



TOGETHER
FOR LIVERPOOL
FOR GOOD

COMMUNITY IMPACT UPDATE

MAY 2016

WORKING TOGETHER,
FOR LIVERPOOL,
FOR GOOD



LCVS IS THE



IN LIVERPOOL



INTRODUCTION

LCVS, the United Way in Liverpool, has been at the forefront of social action and active in the city since 1909.

For over a century we have been working to improve the well-being of individuals and communities in Liverpool through supporting and encouraging charitable giving and voluntary action and by bringing people, organisations and resources together. We continue to address the huge need, poverty and inequality that still exists in the City.

We work in partnership through our Community Impact Programmes to build stronger communities and address the underlying causes of these issues with a focus on education, health and income stability.

As well as delivering our Community Impact Programmes within Liverpool's most deprived communities, we provide support, advice, training, networking and representation for individuals and charitable organisations across the wider City region and help donors distribute over £4 million every year to charitable organisations, both here in the UK and across the world, who share our values.

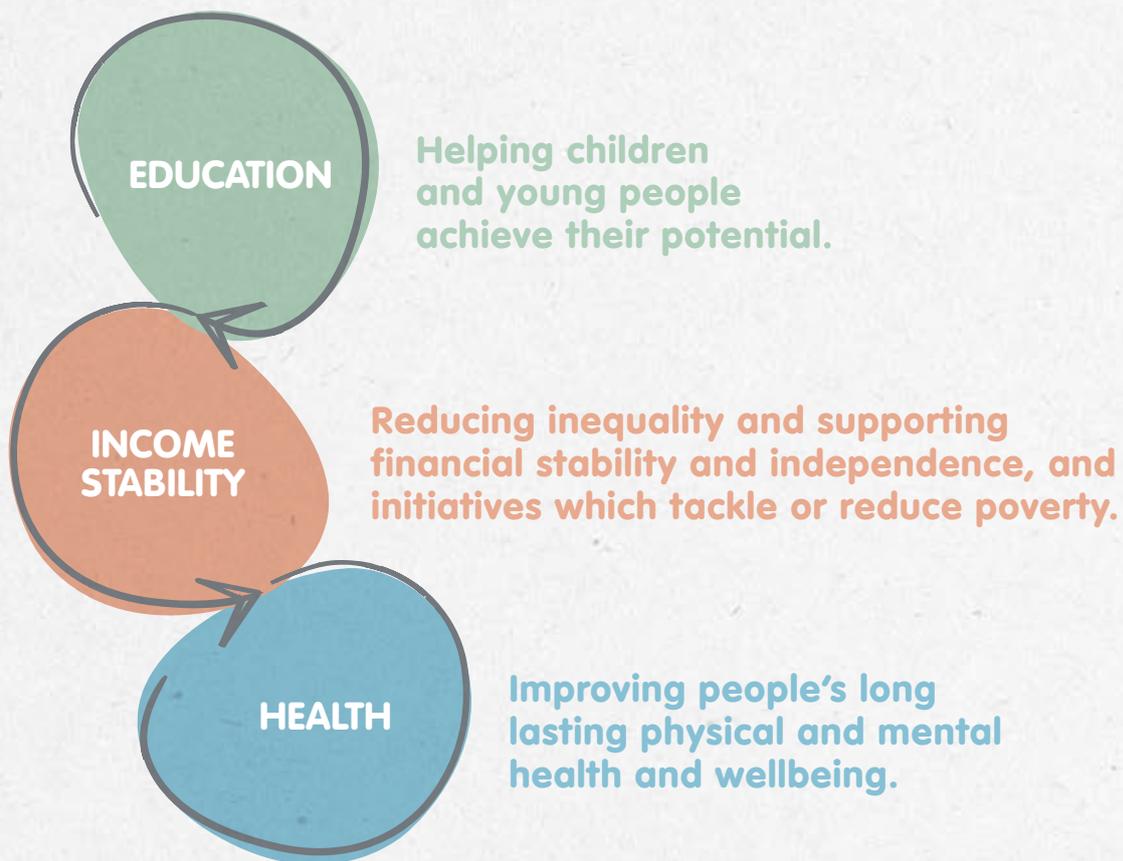


OUR VISION

Everyone deserves the opportunity to have a good life...

...a quality education that leads to a stable job, enough income to support a family and good health. LCVS creates long lasting change by addressing the underlying causes that prevent many from achieving this.

That's why we want all of our work to support or be focused on three key pillars needed for a good life and improved wellbeing:



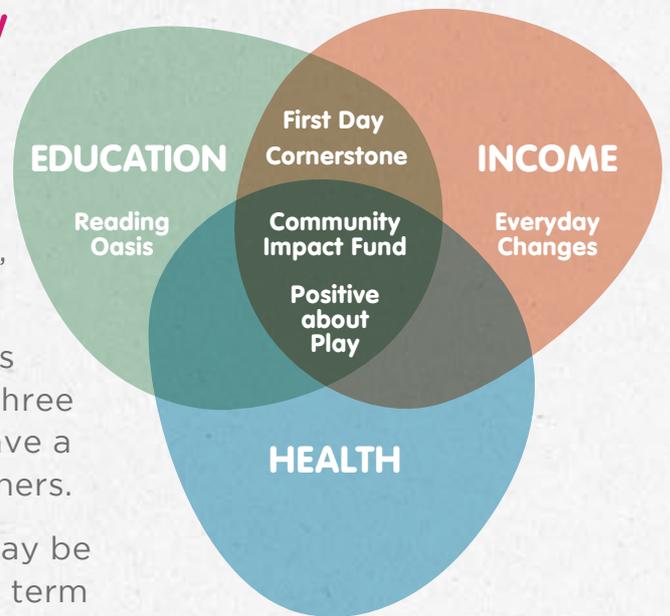
CREATING COMMUNITY IMPACT

Making a difference today and tomorrow

LCVS has developed a clearly identifiable set of Community Impact programmes, designed to work in three areas - Education, Income Stability and Health.

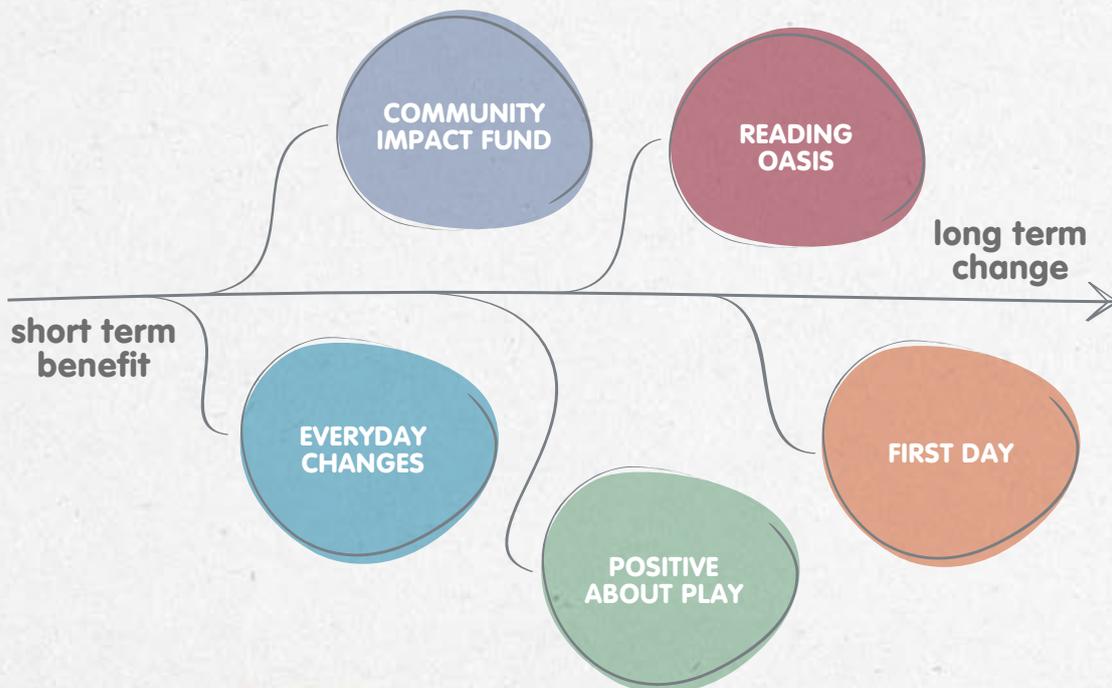
Although some of the programmes appear to just work in one of the three areas, the reality is that they all have a positive knock on effect on the others.

For example Everyday Changes may be specifically about alleviating short term poverty, but this in turn can have a positive impact on someone's mental health; and whilst our Reading Oasis is a specific 'education' intervention, improved literacy leads to improved employability and income stability.



All of our programmes have been developed following a result of detailed analysis of the city, and consultation with a variety of stakeholders, including voluntary sector and public sector organisations and donors.

Whilst we aim to create long-lasting change by addressing underlying causes, we recognise that to do so, we often have to help people deal with short term crisis and provide short term impact and benefit. Our programmes therefore work across the spectrum from short term benefit to long term change:



OUR PROGRAMMES

AND WHAT THEY'VE ACHIEVED

OUR PROGRAMMES

United Way Reading Oasis

- Every year almost 1 in 2 children in Liverpool begin school with substandard literacy, with those living in poverty up to 9 months behind other children.
- On leaving primary school a third of children receiving free school meals have inadequate literacy skills.
- Reading aloud with a child for **15 minutes every day** is one of the most effective routes to tackling literacy and ongoing learning issues. However, 1 in 3 children do not have a book of their own at home.
- We estimate that **20% of primary schools** do not have libraries, and this is set to increase.

To address this, and as part of Liverpool's aspiration to become a 'City of Readers', LCVS is delighted to launch the United Way Reading Oasis. **We unveiled our first Reading Oasis in Liverpool in March, at LIPA primary school.**



The United Way Reading Oasis provides primary schools with the resources they need to give every child the space and books to enjoy reading, and the information their parents and carers need to encourage reading at home.

Designed in collaboration with primary school teachers and children, each Reading Oasis not only includes hundreds of carefully selected books, bookshelves, a rug and bean bags to create a comfortable and inviting reading space, but also regular tools and tips for parents and carers and access to a soon-to-be launched interactive website to engage the whole family in reading for pleasure.

Reading Oasis follows on from previous LCVS literacy programmes, and **our aspiration is for every primary school in Liverpool to have a dedicated reading for pleasure space by 2025**. Given that, nationally, 25% of schools don't have a library, we estimate that **there is a need for Reading Oasis in approximately 30 schools in the city**. The majority of these are in areas of high deprivation or low academic achievement.

Over the next ten years, we will be working with businesses, individuals and organisations across the region to financially support the programme. Each Reading Oasis requires a donation of £10,000 and will be rolled out in schools across the city as funding is secured. If you are interested in supporting the development of Reading Oasis please get in touch.

LCVS is working closely with a number of organisations, including the Liverpool Learning Partnership, to ensure the programme reaches communities across the city and to explore the potential for offering further support to schools through volunteering.





First Day

Much is being done to prepare young people with the skills for work and to develop meaningful opportunities in business. Yet the North West of England still has the highest level of youth unemployment, and across the country young people are nearly three times more likely to be unemployed than the rest of the population. This shows that significant barriers still exist. Our work with specialist youth organisations has identified the key barriers as:

1. Fear of the workplace.

For many, a professional environment is new and intimidating. This can stop them taking advantage of opportunities, and result in underperformance if they do.

2. Lack of relatable role models.

Those who do not have contact with professional business people are unable to relate to them. These young people are unable to imagine a route which could result in them becoming professional and successful too.

First Day is our new Community Impact Programme, developed to address these barriers. United Way UK and LCVS are the philanthropy partners for the International Festival of Business 2016 (IFB2016) taking place in Liverpool in June, and we will use this as the platform to launch First Day.

First Day will provide a bridge to connect young people and employers. First Day will support a number of youth charities across Merseyside who are willing and able to encourage, support and prepare local young people to take advantage of First Day, and encourages employers and businesses to give those young people a meaningful 'First Day' experience in their company and business. **First Day will reach 500 harder to reach young people during IFB2016.**



First Day will have its own distinct brand, with website and other communication channels and we already have commitment from a number of IFB2016 sponsors to support First Day.

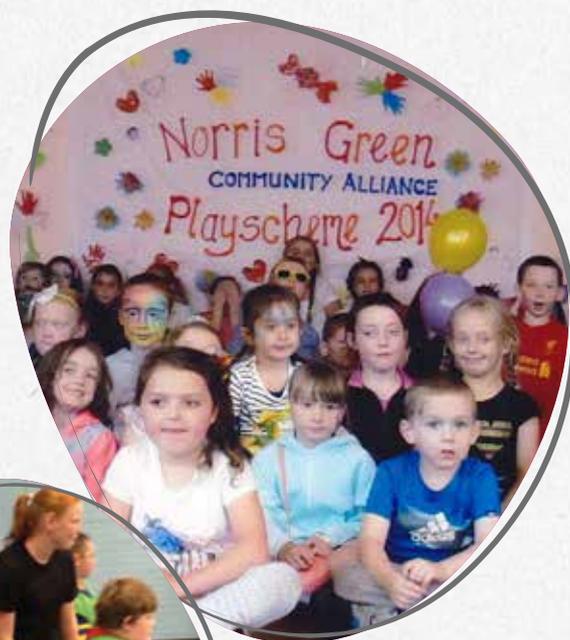
Although inspired by and launched through IFB2016, we intend First Day to be an ongoing programme of support for young people. We will be looking to expand First Day in the future with the development of a network of 'First Day' employers alongside a bursary scheme for young people, to meet interview and travel costs and their personal development.

Positive about Play

Positive about Play is our most established programme, which engages with children and families during the school holidays at a time when many struggle for support. It helps to ensure that every child in Liverpool has the same chance to develop and succeed, even during holiday periods.

In Liverpool, there are 51,417 children aged 5-15, and almost a quarter of England's 100 most deprived areas are in the city - that's 16,236 children in Liverpool living in the most deprived areas nationally.

Play is a key part of a child's development and most of us take the opportunity to play for granted. Unfortunately, in deprived areas access to out of school activities and play schemes has been in significant decline. Through Positive about Play we have been able to stem this decline, and provide a focal point and support for families in local communities.



Since 2012, and working with a range of stakeholders, including Merseyside Play Action Council and Public Health/CCG, through the Play Partnership, we have developed Positive about Play which has three elements:

- Play **Simply** – children are kept safe and engaged in positive activities which contribute to their social and educational development.
- Play **Healthy** – children have access to healthy food and get fed when free school meals are not available to them.
- Play **Advice** – provides a dedicated advice helpline for families attending the play schemes.

Our vision for Liverpool is a city where all children have the freedom, space and opportunity to play. By creating interactive play environments and opportunities children will be encouraged to believe that they have talent and achieve.

There are 16,236 children in Liverpool living in the most deprived areas and by 2020 we want them, and all children across the city, to have **access to play activities 12 weeks of the year during all school holidays**. This will cost c £760,000 per year, and we are making progress towards this.

In 2015:

Over the course of 2015 Positive about Play was able to ensure that playschemes operated in every school holiday.

The long summer break is the cornerstone of the programme and in 2015 Positive about Play achieved the following;

- Over 2,500 children per day took part in playschemes.
- 54,458 meals were served over the six weeks of the summer.
- There were over 8,000 volunteer hours during the playschemes.



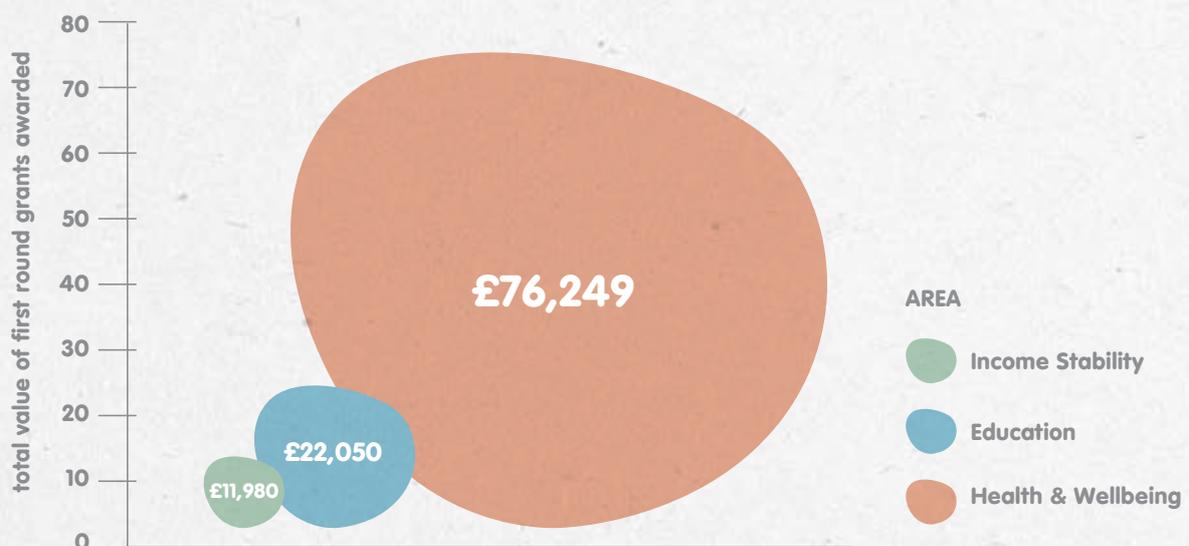
Community Impact Fund

Over the last 20 years Liverpool has made major achievements in regeneration of the city and addressing the inequalities that exist across Merseyside. But with almost half of all children starting school with sub-standard literacy, life expectancy of people in the most deprived areas 7-10 years shorter than those in the most affluent areas and the percentage of adults claiming out of work benefit almost double that of the rest of Great Britain, it is clear there is still much to do.

That's why we work with the myriad of local organisations who work within these communities across Merseyside to improve the conditions in which people live. Our Community Impact Fund supports organisations tackling the issues affecting our city, so that together we can build stronger, more sustainable communities for everyone and LCVS have committed £300,000 over the next two years to support activities, programmes and charities across Merseyside that work towards this goal.

We awarded £110,000, the first round of this funding investment, in December, with 50 organisations receiving grants of up to £3,000.

Breaking this down by theme:



We weren't able to fully fund many of the proposals in this round, as we received applications totalling over £175,000, illustrating the level of demand and the great ideas coming forward.

In addition to the funding that LCVS has committed through our Community Impact Fund we also provide a grant making service for other funders. Currently we distribute grants on behalf of the Office of the Police and Crime Commissioner for Merseyside, The Skelton Bounty (Lancashire-wide) and Carillion and the Royal Liverpool Hospital Trust. We work closely with our funding partners to ensure that their funding is administered in a way that is simple, fair and effective.

These grants schemes sit alongside our own Community Impact Fund. While the criteria for each of the grant programmes may vary, **these schemes, through LCVS, provide a clear route to ensure that funding finds its way to programmes and activities delivered by organisations working in some of the most disadvantaged communities on Merseyside.** We want to expand our grant making and work with funders who are looking to support activities and organisations in the area.

The LCVS Community Impact fund will open to applications again in May, and we are keen to talk to donors and foundations that may wish to align their funding with this important programme.

Everyday Changes

Sometimes the smallest change can have the biggest impact in someone's life. For many people, trapped in a cycle of poor housing, unemployment and poverty, solving the immediate problem can be the first step in turning their life around. That's where our Everyday Changes Fund comes in.

This programme provides real solutions that are designed to have immediate impact but make a lasting difference to people's everyday lives. Many of these solutions are things we take for granted - cooking equipment, bedding, carpets - however, we know, for those receiving these items, these small actions are essential in helping them achieve what they know they're capable of.

Since 2011 we have seen a steady increase in the number of applications as austerity bites and in both 2014 and 2015 we made over 500 grants to individuals, compared to some 300 grants made in 2012.

In 2015 we made 548 individual grants totalling £91,511 - an average grant of £166 per application.

Grants are made available via health visitors, social workers, voluntary sector agencies etc working with people who are in need. In this way we are able to ensure that only those in the greatest need have access to the fund. We are able to provide support across Greater Merseyside.

The majority of grants, as stated earlier, tend to be for essential, everyday items – the things that, perhaps, we all take for granted - such as cookers, washing machines etc. We have, though, provided other items such as emergency nursery places, medical equipment, personal safety items, debt relief orders etc.

Referrals from our partners show that more and more people are struggling to simply make ends meet. For many people, the impact of living in poverty is exacerbated by their ill health and many applications are for people suffering from either physical or stress related illnesses. Single parents, many of who have fled domestic violence are also supported as are older, isolated residents.

We can't continue to provide these solutions without your support. It's simple - the more money donated to our Everyday Changes Fund the more people we can help.





Income stability

In 2015 LCVS became an accredited **Living Wage Employer**, and we are proud that all of our staff and contractors are paid a 'real' living wage – a practical step and demonstration of our desire to tackle poverty.

Under the same theme, we are pleased to have been able to support the publication of '**Getting By?**', a year-long research study into the lives of 30 working families in Liverpool. This work highlights the financial struggle of many people, and continues to underpin our long term work on the issue of income stability. You can find out more about this report at gettingby.org.uk

Health

We continue to run **Healthwatch Liverpool**, helping local people shape the way that health and social care services are commissioned and delivered in the city.

Education

We will be supporting the inaugural '**Maths Party**' in the city in June, designed to help children (and adults) focus on improving their numeracy skills.



Capacity building

A vital element of our work is supporting and empowering other voluntary and community organisations across the city to be more efficient, effective and sustainable. We believe that this is a key component of our community impact work. Put simply:

more effective organisations = better use of resources = increased positive impact in communities

In the last year we have provided this ‘capacity building’ support and services to 500 local organisations. This ranges from running payroll services to accountancy services, providing funding guidance and support to the development of business plans.

In total, we estimate that the 500 organisations that we have supported in this way in the last year in turn reach, or work with, over 25,000 people across the city. By helping, supporting and developing those organisations that work within communities, we significantly increase the positive impact we can have.

Volunteering and volunteer centre

LCVS merged with Volunteer Centre Liverpool on 1 January 2016, and can now provide a complete service helping support, encourage and place people looking to volunteer their time with good causes looking for volunteers.

In the last year we have:

- Responded to over 5,000 enquiries regarding volunteers and volunteering, including over 3,000 responses to individuals looking to volunteer.
- Provided in-person brokerage services for over 350 individuals interested in volunteering.
- Delivered skills and confidence-building training to 28 people with additional support needs who were interested in volunteering.
- Assisted 52 Volunteer Involving Organisations (VIO's) on volunteer management best practice.

GETTING INVOLVED

HOW YOU CAN HELP

None of this important work is possible without ongoing support.

If you would like to find out how you can help build stronger communities and have a positive impact on the lives of thousands of Liverpool's most vulnerable people please contact:

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