 

Manchester VCSE Cuts Campaign Pack 2020

This campaign pack is intended to support your campaigning to prevent cuts in the VCSE sector. There a number of ideas and resources which you may want to use but don’t be limited by them. Come up with your own (better) ideas!

The focus of the campaign is straightforward – “don’t cut funding for VCSE sector as we are critical to the future of Manchester”. There is lots of support for us within the statutory sector and our role is to give them information and to inspire them to protect our funding. We need to make it clear that we understand the very difficult situation that Manchester City Council and other funders are in but the best hope for a better future for the people of Manchester is to work with us and, in the longer run, to increase our funding.

Macc has a [web page](https://manchestercommunitycentral.org/manchester-voluntary-sector-impact/manchester-funding-cuts-campaign) devoted to the campaign where you can find the latest information about what is happening. Alongside your campaigning, Macc will be representing the interests of the sector at every meeting we go to.

Please keep us informed about what you are doing by emailing: [campaigns@macc.org.uk](mailto:campaigns@macc.org.uk) or any of the Macc staff.

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# Key Dates

2020

Dec 1st 10am Resources and Governance Scrutiny Committee

Dec 1st 2pm Health Scrutiny Committee

Dec 2nd 10am Children and Young People Scrutiny Committee

Dec 2nd 2pm Neighbourhoods and Environment Scrutiny Committee

Dec 3rd 10am Economy Scrutiny Committee

Dec 3rd 2pm Communities and Equalities Scrutiny Committee

Dec 9th  2pm  Full Council

**Dec 16th - Day of action**

End of December Government announces Local Government Finance Settlement

2021  
Jan 20th 2pm  Council Executive  
Feb 3rd 10am  Full council meeting

# Action - Ways to get involved

## VCSE Statement

Macc has written a statement (see appendix 1) about the importance of the VCSE sector. We will pass this signed statement on to councillors and to decision-makers within Manchester City Council, Manchester Health and Care Commissioning and Manchester Local Care Organisation.

**Sign the statement** by emailing [campaigns@macc.org.uk](mailto:campaigns@macc.org.uk). The statement should be signed either by your chief officer or the chair of your trustees and include your name, role and organisation. See appendix1 for the full text of the statement.

**Use social media channels** to broadcast the statement using the hashtags #NeverMoreNeeded and #ManchesterCuts

**Add the statement** to your website as a news story

## Direct Contact

Plans and decisions are being made both by the Council and other funders right now about future funding. They are going to have to make very difficult decisions about what they fund and what they cut. It is critical that your voice is heard and so decision-makers understand how vital the work that you do is. You cannot assume that they understand this. They need to hear your voice, the voice of the people who use your services and the voice of people who support you. Macc has written a guide to influencing councillors (see appendix 2).

**Arrange meetings with influencers and decision-makers**: A face to face meeting usually works better than anything else, as long as you are well prepared and know what you are asking for. If you are meeting a senior person then do it with other organisations that work in your area or in the same field. They do not have time to meet every group individually and meeting as a group is often even more powerful. After you have met, keep in touch, remind them what you have talked about and if need be, arrange another meeting.

**Attend key meetings**: In the key dates, we have identified a number of key meetings that you can attend and in some, you are permitted to ask questions or make a statement. You can find a guide to scrutiny committees [here](https://manchestercommunitycentral.org/macc-guide-oversight-and-scrutiny-committees).

**Use social media and email:** In addition to meetings, use social media and email to deliver your messages. Include social media hashtags #NeverMoreNeeded and #ManchesterCuts

**Involve the people who use your services**: People who use your services are your most powerful advocates. Inform the people who use your services about the threat of cuts. Involve people who use services in meetings with influencers and decision-makers or support them to have their own meetings.

**Work with other VCSE organisations:** the VCSE sector is even more effective because we work with each other and collectively support people, the people in a particular area of Manchester or groups of people such as carers, people who are homeless, young people, and people with mental health problems. **Work with other organisations to gather information and stories about the overall impact and importance of the work you do.** There is strength in solidarity.

When you get in touch with decision-makers and influencers, **use the key messages** and tell them about:

* The work you do
* The people you work with and why they need support
* How many people you help
* The impact that your work makes on people’s lives (stories are often the best way of doing this)
* How you work with other organisations
* What would be lost if your funding is cut

**Ask them for their support to help you to protect your work.**

## Day of Action - Wednesday 16 December 2020

The aim of the day of action is to demonstrate to influencers and decision-makers what will be lost without the VCSE sector. If you closed your doors just for one day, what vital work is missed, who goes unsupported and at what cost to the city of Manchester?

Throughout the day we want you to tell influencers and decision-makers about every activity you are doing on that day and the impact it has. We want you to email or call the key people and decision-makers and also tweet, post on Facebook, post to your website to tell them your story about what might happen if you closed your doors for one day.

Things you might want to include in your messages:

* A description of the activity that is taking place
* Who attends the activity?
* What impact does the activity have?
* Include a quote from a beneficiary
* Numbers can be relevant here, if you closed your doors for a day, how many Manchester residents would go without your support

For example:

* How many food parcels and medicines would go undelivered?
* How many phone calls to older neighbours would go unmade?
* How many people would go without welfare advice they needed?
* How many hours of counselling for those struggling with their mental health would be missed?
* How many strategic meetings would go without VCSE representation?

It is important to copy in, tag and send this information to the people you want to influence. If you are using social media, please copy Macc in too, so we can share and retweet information from your day of action.

Example tweet  
Today, I would not have spoken to 10 Manchester residents to give important welfare advice. Without the advice, 3 of these families would have gone without a fuel voucher that would have provided heating, hot water and a hot meal. #NeverMoreNeeded #ManchesterCuts @McrCommCentral @PolicyVoiceMacc

## Postcard Campaign

Macc is still investigating the best way to organise a postcard campaign, which is obviously a lot more difficult in the current circumstances. We’ll be in contact. Watch out for the special bulletins.

# Key Messages

These are a suggested set of key messages when you are contacting influencers and decision-makers.

### What’s special about the VCSE sector in Manchester and why is the VCSE sector critical to the future of Manchester

**Prevention**: Manchester has some of the worst health outcomes in the UK and Europe. It’s widely accepted that prevention is the way to change this. The VCSE sector is playing a critical role here. A reduction in VCSE run provision and potential loss of VCSE organisations will increase the pressure on the statutory sector. It will also have long-term impacts on the overall levels of illness in the city.

**Neighbourhoods**: Manchester City Council, Manchester Health and Care Commissioning and Manchester Local Care Organisation have agreed a strategy to support stronger, more resilient neighbourhoods able to identify and meet hugely diverse needs, where the strengths in communities are recognised and people are involved in making decisions. Local VCSE organisations are playing a crucial role in this strategy, they need investment and support to continue to do so.

**Diversity**: Manchester is a hugely diverse city and becoming more so. Our VCSE organisations, which are led by and amplify voices of Black, Asian, minority ethnic, disabled, LGBTQ+ older and young people, are key to understanding and connecting with diverse communities. These organisations are able to provide culturally sensitive, appropriate and accessible services.

**Involvement**: We involve the citizens of Manchester through citizen action, enabling people to support one another, running our organisations, raising money, and a vast range of volunteering opportunities.

**Money**: The VCSE sector brings additional money into the city through grants, donations and trading.

**Innovation**: The VCSE sector is constantly and rapidly changing and adapting as new needs and new communities arise. The VCSE sector has played a critical role during the covid crisis.

### What happens if funding is reduced?

1. VCSE sector will support fewer people
2. Less money will come into the city from the lottery and other non-statutory sources.
3. Less money for citizens as VCSE organisations have less time to give advice
4. Fewer Manchester citizens will have the opportunity to get involved in their communities through volunteering
5. Increased pressure on services

### The pressures on the VCSE sector

The VCSE sector is facing a TRIPLE WHAMMY on top of the possibility of the Manchester cuts:

1. **Impact of Covid-19 on financial sustainability**: many VCSE organisations have been financially hard hit by Covid-19 and have had to use their reserves, to maintain / provide new services to ensure support where it is most needed. Organisations who had developed a diverse funding base, relying on income generation from room hire, ticket sales, events and sponsorship are struggling to replace this lost income.
2. **Uncertain future for funding**: Many grant funders have diverted money into short term grants to support organisations during the crisis. Alongside reduced investment returns due to the predicted recession this means they will have less money to spend in the next few years.
3. **Increased demand**: the ongoing crisis has resulted in growing demands in a wide range of services including: mental health, homelessness, support for older people, support for carers, welfare benefits advice, support for children, food provision, and domestic violence services. The higher level of demand is likely to continue for some time.

# Key Statistics

## State of the Sector report 2017

**3394 organisations in Manchester are from the VCSE sector**

* 44% of groups work in health and wellbeing
* 33% of groups work in education, training and research
* 22% of groups work in economic wellbeing

**11,000 fte employees (16,300 actual people)**

**119,900 volunteers giving 278,600 hours = £252m contribution to the economy**

Between 2013 and 2017 50% of these groups have increased both income and expenditure

* **71% of groups had some public sector funding (MCC, NHS)**
* **89% of groups had non-public sector funding**

If organisations receive no, or reduced public sector funding, this would inhibit their ability to draw in additional grant funding?

# People to Influence

### Manchester City Council

## The Executive Members in 2020/ 2021

The Executive is the main decision-making body of the Council, responsible for implementing the budgetary and policy framework of the Council. Each of the 9 members also has individual special responsibility for a particular area of the Council's services and policies.

<https://secure.manchester.gov.uk/info/200033/councillors_and_decision-making/3195/the_members_of_the_executive>

**Ward Councillors**

<https://democracy.manchester.gov.uk/mgMemberIndex.aspx?bcr=1>

### MHCC

**Manchester Health and Care Commissioning (MHCC) Board Members**

Manchester Health and Care Commissioning (MHCC) Board is made up of local health care professionals, lay representatives, local councillors, the Chief Executive and other Executive Members of Manchester City Council, and our Executive Team.

<https://www.mhcc.nhs.uk/about-us/our-people/board/>

### Manchester Local Care Organisation

**Leadership team**

The Manchester Local Care Organisation leadership team oversee the work of the organisation and is responsible for the long-term development of community-based care in the city.

[https://www.manchesterlco.org/team](https://www.manchesterlco.org/team )

### Allies

We have lots of allies within Manchester City Council, MHCC and MLCO and many allies who know or work with people in those organisations. This is the time to ask them to help us. Send them information, include them in social media, directly contact them to ask for their support. The people who make decisions need to hear not just from us but also from all those people who recognise the importance of the work that we do.

# Branding and Social Media

### Social Media

Use your social media platforms to raise awareness of the campaign and how vital the voluntary sector in Manchester is. The key messages that we will be sharing and that we are asking you to share is that the voluntary sector does incredible work, the voluntary sector is an essential part of Manchester’s economy and the voluntary sector should NOT be cut. Demonstrate the impact that your work makes on other people’s lives by sharing positive stories, key facts and statistics about the services you deliver. Don’t forget to use the hashtags **#NeverMoreNeeded** and **#ManchesterCuts** in anything you post and tag other organisations you work with to encourage them to get involved too.

Sample text for social media (please note these are just ideas, feel free to edit the text or write your own content!)

1. VCSE orgs have responded incredibly to the difficulties over this past year but without funding, they won’t be able to deliver the same services and many people will be left behind. Help us spread the word that Manchester’s VCSE sector is #NeverMoreNeeded #ManchesterCuts

2. Manchester’s voluntary sector needs your support! Here are just some of the ways you can get involved in the city-wide cuts campaign to ensure our sector can continue to support those who need it most (link to campaign pack) #NeverMoreNeeded #ManchesterCuts

3. Support our work with ……… (older people, young people, BAME communities, women etc…), fund the voluntary sector! **#NeverMoreNeeded #ManchesterCuts** (alter the text in red to fit with your own services)

4. We’ve joined the Manchester VCSE Cuts Campaign. Will you sign up too? #NeverMoreNeeded #ManchesterCuts

### Website

We have a new section on our Manchester Community Central website titled [‘Manchester Voluntary Sector Impact’](https://manchestercommunitycentral.org/manchester-voluntary-sector-impact) where we are gathering stories that demonstrate the impact the voluntary sector has on the city. If you have any positive stories about what your organisation does or anything you would like to add to our website then we would love to hear from you. Please share them with us by sending them to [hannah@macc.org.uk](mailto:hannah@macc.org.uk) or by tagging us on twitter @PolicyVoiceMacc.

We also have a page dedicated to the Cuts Campaign [here](https://manchestercommunitycentral.org/manchester-voluntary-sector-impact/manchester-funding-cuts-campaign) where you can find key information and resources.

### Branding

We already have a wide range of organisations who have joined the campaign and so to ensure that we can gather all these voices together collectively to have a greater impact, it’s important that we use similar branding to tie everything together. We have decided to use very similar branding to the [Never More Needed national campaign](https://nmn.org.uk/) as we feel this campaign fits perfectly with what we’re trying to demonstrate – that our voluntary sector is vital and is needed more than ever. Here are some simple ways to ensure you brand any content you share in line with the rest of the campaign:

· As well as using #NeverMoreNeeded and #ManchesterCuts in all of your social media posts, you can also include the #NeverMoreNeeded logo that can be [found here](https://manchestercommunitycentral.org/sites/manchestercommunitycentral.co.uk/files/nevermoreneeded_logo_final_2020.jpg).

· Throughout the campaign we will be sharing a selection of images you can use on social media. Please feel free to use these.

· Please ensure that any images you use in relation to the campaign follow the Never More Needed colour scheme as much as possible.

If you have any questions about branding email [helen@macc.org.uk](mailto:helen@macc.org.uk) or [victoria@macc.org.uk](mailto:victoria@macc.org.uk)

# Appendix 1 Manchester VCSE leaders Statement on the Funding of the Sector – Oct 2020

One of Manchester’s greatest assets is its diverse and vibrant eco-system of over 3000 voluntary and community organisations and social enterprises. They work in arts, sport, mental health, environment, welfare benefits, homelessness, refugees, youth services, domestic abuse, learning and almost every other area that supports the health and wellbeing of the people of Manchester. They provide services, give advice, advocate for the people they help and assist them in advocating for themselves, and work with volunteers. They work with every disadvantaged community in Manchester.

During the Covid-19 crisis we have played a critical role at both a city-wide and neighbourhood level in food provision, mental health support, provision for rough sleepers, supporting BAME communities, supporting people most at risk of Covid-19, and supporting families. The No Going Back Report published by Macc gives an insight into that work but couldn’t hope to capture its richness.

The Covid-19 crisis has impacted on the VCSE sector just has it has on every other sector. Recent national statistics show that the financial position of 40% of VCSE organisations deteriorated in the previous month and about 10% of organisations feared that they would no longer be operating in a year’s time (Covid-19 Voluntary Sector Impact Barometer - Oct 2020).

Much of the funding during the crisis has been short-term funding and organisations do not know yet how or whether they will be able to fund their work in the future. Organisations have faced increased expenses during the crisis in making adaptations and in continuing to run both face to face and digital services. Many are already facing surges in requests for their help and this is only likely to increase as the epidemic continues. Organisations that rely on rent or fees for services have been particularly badly hurt and may close, leading to the loss of critical services and community facilities in some areas of Manchester.

Due to the financial pressures caused by the crisis, a further major threat to the health of the VCSE sector is the possibility of cuts in both grants and contracts from Manchester City Council and Manchester CCG. This funding is especially critical for the sustainability of many organisations as it is long-term and substantial.  This funding helps to support many VCSE organisations across Manchester, who then work with and support many other VCSE organisations.

If this funding is significantly reduced it will have a serious impact on the VCSE sector and their beneficiaries in a number of ways.

1. Direct impact: VCSE organisations will be able to work with fewer people
2. Less money coming into the city: stable VCSE organisations bring in large amounts of extra money
3. Fewer Manchester citizens volunteering
4. Increased pressure on statutory services
5. Less money for Manchester citizens due to less advice and support

Disinvesting in the VCSE sector, in the longer run is a false economy. Manchester has some of the worst poverty and health outcomes in the country.  If that is going to change then Manchester needs more preventive services of the kind that the VCSE sector delivers. It needs consistent levels of VCSE services in every neighbourhood. It needs more BAME-led organisations that can work with the increasing size and diversity of BAME communities in Manchester.

We wish to work with you in achieving these outcomes.

# Appendix 2 - Lobbying Councillors in Manchester about Cuts

Manchester councillors do not want to cut services. They are faced with a series of extremely difficult decisions about what to keep and what to cut and there is no purely logical way of deciding what should be kept. How does one judge the importance of a library against an advice service or a community centre? In the end it is about a balance of competing interests and ideas and principles and about who gets heard, it’s a democratic process with politicians at its heart.

All kinds of people and organisation are constantly trying to influence councillors and that becomes even more frenzied at a time of cuts. Lobbying is a way of influencing councillors and promoting your cause. It’s one of the key ways that councillors find out about what is going on and what is valued by their constituents. Most Councillors appreciate being lobbied and see it as an important part of their job.

**Effective lobbying**

There are a number of approaches that increase the chances of your lobbying being effective.

**Volume**

Generally, it’s more convincing if you hear about the same issue from several people especially if each of them has taken the time to talk or write to you in their own words.

**Repetition**

It’s often not enough to say things once. Councillors get pulled in many directions and if you want your issue to be at the top of their minds then make sure you keep regular contact and let them know that you will be following up.

**Relevance**

Councillors are more likely to support issues that impact on their constituents, the people in their ward or on issues that they are particularly interested in or take a lead on. Tailor your approach for each councillor by finding out what you can about them before you meet or contact them.

**Evidence with impact**

It’s not about the quantity of evidence, councillors don’t have time to read large amounts, it’s about the quality. Come up with something that will stay in the mind, a few choice statistics, a stunning case-study, a picture that says it all, a quote that goes to the heart of the issue. Give them a story that they will want to tell others.

**From the horse’s mouth**

Perhaps the most effective tactic of all is for councillors to hear directly from the people who will suffer or benefit from the proposed change. It’s hard to ignore when someone is telling you their experience and the difference it has made or will make.

**Creating a relationship**

In the end almost all councillors want to do the right thing and it’s your job to help them understand why what you are proposing is the right thing. You need to try and establish a relationship of trust where they are predisposed to believe that what you are telling them is accurate and considered. As well as telling them what you think, listen to what they have to say, and then create an ongoing discussion.

**Ask for something**

Be as specific as possible about what you want. Ask for it clearly but be prepared to negotiate. You may want to start with something easy and then follow up later with something more challenging. Councillors won’t know what you want them to do unless you tell them.

You can ask for all kinds of things: signing a petition; speaking on your behalf to a member of the executive; talking about an issue at a scrutiny committee; voting at a council meeting; obtaining information; visiting your organisation; talking to users of your service.

However, make sure you ask them for something that they have the power, time and resources to do. A local councillor, who is not a member of the Council Executive, has very limited formal power. Don’t forget that many backbenchers have a full or part time job in addition to their Councillor role so make sure your request is concise and realistic.

**Targeting Councillors**

Some councillors have more power than others. The most powerful councillors are the 9 members of the executive (including the leader of the council Sir Richard Leese), each of which takes the lead on particular issues. Identify the executive member with the lead on the issue you are concerned with.

Other councillors vary in power depending on the level of respect they are held in by more powerful councillors and their role on key committees. Find out who are the more powerful councillors by talking with other people more experienced in lobbying, or by using your social networks to find someone who has a contact with a ‘friendly’ councillor who will give you the low down.

Find out more about the councillors you want to target by googling them and looking at the Councillor Register of Interests.

**Lots of ways in**

Some of the ways you can contact councillors are:

* Emailing them
* Asking a question of the Executive
* Arranging a meeting
* Inviting them to visit your organisation
* Inviting them to talk to a group of the people who use your service
* Meeting them at a surgery
* Writing a letter/postcard
* Phoning
* Asking to speak at a scrutiny committee
* Creating an e-petition on MCC’s website
* Replying to the Leader’s Blog
* Talking to Councillors attending a Full Council Meeting

**Lobbying and the Law**

Lobbying has been in the news recently because of the Lobbying Act however this only applies to campaigning around a parliamentary election. Charity Law forbids charities from furthering the interests of a specific political party. Campaigning in line with the charitable purposes of a charity is permitted.

**Sources of information**

* Asking a question of an Executive Member [www.manchester.gov.uk/info/200033/councillors\_and\_decision-making/5972/ask\_a\_lead\_councillor\_a\_question](http://www.manchester.gov.uk/info/200033/councillors_and_decision-making/5972/ask_a_lead_councillor_a_question)

* Leaders blog

[www.manchester.gov.uk/blog/leadersblog](http://www.manchester.gov.uk/blog/leadersblog)

* List of Councillors and their interests

[www.manchester.gov.uk/manchestercouncillors](http://www.manchester.gov.uk/manchestercouncillors)[www.manchester.gov.uk/downloads/download/5102/the\_register\_of\_members\_interests](http://www.manchester.gov.uk/downloads/download/5102/the_register_of_members_interests)

* Executive Members

[www.manchester.gov.uk/info/200033/councillors\_democracy\_and\_elections/3195/the\_members\_of\_the\_executive](http://www.manchester.gov.uk/info/200033/councillors_democracy_and_elections/3195/the_members_of_the_executive)

* Scrutiny Committees and dates

[www.manchester.gov.uk/info/997/councillors-committee\_membership](http://www.manchester.gov.uk/info/997/councillors-committee_membership)

* Guide to Scrutiny Committees

<https://www.manchestercommunitycentral.org/macc-guide-oversight-and-scrutiny-committees>

* Guide to E-Petitions   
  <http://www.manchester.gov.uk/download/downloads/id/13718/petitions_scheme>