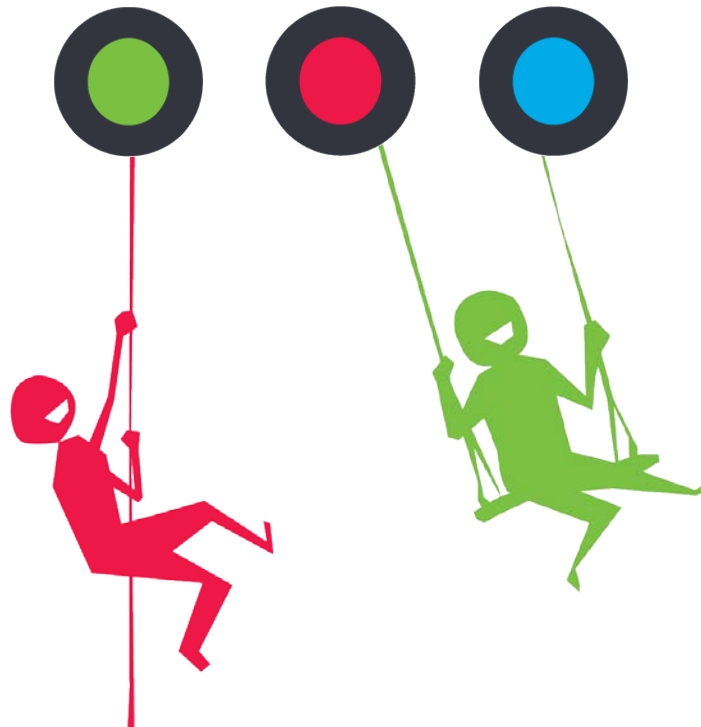


# Big Local

## Getting Started funding in wave 3 areas



# 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 summary presents the key findings from a review of the plans for Getting Started in these 50 areas.
- The data reflects their plans as submitted to Local Trust and plans may have changed since.

# What funding did areas plan to receive and what match funding was expected

- 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
- **£137,656** of the match funding was in-kind contributions
- **£39,528** was cash match funding
- of the **28** areas expecting match funding, the average amount expected was **£6,328.**

## 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%)

The most recent areas were slightly different from previous areas in their planned expenditure. Areas continued to allocate the highest portion of their funds to workers, while a larger proportion was allocated to small grants, equipment and resources.

# In-kind contributions and sources of cash match

The most common in-kind contributions expected were:

- materials (40% of total in kind match)
- meeting space (18%)
- staff time (16%).

The most common sources of cash match were:

- charity (16% of total cash match)
- community organisation (13%)
- local authority (7%)
- housing association (7%).

## What activities did areas plan?

- **Making sure everyone knows about Big Local** using a variety of ways including marketing and promotion, branding, websites and social media.
- **Making the most of what they have** – promoting through existing groups, organisations and forums, reaching residents through specialist organisations working with them, engaging with them to use their skills e.g. through design competitions.
- **Reaching out to residents directly** – through Big Local events, existing community events, door knocking and street champions and having a hub or contact point.
- **Giving as many people as possible the opportunity to express a view** – using a variety of different ways surveys, suggestion boxes, public meetings and filming.

## What activities did areas plan?

- **Having a paid person to coordinate** – to raise the profile of Big Local, engage residents and be a point of contact.
- **Offering small grants or a community chest** – to promote Big Local and to show something happening in the area. This was happening in slightly more areas in wave 3 than previous areas.
- **Providing training for residents** – to build capacity, give them skills and confidence in media, social investment and entrepreneurship.
- **Wide range of people involved in delivery** – areas planned to work with organisations from the voluntary and community sector, public sector and to some extent private sector as well as volunteers to deliver their activities.

# Who are the locally trusted organisations?

- It was most common for a local charity to fulfil this role (34 areas), as was the case in previously launched areas.
- Housing associations, councils for voluntary service, local authorities and other public sector organisations took this role for between 3 and 6 areas each.
- Councils for voluntary service were the locally trusted organisation for fewer areas in wave 3 than previously launched areas.
- Local charities remain the most common type of organisations that have the locally trusted organisation role across the areas launched at different times.
- Areas that launched most recently are noticeably less likely to have a council for voluntary service in the role of locally trusted organisation.



## How are the locally trusted organisations selected?

- The locally trusted organisation was usually chosen by residents by:
  - having an organisation proposed that was agreed, or
  - a number being nominated followed by a selection process.
- A selection process was used more frequently (35 areas).
- Wave 3 areas were more likely than wave 2 areas to have considered more than one organisations and used a selection process.

# 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.