Business Innovation Programme - Client Form

Organisation Name:	
Address:	
Sector:	**Charitable Sector; Mental Health**
Contact Name:	
Telephone Number:	
E-mail Address:	
Website:	
Briefly describe your organisation:	**xxxx is a registered charity working across Southampton and Western Hampshire in response to, and prevention of, domestic and sexual abuse. We offer free specialist services available to women, men, children, young people and families who have been affected by abuse, assault and/or violence at any point in their lives. Each year we support over 1,200 individuals across our supportive services.** **We offer 1-1 therapy for both adults and young people; therapeutic and psycho-educational groups; family therapy; educational outreach; diversity advocacy; support workers and a crisis helpline.** **Xxxx has an invaluable cohort of volunteers who enable us to deliver the wide range of services to clients. We utilise volunteers across the service- from volunteer counsellors, to helping us with reception/admin work, co-delivering group workshops and working on the helpline.**

Please detail below the business issue or need you would like a team of students to address. To ensure your project is suitable for the Business Innovation Programme, please refer to the programme handbook.

Project Title: Increasing the diversity of our clients and volunteers to better reflect the community of Southampton and improve access to our service
Background: **One of the overall strategic aims of the organisation is to increase the diversity of the both the volunteers who work in the service and the clients who access our service. We want to ensure that our service is accessible to everyone in the community and that the individuals who co-deliver our services our representative of the diversity of Southampton.** **National statistics would suggest that there are numerous communities/demographics who are**

underrepresented in the voluntary sector and therefore extra consideration and promotion needs to be given when trying to engage with certain groups or communities.

We also know based on national figures, that Black and Minority Ethnic (BME) individuals; those who identify as LGBT; those between 18 and 24 and over 60; as well as those living with a disability are all underrepresented when looking at access to services.

At xxxx, we want to proactively reach out to communities to promote both the services we provide and the opportunities for volunteering and getting involved in the work of the organisation.

Business Issue or need:

As it stands at the moment, the vast majority of our volunteers are female; between 30 and 45 years of age; white British; and non-disabled.

We need to raise awareness of our volunteering opportunities within a wider demographic of the community and ensure that our positions and training are accessible to a wide group of people.

We would like to see more applications for volunteering positions by those groups mentioned above- BME communities; those identifying as LGBT; those 18-24 and 60+ and those with a disability. We would also like to see more referrals for individuals from those groups for the purpose of accessing our services.

In order to do this effectively, we would like a clear idea of the demographic makeup of Southampton so we know which demographics we would be looking to reflect in the organisation.

We would also like some strategies on how to effectively engage with different groups in the area looking at the impact of promotional literature; social media and events and how to tailor our messages so that we can make the biggest impact and build better networks.

We would like to know the barriers that certain communities face when accessing services or voluntary work and what we can put in place to mitigate these challenges.

Project Aims:

- To map the community demographics of Southampton using census and pre-existing data so we know the makeup of the local community in terms of certain protected characteristics.

- Produce a list of existing community groups/organisations who may be able to support promoting our message.

- To develop a promotion and engagement strategy for some key demographic areas.

- To identify the key barriers in accessing services or engaging in voluntary work.

- To suggest strategies that our organisation can use to enable people to overcome engagement barriers.

Please return to employ@southampton.ac.uk