



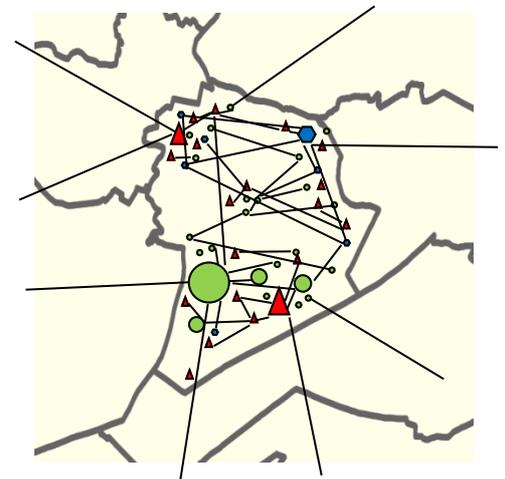
The Way Forward

For the Voluntary and Community and Enterprise Sector in Manchester

Manchester is justly proud of the size, diversity and impact of its voluntary sector and its importance grows ever greater as the resources available to state institutions dwindle or fail to keep up with rising demand. The Voluntary, Community and Social Enterprise (VCSE) sector is all too aware of the crisis that Manchester is facing, the extent to which people are struggling to live a decent life. Now, more than ever, we need our VCSE sector to be even more effective.

The VCSE sector embodies the passions and ideals of the city. We want to see a Manchester which is more caring, where everybody has a decent job, where everyone strives to reduce inequity and where no-one is hard-to-reach.

Our vision is one where every community in Manchester is rich in VCSE organisations of all kinds and varieties, working with all kinds of people and in all kinds of ways, where the VCSE sector is at the core of public debate about what kind of society we are trying to create. Our vision is one where there are trusting, productive and dynamic networks of relationships within the VCSE sector and with private and statutory sectors. Our vision is one where larger well-established VCSE organisations work alongside smaller organisations benefitting from each other's talents and strengths. Our vision is one where VCSE organisations expand their richness, diversity and effectiveness by connecting across communities of interest, identity and geography.



The proposals presented here have been developed by a task group from Manchester's Voluntary Sector Assembly. The proposals are based on discussions held at Manchester's Voluntary Sector Assembly with Manchester City Councillors. Our aim is to maintain the impact of the VCSE Sector in Manchester. The proposals sit alongside Manchester's Voluntary Sector Strategy which focuses on how Manchester City Council, Manchester NHS providers and commissioners can more effectively collaborate with the VCSE sector. These proposals will feed into the discussions happening at Greater Manchester on the role of VCSE organisations in devolution.

Enabling the Vision

Maximising Inward Investment

We want to increase the money and resources coming into Manchester's VCSE sector.

Grant-Giving Organisations

There is an unequal distribution across England of grant-funding. This is recognised by many of the larger grant-making organisations. There are relatively few grant-giving organisations in Manchester that specialise in giving grants to local organisations compared with some other regions of England.

We propose that the VCSE sector negotiate with the major national grant-giving organisations on ways to create a more equitable distribution of their funds.

We propose that the VCSE sector work with statutory and private organisations to increase the number and size of grant-giving organisations that give primarily to Manchester causes.

Individual donations

We want to increase the level of donations that people in Manchester make. We want to encourage an ethos in Manchester of investment in local organisations for the benefit of Manchester people.

We propose that the VCSE sector develop a collective campaign to encourage local people to donate to Manchester causes.

Private Sector

Many private sector organisations already donate money, time and resources to the VCSE sector and are happy to do so as they are part of our communities. At a local level this often works well, for example, the local shop sponsors a local football team. At a larger scale the private sector can find the VCSE sector's diversity confusing.

We propose that the VCSE sector increase the number of effective, mutually beneficial relationships we have with large private sector companies.

GM has 500 businesses with more than 250 employees

Increasing Employment

Increasing inward investment in the VCSE sector will increase our ability to employ Manchester people. We are a critical part of the employment sector as we increase the confidence and skills of the people we provide services for, through enabling them to be involved in advocacy, peer support, volunteering and other forms of community action. We are committed to employing those same people, often people who would find it hardest to find employment through other routes. Additionally, through our links with other VCSE and private sector organisations we help people to make the connections that lead to paid employment.

We propose that the VCSE sector recognise and enhance our vital contribution to the employment of people in Manchester and enhance our ability to act as a route to employment.

Increasing Our Impact in Areas of Low VCSE Activity.

VCSE organisations are the key to successful local communities. They bring in money, they provide services, they create employment, they improve the environment, they put on arts and cultural events, they are the connections that

12,400 FTE staff

make communities prosper. Moreover, just as importantly, they create spaces for discussion, inspire hope for a better future, and give a voice to an area. If they work effectively over a sufficient period of time they can transform even the most disadvantaged area.

Manchester has many disadvantaged areas and in many of them there are too few VCSE organisations and those that are there could be more effective with the right kind of support. The VCSE sector has a crucial role in increasing the number and effectiveness of organisations across Manchester. This will require an organisational commitment over several years.

We propose that the VCSE sector target our expertise and resources to increase VCSE activity within selected areas of Manchester.

VCSE groups would form partnerships to work over a period of years; to increase the level of voluntary activity; to create new VCSE organisations in the area; to increase the level of funding going into the area; to increase the connections between VCSE organisations in the area and other VCSE organisations; to increase volunteering; and to support the advocacy of local organisations.

Increasing Mutual Support

We can be better at what we do. We can be more effective and have greater impact. Every organisation needs support to think about how it can improve. VCSE organisations are hugely diverse and need approaches that work for them from peers who understand the kind of work they do.

This peer support can take many forms: mentoring; peer evaluation; sharing practice; sharing training; visits and placements.



We propose that the VCSE sector develop the means to increase the quantity and quality of mutual support within our sector.

Connecting Manchester People to the VCSE Sector

The number and diversity of VCSE organisations in Manchester means that it can be difficult to navigate. The vitality and innovation of the sector alongside the uncertainty of funding means that what is on offer constantly changes.

Manchester is Europe's second largest creative, digital and media hub

The VCSE sector has been slow to transform the way that we use social media to communicate and interact with the people of Manchester. Social media can efficiently handle the loose networks and partnerships that predominate in the VCSE sector and enhance other mechanisms such as word-of-mouth and targeted printed material.

Social media can be used to demonstrate the importance and value of the VCSE sector in Manchester and to promote the views and experiences of the people we work with.

We propose that the VCSE sector work with the vibrant and expert digital media sector in Manchester to improve the way we use social media.

Working across GM

Many VCSE organisations work across statutory boundaries. We work with whoever needs us and collaborate with other organisations based on that need. Manchester acts as a regional centre for the VCSE sector with many of the larger VCSE organisations being based in the city. Manchester VCSE sector should play a critical role in bringing together VCSE organisations across Greater Manchester, to make sure we have a strong voice in the devolution debate.

We propose that VCSE organisations from across Greater Manchester collaborate to develop a shared “Way Forward”.

Developed by a working group from Manchester’s Voluntary Sector Assembly:

Adrian Ball – *Manchester Settlement*

Chris Larkin – *Stroke Association*

Fergal McCullough – *The Men’s Room*

Kate Ringrow – *City South Manchester*

Nigel Rose & Mike Wild - *Macc*

Peter Jackson - *Breakthrough UK*

Richard Jones – *Manchester Deaf Centre*

Simone Spray – *42nd St*