Online

When you're working on your application online it's useful to remember:

- You can fill in your application in one go or work on it at different times, but you will only be able to submit your application when all of the sections are complete.
- If you have your application form open on your computer, but do not work on it for 2 hours, you will automatically be logged out of our online system. Any work that you haven't saved by then will be lost. Please save your work regularly.

Getting Started Checklist

Make sure you have read this guidance document before starting your application form. It will explain what information we need for each question. If there is any missing or unclear information in your application, this can delay the decision about whether to award you a grant.

Have you got everything you need to complete your application form?

- Your company or organisation's contact details and information including any registration numbers
- Your company or organisation's governing document e.g. Constitution, Memorandum and Articles of Association OR 2 forms of ID
- Your most recent annual accounts OR details of your income and expenditure for the last 12 months
- How the funding will have a positive impact on your business and have positive social and environmental impacts
- Robust costings and budget

Application Form

Section 1 – Details about your business or organisation

In this section, we're asking you to tell us some information about you and your business.

1.1 Who is the main contact for this application and what is their role?

This should be a key person from your organisation such as a Director, Board member, Trustee. They should be able to talk about your business and provide further information if required. It is very important to us that you provide the correct email address and daytime phone number so that we can communicate updates and decisions on your application.

Please let us know if the main contact has any particular communication needs. We intend to use email as our main means of communication for environmental reasons. If this will cause problems for you please ensure you let us know your preferred alternative. Groundwork UK is an environmental charity and we aim to save paper wherever possible, so it is very important that your email addresses are correct and the email account is active and checked regularly.

If your application is successful, the grant offer will be emailed to the main contact. They will be responsible for sending us an update once the grant has ended. If your contacts change throughout the lifetime of the project it is your responsibility to confirm any changes. We will not be able to discuss the application or grant with anyone who is not a named contact on the application form.

If your organisation is NOT a registered charity or a registered company (i.e. you don't have a charity or company number and are not registered with the Charity Commission or Companies House), we will require the Main contact to provide two forms of Identification- one for proof of name and the other for proof of address (see above for examples of documents).

1.2 If you have one, who is the secondary contact for this application and what is their role?

We ask for an alternative contact so that if we are unable to get in touch with the main contact there is a second person we can contact who represents the group. Please let us know if your alternative contact has any particular communication needs.

1.3 Please confirm which under-represented group your application comes under

The funding is only available to support founders that are underrepresented and experience disadvantage. If you or at least 50% of your senior leadership do not fall into one of the categories, please select 'Other' and explain how you are underrepresented.

1.4 – 1.5 Which Hatch enterprise programme have you previously been involved in?

The funding is only available to support businesses or founders who have graduated from the New Founder Launchpad or New Founder Incubator programmes delivered by Hatch Enterprise. The date you completed the programme is useful for us when monitoring the programme.

1.6 – 1.17 About Your Business

We need to know the name of your business. The business name should match with the information on your bank statements, annual accounts, governing document, etc. If you do have a governing document (eg. constitution, Memorandum of Association, Articles of Association, Partnership Agreement) you must upload a copy.

You will also need to provide details about your business address, the business's legal structure, how long you've been trading, the nature of the work your business does and the social and/or environmental impact your business has.

We do not need evidence of your Public Liability Insurance, however, we do reserve the right to request it at a later date. Public liability insurance is recommended if the nature of your business means you regularly interact with the public, clients and contractors. This type of insurance is designed to protect business owners against claims that result in legal proceedings if a client or member of the public claims they have been injured, or their property damaged, because of your business activities.

1.18 – 1.28 Annual Account Information / Income and Expenditure

This section allows you to upload a copy of your most recent annual accounts (if you have them)- or balance sheet showing income and expenditure.

The type of accounts we need will depend on the type of business or organisation you are;

- From a business with a total income of less than £25,000 we would expect to receive a basic document highlighting income and expenditure and any balance sheet items.
- From a business with income over £25,000, we would expect to receive accounts that have been reviewed by an appropriately qualified person such as an accountant or financial manager.

We also ask for you to input some information from your financial records and this is used to monitor and evaluate the programme.

1.29 – 1.32 Business Governance

This section asks questions about how your business is managed, what staff and volunteers are in place and what policies your business has in place. This information is used to monitor the programme. You do not need to provide us with copies of any policies, however, we do reserve the right to request these at a later date.

You do not need to have all the policies in place to apply, however we can signpost you to external resources and guidance if you want to develop policies that may be useful for your business.

Section 2: About your planned activities

In this section we are looking for:

- How the funding will have positive impact on your business
- Why funding is needed
- How the funding will provide social and environmental impacts

2.1 and 2.2 Expected Spend Start/End Date

Please tell us when you expect to start spending the funding and when you expect to have spent all the funding. We would generally expect spend to be complete within a 12 month period, however, we can be flexible should you experience any difficulties or delays. You will be able to provide us with revised dates (if required) if you are successful. Please note that we expect to let you know if you have been awarded funding by the end of October 2022 and the funds cannot be spent on any costs incurred before you accept the grant offer.

2.3 Please describe how the funding requested will have a positive impact on your business and why is it needed- what new areas of development or new opportunities for growth will it provide

We are looking for the direct impacts the funding will have on your business. For example, it may help you tap into new markets or develop new products or services. Please provide as much detail as you can and also if you are expecting to increase trading income. You should also tell us why funding is needed. For example it may help you develop and implement a marketing strategy, work to improve your supply chains, implement systems take on more orders or secure new premises.

2.4 Please describe how the funding requested will provide positive social and environmental impacts

We want to know what positive impacts the funding will enable your business to have. For example this may be your staff or volunteers, people benefitting from projects or services you offer, your supply chain or reducing your carbon footprint.

Section 3: Budget

3.1 Total cost of your activities (£)

Please tell us how much it will cost in total to implement your activities. This total should include the amount you are requesting funding for and any match funding you may have secured. Please note that you do not have to include any match funding.

3.2 Total amount requested from this fund towards your activities (£)

We need to know how much you are requesting from the programme. If you are not including any match funding in your application, this amount should be equal to your total cost.

Please note there is a limit to how much you can apply for:

- Hatch Launchpad programme graduates - apply for a grant of up to £1,000
- Hatch Incubator programme graduates - apply for a grant of up to £5,000

3.3 Please detail any other match funding for your project?

Please tell us here whether you have any other match funding in the form of cash or grant funding to contribute to your project, how much in total, where it is from, whether or not this has been secured and when it needs to be spent by.

Please note that match funding is not required for this programme.

3.4 Please detail any other non-cash or in-kind funding for your project? For example pro bono work, volunteer time.

Please tell us here whether you have any non-cash or in-kind funding for your project. Please detail the source of this support, whether it is secured and the value of the support.

This could be the value of any contribution from your business (eg. Office space, staff time), specialist pro bono support or volunteer time. In the interest of equality, all volunteer time should be valued at the national living wage (currently up to £9.50 per hour dependent on age as of April 2022).

3.5 Please provide a full breakdown of the costs associated with your activities:

Please provide a budget breakdown of how you intend to spend your grant should you be successful. Please ensure that your costs are realistic and well researched.

Description	Amount requested (£)	Total item cost
Item requested	Amount requested from New Founders Programme towards item	Total cost of item including any match funding

In this section you should enter a total rounded up to the nearest pound and do not enter a decimal place, a £ sign or use any punctuation marks.

For example:

You SHOULD enter 4000

You SHOULD NOT enter £4000 or 4,000 or 3,999.99

3.6 – 3.9 VAT

If your business is VAT registered, your costs should not include VAT that you can claim back (often called recoverable VAT). If you are not VAT registered your costs should include VAT you will have to pay (i.e. any VAT that you expect to incur, but can't claim back - irrecoverable VAT - should be

included in your expenditure breakdown). Please note that we cannot offer advice on VAT. Further information about VAT is available on the HMRC [website](#).

3.10 Have you been awarded any financial/in-kind support for your work in the past 12 months

3.11 If yes, please list the funding sources, amounts and activities carried out

Please tell us here whether you have received any grants, loans or pro bono work to support your business. This will help us to monitor the programme and evaluate the added value of the grant.

SECTION 4 – OTHER INFORMATION & DECLARATION

There may be some more information you want to tell us about your business or organisation, planned activity or budget. This may include how you have identified your costings, any successes you've recently had or what long term plans you have. Please let us know in the Additional Comments Box.

Privacy Information

In this section of the application form we're asking you to read some important information about our commitment and responsibilities around Data Protection. It is important that you understand how the information you submit will be used and stored by us.

Counter fraud

In this section of the application form we're asking you to read some important information about our commitment and responsibilities around Fraud. It is important that you understand how the information you submit may be checked with relevant agencies and also your responsibility to inform people involved in your business or organisation.

Declarations

We're then asking you to confirm a number of statements and by ticking the box you are agreeing to the statements, confirming the information you have provided is correct and you are signing the application form electronically on behalf of your organisation.

Good luck with your application!