



In brief...

Building Strong Partnerships

Partnership is at the heart of the Warm Welcome Campaign. By working with local government, businesses, and other charities, we can create stronger, more sustainable Warm Welcome spaces that are better able to support our communities.

Partnerships help to:

- Build capacity and joined-up support—working with like-minded organisations increases your ability to meet people’s needs and makes it easier for people to access help.
- Share ideas and best practices—collaboration enables problem-solving and innovation.
- Strengthen credibility—funders and local authorities often like it when organisations work together to increase their impact.
- Promote your local Warm Welcome Space. Partnerships can help spread the word, so more people can find a place of belonging locally.

When partnerships are done well, they can be transformative, but they can also be challenging. Here are some top tips for success:

- **Identify Shared Goals:** Focus on community outcomes and seek partners with complementary aims. Example: Holy Trinity London, a food bank, partnered with a local GP to provide free blood tests.
- **Map Local Opportunities:** Reach out to faith groups, libraries, councils, and grassroots organisations—conversations often uncover shared interests.
- **Start Small:** Begin with simple actions like sharing noticeboards, promoting events, or lending space. Build trust over time.
- **Be Clear:** Define roles, responsibilities, and communication channels to prevent misunderstandings. Written agreements and regular check-ins help.
- **Share Resources:** Be open about what you can contribute and what support you need.
- **Prioritise Safeguarding:** Ensure all partners uphold safety and inclusion standards.

- **Celebrate Success:** Thank partners, share stories, and publicly recognise contributions. Even when partnerships end, acknowledge achievements to leave the door open for future work.

Partnerships take time to grow, but whether short- or long-term, they can improve support for our communities.

In more detail...

Building Strong Partnerships

Partnership is at the heart of the Warm Welcome Campaign because by working together, we can do more and create local networks of welcoming spaces that are stronger, more sustainable, and better placed to support our communities.

Partnerships help to:

- **Build capacity and offer joined-up support** – working with like-minded organisations grows your organisation's ability to serve your community. It can also make it easier for your community to find the help they need, either in your space or through clear signposting.
- **Share ideas and best practice**– By working with like-minded individuals you can share ideas and problem solve. Work together to.
- **Strengthen credibility** – showing funders, local authorities, and communities that organisations are working together to maximise impact. This can help to support fundraising bids.
- **Promote your local Warm Welcome Space.** Partnerships can help spread the word, so more people can find a place of belonging locally.

When it works well, working with partners can be transformative, but partnerships can be hard. So here are some of our top tips for building strong and successful partnerships:

1. Identify Shared Goals

What's your why, and does another organisation complement or share this? Start by identifying what your unique offer is and any unmet needs your service users have. Look for organisations who share your aims and your values. *Keep the focus on outcomes for people, not just organisational priorities.*

Example: Holy Trinity Leytonstone run a weekly food bank, but they have built a partnership with their local GP practice so that people can get free blood tests while they're doing their weekly shop.

2. Map Local Opportunities

Look around at what's already happening in your area. Faith groups, libraries, local councils, grassroots organisations, or other Warm Welcome Spaces are often open to collaboration. A simple email, call or coffee to chat about what each of you does can uncover mutual shared interest.

3. Start Small

Partnerships can be simple. It could be as simple as a shared noticeboard, promoting each other's events, or lending your space for another group's activity. As trust builds, you can move towards doing more together.

4. Be Clear

Clear agreements prevent misunderstandings. If you decide to run something together, set out who is responsible for things like volunteer coordination, safeguarding, publicity, or refreshments. A short written agreement can keep everyone aligned. Good communication is key too—whether it's monthly catch-ups, a WhatsApp group, or a named contact in each organisation. Be open, honest, and quick to address any issues.

5. Share Resources

Resources are often stretched, so transparency matters. Be upfront about what you can contribute—whether that's a venue, volunteer time, or donated goods—and about what support you might need in return.

6. Prioritise Safeguarding and Standards

Every partnership should uphold high standards of safety and inclusion. Make sure all partners understand their safeguarding duties and agree on a consistent, welcoming approach.

7. Celebrate Success Together

Take time to thank partners, share positive stories, and publicly recognise contributions. Mutually celebrating achievements strengthens relationships and encourages wider community support. When a collaboration ends, celebrate what you achieved and part on good terms to leave space for future opportunities.

Building trust takes time. Sometimes short-term partnerships are all that are needed. Where partnerships thrive, look for ways to deepen them—through joint projects, shared funding bids, or even local campaigns.

Examples of great partnerships from the WW network (we could get C4 and another organisation to record a video of what partnerships have unlocked for them).

- <https://www.c4consortium.org.uk/>
- <https://www.facebook.com/DownhamMarketLibraryNorfolk/photos/-slipper-swap-at-downham-market-library-join-us-next-friday-21-march-from-1130am/1049765950522354/>