

Board Report - Projects & Engagement: May 2022

Date	Engagement	Purpose	Outcome/Data	Further Development																				
On-going	Helpforce: Community Fridge – Registration Form and periodic survey	To streamline process for distributing food, to gauge benefits people are experiencing from using Community Fridge. To look at any areas for improvement in the help we offer.	<p>Work has begun on trialling the database's suitability. Using Community Fridge as blueprint.</p> <p>This data base has the potential to assess the impact we are making to various stakeholders including: <i>Service users, staff, volunteers & local organisations/businesses.</i></p>	<p>Meeting with Katie and Kelly set up to fine tune questions. There is a need to re-establish the purposes of the Fridge in response to increasing demands for food and increased anxiety levels of our visitors.</p> <p>Registration will be launched in May providing information about how the Fridge operates and also how it differs from a Food Bank.</p> <p>Engagement Event will aim to restore trust between Centre and visitors who have been worried and complained about increased queuing times and how fairly food is distributed. Also to establish the role of the Fridge post-Covid, in a new era of money worries for the community.</p>																				
May-June	Create Signposting Flyer	<p>To offer support to worried visitors who have a need for help, via signposting flyer.</p> <p>To manage expectations of visitors about the support available at the Centre.</p>	<p>Evidence that visitors come away from the Fridge feeling they received help if they are in a crisis/urgent situation with housing/safety/basic food.</p> <p>Evidence that volunteers feel they have been able to help someone in a crisis and respectfully move on to help the next visitor.</p>	<p>New volunteer engagement to offer time to chat with visitors while queuing or after their visit. Specifically, to focus on listening, recognising a need and signposting to the relevant agency.</p> <p>To maintain effective lines of communication with visitors. (Alongside white board updates)</p>																				
On-going	Monthly e-newsletter	<p>Update subscribers to the centre about what has been happening and what's on.</p> <p>To offer a new digital engagement with the centre and widen our 'audience'.</p>	<p>Data:</p> <table border="1"> <thead> <tr> <th>Date</th> <th>Subscribers</th> <th>Total Opens</th> <th>Unsubscribes</th> </tr> </thead> <tbody> <tr> <td>End Jan</td> <td>132</td> <td>165</td> <td></td> </tr> <tr> <td>End Feb</td> <td>144</td> <td>282</td> <td></td> </tr> <tr> <td>April</td> <td>145</td> <td>234</td> <td></td> </tr> <tr> <td>May</td> <td>150</td> <td>104 (so far)</td> <td></td> </tr> </tbody> </table>	Date	Subscribers	Total Opens	Unsubscribes	End Jan	132	165		End Feb	144	282		April	145	234		May	150	104 (so far)		<p>Investigate emails that bounced back.</p> <p>Seek feedback from recipients about how useful they found the email: information/layout/ease of use etc.</p> <p>Increase opportunities for people to click on links within the email to widen promotion of a projects aims.</p>
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On-going	Increasing Digital Engagement	Developed new material for flyers/ posters/social media promotions.	<p>Recent promotion of Hygiene Bank using Communitree posters in centre and via social media.</p> <p>Monthly themes to engage people in Centre activities: ie: Food Waste Prevention Month, Mindful May etc.</p> <p>Monitoring Mailchimp engagement for newsletter.</p> <p>Evaluation form trialed via newsletter for recent Easter family activities.</p>	<p>Communitree – 16-22 May</p> <p>thebigplasticcount.com/</p> <p>Initially looking at whether we as staff can count our plastics for the week or if we can get the whole community counting via social media?!</p> <p>Develop MailChimp usage. How can people sign up for other info on projects via monthly newsletter?</p> <p>Continue with consistent use of social media as a method of keeping in touch & engaging wider audience. Using a monthly theme.</p>
		<p>Engagements:</p> <p>1.Easter Basket Making</p> <p>2. Jubilee Event Saturday 4th June</p> <p>3. Youth Centre Opening</p> <p>4. Sight for Surrey Drop-in</p>	<p>Number attended: Evaluation Responses: Significant Comments: Amazing support from local Hyped Marketing company, who donated eggs and offered help on the day.</p> <p>Ongoing organisation for the family event which will be held from 10.30am-12.30pm on the green at Lyall Place.</p> <p>Helping to identify volunteers to organise lunch for St Marks church.</p> <p>Supported Tracy with Centre set up for first evening session. Supporting Tracy for upcoming Youth Centre launch.</p> <p>Coordinating forthcoming event.</p>	<p>Review with parent of ASD child, look at how to ensure there is a suitable space/support for ASD families at the Centre.</p> <p>Ongoing</p> <p>Friday 6th May.</p> <p>Upcoming.</p>

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		<p>5. Volunteer engagement – Dementia training and coffee/pastries</p> <p>6. Coffee morning for 'It's Good to Talk week' – Fundraiser for Farnham ASSIST.</p>	<p>Coordinating forthcoming event.</p> <p>Partnership working. Fundraising.</p>	<p>Upcoming.</p> <p>Explore partnership opportunities.</p>												
Dec '21 to date	<p>Entrance Hall Project</p> <p>Share Store cupboard:</p>	<p>Make building more accessible.</p> <p>To promote our offer of re-using useful items, the cupboard is a scaled down version of Share Farnham store opened during the Pandemic.</p>	<p>Sue and Emma working on making the building more engaging and also more friendly to visitors with Dementia, Sight/Hearing Impairment.</p> <p>Usage:</p> <table border="1"> <thead> <tr> <th>Date</th> <th>Coins</th> </tr> </thead> <tbody> <tr> <td>28.10.21</td> <td>5</td> </tr> <tr> <td>14.01.22</td> <td>35</td> </tr> <tr> <td>07.02.22</td> <td>34</td> </tr> <tr> <td>03.05.22</td> <td></td> </tr> <tr> <td>Coin jar Missing at time of count</td> <td>29</td> </tr> </tbody> </table>	Date	Coins	28.10.21	5	14.01.22	35	07.02.22	34	03.05.22		Coin jar Missing at time of count	29	<p>Tree Mural - Picture frames will be handed out to different groups in the building to fill with an image which represents their project.</p> <p>Meeting arranged with parent of child with ASD, in response to comments made on evaluation from Easter Activities about making our activities more ASD friendly.</p> <p>Signage to be created that is the most suitable to needs of our visitors.</p> <p>Ongoing.</p>
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On-going	Volunteer Research	Exploration of the value of volunteers and the central role they have within the centre. Also exploring and the personal benefits of their experience as volunteers.	Initiating ideas for volunteer week in June/July as a thank you to volunteers. A few ideas being explored: Thank you social Thank you volunteer badges Card's made by craft café with personal message of thanks and recognition to volunteer Volunteer fair – to engage new volunteers	Look at timings for this event, engage team in process. How could these events be used to collect volunteer views of their experience with Centre?
May 2022	Funding Report	A report on how Projects & Engagement funding has been used and evaluated	Summary currently being created which shows outcomes as a result of funding and what could be done with the remaining funds.	TBC