



A Report on Birmingham Irish Association's Social Value

07.09.2015



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At Community Matters, we believe that local community groups and volunteers are the backbone of civil society which is why we have dedicated over 65 years' to becoming the largest network of community organisations, public bodies and individuals working to build these strong communities.

Through providing an array of services and tools designed to help members with every aspect of running a community organisation and more specifically with commissioning and asset transfer, we acknowledge what our members want and ensure we relay important messages to Government by acting as a 'voice' through advocacy, undertaking research and participating in social policy debate.

This report was produced by

YourValue!

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Introduction

This report has been prepared using Community Matters' Your Value!, and is an assessment of the social value of the work and activities of Birmingham Irish Association.

Your Value! helps community organisations demonstrate their social value. It works with the organisation to explore the strength of their Local Relationships, their Social Impact, Economic Impact, and Environmental Impact. It is designed to make the group put a mirror to their organisation's activities and consider objectively what effect they have on their social value to their local community. They are asked to produce evidence in support of their findings and YourValue! then collates this evidence and data into this Final Report for the group to show to funders and other stakeholders.

This assessment of Birmingham Irish Association's social value was completed with the support and scrutiny of Cath Gilliver, who acted as the group's Critical Friend. The Critical Friend acts to test and verify the organisation's self-assessment.



Overview

Birmingham Irish Association describes themselves as:

Birmingham Irish Association enhances the lives of thousands of people throughout Birmingham by providing quality advice and support services to those most in need. We deliver high quality person centred services to those primarily but not exclusively of Irish origin or descent. The delivery context of services includes individual client work in the office and outreach settings, group support through activity and drop-in facilities and social wellbeing clubs. Support is provided to clients with the following concerns: alcohol, health, financial, bereavement, housing, family support dementia, social isolation, befriending as well as generic social and civic information and Irish cultural and heritage development. Our social activities span a wide range of opportunities for older people to become actively involved in meaningful activity that make a difference to their physical and mental wellbeing. Support is delivered at 3 levels: Level 1: Information, Level 2: Brief interventions (single advice sessions), Level 3 extended interventions which involve intensive casework following a supported action plan delivered by an experienced and qualified caseworker. We have operated in the City for almost 60 years and continue to develop and adapt to the changing needs of the community we serve.

Commenting overall on Birmingham Irish Association's social value, Cath Gilliver said:

"I believe that the self-assessment provided by Birmingham Irish Association gives a very accurate reflection of the services they provide and the value that they give both to Irish people in Birmingham and to a wider and more diverse group of people within the city. The Irish have been an integral part of Birmingham for many years, and this organisation acts as a very positive promoter of its people, but also provides essential support to those from this ethnic group who need help and assistance. In an age where very often 'Big is beautiful' Birmingham Irish Association provides a safety net for smaller bodies and individuals as part of continuing its strong cultural commitment. The Social Value of Birmingham Irish Association can also be judged by the help and assistance it provides in terms of statistics and data for the City Council and other statutory bodies, and in addition socially it plays a major role in organising and promoting the St Patrick's Day Festival, generating major income to the city along with goodwill and engagement with numerous different cultural and ethnic groups. Part of SIFA Fireside's remit is to work with the Irish community to tackle homelessness and we're aware that the first point of call for many Irish people locally is the Birmingham Irish Association, its excellent word of mouth reputation speaking volumes about its social value."



Vital Statistics – Volunteers and Users

Birmingham Irish Association's Volunteers

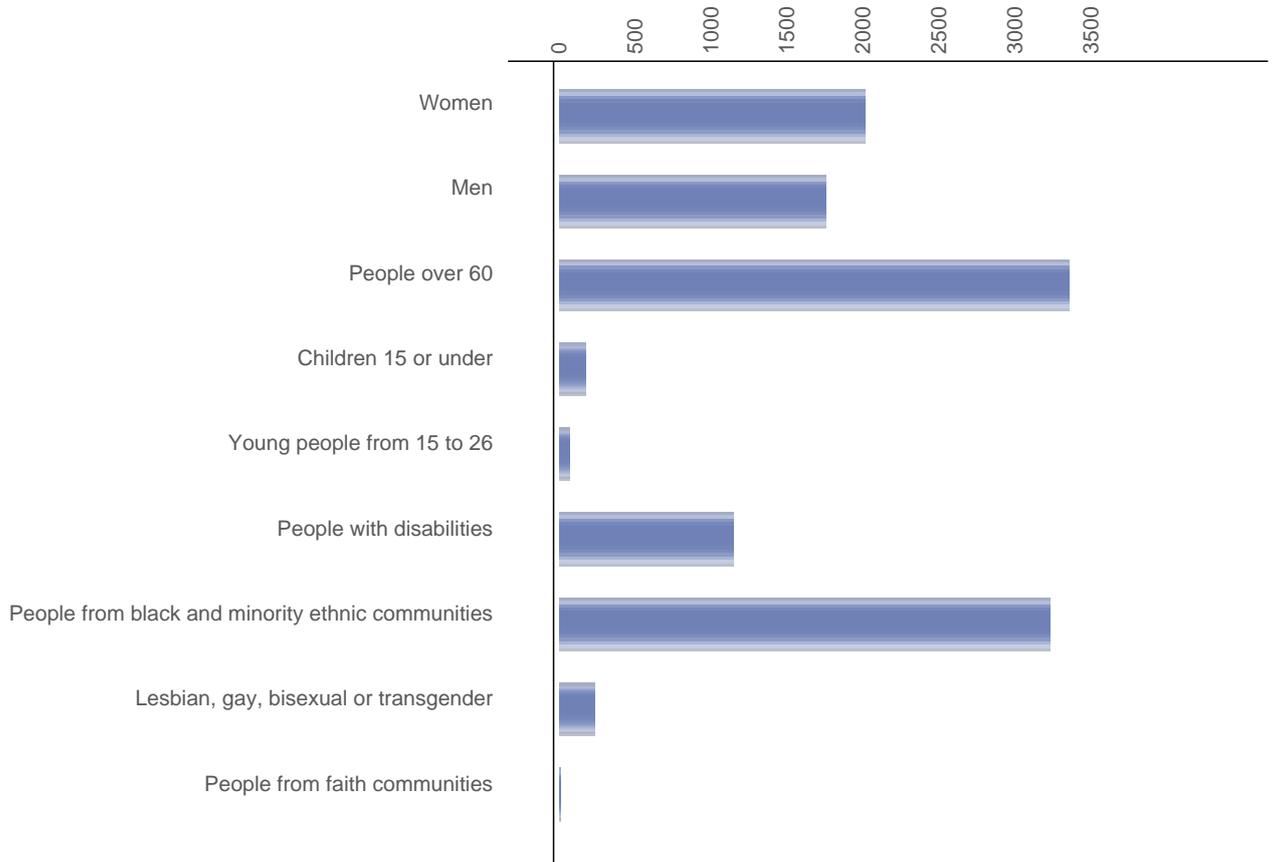
Encouraging and supporting local volunteering is an important benefit of community organisations. Your Value! helps groups put a financial figure on the value of this volunteering

The total financial value of Birmingham Irish Association's volunteering over a year is

£39992.40

Your Value! calculates this figure using the National Minimum Wage as the proxy for the value of an hour's volunteering, except for hours contributed by board members, who in virtue of the greater skills being offered, we have priced using the National Median wage.

Birmingham Irish Association provides services to 3476 users per month, and these can be broken down into the following demographics.



These categories are taken from the Cabinet Office Third Sector survey You may wish to compare the information on this organisation with similar information on all charities and social enterprises in relevant local authority area. You can find details of the most recent results of the National Survey for Charities and Social Enterprises at <http://www.nscsesurvey.com/>

Vital Statistics – Income Breakdown

Birmingham Irish Association's Income

It is also important to note that community groups often lever in to a local community additional funds that could not be accessed by statutory authorities. The break-down of Birmingham Irish Association's income sources is as follow:

Donations and fundraising activities:
£18000.00 (3.96%)

Membership fees/ subscriptions:
£3254.00 (0.72%)

Grants from non-statutory bodies:
£70107.00 (15.44%)

National Lottery (e.g. Big Lottery fund):
£0.00 (0%)

Grants or core funding (including Service Level Agreements):
£341731.00 (75.24%)

Earned income from contracts:
£6000.00 (1.32%)

Earned income from trading (e.g. charges, hire fees, retail etc) :
£14000.00 (3.08%)

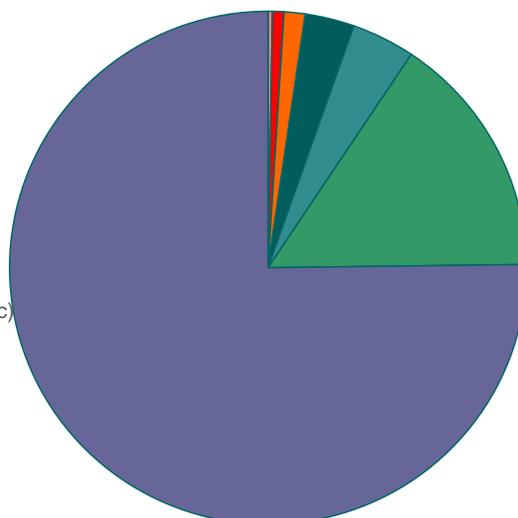
Income from investments:
£1079.00 (0.24%)

Other:
£0.00 (0%)

Total annual turnover or income:

£ 454,171.00

- Donations and fundraising activities
- Membership fees/ subscriptions
- Grants from non-statutory bodies
- National Lottery (e.g. Big Lottery fund)
- Grants or core funding (including Service Level Agreements)
- Earned income from contracts
- Earned income from trading (e.g. charges, hire fees, retail etc)
- Income from investments
- Other





Social Value – Introduction

Birmingham Irish Association's Social Value

YourValue! assesses the social value of a group in relation to four key areas of outcome: Local Relationships, Social Impact, Economic Impact, and Environmental Impact. These four assessment pages are the heart of the Your Value! tool. Organisations are given a series of prompt statements and asked to list the activities that they provide that relate to these statements. They are also asked to provide evidence of the scale and quality of these activities.

They then need to review that evidence and give themselves a rating as to how much impact they feel their work has on the original prompt. This rating then forms the basis for how Your Value! assesses the organisation's overall value for that area. The Critical Friend is crucial in testing and verifying these self-assessments.

Over the page you will find definitions of the four assessment areas, along with graph's showing Birmingham Irish Association's overall rating for each area, and a summary statement provided by Your Value! of their overall impact and value in those areas.

Each area of assessment is assessed and rated by Your Value! into one of four levels:

- **Very Strong**
the organisation's impact is exemplary and profound on its community and is building strong levels of local social capital.
- **Good**
the organisation is having a high level of impact on its community and helping build good social capital through its work.
- **Reasonable**
the organisation is making a noticeable difference on the social capital in its local community but the impact may be uneven or have room for improvement.
- **Emerging**
the organisation does have an impact on its local community but it is limited, though there may be locally specific reasons for this beyond the organisation's control.



Social Value – Assessment

Birmingham Irish Association's Social Value

Local Relationships:

The extent to which the group has strong and wide ranging local relationships enabling them to engage with a variety of other groups, local citizens and important local players like the Local Authority, police and Health Organisations. There is particular emphasis on so called 'hard to reach' communities.

Very Strong Relationships

- This organisation is likely to have excellent local knowledge and to use this to improve the reach and effectiveness of its services.
- Their local knowledge probably helps statutory bodies and other service providers to be more effective within their community.
- They are likely to be successful in reaching diverse, marginalised and under-represented people and groups in their community and helping to give them a mainstream voice.
- They are likely to have very good relationships with a wide range of local statutory and voluntary agencies.
- As a result of their work and connections, local consultations are more likely to be effective and inclusive.
- They are likely to be known as a strong local collaborator.

Social Impact:

The extent to which the group values and supports associational working that builds strong social capital and community cohesion, so local people can contribute to a vibrant local community life.

Very Strong Social Impact

- This organisation is likely to provide a wide range of services that are very responsive and highly relevant to local people and almost certainly help to fill gaps in formal or statutory provision. They may offer a one-stop approach to local provision increasing access to services and providing a progression route for their users
- The organisation is likely to be seen as a permanent presence and resource for local people and to be rooted in its community. They are very likely to be governed and operated by local people and this may help model democratic engagement and practice for the community
- They may provide holistic support for local people at all stages of their life

Economic Impact:

The way in which the group contributes to the local economy, retaining, re-circulating and leveraging funds in their neighbourhood. It also considers wider contribution to skills and tackling worklessness.

Very Strong Economic Impact

- The organisation understands the value of a strong local economy and recognises their place within it.
- They understand the importance to the economy of a skilled local workforce and they are likely to make a strong contribution by actively developing the skills of their staff and volunteers
- They are committed to supporting increased employment rates amongst local people and are very likely to use local labour wherever possible
- They are highly likely to spend on goods and services in their locality wherever possible, increasing the viability of local businesses and helping to stem the leakage of funds from their community
- They are committed to the principle of excellent value from publicly funded services and they probably provide better value for money than many competitors through lower overheads and the support of local volunteers

Environmental Impact:

The extent to which the group is minimising its own and the community environmental impact and supports local initiatives that seek to improve the local environment.

Good Environmental Impact

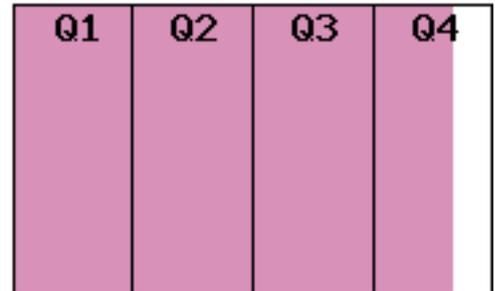
- This organisation is likely to have made some effort to reduce its carbon emissions and its energy consumption
- They are likely to be raising awareness of the impact of climate change locally and the need for reduced energy consumption and as a result some local homes and businesses may be more energy efficient
- They are likely to have raised with local people the benefits of reducing their travel miles and this may have had a positive impact on the environment and the local economy. They are probably located centrally within their community, which helps to reduce the distance people travel to access local services



- Local statutory bodies are more likely to seek their views and their support in consulting the local community.
- Local people are likely to know them as a strong local advocate.

Local Relationships:

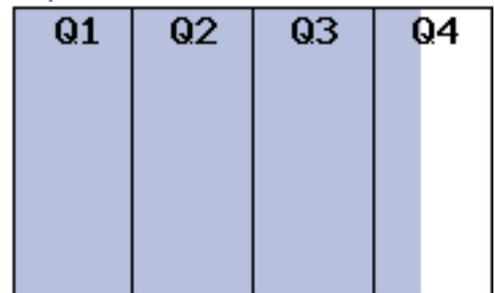
92%



- They probably help to mobilise local people and build an active community with very high levels of community participation and volunteer involvement. This can create a culture of mutual support and self-help and enables local people to feel connected and to make a contribution and this may reduce loneliness and improve their confidence and well-being
- They are likely to support other community groups and start-ups and this helps to sustain a more vibrant community and social enterprise sector

Social Impact:

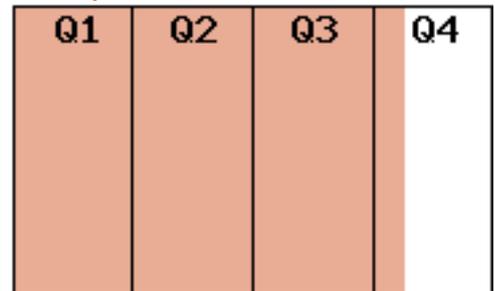
85%



- They are likely to be a net economic contributor to their neighbourhood by leveraging external funds, generating substantial income through enterprise activity and attracting people from a wider area to their events who then spend within the community, thus easing the burden on the public purse
- They are likely to be highly flexible, adaptable and able to make decisions quickly and this may improve the efficiency of local public services and reduce waste by enabling them to engage directly and responsively with commissioners and funders with regard to newly identified need or changed requirements

Economic Impact:

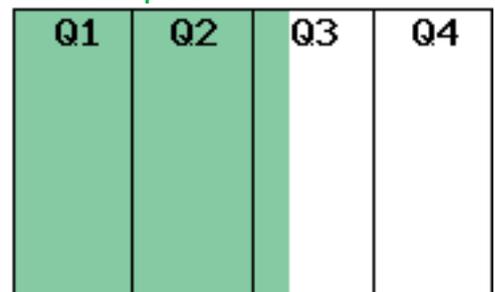
82%



- The organisation is probably making some effort to buy Fairtrade products, source locally grown food and buy products that reduce chemical or other harmful contamination of the environment.
- They are probably making some effort to improve the local environment and landscape by recycling, saving water and other resources, increasing green-space, helping remove litter and helping ensure that the local built environment is appropriately maintained and improved.

Environmental Impact:

58%





Local Relationships

We are aware of the wide range of groups and people in our area and their needs and interests	10
We know the issues that affect local people such as transport links, where people feel safe, development and planning issues etc	9
We work alongside other local community groups to make sure that local people find the services they need.	10
We support the very small groups of people that other agencies miss	10
We have good links with a wide range of local organisations, we share our knowledge with them and we help to join up communication	9
We have good relationships with our Local Authority.	9
We have good relationships with other statutory bodies e.g. Police, Health, Job Centre, local schools and colleges.	9
We have good relationships with local non-statutory bodies e.g., our CVS, local businesses, local training providers.	9
We encourage and support local people to speak for themselves so that their views are heard by people in power.	8



Social Impact

Our organisation is governed by local volunteers and is run democratically



Many of our activities are designed to build bridges between different and diverse communities and between the generations



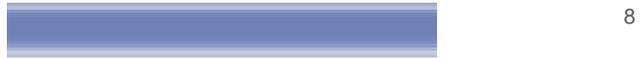
We encourage a culture of self help in our community and enable groups of volunteers to run many of the activities and services we offer



Most of our activities are designed to encourage our community to take part more and to prevent people becoming isolated.



Many of our activities are designed to build trust and cooperation between people and to improve neighbourliness, friendship and fun



Most of our activities are designed to encourage a feeling of belonging to our area and of pride in our community



We encourage local people to act collectively to achieve change in our area



We provide or bring together a range of services and activities to meet the needs of all the different groups within our community and are open when other services are closed.





Economic Impact

We employ local people, helping to re-circulate our funds within the community and improving the skills of local people



We help all our local trustees and volunteers to develop their skills and improve their employment prospects



We bring new funds into our community through grants and contracts



We use local suppliers to help the local economy



We are enterprising and generate as much of our own income as possible. This helps the local economy and reduces our take on the public purse.



Our activities and events bring in people from a wide area who then spend within our community



We offer better value for money in delivering local services.



We improve the efficiency of local services by being independent. We are able to respond, adapt and make decisions quickly.

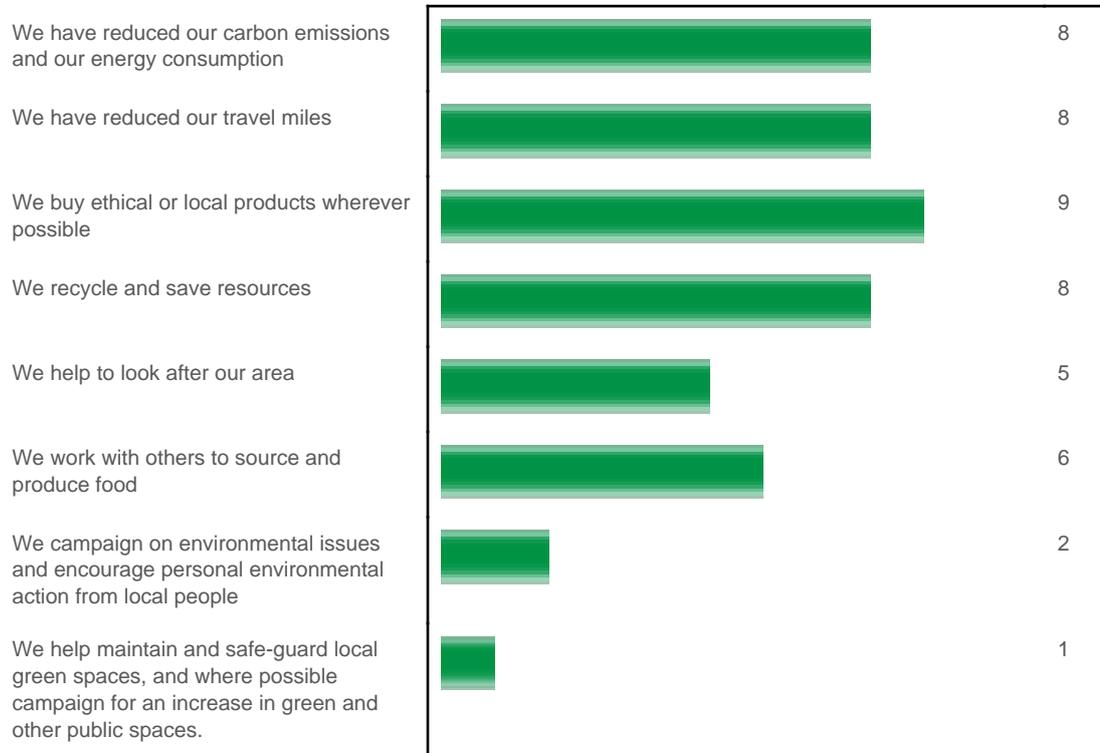


We improve local services by delivering on a smaller and more human scale and tailoring services to the needs of people in our community





Environmental Impact





Critical Friend

Birmingham Irish Association's Critical Friend

The role of the Critical Friend in verifying the assessment completed by a group using Your Value! is crucial to the robustness of the results produced. S/he should know the group well though be independent of it, so they can provide an informed and reasoned critique. They should also have been involved as much as possible in the process of assessing the quality and scale of the impact that a group's activities. The Critical Friend plays a crucial role in testing and verifying the organisation's rating of its own impact. To underpin this role it is the Critical Friend who must release the Final Report from draft status, at which point the Report is locked and the organisation can no longer change their evidence or ratings.

To aid the transparency and accountability of this process we provide here the following details concerning **Cath Gilliver**, who was the Critical Friend for **Birmingham Irish Association**.

Critical Friend Name:

Cath Gilliver

Position:

CEO

Organisation:

SIFA Fireside

Email:

cathgilliver@sifafireside.co.uk

Cath Gilliver summarised their knowledge and relationship to **Birmingham Irish Association** in the following way:

"I have known the Birmingham Irish Association for 10 years (previously as the Irish Welfare"

They described their involvement in assessment as being:

"I completed this on behalf of SIFA Fireside as I have been the main point of contact over the years."



Appendix

Full text of Birmingham Irish Association's evidence of their activities and the quality and scale of those activities that they provided for their **Local Relationships** assessment.

1. We are aware of the wide range of groups and people in our area and their needs and interests

Birmingham Irish Association provides a wide range of services that supports a person's holistic wellbeing. In order to reach out and meet these needs we are involved with a range of strategic and operational networks. These include Birmingham Drug and Alcohol Action Team, Birmingham Be Well Consortium, Birmingham Mental Health Diversity Forum, The Birmingham Secondary Schools Partnership, Birmingham Outreach Alcohol Consortium and The Third Sector assembly. Our work with the Irish community, with an estimated population of 100,000 in the city, and our emphasis on outreaching our services, requires us to be visible and accessible to those we serve. Our service model of HUB and spokes and our information and signposting work is based on strong civic intelligence and profile. We work with other minority ethnic communities as well as a plethora of statutory, voluntary and community groups in the case coordination of our work. Our provision of group activity and wellbeing reflects the needs of the vulnerable and isolated older people of the city. We provide data and evidence for the joint strategic needs assessment and other evidence gathering local assessments e.g. Birmingham alcohol needs assessments

Rating of impact your activities have on achieving this: 10

2. We know the issues that affect local people such as transport links, where people feel safe, development and planning issues etc

We undertake regular consultations with the community to map need and ensure that our services are relevant and appropriate. In 2014 we undertook a major restructure and redesign of our provision and our stakeholders ask us to deliver our core services in a more local context. To this end we have developed 12 'spokes' in each of the parliamentary constituencies in Birmingham and are further researching the outreaching of activity based provision locally. Working extensively with older people we are well aware of the issues of safety, both personal and community. We, with our clients, risk assess their needs prior to engagement and deliver services in the most appropriate venue for the person (this may be at home or in a local, accessible centre). We are actively involved with planning issues where they affect the Irish community and have strong links with the local authority. We ensure, through demographic intelligence, that we target our outreach services in areas of greatest need and population. We belong to a range of networks that influence local decision making and have designed our service offer to respond to intergenerational need e.g. from family support in schools to wellbeing clubs for older people.

Rating of impact your activities have on achieving this: 9

3. We work alongside other local community groups to make sure that local people find the services they need.

We work within a framework of formal and informal partnerships in order to best serve our stakeholders. Formal arrangements are governed by partnership



agreements that clearly demonstrated the boundary and accountabilities implicit to joint work. These partnerships range from the alcohol consortium that delivered prevention services in an outreach team context to cultural support to St Patricks Festival. Informal arrangements are extensive and include coordinated responses for individual clients e.g. our work with Health exchange in supporting clients with long term health conditions, to signposting and referral to other organisations e.g. our work with Cotteridge Church Centre where we deliver spoke services and in turn support with computer literacy classes, to supporting smaller groups to deliver provision e.g. line dancing at older person facilities. Our generic information service requires that we have a profound knowledge of local and national provision e.g. 1. local knowledge of where to find services for dementia support 2. support for Irish older people to claim Irish pensions.

Rating of impact your activities have on achieving this: 10

4. We support the very small groups of people that other agencies miss

The community we serve is the only emigrant population where there is no improvement in health in second and subsequent generations. The health inequalities faced by many older Irish people exist for a number of reasons, still much to do with the lack of cultural competence shown by statutory agents. We continue to meet with very marginalised and vulnerable people who remain outside of the health and social care sector. Through our cultural competent provision we are able to sensitively encourage engagement with our services and subsequently engagement with mainstream health and wellbeing provision. The recent documentary 'The forgotten Irish' includes case examples of how we have been able to engage 'hard to reach' people and support them to make significant changes in their lives.

Rating of impact your activities have on achieving this: 10

5. We have good links with a wide range of local organisations, we share our knowledge with them and we help to join up communication

Birmingham Irish Association works with and alongside a range of local organisations in the course of delivering our mission. These range from local primary care teams to smaller community groups, from housing providers to secondary schools. Where we have formal arrangements or agreements we have information sharing protocols and provide data as part of our contractual arrangements. This data and information is used in need assessment as well as evidencing outcome and impact. In different ways we also help to join up communication – via our website that caters for all things Irish in Birmingham, through social media and other forms of communication, and through the printed media e.g. we have a regular column in local press giving advice and information. On the ground we work with colleague agents, sharing where applicable and consensual client information to help ensure their needs are met and also sharing knowledge with smaller organisations and groups e.g. supporting applications for funding or sourcing service delivery space.

Rating of impact your activities have on achieving this: 9

6. We have good relationships with our Local Authority.



We have developed good links with the local authority in a number of ways. 1. We are members of the Voluntary Sector CEO Forum that meets regularly with the Adults and Communities Directorate and Cabinet Lead to share information, develop understanding and provide networking opportunities 2. We provide services for the local authority via service level agreements for those experiencing social problems and also for isolated older Irish people. Our relationship with commissioners is mutually beneficial. 3. We are actively involved with the local authority in regeneration and culture/ recreation: E.g. the development of the John F Kennedy memorial in Digbeth and the developing agenda for the Irish quarter in the enterprise area of Digbeth. 4. In the past months we have been formally visited by the Deputy Leader of the council, the Cabinet lead for Adults and Communities and the Cabinet lead for Transport, Environment and Regeneration, emphasising the relevance of the organisation to local authority strategy

Rating of impact your activities have on achieving this: 9

7. We have good relationships with other statutory bodies e.g. Police, Health, Job Centre, local schools and colleges.

Birmingham Irish Association works closely with a range of statutory agents in the course of its work. For example - 1. We work in schools providing family support and also cultural development services. We have developed a close relationship with the Birmingham Secondary Schools Partnership at both a strategic and operational level. E.g. the development of an art based project culminating in a exhibition at South Birmingham College. 2. We work with further education colleges to further our mission: E.g. our oral history project has involved colleges in both technical and creative areas. 3. We provide services under contract for CCG Birmingham and Solihull Cluster. We have strong relationships with primary care teams across Birmingham in the furtherance of this work: E.g. provision of an Irish only clinic in a primary care centre in Balsall Heath. We also work within secondary care, mostly at the point of hospital discharge and have relationship with OT and discharge teams. 4. We work closely with social workers in both adult and older people teams in the delivery of our work. These relationships are 2 way, encouraging cross referral and joint working.

Rating of impact your activities have on achieving this: 9

8. We have good relationships with local non-statutory bodies e.g., our CVS, local businesses, local training providers.

WE work closely with a range of non statutory providers. For example – 1. We are members of the Third Sector Assembly, hosted by Birmingham Voluntary Sector Council (BVSC). We are also members of the CEO BVSC Forum and the Be Well Consortium. We utilise BVSC services when recruiting new volunteers. 2. We are members of Irish in Britain and work locally to support other smaller community organisations e.g. providing administration support for Birmingham Saint Patricks Festival Group. 3. We support faith groups in the city, especially but not exclusively the Christian churches. E.g. training and advice 4. We link with the West Midland Irish Business Group 5. Local businesses support our work with both financial and 'in-kind' donations – E.g. local sauna manufacture provides materials for fund raising events, local Hotel provides raffle prizes and sponsorship, local pubs donate equip (flat screen TV for HUB) 6. Local residents



association supports our work and current discussions underway regarding the regeneration of a local park 7. We support local universities, FE and other colleges with placement and similar opportunities.

Rating of impact your activities have on achieving this: 9

9. We encourage and support local people to speak for themselves so that their views are heard by people in power.

Although this assessment criteria isn't a main remit of our work we are able to evidence our involvement in a number of ways. 1. We hold a regular service user forum where the views of those who use our services are developed. The forum outcomes help inform and shape service development and quality improvement and in turn inform those who purchase services from us via performance and delivery data. 2. We have developed a positive relationship with the local media and the voice of the community is heard in spoken and printed media on a regular basis e.g. BBC Midlands Today featured the organisation and BBC Inside Out in highlighted the problems faced by recent émigrés. 3. We encourage those we work with to be actively involved with their community e.g. we led on a recent campaign to support those with Irish heritage to become actively involved with the recent census. We also developed a user led pressure group to bring pressure on the local authority to review road safety in the area for older people and brought about positive change.

Rating of impact your activities have on achieving this: 8



A Report on Birmingham Irish Association's Social Value | 07.09.2015



Full text of Birmingham Irish Association's evidence of their activities and the quality and scale of those activities that they provided for their Social Impact assessment.

1. Our organisation is governed by local volunteers and is run democratically

Birmingham Irish Association is a member led charity and is governed by local volunteer trustees. We currently have 9 trustees from a wide range of backgrounds and professions. All live and work within Birmingham and the surrounding area, many professionally involved in areas pertinent to our work e.g. social work, education, health, housing, the church, marketing and promotions, culture and heritage and the law. Trustees are elected at our AGM by the members and serve a 3 year term in the first instance. The full board meets on a bi monthly basis with 1 sub committees meeting at least 6 times a year. Sub committee chairs report to the full board meeting and all decisions require full democratic sanction from the board. We have an extensive list of members of the organisation who gain membership through the organisations direct giving scheme which enables local people to support their local Irish charity.

Rating of impact your activities have on achieving this: 9

2. Many of our activities are designed to build bridges between different and diverse communities and between the generations

Birmingham Irish Association works primarily with the Irish community in all its diversity; a community which has a rich and varied history in Birmingham. Although our work supports the vulnerable and disadvantaged among the older Irish emigrant population we are increasingly working with those from 2nd and subsequent generations. It is this group who represent the diverse population of the city and whose ethnicity and culture is as varied as any other in the multi cultural mix of the area. The similarities of emigrant populations is profound and we work with other community groups and cultures in a range of capacities E.g. we were recently involved in a research project that investigated 'suspect communities', linking the experience of the Irish community in Birmingham in the 1970's and 80's with Muslim communities in the present. (ESRC-funded project: RES-062-23-1066). We sit on the diversity group for the mental health trust that works with community development, informing commissioners of the needs and experiences of different cultural groups in the city. We are actively involved in the St Patricks parade that sees upwards of 80,000 citizens celebrating the culture of one community alongside the diversity of the city.

Rating of impact your activities have on achieving this: 8

3. We encourage a culture of self help in our community and enable groups of volunteers to run many of the activities and services we offer

Our work with the individual client is supported by a support plan that is developed by the person themselves in order to take control back in their lives. Our objective is not to 'solve problems' but to empower the person to initiate the change and choices they decide upon. E.g. providing a person with information and resources to make change. The model of empowerment promotes the building of confidence for self help and the potential for supporting others in the future. Since early 2014 when we introduced our service redesign we have been encouraging volunteers



to become increasingly involved in delivering services. We have recruited 33 new volunteers to support the front line delivery of level 1 provision (information) and also the running of activities such as IT training and arts and crafts. Plans are in place to develop new services during 2015 to support the bereaved and also isolated older people through befriending who are suffering from dementia and these new initiatives will be mainly volunteer led.

Rating of impact your activities have on achieving this: 9

4. Most of our activities are designed to encourage our community to take part more and to prevent people becoming isolated.

Our service ethos seeks to enable change for those experiencing disadvantage, isolation or distress. We aim to support people to become actively involved in their community as a vital part of their 'recovery' from whatever has been problematic in their lives. The adage that 'prevention is better than cure' is central to our thinking and mission. Our activity centre provides a wealth of opportunity for older people to engage with different activities to enhance lives and transform isolation. These include arts and crafts, IT, exercise, outings, health walks, music and many others. Many of these activities are led by volunteers for service users. Part of any support plan we develop with the client includes inclusion activities whether that be joining in community activities and events, training, volunteering or employment. Skills development is often key to this ambition and we either support the person ourselves or utilise our networks to provide these opportunities. We look to support clients to overcome obstacles and barriers to isolation by ensuring services and opportunities are locally based and for those with mobility issues we have a mini bus to help obviate disadvantage.

Rating of impact your activities have on achieving this: 9

5. Many of our activities are designed to build trust and cooperation between people and to improve neighbourliness, friendship and fun

A key issue for many of the isolated and disadvantaged people we work with is lack of trust in officialdom and other cultures. We know that a real solution to this issue is the opportunity for people to meet in safe and welcoming environments that encourage a sense of identity and security. Therefore most of our formal activities are undertaken in a setting where food and refreshments are available and there isn't pressure to participate until and when a person feels able. Building trust can be a lengthy process but its outcome is so often the blossoming of the person who becomes involved in their terms. We know that integration can't be imposed and stems from a sense of personal worth and esteem. We could cite many examples of individual transformation e.g. the 75 year old who was able for the first time in her life stand up in front of others and sing in the choir – she said she had longed to do this since she was a young girl but had never had the courage or opportunity. Friendship and self worth lead to fun and inclusion.

Rating of impact your activities have on achieving this: 8

6. Most of our activities are designed to encourage a feeling of belonging to our area and of pride in our community



Like many emigrant populations the Irish in Birmingham have a complex relationship with the sense of home. Our work, especially in culture and heritage projects, seeks to both refresh and also develop the sense of heritage that is ever changing and also exists within the legacy of what has been. Some examples of how we foster a sense of belonging and pride include: 1. Our oral history work that is capturing childhood reflections of growing up as an Irish person in Birmingham during the decades from 1960 to the present time. 2. The St Patricks parade that transforms Birmingham into a sea of green and gold during March. This demonstrates a real sense of pride in the Irish community alongside a real sense of civic pride as different communities stand side by side in celebration 3. The work we undertake, whether with the individual or the group, which explores what it is to be an active citizen. The development of 'my Birmingham' for each person and how they can, in whatever way is right for them, to play a part in their community

Rating of impact your activities have on achieving this: 9

7. We encourage local people to act collectively to achieve change in our area

Although not directly involved in community engagement as per this assessment criteria we do encourage people to achieve change in their area. One example of this has been the involvement in the community regarding the rebuilding of the JFK memorial. We held consultative meetings and displays and asked people to vote for which site they preferred for the re-erection of the mosaic. Members of the community then met with the local authority and agreed the process and remain involved in the planning and completion of the project. Also indirectly we champion change through our work. Our consultations with stakeholders successfully sought their views about a wide range of issues, including the localisation of services. The consultation directly orchestrated the service restructure and redesign and engagement with local community groups in the development of the spoke initiative.

Rating of impact your activities have on achieving this: 7

8. We provide or bring together a range of services and activities to meet the needs of all the different groups within our community and are open when other services are closed.

Our service offer seeks to meet the holistic wellbeing of the person. Our material wellbeing strand offers financial, housing and benefit support alongside more generic information and advice. Our Gateway HUB and spokes offer an open access to the service. Our personal wellbeing strand brings together a range of services to support alcohol misuse, health, bereavement and family problems. Our social and cultural wellbeing strand provides activities, social support, volunteering and life skills training. We also involve a number of other providers to produce a comprehensive programme of support. Cultural services include school and community development projects and are intergenerational in their approach. We provide 'out of hours' support across a range of services and regularly consult with our service users about access and opening times.

Rating of impact your activities have on achieving this: 9



A Report on Birmingham Irish Association's Social Value | 07.09.2015



Full text of Birmingham Irish Association's evidence of their activities and the quality and scale of those activities that they provided for their Economic Impact assessment.

1. We employ local people, helping to re-circulate our funds within the community and improving the skills of local people

Birmingham Irish Association employs 19 people, all who live in the local area. They utilise local services and retail outlets helping to re circulate funds within the community. We have a comprehensive training and development programme that improves the skills of local people. Some of the training is provided by local agents. During the last few years all staff have undertaken NVQ training appropriate to their roles (levels 3 or 4). The development of staff was recognised as impressive in our recent level 2 PQASSO award. We also undertake a regular program of statutory training such as health and safety, first aid and fire safety sourced by local providers and held within a few miles radius of the offices

Rating of impact your activities have on achieving this: 9

2. We help all our local trustees and volunteers to develop their skills and improve their employment prospects

Trustees - All 9 board members undertook a skills analysis audit in 2012 which was repeated in 2015. The outcome of the process led to the development of training opportunities for board members. Equally the board make up is diverse with a wide range of professional people. Their knowledge and experience is shared within the group. The governance standards was recognised as impressive in our recent level 2 PQASSO award
Volunteers: All volunteers join the organisation with a standard induction. They are then offered training necessary to their role with us. E.g. recently recruited volunteers for our bereavement support undertook 4 days of training, provided by CRUSE. All the training is certificated and supports volunteers to improve their employment prospects. We employed a full time volunteer coordinator from April 2012 who has further developed volunteer training programmes and enhanced opportunities for skills development. We also support placements from universities and colleges, providing real experience for those training as social workers, priests and community workers. The development of volunteers was recognised as impressive in our recent level 2 PQASSO award.

Rating of impact your activities have on achieving this: 9

3. We bring new funds into our community through grants and contracts

Birmingham Irish Association has a diverse funding base. 19% of our funding comes from the local authority and a further 18% from contracts with the health sector. This leaves 63% of our income we generate from other sources. These include grant aid from the Irish Government, non statutory funders and funds from events and donations. These new funds are directly utilise within our community.

Rating of impact your activities have on achieving this: 9

4. We use local suppliers to help the local economy



We purchase all our food supplies locally for the preparation of meals we provide at our activity centre. We purchase hardware and furniture from local suppliers. We purchase printing and promotional items from local community interest companies. We use local community venues for events and some delivery of service. We purchase accountancy and audit from a local agent. We also ensure wherever possible that we source stationery items from local suppliers or those with a local office of a larger network. We source local training providers to carry out staff and volunteer training and we actively encourage staff to purchase items such as lunch from local shops and stores.

Rating of impact your activities have on achieving this: 8

5. We are enterprising and generate as much of our own income as possible. This helps the local economy and reduces our take on the public purse.

We generate income from our Irish shop and from our activity centre. These funds support our running costs. We achieved £73K from donated income and £6.5K from fundraising during 2011 -2012 which we utilise to support our running costs and direct service delivery.

Rating of impact your activities have on achieving this: 7

6. Our activities and events bring in people from a wide area who then spend within our community

Our activity centre is attended by over 150 people a week and our clubs 240 people a week. The 12 local community activity centres we run bring people out of their homes on a daily basis into the community who make use of local shops and cafes. This influx of people brings customers from a wide area who then spend within the local area. Major annual events like the St Patricks parade brings over 80,000 people into Birmingham who spend in the local shops, pubs and amenities. We hold regular event like literary evenings, dancing and alike which brings people out into the community.

Rating of impact your activities have on achieving this: 8

7. We offer better value for money in delivering local services.

We are increasingly reducing our unit costs by good housekeeping, changes of suppliers and use of volunteers to support our service delivery. During 2014 we undertook a unit pricing exercise across all our service delivery outlets and compared our costs with other similar providers. We are anxious to ensure that costs never compromise quality and to this end we undertook to achieve a level 2 PQASSO award which we acquired in April 2015.

Rating of impact your activities have on achieving this: 8

8. We improve the efficiency of local services by being independent. We are able to respond, adapt and make decisions quickly.

During 2014 we undertook a major review of our provision in consultation with stakeholders. This led to a restructuring and redesign of services in line with the



aspirations of those who use our services. We are flexible in our approach and are able to respond to the changing needs of those we serve. We regularly consult with stakeholders and utilise needs assessment data from local authority and health sector sources E.g. 1. We redesigned our work with families in 2014 by delivering services in the school setting. This has led to a greater increased responsiveness in our work and the development of the service as it has evidenced its effectiveness. 2. We redesigned our Gateway HUB service and have utilised volunteers in both prevention and information roles alongside bereavement and befriending. This has led to an increase of people served and a reduction in costs by 14%

Rating of impact your activities have on achieving this: 8

9. We improve local services by delivering on a smaller and more human scale and tailoring services to the needs of people in our community

We improve local services by delivering on a smaller and more human scale and tailoring services to the needs of people in our community. During 2014 as part of our service redesign we consulted with stakeholders about localising services. This gained a 90% approval rating and led to the development of the hub and spoke model whereby we have further outreached our core provision to 12 localities across the city. We pride ourselves that we go that extra mile for people and this is evidenced by our annual quality assurance report. Stakeholders overwhelmingly confirmed our service delivery effectiveness. 90% of clients were very satisfied with the service provided. 93% of clients were very satisfied with the level of information provided. 90% of clients were very satisfied with service response times. 93% of clients were very satisfied with access to support. As part of this annual report we adapt and change from ideas and proposals put forward by our clients and stakeholders.

Rating of impact your activities have on achieving this: 8



A Report on Birmingham Irish Association's Social Value | 07.09.2015



A Report on Birmingham Irish Association's Social Value | 07.09.2015



Full text of Birmingham Irish Association's evidence of their activities and the quality and scale of those activities that they provided for their Environmental Impact assessment.

1. We have reduced our carbon emissions and our energy consumption

Our sustainability quality improvement plan 2014 -2015 set a target of a 10% reduction in energy consumption. This has been achieved by a variety of measures: 1. staff and volunteer awareness 2. visible reminders posted throughout our site 3. low wattage bulbs used wherever possible 4. thermostat control 5. turning off appliances and PC's when not in use 6. advice from our energy supplier. 7. Turning down the temperature of the hot water heater. 8. the use of timers and smart meters in the offices and local community sites. We are targeting a further 5% reduction in 2015 -2016 through new smarter measures and advice from the carbon trust.

Rating of impact your activities have on achieving this: 8

2. We have reduced our travel miles

We developed a clear plan at the beginning of financial year 2011 -2012 that sought to reduce the use of car's. Measures included: 1. the more systematic planning of multiple journeys 2. the use of car sharing and car free days when this was viable 3. the use of new community sites to meet with clients instead of home visiting 4. The use of public transport. The target reduction of 12% in less miles travelled has been met using the measures above

Rating of impact your activities have on achieving this: 8

3. We buy ethical or local products wherever possible

1. Whenever possible we have made use of recycled paper products 2. We purchase food items from local stockists 3. We purchased promotional goods for our relaunch from local community interest companies 4. We purchase fair trade products whenever possible 5. We encourage our staff, volunteers and service users to think about their purchasing 6. We use 'shop for change' whenever possible when making purchases or seeking services - local community interest companies and charities 7. We use the Pensions trust as a pension provider who have the option of an ethical fund for stakeholders.

Rating of impact your activities have on achieving this: 9

4. We recycle and save resources

1. We purchase paper recycling services from the local authority 2. We utilise recycled resources whenever possible 3. We support staff and volunteers to save resources and think about their personal environmental impact 4. We display information throughout our offices 5. We utilise a online case management system, reducing use of paper files 6. We utilise laptops and smartphones wherever possible to reduce reliance on ink and paper.

Rating of impact your activities have on achieving this: 8



5. We help to look after our area

We ensure that the public areas surrounding our offices are kept clean and tidy. We assist the local church in the upkeep of its site. We are very safety centric ensuring that wherever we are within the community that staff report hazards to the local authority or relevant agent.

Rating of impact your activities have on achieving this: 5

6. We work with others to source and produce food

We source all our food from local ethical suppliers We support Fair trade. We are also a member of Fareshare an organisation that recycles unwanted food from large wholesale providers and shares it amongst like minded organisations to serve to members of the local community.

Rating of impact your activities have on achieving this: 6

7. We campaign on environmental issues and encourage personal environmental action from local people

This is not an area of any direct involvement but certainly we work with clients with housing related issues that can include their action in local environmental activity.

Rating of impact your activities have on achieving this: 2

8. We help maintain and safe-guard local green spaces, and where possible campaign for an increase in green and other public spaces.

This is not an area of any direct involvement.

Rating of impact your activities have on achieving this: 1