

Collaborating with businesses to improve our places



This year we've seen more collaboration with businesses of all sizes. Collaboration is based on more than funding – it's about bringing cross-sector partners together to challenge, inspire and think about how to do things differently.

For businesses, place based giving provides a route to connect with local people and community groups, enhancing their knowledge of the places in which they operate. But collaboration also brings new relationships and mutually beneficial programmes into fruition. This year we've seen more businesses become strategic partners for giving schemes, host community events, and amplify local issues to a wider audience.

Building these alliances takes time, but there are huge advantages for both sides. Natalie Tickle, Head of Programmes at Heart of the City – a responsible business charity supporting SMEs – says that place based giving is a natural fit for businesses looking to make a difference. “Many small and medium sized businesses are keen to support their local communities but they don't know where to start. Heart of the City directs them to place based giving schemes as experts in local issues and the local charity and community sector. We've seen amazing things happen when businesses start supporting their local community by giving not just money but their skills and expertise to make positive change.”

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