

Working in Partnership

Social Sector Engagement and Market Championing Activity

Reaching Many

Social Investment is often seen as an activity that doesn't reach front line organisations across the UK. In order to fulfil our market championing role we believe the best way to maximise this opportunity is to work through and with a range of national partners, umbrella bodies and sector infrastructure organisations.

We realise that understanding the range of financial products, having the internal skills and time to explore this topic and the potential cost of investment are just some of the key barriers to engaging the social enterprises and charities.

Our aim is to raise awareness of social investment through communication to 'many' so that social enterprises and charities:

- Better understand that social investment will not be appropriate for all
- Are clear that social investment is not a replacement for grants and donations and can only support trading activity
- Know that repayable finance is another option which might support diversification, sustainability or growth
- Learn more about the range of social investment products that are available now and as new ones are launched
- Are engaged with our annual campaign activity (for example Social Investment Tax Relief GET IT)
- Have an equal opportunity to learn more about social investment should they wish regardless of geographic location and most importantly as an embedded strand of their existing infrastructure or umbrella body relationships

Whilst there is a mixed level of understanding, differing levels of receptiveness and still some quite clear and legitimate concerns, we do believe that social investment is here to stay. With that in mind we feel that knowledge and understanding of social investment should be seen as just another tool in the tool box. If you don't have this then you may be disadvantaged. If you have the knowledge and understanding and decide social investment is not something you need (at that time) then that of course is still a job well done.

In short it is fine NOT TO NEED social investment, it is fine NOT TO WANT social investment but is it fine NOT TO KNOW?

In this spirit we are committed to working with a number of key partners on the development of a web portal which will further help and support navigation of the social investment information space.

We do however believe that this will not replace the need for great working partnerships with the leading sector bodies.

Partnerships

In order for any partnership to work there must be a mutual benefit which adds value to both the organisations and the individual social enterprises and charities who will be receiving information and updates about social investment amongst many other relevant topics.

WIIFM – What's in it for me?

WIIFM - Partners:

- To provide comprehensive and timely information about social investment for individuals/members/stakeholders/social enterprises and charities
- To gain additional resource in compiling content and resource around social investment and new initiatives
- To allow a safe and trusted source for social enterprises and charities as one of their first touchpoints for information gathering about social investment
- To offer readily available new product information or learning e.g. about Social Investment Tax Relief or the new Financial Conduct Authority consultation on barriers to individual investment in social enterprises and charities
- To provide clear contact information where relevant to social investors or social investment support providers (not in terms of direct promotion but in order to signpost interested parties)
- To receive social investment support for annual conferences or events (e.g. internal and external speakers, sponsorship, content development, case studies etc)
- To be featured using your logo as one of our partners on our website with a direct link to relevant content on your website or your home page.

WIIFM - Social Enterprises and Charities

- To provide clearer, regular and joined up information about social investment
- To make it easier and more accessible to receive social investment information
- To learn about new social investment initiatives, funds and instruments
- To equip the reader to be able to know when they need more detailed support and information (taking a highlights and headlines – rather than detail and depth approach)
- To be able to more easily find and navigate the social investment space with direct links to a new external web resource

WIIFM – Big Society Capital:

- To be able to communicate clearly, effectively, regularly and in an audience appropriate manner to more social enterprises and charities across the UK
- To ensure that social investment education is a core business information principle across the sector
- To better understand of the needs of social enterprises and charities (it is vital to us to hear, receive and acknowledge the views from the sector directly)
- To gain more quantitative data and feedback (working alongside your existing mechanics and methodologies) on changing appetite from frontline social sector organisations towards social investment
- To offer better support and understanding to our lead partners around Big Society Capital's objectives and social and capital resources

What we can offer

- Key relationship lead from Big Society Capital
- Acknowledgment of partnership and website link from our Big Society Capital corporate website social sector engagement pages
- Potential for sponsorship support for events (social investment content)
- Access to speakers both internal and externally from our partners
- Case studies (from both perspectives those who have and have not gained social investment) developed with you and featuring your members/stakeholders/social enterprises and charities
- Supply of content and information
- Potential to feature and be included in and across our communications channels e.g. guest blog, social media, media coverage

What are we looking for from successful partnerships?

- Key relationship lead from your organisation
- Acknowledgment of partnership and website link from your website to our Big Society Capital corporate website social sector engagement pages
- Regular slot for social investment communication – method and frequency to be embedded within your existing communication channels
- Potential for sponsorship and support for your events (social investment content)
- Speaking opportunities for internal Big Society Capital Team members and where more relevant from our external partners
- Case studies (from both perspectives those who have and have not gained social investment) developed with you and featuring your members/stakeholders/social enterprises and charities
- Opportunities to feature social investment – particularly in relation to new news or learning
- Supply of data and feedback that will help us to understand changing appetite and attitudes towards social investment
- Potential to feature and be included in and across your communications channels e.g. guest blog, social media, media coverage

Summary

In short we are not looking to create lots of additional work for either our partners or Big Society Capital. We are looking to get and give better value. With many of our potential partners we may already have a working relationship but this might only extend for example for a request to sponsor an annual conference or from us to distribute a message. What we are aiming for is a more productive and effective relationship that gives mutual benefit.

We are keen to work and respond in a way that suits the needs of your organisation and understand that each relationship will have its own characteristic and nuances. To this end the best way for us to look at how working together would look would be for us to meet and start a conversation.

Geetha Rabindrakumar: grabindrakumar@bigsocietycapital.com 07850 796160

Melanie Mills: mmills@bigsocietycapital.com 07854 730034