

MAKING THE COMMUNITY **YOUR BUSINESS**



UNDERSTANDING THE
RELATIONSHIP BETWEEN
**LONDON'S SME PHILANTHROPISTS
& LOCAL CHARITIES**



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ABOUT ONSIDE YOUTH ZONES

OnSide Youth Zones is a national charity which offers state-of-the-art facilities for young people aged between 8-19 (up to 25 for those with a disability) across the UK.

Open seven days a week, right throughout the year, these community hubs give thousands of young people access to a range of high-quality sport, arts, health and employability services as well as targeted support for those who need it most.

Our unique partnership model has harnessed the combined strength of the public, private and voluntary sectors to establish a 10-strong network of Youth Zones, with our first three in London set to open during 2019.

The capital city is a key focus for us. Around 1.8 million young people live in its 33 boroughs, but universal youth services has seen significant cuts since 2011, with 81 London youth clubs and council youth projects closing their doors.

We believe providing safe and inspiring places for young people to spend their leisure time helps tackle inequality and contributes to preventative measures which stop some young people becoming drawn in to harmful or criminal activity.

The success of our philanthropic community partnership model has proven that local authorities, businesses, charity and communities can work together to unlock investment and support society's most precious asset.

To find out more or get involved, visit our website: www.onsideyouthzones.org



WELCOME

How best to ensure entrepreneurs and philanthropists play an active and valuable role in their communities is a perennial debate.

In our experience, there's huge appetite, enthusiasm and commitment amongst business owners and decision makers to ensure their success creates lasting benefits that go beyond tax receipts and job creation.

However, as our charity expands into London, we are finding many of the patrons pledging time and money have been searching for opportunities to become directly involved with their local communities for some time.

So it was important to understand more about how philanthropists within the capital's 970,000-strong SME sector approach their philanthropic and charitable activity.

[How much do they focus on local communities?](#)

[What are they looking for from charities and how do they want to become involved?](#)

The results are fascinating, and we hope they give owners and decision makers in London's SMEs a deeper insight into their peers' attitudes and approaches to supporting local communities.

Likewise, we hope this report makes interesting reading for our partners in the voluntary sector, many of whom are also looking for innovative ways to collaborate with businesses.

Although we have focused on London in this report, it's worth remembering there are 5.7 million SMEs across the UK. We are hopeful that these findings will also help inform their approaches and encourage even more businesses to take an active philanthropic role in their community.

If you want to support thousands of young people across the country, please do visit our website.

A handwritten signature in black ink that reads "Kathryn". The signature is fluid and cursive, with a period at the end.

Kathryn Morley, CEO of OnSide Youth Zones

BUILDING FOR THE FUTURE: HOW FRESH WHARF ESTATES IS SUPPORTING YOUNG PEOPLE IN BARKING AND DAGENHAM

Fresh Wharf Estates Ltd is an SME based in Barking which has pledged £75,000 over three years to help fund the running costs of a Youth Zone for the young people of Barking and Dagenham.

A family company with a presence in the local area for over 90 years, Fresh Wharf Estates own an industrial park which is home to a diverse mix of businesses.

The Northern part of the site has been sold on a long lease to Countryside Properties to develop an exciting mixed-use regeneration programme. This will provide a substantial new residential development with over 900 homes and new public spaces in a regeneration area close to Barking town centre.

As part of its ongoing commitment to Barking and Dagenham, Fresh Wharf Estates wanted to help create a community hub that will bring significant benefits to the area and leave a lasting legacy.

Keen to play a key strategic role in the long-term success of the facility, Managing Director Flavia Jokic has joined the board of Future Youth Zone, which is set to open in 2019.

Flavia Jokic, Managing Director of Fresh Wharf, said: **“When I went up to Wigan Youth Zone I was blown away by the quality and popularity of the facilities. It’s not just about young people having a safe, inspirational, creative and wonderful place to spend their leisure time, I think Future Youth Zone will also have a powerful ripple effect on the wider community in Barking and Dagenham.**

“It was important for Fresh Wharf to find a way to invest in the future success of the area where our business is based. We’re looking forward to working with the rest of the community to ensure Future Youth Zone delivers significant social and economic benefits, particularly helping young people on the path to successful careers.”



LONDON'S COMMITMENT

Before looking in detail at attitudes and plans for future charitable activity, we decided to find out from owners and senior decision makers within London-based SMEs what their current support looked like... and the results are encouraging.

When asked the value of what they donate annually to charitable activities:



In terms of estimated time their business dedicates to charitable activity over a year, London's philanthropists again demonstrated their generosity and commitment:



OnSide Youth Zones has experienced this generosity first hand from the patrons who have signed up to support our expansion into London.

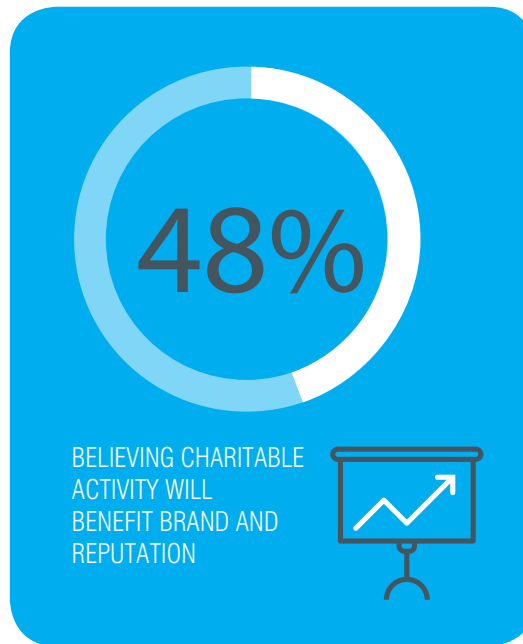
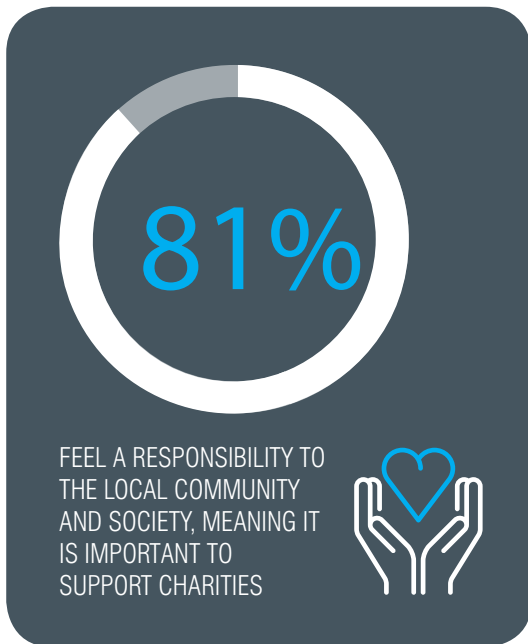
It's clear to us that many business owners are keen to ensure their communities benefit, not just from funding, but from dedicating time, expertise and insight to ensure their support delivers maximum impact.



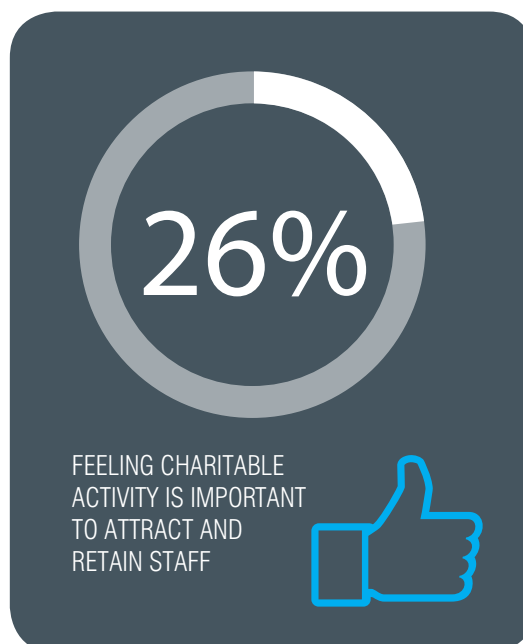
CHARITABLE DRIVERS

The statistics around commitment indicate that London is blessed with an abundance of generous philanthropists.

We thought it was important to understand the key drivers behind this, and our findings indicate a deep, societal obligation:



Many of those we surveyed also recognise the adage of ‘doing well by doing good’, with:

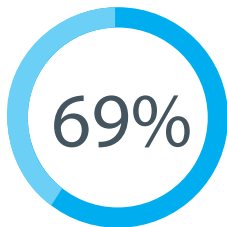


These results suggest that the private sector is being driven by a deep understanding of the positive feedback loop created by businesses using their success to re-invest in the communities where they are based.

LONDON CALLING?

After exploring motivation and commitment, our research highlighted a surprising result.

Only a small proportion of London's SME philanthropists currently support charities in their local community.

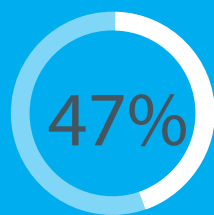


SAID THEY DO NOT CONTRIBUTE TO LOCAL CHARITABLE CAUSES AT ALL

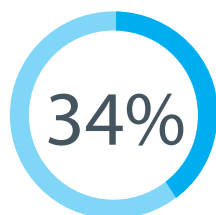


Just 14% of SME owners and decision makers support charities within the community that their business is based, whilst 17% contribute to those located in other areas of London.

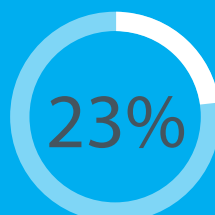
We needed to find out why... and it became apparent that there may be some barriers:



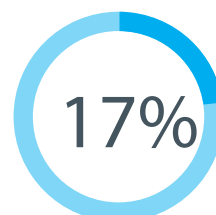
SAID A LACK OF TIME PREVENTED THEM BECOMING INVOLVED WITH LOCAL CHARITIES



SAID THEY ARE NOT AWARE OF WHAT NEED THERE IS LOCALLY



WERE CONCERNED WITH THE RISK OF THEIR CHOSEN CHARITY FAILING



BELIEVE THERE AREN'T ANY LOCAL CHARITIES THAT ARE RELEVANT TO THEIR PRIORITIES

These responses highlight that more work needs to be done to ensure local communities engage businesses so that they are aware of the importance of tackling the issues faced by those in the area.

It also suggests that charities need to ensure they provide a framework for a business' involvement and ensure the relevance and importance of their support is made clear.

A key element in OnSide Youth Zones' growth has been ensuring philanthropists can play a meaningful role in the communities where they live and work, and that their limited time is put to best use leveraging strategic knowledge, experience and networks to further benefit their local areas.

A BRIGHT, LOCAL FUTURE

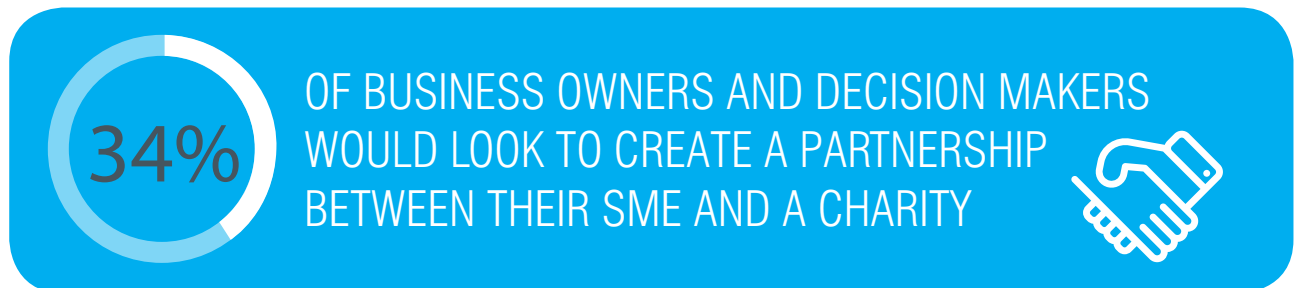
Whilst the research revealed that London SMEs' support for local community charities is currently limited, our findings suggest that this is set to change.

In fact, 80% of owners and decision makers have plans to increase support for charities in the area where their business is based.

This includes:



Our survey also revealed an appetite for more innovation and collaboration, something which we believe is essential to establishing meaningful and lasting cross-sector partnerships.



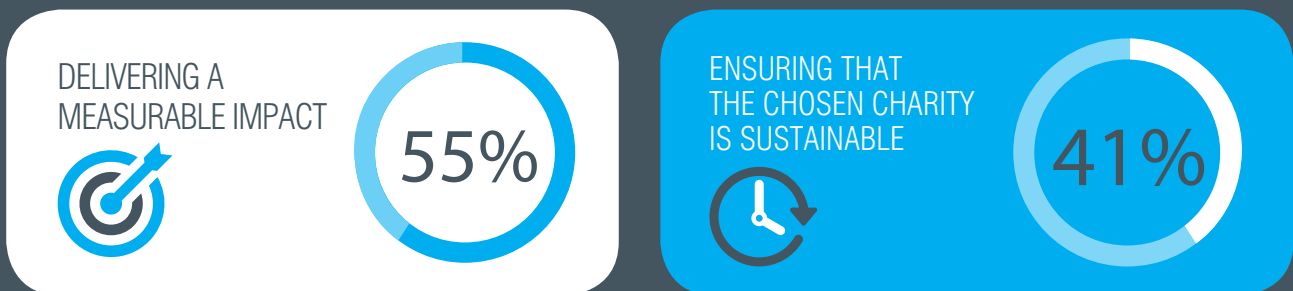
These findings are great news for organisations like ours who are forging deep links with businesses at a borough-by-borough level.

It's therefore key that we provide the mechanisms to meet this demand; creating opportunities to facilitate highly localised community support now and long into the future.

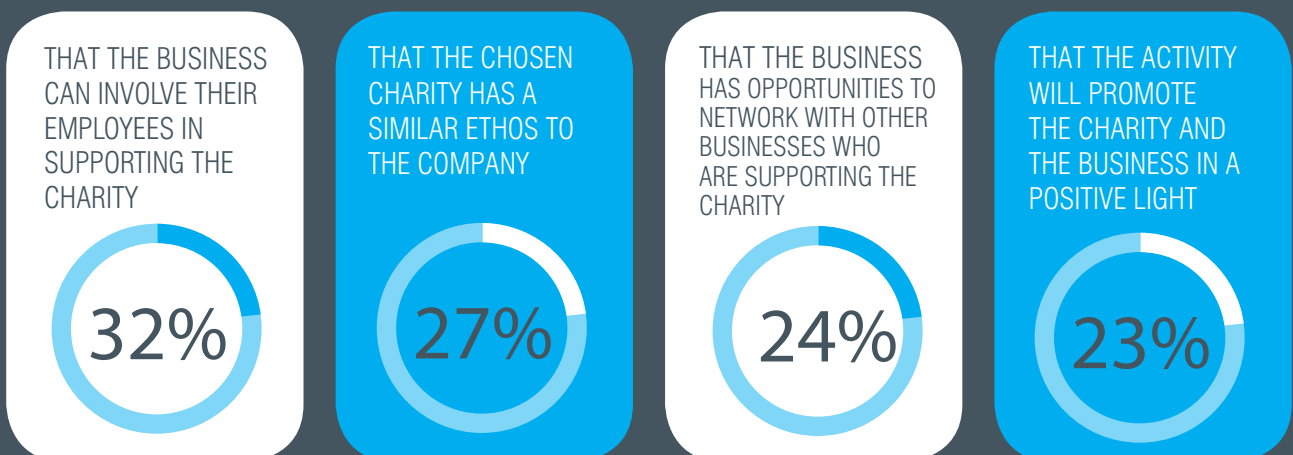
THE BUSINESS CASE

Whilst it's encouraging to see signs of increased philanthropic commitment at a local level, our findings re-iterate the need for charities and philanthropists to ensure their expectations and approaches are aligned.

When asked what the most important factor was in choosing to support a charity, owners and decision makers in London's SMEs said:



When it comes to mutual benefits for the business, our research suggests there are other key factors which come into play when an SME philanthropist is considering partnering with a charity:



These findings highlight the need to provide businesses and their owners with the opportunity to participate meaningfully in community-focused charities.

The private sector has been central to creating the vibrant, successful and sustainable cross-sector partnerships at the heart of OnSide Youth Zones.

As we continue to expand our network across the capital, we'll be looking to work with philanthropists, like those featured in this report, who are keen to ensure their charitable efforts support local need.

We would very much welcome the opportunity to discuss in more detail the challenges and opportunities raised in this report.

If you would like to know more about the findings, or how our cross-sector funding model works, then please contact us: enquiries@onsideyouthzones.org or call 01204 362 128

Working together, we'll ensure that the young people of London have access to world-class facilities that help them realise their full potential, while also providing businesses with opportunities for employee engagement, business networking and brand recognition.

To find out more or get involved, visit our website: www.onsideyouthzones.org

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