



Business to Community Network

WORKING TOGETHER

TO MAKE A DIFFERENCE IN LOCAL COMMUNITIES

Structure of today's conversation...

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1. Let's think about Woking
2. A business contribution model
3. How it works – financially
4. How it works – structure
5. How it works – day to day operations
6. Benefits for different stakeholder groups
7. How I can support and help you to develop and deliver this
8. Initial investment
9. Next steps...

1. Let's think about Woking ...

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STRENGTHS

- ▶ Fast growing, economically active Borough
- ▶ Highly qualified and skilled workforce
- ▶ Vibrant voluntary and community networks
- ▶ Green Borough (re. sustainability)
- ▶ Areas of wealth

CHALLENGES

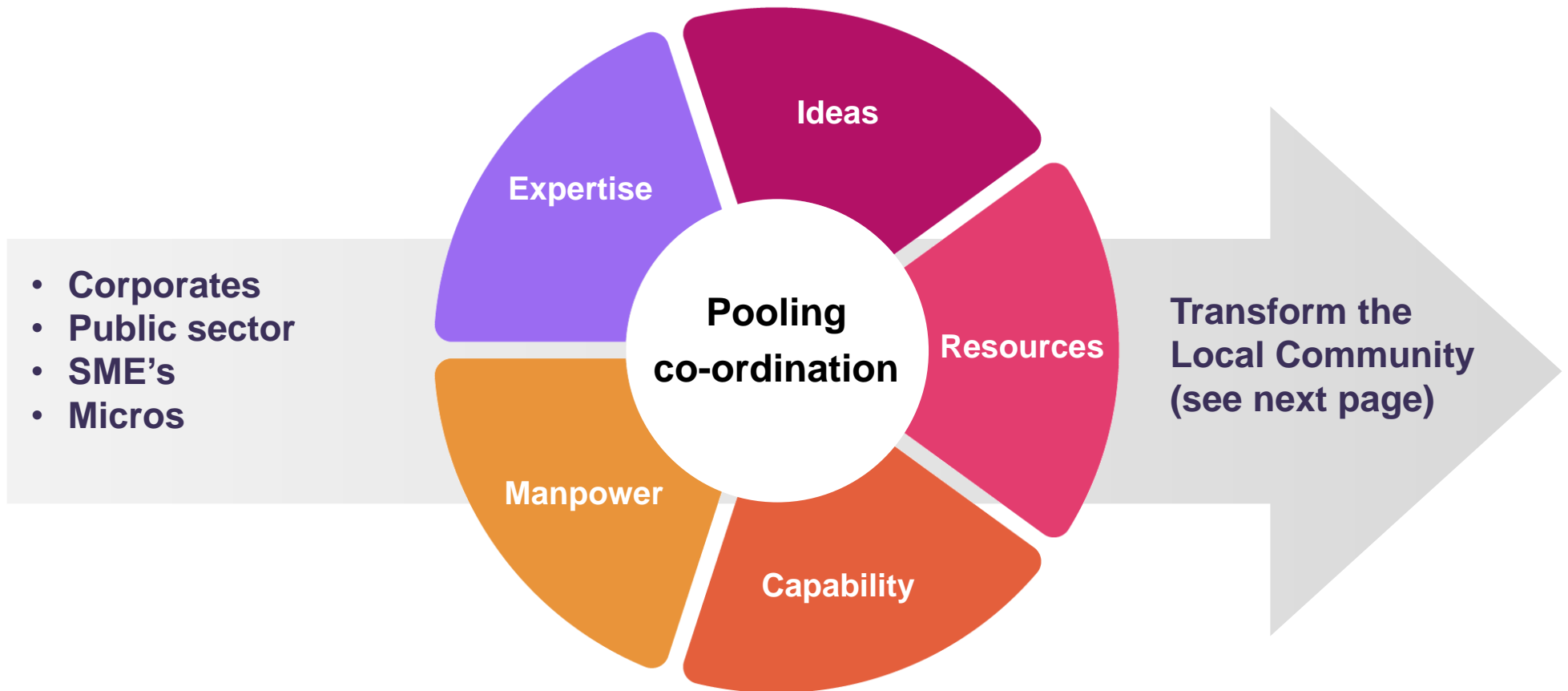
- ▶ 12% of children are living in poverty
- ▶ 63 young people are NEET
- ▶ Ageing population, 32% of female population economically inactive, 15% of population have no qualifications, in most deprived ward pass rate for 5 GCSE's is below 50% (44.3%), 7.2% of properties estimated to be in fuel poverty. The current unemployment rate is 0.5% and 0.6% for 16-24yr olds.

OPPORTUNITIES...



2. Business contribution model

4



“One has the power to transform by working together” Helen Keller

3. Outcomes/Priorities in Woking...

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The priority: to support the health and wellbeing of the local community

- ▶ A better resourced community; open up the conversation of collective working between the voluntary, public and private sector organisations
- ▶ Making it easy for employee volunteers to volunteer – through G&G Days
- ▶ Supporting pressing issues through the creation of the Health and Wellbeing Fund
- ▶ Providing funding, for example, for young carers or mental health projects in schools
- ▶ An opportunity for businesses to engage in meaningful, local CSR (together!)
- ▶ Local leaders working closely on community – it has been great for businesses too!
- ▶ New resources for the borough (sensory gardens, allotments, outdoor community classroom, parks, pond....etc)
- ▶ Additional £££ in grant funding for community projects that meet the priority

3. How it works - financially

Revenue

- Local companies sign-up and become members of the network
- Each pays an annual fee (typically between £500 & £5,000 dependent upon size and sector)

less

Costs

- Staff, establishment and running costs of the co-ordination team
- Budgeted to fit revenue
- The co-ordination team manages day-to-day operation and delivery of its community projects

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Surplus

Members, with guidance from the coordinator, decide how best to invest in most appropriate way for the community

How it works in Rushmoor

- Project has revenue fees of £75,000 per year from 24 member organisations

- Bears running costs of around £55,000

Surplus of £20,000 with £10,000 invested in the project to grow and £10,000 surplus

4. How it works - structure

Steering Group



Project Manager



Sub-groups

**Partner
Organisations**

- Steering Group – supports project growth and outcomes.
- 5-6 members specific skills and attributes
- Builds the Project Plan
- Works with project manager

- Administers the project

- Fundraising, marketing/PR and applications for funding

- Bi-monthly Partner networking meetings. B2B and B2C

Admin team/central hub

Example activities

- ▶ Form & arrange meetings of Steering and Partners Networking
- ▶ Produce/ round up good news of the borough and promotes
- ▶ Administer the Grant Process and G&G days
- ▶ Issue SLA; induction of new Partners
- ▶ Organise end of year celebration
- ▶ Maintain and build client relationship and liaison
- ▶ Cross-partnership communications

Partner organisations

Example activities

- ▶ Attend networking meetings (voluntary)
- ▶ Actively encourage employees to volunteer (commitment)
- ▶ Host at one fundraiser for the YAF (commitment)
- ▶ Work in collaboration with others
- ▶ Help address community priorities
- ▶ Encourage others business to join the network

6. Benefits of a collaborative approach

For local Council

- Opportunity to leverage business skill and expertise into the community
- Glue together businesses and community – creating a powerful conversation
- Enable leaders to build strong local networks and relationships (great for economic development)



For Community

- Extra resource in terms of money and manpower to support local projects based around the theme of the CMPP
- Additional skills, expertise and knowledge from the business sector for local communities
- A network of businesses which want to help
- A network of businesses which want to champion social priorities and get others involved

For Partner organisations

- Easy for busy private and public sector people to get involved
- Chance to tackle bigger projects that could address on their own
- Meaningful CSR involvement – chance to make a real difference
- Opportunity for people to network with those of other organisations
- Great opportunities for team building activities
- Great for business development

7. How I will work with you to deliver this

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Feasibility

1

- Decide on theme for the project and what will work
- Identify and talk to potential Partner organisations
- Explore interest with them – are they willing to pay to be apart of the project
- Attend breakfast / networking meeting to present on concept
- Host a focus group for discussion with keen Partners

20 days (Sept 17 to Dec 17)

Set-up

2

- Host a launch event with guest speakers from other CMPP's
- Engage and sign in the founding Partners (YR 1 partners)
- Set up and train with the project manager – the administration hub to put in place all of the processes
- Set up the project groups (Steering, Fundraising, Marketing and PR)

22 days (Jan 18 to May 18)

Support

3

- Attend the first year's steering group meetings
- Review and set in progress and further support that maybe required

5 days

- ▶ There will need to be support and investment in the set up work of the project (scoped out on page 7)
- ▶ Some of this you might be able to do yourself, some you will need support with
- ▶ We can discuss this to fit with your needs and or requirements.
- ▶ Any work will be detailed via a SLA with the consultant setting out the terms and conditions for both parties.

- ▶ Reflect on today's meeting, share with other stakeholders and identify any further information needed to decide if you wish to progress
- ▶ Meet again to discuss further and to fill any information gaps or clarify any points of uncertainty
- ▶ Decide what level of support is needed
- ▶ Consider local priorities and what the Council would advise as to the key theme for the project
- ▶ If decision is to proceed, to plan and commission the work to start in September