



**IMPACT REPORT**  
**2022-2023**

## 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 service delivered by **Plymouth Octopus Project (POP)** and **Iridescent Ideas CIC**. POP associates are included in the delivery of POP ideas.

POP is a charity that supports and leads real, purposeful, and lasting change in Plymouth. POP's purpose is to build strong grassroots organisations, charities and social enterprises and support them to work together and take a lead role in creating change.

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 2022-2023 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).

## Headline Numbers - 2022-2023



**£484,100**

raised in grant funds for the city for **11** organizations



**£28**

is the return on investment for every **£1** our funder, Esmee Fairbairn, has invested in this service

*"Great service with lots of impact - very clear about what you do and the result"*



**84%**

say the POP ideas service is excellent or good

**124**

groups and organizations supported with one-to-one advice

**63**

groups have attended **17** training workshops on: legal structures, project / financial planning, funding, social impact



*"POP ideas is a really important programme for Plymouth and provides much needed support where it's needed most - keep up the great work!"*

## Cumulative totals (2014-2023)



# £8,968,675

raised for **284** organizations in Plymouth during 2014-2023



# 600+

Plymouth-based community groups and organizations have attended over **185** training workshops

*"The advice given was really tailored to our particular need"*



# 635

voluntary, community and social enterprise organizations in the city have received one-to-one advice in areas such as:

- Business planning
- Fundraising
- Policies
- Impact and evaluation

## Case Study: WonderZoo



*"For an organisation like us the support from POP ideas is fundamentally important because it has helped us create who we are, it has allowed us to do the events that we do and help us reach communities that we might have struggled to do otherwise."*

**POP ideas provided** - Funding advice, mentoring and benefited from POP funding.

WonderZoo is an audacious and uncompromising storytelling adventure infused with 1920s surrealism and punk DIY ethics. It attracts like-minded folk, gathering amiable people of a diverse range of talent, literary flair and creative nous.

WonderZoo have had an exciting journey and they have excellent plans for the future.

To find out more visit:

[www.plymouthoctopus.org/pop-ideas/case-studies](http://www.plymouthoctopus.org/pop-ideas/case-studies)

## Case Study: Mutley Greenbank Trust



*"POP ideas is really really good, they are a lifeline for community and voluntary sector organisation out there and I really do hope they are able to support organisations like ours."*

**POP ideas provided** - Project planning and funding advice and support is ongoing.

The Mutley Greenbank Trust is a local charity that provides youth and community projects in the areas of Mutley, Greenbank, Mount Gould, and Lipson.

Their work is made possible by a fantastic team of qualified staff and dedicated volunteers who work throughout the different projects to make their life-changing work possible.

To find out more visit:

[www.plymouthoctopus.org/pop-ideas/case-studies](http://www.plymouthoctopus.org/pop-ideas/case-studies)



*"Whenever I have needed advice or guidance on any issues to do with supporting the voluntary sector you are my first stop and I am confident you can assist"*



## Outcomes 2022-2023

90%

felt better informed about relevant developments

81%

said their skills had improved

73%

felt more confident applying for funding

65%

had stronger foundations in place for their work (e.g., a legal structure or constitution)

57%

said they were delivering a better service for their clients

53%

felt better at proving the difference and impact they made

## Impact In Words

This year we have worked in partnership with the Office of the Police and Crime Commissioner for Devon and Cornwall in delivering the Keyham Community Sparks funding, which enabled a further 25 grass roots community projects to be delivered by the people and for the people of Keyham.

POP ideas also played a role in providing capacity building support to the grantees, with the impact of supporting groups and organisations beyond the life of that funding pot.

This year we held our first face-to-face Plymouth Fundraisers Network meeting since the Covid pandemic. Over 20 community groups attended and positively welcomed the opportunity to be in a room to share successes and struggles with peers.

The POP ideas training workshops continuously seek to meet the needs of the voluntary and community sector. This year we partnered with Francis Clarke and QuickBooks for the first time to deliver a training workshop on QuickBooks and Xero.

The feedback was extremely positive, and we will be repeating the offer in September 2023.

We continue to evolve our delivery methods to provide useful content in new ways that fit people's time and other commitments.

*"Great service with lots of impact - very clear about what you do and the result"*

## Future Plans

- Deliver more **'bite-sized'** short, specific training workshops – our feedback shows clients valued this approach
- Enhance and develop a **digital offering** with a range of training and development options
- Deliver a new **'membership'** offer that is affordable for all groups
- Continue to deliver **expert support and guidance** in order to strengthen community grassroots activity, so it is more sustainable, more effective and in a position to be able to network and collaborate

*"So helpful with guiding us through funding applications and advice"*

*"The support from POP ideas has been incredible and has been key in identifying our gaps and helping us work towards a much better organisation"*

*"Great service - lots of different courses and information and great accessibility"*



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## CONTACT US

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