



Case Study: Bolton CVS & Scruffy Monkey

In response to growing needs around digital planning and promotion, Bolton CVS commissioned local digital agency Scruffy Monkey to deliver a practical Digital Strategy and Tools workshop. The session aimed to equip social enterprise leaders with the tools, knowledge and confidence to integrate digital strategy into their wider business development plans.

Many small and medium-sized social enterprises in Bolton reported lacking clarity and confidence around how to use digital tools, particularly social media and online platforms, to support their mission, engage audiences and reach new funders. For many, digital activity was unaligned with wider business goals.

Social enterprise leaders sought structured support to help them understand how digital tools could work for their organisations, and to build a clear strategy they could implement over the coming year.

Through E26 support, Bolton CVS facilitated a tailored digital development session delivered by Scruffy Monkey, combining expert facilitation, group learning, and practical tools. Participants were guided through a structured digital strategy template aligned to their business plans, creating milestones and identifying relevant tools they could begin using immediately.

E26 Thematic Areas:

Digital Transformation – The session provided focused, hands-on support to help organisations integrate digital tools strategically into their operations. This included using digital channels for marketing, communication and service delivery planning.

Contract Bidding and Marketing – While not the core focus, discussions touched on the role of digital visibility and branding in securing future contracts and communicating impact.

Participants left the session with the beginnings of a practical and tailored digital strategy, aligned to their organisation's broader goals. They reported increased motivation and confidence in incorporating digital planning into their business development, and took away reusable resources they could revisit independently. The session created a more informed and empowered cohort of social enterprise leaders in Bolton with renewed energy for digital transformation.

Insights and Lessons:

Digital strategy doesn't need to be overwhelming and providing a structured, easy-to-use framework can bring clarity to the process.

Embedding digital planning within business development makes it more relevant and sustainable.

Questions for other Social Enterprise organisations:

Is your digital activity currently aligned with your business goals, or is it more reactive?

Are there tools or frameworks you're not yet using that could support your digital engagement?

How can you link digital engagement strategy with that of engaging with funders and contract management?

Judith Durkin from Rooted in Bolton said, *"The Digital Strategy and Tools Workshop was both engaging and highly informative. Chris delivered the content with humour and in a way that was easy to understand. I left feeling motivated and confident about incorporating social media into my business strategy, and the printouts provided will be invaluable for planning purposes."*

