



Co-operative Councils

Innovation Network

COMMUNITY WEALTH BUILDING



Birmingham City Council

Delivering Social Value through the MatchMyProject platform

There are many community projects delivering innovative and valuable services in Birmingham, often working with hard-to-reach groups to provide high quality, community-led and innovative services. However, many grassroots organisations fail to access funding and resources from mainstream funders - including the council itself.

To tackle this problem, we developed MatchMyProject - an online platform that matches community organisations in need of resources for the delivery of their projects and businesses working directly for Birmingham City Council or in the area. Using this tool, community organisation can post requests for support on specific projects, with businesses able to browse a curated directory of projects and make offers of support directly.

Once the project is complete, both community organisations and businesses share their feedback, with businesses receiving an overall rating derived by community feedback. This rating is then shared on the MatchMyProject leaderboard.

Since the soft launch in May 2021, we have seen 104 projects uploaded by 120 organisations. 56 community orgs uploaded a project; and 101 suppliers signed up giving a ratio of 6 community orgs for every 5 suppliers.



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Birmingham City Council worked with the Social Value Exchange to create MatchMyProject from scratch. The Social Value Exchange team is currently working on a number of new features that include the speeding up community organisation verification and automatic generation of case studies. These will be released this summer.

A Birmingham based school received resources to create an allotment and told us, 'I would like to just mention what a fantastic resource the MatchMyProject portal is to enable such projects to go ahead. We are incredibly grateful.'

On a different project, a business who built a roof for a community garden, enabling outdoor education to go ahead, commented that the tool provides 'a great way to support local organisations and provide social value.'

For further information contact:

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