



WCVA ANNUAL CONFERENCE AND AGM 2011

# Fewer bucks but more bang

Placing impact and influence at the heart of your organisation

**In tough times, how can your group deliver more for less?**

**Speakers include:**

Sharon Jones, CREST Co-operative  
Carl Sargeant AM, Minister for  
Local Government and Communities  
Neil Williams, Care and Repair Cymru

**Workshop leaders include:**

Sarah Veck, Hywel Dda Health Board  
Leilia Baker, Institute for Voluntary Action Research  
Helen Iles, Hugh James Solicitors

Venue Cymru, Llandudno • Thursday 24 November 2011

# Programme

**9.30** Registration, coffee and exhibitions

**9.55** Chair's welcome – *Win Griffiths*

**10.00** Keynote address: **The Chief Executive Officer's role in making an *impact***  
*Sharon Jones, Director, CREST Co-operative*

**10.25** Q and As

**10.30** **The rough guide to 'Results Based Accountability'** – What is it, how do you use it, does it work?  
*Dr Bryan Collis, WCVA*

**10.45** **The rough results – a third sector pilot of RBA**  
*Neil Williams, Head of Agency Performance and Funding, Care and Repair Cymru*

**11.10** Q and As

**11.15** Coffee

**11.40** Breakout sessions A: 1 - 6

1. How to maximise your use of digital media to build audiences, consult, campaign – and deliver *impact*
2. *Impact tools*: RBA – can it work for you?
3. *Impact assessment* and community organisations – what works?
4. Yes Minister: Get your message through to people in power
5. Influence and *impact* using social marketing techniques
6. Public Services – increasing the *impact* of third sector services through co-production

**12.55** Lunch, exhibitions, networking

**13.50** **Fewer bucks but more bang: influence and *impact* – the big questions.**  
*Win Griffiths, WCVA Chair introducing.*

**14.00** Keynote address  
*Carl Sargeant AM, Minister for Local Government and Communities.*

**14.15** Q and As

**14.30** **WCVA, *impact* and influence – the challenges ahead**  
*Graham Benfield OBE, WCVA Chief Executive*

**14.55** Q and As

**15.00** Breakout sessions B: 7 - 11  
(refreshments in breakout rooms)

7. *Impact* by influencing the National Assembly for Wales
8. How to measure 'soft' outcomes to demonstrate 'hard' *impact*
9. Employment law – protect your organisation against the negative *impact* of financial and reputational costs
10. 'Good' people for good *impact*: demonstrating the role of volunteers in your *impact*
11. How to maximise your use of digital media to build audiences, consult, campaign – and deliver *impact*

**16.15** WCVA AGM

**16.50** Close

## Your organisation exists to make a lasting difference. How can you demonstrate this difference – your *impact* – convincingly?

In an increasingly turbulent operating environment, communicating your *impact* is more important than ever. Most third sector groups are experiencing greater pressure to get more from less, and to demonstrate their added value – today's watchwords are '*impact*', '*evidence*' and (as far as the Welsh Government is concerned) '*delivery*'.

There's a plethora of *impact* tools out there that can be used to meet the requirements of funders, commissioners and donors. Results Based Accountability (RBA) is just one – but it has rapidly become the *impact* tool of choice for public services in Wales. Is it relevant, proportionate and – above all – a helpful way of measuring the difference third sector organisations can make? Care and Repair Cymru has been piloting RBA over the last year – what lessons can be shared?

We've widened the scope of the conference from measuring *impact* to include influence – after all, changing hearts and minds is at the core of much third sector activity. We've lined up workshops to provide ideas and practical skills, resources and support to help your organisation move forward in an uncertain future. From social marketing techniques and 'elevator pitch' training, to assessing the *impact* of community groups and using social media to deliver *impact* – there's much to improve and refresh your approach.

And in case you think your organisation is too small to make or measure its *impact* – don't forget the words of Anita Roddick, founder of Body Shop:

**'If you think you are too small to be effective you have never been in bed with a mosquito'**



# Breakout sessions A: 1 - 6

## 1. How to maximise your use of digital media to build audiences, consult, campaign – and deliver *impact*

Josh Hoole (PAVS) and Caroline Kenzie (Wales Co-op Centre), for Communities 2.0

Have you replaced your leaflets, posters and newsletters with tweets, YouTube videos and e-mailouts, but don't know how much impact they're having? If your organisation is moving into the digital world but not sure if it's making best use of the available tools – this workshop will be for you. The integrated use of websites, social media and e-mail is becoming commonplace in the third sector, for campaigns, consultation, community involvement and general marketing, but many organisations lack the skills and resources to maximise the potential of digital technology. Effective use of digital media can have a major influence on funders and the strategic direction of your organisation. Communities 2.0 will show you some of the online tools that you can use to communicate with your audiences more effectively, and how you can measure their impact.

## 2. *Impact tools: RBA – can it work for you?* Dr Bryan Collis, WCVA

With the ever-widening use of Results Based Accountability, this workshop will look at how the approach fits different types of organisation or project. Participants will have the opportunity to work in groups to discuss whether it will work for their organisation, or how to adapt to enable them to work with others, including funders, who use RBA.

## 3. *Impact assessment and community organisations – what works?*

Leila Baker, Institute for Voluntary Action Research (IVAR)

Community organisations work to improve their local area so that people can lead better lives. They run a variety of services to meet local needs, and are particularly good at reaching people who are isolated or disadvantaged. Leila Baker, Institute for Voluntary Action Research, will discuss a participatory research project involving nine community organisations which explored and developed alternative ways to assess their impact. The research, which was carried by the Institute for Voluntary Action Research in partnership with New Philanthropy Capital, found that a 'one size fits all' approach to impact assessment is not realistic. Instead, assessment needs to have a clear purpose and be jointly designed by organisations with their funders.

This isn't easy: *'If it were possible to press a single button and get a simple answer to the impact question, these organisations would have done it years ago.'* Yet many organisations are keen to tackle these challenges and to assess their impact in a way that helps them to understand and improve their work, and help communities thrive. This session will share the results of the project, and pass on useful tips for other community organisations.

## 4. Yes Minister: Get your message through to people in power

Gwilym Morris, the Pollen Shop

This workshop will give you some simple tools to help you have a bigger impact on the politicians that matter. By the end of the session you will have increased the chance of really being listened to, rather than simply being part of the background noise.

Politicians at all levels in Wales do want to listen to a range of voices from the third sector. But in a small country where politics and the third sector are so closely entwined politicians are bombarded by an array of different messages that are often contradictory.

This session highlights some techniques that have a track-record of helping organizations build relationships with time poor decision-makers. They will help you focus what you need to communicate so that politicians can easily understand the importance of your contribution to helping them achieve their goals.

## 5. Influence and *impact* using social marketing techniques

Clare Sain-ley-Berry, Environment Wales

Social marketing is one of the tools being explored by the Welsh Government to engage people in acting on climate change. It is also one of the methods commonly found in projects funded by the Supporting Sustainable Living (SSL) Grant Scheme run by Environment Wales. The SSL scheme aims to bring about long-term changes in lifestyle that will help reduce Wales' greenhouse gas emissions and make communities more resilient to the impacts of climate change. This workshop will give an introduction to some of the basic principles of social marketing, along with case studies and some examples of projects funded under the SSL scheme.

## 6. Public Services – increasing the *impact* of third sector services through co-production

Sarah Veck, Director of Strategic Partnerships, Hywel Dda Health Board, and colleagues from the County Voluntary Councils

To be launched at this conference, the seminal *A Co-Designed Future: the Third Sector Role in Health and Social Care in Hywel Dda* sets out the co-production and co-design of local services with the third sector. It provides a framework that will make the best use of resources, open up opportunities for organisations to enter into robust contractual arrangements, and align their business planning processes to fit with the strategic direction for future health and social care provision. Changing the culture from one of grants and annual funding arrangements to one of commissioning and contracting is intended to enable organisations, where appropriate, to collaborate when tendering for the provision of services and to provide longer-term financial stability for the delivery and development of services.

Find out if this approach will work for your group and your partners. Can co-production deliver the impact you're after?

# Breakout sessions B: 7 – 11

## 7. *Impact by influencing the National Assembly for Wales*

Jen Bradbury and Michelle Matheron, Voices for Change Cymru

Having an impact on decision makers relies on you knowing how to make the best of the right people, structures and processes. In order to make an impact on the decisions of the National Assembly for Wales, it is important to understand how the institution works and some of the key ways of having your voice heard. This workshop will help you to think about how to get the best out of Assembly processes such as petitions, consultations, committee inquiries and questions to Ministers, and will include examples of where the sector has used these tools to good effect. If you focus your efforts on the right tactics, you can be extremely effective!

## 8. How to measure 'soft' outcomes to demonstrate 'hard' impact

Gail Dervish, WCVA ILM Project Manager

Improving quality of life and wellbeing outcomes are notoriously hard to measure. This session will explore how you can measure and demonstrate the value of subjective outcomes such as attitudes and feelings. WCVA's ILM scheme has worked with community groups and social enterprises across North Wales and has identified some useful tools and techniques to measure and illustrate 'soft outcomes'. This session will share some best practice in relation to transforming the lives of out of work adults.

## 9. Employment law – protect your organisation against the negative impact of financial and reputational costs

Helen Iles, Hugh James Solicitors

In view of the recent legislative and case law decisions which have come into force, best practice for all employers is to adopt an approach of prevention rather than cure – so this session looks at how to minimise liability on a practical level. Whilst providing an interactive look at the Employment Tribunal process, this workshop reviews the key case law decisions which have recently filtered down from the Courts and Tribunals on topics such as sickness and absence, discrimination and data protection. The session will also examine the legislative changes which loom on the 2012 horizon and are relevant for all of those who manage employees.

## 10. 'Good' people for good impact: demonstrating the role of volunteers in your impact

Roberta Ingman Roberts, WCVA, and Joanna Tann, Betsi Cadwaladr University Health Board

This workshop will demonstrate how the Volunteering Impact Assessment Toolkit can be used to measure the difference that volunteering makes. Joanna Tann from Betsi Cadwaladr University Health Board will show how Ysbyty Glan Clwyd used the toolkit to explore and assess the ward volunteering programme at the hospital. Roberta Ingman Roberts from WCVA will introduce key design principles of the toolkit, which aims to measure the impact of volunteers.

## 11. How to maximise your use of digital media to build audiences, consult, campaign – and deliver impact

Josh Hoole (PAVS) and Caroline Kenzie (Wales Co-op Centre), for Communities 2.0

REPEATED WORKSHOP

Have you replaced your leaflets, posters and newsletters with tweets, YouTube videos and e-mailouts, but don't know how much impact they're having? If your organisation is moving into the digital world but not sure if it's making best use of the available tools – this workshop will be for you. The integrated use of websites, social media and e-mail is becoming commonplace in the third sector, for campaigns, consultation, community involvement and general marketing, but many organisations lack the skills and resources to maximise the potential of digital technology. Effective use of digital media can have a major influence on funders and the strategic direction of your organisation. Communities 2.0 will show you some of the online tools that you can use to communicate with your audiences more effectively, and how you can measure their impact.

Book a place on this conference and WCVA will give you a **25 per cent discount** on a conference of your choice from the 2012 programme.