

Working with Plunkett



Welcome

Plunkett UK is a national charity with **a vision for resilient, thriving and inclusive rural communities**. For more than 100 years, Plunkett has been helping communities to set up and run a wide range of businesses which are owned by the local community, for the benefit of the people and area they serve.

It's only through generous support that we can continue offering our valuable services to help more communities save much-loved and much-needed local assets. Whether your company decides to fundraise, sponsor a Plunkett activity or make us your Charity of the Year, **we look forward to working with you.**

Thank you for your support during some pretty dark months. I can honestly say that without it, I'm not sure we would still have a pub.

Ogbourne Community Pub Society, Wiltshire



800

**community-owned
businesses supported by
Plunkett across the UK**



2,000,000

Estimated number of people that currently benefit from a rural community-owned business

What are community businesses?

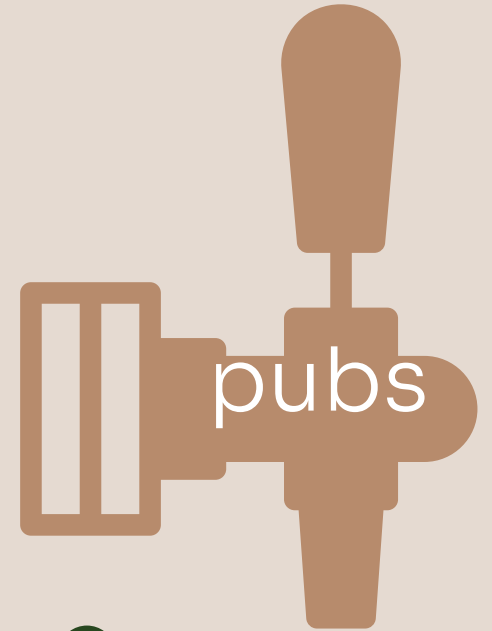
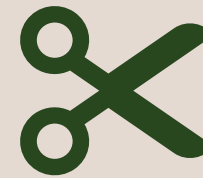
A community business **trades for the benefit of the community**, and is democratically owned and run by the local community.

Community businesses are typically owned by over 200 shareholders and are run by a combination of volunteers and staff.

Thanks to the dedication of the people involved with the business, along with Plunkett's ongoing support, community-owned businesses rarely fail.

In fact, **they boast a long-term survival rate of 94%**, compared to a 44% survival rate for businesses of a similar size.

Plunkett is proud all types of businesses from...



More than a...

While a community-owned business undoubtedly provides an essential service for the community it serves, it can become so much more than what you'd expect.

They are often more than just a place to get a pint of beer, a newspaper or a loaf of bread.

Instead community businesses become lifelines, offering additional services such as affordable housing, community gardens, homework facilities, working from home spaces, social clubs, meals-on-wheels providers, foodbanks, fitness classes and much, much more.

At their hearts, community businesses are:



Welcoming and inclusive

Friendly places where the whole community can meet and socialise, people can enjoy a range of activities from walking groups and knitting clubs to lunch clubs and cultural events such as festivals and live music.



Places to volunteer

Run and supported by volunteers of all ages and from all walks of life, they help people connect with their communities.



Supporting the local economy

Through the provision of local services and by stocking locally grown or made produce, they also offering invaluable employment and training opportunities to all.



Making a difference

They bring a positive impact to their local community and play a part in wider societal and global issues, like tackling climate change through sustainable and environmentally friendly practices.



Westbury's story

Westbury Community Shop & Café in Buckinghamshire has been a constant source of support for its community for 10 years. Since 2022 the business has been **hosting regular work experiences sessions to a group of students from a local school who have a range of special needs** including autism, Down's syndrome and speech and language difficulties.

One of the shop's regular customers, a young man called Thomas who attends the school, was a regular visitor to the shop, coming in every Saturday morning for a slice of cake. He enjoyed his weekly visits so much, that he would tell his teachers all about this special local community hub.

Thanks to the commitment of the team to **their promise to be a business that serves the entire community**, Thomas and a number of his friends from the school, now spend a couple of hours with the business every Thursday morning. The students take on a variety of roles in the shop; taking sandwich orders in the café, operating the till, making up bags of sweets and helping with stock checks. One of the young ladies, Connie, loves tidying, so after her shift, all the shelves are immaculate!



This partnership is what sets us apart. Yes, it takes a fair amount of planning and work to facilitate these visits, but it is so worth it. We're so pleased to be able to help the young people develop their confidence and become more independent, whilst also helping them to build skills which will hopefully help them find a job."

Mei Cooper, Westbury
Community Shop & Café

How Plunkett helps

Plunkett works with communities to offer practical advice, support and training to help them establish and run a successful community-owned business.

Working collaboratively with a range of different partners we're able to provide:

After my husband died, I had severe depression – I was on the verge of committing suicide. There was nothing left in my life. I came down to Yarpole Community Shop and Café and I can honestly say, that for somebody in my situation, it saved my life. It gave me a focus, it gave me a purpose – you're in the community again. You meet new people. I love it. I absolutely love it.

Audrey, Yarpole Community Shop & Cafe volunteer



One-to-one support

Providing ongoing support to a community business across a range of topics including HR, finances, legalities, share offers and funding opportunities.

Training events

Hosting regular online and in-person event that provide an in-depth insight from sector experts on the different elements involved in running a community business.

Advocacy

Engaging with all UK political parties to advocate for better legislation, policy and funding to grow the sector, and enable more people to benefit from community-owned businesses.

Bespoke resources

Sharing a wealth of bespoke business resources and templates that assist the community business in both setting-up and in their day-to-day running.

Dedicated helpline

Giving access to a helpline and email support service where community groups can speak directly to a member of the Plunkett team to get assistance.

Networking opportunities

Offering opportunities to get together with other community businesses groups which give invaluable peer-to-peer support, a chance to share ideas and inspire.

Working together

We are proud to work with a range of different partners who share our values and with who we can establish meaningful relationships with mutual benefits. We appreciate that every relationship is different, so we are pleased to be able to offer a number of ways in which we could work together, including:

- Making Plunkett your **Charity of the Year**
- **Sponsor** one of our projects or events
- Hosting or getting involved with a **fundraising** event
- **Volunteering** your time and skills
- Making a **donation** to our core services
- Helping further our charitable ambitions through your network



Reaching new heights for communities



A team of nine colleagues from Central Co-op chose to take on the mighty Three Peak Challenge in aid of Plunkett, raising more than £8,000 to support rural communities across the UK.

Whatever your organisation's charitable ambitions are, we can work with you to create a partnership that offers benefits to your company and colleagues as well as supporting our work to build a stronger, more resilient rural landscape. However you choose to work with Plunkett, our dedicated Partnerships team will be on hand to work with you.

Working together to create new communities

Alongside working with corporates in a fundraising capacity, we welcome conversations with placemakers to put community at the centre of your next new development.

We selectively work with clients to:

1. **Set up a strategic placemaking partnership**, which establishes a public-facing joint commitment to progressive placemaking and enables you to utilise our credibility and reputation.
2. Create an ongoing relationship with Plunkett and you can **commission us on any site-specific consultancy projects**.

Thakeham are an award-winning sustainable, infrastructure-led, housing developer based in the South-East, who are leading the way in integrating communities into new developments.

Our partnership with Thakeham is one that has developed over time. Initially we began working in consultation with Thakeham and the community of Woodgate to help establish the site's new community shop. We're delighted to have since partnered with Thakeham as a sponsor of our annual Rural Community Business Awards and the Better Business report launch event, as well as working with colleagues on a number of fundraisers including a 50-mile bike ride and a Walk for Plunkett event.



Thakeham understands what it takes to build a thriving new community. Our approach blends investment in community amenities with inspiration for the people who use them.

We are committed to creating truly sustainable and vibrant community hubs at the heart of our new developments, and through engaging the skills of the Plunkett team, we know that community businesses have a place in the future of Thakeham's sites.



Rob Broughton, CEO, Thakeham

Your support will...

Each year, it costs Plunkett £1 million to fund its core operations. However you choose to get behind Plunkett, your contribution will be helping to change the lives of those living in rural areas as well as bringing about environmental and economic change.



£500

could provide a business health check for an existing community business, which will help to ensure that their business remains viable and thriving for the long term.



£1,000

could help Plunkett to host an online training webinar on a topic that is relevant to the issues facing community businesses.



£2,500

could help fund the support required to get a new community group up and running with their business - taking them from an initial consultation with Plunkett to getting the business open and trading.



£5,000


could provide the resources necessary for Plunkett to host regional networking groups across the UK, for a year, offering all community businesses the chance to come together to share ideas and challenges



What we can offer you

We understand that a charity partnership isn't just about the financial benefits but also the opportunities it brings to work together to raise awareness and increase engagement in a cause and the supporting partner.

Working with Plunkett will offer a chance to demonstrate your commitment to the community business sector and show you care about rural matters, while also offering a number of additional benefits to your organisation.



Volunteering opportunities

Inspiring colleagues

Media coverage

Marketing opportunities

Visits to community businesses

Invitations to Plunkett events

Policy and advocacy work

Sharing your expertise

Partnering with Webmart

Webmart are a sustainable marketing agency and certified B Corp. As a company that has a long history of supporting good causes, Plunkett is delighted to have been a charity partner of Webmart since 2023. During that time the team have generously supported our National Community Business Conference 2024 as the event's lead sponsor and have also made financial contributions towards the charity's core services.

But that's not all... In addition, Webmart have been extremely generous in sharing their expertise and skills with Plunkett - offering resources to support the overall coordination of the Conference and providing insights into understanding and monitoring the charity's own carbon footprint.



Charitable giving is one of Webmart's cornerstone motivations, and our values of supporting local communities very much align with those of Plunkett's.

Tom Maskill, Webmart's Chief Client Officer



Together we are delivering better businesses for people, communities, the economy, and the environment.

Joe's story

At the heart of any community business is the ambition to be an inclusive place for the entire community. Joe is a young man, who thanks to his local community-owned pub in Essex, is able to enjoy the same opportunities that other young people can.

Joe, who is in his late teens, has a condition called Fragile X. The condition means that although his physical abilities look mainstream his mental capabilities are often that of a toddler. Joe can't read or write and will never be able to live independently without help.

In a world that can be incredibly isolating for Joe, The Locks Inn community pub, gave him a chance to be part of something.

After Joe's mum contacted The Locks Inn, Joe was invited to work with the team collecting glasses and serving food. The staff and customers treat Joe with respect, kindness and empathy, allowing Joe to be Joe. They include him in conversations although he doesn't talk and they laugh with him, not at him.

The difference in Joe since starting with the pub is obvious. His confidence has grown and he has begun to interact with customers – he especially likes it when he receives a simple smile of thanks. A small gesture that many of us take for granted but something that means a lot to Joe. Across the UK, community businesses just like The Locks are supporting people who aren't able to access mainstream opportunities, giving them the chance to thrive too.



Because of Plunkett and The Locks, Joe has a purpose. Together they have given him a stepping-stone to employment something that for young people like Joe, isn't easy. That's why we need Plunkett because without them community businesses wouldn't exist. Thanks to them and The Locks, we now have hope. They've taken us from despair to a place of positivity

Penny Harris, Joe's mum



Join the movement

Become a **Plunkett Supporter Organisation Member** and help us to build a stronger and more resilient future for rural communities across the UK.

By becoming a member you'll be helping to empower communities to tackle some of the most important issues in our society, such as isolation and loneliness, wellbeing, employment and training.

Join today at www.plunkett.co.uk/become-a-member

If your company would like to work with Plunkett, we'd love to hear from you. Get in touch with us at:

- **Email:** gemma.sills@plunkett.co.uk
- **Telephone:** 01993 630022

www.plunkett.co.uk

Plunkett UK is the operating name of Plunkett Foundation, a company limited by guarantee (No:00213235) and charity registered in Scotland, England & Wales.

