POP ideas
Impact and satisfaction survey 2022-2023

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Contents

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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

Impact at a glance

Overall ratings

- **84%** of respondents said overall quality of POP ideas was **excellent** or **good**
- **84%** were **likely** or **highly likely** to recommend POP ideas to others

Outcomes - as a result of POP ideas

- **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

Satisfaction with individual services

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

- Workshops and training = **96%**
- One-to-one advice = **92%**
- Newsletter = **89%**
- Plymouth Fundraisers Network = **89%**
- Social media services = **74%**
- Website = **71%**

Executive summary

Satisfaction

For POP ideas a key statistic is that **84%** of respondents said that the service was 'excellent' or 'good'. This is lower than the previous year of 98% (although that was the highest on record). Our target was 90% so this is disappointing.

The individual elements of the services also show high levels of satisfaction. The most popular services were workshops and training with **96%** of respondents rating these as excellent or good and one-to-one advice with **92%** rating excellent or good.

Other services were also praised for their quality:

- **89%** said the Plymouth Fundraisers Network was excellent or good
- **89%** said the newsletter was excellent or good

Impact

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

- **90%** felt they were better informed about recent developments in the sector
- **81%** felt their skills have improved
- **73%** felt more confident about applying for funding

- **65%** felt they had stronger foundations for their work (e.g., a constitution or legal structure in place)
- **53%** felt they were better at proving the difference they make
- **57%** 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, including:

- The funding workshops very helpful, the newsletter are very helpful especially links to funding streams
- I have found all individuals I have consulted extremely helpful, encouraging and affirming
- Gave me a good list of funding providers to approach
- Clear easy to find and access
- It's been great to have POP ideas in Plymouth. It has helped so many groups, including our own

Areas for development

Some constructively critical comments were recorded. No obvious themes emerged but substantive comments included:

- Need more awareness of the service
- More ICT training
- Help with trustee recruitment
- Improved website and newsletter

Future needs of organizations

A couple of significant changes in needs were noticed – the need for digital skills has increased whilst the need for financial management, volunteer training and board development has decreased. The top suggestions for future advice were:

- Funding advice
- Social impact advice
- Contracts and networking
- Digital skills and advice.

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

Overall

Overall, this report suggests that POP ideas is delivering well and is clearly making a positive impact for voluntary, community and social enterprise organizations in Plymouth.

However, overall satisfaction has declined since last year and was below the target the service set for itself. This is something to consider for next year.

The outcome achievements are also lower than last year – it is not clear if this is because of lack of confidence in the sector rather than any particular change in delivery. A focus on improving these should be a priority for next year.

There are some marked shifts in needs – moving away from need for financial management support towards digital skills and advice. This is something to consider for future training.
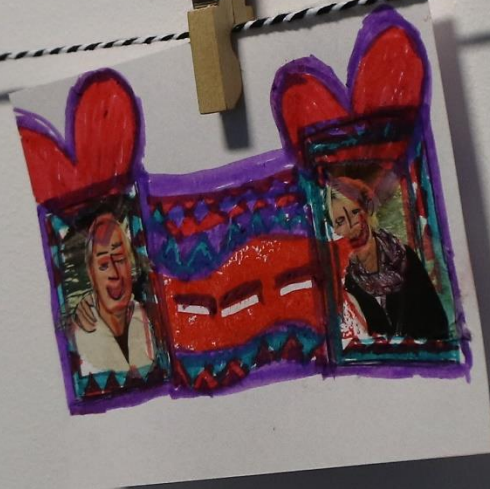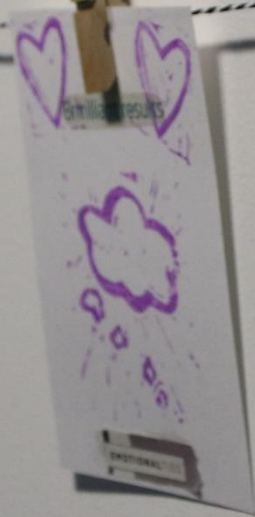
About POP ideas

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

- 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 2023.

This was sent publicly to all beneficiaries of POP ideas and others via emails, newsletter links and across social media. There were 45 complete responses to the survey.

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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.

Survey findings

Which direct services have you used?
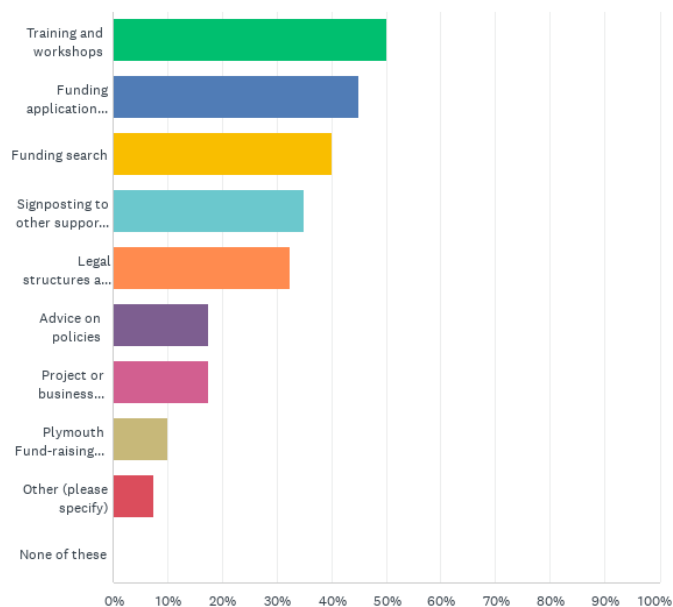
Answer	Percent	Responses
Training, workshops or events	50%	20
Funding application support	45%	18
Funding search	40%	16
Signposting	35%	14
Legal structures and constitution advice	33%	13
Advice on policies	18%	7
Project of business planning advice	18%	7
Plymouth Fundraisers Network	10%	4

Which information services have you used?
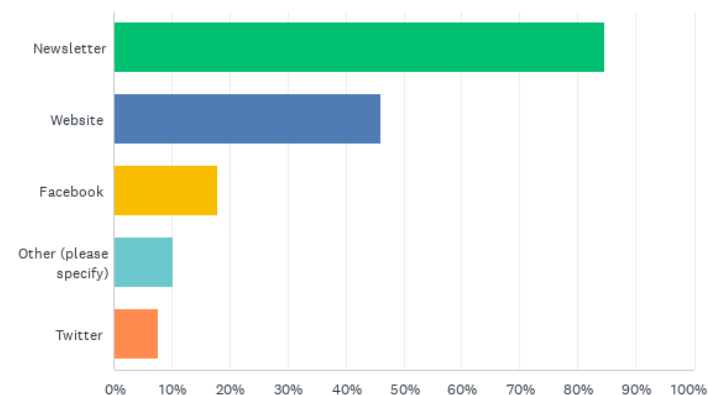
Answer Options	Percent	Responses
Newsletter	85%	33
Website	46%	18
Facebook	18%	7
Twitter	8%	3

Other responses included:

- Direct emails
- Emails via networks
- Information from POP AGM

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	92%	6%	3%	0
Training workshops	96%	4%	0%	2
Website	71%	29%	0%	2
Newsletter	89%	11%	0%	1
Plymouth Fundraisers Network	89%	11%	0%	6
Social media services	74%	26%	0%	4

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.

Comments included:

- Training course enthused me to get on with applying for funding.
- Gave some great top tips to think about.
- The funding search was a great place to start looking for funding.

- 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

The services with the least awareness were:

- Fundraisers Network
- Social media services

Overall, would you rate the quality of POP ideas?

Answer Options	Excellent or good	Reasonable	Very poor or poor	Don't know
Overall quality	84%	12%	0%	5%
Number of responses	36	5	0	0

Comments included:

- POP Ideas is a really important programme for Plymouth and provides much needed support where it's needed most - keep up the great work!
- It's been great to have POP Ideas in Plymouth. It has helped so many groups, including our own.
- The funding workshops very helpful, the newsletter are very helpful especially links to funding streams
- I have found all individuals I have consulted extremely helpful, encouraging and affirming.

- Gave me a good list of funding providers to approach
- Clear easy to find and access

Outcomes of POP ideas

As a result of POP and POP ideas:

	Strongly agree or agree	Neutral	Disagree or strongly disagree	Don't know
We are better informed	90%	7%	2%	0%
Our/my skills have improved	81%	17%	3%	0%
We/I feel more confident about applying for funding	73%	21%	6%	0%
We are better at proving the difference we make/impact we have	53%	31%	9%	6%
We have stronger foundations for our work (e.g., a constitution or legal structure in place)	65%	27%	8%	0%
We have improved our project planning and management	57%	33%	10%	0%
We are delivering a more effective service for clients	57%	30%	10%	3%

Comments included:

- Between POP and POP Ideas and PSEN, they have allowed us to structure ourselves in order to help make us into who we are as an organisation today. We cannot see a future without their support in getting us to where we want to get to.
- 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
- Support with changes to constitution was very helpful and enabled us to forward the work here to more of the community we serve

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

	Strongly agree or agree	Neutral	Strongly disagree or disagree	Don't know
We have all the finance we need	10%	12%	71%	7%
We have all the people we need (including staff, volunteers, trustees, etc)	20%	17%	59%	5%
We have all the skills we need	44%	34%	20%	2%

We have the premises we need	46%	15%	32%	7%
We feel our voice is heard where needed/appropriate	54%	32%	15%	0%
We are well connected to other relevant organizations in the city	56%	20%	24%	0%

Comments included:

- We have grown so much and are doing so much for the city, and we recognise that our future lies in having our own building.
- We really need more volunteers and fundraisers but only draw on a small number of congregation and hall users
- Help with winning contracts is needed
- We need more fundraisers in our group so we can raise more money and move our project on quicker.
- Funding takes so long to accumulate to move into next phase.
- It's hard to get volunteers for running events.
- Our target audience is quite narrow, and it is therefore hard to connect with other relevant organisations.
- Would like to expand a bit more into the community but not sure how.

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	85% (79%)
Social impact advice	62% (56%)
Contracts and networking	62% (56%)
Digital skills and advice	54% (40%)
Partnership building advice	51% (44%)
Legal structures/governance advice	46% (51%)
Business planning advice	46% (49%)
Marketing	46% (49%)
Financial management advice	39% (58%)
Environmental impact advice	39% (Na)
Volunteering related training	38% (56%)
Board member skills development	36% (47%)

Highest shifts in needs from last year to this are:

- Financial management down by 19 percentage points
- Digital skills up by 14 percentage points
- Volunteer related training down by 18 percentage points
- Board member skills development down by 9 percentage points

Other comments included:

- Support to get a building of our own

- How to embed coaching and listening skills into community work
- Event management courses

How likely are you to recommend POP ideas to a friend or colleague? Scale 1 (highly unlikely) to 10 (extremely likely)

- **84%** of respondents scored **7** or more indicating that they are likely or highly likely to recommend POP ideas.

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:

- Provides excellent quality advice and support
- Great service with lots of impact - very clear about what you do and the result
- Make connections networks for meeting other groups
- our POP advisor has been very clear in the steps we need to take to work towards funding applications.
- Given us funding links
- 1:1 support from since the start has been really useful on the journey my project is on.
- Accessible, have great skills
- The advice given was really tailored to our particular need. So helpful with guiding us through funding applications and advice.
- Connecting organisations/groups. Keeping us all updated. Being accessible.

- Always ready to help regardless of what the question is. a real 'go-to' place for info and advice.
- Given me ideas to pursue funding - it worked.
- Great service - lots of different courses and information and great accessibility
- Always responds to requests and always helpful
- Excellent resource friendly and welcoming supportive staff.

What could POP ideas do better?

There were 8 out of 20 responses that indicated there was nothing we could do better, or people weren't sure what could improve. Other themes around improving services were:

- Shorter newsletter
- [More] consistent approach and too many blocks in place to get funding
- Need to support smaller organisations to go to the next level, so they can then support other groups to rise up – allow growth to happen
- Advertise services more, provide ICT training for staff,
- Make organisation and other people to know of their activities
- More training for EID, ethics, sustainability
- Encourage and empower more diverse groups and organisations to share their knowledge
- Website could be a bit sharper; brand feels lost in 'capacity' building part of the site
- Make people more aware of your service
- Help with trustee recruitment please.

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