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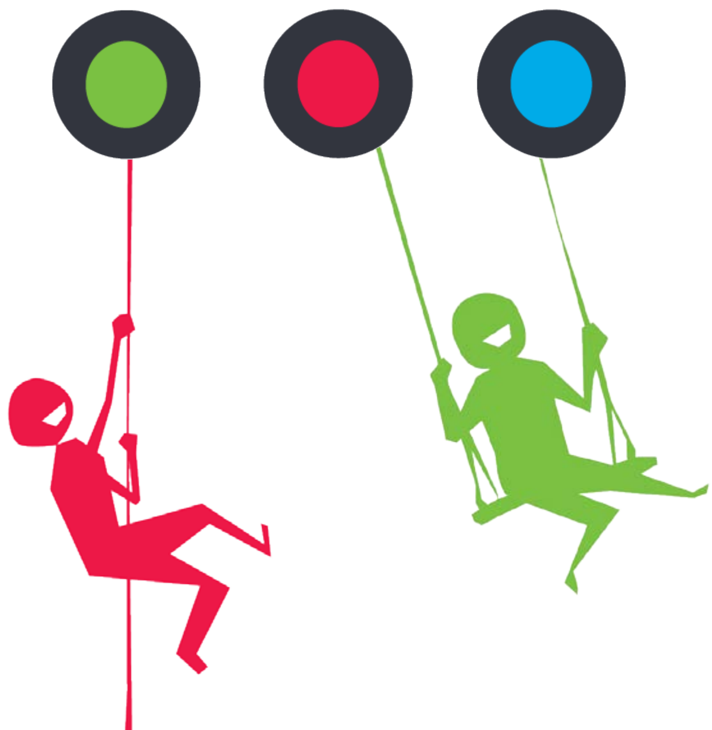
Getting Started funding in wave 3 areas



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Introduction

- The most recent 50 Big Local areas were announced in December 2012 (wave 3 areas).
- From March 2013, wave 3 areas set out their plans for Getting Started, and how they would spend their £20,000 funds in a proposal submitted to Local Trust.
- This report presents an overview of their plans for Getting Started in 50 areas, and compares this with Getting Started and Getting People Involved proposals from areas launched previously (wave 1 announced July 2010 and wave 2 announced February 2012).
- The data reflects their plans as submitted to Local Trust and plans may have changed since.

What did areas plan to spend their funding on?

Summary of what areas planned to spend their funding on

- in total Big Local areas expected to receive **£1,131,687** in funding
- **£954,503** was from Local Trust
- **£177,184** was match funds
- on average, Big Local areas expected to receive **£22,634** in funding for Getting Started
- **£19,090** was expected on average from Local Trust.

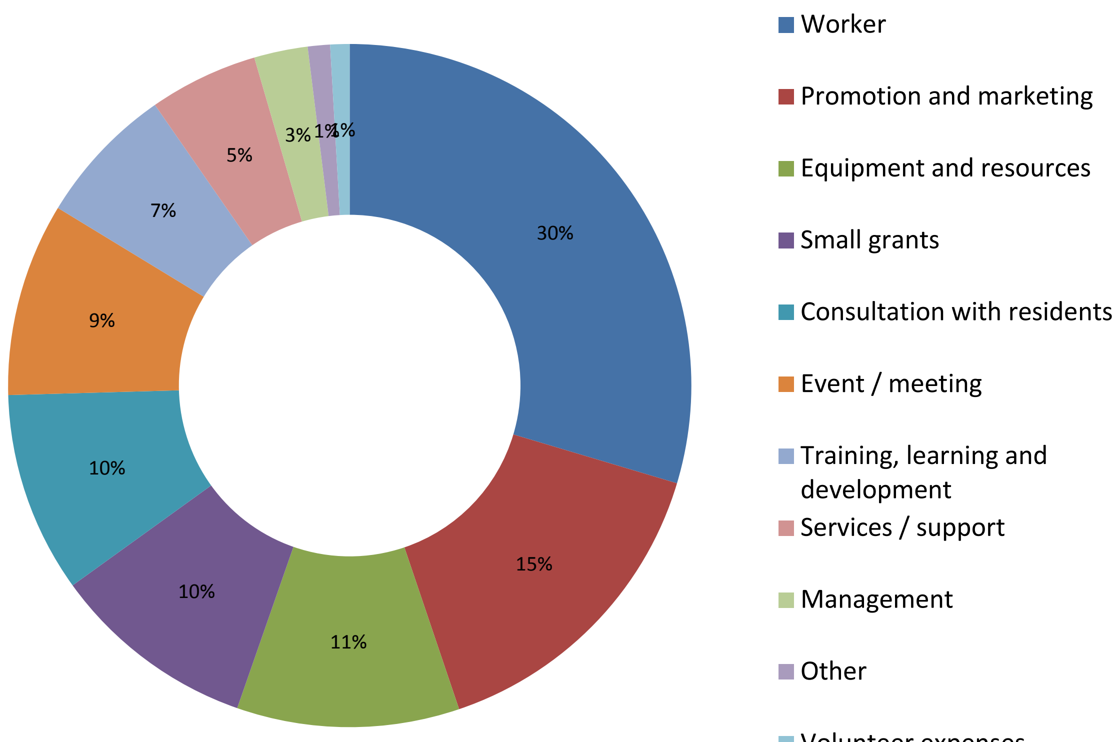
Planned expenditure

The top five things that areas planned to spend their money on were:

- worker (**30%** of total funds)
- promotion and marketing (**15%**)
- equipment and resources (**11%**)
- small grants (**10%**)
- consultation with residents (**10%**).

Source: Budgets from Getting Started applications including Local Trust funding and match funding

Planned expenditure



Source: Budgets from Getting Started applications including Local Trust funding and match funding

Planned expenditure

	Amount £	% of total	Number of areas
Worker	£335,162.88	30%	37
Promotion and marketing	£171,941.00	15%	41
Equipment and resources	£119,180.12	11%	18
Small grants	£109,950.00	10%	24
Consultation with residents	£107,523.00	10%	26
Event / meeting	£103,506.00	9%	28
Training, learning and development	£75,161.00	7%	23
Services / support	£58,298.00	5%	21
Management	£28,712.00	3%	13
Other	£11,920.00	1%	9
Volunteer expenses	£10,333.00	1%	10
TOTAL	**£1,131,687.00**	**100%**	**50**

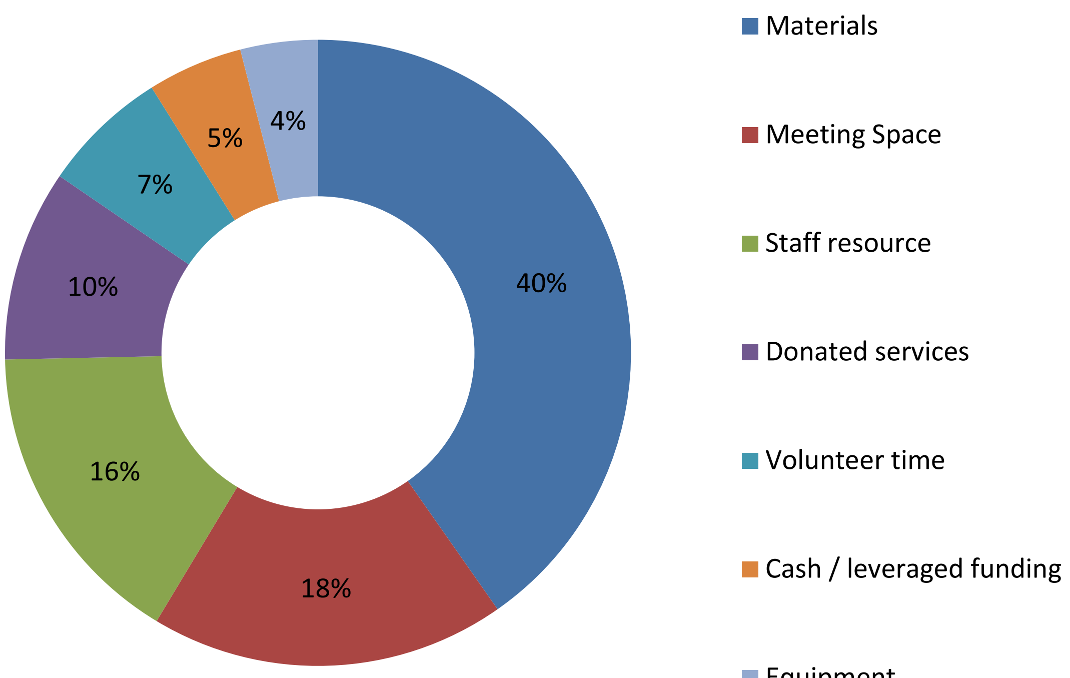
Source: Budgets from Getting Started applications including Local Trust funding and match funding

Match funding

- Areas were expecting a total of **£177,184** in match funding.
- Of the **28** areas expecting match funding the average amount expected was **£6,328.**
- Of the **28** areas expecting match funding, the minimum expected was **£299** and the maximum was **£57,688.**
- **£137,656** of this was in-kind benefits.
- **£39,528** was cash match funding.
- For the **23** areas that expected in-kind match funding the average amount expected was **£5,736.**
- For the **12** areas that expected cash match funding, the average amount expected was **£3,294.**

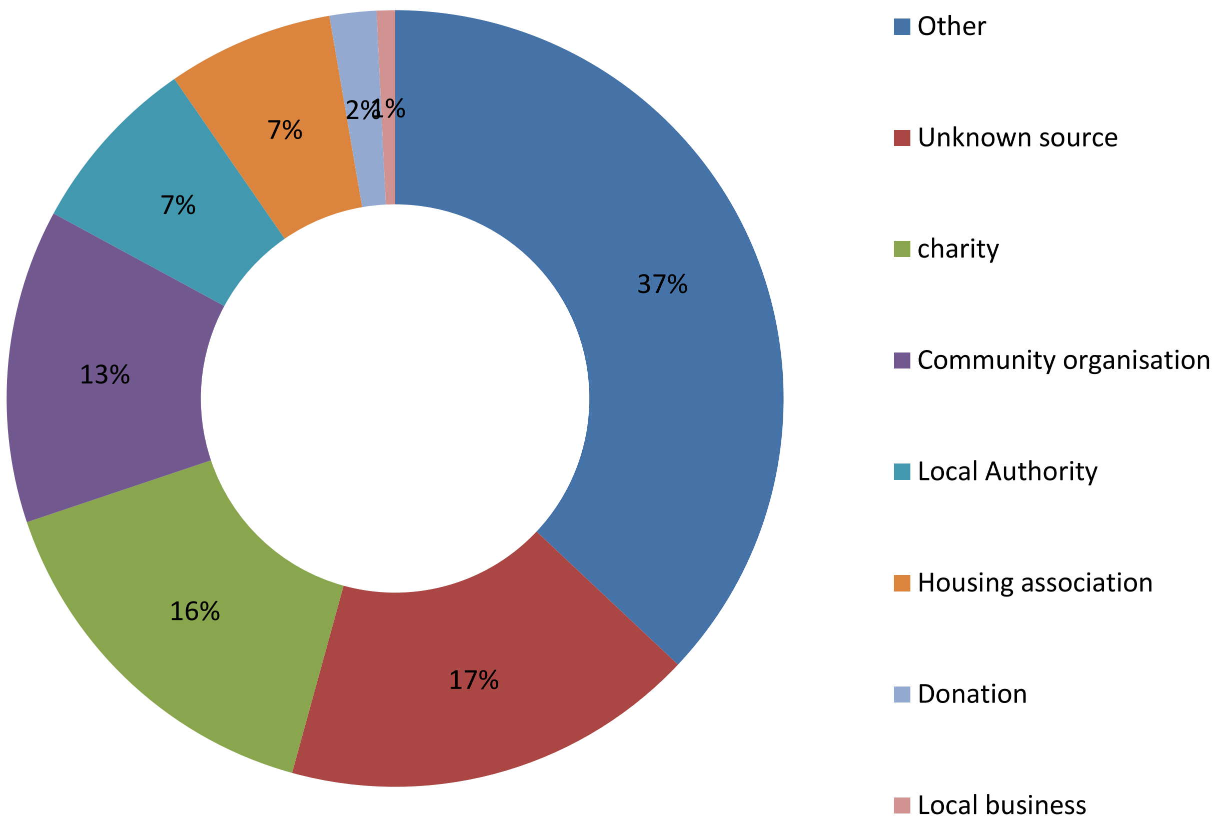
In-kind benefits

The most common in-kind benefits expected were materials, meeting space and staff time



% = % of total in-kind match funding

Sources of match funding



% = % of total match funding

How have plans for Getting Started funding changed?

	% of overall funding spent		
	Wave 1	**Wave 2**	**Wave 3**
Workers	34%	25%	30%
Event / meeting	25%	16%	9%
Promotion and marketing	10%	12%	15%
Other	4%	10%	1%
Training, learning and development	7%	8%	7%
Management	3%	7%	3%
Services / support	3%	6%	5%
Small grants / community chest / quick wins	6%	5%	10%
Equipment and resources	3%	4%	11%
Producing profile or plan	2%	2%	-
Volunteer expenses	2%	2%	1%
venue hire	2%	2%	-
refreshments	1%	0%	-
Consultation with residents	-	-	10%

See note 1 at the end of this report for information about coding changes and note 2 for chart

How have plans for Getting Started funding changed?

The most notable changes across the three waves of Big Local areas were:

- Areas continue to plan to spend a large portion of the Getting Started funding on workers. This dipped to 25% for wave 2 areas but increased to 30% for wave 3 areas.
- The planned use of small grants is at its highest for wave 3 areas (10%).
- The planned spend on equipment and resources is at its highest for wave 3 areas (11%).
- The planned spend on management costs has reduced to the level it was at for wave 1 areas (3%) after an increase for wave 2 areas (7%).
- Planned costs for events and meetings have decreased across the three waves.
- Promotion and marketing planned spend has increased across the three waves.

Some of the changes may be due to changes in the way that planned expenditure has been categorised (see note 1 at the end of this report for details).

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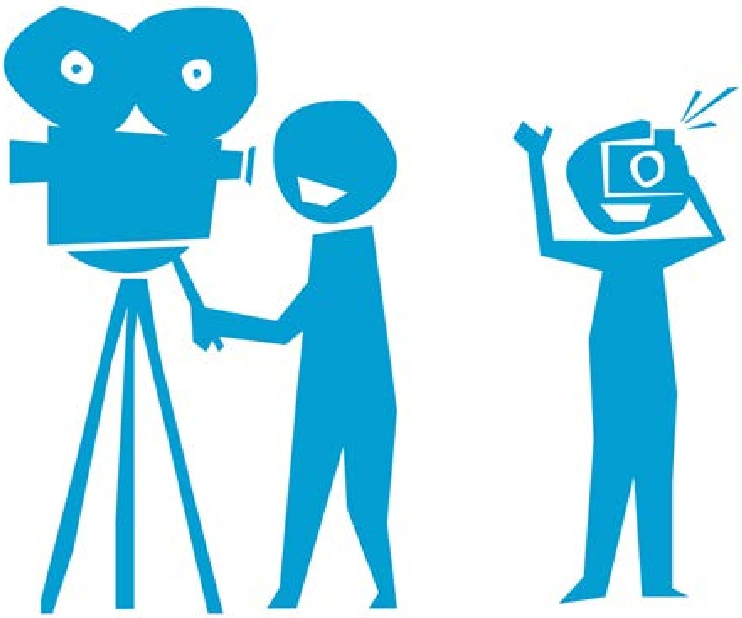
What activities did areas plan?



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Making sure everyone knows about Big Local

- marketing and promotion (30 areas) e.g. posters, leaflets, noticeboards, buses and shelters, bags, pens
- websites (21 areas)
- social media (19 areas) e.g. Facebook and Twitter
- branding (14 areas) e.g. asking young people to design the logo
- local media (12 areas) e.g. local press, local radio, community radio
- newsletters (6 areas)
- film (6 areas).

Wave 3 areas compared to areas launched previously…

- The top three ways of making sure everyone knows were the same for all three waves of Big Local areas: marketing and promotion, websites and social media.
- Newsletters were less frequently mentioned than in Getting Started for waves 1 and 2.

Making the most of what you have

- Working with existing groups and organisations to:
  - **promote** Big Local (5 areas) – by visiting groups, attending forums and meeting other services e.g. doctors, health visitors, police, housing officers and businesses
  - **reach** a wide range of residents through these organisations (13 areas) – e.g. through talking with schools and colleges to reach young people, older people groups and sheltered housing to reach older people, and faith groups and other specialists (e.g. mental health groups) to reach specific groups
  - **engage** a variety of residents in Big Local (13 areas) – e.g. through design competitions, drama projects, journal projects with schools, youth service and youth groups.

Reach out to residents directly

- **Big Local events** (39 areas) 'to create a stir in the community' e.g. fun days, '…… got talent' events, carnivals, picnics, fairs , clean-up events, visioning events, trips, cultural events
- **using existing events** (18 areas) e.g. fairs and fetes, tenants and residents association events, town show
- **outreach** (18 areas) e.g. door knocking, street reps, street champions, school gates, street surgeries at shops and leisure centres
- **a hub or contact point** (13 areas) e.g. empty shop, pop up café or coffee mornings, community drop-ins at a community centre
- **outreach to businesses** (4 areas).

Wave 3 areas compared to areas launched previously…

- The approaches across all areas (waves 1, 2, and 3) were similar, as areas commonly planned events, using existing events and outreach. However, more wave 3 areas planned outreach to businesses.
- Having a physical location where residents could drop in was slightly more common among the most recently launched wave 3 areas.

Give as many people as possible the opportunity to express their views

- surveys (12 areas)
- suggestion boxes / postcards (4 areas)
- public meetings (5 areas)
- video / filming (4 areas)
- some techniques that were mentioned were appreciative enquiry, participatory appraisal and mapping for change.

Wave 3 areas compared to areas launched previously…

- The wave 3 areas were similar to previous areas in the ways they gave people the opportunity to express their views.
- Some new ways wave 3 areas used included having a memories board or an event bringing generations together, starting a choir and having a women’s consultation day out.

Having a paid person to coordinate

- The coordinator or worker (26 areas) had varied roles but typically planned to:
  - raise Big Local’s profile
  - engage residents
  - be a point of contact
  - run events and activities
  - to develop a partnership who are ‘less dependent on external support and in a position to take Big Local forward’.

Small grants or community chests

- Quick wins and small grants (23 areas)
  - Wave 3 areas typically planned a small grants pot for people locally and community groups to fund quick wins.
  - In some cases the activities funded were intended to promote Big Local, in others they wanted to fund activities ‘to reinforce the message to the community that something is being done’.

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Wave 3 areas compared to areas launched previously…

- Wave 3 areas were as likely to plan to have a paid person or worker to coordinate.
- Wave 3 areas were more likely to plan to have quick wins and small grants.

Training

- A range of training was planned (15 areas) including:
  - building capacity of residents
  - developing community plans
  - media skills – journalism, community reporters, radio, film making
  - social investment
  - personal development
  - entrepreneurship.

Development for the future

- developing the profile and plan (18 areas)
- building up a database of interested people (3 areas).

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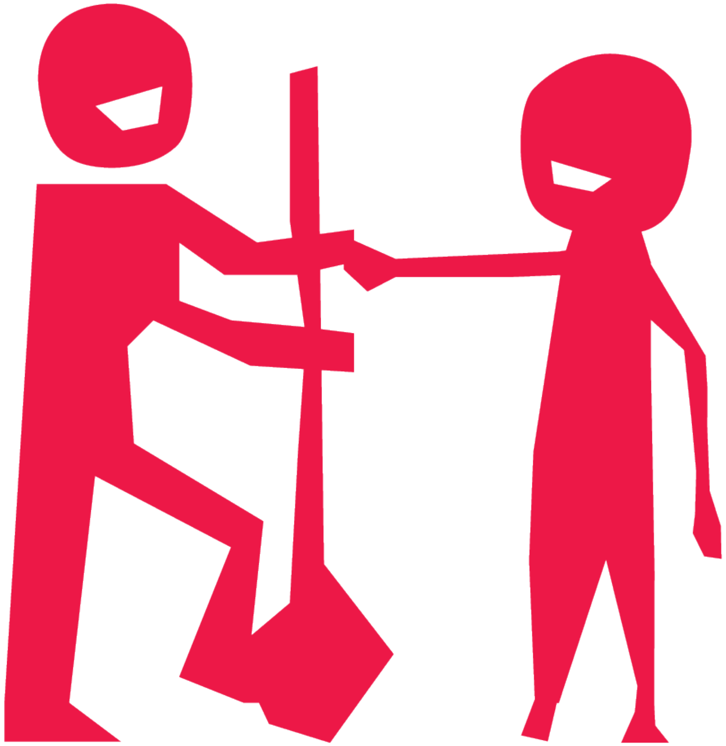
Who will help deliver the activities?



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Wide range of people involved

- The way in which areas are making use of what they have is illustrated by the wide range of people and organisations who they expect will help deliver activities
  - residents (26 areas)
  - voluntary and community sector organisations (23 areas)
  - local authorities (e.g. councils, councillors, officers) (22 areas)
  - schools, children’s centres, sure start (20 areas)
  - other statutory providers (e.g. police, health and youth services (13 areas)
  - locally trusted organisations (11 areas)
  - housing associations (10 areas)
  - faith groups (9 areas)
  - commissioned providers (7 areas)
  - university (2 areas).

Who are the locally trusted organisations?

Types of locally trusted organisations

Type of locally trusted organisation	Number of areas
Local charity (not council for voluntary service)	34
Council for voluntary service	3
Housing association / arms-length management organisation	4
Local authority (council)	3
Other local non-charitable organisation (e.g. private sector)	0
Other local public sector organisation (e.g. school)	6
Total	50

Are the locally trusted organisations for wave 3 areas similar or different to areas launched previously?

Type of locally trusted organisation	Areas 1-50	Areas 51-100	Areas 101-150
Local charity (not council for voluntary service)	22	18	34
Council for voluntary service	14	12	3
Housing association / arms-length management organisation	7	5	4
Local authority (council)	3	5	3
Other local non-charitable organisation (e.g. private sector)	3	3	0
Other local public sector organisation (e.g. school)	1	2	6
Total	50	44	50

Are the locally trusted organisations for wave 3 similar or different to areas launched previously?

- Local charities remain the most common type of organisations that have the role of locally trusted organisation across all 150 Big Local areas launched at different times.
- The wave 3 areas launched most recently are noticeably less likely to have a council for voluntary service in the role of locally trusted organisation.

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How were the locally trusted organisations chosen?

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Two different approaches

- one organisation proposed and agreed (4 areas)
- more than one organisation nominated or invited followed by a selection process (35 areas).

The selection process

- The process for selecting the locally trusted organisation where more than one was considered, typically involved:
  - discussion at a steering group meeting, sometimes using criteria and a vote or consensus or,
  - an application and selection process or,
  - the rep or residents contacting the suggested organisations to invite them to be the locally trusted organisation.

The selection process

- Some areas reported that some organisations were not able to be the locally trusted organisation
  - five areas said they had invited applications from organisations but not all of these organisations applied
  - six areas said that they had approached organisations who had declined.

Was the process for choosing a locally trusted organisation different for wave 3 areas compared to previous areas?

- The wave 3 areas were more likely to identify a number of potential organisations to select from compared with wave 2 areas (35 areas compared with 19).
- Wave 2 areas were more likely than wave 3 areas to propose one organisation that was then agreed (20 areas for wave 2 compared with 4 for wave 3).

Why did they choose the locally trusted organisation?

- Where areas provided reasons for their choice of locally trusted organisation, wave 3 areas reflected similar reasons to previously launched Big Local areas:
  - their track record and respect locally
  - their connections and networks
  - being located in the Big Local area
  - being neutral and independent.

Conclusion

- **Although Big Local areas are all different there are similarities in their approaches to Getting Started** – as was the case with wave 1 and 2 areas, wave 3 areas typically aimed to raise awareness, make best use of what they had in people, facilities and resources, reach out to people and aim to give as many people as possible the opportunity to contribute their views. It was also common to have a person to coordinate and to use small grants to deliver ‘quick wins’. These similarities suggest that across Big Local areas, the model for getting started on the journey is similar but with local variation and flexibility.
- **There are similarities with between wave 3 areas and previously launched areas in how funding is allocated but also some differences** – the largest proportion of funding across all Big Local areas was allocated to paying for a worker and in the wave 3 areas, the majority (37) planned to allocate some of their funds to a worker. This suggests that residents in some areas feel there is a need to have someone with dedicated time to coordinate Big Local activities.

Conclusion

- **Areas are developing or consolidating partnerships** – a wide range of organisations and agencies in Big Local areas are identified to be involved in supporting the delivery of activities for Getting Started. These include the voluntary and community sector alongside the public sector.
- **Residents will be developing skills and abilities** - some areas planned to train residents across a variety of themes including social investment and entrepreneurship and media skills. This has potential to help residents in Big Local areas to have ‘increased skills and confidence’.
- **Areas have added value** – the wave 3 areas have added value to their £20,000 Getting Started funding. The 28 areas that expected to receive match funding attracted an average additional £6,328 in cash match or in-kind. This suggests that Big Local may be attracting money into communities.

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Notes

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Note 1 - How have plans for Getting Started funding changed?

The following changes have been made to the categories used in recording Getting Started funding:

Wave 3	Waves 1 and 2
Event / meeting	Events
Promotion and marketing	Marketing and communications
Management	Administration costs
Services / support	Services
Volunteer expenses	Expenses

Note 2 - How have the proposed uses of funds for Getting Started changed?