

Roundtable Discussions

Tackling Inequalities Networking Event
6 December 2023

Marketing

Notes and feedback

What does marketing look like in your organisation?

- Self-confessed weak point, time constraints due to being busy
- Have a comms department
- Open days are a great success especially in engaging diverse communities
- Posters, newsletters, word of mouth, Facebook, shops
- Quarterly Borough magazine
- Supermarket advertising/noticeboards
- Social media – free and easy. Slow internal process with decision making. Can miss things. Include link to book otherwise lose them.
- Seasonal campaigns
- Leaflet drops

What works well for your target audience?

- Promotion in doctor surgeries
- Linking to schools has worked well to signpost CYP to clubs
- Working with forums
- Separate social media channels/platforms
- Everyday Active
- Events
- Networking/collaboration
- Corporate magazines
- Leaflet drops – older people stick on fridge as reminders
- Targeted sessions with buddies
- Introduce stakeholders own promotion

What challenges do you have with marketing?

- Getting the poster right, balance between text and pictures
- Cost and time of producing and sending out newsletters
- Council have standard format/branding
- Corporate policy
- Branding
- Budget
- Digital poverty – wifi for clients and budget to produce assets
- Have a central team so all material is the same
- Team capacity

Volunteering

Notes and feedback

How does your organisation recruit volunteers?

- Volunteer co-ordinator, lots of volunteers during Covid, many long-standing volunteers
- Family members support and then become volunteers
- Run a young leader programme
- Funding for volunteers to complete coaching qualifications
- Running events to recruit volunteers
- 6 months of volunteering rewarded with qualifications
- Parish leaflets
- Activity participants become leaders
- Online directory
- Buddying and mentorship linking to apprenticeships
- Identify participants that could be leaders
- Carer need/demand – provide training
- Many volunteers are participants, support people in their local community
- Regular volunteering is more useful than ad hoc days

What challenges do you face with volunteering?

- Volunteers are already volunteers for other organisation – time/capacity
- Training can be a lot to undertake
- Managing and delegating – differentiate between staff and volunteers
- Availability/time
- Matching up volunteers with clients
- Managing the volunteers – don't always turn up, agreement in place
- Legislation issues and red tape

How can we better support volunteers?

- Active Retirement association
- Reward volunteers through qualifications/free sessions
- Thank you lunches
- Highlight stories and case studies
- Link to community groups
- Promote volunteering as well as participation
- Share best practice
- Celebrate volunteers
- Volunteer passports
- Time credits
- What do they get out of it, needs to be a two-way process

Sustainability

Notes and feedback

How do you make your projects sustainable?

- Applying for funds that make sure participants have basic equipment
- Focus on the resilience of people
- Participants becoming volunteers
- Signposting to other activities
- Incentivising social aspects
- Collaboration between organisations
- Make sure activities are enjoyable, seek ideas from clients of what they want to do
- GP referrals
- Bring a friend
- Fundraising e.g. bingo, music night

How do you make your projects sustainable?

- Remove barriers;
- Think creatively
- Change and adapt;
- Work backwards from exit routes
- Empower people
- Free to start, introduce small fee, talk about it with participants, make it optional
- Explain why there is a fee e.g. risk of activity stopping, meeting costs as they've gone up
- Don't run anything unless it's going to be sustainable

What challenges do you face with making your project sustainable?

- Affordability for participants
- Activity needs to be new for some funds
- School facilities closing for exams
- Seasonal activities
- Digital exclusion
- Competing priorities – facilities charge more if project has funding
- Raising expectations on short term projects that can't be sustained

What support do you need to make your project sustainable?

- Eco friendly transport
- Infographics of ideas
- Partners – like minded organisation with knowledge skills and assets
- Charities as partners – donations/contributions
- Support from local council, parishes and working in collaboration
- Joined up commissioning
- Exit routes for specialist health conditions