



1st Anniversary Celebration Tuesday 5th February 2019

Giving: Inspiration from elsewhere

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I'm very pleased to be joining you tonight to celebrate the 1st anniversary of the Harrogate Local Fund. I'm very much looking forward to hearing about your achievements over the last 12 months and your ambitions for the future.

In the invitations for this evening I'm billed as providing "inspiration & motivation" ... no pressure then!

Over the next 15 minutes or so I'm going to:

- Very briefly introduce myself
- Talk a little about what is "place-based giving"; share some of the emerging lessons & learning from across the giving movement
- And I'll end by reflecting on why place-based giving is becoming an increasingly important response to the challenges that communities across the country are facing;

So, a bit about me:

I've spent nearly 35 years volunteering & working in the charity world, and apart from a 10 year "mid-life crisis" job playing with puppies & kittens whilst pretending to run a national animal rescue & rehoming charity, all of that time has been spent supporting people and places to create positive change through community & social action.

I started working with street homeless people in the mid 1980's and ended my full-time career running a unique network – London Funders - which brings together over 120 public sector funders and commissioners, with independent charitable foundations, social and corporate investors, lottery funders and others.

Its members invest in every aspect of London's life, from the arts through to welfare, and they fund across all 32 boroughs and the City of London.

London Funders has also been at the forefront of the Place-based Giving Movement and through its London's Giving Project there are now 11 established schemes and 9 in development.

Although running London Funders was the most amazing job, life is for living, and in August 2017 I entered the “pretirement zone” and relocated (after 54 years) from London to Scarborough. Where I now spend a bit of time working as a social change & philanthropy advisor, but mostly walking the dogs on the beach and the moors, reading, enjoying art & culture, eating, cooking & helping make a difference.

Turning then to the question: what is place-based giving?

It has been dubbed a giving model for the 21st Century.

Place-based giving is a movement that is taking hold across the country and mobilising local communities to act together to strengthen their towns and villages.

At its best Place-based giving brings together people from different sectors to share and celebrate a vision of a stronger community, one that make the most effective use of their shared assets.

It involves businesses, charities, funders (local and national), residents and the public sector working together as equal partners to make their localities better places to live, work and play.

Place-Based Giving is much more than making a donation or a grant (although that is important) it’s about the giving of time, talents, and money.

Place-based giving is an approach, a philosophy to building a good place that involves, conversations, relationships, ideas, action and funding.

At its core is the belief that everyone of us can make a difference and that together our impact is greater than simply the sum of the parts.

This is a new and ambitious way of taking social action, by shining a light on stubborn issues like poverty and inequality, present in every community, and which cannot be solved by one sector of society alone – whether that’s the state, the voluntary sector, wealthy people or business.

When the public debate is too often defined by fear, division and anger, place-based giving offers a vision of optimism and hope and the positive power of individuals and communities to take action together to make a difference.

What are we learning and what does place-based giving really deliver?

Place-based giving is so much more than simply ‘giving to, or in, a location’. As a donor or volunteer you are plugging into a new kind of giving tailored to meet the specific needs of your community.

At their best these schemes are:

- **Needs-led** - Programmes respond to the needs of local people rather than the priorities of a donor or funder. By being truly in touch with local need, even tiny grants of anything between £10 and £100 (such as those offered by Islington Giving through its [Catalyst programme](#)) can deliver life-changing impact for individuals. Another example, from Leeds, is Tea & Tolerance - A participatory live art project for social change. Inspired by the York Mosque’s act of inviting the EDL to drink tea and play football in 2013, the Tea and

Tolerance project is designed to bring people together through conversation and the arts. Aimed at the many multicultural communities in Leeds, and particularly those areas where there have been tensions, the aim is to slow down, really listen and properly share..

- At their best they are **Evidence-based** - Each locality undertakes research to find out the true needs of its area and what could meet them. So in Kensington & Chelsea, where 26% of older people turn off their winter heating as they are afraid they can't pay their bills the local giving scheme developed its [Winter Warmth programme](#) which asks wealthier residents to donate their winter fuel payments to help their neighbours. In winter 2016/17 it raised over £40,000 to help end fuel poverty in the borough.
- At their best they are **Asset-based** – A place-based giving strategy considers local assets and identity – does it have big businesses? A University? Lots of young people? Is it affluent or poor? – and thinks about how they can be best brought together to tackle issues. Islington has created a business alliance led by its big businesses and bringing in smaller businesses; Kensington and Chelsea are connecting with its local private schools and Lewisham which has lots of small businesses is concentrating on boosting volunteering.
- At their best they are genuinely **Collaborative** - committed to collaboration, pooling resources, sharing intellectual and financial capital, where each has an equal voice and brings a different perspective. It is changing the power dynamics of communities by inviting in the often under-represented and unheard. Rather than an old fashioned 'hand out', place-based giving depends on everybody having a 'hand-in'; it is not '**doing to**' but '**doing with**'. Giving is a great leveller and brings unlikely people together.
- At their best they **Create** added value bringing in additional resources as well as enabling more effective use of existing resources. Last year, London Funders commissioned a formative evaluation of London's Giving, including working with the local schemes to develop some common metrics in order to enable reporting on the overall impact of London's Giving. During 2017/18, local giving schemes generated:
 - £2.29m of grants to 98 local projects, benefitting 8,182 local people
 - £189,000-worth of volunteering hours
 - £217,000 of in-kind support, including access to professional advice, use of venues, discounts on local services.

So why is Place-based Giving becoming an increasingly important response (a thing) to the challenges that our communities are facing?

Place is increasingly seen as one of the key focuses for the future development of public policy, with the governments' vision that public services will focus more on the needs of places and take a more collaborative approach to meeting those needs.

As the recently concluded independent inquiry in to the future of civil society – the Unwin report – found:

“Local places matter to many of us, perhaps even more in a digital age – to meet real people, talk eye to eye. Place matters just as much to young people as older generations. Healthy civil society is rooted in places and even big organisations need local networks of engagement. But – as the Brexit vote showed

– people in many places feel unheard, neglected and ignored and are hungry for a new vision and the power to make it happen.”

This growing focus on place-based work in public policy is being reflected in this emerging model of local place-based philanthropy.

It's interesting to reflect that that whilst a culture of philanthropy in local areas is common in the United States and was common here in Victorian times, before being displaced by the emerging national welfare state from the 1920's onwards.

However, that Victorian model of place-based philanthropy has left an important legacy in many of Britain's towns and cities, on which a 21st century version of civic philanthropy can build.

This 21st century vision would empower local people to adapt to the challenges of the future, be a catalyst for growth and development, and help reinvigorate a sense of civic pride, shared identity and belonging in our towns, cities and communities.

The challenge now is to build strong local philanthropic roots that enable everyone, whatever their level of wealth, to be able to give and contribute to a local response to local issues.

Something that through The Local Fund for the Harrogate District you are clearly doing.

Over the last few years government has increasingly come to recognise the power of the place-based giving movement, and has recently committed to support civic philanthropy, by investing in six pilot areas.

This funding will support areas to develop schemes that bring together local funders, philanthropists and businesses with civil society organisations and residents, to tackle local needs in a collaborative way.

Whilst this is only a very small pilot scheme, it is an important indicator of the direction of travel.

Government is acutely aware that the Brexit referendum, and subsequent events, have demonstrated that we are a very fractured and divided country, and is looking to develop, post Brexit, new ways of working to support places & communities come together.

Initiatives such as the Shared Prosperity Fund, which will be replacing European structural funds, and is being designed to reduce inequalities between communities and to help deliver sustainable and inclusive growth. There is also work going on with the Ministry of Housing, Communities & Local Government that I'm involved with that is creating a new framework and policy for how government works with and for communities.

Other ideas that are actively being promoted include the case for a Community Wealth Fund that would utilise the future release of dormant & unclaimed assets to create permanent endowments to help meet community needs.

There is also excellent work being done within different business communities, and with government, about the role of business in doing good and how government can support and champion it.

As the government's Civil Society Strategy notes: "Business done right is a force for good in society. The best businesses play a highly positive role – not just in how they reach out to respond to social problems in society (their corporate social responsibility), but also in their core business.

Our leading businesses increasingly put social and environmental responsibility at the heart of what they do. The same goes for the role of finance and technology, where the UK leads the world in creating social value.

So I think we will see a growth in Place-based giving schemes in England.

Indeed, a recent independent research report for the Department for Culture, Media and Sports - *Place-based giving schemes: Funding, engaging and creating stronger communities* – contained a number of conclusions and recommendations, of which I would like to highlight three:

- Firstly, the research suggests that there is far greater potential to harness people's sense of identity and community to drive far more locally-focussed charitable giving around the country.
- Secondly, Place-based charitable working isn't a new concept. In fact, it's where the roots of charity lie. In the modern world, however, we are now able to apply the fruits of globalisation (big data, big finance and global expertise) to our local places.
- Thirdly (and finally), there is a significant role & opportunity for local government to help create the conditions in which local place-based giving can flourish. A recent report from the New Local Government Network called 'Building Bridges' urged that: '*To ensure their ongoing relevance, both funders and councils need to find ways to collaborate which put residents, through civil society, at the forefront of their activity.*'

One opportunity, that is increasingly popular, is for local councils to support place-based schemes by directing Section 106 community development funds & community infrastructure levies through place-based giving structures.

How to end?

Well I want to make sure that if you only take one thing away from this evening it's something memorable. So how about:

- **Place-based giving is the Heineken of philanthropy – reaching places other giving cannot.**

Thank You