



Place based giving in London

How place based giving can help transform our boroughs

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Why Place Based Giving

- People have to feel like they matter and have a voice.
- Devolving power to communities and trusting them to make decisions.
- Power needs to be relinquished and redistributed, and that has its risks. This is a 21st Century way for organisations with deep roots to use their trust, knowledge and connections.
- A different way of working, collaborating with people who know and care deeply about their boroughs.

The effect is not just more money or volunteering, it is new alliances, discovering common interests, new thinking, shifting of resources and systems change.

What is a place based giving scheme?



Place based giving schemes bring together local people, businesses and organisations together to transform neighbourhoods.

Everyone has something to give – time skills or money – and by pooling resources Giving schemes can help residents turn their local aspirations into action.

Together we can connect people to tackle isolation, create opportunities for young people and improve our communities' health.

Key Principles

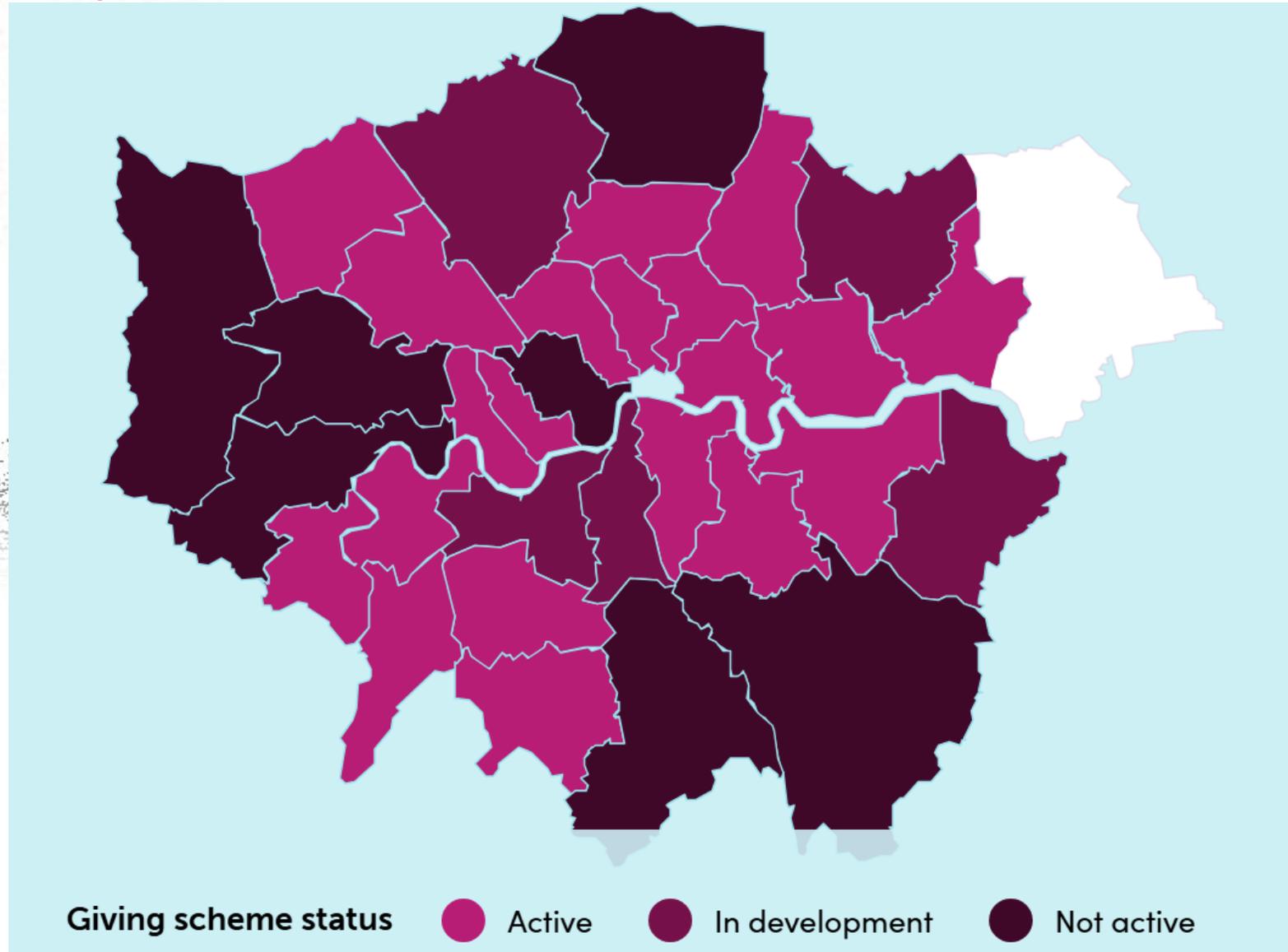
Everyone has something to give. We are rooted in place and powered by community.

We share three principles:

- We connect people and foster collaboration, bringing together residents and the public, private and the voluntary sectors.
- We empower local people to take action on the issues that affect them
- We speak up about inequality and challenge ourselves and our partners to do better

'It's not what you do, it's how you do it'.

The current picture



The impact of place based giving

Over the past 5 years, over £38m has been raised by the Givings



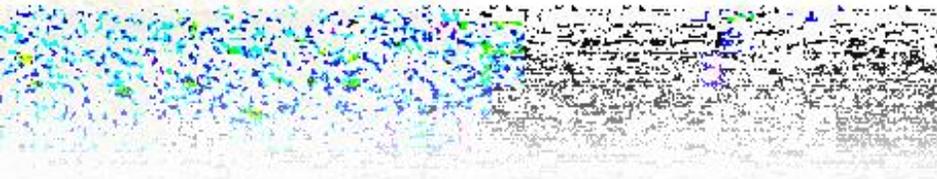
In the last financial year, schemes distributed **£5m in grants to their local communities**, in addition to over £0.5m of in-kind support and volunteer hours.



In 2021/22, schemes have collaborated with over **580 community groups, 157 large corporates, 115 SMEs and 769 micro businesses.**



The current picture



- **Transforming** – fundamentally reimagining new systems that are more equitable and just, e.g. community-led social investments.
- **Revolutionising** – disrupting the status quo by revolutionising the way giving is done, e.g. participatory grant making, devolving power and decision making to local people.
- **Reforming** – improving what already exists, e.g. shaping employers internship programmes to meet the access needs of young people.
- **Replicating** – scaling proven solutions, e.g. funding local food banks to address food poverty.

Issues to Action

- **Young people** - Young grant makers in Islington ; Mindful Spaces at Kingston Giving ; a top priority for all Giving schemes.
- **Isolation** – Repair Cafes in Lambeth; Social Isolation a priority for One Richmond for all ages ; Social Isolation Fund in Greenwich; Camden Kit Fund
- **Employment and Local Economy** – Lewisham Local Card for smes; Kensington and Chelsea improving skills and employment opportunities: Barking and Dagenham investment fund

Issues to Action



- Participatory grant making and participatory approaches to social investment are now central to PBG. In Camden, Islington, Barking and Dagenham residents make funding decisions.

Image credits (clockwise from top left)
Camden's Equality Fund panel and Grantees
- Action Youth Boxing Intervention; West
Hampstead Women's Centre; and A Citizen
grantee, Carolin Mawer.

Issues to Action

Islington Giving- Young Grant Makers: Putting power into the hands of young people

Giving Schemes: Strengths

- Clear local need in our boroughs with fast changes in population and hidden inequalities
- First long term opportunity for resident led collaboration/solutions using a deep knowledge of the borough and trusted relationships between stakeholders
- Opportunities for businesses large and small to be equal partners in changing their boroughs
- Strong network supported by London's Giving with national and international links.

Challenges

- Finding a host and establishing a Steering Committee to reflect local knowledge and ensure independence
- Identifying 2 or 3 priorities informed by evidence to have maximum impact
- Raising Givings' profiles to influence stakeholders and address inequalities
- Developing a Giving plan to maximise donations and bring in new resources and support

Five reflections

- Back to the principles: it's important these underpin whatever the model and approach
- More than grant-making: it's the connections, partnerships and in-kind giving to improve connectedness, increase resilience and address inequalities
- Local action and resident led approaches: creating places that people feel proud to call home and where they feel they belong
- Accelerating collaboration – relationships & trust
- Understanding the local context: key to developing the right approach