

SouthwarkGiving

Development Plan 2016-17

This short paper details the development stages that will lead to the creation of Southwark Giving. To date there has been considerable interest in this local giving scheme from the local authority, charitable foundations, corporate partners and the voluntary and community sector. There are a number of place-based giving models already established across London and as part of the process in developing this plan we have consulted with those schemes on how they went about setting up. We have also accessed specific support and guidance from London Funders.

Ultimately we see the Southwark Giving model as a way to meet local (social economic) needs by tackling gaps and shortfalls in social and community welfare services. The scheme will achieve this by developing cross sector partnerships, leveraging additional resources from local businesses, and inspiring active local community engagement and volunteering.

Context

Over the last five years austerity measures have had a significant impact on the social, health and economic wellbeing of local communities, particularly those in areas of deprivation and multiple disadvantage. Local authorities have experienced cuts in funding of 40 percent since 2010. This has had a direct impact on the reach and size of public services and widespread reductions in staff, facilities, activities and funding across many areas.

In the adverse economic climate individuals, community groups, volunteers and charities are increasingly expected to deliver more with less. Local leaders need to address this increasing demand and work strategically to lessen the impact of the spending cuts on local people in Southwark. We believe that one potential solution to this complex and challenging environment is to invest in the development of a Southwark place-based giving scheme which will provide for a coordinated and strategic approach to addressing existing and emerging local need.

Existing place-based giving schemes have demonstrated great capacity to:

- provide a coordinated, strategic approach in addressing the local need
- capitalise on the spare capacity and resources in a borough and ensure additionality
- stimulate community cohesion by creating a better understanding of local disadvantage
- provide a holistic approach and effectively address local interconnecting issues related to disadvantage (i.e. unemployment, poverty, crime & child obesity)
- draw in match funding through cross-sector partnerships
- create resilient and agile collaborations and partnerships
- engage both corporates and philanthropists as well as the more unusual suspects in contributing to their community thereby building local social capital
- allow resources to reach new audiences – engage and fund smaller community organisations, groups and projects that are most effective at addressing the local need

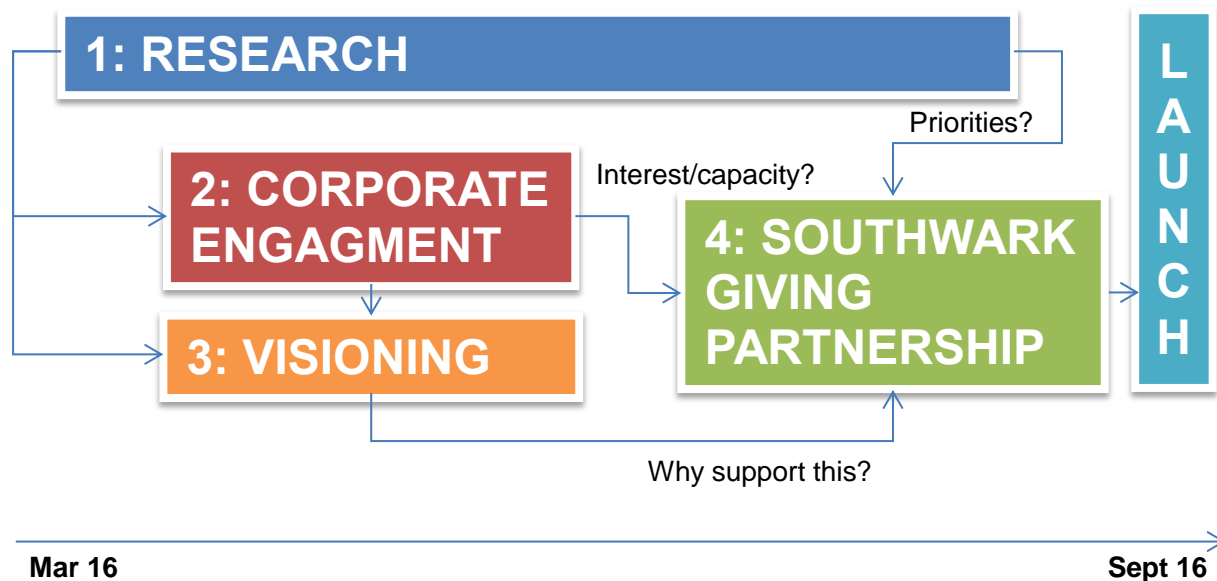
Development Stages

We have identified a number of inter-related stages that need to run alongside one another to ensure that when Southwark Giving formally launches there are strong foundations in place.

The four development stages we have identified are:

1. **Research** – to understand areas of hidden, changing, emerging and unmet (socioeconomic) need in Southwark
2. **Corporate engagement** – to understand what opportunities exist with corporate partners, SMEs, high worth individuals in relation to the Southwark giving model.
3. **Public relations** – to develop a compelling message that will engage corporate partners, voluntary and community organisations and residents in Southwark.
4. **Creating the partnership** – to determine the function and form of the Southwark Giving partnership and which delivery model is most appropriate to Southwark

The diagram below demonstrates how these four stages will interact during the development stage. It should be noted that until the formal creation of the Southwark Giving Partnership the current working group¹ will have strategic and operational oversight for stages 1 to 3.



Stage 4 and the formation of the Southwark Giving Partnership is a critical part of the development process as the Southwark Giving model will be determined at this stage. Research has already been undertaken in the various governance and delivery models employed by other local schemes and will inform the final decision. The outcomes of stages 1 to 3 will also have an important role in determining the model for Southwark Giving as the model of delivery must be shaped by the overall vision for Southwark Giving.

Initially, the model is likely to be based on a partnership between local funders, large corporates, the Southwark Business Improvement Districts, charities and social enterprises, Southwark Council and Community Action Southwark. In year two we will actively seek expand the partnership to include SMEs, local philanthropists and people in the community that would like to contribute locally.

The research stage will be commissioned and initiated in March 2016 with an expectation that a launch (the scale and scope to be determined) will take place in September 2016.

¹ The working group consists of representatives from United St Saviours, Southwark Council, Cambridge House and Team London Bridge. The group is chaired and supported by Community Action Southwark.