

Welcome



Community First
Yorkshire

Measuring and Demonstrating Impact



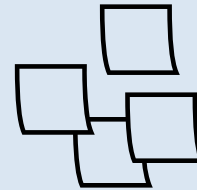
Housekeeping

- Fire exits – 2 exits, one on either side of the classroom which then lead onto platform 2. The assembly point is the main NYMR. No alarms will be scheduled for the day.
- Toilets, including accessible toilet are just across the way from the classroom
- No smoking on site



Before we begin

Things to consider



Session aims



As we head into the second half of 2024, we thought it would be timely to look at ways of demonstrating the impact that volunteers make to your organisations, as well as your communities. Funders and stakeholders often require demonstrable impact – but how do you illustrate this?

With the 10-year **Vision for Volunteering** strategy in mind we will look at ripple effect mapping which is a technique that is designed to capture the ‘ripples’ of impact that are hard to measure by more traditional methods.

You will also be introduced to our Age Friendly Network as our coordinator talks about how the over 50’s can engage in positive activity in their communities.



Agenda

- 10.00 - Welcome, housekeeping and introductions
- 10.15 - Community First Yorkshire Age Friendly Network
- 10.30 - NYM Railway presentation and tour
- 11.45 - Lunch and networking
- 12.30 - Community First Yorkshire -Measuring and demonstrating Impact
- 13.50 – Reflections, feedback and close of meeting
- 14:00 - Close

Introduction



- * Name
- * Organisation
- * Job title / role





An evolution is happening....

For many people today, living longer is not just a hope but an expectation. Gains in life expectancy over the last few decades mean that millions more of us are living into our 70s, 80s, 90s and beyond, with record numbers of centenarians recorded in 2023!!



Our physical and social environments are major influences on how we experience ageing and the opportunities it brings. Developing age-friendly villages, towns and cities enables *all* people to age well in a place that is right for them, to continue to develop personally, to be included, and contribute to their communities whilst promoting and enabling their independence and health.



The Project - What is the 'Age Friendly Network'?



The Age Friendly Network is an exciting new initiative, a campaign for all North Yorkshire, based around the 'Age Friendly Communities' framework set out by the World Health Organisation. It aims to help shape the development of an all inclusive, age friendly society.



The Age Friendly Network is a membership-based group of individuals, organisations and volunteers, committed to empowering the community through information and communication, supporting our members to have a voice and play an active role in age-friendly representation throughout North Yorkshire.



An age friendly society promotes and supports active, healthy ageing, tackles loneliness and ageism, supports social inclusion and provides infrastructure and services that are accessible, practical and suited to an ageing population.

Case Studies



Bristol ran their Age Proud campaign to challenge negative stereotypes of growing older by amplifying the experiences and advice of seven inspirational people from across the city.



Isle of Wight has developed training to help service providers become more age-friendly, with the Island's main bus operator, Southern Vectis, incorporating this training into its compulsory programme for all drivers.



Greater Manchester developed their "Framework for Creating Age-friendly Homes" which sets out a vision for their housing choices to be diverse, respond to different needs and aspirations, promote social connections and support equality, positive health, wellbeing and independence.



Through Nottingham's Take a Seat campaign they have worked with over 300 local premises to provide a warm welcome and the offer of a seat to people when they are out and about.



East Riding of Yorkshire Council has been working to become an Age-friendly Employer through their free Health MOT and flexible retirement policy.



Leeds' Shared Tables project invites older people living alone to enjoy a meal together at a local restaurant. The project offers an alternative to traditional coffee mornings by providing opportunities to socialise at weekends and in the evenings.



Here in North Yorkshire, the Age Friendly Network has instigated a free training programme to help Community Anchor Organisations reach isolated members of the community, it is envisaged that this training will also be rolled out library services volunteers too.



In Newcastle, Hackney and Bristol radio programmes have been set up by members with strong focus on civic engagement and moving beyond the stereotype of older person's radio purely being nostalgia programmes. In Age Friendly Sunderland they have a band of reporters, producing their own monthly newsletter covering everything from new music and events to consultations and health advice.

As The Age Friendly Network grows and develops.....



Our members, stakeholders and partners can;

Work together with a diverse and inclusive range of other members and organisations throughout North Yorkshire, share ideas, feedback, best practice, new initiatives, training, events and news from your region

Combine information, knowledge and experience on what matters to our members, the people of your community and local organisations most

Suggest improvements, discuss ideas and tackle issues with potential direct impact

keep up to date with the latest news, topics and countywide information through consistent lines of communication, network newsletters and bulletins

Be a force for change, a part of the new era of Age Friendly Communities, making a positive difference



Together we can build positivity, challenge stereotypes...



...have our say and campaign for real changes.



Together we can 'Add Life to Years'

Any Questions?



Jeanette Hague

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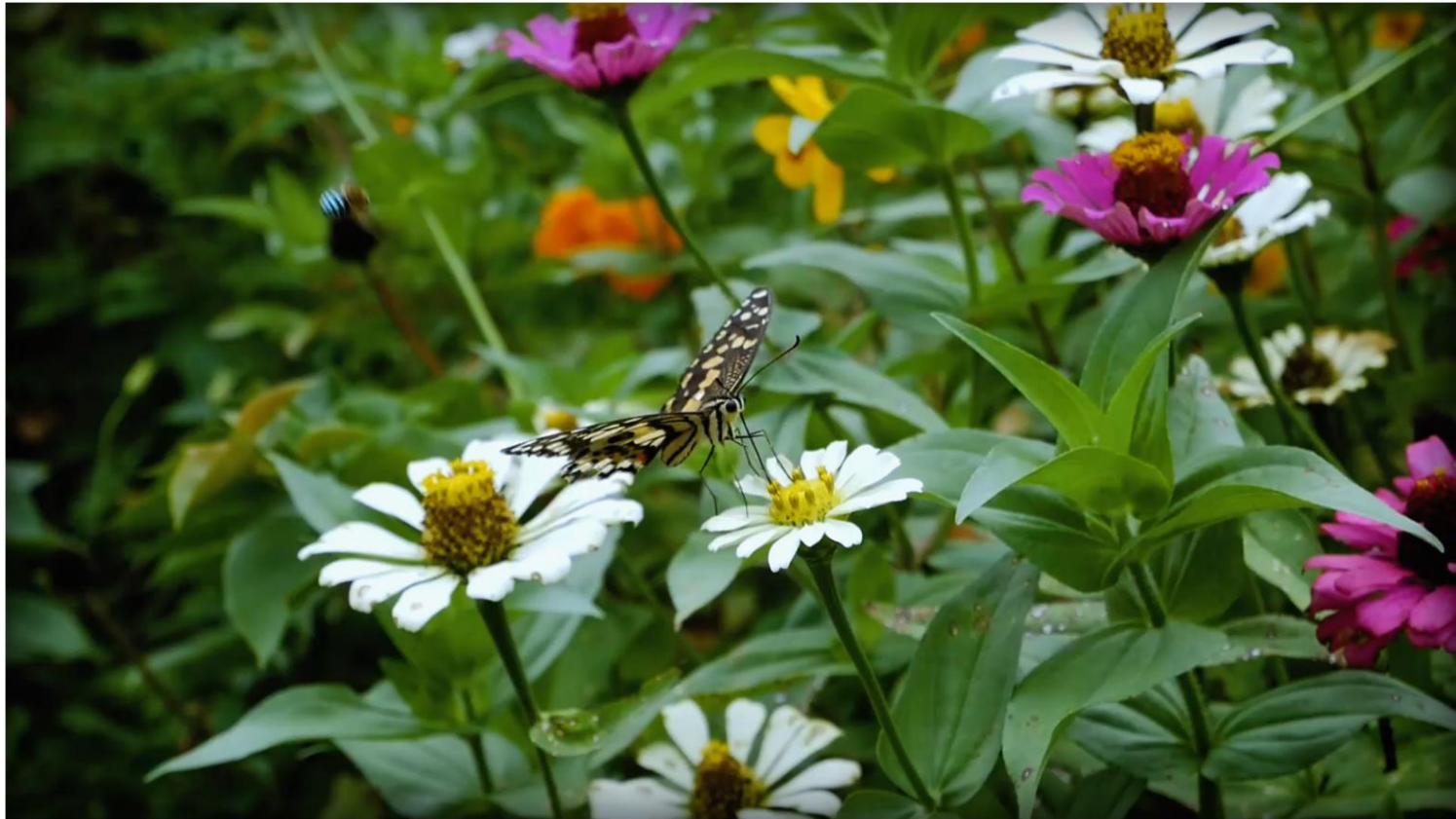
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W: www.communityfirstyorkshire.org.uk



Michelle Baggaley
Community Engagement Manager
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Lunch – back at 12.30pm



Something fun & light-hearted

We open doors –
Are you a butler?

We build bridges –
Are you in construction?

We remove barriers –
Are you in demolition?

We give people tools –
Do you have an account at B&Q?

We signpost –
Do you work for the road networks?

Be careful of BUZZ words



What do you ACTUALLY do?

Measuring the impact of your work with volunteers

Using ripple effect mapping



Vision for
Volunteering

Awareness and
appreciation



Power



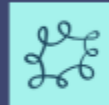
Equity and
inclusion



Collaboration



Experimentation



What is Ripple Effect Mapping?

It is a technique for impact evaluation, specifically designed for community-based programs and projects.

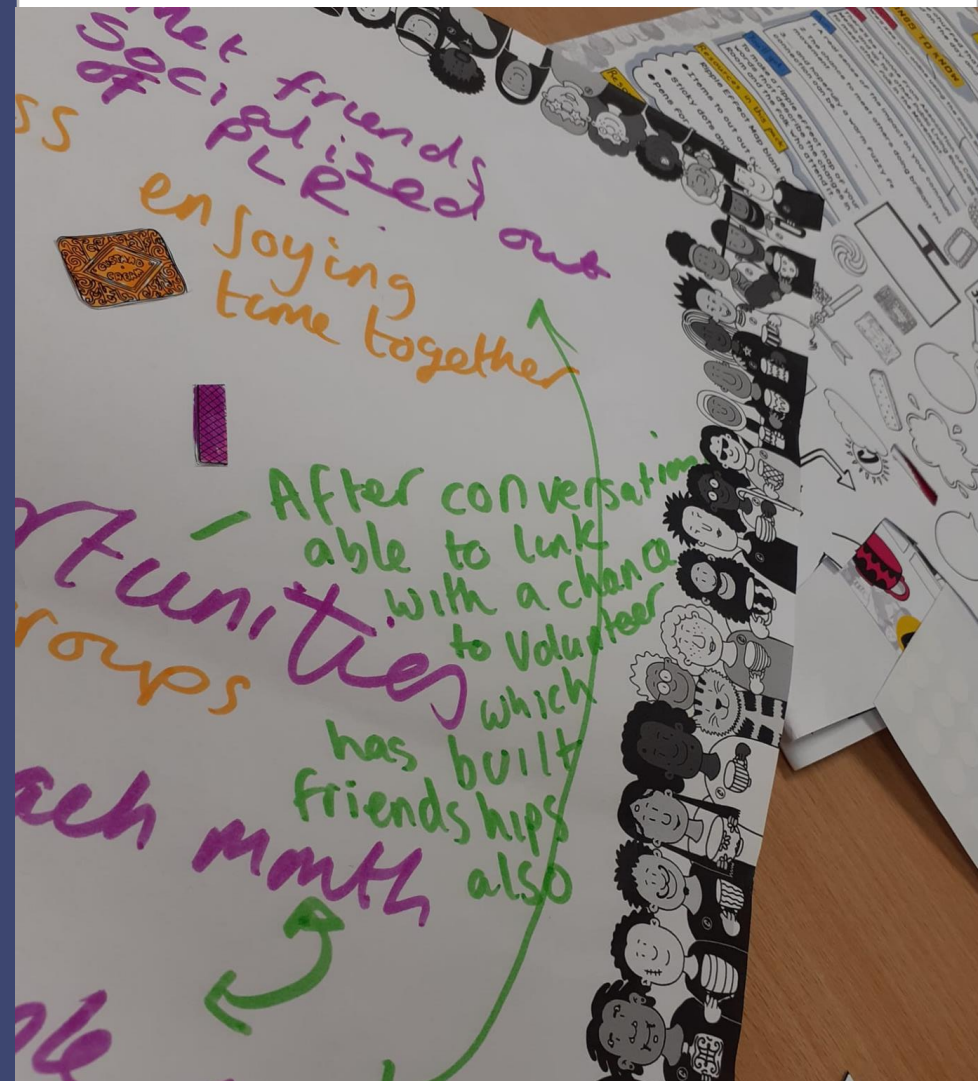
It involves people who are a part of process/project reflecting on and visually mapping intended and unintended changes.



What is Ripple Effect Mapping?

The method is:

- Participatory and interactive – i.e., it involves you!
- Iterative and conclusive – i.e., it can be used in the middle or end of projects
- Adaptable to unique contexts – i.e., easy to make it fit our needs



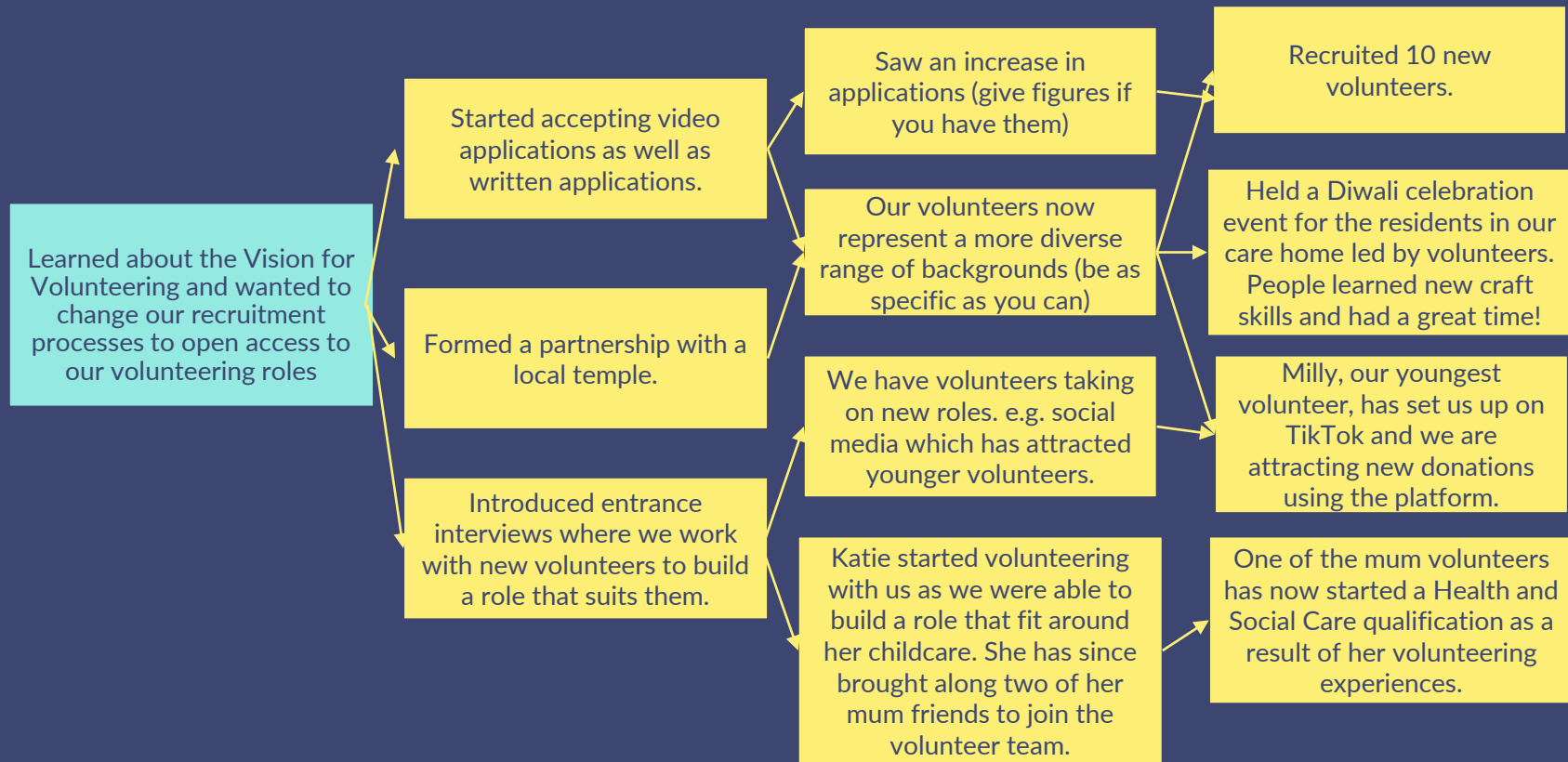
Who should be involved?

- Ripple effect mapping works best when you have a group of people who are all involved in the organisation, project or aim you're evaluating working on the same map
- You want as many different perspectives as possible – so invite the CEO, a couple of volunteers, your volunteer manager and anyone in between

What are 'ripples'?

- Ripples are the impacts of actions, and then the impacts of those impacts, and the impacts of *those* impacts and so on
- i.e. because we took x action, y happened, and because y happened, z happened
- These can be simple or complex, personal or organisational, new actions or measurable outcomes

Example – from the action on the left, we have identified these subsequent 'ripples' of impact.



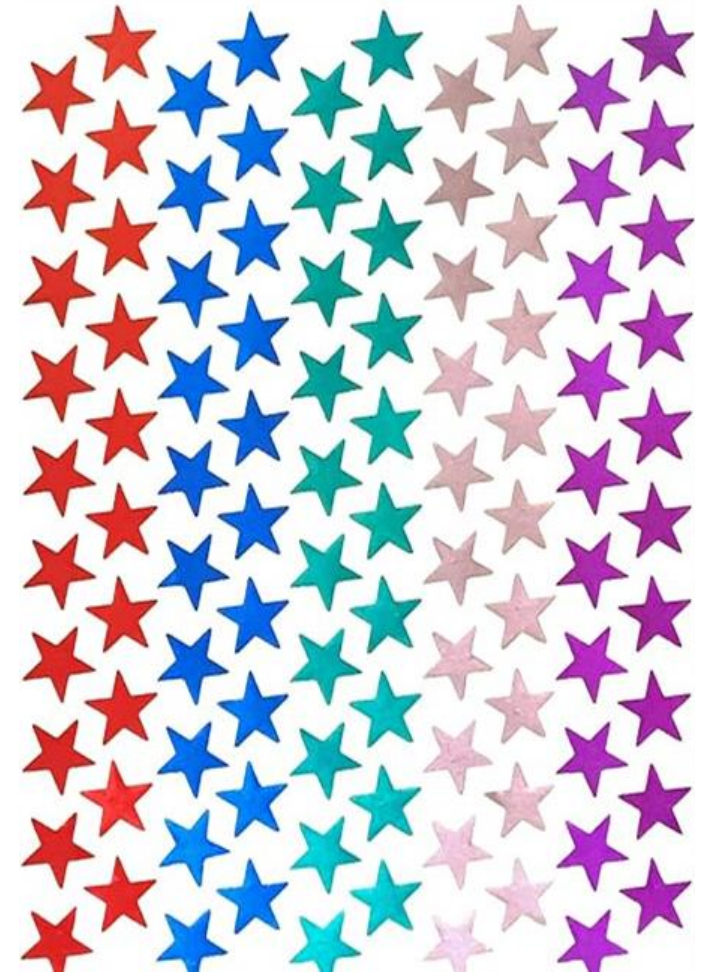
How do you create a ripple effect map?

- Start with your organisation, project or aim in the centre
- Identify the actions or changes you have made and write these around the centre like a mind map
- Identify the 'ripples' of impact that these actions/changes have had and write these as another layer
- Carry on until you run out of space or run out of impacts!

Enhance your map

You can enhance your map by adding some features such as:

- Use coloured stickers to indicate whether an impact relates to an individual change, an organisational change or a wider community/society change
- Get everyone who's worked on your map to identify what they think is the most significant change

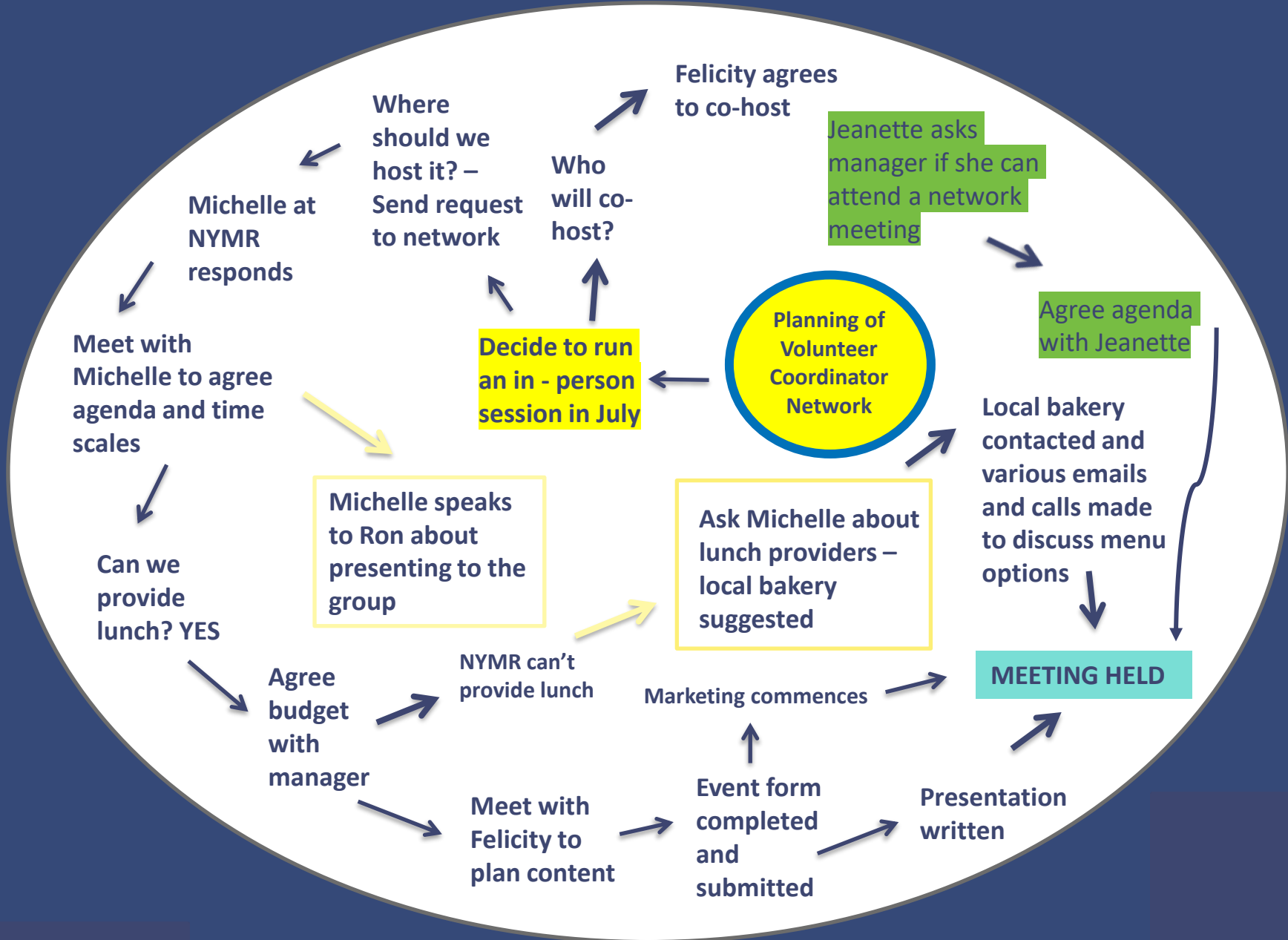


You can use ripple mapping for **personal** impact measurement as well as **professional**.

Impact measurement can include **intended** and **unintended** outcomes.

Here is one section of mine –
starting with a house move





What were the intended and unintended outcomes?

Try putting together your own map

Think of a key moment in your life –

- ❖ Passing your driving test
- ❖ Graduating from college or university
- ❖ Moving to a new area.

Add details - 'ripples' - as you work through your timeline.

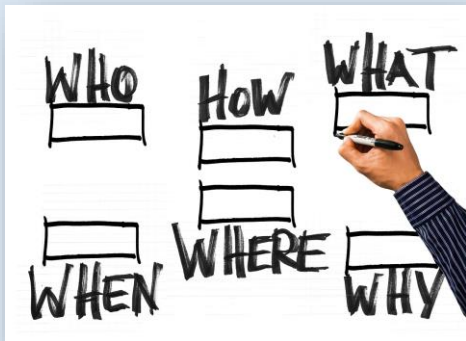
What are the positive ripples? Are there any negative? What are the intended and unintended outcomes?

Could this be used to help plan the future?

Now think about your organisation and your role within it.

How could ripple mapping aid impact measurement?

Could this help with funding applications?



What about business planning?

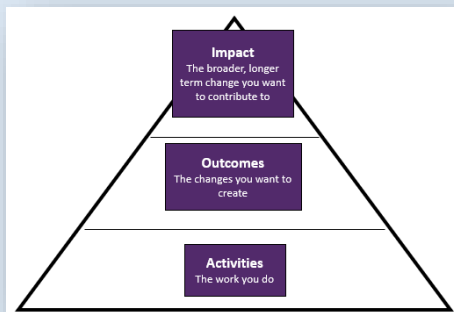


Is there an opportunity to involve a wider audience?

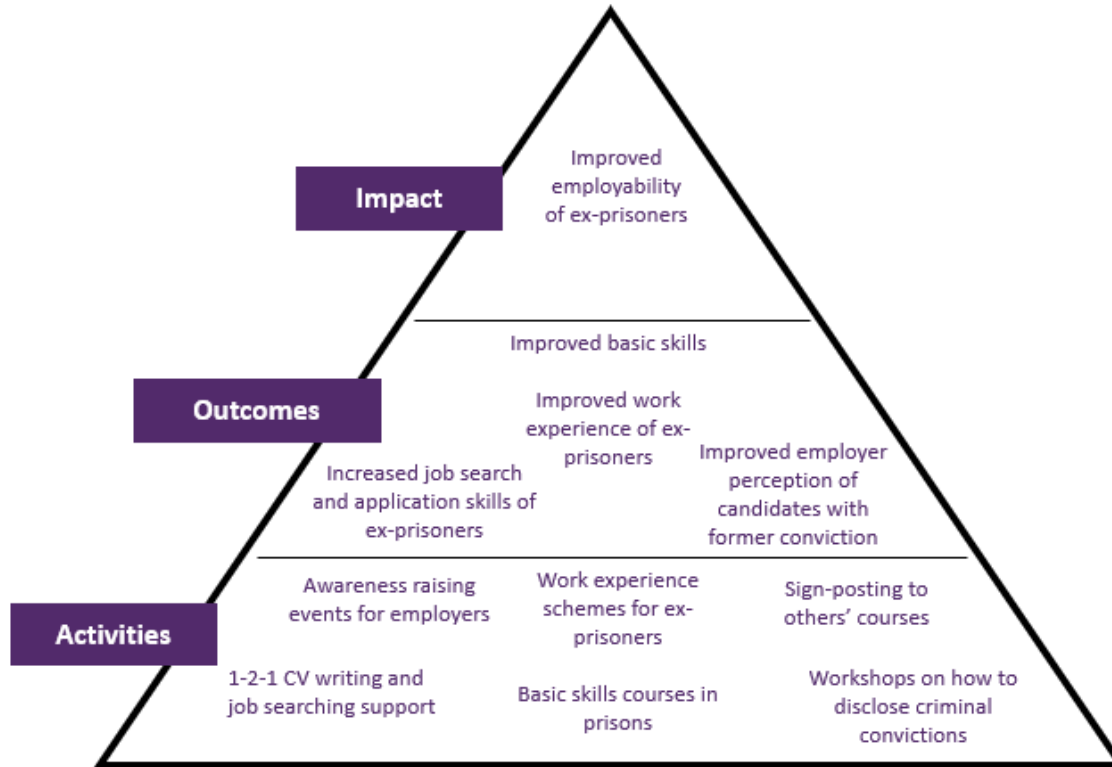
Who to involve in the process



Participatory evaluation – this could be used with all levels of staff, volunteers or members of the community.



An example





Using the triangle template, think about a project idea which you have. What **impact** would you like the project to have?

Complete the sections with this project in mind – adding in the potential positive and negative impacts for

You

The organisation

Your volunteers

The wider community

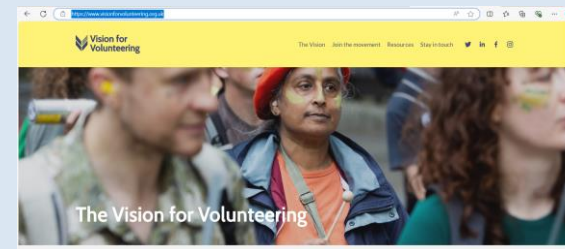
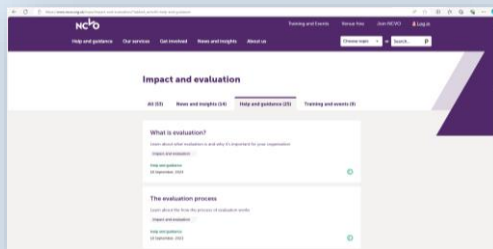
What next?

Use the tools you have used today to inform how you go about measuring the impact of your work and that of your organisation.

For further information view the NCVO and Vision for Volunteering websites.

[Impact and evaluation | NCVO](#)

<https://www.visionforvolunteering.org.uk/>



14 July - deadline

Community awards | North Yorkshire Council

Community organisations and individual volunteers play a vital role in enhancing lives across North Yorkshire. They support the council in delivering essential services and fostering social networks that reduce isolation and help people live independently for longer.

The annual community awards acknowledge and reward those that have made a significant difference in their community.

The winner of each category receives **£1,000**. Two runners-up in each category will receive **£250**.

Best COMMUNITY GROUP
Best COMMUNITY PROJECT
Lifetime achievement in VOLUNTEERING

12 September

Online

We will be joined by Dave Stott, Head of Volunteering & Safeguarding, who will talk to us about how the Royal Voluntary Service involves and supports young volunteers.

We will also have an introduction to a new supported volunteering toolkit and web support being produced by Hambleton Community Action.

The network meeting is from 13.30 until 15.00



ROYAL
VOLUNTARY
SERVICE

15 July – Managing Volunteers

SELFA in Skipton

27 September – Managing Volunteers

The Regen Centre in Riccall

What makes an effective Volunteer Co-ordinator? What are the key responsibilities of the role? How can you ensure effective recruitment and induction of volunteers?

The training is broken up into four sessions:

- Session 1: Good practice in involving volunteers
- Session 2: Reaching and recruiting volunteers
- Session 3: Supporting and developing volunteers
- Session 4: Celebrating the impact of volunteers



Both days will run from 9.30 to 4.30pm.

Contact information

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VINY (Volunteering in North

Yorkshire): <https://portal.communityfirstyorkshire.org.uk/>

X: [@volunteeringNY](https://twitter.com/@volunteeringNY)

Facebook: [@Comm1stYorks](https://www.facebook.com/@Comm1stYorks)

**** Please complete the feedback form before you leave the meeting.**