



SMALL CHANGE

Making a difference

Social Investment in Big Local areas



£1m Big Local Spend – where the money could go....

- **Project grants**
funded activities to tackle issues
- **Support**
partnership and community
- **Investment**
lent, not given



What is Social Investment?

- An *investment* that provides **both** a *social* and a *financial return*
- *Investment*: a monetary asset invested in with the intention that it will provide income in the future and can be turned back into money again
- *Social Return*: Environmental, social and/or economic value produced by your investment
- *Financial Return*: Money earned from your investment
- It is **not** a grant or a loan that is unlikely to be repaid



What is NOT Social Investment?

- An investment that provides a financial return only with no social return
- A grant or donation
- A loan that is unlikely to be repaid



Mix and match

- Grants
- Deposits in credit unions
- Share investments in co-operatives and mutuals
- Loans to credit unions and/or Community Development Finance Initiatives



Why social investment?

- Sustainability – legacy beyond 10 years when grants have been spent
- Helps you deliver your Big Local plan
- Money can be recycled – it goes further
- Economic, social and environmental benefits
- Empowers and strengthening communities
- Promotes enterprise and enhances skills



Why NOT Social Investment?

- Too risky
- Doesn't fit with the plan
- Local people/organisations aren't interested
- No good organisations/deals to invest in
- It's too complicated



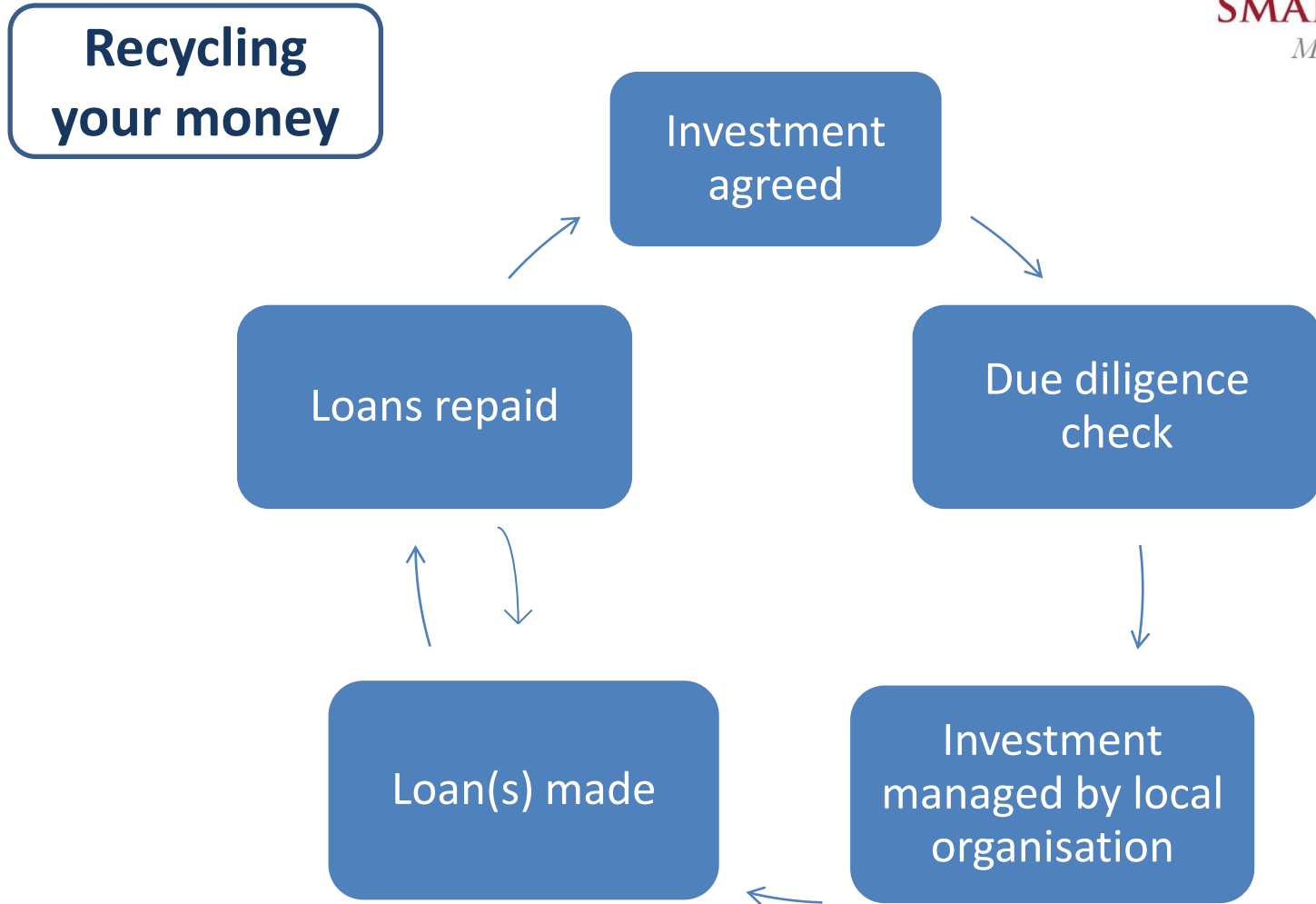
Examples of social investment

- **Personal**
individuals e.g. credit union instant loans
- **Business**
individuals wanting to become self employed or small businesses wanting to grow
- **Social enterprise**
charities/community groups wanting to offer services or take over assets



How does it work?

- Local area identifies opportunities and makes decision to invest
- Loan funds are managed by credit unions or community development finance initiatives
- Small Change will carry out “due diligence”
- Social Investment rep provides local support and access to technical advice
- Unlike other loan funds, the money comes back to the area





Questions and comments



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Next steps?

- Want to know/do more?
- Support available – I'm here to help:
 - Give advice
 - Run workshops
 - Help research challenges and opportunities
 - Help identify and work with potential partners