

**Voluntary Action LeicesterShire (VAL) outcomes,  
Infrastructure support contract commencing Oct 2017**

<b>1. Set up and management</b>
Help those setting up and managing a local VCS group or organisation (e.g. identifying community needs; agreeing aims and objectives; basic legal and financial requirements).
<b>2. Business planning</b>
Help local VCS groups and organisations develop, adopt and implement an effective business plan (e.g. one that fits the business needs of the group or organisation; that is capable of being implemented; the results of which can be evaluated etc).
<b>3. Organisational strategy</b>
Help local VCS groups and organisations develop, adopt and implement an effective organisational strategy (e.g. sharing good practice on governance; setting and achieving milestones; adopting appropriate policies on Environmental Management, Equal Opportunities, Health and Safety etc).
<b>4. Financial management</b>
Help local VCS groups and organisations develop, adopt and implement an effective financial management strategy (e.g. sharing good practice on auditing; understanding financial risk; taking out appropriate levels of insurance etc).
<b>5. Marketing and outreach</b>
Help local VCS groups and organisations develop, adopt and implement an effective marketing strategy (e.g. outreach activities; working with press and media; building relationships with partners and stakeholders etc).

## **6. Social media**

Help local VCS groups and organisations develop, adopt and implement an effective social media strategy (e.g. reputational management on social media; maximising the benefits of an active social media presence; assessing relative merits and appropriate use of Facebook, Instagram, Snapchat, Twitter, YouTube etc).

## **7. Income generation**

Help local VCS groups and organisations develop, adopt and implement an effective income generation strategy (e.g. identifying funding opportunities; becoming independent of public sector funding; crowdfunding etc).

## **8. Recruiting and retaining volunteers**

Help local VCS groups and organisations develop, adopt and implement an effective strategy for identifying, recruiting and retaining volunteers (e.g. assessing diverse roles of volunteers in delivery; differentiated roles of volunteers as directors, trustees, frontline personnel etc).

## **9. Maximising benefits of volunteering**

Help local people interested in volunteering fill suitable openings, develop appropriate skills and benefit from volunteering (e.g. improved prospects for employability; enjoyment of greater independence; better social experiences etc).

## **10. Responding to challenges, needs and opportunities**

Help local VCS groups and organisations recognise and respond to existing and emerging challenges, needs and opportunities.

## **11. Measuring, demonstrating and understanding impact**

Help local VCS groups and organisations measure, demonstrate and understand impact.

## **12. Working with protected characteristics**

Help local VCS groups and organisations working for, with or on behalf of people identifying with one or more of the Protected Characteristics (i.e. age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex; sexual orientation).

## **13. Underserved communities**

Help local VCS groups and organisations working with, for or on behalf of communities normally considered “underserved”, “hard to reach” or “difficult to engage”.

## **14. Keeping up to date with VCS issues**

Help local VCS groups and organisations keep up to date with the current state and prospects of the VCS, locally and nationally.

## **15. Social value**

Help local VCS groups and organisations implement the Authority’s commitment to Social Value (e.g. removing barriers to employment; training and engaging in activities; improving inclusivity and social mobility; reducing the employment gap etc).