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Title of meeting: Health & Well-being Board

Subject: 'Portsmouth Together' progress update

Date of meeting: 16th September 2015

Report by: Brian Bracher, Chief Service Officer,

Wards affected: All

1. Requested by Dr. Janet Maxwell, Director of Public Health

2. Purpose: To update on progress of 'Portsmouth Together' (Cities of Service)

3. Background

In January 2014, Portsmouth was one of the 4 cities in the UK to secure £180,000 Cities of Service UK funding (Provided by Nesta and the Cabinet Office) to support the delivery of the 'Portsmouth Together' initiative over two years, which included the role of the Chief Service Officer.

The Cities of Service model, which originates in the US, seeks to inspire and mobilise volunteers to support impact volunteer strategies which:

- identify priorities and use volunteers to target a community's critical needs
- use best practice to maximise results and programme sustainability, and
- set clear outcomes and measures to gauge progress

4. Portsmouth Together Impact Initiatives

The Portsmouth Together Service Plan, published in September 2014, had 4 impact volunteer initiatives:

4.1 Activate - a volunteer mentoring programme that seeks to provide young people with high levels of support to help them achieve their potential in their GCSE examinations.

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A pilot project, led by Education Business Partnership (EBP) and funded by PCC, commenced at King Richard School (KRS) in September 2014. There was an initial cohort of 16 students, all meeting the criteria for pupil premium, who were matched with mentors. The mentors were all volunteers recruited from local businesses which supported the project through their employee supported volunteering (ESV) schemes.

Early indications are that Activate achieved its goal. The mentored student cohort achieved an Average Points Score (APS) of 337.43, whilst the remaining pupil premium cohort achieved an APS of 278.89. In addition, initial data also shows that 78% of the mentored students made 3 levels of progress in Maths and 64.29% in English. This exceeds the rest of the pupil premium cohort where 47.89% made 3 levels of progress in Maths and 50.7% in English.

KRS is now funding a second year of Activate and the project now forms part of the EBP offer to schools. Another Hampshire secondary school is funding a 2 year Activate programme.

4.2 Portsmouth Counts - Seeks to recruit and train volunteer mentors known as 'Challenge Coaches' to support people with online numeracy assessment and learning. The project is being led by the Numeracy Coordinator, a 12 month post funded by PCC.

The project was originally planned to focus on Paulsgrove but has since developed into a wider 'Portsmouth Counts' initiative, with PCC, University of Portsmouth (UoP) and National Numeracy as the key partners. For logistical reasons the project did not move to the delivery stage until March of this year. To date 20 volunteer 'Challenge Champions' have received bespoke mindset training provided by UoP, and have started to support individuals to take the online Numeracy Challenge. A further 10 volunteers are due to be trained in October, with an overall target of 50 Champions trained by June 2016. The Numeracy Coordinator is working with a number of other organisations to develop their own Challenge Coach programmes.

4.3 Love Your Street - a city wide initiative that encourages residents, through mini grants of £500, to propose and support their own local projects that will enhance their environment through volunteer effort.

This initiative has developed a strong partnership with The Sothern Co-operative, which has provided £20,000 towards the grant pot over 2 years.

The first round of 'Love Your Street' was launched in February 2015, and 11 projects were awarded a total of £5,500 in May 2015. Grants were awarded to a range of initiatives that addressed issues including improving the look and feel of neighbourhoods, community integration and social isolation. Most projects are still ongoing, and so it is too early to report on impact. However, the first project in Wimbledon Park has brought together 20 volunteers who so far have contributed over 120 hours volunteering time with 250

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beneficiaries. Case studies are being prepared and will be published on the Portsmouth Together website over the coming months.

Love Your Street was re-opened for application in July 2015 and, following feedback, is now run on a rolling programme.

4.4 Love Your Loft - Volunteers trained to clear lofts of homes which would then be insulated free of charge, thereby enabling the householder to save money on heating and a reduction in CO2 footprint.

The project was based on research that 44% of Portsmouth dwellings would benefit from improved energy efficiency which would quality of life and potentially help prevent 'cold winter' deaths with the city. There was further information that a large number of homes did not have sufficiently insulated lost as people used this for storage. The initiative was for volunteers to be trained to clear the lofts of homes and then PCC would arrange for lofts to be insulated for free. Funding to provide the free insulation was being achieved through green deal funding available at the time.

The Initial area targeted was Paulsgrove due to poor quality of homes. Of 100 homes, 25 agreed to progress with insulation (including loft insulation) but none needed assistance clearing their loft. However, the green deal offer of free insulation ended in November 2014. Efforts to find an energy company to develop a new offer with were unsuccessful and so in March 2015 the 'Love Your Loft' initiative was removed from the Portsmouth Together programme.

4.5 Portsmouth Together volunteering website - Portsmouth Together had an additional infrastructure initiative to develop an 'online volunteering portal' as there was very limited access to information on volunteering opportunities in Portsmouth. The portal (www.volunteer.portsmouth.gov.uk) was publically launched on 1st October 2014 and now provides:

- increased awareness of Portsmouth Together initiatives,
- provides user friendly interface to make applying for volunteer opportunities easier
- Promotes VCS organisations and events in Portsmouth
- Shines a light on the existing valuable work of volunteers in the city
- Enables volunteers to create their own 'Volunteering CV'

In the 11 months since its launch, the portal has received a total of total of 20,578 visits by 12,516 unique users. This has resulted in 655 enquiries to volunteer's opportunities that have been published by the 113 registered organisations.

It is difficult to identify how many of the enquiries convert to recruited volunteers, and there is little evidence of what could be considered as a successful conversion rate. However, a dip check with 6 organisations shows that they have recruited 16 volunteers from 130 enquiries, providing a conversation rate of 8 to 1. At present we have no bench mark on

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which to compare this locally, other than a 2012 report on the previous Portsmouth volunteer centre, 'Community First'. This report stated from 250 enquires only 5 volunteers were recruited. It is accepted that this is very simplistic and is provided purely as an indicator and much more work needs to be done to understand what good looks like. It is also important to recognise that the Portsmouth Together portal is totally 'self-service' for both the volunteer and organisation.

5. Portsmouth Inspiring Volunteer Awards 2015 - Portsmouth Together, in partnership with Pompey in the Community (PICT), launched the Portsmouth Inspiring Volunteer Awards 2015 in March 2015 culminating in an Awards event that took place at Fratton Park on 2nd June as part of Volunteers Week 2015. A total of 65 nominations were received in 8 categories. The event was funded through sponsorship from a range of local businesses. Significant positive feedback has been received, from both attendees and the businesses involved and a number of sponsors have already agreed to support the Inspiring Volunteer Awards in 2016. The estimated advertising value (EAV) for Portsmouth Together resulting from publicity generated from the event has been given as £6380. It has already been agreed that the Portsmouth Inspiring Volunteer Awards 2016 will be launched in January 2016.

6. Next Steps

The Portsmouth Together programme has already given us the opportunity to recognise and demonstrate the financial and social value benefits that impact volunteering can provide. As the partnership moves into its second year the scope is being widened to co-ordinate and manage increasing 'social action' across the city, to harness the potential in reducing the public demand on services. Work is now underway to develop a 5 year strategy and business plan.

Social action can be defined in four key areas: encouraging volunteering; increasing community action; Corporate Social Responsibility (CSR); increasing Youth Social Action.

This will be achieved through:

- Working with University of Portsmouth, PCC Education and EBP, to scale up the Activate mentoring programme and create a city-wide mentoring scheme. *Supports the priority: raise education standards so children and young people achieve their full potential.*
- Increasing the scale and impact of the 'Love Your Street' initiative to become more of a change programme that aims to develop a wider understanding of the need for communities to support themselves and encourage greater community action and manage the demand on public services. *Supports the priority: Empower our residents to live independently and make the most of their opportunities.*

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- Working with others, including the City Deal programme, to explore the benefits of volunteering experience as a route into employment, and in particular for the long term unemployed.
- Encourage more young people (aged 10-24) to become active citizens through Increasing Youth Social Action in the City. This will be achieved through working with Pompey in the Community, Portsmouth Youth Parliament, colleges, schools and young person's organisations and will commence with a Portsmouth Youth Social Action conference.
- Working with Business in the Community (BITC) as the local broker to develop a skills-based volunteering programme, in conjunction with Shaping Portsmouth.

7. Finally, the national 'Community Life Survey 2014-15' recently reported a significant decrease in informal volunteering (59% compared to 64% in 2013-14). The 'Portsmouth Health and Lifestyle Survey 2015', which asks the same questions, will be used to better understand the local picture for Portsmouth.

This data is also important in informing our campaign to show the 'value of an hours volunteering'.

- if every person in Portsmouth, aged 15 and over (169,700) gave one hour a week, it would unlock 8,824,400 hours over a year which equates to over one million days with a value of £140,000,000
- More realistically, if they gave just one hour a month, this equates to more than a quarter of a million days of volunteering in Portsmouth with a monetary value of £32,000,000.

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Signed by (Director)

Appendices:

1. Portsmouth Together Timeline 2014-15

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location

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Appendix 1: Portsmouth Together Timeline 2014-15

January 2014	Portsmouth secures 'Cities of Service UK' Grant funding
July 2014	Chief Service Officer in post
September 2014	Portsmouth Together Service Plan published National Cities of Service UK Launch Activate Mentoring Programme commences at KRS
October 2014	Portsmouth Together local launch Portsmouth Together online volunteering portal launched
December 2014	Portsmouth Together online volunteer CV launched
February 2015	1 st round Love Your Street Grant Fund launched
March 2015	Portsmouth Inspiring Volunteer Awards 2015 launched 'Time for Portsmouth' Timebanking funding secured
May 2015	Love Your Street grants awarded to 11 projects
June 2015	Portsmouth Inspiring Volunteer Awards 2015 Event Portsmouth Together online portal updated Portsmouth Counts launched within PCC and UoP
July 2015	Love Your Street grant fund reopened 100 organisations registered on Portsmouth Together portal
August 2015	Activate mentees exam results
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October 2016	Portsmouth Together 1 st Anniversary
January 2016	Portsmouth Inspiring Volunteer Awards 2016 launch
June 2016	City of Service UK grant funding ceases Portsmouth Inspiring Volunteer Awards 2016 Event