**Market Development Toolkit**

**15 Steps to Developing A New Business/Service**

**Business Plan Template**

**Marketing and Market Research**

Marketing your service (doc)

Social Media Policy (doc)

Online Marketing (doc)

Sample Service Questionnaires (doc)

**Governance Options**

You must choose a business structure when you start a business. The structure you choose will define your legal responsibilities, such as:

* the paperwork you must fill in to get started
* the taxes you’ll have to manage and pay
* how you can personally take the profit your business makes
* your personal responsibilities if your business makes a loss

<https://www.gov.uk/business-legal-structures>

Legal Structures at a glance. (doc)

**Voluntary Management Committees**

Role of the Chair (doc)

Role of the Secretary (doc)

Role of the Treasurer (doc)

Running an effective voluntary organisation (doc)

<http://www.charitycommission.gov.uk/>

<http://www.companieshouse.gov.uk/>

<http://cumbriacvs.org.uk/training-and-events/>

<http://www.crea.co.uk/>

**Private Organisations**

<http://www.fsb.org.uk/> - The Federation of Small Businesses may provide useful information for small to medium size enterprises

<http://www.hmrc.gov.uk/> - Information and guidance upon Income Tax, Corporation Tax, Value Added Tax (VAT), National Insurance, National Minimum Wage & other statutory entitlements including SMP, SSP and pensions.

<https://www.gov.uk/> - Information and guidance upon Benefits (Includes tax credits, eligibility and appeals), Businesses and self-employed (Tools and guidance for businesses), Employing people (Includes pay, contracts and hiring, Working, jobs and pensions (Includes holidays and finding a job), Money and tax (Includes debt and Self Assessment), Disabled people (Includes carers, your rights, benefits and the Equality Act)

**Financial Systems**

Cashflow- (doc)

Debt Collection – (doc)

Managing Finance – (doc)

**Funding Options**

Funding Streams For Voluntary Organisations (doc)

Fundraising Ideas (doc)

Successful Funding Applications (doc)

**Employing Staff**

Disciplinary & Grievance Procedures (doc)

<http://www.acas.org.uk/index.aspx?articleid=1461> - Acas (Advisory, Conciliation and Arbitration Service) help with employment relations by supplying up-to-date information, independent advice and high quality training, and working with employers and employees to solve problems and improve performance. Whether you're an employer or an employee you can get free advice from this website or by calling our telephone helpline 08457 47 47 47

<https://www.gov.uk/browse/employing-people> - Includes information on pay, contracts and hiring.

**Safeguarding**

***Local Safeguarding Childrens Boards (LSCB)***

<http://www.safenetwork.org.uk/getting_started/Pages/Why_does_safeguarding_matter.aspx>

***Cumbria Local Safeguarding Children Board (Cumbria LSCB)***

<http://cumbrialscb.com/>

***LADO – Local Authority Designated Officer -*** The LADO works within Children’s Services and should be alerted to all cases in which it is alleged that a person who works with children has:

* behaved in a way that has harmed, or may have harmed, a child
* possibly committed a criminal offence against children, or related to a child
* behaved towards a child or children in a way that indicates s/he is unsuitable to work with children

The LADO role applies to paid, unpaid, volunteer, casual, agency and self-employed workers. They capture concerns, allegations or offences emanating from outside of work. The LADO is involved from the initial phase of the allegation through to the conclusion of the case.

They will provide advice, guidance and help to determine whether the allegation sits within the scope of the procedures.

<http://www.safenetwork.org.uk/help_and_advice/Pages/what_is_a_lado.aspx>

***Information sharing protocols***

Sharing information between partner organisations can be vital to the provision of co-ordinated and well delivered services. In addition, the sharing of information can help to meet the requirements of statutory and local initiatives, to manage business continuity and in the event of concerns around safeguarding vulnerable adults and children.

***Data Protection***

<http://www.ico.org.uk/> - The UK’s independent authority set up to uphold information rights in the public interest, promoting openness by public bodies and data privacy for individuals.

**Commissioning & Contracting**

<http://www.navca.org.uk/> - The national association for voluntary and community action provides advice and support to voluntary and community action groups including commissioning and contract management.

A beginners guide to commissioning – Evidence checklist for tendering (doc)

Commissioning Glossary (doc)

**ADD LINK TO CONTRACTS INFO on CCC website**