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London's  
Giving

# Place Based Giving: FAQs



## Frequently Asked Questions

Find the answers to some of the most commonly asked questions about place based giving in London. Want to find out more? Visit [www.londonsgiving.org.uk](http://www.londonsgiving.org.uk) or get in touch [info@londonfunders.org.uk](mailto:info@londonfunders.org.uk)

### Q. What is place based giving?

Place based giving is centred on the belief that we all have something to give – whether that is time, money, skills or connections. Place based giving schemes bring together these resources in a local area, and work collaboratively to think about the best way to use these. We share three principles:

- We connect people and foster collaboration, bringing together residents and the public, private and 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





**Q. Does my borough have a place based giving scheme?**

There are currently active place based giving schemes in about half of London's boroughs, with more in development. You can see if your borough has one on the [London's Giving map](#)

Each borough's Giving scheme is different, responding to the local context, ambitions and needs of their area. Some are independent organisations, and others are hosted by local infrastructure bodies, funders or chamber of commerce. What's important is that it is guided by people with passion, experience and local knowledge.

In London, we have schemes who are leading participatory grantmaking, community led investments, testing new ways to distribute resources locally and work with businesses in their community.

**Q. How is it different from the work of other local funders and organisations?**

Place based giving is an important part of our local funding and community eco-system. They work with and alongside other funders and stakeholders to complement their work and help ensure investment going into a local place is as effective as possible. Many use participatory approaches to involve the community in deciding how money is spent.

However place based giving is about more than grant making: it is also about leveraging the many other assets within a local place and sharing this to strengthen what we do and how we do it. It is about being a platform for local voice and working inclusively to find solutions for local issues. This might be through co-designing new models of community-led investment; brokering volunteering between local businesses and civil society groups; providing capacity building support to local charities; or creating the space for local residents to come together to collectively shape their local area.



## **Q. What are the essential components for an effective place based giving scheme?**

A key lesson from our work with London's Giving is 'it's not what you do, it's the way that you do it'. Schemes in London have shown that while they may share common principles, there is rich diversity in the way schemes have developed. Our report, People, partnerships and place, brings together learning from six years of delivering the London's Giving programme, and explores how different place-based approaches can transform our communities for the better. In it we share practical steps and guidance on what is helpful at each stage of the journey when developing a place based giving scheme.

## **Q. Who is involved in place based giving?**

Relationships and collaboration lie at the heart of place based giving. This means building partnerships across a local place from across the sectors, and identifying together the contribution each can bring. This might include local authority stakeholders, businesses, funders, community activists, and the voluntary sector. While each scheme is different, strength lies in the partnerships it develops and the different skills, expertise, connections and voice they bring. Leadership is also key.

At London Funders, thanks to funding from City Bridge Trust, we have been supporting place based giving schemes since 2014. We believe it has huge potential to bring people together to tackle the issues that matter most to them. This ambitious way of taking social action acknowledges that the stubborn issues of poverty and inequality facing London cannot be solved by one sector of society alone.

## Q. What do we know about the impact of place based giving in London?

The Giving Movement has a promising track record. In 2021/22, schemes collectively distributed £5m to local groups in their communities. In the past 5 years this figures tops £26.1m. But this underestimates their true value. Place-based giving's biggest prize is not grants distributed or volunteer hours committed, it's the added value of the collaboration and trust that place based giving schemes create – testing and sharing new approaches and programmes which can help achieve social change.

There is other evidence gathered from national programmes on place based giving which have shown the impact they can bring to strengthening civil society and harnessing local philanthropy. This includes learning from the DCMS place-based giving schemes pilots\*.



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.

\*The Growing Place-Based Giving Fund programme was set up following the publication of the Government's Civil Society Strategy in 2018, and provided £100,000 of funding to six place-based giving schemes in England



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

## **Q. What is needed to make a sustainable place based giving movement?**

Collaboration does not happen overnight, so place based giving requires long term commitment and investment. This approach takes time and patience. Longer term funding for the core costs of developing place based giving are needed for sustainability and long term success. This means involvement and investment from a range of local partners in the business sectors, local funders, and residents.

There are already some interesting examples from across the London's Giving network of how schemes are working with others in their area to put place based giving on a firmer footing for the future. This includes [Barking and Dagenham's Community endowment fund](#) and [a partnership to address structural inequalities in funding](#).

## **Q. Where else is place based giving happening?**

There are several place based giving schemes across the country. Some of these were established as part of the DCMS pilot programme, such as Step Up Manchester. At London Funders we are keen to build links with PBGS outside the capital, share our learning and understand how else we can demonstrate our collective impact.





### **Q. I want to find out more, where can I go?**

Visit [www.londonsgiving.org.uk](http://www.londonsgiving.org.uk) for the latest news and learning about place based giving.

On the website you will also find resources including the Governance Toolkit and Practical Tips for Participatory Grant Making.

London Funders is able to provide consultancy to areas wanting to set up or develop their place based giving scheme. Contact us at [info@londonfunders.org.uk](mailto:info@londonfunders.org.uk) if you want to get in touch.