

# WORKFORCE SOUTH



## Community Investment Business Case Sample

This template has been designed as an example of how businesses could consider a Community Investment Programme

### Rationale for considering C.I. Programme

#### Summary

- Why implement a Community Investment programme in your company?
- What activity(s) are you suggesting?
- How will it help your company reach your customers/improve your local community and therefore customer base?
- How will it help and tie-in with staff development?
- What will the business benefits be to your company?

#### Financials

- Projected costs (if any).
- What budget will this come out of?
- How will the budget be managed and reported?
- How will you record staff time as a financial investment?

#### Process

- Engaging key stakeholders (within the business and from external sources).
- Setting up appropriate programmes.
- Launch plans (including internal staff communications, PR and corporate news items).
- Develop marketing material (if required).
- Implementation of the programme.
- Reporting, evaluation process and frequency.

**Benefits and Risks**

- What are the benefits to the company in implementing a C.I. programme?
- What are the risks?
- Will you need to implement a staff volunteering policy to support the programme?
- Who will manage the programme?

**How does the proposed plan meet the organisation's vision, mission and values?**

- How will the C.I. programme improve the company's bottom line?
- How will the C.I. programme improve the company's reputation?
- How will the C.I. programme improve staff development and engagement?

**Recommendations**

**Date:**

**Submitted by:**

**Approval**

**Business Development Director or Executive Management Team comments**

**Approved?**

Yes / No

**Signed by:**