

Southwark Giving Research

Engaging Southwark Businesses in Local Giving

Community Action Southwark (CAS) is leading on the development of Southwark Giving a place-based scheme which will provide for a coordinated and strategic approach to addressing existing and emerging local need. It will achieve this by developing innovative, cross sector partnerships, leveraging additional resources from local businesses, and inspiring active local community engagement and volunteering.

As part of the development phase we will commission research to identify the most pressing, unmet and future needs of the Borough. Alongside this CAS will use its existing networks and partnerships to research the local business sector to establish how we can best engage them in place-based giving in Southwark.

Purpose:

During the development phase of Southwark Giving we should aim to have some 'quick wins', hence the Southwark Giving research focus around potential business engagement will be on large corporates rather than SMEs (although not exclusively). Carrying out this research alongside and in collaboration with the needs research will allow us to find synergy between the need (identified through the needs research) and the spare capacity and goodwill (resource) within the local business sector at an early stage. The research will aim to:

- Map all local corporate companies based in and bordering Southwark & their key objectives around CSR & community investment
- Identify existing local corporate-charity partnerships (to either not interfere with them or as opportunities to drive further support to)
- Identify spare capacity and appetite for local businesses to engage with Southwark Giving
- Ascertain *how* local corporates/businesses would like to engage in a local giving scheme

Proposed activities:

- CAS to collaborate with commissioned researcher to develop a list of key questions to local corporates & SMEs
- CAS to run a focus group with corporates with a tentative interest in Southwark Giving – or alternatively organise one-to-one meetings (in collaboration with the commissioned researcher)
- CAS to run a focus group with Involve ESV's corporate partners or alternatively have one-to-one meetings (in collaboration with the commissioned researcher where relevant)
- CAS to collaborate with local BIDs to run a focus group with each of the BIDs

- Desk-based research by CAS to map all corporates in Southwark (and bordering Southwark across the Thames), and list their Community Investment and CSR objectives and current charity engagements
- CAS to connect with the Major Business Forum organised by Southwark Council and potentially speak at one of their meetings
- CAS to partner with BITC local business connector to identify opportunities to maximize the spread of our business engagement research
- Potentially: CAS to connect with various local business networks to spread a brief survey. I.e.
 - Southwark Chamber of Commerce
 - Federation of Small Businesses
 - Local Business network
 - The BIDs

Timeframe

Research be undertaken between March and July 2016