

An abstract graphic consisting of a network of thin, dark blue lines connecting small, dark blue dots. The network is dense and irregular, resembling a molecular structure or a complex web. It is positioned on the left side of the page, with the right side being a plain, light blue background.

# POP ideas

*Impact and satisfaction survey 2020-2021*



# Impact and satisfaction survey 2020-2021

Written by Iridescent Ideas CIC  
[www.iridescentideas.com](http://www.iridescentideas.com)

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## Impact at a glance

### Overall

- **98%** of respondents said overall the quality of POP ideas was **excellent** or **good** – the highest rating POP ideas has ever had!
- **85%** were likely or highly likely to recommend POP ideas to others.

### Outcomes - as a result of POP ideas:

- **96%** felt better informed about relevant developments
- **87%** felt more confident applying for funding
- **61%** felt better at proving the difference and impact they made
- **70%** said their skills had improved
- **57%** had stronger foundations in place for their work (e.g., a legal structure or constitution)
- **59%** said they were delivering a better service for their clients.

### Satisfaction with individual services

The following services were rated as excellent or good (with % rating):

- Workshops and training = **91%**
- One-to-one advice = **95%**
- Newsletter = **100%**
- Website = **90%**
- Social media services = **76%**
- Plymouth Fundraisers Network = **100%**

## Executive summary

### Satisfaction

For POP ideas a key statistic is that **98%** of respondents said that the service was 'excellent' or 'good'. This is the highest rating the service has ever achieved over the last five years.

The individual elements of the services also show high levels of satisfaction. The most popular services are the newsletter and Fund-raising network with **100%** of respondents rating these as excellent or good.

Other services were also praised for their quality:

- **95%** said the one-to-one advice was excellent or good
- **91%** said the training workshops were excellent or good

### Impact

The services are making a positive difference to organizations. As a result of POP and POP ideas:

- **96%** felt they were better informed
- **87%** felt more confident about applying for funding
- **70%** felt their skills have improved
- **57%** felt they had stronger foundations for their work (e.g.: a constitution or legal structure in place)
- **61%** felt they were better at proving the difference they make

- **59%** of respondents felt they were delivering a more effective service for their clients.

### Positive comments

There were many positive comments made about what POP ideas is doing well. Key themes included:

- Good communications
- Excellent, clear and expert advice
- Good accessibility
- Excellent quality workshops and training
- Well organized and approachable.

### Areas for development

Some constructively critical comments were recorded. These are broadly themed around:

- Making more resources available online
- Ensuring good follow up procedures are in place
- Keeping some element of face-to-face support once the Coronavirus/Covid-19 pandemic and lockdown is over.

### Future needs

The top suggestions for future advice were:

- Funding advice
- Marketing advice
- Contracts and networking advice

- Social impact advice
- Digital skills advice.

Lack of appropriate finance and staffing were mentioned as significant future organizational issues.

### **Impact of Coronavirus/Covid-19**

This year we asked an extra question about the impact of Coronavirus/Covid-19 (both positive and negative). A range of responses were recorded. Some people have found it very difficult but many reported unexpected positives particularly around digital delivery.

### **Overall**

Overall, this report suggests that POP ideas is delivering well, achieving high levels of satisfaction and are making a positive impact for voluntary, community and social enterprise organizations in Plymouth. The impact of the Coronavirus/Covid-19 pandemic has been challenging but a picture of resilience and innovation is also emerging.

## About POP ideas

POP ideas is a service that provides advice for small, large, new or established voluntary, community and social enterprise organisations in Plymouth. We offer:

- Funding advice
- Project and business planning support
- Training
- Signposting and resource sharing.

POP ideas is mainly delivered by [Plymouth Octopus Project](#) (POP), [Iridescent Ideas CIC](#) and [DRIFT Advice](#). Other freelance staff top up delivery at times. POP aims to reach out across the city to unite community and voluntary services and get their voices heard. POP:

- Creates networks so voluntary and community groups can work together more effectively
- Helps to influence policy, planning and delivery of public services
- Enables voluntary and community sector groups and local people to co-design and produce services.

Iridescent Ideas CIC is a social enterprise that provides business support to a range of social economy organizations.

DRIFT Advice provides accredited business advice for charities, social enterprises and creative individuals.

In 2020-2021 POP ideas was funded by The Esmee Fairbairn Foundation. For more information visit: [www.plymouthoctopus.org](http://www.plymouthoctopus.org), [www.iridescentideas.com](http://www.iridescentideas.com) and [www.driftadvice.com](http://www.driftadvice.com).

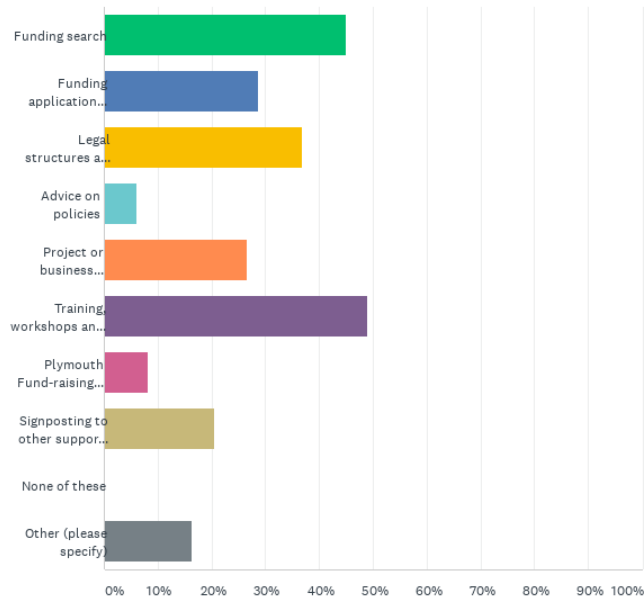
## Background to this survey

We conducted a satisfaction survey on POP ideas in February and March of 2021.

This was sent publicly to all beneficiaries of POP ideas and others via emails, newsletter links and across social media. There were 51 complete responses to the survey.

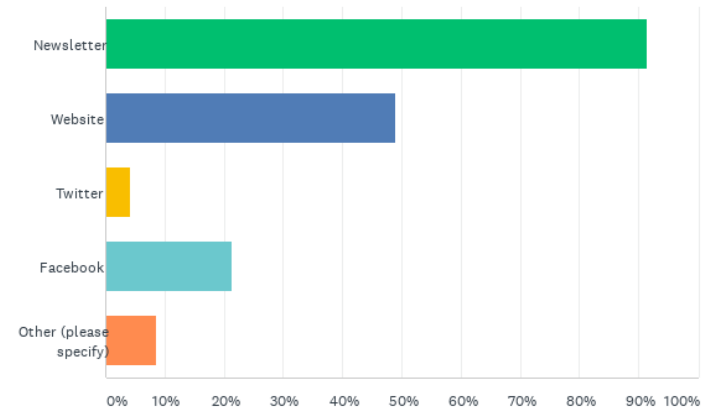
## Survey findings

### 1. Which direct services have you used?



Answer	Percent	Responses
Funding search	45%	22
Funding application support	29%	14
Legal structures advice	37%	18
Advice on policies	6%	3
Project or business planning advice	27%	13
Training, workshops or events	49%	24
Plymouth Fundraisers Network	8%	4
Signposting	20%	10

### 2. Which information services have you used?



Answer Options	Percent	Responses
Newsletter	91%	43
Website	49%	23
Twitter	4%	2
Facebook	21%	10



### 3. How would you rate the quality of the different services?

Answer Options	Good or Excellent	Reasonable	Poor or very poor	Not aware
One-to-one advice	95%	5%	0%	2
Training workshops	91%	6%	0%	0
Funding events	94%	6%	0%	4
Website	90%	10%	0%	2
Newsletter	100%	0%	0%	1
Plymouth Fundraisers Network	100%	0%	0%	9
Social media services	76%	24%	0%	10

*\*Note - not applicable answers and N/A were removed from the summary percentages. 'Not aware' are the total number of responses not percentage.*

Not applicable answers and 'not aware' responses were removed from the following data analysis as we felt if a client had not accessed that service it should not be included in the ratings of quality.

The services with the least awareness were:

- Social media services
- Plymouth Fundraisers Network
- Funding events
- Website

### 4. Overall, would you rate the quality of POP ideas?

Answer Options	Excellent	Good	Reasonable	Poor	Very poor	Don't know
Overall quality	59	39	2	0	0	0
Number of responses	29	19	1	0	0	0

The combined excellent or good figure is **98%**.

Positive comments included:

- I think the newsletter is very good.
- Paul is a good listener and has such a good understanding of social enterprises. Top notch, direct and clear advice which was spot on.
- Always clear, helpful advice received.
- For anyone starting up, or without any background in volunteering / Charity work, POP is invaluable.
- You are phenomenal in how you support the sector and your headline of £7.3 million is amazing!
- If I'm stuck on something, then you guys are brilliant at finding solutions with a smile!
- I have found POP to be excellent with starting my business
- We're lucky to have such free support in the city.

Constructive criticism included:

- Just sometimes a bit too techy for me, but that's because I am too busy to get really immersed in the tech that POP uses, so my fault really.
- I was hoping for some help to set up as a CIC and replied to an email regarding this as well as replying to two other emails, sadly I never received replies to any of them.
- I would like to have more of a conversation. Perhaps more proactive engaging with us to see how we are getting on, rather than just us chasing you
- I think the POP Ideas website and social media could have more external links of useful sites/partners and to useful resources like example policy and procedure docs or business plan templates for example.

### 5. Outcomes of POP ideas

As a result of POP and POP ideas:

	<b>Strongly agree or agree</b>	<b>Neutral</b>	<b>Disagree or strongly disagree</b>
Our/my skills have improved	70%	23%	7%
We are better informed	96%	2%	2%
We/I feel more confident about applying for funding	87%	8%	5%
We have stronger foundations for our	57%	29%	14%

work (e.g. a constitution or legal structure in place)			
We have improved our project planning and management	44%	44%	12%
We are better at proving the difference we make/impact we have	61%	33%	6%
We are delivering a more effective service for clients	59%	35%	6%

Positive comments included:

- Some of these factors were already in place for us but I believe that access to these would absolutely benefit new entities.
- Setting up has been supported wonderfully by POP project planning and management, evidence capture of difference we make, and delivery is more alive in our next stage. we'd love some help project managing please.
- [POP ideas is] just brilliant in helping anyone
- I think POP Ideas are excellent at supporting groups to get going, supporting funding and providing a safe space to learn through the workshops.
- I attended the three workshops on impact reporting and writing for an audience. It was absolutely brilliant and provided me with the confidence to start putting a report together.

Constructive criticism included:

- More detailed-structured advice/signposting around legal structure and constitution would have been useful earlier on.
- After gaining funding there has been a gap for me in terms of running a project and all of the work and detail that is required there.
- There are so many unknowns in the beginning, a template project management plan / checklist would be so helpful also how to manage & run a project budget would be really beneficial.
- The newsletter keeps me up to date but I have not benefitted from anything else.

**6. Please tell us what you think about the future of your organization?**

	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>
We have all the skills we need	36%	24%	40%
We have all the people we need (including staff, volunteers, trustees, etc)	22%	22%	56%
We have all the finance we need	7%	26%	67%
We have the premises we need	40%	20%	40%

We are well connected to other relevant organizations in the city	56%	15%	29%
We feel our voice is heard where needed/appropriate	47%	40%	13%

**7. Looking forward, what support needs would you like a future service to deliver?**

The most needed services were:

Funding advice	79%
Marketing	60%
Contracts and networking	58%
Social impact advice	55%
Digital skills and advice	53%
Partnership building advice	49%
Legal structures and governance advice	47%
Board member skills development	47%
Business planning advice	45%
Volunteering related training	45%
Financial management advice	40%

Other comments included:

- Financial management is a big sticking point and I wonder whether this is the reason why so any small VCS organisations fail?
- Idea - It would be great to pay a small sub into a POP Ideas pot that would mean small VCS organisations could access useful and appropriate financial management advice, skills development etc - perhaps an extension on the Oceans' Gate meet the experts offer.
- Structure and governance - some kind of forum to share useful guidance / documents / policies and ask questions would be great. Similar to the finance management pot could an IT pot be created so small VCS organisations could get access to low cost, decent IT support through a trusted provider that understands a bit about VCS work?

**8. How likely are you to recommend POP ideas to a friend or colleague?**

<b>10 – Highly likely</b>	65%
<b>9</b>	13%
<b>8</b>	6%
<b>7</b>	2%
<b>6</b>	0%
<b>5</b>	2%
<b>4</b>	4%
<b>3</b>	4%
<b>2</b>	2%
<b>1 – Highly unlikely</b>	2%

- 86% of respondents scored 7 or more indicating that they are likely to recommend POP ideas.
- 8% of respondents score 3 or less indicating that they were unlikely to recommend POP ideas.

**9. What has been the impact of the COVID-19 pandemic on your organization? We are interested in negative impacts and challenges but also any ways you have innovated or experienced any unexpected positives.**

We asked this new question for the survey this year to gauge the impact of Coronavirus/Covid-19 on the sector this year:

More positive assessments included:

- Staff wellbeing support has been introduced - created a new opportunity for partnership approach/sharing of costs/widened the net for support.
- The government and emergency funding has been really useful. We just need bigger grants to be available for capital build programmes to open up again over the next 2 years. We loved innovating alongside POP and other communities to start up the care line.
- We have been very fortunate in being able to diversify our service.
- It has provided a space to reflect & start to develop the CIC with clarity and focused purpose.
- revolutionized our ability to reach a wider audience left us with gaps in online skills which we need to fill urgently Has cut our financial resources as we cannot do face to

face however has made us focus on being agile and flexible which moving forward will be advantage

- We have met lots more people on Zoom than we would have if it hadn't happened

Negative impact responses included:

- Short-term funding a real challenge but there has been more of it available - tricky to manage.
- Community Centre closed since March 23rd, 2020.
- We are struggling to find start-up funding now, as it appears we're coming to the tail end of the crisis...it seems timing is we're just not quite right for different tranches/stages etc
- covid as killed my business, I'm going to try it again when the country has got somewhere near back to normal
- Challenging as a lot of my clients do not have a bank account, no skills to do so, so I often do not get paid. As I work with vulnerable and disabled people I am not going to stop working for them just because they cannot pay me.
- Devastating impact, no clients, no access, or support

More balanced or neutral responses included:

- Collapsed and then started new social enterprise. It grew out of the pandemic.
- Flexible working will be applied (it was there before but will extend across more team members now). Volunteers not attending during lockdown but we have adapted out

approach to training and will develop this going forward.

- Reduced face to face meetings, but an upgrade to the building for 'outside space' use for many community groups.
- It has been tough on a personal level - we miss seeing each other and working with people in person... BUT it pushed us out of comfort zones to find new solutions and that has encouraged networking and huge growth of our work
- Difficulty running support groups in real life. But networking on Zoom with many organisations has been really beneficial
- Furloughed April - July, moved all our work online from end August. Now fully occupied, and will stay substantially online into the future, it has its advantages.
- Without the emergency funding, from Plymouth City Council, we would not now exist. Our activities have been halted by each lockdown, reducing our income to zero. We are extremely fortunate that our volunteers have all been EXTREMELY patient and loyal.
- Well we wouldn't have existed if Covid-19 hadn't happened. The 'pause' button meant we could mobilise. Getting through the start-up process has probably taken longer - a systemic observation.
- For a while, it had slowed both the social & commercial aspects of the business but through adapting progression has been allowed to continue
- We have not been able to meet as often as we liked. our meetings online have not been as effective due to poor connectivity. We have not been able to hold events.

Positives have been the desire to look after people in our community and to volunteer rather than do nothing.

- Our income has completely stopped though we have managed to secure more funding than before the pandemic.

### **10. What is POP ideas doing well?**

There were many positive comments made in response to this question. The main areas identified as things that POP ideas is doing well were:

- You've been there with a strong, organised and trusted offer. No one else can provide the robust funding and organisation advice for small to medium sized organisations.
- [POP ideas is] a brilliant provider of support services and training course
- Friendly, approachable, happy to say if there's something they don't know about but have amazing networks to find answers!
- Communications, good events for networking, regular newsletters
- Really responsive, excellent communicators, excellent info provided.
- Support - don't feel alone
- Always highly responsive and had excellent coaching-advice from Paul Read who is patient and really believes in social purpose work

- POP ideas continues to provide fantastic spaces to network with others even during the pandemic. Thank you POP ideas :)
- Brilliant team have helped us get off the ground and been consistently supportive
- Excellent friendly communication
- Funding advice. Networking opportunities. Knowing someone is there to help.

### **11. What could we do better?**

The themes around improving services were:

- Put more information in the newsletter
- Make sure we have face to face sessions (not all remote) when we are able.
- Find ways for organisations who aren't in the start-up stage to consolidate by offering more sophisticated organisational and strategic advice. Keep championing the whole sector!
- Give us a million pounds
- Listen more to our concerns
- Keep working at developing partnerships and networks - we are better together!
- Offering support for small organisations which are not legally constituted.