ANGLIA RUSKIN UNIVERSITY

Faculty of Business and Law

The geography of corporate philanthropy: A comparison of places across the north and south of England

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A thesis in fulfilment of the requirements of Anglia Ruskin University for the degree of PhD in Business and Management.

Submitted: January 2021

Acknowledgements

Firstly, I would like to express an enormous amount of gratitude to my supervisors Dr Alison Hirst and Professor Nick Drydakis. I am incredibly thankful for their commitment towards my research project, and their time and dedication they gave me over the last four years. It was my privilege that both Alison and Nick were happy to guide me on this project. I could not have asked for a better supervisory team.

I must show appreciation to all the participants who were able to make time and take part in the fieldwork. Without their willingness and generosity, I would have not been able to complete the research.

It is imperative that I mention my employers, North Shoes, who provided an immense level of support and care throughout my research study. It has been a wonderful pleasure to have worked in a special team who encouraged me, especially during the most challenging of times.

My final thanks is reserved for my family back home in Preston, Lancashire. It became difficult to go back and visit as frequently as I would have hoped, but their love, support, and belief gave me the inspiration to pursue my goal of undertaking a doctoral study. For that and so much more, I will always be grateful.

Abstract

Purpose: Geographical insights are widely neglected in the extensive and rapidly growing research on corporate philanthropy. Using a comparative, mixed methods study of firms located across the North and South of England, this research examines the impact of geography on firms undertaking philanthropic activities.

Methods: Using the NOMIS database, four key factors were identified to construct an initial theoretical framework for understanding how geographical place influences firms practicing philanthropy. They are, having a history of industrial decline; higher income levels; higher education rates; and a majority of left political support. A research hypothesis was constructed for each factor.

Thereafter, the research adopted a sequential (exploratory) mixed methods approach. In the qualitative phase, ten semi-structured interviews were conducted with managers responsible for their firm's philanthropic activities to develop and refine the hypotheses. In the quantitative phase, a larger sample of online surveys (n=20) followed to test the hypotheses and other themes using regression analysis. Using a comparative case study design, coherent selections of cities or towns were explored in four regions across England; North-east (NE); South-west (SW); North-west (NW); and South-east (SE).

Findings: Decisions about philanthropic activities differ across regions, according to specific characteristics of the places where firms are located. In the NE, philanthropic support is aimed at local and regional recipients as ways of showing support for the unemployment caused by industrial decline. In the NW, local causes are predominantly supported, to demonstrate firms' strong community presence. In the SW, recipients are regional and international, linked to the higher income levels and left political leaning of this region. Results in the SE reveals a variety of recipients, as a consequence of higher education attainment, left political leaning and unemployment that affects this region.

Conclusions: The thesis makes empirical contributions to existing knowledge and provides new insight into understanding how the specific characteristics of the place where the donor firm is located impacts the way they perform philanthropy. Employing mixed methods permitted a deep understanding of the research topic. I posit further calls for mixed methods fieldwork in social science research.

Keywords: Corporate philanthropy, Place, North and South of England, Mixed methods

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Declaration

I declare that the work in this thesis has been done by myself and has not been submitted elsewhere for the award of any other degree.

Kamal S. Rai

Chapter 1 - Introduction

This thesis presents a geographical perspective of how place shapes and influences firms who undertake corporate philanthropy. The interdisciplinary study of geography and corporate philanthropy has until recently been a very little studied topic. The research rectifies this by exploring carefully chosen places (towns or cities) from a select group of regions across the north and south of England, to determine how certain geographical factors impact a donor firm practicing corporate philanthropy. Exploring different places develops a comparative understanding of place in the north and south of England.

In this introductory chapter I begin by determining the context of the research. I then present seminal authors of place and philanthropy establishing key ideas which ultimately sets up the research questions. The chapter concludes with a summary of the structure of the entire thesis.

1.1 Context of research

In a comprehensive and broad ranging review, Gautier and Pache (2015: 344) define corporate philanthropy “as the voluntary expression of a firm’s commitment to the common good”. Primary acts of corporate philanthropy tend to take the form of monetary donations given directly to charities, followed by in-kind gifts of firms' products, services, use of facilities, and volunteering (Seifert et al., 2003).

The focus in this study is on corporate philanthropy though I must recognise its relationship with corporate social responsibility (CSR). CSR is the commitment by a business to contribute to their economic growth while carrying out social programs to improve the quality of the society at large (Gill and Broderick, 2014). Understanding CSR has gained more momentum since its early readings. Milton Friedman (1970) famously argued that a company’s only social responsibility is to make as much profit for the owners within the bounds of law, and then be socially supportive. Whilst Friedman’s (1970) argument has its critics, the idea of firms practicing CSR to help charitable causes displays some similarities with corporate philanthropy. An inspiring author of CSR is Carroll (1979; 1991) whose work devised the famous CSR pyramid - constructed of four essential categories. The economic category is positioned as the base of the pyramid upon which the remaining three are built through legal, ethical, and philanthropic categories. Carroll (1979; 1991) affirms that only since the 1980's have ethical and philanthropic functions taken significant standing. Carroll's CSR pyramid indicates that through philanthropy, companies can act in a socially responsible way by performing some forms of philanthropic duties. This notion can be better known as corporate philanthropy. Corporate philanthropy is a part of CSR and a particular form of it (Mohr and Webb, 2005).

Still, it is crucial to distinguish that although corporate philanthropy is within the wider construct of CSR, they are also two different concepts. Thacker (2018) argues that philanthropy involves individuals or firms who attempt to bring about social change in a cause they believe in by investing their wealth, time, and/or knowledge, whereas CSR is about making the core business functions of a company more sustainable. Alternatively, there is a straight forward view on how each concept differ. "Corporate philanthropy focuses more on support of required publicly beneficial projects, while CSR is a concept focusing on general impact a company has on society" (Formankova et al., 2015). And then there is the question that for the most part, CSR predominantly centres on financial distribution to causes, yet as Formankova et al. (2015) indicate, corporate philanthropy doesn't always mean distributing financial support. These reasons, along with the idea philanthropy is a much narrower topic, shapes my decision to explore corporate philanthropy within England, and how firms are impacted by their geographical place to perform philanthropic activities. Crucially, studies observing the impact of corporate philanthropy is located in its own separate field.

It is widely regarded the benefits of philanthropic action from firms enables businesses to help the disadvantaged. Puddifoot (1995) acclaims philanthropic responsibility from firms can regenerate deprived local communities, potentially bringing the community even closer. In return, donors become can perhaps be seen as local hero's and community inspirations (Aris, 2000). The focus of donors in this thesis will rest on for-profit firms that undertake philanthropy.

In the context of England and the UK, there is a growing consensus corporate philanthropy is leading to a wider recognition from the academic domain, corporate policy makers, and governmental bodies alike. The support for firms and their charitable measures is a result of recognition and movement in social attitudes (Lauritsen and Perks, 2015). Recognition has enhanced due to the increase of detailed information concerning the philanthropic activities of leading companies made available through national news and publications (Brammer and Millington, 2005). Lloyds bank and their foundation distributes monetary donations and organise fundraising events, has become the leading giving UK company (Weakley, 2017). But admittedly, research underlining what corporate philanthropy means and represents in England is still largely understudied.

The way in which place influences firms and organisations practicing philanthropy is not well understood and little research has been done investigating the relationship between place and philanthropy. Whilst the role of corporate philanthropy in all its various guises is becoming significant in recent decades, there has been remarkably little research into its geographical implications (Lew and Wojcik, 2010). Particularly shaped through historical and economic geography (Badescu and Sum, 2005). Establishing how geographical place and the way its socially constructed, offers an innovative and consequential outlook to impacting corporate philanthropy. Further to the point, philanthropic motivations of firms are usually shaped by distinctive geographical contexts and settings (Marshall et al., 2017). The prospect of gathering innovative, significant data generates an understanding that allows existing businesses and potential businesses to identify how philanthropy is practiced and conceived. And they will know this as a result of place.

It is understood England has some of the largest regional inequalities within Europe, particularly between the Northern regions (North West, North East and Yorkshire and the Humber) and those of the South, particularly London and the South East (Jenkins and Leaker, 2010). This tells us investigating the relationship between place and philanthropy in England is effective because of the extreme contrasts in places that are about social inequality, i.e., the sort of thing that philanthropy is meant to address. At the same time, philanthropy is much broader than addressing poverty and social poverty. Philanthropy is also known to help fund institutions that are involved in arts, culture, and sport (Piper, 2019). Still, most people are aware that philanthropy is predominately considered as a funding mechanism to help the disadvantaged (Reich, 2016).

Several authors have investigated corporate philanthropy in England and the UK. A notable topic entails the relationship between firm reputation and undertaking philanthropy (Brammer and Millington, 2005). Another subject area concerns perceptions of corporate philanthropy from consumers or stakeholders, suppliers and potential employees (Williams and Barrett, 2000; Lauritsen and Perks, 2015). Despite this, literature investigating geographical impact towards donor firms practicing philanthropy in England remains even more confined. That is with the exception of Hurd et al. (1998) and Marshall et al. (2017) empirical work. After all, it is Marshall and co-authors who lament;

> "Geographical questions are neglected in the extensive and rapidly growing research on corporate philanthropy which largely views the firm through an uncritical lens" (Marshall et al., 2017: 3).

Consequently, Marshall et al.'s paper goes a long way to create the rationale of the PhD topic. It is worthy to draw attention to occurrences of geographical place corresponding to philanthropic firms mainly emanates from the US (Wolch and Geiger, 1985). One example assesses how firms and their charitable causes which located in different states, aided earthquake survivors differently to one another (Muller and Whiteman, 2009). Their study found companies from different locations in the US engage in charitable behaviours based on their societal and historical factors. What I want to achieve in this study is to determine if variances exist across geographical places located in different regions across England, and how they perceive philanthropy.

Not only will the thesis consider how philanthropy is practiced, but also who donor firms choose to support and why. This leads to the topic of beneficiaries/recipients (hereafter recipients). A handful of existing papers present and discuss regional variation behind firms choosing their recipients. Hurd and co-authors entail a vital theme in their study is to probe where firms direct their philanthropic support and what influences this decision. Marshall et al.'s (2017) investigation explores how recipients of philanthropy in the north-east of England is spread out locally and regionally. An earlier study by Wolpert (1988) in the US, found donor behaviour in their generosity varied from place to place, explained by the distribution of wealth and distress, as well as community size and heterogeneity.

The basis of this research examines the comparative context of place and philanthropy, and the way donor firms located in the north regions might undertake philanthropy differently to those donor firms located in the south. What philanthropy means and represents in place epitomises social constructionism. Whittlesey (1954; cited in Cresswell, 2013: 60) welcomes social constructionism as the belief things are invented, produced, or constructed by people in society. Hence places vary because of how they are socially constructed and what they perceive as reality may not be the same in a different place (Berger and Luckmann, 1966; Kim 2001).

1.2 Seminal authors who are relevant to the research study

A pivotal component of the research is appreciating seminal authors who have influenced the direction of the topic. The largest volume of reading encountered the field of social geography. Growing interest in the concept of 'place', what makes place the way it is, and how places differ from one another is highlighted by the publication of seminal book and papers. This is evidenced none more so than the first instrumental author of place to stimulate the premise of this thesis; Doreen Massey (1995; 2005). Massey, a seminal author of place, explored and analysed how the spatial divisions of labour, between conception and execution, is a powerful force that generates uneven geographic development. Massey (2005) underlines one of the best-known forms of organisational positioning is typified by electronics in which research and development (R&D) is performed at the headquarters. Economic wealth of place is most conspicuous in how organisations decide where to locate by measuring labour costs. Call centres tend to be positioned across towns and the edge of city areas whereas locations for R&D firms are found in high quality residential environments.

“This is done with a view of increasing productivity and increasing profit by consigning the lowliest workers in the cheapest places” (Massey, 1995: 72). In addition to economic capabilities, Massey (1995) verifies there is a historical process in which different spatial structures emerge and explain how human societies work.

Alongside Massey, another geographer, Gieryn (2000) aided the understanding of what constitutes place. Gieryn (2000) does so by proposing three specific dimensions. The first is geographical location. Location can comprise of a room, building, district, village, city, county, or region. Each instance of location as place has finitude and distinction which allows us to observe how places differ from one another (Gieryn, 2000). The second feature is material form. In its simplest term, Gieryn (2000) posits place in material form has physicality, or in other words, place is stuff such as nature, parks, buildings. The third dimension is meaning and value. The idea here is place is configured through a level of meaning as both emotional and social aspects reflect the symbolic importance of the place.

The other influential source of place to inspire this research study is the recent work of Tim Cresswell (2013). Cresswell (2013), another geographer, submits contemporary explanations of place within a regional comparative context of England. It is here where the concept of place and region differentiates as their own separate conception. Regions as bigger units also include smaller units known as place, such as neighbourhoods, villages, towns and cities (overlapping with Gieryn’s work). Cresswell essentially puts the idea across that ‘place’ doesn’t have a scale, but rather its scale is flexible. Thus, each ‘place’ socially produced, meaning the way they are constructed and how they perceive beliefs is not the same as other places. This includes donor firms who undertake philanthropy. Further commentary underpins the north and south division of England is “both product and producer of economic, social and cultural differentiation” (Cresswell, 2013: 71).

Next up is what I know about corporate philanthropy and its importance to society. Historically, the nature of corporate giving has been the subject of many debates. Some argue that firms have an obligation to engage in corporate philanthropy that supersedes any self-interested financial considerations (Shaw and Post, 1993). From this perspective, the responsibility of the firm is framed in moral terms. After all, firms as members of society, have a responsibility to utilize their resources that will improve the common good.

In contrast, several authors debate against voluntary acts of giving because they impose a burden on the firm whose primary function is to maximise profits for the shareholders (Friedman, 1970; Husted and Salazar, 2006). Reich et al. (2016:127) extend this notion, explaining that “a corporate executive is an employee of the owner’s business. Their direct responsibility to the owners is to make as much money as possible”. These profits, once returned to the owners, allow management to decide if the money could be put to charitable uses (Friedman, 1970).

It is clear authors suggest the motion of why firms undertake philanthropy is a result of its benefits to those in society. Equally, other authors identify how firms can primarily benefit from philanthropy. And there are some authors who believe undertaking philanthropy can benefit both firms and society evenly.

Of the many books and papers reviewing frameworks of corporate philanthropy, two fundamental references impart the largest commentary in this research. Early work from Varadarajan and Menon (1988) underlines three different categories of motivations behind performing philanthropy; corporate giving, strategic philanthropy, and cause-related marketing. The motivations are ranked within a scale of one-ten, in addition to embracing what primary benefits are to society from philanthropy, and what primary benefits are available to the firm. Following this, Burlingame and Young (1996) submit an updated framework to the work of Varadarajan and Menon that is continuously cited in modern research. From the outset, Burlingame and Young’s framework consists of five different types of motives behind donor firms and their charitable actions. But after applying a reductionist approach, five categories become a two-stage measure; ‘shared benefits’ or ‘dual agenda’. This action provides a clearer, succinct interpretation of what philanthropy registers to a donor firm in terms of motivation.

Coinciding with Varadarajan and Menon (1988) and Burlingame and Young (1996), informative writings from Moir and Taffler (2004) and Breeze (2013) contribute to the thesis. Subsequently, the focus of what corporate philanthropy is and the philanthropic motives considered in this study, is devised from the work of the authors utilised. The purpose is to identify and then explain which typologies of philanthropic motivations will be explored during the research stage. Reasons for considering these specific typologies as the core focus of philanthropy, ahead of other typologies, will be submitted.

The most challenging area of reading was identifying the relationship between geography and corporate philanthropy. A laborious effort was to locate empirical work assessing geographical impact on firms who practice philanthropy in the setting of England or the UK. With that said, a dominant group of scholars publish critical writings of how specific characteristics (of place) influence a firm's philanthropic engagement. The prime example is Marshall et al.'s (2017) paper which addresses the performance of Northern Rock and their charitable foundation set up to support deprived areas and causes in the north-east (hereafter NE) region of England. The paper informs that one imperative reason behind Northern Rock's philanthropic venture is to assist areas who have suffered from the heavy industrial decline in shipbuilding and engineering. A range of authors including (Miles, 2005; Nayak, 2006) from different sources again repeat the notion of industrial decline across shipbuilding and engineering and philanthropy in areas such as Newcastle, Quayside, and Gateshead, displays a positive association with corporate philanthropy.

Earlier work to Marshall and co-authors is Hurd et al. (1998). This paper also investigated the geographical effect towards firms operate a separate charitable organisation as a conduit to direct their giving. Hurd and fellow authors present a comparative context of 36 charitable organisations based around the UK. The core focus explores where the charitable organisations direct their support and what key factors enables them to do so. Identifying a factor(s) of place signals its importance to philanthropy and the way it is practiced.

Two other focal authors Shaw et al. (2011) and Maclean et al. (2015), deliver substantial commentary on the economic effects to philanthropy. In both sets of work, the focus lies with wealthy entrepreneurs based in the UK who undertake philanthropy. In the instance of Shaw and colleagues, their research underpins the motivations behind 100 wealthy entrepreneurs' philanthropic engagement. Pivotal variables of the entrepreneurs immediately become of interest including place demographic and higher education attainment. Data highlighting place demographics brings a small comparative setting of entrepreneurs undertaking philanthropy across different regions in England.

Maclean et al.'s (2015) investigation observes 20 wealthy UK-based entrepreneurial philanthropists. The paper delineates the journey from entrepreneurship to philanthropy and finds two compelling themes are consequential: economic wealth and social objectives. Incidentally, Shaw and Maclean feature as co-authors for each respective paper.

The last paper is Brown and Taylor's (2019) examination of the association between political affiliation and charitable behaviour in the UK. By investigating UK households, the study explored if the proportion of annual income donated to charity over the past year, and/or, the number of hours unpaid volunteering during a 4-week period, correlates to their political party preference. To verify such relationship, a set of socio-economic factors are measured such as; gender, ethnicity, age, highest educational qualification, monthly labour income, and labour status.

The above authors set the precedent of what key factors of place hold positive influence on philanthropy. Four key features have been identified to construct a conceptual framework which influence philanthropic actions of firms. They include history of industrial decline; levels of income; educational attainment rates; and majority political leaning. Yet, it is the employment of NOMIS – national statistics of the UK labour market, that helps underline how these key factors differentiate in volume and magnitude from place to place. Data within NOMIS provides figures across social and economic factors such as income, employment, unemployment, as well as higher educational attainment and the number of jobs in different industries. The significance of NOMIS allows us to identify which places across the north and south of England are suitable locations for exploration. To determine suitability, places will need to hold similar statistics across key factors outlined by the previous authors. Connected features to the key factors will also be considered. The task with NOMIS is to make sure there is not a major imbalance in the statistics of key factors that will be investigated.

A sizable amount of reading transpired for the research design of mixed methodology. A prominent source of knowledge incurred Tashakkori and Teddlie (1998). Their seminal work introduces the concept of combining qualitative and quantitative approaches to research. Content outlined the benefits of applying both a qualitative and quantitative measure in a single study collates rich, corroborated data as one technique's weakness is outweighed by the other one's strength. Tashakkori and Teddlie further extend the prospect of utilising a mixed method approach for large, intricate investigations. The authors work encourages researchers to consider how the combination of methods will line up; one after the other (sequential), or at the same time (parallel). More detailed explanations are submitted in chapter 4. On the theme of research methodology, Yin, a credible scholar of case study design is considered within this thesis. As a result of exploring place within four sperate English regions, a comparative case study approach is applicable. Yin (2014) asserts the more questions seek to explain 'how' or 'why' a social phenomenon works, the more case study research is relevant. One other prominent reference of the methodology chapter is Berger and Luckmann (1966). These pertinent authors explain the appropriate choice of philosophical paradigm adopted in this study – social constructionism. Social constructionism takes the view that knowledge of society is the product of our subjective realities, social practices, and institutions, with the interactions between relevant social groups. Berger and Luckmann go on to provide important commentary of ontological and epistemological assumptions for the social constructionism.

1.2.1 Setting out key ideas

Taking in what the seminal authors of philanthropy and place have written, key ideas for the research are now submitted. Through social geography, I notice a trend of economic, historic, and social processes attribute to the construction of place. Place as a flexible unit (such as a town or city) possesses its own reality and knowledge (Berger and Luckmann, 1966), as a result of the processes and other entities made through human practices and institutions (Storper, 1985).

Authors of philanthropy tell us the importance allows businesses to support the disadvantaged through their own initiative. Why donor firms decide to undertake remains a course of debate. The main typologies introduced from Varadarajan and Menon (1988), and Burlingame and Young (1996) represent the key focus during the exploration.

Adopting the writings of Massey, Gieryn, and more recently Cresswell, the fundamental view is to determine whether economic, historic, and social factors in place, attributes to the meaning and understanding of corporate philanthropy. What philanthropy means to society therefore determining the actions and motives of donor firms in regard to how they practice philanthropy, and who they choose to support creates the premise of the study. Whilst a handful of papers have outlined something similar in the context of place, existing literature has yet to investigate a comparative context of places in England or UK.

1.3 Research questions

Establishing what philanthropy and social geography incur to the premise of this research, the following research questions emerge;

1) What are the key factors of place that positively impact a donor firm to practice philanthropy?
2) How do these key factors of place influence the type of philanthropic activity practiced and the choice of recipients selected by donor firms?
3) To what extent do places explored in the north and south of England differ in terms of how donor firms conceive and practice philanthropy?

1.4 Structure of thesis

The rest of this thesis is organised as follows. Chapter 2 discusses the concept of corporate philanthropy, and about its meanings, motives, and typologies, as indicated in literature. Citations underlining the meanings of philanthropy is drawn on international evidence, but the focus remains most strongly on studies in the UK. This is witnessed none more so in the frameworks of corporate philanthropy demonstrating different typologies of why firms practice philanthropy. A host of prominent authors are observed including Varadarajan and Menon (1988), Burlingame and Young (1996), and Moir and Taffler (2004). Dissecting each framework generates what the principal focus will be in terms of corporate philanthropy and its specific types.

In chapter 3, I discuss how place is socially constructed. Drawing primarily on seminal authors Massey (1995; 2005), Gieryn (2000), and contemporary writing from Cresswell (2013), I explain what I consider as ‘place’ and what processes contribute to making place what it is. Cresswell (2013) also considers the north and south regional division of England, thus setting the tone for the comparative element of the research study. It also here where regions in the fields of science, health and economics communicates the distinctive social and economic features of UK regions, and in turn which regions are of prime interest to investigate the impact place has on corporate philanthropy. These studies have shown which regions in England are suffering from inequality, and at the same time, which regions are least vulnerable to inequality. At the end of the chapter, I set out my conceptual framework, based on four key features of place that are likely to impact how a firm practices philanthropy.

Chapter 4 describes and justifies the methodology and methods used in this research. I begin by explaining philosophical assumptions associated with understanding place as a social product. The main research method in this investigation uses multiple case studies, which rests largely on the work of Yin (2006; 2007; 2014). As part of the research design, I indicate how I selected specific cases – the specific places in their respective regions. Next, an index is created through utilising the NOMIS dataset whereby statistics across the relevant factors of place (identified in chapter 3) are reviewed. Several authors including Fowler (1993), Stake (1995), Tashakkori and

Teddlie (1998), and Cresswell and Plano Clark (2018) argue that using qualitative and quantitative methods sequentially is good because I can provide a more elaborated understanding of the research phenomenon in its context. The sequential approach permits the qualitative method to help develop and inform the second, quantitative method. In simpler terms, if new factors of place are identified during qualitative interviews, I can test the significance of new and existing factors during the quantitative surveys. The final part of this chapter outlines how the data were collected and analysed using a mixed methods approach, including semi-structured interviews with a small sample of senior managers or directors, followed by a larger sample of online surveys with senior management.

Chapter 5 shows the findings from the analysis of both qualitative and quantitative data collection methods. The first part discusses the themes emerging from semi-structured interviews with senior managers and directors of donor firms. Important themes generated from thematic analysis are identified ready to be tested in the larger quantitative sample. And so, the second part of the chapter reveals findings from respondents who took part in the online surveys. Using several quantitative tools, mainly regression analysis, findings indicate which of the four hypotheses are accepted within specific places. Alongside this, regression analysis indicates what new critical insights are significant in a specific place, and how they impact the choice of philanthropy activity and scale of recipients taken by the donor firm. Moreover, results also reveal if relationships exist with two or more features of place within a particular region.

In chapter 6, I discuss the findings for those places explored across the four regions in England in detail. Evidence to support the key findings is submitted from key themes emerging in the initial qualitative interviews, then reinforced by regression tests carried out for responses from quantitative surveys. I must recognise that the small number of respondents doesn't confirm how and why firms are practicing philanthropy, but rather the statistically significant results suggest the following. The activity of volunteering heavily lies in the north, particularly in the NW. In reference to recipients, donor firms in the north of England favour local causes, with some attention directed at regional level. Firms in the south of England offer support on a multi scale encompassing local, regional, national and a considerable importance for recipients overseas. As for the key features of place impacting philanthropy, results vary from place to place. Industrial decline is notably recognised in the NE. Higher income is mostly rejected aside from the SW region. Places in all regions except NE approve higher educational attainment hold significance to why firms undertake philanthropy. The importance of left political support is more palpable in the south of England. The opposite occurs with strong community presence in place sustaining greater impact in the north of England. Results highlighting high unemployment is detectable in both the north and south of England. Finally, the positive impact of right political leaning drew evidence from places examined in the NE. Assessing results region at a time delivers a concise understanding of the comparative nature of place impacting donor firms practicing philanthropy. Ultimately, the data collated offers new insights or contradicts current literature of social geography or corporate philanthropy.

Finally, chapter 7 concludes the research by summarising the contributions to knowledge in social geography, corporate philanthropy and regional studies in England. The implementation of mixed methods is acknowledged as a crucial element of the research study. Recommendations are also suggested for future research.

Chapter 2 - Corporate philanthropy: meanings, motives, and typologies

To start off, the chapter opens with commentary of the history of corporate philanthropy and what it means for firms to practice philanthropy. The focal point of this chapter discusses the different typologies of corporate philanthropy firms undertake. These typologies are submitted from several seminal authors that have been highly cited from a host of authors in the field of corporate philanthropy. Drawing on these typologies of philanthropic motives, I construct a conceptual framework of what the focus will be in this study.

2.1 History and meanings of Corporate Philanthropy

> "The word philanthropy is derived from the Greek 'philo' (to love) and 'anthropos' (humankind), which combine to form 'philanthropos' (literally: lover of humanity)" (Hurd et al., 1998: 4).

Harrow (2013) puts across the concept of corporate philanthropy is the giving by businesses to a charitable cause that includes donating funds, goods and/or time. Corporate philanthropy dates back to the late 1800's in the US whereby owners themselves gave away their own funds, not those of the corporation. Edwards (2015) argues this was seen as the most truly charitable act of giving. Around the same time and moving into the early 1900's, Sharfman (1994) points out corporate donations began to grow, with companies funding schools, libraries, and other local services that would entice workers to less-desirable communities. Corporate involvement began to adjust as supreme courts in the U.S ruled in favour of corporations that were contributing to causes that would directly and indirectly benefit the company or its employees, and furthermore, were engaging in philanthropy so long as profit making was not the primary objective (Seifert et al., 2003).

Aside from the corporate dimension, individual philanthropy is also prominent in research, particularly observing super wealthy entrepreneurs in large-scale philanthropic endeavours (Bishop and Green, 2008). Entrepreneurs' involvement in philanthropy is nothing new. Shaw et al. (2011) address that in the UK, a succession of entrepreneurs involved in the redistribution of their wealth can be traced back to 1628 and Henry Smith's charitable foundation, who acted solely for altruistic intentions. Since Henry Smith's foundation of combating disadvantage and poverty, Harvey et al. (2011) state wealthy entrepreneurs have demonstrated a keen interest in philanthropy, with Andrew Carnegie as a prime example of an entrepreneurial philanthropist. Due to the world's media, in more recent times, awareness of entrepreneurs' involvement in philanthropy has significantly raised. This has allowed more attention to prominent entrepreneurs including Bill Gates and Warren Buffet. Whilst the efforts are commended, Schervish (2005) makes the point wealthy entrepreneurs are exposed to a celebrity-like status. Harvey and co-authors (2011) extend that economic status not only drives wealthy entrepreneurs towards philanthropy, but image gain too.

The cited authors above highlight many instances appreciating corporate philanthropy in the US. There are some commentaries reviewed as recent as 2017 which presents evidence firms undertaking philanthropy in England and the UK. I know from the limited research of philanthropy in a geographical context that divergences exist from place to place in countries such as the US and the UK. But to imply that perceptions towards philanthropy, and how philanthropy is distributed, differs from country to country remains unclear until further large-scale research is conducted. The premise of this study will explore the comparative context of corporate philanthropy across the north and south of England

It is important to highlight that Wiepking and Handy (2015) co-authored 'The Palgrave Handbook of global philanthropy' – which provides a comprehensive review of philanthropic giving across 26 countries. The selection process for these countries was based on the availability of representative national-level surveys, meaning data collected largely came from countries in North America, Europe, and Asia. This large-scale study delivers an in-depth coverage of how philanthropy differs from country to country, and which countries are deemed to be more generous than others. The observations are based on several conditions including the understanding of philanthropy, economic and political growth, fiscal incentives, legislative frameworks, and population changes. Wiepking and Handy's (2015) large scale work features the insights of non-profit organisations whereas the research undertaken focuses on for-profit-organisations and the geographical factors which influences managerial decisions.

Meanings of corporate philanthropy

In the UK since 1952, firms have been legally permitted to use corporate resources in a philanthropic nature. The emergence of philanthropy is visible in the context of the various changes taking place in the structure of business throughout the world (Dennis et al., 2009). Due to these changes, a greater reliance has shifted towards other sources for philanthropic aid – emerging notably from private markets and for-profit firms followed by families, individuals, and voluntary organisations. Typical actions of firms executing corporate philanthropy are monetary donations given directly to charities by a firm, or monetary donations given indirectly to charities', for example, a corporate-sponsored foundation, volunteering, in-kind gifts of firms' products, services, and use of facilities or managerial expertise (Seifert et al., 2003). Henceforth, the notion of firms (for-profit only) practicing philanthropy throughout this thesis explicitly refers to a firm engaged in the list of activities mentioned above.

Recent evidence suggests that the level of philanthropic donations made by large UK businesses has grown significantly over the last 20 years. Lauritsen and Perks' (2015) study explored the influence of CSR communication on brand image and reputation across UK supermarkets. Their work disclosed consumers in England support the idea of corporations working with charities as a result of recognition towards ethical attitudes. Such recognition can result in consumers rewarding companies with consumption. Williams and Barrett (2000) present a positive link between corporate philanthropy and firm reputation demonstrating; philanthropic aid appears to be a means by firms responding to serve the need of the community which enhances firm performance in the long run.

Yet, what is the importance of philanthropy? Why do donors, in this instance firms, aid and support the less fortunate? As Marquis and Battilana (2009) point out, enthusiastic proponents of corporate philanthropy make grand claims for the ability of business philanthropists to turn round disadvantaged areas. Giving back or making a difference in the local community through philanthropy is cited as a powerful motivating force for donors that aim to foster regional regeneration, boost regional capacity, and encourage regional social innovation (Maclean et al., 2013; 2015).

The sincerity and good intentions by firms and individuals acting philanthropic should not be in question for the simple reason that those who choose to help is morally desired and not morally required (Duncan, 2004). Corporate philanthropy represents a means in which firms are dispositional to give back or make a difference for beneficiaries and recipients who require help (Maclean, 2012). The voluntary impulse to give to charitable causes varies considerably between individuals and firms. A firm's charitable impulse may be slightly higher as a result of being positioned in an area of lower income and higher deprivation, which subsequently leads to an obligation of 'giving back' and 'making a difference' (Dennis et al., 2009; Maclean et al., 2015). Or in contrast, the opportunity for an individual or firm practicing philanthropy for boosting societal and brand image arises (Maclean et al., 2012; Lauritsen and Perks, 2015). The variable of location where the firm and ultimately consumers are located also has societal value for measuring the impact of corporate philanthropy functions (Farrington et al., 2017). Marshall et al. (2017) declare philanthropic actions such as donating gifts are geographically embedded in areas that hold particular significance to them as donors. Automatically these donors which in this instance firms become heralded as local hero's and community inspirations (Aris, 2000).

Still, many scholars question whether philanthropy can ever have altruistic intentions. In the last decade, the debate surrounding firms undertaking philanthropy has shifted more dominantly towards strategically motivated giving, where next to the benefits provided to society, the benefits of philanthropy to the firm are also considered. This approach to philanthropy is referred to as strategic philanthropy. Given the increasing public interest in the effects and responsibilities of firms in society, the issues of transparency, accountability and legitimacy have become more important in corporate philanthropy (Smith, 1994). If firms appear to engage in philanthropy for either strategic or social reasons or both, then measuring the impact on society not least customers, would enable organisations to optimize their expenditures and moreover, reputation (Mass and Liket, 2010).

Linsey McGoey, a leading academic of philanthropy describes a new form of philanthropy known as 'philantrocapitalism'. The term describes how a new breed of donors "conflate business aims with charitable endeavours, making philanthropy more cost effective, impact orientated, and financially profitable" (McGoey, 2012: 187). The Gates Foundation (founded by Bill and Melinda Gates) is a classic exemplar of philanthrocapitalism (Bishop and Green, 2008), "strategically applying corporate practices in areas Microsoft prioritise; global health, global agriculture, and U.S education policy (McGoey, 2012: 190). But with strategic choices, criticisms of the Foundation appear. Questions are raised as to where the grants are invested. McCoy et al. (2009) critiques the fact that the majority of the Foundation's funds are disbursed in high income countries, thus further reinforcing inequalities in research and development between rich and poor countries. But at the same time, the Gates Foundation has promoted to tackle social issues such as poverty. And the most effective way to do so is to ensure investors from wealthy countries are rewarded for investing in under-served areas. McGoey (2012) points out - that in spite of a lack in moral values, individuals want to maximise profits from investing in such social programs.

In brief, philanthrocapitalism is based on the claim the more that a company is market-savvy and financially profitable, the more social good it will go on to create (Reich et al., 2016). The simplicity of this claim has influenced a good number of social enterprises or foundations to compete over which companies are the most innovative and profitable when championing the benefits of 'doing good by doing very nicely themselves', which is seen as an outspoken motive for self-interested charitable gestures (McGoey, 2012). Inevitably, academics and scholars will criticise this new way of philanthropy.

Anand Giridharadas' (2018) popular book 'Winners take all: The elite charade of changing the world' is another source that questions the good intentions of philanthropy. The book focuses on rich elites who are taking on the role of leaders dealing with social problems caused by inequality. And so, wealthy philanthropic donors find the most effective way to help the poor is by using the same market-driven approaches that undermine democratic values and institutions (Shah, 2019). Again, the example of the Bill and Melinda Gates Foundation demonstrates how elites who are using a market driven economic view of solving social problems for the poor and the working class, can be seen as deserving praise, but the motives and results remain self-serving. Giridharadas (2018) stresses that with awareness becoming greater, people who interact with philanthropic companies that donate to causes, may start to view their actions as complicit in the suffering of the marginalised.

I learn from McGoey (2012), Reich et al. (2016), and Giridharadas (2018) that philanthropy, for all its positive intentions to help those who are in need, sustains a degree of scepticism surrounding donors' motives as to why they share their wealth in this manner.

As well as these debates surrounding certain motives to giving, I must also acknowledge the extent of bad corporate behaviour (reputation washing) corporate philanthropy can bring, or for practical reasons - staff recruitment/retention.

A standout example of bad corporate behaviour is Sackler's – an American family that own the pharmaceutical company Purdue Pharma, who became embroiled in a dispute where their charitable giving was seen as 'reputation washing'. It all came about as a result of the painkiller drug OxyContin – invented by Sackler's company, Purdue Pharma. Meier (2018) reports that the OxyContin painkiller created an opioid epidemic that saw 200,000 people die in the United Sates since 1998. And whilst the fatalities increased every year, Piper (2019) confirms the Sackler's were heavily involved with dishonest marketing in order to push sales of OxyContin. The Sackler family were quick to deny the allegations. The continuous donations from Sackler's were viewed as a 'cover up' of their alleged wrongdoings of distributing the OxyContin painkiller.

Because of the 'reputation washing', organisations receiving donations faced severe backlash, as activists put pressure on institutions who were accepting monetary aid from the Sackler family (Hopkins, 2019). Particular attention was directed towards art institutions namely museums (Piper, 2019). The consensus is that due to museums standing as non-profit institutions, it is very unlikely they would instantly turn down a donation or speak against donors who act in an unethical way without fully knowing how they acquire money in the first place. But this wasn't the case for the Tate Gallery which holds institutions in London, Liverpool, and St Ives, acted immediately by no longer accepting monetary donations from the Sackler family (Hopkins, 2019). Even though Tate Gallery group received up to $5.3 million in the past, the unethical status of these donors discourages recipients from accepting philanthropic gifts or donations. Too often, Reich (2018) disputes philanthropists are too often applauded for their generosity without holding the discussion of their methods in acquiring their wealth.

Another well-known example is the British Museum who rejected charitable donations and called out the actions of their donor; British Petroleum (BP). Taylor (2020) reports a backlash from the staff at British Museum manifested as a result of the climate crisis, and that BP is recognised as the one of the world's biggest producers of fossil fuels. Staff members at the British Museum continue to put pressure on management to realise that they are a celebrated cultural organisation who have a moral responsibility in who they choose as their sponsors (Taylor, 2020). Shimko and Roulet (2016) remark that both the British Museum and the Royal Opera House, are two iconic, cultural leading institutions based in the UK who receive philanthropic support from multinational companies including BP. Yet, their association with BP harms their legitimacy to operate as exactly that, decreasing their reach and presence to society. As a result, large-scale protests still take place as an act to end fossil fuel sponsorship at any UK leading cultural venue.

On a positive note, corporate philanthropy can be utilised as a way of attracting new staff or staff retention. Managers who implement corporate philanthropy initiatives may do so with the goal of retaining employees, and/or, attracting new ones who are enticed by a firm who engages in some sort of philanthropic act (Breeze and

Wiepking, 2020). As Coldwell et al. (2008) explain, company directors recognise that their staff are “social beings and that the right fit between companies and employees’ ethical expectations is important for staff recruitment and retention”. In fact, employees want good remuneration, good prospects – but increasingly people also want to feel proud of the company they work for (Shah, 2019). This is something that I certainly agree with.

The knock-on effect for ethically orientated individuals working for an ethical company leads a positive reputation – which then attracts consumers. Coldwell et al. (2008) surmise that the essential point is an individual’s attraction and retention to a company can be partly explained by individual and organisational value matches – and some of these matches reside in corporate philanthropy.

The following sub-section offers deeper insights into the main types of philanthropy and how they differ from one another.

2.2 Frameworks of Corporate Philanthropy

Although it is difficult to provide a universal method of categorising philanthropy, scholars on the topic tend to stress several common elements (Burlingame and Young, 1996; Brammer and Millington, 2005). Marshall et al. (2017) distinguish corporate from elite philanthropy, arguing corporations expect a return on their good deed. The same authors also differentiate between corporate philanthropy and business sponsorship, arguing the latter is specifically designed to achieve a commercial benefit rather than contribute to wider society.

Nevertheless, philanthropic decisions by managers in corporations are distinctive because they are made in the context of the regulations, rules, and norms that affect the firm, or as Breeze (2013) puts it, are closely related to the philanthropic preferences of the chief executive. For the actions of a firm (and/or individual) to be considered truly philanthropic mean they are undertaken freely and without the expectation of tangible benefits in return (Dickinson, 1962; cited in Hurd et al., 1998). However, Burlingame and Young (1996) debate whether the term altruism can be truly warranted as donor will at the very least identify who the recipient(s) is therefore expressing pure altruism is certified only if the donors have no knowledge of the cause or recipient benefitting.

Reviewing current literature of corporate philanthropy and its specific types; two main frameworks are presented below. A reason for selecting these authors is due to the simplicity of their understanding and categorising philanthropic motives. Another reason is because several philanthropic types can fall under one specific term – something Burlingame and Young (1996) call ‘a reductionist approach’. Their relevance to the research study is discoursed throughout.

2.2.1 Varadarajan and Menon (1988)

In practice, with charitable giving and charity involvement have remained a significant part of CSR activity within businesses (Phillips, 2006; cited in Edwards, 2015). Individual businesses have quite different goals in mind from their philanthropic activities and how they should be implemented. Therefore, some commentators have continued to develop theoretical frameworks to facilitate understanding of corporate philanthropy. *Figure 1* below demonstrates Varadarajan and Menon (1988) framework, recognizes the motivation for, and expectation of, corporate charitable involvement is complex and varied ranging from ‘voluntarily doing good’ to ‘doing better by doing good’.

Varadarajan and Menon (1988) leading work outlines the influence of cause-related marketing on corporate philanthropy, based on a profit motivated way of giving. The study explains how for-profit and not-for-profit organisations can benefit from effectively using cause-related marketing.

1 *Pure altruism* 5 *Profit focused* 10

	Corporate Giving	Strategic Philanthropy	Cause Related Marketing
Strategic business imperative	wholly discretionary / precedent based	tied to CSR/PR/PA goals	tied to specific product promotion strategies
Primary business motivation	intended to improve society	intended to bolster public image	intended to boost sales
Primary anticipated benefits	no return on invest-ment expected	secondary business benefits anticipated	increase in specific product's sales expected

Fig 1. Scale of corporate philanthropy motivation

Source: Fenclova and Coles (2011), developed from Varadarajan and Menon (1988)

Varadarajan and Menon's (1988) framework theorizes from a for-profit organisation's standpoint on corporate philanthropy activities ranging from 'pure altruism' (ranked 1 on a scale of 10), to 'profit focused' (ranked 10). The rankings are calculated from a list of themes such as the strategies, intentions, and expectations, inherent to corporate charitable involvement.

First on the scale is 'Corporate Giving' – considered the most altruistic form. In this instance, a business possibly motivated by a conscientious executive board member or by a precedent of 'we've always done this' voluntarily donates money or services to a charity 'just to do good' (both Szekely and Knirsch, 2005, and Henderson and Malani, 2008; cited in Fenclova and Coles, 2011). Varadarajan and Menon (1988) further clarify no underlying commercial benefit is sought, and although the charitable giving may be tied to strategic goals for the charity or society at large, no strategic links are made between business and beneficiary. Supplementary to corporate giving, Benabou and Tirole (2010) consider altruism which reflects manager's personal beliefs and willingness for their company to carry out altruistic actions. An example of 'corporate giving' is British clothing retailers Fat Face and their philanthropic stance over the Black Friday weekend. Since 2014, instead of following other retailers in discounting products, Fat Face took an alternative philanthropic approach. The Chief Executive decided to donate to local charities instead of offering steep discounts to consumers (Lake, 2015). May (2016) reveals between 10-15% of net profits (for the entire company) taken between 21st and 28th November 2014 totalled to just under £220,000 was donated to 221 charities, chosen by staff. Senior figureheads from Fat Face hoped other retailers adopt their philanthropic initiative by helping worthy causes rather than discounting.

'Strategic Philanthropy' in contrast is tied to strategic benefits, albeit predominantly of secondary importance. Varadarajan and Menon (1988) convey organisations who engage in strategic philanthropy expect to receive at least a minimal degree of positive return on investment, ranging from increased brand reputation and visibility to greater employee morale and motivation. Asfhar (2012: 22) builds on Varadarajan and Menon (1988) by defining strategic corporate philanthropy "as the practice of the principle that contributions should meet recipient needs and corporate objectives".

Rather than using philanthropy as a profit maximizing tool but with some form of strategy involved, Simon (1995) claims that a company can rely on philanthropy functions to fulfil its social obligations, public relations, or public affairs goals. The explanations above relate to the conception stated earlier by Williams and Barrett (2000) who from their own investigation found a link between philanthropy and firm reputations. In their investigation the acts of philanthropy were not based on pure altruism, but rather companies acted to help enhance their reputation by making donations to respective charities.

And finally cause-related marketing (CRM) has a long-standing relationship with charitable giving (Moir and Taffler, 2004). The term also refers to a portion of revenue being donated to a charitable organisation from the sale of specific products sold by a firm (Einstein, 2012). Einstein (2012) puts forward cause-related marketing is traced back to the American Express Company's promotional programme in 1983, when the company promised to donate a penny for every transaction and a dollar for every newly issued credit card to the Statue of Liberty restoration fund. And again, McGoey's (2012) commentary of how donors, who can be owners of corporations, conflate philanthropy with business, highlights a cause related theme to their charitable giving.

Varadarajan and Menon (1988) present their framework not necessarily for linear progression. This means firms can incorporate their philanthropic stance through corporate giving, or strategic philanthropy to bolster company images without embarking on any cause related scheme. On the other hand, some organisations simply implement their philanthropic association from cause-related marketing angle (Varadarajan and Menon, 1988). Moir and Taffler (2004) debate if firms undertaking philanthropy are motivated through cause-related marketing, could see a drawback from socially conscious consumers who condemn such method for utilized for profit margins. Benabou and Tirole (2010) lament CRM by valuing consumers discontent if businesses see philanthropic activities as strategic promotion of products rather than helping society. The negative perception of cause related marketing may lead to consumers questioning the authenticity of the firms' intentions of philanthropy.

Varadarajan and Menon's (1988) framework was applied to a recent empirical paper of Fenclova and Coles (2011), investigating whether corporate philanthropy practices is a vital for responsibility for management and stakeholders among low-fares airlines (LFA). To do so, the paper addresses what motivations exist for the stakeholders. The study aimed to focus on LFA's flying to and from the UK only and, selected airlines that described themselves as low-cost carriers or those that used the low-fares business model. In total, 22 airlines were identified through this filtering which led to interviews being conducted with the LFA managers with corporate philanthropy in their remit. Of the 22 LFA's in the sample, 13 reported some engagement with a charitable organisation. Fenclova and Coles (2011) reveal many of the active LFA's supported more than one charity and revealed not all charity relationships were reported publicly. Interviews also exposed that single departments within an airline might choose to support a charity or charities, and that charitable involvement was necessary rather than strategic. These findings indicate that over half of the UK LFA's consider charity involvement as necessary. In terms of Varadarajan and Menon's framework, one might agree that the airlines who do not publicly state their charity involvement are considered 'corporate giving'. And this may possibly lead to the one of the other categories, 'strategic philanthropy' or 'cause-related marketing', due to the low-cost service. After all, Fenclova and Coles (2011: 347) results reveal "the majority of LFA's explored admitted activities could best be described as strategic philanthropy – motivated or partially motivated as business goals".

2.2.2 Burlingame and Young (1996)

Burlingame and Young's (1996) frequently cited framework has overlaps with Varadarajan and Menon's model. Originally, Burlingame and Young's framework consisted of five different types of charitable contributions donor firms undertake. As a result of similitudes amongst the five contributions, a reductionist approach led to a two-scale measure. They are; 'shared benefits' or 'dual agenda' philanthropy.

Starting with the five-stage framework, the first category, pure 'altruism' is only applicable when the donor is completely unaware of who the recipient(s) is. Instead, a second motivation is introduced. Frishkoff and Kostecka (1991) suggest the closest altruistic action by donors is when a philanthropic action is performed, knowing the firm's incentive is to help and not seek financial or image gain, the recipient is chosen purposely by the owner or executive. This type of philanthropy is labelled as 'shared benefits' (Burlingame and Young, 1996).

The next category, 'enlightened self-interest' is placed at the mid-point of the framework. The idea of this approach to charitable giving aims to enhance or focus on the firm's business advantage and well-being. The donor looks for long term gains to the business such recognition and reputation as a result of contributing to the community (Galaskiewicz, 1989). The fourth classification 'charitable investment' differentiates to 'enlightened self-interest' through a greater return on charitable investments from the firm making donations. Equally, the firm aims to receive a monetary and social gain in the short term. Collins (1994) cites the 'charitable investment' classification aligns to strategic philanthropy. I can also argue both 'enlightened self-interest' and 'charitable investment' draws parallels to Varadarajan and Menon's cause-related marketing.

The final category, 'stewardship' directs all responsibility towards maximising net income so that owners of firms enhance their wealth (Galaskiewicz, 1989; cited in Burlingame and Young, 1996).

From initial inspection, several of these categories are interconnected. For example, the first two categories, 'altruism' and 'shared benefits' underline extremely similar objectives with the sole difference remaining firms who occupy the 'shared benefits' stance know who their recipients/charitable causes are. Frishkoff and Kostecka (1991; cited in Burlingame and Young, 1996: 96) quote "we reject the concept of pure altruism behind business contributions because at the minimum, the owner or manager experience personal gains such as recognition and good image when the business makes a difference in the community". More recently, Moir and Taffler (2004), Breeze (2013) extend a business, especially small businesses, perform philanthropy in its very least strategic way by contributing to local causes and communities of their choice with no monetary return. Though societal recognition will emerge indirectly – to the benefit of the firm.

On the opposite side of the spectrum, the small cluster of 'enlightened self-interest', 'charitable investment', and 'stewardship' have similarities in terms of gaining a return for their philanthropic investment whether it be monetary, image, and/or enhancing firm reputation. And this is irrespective of short or long-term gains. Ostrower (1995) questions whether philanthropy has always encompassed strategic motives.

Moir and Toffler (2004) is another example of scholars of dissecting a framework of philanthropic motives from firms, into two main classifications. Moir and Taffler carried out research analysing corporate philanthropy across firms in the arts industry across the UK. Philanthropy was contextualised in two divisions; societal interest or business interest. Another instance is Breeze (2013) to utilise a two-type model. This particular study undertook observation methods to explore employees' views regarding their firms' philanthropic work and choice of charity partners. Her research outlined two specific types of philanthropic activities; either the 'philanthropic stage' or 'transactional stage'. Breeze (2013: 4) characterises the 'philanthropic stage' by the chair and/or chief executive's outlook towards corporate philanthropy. Alternatively, the ‘transactional stage’, incurs business goals are met through pursuits such as philanthropy - corresponding to Burlingame and Young’s (1996) ‘dual agenda’.

Both Moir and Taffler (2004), and Breeze (2013) convey types of philanthropy in two motivations. From viewing their respective work, one belief mutually agreed upon is the absence of pure altruism and stewardship from firms undertaking philanthropy.

2.3 What the focus of Corporate Philanthropy is

Now that the two main frameworks have been posited, along with additional narratives from other authors, I can now set a conceptual framework for motivations behind what corporate philanthropy is within this study.

My focus of philanthropy is characterized by for-profit firms who are willing to engage in activities. Several scholars who have already provided commentary of what philanthropic activities embraced by firms entail; monetary donations; volunteering; donating products and services; and/or organising fundraising events.

Actual motivations behind firms choosing to undertake philanthropy can be measured by two following types; ‘shared benefits’ (philanthropy), and ‘strategic interests’ (philanthropy). On one side I have the concept of shared benefits philanthropy whereby firms predominately undertake philanthropy for the good of the local community or through supporting causes of their choice with no monetary gain intended. The only acknowledgment firms will receive is recognition from their recipients. Scholars from earlier studies; Dickinson (1962), Stroup et al. (1987) note early philanthropy and social responsiveness was undertaken by public-spirited corporations voluntarily acting with entirely selfless purpose. Yet even during these early periods of philanthropy, not all voluntary actions were completely altruistic because they consumed corporate resources with no profit or recognition returned (Frishkoff and Kostecka). Fast forward to present day research and philanthropic giving from firms must be verified due to corporate laws including tax matters (Wiepking and Breeze, 2011). For the reasons stated above, philanthropic giving at the very least starts with a minimal level of recognition most likely deriving from local communities and causes, hence ‘shared benefits’ philanthropy. Support can also stretch to regional causes, but very rarely beyond this magnitude due to the level of recognition becoming a question of strategic.

On the other hand, there is the philanthropic motive of strategic interests. Unlike shared benefits philanthropy, a firm's motive that has 'strategic interests' utilises philanthropy for dual purposes. The dual-purpose entails a firm practices philanthropy (through monetary donations, volunteering, or fundraising) for financial or image gains either in the short term or long term. Terminologies such as cause-related marketing philanthropy (Varadarajan and Menon, 1988), strategic philanthropy, both enlightened self-interest and charitable investment (Burlingame and Young, 1996), and transactional philanthropy (Breeze, 2013) interlink to an extent that it can be difficult to differentiate one form the other. One example to earmark is Burlingame and Young (1996) who admit that motives underlining enlightened self-interest sees the donor expect recognition and business advantage from their philanthropy. They also expect a profit gain but only in the long term. Whereas charitable investment motives expect virtually the same with a slight increase of business advantage, but expect profit gains are anticipated in the short-term. A logical inference is that both concepts fall under the same umbrella. The same can be said for cause-related marketing, which is used by Varadarajan and Menon, is also used synonymously with the term 'enlightened self-interest' by Campbell et al. (2002), who's longitudinal study across firms in the UK, reviewed the phenomenon of corporate philanthropy. Campbell et al.'s (2002) study included motivations for charitable donations, found connections between monetary value donated and the economic performance of firms. Campbell and co-authors agreed that the nearest action to altruistic giving will reward the firm with social benefit. After that, philanthropic motives are categorised as either 'strategic, political, and/or managerial utility' (Campbell et al., 2002; Moir and Taffler, 2004). Again, by applying the reductionist approach, the three aforementioned motives are underpinned into one classification, business philanthropy.

One category mentioned in Burlingame and Young's assessment is 'stewardship', which exemplifies firms undertaking philanthropy is to maximise net income in order to enhance the wealth of owners. It is imperative to outline that the approach of strategic interests does not align to solely undertaking philanthropy for enhancing wealth of the owners of a firm. To convey this motivation during data collection could prove difficult and intricate to converse, as firms are more likely to be hesitant to admit corporate philanthropy is carried out for the sole reason of net income. This would be damaging for a firm's reputation and societal status with the inevitable consequence of facing a backlash (Brammer and Millington, 2005; Maas and Liket, 2010).

An argument set by Husted and Salazar (2006) is that dual objectives of philanthropic activities are impossible to maximise both societal emphasis and financial gain at the same time. However, it is highly conceived that achieving both dimensions at the same time is possible through measuring the positive impact in society as well as the firm's performance. Whilst such criticism is important, the crux of this research study is not to measure the philanthropic motives of strategic interests or shared benefits. Nor is it essential to determine if firms embracing philanthropy for strategic interests, gain more profits than the amount of money donated, and/or time spent volunteering in a specific timeframe (short or long-term). Rather, the aim of the study is to determine which of the two approaches firms in this investigation implement. And more specifically, if the choice of philanthropic motives is influenced by the geographical place which the donor firm is located in.

As a summary, the documented authors display theoretical overlaps with one another. A simplified approach demonstrated by Burlingame and Young (1996), Moir and Taffler (2004), Breeze (2013), offers a coherent outlook of philanthropic motivations. In most cases, two classifications of philanthropy are proffered with the exception of Varadarajan and Menon (1988) who describe three. Following a similar path in this thesis, I consider philanthropic practice in terms of two broad approaches - shared benefits and strategic interests. Subsequently, the research study can go on to show how specific features of place influences whether firms will undertake one or the other approach. *Table 1* is presented below, demonstrating the key philanthropic motives observed from key authors, which then instigates the two motives that will be the core focus in this study. Selecting two motives derived from the idea that shared benefits (the closest to altruism) and strategic interests (dual purposes) could be easily distinguished from one another. The obvious strength behind this approach is that readers and also interviewees can establish that both are not interlinked, hence the differentiation. A limitation is that a third philanthropic motive offers the research study a potentially different avenue as to why managers decide on undertaking philanthropy.

Table 1. Two motives of philanthropy (in this study)

<table>
<tr><th><u>Authors</u></th><th colspan="7">‘Shared benefits’ ‘Strategic interests’</th></tr>
<tr><td>Varadarajan and Menon (1988)</td><td colspan="2">Corporate giving</td><td colspan="2">Strategic philanthropy</td><td colspan="3">Cause-related marketing</td></tr>
<tr><td rowspan="2">Burlingame and Young (1996)</td><td>Pure altruism</td><td colspan="2">Shared benefits</td><td colspan="2">Enlightened self-interest</td><td>Charitable investment</td><td>Stewardship</td></tr>
<tr><td colspan="3">Shared benefits</td><td colspan="4">Dual agenda</td></tr>
<tr><td>Moir and Taffler (2004)</td><td colspan="3">Societal interest</td><td colspan="4">Business interest</td></tr>
<tr><td>Breeze (2013)</td><td colspan="3">Philanthropic stage</td><td colspan="4">Transactional stage</td></tr>
</table>

Chapter 3 - The social construction of place

In the first part of this chapter, I examine the concept of place through the use of seminal authors of social geography, who expound on the distinctive characteristics of what constitutes a particular geographical place. Secondly, I establish which regions in the north and south will be of particular interest for this study. In practice, a preliminary measure scrutinises existing regional studies to identify current trends, and ultimately, determine how authors rationally outline the north-south divide of England. In the last part, I submit a group of specific factors, that constructs a theoretical framework for analysing how place positively influences donor firms undertaking corporate philanthropy.

3.1 Seminal authors of place

Place has been discussed intensively by geographers for whom it is a real concept. "Geography is concerned with the association of things that give character to particular places" (Relph, 1976: 4). Dirlik (2001, cited in; Massey, 2005: 137) describes "place is the location where the social and the natural meet". They are dynamic and shaped by their history – as Lukerman (1964) propounds places are emerging and becoming – through historical and cultural change new elements are added and old elements disappear. Places also have meaning – they are characterized by the beliefs of the individual. "Geographers wish to understand not only why place is a factual event in human consciousness, but what people hold about place" (Relph, 1976: 3).

The statements above develop the research aim; exploring attitudes towards corporate philanthropy as part of what constitutes place, which in itself is social and material at the same time. I now consider seminal work that enables me to build a more detailed understanding of the credentials that devises geographical place.

A space for place in sociology - Gieryn (2000)

In his review of sociological studies of place, Gieryn (2000) identifies three key analytical dimensions. The first is that places have a particular geographical location. As Entrekin (1991: 78) states, “a place is a unique spot in the universe through the form of a room, building, neighbourhood, district, village, city, county or region”. Gieryn (2000: 464) extends this understanding “such places have finitude and distinction between here and there allowing people to appreciate near and afar”. Thus, place has its limits and contrasts that is noticed from within or positioned on the outside.

The second feature Gieryn posits is material form. Depuis and Vandergeest (1996, cited in; Gieryn, 2000) express place has physicality. Places are worked by people, and we invest as much effort in nature as we do in buildings, towns and cities. Social processes such as power, inequality, and collective action occur through material forms we design, build, use and protest.

Thirdly, place has meaning and value. Such statement is echoed by a variety of authors including Soja (1996) who maintains places are constructed, either built in or interpreted, perceived, felt, understood and imagined. Tuan (1977), another credible writer in the field of social geography, defined place as an idea configured through a level of meaning, which in itself incurs its own history and identity. Then there are emotional and social aspects that can reflect meaning of place. Undoubtedly the longer people have lived in a place the greater their attachment is (Steadman, 2002). Although it is important to consider that this sense of attachment does not always mean warmth, linking and valuing of a place, rather any strong emotions. And so, the valuing of place can evoke memories, embody histories and ultimately trigger identities (Gieryn, 2000). At the same time, the value of place delivers a sense of nostalgia. On the subject of nostalgia, Massey (2005: 124), who is discussed next, voices nostalgia constitutively plays with notions of place. For instance, “going home means going ‘back’ in both space and time.

In concise terms, Gieryn’s three dimensions of place can be surmised as “place has plenitude, a completeness, and the three dimensions of place; location, material form and meaningfulness remain ontologically bundled” (Gieryn, 2000: 466).

What Gieryn means is that the physical location, material form and meaningfulness of place are interwoven with one another. Location as a physical setting can encompass local parks, buildings, or woodland areas, are inspired by meanings and values (Vaske and Kobrin, 2001). Identity can bear influence from the meaning and value of place, something a person's attachment or emotion is triggered by, for either positive or negative reasons. Stedman (2002: 76) suggests "people may begin to define themselves of that location as place whereby they express who they are, by taking into account the setting that moulded them". Thus, it is plausible to suggest that identity, meaning, histories, physicality, and emotional bond/attachment overlap with one another, in order to construct what place means to a person. Because of this we are able to observe how places differ from one another.

For space - Massey (1995; 2005)

Doreen Massey (1995; 2005), a seminal author of place within the fields of social science and geography, from the outset, began with an exploration of the spatial division of labour. By this, Massey means how spatial division separation between organisational functions such as research and development (R and D) and manufacturing, and the workers who perform these different functions, contributes towards spatial inequality. Places where manufacturing is concentrated, tends to be poorer and at a greater risk of decline than places where the scientists and managers who occupy the higher positions in organisations located and live. Braverman (1974) moots there is a technical divisional of labour where different workers are assigned to different places. Massey (1995:72) informs "this is done with a view of increasing productivity and increasing profit by consigning the lowliest workers in the cheapest places".

Authors insist the make-up of place is composed of certain kinds of organisations and jobs that are clustered there, and the historical evolution of those organisations and jobs. To provide an example of this, Puddifoot (1995), Hudson (2005), Nayak (2006) conducted separate ethnographic studies of the NE of England, whereby locations such as Newcastle Upon Tyne (hereafter Newcastle) and Gateshead, endorse hard labour of heavy machinery and engineering. These studies all agree that this region is characterised by its history of this type of work across its large population of working-class families. So much so;

> "The north-east was a region historically rich in economic resources and has long been associated with shipbuilding, coal mining and heavy engineering during industrialization" (Skeggs, 2004: 52).

Acknowledgement of what constructs economic space in a place is the social relations in jobs themselves, which links them together in their mutual constitution (Massey, 1995). In the instance of the NE, the existence of industries such as shipbuilding, coal mining and engineering is indicative of social relations and values within place and is all linked together. Higher income areas renowned for research and science industries, require places such as Newcastle (NE), to manufacture products and to house workers who cannot afford to live there. This shows higher income and lower income place mutually constitute one another – they are not independent phenomena.

Economic resources in geographical place remain fundamental to a firm's location (Wolpert, 1988). One instance of economic status is relative levels of employment, which can be credited as uneven development across regions. More evidently, economic wealth of place is most conspicuous in how organisations decide where to locate by measuring labour costs. For example, Massey (1995: 135) utilizes the example of "call centres situated across towns and edge of the city areas" as workers in these areas are not able to choose their employer. Conversely, Keeble (1989), interprets the example of the location for employees of R and D firms, found in high quality residential environments in which they are more mobile. It is clear, working conditions and more social amenities intertwine with higher status job roles such as R and D.

Then there are science parks. Massey (2005: 143) attests science parks are among the most potent icons of the knowledge economy.

> "They are carefully designed and chosen sites of the production of an electronically connected world and an element in an emerging, violently unequal, twenty-first century geography of a particular form of knowledge".

More often than not, the actual positioning of science parks situates near an elite university. “The location of elite universities is not marred by industrial decline resulting in lesser economic frailties across society as a result of deindustrialisation” (Massey, 2005: 143). By looking through the UKSPA website (2015), general information tells us the biggest quantity of science parks based in England is located in the East region and the South-east region (hereafter SE) - with fifteen in total. The lowest number of science parks is witnessed in the NE - with only two centres. The difference between both regions only adds to existing data of regional comparative studies (which I discuss in section 3.2).

Literature stresses places are socially constructed by their economic activities and capabilities. But aside from this, there is a historical process in which different spatial structures emerge. Harvey (1990) recognizes historical geography of place, space and time all overlap and plays a major role in understanding how human societies work. Therefore, I must consider how the layers of historical sense adds variation from place to place.

Geographic thought - Cresswell (2013)

A highly prominent geographer Tim Cresswell has written acclaimed text on geographic thought. Cresswell (2013) declares geography is defined through the concept of region. A region is socially created and underpinned through their “physical features, climatic conditions, forms of architecture, economic activity, historical and cultural beliefs and customs – informing how unique, discreet, and how they are different from one another” (Cresswell, 2013: 60). But a region itself most often implies a subdivision of something bigger. As well as something bigger, regions also include smaller units within them such as locations and places. Entrekin (1991), Gieryn (2000) similarly convey place can range from a room, building, street, neighbourhood, village, town, city, region. What we choose to refer as place or region depends very much on what is we are talking about. The conundrum Cresswell (2013) recognises is that ‘place’ doesn’t have a scale, but rather its scale is flexible. Thus, each ‘place’ socially produced, meaning the way they are constructed and how they perceive beliefs is not the same as other places. In the context of this research, the aim is to select smaller units such as cities or towns within the bigger scale that is a region. To do so requires a systematic process of selecting cities and towns from their respective regions. This is explained in the subsequent chapter.

To get an early indication of what these places incorporate, Cresswell offers crucial insights towards the North-South regions of England. While regions are socially produced, they are implicated in the production and reproduction of these wider systems of social inequality. “The division of England into the historic north-south divide is both a product and producer of economic, social and cultural differentiation” (Cresswell, 2013: 71).

Connecting Cresswell’s statements to Massey and Gieryn, assumptions of social geography display a level of interconnectedness. It is plausible to suggest regions in England are distinctive, because of their unique physical features, meanings and beliefs, and their social and economic histories. Organisations that form part of these regions are also part of their social and economic history, but I don’t know what this relationship looks like.

3.2 Regional studies in England

Building on the ideas of regional distinctiveness and inequality discussed above, three studies add further detail to the understanding of regional differences across England. Among the more profound effects of regional disadvantage are levels of binge drinking (Twigg and Moon, 2013), unemployment rates (Anyadike-Danes, 2004), and the presence of brownfield land affecting death rates (Bambra et al., 2015). A short analysis of each scholars’ findings is presented below.

Twigg and Moon’s (2013) observational study investigated the development of binge drinking in the nine different regions of England (North East, North West, Yorkshire and Humberside, East Midlands, West Midlands, East England, London, South East and South West) during the period of 2001 – 2009. The purpose explored binge drinking linked to escalating costs of hospitalisation, chronic health problems, crime, violence, and premature mortality (Shelton and Savell, 2011)).

In practice, the study observed quantitative data derived from the 2001-2009 public health survey for England. The number of respondents in the selected years of the survey ranged from 8,000 to 22,000. Twigg and Moon (2013) simplified the respondent as either 'binge drinker' or 'not binge drinker' based on the UK Government definition provided; "drinking eight units or more for men and six or more for women in the past week equates to binge drinker" (Herring et al., 2008; cited in Twigg and Moon, 2013: 163). An overall percentage was calculated for the number individual's data analysed in each region for both 'standard binge drinkers' and, 'episodic binge drinkers'. The focus is centred on 'standard binge drinkers' due to the severe health consequences binge drinking brings such as chronic health problems and premature mortality'.

Results disclose the NE has the highest consumption of alcohol leading to standard binge drinking – 41%. The second region with the greatest levels of binge drinking was the North-west (hereafter NW) – 35.1%. In contrast the region showing the lowest amounts of binge drinking was the South-west (hereafter SW) - 24.8% very closely followed by the SE region, 24.9%. Twigg and Moon (2013) conclude the contributing variables for this outcome of north-south regional differences is deprived areas (location), and gender.

In a separate article, Bambra et al. (2015) examined the association between brownfield land and regional inequalities in health resulting in high mortality rates. England has some of the largest regional inequalities in health within Europe, particularly between the Northern regions (North West, North East and Yorkshire and the Humber) and those of the South, particularly London and the South East (Jenkins and Leaker, 2010). Copeland et al. (2014: 35) expands on this issue of health commenting that people in the north of England are consistently found to be less healthy than those in the south across all social classes amongst men and women. One piece of data strengthens this predicament; the average male life in the NW is 76 years compared to the 80 years in the SE (Public Health England, 2013; cited in Bambra et al., 2015).

Traditionally, most regional inequality research concerning health has centred on socio-economic explanations, because it indicates that an organisation that used hazardous chemicals has now departed. Dorling (2010) informs the impact of brownfield land, known as an abandoned industrial site due to the presence of asbestos or other hazardous contaminant, remains harmful for the environment and individuals who live within. It is for one reason why poverty disproportionately affects the North population, as 50% of the poorest neighbourhoods nationwide derive from the NE, NW and Yorkshire and Humberside. (Beatty and Fothergill, 2017). The same source refers that the most deprived areas in the south regions have better health outcomes than the north regions.

Secondary sources displaying the proportion of brownfield land was obtained from the 2009 National Land Use Database (NLUD). Information exposed which households within each region were most likely to have health problems due to nearby brownfield land. And similar to the previous article, all 9 regions of England were inspected, with an average of 2,570 people from each region.

The final relevant paper recognises the prominent theme of unemployment that best encapsulates regional variances (Rowthorn, 2010; Shelton and Savell, 2011). Anyadike-Dakes (2004) investigated unemployment rates amongst males across all regions in the UK. Traditionally, Rowthorn (2010) outlines in the relatively depressed North East of England, the proportion of working age males without a job is twice as large as in the relatively prosperous South East. Almost half of all 50—64-year-old males in the North East are unemployed due to sickness or disability – three times the proportion in the South East (Anyadike-Dakes, 2004). Essentially, poor health and unemployment are strongly related, in the sense that poor health prevents people from taking up the jobs that are there.

Summary of the regional studies reviewed

To summarise, each study indicates very similar outcomes of a North and South regional divide in England. Results show the NE, and the NW regions are most vulnerable to regional disadvantage due to health, economic, and social factors. East of England (hereafter EN), South West (SW) and the SE is affected the least. Twigg and Moon suggest a plausible reason for the comparisons between NE and NW regions with SW and SE regions towards binge drinking, is the high quantity of women consuming high levels of alcohol in the North regions of England who are located in deprived areas. In regard to brownfield land impacting mortality rates, mean averages were calculated from the number of brownfield land areas to official death rates in each region. Results display the two regions with the largest amount of brownfield land and the highest death rates are the NE and NW. On the contrary, a small cluster of regions reveal SE, EN, and the SW obtain the lowest death rates as a result of brownfield land. Indicative of the previous two articles, Anyadike-Dakes (2004) findings set the trend NE and NW regions display the highest figures of unemployment, and in reverse, again the cluster of SE, SW, and the EN regions confirm to have the smallest unemployment numbers in ratio for males during 1995-2002. Of course, a criticism lies with the definition of unemployment. The classification this study considers is those individuals who are jobless but actively seeking employment are unemployed due to the lack of demand in labour; something Skeggs (2004), Nayak (2006) comment is more profound in NE as a result of harshest labour decline.

It is important to acknowledge that other studies have highlighted measures of what causes regional inequality in England. Examples include regional differences in; sports participation (Ramchandani et al., 2014), and differences in personality traits (Rentfrow et al., 2015). Across these other fields, similar determinants of geographical context appear including political, economic, social and health outcomes. Ramchandani and co-authors (2014) find education level, attitudes towards sports, and weather conditions, all exhibit regional differences. The focus on binge drinking, male unemployment, and brownfield land affecting death rates, in particular, outlines the crucial impact of historical, economic, and social factors. Hence, there is persistent evidence of inequality between the north and south of England across a wide range of measures. These differences imply that selecting organisations based in the north and south of England, in places that exemplify such differences, will enable a clear comparison of places.

Who are the north and the south regions?

Finally, I have to consider what geographical regions I am referring to when I say 'North' and 'South' of England, because different authors define these regions differently.

Copeland and co-authors (2014) argue that the North regions, typified by the NE and NW, have sustained greater economic decline in industries historically. Whilst the NE has the highest proportion of workless households and deprivation in England, the NW also encounters low economic activity. Yorkshire and Humberside, another region located in the north, traditionally suffered from industrial decline. However, this same region encountered larger economic growth compared to the NE and NW, creating a short gap between themselves and the other northern regions (Copeland et al., 2014).

In contrast for the south, the SE is viewed as one, if not the most successful of English regions (Nickell and Quintini, 2002). Copeland et al. (2014) support findings of (Anyadike-Dakes, 2004; Twigg and Moon, 2013; Bambra et al., 2015) asserting the SE is the most prosperous region in the England, with high income status and low employment rates. The SE is followed by the SW region, even though the SW has small pockets of disadvantaged areas in what is otherwise a wealthy and productive region.

Then there are those regions that will not be explored. London exposes unique and inconsistent results in reference to health, economic, and social factors. Copeland and co-authors (2014) comment London has the highest productivity rate in England, where employment is dominated by financial, business and creative industries. Yet, the same region contains some areas of high levels of deprivation and worklessness, which in itself cited criticisms from Bambra et al. (2015) and Twigg and Moon (2013). In reference to the East Midlands, this region represents the highest percentage of low skilled workers in England including manufacturing. Whilst economic growth and employment is fairly high, productivity is less compared to other regions (Copeland et al, 2014). As for the West Midlands, significant economic changes have resulted in manufacturing being replaced by the service sector as the main source of employment. The EN region, up until 2007, had one of the highest long-term growth rates in England, and is the most research-intensive region, as indicated by Massey (2005).

Consistent findings signal to us that exploring field sites in the NE and the NW is a rational depiction of the north regions. Simultaneously, exploring field sites in the SE and the SW as a depiction of the south regions proposes plausible selection. Whilst current publications in economics, health, and science underline a north-south divide in England, there is no evidence into the subject of corporate philanthropy. This predicament alludes to a certain gap in the literature and consequently, something this study aims to develop in the fields of corporate philanthropy and social geography.

3.3 Key features of geographical place impacting philanthropic activity

The focus now diverts to analysing features of place which influences managerial attitudes towards corporate philanthropy. My reading initially began within CSR literature but swiftly moved to corporate philanthropy as it became recognised as its own concept. Soon after, reading the literature on corporate philanthropy indicated that place had until very recently been neglected as a possible influence over philanthropic activities. And so, I came to consider two areas of literature; the literature on corporate philanthropy and the literature on place, with the aim to contribute to the overlap between the two fields where little research has been done. Marshall et al.'s (2017) influential paper is one of several articles (located in the fields of social geography and corporate philanthropy) to identify a gap in literature, it highlights how little research has been done on whether and how geographical settings influence firms conducting corporate philanthropy. Shaw et al. (2011), and Maclean et al. (2015) are other relevant sources that explore if geographical environments generate motivations behind philanthropic giving. This automatically triggered the dynamics of my research.

The purpose in this section is to identify a set of features of place that anticipate will be most influential in shaping managers choices, based on the causes of regional inequality which was recognised in the previous section. Identifying specific features will act as a guide in this study, helping to understand why firms to undertake philanthropy (or not in some instances) and, who they select as beneficiaries. Both sentiments offer their own separate research contributions.

The way in which place influences firms and organisations practicing philanthropy is not well understood. Marquis and Battilana (2009: 286) underline how "the social beliefs, shared understandings, and regulations of particular communities form local normative, cognitive forces, and cultural elements to serve as important touchstones for organisational behaviour". This can include philanthropic activities. Then there is the consideration of how places differ from one another.

> "The literature concerning philanthropy suggests companies from different parts of the world engage in charitable behaviours in different ways" (Muller and Whiteman, 2009: 590).

Much of the comparative research has been conducted in a way that only individual countries are assessed or certain cities from a selection of countries. Yet, no outstanding research has explored how different regions in England (or the UK) contain different geographic factors that may influence corporate giving, and the ones that do primarily feature on content in the US (Wolch and Gieger, 1985; Muller and Whiteman, 2009). Muller and Whiteman's (2009) study explored what geographic factors hold influence for U.S firms making donations to causes set up to help those affected by natural disasters taking place across the globe. Findings showed certain states in the US are more prone to earthquakes therefore "triggers individuals and firms alike to act philanthropic as a result of societal and historical factors" (Muller and Whiteman, 2009: 593). This geographical influence is regarded as the home region affect. The other notable influence was 'hometown flavour' – firms who are geographically located further away donate to a cause which has suffered severe consequences.

Drawing from literature of social geography and philanthropy, I have identified four key features of place to construct a conceptual framework (*appendix A*) to assess philanthropic perceptions of firms. They are: history of industrial decline; levels of income; educational attainment rates; and majority political leaning. To add credibility, recognising the four characteristics from current literature in the geography and philanthropy disciplines demonstrates they interrelate with one another. Subsequently, for each feature of place, a separate hypothesis is devised to test the strength in terms of whether it holds a positive influence on firms practicing philanthropy. Thus, testing each hypothesis will show if the features of place are accepted or rejected. The four hypotheses are described below.

3.3.1 History of industrial decline

Marshall et al.'s (2017) highly relevant paper advances geographical debate on corporate philanthropy through a case study of the Northern Rock Foundation, in the NE of England. The NE region is historically characterized by industrial decline since the 1970's, resulting in high levels of unemployment and social deprivation (Tomaney and Ward, 2001; Hudson, 2005). The purpose of Marshall et al.'s paper is to indicate the connections between corporate giving and regional values using the Northern Rock Foundation as a case study.

In 1997, Northern Rock bank created a charitable foundation whereby 15% of Northern Rock's shares and 5% of its annual profits, made the company the second largest corporate charitable donor in the country (Pharoah and Walker, 2015). The trustee's mission was to focus funds on areas within the region of social need and lack of resources. Senior managers commended the historical regional roots of the company particularly as leaders of the industrial revolution as a primary cause for the inception of the Northern Rock charitable foundation. Aris (2000; cited in Marshall et al., 2017: 6), champions:

> "As an organisation devoted to the well-being of the people of Durham, Northumberland, Teesside and Tyne and Wear, its origins lie much further

back, in the days, a century and a half ago, which saw the birth of the Northern County building society set out to help the poorer and more disadvantaged people to build a better life for themselves (and their families)".

Because of its locality values, the foundation followed the same principles. The Northern Rock sought to continue the tradition of care that the Northern country established. The poorer and more disadvantaged people could find a home and build a better life for themselves and their families. So too does the Northern Rock Foundation, owing to the tradition of care and concern for the region from its people. Miles (2005) extends the impact of social attitudes in the NE drawing attention to the belief the NE region needs to look after itself. Pharoah and Walker (2015) reveal 90% of the 6600 employees were located in the NE. This made Northern Rock a major regional employer. As Northern Rock (2005) propound, the vast majority of Northern Rock's staff were drawn herein, which reflected the company ethos and community spirit.

As for the allocation of donations, senior managers were aware of the region's history of industrial decline and specific areas most affected. Marshall et al.'s (2017) qualitative data collection consisted of a longitudinal study over a 20-year period. During which, Marshall et al. (2017) disclose large parts of donations were allotted to Gateshead and Quayside, both riverbanks situated within the city of Newcastle. Miles (2005) make a pertinent argument of how areas located on the River Tyne suffered significantly from the decline of the shipbuilding industry which reached its most severe in the 1980's. It is highly conceivable both factors have combined for the Northern Rock foundations to dispense substantial donations to the specific areas of Gateshead and Quayside.

Despite the impact through their foundation, Northern Rock provides a stark example of the fragility of corporate philanthropy which militates against the long-term viability as a form of social investment in disadvantaged areas (Robinson, 2015). Marshall et al. (2017: 16) concede "the financial crash which began in 2007 took the Foundation by complete surprise; funding from the company ceased and grants expenditure was reduced to £10million per annum". As a direct consequence, Virgin

Money acquired Northern Rock plc, and the change in ownership opened up tensions between the company and the Foundation (Virgin, 2012; cited in Marshall et al., 2017). Dawley et al. (2014) cites the lack of fit between the Foundation's mission to address social regional inequality disadvantage and Virgin Money's corporate philanthropy structure, which was orientated towards sponsorship in areas likely to bring increased national awareness rather than regional. Of course, Northern Rock Foundation mission was to divert funds in areas of social need and lack of resources. Because of the difference in company acumen, the Foundation began to deteriorate. After several unsuccessful approaches to the government for financial support, the Northern Rock Foundation closed in April 2016.

The study of Northern Rock illustrates how the historical and social roots of the company in the NE region substantially structured the purpose of corporate giving. Several authors (Aris, 2000; Tomaney and Ward, 2001) listed industrial decline, social deprivation, high levels of unemployment, and the concern and well-being of those in need; that characterize social features of this particular region. Marshall et al. (2017) announce the foundation became a philanthropic champion before the financial crisis. The ill effects of the economic crash predominantly affected the foundations' ability to function. Combined with the takeover from Virgin Money who disregarded the company's historical landscape (Brightpurpose, 2014) ultimately sealed the fate of the charitable cause.

Rochdale Co-operative movement

Another location associated with historical industrial decline and subsequent philanthropic actions is Rochdale. More specifically, Fairburn (1994) writes Rochdale, is known by millions for twenty-eight labourers established a co-operative movement in 1844 known as the Rochdale Society of Equitable Pioneers (hereafter Rochdale co-operative movement). McElvoy (2018), who narrated a radio recording, asserts the founding twenty-eight labourers were suffering from the social dislocations of industrial decline. Specific concerns included unemployment, low pay, unhealthy cities, dangerous workplaces, and social deprivation. To ameliorate the debilitating social problems, Fairburn (1994: 1) informs "a special kind of help whereby individuals would help themselves by helping each other". To do so required an integrated co-operation with localised vision, within a geographically compact community – reflecting working-class organisation in Britain. Professor Tony Webster, who supplemented McElvoy's commentary, indicates the founders deployed food banks to help those in severe need. Medicines and medical aid were also provided. To counter the issue of education, aid was given to libraries and schools nearby.

Yet the underlining question emerges, for all the difficulties from industrial decline occurring nationwide, why did the social movement start in Rochdale? (Walton, 2015). McElvoy (2018) offers plausible answers. The founding members themselves were experiencing daunting social deprivation at the time as a result of unemployment, lack of labour opportunities, and poor health, which developed the motivation behind the movement. Fairburn (1994) extends the founders in Rochdale were experiencing the problems themselves, and they were part of an unusually tight knit geographically compact community.

Recognizing the historical, social movement of Rochdale offers a rational case to be researched, much like the instance of Northern Rock in the NE. The co-operative movement in Rochdale was an early form of philanthropy that turned into a for-profit business that always donates a proportion of its profits. Therefore, the first hypothesis related to feature of place and corporate philanthropy is the following;

> **Hypothesis 1** (H1)**:** Geographical place which has encountered heavy industrial decline in engineering, manufacturing, or shipbuilding prompts firms to carry out philanthropic activities.

3.3.2 Higher income levels

Hurd et al. (1998) comprehensive geographical study of corporate philanthropy in England and the UK, focuses on trusts and foundations where firms use a separate charitable organisation as a conduit to direct their giving. From the outset of their study, two crucial questions are put forward; where companies direct their support, and secondly, what key factors influence the distribution. The importance of answering both questions respond to the neglected relationship between regional geography and corporate philanthropy (Metcalf, 1990; cited in Hurd et al., 1998).

Kearns (1992) earlier research called attention to the most common motivation for undertaking philanthropy is good corporate citizenship – which corresponds to Burlingame and Young's (1996) typology of shared benefits. The other standout motivation identified was good business strategy, which reflects either typology of 'enlightened self-interest' or 'charitable investment' (Burlingame and Young, 1996) or 'transactional philanthropy' (Breeze, 2013). However, as Fry et al. (1982) argues a major difficulty with these remarks is the difference between what executives say they do, and what companies actually do. Hurd et al.'s (1998) subsequent research recognized this issue and instead consulted various directories of corporate giving and their grant-making trusts, whereby records were obtained for the 36 directly funded charitable trusts across all regions in the UK. In order to gain further insights into this geographical distribution, the recipient charities were classified according to scale at which they operated; internationally, nationally, regionally and locally.

Findings exposed how London and the SE region received greater proportion of donations. Statistical evidence shows much of the support provided by the 36 firms was mainly directed towards organisations operating on a national scale, ahead of international, local and regional scales. Three quarters of recipient donations were donated to trusts situated in London (53%) and the SE region (23%) (Hurd et al., 1998). Contrastingly, results also show older manufacturing firms are much more likely to make donations to charities/trusts operating at regional and local scale, portraying strongest traditions of local philanthropy. To help understand the statistics, Saxon-Harrold's (1994) exploratory research, though in the voluntary sector across the UK, asks 'is there over-centralisation of economic power and influence' in London and the SE. The short answer is yes. According to Hurd and co-authors, large sized service-sector firms based in London are more likely to address a national audience by making donations to charities enabling greater marketing recognition – most likely due to cause related philanthropy. Hurd et al. (1998) conclude their paper implying there is an over-concentrated nature of corporate giving to charitable organisations happen to be based in London and the SE, the two regions possessing a high volume of finance and service sectors firms.

The over-concentrated emphasis towards London and the SE region in the context of England is acknowledged by Cresswell (2013). The SE region is the closest to mainland Europe, “is commonly thought as the richest part of the country. It includes the extreme wealth of the city of London and the booming property markets of the capital” (Cresswell, 2013: 73). A similar comprehension is offered from John et al. (2005), whose study disclosed a ‘mega-region’ consisting of London and the SE was formed for economic performances of the financial industry, housing wealth, and labour market advantages. The overall purpose for the mega region was to establish London and the SE as leading international research and development locations (John et al., 2005). The recognition that places which occupy higher income levels helps indicate at the outset, there is impact towards philanthropic actions from firms. Higher income levels in place also suggests there is a possible influence towards the type philanthropy is practiced, and who the recipients tend to be.

Moving on, Maclean et al. (2015) continue the current theme of socio-economic status, arguing it enables wealthy entrepreneurs to consider philanthropic actions. Bandura (1997, cited in Harvey et al., 2011) interpret entrepreneurial philanthropists are driven to accumulate personal fortunes, together with a concomitant impulse to employ a share of their wealth in pursuit of philanthropic ventures over which they control. The economic platform that enables entrepreneurs to build philanthropic activities is openly recognized by scholars. Harvey and Maclean (2008) verify economic capital is the starting point of the philanthropic journey. Lew and Wojcik (2010: 154) cement this notion insisting “economic geography supplants the idea of the economy as a pure, monolithic and ethereal entity, facilitating the most appropriate platform to pursue philanthropic giving”.

Maclean et al.’s (2015) recent study consisted of ‘life history interviews’ with twenty wealthy UK-based entrepreneurial philanthropists who had invested a minimum of £1m in projects since 2007. It identified two distinct themes; a combination of economic wealth and social objectives. Some participants recognised reasons for undertaking philanthropy descends from imprinted rooted upbringing and family effect. Jung et al. (2013) allude to how giving back can also be seen as reinvestment in a community they identify with because their wealth originated there. Kyle observed; “it is the norm to have done well and then give something back to your place of upbringing” (Maclean et al., 2015: 1638). For one informant, showing solidarity with the north-east was a matter of natural justice; “the wealth that we’d got was created through all the 50p’s that myriad ‘Geordies and Mackem’s’, and that basically it was indispensable to give something back” (Maclean et al., 2015: 1639).

For other informants, Maclean and co-authors write philanthropists tended to donate for their own self interests. Hay and Muller (2014: 38) affirm, “not so surprisingly, a philanthropist’s vast amount of wealth empowers large donations in return for recognition, monetary funds and power”. So, by inference, firms located in places where there are higher income levels will aim to tap into the impulse that wealthy individuals and households are more likely to give. Two other participants admitted their high salaries ensued benefits (for themselves) through charitable giving and generosity enabled elite access, which Bishop and Green (2008) label, donors gain passage through inclusion boundaries to join an exclusive celebrities club. Another informant admitted ‘paying the entrance the fee’ through philanthropic donations has afforded her to join the club of wealthy philanthropists. The last interviewee confirmed wealthy entrepreneurs becoming philanthropists is beneficial to boosting social capital which has accumulated in receiving a seat alongside high-status individual’s (Maclean et al., 2015: 1640). These findings support criticisms of forms of philanthropy where very wealthy individuals acquire significant power and control via their philanthropic donations (Duncan, 2004). As Maclean et al. (2015) conclude, philanthropy in this sense is hugely undemocratic.

Shaw et al. (2011) also reviewed entrepreneurial philanthropists within the UK, exploring whether motivation behind their endeavour is generated from their socio-economic status. Whilst rooted within a historical context, contemporary entrepreneurial philanthropy differs from the past which saw altruistic actions from wealthy individuals. Nowadays, objectives and methods employed by philanthropists have become progressively informed by entrepreneurial values – profit utility (Dees, 2008). Which leads to the debate of entrepreneur's philanthropic motives are focused on either social and/or economic purposes, therefore prompting Shaw et al.'s (2011) investigation.

Instead of conducting interviews, the research method drew upon initial findings from analyses of a complex set of sample data contained in a larger database of 100 wealthy entrepreneurs located within the UK and known to be engaged in philanthropy. Shaw et al. (2011: 587) emphasize the data recorded is displayed across variables including 'age, gender, place of birth, educational attainments of higher education, sources of wealth, assets, core focus of philanthropy, key contacts and awards during the period of 2007-2010'. The variables of credible relevance towards the research undertaken point sources of wealth, core of focus of philanthropy, place of birth and educational attainment.

Observing *appendix B,* a noticeable issue exposes London and the SE region have been merged together whereas the other remaining regions in England have been grouped as one. Hurd et al. (1998), and the slightly more recent study carried out by John et al. (2005) followed the same path. The empirical evidence reveals that London and SE contain five more wealthy entrepreneurial philanthropists compared to the joint group of 'all other regions in England' (Shaw et al., 2011: 589). Yet, to add rationale for a regional comparative analysis of philanthropy, there are no findings of how many entrepreneurial philanthropists exist across three of the proposed areas of research; North-east, North-west, and South-west. Thus;

> **Hypothesis 2** (H2): Higher income households within geographical place results in philanthropic activity from firms.

3.3.3 Higher education attainment

One other influential variable from Shaw and co-authors study highlights the importance of higher education attainment. Just over half the participants (52) obtained an undergraduate degree yet a quarter of the wealthy entrepreneur's did not attend university (Shaw et al., 2011). Additionally, just under half (25) of entrepreneurs with an undergraduate qualification was gained at a Russell Group university, as was the case with the doctorates (4).

Higher education qualifications can be seen as a strong form of cultural capital (Bourdieu, 1986; Firkin, 2003; Harvey and Maclean, 2008), something which becomes more potent for entrepreneurs once it is known the qualification was gained from Russell Group awarding universities. A critical measure of an individual's cultural capital as Bourdieu declares; consists of social contacts, education qualifications, and experience. Prior research has indicated that the possession of large amounts of cultural capital in the form of relevant experience and education can have a positive impact on the entrepreneurship process (Davidsson and Honig, 2003). A case can be made the entrepreneurship process involves both the business aspect and the social aspect of acting responsible.

Bourdieu's (1986) work is also relevant recognising cultural capital is closely linked together with economic capital. Economic capital directly signifies monetary assets, wage labour and wage labour. It is here, according to Davidsson and Honig (2003), that wealthy entrepreneurs act according to their forms of capital which comprises of higher incomes and educational attainment – thus highlighting its interconnectedness. Shaw et al.'s findings disclose wealthy entrepreneurs with at least undergraduate degree qualifications are most likely to engage in philanthropic donations. Chatterton (2000) examined the role of two reputable universities in the city of Bristol. The University of Bristol has become one of the most sought-after within the British university system owing to the high quality of life, cultural amenity, quality educational provision, and economic prosperity (Targett, 1998). Further to the academic domain, a high concentration of the financial service has created a large private professional community in the city. Chatterton (2000: 171) declares "both groups are characterised by either large disposable incomes and/or high levels of free time". The interconnection of higher income and higher education has already been commented by Massey (2005), who explains there is an argument that academic institutions are not positioned in certain geographic locations as a result of lesser economic frailties across society. So, whilst the association of higher education attainment in place and philanthropic giving may not be immediately apparent, the association between higher education attainment and income is.

I must recognise there is no extensive research highlighting if place with a highly educated population is more likely to engage in philanthropy. However, there is evidence from the literature of philanthropy and geography (Firkin, 2003; Davidsson and Honig, 2003; Shaw et al., 2011) that finds entrepreneurs/individuals who perform philanthropic activities are moulded by several characteristics including obtaining a high level of education. Furthermore, the interrelation between higher income levels and higher education attainment (Chatterton, 2000; Davidsson and Honig, 2003; Massey, 2005) adds to the rationale of exploring both these features of place in this study. The third hypothesis related to feature of place and corporate philanthropy is;

> **Hypothesis 3** (H3)**:** Geographical place containing a population who hold higher educational qualifications of university degree or above, support firms who practice philanthropic activities.

3.3.4 Political party support

The final variable to shape the conceptual framework is political party support. Curtice (2010) argues there is a strong relationship between an individual's socio-economic status and political identity. However various authors, Evans and Mellon (2015), Dubois et al. (2015) affirm the perceived relationship of economic status and political voting has become complicated. From the 2017 UK governmental election, strong working-class areas of the UK supported the right leaning Conservative party. But equally there is a swing with areas of affluence supporting left leaning parties (BBC News, 2017).

All three main UK political parties have affirmed their support for philanthropy. The Labour government from 1997 to 2010, expanded their support for corporate volunteering (Ball and Juneman, 2011). So much so, corporate volunteering took place in local communities and local grassroots organisations particularly in deprived areas to provide a basis for community cohesion, an action ordinarily favoured from left political parties (Newman, 2001). The coalition government of Conservatives and Liberal democrats from 2010-2015, introduced enhanced philanthropic measures although Ball and Juneman (2011: 648) declare “philanthropic activity has played an increasingly significant role but a minor role”.

Examining the association of political support towards philanthropic engagement within a regional perspective in England has only recently emerged. Up until this point, existing literature on the relationship between political ideology and charitable behaviour has remained very limited. And only then, the small amount of literature is predominately evidenced in the US (Brook, 2006; cited in, Winterich et al., 2012).

Brown and Taylor’s (2019) longitudinal paper is the first to analyse the relationship between political affiliation and charitable behaviour in the UK. Empirical data is provided through a national representative dataset – ‘Understanding Society: The UK Household Longitudinal Study (UKHLS). The UKHLS is designed to capture life in the UK and how it changes over time – containing information about national households and their social and economic circumstances, attitudes, behaviours and health. By using data from UKHLS, the authors investigated the relationship between political ideology and the proportion of annual income donated to charity over the past year, and/or, the number of hours unpaid volunteering during a 4-week period (Brown and Taylor, 2019: 5). Corresponding to my own study, the data sample covers England only. The following political parties are analysed – Conservatives; Labour Party; Liberal Democrats; and the Green Party. Categorising their respective leaning, the Conservatives are right leaning, whereas the other three parties all denote left leaning.

Estimate models indicate how much money each household donated over the past year as a proportion of the individual’s annual total income. In addition, estimate models determine the number of hours volunteered during the last four weeks. The authors certify estimates are conditioned on an extensive set of socio-economic covariates including: gender; ethnicity; age; highest educational qualification; monthly labour income; and labour status.

Brown and Taylor's (2019) results show increasing levels of education attainment has a positive connection with the proportion of income donated to charity and the number of hours volunteered. This is consistent with Chatterton (2000). Secondly, the authors expose the effects of higher income is generally significant, yet inelastic. And this remains consistent with Hurd et al. (1998), Shaw et al. (2011), and Maclean et al. (2015). Greater monthly savings is positively associated with monetary donations (by 9%), and, undertaking unpaid volunteering (by 3%) (Brown and Taylor, 2019).

On to the matter of political parties, results were again based on estimation models in which households did not state their exact political preference, rather who they might feel closest to. The numbers below outline how much more someone feeling closest to a specific party will donate their income and time compared to being associated to the other parties. Therefore, individuals in households feeling closest to the Green Party is associated with donating approximately 73 per cent more of annual income to charitable causes and volunteering 54 per cent more hours (Brown and Taylor, 2019). As for individuals who may feel closest to Liberal Democrats, estimates show 48 per cent more of their annual income is donated to charity and 35 per cent more hours. Figures for the Conservatives is 37 per cent more of their income is donated and 22 per cent more hours volunteered. "The smallest effects are aligned to the Labour Party, whereby numbers drop to 32 per cent and 18 per cent respectively" (Brown and Taylor, 2019: 14). Clearly, more weight is directed to left leaning parties Green Party and Liberal Democrats. Newman (2001), Ball and Juneman (2011) deliver the sentiment left leaning support traditionally associates with philanthropy. Though not traditionally associated with philanthropy, results from Brown and Taylor (2019) reveal right political leaning had a better outcome than Labour. However, it is important to consider that the results presented above demonstrate who individuals are likely to support, not who they exactly vote for. Adding to the fact that results are estimates based hence the approximate figures, this might explain why the percentages for income donated and hours volunteered seem high.

Overall, Brown and Taylor's (2019) paper suggests left political affiliation in England is associated to philanthropic behaviour. But some implications appear that interconnect to the purpose of this thesis. There is no declaration that certain political party affiliation, and the magnitude of monetary donations and/or volunteering, is representative of firms undertaking philanthropy in a specific region in England. The paper proposes households occupying higher income, or higher educational attainment, or left political party support all positively effect philanthropic giving. Despite this, there is no clear suggestion if all three features intercorrelate to impact philanthropy, and to what magnitude. Therefore, the final hypothesis is;

> **Hypothesis 4** (H4)**:** A majority of support for left political leaning in geographical place corresponds to philanthropic activity from firms.

It is vital to understand the fluidity of the four variables discussed above. The variables are not fixed, but ever changing. The most recent General Election in 2019 makes clear for instance that places with predominantly low-income households are not left leaning. Instead, they voted for right leaning parties. The change has occurred due to political uncertainty witnessed by the EU referendum held in 2016.

In reference to levels of income and the health of industries, this can also change if industries are in decline in particular places. And many industries can be severely affected especially in the case of a global pandemic evidenced by Covid-19. As a result, philanthropy is also vulnerable to economic crises/global disasters thus in itself also becomes a volatile sector (Fuentenebro, 2020). I have already identified through Muller and Whiteman (2009) that the 2008 financial crash saw charitable donations in the US decline. As for England, I recognise that the Northern Rock Foundation eventually closed as a result of the financial crash, contributed by the lack of funding available in the north-east region.

3.4 Focus on firms

The pertinent literature from Shaw et al. (2011), and Maclean et al., (2015) has mainly studied individual donors. Other literature from Hurd et al. (1998), and Marshall et al. (2017) distribute an understanding from the perspective of companies. In this thesis I investigate the actions of firms rather than individuals because it represents a logical approach. A compounding argument for exploring firms instead of consumers lies within the capability of firms being able to implement philanthropic responsibilities to a wider scale. Carrigan and Attalla (2001: 574) argue consumers seem to need more information in order to be able to trust what the firm is saying, because if they do, they are more likely to participate. Firms are seen as symbolic institutions (Aris, 2000), and their philanthropic attitudes reciprocate the attitudes within society (Crowther and Green, 2006). This is notably evidenced through the example of Northern Rock Bank and their charitable foundation, which serves purpose to the well-being of the people of Durham, Northumberland and Tyne and Wear (Marshall et al., 2017).

A vital research contribution which ties with the focus of firms is who senior management/directors select as recipients of their philanthropy. Campbell et al. (1999) detects the decision of whether a firm supports a charity is based on directors or owners innate social consciousness. Tilcsik and Marquis (2013) cite senior management normally opt to support local community needs. Still, earlier statements imply not all firms situated in their respective place donate to their local inhabitants. And of course, there is also consideration for directing focus towards firms due to existing literature being far less developed in contrast to investigating organisations in the voluntary sector (Maas and Liket, 2010), and individual inclinations towards philanthropy.

I can then establish if such diverse attributes or specific processes of place reflects the understanding how a firm practices philanthropy, the same can apply to establishing motivations behind their philanthropic activity, and to what scale a firm selects their recipients.

3.5 Rationale

Contemplating current literature there are calls for more critical geographical examinations to uncover and capture best what, where and whom of corporate philanthropy. And I want to investigate within the context of place comparisons across England. In doing so, the research aims to contribute by investigating how four predominant features of place; historical industrial decline, income levels, higher education attainment, and political character, positively influences donor firms practicing philanthropy. The significance of this is I can understand if the characteristics of place generates the choice of philanthropic activity practiced and choice of beneficiaries.

Showing further rationale there is strong evidence to suggest the four features intercorrelate with one another. In the case of Northern Rock Foundation, Tomaney and Ward (2001), Marshall et al (2017) demonstrate a link is palpable between historic industrial decline in shipbuilding and engineering with social deprivation and high unemployment in Newcastle, NE. The factors propelled the core principle of the charitable foundation. Higher income levels uncover a lack of association to industrial decline. Hurd et al. (1998) discovered corporate giving is predominantly directed towards charitable trusts located in London and SE region as a consequence of the heavy presence and influence of the finance and service industries. Whilst higher education attainment displays slender evidence to impacting corporate philanthropy, there is a strong association to higher incomes, notably in the city of Bristol, SW (Targett, 1998; Chatterton, 2000). Political leaning in place provides some association to income levels or educational attainment (Ball and Juneman, 2011; Brown and Taylor, 2019), though it remains unclear. The link between individual and household incomes, education qualifications, and mainstream industries located in place to firm behaviour, tell us that these factors can partially act as a mechanism that influences to how and why philanthropy is practiced. In the example of the Northern Rock Foundation, individual and household incomes in the north-east are lower compared to other regions in England. Prominent industries such as engineering have been in decline for a long time, contributing the high level of unemployment for the city as well as the NE region. That is why the firm chooses to support causes in places who were directly severely affected by the impact of unemployment. The link between a certain political affiliation, high or low individual and household incomes, and education qualifications to firm behaviour is a bit more complex – highlighted by Brown and Taylor (2019). As I already stated, the perceived relationship of economic status and political voting has become complicated. Then there is the link between a certain political affiliation and the mainstream industries in place, which again is unknown.

Considering each feature has devised its own hypothesis, the overall objective is to test a positive influence on firms practicing philanthropy - individually and/or with another. The hypotheses intend to capture a relationship between geographical place and philanthropy.

Exploring regional comparisons across England offers a new and extensive rationale within the interdisciplinary perspective of social geography and corporate philanthropy. Two particular regions are currently supported by exemplars in the literature; Northern Rock foundation in Newcastle, NE, and, the exemplar of Rochdale co-operative movement in the NW. The next chapter discusses which places from other regions have been selected as logical comparisons.

A final rationale of the research considers the use of quantitative analytical techniques, which are discussed in the next chapter as part of the mixed methods approach. Several authors who have undertaken research of corporate philanthropy employed quantitative analysis. Dale et al.’s (2018) recent publication of investigating female giving in the field of philanthropy, collected data through a mixed methods design. During the quantitative phase, a secondary source consisting of female national population sample was surveyed. To help understand the relationship between giving to women’s and girl’s issues and giving to other causes, correlation analysis was employed.

Likewise, Campopiano et al. (2014) conducted an online survey whereby 148 responses were obtained. The authors investigated how family involvement affects engagement in philanthropy in small and medium sized-sized family firms. In so doing. The study tested 3 hypotheses. In addition to correlation analysis, regression analysis was used to determine relationships between variables such as performance, size of firm, age, and family involvement in management. Campopiano et al. (2014) revealed a positive relationship between family involvement in management negatively and a firm’s engagement in philanthropy. Campopiano et al.’s (2014) study advocated the use of regression analysis to crucially answers a set of queries including - are there any relationships between independent and dependent variables; if there is a relationship, what is the power of it; if certain conditions are controlled, what influences does a special group of variables have over another variable(s). The set of queries mirror those that are outlined in this research study of place and philanthropy. Walker and Kent (2012) who also investigated corporate philanthropy, add regression analysis permits control for non-response bias within the respondent pool. I find this extremely beneficial that brings further credibility to research findings.

Chapter 4 - How I investigated place: A mixed methods study

The purpose of this chapter is to explain the methods of investigation and analysis used, and the assumptions in which these were based on. I begin by setting out the ontological and epistemological assumptions regarding geography and philanthropy, together with explaining the appropriate research paradigm – social constructionism. I then present the research design, providing a thorough analysis of the empirical settings of where I undertook the research. This is accomplished through a comparative case study.

The rest of the chapter is dedicated to explaining the research was carried out as an exploratory study, through a sequential mixed methods process. The first phase involved conducting a small sample of semi-structured interviews with senior management or managing directors of firms practicing philanthropy. The second phase focused on acquiring a larger sample of online surveys investigating firms that practice philanthropy. To provide a contribution of the study, I explain the rationale for choosing a mixed methods approach. I further took into account which data analysis techniques I employed to validate findings. As a result of the mixed methods approach, separate techniques were employed.

To conclude the chapter, I assess my reflexivity; how conducting the fieldwork and the study as whole, has changed me, as a student of philanthropy, and as a social researcher.

4.1 Philosophical assumptions

4.1.1 Social Constructionism

During the past three decades, informative debates have arisen in the social and behavioural sciences regarding the major social science paradigms (Guba and Lincoln, 1994; Tashakkori and Teddlie, 1998; Creswell and Poth, 2018). Guba and Lincoln (1994) define a paradigm as a way of examining social phenomena from which understandings of the phenomena can be gained. Traditionally, two paradigms reflect the philosophical underpinning of a research topic, positivism or interpretivism. Crotty (1998) notes that positivism is underpinned by the belief that reality is objective, independent of us, and the goal is the discovery of theories. Alternatively, interpretivism is underpinned by the belief that social reality is subjective because it is shaped by our perceptions.

The paradigm that I adopt in this study is social constructionism. Social constructionism has gained a substantial presence in social science. As Young and Collin (2004) express 'social constructionism' is part of the interpretivist paradigm family (synonymous to 'constructivism') because of their subjective views of reality. Interpretivist or constructivist approaches to research have the intention of understanding "that knowledge is socially constructed by the people in the research process, and that researchers attempt to understand the world of human experience from the point of view of those who live it" (Mertens, 2005: 12). Or as Berger and Luckmann (1966) put forward, social constructionism takes the view that knowledge of society is the product of our subjective realities, social practices and institutions, with the interactions between relevant social groups. Often these 'subjective realities are negotiated and constructed both socially and historically', but not descended from individual beliefs (Gergen, 1999; cited in, Young and Collin, 2004: 375), but rather an agreement formed by individuals in society, based on what we jointly count as reality and knowledge.

Ontological position

Ontological assumptions are concerned with what constitutes reality, in other words what 'is' (Crotty, 1998: 10). As expected, different paradigms are composed of inherently differing ontological views. Leading sociologists Berger and Luckmann (1966) postulate that the key interest of 'reality' and 'knowledge' is initially justified by the fact of social relativity. "What is 'real to a Tibetan monk may not be 'real to an American businessman" (Berger and Luckmann, 1966: 15). That is why reality is either subjective or objective and the sociology of knowledge must analyse the process in which this understanding occurs.

The ontological position reflects intersubjective reality. Gergen (1985), Kim (2001) verify that this precise inter-subjectivity imitates subjective reality. Blaikie (2010) presents subjective reality as interpretation by an individual about what constitutes a fact and in doing so, perceive that social phenomena is created from the perceptions and actions of those social actors concerned with their existence. Jones (2002) adds that intersubjective processes acknowledge one person's lived society also becomes the new inhabitant's society. A person takes the significant roles and attitudes of others in society as their own. Whilst the subjective reality concerns individuals focus, the ontological position of intersubjective reality represents;

> "the individual is not born a member of society. He/she is born with a predisposition towards sociality and becomes a member of society. This process is internalization: a manifestation of another's subjective processes which becomes subjectively meaningful to myself" (Berger and Luckmann, 1966: 159).

Statements made by Gieryn (2000) about place indicate ontological meaning. For instance, place has plenitude, a completeness, and the three dimensions of place; location, material form and meaningfulness remain ontologically bundled. What this can infer is that place has a completeness owing to geographical location, material form and meaningfulness - which are ontologically bundled. In effect, the three dimensions are interwoven to create an intersubjective reality within society which individuals understand as what constitutes as fact. One understanding can be what philanthropy means and how this reflects place. Thus, philanthropy too is socially constructed.

Citing Cresswell's (2013) work of geography, I realise ontological statements are exhibited. Regions are socially produced; they are created and underpinned through their physical features, climatic conditions, forms of architecture, economic activity, historical and cultural beliefs (Cresswell, 2013). The exemplar of the north-south divide in England informs us how unique and different they can be from one another. Hence the ontological understanding is the belief that things are invented, produced, or constructed by particular people in place is socially constructed.

In the case of corporate philanthropy, the ontological perspective is that managers respond to different historical conditions of place and what they see as the needs of their business. A particular matter is whether the firm act philanthropic for shared altruism purposes or for self-interest. We established Muller and Whiteman (2009), Maclean et al. (2015), and Marshall et al. (2017) provide small evidences of philanthropic intentions of firms are indicative of social practice in place. They all concur that historical processes emphasises place variation, therefore affecting decisions towards philanthropy. Ontologically then, both social geography and philanthropy are socially constructed.

Epistemological position

Blaikie (2007) affirms that epistemological assumptions are concerned with the nature and forms of knowledge, hence how knowledge is created, acquired, and communicated. In this instance, the epistemological position typifies how knowledge is socially constructed. Social construction asserts that knowledge is historically and culturally specific; gained through social exchanges, relationships, and dialogue with others (Camargo-Borges and Rasera, 2013). In simpler terms, "knowledge is therefore seen not as something that a person has or doesn't have, but as something that people do together" (Burr, 2003: 9). Overlapping with intersubjective reality, the collective understanding in society of what is knowledge, as a social product of what we say, think and do is interwoven with others, "through generalised groups, language systems and cultural and historical practices" (Cuncliffe, 2008: 130). So, philanthropic understanding becomes intersubjective only when subjective responses are collectively coordinated with other individuals. Meanings and the motives of philanthropy are subsequently socially produced as a response to interwoven relational and social experiences. Organisations too respond to social construction of knowledge, which has become increasingly popular in over the last 20 years (Watson, 1994; cited in Cuncliffe, 2008). Organisations, institutions, individuals, and other groups in society combine to produce subjective meanings and beliefs. Managers of corporate philanthropy respond to the knowledge produced by undertaking philanthropy either for their own interests, or interests of those in society, or a combination of the two. In addition, such socially produced knowledge can inform senior managers where philanthropic support should be directed to aid beneficiaries.

Typically, a commitment to social construction is then followed by an interpretative, qualitative study. The first phase of data undertook a qualitative approach through semi-structured interviews. This was followed by a quantitative survey. Each of these approaches produces different kinds of knowledge. I am going to discuss this in the next sub-section.

Overview of the mixed methods

I gathered data in two stages using different methods. First, I conducted open-ended, semi-structured interviews with senior managers or directors with firms who practice philanthropy. Then drawing on the themes evident in the interviews, I devised a questionnaire and circulated to senior managers or directors of firms who practice philanthropy. Caracelli (1993: 196) writes "mixed methods research is one that combines both qualitative and quantitative data collection and analysis to provide a more elaborated understanding of the phenomenon of interest and its context".

Existing literature exploring geography and corporate philanthropy in England have yet to employ a combination of qualitative and quantitative techniques. Chen (2006) welcomes the idea of intricate cases requiring more than one research method, providing logic for exploring place and philanthropy. A fundamental belief of electing mixed methods research is that it provides a broader, more credible understanding of the phenomena under investigation. Tashakkori and Teddlie (2010: 272) maintain that "this is certainly assumed for complex questions that may not readily be answered by qualitative or quantitative approaches alone". Brewer and Hunter (1989: 17), concur "imperfections of individual methods allow us to combine methods to compensate for their particular faults and imperfections". So much so, Jick (1979) voices that quantitative research is weak in understanding the context or setting in which people live as the participant's voices are not directly heard. Further, quantitative researchers are in the background, and their own personal biases and interpretations are seldom discussed. Qualitative research makes up for these weaknesses. Qualitative research has the ability to probe for underlying values, beliefs, and assumptions (Silverman, 2000). Yauch and Steudel (2003; cited in Choy, 2014) maintain that to fully appreciate an organisation, it is necessary to understand what is driving employee's behaviour by implementing qualitative work. The other notable benefit of qualitative approaches is the broad and open-ended technique which allows participants to raise issues that matter most to them.

But of course, qualitative research possesses its own weakness. Stake (2010) makes a case that qualitative research is subjective; its personalistic; its contributions toward an improved and disciplined science are slow and tendentious. The ethical risks are substantial, labour intensive, and the cost is high. The phenomena being studied by qualitative researchers are often long and episodic and evolving, or as Choy (2014) declares, qualitative data is time-consuming. And so, the strengths of quantitative research, particularly the survey approach, makes up for the weaknesses of qualitative research. To begin with, surveys are administered very quickly without having to visit the organisation (Stake, 2010). In return, the numerical data collected can be evaluated in a very short time frame with findings less likely to be subjective (Merriam and Tisdell, 2016). Also, numerical findings facilitate an easier process to determine comparisons between organisations or groups, as well as measuring the extent of agreement and disagreement between respondents (Choy, 2014).

Both quantitative and qualitative methods and analysis were employed, producing different kinds of knowledge. Using semi structured interviews as my qualitative method, I found how and why things happen and the meanings that actors attribute to philanthropic activity. By means of quantitative techniques, specifically online surveys, I found out how much, what kind, and establish whether relationships exist with particular characteristics of place. Fowler and Mangione (1990), Tashakkori and Teddlie (1998), affirm that interviews are most appropriate in situations in which an in-depth knowledge of issues and relationships is required. Actual numbers of interviews were smaller than questionnaires. The reason for this was due to interviewing senior management or directors of firms who practice philanthropy. High ranking personnel in organisations possess the capability to impart with in-depth information through the nature of their job role (Stephens, 2007).

Surveys elicited data from more respondents. Self-completed online questionnaires permit a higher response rate rather than using the paper method (Saunders et al., 2012). The questionnaires similarly targeted senior management in order to test the four hypotheses across four regions in England. Little research has been done investigating the relationship between place and the practice of philanthropy by firms. Therefore, it was appropriate to begin with an exploratory phase that identified issues that managers or directors responsible for philanthropy claimed were important. This qualitative stage produced interesting contributions in its own right. I then went to test the generalisability of these exploratory findings in the quantitative stage. The knowledge produced in this second stage extended to the initial contributions but also, developed new understanding of philanthropy means to firms, why it's important, who should directly benefit from their support, and what key features of place holds a significant influence in all of this.

4.2 Research design

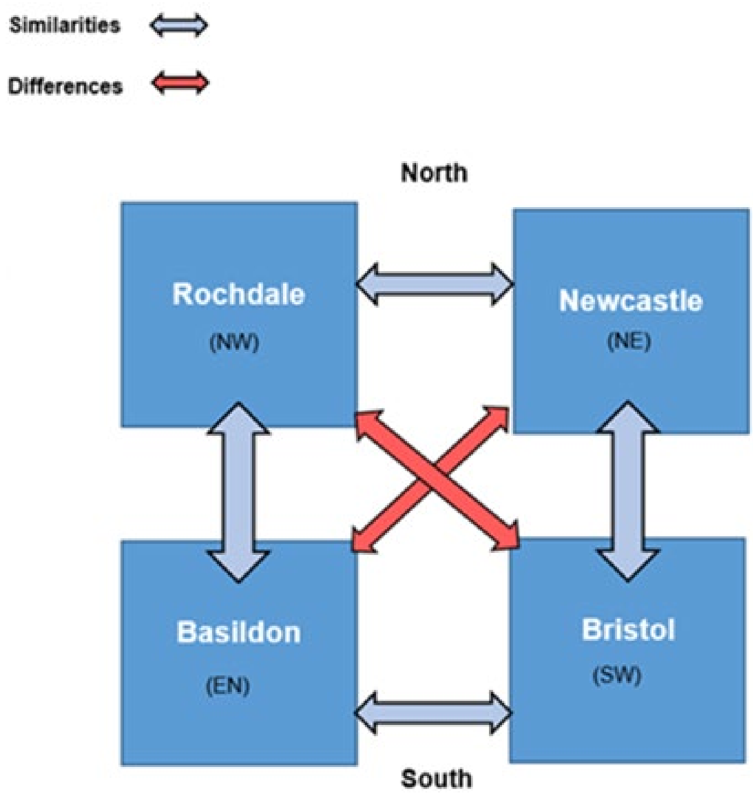
This investigation was conducted through a multiple case study design. The case studies represent the main method of research, followed by a mixed methods fieldwork approach. In total, I identified four localities as a 'case', to assess firms who practice philanthropy, and the impact place has on their practice. Selecting each case was a complex process but accomplished through the use of NOMIS dataset, Governmental official statistics (DataGov), and from literature presented in the previous chapter. The localities comprised of either towns or cities that are situated in the four regions under investigation. Selecting Newcastle upon Tyne, the City of Bristol, Rochdale, and Basildon from regions in the north and south of England initiates the comparative nature of the study. I now explain the steps for choosing each place (case). Before that, I offer reasoning for choosing multiple case studies approach, displayed in *figure 2* below.

4.2.1 Multiple case studies approach

Before explaining the purposes for utilising a case study as the main research method, literature underpinning the Northern Rock Foundation in Newcastle and the Co-operative movement in Rochdale tell us that the north-south divide in England is real. It also shed some light into what extent there is differences between the north and south of England, and how corporate philanthropy is done. That's why Newcastle and Rochdale were chosen for this study.

Prior to identifying Newcastle and Rochdale, existing regional studies in the fields of health, science, and economics categorize NE and NW regions as most vulnerable to socio-economic deprivation, unemployment, and mortality rates, in comparisons to the SW, SE, and the East region. This small cluster of regions experienced reduced detrimental effects of industrial decline (Berghoff, 2006), as a result of higher socio-economic status (Dorling, 2010). So as Newcastle and Rochdale are representative places of the NE and NW, an intelligible process was undertaken to find logical comparisons from the SW region and the SE region, as part of the empirical setting. To do so, the NOMIS dataset provided official labour market statistics for each local place in England. Relevant to the study, statistics across the four key hypotheses and relevant sub-were observed. Figures across places were mainly synonymous though there were some expected contrasts. The city of Bristol (SW) and the town of Basildon (SE) offered appropriate choices for comparisons to Newcastle and Rochdale (*table 2).* The statistics tell us that the towns and cities within the four regions are both similar and different from one another, which increases the explanatory potential of my comparative case study design. Furthermore, suggesting places that offer similarities and differences displays unbiased selection by observing statistical coherence (Miles and Huberman, 1994).

Fig 2. Locations chosen to be explored



Case study method

The essence of a case study allows investigators to focus on a current real life 'case' and retain a holistic and real-world perspective. Examples of 'cases' as the major focus includes 'individuals', 'organisations', 'processes', 'programs', 'areas', 'institutions' and 'events' (Yin, 2014: 15). Yin (2014) extends, the more that your questions seek to explain 'how' or 'why' a social phenomenon works, the more case study research is relevant. Several sources indicate the role of case study method in research becomes more prominent when issues about sociology and community-based problems such as education and unemployment, are raised (Stake, 1995; Grassel and Schirmner, 2006; Johnson, 2006).

A case study enables us to examine a phenomenon in its real life setting and context. The aim was to find out how things work in a particular case or in this instance, ‘place’. So, as we have places in different contexts, I can compare their similarities and differences. This went a large way to help our understanding of the key processes, and how they influenced their different contexts. Bearing this in mind, my study was able to find how and why the place where a firm is based influences managers’ approaches to practicing philanthropy. Four very different places in different regions of England with diverse socioeconomic characteristics were selected. The identification of what is common across the four places as well as what is different, will help us understand what context is doing.

The rationale for adopting a multiple case study affords results to be presented clearly and becoming more reliable (Herriot and Firestone, 1983). A key to generating accurate information through comparative cases involves identifying and then discussing; themes or variables, awaiting to find similarities, patterns and/or differences (Creswell and Plano Clark, 2018). Drawing from the literature review, within each case, I conversed with managers about what features of place influences their decision making. This was with a view to obtaining comprehensive data ready to establish similarities or distinctions towards corporate philanthropy. Moreover, multiple case studies provide a systematic way of looking at event, collect data, test existing hypotheses and then ultimately report the results. Bass et al. (2018) go on to state that case study researchers can then gain a greater understanding of why something happens and what might be important to investigate in the future. In return the research outcomes become more robust. Regarding the study, using a case study approach informed me which of the four hypotheses are accepted more so than other places, and enable me to understand why things are happening in place towards philanthropy.

Embedded design

A feature of the comparative case study is nominating a particular type of design, either embedded or holistic design. A holistic case study is shaped by a thoroughly qualitative approach that relies on narrative, phenomenological descriptions. Themes and hypotheses may be important but should remain subordinate to the understanding of the case (Yin, 2014). Meanwhile “embedded case studies involve more than one unit, location, or object, of analysis and usually are not limited to qualitative analysis alone" (Scholz and Tietje, 2002: 9). Rowley (2002) strengthens the reason stating embedded designs explore units/locations individually, yet the results for each are drawn together to yield an overall picture. Considering that I am comparing regions, and that they have within them embedded units of analysis, which are firms who practice philanthropy, the study adopts an embedded case design.

Incorporating mixed methods

Somekh and Lewin (2011) contend mixed methods case studies are useful for understanding the complexity of a case. Once multiple units develop, researchers can compare cases through quantitative and qualitative dimensions to portray variation in how the cases provide important contextual findings, pertinent to the study (Yin and Davis, 2007).

Identifying and then choosing a mixed methods approach ahead of a multi-method approach can be explained as follows. Plano Clark and Ivankova (2016) explain how a multimethod research design combines multiple quantitative approaches such as surveys and experiments, or it can combine multiple qualitative approaches such as interviews and observations, or even, it can combine both quantitative and qualitative approaches. Generally, multimethod research can begin with one primary qualitative method to answer the main research question, whilst a second qualitative method is inserted to supplement the research and ultimately answer a different question (Plano Clark and Ivankova, 2016).

On the other hand, a mixed methods approach allows a researcher to combine personal experiences and stories (qualitative data) with statistical trends (quantitative data). Creswell (2015: 1) signals "this collective strength provides a better understanding of the research problem than one form of data". Furthermore, mixed methods is more than just the collection of multiple qualitative approaches, multiple quantitative approaches, or combining both approaches. Essentially, a mixed methods process involves the collection, analysis and integration of both qualitative and quantitative data so that the value of personal experiences and statistical trends can contribute to exploring and then comprehending the research topic. Just in the instance of how place positively impacts the way a firm practices philanthropy. For the knowledge I have produced, using qualitative data collection enabled us to make analytical generalisations of how place influences managerial decisions in the way they practice philanthropy. The quantitative data further enabled empirical generalisations. It is clear that the emphasis of the research design is case study method, with the fieldwork applied through a mixed method approach.

Conclusions that appear from explored cases are referred to as building 'patterns' and 'assertions' due to similarities and/or differences emerging (Yin, 2006). Patterns 4confirmed characteristics of place that are more significant than others in their positive or negative perceptions towards corporate philanthropy. To a further extent, patterns emerged of what philanthropic activity is most likely to be practiced depending on a specific feature(s) that are prominent in that particular place. Patterns and assertions later verified how places where firms are located differentiate in terms of who they support.

4.2.2 Empirical setting

Now that I have pinpointed the four locations, the table below observes statistical evidence for each. The statistics are observed across matters that are indicative of the key features of place. Figures were located from a variety of sources. Primarily, figures were located from the NOMIS website which holds data regarding employment/unemployment numbers, average weekly pay, population totals, and jobs by industry. Additional information was provided by the Russell Group Profile, informing us which universities are Russell group institutions and those that are not. Moreover, I observed numbers in the DataGov website of which location voted a majority for its political party. The statistic displayed refers to the average of all constituencies in that particular place.

Table 2. All figures acquired from the NOMIS dataset between the period of January 2017 - December 2017.

	Newcastle (NE)	**Bristol** (SW)	**Rochdale** (NW)	**Basildon** (SE)
North/South region	North	South	North	South
Economically Active	71.2%	81.2%	71.7%	74.2%
In Employment (full-time) **Regional figures** (average)	66.7% (70.6%)	77.6% (78.1%)	67.4% (72.6%)	72.3% (77.3%)
% of workless households	23%	11.5%	23%	No data available
Unemployment figures	6.8%	4.4%	6.0%	4.1
Gross weekly pay (full-time)	£532.80	£539.60	£464.20	£573.50
Employee Jobs by industry % *ratio of the total no. employees in the industry and total no. employee jobs - Manufacturing - Construction - Wholesale and Retail trade - Financial and Insurance - Professional, Scientific and Technical activities - Human Health and Social work	4.5 N/A 12.8 3.4 7.3	4.2 N/A 14.3 6.9 9.7	15.3 5.6 18.1 1.1 5.6	8.2 5.9 18.8 3.5 9.4

- Education	17.4 11.2	15.8 9.7	 11.1 11.1	 14.1 7.1
Qualifications (NVQ4 and above)	39.1%	48.5%	25.2%	27.8%
Academic institutions (including Russell Group)	- Newcastle University (*Russell Group*) - Northumberland University (post-1992 university)	- University of Bristol (*Russell Group*) - University of the West of England (post-1992 university)	N/A	N/A
Science Park(s) nearby	(1) - Science Central	(3) - Future Space at UWE - The SET squared Partnership - Bristol and Bath Science Park	N/A	N/A
Majority political party support *Results from the 2017 election.	Labour (incorporating all three constituencies 35.4%)	Labour (incorporating all four constituencies (29.1%)	Labour 36.38%	Conservatives (32.8%)

Source: *NOMIS (2017)* https://www.nomisweb.co.uk/

History of industrialisation in places

Whilst NOMIS provides statistics for the majority of key features, figures underlining the impact of industrial decline in place was less forthcoming. Rather, a short paragraph points out what negative effects occurred from the infamous industrial decline that swept across the UK from the late 1960's and early 1970's onwards (Comfort, 2013).

The NE of England is a region historically associated with shipbuilding, coal mining and heavy engineering. This picture was to change with a succession of pit closures in the 1980's, to the extent the last colliery remained until 1994 before its eventual closure (Nayak, 2006). Gateshead and Quayside, both riverbanks situated within the city of Newcastle, suffered significantly from the decline of the shipbuilding industry (Skeggs, 2004; Miles, 2005).

It is established Bristol suffered less industrial decline than other larger cities in England as a result of being able to bring new industries to the fore quicker than other areas in England. "Brassworking and shipbuilding faded, but as they did the production of galvanised iron (and later steel) sheet rose to the fore" (Berghoff, 2006: 78).

Rochdale was a textile-based manufacturing town whose centre was highly populated with cotton industries all the way up until the 1950's (Shields, 1991). However, the chief manufacturing industry (amongst others) experienced decline due to nationalisation by the UK government (Comfort, 2013), which caused a sudden loss of employment, consequently harming the economy and communities living within these are who relied heavily on manufacturing as a source of employment. From a deep-rooted angle, the Rochdale Co-operative movement formed in 1844 provides us with further historical sentiments of the drawbacks locals experienced through loss of employment in the manufacturing industry.

As for Basildon, the first industrial area started very late, in 1951. Industrial downfall was initially caused by financial crisis of 1992, and then again in 2008 (Atkins, 2013). More importantly, Basildon has shifted towards high-tech services and financial services from manufacturing and engineering (Basildon Council, 2015). Similarities exist between Newcastle and Rochdale in terms of how industrial decline affected employment opportunities historically, and in the present day. Again, similarities emerge between the two places in the south: Bristol and Basildon. Contrasts of the impact industrial decline has imprinted in place is evident between the places in the north, Newcastle and Rochdale, to that of Bristol and Basildon.

Final process for selecting places

Considering the relevant information presented in *table 2*, I now offer an in-depth commentary of the comparative nature to selecting two cities, one from the north regions, Newcastle, and the other from the south regions, Bristol. After the commentary of Newcastle and Bristol, the attention turns to the two towns I explored as comparative cases. From the NW region there is Rochdale, and, from the SE region, Basildon. Selecting these four locations avoided the concern of reliability that is heavily related to the issue of bias. Examining statistics connected to industrial history, levels of income, political support, and education attainment in place confirmed, as a whole, there is no substantial difference when comparing two areas. If findings displayed extreme contrasts, the cases selected would be classified as illogical, with the likelihood of irrational findings (Miles and Huberman, 1994). Hence, a mixture of similarities and differences amongst cases makes way for a coherent comparative case study (Stake, 1995).

Newcastle and Bristol

A host of authors (Puddifoot, 1995; Aris, 2000; Skeggs, 2004; Nayak, 2006; Marshall et al., 2017) cited the historical phenomena of industrialisation spread across the NE region. Each study has described the industrial decline in this region, and the impact this had on social attitudes across several localities in the NE. Marshall et al. (2017) further examined the history of several towns and cities in the NE, predominantly Newcastle, and how this influenced changing approaches to philanthropy in the Northern Rock foundation. They found practices were adapted in ways to reflect changing organisational and marketing strategies. Aris (2000) alluded to social deprivation, high levels of unemployment, 'community values' and the concern of those in need - characterized the ‘social values and roots’ of the region. Large donations from the Northern Rock foundation were allotted to Gateshead and Quayside. Both are areas within Newcastle which suffered significantly from the decline of the shipbuilding industry (Miles, 2005; Marshall et al., 2017).

Observing NOMIS statistics presented in *table 2*, Bristol, located the SW region, validates a rational comparative case to Newcastle.

Two germane figures from NOMIS convey the historical imprint of industrial decline, presenting almost identical findings. Firstly, the employment occupation group ’Process plant and Machine operatives’ displays that Bristol (3.9%) has less employees than Newcastle (5.2%) working in this capacity. The other compelling data figure highlights the proportion of jobs in the manufacturing industry. Again, Bristol presents a very similar outcome of 4.2% whereas Newcastle exhibits 4.5% (NOMIS, 2017). Away from NOMIS, Berghoff’s (2006) work studied historical regional variations in England from 1870 - 1914. It was established that Bristol suffered less industrial decline (compared to other areas) as a result of being able to bring new industries to the fore quicker than other areas in England. “Brassworking and shipbuilding faded, but as they did the production of galvanised iron (and later steel) sheet rose to the fore” (Berghoff, 2006: 78). Examining both sets of outcomes for Newcastle and Bristol proposes a logic understanding both areas experienced respective levels of industrial decline which has carried through to the present day. Relevant statistics indicative of industrial decline in each respective place strengthened the case to test H1.

The next group of statistics details the economic characteristics of place. Figures for employment rates reveal dissimilarity which according to existing literature from Anyadike-Danes (2004), Twigg and Moon (2013), and Bambra et al. (2015) is to be expected. NOMIS (2017) confirms this notion by exhibiting records of full-time employee’s stands at 77.6% for Bristol and 66.8% for Newcastle. Analogous numbers are detected for the SW and NE regions. Next, the vital aspect of income is underlined by ‘earning by place’. NOMIS (2017) states the average earnings in place refers to the average weekly income earned by employed individuals between the ages of 16-64 on a full-time basis. With that said, average earnings in Newcastle upon Tyne (£532.50) are slightly lower than Bristol (£539.9).

Next, I considered ‘employee jobs by industry’. Certain industries such as ‘wholesale and retail’ and ‘human health and social work’ do not directly relate to the field of corporate philanthropy. However, some firms in these industries are known to have undertaken some philanthropic ventures. *Table 2* exposes similar figures for both industries in Newcastle and Bristol.

Contrary to the industries that show similar findings, several others displayed greater variance, namely ‘financial and insurance’ and ‘professional, scientific and technical’. Authors of current readings signify these precise industries impact the social construction of geographical place (Massey, 1995, 2005; Hurd et al., 1998). NOMIS (2017) indicates the greater distinction is evident in the financial and insurance industry. Bristol displays 6.9% whilst Newcastle upon Tyne figure stands twice as less at 3.4%. A plausible reason as to why this is the case can be cited to Nayak’s (2006) research of youth employment in the NE and NW. The investigation found that despite significant decline across traditional industries of construction, engineering, and manufacturing, historical and familial traits influenced the youth to turn down jobs that provided the greater opportunities for employment, banking and financial services, as well as clerical work. This information again helped formulate H2.

The percentage of the adult population holding qualifications obtained at NVQ 4 level (undergraduate degree or above), displays the other dissimilarity amongst the chief variables. Bristol registers 48.5% of the population as having attained some form of higher education degree. Newcastle on the other hand recorded 39.1%. Then there is the consideration of universities, and elite universities. The terminology of elite universities is also labelled as ‘Russell Group’ universities. The Russell Group Profile (2017) claims the 24 UK world-class research-intensive universities play an important part in the intellectual life of the UK and have huge social, economic and cultural impacts locally, across the UK and around the globe. But despite a somewhat small contrast of higher education qualifications, Newcastle and Bristol both hold a Russell Group university, in addition to one ‘post-1992 university’. The fact each locality houses reputable institutions proposes there is a societal awareness of higher education. At the same time, the positioning of universities in place can be obscure in the sense that those who attend are not just local students but also students from different town and cities. Still, the statistics provided by NOMIS across Newcastle and Bristol provided adequate evidence to test H3.

The fourth feature I consider is political party support. DataGov (2017) submit that each of the three constituencies in Newcastle upon Tyne and four constituencies of Bristol all voted for a majority of Labour (left leaning). Hence the similarities of political views provide justification for selecting Newcastle upon Tyne and Bristol for the intended comparative case study – and thus explore the impact towards philanthropic organisations. This strengthened the case for testing H4.

Rochdale and Basildon

The third place to be explored, Rochdale, is well known for its historical association with industrial decline. Narratives in the literature review pinpoint the classic example of the Rochdale Co-operative movement. Its purpose was to address social dislocations of industrial revolution including unemployment, low pay, unhealthy cities, dangerous workplaces and social deprivation. Professor Tony Webster who commented in McElvoy's (2018) audio recording, indicates the founders of the movement deployed food banks, supplied medicines and other medical aid to help those in severe need. The twenty-eight founding members helped other individuals as a consequence of themselves also encountering social deprivation from the fallout of the manufacturing industry (Fairburn, 1994). Hence, Rochdale offered an interesting case to research because of the long history of severe deprivation which continues today, and a long history of philanthropy in the form of the Co-operative movement, which also continues today.

Observations of NOMIS data revealed several towns that are comparable to Rochdale and could be included as a case study. I chose Basildon (SE) because it is similar in the sense both are towns and not cities and have virtually identical sizes of working population. Irrespective of the four key variables, NOMIS (2017) displays the figure for the working population (16-64) is virtually identical (Rochdale 62.5%) and Basildon (62.3%).

Basildon also experienced industrial decline, but it was more recent and less damaging than Rochdale. According to Basildon Council (2015), the recent industrial decline (in comparisons to Rochdale and Newcastle upon Tyne) was a result of the first industrial area starting very late, in 1951. Early employers included the Ford Motor Company to the more recent automotive electronics suppliers, Visteon. Atkins (2013) states industrial change in Basildon was caused by two knock-on effects. Domestic financial crisis of 1992 and 2008 severely impacted job role across the manufacturing, steel, engineering and construction industries. But more importantly, Basildon Council (2015) inform varied economic conditions resulted in the restructuring of the types of employers in town. Since the late 1970's, Basildon has shifted towards high-tech services and financial services from a large group of industries containing manufacturing, light engineering and distribution companies (Atkins, 2013). The background of industrial change in Basildon provided enough support to test H1.

Trends in employment statistics are very similar between Rochdale and Basildon. Rochdale discloses 71.7% of the population is economically active whereas the number in Basildon is 74.2% (NOMIS, 2017). The rate of employment across full time workers is quite similar. In Rochdale, 67.4% of the population are in full time employment whilst statistics show 72.3% are in full time employment in Basildon. Next is the subject of average earnings across the two localities. NOMIS (2017) exhibits the average gross weekly pay for full time workers in Rochdale sits at £464.20. In complete contrast, Basildon's figure stands at £573.50. The declaration made by Atkins (2013) instructs the shift from manufacturing and light engineering to financial and high-tech services contributes to the difference of weekly pay. Subsequent to this, the focus reverts to 'employee jobs by industry'. NOMIS showed a breakdown in terms of the proportions of this employment in different industries. Remaining consistent with the industries compared between Newcastle and Bristol, statistics for 'manufacturing', and 'professional, technical and scientific' industries display noticeable differences (*see table 2*). However, similar outcomes appear across several industries which are known for firms undertaking philanthropic activities. The percentage of employee's jobs in 'construction' and 'wholesale and retail trade' in Rochdale calculate to (5.6%) and (18.1%). In Basildon, the exact same industries revealed numbers of (5.9%) and (18.8%) respectively. Similarities within the food and hospitality industries occurred, as Basildon records 4.7% of employment and Rochdale incurs 4.0% (NOMIS, 2017). The statistics across matters such employment amongst the whole population, average earnings, and the variety of which industries are popular in Rochdale and Basildon offered enough support for us to test H2.

An interesting matter for both cases is qualifications attained at undergraduate degree level or above. Neither Rochdale nor Basildon contain higher education institutions. Though, both towns are positioned in the vicinity of a university (HEFCE, 2018). NOMIS (2017) presents 25.2% of Rochdale's population obtained NVQ4 qualifications (undergraduate degree or above). Almost identical, Basildon recorded 27.8% of the population attaining NVQ4 qualifications and above. The previous comparative study between the cases of Newcastle upon Tyne and the city of Bristol published clear distinctions across the cities whereas here, it is evident that both towns contain a similar population of people who highly educated. Because of this similarity, H3 required to be tested in Rochdale and Basildon.

The last indicator detects the majority political party support. DataGov (2017) confirms the majority vote in Rochdale leans more to the left (Labour party), whereas Basildon verify a majority support to the right (Conservative party). Hence, Basildon holds diverse political leaning to the other three cases, which in itself offers a unique insight whether certain political parties perceive and impact corporate philanthropic functions more than others. Therefore, the official figures of political leaning across all four places strengthens the notion of testing H4.

4.2.3 Firms under consideration

Now that the geographical locations have been presented, the next aspect examines which firms were explored during the research. To offer a clearer picture, I present a sample of the chosen firms who participated in the study. After, I present a sample of intended firms who were suitable for the research study but decided against participating. Pseudonyms have been provided for all firms mentioned in this thesis

Sample of chosen firms

A pre-eminent example of a firm performing philanthropy is Hanover. Hanover set up their own foundation for England as an independent charity and one of the leading community grant makers funded by the profits of Hanover. Chief executive Harry Henson - created three separate initiatives through the charitable scheme. Weakley (2017) reported for the year 2017, Hanover donated over £30 million and established themselves as a prominent giving company from the UK. Directly related to the research aim, Hanover published how much of the overall amount was distributed by region (Hanover Foundation, 2017). Because the organisation knowingly distributes grants across regions in England, the comparative exploration of corporate philanthropy becomes a little more credible. Inferences aim to be made to whether the distribution of money is sensitive to place; does it vary according to the characteristics of place? Dialogue with Hanover intended to establish if this is the case.

Staying with large organisations, another firm chosen to investigate was Aldwych. The Aldwych set up its own foundation to help support local communities across the country to overcome social, economic and environmental challenges. Of these several activities and projects are performed by the firm that the Aldwych local fund helps pay for. The fund has been created by Aldwych consumers who every time they purchase products, a small percentage is directed towards the charitable fund that then supports local projects where they live (Aldwych, 2018). Other philanthropic programs have been created by the Aldwych that involves supporting youth loneliness by strengthening their sense of belonging in the community. The fieldwork will address these important objectives set out by Aldwych and how place impacts the decisions made by management.

I particularly wanted to gain access to Chatsworth. A medium sized firm operating in the food and drink industry, Chatsworth was sought after due to their philanthropic commitment. A percentage of Chatsworth’s annual turnover is donated to social and environmental causes overseas that are important to the founders of the firm (Chatsworth, 2018). Support to the cause relies on businesses and consumers to get involved and achieve a positive change for the environment. Business and consumers are informed that purchasing Chatsworth products automatically increases the turnover which then boosts the annual philanthropic donation made by the firm. For the year ending 2017, the total amount of money donated overseas was over £300,000 (Chatsworth, 2018). In addition, the company get involved with local causes donating products and services, as well as money to charities located nearby.

An exemplar of a small sized firm undertaking philanthropy is Trinity. Trinity is another firm that remains extremely passionate about philanthropy in their area. On their website, information is detailed regarding the owner's keen motivation of practicing philanthropy both personally and through the business. Information is presented about how a family death led to the owner donating a majority of support to Marie Curie Foundation. Annual monetary donations are made to charities that are local and some that are nationwide. Trinity operates in the technical and support services industry, and one fundraising scheme entails the firm selling products to consumers and businesses with a percentage of each purchase donated to a charity of their choice. The program is known as 'legacy range', and between 2015 and 2017, the firm has raised over £5000 (Trinity, 2018). It has to be said that the firm is also very proactive with local volunteering events including those held in schools to raise philanthropic awareness. All nine employees are encouraged to get involved in these philanthropic events.

It is worthwhile pointing out that I am unable to provide details of every firm I contacted to participate. Firstly, in the online surveys, random sampling and anonymity meant no exact acknowledgement can be given as to which firms completed a questionnaire. Secondly, some of the chosen firms are small sized and therefore are positioned in one location in England meaning the issue of anonymity becomes challenged.

Firms that declined to participate

Of the many intended targets, Leven was a firm that would have added and complimented to the findings. Leven, a British clothing retailer was the first company to read upon regarding their philanthropic work and found how they operated a different method to most retailers. Rather than selling items at discounted prices, Leven donated the amount of money they would have discounted to charities chosen by their employees. During one particular weekend of trading, Leven donated a large sum of money (May, 2016). Of the stores that are positioned across England, one is in Newcastle, whilst another is in Bristol. My intended approach would have been to explore how the locals in each place valued Leven's philanthropic approach and how they responded to this. In addition to this, I would query how the staff members choice of recipients is influenced by place.

River offered the opportunity to explore the importance philanthropy has within the sports industry. The River Foundation reaches out to support young people, children and their families across the NE region through a wide range of projects embracing sports, health, and education (River, 2018). The foundation is supported by the firm along with donations made by members of the public. The intention was to organise an interview with a senior member of management and discuss how place and its significant features positively impact the foundations support of philanthropy. There was an opportunity to understand if the regional roots of industrial decline in shipbuilding and engineering industries shaped the kind of recipients of the foundation, but equally, the type of people who are most likely to support River's philanthropic work.

Focusing towards small to medium sized firms, Benedict who are located in the SW, founded their own charitable trust to support their popular trading areas of Bristol, Cornwall, and several others (Benedict, 2018). Local charities across these areas are funded by profits from Benedict's products along with donations, and, fundraising events held by Benedict's employees, and customers. As Bristol is a main source of investigation, the brewery became an important firm to consider for research.

A larger set of firms which were under consideration for the fieldwork is presented in *appendix C*.

4.3 Overview of fieldwork

For the fieldwork, I used a mixed methods approach. I began with semi-structured interviews with senior managers or directors of firms who are responsible for making decisions regarding philanthropy, located in Newcastle, Bristol, Rochdale, and Basildon. This was followed by an online survey with senior managers or directors containing open and closed ended questions. Owing to a sequential design, the quantitative data collection followed the opening qualitative phase. The qualitative stage found out from managers their experiences of the place they operate in, and what has transpired when undertaking philanthropy. The interviews provided a platform to identify themes that existing literature has not already told us. Then, in the quantitative stage, surveys tested this more broadly and make empirical generalisations.

In the remaining sections, I establish the reasons why combining quantitative and qualitative approaches in a sequential type is appropriate in this study. Then, the emphasis switches to semi structured interviews and online surveys. I present the content and detail of questions asked in an interview, who was purposely chosen to participate in the interviews, and how I was able to gain access. Next, a few methodological observations are proffered to show how I evoked emotions of place that are relevant to the way philanthropy is influenced. After this, the attention switches to the analysis of qualitative data collection - utilising thematic analysis. The same process then applies to the second phase of online surveys. This time, the analysis comprises of three quantitative techniques; descriptive statistics, correlation analysis, and regression analysis.

4.3.1 Mixed methods: combining qualitative and quantitative techniques

Tashakkori and Teddlie (1998: 18) define mixed methods studies as “those that combine the qualitative and quantitative approaches into the research methodology of a single study or multi-phased study”.

The employment of mixed methods has derived from the shortcomings of mono-methods in measuring underlying constructs (Brewer and Hunter, 1989). Sapsford (2007: 3) insists a survey describes a population – it counts the numbers collated and describes 'what is out there'. Unlike the smaller sample predominantly associated with qualitative research, surveys are generally employed on a larger size. However, the customary flaw in survey's is the weak in understanding of the context or setting in which people live as the participant's voices are not directly heard (Jick, 1979; Boynton and Greenhalgh, 2004). Qualitative interviews accentuate greater access to interviewee's cognition, understanding and interpretations of events especially in the fields of social and behavioural science (Morse, 1991; cited in Bryman, 2006: 98). Johnson and Harris (2002) extend qualitative research at its core counterbalances one of the weaknesses of structured quantitative research. Qualitative research is capable of answering not only the questions asked, but if delivered in an unstructured style, it can answer questions that were not originally asked (Johnson and Harris, 2002: 112).

But of course, qualitative research possesses its own weakness. The ethical risks are substantial, labour intensive, research is long and episodic, time-consuming, and the cost is high (Choy, 2014). Reliability is also a very important issue. Reliability refers to the ability of a measurement instrument to produce the same answer in the same circumstances. Johnson and Harrison (2002) detail that in qualitative research it is more often the case there is less expectation that another individual could find the same interpretation in the data. But this does not mean qualitative data is not rigorous or reliable. Rather, the ability in quantitative research to produce high correlations in data (for example, Cronbach's alpha greater than 0.7) is indicative of a reliability.

Then there is a concern that participants may not provide entirely valid or in-depth answers during a face-to-face setting (Mertens, 2005; Brinkmann and Kvale, 2015) due to the sensitivity of the subject (Stephens, 2007). The sensitivity of the subject could potentially deter participants sharing considered thoughts. An immediate example that took place was the firm's philanthropic motives. By asking the same question in the online questionnaire allowed respondents to answer at their own convenience, yet also having the opportunity to answer at a later point or skipping the question altogether. It is important to recognise qualitative and quantitative research measures need not to live in isolation from another. Johnson and Harris (2002) assert they can be viewed as labels that describe two ends of a continuum; thus, the two methodologies complement each other.

Bryman (2006: 105) extends mixed methods “captures the compilation of beliefs, values, cognition and numbers to solve the research problem”. Therefore, combining the two approaches collates richer, corroborated findings that tells us to what extent, how and why places influence managers’ decisions and the relative strength of these influences. In the qualitative interviews, these particular influences relate to the types of philanthropy, who the firm supports and their reasons why, as well as the impact of the four main features - industrial decline, income levels, higher education, and political character. Managers also have the ability to inform if other influences that have yet to be identified in the literature hold a substantial influence towards their undertaking of philanthropy. Following this, the quantitative surveys will produce knowledge by testing these influences in the relevant places where firms are located and thus provide empirical findings.

Exploratory sequential design

Greene et al. (1989) indicate that there are two specific taxonomies of a mixed methods approach that researchers adopt: parallel/simultaneous design, or the sequential design. In a sequential mixed method design, the researcher conducts a qualitative phase of a study and then a separate quantitative phase (or vice versa). Bryman (2006) outlines that in the qualitative phase followed by quantitative, the investigator starts with a qualitative data collection and analysis on a relatively unexplored topic. Then using these results leads to designing a subsequent quantitative phase of the study. Exploring how and why firms practice philanthropy as a consequence of place provided enough justification for me to utilise a sequential design.

Recognising there are two prominent types of sequential designs, I followed an exploratory sequential approach. Cresswell and Plano Clark (2018) affirm that the exploratory design begins with and prioritizes the collection and analysis of qualitative in the first phase. Another proficiency of the exploratory type permits the results of the (first) qualitative method to help develop or inform the (second) quantitative method. By this I mean that the quantitative method is based on the culture or setting of participants rather than pulled "off the shelf" for use (Greene et al, 1989). I can establish that utilising interviews first allows the likelihood of new features of place that influences firms practicing philanthropy come to prominence. Then through the exploitation of a larger quantitative online survey, I have the platform to test whether these new features have significant relevance. Equally, I had the capability to analyse if a new feature of place had some form of inter-relation with one of the variables drawn from existing literature.

A final advantage for selecting a sequential approach is that it facilitates relationships among variables to be examined (Tashakkori and Teddlie, 1998). The preliminary emergence of relationships begins to transpire during the interviews. Relationships can comprise of two or more features of place, as well as one or more features of place alongside a choice of recipient, and/or a motive for performing philanthropy. Actual validation of relationships take place in the second stage (Stake, 1995).

4.4 Semi-structured interviews

Under the social constructionist paradigm, semi-structured interviews "are concerned with exploring data on understandings, opinions, what people remember doing, attitudes, feelings and the like, that people have in common" (Arksey and Knight, 1999: 2). Semi-structured interviews provide the opportunity to probe answers, where interviewees are encouraged to explain or build on their responses.

During the interviews, a list of themes and vital questions are pre-set, but as Silverman (2014) advises, the flexibility and varied approach of semi-structured format permits a more natural flow. Observing the basics of semi-structured procedures, Tashakkori and Teddlie (1998) posit the interview is a powerful method of data collection, providing one-to-one interaction between the researcher and the participant(s). Interviews provide an opportunity to ask for clarification if a question is not clear or lead to contextualization of an issue from what the researcher initially anticipated (Howe, 1988). An example of which was to clarify how participants define corporate philanthropy. My purpose was to elicit their meaning, that formed the basis for how they practice it, not textbook definitions.

Brinkmann and Kvale offer a philosophic outlook towards interviews. Interviewing is an active process where the interviewer and interviewee through their intersubjective and social processes, co-construct knowledge. “It is contextual, linguistic, and narrative” (Brinkmann and Kvale, 2015: 21). Knowledge is not merely found, mined, or given, but is actively created through questions and answers, and the product is co-authored by interviewer and interviewee. The ‘product’ reflects the role I played in co-producing the knowledge during the interviews and then processing the transcript.

As a result of Brinkman and Kvale views, capturing motives behind a firm’s philanthropic cause became more feasible. Addressing the themes from current literature, interviews specified if the motives are for strategic interests or shared benefits. Motives behind performing corporate philanthropy are outlined by Varadarajan and Menon’s (1988) framework, and Burlingame and Young’s (1996) frequently cited theory. To do so, I used colloquial language. For example, I did not reference precise authors and their exact terminologies. Instead, I explained how the perception of firms performing philanthropy can go either two ways; for business interests that mainly benefits the firm, not financial, but rather, more marketing advantages for the firm, (there was due respect that financial/profit motives would be kept out of questioning unless the participants brough the subject up). Or secondly, for shared benefits that sees the charity or cause benefit mostly, and the firm receives some recognition along the way.

The plan was to conduct between 10-15 interviews. In total, 10 interviews were conducted across all four localities. Despite the difficulty of gaining access to important personnel of firms such as directors and/or senior managers, I still achieved a sufficient number of interviews to discuss how place influences their philanthropy.

Interviews lasted between 37 and 65 minutes. All but one of the face-to-face interviews took place in the participant’s place of work. Instead, this other face-to-face interview took place in a neutral venue of a local coffee shop. The remaining two interviews were conducted over the telephone. Seven participants agreed to be audio-recorded whereas the other three felt more comfortable for me to take field notes.

Interview questions

Blaikie (2007), Silverman (2014) certify semi-structured interviews are commonly used in qualitative research as they permit flexibility through retaining a control of content and structure than informal interviews do. This flexibility enables asking pre-determined questions, in addition to allowing the participant to voice new unpredicted themes.

The interview schedule comprised of three sections. I began with open questions about their identification towards the concept corporate philanthropy and place. I asked how the manager perceived corporate philanthropy, if and how they conduct their philanthropic activity, the choice of recipients, and their exact motives.

I then asked them about the four variables identified in the theoretical framework. Inevitably, there were additional variables added during interviews which were then added to the online surveys. Prominent examples include high unemployment, strong community presence, and majority of right political leaning. In the survey, these key themes of specific variables of place either accept or reject its impact towards corporate philanthropy. In the third and final section of the interview, I asked questions relating to the characteristics of the firm. Normally, the first port of call is to discuss the characteristics of the firm and then move on to the subject of philanthropy and place. What became apparent during the first two interviews was the beginning stage was pivotal to gaining the interest of the informant. And the best method to do so was to ask about philanthropy or place in order to maintain curiosity of the informant. This technique proved effective as the earlier parts of interviews produced deeper insights into why firms undertake philanthropy and what influences positively affect their activities. Topics such as high unemployment, strong community presence and personal family encounters to charitable causes are prime examples. A copy of the questions asked during interviews is attached in *appendix D*.

4.4.1 Selection of informants

Who I interviewed and why

In *table 3*, I present an overview of statistics of gender, ethnicity, locality to the area, professional occupation, years of experience in their role, and their geographical place.

In total, 10 senior officials from nine separate firms participated in the qualitative phase. Two participants were recruited from the same organisation but hold regional senior manager roles in different regions. Seven informants were female and three were male. By the same ratio, seven participants hold senior managerial roles. The other three participants were managing directors. The smallest number of years working in their respective role was three years, and the longest, twenty-five years. Of the 10 semi-structured interviews, two were conducted via telephone and the remaining eight were done face-to-face.

A core reason as to why these individuals were interviewed is because all interviewees were involved in managing philanthropic activities. Each had a significant responsibility for decisions about what to spend on, opting for volunteering, undertaking fundraising, or donating products/services to a charitable cause of their choice.

Another imperative reason as to why these individuals were chosen for interviews is aside from their respective firms being located in one of the four chosen locations, almost every senior manager or director were actually from the exact location. Only one informant, a director, is not originally from the local area but had resided in the area where the firm is located for over 20 years. A desirable method behind acquiring insights from local inhabitants allowed me to discuss social meanings of place and how this is important in relation to philanthropy. For example, Oliver reminded me how the historical imprint of philanthropy in Rochdale still remains important for the locals. The meaning of philanthropy resonates with the elder generation who remember the positive impact the Rochdale Co-operative movement has on society.

Table 3. Informants' characteristics

Code	Gender	Ethnic Background	Local to the area	Professional occupation	Experience of role	Place
Sarah	F	White British	Y	Chair	12 years	Newcastle, NE
Jack	M	British Indian	N	Senior regional manager	20 years	Newcastle, NE
Oliver	M	White British	Y	Managing Director	25 years	Rochdale, NW
Cerise	F	White British	Y	Charity Manager	15 years	Rochdale, NW
Paul	M	White British	Y	Manager of community relations-	3 years	Blackpool, NW
Quinn	F	White British	Y	Senior regional manager	16 years	Bristol, SW
Augusta	F	White British	Y	Senior sustainability manager	11 years	Bristol, SW
Kirsty	F	White British	Y	Senior manager of CSR	2 years	Horsham, SE
Harriet	F	White British	Y	Managing Director	25 years	Basildon, SE
Clare	F	White British	Y	Senior manager	15 years	Nationwide offices - including Newcastle, NE

Non-random sampling

A vital matter regarding interviews respects the issue of sampling and avoiding bias. The small scale of interviews across selected firms uses non-random sampling. Granted some discrepancies will emerge, authors acknowledge non-random sampling is expedient in certain circumstances. Maxwell (1996: 71) posits “it is more advisable to select your units non-randomly based on information you already have about the units”. This can be recognized as ‘purposive’ sampling strategies (Tashakkori and Teddlie, 1998), specifically used in small-scale, in-depth research projects. So, in terms of selection criteria, the obvious detail required was choosing firms who currently practice philanthropy, or firms who have previously practiced philanthropy. The other essential scenario is that a firm is located in either Newcastle; Bristol; Rochdale; and Basildon. On three separate occasions, I was recommended by an informant to interview a philanthropic firm that is located in a different place, but in the same region. This act is often referred to as snowball sampling. Snowball sampling is known when the researcher asks existing participants to help recruit other relevant participants for the study. The reasoning for this is due to the difficulty of seeking potential participants (Patton, 1990; Merriam and Tisdell, 2016).

During an interview in Basildon (SE), Horsham was recommended as a potential field site. And when I interviewed a firm in Horsham, the informant advised me to divert attention to another town in the SE, Medway. Unlike Horsham, Medway offered more similarities to Basildon. Furthermore, I observed statistics of history of industrial decline; average weekly income; higher educational attainment rates; unemployment rates; and jobs by occupation across the NOMIS dataset. Percentages for most of these themes show Medway is a result this place is much more alike to Rochdale, thus presenting a rational comparative case. By this point, the interview stage was drawing to a close and therefore firms practicing philanthropy in Medway were targeted during the online surveys alongside Basildon for the SE region.

Whilst interviewing a director of a firm in Rochdale, another town in the NW – Blackpool, was suggested. Once again, in the instance of Medway, I observed statistics across NOMIS and Gov.uk and found Blackpool offers similarities to Rochdale. For comparative purposes, exploring Blackpool offers a logical choice alongside Medway.

The third time snowballing appeared was in the final interview in Newcastle. The idea was put forward by a senior manager to investigate other firms practicing philanthropy in Durham (another city in the NE). This partly down to the rich history of industrial decline in engineering and coal mining, and the effects carried through to social attitudes of place. Once I observed numbers in the NOMIS dataset, Durham's statistics to a degree correspond to Bristol's (SW) which was originally marked as direct comparative case study to Newcastle. I must note that no interviews were conducted in Durham. Rather, online surveys were distributed to firms located in both Newcastle and Durham as representative of the NE region.

The strengths of non-random sampling allowed me to perform a deep exploration of firms practicing philanthropy via visiting their website online. Here I could determine if the firms met the criteria of practicing philanthropy, and of course if they operate in one of the designated field cases. On most occasions, a company website also presents information about which individual(s) are responsible for their charitable/philanthropic programs. During my contacting phase, heading up emails to the intended target with the correct name conveyed a clearer, dedicated process. This way, any email sent always had the name of a personnel to reach.

An advantage of the snowball sampling offered me the opportunity to contact recommended personnel from another firm who were relevant to the study. And this was done knowing the initial phases of contact would be avoided, thus saving time and energy. This was a huge help considering the long-winded process of acquiring access to senior managers or directors of firms.

4.4.2 Gaining access to interviews

After selecting the intended targets, the next step was gaining access in order to interview them. To do so required the co-operation with a number of gatekeepers to gain access participants. Interaction with gatekeepers was extremely important so that a level of trust could be gained, which helped me to communicate with the senior manager or director.

The term ‘gatekeeper’ can be used in a number of different ways. De Laine (2000), Goldman and Swayze (2012) assert that gatekeepers are typically described as individuals such as receptionists or assistants, who functionally serve as public relations staff that act as intermediaries between researchers and participants. I sought access to interviews with managers via gatekeepers, whose roles were typically personal assistants.

What is very important for qualitative researchers is to recognise gatekeepers occupy increasingly important positions within qualitative social work research and their engagement with research is essential. After all, Clark (2010) underpins the gatekeepers have the power to grant or withhold access to personnel required for the purposes of research. “Their role can allow researchers into a given environment, or it may go further in providing the necessary means to gain access for the research project” (Clark, 2010: 486). I offer some observations where I was able to generate a rapport with the gatekeeper which became very important and strongly influenced the likelihood of gaining an interview.

Gatekeeper encounters followed a regimented, albeit successful approach. To begin with, an introductory letter emphasising the purpose and significance of the research topic was sent to the public relations team or the firms admission team. A formal letter was written to senior manager informants seeking permission for participating in semi-structured interview. The letter outlined the main topics of discussion, clearly stating interviews will take no longer than 1 hour. If a response did not materialise after one week, I followed up with a phone call. And it was here I often interacted with the gatekeeper. In the early encounters with gatekeepers, interaction was a smooth and rewarding process. During these successful conversations, the gatekeeper revealed they are also involved in the firm’s philanthropy activity. The most common occurrence of this situation arose in Newcastle, NE. I recall how the gatekeeper for Sarah spent considerable time on the phone relaying information such as the history behind the firm practicing philanthropy. Sarah, the director of the firm, took over the business from her father. And it was he who began performing philanthropy three decades ago, helping the youth of Newcastle eradicate unemployment by providing opportunities in the engineering domain. I made the gatekeeper aware that my father who also operates in the engineering industry, is a local of the NE region. The gatekeeper was very intrigued with my family background and the NE region with an immediate understanding how important identity is in this place.

Overall, I sensed a real passion from the gatekeeper making me realise how important philanthropy is to them. Holding an enjoyable conversation with gatekeepers made me feel relaxed ahead of the interview with the informant. But as the same time, I did not want to become complacent thinking the initial gatekeeper success automatically means interviews would be easy.

In other successful interactions with gatekeepers required resending the formal letter again alongside a more informative email outlining why the senior manager or director is pertinent to my study. A response from the gatekeeper normally took a week, no more than two weeks, for my request to be approved and begin arranging a time and date for an interview. Most of my experiences whereby interviews followed as a result of a phone call and a second email, firms were located in the Rochdale and Blackpool (NW), and also Bristol (SW). The build up to interviewing Oliver springs to mind. Being a small sized firm, the initial email, was actually sent to the director of the firm. After no response, my thought was the director is occupied with other responsibilities. I made repeated but polite attempts to gain access, often by using a variety of contact addresses and people. And so, my attention shifted towards the public relations team, which is where I communicated successfully with the gatekeeper. I opened the conversation by keeping the premise of the request very concise in order to grab the gatekeeper’s attention. At the same time, I did not want to overload with too much information of the study at hand in case they became disinterested. Rather, mentioned key words such as ‘philanthropy’; ‘place’; ‘north-south of England’; ‘Rochdale’; ‘positive impact’ and ‘comparisons’. The opportunity to provide more information would be delivered in a potential email if the gatekeeper is happy with my request. And this proved the case for Oliver and his gatekeeper. Once the email was sent to the gatekeeper, I received a response in two days – the quickest turnover of all the firms explored. Whilst the process of gaining access proved much longer compared to Sarah, the interview was again a pleasant experience. The interview was also attended by the gatekeeper and where she was able to offer some really insightful comments about philanthropy and place. It was the only interview I conducted where the gatekeeper and the informant both attended. And due to the personable experience from the moment I arrived at the firm, not once did I feel overwhelmed considering this was one of my first interviews. A solid reason for this may have been before the interview started, myself, Oliver, and the gatekeeper spoke of my personal interests such place of birth, academic background, and hobbies which enabled a calmer and less regimented interviewing approach. It also explains what I labelled the encounter before as a personable interview.

On other occasions the second email did not prove sufficient enough to gain access and consequently the gatekeeper responded with a polite rejection. Only on two occasions, the sender of the rejection email came from the actual informant intended for the interview. As expected, the vast number of rejections occurred after the first email of inquiry. There were some instances where I did get to the second stage of gatekeeper interaction and was unable to gain access. Given this was common across all four localities, I felt gatekeepers in Basildon, SE were much less personable. At times I found the dialogue brusque. I would explain the purpose of contact and offer to send an email to the gatekeeper or senior manager outlining details of the study. Normally they would permit this to happen and not decline, but they did decline.

My experience with gatekeepers was more significant than I initially expected because they influenced whether I was allowed access, but also, the quality of conversation with the manager. And the rapport with the gatekeeper could in some cases be enhanced by emphasising my personal commonality with them. The gatekeeper interactions which were more challenging and standoffish, I decided not to waste time and energy, and rather explore opportunities to gain access elsewhere.

In all of the above examples, gatekeepers derived from larger sized firms containing a greater workforce. That is why the researcher-gatekeeper exchange took slightly longer to manifest compared to the smaller sized firms. Encounters with smaller scale firms meant the gatekeeper was the first port of contact, typically the personal assistant. In theory this accelerated the process of knowing whether the interview would be a point of interest to the firm. But this did not mean a better success rate of gaining access. Whilst the communication was delivered to the intended target quicker, rejection was also delivered quicker. I did appreciate the quick turnover knowing whether interview request had been accepted. The number of smaller sized firms who accepted my request were spread out across the regions. What I do recall is the number of smaller sized firms considered in this research study was considerably smaller in Newcastle, compared to the other three places.

Ethical issues

Gatekeepers were made aware that ethics approval was already obtained before I contacted them regarding the prospect of interviewing a senior manager or director.

In its truest form, ethics pertains to doing good and avoiding harm (Denzin and Lincoln, 1994), and is largely associated with the role of ethical principles and guidelines in the pursuit of knowledge. This is so the researcher can acquire valued information. As Aluwihare-Samaranayake (2012: 65) expands, guidelines and principles are set "with a view to protect participants and researchers, minimise harm, assure trust, ensure research integrity, satisfy organisational and professional demands".

This research involved human participants based in firms in the four locations of the study. Informants were senior managers or directors who are responsible for the donor firm's philanthropic work. If certain questions made informants uncomfortable, they had the flexibility to move ahead with the next question. During interviews, I was on hand to clarify any queries, whereas in the surveys, respondents could simply skip the question. Throughout the interviews, I was able to ask every single question I had prepared. Another important matter to reflect was asking participants if interviews could be audio recorded. Only one participant was against audio recording, thus handwritten field notes were required.

Confidentiality was maintained throughout. More specifically, data and information collected has been kept on a secure, password protected computer at the Anglia Ruskin University (Cambridge campus). Participant anonymity was maintained at all times. To remain anonymous, pseudonyms or alias have been assigned when the data was transcribed. Participants were notified the right to withdraw at any stage during interviews and surveys alike. A final note is web links of the researcher's supervisors were added in each letter. A copy of the letter has been attached in *appendix E.*

4.4.3 Conducting interviews

Once access had been gained, I was able to conduct the interviews at a time and date suitable for the informant. Flexibility was afforded to the informant as their time and output was valuable to the research study. However, this did mean if an interview were set up in a shorter than expected timeframe, I would have to make necessary plans to arrange travel and accommodation. It was during this stage of qualitative data collection methodological observations of place took place. In particular, the observations evoked emotions of place that bear significance to philanthropy. Some of these methodological observations are extended below.

As well as transcribing interviews themselves, I also took detailed fieldnotes that recorded my experiences travelling to the towns and cities, and the specific workplaces where the interviewees work. I provide some detailed examples in the subsequent chapter.

4.4.4 Analysis

Before analysing the qualitative interview data, transcripts were produced for seven of the ten interviews. And each of these transcripts contained on average 3500 words. The process of listening to every interview and then transcribing the audio took a long time. A key reason to why transcribing proved time-consuming is so every important detail in the dialogue was typed, ready for themes to be identified. The remaining three interviews consisted of fieldnotes which were shorter than the length of transcriptions. In addition to transcripts and fieldnotes, pictures of firms were taken in the four cases explored (Newcastle, Bristol, Rochdale, and Basildon). Taking the qualitative material into consideration, thematic analysis was purposely applied to the transcripts and fieldnotes.

Thematic analysis

The term thematic data analysis is used to refer to a wide range of pattern-type analysis within the social constructionist epistemology where patterns are identified as socially produced (Clarke, 2005). Thematic analysis is a method that involves summarising, organising and interpreting data in rich detail without losing the contextual information embedded within the data (Braun and Clarke, 2006; Joffe, 2012). Guest et al. (2012) goes further and declares thematic analysis focuses on identifying and describing both implicit and explicit concepts and themes within the data.

Opting for thematic analysis involved making some key decisions. Those most relevant to the research study are considered below.

What is a theme?

In its simplest form, Braun and Clarke (2006) affirm that a theme not only captures something important about the data in relation to the research question, but also represents some level of patterned response or meaning within the data set. Regarding the variation and breadth of themes, Ryan and Bernard (2003: 87) state;

> "Some themes are broad and sweeping constructs that link many different kinds of expressions. In contrast, other themes are more focused and link very specific kinds of expressions".

Coding begins by reviewing the analytical objective, reading the text to be analysed (in this case the transcript), and indicating the kinds of meaning the text potentially exemplifies. In basic terms, what constitutes as a theme within my qualitative findings is voiced regularly by numerous scholars. Bryman and Burgess (1994), Saldana (2009), Guest et al. (2012) concur qualitative researchers know instantly when they hear a word or phrase during the fieldwork. Researchers tend to identify themes partly recognising words, their synonyms, or phrases participants use repeatedly. Ryan and

Bernard (2003) offer causal tips to pinpoint a theme. Of which, the following four are pertinent to the study: repetition; indigenous categories; constant comparison/similarities and differences; and silence or avoidance towards a subject area.

Repetition underlines a theme occurring and reoccurring making it the easiest theme to identify. Of the many to do so, a couple of examples are: (1) practicing philanthropy is extremely important to the firm's values and (2) greater levels of empathy can emanate from areas of low or poor incomes.

An indigenous category refers to looking for a local term that may sound unfamiliar (Ryan and Bernard, 2003). There were only a few instances of indigenous categories. On three occasions the term 'Geordies' was remarked. Another indigenous category that was prevalent across all interviews conducted in the NE and NW was "up here".

Constant comparisons involve searching for similarities and differences by making systematic comparisons across units of data (Glaser and Strauss, 1967: cited in Ryan Bernard, 2003). Numerous comparisons unearthed from the data collection. For example, participants from both the north and the south agreed community presence whereby firms and locals of the area get involved with philanthropic initiatives, is more prevalent and embedded in the areas investigated in the north. Another example involved asking about 'like-minded approach' to donating to recipients. Notably, most firms in the north were of the opinion that recipients had to be locals (or at least the majority), whereas firms in the south favoured a national or global approach whilst preferring to volunteer locally rather than donating money.

Avoidance or silence towards a subject area largely surfaced on a couple of topics. One particular scenario witnessed awkwardness when I tried to ask about the potential of philanthropy benefitting the firm by virtue signalling.

The last key decision is whether to develop themes at semantic or latent level. Boyatzis (1988) contends semantic level (also known as manifest) is directly observable and is considered as the analysis of something visible in the information. The latent level analysis however goes beyond the semantic level and starts to identify the underlying context of the phenomenon, specifically its ideas, assumptions and conceptualisations (Braun and Clarke, 2013). Boyatzis (1998) further adds the latent level analysis incurs an interpretive and deeper approach to the theme development. An example to best explain the latent theme development is as follows. “If we imagine our data three-dimensionally as an uneven blob of jelly, the semantic approach would seek to describe the surface of the jelly, its form and meaning, while the latent approach would seek to identify the features that gave us that particular form and meaning” (Braun and Clarke, 2006: 84). So, in regard to the study, latent level analysis identifies the underlying ideas and assumptions of what participants expressed about how certain characteristics of place impacts corporate philanthropy. I can then interpret how and why certain factors are prominent in some places as oppose to others, and whether two or more factors inter-correlate. A notable example is the combination of higher incomes and majority left political support identified as themes that impact firms who practice philanthropy in Bristol. The same themes give us an underlying idea as to what philanthropic activities firms in Bristol choose to partake, and where they offer their support.

Familiarisation with the data and initial coding

The purpose of utilising thematic analysis is to identify codes and themes across the data collected. But before this process took place, I familiarised myself with the interview data by transcribing audio recordings and field notes. I then compiled a summary for each interview, of the main points discussed.

The initial coding identified main points such as - the importance of philanthropy to the firm; the types of recipients selected; motivations behind their philanthropic activity; and significant features of place which create and impact philanthropic perceptions in society. Subsequently, the second important process of coding refines the four hypotheses created. The interviews offered an exploration of all the issues managers think about when they are making decisions about philanthropy – including the four characteristics of place sifted from previous literature. It is here scholars of mixed methods emphasise its purpose which in turn mirrors the aim of the research study. Tashakkori and Teddlie (1998) declare that in the qualitative/quantitative sequence, the investigator starts with qualitative data collection and analysis on a relatively unexplored topic, using the results to design a subsequent quantitative phase of the study. In brief, the quantitative is designed to clarify the qualitative investigation.

Once qualitative findings had been established, this study undertakes an abductive approach. Blaikie (2007) remarks, the abductive approach incorporates what the inductive and deductive approaches ignore. In essence an abductive approach is when we keep going back and forth between theory and data as a way of identifying themes (Van Maanen et al., 2007). Thus, my approach was not purely inductive; i.e. with themes only appearing from data uncontaminated by theory. And nor was it theory driven. Instead, it was theoretically informed. From the qualitative data analysis, the four research hypotheses were refined through abduction, as were the new themes, which I then incorporated into the questionnaire design.

So, fundamentally, the abductive approach allowed me to check if a new theme, such as unemployment, has a consequential affect to philanthropic giving by looking at existing literature, or recognising if high unemployment has a connection to any of the variables that were tested in the four hypotheses. I know from one instance, the Northern Rock Foundation, that high unemployment in the north-east region substantially affected the choice of beneficiary, hence the abductive approach. Another instance is empathy levels in place. Whilst there is less evidence in literature, empathy levels remain connected to lower levels of income and higher levels of unemployment. Hence, the abductive approach permitted me to test whether higher empathy levels in place influence firms to practice philanthropy within the online survey.

Emerging themes

Consequently, the emerging themes were established so I could test during the larger sample of online surveys. Emerging themes were derived from interviews, allowing me to find out what is important for managers that is relevant to place. I must acknowledge the process of identifying which codes are defined as either main themes or sub-themes, is determined by how often they are repeated. Visual representations such as tables or thematic diagrams permit a clearer understanding of which are the most prominent themes.

The whole purpose of the semi-structured interviews allows each hypothesis to be refined, as well as new potential themes to be identified which we may have never initially considered. What came out of the interviews was a broader, richer understanding of the place-related issues that managers take into consideration, which considerably fleshed out the four factors that were informed by the literature. Responses regarding the four hypotheses add to themes in current literature yet need further exploration in the surveys. The theme of historical industrial decline in place became more refined and relates specifically to certain industries: manufacturing; engineering; shipbuilding or coal mining (H1). Income as a feature of place refers to higher income households in place positively impacts philanthropic engagement (H2). A majority of support for left political leaning (H4) signalled more exploration is required within the surveys, though the emerging theme of right political leaning positively influencing philanthropic activity must be considered.

Then there is higher education attainment. Existing literature displays a shortage of direct influence of place occupying a highly educated population is more likely to engage in corporate philanthropy. What became a mutual understanding was that in the NW, SE, and SW, higher education attainment is extremely important for individuals in place to understand what philanthropy means and supporting those firms who perform philanthropic activities. Of the three listed regions, places in the NW admitted most highly educated individuals live in places in the same region, not close by. At the same time, the attainment of higher education in Rochdale is growing. The defined theme of higher education required further testing in the online surveys. Other features of place were consistently made aware, hence becoming emerging themes. Features included unemployment rates, community presence, and identity of place.

Away from the features of place, an interesting theme to explore in the surveys is the decision of recipient's firms choose to support is associated to the firm's industry. Again, this emerging theme has not been visited across existing literature. Rather, current literature implies recipients of firms range from the local demographic to national and overseas.

One other emerging theme to derive from the interviews was the like-minded approach to philanthropy. In specific terms, the like-minded approach by firms indicates how local causes/recipients should be the chief beneficiaries, whilst at the same time, other causes on a different scale should not be considered. Once more, the like-minded approach to philanthropy is not prominent in existing studies and therefore becomes a topic to explore during the online surveys.

4.5 Online Surveys

Following the semi-structured interviews, I developed a questionnaire including open and closed ended questions, to enable a greater chance of capturing richer data (Howe, 1988; Fowler, 1993) predominantly from a large quantity delivered online.

Open-ended items have different levels of "openness". It is those questions that ask for a response containing a few sentences which will enhance the credibility of findings. However, Oppenheim (2000) insists a prime use of questionnaires within business research is composed of close ended questions. A specific type of close-ended survey I utilised is the Likert-type scale. Sapsford (2007: 223) explains that Likert-type scales measure "attitudes, beliefs, self-perceptions, intentions, aspirations and a variety of related constructs". In practice Likert-type questions ask respondents to express their degree of agreement/disagreement towards certain issues on a response scale consisting of 5 options. In the event of analysing data, "a number is assigned to each response, permitting the researcher to obtain an overall attitude score" (Tashakkori and Teddlie, 1998: 104).

Before creating the online survey, I compiled a rich preliminary analysis of my qualitative sample. The interviews provide experience-near data that indicates participants' perspectives on philanthropy in their firm – what they do, why and how they do it. It enabled me to gather information about things I had not thought of. From that, I could analyse how and why things work, using the bigger sample of the questionnaire. Creswell and Clark (2018) certify the intent of the integration in an exploratory sequential design is to build from the qualitative phase so that a contextually appropriate quantitative feature is developed and subsequently tested.

A decisive point about the qualitative findings is that I aimed to find out how the managers conceptualise place; how place mattered for these managers; and how where they are located influences what they donate and where they donate to. Choosing this route clarified the extent of how place is socially constructed as a result of several features highlighted by the four hypotheses. What I found was that not all four factors – industrial decline; income; higher education; and political character, were entirely important to how managers perform philanthropy. Instead, one or two factors were discussed as significant. For example, in Newcastle, the subject of industrial decline and political character were signalled as influential in the way managers practice philanthropy, and where they donate to, was not what I expected.

4.5.1 Questionnaire structure and content

Like the interview schedule, the structure of the questionnaire also comprised of three main sections: (place and philanthropy; key features of place; and characteristics of the firm). Before respondents began answering questions, an advice sheet was attached providing instructions on how to answer questions in each section. The purpose behind this was to test the strength of each of the four hypotheses implicitly. By collecting numeric findings, I was able to understand how much, what kind, and establish whether relationships exist with particular characteristics of place. Numeric findings and descriptions established which variables held more significance than others.

The specific line of questioning is available in *appendix F*. All the other questions within each section are for those managers or directors who make decisions regarding their firms' philanthropy activity. A small number of questions invited managers or directors to answer from a non-managerial view. Rather, they answered in the view of a local resident or occupant of place, to offer some flexibility to rigid perspectives managers occupy. On reflection, it is a possibility that managers may have found these questions slightly intricate due to the quick turnaround of answering questions as managers to then suddenly respond to questions as a local resident or as an occupant of place.

Respondents were reminded to consider the terms ‘geographical place’ and ‘corporate philanthropy’. Geographical place refers to the city or town where the manager’s firm is located. When the term philanthropy arose, respondents were told this refers to their philanthropic activity(s) which could consist of monetary donations, volunteering, donating goods or services, and/or organising fundraising events.

Survey questions

I began section A by asking managers how important philanthropy is to the firm, and what specific activities managers undertake. Then, the focus shifts to recipients and who firms choose; local, regional, national, global. In an open-ended method, an additional question asks ‘what are the reasons for your choice of specific recipients’. Given that the previous questions were asked in a Likert scale format, I decided the open-ended technique would enable in-depth understanding behind senior managers selecting their recipients. I wanted to find out how much of an influence place has on firms, and the open-ended format provided a qualitative feel.

The last set of questions drew from themes uncovered in the interviews, particularly, the motives of philanthropy. In the literature review, I conceptualised philanthropy in two separate categories ‘shared benefits philanthropy’, and ‘strategic interests philanthropy’. The responses during interviews for the large part followed the theme of shared benefits - firms predominately undertaking philanthropy for the good of the local community and/or supporting causes with no monetary gain intended, but only recognition from their recipients. Therefore, in the surveys, rather than asking directly about ‘shared benefits philanthropy’, and ‘strategic interests philanthropy’, the emphasis branched towards recognition. More specifically, respondents were asked on a scale of 1-5 if they prefer to remain anonymous (1) or that is very important to the firm (5). And the subsequent question asked how much recognition the firm actually receives.

In section B, I began by asking about the four chief variables of place identified in the literature. In addition, high unemployment, strong community presence, identity, and majority of right political leaning (identified as new themes of place that impact managers decisions towards philanthropy), were also included. For each variable, between two and four questions were asked. Occasionally, respondents were directly asked if two features are associated together that may positively influence how philanthropy is practiced in place. For instance, question 31 asks if high unemployment caused by industrial decline creates engagement with philanthropy from firms and society.

Section C inspects characteristics of the firm. From the interviews I learnt that the first two sections should be reserved for discussing the subject of philanthropy and place because participants interest is at its strongest during the beginning. Once the final section arrives, interest naturally tails off. The same thing happens with questionnaires. For that reason, all questions in section C were simple, close-ended, yet still relevant to place and philanthropy. Respondents were asked what industry their firm operates in; how long they have operated in their location for; and which region is the firm situated in. The last remaining questions invited the respondent to reveal the average levels of key features in their place such as income, unemployment, and who the majority of people politically lean to.

Questionnaire design

The design of the questionnaire aimed to go for depth rather than breadth. And this brings me to Schwartz et al.'s (2008) two separate competing philosophies concerning - breadth vs depth. Breadth sees the researcher cover every concept or theme in their particular study (Mears, 2009). Alternatively, 'depth' witnesses' researchers investigate the essential concepts that are more important to master, instead of spending focused time, covering all topics (Schwartz et al., 2008). My objective was to ask more detailed questions regarding precise themes identified during the first phase of data collection. This meant was that the number of respondents for surveys would be fewer, but the output incurred deeper coverage/depth.

The survey was made up of both open-ended and closed-ended questions with the vast majority in the format of 5-point Likert scale. To accompany the Likert scale questions, multiple choice questions were prominent where respondents could select one or two answers. In a few instances, a small number of close-ended questions required simpler responses – 'yes' or 'no' or 'I don't know'.

I complied with ethical regulations so that respondents had the ability to avoid answering questions they felt were complex or sensitive to do so. Much like the interviewees, all respondents were reminded that participation always meant anonymity and confidentiality.

Feedback from pilot surveys

An essential aspect of a survey questionnaire is to seek feedback regarding the design, content, and length. Creswell and Plano Clark (2018) advise that piloting a survey ensures optimal design. To achieve this, I ran two pilots of the survey to senior managers from different firms which resulted in me adjusting the number of questions.

In terms of design, one of the pilot participants declared the survey was rather long and had to save and complete at a later date. In contrast, the other pilot participant was kind enough to provide feedback and state the duration was not long at all. Still, the decision was made to cut down the number of questions from seventy to fifty-six. It is important that I state longer, rigorous surveys extract more robust data as oppose to the short length surveys which may seem more appealing for respondents but not for data collection.

Another valid point made referred to the open-ended questions available. Both participants remarked the closed ended questions typically answered the query itself without needing an additional open-ended question to explain reasons why. One participant voiced this could detract interest from prospective respondents who would feel they are repeating themselves. As a result of this, a number of open-ended queries were removed.

4.5.2 Distribution to intended targets

Table 4. Respondents' characteristics

Respondent	Industry of firm	The scale of which the firm operates on	No. of employees	Professional occupation	How long the firm has operated in the area	Region
1.	**Respondent did not provide an answer*	**Respondent did not provide an answer*	10-49	Director	10-15 years	NW
2.	Education	Global	More than 50	Senior Manager	More than 15 years	NE
3.	Education	Global	More than 50	Line Manager	More than 15 years	SW
4.	Retail	National	10-49	Senior Manager	More than 15 years	SW
5.	Science	Regional	More than 50	Director	More than 15 years	NE
6.	Retail	National	More than 50	Senior Manager	More than 15 years	NE
7.	Environmental	Regional	Less than 10	Director	10-15 years	NW
8.	Wholesale	**Respondent did not provide an answer*	Less than 10	Director	More than 15 years	SW
9.	Education	Regional	Less than 10	Executive	More than 15 years	NW

10.	Wholesale	Local	10-49	Senior Manager	More than 15 years	NW
11.	Education	Regional	10-49	Senior Manager	3-10 years	NW
12.	Politics	National	More than 50	Executive	More than 15 years	SE
13.	Wholesale	National	10-49	Director	3-10 years	NE
14.	Technology	National	Less than 10	Senior Manager	3-10 years	SE
15.	Retail	Global	Less than 10	Line Manager	10-15 years	SE
16.	Education	Local	10-49	Executive	More than 15 years	SE
17.	Construction	National	More than 50	Senior Manager	More than 15 years	NE
18.	Coffee	**Respondent did not provide an answer*	**Respondent did not provide an answer*	Director	10-15 years	SW
19.	Engineering	Global	More than 50	Senior Manager	More than 15 years	NW
20.	Hospitality and food	National	More than 50	Director	10-15 years	SW

Participant demographics

In order to locate relevant firms, I used company websites to identify which firms practiced philanthropy, what form this took, and where possible, the contact details of the responsible manager or director. Initially, twenty-one respondents completed the online survey. One informant, a senior manager from the SE, had a change of heart and kindly asked for their survey responses to be removed, thus leaving the total number of respondents as twenty. To dissect the sample even more, 30% of firms to complete the survey originate from the NW; 25% of firms emanate from the NE; and a another 25% from the SW. The smallest number, 20%, saw respondents contribute to the survey from the SE.

In total, I reached out to seventy-three prospective firms to complete the questionnaire. My intention was to spread the number of firms across each region evenly and not to favour one region more by targeting more firms in their location compared to others. Actual places targeted in their respective region is as follows. In the NE, the main target was Newcastle with the addition of Durham. In the NW, Rochdale remained the primary target with Blackpool as the addition. In the SW, I only reached out to firms in Bristol. In the SE, I assimilated the information from interviews and equally targeted Basildon and Medway.

Sampling

To eliminate the biased, non-random issue, a large random selection of units was projected for the surveys. So much so, Henry (1990) states for sampling errors to approach zero, a relatively large number of selections must occur. Applying qualitative measures in this scenario would prove difficult (Miles and Huberman, 1994). Hence, for the quantitative questionnaire, choosing a considerable number of different firms and pursuing their senior management increased the credibility of findings.

All respondents were contacted online with a brief synopsis of the research study and a link for the questionnaire for them to complete (*appendix G*). Respondents consisted of senior personnel who are heavily involved with philanthropy, gave their consent to take part in the study. All responses were collected anonymously. At no stage in the survey did the respondents state their name or the firm they operate for. Instead, all respondents answered which region do they operate in: North-east; North-west; South-east; or South-west. Data was stored confidentially.

4.5.3 Survey data collection

Data from this quantitative sample was gathered between the four-month period of 1st June to 30th September 2019. The program utilised was JISC online surveys. In the end I was able to gather data from six firms in the NW, five in the NE, five in the SW, and four in the SE. Whilst the total number of twenty respondents proved helpful, a larger sample would have been more preferable for the research study.

Originally, the quantitative sample size was predicted to be larger. Sample size is one element of the research design that researchers consider when they plan their study (Burmeister and Aitken, 2012). Choosing a sufficient sample size can depend on a few factors, including employing a regression analysis, something which I did to my findings. As a general rule to using regression analysis as well as correlation analysis (Burmeister and Aitken, 2012), a minimum of twenty respondents is required to explore relationships between variables (independent and dependent) – which is the case in this study.

Still, Rahman (2013) argues there are circumstances that allow small sample research to be considered acceptable, which is very important considering my study generated fewer responses than anticipated. One circumstance is that a research sample can be small when the study is testing new hypotheses (Rahman, 2013). Or, as the case with my study, when the research undertaken is something new, there is no expectation or estimation to calculate what the correct sample might be. Given the subject of corporate philanthropy is gaining momentum in the research field, viewing philanthropy under a geographical lens is still new. Even more so, since that the study is performed in a comparative context across the north-south divisions of England.

Furthermore, Etz and Arroyo (2015) insist small studies are not always of low quality knowing that the actual research design is meticulous. The design of my online surveys was indeed very meticulous, aimed for senior personnel to answer insightful questions regarding a positive relationship between philanthropy and place. The survey design followed on from the conclusion of ten qualitative interviews which had generated rich information. That meant the survey questions were detailed, owing to the tactic of depth rather breadth (as mentioned earlier in the chapter). Hence, although the low number of observations might impact on the magnitude of estimates, the data in this study should not be affected by this pattern. So yes, the statistical significance may turn out to be not as strong as large sample studies - small sample studies still can yield clinical findings. After all, small sample research in its own right can be rigorous and robust (Etz and Arroyo, 2015).

Another circumstance to recognise is that a researcher may calculate the right number of respondents for the sample size, but the possibility prospective respondents may not be interested in the study, can lead to a poor response. In my case, I should have anticipated to distribute more online surveys. In the event, Rahman (2013) recommends that if the sample is smaller than predicted, this should be mentioned as limitations of the study. I present my limitations of the study in chapter 6.

4.5.4 Analysis

In the quantitative analysis, I employed three analytical tools for the data gathered: descriptive statistics; correlation analysis; and regression. Knapp (2017) declares that descriptive statistics enables researchers to concisely summarise the contents of a variable. And this is done by calculating the mean averages, but more crucially, observing frequencies which clarify how much of the population sample chose which specific answers. Correlation analysis allowed me to identify if there is an association between variable ‘x’ and variable ‘y’. Wittink (2018) adds, correlation analysis informs us whether the relationship is positive or negative, and in either case, the strength of it. The third tool, regression analysis, is used to refer to studies of relations between variables and is used heavily in the social sciences. Regression analysis is a technique for “quantifying the relationship between a dependent variable and one or more independent variables” (Wittink, 1988: 2).

The rationale for implementing descriptive statistics, correlation analysis, and regression analysis collectively is so I can find out how and why philanthropy is practiced as a result of certain features of place. It also determines if certain features of place influence the manager's decision of where philanthropic support is distributed to. In the following sub-sections, I explain exactly what each was used for, and, what I established by using them.

Before I discuss each analytical tool, it is very important to establish that all data input was managed using Statistical Package for the Social Sciences – known as SPSS. SPSS offers great versatility for research fields beyond social sciences and helps unearth potential relationships between two or more variables (Morgan (2014). This versatility of SPSS even allows to test hypotheses, which is an essential aspect of the thesis. Something to familiarise ourselves with is, I find authors announce the 'question' asked in surveys is also referred to as a 'variable' (Knapp, 2017). Hereafter, the terms survey question, and variable will be used interchangeably.

Descriptive statistics

To better comprehend and communicate the nature of the data gathered, I used descriptive statistics. Descriptive statistics describes the general population sample of all firms taking part in this research study. This meant I was able to calculate the mean, and more effectively, calculate frequencies for the four key variables, along with new additional features of place, and distinguish which are the most substantial to managers decisions on philanthropy across the general population of this study. Furthermore, I was also able to summarise and determine what philanthropic activity(s) is most performed, and what scale of recipients is most likely to occur than others. Descriptive frequencies measure the frequency of responses by calculating how many respondents selected each category in any given question (Miller et al., 2002). So, in the instance of a Likert scale question, I established how many respondents selected either strongly agree; agree; neutral; disagree; or strongly disagree. The purpose of this allowed me to uncover what percentage of the population favoured the most selected and least selected answer for a given question.

Correlation analysis

The second tool I used is correlation analysis. The purpose for employing correlation analysis provides a quantifiable value and direction for the relationship between two variables (Bryman and Cramer, 2009). If findings show a high correlation, then the relationship between two variables then in the context of the study, the two variables of place inform us there is strong relationship. Thus, a low correlation scoring between two variables of place tells us there is weak relationship.

The core focus of my correlation testing was as follows. Throughout the literature review I identified four specific features of place that positively effects a firm practicing corporate philanthropy. Each of these variables were tested to see if a relationship exists. Alongside industrial decline; high income levels; higher education attainment; and left political leaning; I inserted the new critical features of high unemployment, strong community presence, and right political leaning. In doing so, I can establish for example, higher income levels and higher education attainment rates in place show a relationship and whether this encourages managers to perform philanthropy.

Using correlation analysis also allowed me to see if the place where a firm is located suggests a relationship to the way philanthropy is practiced. Taking into account the small sized sample, and that four firms were surveyed from SE region, correlation analysis proposes if a relationship occurs with either monetary donations, volunteering, fundraising, or a variety of activities. In the same way, I was able to analyse findings to suggest whether a preliminary relationship exists between the firm’s place and their choice of recipients. Thus, does the SE perhaps hold a strong relationship with local recipients which would then inform managers to focus on local causes.

Moreover, I used correlation testing to learn if the place where a firm is located is driven by a particular motive for practicing philanthropy. From here I can identify if those firms who are happy to receive recognition for their philanthropy, emanate from a specific region(s). The other topics correlation testing can establish is which critical features of place has a strong relationship with a specific region. To do this, I have tested the north regions alongside the critical features of place separately to the regions located in the south.

Regression analysis

The third quantitative technique to validate findings is regression analysis. Generally, the purpose of regression analysis is to understand how the independent variable(s) impacts and relates to the dependent variable (Kent, 2015). In this research, clear independent variables illustrate geographical features - industrial decline; higher income levels; higher education attainment rates; left or right political leaning, high unemployment rates; strong community presence; empathy a result of lower incomes; size of firm; and the location of the firm (four regions explored). Salkind (2013), Seawright (2016) attest that the value or perspective of a dependent variable changes in response to that of an independent variable. For that reason, three dependent variables emerge; (1) how philanthropy is practiced through a specific activity(s), (2) the scale of recipients a firm chooses to support, and (3) the motives behind a firm practicing philanthropy.

Each dependent variable was tested one at a time alongside the relevant independent variables. An example may constitute of scale of recipients a firm chooses to support (dependent variable) is influenced by SW region (independent variable) and left political leaning (independent variable). It is crucial to register that all dependent and independent variables in this study are measured at categorical level.

Still, the fundamental reason for utilising regression allowed me to accept or reject the four hypotheses devised. Interviews enabled me to refine two hypotheses, ready to test in the surveys. H1 was tested as; 'geographical place which has encountered heavy industrial decline in manufacturing, shipbuilding, and engineering, causes firms to carry out philanthropic actions. And H3, was tested as; geographical place containing higher educational attainment rates (university qualifications or above), support firms who practice philanthropy. Once the hypotheses were refined, regression analysis sought to confirm which of H1-H4 were accepted or rejected in each of the four regions, and the magnitude of it. And then I was able to observe if two variables connect at the same time to verify a difference or correlation within the research data. So, in this instance, testing the hypotheses meant I could observe if H2 (high income households) and H4 (left political support) incurred a strong relationship.

4.6 Reflexivity

4.6.1 Interviews

For qualitative researchers, reflexivity describes the process whereby a researcher reflects critically on the self that could affect research context and subjectivity, data collection, analysis, and interpretation of findings (Finlay and Gough, 2003). By practicing reflexivity, it is often useful to articulate a theoretical position which helps stimulate critical thinking by constructing knowledge (Polit and Tatano Beck, 2010), in this instance, social constructionism. Reflexivity allowed me to reflect on the qualitative interviews where I observed the social meanings and impressions of place, through interactions amongst informants and gatekeepers each geographical place explored.

Finlay and Gough (2003:10) note "researchers structure their ability to develop empathic relations with those subjects who provide the essential source of sociological data". As someone who is a native of the NW region, my accent was recognised and there was a mutual connection talking about general topics such as sport and the weather. I felt this permitted good relations with senior personnel. I noticed that in the NW, the interviews were longer, and I sensed I was able to maintain a rapport more easily regarding the term philanthropy, how philanthropy is practiced and who the recipients are. I interacted with the informants instinctively, which generated answers to sensitive questions which was not always the case in other regions. I felt this was because of my background being in the NW, my accent was a signal that I too belonged there and probably understood things in the way they did. Liu (2018) who articulated the challenges behind acquiring important access to senior figureheads, expressed if they come from the same area (or in my case region) draws a huge advantage. Liu (2018) extends this notion stating if the interviewer and interviewee have a base connection of same area, then it's probable the interviewee will introduce other senior contacts within the same locality.

During an interview the researcher and informant can reflect on personal upbringing and experiences leading to critical insights. Two significant examples were – high unemployment as a leading factor impacting philanthropy, and firms favour a 'like-minded' approach when donating to recipients. Acknowledging these responses lines up with Crotty (1998), who asserts researchers recognise their own background shapes interpretation of the research topic from personal, social experiences. However, I must appreciate two separate interviews also heralded great dialogue between me and the informant but away from the NW. Instead, they were conducted in Newcastle (NE) and Bristol (SW). The data collected was extremely relevant, I got the sense that the informants were very open, and experienced a great rapport, liveliness, and spontaneity to the conversation.

Recognition of the personal dimension to research is heralded as enriching and informative by qualitative researchers (Gough and McFadden, 2001). For example, during the discussion of the four hypotheses, I was able to personally reflect on H1 more than the other three. The engineering industry is prevalent in the NE, and there is manufacturing in the NW - which almost every informant in these regions affirmed influences philanthropic awareness. But reflexivity extends the personal domain. Wilkinson (1988) makes aware of the concerns regarding the distribution of power and status between the researcher and the informant. I experienced the informants' power and their status of senior manager or director, where on four separate occasions, they arrived late. In each of these occasions I waited between 35-45 minutes from the moment I arrived at the building. I would always arrive 15 minutes early in order to make final preparations. What was unanticipated is in each of these four interviews, the informant told me time is restricted, and the interview could not take longer than 30 minutes. To accommodate the time restriction, I immediately asked the most important questions first. Surprisingly, the interviews still carried on after 30 minutes which I saw as a compliment to a novice researcher.

My reflexivity of power distribution between informant and researcher meant all requests set by informants and their gatekeepers were adhered to. Speaking of gatekeepers, I found them to be significant barriers to acquiring interviews from senior management. This notion is well known across qualitative literature. Gatekeepers are typically described as individuals who functionally serve as public relations staff that act as intermediaries between researchers and participants (Goldman and Swayze, 2012). It is why the first line of contact had the sole objective to leave a desirable and positive impact. The way in which I went about this was to emphasize the research study, its importance, the credibility and how the firm was extremely relevant to study of corporate philanthropy. Welch et al. (2002) adds to this notion that a researcher emphasising their academic and professional credentials and institutional affiliations gains credibility and subsequently, permits access to the informant. My strategy of relaying the root of the PhD topic, its purpose, and significance in a concise manner, appeared effective in grabbing the gatekeeper's attention. On a few occasions a gatekeeper would return with some informative questions which required answering instantly and honestly. This process is referred to by Goffman (1959) as 'researcher repertoire'. Of course, some gatekeepers from the very beginning would be brusque and non-engaging, to which I had to decide very quickly if this firm truly wanted to participate in the study. When this situation occurred, I made an intelligible decision to divert energy and time towards other firms who had already expressed an interest. A good number of unsuccessful attempts emerged from the SE. This may also explain why those interviews in the SE were more strenuous to elicit information. To help counter this predicament, I exhibited my researcher repertoire which was tested here more than any other region. As a result, I was punctual for appointments with gatekeepers and informants; I remained polite throughout; I consistently obtained a moral stance on the research ethics; I displayed a respectful tone of voice; and I utilised sociable characteristics which gatekeepers and informants found sincere.

Throughout my data collection, I was happy to remind the informant how thankful I was of their time. I remained cordial all times, even when I had to wait around longer due to the informant's lack of timekeeping. This attitude concurs to Okamus et al. (2007), who insist researchers should remember given how imperative data is; the senior figurehead is giving up their time to help with no incentives in return. Looking back, what I found peculiar was that for a specific interview in the NE, I waited the longest. Initially I thought this was impolite from the informant. How wrong was I? It turned out to be one of, if not, the best interview I conducted. This informant was the easiest to communicate with as every question was answered in great detail. I felt I was learning more about philanthropy just in this one interview alone. It could be appropriate to say philanthropy meant a lot to this informant and their firm. And this is evidenced by the magnitude of the history within this location. From my personal perspective, it made the decision to pursue this topic worthwhile.

One last process of reflexivity calls attention to is the demographics of each informant. I maintain that it was very important to interview a senior manager of the firm, or better still, the managing director. A desirable feature is that the informant is a local inhabitant of the place where the firm operates in. Fortunately for me, all except one informant were local inhabitants of place. Even then, this one specific informant had operated in place for over twenty years. The rationale for acquiring insights from local inhabitants allowed me to discuss social meanings and the importance of place in relation to philanthropy. It would enable me and the informant to communicate in everyday language. For instance, establishing what attitudes towards industrial decline, income, higher education, and political leaning exists in place. The informants identified each of these because they have lived in the locality as well as working there in a senior managerial role. The same familiarity occurred when I asked what philanthropy means in place and how the firm responds to specific features or social needs in that location. And the same goes for when I probed if a feature of place that hasn't already surfaced, influences how and why the firm practices philanthropy. Given that I am not a local inhabitant in any of the precise field sites, each informants' response was very substantive.

4.6.2 Online surveys

Quantitative research has been criticised for rarely acknowledging the researchers non-explicated process of acquiring data (Ryan and Golden, 2006). That is because reflexivity is usually associated with qualitative research. Qualitative interviews are social situations whereby I interacted with senior personnel and could have possibly influenced the data gathered. Contrastingly, quantitative data collection is viewed as a formal, objective, systematic process in which numerical data is used to obtain information about the world.

To remain consistent with the qualitative data process, I provide a reflexive summary of the quantitative stage. Walker et al. (2013) put across reflexivity for both data methods add something rather than endanger the robustness of the methodology. I anticipated the benefit of reflexivity in a mixed methods design is being open to unknown emerging insights during my quantitative experiences too.

Unlike the qualitative stage, I selected firms at random to complete an online survey. Much like the interview procedure, a shorter, albeit informal letter was written to each respondent informing them the reason for contact. If respondents were happy to participate, I provided a brief set of guidelines outlining instructions for those who operate for a firm that performs philanthropy.

To reduce further bias, and make sure the selections of firms was random, the aim was to seek replies from firms who do not engage in philanthropy as a result of their location. The purpose was to also establish if there is something about the place and its geographical features where a firm is located that prevents them to act philanthropic. In doing so, a different set of instructions was given to senior management before completing the online survey. Unfortunately, this original plan did not materialize during the actual data collection process. Indeed, very few responses emerged meaning it was too low to consider for analysis. It was with the best intentions to collect responses from firms to gather data from non-practicing philanthropic firms across those places investigated in NE, SW, NW, and SE. Yet, it must be said that the purpose of the research study is to explore a positive relationship between philanthropy and place. So, by assessing firms who don't practice philanthropy would have been seen as counterproductive.

And even then, I notice from those firms that perform philanthropy, the shortage of replies highlights that philanthropy may not be important to these firms to partake in a

20-minute online survey. An explanation could be it was not suitable to complete the survey, or the research topic did not interest them. I must also recognise, there is the possibility some senior managers may have started the survey but did not complete because they were unable to fully comprehend some of the more complex questions.

As I mentioned earlier, a researcher's personal background creates social interactions with the intended participant. But this likelihood was eliminated as all communication in the quantitative stage was solely done by email. Most survey respondents emerged from NW region. I recall how firms in the SE region were the most difficult to interact with during the interview process, and once again, this proved to be the case for surveys. Though I must recognise that there were more participants from the SE region who completed surveys compared to interviews. A logical explanation could be the main advantage of sending online surveys allowed me to distribute in large volume (Oppenheim, 2000).

A vital action to register is the effect of snowballing. The location of Basildon in the SE was targeted for interviews and Horsham was recommended as a potential field site. And during the interview in Horsham, the informant advised me to divert attention to another town, Medway. I took to NOMIS to scrutinise key statistics across key themes and sub-themes (established in the interviews) of Medway to determine if findings were statistically coherent. I noticed Medway was much more suitable and comparable to Rochdale, Blackpool, and Basildon.

Once more, there is the matter of power status (Wilkinson, 1988) between me the novice researcher and the intended respondent, either a senior manager, or the director. I sent an informal letter to a generic email address, usually the enquires team, to politely request for their time in order to obtain relevant insights. Unfortunately, in this scenario, there was no gatekeepers. Perhaps, it could be said that I missed the add-on effect gatekeepers had. On reflection, I appreciate the opening contact with gatekeepers was paramount to gaining access to interviewing senior personnel. Without this process presented a far greater challenge to gathering empirical data. The process was unknown and as a result of random sampling, I felt the ability to enquire, follow up, and then confirm participation (as in the interview stage) was taken away.

It is why, the decision was made beforehand to condense the survey with a dozen more questions than normal. These extra questions were of course relevant to the objectives of the research.

Methodological observations of selecting neutral

In some questions of the survey, respondents were given the choice to select an option 'neutral'. Scholars believe there are several causes why respondents prefer to answer in this way. Nowlis et al. (2002), John (2005), are just two who express people select neutral instead of conveying their true reflections to a question/subject matter. One reason behind it accepts respondents are unmotivated and therefore choose neutral to satisfice the researcher.

A second reason to pick neutral is because of ambivalence. Bishop (1987) claims responses gravitate towards neutral as they want to avoid negative feelings associated with their conflicting feelings on an issue. One example from the survey was the subject of performing philanthropy enabled firms to receive recognition or, if firms for the most part are happy to remain anonymous. The second highest response to this question was 'mixed feelings/remain neutral'. A second example refers to whether places with lower income levels generates a stronger community presence. The vast majority of responses favoured neutral. If respondents selected the closest available options to neutral; agree or disagree, I could have confirmed if strong community presence is a plausible extension to income levels in place, instead of offering a suggestion that lower incomes and strong community presence interrelates. One other noticeable example of selecting neutral was when I probed political affiliation in place. Question fifty-five in the survey asked 'on a scale of 1-5 how does the majority of your place politically align itself'. My findings did posit a connection for three regions with a specific majority political leaning, but there is no distinction for the NW. By utilising a thematic approach to this particular quantitative finding, the majority of answers selected neutral. Because no majority political leaning was determined for the NW region, no new original data was captured impacting corporate philanthropy.

The third factor why neutral was selected is due to respondents being reluctant to voice what could be a socially undesirable opinion. This is known as social desirability (Stocke and Hunkler, 2007). The most palpable case again relates to questions focusing on political leaning of place impacting philanthropic views. A few questions aimed to probe both left leaning and right leaning impact, and even then, it largely met with neutral bias. In practice, I used intelligible language to address the issue of right political leaning. For example, observing question twenty-five (*appendix G*), I can see a simple phrasing of left political leaning of place impacting firms practicing philanthropy. In the next question I would normally replicate and use the term right political leaning of place. Instead, wording was implemented to suggest both left and right political leaning may hold significance and not solely the right. And this was added due to the insights gained from interviews. If indeed I had decided to use the term 'right political leaning positively influences philanthropic giving', the responses could have been different. The perception is that respondents may see selecting right political leaning is not socially desirable.

I accept selecting neutral proved a hindrance, although in some instances, selecting neutral was a method to partially disagree with a statement or question asked. In one instance, selecting neutral helped eliminate a possible scenario explaining what might cause a strong community presence in place. Looking at question twenty-seven (appendix G), I try to learn if a relationship exists between left leaning supporters and strong community presence in place. The overwhelming response was neutral (47%), followed by 29% agree and 24% disagree. So, whilst respondents are aware strong community presence has affiliation to either left or right political leaning, the vast majority recognise community presence in place is not significantly connected to a majority of left leaning political supporters.

Overview of reflexivity

I was determined to avoid retraction of data from participants at every opportunity which was a bit easier for interviews. In order to avoid data retraction during surveys, was to fully accommodate respondents who may have been hesitant to answer certain questions. Therefore, respondents were allowed to skip any question(s) they wanted to. The only concern is that on numerous occasions, the full quota of respondents failed to answer all questions asked. Only two participants – one interviewee, and one online survey respondent, asked me to remove their insights from my data collection. I was happy to oblige without any dissatisfaction.

To summarise reflexivity, my work has been heavily shaped by social constructionist thinking. I have been enlightened by the way social constructionism helps explain how individuals in place inter-subjectively respond to beliefs, affiliations, and motivations of corporate philanthropy. A social constructionist researcher is most likely to rely on qualitative data collection methods and analysis. The idea if social meanings and understandings are important, interviews must be applied in your study (Seale, 2012). Or alternatively, a combination of both quantitative and qualitative methods is applied (Mackenzie and Knipe, 2006). By undertaking a mixed methods approach, we can know about qualitative queries compromising of the 'how' and 'why'. And we now know about socially constructed knowledge through quantitative measures counting events and/or occurrences.

Chapter 5 - My findings

In this chapter I present an in-depth analysis of the data in the two separates stages of data collection. In the first part I set out the qualitative findings. Having conducted the thematic analysis of qualitative data as described in the previous chapter, I now explain the key themes I identified which relate to the manner in which philanthropy is conducted to the place where the firm is located. These key themes are the four key features of place (indicative of the hypotheses); choice of recipients; type of philanthropic activity; significant factor(s) of place impacting philanthropy, intentions for practicing philanthropy, and the like-minded approach to recipients. The like-minded approach entails managers to choose local people as their beneficiaries and aim to see local issues through their eyes. Their response, depending on if they agree to this, aims to be a like-minded approach.

Following this, I analysed the quantitative findings. Employing a combination of descriptive statistics, correlation analysis and regression analysis – I offer generalisable findings to the initial qualitative stage. All key themes are tested so that the four hypotheses are either accepted and rejected and, in each case, the analysis determines to what magnitude they occur.

I conclude this chapter with a brief summary of what key themes represent the most valid and significant outcomes that will be the main topic of discussion for the subsequent chapter.

5.1 Qualitative data collection

I begin by summarising the key themes and sub-themes that emerged across each separate region using a thematic table diagram (presented in *tables 5-8*). This permits comparisons between places of how they practice corporate philanthropy. Each table highlights the purpose of philanthropy to the firm; the nature of their recipients and whether firms adopt a like-minded approach. The table also assesses evidence of the four hypotheses (derived from the literature review), in which I aimed to explore in every qualitative interview. Lastly, the table illustrates themes that discloses the most consequential feature of place that impacts the donor firm's philanthropy.

Following the tables, I provide a detailed narrative for each region and the respective place(s) investigated. At the end of each narrative, I present a radial cycle pinpointing the key themes derived from the initial codes. These key themes verify what prospective questions will be asked in the second stage of data collection.

The ten firms I refer to consist of the small to large sized companies presented earlier in *table 3*. The location of where firms are situated, and where interviews took place, signal Newcastle in the NE, Rochdale (and one firm in Blackpool) in the NW, Bristol in the SW, and Basildon and Horsham in the SE.

5.1.1 Themes identified in the North-east

Table 5. Thematic codes/themes captured in the NE

Themes	First order codes	Exemplar data
History of industrial decline	- ***Mainly engineering*** but manufacturing too. ***- Coal mining***	- ***Yes absolutely!*** Big connection between *engineering and manufacturing* industry and philanthropic giving. - *Mining* is also historically significant to philanthropy.
Income levels	- Income levels in Newcastle are ***'somewhere in between'***. - NE region as a whole ***is poor***. - Higher income doesn't equate to philanthropic giving	- *Poorer areas in NE* give more than the wealthier areas. And it's because of empathy which is a result of high unemployment. - *Low incomes = stronger community.* It's very detectable in Newcastle.

Higher education attainment	***Mixed responses***	- *Definitely not* - *No* - *Possibly yes*
Majority political support for left	- ***No*** - ***Some areas*** of the NE have ***always voted right***	- There's more an element *of right leaning* these days than before which used to be left. Political leaning to the left still remains relevant to philanthropy too.
Consequential factor(s) of place	- ***High unemployment*** - ***Identity,*** proud to be from Newcastle	- *Unemployment is still big*, thus we recognise the greater need for philanthropy. - *Proud* to act philanthropic because of the large-scale deprivation here.
Purpose of philanthropy (incl. motives)	- Sustaining that ***pride and identity*** - Supporting people with ***complex social issues***	We want to *help those who are our own* that might be suffering. There's a lot of that here in Newcastle and Durham.
Recipients	- ***Majority local, sometimes regional*** - ***Regional***	- Offer support with monetary donations, and/or providing working opportunities, (apprenticeships for youth). Some grants are distributed regionally.
Like-minded approach	**- A very strong sense** **- Has positive and negative effects**	- Like-minded attitude to philanthropy can possibly *inter-correlate with strong community and, identity of place.*

Place and Philanthropy

One of the preliminary questions I asked each interviewee was what *the term place* actually meant to them, and what *the purpose of philanthropy* is as a result of this.

Informants in the NE identified Newcastle upon Tyne, where their firms are mainly located, as their place. Sarah, the chairwoman for Grosvenor, for the large part spoke of Newcastle as the local, and to a lesser extent, NE as a region overall. She described the origin and development of her firm's philanthropy:

> *"My Dad started all this philanthropy work because he was from the area and grew up here. I mean take the west end of Newcastle which is very deprived. The aim was to help solve the deprivation by offering support to the local communities of Newcastle. After some time, we formalised our philanthropy work and we made it, you know a promotion of engineering skills and careers, and the use of engineering across the NE generally".*

Jack, a senior regional manager for Hanover, likewise assigned Newcastle as the local, although Durham, another location where the firm operates, was indicative of the local, albeit on a slightly smaller magnitude than Newcastle.

> *"We have always had philanthropy at the core of what we do in Newcastle. Go back to the Victorian era and there was a lot of individual philanthropic giving from wealthy individuals. Then there's Durham where the purpose pf philanthropy reflects the coal mining areas. Miners look after their own, probably because of the history of that industry. And their charities reflected that, for the good of the working people".*

Jack went on to disclose the main importance of philanthropy to the firm which he operates for "is supporting people through schemes across Newcastle and Durham who have complex social issues".

A common feature during all interviews suggested what the most *consequential factor(s) of place* is, that positively impacts the need for philanthropy. Sarah and Jack both agreed this is high unemployment. "*The one thing that really affects the prosperity is unemployment. And as the traditional industries declined, we were very susceptible to unemployment. And we are still the highest unemployed region in the country right"?* Everybody knows somebody that has been out of work through no fault of their own – I think everybody offers support here".

Clare, a senior manager of Torrington who also practices philanthropy in Newcastle and Gateshead, revealed large unemployment impacts the livelihood of the individual but families too who also become aware of the importance of philanthropy.

> "*A good example of the effects of unemployment is towards young men who want to follow in their father's or grandfather's footsteps which involved manual work in the engineering or auto trade industry. But due to the lack of work, young men become disheartened and require help from turning to anti-social behaviour. It occurs much more in local communities in Gateshead".*

Another factor is the historic and social identity of the place, and how this drives the NE region as the most philanthropic in the UK. Sarah, the chair for Grosvenor, argues strongly that the NE is both extremely deprived, but also has a very cohesive community and a long history of people helping each other out when they are in need. This in itself brings a distinctive identity to the region based on social, economic and health concerns. And with that, firms aim to address this identity through the implementation of philanthropy.

> *"Families here in Newcastle but the NE as a whole understand we have less especially compared to the other regions in England, so we know the importance of helping each other and having strong community relations. It is probably why there is a lot of research into the NE, it's a big philanthropic thing. You know the community foundation here is the biggest in the country. The funny thing is, anybody who comes from this area and does good, wants to give back which in itself is identity".*

Sarah related to the crucial impact identity of place has on the firm's philanthropic activities, more so than Jack or Clare. The reference to identity corresponds to Gieryn's work presented in the literature review. Gieryn's (2000) makes two references; that place has meaning and physicality. So much so, emotional, and social aspects can reflect the meaning of place, and in return, can evoke memories, histories, and ultimately trigger identities. The physicality of place can be the location itself and what is positioned within. And so, Sarah, reflects on the historical industrial decline which still holds significant meaning in the present day through high unemployment.

Another key theme in interview data was the *type of philanthropic activity* practiced, and what informants had to say about the *motives for practicing philanthropy*. What I found in this region was that each director/senior manager spoke of philanthropy as a 'mega activity' which encompasses all separate activities as one. Sarah put it best by declaring *"we do it all, donate money, volunteer, fundraise. I mean at the end of the day, support is support".* Jack and Clare during their own respective interviews never once distinguished each type of activity. The small sample suggests that philanthropy as a concept entails all the above, across places I researched in the NE.

The discussion of motives brought up consistent responses, and I realised that practicing philanthropy cannot be anonymous due to legal requirements of requiring a name or firm to legally account for the donation. Instead, each interviewee spoke of the positive recognition produced. Jack put forward;

> *"Yeah, recognition is very important, not in a way that we want gratitude, more about gluing communities together. And more so, understanding people in communities who have got needs, are met by philanthropic work of those who put the effort in whether its firms, individuals, charities".*

Clare through her own experiences agreed *"absolutely, it's very important. The staff have a big say in which community programs are selected for support. The staff feel this method enables a more emotional outlook with a good story to tell".* Sarah provided insights of how her firm experienced both sides of the spectrum.

> *"Yeah, I'd like to say that when I first started, I was very happy to remain anonymous but, err actually, I think it's nice to be recognized. Mainly for the employee's sake who are proud to work for us. We want them to be proud of what we do you know, and ultimately, we want the shareholders to be proud of what we do".*

She went on to state "*because pride in what you do makes it a lot better generally and I think it's a really good thing to come out of the NE – a region known as philanthropic. In that sense, recognition is very good".* The discussion of recognition versus anonymity resulted in refining this key theme and altering the question to exploring the type of recognition managers and their firm receive. This new refined theme was implemented for prospective respondents to answer during the online surveys.

Recipients

One of the main topics of discussion in every interview was the *scale of recipient's* firms chose to support. Sarah declared the location of recipients and the scale of their activities are local to Newcastle or based in the NE region. The reason for this is,

> *"The owner is local, the employees are local, and a large proportion of customers are local to Newcastle or certainly regional to the NE. And we focus our efforts on helping causes connected the engineering industry or certainly the youth of today who are leaving school and want to enter the world of engineering. This was my father's passion, what he wanted was good engineering leaders to come particularly from the NE region, but nationally as well. It's our intention to help recipients nationally in the very near future".*

Jack indicated that recipients are deprived communities around the NE region that for the most part consists of Newcastle and Durham, and to a much lesser extent, Gateshead.

> *"I don't get to see the recipients as much as my staff. But we receive great feedback regarding the charity work we are doing and supporting those recipients/causes that have very little income and support. I guess the smaller and medium sized organisations will have closer relationships to the beneficiaries compared to a mega organisation".*

Clare declared the emphasis of recipients is largely on local. "*Philanthropic support is given to deprived communities that are local to Newcastle. Employers like ourselves who provide support are from local areas so the problems they tackle is united and familiar. This is very essential".* To add more on the topic of recipients, Clare was enthusiastic about supporting children. "*We created playgrounds and frameworks for children to play in park's where no such facilities existed. The significance for helping children is that we see them as the next generation who may innovate ideas to* *greater scale in the future"*. Clare's statement perhaps relates to the generational problems she mentioned earlier such as *"unemployment and poor life choices young people experience early on"*. It is perhaps why philanthropy is changing the materiality of place.

The term *'like-minded approach'* to philanthropy interconnects with the theme of favouring support to local recipients ahead of other causes. Sarah spoke of a strong sense of like-minded approach to philanthropy, but it does depend on the firm.

> *"The people who work for us all come from Newcastle or other places in the NE. The profits of the business are generated by those people so really, there's an obligation to use it, I mean if you're going to use for anything, you know there's a big justification to distribute money to the area which you are located in".*

Jack expressed how the like-minded approach can bring good and bad reactions. "Mixed reactions is, let's say, when we support a refugee cause that is located in Newcastle or Gateshead, there seems to be anger if we don't donate to recipients who are in desperate need such as homelessness".

Four key features of place

Next, the focus shifts to the four key features of place identified in the literature review. The first to be conversed in each interview was *heavy industrial decline* in place historically has deep affiliations with philanthropy. Sarah and her firm acknowledge that the engineering industry has strong connections to philanthropy in Newcastle. The industry engineering itself is significant in Newcastle and the NE, however not as significant as it used to be.

> "*There's a particularly big push in engineering because we're suffering in a lack of skills and we know we can provide people with good jobs for people with those requisite skills. The engineering and shipbuilding industries have shrunk massively. This factory we are sat in, used to stretch from here all the way to the city centre. And it employed thousands of people. We have some old pictures – it's incredible. Now it's changed to more hotels, restaurants which*

reflects the change in the economy really. Philanthropy is still significant to engineering firms, in the region and Newcastle too, but not as much as it used to be".

Jack on the other hand referenced the coal mining industry in the NE has a huge historical connection with philanthropic giving. "*It's a good question. You see, I would say that around those big industries, there was always philanthropic giving going on. Take the miners welfare. Probably because of the history of that industry".* Similar comments to Sarah and her firm were made by Jack in regard to the engineering industry. *"I think that, for young people as well, engineering and manufacturing is still a pull. And people in the NE, will proudly say, we are a place that makes things".* Jack then went on to address how decline created a stronger bond for people within those industries. *"Companies in these fields pull their resources, pull their ties together to help each other. But we must remember that when companies in those industries collapsed, other companies stepped up and donated".*

Clare followed the pattern by informing us that industrial decline in manufacturing and engineering in the NE region can have a strong relationship to philanthropy.

> *"Yes indeed. It's fair to say decline in manufacturing industry in particular can occur very quickly compared to finance or technology industries! And it (industrial decline) correlates to a fast rate of unemployment. Local areas who have incurred industrial decline receive most support from us. So, we help these younger individuals to remain upbeat and tackle issues of employment by offering work experience".*

In terms of <u>higher income levels</u> in place, Sarah and Jack separately voiced average households in Newcastle can be categorised as 'somewhere in between to poor'.

> *"Newcastle itself is somewhere in between. Obviously, there are pockets of bad deprivation in Newcastle, there's some lovely places too, therefore it's better off than some of its surrounding areas like Gateshead, Northumberland, and Sunderland. But compared to the other big cities around England, Newcastle is under-privileged. Always has been"* (Sarah).

Jack agreed, by stating the places they donate to in the NE region are *"mostly under-privileged"*. Further on the topic of income, both informants concur that higher incomes do not equate to philanthropic giving. In fact, they claimed poorer households give more than larger income households. Sarah referenced her experiences in a previous occupation.

> *"So, one experience, when I was younger, I used to go around with envelopes collecting donations and I realised more money came from smaller houses and flats which were lower income households compared to the bigger houses. And this was in Gosforth, Newcastle. So yeah, you would think that but actually it's the other way round".*

Jack added that high levels of empathy might also be the reason why poorer households actually give more. "*Yeah, it's very evident that there is a high level of empathy in the NE. Partly because, well the adage is actually, in poor areas, people give more than they do in rich areas. Generally, those people who have less money are seemed to empathise with people who don't have that much either and give".*

Each participant's reply outlines H2 requires further testing in the online surveys.

There were mixed feelings about whether and how <u>*higher education attainment*</u> positively impacts philanthropy. Sarah dismissed the idea an educated population supports firms who undertake philanthropy. "*Definitely not. It's all about keeping your eyes open and having a look around. The majority of my employees at this firm won't have been to university but they know all about philanthropy, even before they got here".* In contrast, Jack was more sympathetic to the notion that greater levels of higher educated people help with the firm practicing philanthropy.

> *"I think so, I mean I don't know how or why but yeah, there's something about if you've got higher education levels then, potentially you've got a higher value job. And I want to predicate on what I said before about poor people giving more. You do get rich, educated people who are fantastically generous".*

As a result of the differing views of higher education influencing donor firms practicing philanthropy, H3 calls for further testing in the online surveys.

The last feature of place I discussed with interviewees was whether ***majority support for left political leaning*** associates with corporate philanthropy. Sarah disagreed with the notion, Clare did agree to some extent, but Jack offered a neutral assessment of the political influence of philanthropic giving. *"Interesting to see you equate philanthropy party with Labour/left-wing (chuckles). The traditional labour party was not left-wing up here. But anyway, does it make them more philanthropic? I don't think so. No. Not really".* Sarah went on to add right political leaning has a significant impact in places like Durham and Newcastle even though Newcastle is associated as Labour supporters.

> *"You see there are some really interesting things about this. For instance, the food bank right, we have got a huge food bank here in the West-end. Now I consider myself as right-wing, as are quite a few people in the NE, and I couldn't be any more against food banks. They should not exist in our society. So, I didn't support it. But right now, a lot of conservative supporter's support food bank, so you have to support it".*

Clare disclosed that left leaning places are more community driven, but historically, this wasn't always the case. *"Historically, more conservative areas in the NE were happy to donate and get involved with our philanthropic schemes. However, since the early 90's, more left-wing supporters are engaged in community work".* Jack however, pointed out;

> *"Both people from the left and the right can be philanthropic. Arguably it comes from a different value based certainly physically it would. The left are about solidarity and doing things collectively whereas the right more individually. The right has always had a big philanthropic role in the NE".*

It is very clear from the mixed views of majority political leaning in the NE that further testing is required in the online surveys. And it is clear that the new sub-theme of right political leaning in place impacting philanthropic engagement is something worth exploring in the surveys. *Figure 3* below displays a refined outlook of the key themes uncovered across firms in Newcastle, NE.

Fig 3. Emerging themes in Newcastle, NE

5.1.2 Themes identified in the South-west

Table 6. Thematic codes/themes captured in the SW

<u>**Themes**</u>	<u>**First order codes**</u>	<u>**Exemplar data**</u>
History of industrial decline	***- No*** ***- Non-existent,*** even in popular industries in Bristol	- Bristol has *never really associated with manufacturing, shipbuilding, and engineering industries*, historically and present-day times. - Bristol is renowned for *accounting and financial industries* but there's *no philanthropic association*.

Income levels	- People on average ***are wealthy*** ***- Yes*** – higher incomes impact philanthropic giving	- Our *consumers are wealth.* - *Yes, agreed*, low incomes = high levels of empathy - *No, definitely not.* Low incomes = low social mobility = poorer health = low aspirations.
Higher education attainment	***- Yes,*** our consumers probably attain university degree or above - ***Yes, probably***	- Really depends on what subject they study. But there are a *lot of educated people in Bristol* - *Higher income* strongly connects to *higher education attainment*
Majority political support for left	***- Yes,*** but I'm left leaning! - ***Yes, labour supports*** community programs and the voluntary sector	- *I don't think* because Bristol is a strong labour supporting area, we act philanthropic. - Labour getting behind firms' philanthropic programs is *more evident historically to now.*
Consequential factor(s) of place	***- Location of head office*** ***- Higher income*** ***- Personal experiences***	- *Previously located in a much wealthy area which required social need. A*ctivities were easier to organise with lots of nice charities close by. *Created a much better community ethos with locals.* - *Money and personal experiences* lead to connection with philanthropy
Purpose of philanthropy (incl. motives)	***- Help charities acquire a more business approach*** to practicing philanthropy - Help *charities who are less known.* ***- We are very environmentally friendly***	- *Income generation, understanding cash flows* is very important for charities and organisations. - It's very important to connect people to the power of plants in a way to *help protect the planet*.
Recipients	***- Regional***	- Support is *offered regionally, mainly to unfamiliar charities* whose recipients are more vulnerable.

	- Volunteering for locals, monetary donations sent overseas	- It's a mixture really consisting of *small local donations*, *local volunteering,* and our *main recipients are overseas, receive money*.
Like-minded approach	***- Like-minded approach is tricky*** ***- No, not here***	- Supporting causes no-one else will means *local causes are not our immediate interest.* Some locals disagree but others understand. - Locals don't know we are actually from Bristol.

Place and Philanthropy

The first question I asked each interviewee was what *the term place* is and what *the purpose of philanthropy* is as a result of this. Quinn frequently referred to SW region as whole, just as much as she mentioned Bristol where her firm is located. And the purpose of Glencoe practicing as result of place is reflected by her many responses of the SW region as a whole.

> *"So, Bristol is my office location and where I predominantly operate. I do go around a few places in the region too as my role is senior area manager. Bristol itself, there's lots of stuff around sustainability, sustainable living, lots around climate change campaigns. Other places in the SW region don't focus on this as much – it shows Bristol has an alternative vibe.*

Quinn then added the alternative vibe Bristol brings 'to us' (our firm) also reflects our way of helping charities. *"As a team, we lead a that sort of corporate responsibility aim to help the UK prosper - which is sort of their strategic plan, and our foundation which is created by the company is a strand of that strategic plan. Our aim is to engage in giving activities".*

Augusta, meanwhile, spoke fondly of Bristol, sharing knowledge about the owners of the firm and their purpose.

"Our mission is to connect people to the power of plants in a way to help protect the planet. We have two local founders - Adam and Gareth, first started to sell our products from their living room. They always unofficially donated money to local charities here in Bristol, but we formalized it properly as part of 'we are nature' (back in 2015) as a corporate giving program, now supporting environmental benefits overseas. Adam and Gareth have travelled overseas a lot by meeting people from around the world who visited or work in Bristol. This is very important to them when they tell their story.

For the quantitative stage, Bristol remained the sole location firms were randomly invited to take part in the online surveys.

In terms of *consequential factors of place,* both interviewees highlighted different factors influencing their managerial decisions. Augusta referenced one of the key triggers was the previous location of her head office, which in one of the most deprived areas of Bristol.

"So, we were literally on an industrial estate surrounded by a housing estate. There was huge level of social need there. We did some amazing stuff in the very local community, helping cool local charities such as the health and environmental group. We also helped the local community kitchen, and we sent some volunteers to support the kitchen. So, I guess physically being in a place where you are and identifying social need in that place, then you can identify the donors who want to support the cause. So, I would say philanthropic activities were easier to organise".

Quinn heralded a different answer noting high levels of income and personal experiences of the individual notably trigger's philanthropic donations.

"What charities want is support around income generation; understanding the cash flows - basically, charities don't want people turning up to do a bit of gardening. They want more business mind-set. So, you know, it's all about a pie chart really, looking at what their income is and that's really important. I think it's a good thing generally. Charitable causes can develop other streams

of income or they can encourage local engagement and supporters, and donations of the back of that". Quinn further commented "quite wealthy people donate to charities who have a personal connection to the cause. So philanthropic giving on a personal level can be significant purpose too".

The *type of philanthropic activity* practiced showed a little variation from each interviewee. Quinn expressed donating money is the priority followed by fundraising events.

> *"The main way we engage is through giving money, or when this is not feasible, organising fundraising schemes to help raise extra money. Fundraising events is exciting and it's a way where skills and knowledge can be transferred so charities and move away from that sort of volunteering where they all go out on a jolly which is not the kind of thing they want in the SW. Charities* prefer monetary donations and not someone turning up to do the gardening".

Augusta described how Chatsworth perform a variety of actions, but the core focus relies on donating money. "*Employees must volunteer at a local cause for four days of the year. Some donations are made to recognisable causes that takes place every year. Our main recipients are environmental related causes located overseas. They receive a percentage of our annual turnover".*

Motives for practicing philanthropy produced some honest reactions, highlighting a strategic approach to philanthropy from interviewees. Quinn disclosed that their agenda of philanthropy has more of a business mind-set alongside helping vulnerable beneficiaries.

> "*We want to educate charitable causes on income generation; understanding cash flows and managing budgets if they decide to perform their own philanthropic scheme*". *So, you know, it's all about a pie chart really, looking at what income is, to aid vulnerable recipients".*

Augusta disclosed that their philanthropy was subject to strong marketing allowing to boost Chatsworth's name nationally and globally.

> *"Our philanthropy is very much part of our marketing so yeah, it's not something we do in secret. We don't give away money in secret, we are proud members of the 1% so we, under that badge, we give away 1% of our profits, our turnover to charities every year. It's interesting how our Marketing Director talks about this stuff. He sort of, well there's two ways of looking at it. (1) Wouldn't it be wonderful if all the marketing we did had some benefit to the world. So, if ALL our marketing was in collaboration with an environmental charity – with that money we were be able to X, Y, Z – he would be a very happy man. So that's his mission. (2) The other way of looking at it is in a more cynical way. People might deem it we are using charities, and yes in a way, that is the intent of Chatsworth".*

Recipients

The interviews across Bristol disclosed *scale of recipient's* firms chose to support were primarily regional or global. Augusta voiced *"for the most part, donations are directed to a global environmental cause – a personal decision made by the owners".* To a lesser extent, *"we donate money and volunteer to local Bristol based causes when two popular national events take place".*

Quinn on the other hand stated recipients of their multinational firm initially supports on a national scale, but then allocatee donations regions by region.

> ***"****Yeah, the thing is, a lot of the work we've supported is around people who have complex needs, you know, those facing multiple disadvantages, you know, like those suffering with mental health issues, or domestic abuse, or care leavers, substance issues, young offenders. Often, it's the small charities with no recognition, and don't have that profile and really struggle with an appeal – that's our focus. I oversee that support is distributed among parts of the SW region - Bristol being one of those areas".*

Incidentally, Quinn was the first interviewee who drew my attention to *the like-minded approach* to philanthropy. The like-minded approach entails managers to choose local people as their beneficiaries and aim to see local issues through their eyes. And Quinn admitted that a like-minded mentality delivers disadvantages to philanthropy, as much as advantages**.** She explained at length;

> *Erm, I think sometimes, typically in Bristol, I think there is a small element of that like-mindedness. I mean we (me and C.E.O) were talking to talking to a charity who support the homeless, and they sent out something like 600 letters to try generate support through people they had on their database, and they had a really high response. I think they raised around 10's of thousands of pounds, you know local companies came forward and made quite substantial donations for a small charity. But when we asked for support for Syrian refugee women, the support was not as great. They have status to remain here, they've come from war torn countries, and what comes with that is obviously the trauma, erm their experiences can be pretty shocking. Many locals got behind us to support these refugee women, but the number could have been higher. It wasn't as high as those supporting local homelessness".*

Augusta unveiled there is no like-minded approach to philanthropy from her firm as locals don't even realise that the firm was founded in Bristol. Augusta gave an honest assessment;

> *"Well the interesting thing about this is that virtually no-one knows we are actually from Bristol. Yeah, so we did some market research asking locals of Bristol about several themes and, well at the end of the observation, the lady who was running the session asked how many of you knew that Chatsworth was based in Bristol?' None of them knew. I don't think the charitable work we do is the reason why consumers try our products. Our consumers in Germany won't care if we're supporting a Bristol charity. So, we think how we can make it most relevant and, it has to have the most environmental impact it can possibly have. The way the company is growing globally and at a fast rate, local preferences are harder to prioritize so to speak".*

Unlike places such as Rochdale and Blackpool in the NW, an early indication is that firms in Bristol recognise the negative consequences of a like-minded approach. Or in Augusta's case, a like-minded approach doesn't align to the firm's philanthropic objective of supporting environmental needs that are overseas. Further exploration will be essential during the online surveys.

Four key features of place

Both participants suggested the *history of industrial decline* impacting philanthropic actions from firms is none-existent. Quinn acknowledged Bristol has never really been associated with manufacturing or engineering industries, historically or in present day times. When I asked if industrial decline in the aforementioned industries is associated to philanthropic giving, her exact response was *"no, not really"*. Rather, *"Bristol is renowned for being widespread accounting and financial industries, but again there's no direct affiliation to philanthropy services".*

Augusta recognised accounting and financial industries are the major game players in Bristol. But to say corporate philanthropic giving occurs more in these industries, or because of these industries suffering decline, her response was *"If I'm brutally honest, no, I doubt it".* The online surveys will continue to examine H1 through manufacturing, shipbuilding and engineering in Bristol and whether industries have an impact towards philanthropic giving. At the same time, a possible query is to consider if place is associated with historic industrial decline outside of manufacturing, engineering and shipbuilding positively impacts philanthropy.

On the topic of *income levels*, each interviewee was to some extent, in accordance higher income households in place definitely results in philanthropic giving. Quinn and Augusta each declared household income levels are quite wealthy in Bristol. "*Yeah. Yes, I would I say that. People with money have more mobility to donate. And yeah, Bristol does possess high income households which helps with our collection of donations"* (Quinn). Augusta expressed, *"yeah, in Bristol, they're relatively wealthy in terms of our consumers at Chatsworth. Yeah, it's people who are relatively wealthy. Still, for when it came to giving, locals were asked to donate whatever they could which wasn't compulsory to donate large amounts".*

Augusta then diverted the attention towards monetary donations a friend who works for a different company received from the few deprived areas located in Bristol.

> *"I must say, anecdotally, and again this is not related to something Chatsworth did, but a friend of mine was erm, was doing some volunteering for research on teenage cancer trust. And he was saying the people who were donating the big bucks, like tenner's and more, were older ladies. Who are not as wealthy as some of the other individuals who he interacted with so I thought that was really interesting. And to think that the more money someone has, the more likely you are to donate – I don't think that is true at all".*

Though I must recognise the statement above does not correspond to Augusta's firm, there is something crucial to consider. This is the first response from a firm that is located in a wealthy place to accept that households with lower incomes are also willing to donate irrespective of their financial situation.

The connection between lower incomes and higher levels of empathy was challenged and disagreed, most notably by Quinn. Her lengthy response was as follows;

> *"Yeah so, I think, lower incomes don't necessarily mean higher levels of empathy. I think lower income status brings low education attainment, low aspirations, low social mobility. You know, so you've got all those factors together, often means that there isn't skills and the ability to sort of organise in the way you might have in a well-off area with lots of semi-professional, semi-retired people, who can go around. They're got a bigger platform, they've got time, they erm, economically they're okay, so they can put the hours of volunteering in or making monetary donations".*

Whilst Quinn and Augusta agreed to H2, extra testing will be carried out in the quantitative stage. In regard to empathy levels connecting to lower income, interviews in Bristol, SW were the first to disagree if this was the case.

The reaction to *higher education attainment* affecting philanthropic perceptions was met with a degree of uncertainty. Augusta opened to the idea that some of her consumers are likely to have obtained a university degree, but the connection to philanthropic giving is minimal.

"Oh okay. They probably do have a background of higher education. I know when we do market research we look at, we erm, well there's a group we're focused on, I can't remember what they're called now, they proactively concerned with their health so they're really informed about different herbs that can help them. Some of these people who respond, you get a sense they may have gone to university but not completely sure".

Quinn remained hesitant on the idea higher education attainment leads to a greater philanthropic awareness.

"I don't know if it does per se. I don't know that being a student at university, or you have a certain level of education helps. I think a lot more work needs to be done between the charitable sector and the university sector to see what common ground there is. There should be more research and dissertations that links into charities that are more caused based, around issues such as, trans-rights, climate change, refugees, or other different campaigns. Students may get involved with it, but how much they get involved locally, as a result of being students in the area, I don't know.

But Quinn did suggest it is plausible higher educational attainment leads to a better paid job, which in turn brings philanthropic action. "*Although you could flip it. I mean, you presume people with higher incomes also have higher education qualifications – meaning people are highly likely to donate*".

In the quantitative stage, I must consider extra questions to explore H3. Another consideration to look out for in the online surveys is whether higher income households in place combined with a higher educated population, leads to philanthropic giving.

The last topic of discussion assessed the impact if *left political support* carries vital impact towards corporate philanthropy. Quinn tentatively agreed that a left political preference in Bristol positively influences the undertaking of philanthropy.

"I would say at the moment, it, it doesn't impact directly because we're not working at that level. We are working with the mayor or with the council

where it supposed to have an effect. Increasingly what we want to do is to have influence in the local area, so we might try to do some important influencing locally and regionally. So somewhere in Bristol, we might be looking at how our charities can influence elective members of the council, or the mayor. Obviously if they are more left-wing, it's going to be easier for the charities to have maybe that engagement".

Yet, Quinn identified that the traditional Labour support for philanthropy is not as pronounced as it used to be.

"Yeah, if you look at the last Labour Government we had, they ploughed huge amounts of money into voluntary community sector and the public sector and, you know, that has gradually eroded. And so much of that funding now, is centrally driven. Local authorities are cash-strapped, making cuts, erm, and they're having to do that whichever political side you're on".

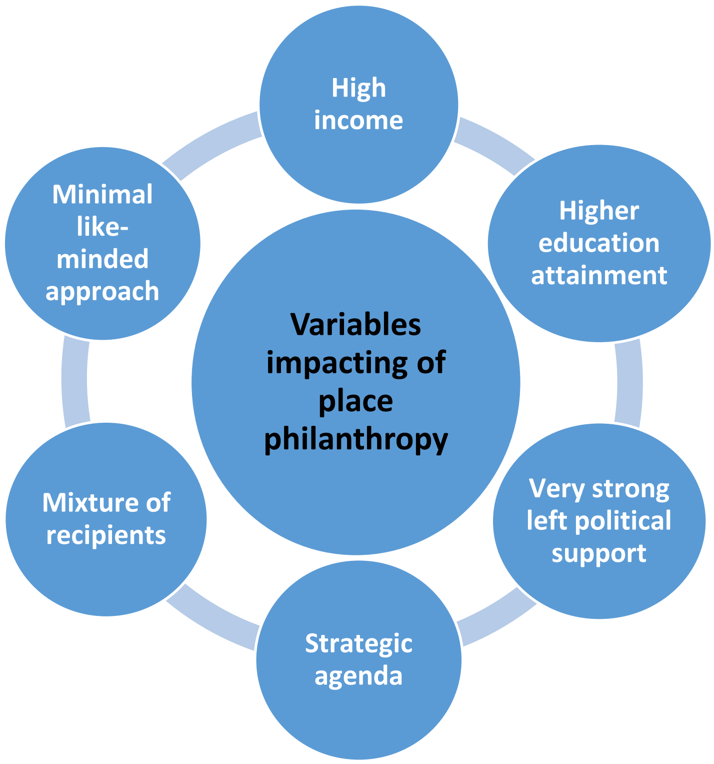
Augusta on a personal level believes left political support is more aligned to community programs. Despite this, the managerial decisions she makes regarding philanthropy is not a direct cause of Bristol favouring a left political affiliation.

"I mean yeah, but I would say that because I am left leaning myself! When we send a team out for volunteering projects in Bristol (such as helping the elderly), we don't say 'ooo this is a place that supports left so let's help the community'. Another charity we helped volunteer was helping the homeless. Members of Chatsworth really got involved in that. If anything, it's just based on place and we identify what the community needs are".

Augusta went on to add, *"we did some research and carried out a few polls to see what community project was essential to undertake. During these polls, we didn't ask whether the area had political preference for Labour or the Conservatives.* The online surveys will provide a larger scale of evidence to understand whether left political leaning still holds substantial influence on corporate philanthropy in Bristol, SW.

Reflecting on the interviews in the SW, what I find noticeable is the limited discussion surrounding strong community presence and high unemployment. Both features of place are new emerging themes in the qualitative data collection. Augusta remarked how the previous location of head office had greater community presence which enabled larger philanthropic awareness from local people and businesses. Quinn, however put forward stronger communities emanate in the rural areas outside of Bristol because of size. "*In the SW, you can have some very strong communities that are much smaller, where you've only got a couple of local charities, such as a rural area, you've got a charity that is high profile almost like a big fish in a small pond"*. This suggest that the community presence may be slightly weaker in bigger places such as the city of Bristol. The plan is to explore the emphasis of community presence, along with unemployment in Bristol, during the online surveys. *Figure 4* discloses emerging themes of place investigated in the SW region that will require testing during the online surveys.

Fig 4. Emerging themes in Bristol, SW



5.1.3 Themes identified in the North-west

Table 7. Thematic codes/themes captured in the NW

Themes	**First order codes**	**Exemplar data**
History of industrial decline	- ***Textile manufacturing just about*** *connected to* philanthropy - ***Not convinced*** **- *Yes, possibly***	- M*anufacturing and philanthropic association* is still in the background - *Manufacturing is not connected* to philanthropy in present day. - Only if you're referring to *hotel and tourist industry.*
Income levels	- Income levels are ***poor*** (both Rochdale and Blackpool) - ***Yes,*** high income does equate to philanthropic giving - ***No,*** high income doesn't mean you donate time or money	- *Money talks*, wealthy give money, poor give time. - People who have less give more, *especially volunteering.* - *Low incomes = higher empathy.* High levels of empathy is evidenced by volunteering to help causes.
Higher education attainment	**- *Not really*** **- *No*** - Possibly, ***historically no***	- *Blackpool* doesn't have the biggest highly educated population. - Being more educated might make you aware of philanthropy but *doesn't mean they get involved.*
Majority political support for left	**- *No,*** I don't think this matters anymore **- *Yes,*** lean politically to the left	- It has very little influence, but *Labour could do more like they used to.* - *Labour* are much *more likely to support the community.*
Consequential factor(s) of place	***Strong community presence*** (both Rochdale and Blackpool)	- *Less wealthy areas* have stronger communities. - Can't donate money all the time due to constraints so we *volunteer a lot. Community love it.*

		- *Community is paramount* - creates a real passion for the place.
Purpose of philanthropy (incl. motives)	***- Personal to the owner*** **-** Philanthropy is embedded into the ***firm's history*** **-** We do it for the ***community***	- Maintain the *social traditions of Rochdale.* - Tackle social issues predominantly *high unemployment* and *high crime rates in Blackpool*.
Recipients	***- Definitely local.*** - Very occasionally ***national scale.***	- It's all about *locals up here.* - The society here is a bit smaller than larger cities close by so *locals are the priority*. - Reinforces the *strength of the community.*
Like-minded approach	**-** It's ***very important.*** ***- Always going to be the case.***	- Rochdale is diverse place, but what people have in common is their experiences. - Indicates *heritage and values.* - It's very *heavily dominated with locals.*

Place and Philanthropy

I started with questions that asked what *the term place* actually indicates, and what *the purpose of philanthropy* is as a result of this. Oliver, the managing director of Trinity, and Cerise, the charity manager for Aldwych, both pinpointed Rochdale is what they refer to as place. Paul, the community relations manager for Pimlico, remarked the town of Blackpool is what he would refer to as place. Both areas represent towns, and more specifically, their firm's actual location. The purpose of philanthropy and what this represents as a consequence of place for each informant is as follows. Oliver posited two reasons for his firm undertaking philanthropic activities.

> *"Well, my mum struggled with cancer for several years and the people at the Marie Curie hospital were brilliant. You go in there, it's not depressing, and*

it's not a negative place to go. It's a warm, welcoming, friendly, positive, environment and they were terrific".

The second reasoning is about place itself. "*And then there's Rochdale. They've had to restructure and re-invent themselves really. A lot of mines have closed. A lot of engineering companies have closed. It's been through some dark, dark days but we're on the bounce back"* (Oliver).

Cerise spoke fondly about the history of her firm and why they perform philanthropy.

> *"The town of Rochdale is relatively small, and the experience of community changes and develops over time. Most people know where to get help and who they can talk too essentially – and that's where we come into it by helping others by donations of money, or food, or volunteering".*

Cerise then offered additional comments responding to Rochdale and the NW region as a whole.

> *"The society here is a bit smaller than larger cities close by like Manchester or Leeds. There is a sense of relying on one another little bit more than you might find in the middle of Manchester where most people will not be from that town. We see this as a plus for us because it makes the Rochdale community has kept hold of its social traditions" (Cerise).*

Paul did note the effect bigger cities within the region is something to be aware when making decisions surrounding philanthropy.

> *"So, everything the firm's philanthropic trust does is at the heart of the community and obviously working at Pimlico, sporting activities is major part of what we do here. The same can be said for other areas in the North, but when I interviewed for this job, I was told had to care about the Blackpool community and not focus on what other places in the NW are doing".*

In regard to the most *consequential factor(s) of place* impacting philanthropy, all three informants disclosed a strong community presence is very important. *"People in Rochdale know we can't always donate money, so we volunteer a lot of times. And the* *recipients love it, especially kids. But it's not a surprise really because the old saying goes communities are stronger in the north"* (Oliver). Cerise elaborated how impact of different communities in Rochdale helps her firm perform philanthropy and get support from locals.

> *"Even though there are differences between those community groups, people are used to mixing together especially when they go to charities and look for help. There are some charities in Rochdale that were set up by south Asian people to support initiatives like youth work sort of thing. But there is still enough of a connection I think with the tradition of the community in that Rochdale is a very multicultural place, and there's a general feeling that anybody can go to these places and help one another".*

Much like their purpose of practicing philanthropy, Paul enhanced the weight strong community presence has in Blackpool. *"We go out and do what's best for the community i.e. help with health issues, reduce anti-social behaviour, increase physical activity. So, people in Blackpool know that the emphasis of community has a lot of substance in bringing people together".* The positive impact strong community presence has on philanthropic initiatives will be explored in the surveys across each region.

Moving on to the *type of philanthropic activity* practiced, there was continuous theme of volunteering is equally important as donating money. Oliver voiced;

> *"We supported a school which looks after kids with special needs, and we've err, sat with them and helped do mock interviews, to get them into the confidence they need so there's no financial pounds been allocated to that, it's just staff time. And as a small business, in today's tough economic climate, we can't always donate. But we will always give time to volunteer".*

My staff enjoy it more". Cerise stated not only employees but also members of the public get involved to donate time and food to the firm's charitable cause.

> *"I think that a person from a lower income status are more likely to offer to help in some way than the traditional method of donating cash. So far*

example, today, the ladies stood over there (points to the next room where a stall has been set-up offering food aid) – they're volunteers who live locally in a deprived area of Rochdale, they have participated in a philanthropic scheme providing hot meals for families during the school term".

Paul revealed the firm he operates for is solely focused on volunteering projects. *"It's all about volunteering here, it's great and the people of Blackpool love it. Bringing in any money from the public is what we would need to donate financially".*

<u>Motives for practicing philanthropy</u> produced slightly differing views from each interviewee. Oliver referenced how his firm are not overly concerned with the element of receiving recognition for their charitable work.

> *"No, no, recognition doesn't really matter to us. Well to some extent yes. We do put our logos on the printers, we pay for everything, charities don't spend a penny when customers buy our products. But with regards to everything else, we're quite happy to be in the background really".*

Cerise followed a similar outlook, declaring;

> *"Primarily, what we do is showcase and use the resources of the firm. That's what our primary principal is. We would rather be able to support in any way we can, that kind of endeavour, to help local communities develop. So, if we can use Aldwych's values and methods to do some charitable work – we will certainly do that. But we don't need to show everyone that".*

Paul on the other hand, welcomed recognition for his firm performing philanthropy.

> *"So basically, it is all about brand awareness. I've personally been doing my role for two and a half years. There's an identity there, so people can say 'yeah, Pimlico does a lot for charity and the community' sort of thing. I guess it is marketing but, erm, it wouldn't make sense if it were anonymous just because people need to know who's doing what, or if they want to help us".*

Recipients

On the topic of r*recipients of the firm's philanthropy*, a regular response was locals. On one occasion there was a brief mention of supporting recipients on a national scale. Oliver previously disclosed many charitable causes that his firm supports are locals such as schools and a hospice located close by. In addition to that, due to his family experiences, donations are made to the NHS services. Cerise advocated the justification of supporting locals.

> *"Erm, when you say 'Aldwych', people normally think of our location or supermarket. The locals are very aware of what we are. If somebody were to say I am an Aldwych person, what they generally mean by that is that they like to help as much as possible and they would expect the same sort of help in return. So, what the company represents and who we support relates back to our history and principles which is helping locals because they will help us".*

Paul followed an identical attitude on the choice of recipients.

> *"It's all about locals up here. We support different causes within Blackpool, not just the youth to tackle high deprivation and crime rates, but also the elders who suffer from loneliness. The older recipients are certainly not deprived financially, but they are alone which causes strain on their mental wellbeing".*

Two of the three participants were asked about a *like-minded approach*. Cerise was the most vocal about this concept.

> *"I would say that Rochdale is, it's a, diverse place, there's are lots of different types of people here. There are people here who have families going back several generations; there are people who might be first and second generation of the family, but what people have in common is their experiences. And the charitable work the different types of people do here wanting to help others who need it, shows we're sort of like-minded, if that answers your question".*

Paul alluded to how the strong community in Blackpool influences the like-minded approach. **"***Okay, like-minded approach, well what I said about prioritising the locals and everything we do is at the heart of the community pretty much sums us up, so yeah, it's very big for us".* The idea that the like-minded approach to philanthropy is interconnected to favouring locals, or a strong community presence, or both, was something to explore in the online surveys.

Four key features of place

Existing literature already tells us Rochdale has long been associated with the textile manufacturing industry. Cerise spoke about her firm's historical connection to textile manufacturing but in the present day, the connection between the decline of the manufacturing industry impacting philanthropic giving is not as strong anymore.

> *"That happens in Rochdale. Erm so, though it's got a very small sort of footprint compared to what it would have been 100-150 years ago, it's (manufacturing industry) still a significant source of employment. I think it's connection with philanthropy is still in the background, but I don't think the profile is high enough. We want to raise this profile".*

Oliver ruled out the influence of industrial decline in Rochdale. *"There's still a heavy presence of textile companies in the area. It's been here for hundreds of years. But ultimately there's no connection between decline in textile manufacturing and charitable giving. History is in the past. It's a different world now".* Paul made it known that Blackpool was a location historically known for the hospitality and tourism industries, which suffered heavy decline from the 1990's because of popular destinations from the UK to overseas becoming much more affordable.

> *"The decline led to big deprivation across these industries, and we support firms who operate in this industry dedicating time and company resources as a way of helping. We support 16-24 years old's who are not in education or employment go and gain work experience. They mostly go to work at the many hotels and the theme park which is located here".*

Paul further added, "*so yeah, there's a connection between industrial decline and philanthropic support from firms and/or charitable causes. But's its very subtle at best"*. Responses regarding industrial decline and corporate philanthropy will require further testing in the quantitative stage.

On the subject of *income levels*, each participant expressed place is generally quite poor. Oliver indicated *"higher income in place will naturally mean they're able to support firms practicing philanthropy as 'money talks'. But then again, you'd be surprised, or not surprised, to know that less affluent people in Rochdale get behind us more"* (Oliver). Cerise provided a very similar response to higher incomes.

> *"Firstly, Rochdale town centre, I think it's fair to say, income levels are below the average/poor in terms of wages across the UK. But the rural areas on the outskirts of Rochdale, their levels of income are somewhere in between, definitely". Secondly, yes, it's more likely that middle-class that donate in cash and, in higher amounts yes. But the locals from lower income households are very hands on in terms of philanthropic events engagement because they have a personal bond".*

Paul on the other hand had slightly differing views to Oliver and Cerise. *"Yeah, it's poor here, you can see it's very deprived place. But the people who get involved and help volunteer with our activities besides staff are locals who generally come from poorer households. They give a lot of their time".*

What became a regular theme from each interviewee in the NW was that low/poor-income households offer support due to their empathy for those who need support. Cerise posited, *"unless you've lived or worked in some of these deprived places, it's very hard to understand how these sorts of things affect people because in certain areas you don't see the harsh realities. That's why in Rochdale, people have empathy".* Paul added his reflections of the town of Blackpool;

> *"Yeah, maybe its empathy. Sometimes people want to give money, but they can't because simply, they don't have it. But they do give time. the large*

percentage of people of Blackpool are quite poor so they tend to help each other. It goes back to being community based. I think with empathy, it can depend on where you grew up".

The variety of responses outlining the positive effect of higher income households towards philanthropic support affirms extra testing is required for H2. The new connected theme of empathy will also be explored in the online surveys.

Few comments were made by interviews in relation to a *higher educated population* in place partake in philanthropic activities. Oliver was concise and responded *"no"*, whereas Cerise added more but still disagreed.

> *"I think there's a perception that university education will increase your ability to earn more money and therefore give back but actually, I don't know whether we see that here. This includes volunteering too. It seems to me that (from a personal observation), that, sometimes the less people have to give, the more they are willing to give in some way".*

Paul was the closest to agree but still remained unsure.

> *"I don't think we have the biggest percentage of highly educated population you'll ever see. But possibly yes it can help. I mean yeah obviously having a degree is important in today's world. Being more educated might increase your understanding pf philanthropy, but I'm not sure if it helps them to get involved".*

Each interviewees response indicates further investigation of H3 is needed in the surveys.

As for *political support for left leaning*, Cerise disclosed areas who lean more to the left are more inclined to get behind community programs and charitable activities.

> *"I think there is a traditional view that if your politics are more left-wing than right wing, you are more likely to support schemes and programmes that are beneficial to the community and wider audiences. Whereas the right-wing*

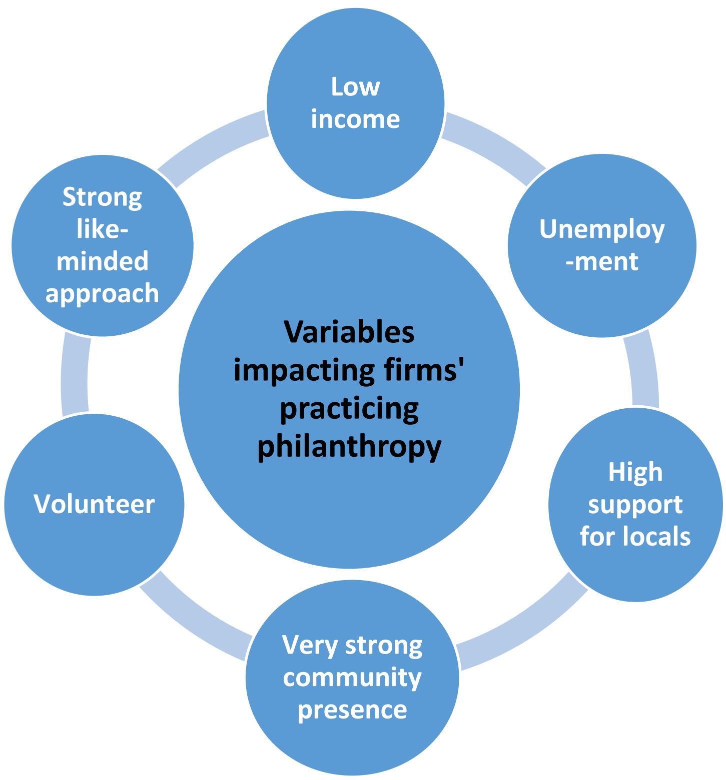
supporters are more likely to support something that has some connection to your personal interests or something along those lines".

As noted in the previous chapter, Rochdale has a majority political leaning to the left. Oliver stated very little on the political influence as he believed political persuasion has much less weight to philanthropic giving compared to income. But he did state *"Labour could do more like they used to".* Paul, who operates in Blackpool, recognises the location marginally favours a right political leaning majority, but remains unconvinced if this has a notable impact on his firms' philanthropic work.

"I would honestly say the political support is a mystery because Blackpool politically leans to the right a little more though Labour support here is also big. But we had a very big percentage of voting leave for Brexit and I know immigration was a big factor in that decision. I wouldn't know for definite if this impacts the charitable work we do".

The responses so far demonstrate political party support in place varies in terms of its impact on firms and the way they practice philanthropy. As in the case of the other hypotheses, extra testing is required in the quantitative stage. *Figure 5* discloses emerging themes of place(s) investigated in the NW that will require testing during the online surveys.

Fig 5. Emerging themes in Rochdale and Blackpool, NW



5.1.4 Themes identified in the South-east

Table 8. Thematic codes/themes captured in the SE

Themes	First order codes	Exemplar data
History of industrial decline	***- No connection*** ***- Not in manufacturing/engineering***	- There's no connection, even with the *pharmaceutical industry which is popular here.* - *Science and technology, and legal industries* which are prevalent here, hold no historical connection.
Income levels	- People here are ***quite wealthy*** ***- No,*** high income doesn't mean you donate time or money	- Low incomes = high levels of empathy; *Yes, can also derive from areas with poor health.* - *No, this isn't the case* with low income and empathy.
Higher education attainment	***- Yes, completely*** - Its ***extremely important***	- *Having a degree* usually means you have an inclination of what's happening locally, regionally and globally. - *Higher income strongly correlates to higher education attainment.*
Majority political support for left	***- Yes, left*** more likely to support ***- Yes – definitely left***	- *Left more likely to support communities and community projects.* Conservatives (which is us), support individual giving to a firm of their choice. - I actually see an *association between highly educated people supporting left wing.*
Consequential factor(s) of place	***- Supporting independents*** ***- Highly educated people*** ***- Environmental causes***	- *Locals get behind independents* who practice philanthropy is hugely desired, more so than chains. - People here *advocate environmental causes such recycling.*
Purpose of philanthropy (incl. motives)	***- Help support people*** through our expertise	- We try to *bring the local community together in Horsham as it's not as strong as other places in the UK.*

	- ***Enhance the* community spirit** among locals	- *We help kids locally and nationally* about the importance of education and our industry. *We also host fundraising events for the local community in Basildon.*
Recipients	**-** A variety of ***local, national and global*** ***- Local and global***	- *Locally we volunteer. Nationally and globally, we donate* - *We donate 10% of revenue to local causes here.* We also send monetary donations *overseas to causes chosen by the managing director.*
Like-minded approach	- ***No, not at all***	- We're open and laid-back choosing our recipients. Locals are quite wealthy so monetary donations isn't necessary. We find volunteering is important.

Place and Philanthropy

As in every interview so far, I asked each informant what *the term place* actually meant to them, and what *the purpose of philanthropy* is as a result of this.

Interviewees signalled what is place as the actual location of their firm. For Harriet, a managing director for Chester this was Basildon. For Kirsty, a senior manager of CSR for Bedale, this was Horsham. Now and again, Harriet remarked about other places in the SE region. So much so, she was kind enough to snowball a company which practices philanthropy, that previously held a branch located in Basildon. And this is where Kirsty and her firm, which has branch located in Horsham, came into the picture. And the effect of snowballing didn't stop there.

During the interview with Kirsty in Horsham, she advised me to divert attention to another town in the SE, Medway. Unlike Horsham, Medway offered more similarities to Basildon. She believed was more suitable to Basildon. Furthermore, Medway is comparable to Rochdale and Blackpool. After the interview, I observed statistics in the NOMIS dataset, across the features of place identified in the literature, thus indicative of the four hypotheses. Statistics for most of these themes show Medway is much more alike to Rochdale, thus presenting a rational case. The intention now is to target Medway, and Basildon, for data collection in the quantitative stage of online surveys.

Both interviewees offered insights into how their place effects their purpose of performing philanthropy. Kirsty explained two reasons encapsulate their purpose of philanthropy. Firstly, there was being able to help people through the firm's expertise.

> *"I like to think they know what we do in terms of helping the NHS through our CSR programme – to enable better living by providing new medicines. It's a huge commitment we have made so I'm sure people will know about that. We really go out of our way to help counter diseases globally such as malaria so that's vitally important".*

Kirsty then explains the second reason is connected to community presence in Horsham.

> *"Well, I mean, the community spirit could be stronger here. It isn't at conspicuous compared to other places in the UK. Our aim is to help children especially will teach them the importance of community so when they are older and they continue to live here, then they can recall fond memories of when they were younger".*

What made this point interesting was that I had not got to the stage of the interview asking about features of place – community presence being one of them. This immediately led to the exploration of why there is a lack of community presence in Horsham, and how this attributes to Chester practicing philanthropy.

Harriet acknowledged something fairly similar to helping beneficiaries through their expertise. "*So basically, we recognise the importance of education in our communities. We help local schools offering student placements to encourage students to join the legal profession. We sponsor and mentor schools which inspires local students to aim for career success*". Harriet outlined "*we are working very hard to enhance people's knowledge of the legal industry globally and as well as locally*".

Next, informants stated several *consequential factors of place* lead to their respective firm undertaking philanthropy. Kirsty highlights a preference for smaller firms compared to the multinationals.

> *"Well, I find, even though we are not a small firm, that locals in Horsham are more likely to support independents than chains if the independents are assisting charities. And probably more impactful to Horsham is those firms who are specifically aiding environmental causes such as recycling or selling products which can be recycled – which is something we do a little of. Yeah, it's a general theme that the majority of locals are ardent supporters for the environment".*

Harriet voiced the importance of highly educated people in place getting behind the firm's philanthropic activities. *"The most significant is certainly educated people. Yeah, so it just happens that this part of Basildon has a lot of people with higher education status next to their name".* Equally, Harriet did accept people who live close by don't possess university qualifications, also get involved with their philanthropy. "*There's a number tradesman and construction workers here. People who work in those sorts of industries. They jump on board".*

Interrelated with higher education, Harriet conveyed being an independent practice is a second consequential factor of place that benefits her managerial decisions regarding philanthropy.

> *"Yeah, so I think, another big factor is being an independent store. Clients acknowledge this. They want to support the charities we engage in. They are also aware how vulnerable we are compared to competitors even though their charity work is not the same. I mean they might not do any philanthropic functions. It's not compulsory at the end of the day. So yeah, it's a massive pull".*

Another key theme in the interview data was the *type of philanthropic activity* practiced. Just like the vast majority of interviewees across the country, a mixture of activities was pronounced. Kirsty expressed that Bedale;

> *"For the most part, we donate money. For us and the size of our firm donating cash to me seems like the easier option. And I would probably argue the charities located nationally and abroad probably prefer it this way. But we do volunteer a lot with children at local schools".*

Harriet and her firm Chester likewise carry out several activities.

> *"We assist a number of charitable organisations through donations, sponsorship, fundraising and a wide range of functions such as quiz nights and 'charity office' days. Charity fundraising events range from abseiling to cake sales. When it comes to supporting our causes overseas, we donate money".*

Informants had to say about the <u>*motives for practicing philanthropy*</u>. Much like the informants from the other regions, Kirsty encouraged the idea of receiving recognition. *"Absolutely, we welcome recognition. I mean you get seen as doing 'good' for the society. And in the instance of supporting environmental causes, as a firm, you are raising awareness".*

Harriet displayed a subtle approach to her firm receiving recognition for their philanthropy.

> *"We don't really publicise that much. Maybe we should. This notion is very important for our recruitment. If we did publicize more about our philanthropic work, we can show our pride and mission statement which ultimately becomes attractive for prospective employees.*
>
> *As for commercial awareness, the true philanthropic meaning is meant by acting without wanting any recognition. Though some firms use philanthropy as a marketing tool. Not us. Then again, one of the charities we work with at Bedale acknowledged our donation on twitter which was very nice".*

What I can see from Harriet's statement is that recognition comes even when firms don't primarily seek gratification. Whilst she admitted there is no marketing strategy behind her philanthropy, recognition certainly helps. And she notes the company was acknowledged on the social media platform Twitter. The literature review presented us with several philanthropic motives which I categorised into two; shared benefits philanthropy, and strategic interests' philanthropy. What became apparent is that pure altruism no longer exists as a result of donor activity being monitored, and, at the very least, recipients being aware where the donation came from. Thus, considering the work of Varadarajan and Menon (1988), and Burlingame and Young (1996), recent findings show philanthropy is a changing social practice.

Recipients

Conversations about the *scale of recipients* revealed a variety of selections. Kirsty declared;

> *"So pretty much, cash donations are made to national and global causes, some are actually to do with the pharmaceutical industry. Small cash donations are made locally, but volunteering is the big thing we do here, especially among children. And that's because the strength of community needs to be stronger. There is a little example of this which recalls a time we helped a local with decorating and gardening with their playground. I loved it and I know the kids did too. I feel that volunteering is more personable. That said, a place like Horsham doesn't require cash orientated community programs, 9 families out of 10 are going to be pretty well off".*

Harriet expressed recipients chosen by Chester are local and overseas.

> *"We obviously support a lot of local causes, including younger children in schools as well as recipients connected to the legal industry in Basildon. I also decided to support causes overseas not related to our industry. My choice of beneficiaries ranges from Africa to Australia. There's no preference for selecting these locations".*

Selecting recipients ties in with the theme of *like-minded approach*. The like-minded approach entails managers to choose local people as their beneficiaries and aim to see local issues through their eyes. Only Kirsty put forward her insights of the like-minded concept.

"Well almost all family households in Horsham are white-middle class. If a firm is supporting a charity that is for locals then a lot of appraisal will follow. But equally, if there was a firm that distributing its charitable aid to causes non-related to locals, I don't think there would too much of an outcry. So, what I mean by that is, it could be down to the fact all locals living here are well off and probably don't need the support. So yeah, if the beneficiaries are not locals but the firm is local to Horsham then it's no problem. I'm not sure about other places in the SE, but in Horsham, I'm not sure the like-mindedness is a priority if that makes sense".

What has become apparent is that the two firms opt to support children at local level, which in Kirsty's method is to build a stronger community ethos the area where the firm is situated. Harriet also established the importance of supporting younger children in the local area. Still, the like-minded approach to philanthropy remains less palpable than the other three regions.

Four key features of place

The first feature of place to ponder was the historical *heavy industrial decline* in place and whether this has deep affiliations with philanthropy. Both informants recognised areas in England that historically experienced heavy decline in industries such as manufacturing, and engineering and coal mining have a connection to philanthropy. Having said that, renowned industries in their respective areas signal little to no association to philanthropy. Kirsty asserted;

"Well Horsham is a market town that used to be known for its brick making. Now times have definitely changed, and the two leading industries are healthcare and pharmaceutical. And of course, Bedale was a huge reason for this. A lot of other pharmaceutical companies came after us and still remain here in Horsham. I'm not aware of the healthcare and pharmaceutical industries affiliating to philanthropic practice. But yeah, I can imagine coal mining, engineering industries do, for sure".

Harriet was very concise in her response. *"Erm no, no definitely not. There's no connection historically between industries such as science and technology, or the legal industry which we're in, with corporate philanthropy. No, I haven't noticed it".*

In terms of <u>higher income levels</u> in place, both interviews exposed the place where the respective firms are located hold wealthy households, more so in Horsham than Basildon. Kirsty, who operates in Horsham conveyed "*oh definitely, people here are wealthy. I mean there are a small number of not so well-off areas in Horsham, but nothing like others in the UK*". Kirsty then elaborated on the idea if higher income households result in philanthropic giving.

> *"Higher income households are definitely able to donate more than lower income households because they have the money, but I don't think it correlates. Being wealthier doesn't mean you give. I think, well, it can depend if individuals are selective in supporting charities that are emotional to them from past experiences, or if family members have had hurtful encounters".*

The statement shows that regardless of her firm being located in a wealthy area, this doesn't result in philanthropic giving. Kirsty also had her say on the magnitude of *<u>empathy</u>* is dependent on the level of income attained. *"I think it depends on the individual's experiences to show empathy. Maybe places with lower incomes contain individuals who have less sheltered lives meaning they will display empathy more openly and frequently. But no, for me, it depends on life experiences".*

The last topic Kirsty spoke of regarding income levels was whether it is indicative of community presence.

> *"Yeah, I'd kinda say so, that places with lower income households, communities are usually stronger, definitely in Horsham anyway. For instance, there is one place in Horsham called Laxford and that place has a sense of community. But say where my parents are from and the vast majority of Horsham, there isn't much emphasis on community, no way near as visible compared to other places in England".*

Kirsty did provide an example where the community in Horsham came together for a charitable cause. "*So, a good example was when someone from the estate competed in the London Marathon for a popular charity (which happens a lot), and people were more than happy to donate to help raise funds".*

Harriet likewise affirmed there is wealthy households in Basildon where the firm is positioned. *"Yes, for sure, we have quite wealthy households here. But there are some places in Basildon where household incomes are, probably in the middle ground."* Furthermore, Harriet made remarks that higher income households are not more likely to donate. "*No, higher income has no bearing at all. Small donations are equally welcome. We are more concerned with the thought behind donations as oppose to the value. Our philanthropic work is attractive to client's earnings all types of income".*

I can see each interviewee recognised their respective areas hold reasonably wealthy or reasonably wealthy households which doesn't equate to philanthropic giving. From this declaration, it is necessary to continue investigating the impact of higher incomes across the online surveys. In addition, the idea that empathy levels is connected to higher income is snubbed, which again will require further testing in the online surveys.

Next, there were strong feelings in each interview of how a *highly educated population in place* positively influences philanthropy. Harriet was the most congruent. *"Absolutely, people holding higher education status is fundamental to us when act charitable. And we're lucky with where Bedale is situated because the locals close by are very well-educated".*

Kirsty followed suit, asserting that consumers with higher education qualifications certainly helps.

> ***"****Yeah, I'd say so. It's quite a well-educated area. Yes possibly. I mean having a university degree you are more likely to have an inclination on things that are occurring around the local area, region but also the world. Corporate philanthropy being one of those things. At least that is what I think".*

And the last feature of place I discussed with interviewees was whether *majority support for left political leaning* associates with corporate philanthropy. Kirsty, identified Horsham as a majority right leaning political area, argued left leaning supporters are more likely to support and get involved with local community projects.

> *"Well Horsham is a big conservative supporting area. I'm not sure if that has a concrete depiction of how locals support charities. I always sense that Labour supporters are more likely to give and aid local communities or community projects. Maybe. I mean, I did say that community values do exist in Horsham but probably not same as intensity as other places in England".*

Still, Kirsty did acknowledge that right leaning also support philanthropy but in a slightly different way.

> *"In contrast, conservative supporters will predominantly support the firm for who they are and then take on board that this firm supports a particular charity. But honestly speaking, I don't think it matters as much as it used to do. For us at Bedale, it doesn't matter who the majority support".*

Harriet welcomed the idea of a majority of left political leaning holding a positive influence. So much so, she declared political left leaning and higher educational attainment combined is significant.

> *"Yes, left definitely, for me anyway! So actually yes, I do see left supporters engaging more in philanthropy. In fact, I see a correlation between highly educated people comprising of left political support. This relatively helps the philanthropic perceptions towards our activities. But you know, it's interesting you see because I know Basildon has a strong right following too. I remember the 2015 election proved this. My clients who support the business never tell me what their political preference is. The same with my staff".*

Harriet went on to say *"right political supporters probably do get behind companies supporting charities. Personally, I have always felt the left are the ones to help out most".*

Whilst each respective informant voiced that left political leaning is a genuine advantage, there was an understanding from firms in the SE that the political character of place may not be as crucial as other factors. For that reason, it is imperative that left political (H4) is examined further in the online surveys. At the same time, the surveys will explore if a majority right political leaning in place corresponds to corporate philanthropy. *Figure 6* discloses emerging themes of places investigated in the SE region.

Fig 6. Emerging themes in Baildon and Horsham, SE

5.1.5 Summary of qualitative data

New factors of place interrelate with the hypotheses

A core question during interviews examined what fundamental feature of place impacts philanthropic perceptions. Incidentally, some participants listed more than one feature. The most frequent themes were strong community presence (Sarah, Oliver, Paul, Quinn, and Augusta) and high unemployment (Sarah, Jack, Cerise, Paul and Clare).

In line with the four hypotheses, prevalent matters such as community presence, unemployment rates, or empathy in place have a close extension to H1 and H2. During interviews in the NE and NW, conversations led to a potential link of strong community presence and low incomes. From the emerging themes particularly in the NE, the matter of high unemployment rates derived from the history of industrial decline. On a few occasions, several interviewees voiced strong communities is known to have affiliations with left political leaning, therefore showing a connection to H4. This informs me that the online surveys will explore if this remains the case across all regions.

A final note is that each new theme interrelates with the four key factors of place that represents the hypotheses. Thus, I can validate the theoretical framework presented in the literature review functions accordingly. Each of the new factors which will be queried during the online surveys, adds to the purpose of utilising a mixed methods approach.

Distinctions between the north-south regions

At this early stage I can detect some themes are more prevalent in the north regions as opposed to the south. An immediate distinction amongst the north and south regions observed the history of industrial decline positively affecting philanthropy. By large this was more evident in the NE region than anywhere else. With respect to H2, there was a mixture of responses amongst the north and south places regarding higher income levels result in philanthropic giving. In the NE, NW, and SE regions, interviewees provided a mixture of 'yes' and 'no' replies. Interviewees in the SW favoured the idea that higher incomes mean people will engage in philanthropy more, but on some occasions, the lower-level income households will donate.

Five out of six participants in the north accredited the impact of high unemployment and strong community towards philanthropy. Whereas Augusta (SW), and Kirsty (SE) conceded community presence in their place is sparse. High unemployment was a widespread concern in the places investigated in the north. The same cannot be said about the senior managers/directors interviewed in the south. The instance of snowballing from Harriet proposes Medway could offer some different outcomes to those already put forward during the interviews.

Sarah who operates in the NE, and Oliver, Cerise and Paul who all function in the NW, spoke intently on the choice of recipients being local is aided by monetary donations, but primarily volunteering. In comparisons, participants in the south regions revealed a varied approach to recipients, mostly comprised of national or global scale. There were some declarations concerning local and regional recipients.

At this stage I must acknowledge these initial comparisons are unconfirmed. Utilising the larger sample of online surveys will generate how donor firms in each region differs in how and why firms they conceive philanthropy.

5.1.6 Necessary themes to query during online surveys

Critical insights of geographical features

Further questioning needs to take place for industrial decline primarily (engineering, shipbuilding, and manufacturing); high income households; higher educational attainment rates; majority left political leaning; high unemployment rates; lower incomes result in empathy; lower incomes result in stronger community; identity; strong community presence; and majority right political leaning. In so doing, I can then accept or reject the key hypotheses and ultimately their positive impact in regard to corporate philanthropy.

Of the new features of place that were established during the qualitative stage, it is imperative to assert the meanings of each. Firstly, unemployment responds to the notion of the general population of place that are unemployed. To avoid confusion during the surveys, there will be no requirement of providing definitions of various branches of unemployment i.e., those unemployed but seeking work or those who are unemployed and not seeking work (Anyadike-Danes, 2004).

In terms of place which holds a majority support for right political leaning references political parties in the UK who are renowned to have right leaning views, most commonly the Conservatives (Ball and Juneman, 2011; Brown and Taylor, 2019). Low-income households will be refined to a scale ranging from; wealthy, relatively high, middle ground/average, low or very low. To classify low-income households is to establish place on the whole does not obtain that is wealthy, relatively high, or middle ground.

The last of the new themes regularly cited is strong community presence in place. The crux of strong community in place is a feature that positively influences how and why philanthropy is practiced. Cuba and Hummon (1993) explain the meaning of community in place indicates integration into the local area is a prime determinant of attachment to the locale – which involves local people, neighbourhoods, businesses, and organisations. Inserting the context of philanthropy into community engagement, Giloth (2018) proposes communities are place-rooted in deep ways – appreciating local assets, respecting local culture, and becoming embedded as a new way of doing business.

When establishing community in place, terms such as engagement (Giloth, 2018), presence or spirit (Low and Altman, 1992) are normally considered. The choice to insert strong community presence is to acknowledge presence, in a sense is more aligned to firms in what they do to recognise what community means in place. The obvious scenario here is how donor firms practicing philanthropy value community in place. In contrast, community spirit or engagement aligns to what the community does in place. However, it is easy to establish community presence and community spirit in place have very similar undertones. The consensus is community in place is stronger when the importance is attached towards the locale; people, neighbourhoods, firms and organisations.

Type of philanthropic activity

Most firms exposed philanthropic activities largely figured monetary donations and or volunteering. Only on two separate occasions a reference was made to fundraising event or donating products/services. In that sense, all four themes will be provided as individual choices along with the option whereby respondents can acknowledge their firms performs a combination of these activities.

Motives

The motives behind a firm practicing philanthropy incurred a regular theme. This was an avoidance or silence towards a subject area. Informants tended to avoid discussing if it is possible that there is some sort of strategic intentions surrounding their decision to do philanthropy. Only two informants, Quinn and Augusta engaged in conversation focusing on motives, each time they were happy to instigate the topic. Therefore, the online surveys offer a better instrument to answer if firms obtain underlined motives such as market driven through philanthropy; strategic philanthropy; shared benefits; altruism.

Recipients

As another key determinant of corporate philanthropy, the magnitude of where firms donate is critical. The four measurements so far have been local; regional; national; and global. Respondents will also be able to impart information whether more than one scale of recipients is undertaken, similar to some of the interview responses.

Size of firm

I want to test whether the emphasis of firms supporting recipients on a particular scale is dependent on the size of the firm. Hence are the larger firms most likely to support causes that are national or global. The same can be said on the scale of operations thus are firms operating at local; regional; national; or global level.

5.2 Quantitative data collection

Onto the quantitative findings, I begin with a descriptive overview of the survey population. To do so, I used descriptive statistics to calculate the mean, but more so to highlight frequencies of each relevant theme. In each table displaying frequencies, extra attention is given to the fourth column; '*Valid Percent',* which displays the percentage of all valid data responses from each question asked (Gaur and Gaur, 2009). All tables of descriptive statistics are presented in *appendix H.*

Only until employing correlation analysis and regression analysis, is each region dissected separately. Utilising correlation analysis will tell us if two features of place have a strong relationship towards impacting philanthropic giving, and, the strength of this relationship. By using regression analysis, I can confirm if the four hypotheses are accepted or rejected (Kent, 2015; Knapp, 2017).

Once each analytical tool has been employed for all quantitative findings, I can indicate how place positively impacts the way philanthropy is practiced, the motives, and who firms select as their recipients. I can then establish whether the quantitative findings expand, add, or contradict the qualitative findings.

5.2.1 Descriptive statistics

Philanthropic activity(s)

In total, I produced twenty-four short tables illustrating relevant descriptive statistics.

The very first query asked firms whether they practice philanthropy or not. Observing *table 9,* frequencies inform us 85% of the population sample state they do, and 15% state they don't. To investigate the type of philanthropic activity, senior personnel were asked "which of the philanthropic actions does the firm undertake: (1) Volunteering (2) Fundraising (3) Donate goods and services (4) Donate money (5) Variety of activities". *Table 10* tells us a 'variety of activities' is the common philanthropic activity practiced with 58.8%, followed by volunteering (17.6%).

Philanthropic recognition

Observations surrounding motives/recognition generated some interesting answers from respondents. In particular, I enquired why philanthropy is carried out by the firm and what the motives are. For example, through a 5-point Likert scale format; "how important is corporate philanthropy to your firm" (1) Not important at all to (5) Very important. The frequencies *in table 11* provides a concise picture telling us that the most popular answer was 'very important' selected by 70.6% of the sample. I get additional insights by asking "is it important to be recognised for practicing philanthropy or to remain anonymous"? The most common answer selected by firms is 'remain anonymous but some recognition is fine' with over half of the population sample, 52.9% opting for this option (*see table 12).* Staying on the theme of recognition, the following question in the survey inquires "to what extent does the firm receive recognition: (1) No recognition (2) Little recognition (3) Recognition neutral (4) A good level of recognition (5) A lot of recognition". *Table 13* displays the most popular answer is 'a good level of recognition' (58.8%). I can identify that most firms receive a good level of recognition though they don't initially seek it when practicing philanthropy.

What I aim to underline from the regression is whether firms utilise philanthropy for specific recognition or not, and whether this is more detectable in certain regions places rather than others.

Scale of recipients

Another key area of questioning emphasised who firms select as their recipients as a consequence of their location. Moreover, the focus centred on what level of importance is there towards locals in their respective area. Through a nominal variable, I asked respondents "to what scale does your firm select its recipients": (1) local (2) regional (3) national (4) global. Looking at *table 14*, the population sample of firms indicate the most common recipient they support is locally (37.5%). This is followed by regional and national - both totalling 25% from the sample. It is clear there is variation regarding scale of recipients.

Two additional questions probed the importance of locals and philanthropy. Firstly, in a Likert scale structure, participants were asked "how important do you think it is to support locals in your geographical area"? In *table 15*, frequencies tell us many respondents, 62.5%, selected 'very important'. Secondly, I enquired "is it more common for smaller sized firms to select recipients as locals"? Five options were available and processed in a dummy variable format whereby respondents chose '1' for the most applicable answer to them, leaving the remaining answers with '0', which denotes these options are non-applicable to their firm. Observing *table 16,* I can see 'preference for local recipients depends on the firm' is selected by 37.5% of the population sample as the most common answer. This was followed by 'Yes, agreed' as the second most popular answer with a total of 31.3%.

Four key features of place

I now offer a descriptive analysis of the key features of place that impact the way firm practices philanthropy. In so doing, four geographical features correspond to the four hypotheses developed in the literature review.

H1, which signifies industrial decline, presented respondents with the following question; "as a manager, do you agree place experiencing severe industrial decline in either manufacturing, engineering or shipbuilding positively influences philanthropic giving from firms"? Again, using frequencies, the valid percentages in *table 17* disclose that 35.3% of firms 'strongly agree', and another 35.3% are 'neutral' towards place experiencing severe industrial decline in manufacturing, engineering or shipbuilding influences philanthropic giving. Actual confirmation of accepting or rejecting a hypothesis takes place during the regression analysis.

The next feature of place is higher income levels (H2). Two specific questions determine if income levels of place influences a firm practicing philanthropy. To begin with, "(as a manager) do you agree higher incomes correspond to philanthropic giving"? By utilising the frequencies shown in *table 18*, 35.3% of the respondents selected 'neutral' as the most common response, followed by 29.4% opting for 'disagree'. The other question connects with prospective motives, probing if place with higher incomes results in a marketing approach to philanthropy from firms. In a nominal variable format, options included; (0) Not necessarily: wealth doesn't mean you support philanthropy; (1) It allows society know we try to help; (2) Enhances brand/firm image; and (3) Yes: It permits a marketing approach. Frequencies in *table 19* expose the largest figure - 47.1% of the population assert 'wealth doesn't mean households support philanthropic giving'. The descriptive statistics from both queries might suggest there is a slightly weak connection between higher incomes and philanthropic activity.

The third feature, higher education attainment (H3) is reflected by "to what extent do you consider that obtaining a university qualification administers philanthropic giving"? *Table 20* discloses that the highest frequency of responses is both 'neutral' and 'agree' (29.4%). This was followed by 'disagree', selected by 23.5% of the sample. The subsequent question asks "would you say consumers who buy from your firm have obtained a university degree or above: (1) No? (2) Yes"? *Table 21* shows that 41.2% respondents for the most part, selected 'no', followed by 35.3% of the sample opting for 'yes'. Given that the previous question favoured a marginal positive outcome to higher education, the second query suggests a slight majority of consumers of the firms in this sample may not actually hold a university qualification or above. These outcomes indicate there is a neutral understanding whether higher education attainment in place affects corporate philanthropy. By utilising regression analysis, I can perceive if this understanding might vary across each region.

The last hypotheses; a majority of left political leaning to left (H4)*,* drew rich data from three questions. Through the 5 level Likert scale approach, the first query probes; "(as a manager) do you agree geographical place holding political leanings to the left associates with corporate philanthropy"? In *table 22,* a mean value of 3.29 shows the response is typically neutral, but the frequencies in *table 23* reveal the most common answer from respondents is 'agree' (41.2%) followed by 'neutral' (35.3%). From the interviews, along with responses to the previous question, there was rationale to ask respondents how they felt about political leanings to the right. As an initial indicator, respondents were invited to answer, "aside from left leaning, does place holding a majority of right political leaning also correspond to philanthropy"? Again, *table 22* displays the mean value of 3.06, whereas *table 24* shows the valid percentage (52.9 %) exposes the most common response to right political leaning also corresponding to philanthropy is 'neutral'. The second most selected answer is 'agree' (17.6%). Both questions evidence extremely close yet pivotal views which led to one more query on the matter of political leaning. This last query asks; "as a local resident or occupant of the area, do you agree right leaning supporters are only aligned with individual giving"? Identical to the previous question, *table 25* confirms the most selected answer by the population sample is 'neutral' 41.2%, followed by 'disagree', 35.3%.

Preliminary indicators inform us a relationship between left political leanings administers corporate philanthropy. At the same time, there is minimal indication that place holding right political leaning might interact to corporate philanthropy. In order to fully verify if I accept or reject the four hypotheses, regression is required. I can also establish from regression whether a specific political leaning corresponds to a particular type of philanthropy, scale of recipients, and/or to a precise geographical place.

Critical insights of place

Two additional factors of place featured profoundly throughout the survey; high unemployment rates and strong community presence. To establish the impact of unemployment, *table 26* considers "(as a manager) do you agree unemployment rates in place instigates firms to practice philanthropy"? Frequencies illustrate 'neutral' and 'agree' both obtained the largest response of 35.3% each amongst respondents, implying this is possibly the case. The next question examines "do you agree that high unemployment might administer large levels of empathy, leading to philanthropic behaviour"? *Table 27* displays the most popular answer across the sample is 'agree' with the 41.2%, followed by 'neutral', 35.3%.

The final factor presenting descriptive statistics is community presence. In one instance I ask, "(as a manager) do you agree that a strong community within your place helps perform corporate philanthropy"? Observing *table 28* informs us only three responses were selected; 'neutral', 'agree', or 'strongly agree'. The most popular answer selected is 'agree' with 47.1% of the population, followed by 'strongly agree' with 29.4%. I can posit that all respondents agree that a strong community can administer philanthropic actions in their location.

Consequently, a few questions observe if community presence is a consequence of other geographical features explored in this study. One instance looks into whether strong community presence in place is caused by high unemployment rates - leading to greater philanthropic perceptions. *Table 29* discloses the most frequent response is 'neutral' (35.3%). Frequencies provides extra detail revealing 'agree' and 'disagree' responses were identical at 23.5% which suggests it's unclear to find stronger communities in areas that suffer higher unemployment rates. Another example probes if a majority of left political leaning generates stronger community presence in their place. Looking at the frequencies, *table 30* determines almost half of the respondents selected 'neutral' (47.1%) as the most frequent response. The answers show the majority of the sample population are unsure if a majority of left political leaning generates stronger community presence. Thus, utilising correlation analysis and regression will go even further and determine if these two features of place interconnect to generate greater philanthropic perceptions, or indeed they don't.

Rates of features (in place)

A selection of questions probed the general rates of income, political alignment, and unemployment to grasp what the overall rates might be without providing actual confirmed statistics. To enquire about income, respondents answered "which of the following best describes income levels in your geographical place: (1) Very low (2) Low (3) Middle ground (4) Relatively high (5) Wealthy"? Frequencies in *table 31a* shows 'middle ground' acquired the most common response with 41.2% of replies. Observing in more detail, the results reveal that the combination of 'very low' and 'low', totalled to the same amount as the two remaining options 'relatively wealthy' and 'wealthy' (29.4%). This demonstrates that the selection of places in the population sample occupy a mixture of income levels.

In a nominal format, respondents answered the following question regarding political alignment. "On a scale of 1-5 (1= left, 5 = right), how does the majority of place politically align itself: (1) Left (2) Centre-left (3) Neutral (4) Centre-right (5) Right".

Frequencies in *table 31b* reveals the most popular response is 'neutral', selected by with 41.2% of the population sample. Aside from the majority selecting neutral, 23.5% of the sample selected 'centre-left' and another 23.5% selected 'centre-right'.

By way of an ordinal format (1 = very low, 5 = very high), respondents were invited to state the unemployment rates in the place they operate in. Frequencies in *table 31c* clarify two outcomes as the most popular selected by the population sample; 35.3% remarked unemployment levels in their location are high, and another 35.3% remark unemployment levels in their location is low.

I establish that there is a mixed variety within the population sample regarding income, political alignment, and unemployment rates. For this reason, regression analysis will underpin which regions specifically exhibit high or low rates of unemployment and income. Equally, regression analysis will inform us which regions are more likely to politically lean to left, right, or remain neutral. And once more, extra testing will determine if the rates of these features correlate with other features of place, thus influencing those firms practice philanthropy.

Firm's orientations and location

The last part of descriptive statistics section describes the firm's orientations and their location - revealing how many firms participated from each of the four regions investigated. In addition, statistics are presented to show how long they have practiced philanthropy, and what scale they operate at are, all presented.

Every respondent, was invited to answer the question "which region is your firm where you operate as manager located in"? *Observing table 7* in chapter 4, my sample shows that six firms are from the NW, five firms each from the NE and SW, and four from the SE. Respondents were also asked "since when has your firm been practicing philanthropy in its respective area: (1) Last 2 years (2) Last 5 years (3) Last 10 years (4) Last 20 years and (5) Over 20 years. Frequency statistics in *table 32* clarify the most popular category selected is 'over than 20 years' (52.9%). Another question asks "to what scale does your firm operate on": (1) Locally (2) Regionally (3) Nationally and (4) Globally"? Statistics from frequencies in *table 33* confirms most respondents manage firms who operate nationally (41.2%). The lowest response is locally with a value of 11.8%.

The purpose for asking respondents such precise questions allow to connect variables to the way a firm practices philanthropy, motives behind philanthropy, and who firms select as recipients as a result of their place. A much clearer assertion will be presented through the use of correlation analysis and regression.

5.2.2 Correlation analysis

All tables exhibiting correlation analyses is presented in *appendix I.*

The important cells for us to observe within the correlation matrix are Pearson's correlation coefficient and, the p-value for two-tailed test of significance. Detailed information regarding correlation coefficient can be conveyed in the following way. Positive correlations range from below 0.19 is very low; 0.20 to 0.39 is low; 0.40 to 0.59 is adequate; 0.60 to 0.70 is high and anything above is very high. However, "these rules should not be regarded as definitive indications, as there are no concrete guidelines, the interpretation is down to the researcher" (Cohen and Holliday, 1982; cited in Bryman and Cramer, 2009: 170).

It is important to consider the strength of relationships as well as their statistical significance. And this is where the p-value is distinguished. The p-value identifies the likelihood that a particular outcome may have occurred by chance (George and Mallery, 2009). To understand how the p-value is normally interpreted, social scientists have done so in the following way. If the p-value is less than .05, or in simpler terms; ($p<.05$), then the result is considered statistically significant at the 5% level, subsequently declaring a strong relationship. In other words, when there is less than a 1 in 20 probability that a certain outcome occurred by chance, then that result is considered statistically significant (George and Mallery, 2009). If the p-value is ($p<.01$), the result is considered statistically significant at the 1% level, informing the researcher the relationship is very strong (at its strongest). If the statistical significance falls between .05 and .10, I identify at the 10% level and so the relationship is weak. If the p-value is more than 0.10, the relationship is not significant and I do not accept the correlation (Kent, 2015; Dorey, 2017).

Critical features of place

The first matter I address using correlation analysis is key features of place. In particular, initial emphasis draws to the four hypotheses generated. Reviewing *table 34* (in appendix I), only one relationship occurs – between higher income households correspond to philanthropy (*H2*) and left political leaning associates with corporate philanthropy (*H4*). A positive correlation shows r is the estimated correlation coefficient ($r = 0.450$, $p < .070$), the p-value indicates the statistical significance is significant at the 10% therefore a weak relationship between high income and left political support.

Correlations across the other hypotheses illustrate p-values more than 0.10 thus are not statistically significant and therefore I do not accept.

Next, there is evidence of positive relationships between some of the original variables I developed a hypothesis for, and the new insights of place. There is a positive correlation between the variable 'higher income levels' and 'right or left political leaning'. Viewing *table 34,* the correlation coefficient is modest ($r = 0.476$, $p < .054$), the p-value illustrates statistical significance at the 10% level. Thus, the correlation between these two variables is weak, and provides further insights to H2 and H4.

A statistically significant correlation which I need to acknowledge occurs between 'university qualifications' and 'right leaning supporters aligned with individual giving'. The correlation coefficient reads ($r = 0.513$, $p < .035$), and the p-value implies statistical significance at the 5% - therefore a strong relationship ensues.

A prominent variable in the correlation matrix is 'left political leaning' *(H4).* A positive correlation takes place with 'high unemployment rates' ($r = 0.604$, $p < .010$). The correlation coefficient between the two variables is high. More conclusively, the p-value signals I have a statistically strong relationship.

Remaining with the variable ‘left political leaning’, a positive correlation arises with the variable ‘strong community presence’. Observing *table 34* (r=0.534, p<.027), the correlation coefficient is adequate, and the p-value again indicates statistical significance at the 5% level therefore a strong relationship. It also provides further insights to H4.

The same outcome of statistical significance appears between the variables ‘right or left political leaning’ and ‘strong community presence’. The correlation coefficient suggests the relationship fairly adequate (r=0.492, p<0.45), and the p-value is statistically significant exposing a strong relationship. Overall, I can detect these results are slightly lower than the correlation between ‘left political leaning’ and ‘strong community presence’. Again, I argue that this correlation provides further insights to H4.

The last two correlations to present also incur the two previous variables surrounding political leaning. This time, a relationship surfaces around a different variable; ‘strong community comes from high unemployment’. A positive correlation with ‘left political leaning’ (r=0.674, p<.003) clarifies the correlation coefficient is high, whilst the p-value discloses statistical significance at the 1% level. And so, I can affirm a very strong relationship exists between the two variables. The other correlation to identify is ‘strong community comes from high unemployment’, and, ‘right or left political leaning’. Observing *table 34,* (r=0.554, p<.021) I can infer the correlation coefficient is adequate, the p-value signifies statistical significance is significant at the 5% level - I have a strong relationship. These last two correlations provide further insights into H1 and H4.

Regions and philanthropic activity

The next theme to address shapes around philanthropic activity and motivations within regions. *Table 35* displays the correlation matrix of which specific variables were tested. Of which, a positive correlation is evidenced by ‘north-west’ and ‘volunteering’ (r=0.832, p<.000). The correlation coefficient conveys a very high correlation whilst the p-value displays statistical significance at the 1% level meaning there is a very strong relationship. Another correlation evidences the ‘south-west’ with ‘higher income areas = strategic philanthropy’. This time I observe a negative correlation coefficient (r= -.502, p<.048), yet the p-value indicates statistical significance at the 5% level, thus I have strong negative relationship. In addition, the correlation provides further insights into H2.

Regions and recipients

The next sub-section presents findings of the actual region and the choice of recipients (*table 36*). The first example to divulge sees one of the variables comprised in a dummy variable format. ‘Sml firms support locals: Expected’ registers a relationship with the ‘north-west’ region (r=0.462, p<.071). The correlation coefficient shows an adequate positive correlation whilst the p-value indicates statistical significance at the 10% level. I can identify this is quite a weak relationship between the two variables.

A notable relationship occurs between ‘recipients reflect firms industry’ and the ‘south-west’. The correlation coefficient produces (r=0.504, p<.039) an adequate correlation, whereas the p-value indicates statistical significance at the 5%, resulting in a strong relationship.

North regions and key features of place

Next, I carried out tests with regards to north regions and key features of place. The majority of key features have already been discussed however a few additional features were added during these tests (*table 37*). Of which, a correlation transpires between ‘high unemployment rates’ and the ‘north-east’ (r=0.417, p<0.96). The correlation coefficient displays a low positive correlation, and the p-value indicates statistical significance at the 10% level. This suggests a weak relationship.

Following this, the NE region presents another positive correlation identical to the previous one - ‘high unemploy. creates empathy’. (R=0.510, p<0.36) signifies the correlation coefficient represents an adequate correlation, and the p-value indicates the statistical significance at the 5% level - hence a strong relationship. An early suggestion from these examples is that strong connections exist between NE and high unemployment impacting corporate philanthropy. The two correlations assessing high unemployment provides further insights into H1.

The other correlation to appear in the north regions is ‘university qualifications’ and ‘north-west’ region. These two variables produce ($r=0.484$, $p<.049$) which highlights a moderate positive correlation coefficient, whereas the p-value indicates statistical significance at the 5% level. Again, I observe a strong relationship, in addition to providing further insights into H3.

South regions and key features of place

Observing *table 38*, I deliberate the key features of place across the south regions. To begin with, a high positive correlation coefficient appears between ‘higher income levels’ and ‘South-west’ region ($r=0.662$, $p<0.004$). The p-value indicates statistical significance at the 1% level - producing a very strong relationship. Assessing the correlation gives us further insights in to H2.

Diverting attention to H4, a positive correlation appears between ‘left political leaning’ and the ‘South-west’ ($r=0.606$, $p<0.10$). Again, the correlation coefficient shows a high correlation, but this time the p-value indicates the statistical significance is significant at the 10%. This tells us that the two variables represent a weak relationship whilst providing further insights into H4.

The other notable correlation to surface is between ‘high unemploy. creates empathy’ and ‘South-east’ ($r=0.471$, $p<0.56$). The correlation coefficient reveals a low negative correlation, and the p-value indicates another instance of statistical significance at the 10% level, a weak relationship.

Summary of correlation analysis

It is rational to surmise four critical insights of place remain prominent throughout the correlation analysis. They are – ‘left political leaning’; ‘right or left political leaning’; ‘strong community presence’; and ‘high unemployment rates’. I can support this statement by recognising examples of correlations involving these variables indicates statistical significance at the 1% or 5% level – generating a strong or very strong relationship. Correlations assessing H1, H2 and H3 sparingly display statistical significance at the 1%, 5% or 10%.

5.2.3 Regression

Estimation strategy

The final quantitative tool I utilised is regression analysis. What makes regression different from correlation analysis is that regression assumes that the independent variable(s) are, in some form a cause or a predictor of the dependent variable (Cunningham and Aldrich, 2012: 180). Thus, I employed philanthropy as the dependent variable, and a vector of variables, industrial decline (in manufacturing, engineering, or shipbuilding); higher income levels; university qualifications; left political leaning; right political leaning, high unemployment rates, and strong community presence as the independents. Also, regression demonstrates which hypothesis and/or critical feature of place is most prominent in those places/regions investigated.

When selecting independent variables for regression, I must address the issue of 'multicollinearity'. Multicollinearity occurs when independent variables in a regression model are correlated. According to Tabachnick and Fidell (2001), if the degree of correlation between variables is quite high, problems will occur. In precise terms, multicollinearity undermines the statistical significance of an independent variable. Allen (1997) extends the argument expressing an independent variable that is highly correlated with another independent variable will contain a large standard error. This means the regression coefficient is unstable and will vary greatly from one sample to the next. A selection of authors, Field (2013), Kent (2015) pronounce the general rule to avoid multicollinearity is not to select independent variables in a regression with a correlation coefficient of $r=0.7$ or higher. With that said, I noticed two variables in the correlation matrix - 'left majority political leaning' and 'right or left majority political leaning' produced a very high correlation coefficient (*see table 34*). Considering comments from Allen (1997), Field (2013), Kent (2015) the logical decision is made that in regression models these two variables will be kept apart.

Model summary (R^2)

Once a routine regression test is performed, several tables produce important statistics. Of which, three tables are of primary focus; Model summary, ANOVA, and Coefficients. For the model summary, the main column to scrutinise is 'R-Square' (r^2). The r^2 illustrates the percentage an independent variable(s) impacts the dependent variable (Gaur and Gaur, 2009), or likewise, the variance independent variables have on that specific dependent variable (George and Mallery, 2009). The value presented in the r^2 column requires the decimal point to move two places, for example, .495 becomes 49.5%.

ANOVA

The second table to view is 'ANOVA'. Here I aim to establish if the r^2 is significantly greater than 0. To do so, I observed the 'sig' column which delivers the p-value. Identical to correlation analysis, I used the guidelines presented by Miller et al. (2002), George and Mallery (2009). In the instance of ($p<.05$), the value is generally interpreted as indicating a statistically significant regression. If the value displays ($p<.01$), I consider the selected variables as very significant (strong relationship). If the p-value reveals ($p=.10$), I consider it as statistically slightly significant (thus showing a weak relationship).

Coefficients

The final table '*Coefficients'* assesses the independent variables individually. Once more our focus diverts to the 'sig' column and the p-value. A p-value will appear for each independent variable. In the instance of testing more than one independent variable, I must take note of potential unique variance. If three independent variables are tested, two may indicate statistical significance $p<.05$ whilst the other variable conveys a value very significant ($p<.01$). I then verify that this particular independent variable has a unique variance to the dependent variable that the other independent variables doesn't (Nimon and Oswald, 2013). All three tables presenting the Model summary, ANOVA, and Coefficients in regression analysis are typified as a 'model' (Gaur and Gaur, 2009).

To present the findings, I dissected each region at a time. Content for each region is divided into sub-sections centred on the key determinants of philanthropy – how philanthropy is practiced through a type of activity(s), the scale of recipients, and the motives for practicing philanthropy. Within each sub-section, I have written small segments featuring each of the four hypotheses, along with the three new insights of place.

For example, I tested ‘volunteering’ (philanthropic activity) alongside H1; ‘indust. decline (manufact. engineer. shipbuild.)’, and the ‘north-east’ to determine statistical significance. Then, the same procedure ensues but replacing hypothesis 1 with ‘higher income levels’ as hypothesis 2. After hypothesis 4, I tested ‘right or left political leaning’; ‘high unemployment rates’; and ‘strong community presence’. Due to the nature of regression, I tested two or more hypotheses within a model, and equally, I tested two or more independent variables in a particular model. In each instance, I tested alongside the relevant dependent variable. So, once all meaningful models for a specific philanthropic i.e., ‘volunteering’ is offered, I moved to the next type of philanthropic activity such as ‘donate money’. Owing to large number of tests conducted, I only submit models that are statistically very significant; significant; or slightly significant. If any of those include one or more hypotheses, they will be accepted within that regression model. If I don’t present a hypothesis in a sub-section, this indicates the p-value was statistically insignificant.

Subsequent to assessing philanthropic activities, I then refer to the other determinant of philanthropy - scale of recipients. And just as before, I submit statistically relevant models that are slightly significant, significant, or very significant. Lastly, the same procedure applies for motives behind a firm practicing philanthropy. If the motives are not presented in a particular region, again this meant regressions models were statistically insignificant.

North-east

(Type of activity)

The first region I inspected was the NE. Each notable regression model for the NE is displayed in *appendix J*. I started off by performing regression to estimate the four hypotheses and their influence towards each dependent variable. The first one to consider is ‘volunteering’. Three hypotheses; H2, H3, and H4 displayed no statistical significance to the NE. On the other hand, observing the model in *table 39*, I can see H1 (place encountering heavy industrial decline in engineering, manufacturing, or shipbuilding prompts corporate philanthropy) is accepted along with ‘north-east’ and ‘volunteering’. The model explains 40% variance whereas the p-value in ANOVA estimates a significant predictor ($p<.038$) to firms practicing philanthropy in the NE, thus shows a strong relationship. And within this model, the p-values in coefficients show ‘indust. decline (manufact. engineer. shipbuild.)’ ($p<.027$) and ‘north-east’ ($p<.021$) are statistically significant. Therefore, in this regression model, I accept H1.

After the four hypotheses, I move towards the three additional insights of place. In *table 40*, the model controls for ‘volunteering’, ‘north-east’, ‘high unemployment rates’ and ’strong community presence’. Estimates indicate the model explains 46% variance, and that the model is a slightly significant predictor ($p<.054$) thus shows a weak relationship with corporate philanthropy in the NE. While ‘high unemployment’ is statistically significant ($p<.016$), ‘strong community presence’ ($p=.208$) and ‘north-east’ ($p=.156$) are both insignificant.

A very similar model to the one above controls for - ‘volunteering’, and the independent variables of ‘north-east’, ‘high unemployment rates’, ‘strong community presence’, and ‘right or left majority political leaning’. In *table 41*, estimates indicate the model explains 62% variance and that the model is a significant predictor ($p<.021$), thus shows a strong relationship with corporate philanthropy in the NE. While ‘north-east’ is statistically slightly significant ($p=.088$), ‘right or left political leaning’ ($p<.052$) and ‘strong community presence’ ($p<.041$) is statistically significant. Meanwhile, ’high unemployment rates’ displays a very significant p-value ($p<.008$).

Now I change the philanthropy activity to variety of activities. In *table 42*, the model controls for ‘variety of activities’, ‘north-east’, ‘high unemployment rates’, and ‘strong community presence’. Estimates indicate the model has 48% variance. In ANOVA, I recognise the model is a significant predictor (p<.046), hence reveals a strong relationship with firms performing philanthropy in the NE. As for coefficients, the p-values reveal ‘north-east’ is insignificant (p=.123), while ‘high unemployment’ (p<.010) and ‘strong community presence’ (p<.040) are statistically significant to the model.

In *table 43*, the model is virtually identical to the previous one, with the addition of ‘right or left political leaning’. Estimates indicate the model explains 58% variance, and is a significant predictor (p<.037), thus shows a strong relationship with firms practicing philanthropy in the NE. The p-values in coefficients confirm ‘north-east’ (p=.190) and ‘right or left political leaning’ (p=.134) are both insignificant, whilst ‘strong community presence’ (p<.014) is statistically significant. Once more, high unemployment rates (p<.009) is statistically very significant.

(*Scale of recipients)*

The next aspect to delve into is the scale of recipients. For this precise variable I was unable to quantify, so as a result, I referred to the thematic analytical approach utilised within my qualitative findings. Overall, results unveil firms vary in their choice of recipients with a slight edge towards regional causes, but local too. There was no instance of significant models encompassing H1 - H4. Rather, there was one example featuring the additional features. In *table 44* the model controls for ‘scale of recipients’, ‘north-east’, ‘high unemployment rates’, and ‘strong community presence’. Estimates indicate the model explains 45% variance, and is a slightly significant predictor (p<.078) hence shows a weak relationship to firms practicing philanthropy in the NE. The coefficients inform ‘north-east’ (p= .169) and ‘strong community presence’ (p=.144) are both insignificant, whilst ‘high unemployment rates’ (p<.019) is statistically significant.

On the topic of recipients, another dependent variable I tested for is ‘primary focus towards locals’. Observing *table 45*, the model controls for ‘primarily support locals’, ‘north-east’, high unemployment rates’, and ‘strong community presence’. Estimates indicate the model incurs 44% variance and is a slightly significant predictor (p<.068) hence shows a weak relationship to firms practicing philanthropy. The p-values in coefficients disclose ‘north-east’ (p=.215) is insignificant, ‘high unemployment rates’ (p<.088) is statistically slightly significant, and ‘strong community presence’ (p<.049) is statistically significant.

In *table 46* I observe a very similar model but with the addition of ‘right or left political leaning’. Estimates indicate the model explains 58% variance, and is a significant predictor (p<.034) thus shows a strong relationship to philanthropy in the NE. The p-values in coefficients verify ‘north-east’ is insignificant (p=.165), whereas ‘right or left political leaning’ (p<.073) and ‘high unemployment rates’ (p<.061) are statistically slightly significant. The p-values confirm ‘strong community presence’ in place is statistically significant (p<.010).

It is evident that ‘high unemployment rates’ illustrates a statistically significant independent variable that impacts a large quantity of regression models tested in the NE.

South-west

Next, I analysed the SW. This region submitted the largest quantity of meaningful regression models which is presented in *appendix K*. Of the four hypotheses I tested individually, two are accepted and two are rejected. In *table 47* the model controls for H2; do higher income households in place correspond to philanthropic giving, and the SW. Estimates indicate the model explains 44% variance. ANOVA and Coefficients for ‘higher income levels’ display a p-value (p<.004) which is very significant to firms practicing philanthropy in SW (p<.004). Due to using one independent variable, the predictor value is exactly the same as the p-value in the coefficients. Therefore, I accept H2 in this model.

The other hypothesis I tested alone is H4; left political leaning in place corresponds to philanthropy, and the SW. In *table 48* estimates indicate the model explains 37% variance. ANOVA and Coefficients display a p-value of (p<.010) meaning ‘left political leaning' is a significant predictor to firms practicing philanthropy in the SW region. Again, I accept H4 in this model.

To provide extra robust data for the SW region, *table 49* controls for 'higher income levels' and 'left political leaning'. Estimates indicate the model explains 56% variance, and is a very significant predictor ($p<.003$), thus shows a very strong relationship to firms practicing philanthropy in SW. The p-values in coefficients disclose 'higher income levels' (H2) is statistically significant ($p<.028$) whereas 'left political leaning' (H4) is statistically slightly significant ($p<.073$). As a result, I accept both H2 and H4 in this model.

(Type of activity)

The next sub-section proffers the type of philanthropic activity(s). Looking at *table 50*, the model controls for 'donate money', and the independent variables of 'south-west', 'higher income levels', and 'high unemployment rates'. Estimates indicate the model entails 61% variance, and represents a very significant predictor ($p<.008$), thus shows a very strong relationship to firms practicing philanthropy in the SW. In this model, the p-values in coefficients tell us 'south-west' is insignificant ($p=.819$), whereas 'high unemployment rates' is statistically significant ($p<.50$), and 'higher income levels' is statistically very significant ($p<.004$). Consequently, I accept H2 in this model.

The other relevant regression models to report embraces each type of philanthropic activity along with H4. Looking at *table 51*, the model controls for 'donate money', 'south-west', and 'left political leaning'. Estimates indicate the model explains 39% variance and overall is a significant predictor ($p<.040$), hence shows a strong relationship with firms practicing philanthropy in the SW. Coefficients confirm 'south-west' is insignificant ($p=.913$), whereas 'left political leaning' is statistically significant ($p<.018$). And so, in this model, I accept H4.

In *table 52*, the model controls for 'volunteering', 'south-west', and 'left political leaning'. Estimates indicate the model explains 40% variance and overall is a significant predictor ($p<.038$), thus shows a strong relationship with firms practicing philanthropy in the SW. Coefficients confirm that 'south-west' is insignificant (p=.745) whereas 'left political leaning' is statistically significant (p<.021). And so, I accept H4.

The last philanthropic activity to put forward is variety of activities. *Table 53* controls for 'variety of activities', 'south-west', and 'left political leaning'. Estimates indicate the model explains 39% variance, and is a significant predictor (p<.039), thus shows a strong relationship to firms practicing philanthropy in the SW. The p-values in coefficients inform us 'south-west' is insignificant (p=.834), though 'left political leaning' is statistically significant (p<.013). Again, I accept H4 in this model.

(Motives behind philanthropy)

Before I look at models concerning recipients, a theme that appeared in the SW underlines motives behind the way philanthropy is practiced. More precisely, I refer to a different variable (dependent) of higher income places permit strategic philanthropy. Starting with *table 54*, the model controls for 'higher income areas = strategic philanthropy', and the independent variables of 'south-west', and 'higher income levels'. Estimates indicate the model explains 48% variance. Furthermore, the model is a significant predictor (p<.014), thus shows a very strong relationship to firms practicing philanthropy. The p-values in coefficients expose 'higher income levels' is statistically significant (p<.032), and 'south-west' is statistically slightly significant (p<.066). As a result, I accept H2 in this model.

The next model contains another hypothesis. In *table 55*, the model controls for 'higher income areas = strategic philanthropy', 'south-west', 'left political leaning', and 'strong community presence'. Estimates indicate the model accounts for 59% variance, and is a significant predictor (p<.011), thus shows a strong relationship to firms practicing philanthropy in the SW. The p-values in coefficients infer 'south-west' is insignificant (p=.615), while 'left political leaning' (p<.022) and 'strong community presence' (p<.041), are both statistically significant. As a consequence, I accept H4 in this model.

(Scale of recipients)

I now turn the focus towards recipients. Implementing a thematic analysis approach, responses inform us recipients in the SW mainly surfaces on a regional scale as well as a global scale but to a lesser extent. Once more, the following regression models pinpoint which independent variables determine statistical significance. Firstly, in *table 56*, the model controls for 'scale of recipients', and the independent variables of 'south-west', 'left political leaning', and 'high unemployment rates'. Estimates indicate the model explains 64% variance, and the model is a very significant predictor ($p<.009$), therefore shows a very strong relationship to firms practicing philanthropy in the SW. The p-values in the coefficients signify that 'high unemployment rates' is insignificant ($p=.372$), whilst 'south-west' ($p<.021$), and 'left political leaning' ($p<.012$) are both statistically significant. And so, I accept H4 in this model.

In the next model, *table 57* shows I make a slight alteration and change 'high unemployment rates' with 'strong community presence'. Estimates indicate the model explains 62% variance, whilst being a significant predictor ($p<.011$), thus shows a strong relationship to firms practicing philanthropy in the SW. The p-values in coefficients demonstrate 'strong community presence' is insignificant ($p=.561$), 'south-west' is statistically significant ($p<.043$), and 'left political leaning' is statistically very significant ($p<.003$). I can identify H4 accepted in this model.

It is evident the regression analysis illustrates two key hypotheses – H2 and H4 are statistically significant to firms practicing philanthropy in the SW.

North-west

The third region to scrutinise is the NW. Regression models for this region are shown in *appendix L*. I start by attending to the four hypotheses individually. After running regression models featuring the types of philanthropy, two examples declare H3 - higher education attainment rates in place corresponds to philanthropic giving, is accepted. Viewing *table 58***,** the model controls for 'university qualifications' individually with 'north-west' region. Estimates indicate this model explains 24%

variance, and is a significant predictor (p<.049), thus shows a strong relationship with firms practicing philanthropy in the NW. The coefficients confirm the p-value for 'university qualifications' is statistically significant (p<.049) therefore accepting H3 in this specific model.

(Type of activity)

The other instance is exhibited in *table 59,* where the model controls for 'volunteering', 'north-west', and 'university qualifications'. Estimates indicate the models explains 69% variance and is a very significant indicator (p<.000), thus displays a very strong relationship to firms practicing philanthropy in the NW. And within this model, coefficients reveal the p-value for 'north-west' is statistically very significant (p<.001), yet the p-value for 'university qualifications' is insignificant (p=.881). Nonetheless, I can observe H3 is validated and therefore accepted in this model.

Next, in *table 60*, I controlled for 'volunteering', alongside the independent variables of 'north-west', with 'strong community presence'. Estimates indicate the model explains 76% variance, whilst the p-value in ANOVA indicates the model is a slightly significant predictor (p<.000), thus showing a very strong relationship to firms performing philanthropy in the NW. The p-values in coefficients display 'north-west' is statistically very significant (p<.000), and 'strong community presence' is slightly significant (p<.073).

(Scale of recipients)

Now I direct attention towards the scale of recipients. Undertaking thematic analysis, respondents affirm recipients in the NW largely surfaces around locals. No models containing the four hypotheses proved statistically significant. Instead, the model shown in *table 61,* controls for 'scale of recipients' together with 'north-west', and 'strong community presence'. Estimates indicate the model explains 40% variance, and represents a significant predictor (p<.048), thus shows a strong relationship to corporate philanthropy in the NW. The p-values in coefficients display 'strong community presence' (p<.017) is statistically significant whereas 'north-west' (p=.602) is insignificant to the model.

Identical results appear in *table 62* for the model controlling 'primarily support locals', 'north-west', and 'strong community presence'. Estimates indicate 38% variance, as the model represents a significant predictor (p<.044), thus shows a strong relationship to firms practicing philanthropy in the NW. The p-values in coefficients again indicate 'strong community presence' is statistically significant (p<.017), while 'north-west' is insignificant (p=.719).

The next model considers the variable of smaller firms supporting locals is expected, something that isn't evidenced across every region. By looking at *table 63*, I control for 'sml firms support locals: expected' alongside the independent variables of 'north-west' and 'strong community presence'. Estimates show the model explains 38% variance and represents a significant predictor (p<.045), thus shows a strong relationship to corporate philanthropy. The p-values in coefficients convey strong community presence' is statistically slightly significant (p<.086), whereas 'north-west' is insignificant (p=.778).

It is evident from the regression analysis that the variable of 'strong community presence' is often statistically significant to firms practicing philanthropy in the NW.

South-east

(Type of activity)

The last region I present is the SE, with the appropriate regression models offered in *appendix M*. Starting with the types of philanthropy, only one instance transpired. In *table 64*, the model controlled for 'donate money', and the independent variables of 'south-east' and 'high unemployment rates'. Estimates indicate the model explains 33% variance. Additionally, the model is a slightly significant predictor (p<=073), hence holds a weak relationship with firms undertaking philanthropy in the SE. Within this model, the p-values in coefficients declare 'south-east' is insignificant (p=.225) although ‘high unemployment rates’ is statistically slightly significant (p<.050).

In regard to the four hypotheses, there were no statistically significant models to report alongside any type of philanthropic activity.

(Motives behind philanthropy)

Before I present models concerning recipients, a determinant of philanthropy underlines if there is a strategy behind the way philanthropy is practiced in the SE. Observing *table 65*, a model controls for ‘higher income areas = strategic philanthropy’ and the general income levels in place. Estimates indicate the model explains 40% variance, and is a significant predictor (p<.034), hence holds a strong relationship with firms practicing philanthropy in SE. The p-values in coefficients confirm ‘south-east’ is insignificant (p=.258), whereas ‘place income levels’ is statistically significant (p<.011).

To explain this extra insight, I utilised thematic analysis to determine the general income levels are quite wealthy across Basildon and Medway in the SE. I recognise how place obtaining high levels of income enables firms to embark on strategic philanthropy. Yet, I also find (which is discussed below) that H2 displayed no statistically significant models in the SE. Therefore, the understanding is that firms located in higher income areas, like the ones explored in this study, will normally undertake a somewhat strategic approach to philanthropy. However, this doesn’t necessarily mean that households with higher incomes get behind a philanthropic cause supported by firms.

In *table 66*, I controlled for ‘higher income areas = strategic philanthropy’, alongside the independent variables of ‘south-east’, ‘university qualifications’, and ‘high unemployment rates’. Estimates indicate the model explains 52% variance, and that the model is a significant predictor (p<.029), hence holds a strong relationship to firms practicing philanthropy in the SE. The p-values in coefficients established that all three variables are statistically significant; ‘south-east’ (p<.024), ‘university qualifications' ($p<.032$), and 'high unemployment rates' ($p<.010$). Therefore, I accept H3 in this model.

(*Scale of recipients)*

With regards to recipients, implementing thematic analysis established that philanthropic aid in the SE is distributed on a national scale. The two commonly reviewed variables 'scale of recipients' and 'primarily support locals' offered no statistical significance. However, two different variables provide worthy data; recipients should be the firm's preference, and recipients relate to the industry the firm operates in.

Observing *table 67*, I controlled for 'recipients is sml firms preference', with 'south-east', 'left political leaning', and 'high unemployment rates'. Estimates indicate the model explains 45% variance. I found that the model is a slightly significant predictor ($p<.057$), thus holds a weak relationship to firms undertaking philanthropy in the SE. The p-values in coefficients disclosed 'south-east' and 'left political leaning' are both statistically slightly significant ($p<.058$). 'High unemployment rates' on the other hand is statistically significant ($p<.015$). I posit that H4 is accepted in this model.

The other distinct variable is recipients relate to the industry the firm operates in. In *table 68*, the model controls for 'recipients reflect firms industry', 'south-east', and 'high unemployment rates'. Estimates indicate this model explains 32% variance, and is a slightly significant predictor ($p=.065$), hence holds a weak relationship to firms practicing philanthropy in the SE. The p-values in the coefficients confirm 'south-east' is insignificant ($p=.169$), whereas 'high unemployment rates' is statistically significant ($p<.030$).

Across two regression models I notice 'university qualifications' (H3), or 'left political leaning' (H4) is accepted in the SE. It is also evident from the regression models that 'high unemployment rates' holds significance to firms practicing philanthropy in SE.

5.3 Sensitivity test

I have to bear in mind not all prevalent themes that were originally identified in the interviews, could be analysed as part of the quantitative findings. This is partly due to the high number of questions explored during surveys, and only that the most eminent themes coherently explain the research objective.

A crucial problem in testing a regression model is selecting precise variables to include and then present (George and McCulloch, 1993). The activity of selecting particular variables is even more necessary if the dataset is large. It is generally agreed to choose variables that I have prior knowledge on, and relevant to the subject matter (Geweke, 1994). In this instance, such prior knowledge relates to data generated from the correlation analysis and, descriptive statistics.

Another idea is to follow the practical importance of selecting variables due to their statistical significance. This specific notion is advocated by Sauerbrei et al. (2007). In order to select important predictors (variables), the key tuning parameters are the p-values (Sauerbrei et al., 2007: 457). They argue that these stepwise procedures perform better than a literature-based assessment would suggest. In addition, Andres (1997) asserts this method exploits implications in the way only a small number of variables are focused on - which end up being much more influential than the rest.

What became evident from key themes identified in the interviews was during surveys, several of those themes did not display statistical significance in correlation and regression analysis. As high unemployment rates, strong community presence, and majority of right political leaning became established, others did not. They include; lower incomes result in empathy; lower incomes result in stronger community; identity; left political leaning connects to strong community presence; and size of the firm. So, to remain consistent by selecting variables that are significant, the variables listed directly above were not considered for the discussion chapter due to their statistical insignificance.

Rather, I classified variables as relevant based on the p-values significance in ANOVA and Coefficients. I present these variables throughout the quantitative analysis findings, predominantly during regression. Relating back to Andres (1997), the original data set of 60+ variables has been narrowed down to 17; generating a smaller albeit more influential and rich selection of variables. A list is provided below.

The following variables indicate the premise of types of philanthropy performed by firms

V2 – what philanthropic action does the firm undertake: volunteering

V2 – what philanthropic action does the firm undertake: donate money

V2 – what philanthropic action does the firm undertake: a variety of activities

The subject of recipients is represented through the following variables;

V6 – what scale does your firms select its recipients

V8 – how important is it for firms to primarily focus on locals

V9 – smaller sized firms select locals as their recipients: As expected

V9 – smaller sized firms select locals as their recipients: Firms choose

V18 – recipients relate to the industry the firm operates in

A potential motive for practicing philanthropy

V20 – Firms operating in higher income areas allow firms to employ philanthropy for strategic interests.

The four hypotheses

V16 ***(H1)*** – History of industrial decline across manufacturing, shipbuilding and engineering industries associates to corporate philanthropy

V19 ***(H2)*** – Higher incomes in place corresponds to philanthropic giving

V23 ***(H3)*** – Higher education attainment in place corresponds to philanthropic giving

V25 ***(H4)*** – a majority of left political leaning of place corresponds to philanthropy

The key additional features of place *(also portrayed as independent variables);*

V26 – a majority of right or left political leaning of place associates with philanthropy

V29 – high unemployment rates of place administer philanthropic giving

V32 – strong community of place helps firms undertake philanthropy

The following chapter combines both qualitative and quantitative findings together. Given that findings from each data collection have been analysed, I present how firms practicing philanthropy differentiate in terms of influential features; type of philanthropy performed; and the choice of recipients - all as a result of place. This allows me to determine if findings from the two data techniques add, develop or contradict one another.

Chapter 6 - What my findings reveal

In the discussion chapter, I consider the findings from qualitative and quantitative parts together, in order to gain insights into what determinants of philanthropy are prevalent across each region. This allows me to suggest how philanthropy is practiced, who the main recipients are, and what characteristics are most influential to firms practicing philanthropy, in relation to the place where the donor firms are located.

By utilising the quantitative data collection methods, I confirm if the four hypotheses presented in chapter 3 is accepted or rejected. I am then able to establish whether my findings add, extend, or contradict what is already published. These findings outline what I have learnt about social attitudes constructed through place and how they impact firms practicing philanthropy.

After scrutinising all four regions separately, I present *table 69,* comparing how each differs in the way philanthropy is practiced, why firms select certain recipients, and what fundamental features of geographical place influences the above. There will also be comparisons observing how regions varied in terms of accepting or rejecting the four hypotheses. I finish the chapter by discussing the limitations of this study.

The general outlook from my research findings reveals that the geographical place where the firm is located does impact the way they conceive and practice philanthropy, as well as who they specifically select as their recipients. Clear distinctions in each region extends the north and south divisions across England.

A regular feature that stood out from my research findings is the influence of political character in place. Findings for the majority of places explored in the south regions reveal a preference for left political leaning and this shapes the way philanthropy is done and who firms decide to support. Alongside left political leaning in Bristol, SW, higher income levels also figured as a consequential feature. Indeed, the preference for left political leaning alongside higher educational attainment in the SW and SE regions, disclosed a connection to firms who practice philanthropy for strategic interests. Remaining on the subject of political leaning, findings disclose those firms explored in the NE suggest that right political leaning holds crucial impact to practicing philanthropy.

Away from the political leaning, another standout finding corresponds to the NW region. Results show those firms researched in the NW demonstrate a huge emphasis for choosing local recipients as beneficiaries of their philanthropic giving. Each of the research findings add to existing knowledge on the geography of corporate philanthropy.

Below offers a detailed look into findings across each region.

6.1 North-east

What is 'place'

I begin by examining the NE. The first aspect to uncover is what participants referred to as 'place'. In the literature review, Cresswell (2013) states that place can be a range of constituents including region, city, town, or street. Interviewees in the NE specified Newcastle, which is the location of the firm, is place. Sarah, and also Clare, spoke largely of Newcastle, yet answered from a regional perspective from time to time. Jack observed a different city, Durham, as place but less so than Newcastle.

Types of philanthropy

The first aspect to talk about is what types of philanthropy firms most likely undertake in the NE. Of the three types available, interviewees embraced philanthropy is a concept which entails a variety of activities, not just one particular form. In each interview, senior managers regarded any type of support to be philanthropic. Survey results provided a slight variation to the qualitative data. Regression models that would frequently display statistical significance consisted of a 'variety of activities' or 'volunteering'. In a wider context, one regression model featuring 'donate money' was statistically significant.

A related question to the types of activity asked if philanthropy is utilised for advertising or marketing initiatives. The understanding from senior managers during interviews was that there is no advertising incentive. Sarah did elaborate that her firm were originally happy not receive recognition but gradually saw the benefits to being recognised for her philanthropic work. Findings from my online surveys extend the general understandings set by most interviewees; regression estimates featuring philanthropic motives remained statistically insignificant.

Early indications tell us that the third dependent variable of philanthropic motives would provide less statistical significance because during the interview stage, as eight of the ten informants revealed they have no motives for undertaking philanthropy. It became apparent that firms were unlikely to disclose sensitive information regarding motives for performing philanthropy.

Scale of recipients

The other vital determinant of philanthropy is the scale of recipients' firms choose to support. Interviews in the NE were mixed in their views. Sarah asserted locals are the priority and at a push, contributions would be made regionally. Jack declared philanthropic support is distributed more regionally because it would be inefficient to donate solely to the local which is Newcastle. Their argument was firms operating at a bigger scale have capability to donate more regionally. Yet, I can see from participant demographics in *table 3*, Sarah and Jack operate on a national scale. So, in this instance, both firms operate on the same scale, but the choice of recipients is different and not dependent to firm size.

Quantitative findings validate the interview responses. Survey responses display firm's support local causes, though a decent level of contributions is made regionally. This is echoed by the fact one specific question in online surveys controlled for prioritising locals ahead of regional, national, or global recipients. Two regressions were conducted in the NE, one which was statistically significant (*table 46*), and the other was statistically slightly significant (*table 45*). I think a fair indication is the scale of recipients chosen by firms across NE is favoured regionally and then locally.

Whilst the emphasis on locals is large compared to some of the regions in this study, findings show firms appreciate supporting the NE region as a whole is very important.

The confluence of supporting on a local and regional scale in the NE is strongly proclaimed from existing work. In Marshall et al.'s (2017) seminal paper, destinations chosen in the NE were; Quayside, Gateshead, and Tyneside. Donating and supporting on a regional scale was observed by Aris (2000), Northern Rock (2005), Robinson (2015), who all indicate that this is driven by the need for; the origins of the NE region to look after itself to help the poorer and more disadvantaged people build a better life for themselves and their families. In the case of Northern Rock, for several years this firm was the region's major employer. I asked during interviews if the senior management or directors remembered the Northern Rock foundation. Each response noted they had heard of them but don't recall their scale of donations. This suggests that their own choice of recipients is not based on the orientation of what other firms have done in the past.

Sticking to existing literature, Northern Rock appeared to use philanthropy partly as an advertising strategy. Virgin Money acquired Northern Rock plc and the change created problems for the foundation. Pharoah and Walker (2015) cite the lack of fit between the foundation's mission to address social regional disadvantage and Virgin Money's commercial philanthropy agenda eventually led to the demise.

My study did find from the interviewees in the NE that recognition is now customary due to the legal requirement of requiring an individual name or firm to legally account for the donation made. Sarah, Jack, and Clare all separately stated recognition can help, namely for the employee's sake (Sarah and Clare), but at the same time, they declared there was no strategic agenda behind supporting their local and/or regional recipients. It was made evident in Marshall et al.'s (2017) paper Virgin media undertook a strategic agenda and ran the Northern Rock foundation as a profit seeking charity. My findings extend this notion by suggesting that firms in the Newcastle, NE do not distribute donations beyond a regional scale, and certainly not for-profit and/or marketing causes which I know from Virgin media's commercial approach is not favoured.

H1-H4

Commencing with H1; history of industrial decline within manufacturing, shipbuilding, and engineering, positively associates to corporate philanthropy, is strongly founded by firms in the NE. Interviewees each revealed how the decline, particularly in engineering and coal mining, is an important reason why firms practice philanthropy. All informants agreed industrial decline in the NE has a solid relationship to philanthropy. So much so, the engineering industry is represented heavily of family generations in Newcastle. The positive links to philanthropy is recognised by these future generations. I noticed lesser significance towards H1 from the quantitative findings. Using regression estimates, *table 39* demonstrates 'indust. decline (manufact. engineer. shipbuild.)' generates statistical significance, consequently leading to H1 being accepted in the NE. I can add that the quantitative results enabled empirical generalisations. Once again, linkage is evidenced to Marshall et al.'s (2017) study. Severe industrial decline in engineering and shipbuilding is established to engender a positive impact towards philanthropy in Newcastle and other areas of the NE, (Aris, 2000; Hudson, 2005; and Dawley, 2014).

The second hypothesis states that higher income levels correspond to philanthropic giving. Interviews indicated that the opposite may be the case, and instead point to the conclusion lower income areas contribute to philanthropy more. On the whole, interviewees in the NE recognise that whilst Newcastle's income status ranges between low to somewhere in between, this doesn't deter companies based there from engaging in philanthropy. Survey responses were able to confirm that NE region is poor. The fact that regression estimates observing higher income are statistically insignificant, extends higher income households does not influence mangers of firms who engage in philanthropy.

Similar sentiments regarding income in the NE was made from; Maclean et al. (2015) and Marshall et al. (2017). NOMIS (2017) also provides figures of the weekly average income in the NE is £504.10 – lower than the SE and SW. Figures for Newcastle is £532.80, which compared to places is roughly in the middle. Nevertheless, H2 is rejected in the NE.

The same outcome can be assigned to H3 - higher education attainment in place corresponds to philanthropic giving. Interview data explained to us managers understand there is no causal effect between highly educated population and philanthropic giving. Though Jack stated it certainly helps, he also conceded the importance of higher education to the youth of Newcastle, and the NE, is not as potent compared to other places across England and UK. Quantitative data extended the themes set out during interviews regarding higher education attainment. There were no statistically significant regression models featuring the variable of 'university qualifications'. As a result, I reject H3 in the NE. Limited literature of higher education attainment impacting philanthropy is parallel to my findings in the NE. Only the recent findings of Brown and Taylor's (2019) national study revealed higher education attainment has positive monotonic relationship with income donated and the number of hours volunteered. In this instance, my findings for H3 in the NE contradict the work of Taylor and Brown.

The last hypothesis to discuss is H4; a majority of left political leaning in place corresponds to philanthropy. None of the interviewees in the NE agreed that left political leaning solely corresponds to philanthropy. Rather, I quickly established more connotations were apparent towards place holding right political leaning. Jack stated that where his firm is located in Durham, historically leaned politically to the right. As a result, this leads to a stronger desire of donating support primarily on a local scale, and then regionally. Sarah suggested the political landscape in the NE is changing from 20-30 years ago, as right leaning support is becoming more tangible. Survey data proved that political alignment to the right affects the way managers perform philanthropy in places across the NE. Three regression models (*tables 41, 43, and 46*) displayed statistical significance of the variable 'right or left political leaning'. In each of the three tables, 'right or left political leaning' are displayed alongside the philanthropic activities of 'volunteering' and 'variety of activities', as well as 'primarily support locals'. The emergence of right political leaning questions whether corporate philanthropy is mainly aligned with left political leanings. As a result, I reject H4 in the NE.

Ball and Juneman (2011), Brown and Taylor (2019) indicate that left political leaning is more likely to be associated to philanthropy in England. My new insights consider there is a small shift in focus to right political leaning in the NE which goes on to positively influence philanthropic giving. Even though left leaning still holds substance, I argue my findings suggest the opposite occurs from Brown and Taylors (2019) study. Rather, my results in the NE offer a new perspective to the field of corporate philanthropy; right-political leaning of place influences donor firms practicing philanthropy.

Critical insights of place

Inspecting the qualitative and quantitative data, it is evident high unemployment rates is the most influential feature of place impacting why firms undertake philanthropy in the NE. During interviews, senior officials pinpointed high unemployment is a core reason why individuals and their families in society might encounter difficulties. Clare proclaimed undertaking philanthropy enables support to local communities suffering large unemployment who then turn to anti-social behaviour. So, by firms performing various activities of philanthropy, goes some way to counter these difficulties. A close second is 'strong community presence'. Sarah indicated a strong community presence in Newcastle is aligned with mass employment and then unemployment of the shipbuilding and coal mining industries across the NE. This creates a social agreement in place to help one another – and philanthropy is a way to do this. Survey responses enhance the impact of high unemployment. I can see from regression models in *appendix J*, 'high unemployment rates' and 'strong community presence' feature consistently. I observe in greater detail that 'high unemployment rates' occurs more often, and subsequently, produced more statistical significance. This informs us 'high unemployment rates' holds unique variance to firms practicing philanthropy in the NE that other variables don't.

The factor of high unemployment corresponds to regional studies presented earlier. Studies highlight economic, social, and historical differences generate regional divide in England. Twigg and Moon (2013) concede historically, and in much recent times, unemployment rates are greater in the NE than any other region in England. Statistics in *table 2* disclose employment figures for the working population in Newcastle is 66.8%, whereas for the NE, the number is 70.6% - the lowest across all regions in England. On top of that, the unemployment rate for the NE region is 6.2% - again the largest of all four regions (NOMIS, 2017). The severity of unemployment has inevitable consequences towards health, economic prosperity, crime, and mortality rates (Shields, 1991; Cruise and O'Reilly, 2015; Bambra et al., 2015). Thus, my critical insight of unemployment towards philanthropy is substantial, and adds to literature of philanthropy and social geography.

I maintain coherent linkage is clear between H1; heavy industrial decline in engineering, manufacturing, or shipbuilding prompts firms to carry out philanthropic donations, and high unemployment. My argument is that heavy industrial decline, especially in manufacturing, engineering, and shipbuilding industries created mass unemployment – is backed up by several of scholars (Tomaney and Ward, 2001; Skeggs, 2004; Hudson, 2005; Nayak, 2006; Marshall et al., 2017). Furthermore, a relationship is clear between lower levels of income and high unemployment rates. I make aware from excerpts that the level of income in place is preordained through unemployment rates (Anyadike-Danes, 2004; Beatty and Fothergill, 2017). Analytical generalisations from the interviews enabled us to understand how senior managers in the NE consider high unemployment and the after-effect of industrial decline is significantly vital to them acting philanthropic. The quantitative data enabled empirical generalisations. Regression models that consistently disclosed statistical significance featured 'high unemployment rates'. In addition, H1 was the only hypothesis to be accepted. The empirical generalisations uncovered from the larger volume of survey findings means they can also be applied to other settings I have not studied. The same cannot be said for interviews. Therefore, my findings of 'high unemployment rates' positively impacting philanthropy offers new insights as an extension to H1 in the NE, which I propose as new, original data.

6.2 South-west

What is 'place'

The second region to talk about is the SW. Of the four regions, only one place represented outcomes for the SW; the city of Bristol. For the large part, senior managers I interviewed spoke of Bristol. Quinn often made comments about SW region as a whole, but again largely spoke of her firm operating in Bristol. As for the surveys, those firms who took part from the SW region were all located in Bristol.

Types of philanthropy

In terms of the types of philanthropic activities performed, qualitative findings produced the following outcomes. During interviews, informants discussed how higher incomes in Bristol enables monetary donations (large or small), to be more beneficial to recipients rather than the firm sending employees to volunteer. Quinn stated, "money is much more helpful as opposed to someone turning up to do a bit of gardening". So, whereas managers explained how income levels in Bristol facilitates the use cash donations, quantitative findings informed us that all types of activities offer similar importance. Having said that, I argue that the number of regression models *(see tables 50 and 51)* featuring the activity 'donate money', is generally practiced by firms in Bristol.

In association to types of philanthropy, additional insights disclose higher income places permit's strategic philanthropy is much more prevalent in the SW than anywhere else. During interviews, Quinn and Augusta each revealed that because average incomes in Bristol are wealthier than most parts of England, it becomes logical to pursue the strategic approach to philanthropy. I then tested this assertion in the online survey across all regions. By employing regression analysis, *tables 54 and 55* present two regression models indicating statistical significance for 'higher income areas = strategic philanthropy' in Bristol, SW. Once more, the characteristic of higher income households identified by managers in the interviews is validated by the survey respondents, in that philanthropy is practiced through monetary donations, which allows a more strategic approach to our method. And this reflects the wealth within Bristol rather than a device to generate revenue.

The fact that donor firms undergo philanthropy for strategic interests extends current research I observed earlier, assessing motives behind donor firms performing philanthropy (Varadarajan and Menon, 1988; Burlingame and Young, 1996; Moir and Taffler, 2004; Breeze, 2013). Each author presented their own typologies when a wealthy individual or donor firm performs philanthropy under a business/marketing agenda. Or as Maclean et al. (2015) extends, for their own self interests. My findings in Bristol, SW identified similar outcomes to this.

Indeed, my results for Bristol discovers higher income levels (H2), left political leaning (H4) alongside 'higher income areas = strategic philanthropy' bears significance for firms practicing philanthropy. For this reason, I declare my research finding in the SW adds something new and original to the literature of corporate philanthropy and social geography.

Scale of recipients

On to the scale of recipients, interviews exposed limited support is distributed on a local scale. In fact, Quinn proclaimed major support towards locals represents holds more faults than positives. Instead, firms in Bristol revealed recipients were mainly global or regional scope. In either of these cases, support is manifested through monetary donations. Augusta declared that her firm attracts a large volume of consumers overseas who regularly purchase Chatsworth's products. So, the natural decision for managers is to prefer the majority of donations to be sent overseas rather than elsewhere. The quantitative results somewhat broaden the interview responses by pointing to a different scale of recipients. Utilising a thematic approach to the survey data, results show philanthropic donations are mainly on a global level, and to a lesser extent, national level.

I consider the data captured verifies recipients of philanthropic activities chosen by firms based in Bristol, SW are mainly global, but regional too. The variety in recipients is much more evident compared the NE. Plausible reasons could be the significance of higher income levels and majority of left political leaning, which are discussed below to a greater extent. Equally, data established a much lower emphasis on local causes, evidenced by the interview findings.

H1-H4

From the outset, interviews across Bristol acknowledged industrial decline in either engineering, manufacturing or shipbuilding is not significant regarding firms and individuals acting philanthropic. Instead, interviewees commented that Bristol is traditionally associated with accounting and or other financial industries. What Quinn and Augusta referred to was they used logic that connects what they know about industrial decline in their area with what they are doing. But since Bristol seems to have recovered quite nicely and there doesn't seem to be high unemployment, they don't need to respond in the same way firms do in the NE. Quantitative results validate the analytical generalisations made by senior managers during interviews, as no regression models displayed statistical significance towards industrial decline. Considering the lack of affiliation between Bristol, SW and engineering, manufacturing or shipbuilding industries, my study rejects H1 in the SW.

The second hypothesis stated that higher income levels correspond to philanthropic giving. Higher income was widely acknowledged by senior managers during the interviews. Interviewees were happy to state higher income places permits households the platform to donate money, in contrast to poor or lower income places. The understanding is that higher income allows the firm to carry out philanthropy through their preferred method of monetary donations. My quantitative results extend the notion that higher income households positively impact managerial decisions regarding philanthropic engagement. Data is supported by the considerable number of regression models evidencing statistical significance shown in *tables 47, 49, 50, and 54*. Therefore, I accept H2 in the SW. In the context of existing papers, my findings extend the writing of Hurd et al. (1998), Shaw et al. (2011), and the more recent work of Brown and Taylor (2019). NOMIS (2017) further clarify that compared to the majority of places in this study, Bristol displays a large weekly income of £539.50.

Incidentally, the SW region as a larger unit is again relatively high compared to other regions (£527.00).

Attending to H3, the reaction from interviewees was that higher education attainment in place can positively affect philanthropic engagement. And the interviewees acknowledged that Bristol possesses a highly educated population. Still, Quinn acknowledged higher education attainment is important, but couldn't say one way or the other. Quantitative findings followed a similar direction in the sense higher education attainment in place means people will want to help charitable causes is extremely small. Only one regression model featured 'university qualifications' (H3), alongside 'higher income levels' (H2) and 'left political leaning' (H4). Though the emphasis of H3 is not the strongest across interviews, Quinn did assert that H2 and H3 forms a relationship. Senior managers as a result understand the characteristics of higher incomes and higher educational attainment determines the decisions set out by senior managers relating supporting philanthropic initiatives. Accepting there is limited statistical significance exposing H3, I argue there still enough evidence to accept H3 in the SW.

What is clear, is higher income households and higher education attainment in place interrelate in the context of the SW region supporting the work of (Targett, 1998; Chatterton, 2000), who found Bristol is highly renowned for occupying individuals with high income salaries who are also highly educated. But the authors never directly looked into the impact towards firms practicing philanthropy. For this reason, I assert my findings of H2, and H3 in the SW adds something new to the field of corporate philanthropy and social geography.

The last hypothesis to consider is H4. I learned from the interviews that a majority of left political leaning in place suggests a contributing factor to firms practicing philanthropy in the SW. Senior managers were quick to acknowledge their local areas or personal affiliation leaned more to the left. Quinn suggested that Labour historically got behind firms' philanthropic programs than what they do now. Augusta remarked that she personally leans to the left due to the belief left political support is more aligned to community programs. Despite this, her managerial decisions regarding philanthropy is not a direct cause of Bristol favouring a left political affiliation. Quantitative data supplemented the understandings made by managers during the interviews of how left political character compliments their choice to practice philanthropy. In total, eight regression models in *appendix K* exhibit statistical significance of the variable ‘left political leaning’. And so, I accept H4 in the SW. My findings extend the declarations made by Ball and Juneman (2011), and Brown and Taylor (2019) who revealed (in their separate studies) left political leaning does contribute to supporting philanthropic programs.

It is perceptible that two hypotheses standout from my findings in the SW region – H2 and H4. Analytical generalisations from the interviews in Bristol enabled me to understand that senior managers identified higher income levels, and a majority of left political support are significant to their firm undertaking corporate philanthropy. The quantitative data went on to enable empirical generalisations. A substantial number of regression models are either statistically significant or statistically very significant. For this reason, H2 and H4 are both accepted. What the empirical generalisations imply is that the larger number of responses from online surveys can also be applied to other settings I have not studied. The same cannot be said for interviews.

Indeed, higher income levels and left political character in Bristol displays a very strong relationship. This critical insight advances writing of Evans and Mellon (2015), Dubois et al. (2015) who discussed the relationship between income levels and political leaning has somewhat shifted. Normally lower income areas support left leaning parties, but a momentum swing has seen affluent areas lean politically to the left, as is the case of Bristol, SW. However, I must recognise that the authors did not investigate the relationship between income levels and political leaning, and what firms decide to do in terms of philanthropy.

Critical insights of place

During the interviews, firms made little to no references to high unemployment as a major influence to practicing philanthropy. On the quantitative side, two regression models disclose ‘high unemployment rates’, and only in one of these models did the variable display statistical significance. From the regional studies considered earlier in the thesis (Anyadike-Danes, 2004; Copeland et al., 2014; Bambra et al., 2015), I can see the SW region is traditionally one of three regions to experience a low level of unemployment. Statistics from NOMIS (2017) expose employment rates in the SW is 78.1%, whereas unemployment is 3.5%. As for Bristol, from NOMIS tells us employment rate is 77.6%, and unemployment is 4.4%, once again illustrating unemployment rates in Bristol and the SW are low.

Whilst surveys claim to be generalisable whereas interviews do not, findings from both data collection stages revealed ‘strong community presence’ influences senior managers to do philanthropy is not as intense compared to the NE or the NW. Quinn suggested strong community in place exists in rural areas outside of Bristol, but not in the city itself. Augusta conceded there is a real lack of community where her firm is located compared to the previous location, which causes lesser support to locals. I found survey responses expand the beliefs of senior managers who were interviewed. Only one regression model indicated statistical significance for ‘strong community presence’. Identical to the regression models featuring high unemployment rates, not one determined a unique variance to corporate philanthropy in the SW.

Strong community presence causing corporate philanthropy to happen in Bristol, SW, is not present in existing literature. The same can be said for unemployment rates. My findings show small evidence of both occurring as major consequential reasons why firms may want to undertake corporate philanthropy.

6.3 North-west

What is ‘place’

The third region to dissect is the NW. Across all interviews, informants referenced place as their firm’s actual location; either the town of Rochdale or the town of Blackpool. Few comments were made responding to the region as a whole. Cerise, who operates in Rochdale, discussed the core meaning of philanthropy which is to help others in the local area who are experiencing difficulties is a concept lost in bigger cities such Manchester which is also located in the NW region. Cerise added, the traditions of philanthropy is still attained in Rochdale but not Manchester because you might find in some parts of Manchester, most people will not be from that town. As a result of the interview data, online surveys were sent to firms specifically in Rochdale and Blackpool as part of the NW region.

Types of philanthropy

A notable theme identified in the interviews was volunteering is the main activity of philanthropy. I recall firms in Rochdale and Blackpool alike spoke passionately about how 'volunteering' enables a closer bond with charitable causes/recipients which is difficult to replicate if they donated money. Informants concur volunteering creates a platform for social interaction which donors and recipients equally enjoy. Two informants, Oliver and Cerise, admitted that donating money isn't always an option due to the 'difficult economic market'. Oliver further suggested there is a good chance of donating products and services instead of cash.

Quantitative results went on to support the knowledge produced in the interviews. Replies to the questions investigating income were either low or poor. Two regression models (*tables 59 and 60*) indicate 'volunteering' is statistically very significant. This implies 'volunteering' holds a unique variance to the NW that other variables of philanthropy don't. The strong emphasis of volunteering from donor firms located in the NW, as method of practicing philanthropy, has not been recognised in present-day literature. I contend this research finding adds new original data to the field of corporate philanthropy.

Scale of recipients

I quickly established from the senior managers I interviewed that supporting local recipients based in either Rochdale or Blackpool, is extremely important. Interviewees remarked supporting locals in Rochdale and Blackpool who are in need, naturally stimulates local natives to act philanthropic. Two informants, Cerise and Paul, also unveiled their firms are reluctant to help cities or other towns in the NW for two reasons. Firstly, is down to their mind-set; “always helping your own first”. Secondly, informants conceded other locations in the NW, especially cities, are much wealthier than Rochdale and Blackpool, therefore it would be inane to distribute aid elsewhere. By using a thematic approach, the survey outcomes to some extent enhance the analytical generalisations set out in during interviews. Two regressions models (*tables 62 and 63*) signify the focus towards local recipients is statistically significant.

The general understanding is that philanthropic aid distributed by donor firms is heavily associated with local place. One standout example of this scenario in current literature is the Rochdale Co-operative movement (Fairburn, 1994; McElvoy, 2018). The authors assert the movement was set up by local members of society to help other locals suffering from social deprivation. Hence my findings underpinning local recipients in the NW extends the work of both Fairburn, and McElvoy.

H1-H4

In chapter 3, I vividly talked about the well-documented ‘Rochdale co-operative movement’ and the impact it has in today’s corporate philanthropy. The discussion of historical industrial decline drew some surprising outcomes from the interviews. Only Cerise (who is based in Rochdale) spoke about the co-operative movement. She admitted the deep-rooted Rochdale co-operative movement is no way near as prominent in today’s society. Cerise went on to add the younger generation are unfamiliar with the history of the co-operative movement and showing disinterest to understand what philanthropy means in Rochdale. Oliver and Paul separately accepted whilst the history of place is not all forgotten, it bears little importance to how they practice philanthropy in the present day. The understandings made from Oliver and Paul are reinforced from the survey findings. In fact, not one regression model featuring ‘indust. decline (manufact. engineer. shipbuild.)’ recorded any statistical significance. This shows the knowledge produced in the interviews further enables empirical generalisations from the online survey data. And so, I reject H1 in the NW.

In light of the seminal work underlining the Rochdale co-operative movement, my findings suggest the opposite to industrial decline in manufacturing positively impacts philanthropy in place. Fairburn (1994), McElvoy (2018) write how a co-operative movement was formed in Rochdale to help those suffering from severe social deprivation as a consequence of heavy industrial decline in manufacturing. Yes, the sentiment of historical industrial decline is known, but overall results from donor firms located in the NW shows the impact is not extensive as it once was. Therefore, my findings mean they contradict existing work in the field of corporate philanthropy and social geography.

H2 states higher income levels correspond to philanthropic giving. Informants indicated that the opposite may be the case, and instead point to the conclusion lower income areas contribute to philanthropy more. Oliver did concede that for firms to contribute more regularly with philanthropic aid, monetary donations is desired. Participants across the NW recognise that the region overall possesses low-mid level incomes, and companies in Rochdale and Blackpool realise low-middle ground income households contribute in other ways. Observing *table 2*, the average weekly income pay for Rochdale is £464.20 - the lowest of the original places. For the NW as a whole, the weekly average of £514.50 is the second lowest of all regions (NOMIS, 2017). Survey findings produced no statistically significant regression models, further informing us the opposite may be the case to higher incomes in place impact philanthropic giving. As a result, I reject H2 in the NW. I also put forward that because of these findings, my results for the NW contradict the separate work of Hurd et al. (1998), Shaw et al. (2011), Brown and Taylor (2019).

Next, I assess H3; higher education attainment rates influence of how donor firms practice philanthropy. The interviews informed us that Rochdale and Blackpool obtain low higher education attainment rates. Yet if place attains higher education qualifications, the more likely people are able to recognise how philanthropy can help society. Oliver and Paul identified the value of higher education in Rochdale and Blackpool is growing exponentially which can only benefit the place where donor firms are located. The knowledge put forward by the interviewees is extended from the quantitative findings in the NW. *Tables 58 and 59* confirm two regression models display 'university qualifications' generates statistical significance. As a result, I accept H3 in NW.

Attention to places that contain a highly educated population positively impacts a firm to practice philanthropy in the NW, is not prominent in existing literature. Therefore, this specific finding adds new critical insights to the field of corporate philanthropy and social geography.

Last of all, I evaluate H4; a majority of left political leaning in place corresponds to corporate philanthropy. I recollect the subject of political leaning was the least discussed topic throughout interviews in the NW. It was not through avoidance, but the belief that there is unimportant bearing towards corporate philanthropy. Paul did offer insights that Blackpool has a majority of right leaning political support and disagrees only left political leaning favours corporate philanthropy. Cerise, argued the political influence towards philanthropy certainly isn't what it used to be, when traditionally, Labour often supported community initiatives. The mixed views signalled by interviewees were supplemented by the online surveys. Regression models embracing 'left political leaning' or 'right or left political leaning' displayed no statistical significance. By utilising a thematic approach to quantitative findings, most respondents selected politically neutral. I posit political leaning of place in the NW has no weight to how firms practice philanthropy. Therefore, I reject H4 in the NW. Rejecting political character towards philanthropic firms in the NW, also determines no contribution to existing literature.

Critical insights of place

I discover from my data findings 'strong community presence' in the NW is the fundamental insight to donor firms undertaking philanthropy. This revered feature of place was constantly highlighted. In every interview, community presence formed the basis to every conversation. Each firm stated the lack of regular high incomes creates a unique strong community, resulting in 'society wanting to help one another'. Hence, firms undertaking philanthropy enables society a way to do so. The interviews shed further light and advocated volunteering from firms' employees augments the characteristic of strong community presence in Rochdale and Blackpool respectively. These analytical generalisations made by senior managers tell us how a strong community presence, aided by volunteering, is significant to practicing philanthropy in Rochdale and Blackpool. Quantitative outcomes in the NW further enabled empirical generalisations. Observing *appendix L*, a large number of regression models incurring ‘strong community presence’ are statistically significant or very significant. The empirical generalisations imply is that the larger volume of findings from surveys can be applied to other settings I have not studied. The same cannot be said for interviews.

Once again linkage to the well-documented Rochdale co-operative movement (Fairburn, 1994; McElvoy (2018) is comprehensible. The movement was formed by twenty-eight individuals who came together to eradicate social problems as a result of the manufacturing industry decline. To do so meant they would need to help one another by setting up food establishments and providing medical supplies. McElvoy (2018) makes a case the co-operative movement embodies a community bond that was portrayed by the founding members all those years ago. ‘Strong community presence’ and ‘volunteering’ is presented in *table 60*, evidencing a very significant relationship.

On the subject of high unemployment, analytical generalisations informed there is a concern across Rochdale and Blackpool which compels managers to act philanthropic. However, the quantitative data tells us otherwise, with no statistically significant regression models observing high unemployment rates. I know from NOMIS (2017) statistics, employment rates in Rochdale is declared at 67.4% whereas the NW region as whole is 72.6%. Blackpool discloses employment rates at 71.8% which is slightly higher. Still, I posit that my quantitative findings suggest high unemployment in the NW is not the same as the NE. This might also explain why H1 was rejected in the NW. observe

There is ground that strong community presence and volunteering interrelates with the feature of income, specifically lower income levels. The understanding from interviews is that indeed lower income households in Rochdale and Blackpool assists managers and their employees to practice philanthropy. And the main course of action to this is through volunteering their time. The online surveys further enabled the generalisations set out by interviewees, by rejecting the idea higher income households in Rochdale and Blackpool are more likely to support philanthropic initiatives. I also found from the qualitative data that the consequence of regular volunteering enables a stronger bond in the local communities who are the main beneficiaries to firms practicing philanthropy. Thus, I argue strong community presence and volunteering is an extension to H2.

My new findings of strong community presence in place and volunteering impacting donor firms in the NW signals new, original literature to the fields of corporate philanthropy, and social geography.

6.4 South-east

What is 'place'

Interviewees in this region spoke about place reflects their actual location, which is either the town of Basildon or the town of Horsham. At frequent times comments made by Kirsty referenced the SE region as a whole and how it might interpret philanthropy. She encouraged me to investigate donor firms in another area, Medway. It became evident that the town of Medway was much more comparable to Basildon, as well as Rochdale and Blackpool who I explored from the NW.

So, as interviews produced data indicating Basildon or Horsham, surveys data indicated responses from Basildon and Medway.

Types of philanthropy

Unlike the other regions, senior managers operating in the SE showed a varied response to how philanthropy is practiced. In the interviews Kirsty declared her firm, Bedale, carry out a variety of methods occur such as monetary donations on a national and global scale, and volunteering on a local scale. Kirsty reasoned that local volunteering is practiced to increase a stronger community demographic. Harriet, operating for Chester, declared the vast majority of monetary donations is sent overseas. The remaining cash donations is sent to local causes in Basildon. The understanding from qualitative responses is that monetary donations is the favoured method for practicing philanthropy. And this notion is extended by the quantitative findings in the SE. Looking at the regression model in *table 64*, 'donate money' evidences slight statistical significance.

In association to types of philanthropy, two more regression models (*tables 65 and 66*) indicate 'higher income areas = strategic philanthropy' is statistically significant. I can observe that firms who are located in areas who possess higher income households, identify with the idea that donating money is a conceivable method. A notable mention in the instance of the SE region is firms located in fairly wealthy areas might pursue a strategic approach philanthropy. But that doesn't imply these fairly well-to-do households normally get behind a philanthropic cause.

I maintain there is linkage between existing literature and higher income places agree to strategic philanthropy in the SE. Hurd et al. (1998) and Shaw et al.'s (2011) respective work draws on economic influence being far greater in London and the SE region, which enables a commercial approach to corporate philanthropy. Both sets of authors imply firms and entrepreneurs operating in London and SE can be driven by to perform corporate philanthropy for profit utility reasons, and/or social recognition. However, I must note that findings from both papers do not unveil results for the SE region alone. I argue this precise research finding extends the current field of corporate philanthropy; investigating donor firms located in the SE undertaking philanthropic activity. Furthermore, I establish that the variable of 'higher income places permit strategic philanthropy' resembles with philanthropic motivations set by current literature in the field of philanthropy (Varadarajan and Menon (1988); Burlingame and Young (1996); Moir and Taffler (2004); Breeze (2013).

Scale of recipients

Very much like the type of philanthropic activity firms perform, the choice of recipients in the SE is very much a mixed bag. Interviews across Basildon and Horsham established recipients tend to be on a national scale, but primarily on a global scale. Harriet stressed the main activity performed locally is volunteering. At the same time, small donations are made to local causes, which reflect the industry

Chester operates in. Quantitative findings enhanced only part of the understandings provided by the interviewees. Through a thematic approach, survey responses for the SE conveyed recipients are at times regional, but generally selected on a national scale.

Moreover, the responses from online surveys offered something a little different from the knowledge produced in the interviews. Two regression models (*tables 67 and 68)* exhibit two supplementary themes of recipients; recipients should be a small firm's preference and, recipients reflect the industry the firm operates in. Each of the regression models disclose slight statistical significance.

I notice there is a lack emphasis towards recipients on a local or regional scale. This is evidenced by the fact no regression models display any statistical significance to the variable 'primarily support locals'. To surmise the focus of recipients across Basildon, Horsham and Medway, firms mainly select recipients on a national scale. Senior managers on the whole feel the firm should choose who their recipients should be, and not just select local causes. Survey responses do extend that those local causes that are chosen as beneficiaries, normally associate with the firm's industry. The decision to support causes predominately on a national scale resonates with Hurd et al.'s (1998) study identified in the literature review. Hurd and co-authors discovered that of the donations made by charitable trusts in the SE region, the largest amount of support was directed towards organisations operating on a national scale. Thus, my findings for recipients in the SE extend current literature.

H1-H4

Starting with H1, there no was recognition towards industrial decline within engineering, manufacturing and shipbuilding positively impacting philanthropic attitudes. During the interviews, senior managers informed me that the main industries historically, and currently, associated with the SE region are financial and pharmaceutical. But a historical association across these industries suffering decline in Basildon and Horsham was not documented. And so, the quantitative findings extended the qualitative understandings of industrial decline in the SE positively impacting firms to undertake philanthropy. Regression models observing 'indust.

decline (manufact. engineer. shipbuild.)' disclosed no statistical significance. Therefore, I reject H1 in the SE.

Next, I consider H2; higher income levels correspond to philanthropic giving. The consensus from managers across interviews is that higher incomes in place doesn't always necessary equate to philanthropic giving. What's more striking is that the same managers agree that Basildon and Horsham contain on average wealthy income levels. NOMIS (2017) reinforces that the average weekly income in Basildon is £573.50, and in Medway is £558.00. In actual fact, Basildon and Medway are two of the top three highest earning places within this study. The knowledge produced during the interviews was extended in the survey results. Regression models observing higher income levels displayed no statistical significance. As a result, we reject H2 in the SE.

In reference to present studies, a group of authors suggest the opposite, as places containing higher income households tend to engage in corporate philanthropy (Hurd et al, 1998; Shaw et al., 2011; Brown and Taylor, 2019). In this instance, my findings for H2 in the SE challenges their work.

With regards to H3, interviewees voiced how higher education attainment in Basildon and Horsham respectively has a substantial impact on why they practice philanthropy. Senior managers consistently remarked that highly educated individuals contribute significantly to their philanthropic initiatives. Kirsty and Harriet were both vocal in the sense that their consumers/clients are generally highly educated, attaining a university qualification or above. Quantitative findings acknowledge the statements made in the interviews. One regression model in *table 66* accounts for statistical significance comprised of 'higher income areas = strategic philanthropy', 'university qualifications' and 'high unemployment rates'. So, as I observe that higher education attainment positively affects managerial decisions regarding corporate philanthropy in the SE, I accept H3 in the SE. Of the four hypotheses, this was certainly the most more revered.

The recent paper by Brown and Taylor (2019) demonstrates the impact of higher education attainment in place has positive connection to philanthropy. Though Brown and Taylor's study was not region specific, my insights of H3 in the SE add something new to the fields of corporate philanthropy and social geography.

Last of the hypotheses is H4; a majority of left political support in geographical place corresponds to philanthropic activity from firms. The understanding from qualitative interviews is left political support generally favours firms to practice some form of philanthropic activity. Harriet spoke of the huge impact left political leaning has in their location towards philanthropic giving. She also described individuals that are highly educated are more likely to favour the left political parties, and the two collectively contributes to what philanthropy means. Kirsty on the other hand, disclosed that her firm is located in a right leaning area. She conceded this to some extent hinders continuous philanthropic engagement. Rather right leaning areas normally support philanthropic causes for individual purposes. The general consensus from each senior manager is a majority of left political leaning in place contributes to philanthropy more than the right.

My quantitative results partially enhance the knowledge produced during the interviews. Looking at *table 67*, only one regression model embraces 'left political leaning'. The estimates display a slight statistical significance. Overall, the findings observing left political character in place from each data collection method allows me to accept H4 in the SE. Because H4 is accepted, my findings connect to literature and expand the declarations made by Ball and Juneman (2011), Brown and Taylor (2019).

Critical insights of place

The consistent feature to appear from quantitative results is 'high unemployment rates'. My qualitative data revealed high unemployment in Basildon was not identified by senior managers as a feature that impacts their decisions towards philanthropy. Despite this, four regression models in appendix M evidence 'high unemployment rates' displaying statistical significance or slight significance. Interestingly, secondary sources unearth unemployment rates in the SE are very low. NOMIS (2017) observes unemployment levels are low for the SE, 3.5% and Basildon, 4.1% compared to the other places investigated. But for Medway, unemployment rates are a bit higher at 4.9%. Another telling statistic for Medway is workless households account for 14.4 % of the population (NOMIS, 2017). This might explain Medway and not Basildon exhibits quantities of unemployment which perhaps explains why 'high unemployment rates' is identified in the SE. Reflecting on the findings produced for the NE, 'high unemployment rates' was a consequential feature as to why managers decide on undertaking philanthropy. I argued that high unemployment extends to H1; the heavy industrial decline especially across engineering and shipbuilding. But there was no indication that industrial decline impacts places in investigated in the SE. I can propose that the addition of Medway in the online surveys offers a new insight that unemployment rates could be a resulted of industries located within who have not progressed as quickly as those industries situated in Basildon. And for this reason, the need for firms to perform philanthropy is desired. Currently, no literature underlines the association between high unemployment rates in place and corporate philanthropy in the SE region. I consider my findings new and original to the literature of corporate philanthropy and, to the literature of social geography.

As a whole, I posit the two critical insights in the SE that indicate a significant contributor to firms practicing philanthropy are that higher educational attainment rates (H3), and/or, a majority of left political leaning in place (H4). Analytical generalisations from the interviews enabled us to understand how senior managers consider a highly educated population in Basildon, SE, conceives the importance of what philanthropy is. Likewise, holding a majority of left political leaning indicates as a significant contributor. In one instance I established how to the two features display a positive relationship. The quantitative data enabled empirical generalisations. Two regression models evidence H3 displayed statistical significance, and H4 displayed slight statistical significance. What the empirical generalisations imply is that the larger volume of findings from online surveys can also apply to other settings I have not studied. The same cannot be said for interviews.

6.5 Concise comparisons

The crux of the research findings is donor firms in each region comprehends, values and performs philanthropy differently to one another. I now present concise, logical comparisons that demonstrate the key trends and why regions differ from one another.

In doing so, I consider three vital elements. Firstly, what philanthropic activity is widely performed by donor firms. Secondly, the scale of recipients selected by firms. And thirdly, the preceding two determinants of corporate philanthropy is conceived as a result of accepting hypotheses. I can then perceive that corporate philanthropy has diverse meanings and values within its own respective place, that depend on the particular geography of the firms' location.

After the table, I briefly describe how each region differs in terms of their like-minded approach to philanthropy. The like-minded approach entails managers to choose and favour local people as their beneficiaries and aim to see local issues through their eyes. To end this sub-section, I offer which key trends are similar between two or more regions.

Table 69. Concise comparisons

Region	**Philanthropic activity practiced**	**Scale of Recipients**	**Hypotheses accepted**
<u>NE</u>	Findings from the NE indicate that philanthropy is generally performed through a variety of activities.	Firms explored in Newcastle and also Durham, disclose philanthropic aid is distributed to local and regional recipients. Donor firms act in this way is because of two critical insights of place; 'high unemployment rates', and severe industrial decline in manufacturing, engineering, or shipbuilding.	H1 is accepted, and the only hypothesis to be accepted in the NE. Whilst firms explored in the NE reject H4, they go on to identify right political leaning has a positive connection to philanthropy. And it is the only region in this study to do so. Further evidence of regression

			models reveal links to H1 and high unemployment rates.
<u>SW</u>	The overall consensus is firms perform a variety of activities, but predominately donate money.	Findings disclose that donations are generally made to regional recipients, or, to a lesser degree, global recipients. There is little emphasis towards locals. Donor firms in Bristol, SW donate money regionally or globally because of two central insights; higher income levels in place impacting corporate philanthropy, and a majority of left political leaning associates with corporate philanthropy.	H2 and H4 are accepted in the SW. H2 and H4 being accepted causes donor firms in Bristol, SW to associate with a dual agenda type of philanthropy. This is evidenced in the data, the variable 'higher income areas = strategic philanthropy' is prominent. The emphasis of H2 and H4 also shows why monetary donations primarily to global causes is the common activity. H3 is also accepted, which tells us three of the four hypotheses are accepted in Bristol, SW.
<u>NW</u>	Philanthropy is predominantly practiced through volunteering.	Data gatherings in Rochdale and Blackpool disclose volunteering is carried out for local recipients. Compared to other regions, the NW has a grand emphasis towards local causes ahead of other recipients. The reason why donor firms do so is because of the critical feature of place; 'strong community presence'.	H3 is the only hypothesis accepted in NW. Whilst the importance of higher education attainment is exhibited, accepting H3 does not infer a relationship with volunteering or strong community presence.
<u>SE</u>	Firms investigated in Basildon and Medway disclose philanthropy is predominantly practiced	Monetary donations are typically distributed to recipients on a national or global scale. This is in contrast to supporting locals, as recipients should be the firm's	H3 and H4 are accepted in the SE. The variable 'higher income areas = strategic philanthropy' is identified albeit to a lesser extent than the SW.

	by means of donating money.	preference. And they mirror the specific industry the firm operates in. I find the reasons why donor firms donate money nationally or globally is due to three critical insights of place; higher educational attainment rates; a majority of left political leaning; and high unemployment rates.	A pattern appears; places in both regions accept H3 and H4, suggesting a place holding higher educational attainment and a majority of left political leaning, associates to practicing philanthropy for strategic interests.

Like-minded approach

A final component to consider as a signal of comparisons across place is the 'like-minded' approach to philanthropy. This concept first appeared during an interview in Bristol which later became an emerging theme from qualitative data. The concept entails managers to choose and favour local people as their beneficiaries and aim to see local issues through their eyes. Their response, depending on if they agree to this, aims to be a like-minded approach. During interviews I asked the question directly to determine whether the firm replicated the like-minded approach. To ask directly in the survey's proved difficult, which I noticed from the pilot study. Rather, I pinpointed several questions from the survey to assimilate the approach. They included, 'scale of recipients'; 'primarily support locals'; 'sml firms support locals: expected'; and 'strong community presence'.

In the NE, interviewees understood what the term like-minded means and proved they followed the concept through their choice of recipients and what it meant to look after their own. In the surveys however, a shortage of significant relationships verified a like-minded approach. Overall, there is partial belief that firms practicing philanthropy favour locals only. I know this through the results that firms across the NE distribute philanthropic aid mostly on a regional scale, then locally.

In the SW, interviewees did not hesitate to point out flaws of undertaking a like-minded approach and ultimately rejected the ideology. Survey results followed the same outline. The lack of a like-minded approach is evidenced by firms in Bristol, SW supporting regional or global causes. To declare there is no like-minded approach would be inaccurate, as quantitative findings expose a slight emphasis of 'strong community presence'.

I found the NW to encapsulate a deep like-minded approach compared to all the other regions. Interviewees strongly related to the concept and only spoke of the benefits to help local beneficiaries ahead of others. This is supported by the quantitative results evidenced by regression models of 'sml firms support locals: expected'; and 'strong community presence' disclosing statistical significance or statistically very significant.

The SE on the other hand, showed a small identification of the like-minded approach to philanthropy. Interviewees did not even resonate with the term as an advantage or disadvantage. Survey results not only confirmed this outcome, but disclosed firms across Basildon and Medway choose recipients most likely to be in the industry they operate in – which would include local causes. I know from the data collected; firms investigated in the SE overall opt to support firms on a national or global scale – with a smaller emphasis towards locals.

Similarities among regions

Whilst this section has been dedicated to presenting concise comparisons, I now offer some notable similarities amongst regions. From those places explored in the SW and the SE regions, senior managers select a variety or recipients. This includes global causes and then either regional or national causes. Findings also show firms in the NE choose to spread their philanthropic between local and regional recipients.

In the literature review, I present two specific motives of philanthropy that are the focus in this research topic. One of which is firms practice philanthropy for strategic interests. The data gathered reveals firms in the SE, but more so in the SW, agree this is the case for them. Senior managers operating in Bristol, SW, put forward that higher income households in place is the main cause for this. Despite the recognition of higher incomes, firms in the NE, NW, and SE produced very similar responses that higher incomes in place does not result in philanthropic engagement. What made this similarity stand out was participants operating in the NE and NW generally agreed income levels in their location were either poor, low or middle ground. But participants from the SE conveyed their respective locations contained fairly wealthy households.

The belief that places containing a highly educated population favours senior managers to perform philanthropy is shared by those firms investigated in the NW, SW, and SE. It is why all regions accept H3. Another similarity shared by the SW and SE regions is the identification of left political character associates to philanthropy. And participants across these areas generally agree left political leaning is more beneficial to their philanthropy than right political character. In actual fact, the variable 'left political leaning' is one of the significant features to positively impact firms located in Bristol (SW), and Basildon and Medway (SE). It is why both regions accept H4.

Lastly, high unemployment rates in the NE and SE instigates why senior managers to undergo philanthropy. Existing literature considers high unemployment to be a major factor for philanthropy across the NE region. But the same cannot be spoken of the SE region. Still, other than the NE, firms in the SE were the only other region to display statistically significant regression models of 'high unemployment rates' across the quantitative findings.

To sum up, my research brings new, crucial insights in each of the four regions investigated. Data sheds light to underexamined dimensions of donor firms carrying out philanthropy, such as types of activity and choice of recipients. Interesting patterns subsequently unravel as a cause of critical features of place. In the NE, levels of income are lower, unemployment rates are higher, and the effects of severe industrial decline is still palpable - the need for philanthropy remains very high. All activities fall under the same umbrella, and recipients compromise of locals, yet firms understand the NE region as a whole requires philanthropic support. In Rochdale and Blackpool (NW), unemployment rates are perceptible, and both occupy poor income levels compared to the other places in this research, therefore firms perform philanthropy through volunteering. The large emphasis towards volunteering is made easier by the fact Rochdale and Blackpool hold a strong community presence. And whereas other regions reveal a variety of recipients, the only focus in the NW is local causes/beneficiaries. In Bristol, SW the income levels are higher than the north regions, and the consideration for left political leaning is much more significant. I find this bears a substantial influence on the activity of monetary donations taking place, and the choice of recipients scaling regionally and globally. In the SE, Basildon again possess higher income households, but the effect of higher income is less influential than that in Bristol, SW. Instead, my findings in the SE saw highly educated individuals, who favour left political leaning determine how managers practice philanthropy. Having said that, firms in Basildon and Medway mostly donate money to causes ahead of other activities. The choice of recipients was most varied, scaling from local, national, and global. As left political leaning displays a strong level of importance to places in the SW and SE, the opposite transpires across places in the NE, who on the whole acknowledged right political leaning in place helps firms decide who they want to support as a result of their philanthropy.

This strengthens the view that my findings contribute something new and original to the literature of corporate philanthropy, and the literature of social geography, all in the regional context of England.

6.5.1 Contribution to senior managers

I have provided a narrative of how each region distinguishes philanthropy as a consequence of social geography. To enrich the purpose of the research, I recognise why the new contributions to literature is pivotal to senior figures who are able facilitate the process of firms practicing philanthropy.

The critical insights present valuable information to potential firms who are new to the specific locations investigated and may want to consider the importance of practicing philanthropy. And if so, the findings are able to inform senior managers or directors who are thinking about practicing philanthropy, the type of activity and scale of recipients their location favours. The same can also be said of local governments who understand the needs of causes/recipients that require philanthropic aid.

Local governments and policy makers are then able to suggest to existing firms that don't undertake philanthropy (in respective place), what benefits philanthropic support can deliver for local and/or regional communities. Subsequently, there is a possibility that customers will be made aware which firms offer support to local, regional, national, or global causes. This can provide customers with the necessary information to assist in any philanthropic activity/s.

6.6 Implications of data collection

After a lengthy mixed methods process, the fieldwork was not without implications. One immediate implication was electing to use online surveys. I debate if extra responses would have delivered clarity on certain themes of place impacting philanthropy. Unlike semi-structured interviews, I had less authority to carry out the research face-to-face. My initial thought to sending countless prospective respondents a link of the survey would incur larger responses. But this proved otherwise. Instead, survey responses were generally harder to collate. The ability to communicate with gatekeepers in itself proved to be a challenge, yet it also enables to sense first-hand if the research topic is of interest to a potential participant. If they required more information, I was able to speak directly over the phone and answer specific queries. However, the survey procedure doesn't facilitate this particular action due to the non-biased sampling.

Another implication reflects the small sample size across online responses, and their ability to provide credible findings. In total, twenty survey respondents and their output could be deemed as too small to confirm if certain factors of place are consequential to those firms positioned who practice philanthropy. I argue that despite the small quantitative sample, a set of conditions can still permit small sample research to be verifiable. One condition is when the research undertaken is something new, and there is no expectation what the correct sample might be. A more prominent condition is when the research design is meticulous (Rahman, 2013), evidenced by my mixed methods fieldwork of rich qualitative interviews, followed by online surveys. Even though I collected twenty quantitative observations, I still accept hypotheses in each of the four regions - therefore, indicating the results from interviews and surveys are robust.

Looking back, I should have anticipated that not every prospective respondent would find the survey appealing, hence extra surveys should have been distributed.

It is important to remember that not all 20 respondents operate for firms who practice philanthropy. The very first query in the online survey asked firms whether they practice philanthropy or not. Results in *table 9* confirm those in the population sample who state they do is n=17, and those that don't is n=3. Originally, the study aimed to explore geographical influences behind those firms who don't practice philanthropy. However, as mentioned earlier in the reflexivity section, the research then became focused on the positive connections between philanthropy and place. Despite this, I recognised those respondents that stated 'no', still had the ability to answer a few general questions such as their location, occupation, industry, and how long they have been operating in their area, evidenced by *table 4*.

For those who do perform philanthropy, almost every question put forward was answered. It is why the vast majority of tables in the descriptive and correlation tables; the number of respondents is represented by n=17. On a few occasions, respondents decided to skip some questions for their own reasons. As part of the ethics procedure, survey respondents as well as interviewees were permitted to avoid questions they did not want to answer.

Next, there is the slight doubt whether all senior managers who completed the surveys possess the knowledge of what the average income of households in place are. The same can be said for higher education qualifications. Similarly, another limitation saw respondents require unlikely insights on the topic of empathy in place. For instance, question 38 probes – ‘as a local resident or occupant, what are the level of empathy in your geographical place’? During interviews, I was present to explain that the purpose of this question is to explore how empathy may impact their engagement of philanthropy. Whereas during online surveys, I was not present to assist respondents who had queries for certain questions.

One other clear implication to survey responses lies with the number of questions participants had to answer. Originally seventy questions were drawn up for respondents to answer. After two pilot exercises, I shortened the survey to fifty-six queries. Even then I debated if fifty-six was still a bit much. This led me to the argument of breadth vs depth (Schwartz et al., 2008). As I have mentioned beforehand, my research strongly favours the concept of ‘depth’ – covering the important themes in the study, as opposed to exploring every single theme (breadth). My objective was to ask detailed questions regarding precise themes identified during the interview data collection. This meant that the number of respondents in the surveys would be fewer, but the output incurs deeper coverage of the important themes in the study.

To relieve concerns of using online surveys meant entertaining the idea of implementing semi-structured interviews as the sole research technique. If this was the case, explaining certain terminologies and meanings would have been straightforward. And the ability as a researcher to interpret how certain answers are delivered, as well as participants avoiding sensitive issues, would have been observed. My concerns to undertaking one research technique demonstrates the purpose and justification for implementing mixed methods for this research topic. In short, online surveys doubled the number of interviews, and the complexity of assessing of corporate philanthropy through place would prove insufficient using one method alone. Using qualitative methods, I found how and why things attribute to philanthropic activity. Using quantitative surveys, I discovered how much, and what kind of relationships exist between particular characteristics of place.

Utilising the NOMIS dataset, along with GOV.uk, I was able to analyse pertinent statistics across the four key hypotheses. The NOMIS statistics identified some numbers were synonymous, as well as contrasting, across related themes of the four hypotheses. I needed to avoid selecting places that were completely opposing across the four hypotheses to avoid concerns of biased choices. In the end, I elected Newcastle (NE), Bristol (SW), Rochdale (NW), and Basildon (SE). Through the snowballing technique, I was recommended other locations during interviews. In the NW – I was fortunate to interview a firm located in the town of Blackpool which contains similar statistics to Rochdale in the NOMIS dataset – hence a plausible choice. During an interview in the SE, Medway was pointed out as a possible location to research. The town of Medway conveyed similar numbers across the four hypotheses to Basildon, but furthermore, is fairly similar to Blackpool and Rochdale.

Whilst visiting Newcastle, Durham was put forward as another city to investigate in the NE. This was partly down to the rich history of industrial decline in engineering and coal mining, and its effects carried through to social attitudes of place. Statistics in NOMIS recognised resemblances across themes and sub themes relating the four hypotheses. To a degree, Durham's statistics also correspond to Bristol, which was already marked as direct comparative case study to Newcastle. Observing *appendix N*, I offer statistics to show the inclusion of Durham, Blackpool and Medway for the online surveys is logical. I must highlight an interview took place in the town of Horsham (SE), given that a senior manager and her firm previously operated in Basildon prior to moving. I observed data for Horsham and noticed large distinctions, meaning it would be an irrational case to explore. For this reason, Horsham was not considered for the subsequent phase of online surveys. Data collected from interviews in Horsham is now categorised as a random selection.

Chapter 7 – Conclusions and recommendations

This final chapter presents conclusions and recommendations arising from the investigation. New findings reveal that the place where the firm is located positively effects the performing of philanthropy, underline how philanthropy might differ in the north to the south of England as a result of place. This leads to a contribution of knowledge either in the fields of corporate philanthropy, social geography, regional studies in England, or mixed methodology in social sciences. The contributions outline what feature(s) of place are influential in the way firms go about doing philanthropy and who they choose to support. I then indicate some implications of the research design employed in this study.

After this, the attention diverts to critically reflecting on the challenges of the study, and to consider recommendations for future research that strengthens our understanding of how geographical place impacts donor firms who practice philanthropy.

7.1 Contribution to knowledge of corporate philanthropy

In chapter 2, the focus of corporate philanthropy was devised to comprehend two specified types of what motives firms have when they decide on practicing philanthropy.

After reviewing a host of authors, choosing the two types was a result of implementing a reductionist approach. A reductionist approach involves two or more philanthropic motives classified under one main type. We saw in Burlingame and Young's (1996) work, three separate yet similar concepts - 'enlightened self-interest', 'charitable investment', and 'stewardship', became simplified and reduced to 'dual agenda' philanthropy. and so, taking an identical approach, the focus of philanthropic motives in this study was categorised into two types; 'shared benefits' philanthropy, and 'strategic interests' philanthropy. Shared benefits philanthropy considers philanthropy is performed for the good of the local, regional, national, or global cause chosen by the firm, with no monetary gain intended. The only acknowledgment firms will receive is recognition from their recipients. Firms who perform philanthropy for strategic interests entails firms practicing philanthropy for financial or image gains either in the short term or long term. What strategic interests does not entail is when firms utilise philanthropy for solely enhancing wealth of owners. Empirical findings for almost every region revealed firms state their philanthropic activity was driven by shared benefits philanthropy. This was definitely the case from face-to-face interviews. I found out from Augusta who operates in Bristol, SW, that her firm practices philanthropy as a marketing tool to reach a regional and global audience. The strategy behind this was not entirely based for increasing revenue, but rather enhancing the brand name. Online surveys then followed up on this predicament by presenting a variable, 'higher income places permit strategic philanthropy'. It was evidenced that those places investigated in the SW and SE produced statistically significant regression models incurring the variable; 'higher incomes in their place permit strategic philanthropy'. Though I must consider that the philanthropic motive of strategic interests is less prominent in the SE, yet greater in the SW. I also found from this new contribution of practicing philanthropy for strategic interests is that higher educational attainment rates in place, and, a majority of left political leaning in places across both regions were prominent. This was largely evidenced statistically significant regression models produced from survey responses. From the developed qualitative findings, a majority of left political leaning in place held more weight to the philanthropic motive of strategic interests than higher education attainment.

I must recognise that those places investigated in the north hold lower to mid-level income households. Despite this, they were invited to answer from a general perspective if higher income households in place are likely to support philanthropy, but also follow a strategic mindset to philanthropy. Regressions results for the NE and NW regions were evidenced as insignificant. These outcomes suggest differences remain across the north and south of England.

7.2 Contribution to knowledge of place

An integral part of my research explored several features of place to determine which is the most consequential to the way firms understand why philanthropy remains important. The empirical findings exposed some of these features had greater effect than other features in certain places. In some places, two features showed a direct relationship in terms positively impacting firms practicing philanthropy. The features would then impact why a certain activity(s) are undertaken, and/or, what scale recipients are chosen for the firm to support. Underneath, I present four contributions that my findings show is new to what we already know from existing literature.

One contribution to knowledge that current literature does not fully expose is the influence of political character in place associating with corporate philanthropy. I recognised through Ball and Juneman (2011), Brown and Taylor (2019), left political character embraces' traditional affiliation to corporate philanthropy, particularly within communities holding lower-level incomes and higher unemployment rates. What my research found was that a majority of right political leaning in place also shares the same value to philanthropy. Of the places I interviewed, Newcastle and Durham in the NE conveyed right political leaning has a positive influence to firms who perform corporate philanthropy. Within the regression models, a relationship emerged which observed statistical significance of right political leaning figure alongside high unemployment rates. Therefore, this empirical finding in my research is a new contribution to literature on corporate philanthropy, and social geography. The current writings that left political leaning in place is connected to areas of lower incomes and higher unemployment is changing. I found that households in the NE show low levels of income or somewhere between poor and wealthy. Equally, interviews and respondents of the NE were in unison that unemployment rates are very high.

The subject of political character in place proved very substantial in the way senior managers and directors comprehend philanthropy. The empirical findings exposed political character is a consequential feature of place that highlights differences from the north and south of England. Firms in Bristol, SW and the several places in the SE, hold a majority of left political leaning which contributes to how philanthropy is done. Interrelating with income and unemployment rates, firms in Bristol and Basildon possess wealthy to quite wealthy households, whereas unemployment rates are low.

The next contribution to point out is the new finding of strong community presence in the NW led to choosing locals as their sole recipients. The concept of strong community presence was a regular topic of conversation during interviews in Rochdale and Blackpool. And this was extended in the survey responses where regression analyses produced statistically very significant data. Alongside the critical insight of strong community presence, volunteering indicated a fundamental practice of philanthropic activity. The comments made during interviews were again reinforced from the online surveys sent to firms located in the NW. The knowledge that a strong community presence in place interrelates with volunteering, leads to the main prominence of supporting locals in the area. Senior managers and directors spoke passionately about how locals understand and get behind the purpose of the firms' philanthropy. Quantitative data also evidenced statistically significant regression models of how firms support local ahead of other recipients. This generated the term 'like-minded' approach to philanthropy which sees managers choose local people as their beneficiaries and aim to see local issues through their eyes. Therefore, this empirical finding of senior managers in the NW electing to exclusively support locals, hence the like-minded approach, is a new contribution to literature on corporate philanthropy and social geography.

Donor firms in the NW selecting locals as their only choice of beneficiaries cannot be said for the other regions. Which brings us to the next set of contributions. The empirical findings exposed how the south regions in particular favoured a mixed choice of recipients. This included supporting causes from regional to national, as well as a considerable importance for recipients overseas. I found that firms performing philanthropy in Bristol largely support causes around the SW region, and philanthropic causes globally. Looking at the findings in more detail, a positive relationship between higher income households in place, and a majority of left political support in place, form a very significant relationship that impacts philanthropic giving. And so, the contribution to knowledge is that higher income levels and left political character in Bristol, SW influences the choice of beneficiaries from senior managers to occur at regional level, but also overseas.

In the SE, the scale of recipients varied from volunteering and money donations, to primarily donating money to national and global causes. Similar to the results in the SW, two different features; a highly educated population in place and left political character of place, sustains a considerable influence towards donor firms. Findings of the significant relationship presents the following contribution to knowledge. Higher education attainment and a majority of left political support encourages those senior managers located in places investigated in the SE, to distribute philanthropic aid to a variety of recipients situated locally, nationally, and globally.

In either case for places explored the SW and the SE region, empirical findings also found monetary donations were favoured by firms. Of the two, this was more prominent in the SW. I also know from the findings that firms located in Bristol establish households possess higher levels of income. Hence, monetary donations seem a logical choice for firms supporting causes that are located overseas.

It is vital to recognise that philanthropy is trying to 'improve' place itself, but in different ways. So, the findings that underline the choice of recipients as result of features in place, contribute to the literature on philanthropy and geography because it is about the 'betterment' of the place where both firm and beneficiaries are located. Still, the differences across the north and south regions are based on different ideas about how the betterment can be best achieved. A case can be made that despite previous research across the fields such as science, health, and economics, differences across the north and south of England and how donor firms respond to philanthropy is not as substantial.

To conclude, donor firms of philanthropy operate differently due to their key features of geographical place. I suggest that corporate philanthropy has diverse social meanings in place, which itself is located in a bigger unit, their region. Work must continue in the field of social geography and corporate philanthropy to gain a rich understanding of how place in all its forms, positively influences philanthropy - in the way firms' practice, support, and value it.

Mixed methods design

Utilising a sequential mixed methods research design has developed empirical findings to build upon academic work. The mixed methods design provides evidence that smaller qualitative interviews produced rich findings refined the four hypotheses, quantitative responses helped taper and then answer key themes across a wider population, to deliver a concise understanding of the research topic. And if one method is found to be strenuous to capture insights from prospective donor firms in a particular place, employing a different data technique can undo these difficulties. Just like the instance of collecting data from donor firms located in the SE region. Because of the outcomes the sequential process delivered, I posit further calls for the integration of mixed methods in social science literature.

7.3 Challenges of the research study

Much of the limitations faced in this research topic has been tendered in the previous chapter (section 6.6). In this section of the conclusion, some additional challenges are put forward.

One enormous challenge of the research study is the intricacy behind selecting the specific case studies of place. Though the initial selections of Newcastle and Rochdale were applicable, there is a valid argument that other places in the appropriate regions could have led to a varied outlook on corporate philanthropy. Instead of selecting a mixture of towns and cities, another avenue would have been to focus solely on cities, or towns - in the regions of NE; NW; SW; and SE. Still, it is vital to establish that if other places were explored, they would need to be statistically synonymous with the four primary characteristics of place and their sub-themes. The addition of Durham, Blackpool and Medway through snowballing technique proves this case. Without any statistical coherence across the relevant themes would have meant exploration in these places would be invalid. The example of Horsham, SE is a great example of an area recommended as snowballing, however statistically incoherent compared to the existing locations being investigated.

The argument is that each place varies from one another due to historic, economic, and cultural differentiation – all pivotal to how understandings in place is socially constructed. Thus, the way in which donor firms understand corporate philanthropy, its values and what it means, how to practice philanthropy, and who should receive support, will always remain diverse from place to place. Connected to this theme is the selection of key features of place impacting firms who practice philanthropy. The literature review pinpointed how industrial decline in the northern areas of England, in this instance Newcastle and Rochdale, bears significance towards corporate philanthropy. However, if the emphasis of industrial decline shifted, and instead another feature of place was correctly identified, Newcastle and Rochdale would not have been considered for this study. In turn, the same can be said for Bristol and Basildon which were originally chosen as direct comparative case studies.

Still, the greatest challenge during the entire research study was the strenuous effort of accessing data from prospective participants. Some donor firms were very welcoming of the research topic, whereas some were not interested or did not have the correct personnel to participate. Nonetheless, this was a challenge expected from the start. For interviews, gatekeepers played a pivotal role in acquiring availability of the prospective senior manager or director of the firm. Half of the interviews I conducted responded to the first email. The rest required a phone call. Gatekeepers in Newcastle followed by gatekeepers in Rochdale were the easiest to build rapport with. In contrast, Basildon, and then Horsham were the hardest to engage with. Meanwhile, online surveys meant a direct email with a short informal letter explaining the research topic, was sent to the intended participant. Certainly, for the online surveys, an element of luck was required.

Subsequently, acquiring a larger sample of online surveys was equally challenging, which resulted in a smaller sample size. Initially, a larger quantitative sample was predicted but unfortunately did not materialise. This could have been down to several reasons, including unavailability of senior managers, lack of interest, or the total number of questions that required answering. However, the sample size of twenty respondents still met the minimum criteria when employing regression analysis. And this adds to the ten interviews from the first stage of fieldwork which gathered rich information exploring the relationship between place and philanthropy. Still, the idea that my research study would not gain the interest of every intended respondent should have been anticipated. For this reason, perhaps extra surveys should have been distributed.

Even though the online survey count was smaller than expected, the plan of action in the research study was to cover the fundamental themes regarding corporate philanthropy and place. This delivers a deeper coverage and a far more productive strategy rather than focusing on all topics but not at the same intensity. The terminology for this approach is known as breadth vs depth (Schwartz et al., 2008; Mears, 2009), in which the investigation has followed the route of 'depth'. Those fundamental themes which were of key focus are all listed in the sensitivity test (section 5.3).

A final challenge was pressing senior personnel on certain themes that were avoided due to the sensitivity of the subject. Interviews but more even more so in surveys, participants were permitted to avoid certain questions to uphold all ethical procedures. The major drawback to this is survey respondents had the ability to skip important questions in case all data was retracted from the participant. Obtaining data is a strenuous process therefore as a researcher, the natural tendency is to do everything possible to make sure data is not retracted. For this reason, respondents must be comforted knowing questions can be avoided if they feel hesitant. Inevitably, the full quota of questions was not always completed.

During interviews, the researcher can use their skills to potentially ask the same query but indirectly. One instance established political spectrum was a subject some firms felt uneasy with at first, but some informants and subsequent respondents were happy to provide crucial evidence in spite of its social desirability. However, there is no face-to-face interaction, or telephone process in surveys, thus questions remain incomplete.

Answers, regardless of undesirability, are paramount for a researcher's data collection. One standout matter where participants were mainly concerned with social desirability was philanthropic motives for donor firms. The two that were of discussion were ‘shared benefits philanthropy’ or ‘strategic interests philanthropy’. It felt inevitable informants would naturally stipulate shared benefits as their primary motive. Openly stating a more strategic interest in philanthropy (in a face-to-face scenario) would make the informant feel uncomfortable. One informant from Bristol did accept the firm’s choice of philanthropy was due to marketing purposes, hence obtain strategic interests. The surveys followed an identical path as the vast majority selected the most desirable option. To suggest firms were happy to provide answers to make them look better is an assumption. What may have been a better option, and subsequently a recommendation, was to offer a wider range of philanthropic types. A plausible idea would have been to propose sub-categories for shared benefits philanthropy and strategic interest’s philanthropy.

7.4 Recommendations for further research

Rural areas across England

During one interview in the NW, and another in the SW, informants referenced how rural areas within the region proffers an interesting examination into how strong community spirit and/or presence in place hugely impacts philanthropy. The suggestion made by informants is that strong community presence is more profound in rural areas as oppose to towns and especially cities. An interesting statement made by the same informants is that average income levels are traditionally set as high, though some rural areas incur lower income levels. And there was consideration that employment levels are not always sustained which itself may bear impact towards the meaning of philanthropy in place. Existing literature in the fields of corporate philanthropy and social geography have yet to emerge. Therefore, an immediate recommendation is to explore rural areas in the north and south of England.

Examining other regions in England

Another recommendation would be to offer a different perspective of the north-south divide of England, by exploring other regions within England. Aside from the NE and NW characterising the north of England, there is a viable case to consider Yorkshire and Humberside. The region of Yorkshire and Humberside is situated in the north of England and has experienced harsh realities within the fields of science, health, and economics. The examples permitted in Section 3.2, verify Yorkshire and Humberside suffer ill-effects from binge drinking (Twigg and Moon, 2013), brownfield land leading to mortality rates (Bambra et al., 2015), and regional gradients in UK male unemployment (Anyadike-Dakes, 2004). Still, it is important to remember that Copeland et al.'s (2014) regional work presented a coherent explanation that Yorkshire and Humberside are slightly detached from the NE and NW regions. This is a consequence of Yorkshire and Humberside encountering larger economic growth compared to the NE and NW.

The same way Yorkshire and Humberside ranks among the northern regions, the East region of England (EN) sits among the south regions. Anyadike-Dakes (2004) findings of unemployment rates for males in the trio of regions; SE, SW and EN, display fairly similar numbers. Bambra et al. (2015) goes one further and exposes the East region was the second least affected from Brownfield land leading to mortality rates. Only the SE confirmed lesser death rates. Still, Twigg and Moon (2013), Copeland et al. (2014), distinguish a perceptible gap between SE and SW to East of England particularly in terms of economic growth.

Acknowledging that Yorkshire and Humberside, and the East region exhibits partial tendencies that correspond to the north-divide of England. Thus, a strong recommendation could be to explore these two regions to determine if findings extend, develop, or contradict the results in this study.

Exploring place and philanthropy overseas

One other plausible recommendation is to investigate the impact of place towards firms practicing philanthropy within the context of an overseas country. Considering philanthropy and social geography remains an under researched in England and the UK, the same can be said for a host of countries worldwide. The only identified country that has investigated comparative research of regional dimensions across firms and their philanthropic giving is the US (Wolch and Geiger, 1985; Muller and Whiteman, 2009; Winterich et al., 2012).

The idea of researching and then publishing material related to the impact of place towards philanthropic donor firms in a comparative case study context, generates credibility amongst internationally recognised journals.

Gather output from consumers

A potential avenue for future research is to investigate consumers who engage with donor firms practicing philanthropy. The decision to occupy interest in firms was coherently argued in earlier chapters. Appreciating this thesis focuses solely on firms, narratives were offered respecting the influence consumers can have upon firms operating in place. Expressed in chapter 2, consumers in England support the idea of organisations working with charities as a result of recognition and movement in social attitudes. What is worth considering is consumers can respond with a backlash if philanthropy is used as a profit margin tool. Gathering critical insights of specific motives behind philanthropy is accepted or rejected extends current literature. Adding to literature in the fields of social geography and corporate philanthropy will require capturing data from consumers who put forward opinions on the social construction of place and how it perceives the concept of corporate philanthropy. Prospective firms and policy makers would benefit from acquiring intersubjective knowledge of how place positively influences the way philanthropy is practiced and who are selected as recipients. A likely method to collate data from consumers is online surveys but accessing consumer details would have to be managed ethically. The context of the study could again be set in the design of a north-south analysis of England. Possibly exploring consumers may present itself in the future, the idea is not to replace the focus towards senior personnel of firms operating in place, but rather to augment the perceptions of firms and their consumers equally.

Future publications

To make credible use of the doctoral thesis, there are plans to write three papers circulating on central themes of the research topic.

(i) Opening the gate
(ii) Is it a number's game?

(iii) core themes to derive from findings across place ***No title as of yet**

The first paper draws on experiences with gatekeepers and elites from those firms I was successful in obtaining access during interviews the first stage of data collection. Methodological issues addressing gatekeepers who are significant to acquiring interviews from elites (senior personnel in firms), is well known across qualitative literature. Individuals that attain elite status comes from the possession of knowledge and power within organisations. Narratives within this paper register the crucial interconnectedness between the gatekeeper and elite within the grounds of corporate philanthropy.

The second paper recalls on the experiences of the second stage of the data collection, online surveys. Small references are made to the preceding data collection of interviews, which then outlines the concept of breadth vs depth in the research design of mixed methods in the field of social sciences. Constructive arguments are put forward that favours the deeper coverage approach instead of covering each concept or theme that will not always be relevant. The title emphasises the numbers game isn't always guaranteed to best deliver a concise, detailed analysis of the topic at hand.

The third paper will establish the comparative nature of place and philanthropy from the research results. In terms of its significance, we will know more about how the place where a firm is based influences how philanthropy is conceived and practiced, and to what scale recipients are selected.

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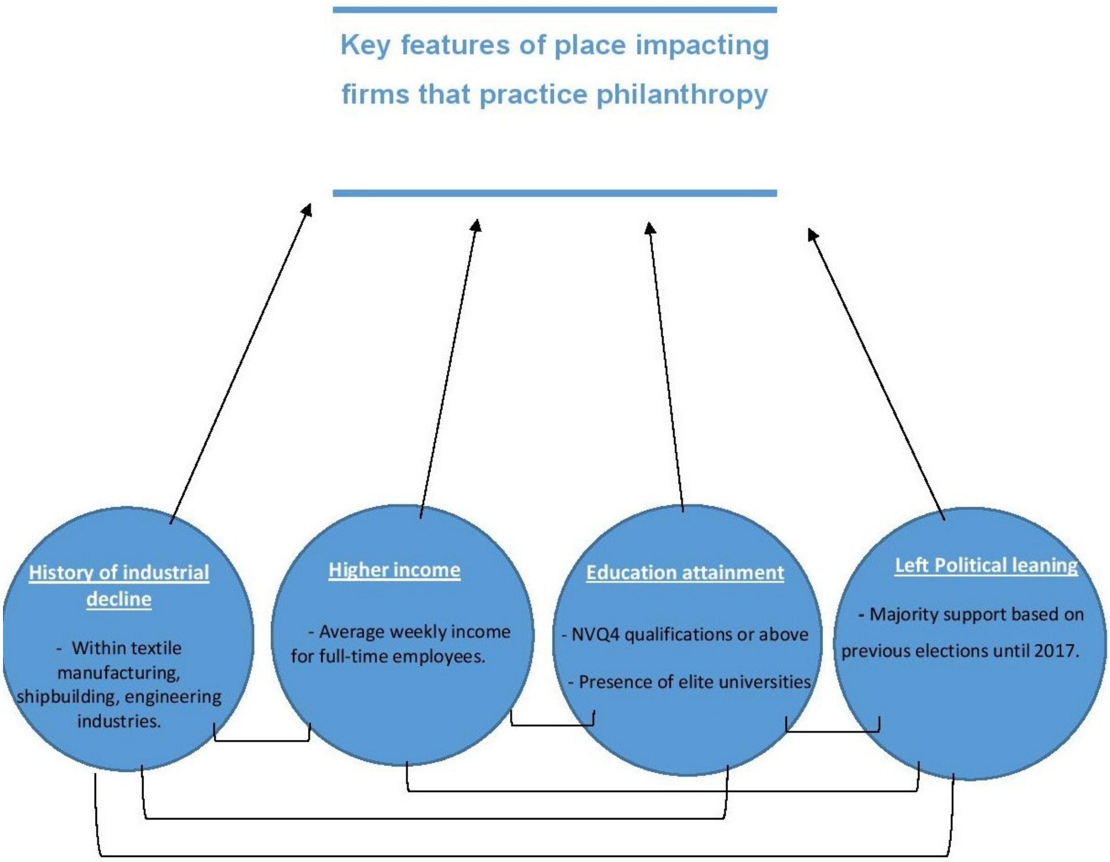
Appendices

Appendix A: Conceptualised framework of four key characteristics of place impacting firms practicing corporate philanthropy.



Appendix B: Sample demographics of 100 wealthy entrepreneurs in the UK performing philanthropy (Shaw et al., 2011).

Sample demographics.

Demographics	N = 100
Age:	
<46	10
46–65	57
66+	23
Gender:	
Male	88
Female	12
Place of birth:	
England: London and South-East	20
England: all other regions	15
Scotland	17
Wales	1

Appendix C: Firms performing philanthropy

Name	**Location**	**Industry of Firm**	**Philanthropic Activity**
River	Newcastle	Sport	River Foundation. This is a prime example of historical imprint of regions social attitudes. Extremely similar to Northern Rock Foundation exemplar. In 2008, River Foundation was created with that aim and it has been nurtured ever since to become award-winning charitable organisation. Now, the Foundation reaches out to more than 50,000 young people, children, and their families in our region each and every year through a wide range of sports, health, and educational projects.
Hopper	Newcastle	Technology	Hopper supports a number of national, regional and local charities annually. Our staff hold fundraising initiatives throughout the year as part of our charity work, from bake sales to sponsored runs – all in aid of charities close to our heart.
Bannister	Bristol	Sport	Bannister is involved in a series of projects under the 'Community Mirror Shine' charity. Under the Community program there are seven separate projects the football club is engaged in.

<u>Leven</u>	Newcastle and Bristol Head office located in the South-east.	Retail	Leven, a British clothing retailer fashioned a charitable approach to the discounting products. Senior company officials decided to donate to local charities rather than offering steep discounts. In practice this involved donating the percentage of discount offered on their products, instead to local charities.
<u>Garvan</u>	Newcastle and Bristol	Supermarket	Bright Stars Scheme - Customers are given a token where they are able to point out where support should be given in the local area by Garvan. The more tokens a cause receives, the bigger the donation they receive. Since its launch in 2008, the scheme has donated £14 million to local charities by you. Geographic locations of Garvan are found in both Newcastle and Bristol.
<u>Bedale</u>	South-east	Pharmaceutical	Pennine last scheme is one of Bedales key corporate social responsibility activities is the annual Pennine Last Scheme day. It provides an opportunity for employees at all our UK sites to dedicate their workday to volunteering in charitable activities, which make a difference in local communities. Employees support local projects varying from sorting charity donations, gardening, and decorating at a local school, and hosting tea parties at care homes.
<u>Goodwood</u>	All four locations.	Supermarket	Goodwood undertakes 2 types of charitable schemes. First, a small money donation is

			distributed to 10 recognized charities. Second, Goodwood is currently involved in several community programmes designed to improve the social wellbeing of residents by tackling social issues.
Seaham	All four locations	Banking	Seaham provide financial contributions to community projects, and thousands of employees get involved by volunteering their time and sharing their skills. Below are some examples of the programmes we support; - *Conkers Trust* - *Sole Guard programme* - *Cancer Research UK* - *Galway Society*
Benedict	Bristol and Devon	Food and Drink	The Benedict Charitable Trust provides a focus for the company's charitable activities. Since their inception, Benedict has raised a significant amount of money. Our aim is to support local charities, good causes and individuals in need across the company's primary trading areas across the South-West region. The charity is funded by contributions from Benedict plus donations and fundraising events held by employees, tenants and customers. Approximately a third of all money raised is donated to individuals and small local groups within our community.
(Chester)	Basildon	Legal	We support a number of charities through donation, sponsorship, advertising and

			attendance at a wide range of functions such as Chester quiz nights, staff hat days, as well as formal dinners, receptions and luncheons. We encourage community work. Staff are involved in a local school reading project and a number of our lawyers offer legal advice to non-profit organisations. Chester recognises the importance of education in our communities. We work with local schools, colleges and universities to offer student placements and encourage students to join the legal profession. Donations are also sent to locations overseas.
Gable	North-west	Dental	Gable's health programme supports young children to learn about healthy teeth, gum and cleaning. Refer to website for more details.
Funnelweb	Head Office location in South-east of England	Coffee	The Funnelweb Foundation is an independent charity that aims to relieve poverty in communities overseas. Its mission is to improve the life chances of children by providing them with quality education. Foundation schools deliver both academic and extracurricular programs that enhance health, gender equality and environmental awareness. One example is developing land for families to grow crops.

Pimlico	Blackpool	Sport	Pimlico run several charitable initiatives including 'Inclusion' to tackle youth unemployment and high criminality amongst youths in the town of Blackpool. Other projects involve employees volunteering time for elderly individuals.
Birkendale	Basildon	Legal	A great part of the firm's success is being able to share that by supporting local charities and organisations. We do that in various ways, through fundraising within our offices, donating legal services and offering individuals' time. Birkendale has helped contribute a substantial amount of money to various charitable causes, including several staff-nominated charities of the year. Birkendale also supports lots of organisations, including; Claridge and Rescue, as well as Alzheimer's and dementia causes.
Trinity	Rochdale	Technical and Support services	Company provides office supplies and runs a charity fundraising scheme, each time a client prints a colour page with a Legacy range product, Trinity donates money to their nominated charities with over £15000 being raised so far.
Chatsworth	Bristol	Food and Drink	As part of Chatsworth's philanthropic commitment, we give £10k to charities near you. All charities will receive a minimum donation, the rest is up to consumers. A large emphasis lies with aiding environmental issues.
Hanover	All four locations	Banking	The 'Hanover Foundation' was set up as an independent charity funded by their profits and fundraising events to distribute support across local charities in England and Wales.

<u>Grosvenor</u>	Newcastle	Engineering and manufacturing	Grosvenor's main objective is to increase the long term and sustainable prosperity of the north-east of England. In particular we will focus on the improvement of education in engineering and related scientific and mathematical subjects, training in engineering skills and the development of employment opportunities. The Foundation was launched in 2007. The Trustees wants to encourage a new generation of engineers by supporting initiatives and organisations that are closely aligned to Grosvenor's ethos of supporting the people of the north-east.
<u>Aldwych</u>	All four locations, (head office in Rochdale)	Supermarket	A Foundation was set up by Aldwych with an objective that 100% of money donated goes directly to our community projects. The Aldwych Fund helps pay for local projects that our members care about. Every time members shop at Aldwych, a percentage of what they spend goes to help fund community projects where they live. 'Foley' is another programme helping individuals beat loneliness and strengthen their sense of belonging through connections in their community.

Appendix D: Interview questions

<u>Section 1</u> - Place and Corporate Philanthropy

(1) Tell me more about the (anonymity) foundation and the philanthropic work you undertake?

(2) Why are philanthropic activities important to your firm?

(3) I guess the importance conveys to your employees??

(4) Reflecting on consumers, how do you think they see the philanthropic work your firm is associated with?

Donors/beneficiaries

(5) I saw on your website there is a variety of trusts you support in Newcastle. How did the idea come about of selecting these specific recipients? What was their response?

(6) How is the image of the firm and also the foundation perceived by customers, firms, and also recipients including charities in Newcastle?

(7) May I ask you for your thoughts regarding donors and recipients being 'like-minded'?

(8) Is it important to be recognized for your hard work or do you try remain anonymous? Or do you think it's normal to receive some recognition which is typical of many firms?

(9) Are there any negative challenges towards your firm practicing philanthropy Newcastle?

<u>Section 2</u> - Four variables of place (impacting firms practicing philanthropy)

Industrial history

(1) Newcastle historically was a prosperous location for its shipbuilding and engineering industries until its highly documented decline. Would you say these particular industries still characterize Newcastle in the present day?

(2) Would you say these particular industries influenced those specifically to act philanthropic?

(3) In any way does this reflect your choice of recipient who receives donations?

Income levels

(1) How would you describe individual consumers who buy your products in terms of their income levels are they wealthy, or underprivileged, somewhere in between, or another classification?

(2) Would you say that individuals earning a higher salary are more likely to support your company's philanthropy?

(3) Is it viable to suggest individuals with higher incomes show less need to be generous? *Equally are those obtaining lower level of income likely to show more empathy?*

Higher Educational attainment

(1) Newcastle is well renowned for its containment of university institutions and with it - people obtaining a university degree or above. But does this hold true for those who act philanthropic?

(2) Are those with universities degree more likely to recognize the work you do through the foundation?

Majority of political support for left or right wing

(1) Is it accurate to say people who are politically left wing correspond to philanthropy more so than right?

(2) Do you feel this is pivotal for your firms and their foundations to acknowledge the political preference of place before undertaking philanthropy?

And….. (sometimes asked at the beginning)

(1) Are there other features of place (that haven't been discussed) which influences how you undertake philanthropy?

<u>Section 3</u> - Firm's characteristics

(1) You are you a local of the city?

(2) And the same for the vast majority of your employees?

(3) Does (anonymity) operate more on a national, regional or local scale?

(4) Could you state the size of the workforce for the firm?

Appendix E: Interview letter inviting informants to participate

Company name

Address

Date

Re: Research into Philanthropy

Dear……………………

My name is Kamal Rai, a doctoral student at the Anglia Ruskin University, Business school (Cambridge campus). I am conducting research on the geography of corporate philanthropy through a comparative assessment of the north and south regions of England.

I have read about your philanthropic work, particularly the commitment to (*name of scheme*), whereby donations are made to local and overseas charities. It is understood that philanthropy can have significant positive impacts on the lives of beneficiaries and also, the reputations of firms. However, the role of geographical place in decisions about philanthropy is not yet known. In the instance of (*company name*), the focus of place centres on Bristol.

I am writing to ask if you would be kind enough to take part in a short interview to progress my research on this topic.

The aim of my study is to find out how place where a donating firm is located influences its philanthropic activities. I am interested in how particular features of Bristol may influence how you choose to practice philanthropy. These are the industrial history of the place, especially if there has been relative prosperity or decline; the average income levels; the presence of educational institutions; and the majority political character.

Your participation in this study will contribute to knowing more about how the place where an organisation is based influences how philanthropic activity is conceived and practiced, and we will understand this in terms of specific characteristics of place.

If you are happy to take part in an interview, this will take place at a venue and time of your convenience. The duration of the interview should be no longer than one hour. Your participation will be treated with anonymity and both data and information will remain confidential.

It has been fascinating to read about your philanthropy and the positive impacts it is making on the beneficiaries. If you are happy to proceed in taking part, please contact me directly. If you would like to contact my supervisors, their individual email addresses are provided below. To comply with our ethics process, I will send a more detailed information sheet and participant consent form, and will look forward to meeting you at a time of your convenience. This research has been approved by Anglia Ruskin University's Research Ethics Sub-Committee (RESC).

Many thanks for your time and consideration.

Kindest regards,

Kamal Rai

Doctoral Researcher, Anglia Ruskin University, Faculty of Business and Law, Cambridge

Email: kamal.rai@pgr.anglia.ac.uk

Supervisors web links:

Dr. Alison Hirst https://www.anglia.ac.uk/lord-ashcroft-international-business-school/about/hrm-and-organisational-behaviour/people/alison-hirst

Dr. Nick Drydakis https://www.anglia.ac.uk/lord-ashcroft-international-business-school/about/economics-and-international-business/people/nick-drydakis

Professor Antonella Zucchella https://www.anglia.ac.uk/lord-ashcroft-international-business-school/about/economics-and-international-business/people/antonella-zucchella

Appendix F: Survey questions

The geography of corporate philanthropy

Page 1: Guide for respondents

The following survey has been created to provide rich data for my doctoral research. My research study aims to examine the impact of geography on firms undertaking philanthropic activities. The significance of the research is that we will be able to identify how geographical place influences the way philanthropy is conceived and practiced.

Guide for respondents

Important note: The term 'corporate philanthropy' and 'firm's practicing philanthropy' denotes to either; monetary donations, volunteering, donating goods and services, organising fundraising event through the firm's resources, or something else – but all for charitable cause(s). In some cases your firm may practice a selection of these activities.

Important note (2): 'Geographical place' refers to the area (city or town) where your firm is located.

The majority of questions require responses from your managerial perspective of firms practicing philanthropy. In other cases, responses must reflect your beliefs as a local resident, or occupant, of the location you are operating in. **The survey comprises of three sections;**

Section 1 asks general questions regarding your firm's philanthropy including; the importance, the type of recipients you donate to, and how consumers respond.

Section 2 investigates the impact of specific geographical factors impacting firms practicing philanthropy. **Please read** the guideline of each sub-section which informs whether you need to answer from a manager's perspective or, as a local resident/as an occupant of the place you operate in.

Section 3 asks questions regarding the firm's characteristics.

The survey should last no longer than 20 minutes.

This research has been approved by Anglia Ruskin University's Research Ethics Sub-Committee (RESC). To comply with our ethics process, participation will remain anonymous and data collected shall be kept confidential.

I can only thank you for your time.

Page 2: Section A - Place and Philanthropy

1. ***Does your firm practice philanthropy?*** *(Philanthropy = monetary donations, volunteering, donating products/services, and/or fundraising events)*

- ○ - Yes we do.
- ○ - No our firm doesn't.

2. ***Which of the following philanthropic actions does the firm undertake?***

- ○ - Monetary donations
- ○ - Volunteering
- ○ - Donate goods and services
- ○ - Organise fundraising events
- ○ - A variety of the above

3. ***How important is corporate philanthropy to your firm?***

- ○ - Very important
- ○ - Important
- ○ - Neutral
- ○ - A small level of importance
- ○ - Not important at all

4. ***Since when has your firm been practicing philanthropy?***

- ○ - The last 2 years
- ○ - Last 5 years
- ○ - Last 10 years
- ○ - Last 20 years
- ○ - Longer than 20 years

5. ***As a manager of your team, when practicing philanthropy, how important are each of the following statements?***

- ○ - I want to help a cause in which I personally believe in/personally affected by.
- ○ - I want to contribute to my local community
- ○ - Philanthropy is a common practice in the industry
- ○ - The charity can gain media/advertising
- ○ - The company gains positive coverage by donating to charity
- ○ Other

6. ***To what scale does your firm select its recipients?*** (You may choose more than one if your firm donates to a variety of recipients).

- ☐ - Global
- ☐ - National
- ☐ - Regional
- ☐ - Local

7. ***Please state the reasons for your choice of recipients to the specific scale***

8. ***As a manager of a firm, how important do you think it is to primarily support locals in your geographical place?***

- ○ - Very important
- ○ - It's important
- ○ - Mixed feelings
- ○ - Not important
- ○ - Prefer to donate elsewhere

9. ***Is it more common for smaller sized firms to select local recipients?***

- ○ - Yes I would agree
- ○ - Normal/ as expected
- ○ - Depends on the firm's preference
- ○ - Depends on the firm's industry
- ○ - No, I disagree

10. ***Is it important to be recognized for practicing corporate philanthropy or do you try remain anonymous?***

- ○ - Yes, recognition is very important
- ○ - Recognition is ideal
- ○ - Mixed feelings
- ○ - Happy to remain anonymous but some recognition is fine
- ○ - Best to remain anonymous – philanthropy should be altruistic.

11. ***To what extent does the firm receive recognition?***

- ○ - Quite a lot of recognition
- ○ - A good level of recognition
- ○ - Recognition is neutral
- ○ - Little recognition
- ○ - No recognition

12. ***In your own words, please describe how your firm evaluates the success of your philanthropic activities?*** *In particular, how recipients value your philanthropic aid.*

Please continue to section B.

Page 3: Section B – Key variables of geographical place

Main industries in your area

Questions in this sub section request thoughts as managerial figureheads of firms.

Remember: 'Geographical place' refers to the area (city or town) where your firm is located.

16. ***Do you agree place experiencing severe industrial decline in either manufacturing, engineering or shipbuilding influences philanthropic giving?***

- ○ - Strongly agree
- ○ - Agree
- ○ - Neutral
- ○ - Disagree
- ○ - Strongly disagree

17. ***Historically, which industry is your geographical place renowned for?***

- ○ - Manufacturing
- ○ - Engineering
- ○ - Construction
- ○ - Shipbuilding
- ○ - Information and Communication
- ○ - Financial and Insurance Activities
- ○ - Professional, Scientific activities
- ○ - Education
- ○ - Human Health and Social Work
- ○ Other

18. ***Does the choice of recipients reflect the specific industry your firm operates in?***

- ○ - Strongly agree
- ○ - Agree
- ○ - Neutral
- ○ - Disagree
- ○ - Strongly disagree

For example: Engineering firms support local unemployed youths who aspire to become mechanical engineers

Another example: Health firms support individuals who have physical impairment

Income levels

Please note certain questions in this sub-section requests responses as a manager of the firm, or, thoughts from a local resident or occupant's perspective.

19. ***As a manager of a firm, do you agree higher incomes correspond to philanthropic giving?***

- ○ - Strongly agree
- ○ - Agree
- ○ - Neutral
- ○ - Disagree
- ○ - Strongly disagree

20. ***Based on your managerial role, do you believe firms operating in places with high income follow a strategic approach to corporate philanthropy?***

- ○ - Yes it can permit a marketing approach
- ○ - It can certainly help enhance the awareness of the brand/firm
- ○ - It allows society know we are trying to help.
- ○ - Not necessarily. Just because people have money doesn't mean they support our philanthropy.

21. ***Again as a manager, do you agree high levels of empathy exist from areas of low income?***

- ○ - Strongly agree
- ○ - Agree
- ○ - Neutral
- ○ - Disagree
- ○ - Strongly disagree

22. ***As either managerial staff or as a local occupant, do you agree areas of low income associate with a strong community presence?***

- ○ - Strongly agree
- ○ - Agree
- ○ - Neutral
- ○ - Disagree
- ○ - Strongly disagree

Education levels

Please note questions in this sub-section requests responses as a manager of the firm.

23. ***As a manager of the firm, to what extent do you consider holding a university qualification is more likely to administer philanthropic giving?***

- ○ - Strongly agree
- ○ - Agree
- ○ - Neutral
- ○ - Disagree
- ○ - Strongly disagree

24. ***Would you say the consumers who buy from your firm have obtained a university degree or above?***

- ○ - Yes
- ○ - No
- ○ - Not sure

Political leanings

Please note certain questions in this sub-section requests responses as a manager of the firm, or, thoughts from a local resident or occupant's perspective.

25. ***As managerial staff, do you agree geographical place holding political leanings to the left associates with corporate philanthropy?***

- ○ - Strongly agree
- ○ - Agree
- ○ - Neutral
- ○ - Disagree
- ○ - Strongly disagree

26. **As a manager, do you believe aside from left leaning,** a majority of right political leaning in place also corresponds to philanthropy?

- ○ - Strongly agree
- ○ - Agree
- ○ - Neutral
- ○ - Disagree
- ○ - Strongly disagree

27. ***As a local resident or occupant of the area, do you agree left leaning supporters are more aligned with community programs?***

- ○ - Strongly agree
- ○ - Agree
- ○ - Neutral
- ○ - Disagree
- ○ - Strongly disagree

28. ***As a local resident or occupant of the area, do you agree*** *right leaning supporters* ***are only aligned with individual giving?***

- ○ - Strongly agree
- ○ - Agree
- ○ - Neutral
- ○ - Disagree
- ○ - Strongly disagree

Unemployment levels

Please note certain questions in this sub-section requests responses as a manager of the firm, or, thoughts from a local resident or occupant's perspective.

29. ***Based on your experiences as a manager, do you agree unemployment rates in place instigates firms to practice philanthropy?***

- ○ - Strongly agree
- ○ - Agree
- ○ - Neutral
- ○ - Disagree
- ○ - Strongly disagree

30. ***As a manager of a firm, do you agree that high unemployment might administer large levels of empathy - leading to philanthropic attitudes?***

- ○ - Strongly agree
- ○ - Agree
- ○ - Neutral
- ○ - Disagree
- ○ - Strongly disagree

31. ***As a local occupant, does high unemployment due to notable industrial decline - positively affect engagment with philanthropy?***

- ○ - Yes, it's the fundamental reason
- ○ - It's a variety of reasons including industrial decline
- ○ - No, it's for totally different reasons.

Community

Certain questions in this sub-section requests responses as a manager of the firm, or, thoughts from a local resident or occupant's perspective.

32. ***As a manager of the firm, do you agree that a strong community within your place helps perform corporate philanthropy?***

- ○ - Strongly agree
- ○ - Agree
- ○ - Neutral
- ○ - Disagree
- ○ - Strongly disagree

33. ***As a local resident or occupant in your area, does volunteering from firms enhance community spirit in the area?***

- ○ - Strongly agree
- ○ - Agree
- ○ - Neutral
- ○ - Disagree
- ○ - Strongly disagree

34. ***Again, based on your managerial role, is it more likely to find a stronger community in areas that suffer higher levels of unemployment?***

- ○ - Strongly agree
- ○ - Agree
- ○ - Neutral
- ○ - Disagree
- ○ - Strongly disagree

Identity and empathy

The first 4 questions invite answers as a local resident or occupant of the place. **The last question** should be answered as a managerial figurehead of the firm.

35. ***As a local resident or occupant of the place where your firm operates, to maintain a like-minded approach – recipients of philanthropy should be locals?***

- ○ - Yes, like-mindedness in place means locals receive donations
- ○ - Yes but it's not just solely down to a like-minded approach of place
- ○ - Ultimately the firm should choose what's best for them
- ○ - No, like-mindedness has nothing to do with it.

36. ***A strong identity of place interrelates best with which of the following;***

- ○ Unemployment
- ○ - Strong presence of community
- ○ - History of industrial decline
- ○ - Low incomes
- ○ - High levels of empathy
- ○ - Philanthropy
- ○ - All of the above
- ○ - None of the above
- ○ Other

36.a. If you selected Other, please specify:

37. ***A lack of identity in place is a result of high-wealthy incomes.***

- ○ - Strongly agree
- ○ - Agree
- ○ - Neutral
- ○ - Disagree
- ○ - Strongly disagree

38. ***As a local resident or occupant of the place, what are the levels of empathy in your geographical place?***

- ○ - Very high
- ○ - High
- ○ - Normal
- ○ - Low
- ○ - Very low

39. ***Finally........... As a manager of the firm, which TWO of the following features of place holds the most significant impact towards philanthropic giving?***

- ☐ - High unemployment
- ☐ - Strong community presence
- ☐ - Strong identity of place
- ☐ - Decline of main industries in your area
- ☐ - High income
- ☐ - Low income
- ☐ - Political leanings to the left
- ☐ - Political leanings to the right
- ☐ - High education attainment
- ☐ - Low education attainment
- ☐ - Other

39.a. If you selected Other, please specify:

Please continue to the last section (C) - *Firm's characteristics.*

Page 4: Section C - Firm’s Characteristics

In this last section, all questions require answers based on your managerial role of the firm.

Remember: 'Geographical place' refers to the area (city or town) where your firm is located.

41. ***What best describes your current occupation status***

- ○ - Senior Manager
- ○ - Line Manager/ Departmental manager
- ○ - Director
- ○ - Executive
- ○ - Prefer not to say

42. ***In what type of industry do you work in?***

- ○ - Manufacturing
- ○ - Engineering
- ○ - Construction
- ○ - Wholesale and Retail
- ○ - Information and Communication
- ○ - Financial and Insurance Activities
- ○ - Professional, Scientific activities
- ○ - Education
- ○ Other
- ○ N/A

42.a. If you selected Other, please specify:

43. ***Which region is your firm (where you operate as manager) located in?***

- ○ - North-east
- ○ - North-west
- ○ - South-west
- ○ - South-east

44. ***How long has your firm been operating in its designated area?***

- ○ - 0-3 years
- ○ - 3-10 years
- ○ - 10-15 years
- ○ - More than 15 years

45. ***Please could you state the size of the workforce within your branch/store?***

- ○ - Less than 10 employees
- ○ - 10- 49 employees
- ○ - 50 employees and above

46. ***On what scale does your firm operate?***

- ○ - Multinational
- ○ - National
- ○ - Regional
- ○ - Locally

47. ***In your current job position, do you actively engage and make important decisions regarding your firms' philanthropic activities?***

- ○ - Hold a significant role
- ○ - Assist with those making decisions
- ○ - Hold a lesser role
- ○ - Minimal engagement
- ○ - Prefer not to say

48. ***Based on your managerial role, are your consumers impressed with the firm performing philanthropy?***

- - Strongly agree
- - Agree
- - Neutral
- - Disagree
- - Strongly disagree
- Not sure

49. ***Since undertaking philanthropy, has the corporate profile of your firm been positively affected?***

- - Strongly agree
- - Agree
- - Neutral
- - Disagree
- - Strongly disagree

50. ***Have some of your competitors been influenced by your philanthropic activities?***

- - Yes
- - Not sure
- - No

51. By ***practicing philanthropy, has your firm made the place (and/or region as a whole) more sensitive to other people's needs?***

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

52. ***As a manager of the firm, have your philanthropic activities been welcomed by local governments?***

- Yes
- Somewhere in between
- No
- Prefer not to say

53. ***Which of the following best describes income levels in your geographical place?***

- Wealthy
- Relatively High
- Middle ground/ average
- Low
- Very low

54. ***Are there universities located in your geographical place where you operate?***

- Yes, several
- One or two
- None at all

55. ***On a scale of 1-5, how does the majority of your geographical place politically align itself?***

- ○ 1 = Left
- ○ 2 = Centre-left
- ○ 3 = Centre (neutral)
- ○ 4 = Centre-right
- ○ 5 = Right

56. ***To what magnitude are the levels of unemployment in your geographical area?***

- ○ - Very high
- ○ - High
- ○ - Medium levels
- ○ - Low
- ○ - Very low

Page 5: Thank you!

I would like to express my gratitude for your participation in the survey. As promised, all data will be kept confidential and participation will remain anonymous.

The prospective date of completion for the doctoral study should occur between September and October 2020. If you would like to request a copy of the thesis, I am more than happy to comply.

Again, many thanks for your effort and time

Appendix G: Informal survey letter

Dear (*company name*),

My name is Kamal Rai, a doctoral student at the Anglia Ruskin University, Cambridge. My PhD research examines how geographical place where a firm is positioned impacts their philanthropic engagement.

Having browsed your website, I came across how (*company name*) undertakes philanthropic activities, particularly how the idea came about sales of products are donated to respective charitable causes of your choice.

And so, the purpose of this email is to enquire if a senior manager of *(company name*) would be interested in participating in a ***short 20-minute survey.*** The survey explores what key features of place impacts perceptions of philanthropy. The survey also examines the motives behind a firm practicing philanthropy, and who they select as beneficiaries. In your case, the geographic place is Newcastle.

If this something that might interest you, then please click on this link - https://angliaruskin.onlinesurveys.ac.uk/socialgeographyphd

Please remember all participation will remain anonymous and data will be kept confidential. Many thanks for your time.

Kindest regards,

Kamal Rai,

Doctoral Researcher

Anglia Ruskin University, Faculty of Business and Law, Cambridge

Appendix H: Tables of Descriptive statistics

*The majority of tables indicate ‘frequencies’, and one table indicates the mean.

Table 9. *Frequencies:* Firms practicing philanthropy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	3	15.0	15.0	15.0
	Yes	17	85.0	85.0	100.0
	Total	20	100.0	100.0	

Table 10. *Frequencies:* Type of philanthropy practiced

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Volunteering	2	10.0	11.8	11.8
	Organise fundraising events	3	15.0	17.6	29.4
	Monetary donations	2	10.0	11.8	41.2
	Variety of activities	10	50.0	58.8	100.0
	Total	17	85.0	100.0	
Missing	System	3	15.0		
Total		20	100.0		

Table 11. *Frequencies:* Importance of philanthropy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A small level of importance	1	5.0	5.9	5.9
	Important	4	20.0	23.5	29.4
	Very important	12	60.0	70.6	100.0
	Total	17	85.0	100.0	
Missing	System	3	15.0		
Total		20	100.0		

Table 12. *Frequencies*: Important to have recognition or remain anonymous

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Best to remain anonymous philanthropy should be altruistic	1	5.0	5.9	5.9
	Happy to remain anonymous but some recognition is fine	9	45.0	52.9	58.8
	Mixed feelings	3	15.0	17.6	76.5
	Recognition is ideal	2	10.0	11.8	88.2
	Yes, recognition is very important	2	10.0	11.8	100.0
	Total	17	85.0	100.0	
Missing	System	3	15.0		
Total		20	100.0		

Table 13. *Frequencies*: What recognition does the firm receive

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Little recognition	2	10.0	11.8	11.8
	Recognition is neutral	3	15.0	17.6	29.4
	Good level of recognition	10	50.0	58.8	88.2
	Lots of recognition	2	10.0	11.8	100.0
	Total	17	85.0	100.0	
Missing	System	3	15.0		
Total		20	100.0		

Table 14. *Frequencies:* Scale of recipients

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Local	6	30.0	37.5	37.5
	Regional	4	20.0	25.0	62.5
	National	4	20.0	25.0	87.5
	Global	2	10.0	12.5	100.0
	Total	16	80.0	100.0	
Missing	System	4	20.0		
Total		20	100.0		

Table 15. *Frequencies:* Primarily support locals

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important	1	5.0	6.3	6.3
	Mixed feelings	2	10.0	12.5	18.8
	It's important	3	15.0	18.8	37.5
	Very important	10	50.0	62.5	100.0
	Total	16	80.0	100.0	
Missing	System	4	20.0		
Total		20	100.0		

Table 16. *Frequencies:* Smaller sized firms favour local recipients

Small firms should support locals: Yes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Another option	11	55.0	68.8	68.8
	Agree	5	25.0	31.3	100.0
	Total	16	80.0	100.0	
Missing	System	4	20.0		
Total		20	100.0		

Small firms should support locals: Expected

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Another option	13	65.0	81.3	81.3
	Agree	3	15.0	18.8	100.0
	Total	16	80.0	100.0	
Missing	System	4	20.0		
Total		20	100.0		

Small firms should support locals: Firm's preference

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Another option	10	50.0	62.5	62.5
	Agree	6	30.0	37.5	100.0
	Total	16	80.0	100.0	
Missing	System	4	20.0		
Total		20	100.0		

Small firms should support locals: Depends on firm's industry

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Another option	14	70.0	87.5	87.5
	Agree	2	10.0	12.5	100.0
	Total	16	80.0	100.0	
Missing	System	4	20.0		
Total		20	100.0		

Table 17. *Frequencies*: Industrial decline (manufacturing, engineering or shipbuilding) impacts philanthropic giving

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	6	30.0	35.3	35.3
	Agree	5	25.0	29.4	64.7
	Strongly agree	6	30.0	35.3	100.0
	Total	17	85.0	100.0	
Missing	System	3	15.0		
Total		20	100.0		

Table 18. *Frequencies*: Higher income positively influences corporate philanthropy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	5.0	5.9	5.9
	Disagree	5	25.0	29.4	35.3
	Neutral	6	30.0	35.3	70.6
	Agree	4	20.0	23.5	94.1
	Strongly agree	1	5.0	5.9	100.0
	Total	17	85.0	100.0	
Missing	System	3	15.0		
Total		20	100.0		

Table 19. *Frequencies*: Places with high income households follow a strategic approach to philanthropy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not necessarily. Wealth doesn't mean you support philanthropy	8	40.0	47.1	47.1
	It allows society know we are trying to help	1	5.0	5.9	52.9
	It can certainly enhance brand/firm	3	15.0	17.6	70.6
	Yes it can permit marketing approach	5	25.0	29.4	100.0
	Total	17	85.0	100.0	
Missing	System	3	15.0		
Total		20	100.0		

Table 20. *Frequencies*: Higher education qualification administers philanthropic giving

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	5.0	5.9	5.9
	Disagree	4	20.0	23.5	29.4
	Neutral	5	25.0	29.4	58.8
	Agree	5	25.0	29.4	88.2
	Strongly agree	2	10.0	11.8	100.0
	Total	17	85.0	100.0	
Missing	System	3	15.0		
Total		20	100.0		

Table 21. *Frequencies:* Consumers of the firm have obtained a university degree or above

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	7	35.0	41.2	41.2
	Yes	6	30.0	35.3	100.0
	Total	13	65.0	100.0	
Missing	System	7	35.0		
Total		20	100.0		

Table 22. *Mean:* Political character in place

	N	Minimum	Maximum	Mean
Left political leaning	17	1	5	3.29
Right or left political leaning	17	1	5	3.06
Valid N (listwise)	17			

Table 23. *Frequencies*: Left political leaning in place associates with corporate philanthropy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	5.0	5.9	5.9
	Disagree	2	10.0	11.8	17.6
	Neutral	6	30.0	35.3	52.9
	Agree	7	35.0	41.2	94.1
	Strongly agree	1	5.0	5.9	100.0
	Total	17	85.0	100.0	
Missing	System	3	15.0		
Total		20	100.0		

Table 24. *Frequencies*: A majority of right or left political leaning in place corresponds to philanthropy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	10.0	11.8	5.9
	Disagree	2	10.0	11.8	23.5
	Neutral	9	45.0	52.9	76.5
	Agree	3	15.0	17.6	88.2
	Strongly agree	1	5.0	5.9	100.0
	Total	17	85.0	100.0	
Missing	System	3	15.0		
Total		20	100.0		

Table 25. *Frequencies*: Right leaning supporters are only aligned with individual giving

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	5.0	5.9	5.9
	Disagree	6	30.0	35.3	41.2
	Neutral	7	35.0	41.2	82.4
	Agree	3	15.0	17.6	100.0
	Total	17	85.0	100.0	
Missing	System	3	15.0		
Total		20	100.0		

Table 26. *Frequencies*: Higher unemployment rates administer corporate philanthropy in place

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	15.0	17.6	17.6
	Neutral	6	30.0	35.3	52.9
	Agree	6	30.0	35.3	88.2
	Strongly agree	2	10.0	11.8	100.0
	Total	17	85.0	100.0	
Missing	System	3	15.0		
Total		20	100.0		

Table 27. *Frequencies*: High unemployment creates empathy, leading to philanthropic action

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	10.0	11.8	11.8
	Neutral	6	30.0	35.3	47.1
	Agree	7	35.0	41.2	88.2
	Strongly agree	2	10.0	11.8	100.0
	Total	17	85.0	100.0	
Missing	System	3	15.0		
Total		20	100.0		

Table 28. *Frequencies*: Strong community presence in place and corporate philanthropy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	4	20.0	23.5	23.5
	Agree	8	40.0	47.1	70.6
	Strongly agree	5	25.0	29.4	100.0
	Total	17	85.0	100.0	
Missing	System	3	15.0		
Total		20	100.0		

Table 29. *Frequencies*: Strong community presence is found in areas with higher unemployment rates

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4	20.0	23.5	23.5
	Neutral	6	30.0	35.3	58.8
	Agree	4	20.0	23.5	82.4
	Strongly agree	3	15.0	17.6	100.0
	Total	17	85.0	100.0	
Missing	System	3	15.0		
Total		20	100.0		

Table 30. *Frequencies*: Left political leaning creates strong community presence in place

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4	20.0	23.5	23.5
	Neutral	8	40.0	47.1	70.6
	Agree	5	25.0	29.4	100.0
	Total	17	85.0	100.0	
Missing	System	3	15.0		
Total		20	100.0		

Table 31a. *Frequencies*: Overall income levels in place

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	1	5.0	5.9	5.9
	Low	4	20.0	23.5	29.4
	Average/ middle ground	7	35.0	41.2	70.6
	Relatively high	3	15.0	17.6	88.2
	Wealthy	2	10.0	11.8	100.0
	Total	17	85.0	100.0	
Missing	System	3	15.0		
Total		20	100.0		

Table 31b. *Frequencies*: Political alignment in place

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Left	2	10.0	11.8	11.8
	Centre-left	4	20.0	23.5	35.3
	Neutral	7	35.0	41.2	76.5
	Centre-right	4	20.0	23.5	100.0
	Total	17	85.0	100.0	
Missing	System	3	15.0		
Total		20	100.0		

Table 31c. *Frequencies*: Overall unemployment rates in place

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	1	5.0	5.9	5.9
	Low	6	30.0	35.3	41.2
	Middle ground	4	20.0	23.5	64.7
	High	6	30.0	35.3	100.0
	Total	17	85.0	100.0	
Missing	System	3	15.0		
Total		20	100.0		

Table 32. *Frequencies*: Duration of firm's corporate philanthropy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	last 5 years	1	5.0	5.9	5.9
	last 10 years	3	15.0	17.6	23.5
	last 20 years	4	20.0	23.5	47.1
	over 20 years	9	45.0	52.9	100.0
	Total	17	85.0	100.0	
Missing	System	3	15.0		
Total		20	100.0		

Table 33. *Frequencies*: Scale of operation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Local	2	10.0	11.8	11.8
	Regional	4	20.0	23.5	35.3
	National	7	35.0	41.2	76.5
	Global	4	20.0	23.5	100.0
	Total	17	85.0	100.0	
Missing	System	3	15.0		
Total		20	100.0		

Appendix I: Correlation Matrices

Table 34. Correlation matrix: Key features of place

		Indst. decline (manufact. engineer. shipbuild.)	Higher income levels	University qualifications	Left political leaning	Right or left political leaning	Right leaning supporters aligned with individual giving	High unemployment rates	Strong community presence	Strong community comes from high unemployment
Indst. decline (manufact. engineer. shipbuild.)	Pearson Correlation	1	.281	.128	.220	.070	.340	.307	.097	.273
	Sig. (2-tailed)		.275	.626	.397	.789	.182	.230	.712	.289
	N	17	17	17	17	17	17	17	17	17
Higher income levels	Pearson Correlation	.281	1	.278	.450	.476	.408	.027	.158	.078
	Sig. (2-tailed)	.275		.280	.070	.054	.104	.919	.545	.767
	N	17	17	17	17	17	17	17	17	17
University qualifications	Pearson Correlation	.128	.278	1	.399	.474	.513*	.104	.309	.258
	Sig. (2-tailed)	.626	.280		.112	.055	.035	.692	.228	.317
	N	17	17	17	17	17	17	17	17	17
Left political leaning	Pearson Correlation	.220	.450	.399	1	.783**	.185	.604*	.534*	.674**
	Sig. (2-tailed)	.397	.070	.112		.000	.478	.010	.027	.003
	N	17	17	17	17	17	17	17	17	17
Right or left political leaning	Pearson Correlation	.070	.476	.474	.783**	1	.236	.232	.492*	.554*
	Sig. (2-tailed)	.789	.054	.055	.000		.362	.370	.045	.021
	N	17	17	17	17	17	17	17	17	17
Right leaning supporters aligned with individual giving	Pearson Correlation	.340	.408	.513*	.185	.236	1	.161	.168	.193
	Sig. (2-tailed)	.182	.104	.035	.478	.362		.536	.519	.459
	N	17	17	17	17	17	17	17	17	17
High unemployment rates	Pearson Correlation	.307	.027	.104	.604*	.232	.161	1	.482	.600*
	Sig. (2-tailed)	.230	.919	.692	.010	.370	.536		.050	.011
	N	17	17	17	17	17	17	17	17	17
Strong community presence	Pearson Correlation	.097	.158	.309	.534*	.492*	.168	.482	1	.423
	Sig. (2-tailed)	.712	.545	.228	.027	.045	.519	.050		.090
	N	17	17	17	17	17	17	17	17	17
Strong community comes from high unemployment	Pearson Correlation	.273	.078	.258	.674**	.554*	.193	.600*	.423	1
	Sig. (2-tailed)	.289	.767	.317	.003	.021	.459	.011	.090	
	N	17	17	17	17	17	17	17	17	17

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Table 35. Correlation matrix: Regions and philanthropic activities

		North-east	North-west	South-west	South-east	Variety of activities	Volunteering	Donate money	Remain anonymous but some recognition is fine	Higher income areas = strategic philanthropy
North-east	Pearson Correlation	1	-.357	-.357	-.309	.164	-.324	-.255	.147	.115
	Sig. (2-tailed)		.133	.133	.199	.545	.221	.341	.587	.671
	N	20	20	20	20	17	17	17	17	17
North-west	Pearson Correlation	-.357	1	-.357	-.309	-.234	.832**	-.218	.126	.320
	Sig. (2-tailed)	.133		.133	.199	.384	.000	.417	.642	.227
	N	20	20	20	20	17	17	17	17	17
South-west	Pearson Correlation	-.357	-.357	1	-.309	.078	-.277	.218	-.378	-.502*
	Sig. (2-tailed)	.133	.133		.199	.774	.298	.417	.149	.048
	N	20	20	20	20	17	17	17	17	17
South-east	Pearson Correlation	-.309	-.309	-.309	1	-.022	-.231	.303	.105	-.015
	Sig. (2-tailed)	.199	.199	.199		.937	.390	.255	.699	.955
	N	20	20	20	20	17	17	17	17	17
Variety of activities	Pearson Correlation	.164	-.234	.078	-.022	1	-.367	-.561*	-.029	-.396
	Sig. (2-tailed)	.545	.384	.774	.937		.162	.024	.914	.144
	N	17	17	17	17	17	17	17	17	16
Volunteering	Pearson Correlation	-.324	.832**	-.277	-.231	-.367	1	-.182	.105	.458
	Sig. (2-tailed)	.221	.000	.298	.390	.162		.501	.699	.086
	N	17	17	17	17	17	17	17	17	17
Donate money	Pearson Correlation	-.255	-.218	.218	.303	-.561*	-.182	1	-.082	.010
	Sig. (2-tailed)	.341	.417	.417	.255	.024	.501		.761	.972
	N	17	17	17	17	17	17	17	17	17
Remain anonymous but some recognition is fine	Pearson Correlation	.147	.126	-.378	.105	-.029	.105	-.082	1	.367
	Sig. (2-tailed)	.587	.642	.149	.699	.914	.699	.761		.179
	N	17	17	17	17	17	17	17	17	17
Higher income areas = strategic philanthropy	Pearson Correlation	.115	.320	-.502*	-.015	-.396	.458	.010	.367	1
	Sig. (2-tailed)	.671	.227	.048	.955	.144	.086	.972	.179	
	N	17	17	17	17	16	16	16	16	17

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Table 36. Correlation matrix: Regions and recipients

		North-east	North-west	South-west	South-east	Duration of philanthropy	Scale of recipients	Primarily support locals	Sml firms support locals: Expected	Recipients is sml firms preference	Recipients reflect firms industry	Strong place identity = supporting locals
North-east	Pearson Correlation	1	-.357	-.357	-.309	.049	.235	.383	-.324	.035	.148	.369
	Sig. (2-tailed)		.133	.133	.199	.862	.398	.143	.221	.898	.571	.145
	N	20	20	20	20	16	16	16	16	16	17	17
North-west	Pearson Correlation	-.357	1	-.357	-.309	-.242	-.127	.149	.462	-.149	.148	.102
	Sig. (2-tailed)	.133		.133	.199	.386	.653	.582	.071	.582	.571	.696
	N	20	20	20	20	16	16	16	16	16	17	17
South-west	Pearson Correlation	-.357	-.357	1	-.309	.105	-.217	-.298	.092	-.149	-.504*	-.228
	Sig. (2-tailed)	.133	.133		.199	.711	.437	.262	.733	.582	.039	.379
	N	20	20	20	20	16	16	16	16	16	17	17
South-east	Pearson Correlation	-.309	-.309	-.309	1	.105	.120	-.289	-.231	.289	.206	-.310
	Sig. (2-tailed)	.199	.199	.199		.711	.670	.277	.390	.277	.427	.226
	N	20	20	20	20	16	16	16	16	16	17	17
Duration of philanthropy	Pearson Correlation	.049	-.242	.105	.105	1	.411	.394	-.244	.313	-.031	.317
	Sig. (2-tailed)	.862	.386	.711	.711		.103	.146	.381	.256	.911	.250
	N	16	16	16	16	16	16	16	16	16	16	16
Scale of recipients	Pearson Correlation	.235	-.127	-.217	.120	.411	1	-.377	.020	.114	-.251	-.634
	Sig. (2-tailed)	.398	.653	.437	.670	.103		.166	.944	.685	.367	.311
	N	16	16	16	16	16	16	16	16	16	16	16
Primarily support locals	Pearson Correlation	.383	.149	-.298	-.289	.394	-.377	1	.041	-.067	.113	.805**
	Sig. (2-tailed)	.143	.582	.262	.277	.146	.166		.879	.806	.678	.000
	N	16	16	16	16	16	16	16	16	16	16	16
Sml firms support locals: Expected	Pearson Correlation	-.324	.462	.092	-.231	-.244	.020	.041	1	-.372	.035	-.010
	Sig. (2-tailed)	.221	.071	.733	.390	.381	.944	.879		.156	.898	.970
	N	16	16	16	16	16	16	16	16	16	16	16
Recipients is sml firms preference	Pearson Correlation	.035	-.149	-.149	.289	.313	.114	-.067	-.372	1	.056	-.148
	Sig. (2-tailed)	.898	.582	.582	.277	.256	.685	.806	.156		.836	.585
	N	16	16	16	16	16	16	16	16	16	16	16
Recipients reflect firms industry	Pearson Correlation	.148	.148	-.504*	.206	-.031	-.251	.113	.035	.056	1	.480
	Sig. (2-tailed)	.571	.571	.039	.427	.911	.367	.678	.898	.836		.051
	N	17	17	17	17	16	16	16	16	16	17	17
Strong place identity = supporting locals	Pearson Correlation	.369	.102	-.228	-.310	.317	-.634	.805**	-.010	-.148	.480	1
	Sig. (2-tailed)	.145	.696	.379	.226	.250	.311	.000	.970	.585	.051	
	N	17	17	17	17	16	16	16	16	16	17	17

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Table 37. Correlation matrix: North regions and crucial factors of place

		North-east	North-west	Indst. decline (manufact. engineer. shipbuild.)	Higher income levels	University qualifications	Left political leaning	Right or left political leaning	High unemployment rates	High unemploy. creates empathy	Strong community presence	Volunteering enhances community spirit	Strong community comes from high unemployment
North-east	Pearson Correlation	1	-.357	.307	.167	-.221	.207	.221	.417	.510*	-.126	.304	.281
	Sig. (2-tailed)		.133	.230	.521	.393	.426	.395	.096	.036	.631	.236	.274
	N	20	20	17	17	17	17	17	17	17	17	17	17
North-west	Pearson Correlation	-.357	1	.154	.297	.484*	.342	.350	.275	.054	.408	.304	.281
	Sig. (2-tailed)	.133		.556	.248	.049	.180	.169	.285	.838	.104	.236	.274
	N	20	20	17	17	17	17	17	17	17	17	17	17
Indst. decline (manufact. engineer. shipbuild.)	Pearson Correlation	.307	.154	1	.281	.128	.220	.070	.307	.330	.097	.579*	.273
	Sig. (2-tailed)	.230	.556		.275	.626	.397	.789	.230	.196	.712	.015	.289
	N	17	17	17	17	17	17	17	17	17	17	17	17
Higher income levels	Pearson Correlation	.167	.297	.281	1	.278	.450	.476	.027	-.241	.158	.411	.078
	Sig. (2-tailed)	.521	.248	.275		.280	.070	.054	.919	.351	.545	.101	.767
	N	17	17	17	17	17	17	17	17	17	17	17	17
University qualifications	Pearson Correlation	-.221	.484*	.128	.278	1	.399	.474	.104	-.037	.309	.283	.258
	Sig. (2-tailed)	.393	.049	.626	.280		.112	.055	.692	.887	.228	.272	.317
	N	17	17	17	17	17	17	17	17	17	17	17	17
Left political leaning	Pearson Correlation	.207	.342	.220	.450	.399	1	.783**	.604*	.388	.534*	.739**	.674**
	Sig. (2-tailed)	.426	.180	.397	.070	.112		.000	.010	.123	.027	.001	.003
	N	17	17	17	17	17	17	17	17	17	17	17	17
Right or left political leaning	Pearson Correlation	.221	.350	.070	.476	.474	.783**	1	.232	.102	.492*	.564*	.554*
	Sig. (2-tailed)	.395	.169	.789	.054	.055	.000		.370	.696	.045	.018	.021
	N	17	17	17	17	17	17	17	17	17	17	17	17
High unemployment rates	Pearson Correlation	.417	.275	.307	.027	.104	.604*	.232	1	.859**	.482	.675**	.600*
	Sig. (2-tailed)	.096	.285	.230	.919	.692	.010	.370		.000	.050	.003	.011
	N	17	17	17	17	17	17	17	17	17	17	17	17
High unemploy. creates empathy	Pearson Correlation	.510*	.054	.330	-.241	-.037	.388	.102	.859**	1	.433	.523*	.461
	Sig. (2-tailed)	.036	.838	.196	.351	.887	.123	.696	.000		.083	.031	.062
	N	17	17	17	17	17	17	17	17	17	17	17	17
Strong community presence	Pearson Correlation	-.126	.408	.097	.158	.309	.534*	.492*	.482	.433	1	.678**	.423
	Sig. (2-tailed)	.631	.104	.712	.545	.228	.027	.045	.050	.083		.003	.090
	N	17	17	17	17	17	17	17	17	17	17	17	17
Volunteering enhances community spirit	Pearson Correlation	.304	.304	.579*	.411	.283	.739**	.564*	.675**	.523*	.678**	1	.684**
	Sig. (2-tailed)	.236	.236	.015	.101	.272	.001	.018	.003	.031	.003		.002
	N	17	17	17	17	17	17	17	17	17	17	17	17

Strong community comes from high unemployment	Pearson Correlation	.281	.281	.273	.078	.258	.674**	.554*	.600*	.461	.423	.684**	1
	Sig. (2-tailed)	.274	.274	.289	.767	.317	.003	.021	.011	.062	.090	.002	
	N	17	17	17	17	17	17	17	17	17	17	17	17

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Table 38. Correlation matrix: South regions and crucial factors of place

		South-west	South-east	Indst. decline (manufact. engineer. shipbuild.)	Higher income levels	University qualifications	Left political leaning	Right or left political leaning	High unemployment rates	High unemploy. creates empathy	Strong community presence	Volunteering enhances community spirit	Strong community comes from high unemployment
South-west	Pearson Correlation	1	-.309	-.330	.662**	.037	.606**	-.449	-.403	-.183	-.146	-.427	-.326
	Sig. (2-tailed)		.199	.196	.004	.887	.010	.070	.109	.483	.575	.087	.201
	N	20	20	17	17	17	17	17	17	17	17	17	17
South-east	Pearson Correlation	-.309	1	-.184	.182	-.356	.019	-.182	-.378	-.471	-.175	-.250	-.310
	Sig. (2-tailed)	.199		.480	.485	.161	.942	.485	.134	.056	.501	.333	.226
	N	20	20	17	17	17	17	17	17	17	17	17	17
Indst. decline (manufact. engineer. shipbuild.)	Pearson Correlation	-.330	-.184	1	.281	.128	.220	.070	.307	.330	.097	.579*	.273
	Sig. (2-tailed)	.196	.480		.275	.626	.397	.789	.230	.196	.712	.015	.289
	N	17	17	17	17	17	17	17	17	17	17	17	17
Higher income levels	Pearson Correlation	.662**	.182	.281	1	.278	.450	.476	.027	-.241	.158	.411	.078
	Sig. (2-tailed)	.004	.485	.275		.280	.070	.054	.919	.351	.545	.101	.767
	N	17	17	17	17	17	17	17	17	17	17	17	17
University qualifications	Pearson Correlation	.037	-.356	.128	.278	1	.399	.474	.104	-.037	.309	.283	.258
	Sig. (2-tailed)	.887	.161	.626	.280		.112	.055	.692	.887	.228	.272	.317
	N	17	17	17	17	17	17	17	17	17	17	17	17
Left political leaning	Pearson Correlation	.606**	.019	.220	.450	.399	1	.783**	.604*	.388	.534*	.739**	.674**
	Sig. (2-tailed)	.010	.942	.397	.070	.112		.000	.010	.123	.027	.001	.003
	N	17	17	17	17	17	17	17	17	17	17	17	17
Right or left political leaning	Pearson Correlation	-.449	-.182	.070	.476	.474	.783**	1	.232	.102	.492*	.564*	.554*
	Sig. (2-tailed)	.070	.485	.789	.054	.055	.000		.370	.696	.045	.018	.021
	N	17	17	17	17	17	17	17	17	17	17	17	17
High unemployment rates	Pearson Correlation	-.403	-.378	.307	.027	.104	.604*	.232	1	.859**	.482	.675**	.600*
	Sig. (2-tailed)	.109	.134	.230	.919	.692	.010	.370		.000	.050	.003	.011
	N	17	17	17	17	17	17	17	17	17	17	17	17
High unemploy. creates empathy	Pearson Correlation	-.183	-.471	.330	-.241	-.037	.388	.102	.859**	1	.433	.523*	.461
	Sig. (2-tailed)	.483	.056	.196	.351	.887	.123	.696	.000		.083	.031	.062
	N	17	17	17	17	17	17	17	17	17	17	17	17
Strong community presence	Pearson Correlation	-.146	-.175	.097	.158	.309	.534*	.492*	.482	.433	1	.678**	.423
	Sig. (2-tailed)	.575	.501	.712	.545	.228	.027	.045	.050	.083		.003	.090
	N	17	17	17	17	17	17	17	17	17	17	17	17
Volunteering enhances community spirit	Pearson Correlation	-.427	-.250	.579*	.411	.283	.739**	.564*	.675**	.523*	.678**	1	.684**
	Sig. (2-tailed)	.087	.333	.015	.101	.272	.001	.018	.003	.031	.003		.002
	N	17	17	17	17	17	17	17	17	17	17	17	17

Strong community comes from high unemployment	Pearson Correlation	-.326	-.310	.273	.078	.258	.674**	.554*	.600*	.461	.423	.684**	1
	Sig. (2-tailed)	.201	.226	.289	.767	.317	.003	.021	.011	.062	.090	.002	
	N	17	17	17	17	17	17	17	17	17	17	17	17

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Appendix J: Regression estimates in the NE

Table 39. North-east, Indust. decline (manufact. engineer. shipbuild.), Volunteering

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	North-east, Indst. decline (manufact. engineer. shipbuild.)[b]	.	Enter

a. Dependent Variable: Volunteering

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.628[a]	.395	.302	.400

a. Predictors: (Constant), North-east, Indst. decline (manufact. engineer. shipbuild.)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.358	2	.679	4.242	.038[b]
	Residual	2.080	13	.160		
	Total	3.438	15			

a. Dependent Variable: Volunteering

b. Predictors: (Constant), North-east, Indst. decline (manufact. engineer. shipbuild.)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	-1.000	.566		-1.768	.101	-2.222	.222
	North-east	-.800	.306	-.674	-2.619	.021	-1.460	-.140
	Indst. decline (manufact. engineer. shipbuild.)	.360	.144	.642	2.496	.027	.048	.672

a. Dependent Variable: Volunteering

Table 40. Strong community presence, North-east, High unemployment rates, Volunteering.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Strong community presence, North-east, High unemployment rates[b]	.	Enter

a. Dependent Variable: Volunteering

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.677[a]	.458	.322	.394

a. Predictors: (Constant), Strong community presence, North-east, High unemployment rates

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.574	3	.525	3.378	.054[b]
	Residual	1.864	12	.155		
	Total	3.438	15			

a. Dependent Variable: Volunteering

b. Predictors: (Constant), Strong community presence, North-east, High unemployment rates

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	.148	.626		.237	.817	-1.215	1.512
	North-east	-.431	.284	-.363	-1.514	.156	-1.050	.189
	High unemployment rates	.335	.120	.675	2.785	.016	.073	.598
	Strong community presence	-.227	.171	-.346	-1.330	.208	-.599	.145

a. Dependent Variable: Volunteering

Table 41. Strong community presence, North-east, High unemployment rates, Right or left political leaning, Volunteering.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Strong community presence, North-east, High unemployment rates, Right or left political leaning[b]	.	Enter

a. Dependent Variable: Volunteering

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788[a]	.621	.483	.344

a. Predictors: (Constant), Strong community presence, North-east, High unemployment rates, Right or left political leaning

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.135	4	.534	4.505	.021[b]
	Residual	1.303	11	.118		
	Total	3.438	15			

a. Dependent Variable: Volunteering

b. Predictors: (Constant), Strong community presence, North-east, High unemployment rates, Right or left political leaning

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	.101	.547		.185	.856	-1.102	1.305
	North-east	-.466	.249	-.392	-1.872	.088	-1.014	.082
	Right or left political leaning	.213	.098	.472	2.176	.052	-.002	.428
	High unemployment rates	.340	.105	.686	3.237	.008	.109	.572
	Strong community presence	-.381	.165	-.581	-2.309	.041	-.744	-.018

a. Dependent Variable: Volunteering

Table 42. Strong community presence, North-east, High unemployment rates, Variety of activities.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Strong community presence, North-east, High unemployment rates[b]	.	Enter

a. Dependent Variable: Variety of activities

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.689[a]	.475	.343	.388

a. Predictors: (Constant), Strong community presence, North-east, High unemployment rates

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.632	3	.544	3.614	.046[b]
	Residual	1.806	12	.150		
	Total	3.438	15			

a. Dependent Variable: Variety of activities

b. Predictors: (Constant), Strong community presence, North-east, High unemployment rates

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	.208	.597		.347	.734	-1.094	1.509
North-east	.363	.219	.363	1.658	.123	-.114	.841
High unemployment rates	.379	.124	.763	3.066	.010	.110	.648
Strong community presence	-.362	.157	-.552	-2.298	.040	-.705	-.019

a. Dependent Variable: Variety of activities

Table 43. Right or left political leaning, North-east, High unemployment rates, Strong community presence, Variety of activities.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Right or left political leaning, North-east, High unemployment rates, Strong community presence[b]	.	Enter

a. Dependent Variable: Variety of activities

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.759[a]	.575	.421	.364

a. Predictors: (Constant), Right or left political leaning, North-east, High unemployment rates, Strong community presence

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.978	4	.495	3.728	.037[b]
	Residual	1.459	11	.133		
	Total	3.438	15			

a. Dependent Variable: Variety of activities

b. Predictors: (Constant), Right or left political leaning, North-east, High unemployment rates, Strong community presence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	.253	.562		.450	.661	-.983	1.489
	North-east	.294	.210	.294	1.397	.190	-.169	.756
	High unemployment rates	.370	.116	.745	3.187	.009	.114	.626
	Strong community presence	-.484	.166	-.739	-2.916	.014	-.850	-.119
	Right or left political leaning	.171	.106	.379	1.616	.134	-.062	.403

a. Dependent Variable: Variety of activities

Table 44. Strong community presence, North-east, High unemployment rates, Scale of recipients.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Strong community presence, North-east, High unemployment rates[b]	.	Enter

a. Dependent Variable: Scale of recipients

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670[a]	.449	.299	.383

a. Predictors: (Constant), Strong community presence, North-east, High unemployment rates

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.317	3	.439	2.987	.078[b]
	Residual	1.617	11	.147		
	Total	2.933	14			

a. Dependent Variable: Scale of recipients

b. Predictors: (Constant), Strong community presence, North-east, High unemployment rates

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	-.138	.712		-.193	.850	-1.705	1.429
	North-east	.098	.067	.371	1.471	.169	-.049	.246
	High unemployment rates	.338	.123	.727	2.746	.019	.067	.609
	Strong community presence	-.250	.159	-.413	-1.573	.144	-.600	.100

a. Dependent Variable: Scale of recipients

Table 45. Strong community presence, North-east, High unemployment rates, Primarily support locals.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Strong community presence, North-east, High unemployment rates[b]	.	Enter

a. Dependent Variable: Primarily support locals

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660[a]	.435	.294	.402

a. Predictors: (Constant), Strong community presence, North-east, High unemployment rates

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.495	3	.498	3.079	.068[b]
	Residual	1.942	12	.162		
	Total	3.438	15			

a. Dependent Variable: Primarily support locals

b. Predictors: (Constant), Strong community presence, North-east, High unemployment rates

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	.221	.630		.351	.731	-1.152	1.594
	North-east	.159	.122	.333	1.309	.215	-.106	.425
	High unemployment rates	.248	.134	.499	1.856	.088	-.043	.539
	Strong community presence	-.360	.164	-.549	-2.195	.049	-.717	-.003

a. Dependent Variable: Primarily support locals

Table 46. Right or left political leaning, North-east, High unemployment rates, Strong community presence, Primarily support locals.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Right or left political leaning, North-east, High unemployment rates, Strong community presence[b]	.	Enter

a. Dependent Variable: Primarily support locals

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.764[a]	.584	.433	.361

a. Predictors: (Constant), Right or left political leaning, North-east, High unemployment rates, Strong community presence

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.008	4	.502	3.861	.034[b]
	Residual	1.430	11	.130		
	Total	3.438	15			

a. Dependent Variable: Primarily support locals

b. Predictors: (Constant), Right or left political leaning, North-east, High unemployment rates, Strong community presence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	.200	.565		.354	.730	-1.044	1.443
	North-east	.163	.109	.340	1.489	.165	-.078	.403
	High unemployment rates	.250	.120	.503	2.089	.061	-.013	.513
	Strong community presence	-.515	.166	-.785	-3.095	.010	-.881	-.149
	Right or left political leaning	.203	.102	.451	1.985	.073	-.022	.428

a. Dependent Variable: Primarily support locals

Appendix K: Regression estimates in the SW

Table 47. Higher income levels, South-west.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Higher income levels[b]	.	Enter

a. Dependent Variable: South-west

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.662[a]	.438	.401	.339

a. Predictors: (Constant), Higher income levels

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.340	1	1.340	11.695	.004[b]
	Residual	1.719	15	.115		
	Total	3.059	16			

a. Dependent Variable: South-west

b. Predictors: (Constant), Higher income levels

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	1.062	.255		4.160	.001	.518	1.607
	Higher income levels	-.281	.082	-.662	-3.420	.004	-.457	-.106

a. Dependent Variable: South-west

Table 48. Left political leaning, South-west.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Left political leaning[b]	.	Enter

a. Dependent Variable: South-west

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.606[a]	.367	.325	.359

a. Predictors: (Constant), Left political leaning

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.123	1	1.123	8.704	.010[b]
	Residual	1.936	15	.129		
	Total	3.059	16			

a. Dependent Variable: South-west

b. Predictors: (Constant), Left political leaning

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	1.121	.313		3.586	.003	.455	1.788
	Left political leaning	-.269	.091	-.606	-2.950	.010	-.463	-.075

a. Dependent Variable: South-west

Table 49. Left political leaning, Higher income levels, South-west.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Left political leaning, Higher income levels[b]	.	Enter

a. Dependent Variable: South-west

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.746[a]	.557	.494	.311

a. Predictors: (Constant), Left political leaning, Higher income levels

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.705	2	.852	8.811	.003[b]
	Residual	1.354	14	.097		
	Total	3.059	16			

a. Dependent Variable: South-west

b. Predictors: (Constant), Left political leaning, Higher income levels

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1 (Constant)	1.410	.295		4.776	.000	.777	2.044
Higher incomes levels	-.207	.085	-.488	-2.451	.028	-.389	-.026
Left political leaning	-.172	.088	-.386	-1.941	.073	-.361	.018

a. Dependent Variable: South-west

Table 50. High unemployment rates, Higher income levels, South-west, Donate money.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	High unemployment rates, Higher income levels, South-west[b]	.	Enter

a. Dependent Variable: Donate money

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.782[a]	.611	.514	.312

a. Predictors: (Constant), High unemployment rates, Higher income levels, South-west

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.833	3	.611	6.284	.008[b]
	Residual	1.167	12	.097		
	Total	3.000	15			

a. Dependent Variable: Donate money

b. Predictors: (Constant), High unemployment rates, Higher income levels, South-west

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	1.681	.385		4.365	.001	.842	2.519
	South-west	.057	.243	.043	.234	.819	-.472	.585
	Higher income levels	-.273	.077	-.648	-3.553	.004	-.440	-.105
	High unemployment rates	-.185	.085	-.399	-2.182	.050	-.370	.000

a. Dependent Variable: Donate money

Table 51. Left political leaning, South-west, Donate money.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Left political leaning, South-west[b]	.	Enter

a. Dependent Variable: Donate money

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.625[a]	.391	.297	.375

a. Predictors: (Constant), Left political leaning, South-west

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.172	2	.586	4.166	.040[b]
	Residual	1.828	13	.141		
	Total	3.000	15			

a. Dependent Variable: Donate money

b. Predictors: (Constant), Left political leaning, South-west

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	1.146	.359		3.194	.007	.371	1.921
	South-west	.033	.298	.025	.112	.913	-.611	.678
	Left political leaning	-.272	.100	-.617	-2.705	.018	-.489	-.055

a. Dependent Variable: Donate money

Table 52. Left political leaning, South-west, Volunteering.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Left political leaning, South-west[b]	.	Enter

a. Dependent Variable: Volunteering

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.629[a]	.395	.302	.374

a. Predictors: (Constant), Left political leaning, South-west

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.185	2	.593	4.246	.038[b]
	Residual	1.815	13	.140		
	Total	3.000	15			

a. Dependent Variable: Volunteering

b. Predictors: (Constant), Left political leaning, South-west

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	1.140	.335		3.406	.005	.417	1.864
	South-west	-.084	.254	-.076	-.332	.745	-.633	.465
	Left political leaning	-.264	.101	-.599	-2.615	.021	-.482	-.046

a. Dependent Variable: Volunteering

Table 53. Left political leaning, South-west, Variety of activities.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Left political leaning, South-west[b]	.	Enter

a. Dependent Variable: Variety of activities

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.626[a]	.392	.299	.375

a. Predictors: (Constant), Left political leaning, South-west

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.176	2	.588	4.194	.039[b]
	Residual	1.824	13	.140		
	Total	3.000	15			

a. Dependent Variable: Variety of activities

b. Predictors: (Constant), Left political leaning, South-west

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	1.206	.388		3.108	.008	.368	2.044
	South-west	-.044	.206	-.047	-.214	.834	-.489	.401
	Left political leaning	-.279	.097	-.634	-2.874	.013	-.489	-.069

a. Dependent Variable: Variety of activities

Table 54. Higher income levels, South-west, Higher income areas = strategic philanthropy.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	South-west, Higher income levels[b]	.	Enter

a. Dependent Variable: Higher income areas = strategic philanthropy

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.695[a]	.482	.403	.312

a. Predictors: (Constant), South-west, Higher income levels

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.176	2	.588	6.060	.014[b]
	Residual	1.261	13	.097		
	Total	2.438	15			

a. Dependent Variable: Higher income areas = strategic philanthropy

b. Predictors: (Constant), South-west, Higher income levels

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	1.005	.278		3.611	.003	.404	1.605
	Higher incomes levels	-.213	.088	-.490	-2.408	.032	-.403	-.022
	South-west	-.121	.060	-.408	-2.007	.066	-.251	.009

a. Dependent Variable: Higher income areas = strategic philanthropy

Table 55. Strong community presence, South-west, Left political leaning Higher income areas = strategic philanthropy.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Strong community presence, South-west, Left political leaning[b]	.	Enter

a. Dependent Variable: Higher income areas = strategic philanthropy

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769[a]	.591	.488	.288

a. Predictors: (Constant), Strong community presence, South-west, Left political leaning

b.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.440	3	.480	5.772	.011[b]
	Residual	.998	12	.083		
	Total	2.438	15			

a. Dependent Variable: Higher income areas = strategic philanthropy

b. Predictors: (Constant), Strong community presence, South-west, Left political leaning

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	.165	.490		.337	.742	-.903	1.233
	South-west	-.046	.090	-.156	-.517	.615	-.241	.149
	Left political leaning	-.317	.120	-.798	-2.637	.022	-.579	-.055
	Strong community presence	.284	.124	.515	2.288	.041	.014	.555

a. Dependent Variable: Higher income areas = strategic philanthropy

Table 56. High unemployment rates, South-west, Left political leaning, Scale of recipients.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	High unemployment rates, South-west, Left political leaning[b]	.	Enter

a. Dependent Variable: Scale of recipients

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.799[a]	.639	.540	.310

a. Predictors: (Constant), High unemployment rates, South-west, Left political leaning

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.873	3	.624	6.481	.009[b]
	Residual	1.060	11	.096		
	Total	2.933	14			

a. Dependent Variable: Scale of recipients

b. Predictors: (Constant), High unemployment rates, South-west, Left political leaning

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	2.050	.434		4.724	.001	1.095	3.006
	South-west	-.144	.053	-.541	-2.703	.021	-.260	-.027
	Left political leaning	-.333	.111	-.684	-2.990	.012	-.578	-.088
	High unemployment rates	-.102	.109	-.219	-.931	.372	-.342	.139

a. Dependent Variable: Scale of recipients

Table 57. Strong community presence, South-west, Left political leaning, Scale of recipients.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Strong community presence, South-west, Left political leaning[b]	.	Enter

a. Dependent Variable: Scale of recipients

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.789[a]	.623	.520	.317

a. Predictors: (Constant), Strong community presence, South-west, Left political leaning

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.826	3	.609	6.047	.011[b]
	Residual	1.107	11	.101		
	Total	2.933	14			

a. Dependent Variable: Scale of recipients

b. Predictors: (Constant), Strong community presence, South-west, Left political leaning

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	1.602	.565		2.836	.016	.359	2.845
	South-west	-.123	.054	-.463	-2.281	.043	-.242	-.004
	Left political leaning	-.426	.114	-.875	-3.728	.003	-.677	-.174
	Strong community presence	.087	.145	.143	.600	.561	-.232	.405

a. Dependent Variable: Scale of recipients

Appendix L: Regression estimates in the NW

Table 58. University qualifications, North-west.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	University qualifications[b]	.	Enter

a. Dependent Variable: North-west

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.484[a]	.235	.184	.424

a. Predictors: (Constant), University qualifications

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.828	1	.828	4.599	.049[b]
	Residual	2.701	15	.180		
	Total	3.529	16			

a. Dependent Variable: North-west

b. Predictors: (Constant), University qualifications

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
	B	Std. Error	Beta	T	Sig.	Lower Bound	Upper Bound
1 (Constant)	-.345	.315		-1.094	.291	-1.017	.327
University qualifications	.201	.094	.484	2.145	.049	.001	.401

a. Dependent Variable: North-west

Table 59. North-west, University qualifications, Volunteering.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	North-west, University qualifications[b]	.	Enter

a. Dependent Variable: Volunteering

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.832[a]	.693	.646	.266

a. Predictors: (Constant), North-west, University qualifications

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.079	2	1.039	14.663	.000[b]
	Residual	.921	13	.071		
	Total	3.000	15			

a. Dependent Variable: Volunteering

b. Predictors: (Constant), North-west, University qualifications

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	T	Sig.	Lower Bound	Upper Bound
1	(Constant)	.046	.213		.218	.831	-.414	.507
	University qualifications	.011	.070	.027	.152	.881	-.141	.162
	North-west	.907	.200	.818	4.536	.001	.475	1.339

a. Dependent Variable: Volunteering

Table 60. Strong community presence, North-west, Volunteering.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Strong community presence, North-west[b]	.	Enter

a. Dependent Variable: Volunteering

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.873[a]	.762	.725	.234

a. Predictors: (Constant), Strong community presence, North-west

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.286	2	1.143	20.822	.000[b]
	Residual	.714	13	.055		
	Total	3.000	15			

a. Dependent Variable: Volunteering

b. Predictors: (Constant), Strong community presence, North-west

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	-.621	.363		-1.710	.111	-1.406	.164
	North-west	.774	.168	.698	4.599	.000	.411	1.138
	Strong community presence	.181	.093	.296	1.953	.073	-.019	.382

a. Dependent Variable: Volunteering

Table 61. North-west, Strong community presence, Scale of recipients.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	North-west, Strong community presence[b]	.	Enter

a. Dependent Variable: Scale of recipients

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.631[a]	.398	.298	.384

a. Predictors: (Constant), North-west, Strong community presence

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.167	2	.584	3.966	.048[b]
	Residual	1.766	12	.147		
	Total	2.933	14			

a. Dependent Variable: Scale of recipients

b. Predictors: (Constant), North-west, Strong community presence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	-1.444	.677		-2.132	.054	-2.919	.031
	Strong community presence	.405	.147	.669	2.759	.017	.085	.725
	North-west	.035	.064	.130	.536	.602	-.106	.175

a. Dependent Variable: Scale of recipients

Table 62. Strong community presence, North-west, Primarily support locals.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Strong community presence, North-west[b]	.	Enter

a. Dependent Variable: Primarily support locals

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.618[a]	.381	.286	.378

a. Predictors: (Constant), Strong community presence, North-west

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.144	2	.572	4.008	.044[b]
	Residual	1.856	13	.143		
	Total	3.000	15			

a. Dependent Variable: Primarily support locals

b. Predictors: (Constant), Strong community presence, North-west

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1 (Constant)	-1.163	.592		-1.967	.071	-2.442	.115
North-west	-.038	.105	-.086	-.367	.719	-.265	.188
Strong community presence	.394	.143	.644	2.747	.017	.084	.704

a. Dependent Variable: Primarily support locals

Table 63. Strong community presence, North-west, Sml firms support locals: Expected.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Strong community presence, North-west[b]	.	Enter

a. Dependent Variable: Sml firms support locals: Expected

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.616[a]	.379	.283	.379

a. Predictors: (Constant), Strong community presence, North-west

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.137	2	.568	3.966	.045[b]
	Residual	1.863	13	.143		
	Total	3.000	15			

a. Dependent Variable: Sml firms support locals: Expected

b. Predictors: (Constant), Strong community presence, North-west

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	-1.125	.695		-1.618	.130	-2.627	.377
	North-west	.095	.330	.086	.288	.778	-.619	.809
	Strong community presence	.339	.182	.554	1.860	.086	-.055	.733

a. Dependent Variable: Sml firms support locals: Expected

Appendix M: Regression estimates in the SE

Table 64. High unemployment rates, South-east, Donate money

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	High unemployment rates, South-east[b]	.	Enter

a. Dependent Variable: Donate money

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.576[a]	.332	.229	.354

a. Predictors: (Constant), High unemployment rates, South-east

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.809	2	.404	3.228	.073[b]
	Residual	1.629	13	.125		
	Total	2.438	15			

a. Dependent Variable: Donate money

b. Predictors: (Constant), High unemployment rates, South-east

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	.934	.378		2.471	.028	.117	1.751
	South-east	.341	.268	.289	1.275	.225	-.237	.920
	High unemployment rates	-.222	.102	-.490	-2.162	.050	-.443	.000

a. Dependent Variable: Donate money

Table 65. South-east, Place income levels, Higher income areas = strategic philanthropy.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	South-east, Place income levels[b]	.	Enter

a. Dependent Variable: Higher income areas = strategic philanthropy

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.637[a]	.406	.315	.334

a. Predictors: (Constant), South-east, Place income levels

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.990	2	.495	4.447	.034[b]
	Residual	1.447	13	.111		
	Total	2.438	15			

a. Dependent Variable: Higher income areas = strategic philanthropy

b. Predictors: (Constant), South-east, Place income levels

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	-.788	.351		-2.248	.043	-1.546	-.031
	Place income levels	.276	.093	.702	2.981	.011	.076	.476
	South-east	.083	.070	.278	1.183	.258	-.068	.233

a. Dependent Variable: Higher income areas = strategic philanthropy

Table 66. University qualifications, South-east, Higher income areas = strategic philanthropy.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	University qualifications, High unemployment rates, South-east[b]	.	Enter

a. Dependent Variable: Higher income areas = strategic philanthropy

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.718[a]	.515	.394	.314

a. Predictors: (Constant), University qualifications, High unemployment rates, South-east

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.256	3	.419	4.249	.029[b]
	Residual	1.182	12	.098		
	Total	2.438	15			

a. Dependent Variable: Higher income areas = strategic philanthropy

b. Predictors: (Constant), University qualifications, High unemployment rates, South-east

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	1.700	.437		3.889	.002	.748	2.653
	South-east	.232	.090	.784	2.591	.024	.037	.428
	High unemployment rates	-.360	.117	-.861	-3.070	.010	-.615	-.104
	University qualifications	-.190	.079	-.542	-2.422	.032	-.362	-.019

a. Dependent Variable: Higher income areas = strategic philanthropy

Table 67. Left political leaning, South-east, Higher unemployment rates, Recipients is sml firms preference.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Left political leaning, South-east, High unemployment rates[b]	.	Enter

a. Dependent Variable: Recipients is sml firms preference

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.673[a]	.453	.317	.333

a. Predictors: (Constant), Left political leaning, South-east, High unemployment rates

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.105	3	.368	3.317	.057[b]
	Residual	1.333	12	.111		
	Total	2.438	15			

a. Dependent Variable: Recipients is sml firms preference

b. Predictors: (Constant), Left political leaning, South-east, High unemployment rates

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	.380	.354		1.073	.304	-.391	1.150
	High unemployment rates	-.326	.116	-.780	-2.821	.015	-.578	-.074
	South-east	.384	.184	.477	2.091	.058	-.016	.785
	Left political leaning	.237	.113	.596	2.093	.058	-.010	.483

a. Dependent Variable: Recipients is sml firms preference

Table 68. South-east, High unemployment rates, Recipients reflect firms industry.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	South-east, High unemployment rates[b]	.	Enter

a. Dependent Variable: Recipients reflect firms industry

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.569[a]	.323	.227	.346

a. Predictors: (Constant), South-east, High unemployment rates

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.799	2	.399	3.344	.065
	Residual	1.672	14	.119		
	Total	2.471	16			

a. Dependent Variable: Recipients reflect firms industry

Predictors: (Constant), South-east, High unemployment rates

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	.722	.384		1.880	.081	-.102	1.547
	High unemployment rates	-.244	.101	-.543	-2.410	.030	-.461	-.027
	South-east	.101	.070	.327	1.450	.169	-.048	.251

a. Dependent Variable: Recipients reflect firms industry

Appendix N: NOMIS statistics for Durham, Blackpool, and Medway

All figures acquired from the NOMIS dataset between the period of January 2017 – September 2017.

	Durham (NE)	**Blackpool** (NW)	**Medway** (SE)
North/South region	North	North	South
History of Industrialisation (All extracts are taken from semi-structured interviews).	The north-east of England is a region historically associated with shipbuilding, coal mining and heavy engineering. (Sarah). Heavy industrial decline has not affected individuals but families too (Clare). Coal mining still has a strong historical presence in society (Jack).	Highly renowned for the tourist and hospital industries. Over the past four decades, this has declined leaving a large growing number of unemployment which has affected business growth (Paul).	N/A
Economically Active	76.2%	77.4%	80.5%
In Employment (full-time) **Regional figures**	71.3% (70.6%)	72.3% (73%)	75.3% (77.3%)

% of workless households	20.4%	19.8%	14.4%
Unemployment figures (Regional figures)	5.5% 6.2%	5.9% (4.7%)	4.9 (3.5%)
Gross weekly pay (average) (full-time)	£503.50	£442.00	£558.00
Employee Jobs by industry % *ratio of the total no. employees in the industry - the total no. employee jobs			
-Manufacturing	15.6	6.7	7.8
- Construction	5.2	2.1	7.8
- Wholesale and Retail trade	13.5	15.0	15.6
- Financial and Insurance activities	1.2	0.8	3.3
- Professional, Scientific, and Technical activities	3.5	2.9	3.3
- Human Health and Social work activities	13.3	21.7	15.6
- Education	11.6	8.3	12.2
Qualifications (NVQ4 and above)	30.2%	23%	31.0%
Academic institutions (including Russell Group)	- University of Durham (**Russell Group**)	N/A	N/A

russellgroup.ac.uk/about/our-universities/			
Majority political party support *results from the most recent election (June 2017).	Labour (left)	Conservatives (right)	Labour (left)