

2018 Impact Report for People's Postcode Lottery

Supported by players of



Awarded funds from



TCV, the community volunteering charity



What a year it has been for TCV thanks to players of People's Postcode Lottery!

In December 2017, we joined the People's Postcode Lottery charity family when we received a Regular Award of £400,000 through the Postcode Green Trust, and since then we have been busy putting it to good use in support of our mission to **Connect People and Green Spaces to Deliver Lasting Outcomes for Both.**



At TCV we're striving to improve our understanding of the impact of our work. The better we can understand this impact, the more effectively we can deploy our finite resources, the more persuasive our call to action becomes (to volunteers, partners, funders and other stakeholders) and – most importantly of all of course – the greater positive impact our work will deliver for people and green spaces.

This report looks at the impact that support from People's Postcode Lottery has had on our work in 2018. Whether, for example, it's the £427,000 that we secured in match funding, the new Green Gym and child-and-parent programmes we set up or the celebration we held for our TCV Heroes, we hope this report demonstrates what you have helped us to achieve in Great Britain this year. It has certainly given us valuable new insights as we continue to develop our understanding of, and improve, the impact of our work.

In today's challenging financial climate, your long-term, unrestricted and flexible support has been absolutely invaluable. On behalf of the entire TCV team we would like to say a very big "thank you"!



A stylized, handwritten signature in blue ink, consisting of several loops and a long horizontal stroke.

Darren York
Chief Executive

In 2018,
players
supported TCV with
£400,000
through the
Postcode Green Trust.
This was approximately
5%
of our income.

Being
part of the
People's Postcode
Lottery family helps us
to benefit from a strong
support network. The flexible,
unrestricted, and long-term
nature of this funding means
we can plan for the future and
put the resources in place
to better support the
delivery of our
work.

Who we are and why we are needed

We are TCV, the community volunteering charity.

Our VISION: Healthier, Happier Communities for Everyone.

Our MISSION: To Connect People and Green Spaces to Deliver Lasting Outcomes for Both.

We bring people together to create, improve and care for green spaces. From local parks and community gardens to Local Nature Reserves and Sites of Special Scientific Interest; from school grounds and hospital grounds to waterways, wetlands and woodlands; we connect people to the green spaces that form a vital part of any healthy, happy community. Through our Community Network, we support local community groups across the UK.

Our OUTCOMES:

Communities: Communities are stronger, working together to improve the places where people live and tackle the issues that matter to them.

Environment: Green spaces are created, protected and improved, for nature and for people.

Health & Wellbeing: People improve their physical and mental health and wellbeing, by being outdoors, active and connected with others.

Learning & Skills: People improve their confidence, skills and prospects, through learning inspired by the outdoors.

The UK is among the most **nature-depleted** countries in the world, having lost significantly more over the long term than the global average ¹

Public sector **expenditure on biodiversity in the UK has decreased** by £92m between 2008-09 and 2016-17 ²

Green space and infrastructure aid cognitive development and result in **better education outcomes for children** ⁴

Physical inactivity directly contributes to one in six deaths in the UK ³

Research shows that involvement in **social action can increase community cohesion** and generate a greater sense of civic pride and purpose ⁵

The extent of people's **participation in their communities** and the added control over their lives that this brings has the potential to contribute to their psychosocial **wellbeing**, and as a result, to other health outcomes ⁶

Exposure to green environments in an urban setting is associated with **reduced odds of major depressive disorders** ⁷

Volunteering can serve as a meaningful alternative to paid work [and] can counteract the negative **psychological effects of social exclusion** ⁸

Theory of Change: TCV's work enabled through People's Postcode Lottery funding



Delivering even more for people and green spaces

The following pages highlight the impact from the activities we've been able to achieve with your support.



Developing our People

Support from the players of People's Postcode Lottery has given us the opportunity to explore the development needs of our people. Because of your funding, we've been able to provide training to increase practical conservation skills and leadership of projects and teams, which leads to a better experience for our volunteers. You have helped us to increase the capacity of our People Services team, allowing our operations staff to focus more of their time on delivering for beneficiaries.

In 2018, TCV:

- Engaged 87 staff and volunteers in a training and needs analysis to identify skills and knowledge gaps.

This allowed us to achieve the following:

- Enhanced the People Services team capacity.
- Hired a Learning & Development Manager.



“I'm here to deliver the Organisation Development Strategy. Projects include Performance Management, TCV Values, Leadership Development, and organisational competence.”

Ali Dubbins, L&D Manager

- 85% of our operational people leaders started TCV's 'Essentials of Leadership' course to develop their leadership skills.
- Put TCV's top talent through the NCVO Charity Leadership in the 2020s programme.

“It was fantastic to have such dedicated time to really stop and think about how I act as a leader and how I'd like to develop. I have a whole range of tools available to further develop my leadership style.”

Sara Harrison, Operations Leader

- Supported staff with training in mental health, conflict resolution and de-escalation and enhanced our online learning tool, including 20 new courses.
- Consulted staff to begin establishing TCV's Values.
- Reviewed and revised TCV's performance management process.



- Delivered 12 face-to-face practical training courses, such as woodland management, brush cutting and coppicing. Most of these were delivered by staff, further developing their leadership abilities.

[Click here to see feedback from the courses.](#)

“I have more confidence in different approaches needed to lead a group.”

Day Project Leadership course participant



Developing Partnerships and Generating Income

Players of People's Postcode Lottery have directly supported the generation of hundreds of thousands of pounds for people and green spaces by providing us with leverage to access other funds and capacity to build a pipeline of opportunities over the next twelve months. Thanks to you, we are spending dedicated time to creating new partnerships and strengthening existing ones.

In 2018, TCV:

- Created two posts to develop business and generate income in Leeds and the South of England. We have submitted bids totalling over £1m and generated £200,000.
- Provided seed funding for partner Wates, where we are Charity of the Year, to hold a fundraising event for staff. This generated £23,000, which included a 50% match from Wates Giving, and helped to raise awareness of TCV with Wates staff and their supporters.
- Held pilot project Family Conservation in Hampshire as a test idea to take forward a large bid to a funder. 16 volunteers, including children, enjoyed tasks such as making bird boxes, cutting back vegetation and campfire cooking.

“It was brilliant to take part in a conservation activity, which I am passionate about, whilst bringing my toddler along.”

Family Conservation volunteer

“It was a great way of spending quality time as a family out in the fresh air, doing activities that we might not otherwise do. My child benefited from fresh air and the opportunity to meet other people and build their confidence.”

Family Conservation volunteer



“Since joining TCV, I've focused on several large grant applications, building relationships and improving some of our development processes.”

Ruth Gerrard,
Income Generation Manager



“Moving sideways from Operation Leader to Business Development Manager has provided an opportunity to really focus on fundraising and our links to partners.”

John Preston,
Business Development
Manager



Supporting Volunteering

People's Postcode Lottery funding is enabling our volunteers to have an even better experience with TCV. You're providing staff capacity to better support the Community Network and develop its offer. You're helping to increase the learning and skills of our volunteers, which leads to an improvement in their local green spaces and benefits for their community where they volunteer.

In 2018, TCV:

- Increased support for the 857 groups in our Community Network, making it easier for them to renew membership, seek advice and network with other groups. We have enhanced members' benefits, such as sending funding notifications and improving the system members use to record their work, create reports and email their group's members.
- Improved the Community Network website, created communication materials and set up a Twitter profile to share Community Group news.
- Hired a Learning and Development Manager post to facilitate the training of volunteers.
- Enhanced our online learning tool, which is available to Volunteer Officers.



- Delivered 12 practical face-to-face training courses for 120 people, including Volunteer Officers. 94% of participants gave a score of 8 or more out of 10 for how confident they feel using the skills and knowledge they developed on the training.

“Brilliant, something I wanted to do for a long time but would otherwise never have had the chance to do.”

Chainsaw Maintenance course participant

- Hired a Marketing Executive to promote volunteering opportunities and the Community Network.



“Part of my role is to create TCV's Community Network newsletters and increase social media presence, which helps community volunteering groups to achieve more.”

Ralph Walker,
Marketing Executive

[Click here to see feedback from the courses.](#)



Promoting the Health Benefits of Green Spaces

TCV pioneered volunteering in green spaces for the positive effects on physical and mental health with the creation of our first Green Gym™ 20 years ago. In 2018, we're spreading this message to more commissioners thanks to People's Postcode Lottery players' support. Your funding is increasing our ability to evidence our health programme outcomes and has led to the setup of two new Green Gyms.

In 2018, TCV:

- Reviewed how we improve our evidence base, which will lead to projects to improve the health of people with cardiovascular disease, respiratory disease, musculoskeletal pain (including chronic pain), and moderate mental health problems.
- Supported the funding of the Green Gym Managing Director post to bring our work to the attention of new audiences and secure new health sector commissions. We have improved our relations with clinicians, providing us with new opportunities for research funding and raised awareness within the health sector. We have submitted bids totalling £225k.
- Set up a new Green Gym at Queen Elizabeth Hospital Birmingham to start in 2019 for patients with cardiovascular disease.

- Invested your support as match funding to secure an additional £404k from Leeds City Council Social Services to launch a new Green Gym at our Hollybush site for 145 people. Volunteers have reported feeling more useful, relaxed, able to deal with problems well, able to think more clearly, and able to make their own minds up about things. They have also reported an increased number of days of moderate physical activity, including walking for at least 10 minutes at a time.



“Funding from players helps me enhance our evidence and increase our profile, enabling us to help more people achieve lasting health and wellbeing.”

Craig Lister,
Green Gym Managing
Director



“It doesn't matter how you feel at the start of the session, you always feel better at the end.”

Hollybush Green Gym Volunteer Officer



Raising the Profile of our Work

Thanks to support from People's Postcode Lottery players, we are planning to attract more volunteers and funding by raising the profile of our important work for people and green spaces. You're helping us to spread awareness of our environment, health & wellbeing, learning & skills, and community outcomes so that more people can benefit – whether that's with a TCV project or TCV Community Network Group.

In 2018, TCV:

- Created a Marketing Executive post.
- Started a project to update TCV's website.
- Produced new promotional goods, such as conference banners, dual branded t-shirts and bum bags.
- Captured, shared and celebrated more volunteer stories through case studies, professional photos and films, showcasing the positive outcomes of our work.
- Created a Project and Communications Manager post.



“Alongside having the pleasure of managing the PPL fund, my role helps to expand our network and share TCV's work.”

Anna Gailey, Project & Communications Manager

- Held two large events to celebrate our volunteers:

TCV Heroes Awards

We celebrated the people who go above and beyond to support the work of TCV in local communities.

Seven winners and five runners up were awarded for demonstrating one of our four outcomes and we had a special People's Postcode Lottery Volunteer of the Year award, presented by PPL Head of Communications, David Miller.



The event was enjoyed by TCV's president, trustees, ambassadors, staff, volunteers and funders and generated five pieces of media coverage.

[Click here to see the winners from the event.](#)

“It's a real inspiration to see the hard work and dedication of TCV volunteers and employees this evening, who have been working hard to deliver the best results they can in their local communities, around the country.”

David Miller, Head of Communications at PPL

Big Green Weekend

Our national flagship weekend had 65 free, local events across the country; from saying thank you to our dedicated volunteers at their regular projects to encouraging new volunteers to join us at larger open days.

Players of People's Postcode Lottery: Thank you!

You've supported us with £400,000 to connect people and green spaces to deliver lasting outcomes for both.

To read more about TCV's valuable work, visit www.tcv.org.uk



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 TCV – The Conservation Volunteers



TCV, the community volunteering charity

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