

# H&F THIRD SECTOR BRIEFING



**HOMELINE** nominated for  
The Guardian Awards

**STANDING TOGETHER**  
against domestic violence

Getting ready for  
**PERSONALISATION**

**CaVSA NEWS**

Preparing  
for the  
Future

**EVENTS &  
WORKSHOPS**

**Spring 2011**  
[www.cavsa.org.uk](http://www.cavsa.org.uk)

**CaVSA**  
h&f

# CONTACTS



Standing, from left: Peter Okali, Shani Lee, Rachel O'Brien, Shad Haibatan, Barbara Shelton, Yinka Amartey, Deborah Richards.

Sitting, from left: Horatio Morgan, Charlotte Mayers, Teresa Meekings, Olivia Leu

## VOLUNTARY SECTOR REPRESENTATIVES

Voluntary Sector Representatives have been elected through the Third Sector Networks to represent the interests of the voluntary and community sector.

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**Cover and Page 4 images:** Homeline befriending project, copyright Bishop Creighton House. Photography by Nadia Bettega.

# PERSONALISATION

**Personalisation is about ending the “top-down” approach to service delivery. Recent years have seen increased public spending resulting in diminishing returns – and the outcomes for service users are not good enough:**

- 23% of school children play truant
- Nearly 25% of adults are obese
- 67% of people leaving prison re-offend within 2 years

In addition, society has increasingly diverse and changing needs. When people are becoming more used to having control over so many aspects of their lives, it seems incongruous to allow them so little say in the services they receive. The current crisis in public spending has also fuelled a much bolder and more creative approach to achieve cost efficiencies and quality delivery, which enable more self-help and mutual aid, and which place greater emphasis on prevention.

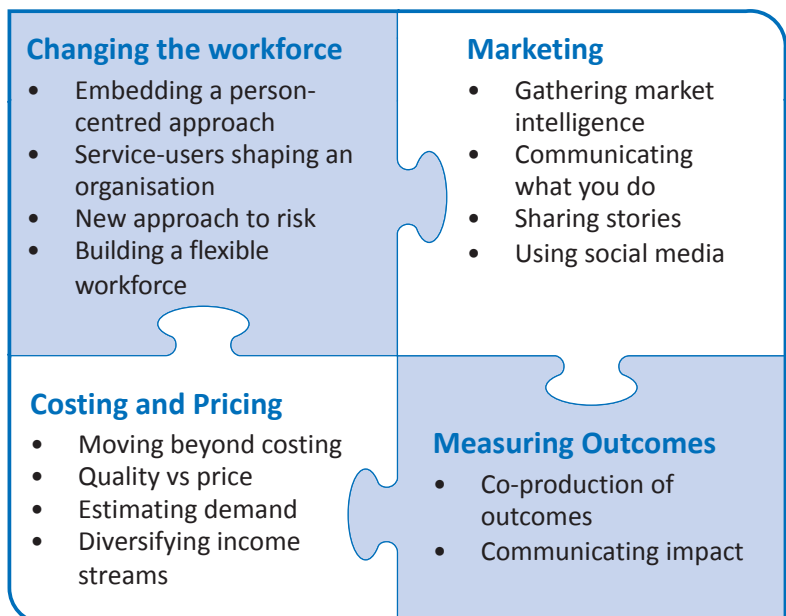
Already, the personalisation story has shown the significance of small organisations (that is, organisations with less than five paid staff) in providing high quality, culturally and personally sensitive services to diverse communities. At the same time, small organisations are hampered by disproportionate regulation that has little to do with the quality of care that they provide, and much to do with bureaucratic back-covering (National Commission on Personalisation, ACEVO, 2010).

The fundamental principle of personalisation is to provide a direct payment to individual service users to purchase directly themselves, the services they wish to use. In practice, a range of different models are developing for budget holders including brokered, trust and managed funds, as well as individual service funds, direct payments, vouchers and indirect payments. These different approaches enable a wider range of creative responses.

*The National Commission recommended the following building blocks for personalisation:*

- Encouraging people to pool personal budgets and self-funded contributions
- Supporting a new bottom-up model of quality assurance
- Funding independent information, advice and advocacy
- Encouraging providers to band together
- A new form of Social Investment Relief to increase the sums invested in civil society.

The *Lambeth Commission’s “Survive and Thrive” Report* made the following recommendations about how voluntary sector providers need to change to respond to personalisation:



The *Price vs Quality* Matrix

		Price <span style="font-size: 1.2em;">→</span>		
		High	Medium	Low
Quality <span style="font-size: 1.2em;">↑</span>	High	Premium	High Value	Superb value
	Medium	Over-charging	Average	Good value
	Low	Rip off	False economy	Economy

CaVSA offers range of support to develop readiness for personalisation – for individual organisations through fundraising advice, quality assurance and organisational development; for organisations working collaboratively through, for example, Desta Health and Social Care Consortium; and through special projects like Reporting and Promoting (see page 6) workshops, where organisations can develop marketing and social media skills.

# HOMELINE PROJECT

**Congratulations to Bishop Creighton House who were nominated for The Guardian Public Service Awards 2010 in the category *Care of Older People* against very strong competition - National Museums Liverpool and Rotherham Metropolitan Borough Council. Here is the story of their project.**

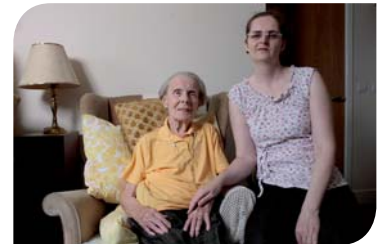
Homeline is a befriending project based at Bishop Creighton House, which recruits volunteer befrienders from the local community to visit and telephone older people who are feeling lonely.

This series of photos was completed in collaboration with photographer Nadia Bettega and volunteers, staff and scheme members from the project. The aim of the photos is twofold - to raise awareness of the importance of befriending in reducing older people's isolation and how it can improve wellbeing, but also to celebrate the contribution of older people to society - through their life experience, knowledge and skills. We wanted to highlight how much our younger volunteers gain from spending time with the people they visit, and what society loses when older people are left forgotten behind closed doors.

'I find it rewarding helping someone, the lady I visit is good company and I benefit from her wisdom. Homeline has broadened my understanding of older people and how much they have to contribute.' **Sally**, Volunteer

Volunteer befriending and its benefits are well-established across Hammersmith & Fulham and demand for these services continues to grow. Homeline works alongside other projects like Fulham Good Neighbours, Masbro Elders (Urban Partnership Group), Age Concern and Shepherds Bush Housing.

**Hazel Bloor**, Manager, Homeline  
Bishop Creighton House Settlement  
[www.creightonhouse.org](http://www.creightonhouse.org)



# STANDING together against domestic violence

Last year there were 2,581 victims of domestic violence in Hammersmith & Fulham and domestic violence accounted for 15% of all violent incidents. The local data reflects national trends in that the majority of victims are women (aged between 20 and 31) and the majority of perpetrators are men (aged between 21 and 30).

Research proves that domestic violence occurs across the whole borough and affects individuals and families from all backgrounds. Although the majority of incidents may go unreported many boroughs rely on reported crime figures to help understand the impact locally.

*In the UK the police receive **one call a minute** requesting help for an incident of domestic violence, even though research suggests that crimes relating to domestic violence are under reported by as much as 50%.*

Metropolitan Police (2009) Domestic Violence in Hammersmith & Fulham: Problem Profile

No one agency can respond effectively on their own therefore enabling partnership and joint working is at the heart of our localised responses to domestic violence.

*The facts about domestic violence are shocking and all communities, classes and ages are affected:*

- *in 2008, domestic violence cost the health services £17.3bn (up from £14bn in 2001)*
- *domestic violence is a significant factor in over 70% of local child protection cases*
- *1/3 of teenage mothers experienced violence during their pregnancy (Bristol University, 2009)*
- *language, culture, uncertainties about immigration status or basic rights will be further barriers as are deprivation and poverty*

A good response relies on all agencies working effectively; responsibility for action should lie with the professional agencies rather than those victimised by violence.

Established in 1998, Standing Together Against Domestic Violence works with partner agencies, both statutory and voluntary, to ensure a fully coordinated response to incidents of domestic violence.

For example, in the last year Standing Together collaborated closely with Imperial College NHS Health Care Trust to train staff at maternity services and assist with the update of internal and external protocols supporting referral pathways to statutory and voluntary sector services. In addition, we have been successful in securing nearly a quarter of a million pounds through the BIG Lottery to follow on from this work and benefit pregnant women and their unborn babies put at risk by abuse in homes across West London.

Living free of domestic violence enables women to play an active role in the life of their communities, which is difficult to do while living with the fear and consequences of abusive, controlling relationships. Children suffer directly from witnessing such abuse and we are working closely with children's services and specialist projects to improve protection measures and bring additional therapeutic services to the borough that directly support children and young people.

To address the root cause of domestic violence we are working with Community Safety, Probation, Shepherds Bush Housing Group and DVIP to develop individual and group work programmes for abusive men wishing to change their behaviour.

Standing Together works in partnership to:

- **prevent domestic violence escalating**
- **enable earlier intervention**
- **influence national policy and practice by initiating and driving innovation**
- **provide safer options for survivors and their children and hold abusers to account**

**Cath Kane**, Partnership Manager, Standing Together.  
[www.standingtogether.org.uk](http://www.standingtogether.org.uk)

# CAVSA NEWS

## Reporting and Promoting Workshops

An exciting opportunity to learn how to use social media to report and promote projects including: how to create good stories using everyday technology like mobile phones, digital cameras and laptops; how to use free software to create an attractive, low-cost website and how to interview people and write good press releases for mainstream media.

Starts 20 January 2011

Contact: rachel.o'brien@cavsa.org.uk.

## Apprentices Visit Parliament

On Wednesday 10th November the Business Administration Apprentices were guided around the Houses of Parliament to familiarise themselves with the inner functioning of the Government and the methodology employed to undertake the huge volumes of work required to run the country. The day was completed with a visit to the Jewel Tower organised by local MP Greg Hands and a chat with Baroness Wilkins.

## Trainees Develop New Skills through CASH

A 5 day Excel-based Financial Management course was held at the London Skills Academy. Six trainees, half of them coming from organisations working in Hammersmith & Fulham, will achieve a level 2 qualification with the Open College Network.

## Supporting Groups

In the last three months of 2010 the key focus for work was fundraising support.

- 42 organisations attended one to one surgeries for support
- BIG Lottery – Reaching Communities surgeries for 9 organisations
- Third Sector Investment Fund second round – 4 support workshops in partnership with LBHF's Community Investment Team and 15 surgeries for applicants
- Fast Track Small Grants – 3 support workshops

CaVSA also worked with 16 organisations which were unsuccessful in the first round of the Third Sector Investment Fund to look for alternative funding.

## Sector Reps Take Wider Role

With the dissolving of the Borough Partnership by the Council, the Third Sector unanimously agreed that Borough Partnership Representatives would continue in their roles, but as Sector-wide Representatives for their remaining tenure until March 2012.

## Annual General Meeting 2010

***The future will be challenging but LBHF 3SIF, Big Lottery Fund, the Dawes Road development and joint working with neighbouring boroughs Kensington & Chelsea and Westminster will ensure that we continue to build on this year's achievements.***

This was the message from CaVSA's 11th AGM in December 2010. We were delighted to welcome the Leader of the Council, Stephen Greenhalgh, whose keynote was an engaging look at the three strands of the big society – social action, public services reform, community empowerment - emphasising how important it is to 'embrace change and make the most of it.'



Other guest speakers were Tom Ojwang (Opportunities for All), Katie Bareham (Doorstep Library), Abdirahman Haidarow (Banooda Aid Foundation) and Cheryl Gale (Hammersmith & Fulham Credit Union). One of the highlights of the event was hearing from organisations and apprentices involved in the Voluntary Sector Apprentices Scheme. Sarah Robinson talked about how the Fashion with Passion show had brought glamour to HAFAD, as well as the creative fundraising ideas apprentices were introducing. Finally, apprentice Katy Randles, spoke of the career opportunities developing for her through her experience with Hammersmith and Fulham Credit Union.

# NETWORKING

17 February 2011

Lyric Hammersmith  
Lyric Square, King Street, London W6 0QL

## PREPARING FOR THE FUTURE

Hammersmith & Fulham Voluntary Sector

*"The Lyric Hammersmith is delighted to host the Voluntary Sector Networking Event in February 2011 and support CaVSA in the vital role it plays in strengthening the work of our thriving voluntary sector."*

Jessica Hepburn, Executive Director, Lyric Hammersmith

### For more information:

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Visit: [www.cavsa.org.uk](http://www.cavsa.org.uk)



Organised by:



In Partnership with:



# Events & Workshops

<b>JANUARY</b>	<b>12th</b>	9.45 – 16.00	<b>Sage Computerised Accounts</b>	gabriel@cash-online.org.uk
	<b>19th</b>	9.45 – 16.00	<b>Sage Computerised Accounts</b>	gabriel@cash-online.org.uk
	<b>20th</b>	11.00 – 17.00	<b>Reporting and Promoting Workshop 1</b>	rachel.o'brien@cavsa.org.uk
	<b>24th</b>	11.00 - 13.00	<b>Children's Services Consortium - Introductory Workshop</b>	rachel.o'brien@cavsa.org.uk
	<b>27th</b>	11.00 – 17.00	<b>Reporting and Promoting Workshop 2</b>	rachel.o'brien@cavsa.org.uk

<b>FEBRUARY</b>	<b>2nd</b>	9.45 – 16.00	<b>Preparing Budgets &amp; Cash Flows</b>	gabriel@cash-online.org.uk
	<b>3rd</b>	11.00 -17.00	<b>Reporting and Promoting Workshop 3</b>	rachel.o'brien@cavsa.org.uk
	<b>8th</b>	10.00 – 11.00	<b>Supplementary Schools Advisory Group Meeting</b>	rachel.o'brien@cavsa.org.uk
	<b>9th</b>	9.45 – 16.00	<b>Basic Bookkeeping</b>	gabriel@cash-online.org.uk
	<b>10th</b>	11.00-17.00	<b>Reporting and Promoting Workshop 4</b>	rachel.o'brien@cavsa.org.uk
	<b>16th</b>	9.45 – 13.00	<b>Bank Reconciliation</b>	gabriel@cash-online.org.uk
	<b>16th</b>	13.50 – 16.00	<b>Petty Cash</b>	gabriel@cash-online.org.uk
	<b>17th</b>	9.30 – 14:00	<b>Preparing for the Future - Networking Event</b>	rachel.o'brien@cavsa.org.uk
	<b>23rd</b>	9.45 – 16.00	<b>Finance Reports to Management Committees</b>	gabriel@cash-online.org.uk

<b>MARCH</b>	<b>2nd</b>	9.45 – 16.00	<b>Final Accounts</b>	gabriel@cash-online.org.uk
	<b>3rd</b>	10.00 – 12.00	<b>Supplementary Schools Network Meeting</b>	rachel.o'brien@cavsa.org.uk
	<b>9th</b>	9.45 – 13.00	<b>Preparing for Independent Examination/ Audit</b>	gabriel@cash-online.org.uk
	<b>16th</b>	9.45 – 13.00	<b>Preparing for Independent Examination/ Audit</b>	gabriel@cash-online.org.uk
	<b>24th</b>	10.00 – 11.00	<b>Supplementary Schools Advisory Group Meeting</b>	rachel.o'brien@cavsa.org.uk

<b>APR</b>	<b>13th</b>	9.45 – 13.00	<b>End of Year Tax Returns</b>	gabriel@cash-online.org.uk
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Find out more about these events at [www.cavsa.org.uk](http://www.cavsa.org.uk)