



Impact Report

2020- 2021



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 delivered by Plymouth Octopus Project (POP) and Iridescent Ideas CIC.

POP's purpose is to build strong grassroots organizations, charities and social enterprises by supporting them to work together and take a lead role in creating change. We are driven by the energy, passion and skills of local people taking action to make our society and environment a better place to live. A small team of dedicated staff, associates and trustees support this by influencing, connecting, training and creating opportunities.

Iridescent Ideas CIC's vision is a more socially enterprising, greener and fairer economy. Iridescent delivers business advice for voluntary and community groups, community businesses and social enterprises across the UK and conducts policy, research and evaluation work to help bring about this vision.

In 2020-2021 POP ideas was funded by The Esmee Fairbairn Foundation.

Photo by Ian Stauffer on Unsplash



£490,735

raised in grant
funds for the city for
40 organizations
since April 2020

£7.3 million

raised from 259
successful
applications in
Plymouth since 2014

Case study: Farley's Food Coop

Farley's Food Coop was created by Josh Puleston, Josh is aiming to strengthen the co-operative economy by providing an unparalleled food shop experience, where members decide democratically how they do business. Farley's is due to open in the summer of 2021.

POP ideas has supported Josh with legal structure advice, business planning and general start-up advice.



“POP ideas has provided the check in support with mentors to make sure I am on the right track...helping with financial forecasting, business plan and all these things that I know are important for Farley's, so it is great to have someone along for the ride to offer a different perspective, that has been really helpful.

- Josh Puleston - FOUNDER



Photo by Kat Yukawa on Unsplash

POP ideas has returned
£12 for every **£1** our funder,
Esmee Fairbairn, has invested
in this service



Our impact

2020-2021

- **£490,735** raised in grant funds for the city for **40** organizations
- This is a return on investment of **£12** for every **£1** our funder, Esmee Fairbairn, has invested in this service
- **98%** say the POP ideas service is excellent or good
- **129** organizations supported with one-to-one advice

Cumulative totals (2014-2021)

- **£7.3** million raised for **259** successful applications in Plymouth since 2014
- Over **600** Plymouth-based community groups and organizations have attended over **130** training workshops
- A total return on investment of **£28** for every **£1** Plymouth City Council and Esmee Fairbairn Foundation has invested in POP ideas (PCC was our previous funder).





Outcomes 2020-2021

Outcomes - as a result of POP ideas:

- 96% felt better informed about relevant developments
- 87% felt more confident applying for funding
- 70% said their skills had improved
- 61% felt better at proving the difference and impact they made
- 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.



Impact in words

This year POP ideas highlights:

- This year we have supported **141** organizations in Plymouth. This includes community groups, voluntary sector organizations, social enterprises, charities and community businesses and more
- **£490,735** raised in grant funding for **40** organizations
- Of this funding, we helped to secure **£385,735** from **50** bids for COVID response work or for emergency funds for community groups
- **101** community groups have attended **39** training and networking sessions on things like: legal structures, presentations, project management, funding, financial management, social impact and social media
- In a recent survey **98%** of respondents said overall the quality of Pop ideas is excellent or good

Cumulative impact since 2014

- **£7.3 million** raised for **259** successful bids in Plymouth
- We have delivered one-to-one advice to over **550** voluntary, community and social enterprise organizations in the city
- Over **600** Plymouth-based community groups and organizations have attended over **130** training workshops
- Workshop attendees consistently report significant improvements in their learning and understanding.



Impact in words

This year has been astonishing and difficult but also surprisingly productive and, despite the undeniable sadness, at times it has been uplifting - with stories of innovation and tremendous community spirit.

The COVID-19 pandemic has significantly impacted on our work. We acted quickly in March 2020 to move all our services to a digital model. Over the year we have delivered all our one-to-one advice and training and networking events online. This has meant we have actually delivered many more events. Training sessions jumped from 13 in 2019-2020 to 39 in 2020-2021.

We are proud to have adapted well and to have maintained excellent quality of provision with 98% of beneficiaries saying that the service is excellent or good. This is the highest overall quality rating we have achieved in the seven years existence of POP ideas.

We worked very closely with funders and key partners to ensure that COVID response funding flowed into the city. This was made possible by us sharing information and influencing decisions and we supported many groups and organisations to access this funding.

COVID-19 has undoubtedly challenged the voluntary, community and social enterprise sector. We have witnessed some organizations close and others struggle to adjust to the new environment. But we have seen remarkable resilience and adaptability. Communities and community groups have often come together to support each other through the crisis.

The future is uncertain with job losses, health and other challenges to come. However, we are proud of our work and that of the voluntary, community and social enterprise groups we support. We believe that the COVID-19 crisis provides us all an opportunity to build back better, greener and fairer and we hope that civil society organizations will be at the heart of our recovery.



Quotes

“For anyone starting up, or without any background in volunteering and charity work, POP ideas is invaluable.”

“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.”

“I think POP ideas is excellent at supporting groups to get going, get funding and providing a safe space to learn through the workshops.”

“The workshops were absolutely brilliant and provided me with the confidence to start putting an impact report together.”

“If I'm stuck on something, then you guys are brilliant at finding solutions with a smile.”

“Friendly, approachable, happy to say if there's something they don't know about but have amazing networks to find answers.”

“Really responsive, excellent communicators, excellent information provided.”



Case study: Plymouth Hope

Plymouth Hope is a charity which aims to promote social inclusion by supporting people who may otherwise have become socially excluded. They work to promote racial harmony by working with children and young people and their families; providing activities to raise awareness about different racial groups. POP ideas has been supporting Plymouth Hope with funding for many years and successfully introduced them to their recent funders via our 'Pitch Your Project' event.



“We are not experts in fundraising, having people to support us is very important to us...it is useful having organisations like POP ideas to build links between us and funders and to support us to turn our ideas in to successful funding applications...having that support is important because we are working in a very competitive space.

- David Feindouno - FOUNDER



Future plans

- We want to expand our offer to provide skills and capacity building support for the emerging networks and partnerships operating across Plymouth.
- We will refresh and significantly broaden our training workshop offer.
- We are going to pilot an 'impact journey' with clients to find out more about their experience with us and find out areas where we can improve our service.



Contact



Contact us

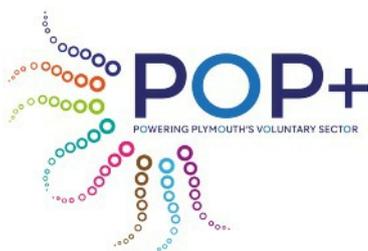
Tel: 07410 440380

Email: imogen@plymouthoctopus.org

Web: www.plymouthoctopus.org/pop-ideas

Twitter: [@popideas1](https://twitter.com/popideas1)

Facebook: www.facebook.com/POPideas1



**IRIDESCENT
IÖEAS™**

Business advice with a different perspective

