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Mission-led Business Review Advisory Panel  
c/o Nigel Wilson  
Legal & General  
1 Coleman Street  
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CMS 294861/DC

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*Dear Nigel and Panel Members,*

To make Britain a country that works for everyone, the Government is committed to building a more inclusive economy.

Thriving businesses are already a force for good in our economy. They create economic growth, jobs, wealth and prosperity. In my role as Minister for Civil Society, I am also seeing that more and more business leaders are showing a desire to redefine how business and communities can engage with each other.

But more can be done to enhance public trust in business as a force for good and ensure that this approach is part of the mainstream and not just at the margins.

The report that you have delivered is a crucial step on this exciting journey. Your evidence shows that entrepreneurs want to set up these businesses, consumers want to buy from them and investors want to invest in them. It also highlights that the UK already has a head start. I am proud that we are well-recognised as global hub for social entrepreneurs and impact investors and see that this report builds on that solid reputation

This open letter is an opportunity to thank you for your work and share some steps that the Government Inclusive Economy Unit is already taking towards your ambitious vision:

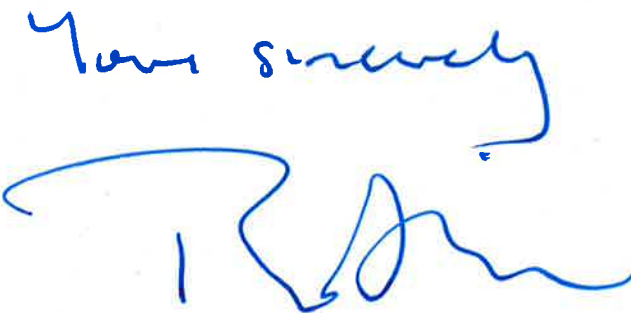
- **To help everyday savers invest in line with their values**, I have set-up a Taskforce chaired by Elizabeth Corley, Vice-Chair of Allianz Global Investors. It will look at ways people can invest their savings and pensions to support social good and make a financial return.
- **To help new entrepreneurs set-up mission-led businesses**, the Office for Civil Society is co-funding an online tool that will make it easy to set-up a business where the governance approach reflects the mission of the business founders, as well as their desire to make a profit. This will be developed with social entrepreneurship experts UnLtd and the law firm Bates Wells Braithwaite and will be the first of its kind in the UK.



- **To harness the power of business as a force for good**, we are in the early stages of developing a cross-governmental programme which will bring together leaders from government, business and the social sector to identify social innovations that solve some of the toughest problems for UK families. I am keen to see words turned into action.
- **To build the evidence base around the rise of social enterprises and mission-led businesses across the UK**, we are running a cross-governmental research project. We are also continuing to share what works, as seen in our recent evaluation of the [Social Incubator Fund](#) - a fund which leveraged a total of £22M of private investment into over 400 start-up social enterprises and mission-led businesses.

Government has an important role to play in creating the right environment for these businesses to thrive and we will consider your recommendations carefully. I will continue to work with colleagues from across government and I am copying in the Minister for Small Business, Consumers, and Corporate Responsibility. But I also believe that business itself must lead the way with many of these recommendations, and encourage you to do so.

Thank you once again for your work and I look forward to working with you on this agenda.

Yours sincerely  


**ROB WILSON**