Big Local London Learning Cluster event

Saturday 22nd June 2019

Facilitated by:

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Contents

1 INTRODUCTION AND WELCOME 3
2 LONDON LEARNING CLUSTER, WHO IS IN THE ROOM? 4
3 VOLUNTEERING IN LONDON AND THE GLA 6
4 WORKSHOPS 8
5 ENERGISER AND GROUP DISCUSSIONS 13
6 LONDON LEARNING CLUSTER: NEXT STEPS AND PLANNING 17
7 CONCLUSION 18
APPENDIX 1: EVENT PROGRAMME: 20
APPENDIX 2: ATTENDEE LIST 21
APPENDIX 3: HUMAN BINGO SCORE CARD 22
APPENDIX 4: VOLUNTEERING IN LONDON AND THE GLA 23
APPENDIX 5: LEGACY WORKSHOP PRESENTATION; ALAN FRASER, HESTON WEST 32
APPENDIX 6: COMMUNITY ENGAGEMENT AND BUILDING SOCIAL CAPITAL WORKSHOP PRESENTATION, LINKS AND WORKSHOP WRITE UP 36

1 Introduction and Welcome

This event was facilitated by Sian Penner (Big Local Rep) and Wendy Sugarman. Sian and Wendy have both been supporting Big Local areas in a variety of roles over the years. Truly Johnston from Team London, GLA and Jeremy Yung from Local Trust were also present at the event to meet and work with the participants. See Appendix 2 for full attendance list.

Everyone was welcomed to the London Learning Cluster which was the second of several cluster events for London Big Local areas. The aims of the event were shared:

- Gain more information about how other areas in London are delivering their Big Local programme
- Share learning and experiences of the challenges and the possible solutions to them
- Network, meet others, share ideas and objectives
- Hear about some wider London opportunities and widen knowledge of other opportunities
- Feed-in suggestions about the next London Learning Cluster events
- The programme for the day is included in Appendix 1

2 London Learning Cluster, who is in the room?

Facilitators:

- Sian, a facilitator, is a Big Local rep for three areas which she considers to be the best Big Local areas in the country!
- Wendy is involved in the Local Trust measuring change work as well as being a plan assessor and working with Sian to support the London Learning Cluster.

Aberfeldy:

- Leila loves the area because the residents are beginning to fight back against things, they are unhappy with.

Wick Award:

- Rebecca likes the community spirit, energy and diversity in the Wick Award area.
- Paddy is most proud of the support Wick Award has given to the establishment of the Wickers football club which has since helped lots of young people and brought in external funding.

Elthorne Park:

- Sandi is proud of their work engaging residents, particularly the area's young people.

Team London (GLA):

- Truly from 'Team London', a part of the Greater London Authority (GLA) prepared a presentation to share on Volunteering in London.

Barnfield:

- Jacqui is new to the Big Local and is hoping to be the best Big Local eventually!
- Ivis has been involved since the beginning and is proud of the progression of the area and how far the partnership has come as a resident-led, dynamic group.
- Ollie is proud of the enthusiasm and hidden aspirations in the community.

Heston West:

- Taz is proud of the inter-generational approach as it has committed lots of people to embrace the idea that community is special.
- Layba, is on the youth committee and is proud that their social media outlets have so far been very successful.
- Alan is proud of the film club which has developed into a film production unit in which young people are currently creating a documentary.
- Calum is proud of an initiative he has created to help keep the area green and clean.

- Kapil is proud of helping out at local events which is a lot of fun!
- Brooke is proud that in the area young people are now much more confident, unified and developed.

Noel Park:

- Rachella spoke about the diversity of the area and is proud of active engagement with the community so that people feel the bond of 'a different type of family.'

Grange:

- Pat feels her Big Local is like a family and is proud of strengths in publicity and communication.
- Jon is proud of their festivals and projects which are growing each year. They are the first Big Local area to run a fun palace!

North Meets South:

- Graham is proud of the development of the partnership where the group is starting to act more on decisions as a steering group rather than just talking.

Hanwell:

- Pauline explained that their area covers three main social housing estates and she was excited about setting up the areas' youth council.

Local Trust:

- Jeremy is from the Local Trust research team. He gave the group some Big Local stats! He also shared that it was great to see the confidence and enthusiasm that had been built amongst Big Local groups.

Broad Green and London Road:

- Bushra shared that her Big Local was set up after the riots and is proud that they have managed to build a village feel and have just been given a building to use as a hub for the next three years.
- Naseem, a co-chair, is proud of the level of engagement in the diverse community. They have involved around 40 organisations to support the area as well as the community and are currently working on projects for homeless people and domestic violence.

The group then played a game of Human Bingo in which they were given scorecards with various phrases and they were tasked with going around the room and finding the person that matched the phrase. See Appendix 3 for a copy of the scorecard which you are free to take back and share with your partnerships. The first person to shout *"Bingo"* was the winner! Layba was declared as the winner!

The jargon buster ducks were introduced as being there to be squeaked whenever there was a term that someone isn't familiar with, to remind us all not to talk in jargon.

3 Volunteering in London and the GLA

(See Appendix 4 for the full presentation)

Truly Johnston, a Senior Manager at GLA's Team London came to share a presentation on Team London's role in supporting volunteering with the group and shared insight and information on harnessing the power of volunteers.

Truly shared that it was nice to have the opportunity to learn more and be present at the event and had been working at the GLA since December, particularly around volunteering. The GLA is based in City Hall, the beehive-shaped building near Tower Bridge and is focussed on making life better for Londoners across many aspects of living.

Team London is a group within the GLA that was set up after the 2012 London Olympics. The group continued after the historic event in the hopes of creating a strong culture of volunteering in London. The primary focus of Team London is to improve the volunteering experience in London, making it high quality and accessible to all communities. They help voluntary and community sector agencies to stay better connected as well as supporting community groups to reach their aims as well as addressing issues around social mobility.

Team London runs a number of volunteering opportunities with their ambassadors dotted around London in distinctive pink t-shirts. They have a team of young ambassadors who work within schools with young people. Their 'Skill Up' programme sees them forming alliances with businesses to get mentors to go into schools to motivate young people and offer work experience and training opportunities; following this, the young people are then assigned a mentor for six months to help them continue and progress in their professional journeys. Team

London is currently looking at developing the Skill Up programme and widen their reach.

Team London GLA typically have about £100k annually to give out as grants across the voluntary sector. They focus on addressing different areas of life in London each year. The current focus is on social isolation and loneliness. Part of this work is shining a spotlight on the role of social prescribing and linking up with GP surgeries to highlight solutions to issues which may affect people's health but isn't disease-based. They encourage philanthropy at a local level and promote reward and recognition, valuing volunteers around London which in turn leads to volunteer retention.

Recent research findings on volunteering activity show that 53% of adults in the UK volunteer informally in some capacity and 36% formally. Volunteering nationally is currently at a consistent and steady rate however, formal volunteering rates in London have been on a slight decline with informal being slightly higher with 7% of Londoners already volunteering. These statistics are taken from the Community Life survey which can be found here.

The London Data Store on the GLA website is a useful resource containing information on a range of activities including Volunteering. In addition, a comprehensive resource 'Time Well Spent' has been completed using survey data on volunteering published by the NCVO (National House of Voluntary Organisations), which is another invaluable resource when looking into volunteering statistics. The link to the survey is here.

Truly ended her presentation by giving the group a few useful links and inviting further conversation over lunch.

Participant observations, comments and suggestions:

- Volunteering is sometimes seen and used as a punishment. For example, the Jobcentre requires people to volunteer in some instances and in others

volunteering has been used to withhold funds; in other instances, people associate volunteering as taking peoples jobs. In the above, the suggestion from the group was that a possible solution may be for organisations to work in partnership with the Jobcentre in placing referrals so that it becomes mutually beneficial.

- The group recognised that motivations for volunteering should be deemed valid and valued, whether for personal development or solely to help others. Opportunities should be created to suit all needs.
- The Skill Up programme is a programme that could be promoted across the Big Local network. Details are on the GLA website.
- Creating an information resource e.g. a booklet could be a useful resource, making sure to use language easily understandable and residents / possible volunteers are included in the design and content to ensure it addresses their specific needs and is welcoming.
- Volunteering is currently not recognised as valuable for example volunteering is not included on the current census questionnaire.
- Community-level activity is often difficult to capture and measure and therefore is not captured in surveys in the same way that many more formal activities are.

4 Workshops

There were four workshops across the day, two in the morning session and two in the afternoon sessions. The participants had the opportunity to take part in two across the day, one from each session. Each workshop was led by participants from Big Local areas.

The morning workshops were on ‘Big Local Legacy’ and ‘Community Engagement and Building Social Capital’, the afternoon sessions were ‘How do we know if we are successful: Measuring Change’ and ‘Involving Young people’.

Legacy; Alan Fraser, Heston West (Presentation Appendix 5)

This workshop shared how Heston West had approached building a legacy and some of their feedback to date. Key lessons were discussed and fed back to the whole group.

Key points:

- Think about five years' time and how to get there
- Reinforce the importance of young people being involved in discussion and legacy
- Have more brainstorming and discussion
- It's interesting to hear the diversity of what legacy means to different people

Community Engagement and Building Social Capital; Sandi Phillips, Elthorne Pride (Presentation Appendix 6)

The workshop was led by Sandi Phillips, a chair at Elthorne Pride Big Local in North London, Islington. Sandi explained that in her area there are some parts where there are a lot of challenges - engaging with young people being one of them. There is a diverse mix of people, with people living on estates right next to those living in large houses and this has contributed to a skewed sense of community.

Elthorne Pride is continually engaging with the community and creating events for local residents. Community engagement means different things to different people so all events are all based on actual feedback and conversation with members of the community. The aim of these events is to inform residents and bring them together.

Things were initially challenging as people were suspicious of the Big Local's intentions and whether they were associated with the council. They were able to overcome this in part by getting recognised members of the community to become part of the partnership which was really important in gaining the community's trust. The partnership looked at different ways of wording things so that the community weren't put off and felt included. They also arranged various trips away. A particularly successful trip was a day trip to Tiptree family farm. At the start, everyone was apprehensive and complained of not knowing anyone but by the end of the trip many new connections were made and a strong sense of community was formed.

The partnership is committed to building up people with social ideas/enterprises. An example of this was with a resident named Joyful, a lady very creative with henna, who presented a business idea so they connected her with a business advisor to help her develop a small market stall business which became very successful. She now runs workshops involving others in the community and has been able to expand into other business areas. Sharing her story has empowered and inspired other members of the community.

A useful data collection tool was a 'washing line' where people could write down their ideas and hang them up on the line at events. It was a fun way of engaging the community but at the same time allowed them to collect really useful ideas on what the community wanted.

Using the theme of joining the conversation is a continual exercise and the information available must be relevant to the people you are serving in order to be effective. They use different methods to communicate with different groups.

First impressions count - be clear from the start of what you want to gain and remember that there is no substitute for face to face engagement. Community engagement can be challenging but don't give up at the first hurdle, with persistence the hard work can pay off. It is also equally important to recognise that you don't have all the answers and having conversations about what is and what isn't important is also useful in delivering an effective community programme.

A unique initiative they started was that each board member is tasked with collecting feedback and keeps their 'ear to the ground'. They are specialists in different areas and so collected information from their respective areas. Being constantly proactive means they can act on things as they arise.

Key points:

- Should have a community engagement strategy in place and review it often
- All of the board members specialise in different areas and bring back learning and feedback from different areas to the board
- Recognise people are doing different things in the community and build on it
- Offer a wide range/ diverse events to reach out to all parts of the community

How do we know if we are successful? Measuring Change; Graham Cobb, North Meets South (Worksheet used Appendix 7)

This workshop was facilitated by Graham Cobb, a Partnership member from North Meets South. It looked at using a worksheet to support participants to think about what it is they want their Big Local area to measure, why they want to measure change and how they will know they are successful. Key points of feedback are shared below.

Key points:

- There are lots of different ways of measuring change, what are you measuring; numbers or attitudes?
- Make it fit for purpose - consider who the report or material is for, a resident or main funder?
- Make sure the language is relevant. Making small adjustments to the wording can make it seem far more accessible and understandable.

Involving young people workshop; Taz Virdee, Heston West

Taz, a project lead for the past three years, enthusiastically started by saying that he wanted the session outcome to induce a renewed excitement, to focus on the positive and for the moment ignore the negative! He reassured the group that it was okay to not have all the answers as there was no one size fits all approach and that the session was designed to help figure out how to tailor approaches to fit each areas challenges.

Taz was accompanied by four young people involved in various aspects of Heston West Big Local and they began by introducing themselves:

Layba (15)- has been on the committee for three years as a youth representative and enjoys being social. She expressed being proud of how far she had come in her journey with Heston West and the "opportunities you think you wouldn't get, you can!" She got involved in the partnership after speaking with Taz at an event and couldn't say no!

Calum (15)- described himself as the smiliest person in the entire community! He first heard of the partnership walking past an event for the Queen's birthday and spoke to people to find out what it was about. He then spoke to Taz and is still involved four years later!

Brooke (13)- Had been attending a creative club and thought it was amazing so wanted to get involved in other things and spoke to Taz. Her confidence has since sky-rocketed and she has gone from a shy timid girl to super confident.

Kapil (22)- Arrived in London from Germany in 2011. Whilst he began to learn English he came across Taz and some other members and started getting involved in the sports and Christmas events. He eventually decided to make the commitment to join the partnership and is now a dedicated member

The group was then split into pairs or threes, each with a different youth member, to discuss what type of young person support their area needed. They were asked to consider: **what are the challenges?** and **what things are being done well?**

Feedback from the discussion came up with the following points:

- It's not all about taking, it's about giving back to the community as well.
- Young people need to be involved in the planning of initiatives aimed at them from the beginning stages.
- Big Local as a partnership can become lost and recognition of their work can sometimes go unacknowledged, making the partnership seem like just a funding body.
- Try and take on as much of the work as possible rather than funding others to carry out the work and ensure branding is heavily featured to leave a lasting and memorable impression.
- Young people can be engaged after school. Schools can be hired as a community space to host events in.

- Use community assets, where available, to keep things within the community. Remember to brand as Big Local name within the community premises.
- Heston West have a tiny community centre and no space to build their own. Everything they do is under the name of Big Local Heston West. Partnerships can mention being in partnership with whilst making sure branding is celebrated and visible in every event/project.
- Big Locals are the funding 'Kings and Queens' so should not be lost in the events promo. The more visibility, the more people are aware of Big Local and may want to be involved.
- No Big Local should be an island. Reach out to surrounding areas and make connections. If facilities are lacking in your area, find the nearest big community asset and think about doing a walking/ jogging club or hire minibus etc. to get there. You can then apply for funding from that Local authority/council, leaving your Big Local funds untouched. Again, attach your branding/logo to any associated material.
- There are 'no rules' when it comes to funding from the Local Trust. They are open to new ideas so see yourself as an innovator and inspire other areas.
- Don't be discouraged by nay-sayers; show them examples from other areas that have worked so that they may change their minds.
- Gain insight on things that attract youths to want to be involved. Youth panels are quite hard to form but there are several avenues. Youth parliament is a good starting point.
- Find local council events and network, network, network! Once people start recognising you, either go and visit them in person or hound them via telephone! Be a nuisance in a positive way and someone will eventually respond. One connection could start a domino effect.
- Wording must be enticing to youths.
- Finding young people to work with has been challenging but linking up with the local college has been successful. Students from various study groups are able to come together and share a skill relevant to them.
- Link an adult/youth to a particular activity. Once they become a regular, find out their skills and what they would like to do and they will eventually suggest their own initiatives. Nothing has to be set in stone, allow people to bring their own ideas.
- Volunteering is a process similar to looking for a partner, things have to develop over time for there to be longevity.
- Recruitment has to be done across different channels to have intergenerational reach. Social media, leaflets etc. are good to use but engage them afterwards as well, i.e. go leafletting and then offer them pizza for lunch as people engage well in that way!

We were then treated to song and video by Heston West, one of two music videos that they had recorded and produced using their own equipment. The links to them, along with a few others for more information on Heston West Big Local are below:

- Think Smart Song

- Together We Are Stars Song
- Heston West Big Local Documentary
- For more information please visit Heston West's website

Key points:

- The session was amazing!
- It sometimes feels as if Big Local is being lost and only seen as funders. Take ownership back! Take things on yourself so that people know that it is a Big Local project
- Start going to activities as a way to recruit people. Don't be afraid to go beyond your BL area. Face to face works - personalise the approach and don't just put flyers through doors, knock and hand it to people directly and start a conversation. Use activities as a means of engagement.
- Go into schools and give talks and then young people will discuss it amongst their peers and be inspired. Commit yourself and develop your approach, make it fun and engaging and you will see the difference.
- For longevity, commitment and passion you need to put in effort and almost become part of the family. Community work is never finished, it's a continual process. People will naturally be attracted to you and you will flourish.

5 Energiser and Group discussions

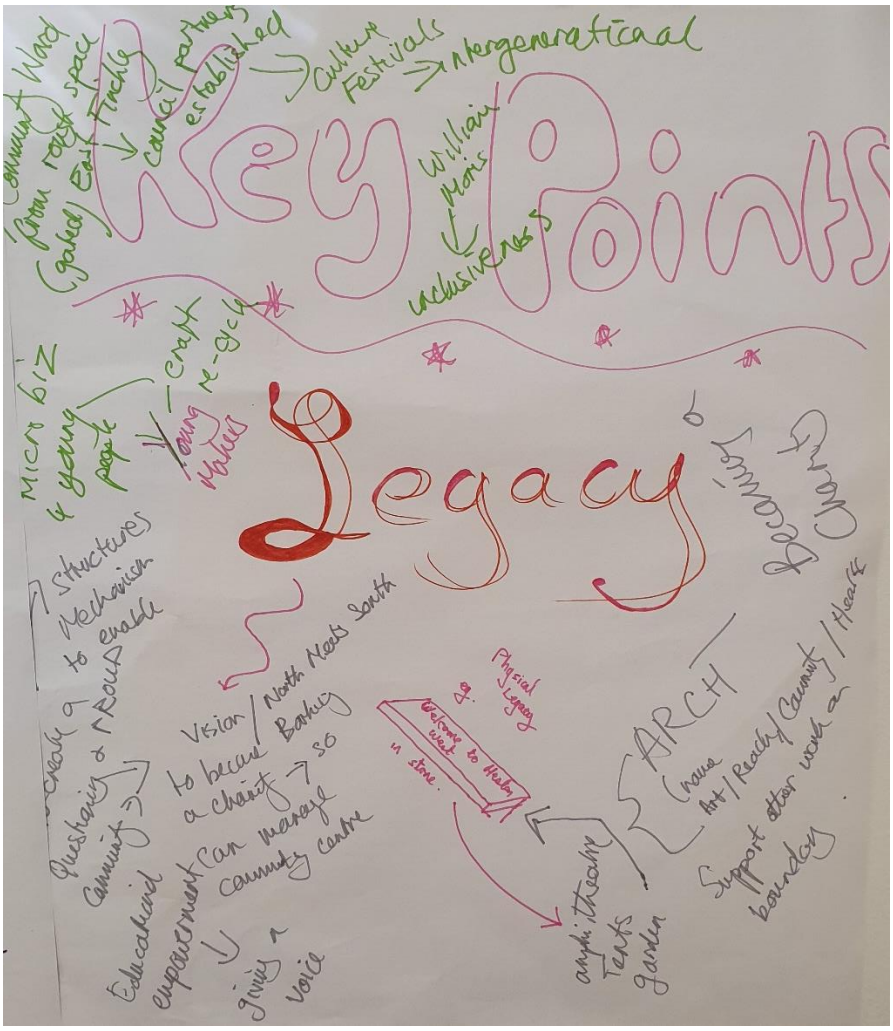
To get the energy going again after a great lunch, the group played *'Stand Up If'* where delegates stood up if statements were true and everyone who stood received

a round of applause. The game helped recognise a range of achievements and got the energy going again, ready for the afternoon workshops!

To keep up the renewed energy in the room, the group was then split into four different groups. Each group had the opportunity to discuss the two morning workshop topics and feed in ideas from their Big Local areas.

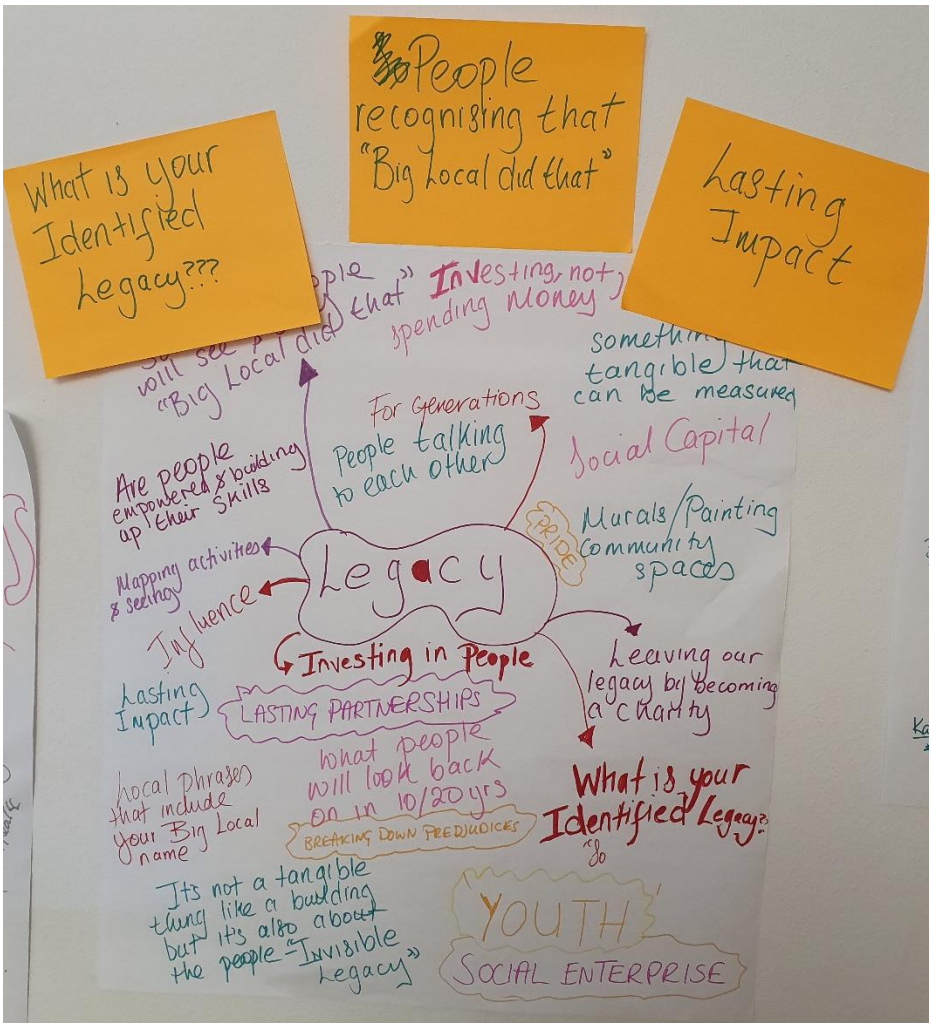
Legacy:

- Lasting impact
- People recognizing that “Big Local did that”
- What is your identified legacy?



- History of the ward/area which creates pride and a sense of identity and notable previous residents
- Creative community hub
- Establish a credit union
- Community garden

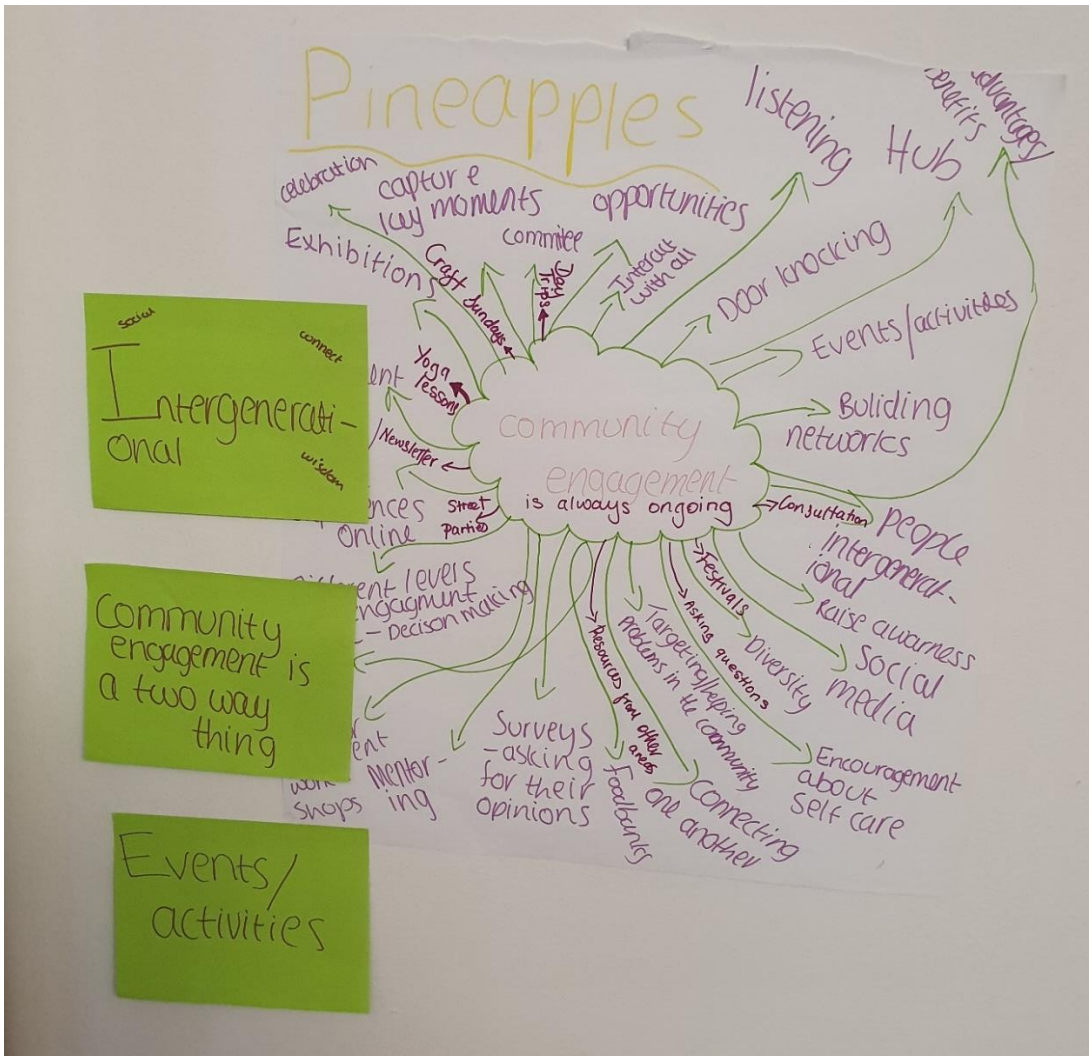
- Leaving behind a community building that's self-funding based on social enterprise
- A community better than the one we started with - social cohesion
- With a physical 'thing' e.g. a mural, statue, book, film or building
- A successor body e.g. a nearby established local charity or C.I.C (Community Interest Company) to carry on the work



Community Engagement and Building Social Capital:

- Intergenerational – social, connect, social
- Events / activities
- Community engagement is a two-way thing
- Volunteer commitment
- Youth engagement (help avoid gangs) HW FC
- Training youth (HW skills)
- Plan community engagement and comms to review and then learn
- Recognise people are doing things in the community and build on it!
- Community events
- Intergenerational projects

- Better partnership
  e.g. - using other events to voice what you are doing
  - sharing learning
  - local business and organisations coming together
  - target social isolation



- Building social capital
- Informed community measures
- Breaking down isolation – specific activities
- Addressing ageism
- Intergenerational groups
- Building on peoples interests
- Using skills/ interests to benefit the community
- Build trust
- Messaging “Join the conversation”
- Engagement plan – think about ‘how’
- Target outreach and comms to specific groups needs
- Consistency

6 London Learning Cluster: Next steps and planning

After a few minutes of group discussion, the following ideas for next steps were shared:

What would we like to see at future events:

- Session on recruitment/management of volunteering from actual organisations
- Bid writing - how to be better fundraisers and have something left at the end
- Speaker from another organisation to speak on setting up other organisations after Big Local funding ends
- How to make Big Local's more visible
- Identity - what do we do and what's our role within the community

- Long term commitment expectations
- Beneficiaries and direct participants of Big Local activities coming in to speak about experiences - Hackney Wick football team founder
- Engaging diversities
- High level Big Local person to come in and speak
- More external speakers
- More time to network
- More time for discussion within the workshops, shorter presentation time

A number of upcoming events were shared with the group. See the link below for further information and to sign up for the Big Local Connects event.

See also, the slide below for info on the next London Learning Cluster event:

7 Conclusion

The group was then asked to fill out evaluation forms provided by Local Trust and some ideas on post-its about possible topics of discussion at future events and also to provide some feedback on the day's events.

Feedback:

One thing you have got out of today's event?

- Measuring success
- Met people facing a comparable situation
- To get more volunteering in Big Local

Something I will take back to my Big Local area?

- Take ideas
- How to engage with young people
- I really enjoyed meeting and hearing from Heston West's young people

The event built on from the previous cluster but was equally valuable as a stand alone cluster and an energetic day full of discussion. There was a united atmosphere in the room and everyone contributed to a brilliant day of sharing ideas and networking. Some of the comments from the evaluation came up as:

- *Inspirational – Taz and his crew*
- *Very well executed*
- *Really enjoyed the event – thought it was the right mix of presentation and activity*
- *The youth workshops were really empowering. I am excited to get our youth council going*

Appendix 1: Event programme:

Big Local London Learning Clusters: Launch Event

Saturday 22nd June 2019 - 10am - 4pm

Venue: St Luke's Community Centre, 90 Central Street,

London, EC1V 8AJ

By the end of the London Learning Cluster Launch Event participants will:

- Have more information about how other areas in London are delivering their Big Local programme
- Have networked, met others, shared ideas and gained new ideas
- Heard about some wider London opportunities and widened knowledge of other opportunities
- Fed in their views about the next London Learning Cluster events

Time	Description
10.00am	Registration, Introduction & Networking
10.30am	Welcome & Introductions – Human Bingo, Big Local style!
11.00am	Guest Speaker GLA Volunteering Lead – Truly Johnston
11.30am	Morning Workshops – there will be two options (participants to sign up during registration). • *Legacy* –Led by Heston West Chair (Alan) • *Community Engagement & Building Social Capital*– Led by Elthorne Pride Chair (Sandi Phillips)
12.15pm	Feedback from morning workshops
12.30pm	Lunch & Networking
1.30pm	Welcome back: Energiser
1.45pm	Afternoon Workshops – there will be two options (participants to sign up during registration) • *How do we know if we are successful?* – led by Grahame Cobb from North Meets South Big Local • *Involving young people* – Led by Taz Virdee and some young people from Heston West Big local
2.30pm	Feedback from afternoon workshops
2.40pm	Margolis Wheel: Solutions Surgery for any challenges in our Big Local areas
3.15pm	Tea / Coffee
3.30pm	London Cluster: Next steps and planning
3.50pm	Evaluation
4pm	*Event ends*

Appendix 2: Attendee list

NAME	BIG LOCAL AREA
Jason Williams	Pimlico Million
Pauline Wilson	Hanwell
Bushra Ahmed	BroadGreen
Naseem Choudry	BroadGreen
Sandi Phillips	Elthorne Estate
Anthony Walters	Elthorne Estate
Catherine Bartram	William Morris
Chrys Christy	William Morris
Graham Cobb	North Meets South
Leila Lawal	Aberfeldy
Jon Woolfson	Grange
Pat Murphy	Grange
Paddy Looney	Hackney Wick/Wick award
Rebecca Feiner	Hackney Wick/Wick award
Jacqueline Thomas- Fasuyi	Barnfield
Ivis Williams	Barnfield
Ollie Golding	Barnfield
Taz Virdee	Heston West
Alan Fraser	Heston West
Layba Nisar	Heston West
Callum Wills	Heston West
Brooke Jones	Heston West
Kapil Lund	Heston West
Jessica D Segree	Plaistow South
Rachella Sinclair	Noel Park
Jeremy Yung	Local Trust
Truly Johnston	GLA
Sian Penner	SPA Associates
Wendy Sugarman	WSA Community
Priscilla Donkor	WSA Community

Appendix 3: Human Bingo score card

Find someone to sign here who…….

You can NOT use the same name twice, when your card is full shout bingo!

Is great at juggling lots of jobs at once ……..

Has been involved in a campaign before to make their area a better place to live……..

Whose area has a project to improve a park or open space…… ….

Is a good cook ……..

Whose area actively engaged young people .....

You don't know very well ……..

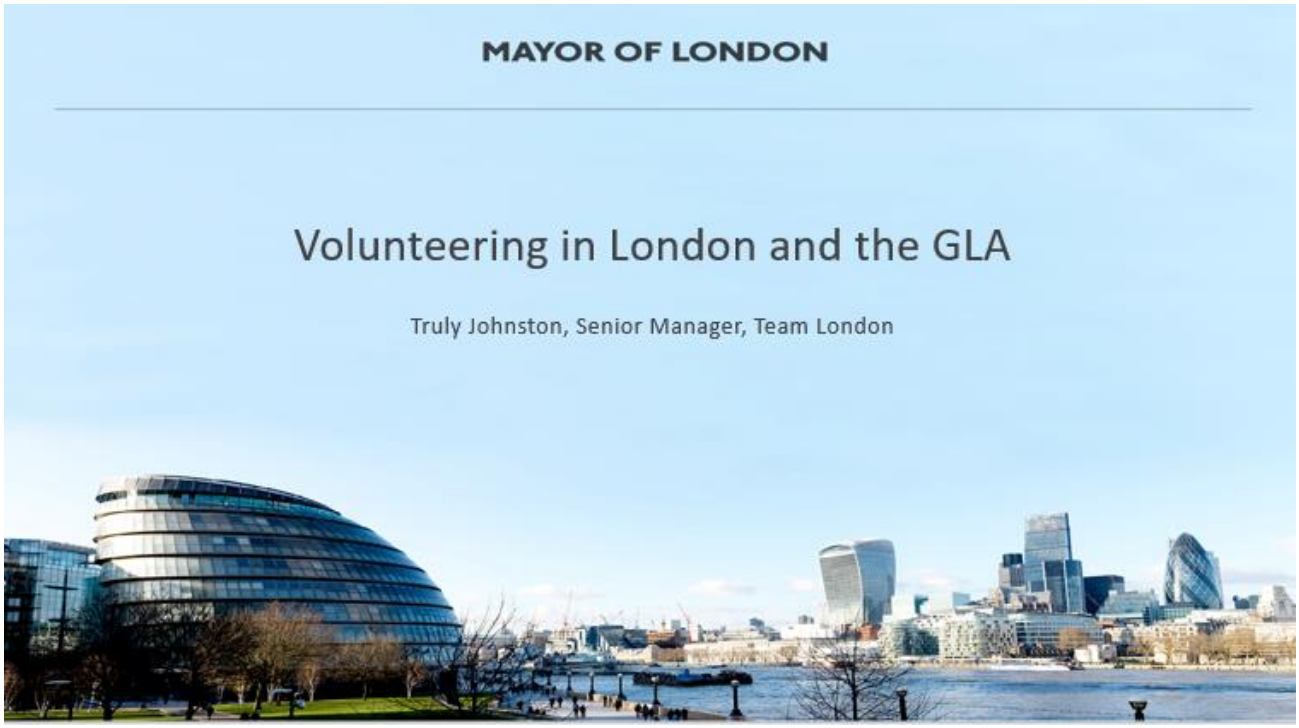
Has an idea to improve their local area ……..

Has worked with local partners to achieve change ……..

Whose area runs an employment project ……..

Is great at outreach and engagement ……..

Appendix 4: Volunteering in London and the GLA



MAYOR OF LONDON

About the GLA

City Hall has one Mayor and 25 Assembly Members who are elected by Londoners.

Also known as the **Greater London Authority** (GLA), it was created after a referendum in 1998, when Londoners voted in favour of a directly elected Mayor to represent London's interests, and a London Assembly to scrutinise his work.

City Hall's remit covers a range of areas focused on making life better for Londoners including:

Arts and Culture / Business and Economy / Environment / Transport / Fire / Health / Sport / Volunteering / Housing and Land / Planning / Regeneration / Policing and Crime / Education and Youth.

TEAM LONDON

MAYOR OF LONDON

About Team London

Communities and Intelligence Directorate

We support the Mayor of London's Goals around Social Integration, Social Mobility and Community Engagement by promoting volunteering.

Aims:
To improve the volunteering experience in London
To make volunteering open to all
VCOs in a better position to support Mayoral Priorities

TEAM LONDON

MAYOR OF LONDON

Our Programmes

Volunteering Programmes:
London Ambassadors
Team London Young Ambassadors
Euros 2020

Sector Support:
Skill-up
Run 2 do good
Third Sector Grants

Programmes with Partners:
London Enterprise Advisor Network
Headstart
Head 2 Work

Promoting Volunteering:
Young London Inspired programme
Team London Website
Philanthropy
Reward and recognition pilots

TEAM LONDON

MAYOR OF LONDON

Volunteering in London

Rates of formal volunteering gradually decreasing

Rates of informal volunteering are higher (53% in 2016 – 17)

Rates of informal volunteering consistently 15% - 20% higher than formal volunteering

7% Londoners already volunteer while 35% say they are likely to volunteer in next 12 months

Communities Life Survey data

TEAM LONDON

MAYOR OF LONDON

Perceptions of Volunteering

Londoners are convinced that volunteering is good for community cohesion and developing personal skills (83% think volunteering is good for making local communities a better place to live.)

52% of Londoners think that people mostly volunteer with people like them.

Londoners with a disability are about twice as likely to say they already volunteer, 12% compared to 5% of Londoners without a disability.

Concerns that volunteers can be exploited (distinguishing between volunteering and free labour)

Volunteers fill a vital gap in service provision, but there can be over reliance on volunteers

TEAM LONDON

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Motivations of volunteers

Volunteering to give back	Volunteering from personal experience
Volunteering for work experience, meeting new people, feeling involved	Education and Sports seen as good routes to volunteering

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Barriers to Volunteering

Lack of awareness about roles

- Scope limited to Charity shops, schools, youth work, sports
- Don't hear of *interesting* and *suitable* opportunities
- Importance of word of mouth

Difficulties applying to roles

- Can feel like a job application
- DBS checks can exclude people
- Competition can make it difficult to be selected
- Frustrating to be rejected

Practical Challenges

- Lack of free time
- Travel
- Cost of volunteering
- Misconceptions about benefits
- Self-confidence and skills

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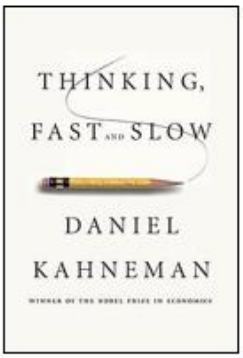
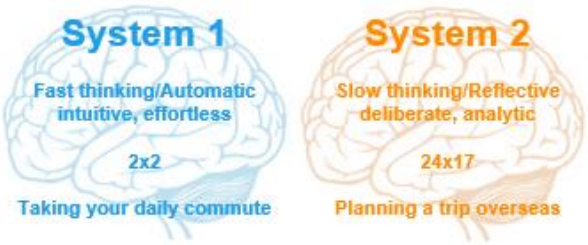
Behavioural insights and volunteering





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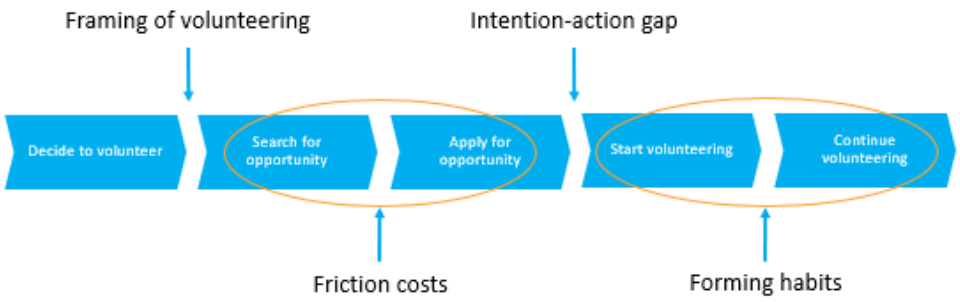
Behavioural insights and volunteering



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Deciding to volunteer: Motivation and incentives

Prosocial motivation

- Unconscious desire for reputation → facilitate with recognition

Personal motivation

- Short term costs and long term benefits → shift this with rewards

But...

- 'Crowding out' intrinsic motivation
- How much do people want to adopt the behaviour anyway?

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Deciding to volunteer: Social influences

How many people are volunteering?

- More likely to volunteer if we think others are doing so

  → harness social norms

Who is volunteering?

- In-group: 'people like me'
- Messenger effect

  → make diverse volunteers visible

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Finding a role: Making a choice

Choice overload → consider number of available options

Making a commitment → 'foot-in-the-door' approach

Framing

- Negative stereotypes difficult to overcome
- Unsuccessful 'application': loss aversion

→ make description of volunteering attractive to desired audience

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Finding a role: Putting intentions into action

Friction costs

- Multi-step application
- Don't hear back from organisation

Procrastination

→ keep application process simple

→ give people a 'head start'

→ give people limited time

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Continuing to volunteer: Motivation and feedback

Perception of benefits

- Value to recipients
- Personal development

→ recognise impact and personal achievement

Fit with 'in-group' of volunteers and with own interests

→ offer sufficiently diverse opportunities

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Continuing to volunteer: Forming a routine

People stick with status quo

→ break in routine could be opportunity to start volunteering...

... but may also mean that existing volunteers don't continue

Loss of motivation as novelty wears off

→ reward and recognition to maintain engagement

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https://www.london.gov.uk/what-we-do/volunteering/search/
Team London Website and Newsletter

www.behaviouralinsights.co.uk

'EAST: four simple ways to apply behavioural insights'

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GLA funding opportunities – currently open

Culture Seeds Grants	Microgrants to support community-led cultural projects in every London borough.	www.london.gov.uk/culture-seeds	Rolling programme
OPDC Small Grants Scheme – In the Making	Small grants to support community arts, culture and heritage projects taking place in Old Oak and Park Royal.	www.london.gov.uk/small-grants	Rolling until Sept 2020
Housing Innovation Fund	Funding for innovative ways of delivering more affordable homes in London.	https://www.london.gov.uk/what-we-do/housing-and-land/homes-londoners/apply-innovation-fund	
Greener City Fund: Community Tree Planting Grants	Grants supporting communities to plant trees and make London greener	https://www.london.gov.uk/what-we-do/environment/parks-green-spaces-and-biodiversity/greener-city-fund/community-grants	5pm monday 24th June 2019
Stronger Communities Fund	Grants of between £2,000 and £5,000 will be available for projects that use sport and physical activity to bring Londoners together.	https://www.london.gov.uk/what-we-do/regeneration/funding-opportunities/crowdfund-london/about	One year rolling programme until 15th May 2020
Young Londoners Fund	The Young Londers Fund supports a range of education, sport, cultural and other activities for young Londoners.	https://www.london.gov.uk/what-we-do/education-and-youth/young-londoners/apply-young-londoners-fund	Friday 12th July

Appendix 5: Legacy workshop presentation; Alan Fraser, Heston West

BERKELEY ACADEMY

Heston West Community Partnership
Bringing it all together

LEGACY

1

2

3

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BERKELEY ACADEMY

Heston West Community Partnership
Bringing it all together

LEGACY…

- Increased levels of **confidence** to get involved
- **Positive opinion** about young people
- People report better **health**, are **happier** and report enhanced **quality of life**
- Become an **inspiration** to other communities
- **Pride** in our community
- **Skilled** and confident community
- HWBL to become a **legal entity**
- **Self sustaining** community

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BERKELEY ACADEMY

Heston West Community Partnership
Bringing it all together

LEGACY FEEDBACK …

- Have **somewhere special** for HWBL
- HWBL **advocacy** role / **support** network
- Qualified **trained** volunteers
- Wider range of **contacts** and networks
- Physical area looks and **feels good**
- HWBL becomes a **charity**
- Successfully bid from different funding streams
- More people (particularly **young people**) volunteer

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BERKELEY ACADEMY

Heston West Community Partnership
Bringing it all together

LEGACY FEEDBACK …

- More youth involvement – to do more and **help organise, develop** and **deliver** activities/workshops/events
- Increase **life skills** activities/programmes
- Work **outside our area** and link up with the foot of each surrounding borough from Eailing, Hounslow, Hillingdon and Spelthorne.
- Develop a new LTO – name in favour is **ARCH**
- (**A**rts, **R**eaching Out, **C**ommunities and **H**ealth and Wellbeing)

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BERKELEY ACADEMY
ARCH
(Arts, Reaching Out, Communities and Health and Wellbeing)
Heston West Community Partnership
Bringing it all together
Hayes
West Drayton
Harmondsworth
Sipson
Harlington
Longford
Heathrow Airport
HESTON
CRANFORD
Hounslow Heath
Stanwell
Thorney Park Golf Club
Google
Local Trust
Big Local

Appendix 6: Community Engagement and Building Social Capital workshop presentation, links and workshop write up

ELTHORNE PRIDE N19

Your Big Local www.elthornepride.org.uk

Community Voices Unlimited Opportunity

NATIONAL LOTTERY FUNDED

A presentation by Sandi Phillips, Chair

Local Trust Big Local

Our Story

- https://www.youtube.com/watch?v=4Z_S11q_kZY#action=share

Community Engagement

This is the term that's used to get people to described how they connect with the community e.g.:

- **Information** - lead to Involvement
- **Reaching** Out – Results in good decision making
- **Consulting** – Leads to empowered communities.

Community Engagement

- What does it all mean..
- Involving your community in decision-making
- Prioritising their feedback
- Managing expectations

• Elthorne Pride Support its community to unlock their potential to build connections and support one another

ELTHORNE
PRIDE
• Our Team are fully committed to ensure residents' voices are heard – like you we believe that everyone counts

How did we get people involve

- Invited residents to 'Join the Conversation' A social connection event – aimed at all age groups.
- This gave residents an opportunity to get involved with the Elthorne Pride under the themes that meant something to them.
- The team was able to capture vital information which formed the basis for our forward planning

The importance of vision

Community Engagement Planning

- What do you want to know/ what are you asking/what needs doing?
- How do you want people to be involved?
- Who are you asking? Why them?
- What barriers might there be to people participating

DEVELOP A COMMUNICATIONS PLAN

- A **communication plan** is your road map for getting your message delivered to your audience.
- It's an essential tool for ensuring your organization sends a clear, specific message with measurable results.

WHAT WORKED FOR US

- Arts/creative projects, public meetings, workshops & focus groups, forums, web-based engagement/ social media, street stalls, community surveys, community organising.

A word of caution

- Be mindful of wordings use to reach out to the community: ~~RACISM – SEXISM – AGEISM -~~
- Try to make social connections/activities fun for all age groups

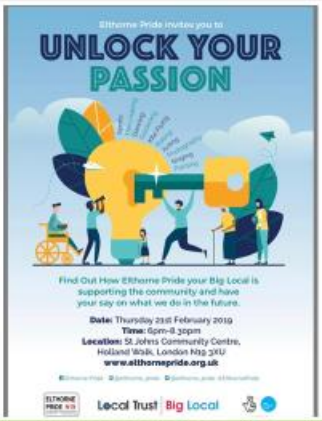
- First impressions counts
- Be clear from the start what it is you wish to gain.

Remember

- What works for Elthorne Pride may not work in your Big Local.
- Tailor make your engagement strategy for your area based on your demographic profile.
- **There is no substitute for face to face engagement – we have a dedicated Local Engagement Manager who loves to talk and who has a great sense of pride for the area.**

It takes time to build relationships – so don't give up at the first hurdle

The story continues



- https://www.youtube.com/watch?v=1uVN1g6kW7k&feature=youtu.be

- **Link to video one: (Slide 2)**
  https://www.youtube.com/watch?v=4Z_S11q_kZY#action=share

- **Link to video two: (Slide 16)**
  https://www.youtube.com/watch?v=1uVN1g6kW7k&feature=youtu.be

Appendix 6: How do we know we are successful? workshop worksheet

Measuring Change and Big Locals.

Intro. Who is here?. What have we tried measuring, did it work and why, what would we like to measure?

Aims of Today:- Developing and sharing ideas for measuring change, practising some skills to make change happen, anything else you particularly want covered ?

Samples on the table.

Question	Examples and Hints	Your Answers	Notes
What Do You Want to Measure?	• Try to pick one simple and one more complex topic eg a simple topic might be a one off one day event. Something more complex might be a two year programme of youth work.		
What for?	• Are you measuring for a funder, or to help you decide if your funding award represents good value, or to decide if someone is doing a		

	good job or needs to change tack? • There might be other reasons but know what they are. What's the measurement for?		
What would indicate success?	• Think quantity eg 25 people for 2 hours each or 1 person for 15 sessions. • Think quality eg is a case study appropriate, or a percentage of people who get jobs, or qualifications, or make repeat visits. • Think timescale, eg do you need results by March, do you need them over a time so you can see progress and if so, is this quarterly for a year or on some other scale?		

Who wants the measurement and how will they use it?	• Will the recipient just file it in which case why bother putting a lot of effort into reporting, or will s/he/they be using it as the basis of a big decision about future funding? If so, you probably want more detail. • Will the recipient need information within a certain timescale in which case, can reports meet the timescale and will they need updates?		
Who is doing the measuring?	• Is it someone you can expect to have good IT skills and produce a spreadsheet or a graph, or someone who would be better giving you a verbal update or a set of photos. • Can the person doing the reporting justify the amount of time you are		

	asking them to spend on reporting?		
What will you be asking for?	• A definition of relevance. • An indication of quantity, an indication of quality, an indication of timescale(s).		

Graham Cobb, 22.6.19.