

Community Business Market Survey 2021

Client: Power to Change (PtC)
Project: Understanding the Community Business Market
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This is the first draft of the Community Business Market (CBM) survey 2021 for comment. Its development has been informed by a co-production workshop with PtC.

INTRODUCTORY TEXT TO THE SURVEY RE: GDPR COMPLIANCE

Welcome to Power to Change's Community Business Market 2021 survey, managed by CFE Research (CFE). Power to Change wants to understand more about the shape of the community business market following the impact of the Covid-19 virus. **We are keen to receive your survey response even if your community business has stopped operating in the last year.** The findings will inform a public report about the experiences of community businesses.

The survey is entirely voluntary and includes mostly tick box questions. It should take **approximately 15 minutes to complete**. You can use the arrow buttons at the bottom of each page to move through the questions.

The associated privacy notice explains your rights concerning the data we collect about your community business. If you have any questions or wish to withdraw your consent, please email David Merrett at community.businesses@cfe.org.uk. If you would like to contact Power to Change's Impact and Learning Officer directly regarding this survey, please email suzanne.perry@powertochange.org.uk.

Consent

ASK ALL

Do you agree to complete the survey based on the information in the privacy notices?

Please select one option.

SINGLE CODE ONLY.	
Yes	1
No	2

IF NO, THANK AND CLOSE

[PROGRAMMER: Unless specified all questions should be mandatory]



About you and your business

ASK ALL

- 1. We recognise that because of Covid-19, some community businesses may not be operating at this moment. Prior to any impact of Covid-19, please state which of the following applied to your business?**

Please select one option per statement.

<i>SINGLE CODE EACH ITEM</i>		Yes	No	<i>Don't know</i>
Q1A	My business was started by members of the local community	1	2	3
Q1B	My business was led by members of the local community	1	2	3
Q1C	My business existed to meet a local need	1	2	3
Q1D	My business was defined by its link to a local area	1	2	3
Q1E	My business's primary purpose was the generation of economic and social and/or environmental benefit in the local community	1	2	3

CONTINUE IF Q1B **AND** TWO OTHER ITEMS CODED 'Yes' AT Q1. ELSE THANK AND CLOSE

ASK ALL

- 2. Please provide the name of your community business?**

OPEN TEXT

ALLOW 'Prefer not to say'

ASK ALL

- 3. What is the postcode of the site or main site at which your business operates?**

OPEN TEXT

ALLOW "Prefer not to say"

ASK ALL

4. Is your business currently operating?

Please select one option.

<i>SINGLE CODE ONLY</i>	
Yes, the business is fully operational	1
Yes, part of the business is still operating	2
No, all operations have ceased but we anticipate re-opening	3
No, all operations have ceased and we don't anticipate re-opening	4
Don't know / Prefer not to say	5

ASK IF Q4 = 1, 2 OR 5

5. Since the most recent lockdown restrictions began to ease in April 2021, have you seen an increase or decrease in business activity, or has there been no change?

Please select one option.

<i>SINGLE CODE ONLY</i>	
We have seen a decrease in business activity since the most recent lockdown began to ease in April 2021	1
We have seen no change in business activity since the most recent lockdown began to ease in April 2021	2
We have seen an increase in business activity since the most recent lockdown began to ease in April 2021	3
Don't know / Prefer not to say	4

ASK IF Q4 = 1, 2 OR 5

6. Which, if any, of the following changes/adaptations did your community business make in response to Covid-19?

Please select all that apply.

<i>MULTICODE</i>	
Providing services/products remotely e.g. by Zoom or phone	1
Providing a new service/product for the community	2
Offering advice and support related to the impact of the pandemic	3
Remote working for staff	4
Offering home delivery services	5
Providing outdoor provision of services	6
Reaching a new type of customer/service user e.g. different age, gender, ethnicity	7
Expanding the geographic area your organisation serves	8
Other	9
Don't know / Prefer not to say [EXCLUSIVE]	10
None of the above [EXCLUSIVE]	11

ASK IF Q6 = code 1-10

7. Which of the changes you made do you anticipate continuing?

Please select all that apply

[SHOW RESPONSES 1-10 SELECTED AT Q6]

<i>MULTICODE</i>	
Providing services/products remotely e.g. by Zoom or phone	1
Providing a new service/product for the community	2
Offering advice and support related to the impact of the pandemic	3
Remote working for staff	4
Offering home delivery services	5
Providing outdoor provision of services	6
Reaching a new type of customer/service user e.g. different age, gender, ethnicity	7
Expanding the geographic area your organisation serves	8
Other [PIPE IN RESPONSE FROM Q6]	9
Don't know / Prefer not to say [EXCLUSIVE]	10
None of the above [EXCLUSIVE]	11

ASK ALL

- 8. Which of the following describes the activities undertaken by your community business <IF CODE 1, 2 OR 5 AT Q4: at the time of completing this survey><IF CODE 3 OR 4 AT Q4: when it was operating>?**

Please select all that apply.

<i>MULTICODE</i>	
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
Waste and consumption, repair and re-use	22
Youth services	23
Other (please specify)	24
Don't know / Prefer not to say [EXCLUSIVE]	25

ASK ALL IF MORE THAN 1 ACTIVITY AT Q8

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

Please select one option.

SHOW ACTIVITIES LISTED AT Q8 BUT DON'T SHOW FOR RESPONDENTS WHO SELECTED 'DON'T KNOW / PREFER NOT TO SAY' I.E. Q8 = 25.

<i>SINGLE CODE.</i>	
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
Waste and consumption, repair and re-use	22
Youth services	23
Other [Piped in from Q9 response]	24

THANK AND CLOSE NOW FOR ALL SELECTING 3 OR 4 AT Q4.

ASK ALL

10. How, if at all, has demand for the following services at your community business changed because of the Covid-19 pandemic?

Please indicate if your community business does not offer any of the following services

<i>SINGLE CODE ONLY A THROUGH G</i>		Demand has increased	Demand has stayed the same	Demand has decreased	Don't know	Our business does not offer this service
a	Employment and skills support	1	2	3	4	5
b	Financial advice	1	2	3	4	5
c	Mental health support	1	2	3	4	5
d	Provision of food	1	2	3	4	5
e	Childcare	1	2	3	4	5
f	Housing support	1	2	3	4	5
g	Health and social care	1	2	3	4	5

ASK ALL

11. What positive impact, if any, does your community business have on the following?

Please select all that apply.

<i>SINGLE CODE A THROUGH H</i>		No impact	Some impact	A lot of impact	Does not apply to us	Don't know
A	Reducing social isolation	1	2	3	4	5
B	Improving health and wellbeing	1	2	3	4	5
C	Increasing employability	1	2	3	4	5
D	Achieving better access to basic services	1	2	3	4	5
E	Improving the environment	1	2	3	4	5
F	Greater community cohesion	1	2	3	4	5
G	Greater community pride and empowerment	1	2	3	4	5
H	Other (please specify)	1	2	3	4	5

Details of environmental activities undertaken by community businesses

ASK IF CODE 2 OR 3 AT Q11_E

12. Do the activities of your community business aim to improve the environment in any of the following ways?

Please select all that apply.

<i>MULTICODE</i>	
Improving buildings (e.g. renovating buildings; energy efficiency)	1
Energy collection or supply (e.g. measure to generate or store renewable energy locally)	2
Improving or protecting the natural environment (e.g. biodiversity conservation, land use/management, connecting with the natural world)	3
Transportation (e.g. active travel, public or community transport, electric vehicles, last mile delivery)	4
Waste management and/or resource consumption (e.g. recycling, composting, food waste, repair and reuse, retail and consumerism)	5
Food growing, provision or education (e.g. community food growing and provision, diet and education, farming)	6
Other (please specify)	7
Don't know / Prefer not to say [EXCLUSIVE]	8
None of the above [EXCLUSIVE]	9

ASK IF CODE 1 TO 7 AT Q12

13. Can your business demonstrate impact in any of the following environmental outcomes your community business is working towards?

Please select all that apply.

SHOW IMPACTS LISTED AT Q12 <i>MULTICODE</i>	
Improving buildings (e.g. renovating buildings; energy efficiency)	1
Energy collection or supply (e.g. measure to generate or store renewable energy locally)	2
Improving or protecting the natural environment (e.g. biodiversity conservation, land use/management, connecting with the natural world)	3
Transportation (e.g. active travel, public or community transport, electric vehicles, last mile delivery)	4
Waste management and/or resource consumption (e.g. recycling, composting, food waste, repair and reuse, retail and consumerism)	5
Growing or providing food (e.g. community food growing and provision, diet and education, farming)	6
Other [PIPE IN RESPONSE FROM Q12]	7
Don't know / Prefer not to say [EXCLUSIVE]	8
None of the above [EXCLUSIVE]	9

ASK IF CODE 1 TO 7 AT Q13

14. Please describe how you evidence the impact you have achieved for this/these environmental outcome/s.

OPEN TEXT

The workforce aspects of your community business

ASK ALL

15. How many paid staff currently work for your community business?

Please provide an estimate if unsure and if you do not have any employees, please insert 0. Please include all employees on your payroll (whether full or part time), including any furloughed staff.

NUMERIC	Don't know / Prefer not to say

ASK IF 1 OR MORE AT Q15

16. How many of your paid staff currently work part time?

Please provide an estimate if unsure and if you do not have any people in these roles, please insert 0. Please include all employees on your payroll, for example those who have been furloughed.

NUMERIC Q16 MUST NOT EXCEED Q15			
		NUMERIC	Don't know / Prefer not to say

ASK IF 1 OR MORE AT Q15

17. How many of your paid staff live in your local community?

Please provide an estimate if unsure and if you do not have any people in these roles, please insert 0. Please include all employees on your payroll (whether full or part time), for example those who have been furloughed.

Please enter a number using digits only e.g. 50000 rather than 50,000

NUMERIC Q17 MUST NOT EXCEED Q15	
NUMERIC	Don't know / Prefer not to say

ASK IF 1 OR MORE AT Q15

18. How many of your [pipe in number from Q15] paid staff work in the following roles? Please classify employees according to their PRIMARY role and include any who have since been furloughed.

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

<i>NUMERIC FIELD. SUM OF ALL RESPONSES CANNOT EXCEED TOTAL AT Q15 IF GIVEN and ALLOW "Don't know"</i>		
a	CEO	
b	Trustees	
c	Board level directors	
d	Other directors, managers and senior staff	
e	Service delivery / product manufacture	
f	Administration and coordination	
g	Any other	

ASK ALL

19. How many people currently volunteer with your community business?

Please provide an estimate if unsure and if you do not have any volunteers, please insert 0.

Please enter a number using digits only e.g. 1000 rather than 1,000

<i>NUMERIC</i>		
	NUMERIC	Don't know / Prefer not to say

ASK IF 1 OR MORE AT Q19

20. How many of your volunteers live in your local community?

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

Please enter a number using digits only e.g. 1000 rather than 1,000

NUMERIC Q20 MUST NOT EXCEED Q19	
NUMERIC	Don't know / Prefer not to say

ASK IF 1 OR MORE AT Q20

21. How many of your volunteers work in the following roles? Please classify volunteers according to their PRIMARY role.

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

<i>NUMERIC FIELD. SUM OF ALL RESPONSES CANNOT EXCEED TOTAL AT Q20 IF GIVEN and ALLOW "Don't know"</i>		
a	CEO	
b	Trustees	
c	Board level directors	
d	Other directors, managers and senior staff	
e	Service delivery / product manufacture	
f	Administration and coordination	
g	Any other	

ASK IF SUM OF A TO D IS 1 OR MORE AT Q18 OR Q21

22. Which of the following applies to the representation of minoritised ethnicities in the leadership of your organisation?

Please select one option.

<i>SINGLE CODE ONLY</i>	
Our board and senior management team is led by someone of minoritised ethnicity e.g. the CEO	1
Our board and senior management team has representation of people of minoritised ethnicities, but is not led by someone of minoritised ethnicity	2
Our board and senior management team does not have representation of people of minoritised ethnicity	3
Prefer not to say	4
Don't know	5

ASK IF SUM OF A TO D IS 1 OR MORE AT Q18 OR Q21

23. Which of the following applies to the representation of young people in the leadership of your organisation? By young people, we mean those under the age of 35.

Please select one option.

<i>SINGLE CODE ONLY</i>	
Our board and senior management team is led by someone under the age of 35	1
Our board and senior management team has representation of people under the age of 35, but is not led by someone under the age of 35	2
Our board and senior management team does not have representation of people under the age of 35	3
Prefer not to say	4
Don't know	5

ASK ALL

24. How many people has your community business employed who were not previously in paid employment?

Please provide an estimate if unsure and if your organisation has not employed anyone who was not previously not in paid employment, please insert 0. Please include all employees on your payroll (whether full or part time), including any furloughed staff.

<i>NUMERIC</i>			
a	In the last 12 months	NUMERIC	Don't know / Prefer not to say
b	In total	NUMERIC	Don't know / Prefer not to say

ASK ALL

25. 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.

NUMERIC	
Shareholders: those who have paid for and own community shares in your business	NUMERIC
Members: where formal membership e.g. society or charity is granted by your community business	NUMERIC
Investors: those who have financially invested in your organisation and are not members	NUMERIC
Customers: those purchasing goods or services	NUMERIC
Service users: those accessing services, often related to health and social care related activities	NUMERIC

ASK ALL

[PROGRAMMER: Use click and drag function to rank the top 3 options.]

26. We are interested in what support your business would find most beneficial over the next year. From the following list of activities, please rank the top five where you would find support to be the most beneficial (where 1 means the most important, 2 the next most important, and 3 is the third most important, etc.,).

		Rank up to 5
a	Online presence e.g. website	
b	Measuring the impact your business makes in the community	
c	Publicity / public relations / social media	
d	Engaging volunteers	
e	Employing staff	
f	Community organising	
g	Peer networking	
h	Sales / marketing	
i	Finance / accounting / insurance / taxes or auditing	
j	Fulfilling legal requirements (e.g. deciding on legal form; drawing up contracts)	
k	Developing a business strategy	
l	Project management	
m	Mentoring/personal support for the leadership team	
n	Staff and/or volunteer training	
o	Advocacy/awareness raising	
p	Political lobbying	
q	Collective purchasing	
r	Other (please specify)	
s	Don't know / Prefer not to say [EXCLUSIVE]	
t	No support needed [EXCLUSIVE]	

The financial aspects of your community business

SHOW FOR ALL

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

27. What was the total income of your organisation in the last complete 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.

Please enter a number using digits only e.g. 50000 rather than 50,000

NUMERIC

ALLOW "Don't know" AND "Prefer not to say" [Both to be exclusive]

ASK IF DON'T KNOW AT Q27**28. What is your estimate for the total income of your organisation in the last complete financial year?**

Please select one option.

<i>SINGLE CODE ONLY</i>	
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**29. 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.

Please enter a number using digits only e.g. 50000 rather than 50,000

<i>NUMERIC</i>			
a	Income from trading / contracts	NUMERIC (£)	Don't know / Prefer not to say
b	Grants	NUMERIC (£)	Don't know / Prefer not to say

ASK IF DON'T KNOW AT Q29a

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

Please select one option.

<i>SINGLE CODE ONLY</i>	
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 Q29b

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

Please select one option.

<i>SINGLE CODE ONLY</i>	
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

32. In the next twelve months, do you expect to see an increase, decrease or no change in the following for your community business...?

Please select one option per row.

<i>SINGLE CODE EACH ITEM</i>		Decrease	No change	Increase	Don't know / Prefer not to say
a	... income from trading / contracts	1	2	3	4
b	... income from grants	1	2	3	4
c	... total overall income	1	2	3	4

ASK ALL

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

Please select one option.

<i>SINGLE CODE ONLY</i>	
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 / Prefer not to say	6

ASK IF 1,2,4 OR 5 AT Q33

34. Which of the following factors influence your level of confidence in the financial prospects of your community business over the next twelve months?

<i>MULTICODE. RANDOMISE 1 TO 9</i>	
If the business can access to loans	1
If the business can access to grants	2
The financial sustainability of the business	3
The trading prospects of the business	4
Customer demand for our business's services	5
Competition from other businesses	6
Partnership working opportunities with other community businesses	7
Changes we have made to our business strategy	8
The cost of implementing Covid-19 safety guidelines	9
Other (please specify)	10
None of the above [EXCLUSIVE]	11
Don't know [EXCLUSIVE]	12

Developing your community business

ASK ALL

35. Do you expect your community business to make any of the following financial changes in the next 12 months?

Please select all that apply.

<i>MULTICODE. RANDOMISE 1 TO 8</i>	
Open up a new line of trading activity / diversify your products or services	1
Take action to increase efficiency / reduce costs	2
Seek grant funding from new sources	3
Consider alternative funding opportunities such as crowd-funding to support the business	4
Secure new contracts	5
Attract investment to expand	6
Bid for business as part of a consortium	7
Merge with another business	8
Other (please specify)	9
None of the above [EXCLUSIVE]	10
Don't know [EXCLUSIVE]	11

ASK ALL

36. Do you expect your community business to do any of the following other actions in the next 12 months?

Please select all that apply.

<i>MULTICODE. RANDOMISE 1 TO 5</i>	
Re-evaluate staffing and volunteer structures	1
Develop new partnerships / collaborations with other organisations	2
Resume full operations at the same level as prior to Covid-19	3
Expand into new geographic areas	4
Make use of vacant buildings coming available e.g. on the high street	5
Other (please specify)	6
None of the above [EXCLUSIVE]	7
Don't know [EXCLUSIVE]	8

ASK ALL

37. Which of the following people-focused challenges has your community business experienced in the past 12 months?

Please select all that apply.

<i>MULTICODE. RANDOMISE 1 TO 5</i>	
Lack of the right skills/capacity among board/management team	1
Insufficient operational capacity i.e. among staff/systems	2
Lack of access to paid staff/volunteers with the right skills/experience	3
Difficulty finding the right business partners to work with	4
Personal issues outside the community business got in the way e.g. illness, other commitments etc	5
Other (please specify)	6
None of the above [EXCLUSIVE]	7
Don't know [EXCLUSIVE]	8

ASK ALL

38. And which of the following financial challenges has your community business experienced in the past 12 months?

Please select all that apply.

<i>MULTICODE. RANDOMISE 1 TO 6</i>	
Difficulty accessing appropriate finance	1
Insufficient income to cover salaries	2
Implementing Covid-19 guidelines and procedures	3
Loss of trading income	4
Loss of grant income	5
Difficulty accessing financial support	
Other (please specify)	6
None of the above [EXCLUSIVE]	7
Don't know [EXCLUSIVE]	8

ASK ALL

39. Finally, which of the following operational challenges has your community business experienced in the past 12 months?

Please select all that apply.

<i>MULTICODE. RANDOMISE 1 TO 5</i>	
Difficulty accessing customers/service users	1
Prohibitive government policies/legislation	2
Everything takes longer than anticipated	3
Implementing Covid-19 guidelines and procedures	4
Reduced demand from customers/service users	5
Other (please specify)	6
None of the above [EXCLUSIVE]	7
Don't know [EXCLUSIVE]	8

ASK ALL

40. 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 contact you about the follow up interviews?

Please select one option.

Yes	1
No	2

ASK ALL

41. 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 to contact you about the survey next year?

Please select one option.

Yes	1
No	2

ASK IF CODE 1 AT Q40

42. Please provide your contact details.

First and last name	
Email address	
Phone number	[PROGRAMMER: This is a non-mandatory question.]

Thank you very much for completing this survey. Please press the 'OK' button to send us your response.