



Growing
Independent
Organisations



NOVEMBER 2010

GIO NEWS

A GIO FAREWELL FROM CLAIRE

Well this is it folks, my last article for Gio News. For those of you that have not heard yet I am jetting off to pastures new, namely Australia. I have been with the project since the very start so I will be extremely sad to say goodbye to the people in the team and the amazing groups that I have supported over the last two and a half years. The project has achieved a great deal since it was set up and that is thanks to Hannah, Barbara, Fran and a lot of toil and sweat! We have supported many organisations to be successful with £840,136 worth of funding and tenders via our one-to-one support, training and workshops. In the last 12 months three groups we worked with have successfully made it through to the second round of the Reaching Communities fund.

I am proud to say we have delivered 42 training sessions to over 400 people ranging from Graphic Facilitation to Tips for Tendering. I've particularly enjoyed delivering the Outcomes training and on this note I would like to thank Kairen from Bolton CVS who has been co-delivering outcomes training with me for nearly two years.

I will take some amazing memories with me, including the day we filmed footage for the Third Sector Essentials video. Barbara was truly dedicated climbing up trees and through railings. We got some funny looks jumping on and off the tram with red wool but it was worth the effort when you see the outcome (http://tiny.cc/follow_me_video). Hannah spent hours editing the footage to come up with the end product and this signifies what has been so fundamental to the project; innovation, creativity to do a lot with very little and the chance to have a right good chuckle at yourself - watch the video for more info.

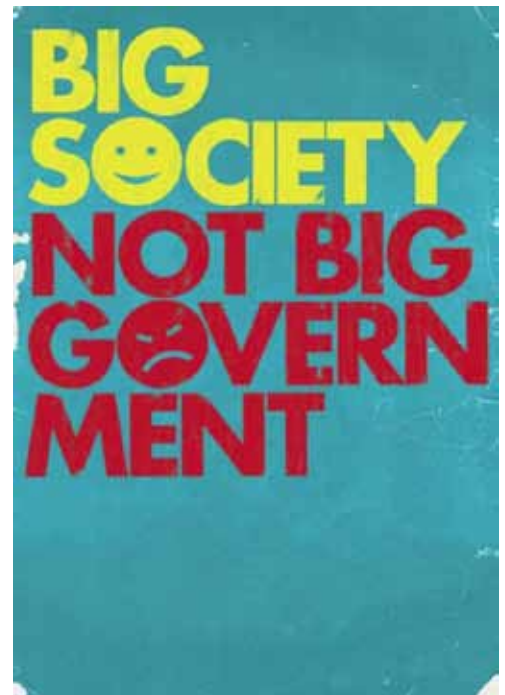
My final thanks must go to Rob Arnold who has supported me in the role and the project since I joined in 2008. He has provided invaluable guidance and advice throughout my time here. So this is a fond farewell from me and an open invitation to come and visit Australia once I am settled!



WHAT IS THE BIG SOCIETY?

The Big Society idea was launched by the Coalition Government following the 2010 General Election.

Let's start with what the aim of The Big Society is: "To create a climate that empowers local people and communities, building a big society that will 'take power away from politicians and give it to people.'" This basically means that the government wants to make society stronger and they hope to do this by getting more people working together and running their own affairs at a local level. The success rate of this idea is supported by knowing that local knowledge leads to better results. This can take many forms, such as when groups talk to each other in their neighbourhoods, they get to know each other and work together, feel better supported by local people with local knowledge. This typically means that groups feel more confident to deal with local issues.



The government hopes this way of working will ultimately lead to restoring our "current broken society" which will, in turn, reduce the public deficit. An example of this could be getting people at local level to take responsibility to help themselves and their neighbours rather than action taken by state institutions and public services. Increasing the volume of voluntary action is seen as one way to cut public spending.

We are all, however, in very different positions regarding the level of support or voluntary action that we can provide. This depends on a number of factors, primarily resources such as time, income, knowledge and confidence. The Prime Minister says that the "Big Society" is about "enabling and encouraging people to come together to solve their problems" but I would argue that a framework or some sort of structure regarding plans to encourage the inclusion of 'outsiders' is required. For example, there are boundaries geographically as well as economically that will need to be addressed to provide direction as to how this local action can start to come into play.

As with any new initiative, there may be threats and opportunities for our sector. NCVO have a PDF on their website that demonstrates some key points, summarised below:

The Big Society initiative will:

1. Give communities more power
2. Encourage people to take an active role in their communities
3. Transfer power from central to local government
4. Support co-ops, mutuals, charities and social enterprises
5. Publish government data

Main text available from: <http://www.cabinetoffice.gov.uk/media/407789/building-big-society.pdf>





MANCHESTER VOLUNTARY SECTOR AND THE FINANCIAL CHANGES AHEAD?

The government's long-awaited spending review confirmed that thousands of jobs will be axed in the region. The unions estimate the figure will be around 30,000. As a result, inevitably there will be great pain to be felt.

The government has confirmed a slight rise in health spending but the NHS still has to find efficiency savings of up to £20bn. These are savings that some claim will mean hundreds of job losses.

Our councils will have their funding cut by a quarter and our police forces will lose 20% over the next four years. We are told that the government's new vision of the "Big Society", will address and affectively tackle the needs of the voluntary sector. In my view the Big Society sounds fantastic in theory, but I am concerned that it might just be reinventing the wheel and rebranding the work we already do in the voluntary and third sector with less available funding. There are still no concrete facts and figures of how the Big Society will work in Manchester, but as a city meeting the needs of the voluntary sector, it is already fairly complex and rather fragmented. We lack some of the fundamental structures, such as a volunteering bureau and a CVS that other big cities depend on.

Some people within the voluntary sector have expressed concerns that as a result of proposed cuts to local councils, many communities and local neighbourhoods are not going to receive the resources they need to improve the lives of those living in disadvantaged areas. Without continued public sector support many areas of the UK that were improving would weaken.



COMMISSIONING WORDS OF WISDOM

I recently ran a training session on Tips for Tendering and contacted a number of commissioners that buy services from the third sector in Manchester to get their feedback on ways to improve tenders. This is the information that I got back:

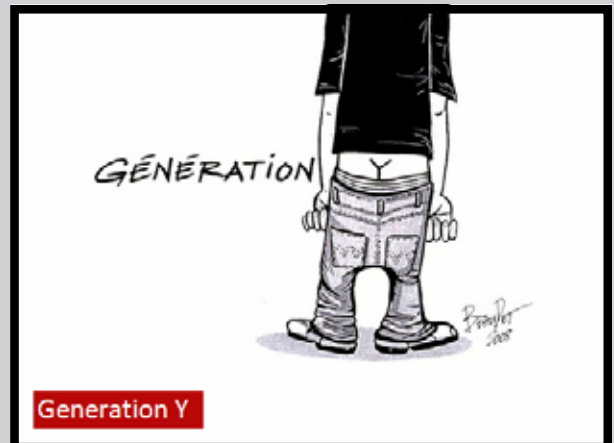
- Demonstrate how you can add value to the service / for the service user
- Attend any open days, ask any questions if the tender is not clear
- Get feedback
- Keep old bids, be prepared to bid again at short notice
- Keep the costings realistic
- Keep your bid reader friendly
- Put more effort into questions that are highly weighted in the scoring system
- The answers should always be what they want, not what you want to tell them

Commissioners from the NHS, Local Authority and Greater Manchester Commissioning Business Service all passed on their pearls of wisdom, so a big thank you to them. Remember that the Gio Project can support your organisation if you are thinking about or are in the process of submitting a tender. This guidance is confidential and free to organisations with income over £50,000 based in the City of Manchester. Please contact hello@gioproject.org.uk if you would like to find out more.

UNDERSTANDING GENERATION Y AND THEIR TECHNOLOGICAL MOTIVATIONS

A better understanding and appreciation on the different needs, aspirations and drivers from the four different generations can help provide a useful perspective on the aspirations and motivations of our target audience, members, staff, stakeholders and service users. Whilst these are generalisations a lack of appreciation can create frustration and disengagement in your workforce and your supporters.

It's important to create a culture that promotes the value of generational differences and takes full advantage of the distinct attributes of each generation. Start by considering how benefits appeal to people at different age levels. If there are gaps, develop products and services to support them at each stage and help them advance and progress to the next. The four generations that have been identified are as follows:



- The Silents (1926 – 1945)

- **Baby Boomers (1946 – 1964)** - Born after the war, these were generally indulged by their parents and were free from financial fears. They tend to be idealistic, but have a driven work ethic, are team orientated and like to choose leaders based on consensus.

- **Generation X (1965 – 1979)** - They grew up in a consumer culture and watched their parents work long hours to pay off their homes. The world did not present them with what they initially expected, so they are skeptical in outlook. They want a balanced work-life, are unimpressed by authority and like their leaders selection to be based on competence. They are self-reliant.

- **Generation Y (1980 to early 90's)** - the upcoming generation that we particularly need to consider and the lead in much of the social media technology. They have grown up in an era of relative prosperity, so are optimistic. They have energy, are respectful of authority, like leaders to be selected on a basis of achievement and have a global perspective. They spend at least 16 hours a week online and 96% have joined social networks. Characteristics are generally marked by an increased use and familiarity with communications, media, and digital technologies. They are also sometimes referred to as the Peter Pan Generation because of their perceived penchant for delaying some of the rites of passage into adulthood longer than most generations before them and because of a trend toward living with their parents for longer than recent generations.

Generation Y generally represents an increase in births from the 1960s and 70s, not because of a significant increase in birth rates, but because the large cohort of baby boomers began to have children. This generation have out numbered baby boomers in the workforce this year so whilst you may think they are not directly part of your audience but they could be part of your supporters or future employees & volunteers. They can be eager so it's worthwhile engaging them. Of course you shouldn't fall into a stereotyping trap. Use this generational framework only as a guide. It is by engaging in an ongoing and rich dialogue with members from all generations that you understand their current and future needs and build a stronger association.

If you do wish to learn a little more about how your organisation can use digital technologies the Gio Project is delivering 'Promoting Your Organisation Using Digital Media' training session in December. Please email hannah@gioproject.org.uk for more information.

IDENTIFYING YOUR UNIQUE SELLING POINT

USP is your unique selling point (also called your unique selling proposition), it is what sets you and your organisation apart from your competition. Your USP should focus on how it benefits your customer or service user.

- 1. What's Unique About You** - Look at what you do and how you do it. Look at your current customers or those you wish to attract.
- 2. What do you do?** If you have a broad offering, can you focus on one or two key services that are most in demand? List your specialities or niche areas.
- 3. How do you do business?** Is there something special, unusual, or significant about the way you do business? Do you offer 24 or 48 hour turnaround? Do you offer free services?
- 4. Who are your customers or services users?** Look at the demographics - age, interests, location.
- 5. What do your customers want?** Is it low-price, your speciality, your location, your reputation, or something else that attracts people to your organisation? List the benefits that customers derive from you.

There may be very little difference between your services or products and your competitors', however, it is important that you find a way to communicate uniqueness and connect it to a need of your target. Once you have agreed on your USP, the challenge is to really live up to your USP. It can't just be lip service. You have to embody it. You have to be it. You have to deliver on it.

WHAT IS GRAPHIC FACILITATION?

Graphic Facilitation uses images, graphics, colours, and text to help your project, organisation or team to communicate issues and messages in a clear, creative and innovative way. Graphic Facilitation works on the principle that graphics are more quickly and easily absorbed and understood than by using words alone. After all, the majority of the population are visual learners. As a Graphic Facilitator, you would facilitate meetings, for example, by using visual tools to present and record information.

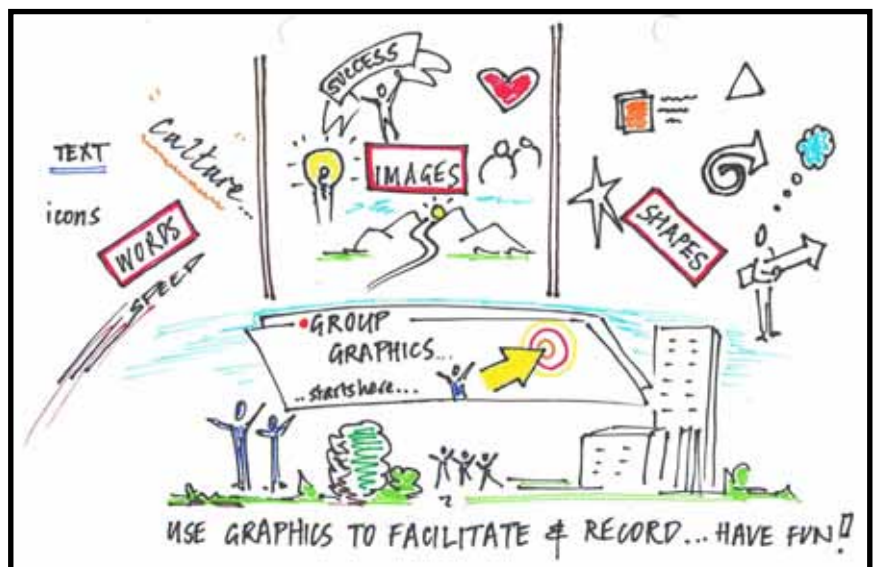
Where can I use Graphic Facilitation?

You can use Graphic Recording (this refers to simply recording rather than assisting with the facilitation) or Graphic Facilitation (this is where you are also the facilitator) to capture the words, messages and moods of meetings or an event. This enables people to see key messages clearly, identify themes and have their opinions actively included.

Where can I learn more?

You can contact The Gio Project to learn more about training in Graphic Facilitation. We can also work with your project to enable staff or your service users to work more comfortably using images, colours, graphics in meetings, at events or by demonstrating your projects success.

Next Training: 25th November 2010 Contact barbara@gioproject.org.uk or call 0161 832 0934 for more information.



EVENTS



DATE	EVENT	DESCRIPTION	VENUE	TIME
16TH NOV	THE VINVOLVED MANCHESTER MOVEMENT CONFERENCE	The conference will give delegates the opportunity to explore the work of the Manchester vinvolved Team delivered by Greater Manchester Youth Network (GMYN) and Manchester Youth Volunteering Project (MYVP), and how it has impacted on the young people of Manchester. The Conference will provide participants with the opportunity to have your say on youth volunteering in Manchester, debate the future sustainability of volunteer support and engagement in the third sector and explore the position of your own organisation in light of volunteer infrastructure development in Manchester. For further information and to book a place, contact Helen Clark, on 0161 228 6520.	The Museum of Science and Industry	10AM - 2PM
16TH NOV	THINKING THE UNTHINKABLE 2: CUTS, COLLABORATION AND MERGER	Between now and March 2011 Manchester Community Central will be addressing how the Comprehensive Spending Review is going to affect the voluntary and community sector over the coming months? What can we do if our funding is cut? Is there a way through? To book a place or for more information, please email training@mcrcommunitycentral.org	St Thomas Centre	9.30 AM - 4.30 PM
25TH NOV	GRAPHIC FACILITATION (GIO PROJECT)	For anyone interested in learning how to implement graphics in to their way of working ranging from support staff to facilitators who want to add a dynamic dimension to their facilitation. By the end of the session, participants will be able to: - Understand the benefits of using graphics in facilitation - Understand the different learning styles and appreciate why graphics, as a visual tool, is valuable - Have practical tools to implement in meetings and individually when planning their time To book a place, please email Barbara Bailey at barbara@gioproject.org.uk	Gaddum Centre	10 AM - 4 PM
2ND DEC	PRINCIPLE OF VCS ADVERTISING (GIO PROJECT)	Anyone (including staff, volunteers, and committee members) involved in the implementation of promoting the image, publicity, profiling and communications of the organisation. By the end of the session, participants will be able to: - Understand and appreciate the importance of marketing and promoting VCS organisations and projects and how to meet the needs of different target audiences. To book a place, please email Francess Tagoe at francesst@gioproject.org.uk	Cornbrook Enterprise Centre	10 AM - 12.30 PM

FUNDING OPPORTUNITIES

Manchester Airport Community Trust

Details: To qualify for a grant, projects must:

- encourage tree planting, forestation, landscaping and other works of environmental improvement or heritage conservation;
- promote or advance social welfare for recreation and sport and leisure, with the object of improving the conditions of life for those living or working in, or visitors to, the area of benefit;
- provide better appreciation of the natural and urban environment and ways of better serving, protecting and improving the same. This may include education and training;
- promote the use of the natural environment as a safe habitat for flora and fauna of all kinds; or

Money is given to a diverse range of projects ranging from renovated community halls to equipment for youth groups. Match Funding The Trustees prefer to offer part funding to complement the applicant's own fundraising or grant raising.

Who for: not-for-profit groups or charities and organisations that are able to demonstrate clear banking or financial records, or a new group able to offer an outline of proposed accounts. All applications must be from within the area of benefit local to Manchester Airport, and the local authorities of Stockport, Manchester, Trafford, Tameside, Cheshire East and Cheshire West Council

Grant amount: Generally, grants are for up to £5,000

Deadline: 3rd December 2010

Further information: email trust.fund@manairport.co.uk or call 0161 489 5281

Harvest Trust - Holidays for Children

Details: The Trust specialises in simple, 'no pressure' holidays that particularly benefit withdrawn children with low self-esteem, who need space and encouragement to build confidence due to issues such as:

- having a low family income;
- suffering from neglect and/or violence; or
- caring for a sick parent.

Who for: The programme is open to schools and a wide range of community and childcare organisations from England and Wales. The Trust works in partnership with eligible organisations and refers to the organisations as 'Holiday Partners'. Children must be aged eight to 11 to be eligible for a holiday.

Grant amount: The holidays take place between April and October each year. The Trust provides minibuss transport from the group's home town and throughout the holiday, accommodation at the Holiday Centre, and covers the cost of all admissions. Match Funding: Organisations are required to provide funds to cover the costs of food for the holiday (around £300 per party).

Deadline: 31 January 2011

Further information: Link to guidelines: [http://www.harvesttrust.vispa.com/howtoapply\(p\).html](http://www.harvesttrust.vispa.com/howtoapply(p).html) or email office@harvesttrust.com

Country Houses Foundation

Details: The objectives of the Foundation are:

- advance the preservation, for the public benefit, of buildings of sufficient historic or architectural significance or importance to merit preservation, together with their gardens and grounds; and
- protect and augment the amenities and furnishings of any such buildings, gardens and grounds.

Who for: Applicants can be either an organisation or a private individual, having legal responsibility for the repair of an historic building, its gardens and grounds, in England. The Foundation would normally expect the applicant to own the building or estate, or hold a full repairing lease with not less than 20 years to run, or be able to demonstrate that the applicant has a legally binding agreement to acquire such a building or estate.

Grant amount: The minimum grant that can be applied for is £50,000 and the maximum is £250,000.

Deadline: Applications can be submitted at any time.

Further information: Link to guidelines- <http://www.countryhousesfoundation.org.uk>

Sport Relief

Details: Grants are given for revenue costs and capital items such as office or sports equipment.

Who for: Grants are made to voluntary organisations and self-help groups throughout the United Kingdom. Only work with a charitable purpose will obtain funding.

Grant amount: The maximum grant usually available is £10,000, although this is only awarded in exceptional cases.

Deadline: Applications can be made at any time.

Further information: Link to guidelines: <http://www.communityfoundation.org.uk/home/>

Youth in Focus

Details: The new programme will be targeted on young carers, young people leaving care, and young people leaving youth offenders' institutions.

Who for: Organisations from the voluntary and community sector with a track record of working with the target groups are eligible to apply for funding. Projects in England that support vulnerable young people.

Grant amount: between £500,000 and £1 million; however, BLF will consider applications for less than £500,000.

Deadline: Applications can be made at any time during the year.

Further information: visit www.biglotteryfund.org.uk/youth_focus_guidance.pdf

FREE CRISIS SUPPORT!

**Want to become financially sustainable?
Concerned about the impact of the spending review?**

The Gio Project can provide FREE guidance through this time of financial crisis by supporting your organisation to become financially sustainable. We can do this by working with you to assess your funding requirements and develop a sustainable funding strategy for your organisation.

Call us on 0161 832 0934 to find out more.



Happy Autumn!

BE PART OF GIO NEWS

Gio News will be published bi-monthly and distributed to over 400 voluntary and community organisations across the City of Manchester as well as to public bodies in the City. Organisations can arrange to have information/publicity flyers put into Gio News. This must be agreed in advance with the editor, Hannah Taylor, and 400 copies of the flyer must be delivered to Gio by the distribution date.

The cost of including flyers in Gio News will be:

- Commercial Organisations - £70
- Statutory Bodies - £60
- VCS Organisation outside of Manchester - £40
- Manchester-based VCS Organisations - £30



CONTACT DETAILS

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LOTTERY FUNDED

