

WELCOME TO OUR
VILLAGE COMMUNITY
STORE.
WE OFFER AN EXCELLENT
RANGE OF GOODS AND
VALUE FOR MONEY.
ALL THE HARDWORKING
VOLUNTEERS WILL BE
HAPPY TO SERVE YOU.
THINK GLOB
SHO



Corporate partnerships

Clapham Community Shop,
North Yorkshire

Welcome to Plunkett

Plunkett UK is a national charity with **a vision for resilient, thriving and inclusive rural communities** throughout the UK. 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.

Today we provide ongoing expert business advice and support **to over 800 community-owned businesses** such as shops, pubs, farms, woodlands, fisheries and much more, **as well as supporting more than 500 start-up enquiries annually.**

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





The Black Bull community pub, Scotland

What is a community business?

A community business **trades for the benefit of the community**, and which 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.

Approximately **1.3 million people in the UK benefit from having a community-owned business in their area** and Plunkett is proud all types of businesses from pubs and shops to distilleries, book shops, farms and woodlands.

Plunkett currently works with

- 30 multi-purpose hubs 
- 430 shops 
- 190 pubs 
- 35 woodlands 
- 25 growing schemes 

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 'more than' services such as affordable housing, community gardens, homework facilities, cafés, work spaces, social clubs, 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. A place where everyone 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, while also offering invaluable employment and training opportunities to all.

Making a difference - Community businesses bring a positive impact to their local community and are playing their part in helping to make a difference on wider societal and global issues such as helping to tackle 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!

Whilst setting up the placement, one of the teachers said that *"only three businesses in the whole of Buckinghamshire offer group work experience placements to their students"*. Mel Cooper, Westbury Shop & Café manager said **"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."**

Watch a short video with Thomas and his mum, Alison, about their experience, [here](#).

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:

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

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

Training events

A calendar of regular online and in-person events that provide an in-depth insight from sector experts on the different elements involved in running a community business

Dedicated helpline

Access to a helpline and email support service where community groups can speak directly to a member of the Plunkett team to get support

Bespoke resources

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



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

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 Engagement team will be on hand to work with you.

Central Co-op's Three Peak Challenge event



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**.

If you are a placemaker and would like more information about working in partnership with Plunkett, please visit www.plunkett.co.uk/placemaking/



The community shop at Woodgate in Surrey opens in May 2024

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 hub**. We are now delighted to partner with Thakeham as a **sponsor** of key activities including our annual **Rural Community Business Awards** and the **Better Business report** launch event. In addition, Thakeham colleagues have generously undertaken a number of **fundraisers** including a **50-mile bike ride** and a sponsored **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 believe that our collaboration with Plunkett will shape a better future for cohesive communities. 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 Boughton, CEO, Thakeham



THAKEHAM



How your support will help

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

“ 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 volunteer**

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.

We'd be delighted to work with you on:

✓ **Volunteering opportunities.** We can match your team with a community business to undertake volunteering activities that offer a direct benefit to the community while giving an invaluable insight into community ownership to your team.

✓ **Media coverage, both national and regional.** Partnering with a charity can create some fantastic PR and marketing opportunities - from fundraising activities to campaign promotion, there is always a story to be told.

✓ **Inspiring colleagues.** Working with you to engage, motivate and inspire your team to maximise the partnership's potential, through the delivery of bespoke presentations and resources.

✓ **Facilitated site visits for your team to community businesses** to see for yourselves the difference they are making to their local community

✓ **Policy and advocacy work.** By supporting Plunkett, you'll be partnering with an organisation that is a trusted voice with the sector and one that champions and advocates for community businesses.

✓ **Invitations to prestigious Plunkett events** where you'll have the opportunity to meet and network with other Plunkett supporters including our corporate networks, MPs, Peers, Ministers and sector partners.

✓ **Sharing your expertise.** Plunkett's Training Hub is an ideal platform for showcasing your company's expertise and experience with community business members.

✓ **Internal marketing opportunities.** Our newsletters reach more than 3,000 engaged supporters, while our social media channels boast over 20,000 active followers.

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 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**.

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

“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



Charlotte Jenkins (centre, blue top), Digital Strategist at Webmart, speaking on a panel at the 2024 National Community Business Conference

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



Want to find out more?

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

Follow us     

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



Plunkett Foundation is a registered charity, numbers CC 313743 (England and Wales) and SC 045932 (Scotland). It is a company limited by guarantee, registered number 00213235