

FACTSHEET - STARTING A NEW GROUP

Voluntary, community and social enterprise (VCSE) organisations help a particular group of people or cause. With the right planning and support, you can go a long way to making a difference in your local community. The following steps will help you establish your new VCSE group.

What you need to ask, find out, or decide:

1. What needs/problems/issues are you going to address?

You need to have a specific idea about exactly what the group you are setting up is going to do and why.

2. Who do you want to help?

*Who are the individuals or groups of people you will support? The individuals or groups of people your organisation will support are called **beneficiaries**.*

- *For example, are they people affected by a specific issue or living in a defined geographical area?*
- *The Equality Act 2010 applies if you are planning to work with a specific group defined by a 'protected characteristic' (disability, age, race, ethnic origin, nationality, nation, origin, gender, sexual orientation, marital or civil partnership status, pregnancy or maternity, gender reassignment, or religion or other belief). An example would be a domestic violence charity which works solely with women. You should take advice to ensure it is legal to limit your activities or services in this way.*

3. What organisations are already providing the same/similar services to the ones you aim to deliver?

Doing market research before you set up your organisation will prevent duplication of services as well as reducing competition locally for grants and service users.

4. Why is your organisation the best placed to help?

What skills/expertise/capacity do you have to address these needs?

5. What activities or services will you deliver?

How are you going to support your beneficiaries? E.g. support groups, children's activity sessions or environmental work.

6. Where will you deliver these activities and services?

Do you have a venue? What is your geographical reach? For example, are you going only to cover Radcliffe or Prestwich or are you going to cover the whole of Bury, or Greater Manchester? Be realistic about this – if you only have the resources to cover a small area don't try and overstretch yourself.

7. How will you be funding your activities?

Will you be fundraising, applying for grants or selling a product or service?

8. Who will deliver the activities and services?

*Will you be employing staff? Do you want/need to be paid for what you do? If yes to any of these, then you will need to consider a legal structure for your organisation and should also read the following factsheets: **Choosing a Legal Structure**, **Legal Structures Chart** and **Legal Structures – Advantages and Considerations***



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