



POP ideas

Impact and satisfaction survey 2021-2022



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Impact at a glance

Overall ratings

- **98%*** of respondents said the overall quality of POP ideas was **excellent** or **good** (*98% last year*)
- **100%** were likely or highly likely to recommend POP ideas to others (*85% last year*).

Outcomes - as a result of POP ideas:

- **100%** felt better informed about relevant developments (*compared to 96% last year*)
- **86%** felt more confident applying for funding (*87% last year*)
- **86%** said their skills had improved (*70% last year*)
- **84%** felt better at proving the difference and impact they made (*61% last year*)
- **76%** had stronger foundations in place for their work (e.g., a legal structure or constitution) (*57% last year*)
- **70%** said they were delivering a better service for their clients (*55% last year*).

Satisfaction with individual services

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

- Workshops and training = **100%** (*compared to 91% last year*)
- One-to-one advice = **98%** (*95% last year*)
- Newsletter = **97%** (*100% last year*)
- Website = **89%** (*90% last year*)
- Social media services = **95%** (*76% last year*)
- Plymouth Fundraisers Network = **95%** (*100% last year*).

**Key: green highlight = improved since last year, orange = stayed the same, red = decreased*

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 same score as last year and equals the highest rating the service has ever achieved over the last seven years.

The individual elements of the services also show high levels of satisfaction. The most popular service was workshops and training with **100%** of respondents rating these as excellent or good – an increase of nine percentage points since last year. Satisfaction with social media services has improved significantly from **76%** last year to **95%** this year.

Other services were also praised for their quality:

- **98%** said the one-to-one advice was excellent or good
- **97%** said the newsletter was excellent or good although this is a decrease from **100%** last year.

Impact

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

- **100%** felt they were better informed
- **86%** felt more confident about applying for funding
- **86%** felt their skills have improved.

- **84%** felt they were better at proving the difference they make
- **76%** felt they had stronger foundations for their work (e.g., a constitution or legal structure in place)
- **70%** of respondents felt they were delivering a more effective service for their clients.

There were significant improvements since last year in:

- Proving social impact (up from **61%** to **84%**)
- Improved skills (up from **70%** to **86%**)
- Stronger foundations in place (up from **57%** to **70%**)
- Delivering a better service for clients (up from **55%** to **70%** this year).

There was a very slight decrease in confidence around applying for funding from **87%** last year to **86%** this year.

Positive comments

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

- Great one-to-one support
- Excellent information provision
- Building connections and networks
- Being accessible and responsive
- Good online training.

Areas for development

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

- More marketing of the services on offer
- Considering different times for training
- Clearer mission.

Future needs of organizations

The top suggestions for future advice were:

- Funding advice
- Financial management advice
- Social impact advice
- Contracts and networking
- Volunteer related training.

Compared to last year the need for financial management advice and volunteer training has increased significantly but the need for digital skills and marketing advice has decreased.

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

Impact of Coronavirus/COVID-19

This year we kept in the survey an extra question about the impact of Coronavirus/COVID-19 (both positive and negative).

A range of responses were recorded. Positive impacts clustered around:

- Increased awareness
- Being inventive and innovative around service delivery
- Reaching more beneficiaries.

Negative impacts included:

- Loss of staffing and provision
- Isolation
- Issues with funding.

Overall

Overall, this report suggests that POP ideas is delivering very well and is achieving high levels of satisfaction. There are some marked shifts in impact around skills, social impact and having more solid foundations in place to deliver successfully. People seem to feel more positive about the services they are delivering for their clients.

POP ideas is 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 raised awareness and continued 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 a partnership delivered by [Plymouth Octopus Project](#) (POP) and [Iridescent Ideas CIC](#). Other freelance staff and associates 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 with a vision of creating a more socially enterprising, greener, fairer economy. The company has a mission to deliver great business advice that helps social enterprises, voluntary organizations and community groups to start, grow and succeed.

In 2021-2022 POP ideas was funded by The Esmee Fairbairn Foundation. For more information visit:

www.plymouthoctopus.org
www.iridescentideas.com.

Background to this survey

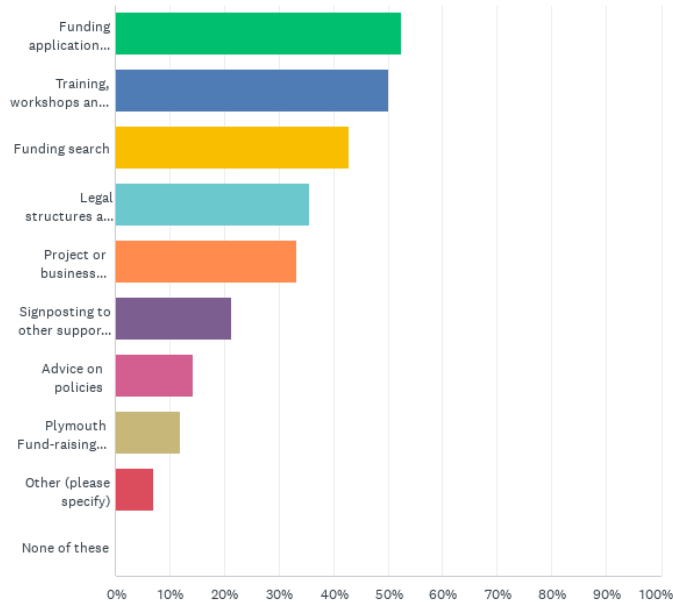
We conducted a satisfaction survey on POP ideas in February and March of 2022.

This was sent publicly to all beneficiaries of POP ideas and others via emails, newsletter links and across social media.

There were 43 complete responses to the survey.

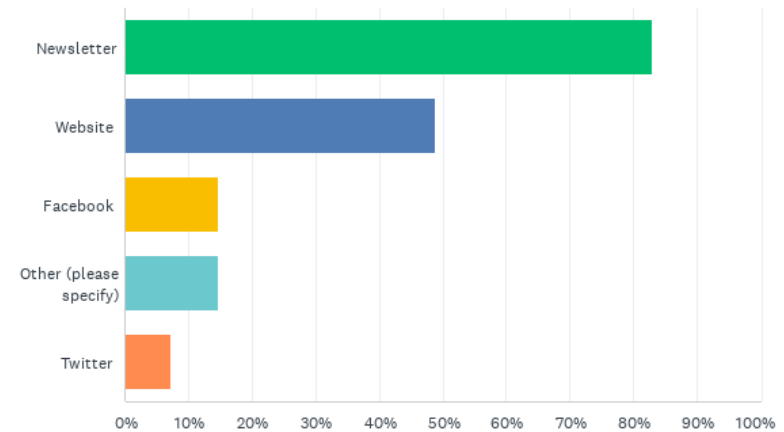
Survey findings

1. Which direct services have you used?



Answer	Percent	Responses
Funding application support	52%	22
Training, workshops or events	50%	21
Funding search	43%	18
Legal structures and constitution advice	36%	15
Project of business planning advice	33%	14
Signposting	21%	9
Advice on policies	14%	6
Plymouth Fundraisers Network	12%	5

2. Which information services have you used?



Answer Options	Percent	Responses
Newsletter	83%	34
Website	49%	20
Facebook	15%	6
Twitter	7%	3

Other responses included:

- Emails from POP.

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	98%	2%	0%	1
Training workshops	100%	0%	0%	2
Funding events	100%	0%	0%	3
Website	89%	7%	4%	2
Newsletter	97%	3%	0%	0
Plymouth Fundraisers Network	95%	5%	0%	5
Social media services	95%	5%	0%	7

**Note - not applicable answers and N/A were removed from the summary percentages. 'Not awares' 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.

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

Answer Options	Excellent or good	Reasonable	Very poor or poor	Don't know
Overall quality	98%	2%	0%	0%
Number of responses	42	1	0	0

Positive comments included:

- I'm very grateful for the newsletter which has assisted us towards many of our past successful grants
- We knew absolutely nothing about becoming a Community Interest Company and were a little intimidated at the process. Gareth guided us through every single step of the way with such patience and generosity with his time. His attention to detail and incredibly well-informed guidance has been faultless. Nothing has seemed too much trouble and he has made the whole process feel utterly manageable. We cannot thank him enough!
- Fabulous!
- I can't fault the service I've received
- [Team] provided informed and detailed advice
- Small not-for-profits need this
- Always get back to you quickly
- Very responsive and timely. Always friendly and helpful.

5. Outcomes of POP ideas

As a result of POP ideas:

	Strongly agree or agree	Neutral	Disagree or strongly disagree
We are better informed	100%	0%	0%
Our/my skills have improved	86%	14%	0%
We/I feel more confident about applying for funding	86%	14%	0%
We are better at proving the difference we make/impact we have	84%	16%	0%
We have stronger foundations for our work (e.g., a constitution or legal structure in place)	76%	21%	3%
We have improved our project planning and management	70%	30%	0%
We are delivering a more effective service for clients	70%	27%	3%

Positive comments included:

- [POP ideas has] helped us take an idea to a reality which is now a CIC
- I still get overwhelmed by the business side but have really improved.

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

	Strongly agree or agree	Neutral	Disagree or strongly disagree
We have all the finance we need	13%	27%	60%
We have all the people we need (including staff, volunteers, trustees, etc)	35%	10%	55%
We have all the skills we need	41%	26%	33%
We have the premises we need	38%	26%	36%
We feel our voice is heard where needed/appropriate	56%	22%	22%
We are well connected to other relevant organizations in the city	71%	22%	7%

Comments included:

- Duplication of work and lack of effective collaboration is still a barrier to have a bigger impact

- We really lack manpower and are not really paying ourselves for our time. However, we are doing something really cool and making a difference
- Under resourced and in need of investment in community facilities
- [We are] on the cusp of growing. We'll be looking to develop new skills and involve more people. The support we need will {become} known as we move along
- Relationships with PCC need to be defined and agreed.
- I find finding funding for 4 different groups very time consuming, and I don't feel totally confident.

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

The most needed services were (last years figures in brackets)

Funding advice	79% (79%)
Financial management advice	58% (40%)
Social impact advice	56% (55%)
Contracts and networking	56% (58%)
Volunteering related training	56% (45%)
Legal structures and governance advice	51% (47%)
Business planning advice	49% (45%)
Marketing	49% (60%)
Board member skills development	47% (47%)
Partnership building advice	44% (49%)
Digital skills and advice	40% (53%)

Highest shifts in needs from last year to this are:

- Financial management advice up 18 percentage points
- Volunteer training up 11 points
- Digital skills down 13 points
- Marketing down 11 points.

Other comments included:

- Website design
- Board training would be good.

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

10 – Highly likely	77%
9	5%
8	16%
7	2%
6	0%
5	0%
4	0%
3	0%
2	0%
1 – Highly unlikely	0%

- 100% of respondents scored 7 or more indicating that they are likely 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:

- We started as a result of the pandemic
- Luckily not too affected, we put everything online. Has enabled us to think differently about digital delivery
- The majority of impacts have been positive as far as relevance of work, awareness of organisation, skills development, reputation
- Positive - made us more inventive and learnt different skills. Helped us to streamline our organisation and bring in new members
- Innovation, trial and error and positivity have been crucial, my fitness business went from face-to-face to online and it was great until the restrictions lifted. Now I am taking a different route
- Positive as more people have an alternative and accessible way to network
- Positive - learned to work and network on Zoom. More awareness of mental health and social isolation in the media (which we tackle)
- Actually flourished because lots of busy people had time for it. Now being able to take the project out to

community groups is a real joy. We find it is a really great engagement tool for young people (teens especially) who find the machinery interesting. We would like to link more with youth projects aimed at empowering young people and giving them a voice. We stimulate creative solution-based thinking around environmental issues, particularly plastic but also climate change

- With no face-to-face meetings, Zoom has enabled us to have regular members and trustee meetings
- We took our studio online during COVID and our session proved so successful that we are continuing with them even though lockdown is over
- The best thing has been making connections on Zoom and the increased need for our services.

Negative impact responses included:

- Loss of provision, staffing and funding due to COVID
- Negative - competitive for sourcing funding
- Been isolating for us and so many
- Having issues with delivery service
- As we deliver largely activities needing venue, we have been impacted. Our budget for venue cost has increased by 60% because we are obliged to secure permanent venues to maintain our delivery. The turnover of staff during COVID 19 lockdown delayed some of our work.
- Increased referrals and decreased funding in terms of being able to fundraise easily
- Relationships with PCC have drifted further apart.

More balanced or neutral responses included:

- COVID has had a huge impact on the way that our organisation uses social media and online platforms. Prior to COVID the majority of our work was carried out face-to-face, however this change dramatically during COVID with the use of Zooms, Teams and Facebook to contact clients directly and attend meetings. This was not compatible with all aspects of our work with vulnerable people, however we have moved to a more blended way of working post COVID lockdown to make the best use of our time and resources. This has resulted in a reduction in travel costs and travel time
- As with everyone it has been a difficult time but our group were lucky to get financial support via a Council grant, otherwise it has been a case of doing what you can and in our case we have expanded our food aid project and now run a weekly community food aid drop in plus deliver to various groups and individuals
- Most of our work stopped but it also gave time to pause, reflect and clarify our purpose
- Due to COVID, we had more customers trying out our food as they wanted to change their palette instead of eating the usual places they order from. The challenge we had was not having a greater understanding when it comes to the back office. Putting systems in place to allow us to check when we are hitting the targets we have set out with. We have had problems when it comes to getting staff for the business as we grow
- We still managed to keep our charity running and have now recovered from COVID and looking at slowly expanding our services beyond what we offered before COVID hit

- We never stopped just did things different and learned how to do new ways doing things.

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:

- Great advice, good information
- Business consultancy very helpful, thank you Paul
- Brilliant for supporting WonderZoo in its development, believing us and trusting what we do
- Provided excellent information
- Providing help and support for organisations and great at creating collaborative links
- One-to-one help from people
- Support and care shown to us
- One-to-one is very good
- Built networks and also given support with funding
- Connecting us with some individuals who have a greater understanding in the areas that we need (legal structure)
- It looks like you are doing everything very well - I was just not entirely conscious of what was available.
- Being responsive and providing the support we needed to develop our ideas.
- The one-to-one advice is amazing
- The online training is good
- Helped connect us with funding and people
- Responded quickly to support requests.

11. What could we do better?

There were 12 out of 25 responses that indicated there was nothing we could do better, or people weren't sure what could improve. Other themes around improving services were:

- Times for training
- More marketing, develop training offer
- More notice for posting things into newsletter
- Could attend at least one [of our] events to get a better idea of what the organisations does. This is down to capacity, we understand that
- Advertise marketing workshops more frequently
- The times for most of the Zoom meetings [made it] very hard for us to attend
- Have more time to work with us.
- With POP Ideas offering such a wide range of services, it's difficult to understand your mission when browsing your website.
- A clearer way to access individual services would help.