



Essential Information for Community Centres and Networks

Community Cascade – the background

The Community Cascade project ran from 2009-2012 across West Yorkshire. It provided support for community anchors and networks (such as community buildings and young people's networks) under the four headings of improving:

- access to funding
- community cohesion
- environmental sustainability
- marketing skills

Supported by the Big Lottery through the BASIS programme, the project was delivered by four organisations with specialist skills in these areas:

fit4funding, **CoEMO** (Consortia of Ethnic Minority Organisations), **BEAT** (Bradford Environmental Action Trust) and **VAK** (Voluntary Action Kirklees). They worked with the five CVS organisations in West Yorkshire to identify suitable community anchors and networks to receive training, audits, consultancy and other support. The CVS organisations are: **Bradford CVS**, **Voluntary Action Calderdale**, **Voluntary Action Kirklees**, **Voluntary Action Leeds** and **Voluntary Action Wakefield District**.

Rural Action Yorkshire advised on relevant rural issues and the whole project came about as the result of development work by **WYLDA** (West Yorkshire Local Development Agencies).

As a result of the success of the project, a further year's funding was secured to provide focused support for specific community centres across West Yorkshire. The further funding is from the Big Lottery's Supporting Change and Supporting Impact programme.

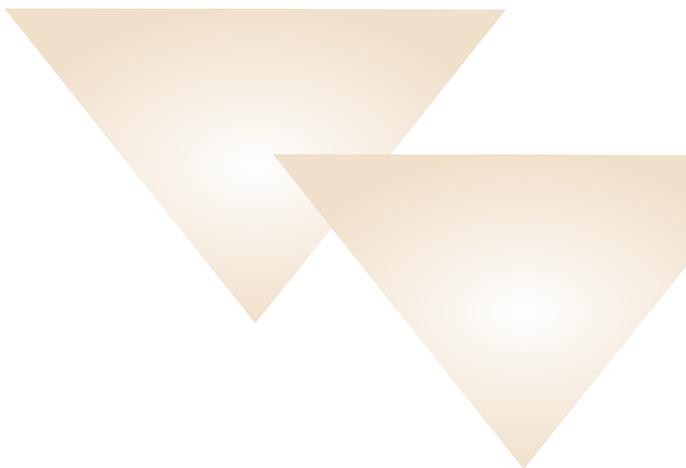


Welcome to Community Cascade

This booklet is for community organisations. It contains information on four subjects:

- **MONEY** - securing funding and working well with funders
- **INCLUSION** - working with diverse and hard-to-reach communities
- **PUBLICITY** – improving what you say and how you say it
- **GREENER ENERGY** – saving money and resources

Inside you'll find practical tips and ideas on each subject as well as details of local expert organisations that can provide further support. Do contact us to see how we can work with you to improve your sustainability.



fit4funding - Supporting Change and Sustainability through fundraising



Short of Income?

fit4funding can help you to develop fundable projects and identify ways to raise and save funds.

Grant funding? Delivery contracts?

Donations? Loans?

fit4funding can help you to identify suitable sources of funding and prepare quality applications.

Managing and monitoring?

Are you meeting the needs of your users? fit4funding can help you to research needs, monitor and evaluate existing services and gain the skills and knowledge you need to find and manage the funds to be successful.

We provide:

- nationally recognised training and consultancy for fundraisers and funding advisors
- a subscription e-newsletter about funding opportunities and updates on funding matters.
- support to develop fundraising strategies, project plans and make better funding applications
- help with research and evaluation for projects in areas such as health and social care, children and young people, employment and skills.

We are an Investor in People and an OCN recognised centre. All our trainers are qualified and experienced.

For further information visit our website: www.fit4funding.org.uk

fit4funding's top tips for better fundraising

1. There are no magic answers! But don't put all your funding eggs in one basket – diversify your income.
2. Plan now for the future - Keep up to date with:
 - what is going on in your area
 - your users' needs
 - others providing similar services
 - local and national policies
3. Try and focus on a range of fundraising strategies. What sort of fundraising will work best for you?
4. Be prepared, and:
 - gather information together well in advance of preparing bids
 - demonstrate your track record
5. Make sure you fulfil legal, financial and insurance requirements. Do your staff or volunteers have the right qualifications or safeguarding credentials? Do you have the right level of insurance? If you are holding fundraising events check your insurance and you have the necessary council permits.
6. Fill in all the sections for tender submissions or funding applications. Empty boxes score no points.
7. Make sure you maximise usage of your buildings and other resources – check this regularly.
8. Don't forget to think about ways you can save money – How about sharing a photocopier at the centre? Could you share wifi access or telephone networks?
9. If you are working in partnership be clear about what each partner can deliver and their expectations of the partnership. Don't make rash promises or commit to more than you can deliver.
10. Check regularly that you are delivering quality services in all you offer. Failure to deliver may lead to failure in securing future funding.



CoEMO – Supporting Change and Sustainability by increasing participation

Community cohesion is about inclusion. It's about making the effort to learn about others and treating each other with respect. Community organisations have a vital role to play in building good relationships within communities.

CoEMO (Consortia of Ethnic Minority Organisations) is an umbrella organisation, formed in October 2000, to provide support to hard-to-reach community groups, particularly those from marginalised Black and Minority Ethnic communities.

Whether you need to attract more young people, older people, particular genders, those from ethnic minorities, or attract new migrant communities; CoEMO will work with you to develop innovative ways of increasing participation.

Some key areas of support and development include:

- analysing current practices
- looking at ways of engaging with the wider community and attracting new users and members

- identifying ways to

improve access to your services for hard-to-reach communities

- developing partnerships with local organisations
- scoping new inclusive projects
- developing and demonstrating good practice in equality and diversity in delivery.



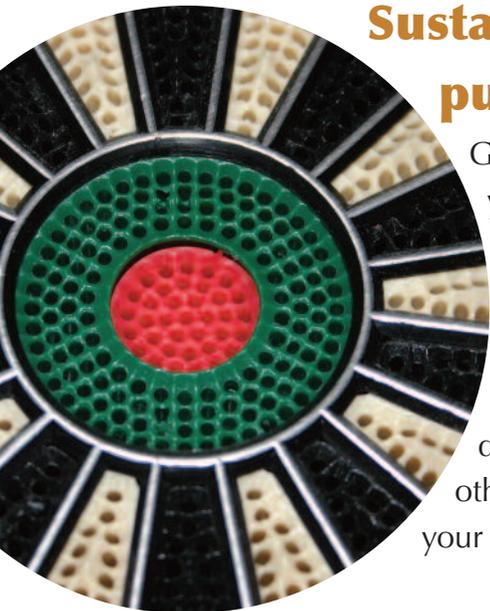
For further information visit our website: www.coemo.co.uk

CoEMO's top tips on how to be more inclusive:

1. Research and analyse the needs of your local communities.
2. Provide a warm and genuine welcome -
Make positive initial contact - Be friendly, welcoming and responsive.
3. Hold community engagement events and open days – Share food and information.
4. Provide services to targeted as well as generalised groups.
5. Give information – Don't advise, but encourage participation.
6. Encourage volunteering, ownership and responsibility.
7. Network and work closely with other services to benefit the community overall.
8. Use a variety of marketing tools to attract new users: Websites, Facebook, Youtube etc. but don't neglect the personal touch. Match methods to the audience.
9. Encourage diversity on your management committee to reflect your communities or users.
10. Ensure services are accessible - Provide translation and signing support. Check wheelchair access.

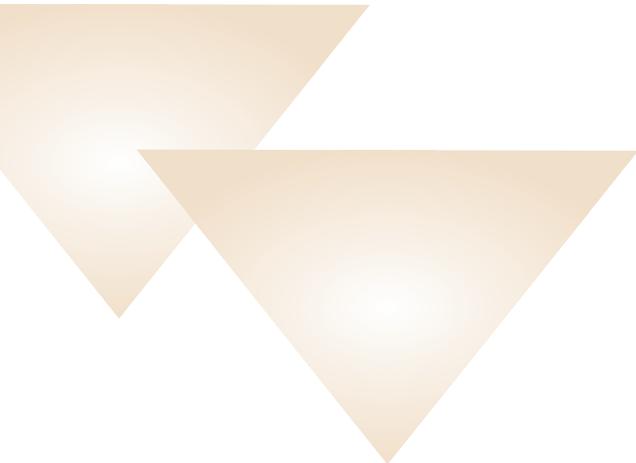


VAK – Supporting Change and Sustainability through better publicity



Getting people's attention is difficult. Firstly you are competing with hundreds of other causes, products and sources of information and then there are decisions about what to say and how to say it.

Voluntary Action Kirklees (VAK) has developed a range of training courses and other sources of support to help improve your publicity and communications.



For further information visit our website:
www.voluntaryactionkirklees.co.uk

VAK's top tips for better publicity:

1. Identify your key messages -

These are the most important things that you need people to understand.

Boil things down, identify good examples and make sure these messages are included in everything you send out for public consumption.

2. Know who you are trying to reach

- Thinking clearly about who you are trying to communicate with will help you to use the correct words, approach and style.

3. Use everyday language - Think of how you'd explain things to a friend, write that down and use it.

4. Show, don't tell - Don't just describe what you do. Show what you do. Use examples, quotes, stories and statistics. Help people to experience the difference that you make.

5. "Can I just ask you what you thought of today?" - Don't let valuable quotes, ideas and images slip through your fingers – it's all evidence of how you make a difference.

6. Social media – let's talk - Don't use social media for its own sake, have a clear aim.

7. Measuring effectiveness - Take time to evaluate: are your leaflets creating the response you need? Is your Facebook page achieving what you want it to? Step back and make changes.

8. Editing is a different skill to writing - Write things, then put them aside for a week, a day or an hour, then edit them.

9. Show that you use feedback well - Let people know what have you changed as a result of feedback.

10. Logos at the bottom - Don't automatically stick your logo at the top of posters and leaflets. Your message should be the most prominent thing.



BEAT - Supporting Change and Sustainability by reducing energy costs

Improving how you manage your energy use can save you money and help to reduce your carbon footprint. Carrying out an energy audit and then making changes (such as improving insulation) can help to make your building more comfortable for people to use.

Bradford Environmental Action Trust (BEAT) is an environmental charity that provides specialist energy advice and consultancy to community organisations to help them establish the foundations for long term energy and financial savings.

Our support package includes:

- in-depth energy audits and action planning including advice on renewable technologies and energy billing.
- training in a range of energy management areas – conducting an energy audit, energy management basics and intermediate, renewable energy options.
- community engagement activities - event planning, community champions development and training.
- domestic energy audits.
- developing funding proposals to support your community energy projects.

We are particularly interested in helping community organisations to encourage good practice in their community.

For further information visit our website: www.beat.org.uk



BEAT's top tips for saving on your energy bills

1. Regularly review your gas and electricity tariffs.
2. If you are a registered charity, check the VAT rate you are paying on gas and electricity (it should usually be 5% not 20%).
3. Install a 7-day timer to control your heating and set in line with occupancy of the building.
4. Turn your thermostat down by 1°C – this can save up to 8% of your heating costs.
5. Prevent draughts by installing brush strips and seals on all external doors and covering letterboxes and keyholes.
6. Install lagging on all hot water pipes – easy and cheap to do.
7. Insulate your loft to a depth of at least 270mm – a quarter of all heat is lost through the roof and this will pay back in less than 5 years.
8. Fit secondary glazing, blinds or curtains at single-glazed windows – all reduce heat loss.
9. Label banks of light switches so users can easily just turn on the lights they need.
10. Replace 50w halogen bulbs with 6w LED bulbs – the latter use a fraction of the energy and last a lot longer.



Community Cascade provides support to community anchors in West Yorkshire. For information about specialist support contact:

Fundraising:	Fit4funding	01924 239063
Community Cohesion	CoEMO	01274 488872
Marketing:	VAK	01484 518457
Environment:	BEAT	01274 487270

For local information for your group please contact your local Council for Voluntary Service:

Bradford:	01274 722772
Calderdale:	01422 348777
Kirklees	01484 518457
Leeds	0113 2977920
Wakefield	01924 367418

For general enquiries about the project please e-mail:
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