

People Can - People Can projects and activities with key outcomes for each project and activity

The People Can approach allows local residents to identify issues, design solutions and engage with service providers to become active in finding and tackling shortfall in local service provision. People Can in partnership with Volunteering Bradford recruit, train and support volunteers with tool libraries and guidance sheets. Support is also provided where necessary for governance, fund raising and promotion of local People Can projects. This allows groups to apply for funds that are not accessible to the Council ensuring that additional resources can be brought in to bridge the gap or provide additional services in neighbourhoods. This approach allows development of local activists and groups to build friendships, networks and get to know service providers in their localities. Members and ward officers are the first line of support to residents who wish to tackle local issues through People Can. Up to date the total number of volunteers registered with Volunteering Bradford is 6000, in addition to this, there are a wide range of people who do not register but take part in local clean ups and activities.

Projects and activities table:

| People Can Activity | Key Outcome: |
|---|---|
| Safe Clean and Active communities- Area offices events and activities- Big Clean, ward planning, and community clean ups, | Bringing communities and people together and providing opportunities for different groups to build relationships. Spreading the 'People Can' principle and ethos across the district to see benefits in terms of community cohesion and communities self help. Contributes to the Ward Plan and tackles key issues raised by local communities. There were 137 Spring Cleans organised with 1,836 volunteers taking part. |
| Fun Days in community centres and open spaces across the district, | Provide opportunities for local groups, services and volunteers to work together and to promote what they do and display this in an interactive way to the people that would access them or benefit from them. These events promote social mixing any cohesion in neighbourhoods. |
| Tea and coffee mornings and Community Cafés offering fundraising opportunities | Tying in the People Can fundraising theme with national campaigns such as the McMillan Coffee Morning brings people |

Appendix A – People Can projects and activities

| | |
|---|---|
| | <p>resources e.g. community and faith buildings and local green spaces. These lunches help reduce loneliness and engage vulnerable groups in neighbourhoods and promote community cohesion and pride. We saw small groups applying for the first time and enjoying the experience of reaching out to other people in their neighbourhoods and making new connections. Over 60 groups took part this year delivering more than 80 events with 800 volunteers involved.</p> |
| One off events | <p>People Can promotes volunteer opportunities for one off events such as the Dragon Boat festival among others. Volunteers benefit from training, work experience, CV building, and networking with key agencies. Other events such as the celebration of International Women’s Day and Saltaire Festival have been very well received with many events covered in the district with People Can volunteers.</p> |
| Volunteering (Volunteers Week 1-7 June 2019) | <p>Volunteers Week saw the annual People Can volunteers fair in City Park which has grown in recent years into an exciting and family orientated festival, where in June 2019 over 20 charities and community groups embraced the People Can principles of volunteering and community action.</p> |
| People Can Kite Mark-. This is free for organisations to apply for, but they would be required to submit a range of evidence to support an application. | <p>The People Can Kitemark is a rigorous process to evaluate VCS organisations resulting in a certificate awarded to organisations that show their volunteering programmes provide the best experience possible for volunteers. In addition, it benchmarks the quality of volunteer management and involvement, proves and improves the effectiveness of work with volunteers and enhances the reputation of an organisation. It is valid for two years, after which an organisation needs to re-apply and demonstrate continued good practice. To date 22 organisations have been certified as having met the required standard and work is on-going to further promote the benefits of accreditation to VCS organisations</p> |

Appendix A – People Can projects and activities

| | |
|--|--|
| <p>Community Stars Award- record entries and voters in 2019</p> | <p>Yearly celebration of Bradford’s local heroes at a glittering award ceremony. The event showcased the work of unsung heroes across the districts who strive to make a difference in their local communities across the Bradford district. The 2019 event was one of the most successful to date with 148 entries, up from 109 the previous year and over 18,000 votes cast, an increase of over 2,000.</p> <p>By attracting two new sponsors for this event we were able to keep the costs down to just over £1,000 to ourselves and the People Can Programme Coordinator is already working to attract an additional sponsor for the 2020 awards which will make it cost neutral to the authority.</p> |
| <p>Partnership working- Promotion of People Can with a focus partnership working.</p> | <p>People Can support Bradford District Woman’s Health Network (a cross sector partnership) that through their annual International Woman’s Day events during March 2019 was able to promote People Can and engage with a wide cross sector audience.</p> |
| <p>Social media- The use of social media engagement has been used to help promote People Can to a wider audience</p> | <p>Available data shows Twitter engagement and post reach over the past 12 months has more than doubled to over 300,000 and over 300 new followers.</p> <p>Facebook followers are also growing with us promoting People Can and People can events and also sharing related activity for the wider VCS with annual reach in excess of 100,000 and over 100 new followers.</p> <p>All of the promotion activity for the Community Stars was carried out via social media channels and the increased reach is reflected in the increased number of nominations.</p> <p>Similarly the voting system for the shortlisted candidates was shared via the online channels and also showed a huge increase.</p> |
| <p>People Can – developing Young People Can</p> | <p>Working with the Bradford District and Craven CCG we have supported development of their Youth Participation and</p> |

Appendix A – People Can projects and activities

| | |
|---|---|
| | volunteering activity branded as Young People Can. |
| Greater Partners involvement in People Can – e.g. Police Community Engagement Team | Partnership working for improving outcomes and making local services cost effective. Working within the community to develop openness, trust and honesty, agreed shared goals and values and regular communication between partners. Activities supported by the Police Community Engagements officers include projects with Women’s group, youth activities, mental health initiatives and new communities and faith groups |
| Calendar of events –provide opportunities for initiatives that People can volunteers can engage in. | The People Can calendar of themed days/weeks has been shared with the Bradford Council Communications team who are to further develop a joint strategy to strengthen People Can as a brand across the Council and also to the wider audience by sharing the same messages. This is already done informally with Bradford District Community Safety Partnerships (Twitter only) and with the Women’s Health Network (Facebook and Twitter) and with wider VCS organisations, including all partners. This coordination of key themes across sectors allows any communications to reach a much wider audience and improves brand recognition and influence. See Appendix B for the Calendar of events |
| Anti Poverty events – cross sector partnership | <p>The Anti Poverty Events Groups consists of the Poverty Lead in the Office of the Chief Executive, People Can, Bradford Credit Union, Carers Resource and Stronger Families. To date we have delivered three sets of conferences to over 500 community activists and practitioners. A key value of the Anti-Poverty Events Group is that both areas are treated the same thus whatever is done in Bradford will be mirrored in Keighley and via versa which is gaining a huge amount of support with Keighley organisations with our main partner being Keighley Big Local.</p> <p>The three conference themes have been; ‘Surviving Summer’, encouraging community groups to apply for</p> |

Appendix A – People Can projects and activities

| | |
|--|---|
| | <p>Healthy Holidays funding to support the most deprived areas of the city over the summer holidays. Additional partners included Citizens Advice, DWP and Incommunities.</p> <p>‘International Day for the Eradication of Poverty’ with updates from Incommunities on Universal Credit, Citizens Advice on gambling related harm,</p> <p>‘Safer Internet Day’, conferences that explore the links between Financial Inclusion, Poverty and Digital Inclusion with input from West Yorkshire Police, NSPCC, PREVENT officers, NHS and Krysallis online gambling counselling.</p> <p>In addition to these People Can has coordinated events aimed at our most deprived communities to offer information and support on a wide range of issues (see appendix E)</p> |
| <p>International Women’s Day International Men’s Day</p> | <p>The People Can Programme Coordinator has been involved in planning and delivery of a range of International Women’s Day events including those delivered by the Women’s Health Network.</p> <p>The same Women’s Health Network also coordinated with People Can to deliver an event on cancer screening programmes for International Men’s Day working with the West Yorkshire & Harrogate Cancer Alliance.</p> |
| <p>Coordinated campaigns – 16 days, Good neighbours</p> | <p>The People Can Programme Coordinator has linked with themed campaigns such as the West Yorkshire and Harrogate Health Partnership to promote the Good Neighbours strand of People Can. We have also linked with domestic and sexual violence campaigns such as the 16 Days of Action to Eradicate Violence Against Women.</p> |