

FACTSHEET – WRITING YOUR SOCIAL BUSINESS PLAN

Once you have clarity on your overall aims and have carried out a review, it's time to start writing your plan. A business plan ensures that an organisation has clear goals which everybody understands and can work towards. It also provides vital information for funders and other partners and stakeholders wanting to better understand your organisation, its aims and the methods by which those aims will be achieved.

No set rules on what your business plan should look like; the most important thing is that your plan is clearly written and logically structured. Don't get overwhelmed trying to write it all at once. Break it up into manageable sections and gradually put the pieces together.

You may want to include the following sections:

Executive Summary

- *A summary of the main points of the business plan. Although this will be the first part of the plan, write this section last of all.*
- *As some readers will only read this part, it needs to make sense on its own and be no longer than 1-2 pages.*

Organisational Profile and Context

- *The background and history of the organisation. Include details of your organisational structure (board members, skills and expertise of staff etc.)*
- *Include your vision, mission, aims and objectives as well as your legal status.*
- *What is the local context that your work sits in? What are the key issues in your local area? Think about local neighbourhood issues that your organisation is trying to address. You could include any relevant statistics or research that helps to explain the purpose of your work (e.g. Bury Council statistics for your area, reports from local VCSE groups etc.)*

Short Review

- *This section outlines your organisation's current position*
- *Key activities carried out to date, the results you have achieved, the main beneficiaries/service users/customers, and the area of operation*
- *Highlight key achievements and external recognition and include your outputs and outcomes*
- *Include the SWOT analysis of your Strengths, Weaknesses, Opportunities and Threats*

Externalities and Market Analysis

- *This section describes your organisation within the wider context, including any influences from the external environment that may affect you.*



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- For instance, your service users (what are their needs, how might this change?), local or national government policies, any relevant partners, any scientific advances, etc.
- Include the PESTLE analysis you carried out, looking at Political, Economic, Social, Technological, Environmental and Legal factors that will impact your planning and shape your organisation

Strategic Plan

- The specific direction of your organisation and how you will get there over the next three to five years, for example.
- Set your own timeframe and define how you will measure success.
- Include any intended outcomes (results for service users, e.g. reduced accident rates for cyclists) and outputs (targets that are linked to your aims, e.g. 20 training sessions on cycling safety).
- If helpful you might break down your strategy into phases of development

Resources

- A summary of the staff, skills, money, equipment etc that you will need to carry out your business plan.
- As with the Strategic Plan section, it might be helpful to break this down into phases of development

Finance

- A budget showing cashflow, expected income (including funding sources) and expenditure (such as equipment, premises, staff costs, stationery, utilities etc).

Risk analysis

- A summary of any identified risks, the impact of the risks and how they will be managed.

Action plan

- A detailed plan of the timeframe, including specific milestones of what needs to be done by when and who is responsible for making it happen.

Appendices

- Any supporting information such as consultation results, feasibility studies etc.

For support with your business planning and to access alternative planning tools and templates, please contact fundinganddevelopment@buryvcfa.org.uk



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