

## Strategic and Priority Outcome Funded Organisations – report reviews for 2020-21

The 12 month reports for organisations receiving funding in year 2020/21 have been reviewed and details on service user progression, fundraising and partnership working noted below.

### 1. Outcomes achieved 2020-21

Some of the collective outcomes achieved by the group of organisations receiving Strategic and Priority Outcomes grant awards in 2020/21 are given below. The increasing demand experienced by many of the organisations during the pandemic highlights the important role that voluntary sector organisations play in our communities:

#### Isolation

- 107 people benefited from support from a volunteer through a family home visiting service (increase of 49 from previous year, predominantly from the town area).
- Support to 473 people over the age of 60 with services such as telephone befriending, shopping, prescription delivery, meal delivery, exercise classes and online activities. An increase of 33 from the previous year and adaptations to services were adopted that ensured they are as inclusive as possible.

#### Mental Health

- Increased services to meet a growing demand in mental health support for young people, providing a total of 160 counselling sessions.
- 141 people benefitted from access to the youth life skills café and community mental health information point.
- 30 on-line and in-person music sessions for 24 young people, raising aspirations and supporting their mental health whilst learning new music production and digital skills.

#### Low Income

- 7,321 clients provided with services, advice and support on 17,910 issues. This included digital support to an increasing number of people with Universal Credit issues (1620 people, 50% increase from previous year).
- £1,784,469 income secured for clients.
- 215 different young people benefit from youth support work, providing opportunities that help reduce the impact of financial disadvantage

**Homelessness**

- 98.4% bed utilisation during the year at homeless shelters and 141 psychotherapy sessions delivered, supporting and accommodating 33 people during the year.
- 509 people benefited from drop in and outreach services, a 7% increase on previous year. 96 people were referred / helped into accommodation, nearly 50% more than last year.

**Physical Inactivity**

- 195 participants engaged in dance and drama groups.

**Digital**

- All homeless shelter residents had access to the internet during the pandemic, and either a phone, tablet or laptop. Staff assisted with bidding electronically on Homechoice, with online job searches and with Universal credit log in and reports.

**Environment**

- 473 packets of wildflower seeds distributed to service users to encourage activities involving the natural environment

**Business Growth**

- Organisation increased profile in community by making video to showcase work which was shown within schools to encourage donations during harvest festival period

**Creativity**

- Delivered 43 live performances both in-person and online to 5,295 people.
- Ran 129 participation sessions attended by 1,565 people including online weekly youth theatre sessions and a major online participatory project
- Weekly singing and craft activities for older people to combat isolation and improve wellbeing

**2. Service User Progression 2020-21**

- In addition to their usual Casebook tool for monitoring the engagement process, **Citizens Advice Winchester** measured service effectiveness of new email and phone services during the pandemic, with excellent feedback.
- **Trinity** continued to monitor service-user progression through a range of tools - particularly the homelessness outcomes star. They are trying to implement destination tracking to see if people who move into employment are still there after 3-6 months.
- **Nightshelter** also use outcome stars and have found that having residents on site 24/7 over the last year has made a difference to relationships between staff and residents so changes are now far more visible.

- Quote from **Blue Apple** “There are many challenges in supporting the development of people with learning disabilities remotely, however we have happily documented real individual progress. It cannot be underestimated how significant it has been in itself for people with learning disabilities to transfer to digital activities as quickly as they have.”
- Positive feedback from **Winchester Youth Counselling** includes:  
"Counselling has been really helpful and has helped me set boundaries in my life and stand up for myself. It has helped me to find some consistency in my life which has helped me to stabilise." "Counselling has taught me how to manage my mental health in a more positive and productive way, it has shown me that I am not alone. It has reduced my anger and depression and made me feel much happier." They use questionnaires and data from schools and CAMHS to monitor progress.

### 3. Fundraising Progress 2020/21

- **Theatre Royal** ran a hugely successful Survival Appeal with over £300k raised from nearly 2,500 separate donations.
- **CAB** are looking into the possibility of creating a new staff post to lead on future fundraising and sustainability and the Funding and Development Officer has supported discussions on this
- **Trinity** have successfully raised 100% of the £1.5m pledges made for their capital campaign and successfully arranged an emergency appeal and series of virtual events despite their usual community fundraising events having to be cancelled
- **Nightshelter's** most recent accounts, not yet audited, show that Winchester City Council currently provides 3.5% of income: a large amount of additional funding is secured to enhance service delivery.
- **Winchester Home-Start** have trialled online fundraising initiatives this year.
- **Hampshire Home-Start** are on track with their 3 year fundraising strategy and are increasing support from individuals and corporates
- **The Carrol Centre** were awarded funding for their support of vulnerable families during the pandemic
- **Young Carers** are setting up a new sub-committee to look at future funding and had a successful Crowdfunding campaign during the year
- **Street Reach** now receive 95% of funding from non-Local Authority sources due to diversification and in particular a strategic effort to focus on National Grant opportunities over the last couple of years
- **Young Carers** have been successful in numerous grant applications from Trusts and Foundations and also ran a successful Crowdfunding campaign
- The Status of UK Fundraising 2020 Report (Blackbaud and Institute of Fundraising) found unsurprisingly that income growth slowed during 2020 across all types and sizes of not for profit organisations. Over 50% of organisations saw their income decline or remain the same, vs 37% of organisations in 2019. The good news is that organisations are adapting and 76% of organisations tried virtual fundraising activities for the first time during

2020 and expect to continue with this method in the future. This is encouraging for the future of our Crowdfund Winchester fund.

#### 4. Partnership Working Progress 2020/21

Partnership working has become even more important during the pandemic and many organisations have worked well with others and developed new partnerships which will be of benefit in the future:

- **CAB** are continuing to proactively build new partnerships, primarily using the Advice First Aid model. They work in partnership with Nightshelter to offer advice and extend access to services
- **Trinity** was a major partner in Winchester's Coronavirus Task Force from the first lockdown, ensuring maximum impact and minimising any duplication of service delivery. Their strong partnership with St Clement's surgery has resulted in a more formalised agreement to build a healthcare team dedicated to homeless clients, based at Trinity, which will be piloted on commencement of the new accommodation project in 2021.
- The Chief Executive of **Nightshelter** set up regular meetings with Trinity, Two Saints and the City Council Housing Options Manager. They started at the beginning of the pandemic to ensure closer working and have been very successful, resulting in closer partnership working which continues on a fortnightly basis.
- **The Carroll Centre** partnered with a Winchester Single Parents Support and Advice Services (SPSAS) to reach more single parent families in Stanmore. This enabled them to reach an additional 20+ vulnerable children and young people per week so that on average they reached 40+ children each week. They also worked with many organisations across Winchester to provide hot meals and food bags for 30 people during the autumn half term at very short notice.
- A number of core funded organisations take part in the Winchester Youth Collective which is coordinated by Community First and received some small grant funding from the city council. Winnall Rock School were involved in the cross-organisation partnership to create the new BeWYSe website to better signpost young people and their parents to local services and opportunities.