

Community Chest Application Summary 2017/2018

Local Authority	St Edmundsbury Borough Council
Organisation	Community Action Suffolk (Volunteering)
Amount Requested	<i>£30,000 over three years</i>
Total Project Cost	£24,416 – over three years; £73,248 in total
Match Funding	£4,416
Partnerships	Abbeycroft Leisure, National Trust (Ickworth) are both keen to work in partnership develop their events, promoting 'Family Volunteering'.
West Suffolk Bid?	Yes

Key Points

- Community Action Suffolk is the infrastructure organisation working with the Voluntary, Community and Social Enterprise Sector (VCSE) in Suffolk.
- CAS is seeking funding to develop two new areas of volunteering serving the West Suffolk area to increase the diversity of people volunteering.
- **V-Event** - Family volunteering is a relatively new concept that describes the situation when family members volunteer together, and will deliver:
 - Deliver Running an Event Workshops
 - Promote/market courses to be delivered to all relevant parties
 - Develop online resources which will help people understand one off volunteering and deliver face to face training for volunteers
 - Provide virtual support and advice to individual volunteers.
- **Employee Supported Volunteering (ESV)** is a key aspect of the Suffolk Volunteering Strategy and has the potential to allow employees to be released during work time to share their skills in their community.
- Project start: **01 April 2017**
- Project end: **Ongoing**

**St Edmundsbury Borough Council
 Community Chest Grant Application Form
 Part A**

Community Chest funding supports voluntary and community groups who make a contribution to improving the quality of life for people in West Suffolk. The information you provide will help us consider your application. If you have any questions, please give us a call on 01638 719763. Before completing this form, we ask you to please read the guidelines, which are available on:

<http://www.westsuffolk.gov.uk/community/community-grants.cfm>

Please return your completed, signed form and supplementary documents to:

richard.baldwin@westsuffolk.gov.uk

1. Name of your organisation(s):

Community Action Suffolk

2. Organisation address details

Address Ln1	Brightspace		
Address Ln2	160 Hadleigh Road		
Address Ln3			
City/Town	Ipswich	Postcode	IP2 0HH
Main phone	01473 345400	E-mail	info@communityactionsuffolk.org.uk
Website	www.communityactionsuffolk.org.uk		

Main Contact Person		Second Contact Person	
Title	Mrs	Title	Mrs
Forename	Carolyn	Forename	Christine
Surname	Shaw	Surname	Abraham
Role	Volunteering Services Manager	Role	Director of Community Services
Daytime Tel No.	01473 345369	Daytime Tel No.	01473 345302
Mobile No.	07702533058	Mobile No.	07771 932544
Email	carolyn.shaw@communityactionsuffolk.org.uk	Email	chris.abraham@communityactionsuffolk.org.uk
Address Details (if different from Org address)		Address Details (if different from Org address)	
Ln1		Ln1	
Ln2		Ln2	
Town		Town	
Post Code		Post Code	

About your organisation

3. What local authority area(s) does your organisation work in?

All local authority areas across Suffolk

*Community Chest funding is offered by both Forest Heath and St Edmundsbury councils. As the decision making process is different any projects applying for funding across West Suffolk, must apply separately.

4. What is the status of your organisation?

Registered charity	x	Charity number: 1150501
Applying for charitable status		
Company limited by guarantee	x	Company number: 8316345
Community Interest Company		
Part of a larger regional or national charity (Please state which one)		
Constituted Community Group		
Social Enterprise		
Other (Please specify)		

5. How many people are involved in your organisation?

Management committee	7	Service users	
Full Time staff / workers	25	Volunteers and helpers (non-management)	489
Part Time staff / workers	25		

6. What is the purpose of your organisation? Please briefly describe why your organisation was set up, its aims and objectives and who primarily benefits from your organisation.

Community Action Suffolk is the infrastructure organisation working with the Voluntary, Community and Social Enterprise Sector (VCSE) in Suffolk. CAS's vision is that Suffolk communities are stimulated, empowered and strengthened through an effective and sustainable voluntary and community sector. Our mission is to strengthen and champion community action in Suffolk by supporting the voluntary and community sector (VCS) in its work.

CAS has four key aims :

- 1) Supporting a diverse and resilient VCSE sector to build capacity and sustainability
- 2) Stimulating and developing impactful community and voluntary action
- 3) Creating and maintaining influential, equitable and beneficial relationships between the public, business and voluntary community sector
- 4) Develop CAS as a sustainable and essential business in Suffolk, driven by continuous improvement and innovation

CAS employs experienced, skilled and knowledgeable staff to provide support to both new and established VCSE organisations. Quality information, advice and guidance is provided on a range of topics about organisation development through 121 support, website, newsletters, toolkits and training. CAS has a bespoke Quality Standard for the sector endorsed locally by the Public Sector.

We provide networking opportunities for groups through local events, and facilitate workshops and conferences around information sessions to alert the sector to specific issues and opportunities.

Volunteering is a key area of our work supporting both individuals and organisations. CAS has recently led and facilitated the production of the Suffolk Volunteer Strategy on behalf of the Health and Wellbeing Board to provide a framework and county wide ambition for the future of Suffolk's Volunteering. We support good practice in organisations with the recruitment, development and retention of their volunteers.

CAS works collaboratively with colleagues across the Suffolk system through a myriad of services, programmes and work streams to create a resilient and effective VCS across the county.

7. What was your organisation's total income for last financial year? £2,125,477
8. What was your organisation's total expenditure for last financial year? £2,365,705
9. Does your organisation have more than six months running costs? No
10. What are your organisation's current unrestricted reserves or savings? £216,000 (free reserves)
11. West Suffolk prioritises building resilient families and communities that are healthy and active. Please indicate which of the following areas your project contributes towards:
- A thriving voluntary sector and active communities who take the initiative to help the most vulnerable.
 - People playing a greater role in determining the future of their communities.
 - Improved wellbeing, physical and mental health.
 - Accessible countryside and green spaces.

About your project – why are you applying for this funding?

12. What do you want the funding for? Please be specific. Please note that 'project' is meant to describe the project for which you are seeking funding, and not your organisation.

CAS is seeking funding to develop two new areas of volunteering serving the West Suffolk area to increase the diversity of people volunteering.

V-Event

Family volunteering is a relatively new concept that describes the situation when family members volunteer together. 'One off' volunteering will identify suitable events in West Suffolk that families can engage with and will promote these opportunities to local families via targeted marketing and publicity including e-newsletter, social media, community networks, local events and organisations, local media. V-Event will also identify suitable organisations to target in terms of receiving referrals of appropriate families.

V-Event will;

- Deliver Running an Event Workshops
- Promote/market courses to be delivered to all relevant parties
- Develop online resources which will help people understand one off volunteering and deliver face to face training for volunteers
- Provide virtual support and advice to individual volunteers.

The funding will enable the development of this work across West Suffolk

Employee Supported Volunteering (ESV) is a key aspect of the Suffolk Volunteering Strategy and has the potential to allow employees to be released during work time to share their skills in their community. NCVO (2015) stated that the three top benefits of such volunteering are 1) Connecting business to their community 2) Developing future leaders 3) Giving staff a better experience.

By involving people through their employers, West Suffolk will see an increase in diversity of the volunteering population, more people involved and committed to where they live and the VCS improving their reach of their work through new skills from different volunteers.

The West Suffolk Volunteering Services Officer will work closely with local business and VCS organisations to broker 5 businesses to VCS organisations and find volunteering for employees over a 12 month period.

Maximum of 300 words

13. How has the project been developed out of the community's desire to improve the lives of local people? What evidence do you have that there is a need for this project? Please include sources of evidence, including any public/user/community consultation.

V-EVENT:

West Suffolk hosts a range of community events throughout the year, a number of which have been supported through the Sport and Event Volunteering Project. Many of the events benefit local charities through local community engagement. Annual events such as Girls Night Out (St. Nicholas Hospice), Race for Life (Cancer Research UK), Colour Dash (East Anglian Children's Hospices), West Suffolk Spin (West Suffolk Hospital) and Ickworth 10km, alongside international sporting (Aviva Women's Tour) and cultural (Bury Christmas Fayre) provide lots of volunteer opportunities.

Working closely with partners Abbeycroft Leisure, a wide range of volunteering roles (Bury Aquathlon / Triathlon, Women on Wheels / Cycling Velodrome) have also been developed and promoted across leisure centres within West Suffolk. A number of West Suffolk clubs have also received support, developing roles / opportunities, including; Bury Bombers Wheelchair Basketball, West Suffolk Athletics Club and St. Edmundsbury Sailing and Canoeing Club (SESCA).

There are of course many more events, hosted by local communities as well as clubs that provide an excellent opportunity to get involved through volunteering. At a recent meeting with young people attending the National Citizen Service East programme at West Suffolk College, 29 out of 30 of them expressed a desire to be involved in family volunteering opportunities.

Existing volunteers on the project have said "From my experience as a volunteer I have learnt new skills and discovered that there were existing skills that I didn't even know I had". (Jan, Bury). "After each event I feel a sense of achievement and the satisfaction of knowing that I have helped to make something happen that could not of happened without the volunteers" (Ann, Bury) .

"I'd just like to say that I really appreciate the opportunity that the sport & event volunteering project has given me & hopefully I would like to help out more in the future" (Ravi, nr Bury)

"Supporting local events and charities. Volunteering provides me with inspiration, self confidence but most important brings a smile and feel good factor to other people" (Pat, Bury)

"I enjoy the camaraderie from supporting events and the opportunity to take on new challenges. Volunteering allows me to stay active and involved in local community events" (Angie, Bury)

One-off or group volunteering opportunities are suitable for families as they can often be tailored for different age groups, require flexible commitment and they are, educational, purposeful activities for them to do as a family unit as well as introducing volunteering to children and young people

EMPLOYEE SUPPORTED VOLUNTEERING

Allowing staff to have the opportunity to volunteer for a cause which is important to them has long been recognised as beneficial to the individual and the employer as well as a local community.

Joint research from CIPD and NCVO in 2015 showed that businesses and charities are failing to work together, negating many of the benefits. Some of the issues include a lack of employers understanding of the cost to charities to host volunteers and of charities a lack of understanding the benefits they gain from ESV. The research also highlighted the importance of the role of an independent broker between the two.

The brokerage role is key to supporting both parties to understand each others perspectives. Charities wish to increase their reach, diversity and meet their organisational objectives and not drift from these, whilst employers wish to increase staff development, morale and meet CSR objectives .

Justin Davis Smith, executive director of volunteering at NCVO, said: “ESV could potentially offer huge benefits for the voluntary sector and businesses alike – however, this research shows that without clear communication around expectations and the resources involved, many of those benefits could be lost. We need to recognise that volunteering isn’t free – there is a cost to the charity in terms of staff time, resources and supervision – yet the right kind of volunteering could outweigh those costs tenfold.”

Like the rest of Suffolk, West Suffolk has additional challenges with the make up of the scale of businesses within the District. Suffolk Observatory statistics show that 73% of businesses in West Suffolk host 0-4 employees, through to 0.34% hosting 250+ staff. The nature of the volume of SME’s in the district will require the support and partnership working with local Business Associations and Chamber of Commerce in order to share the vision of ESV as well as offer reach into these smaller organisations.

Evidence from a recent ESV event for the East of England funded by the Office for Civil Society, cited that the key areas of development were around networking developments, brokerage as well as getting VCS ESV ready. There were also significant gap in knowledge, capacity and infrastructure support to enable ESV to happen

14. How will the project help local people to support one another?

V-EVENT

Volunteering together can strengthen the bonds between family members by providing them with positive shared experiences. Children can develop new skills and learn respect for people of different backgrounds and beliefs in a safe environment. Family volunteering can also be a very appealing offer to families as it can be a relatively cost free family activity that brings added value.

- Develops family pride, sense of purpose and feeling of being part of the community.
- Teaches positive values, such as civic responsibility, empathy and respect.
- Creates positive role models for children and young people.
- Improves family members' understanding of and respect for each other.
- Improves family members' understanding of and respect for people in the community who are different to them, their local environment, heritage etc.
- Fosters a shared sense of accomplishment and satisfaction from giving back to the community.
- Offers an informal type of work experience for young people that they can use in job and college/university applications.
- Organisations benefit from an increase in number and in demographic diversity. The more diverse a volunteer pool is, the greater the range of skills and knowledge that will be available to organisations.
- Engaging families in a one off event may lead to longer term commitment. For example, child volunteers are likely to continue volunteering as teens and adults, if they have a positive experience.
- Increases the skill base of volunteers as organisations will attract new types of volunteers because of the family connection.
- Helps develop intergenerational relationships within and across families.

An evaluation undertaken by Education and Development in 2011 concluded that families learned new skills and knowledge. Parents found they learned more about their own family relationships and previously unrecognised strengths of their children. One of the most common barriers to volunteering for people of all ages is a lack of time because of work and family commitments including carer responsibility and a desire to spend spare time with loved ones. Fortunately, family volunteering allows people to fulfil their family responsibilities whilst also getting involved in voluntary activities in the community.

Building capacity of local people

- Event volunteers are the lifeblood of community events, without which many events would struggle to operate. The key to success has and will continue to be the ability to harness the energy of local individuals, creating a win-win situation where volunteers help to develop projects which improve the quality of life of everyone involved.
- Existing volunteers who have expressed an interest or already benefitted from 'Family Volunteering' opportunities will play an important role in advocating and promoting this new area – through the role of 'Family Volunteering Ambassadors' – providing 'Peer to Peer support and advice'. This will be achieved through a series of 'Meet and Greet sessions' held locally alongside building on existing and developing new partnerships.

Building capacity of the third sector

- V-Event will engage with 20 new families each year and develop a range of 'family volunteering resources; which will support event organisers in engaging with prospective volunteers.
- Event organiser seminars will directly support local community groups wishing to develop events within the area (including effective volunteer recruitment and engagement)
- Through co-locating the V-Event officer with the Communities and Families team several times a month, this will build collaborative working, and ensure that links between Officers and communities are developing.

Contribute to West Suffolk's Priorities

- Many of the achievements and outcomes identified by V-Event support West Suffolk's priorities. The promotion of 'family togetherness', working with key partners (such as Suffolk Family Focus) to build resilient communities, offering better health outcomes for local people through the power of volunteering. The programme seeks to 'educate' and 'raise awareness' of opportunities throughout the area, strengthening local communities. Specific work with young people (including West Suffolk College) has sought to highlight the 'education / career aspirational' benefits to volunteering – with 80% of employers valuing volunteering on a CV.

Promote prevention and early intervention

- One-off event volunteering is an excellent introduction (to volunteering) for people of all ages, reducing many perceived barriers that often prevent volunteers getting involved (i.e. long term commitment / lack of time). Helping to support local community groups / charities, volunteering helps to create a sense of 'community togetherness' as well as provide many positive health benefits (to individuals) through getting involved (reduced anxiety / greater self worth)
- Greater community engagement also helps to tackle other issues in society such as social isolation / loneliness

EMPLOYEE SUPPORTED VOLUNTEERING

Employees having the opportunity to get involved in either their local community or with local community and charity organisations will build a feeling of belonging and being part of their local working community, or the community in which they live.

By employers allowing employees the time to volunteer, when the most cited reason for not volunteering is 'lack of time' especially by working age employees (NVCO Almanac), this barrier can be reduced.

Whether ESV comes in the form of 'one off' team volunteering days which often bring a large scale change to a green space through manpower clearing over grown community areas, or through sustainable longer term volunteering as shown by Ipswich Building Society with 2 hours per month per employee, the skills, man hours and sense of pride to the local community through the different which the volunteering has brought will help and support local people in local places.

Building capacity of the third sector

- ESV will place 4 new employers each year , with potentially 10 employees per employer (40 people)
- Develop a range of ESV online resources; which will support employers/employees and host organisations
- Work with local business associations and Chamber of Commerce to share knowledge and promote ESV on behalf of the third sector.
- Developing partnerships between employers and third sector will see an increase in third sector increasing their knowledge about pro bono support and specialist support from business around strategic planning, project development, marketing –through skills match volunteering
- Support to third sector organisations who wish to develop their own ESV programmes, including closer working relationships through co-location working at West Suffolk House and with the Families and Communities team.

Contribute to West Suffolk's Priorities

- Many of the achievements and outcomes identified by ESV support West Suffolk's priorities. The promotion of 'volunteering', working with key partners (such as Chamber of Commerce, local VCS) to build resilient communities, offering better health outcomes for local people through the power of volunteering. The programme seeks to 'educate' and 'raise awareness' of opportunities throughout the area, strengthening local communities.

Promote prevention and early intervention

- Supporting and developing links between employers and their local communities will help to create local solutions to issues and develop more resilient communities who know where to go to 'fix' problems together.

15. Are you working with any other organisations on this project? Yes

If yes, please state the names of these groups and the nature of the relationship.

V-EVENT

Abbeycroft Leisure, National Trust (Ickworth) are both keen to work in partnership develop their events, promoting 'Family Volunteering' .CAS have had recent success working with West Suffolk College (following Youth Social Action work) which shows great potential to roll out and build on the previous relationship.

V-Event has strong relationships with many other local and national event organisers, and will continue to foster positive work with them in the future such as the Great East Swim, which this year saw 3 families involved (volunteering) as a pilot , all responding positively to their experiences.

From a volunteer perspective, we are well served in respect of 'advocates' within West Suffolk and would seek to utilise some of these individuals as ambassadors for the programme.

The V-Event Officer will co-locate at West Suffolk House with the Families and Communities team, therefore building up links with officers and communities and also allowing for smooth referral for families volunteering and for organisations/communities who wish to develop one off events and require support.

EMPLOYEE SUPPORTED VOLUNTEERING

This is a new area of development in Suffolk and specifically in West Suffolk.

The Volunteering Services Officer will build key relationships with some of the larger employers to begin to promote the benefits of ESV, as well as links through the Chamber as already stated to promote the work.

Case studies will be developed to share experiences and good practise, and VCS will be communicated and involved through Volunteer Development Forums, E-newsletters and 1:1 meetings held by the VSO.

The development of the ESV as part of the Suffolk Volunteering Strategy (Objective3) will also be key to the development of this area of work. The VSO will work closely with partners who have been key to developing the Strategy, including West Suffolk officers. By the VSO co-locating at West Suffolk offices, this will build relationships and referrals from the Communities and Families team. It will also allow the VSO to continue to offer any support to West Suffolk Officers around internal aspirations for ESV which began in 2016.

16. When will the project start?

1st April 2017

17. When will the project finish? Ongoing

If this is an on-going project, how will it be funded and continue going when the funding ends?

Continue to seek funding and generate income from other sources

18. Which years funding are you applying for?

2017-2020

19. How many people do you expect to benefit directly from the project on either a weekly, monthly or annual basis?

Directly annually in St Edmundsbury - 50 family members and individuals, 10 event organisers, 40 employees = **100 per year**

20. What results (including targets/numbers) do you expect to see as a result of the funding and how do these relate to the Community Chest funding criteria? If your project is health related how does it improve health outcomes for residents within community networks and beyond?

OUTPUTS for St Edmundsbury

V-Event will;

- Deliver a "Running an Event" Workshop (10 attendees) – for event organisers/members of the community who wish to set up an event
- Promote/market courses to be delivered to all relevant parties
- Develop online resources which will help people understand one off volunteering and deliver face to face training for volunteers
- Provide virtual support and advice to individual volunteers as required- 50 individuals
- Offer virtual support to event organisers, offering good practise information (15 event organisers)
- Attend 2 Volunteer Development Forums to promote One Off volunteering, Family volunteering and good practise in running events
- Run 3 meet and greet sessions for new volunteers
- To co-deliver 1 celebration event for volunteers involved in 'one off' volunteering in partnership with other award programmes

Employee Support Volunteering will;

- Offer virtual support to 20 employers
- Engage 4 new employers , with potential to place 10 employees per employer (40 people)
- Develop online tools for employers, employee and VSE organisations in conjunction with VSO's and Suffolk Volunteering Strategy
- Deliver 2 Volunteer Development Forums with ESV on the agenda

The outcomes against the criteria for funding have been detailed in Q14 also.

Volunteering can yield many health benefits

- It was also found to boost quality of life and life satisfaction
- Volunteering can help people come to terms with their own illness and help take their mind off their own problems
- Improved family relationships
- Reduce Isolation and enable better integration into society
- “Volunteering improve self-esteem and having a positive impact on health and life.”

21. What is the total cost of the project? £24416 – West Suffolk

Please provide a full breakdown of the total cost of this project, including VAT if applicable along with any in-kind contributions such as volunteer hours.

Item or activity	Cost (£)
V-Event – West Suffolk only	
Project Officer Costs –salary travel and phone and admin costs	£12656
Marketing and Communications	£650
Volunteer Expenses	£600
Training and events	£1000
Equipment	£500
TOTAL	£15,406
(Total for CountyWide V event Project £47,293)	
Employee Support Volunteering (West Suffolk only)	
Volunteer Services Officer salary contribution for ESV work only	£6760
Other staff costs, travel, phone and admin	£2250
	£9010
Total cost of items listed above:	£24416

22. How much funding are you applying to us for? £10,000 per year for 3 years

23. What funds have you raised so far for this project?

Source	Amount (£)
We will identify some of our own funding to use towards these areas of work	£4,416
Total fundraising:	£4,416

24. What other funders have you applied to for further funding for the project?

Funder	Amount (£)	Timescale for decision
Applying to Forest Heath Community Chest	£10,000	
NB for the county wide project not West Suffolk ESP – In process of applying Genesis Foundation	£15,000 £5,000	
Total:	£10,000	

25. What other grants and contracts has your organisation received over the past year from either Forest Heath District Council or St Edmundsbury Borough Council?

Funder	Amount (£)	Reason for funding
In 2013/14 CAS received £18,000 core funding and in 14/15 received £16,000 core funding but none since		
Total:		