

Greenwich Voice and Influence Programme

Funding and Resourcing for Social Isolation, Connection, and Loneliness Report

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Workshop Details

Date: 21 November 2024

Time: 2:00pm – 4:00pm

Location: METRO Woolwich

Conference Facilitators:

- Anna Ritchie – Head of Greenwich Giving, METRO GAVS
- Roy Gopaul – Stakeholder Engagement Coordinator and Development Officer, METRO GAVS
- Mutmahim Roaf – Development Officer, METRO GAVS
- Colin Giordmaina – Programme Support Officer, METRO GAVS

Groups and Organisations in Attendance:

- Abbey Wood Women's Institute
- B Young Stars
- Charlton Triangle Homes 50+ Group
- Debt Centre Greenwich
- Greenwich & Bexley Community Hospice (GBCH)
- Greenwich and Woolwich Pensioners Forum
- Greenwich Inclusion Project (GrIP)
- Groundwork London
- Home-Start Greenwich
- Lioness Within Community CiC
- Morning Dew Foundation (MDF)
- Ochu
- Peabody Community Trust (Previously Trust Thamesmead)
- Somali Parents Network (SPN)



Aim, Objectives, and Approach

The aim of the workshop was to provide the Voluntary Sector from the Royal Borough of Greenwich with the opportunity to engage with METRO GAVS around funding and resourcing for social isolation, connection, and loneliness. This in line with planning and development of G-HIVE Phase 3 of G-HIVE, and the emergence of Greenwich Giving as a new local giving scheme for the borough. G-HIVE and Greenwich Giving wanted to understand the perspective of smaller, non-commissioned organisations as to the needs and opportunities within the borough, and to make sure that the initiatives provided ample chance for the voice of such groups to be amplified. By doing this, we want to make funding, resourcing, and other types of giving easier to access for the Voluntary Sector in borough. We also want to avoid duplicating work which is already happening or providing projects, programmes, services, and/or activities that are not needed by local communities.

Greenwich Giving is currently being incubated by METRO GAVS and works closely with the wider METRO GAVS Team. This includes work that directly aligns to the aims and objectives of the G-HIVE project. Both METRO GAVS and G-HIVE advertised this workshop to their networks.

Presentation: Local Placed-Based Giving and the Greenwich Giving Community Consultation

With local, placed-based giving being a new initiative within the Royal Borough of Greenwich, a short presentation was delivered at the start of the workshop to introduce attendees to it. This included an overview of the initiative more generally, and the aims, objectives, and proposed plans of Greenwich Giving in particular. Feedback on the results of a community consultation that was run across in October and November 2024 was also presented, which included the proposed theme of the first giving campaign for Greenwich Giving.

Activity 1: Greenwich Needs and Assets

The first activity of the event was focused on the current needs and available assets around social isolation, connection, and loneliness within the borough. As part of this activity, attendees were put into small groups to discuss the following questions, before feeding back to the wider group:

- What needs do you see in your communities (professional or personal) around social connection?
- What services are already offered - this could be from your charity or group, or otherwise?
- What would you like to see expanded, offered or supported by Greenwich Giving to promote social connection and tackle isolation?

What needs do you see in your communities (professional or personal) around social connection?

- Household and childhood poverty, with there also being issues of in-work poverty preventing people from receiving support which is sometimes not recognised as vulnerable in the same way as those on benefits
- Digital exclusion as more services have moved online
- Loneliness affecting people who work from home
- A need for creating “compassionate communities”
- A need to address issues before they hit crisis point which is challenging when there are issues within the wider Health and Social Care System (i.e. booking a GP appointment), and people only seeking support when things are already very bad
- The groups which are there for people to connect with are often not properly utilised because people do not know about them or are unsure about accessing them

What services are already offered - this could be from your charity or group, or otherwise?

- Some strong services for children and young people, such as the Scouts, but these are area dependent
- Compassionate neighbours programme by Greenwich Community Hospice
- Social connection services for older people like lunch clubs or pop-in parlours

What would you like to see expanded, offered or supported by G-HIVE and Greenwich Giving to promote social connection and tackle isolation?

- Projects that promote inter-generational social connection, linking younger people with older mentors for instance
- More effective sign-posting – there are a lot of services out there already but could G-HIVE and Greenwich Giving help to share information more effectively, and in a way that is inclusive to those who struggle with literacy (or digital literacy)?
- Food projects that reduce waste and bring people together
- More input from big business
- Art workshops that include disabled communities, youth clubs, and centres for older people.
- Workshops for young people on body image, confidence, online learning, and leadership.
- Need for more spaces/halls to run projects
- Clubs for teenagers, or groups which parents and children to access together
- Funding to support local and emerging need in the community



Activity 2: How can a health inequality-focus infrastructure and/or local giving scheme best serve Greenwich?

The second activity of the event was focused on how G-HIVE and Greenwich Giving can best serve and add value within the Royal Borough of Greenwich. This includes a Phase 3 of G-HIVE, and Greenwich Giving as it is incubated and established by METRO GAVS. As part of this activity, attendees were put into small groups to discuss the following questions, before feeding back to the wider group:

- What are your key barriers to applying for funding? What would you like funders to know?
- Could corporate volunteering be helpful to your organisation? If so, what could that look like?
- What other types of support and/or giving would you like to see supported in Greenwich?

What are your key barriers to applying for funding? What would you like funders to know?

- Complexity of grant applications with simple processes the better as they can be confusing, unclear and time-consuming
- Great to have support in writing funding application and bids, which could include training and opportunities to meet the funders
- Some funding programmes do not allow for core costs to be included
- Restrictions around income levels, what you can apply for, and how many years an organisation can be funded for
- Funding should be based on evidence of need and a focus on the impact(s) made (i.e. outcomes instead of outputs)

It was noted that the Greenwich Healthier Communities Fund, which is delivered by Groundwork on behalf of the Greenwich Charitable Trust, was a good model within the borough. This was due to the support which is provided to applicants, and the useful feedback which is provided.

Could corporate volunteering be helpful to your organisation? If so, what could that look like?

- Private Sector corporation should contribute financially towards volunteer days within the Voluntary Sector as a recognition for the time and capacity such days required for an organisation
- Private Sector corporations should be directed to Neighbourly, a giving platform that connects company funds, surplus, and volunteer time with local causes to make a positive impact

- Increased collaboration with other networks in the borough / region (i.e. South East London Chamber of Commerce)
- Supporting Voluntary Sector organisations around event management
- Skills based volunteering (i.e. digital support)

What other types of support and/or giving would you like to see supported in Greenwich?

- Sharing of expertise (i.e. accounting and finance)
- Links with local supermarkets for community causes, and food donations to support events or other in-person delivery
- Donation of space from businesses to Voluntary Sector organisations
- Sharing of skills and/or resources between Voluntary Sector organisations

Next Steps

The Funding and Resourcing for Social Isolation, Connection, and Loneliness event was one of several which G-HIVE have held in relation to its planning for Phase 3, and Greenwich Giving in the development of its first giving campaign. Feedback will be incorporated into the development of G-HIVE Phase 3, and the design of Greenwich Giving activities including:

- Grant making
- Community engagement and consultation
- Pro-bono and voluntary support
- Facilitation of corporate partnerships.

For further information, please contact the following:

- [Andrew Kerr – Voice and Influence Programme Manager](#)
- [Anna Ritchie – Head of Greenwich Giving](#)