





We supported over

3,000

volunteers to find
meaningful and satisfying
volunteer opportunities

Our Year

John Archibald, Chair of Trustees

It is an honour to introduce this Impact Report highlighting the difference that Voluntary Norfolk has made to the health, wellbeing, connections, skills and employability of thousands of people in Norfolk during 2018-9; by championing and facilitating volunteering, by providing infrastructure support for the VCSE sector and by working with partners to deliver volunteer-led health and social care services.

This report demonstrates the extent to which volunteers are now helping meet the social and healthcare challenges in our society; challenges such as an ageing population, a growing number of people with long term physical and mental health conditions and increased levels of physical, digital and social isolation.

The thousands of volunteers we work with, directly and indirectly are providing a vital additional resource supporting the most vulnerable in our community. It is the recognition that they are improving people's lives that makes volunteering so rewarding, as well as providing a sense of purpose, connections



within the community and an opportunity to contribute and develop skills and knowledge. It can be no surprise that volunteering has such a positive impact on our own wellbeing.

The voluntary sector as a whole is a powerful force for good and I am proud of Voluntary Norfolk's role supporting and representing the VCSE sector and bringing organisations together in partnership to harness our collective strength.

Through the activities highlighted in this report we can be confident that we are working towards our vision of *Building connected, resilient and compassionate communities where people work together to improve lives.*

Supporting, representing and connecting Norfolk's voluntary sector

Voluntary Norfolk has been supporting voluntary groups since our earliest days when we were known as the Norwich Organisation for Active Help (NOAH), touring the county in a bright red caravan helping local groups find new volunteers.

Our methods might be a little more sophisticated today but volunteer recruitment remains one of the most important ways we support local voluntary groups, helping them meet their charitable aims and deliver their activities and services.

Our monthly e-newsletters, issued as part of our Working Together framework with Momentum and Community Action Norfolk, have ensured over 4,000 people are kept informed about volunteering, recruitment, events, training, funding, opportunities for young people and strategic news affecting the sector.

Over 2,000
volunteers and 300 organisations
are registered on our Volunteer
recruitment portal VCConnect

The annual VCSE conference, organised by Voluntary Norfolk in partnership with CAN and Momentum, provided further opportunity for 80 delegates from

the sector to network, take part in workshops and to hear inspiring guest speakers Iona Joy from New Philanthropy Capital and Tim Harrison-Byrne from nfpSynergy share their knowledge and experience.

Over 14,000
users visited our volunteering
portal during 2018/9
accumulating over
160,000 page views.

Norfolk County Council, health providers and other statutory bodies justifiably recognise the value of the voluntary sector and the vital role charities and community groups play in providing services and support to Norfolk residents. Through our leadership of the Voluntary Sector Forum (Children, Young People and Families) and our role in the new Voluntary Sector Health and Social Care Assembly, we continued to champion the sector, enable two-way engagement and facilitate partnership working.

Flatpacks and flapjacks

Our Momentum Small Grants programme allows youth groups and the young people they work with to grow and flourish. Fakenham EP Youth were given a grant of £500 to help pay for and equip a kitchen after young people from the group said they were keen to learn cookery skills. Their enthusiasm continued after receiving the grant with over 60 young people helping to design and build their brand new kitchen.

The kitchen has made a huge difference, explains Niki Tillson from EP Youth. 'Creating the kitchen has given our young people new problem-solving and team-building skills, as well as hands on experience of practical



carpentry and flat pack assembly. Since then, the kitchen has been used to cook all sorts of meals, from pancakes and flapjacks to curries and chilli dogs. They have a new pride in their surroundings and an awareness of health and safety and food hygiene.'

Our merger with Momentum in June 2019 has enabled us to now offer specialist support to organisations working with young people helping them deliver safe, good quality, meaningful and inspiring activities and providing support to achieve 'Ambition' Quality Standards.

The Henderson Trust, Great Yarmouth and Gorleston Young Carers, Attleborough Boxing Club, EP Youth and Caring Together achieved an Ambition Quality mark with the help of Momentum in 2018/9. A further 23 groups were supporting to work towards the quality standards.

Volunteer Services

In 2018/9 our Volunteer Services team worked with over 700 amazing, caring volunteers who carried out roles in GP surgeries, in community hospitals, in patient transport and with individual clients in the community. These volunteers made an important difference to patients' personal health and wellbeing and provided valuable clerical and admin support to healthcare professionals, freeing them to focus on patients' needs.

Volunteers carried out
431 Friends and Family
Tests for Norfolk Community
Health & Care NHS Trust, saving
213.5 hours of staff time.

By providing free non-emergency transport, 70 of our volunteers made the experience of going to hospital a little less stressful for hundreds of patients and saved thousands of pounds for



local health providers. Volunteers use their own cars to provide transport for patients attending essential, non-emergency medical appointments, from very early in the morning to late in the evening, on weekdays and at weekends. They offered not just a lift, but a reliable and reassuring presence and, for patients undergoing

Volunteers helped the Norwich Operational Hub Phlebotomy Team, phoning patients to remind them of their appointments.
289 appointments were rescheduled as a result of the volunteer calls equating to **144.5** hours of clinical time saved.



regular treatment such as dialysis or chemotherapy, a familiar and friendly face.

A further 373 volunteers helped improve the lives of over 450 people in South Norfolk, Breckland, North Norfolk and rural Broadland, who needed extra support after an illness, operation or challenging health diagnosis and were without their own support networks. Our Health and

Wellbeing volunteers spend regular time visiting clients, helping them carry out daily tasks and to regain their health and independence.

Whether working directly with clients, or supporting the clinical and admin teams in GP surgeries and in hospitals, the role of volunteers is vital and will undoubtedly increase, reflecting the healthcare challenges we face in the future.

Geraldine, Health Coach

Enjoying a hobby and taking regular exercise are known to positively impact on our mental and physical health and wellbeing, as Health Coach Volunteer Geraldine can demonstrate.



She has been helping client Ginny rekindle her hobby of making aromatherapy cream and accompanies Ginny on 3.4 mile walks around Norwich to get more exercise.

With Geraldine's support Ginny is becoming more confident, as well as having active hobbies and interests. 'I wanted to do something worthwhile and help other people.' says Geraldine. 'Sometimes people need help to get themselves motivated to do things for themselves and I want to be part of enabling that.'

(Geraldine (pictured left) and Ginny walking 3.5 miles around Norwich)

Community Development

Our connections in and knowledge of the VCSE sector have enabled us to bring organisations together, harnessing our collective skills and strengths to improve the wellbeing and resilience of people and communities.

2018/9 was the third year of our participation in the Neighbourhoods That Work (NTW) programme led by Great Yarmouth

Over **4,000** people have participated in at least one community event through the Neighbourhoods that Work programme

Borough Council to enable public and voluntary services to better meet the needs of local people. Voluntary Norfolk is the Community Development Partner for NTW employing a team of Community Development Workers, Skills Connectors and Community Connectors based across Great Yarmouth in some of the town's most deprived wards.

Independent evaluation of the first three years of the NTW programme by ERS Research & Consultancy notes that 'the scale of impact, in terms of the number of people supported in a variety of ways, is impressive.'



The success of the Neighbourhood That Works programme in terms of impact and as a model for partnership working has encouraged us to develop new opportunities for Community Development in Great Yarmouth.

This year, in partnership with Great Yarmouth Borough Council, SeaChange Arts, Creative Collisions and Jays UK Ltd, we developed and submitted a successful £1.1m bid to Arts Council England for Freshly Created a four-year community arts project in the town, which will encourage and enable participation in the creative arts from people who are currently least likely to be engaged, either as creators or audiences.



Improving digital skills and connection

Throughout 2018/9 we continued our digital inclusion work in partnership with Norwich City Council, enabling Norwich residents to develop the skills, capabilities and confidence to access online services, support and activities.

We coordinated a team of 36 volunteers who coached 213 local residents in 20 locations across Norwich to gain new skills and confidence with digital technologies, helping to tackle social and digital isolation, connect with family and friends and increasing their independence, wellbeing and resilience.

Case Study

David regularly attends one of Voluntary Norfolk's digital drop-ins at The Box on Woodcock Road in Norwich.

He first found out about it from the Norwich Job Centre and was initially motivated to learn how to use the internet so he could look for jobs and develop his digital skills. He has since learned how to do lots of different things online such as word processing and managing his photos.

David particularly likes using the internet to follow his interest in Dinky Toys, watching videos of the airbrushing process used on the toys which in turn has helped him improve his own model making and repairing.

An unexpected benefit for David has been the social aspect of attending the drop in, 'It's nice to go over for a chat and a cup of tea; there's always someone to talk to.'

Carers Matter Norfolk

This year we entered the second year as lead partner in the Carers Matter Norfolk service, a partnership funded by Norfolk County Council to provide tailored 7-day a week support to meet the emotional and practical needs of unpaid carers. The different channels of support including free Advice Line, counselling, online

Carers Matter Norfolk delivered direct and online support to over **4,000** carers in 2018/9

resources, education and training, peer groups and one-to-one support have been specifically developed in response to carers' individual experiences and needs.

Our Partners in the Carers Matter Norfolk Service are:

- > Carers Voice Norfolk & Waveney
- > Norfolk & Suffolk Care Support
- > FamilyCarersNet

Young Carers & Families Service

In recognition of the excellence of the support we offered adult carers, we developed a pilot project, also funded by Norfolk County Council, offering information, advice & guidance to support young carers and their families. On the strength of a successful six month pilot service, our bid to offer an innovative, partnership model of county-wide support, offering a 'whole family approach' was well received by young carers and commissioners and the new service became operational on 1 April 2019.

Seven youth groups and young carer organisations joined the Carers Matter Norfolk partnership to offer a ground breaking, fully integrated, all-ages support service for unpaid carers.

- > Benjamin Foundation
- > Caring Together (formerly known as Carers Trust)
- > Great Yarmouth & Gorleston Young Carers
- > Holt Youth Project
- > MTM Youth Services
- > Suffolk Family Carers
- > West Norfolk Carers

We are Better Together

We are proud to have made a difference to the lives of thousands of people who are facing challenges in their life caused by loneliness and social isolation or by their caring responsibilities. We worked closely with community and voluntary groups, NHS Commissioning Groups and Trusts, Norfolk County Council and other health and social care stakeholders, harnessing our collective knowledge, skills and strengths.



Better Together provided services in Norwich, Great Yarmouth, South Norfolk and parts of Breckland in partnership with and working with:

- > Access Community Trust (Feedback Mental Health)
- > CANConnect
- > Carers Voice Norfolk & Waveney
- > Harleston Information Plus
- > HomeStart Norfolk
- > Independence Matters
- > LILY
- > The Missing Kind (KindaKafe)
- > Opening Doors
- > St Martins Housing Trust

Better Together

We worked with partners across the county to help tackle the physical and mental health impacts of loneliness and isolation, by supporting people to rekindle hobbies and interests, to participate in activities in their community and to take up volunteering. We helped people to identify and overcome the barriers that were preventing them connecting to others; barriers such as lack of confidence, accessibility issues, or caring responsibilities. We also supported the activities and development of community-led groups and initiatives, helping to build their capacity, skills and resilience.

Helping people move closer to work

In 2018/9 we helped people of all ages move closer to employment by providing tools and encouragement to help them recognise their own skills and strengths. Our approach includes one-to-one support from a team of Skills Connectors who help clients take advantage of training opportunities and encourage volunteering as means of developing skills, knowledge and confidence.

We were one of the lead delivery partners in Talent Match, a £2.5m five-year programme supporting long-term unemployed 18-24-year-olds in Norwich, King's Lynn & West Norfolk. The Talent Match programme in Norfolk was hugely successful, secured more outcomes for young people pound for pound than any other Talent Match area in the country, in spite of having one of the smallest budgets.



Through Talent Match we helped more than **1,300** young people move closer to employment

We are also proud of our role as key delivery partner of Norfolk Community College, a £1.94million European Social Fund funded multi-agency initiative led by East Coast College to support those furthest from employment. Through mentoring, specialist advice, and training we have helped over 640

participants make vital steps towards work, through training, volunteering, employment and community enterprise.

We helped a further 500 people move towards work over the last 2 years through our New Horizons programme, a £1.2 million project jointly funded by the European Social Fund and The National Lottery Community Fund.



Norfolk Community College project is funded by the European Social Fund and the National Lottery Community Fund.



CBR Business Solutions

Operating profits from CBR Business Solutions continued to provide an important source of unrestricted income for Voluntary Norfolk helping us support people and communities across Norfolk. CBR Business Solutions now provide services to almost 500 organisations across the UK, from small local charities through to large SMEs.



The knowledge that operating profits from CBR Business Solutions benefit communities rather than shareholders is important to our clients. It is a way for them to make a difference locally through their purchasing decisions and is part of an emerging enthusiasm for socially responsible procurement.

10,000 The number of DBS checks we carried out for clients' employees and volunteers working with vulnerable adults or children. Providing clarity and reassurance, we helped clients understand their obligations and navigate their way through DBS legislation and the application process.

900 People whose salaries are paid every month on behalf of their employers through our Payroll team. For each and every individual, the Payroll team had to take into account pension requirements, adjustments, statutory payments, tax codes, deductions, tax and National Insurance as well as processing and sending pension letters, P45s and P60s, returns to HRMC and schedules for pension providers.

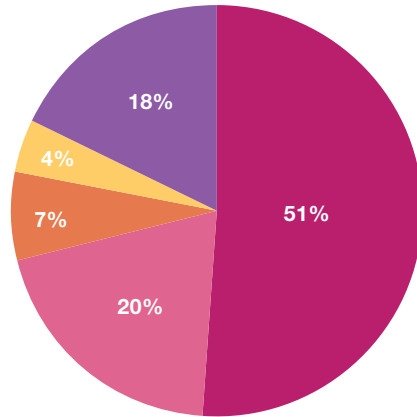
106,000 Pageviews of the Jobs section of the CBR website making it a go-to source of employment opportunities for local jobseekers and a cost-effective way for voluntary organisations to advertise their vacancies. Our HR team also provided advice and guidance on policies and procedures, training and coaching, performance management, restructures, redundancies and disciplinary matters.

Finance

Voluntary Norfolk Income and Expenditure 2018/9

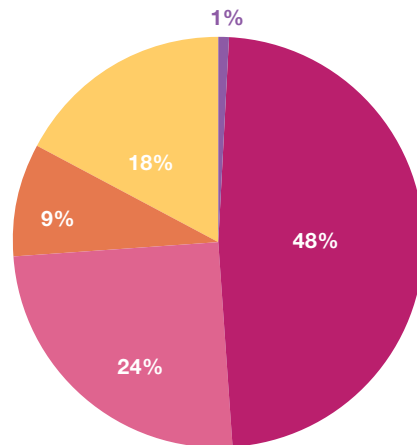
Income

Health	£1,637,245
Communities	£632,544
Employment	£221,220
Donations & Legacies	£115,592
Other	£592,211
Total Income	£3,198,812



Expenditure

Health	£1,364,906
Communities	£678,785
Employment	£249,309
Finance & Resources	£492,978
Governance	£27,722
Total Expenditure	£2,813,700



By delivering services in partnership with other VCSE organisations, we have invested over **£500,000** in local charities and voluntary groups.

We employ **74** members of staff and directly manage over **700** volunteers

The year ahead

The ability of charities and voluntary groups to quickly adapt and respond to changing circumstances is one of our biggest strengths and, while there are many uncertainties in the months and years ahead, we can be confident that the voluntary sector will continue to be at the heart of our communities; providing support to those in need, bringing people together and helping people and communities to flourish and thrive.

This Impact Report has shown the difference that we at Voluntary Norfolk have made to many thousands of people's lives in Norfolk during 2018/9. Through our support of voluntary groups our reach and impact is even greater. I look forward to seeing



the challenges that the next year and the year after brings, in the knowledge that there will always be a role for Voluntary Norfolk, our talented staff and our amazing volunteers.

**Alan Hopley CEO,
Voluntary Norfolk**

Our Trustees (at 31 March 2019)

John Archibald, Chair
David Walker, Vice Chair
Colin Bland, Treasurer
Helen Johnson
Robert Hetherington

Vivienne Clifford-Jackson
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