

Response to Mission-Led Business Review: Call for Evidence

Instructions for responding to the call for evidence

You can fill out this PDF form to respond to the Call for Evidence. Respondents are invited to respond to all questions or only to some.

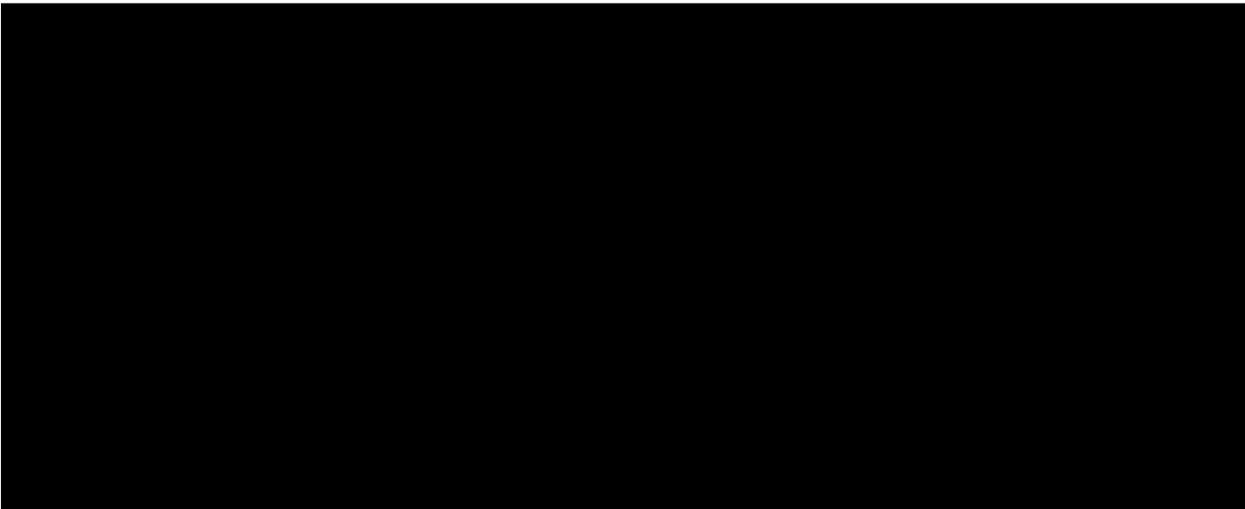
The closing date for responses is 8 July 2016. Responses received after this date may not be read. Call for Evidence responses should be returned to:

missionledbusiness@cabinetoffice.gov.uk

Or if you would prefer to send your response by post:

Mission-led Business Review Secretariat
c/o Alexandra Meagher
Cabinet Office
1 Horse Guards Road
London
SW1A 2HQ

Contact information



Part 1: Profile, drivers and potential of mission-led businesses

Question 1: What do you know about the number and profile of mission-led businesses operating in the UK? Please share evidence.

We know very little and its not very well publicised in open channels.

We are a mission led business and are still struggling to find channels and routes to market to spread our message and make other mission led businesses aware that we have a mission led channel to market that will reduce their trading costs, deal with VST issues and make a transient contribution from every transaction and trade back to the uk economy.

Question 2: What do you know about the impact of being a mission-led business on business performance and social impact? Please share evidence.

We have produced social impact calculations for all of our activities and a mechanism for trading organisation to not only articulate their social impact but also quantify that as a tangible benefit to society.

Our online trading platform is a mission led amazon that specifies social impact of every trade we are able to quantify the social impact of every pound traded through the channel and articulate that in to a quantifiable figure. This actual figure is allocated monthly to our social impact scheme, so consumers and procurers can see the impact of every pound they spend.

Question 3: In your view, what are the ways that quantitative data on mission-led businesses could be better captured over time?

We dedicate a % of every trade to our impact fund for distribution. This is not only quantifiable data it is quantifiable £ that can be allocated and tracked. For every pound spent...we achieve this and its not based on our profitability.

The benefit of this system is that a non profitable social enterprise or sme can have a quantifiable impact at zero cost to them.

Question 4: Why would a business set-up as or become a mission-led business? Please share evidence.

We set up a mission led business to benefit UK society,generate public purse savings and enable consumers and procurers to make a difference at zero cost.

Our target profit this year enables us to give back £134,000 out of this we allocate £16,000 to training scholarships for over 50'S and disabled young people, this creates access to employment and generates over £400,000 in public purse savings generating a social impact of £1:£26.

This dynamic approach creates a trading platform for other mission led businesses to have an efficient costs effective channel to market at zero cost to their business.

It allows UK businesses to access over seas markets and generate inward social impact funds into the UK economy.

Question 5: How do you see mission-led businesses developing over the next decade?
Please share evidence.

We have now entered the era of social responsible purchasing, 66% of consumers would rather buy from a business that gives back to society. Government initiatives are driving consumers and local authorities (Social value act) to work differently. Social investment is rising but most companies are product focused they are not addressing infrastructure solutions that are cross sector.

People want to do good but dont know how, they want a transparent and quantifiable solution

Mission-led business - case studies:

If you are a mission-led business, or know of mission-led businesses that you are willing to share publicly, please complete the following table.

If you would like to share examples of more than one business please complete an additional table and submit with this questionnaire.

Name of business	Buy social international and buy social finance
Contact details for business	peter.lancaster@buysocial.international
Brief description of business (please keep under 5 lines)	An ecommerce trading platform (like Amazon) that reduces costs, has inbuilt VAT invoices and gives back instantly for every pound traded through the site. Buy social finance provides lease finance and asset finance in the same manner
Why is this a mission-led business? Please include details on any corporate governance or reporting steps.	We use our profits to train and fund unemployed hard to reach sectors into business, overs 50,s and disabled young people We are focused on brand Britain and stimulating the growth of uk companies
Stage of business development (i.e. start-up, growing, mature, repurposed)	We have secured £450,000 seed investment are now raising £1m mission led marketplace launches in September and our finance site and
Industry sector	All any uk business that trades its products throu
Geographic focus	UK launch then we will export then platform to eu
Evidence of financial growth	In 6 months prior to trading we have raised £450,000 and are securing £1m. Forecast for turnover year 1 are 1m raising to 10m in 4 years
Evidence of social impact	We have established a mechanism to generate instant quantifiable social impact (£) and we have established a training system to deliver tangible social impact and calculated public purse savings
Any other details (e.g. legal form)	Apologies our answers are so short we only found the document this morning the day of submission Our direct contact details are 07549 021232

Part II: Challenges faced by mission-led businesses

Question 6: What are the practical steps that a business can take to make a commitment to deliver on its intention to have a positive social impact?

Maximise the use of other mission led businesses that can enable them to access markets and state a measurable social impact with the minimum impact on their cost structures and profitability

Question 7: Do you think these steps could be better communicated to entrepreneurs and businesses? If so, how?

Yes their is no clear channel to market for mission led businesses, social enterprise is still a much misunderstood concept. We need gov support to raise awareness and drive channels of communication to both the public and businesses.

Question 8: The loss of focus on social and environmental aims has been identified as a potential problem for mission-led businesses (“mission drift”). When do you think this is most likely to happen? What could be done to prevent this?

This happens when businesses struggle to break even and make a profit, they think they can't have a quantifiable impact unless they have profits to reinvest. Trading channels like amazon don't support mission led entities and don't enable VAT invoices that place an additional 1/6 cost on Uk businesses. Their platform also fails to pay appropriate uk tax.

Companies find it hard to be mission led when they are struggling financially. Our model allows them to maintain and deliver a quantifiable social impact even if they make a LOSS.

Question 9: Have you identified barriers to new entrepreneurs or established businesses who want to easily convert their intent to make social impact into a long-term or binding commitment?

If yes, please provide details of these barriers, in particular identifying those that may be caused by regulation.

The main two barriers are

1. A trading platform (Market Place)
2. Ability to access overseas markets that will drive growth and access to new customers
3. Ability to access finance for growth (lease equipment and assets)

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Question 10: In your view, what are the barriers to a large corporate (including a public company) to becoming a mission-led business or owning a mission-led business within its group structure?

The same as above, when they want to purchase through mission led businesses they don't know where to go.

The single biggest issue for all of the review...I want to buy socially but i don't know where to go

Question 11: Do you think mission-led businesses have or should have a different culture/values system to traditional (i.e. non mission-led) business? If yes, please provide best practice examples of this.

Yes, staff training is vital, and brand awareness and consistency to help customers trust mission led businesses. The third sector still has a long way to to go to be accepted and understood by businesses and consumers.

Question 12: What challenges do mission-led businesses face when engaging with potential customers, employees and investors about their social impact?

The ability to have a clear, measurable, tangible social impact. People want to know where there money goes, when it goes and who benefits.

investors need to understand that mission led businesses are profitable and not just do gooding and can provide attractive investable businesses .

Its about using profit for good and creating channels to market that are profitable but also cost effective.

Question 13: What do you think is the role of certifications systems (e.g. B Corps) or of frameworks (e.g. Blueprint for Better Business) in helping mission-led businesses engage with external stakeholders?

They have a place if consumers know what they are and mean, there are so many registration schemes and kit marks that they get lost in footers on websites.

Question 14: What are best practice examples of social impact measurement and how are they being applied by mission-led businesses?

We have done extensive modelling and built our operational structures to embed this as a matter of course.

Question 15: Have you identified specific barriers to the growth of mission-led businesses? If yes, please provide details of these barriers, in particular identifying those that may be caused by regulation.

- 1. No market place
- 2. Customers don't know where to go to buy from mission led businesses (They don't want to search and visit 70,000 individual businesses they want to go to one place and buy there)
- 3. They don't want just social product they want main brands and business products
- 4. they want to know when someone says we are social or redistributing profit....where does the money go, to who and when

Question 16: What do existing mission-led businesses need in terms of support and what do you think could be done to incentivise the creation of more mission-led businesses over the next decade? Who is best placed to do this?

A government dept that takes responsibility for raising awareness, networking mission led companies together, championing mission led solutions that enable other mission led business to operate more profitably. We need support to raise awareness overseas to open new markets.

Thank you for your response.