

# 2020 Impact Report for People's Postcode Lottery



Supported by players of



Awarded funds from





# Foreword by the Chief Executive



## Matching your funding

**Nine Leeds-based Green Gyms continued, made possible from your matched funding. Between Jan-March, players supported:**

**143**  
volunteers

**16**  
green spaces

**“My experience has been invaluable and has enriched me as a person.”**

Green Gym member



**In a remarkable year, dominated by the COVID-19 pandemic, the flexibility and understanding demonstrated by People's Postcode Lottery proved invaluable to The Conservation Volunteers. As the pandemic broke, we were quickly invited to reassess our plans for the year and given the freedom to decide how best to invest players' support.**

This impact report provides the headlines, from an unprecedented year of incredible challenge, of how we continued to connect people and places and took important steps to give TCV the very best chance of emerging successfully from COVID.

**Our regular and extra awards, amounting to £550,000, were invested across four themes:**

- **Inspire more people to make a difference**
- **Secure more support for our work**
- **Use our resources to deliver the greatest impact**
- **Responding to COVID-19**

Throughout the following pages you'll find images, stats and stories which bring the impact of players' support to life: from the growth of the TCV Community Network to almost 1,500 local, independent groups, to the generation of more than £850,000 to support our cause; and from the feedback from volunteers, supported during lockdown, to the distribution of food parcels in support of local schemes.

Looking ahead to 2021, and recognising that many of society's pre-COVID inequalities have widened even further, we are more determined than ever to continue on our mission, to connect people and green spaces to deliver lasting outcomes for both.

**We are very grateful to the players of People's Postcode Lottery for helping us on our way.**

**Darren York**  
Chief Executive



# Inspire more people to make a difference

## TCV Community Network

**TCV is committed to supporting our community network of groups and organisations across the country that share our vision of connecting people and green spaces.**

Thanks to players of People's Postcode Lottery, network membership was free for the second year running. This has allowed more independent groups to access benefits such as expert guidance and discounted insurance. During 2020, we ran three health and safety webinars that focused on volunteering post-UK lockdown.

**“I found the webinar very useful and it gave me confidence to restart our volunteer groups in a COVID secure way. We have used the details from the webinar and the notes provided to write, review, and update risk assessments and communicate this new way of working to our volunteers.”**

TCV Community Network Member

# 1,496

community groups  
in TCV's Community  
Network after **195**  
joined in 2020

# 119

people were given  
**health and safety**  
guidance through  
our webinars

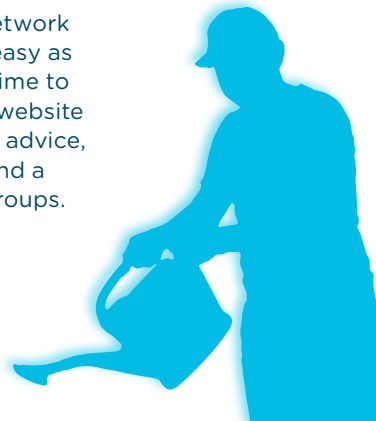
In 2020, we made joining the network and managing membership as easy as possible, freeing up members' time to complete their projects. A new website and social media pages provide advice, links to funding opportunities and a chance to connect with other groups.



## Marketing

**Players helped spread the word of our fantastic volunteers and inspired even more people to make a difference. We continued to invest in TCV's marketing team and developed a renewed focus on effective communications.**

- Soft launch of TCV **Instagram** to reach a new audience with visually impactful content
- Developed our **blog** to give our followers informative and creative content
- Greenzine **newsletter** launched with 3,812 subscribers, receiving TCV updates direct to their inbox.
- Created video assets to showcase **our work**
- 760 new **Twitter** followers, bringing total to **12,859**
- Supporting Corporate Partnerships such as **I Dig Trees** with OVO Energy





# Secure more support for our work

## Showcasing our work

**During one of the most challenging years, we still had lots to celebrate using opportunities to showcase and secure more support for our work.**

With People's Postcode Lottery's support, we held our annual TCV Hero Awards online. Carol Springgay was named People's Postcode Lottery Volunteer of the Year.

**“Thank you so much TCV for this award, I was very surprised to receive it. For me it's crystal clear that there is an urgent need for us to make the most out of every bit of urban green space and there is so much more potential for us to all collaborate to achieve positive and impactful changes to benefit communities and the planet.”**

**Carol Springgay**  
TCV People's Postcode Lottery  
Volunteer of the Year 2020



**We were part of two collaborative fundraising initiatives:**

- The Massive Get Together saw celebrities from the world of showbiz, music and sport unite with 10 UK charities, including TCV, to respond to the impact of COVID-19 on our sector. The online event raised an incredible £60,000.
- The ICAP Charity Day event was held virtually with celebrity support. For one day every year, ICAP give away all their revenue and commission to charities around the world. This year, £3.6 million was raised and as a beneficiary, TCV will create a new fruit tree planting project with schools.

After an overwhelming public response, we were chosen by Saffron Building Society as their Charity of the Year for their newly launched Enviro Saving Account.

Our current Charity of the Year partners Wates Group donated a huge £10,000 to plant 5,000 trees for the Wates Treeathlon.



## Income generation

# £850,407

**Players' support is invested in a team of Business Development Managers who secure funding for our work across England.**

This year, we expanded the team to three with the recruitment of Mat Cottam.



**“Support from players of People's Postcode Lottery has helped us to maintain our programmes in the Midlands throughout the many challenges of 2020, whilst developing exciting new projects for the future – including a new Green Gym at Measham!”**

**Mat Cottam**  
Business Development Manager  
East Midlands and Central England



**Funding successes in this period included:**

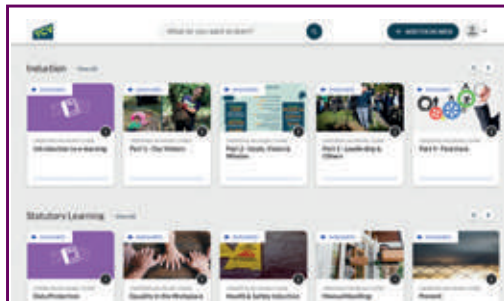
- £49,596 from Mind UK's Coronavirus Mental Health Response Fund to provide support through outdoor activities in Brighton, Leicester and Leeds.
- £140,800 from National Lottery Heritage Fund COVID-19 Heritage Emergency Fund which enabled us to support midweek and site operations across the UK including South Yorkshire and London.



## Use our resources to deliver the greatest impact

## Developing our team

**We continued to invest in our people to ensure they deliver their greatest impact. We updated our online learning resource OLLIE and facilitated specialist team development for our senior Leadership Team.**



**“This has proved invaluable in shaping our response to COVID-19 and overcome the challenges that the pandemic presented to our work to connect people and green spaces.”**

**Darren York**  
Chief Executive

**“The Leadership Team development work helped us understand more about individual areas of strength and using these to work on key tasks. Our Equality, Diversity & Inclusion sub-group has brought three colleagues from across TCV to work together to make progress in a complex area of work that can result in powerful reactions.”**

**Fiona Richards**  
Operations Director England North



## Understanding our impact

**Support from players of People's Postcode Lottery enabled us to better understand and improve the impact of our work on people and green spaces.**

We developed a model that frames impact across our four outcomes, reviewed how we collect and analyse data and put manager dashboards in place to help local teams better consider impact.

We spoke to our volunteers during the first UK-wide lockdown to see how it affected them. We used this feedback to support their return to volunteering and improve our programmes.



By talking to our teams across the organisations through a series of workshops, we created TCV's Values, which describes how we work to connect people and green spaces.

**73%**  
said their **value of green spaces** had **increased**

**88%**  
believe green spaces  
will be **valued by  
more people**

**64%**  
felt the **value of  
community** had  
**increased**

**94%**  
of our volunteers  
say they are **more**  
**connected to nature**

**94%**  
said volunteering  
**increases their  
wellbeing**

**98%**  
rate the overall  
experience as **good**  
**to excellent**





# Responding to COVID-19

## Repurposing our funding

At the outbreak of the COVID-19 lockdown, People's Postcode Lottery kindly agreed to us repurposing some of our investments in response to the pandemic.

### This included:

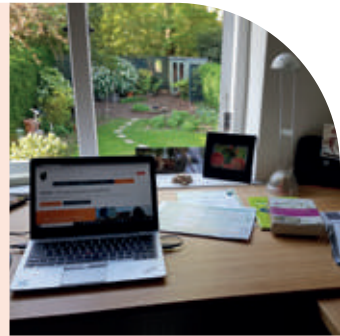
- Covering some of the core cost of our senior Leadership Team and other key roles to ensure TCV emerges from the crisis in a sustainable position
- Supporting our Operations Teams to deliver projects safely and compliantly, to spend more time connecting people and green spaces
- Providing our teams with the right equipment and programmes to work from home effectively and comfortably

This has allowed us to continue our work throughout the year and provide our team with the help and support they need so TCV remains sustainable.



## Supporting staff

To support our Operations Teams in their work to connect people and green spaces during the pandemic, we held virtual People Leader Cafes and offered health and wellbeing support across TCV.



“The communications I have received from TCV have been helpful and reassuring.”

# 82%

of employees **agree or strongly agree**

“I am kept up-to-date and well informed about TCV's response to the COVID-19 pandemic.”

# 93%

of people **agree or strongly agree**

“The weekly messages during lockdown have been a really great way to feel connected to the work that goes on throughout the organisation.”

“In this uncertain and troublesome time, I honestly think that everything possible is being done.”

“I am very satisfied with what has been done to support my health and wellbeing.”



# Thank you!



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**Connecting people and green spaces**

