

# Interlink Strategic Action Plan 2009-2010

## AIM 1

To enhance the development and effectiveness of the Voluntary Sector in Rhondda Cynon Taff and surrounding areas through the provision of effective support services.

### OBJECTIVES:

- Support the Sector to deliver activities and services through a comprehensive information and advice service.
- Increase confidence, skills and capacity through the provision of formal and informal learning and training opportunities.
- Help to improve the sustainability of the Sector by providing access to information and advice on funding, commissioning, tendering and income generation.
- Promote and support improved performance and governance through support, training and advice.

### TARGETS

Target Area - Support Services	6 month Targets Apr- Sep 09	Annual Target 09/10
How will we raise public awareness of our support services? Interlink's Marketing Strategy will be implemented, including: <ul style="list-style-type: none"> <li>• Promotion through leaflets, materials, activities, press releases, etc</li> <li>• Continuing the gradual development of the Link and web-site</li> <li>• Increased promotion of volunteering</li> </ul>	6 month Volunteer Centre & Interlink Marketing Strategies	Marketing Strategies reviewed, and updated
Number of groups supported by Interlink on a one to one basis	75	150
Number of members, increase by 15% from baseline at 31 <sup>st</sup> March	415	435
HelpDesk - number of external groups utilising and receiving advice and support via the HelpDesk, for example voluntary	15	30

organisations placing articles in the Link and on the web-site & having support with design of promotional materials		
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Sub Section - Funding	6 month Targets Apr- Sep 09	Annual Target 09/10
Number of all funding advice enquiries received	150	300
Total number of organisations advised that receive funding	10	20
Total amount of funding sought	£1,000,000	£2,000,000
Total amount of funding obtained as notified during the reporting period	£500,000	£1,000,000
'Money Advice Market' - annual funding event attendance	75	75
Funding Update (e-mail funding service)	6	12
Sub Section - Training		
Number of training courses planned for delivery within the Training Framework (include trustee – see below, pre-developed, bespoke and specialist courses).	7	15
Number of participants attending Training Framework courses	57	112
% of courses within the Training Framework achieving good to excellent satisfaction rates	100%	100%
Number of trustee training courses organised	1	3
Number of Expert Patient Courses	4	6
Number of Routes to Recovery Courses	2	3
<p><b>Notes:</b> Interlink work with regional partners to plan 12 months in advance, with a 6 month detailed training programme. Courses can be added to the programme to respond to need. For example, feedback from the 08/09 Customer Survey.</p>		

## Aim 2

To improve the design, planning and delivery of services through the engagement and involvement of the Voluntary Sector in decision making at a local, regional and national level.

### OBJECTIVES:

- To develop communication through facilitating networking opportunities for exchanging information, gathering views and collective action.
- To support citizen engagement in service design, planning and delivery by building the confidence and developing the skills of representatives on strategic partnerships, planning and working groups.
- To strengthen the voice of the Sector by facilitating its participation in local, regional and national policy formation.

Target Area - Voluntary Sector Participation		Target for 09/10	
How will we raise awareness of our activities? <ul style="list-style-type: none"><li>• Promotion of networks and forums through leaflets, the web-site, newsletter, promotional materials and press</li><li>• An annual Interlink events diary</li></ul>	One Interlink Communications Strategy including timetable of networks and forums		
Total number of groups supported by Interlink in relation to partnerships, networks and forums	200		
Number of voluntary sector representatives on partnerships and planning groups	75		
Sub Section - Networks and Forums		Target for 09/10	
Title	No of meetings	Av. attendance	
Voluntary Sector Conference	1	40	
Children and Young Peoples Development Network	4	20	
Health and Social Care Forum	4	15	
Cancer Focus Group	6	10	

Maintaining Independence Focus Group	4	8
Mental Health Forum	6	12
Community Network	2	25
Trustee Network	4	10
Fframwaith Voluntary Sector Planning Group	4	10
<b>Other key developments planned for 2009/2010 and target dates</b>		
<ul style="list-style-type: none"> <li>• We will hold a Voluntary Sector Conference event to consult and engage the Sector on how Interlink will support the effectiveness of the sector and to consult on the Community Strategy, supported by developing a biannual Community Network to engage and involve a wide spectrum of community organisations.</li> <li>• Interlink will aim to strengthen the relationship and contribution of the voluntary sectors to the Local Service Board and its work programme through the 'Making the Connections' project.</li> <li>• Interlink will continue to strengthen its role in supporting the Sector through the ongoing development of the Interlink Voluntary Sector Sub-Committee of the Executive Board.</li> </ul>		

### **AIM 3**

**To promote and develop volunteering & active citizenship.**

#### **OBJECTIVES:**

- To promote and raise the profile of volunteering and active citizenship, working with partner organisations in the statutory and private sectors.
- To promote and improve the accessibility to Rhondda Cynon Taff Volunteer Centre to potential volunteers and the wider community.
- To increase the number of volunteers accessing the Volunteer Centre and being placed in volunteer opportunities.

- To build the confidence and skills of those individuals requiring support to achieve their goals.
- To support organisations involving volunteers to increase the number and quality of volunteering opportunities.
- Engage and support hard to reach groups to become volunteers and active citizens.
- To support young people to volunteer.

Target Area - Volunteering	6 month Targets Apr- Sep 09	Annual Target 09/10
<p>How will you raise public awareness of volunteering? The Volunteer Centre has its own Promotional Strategy, key developments include:</p> <ul style="list-style-type: none"> <li>• Increased promotion using leaflets, the press and local media</li> <li>• Developing outreach based services in local communities</li> <li>• Promotion of volunteering by young people</li> </ul>	6 month review of Marketing Strategy	One Volunteer Marketing Strategy
Number of people interviewed	150	300
Number of people referred to potential host organisations	135	275
Number of referrals that lead to a placement	75	150
Number of young people recruited to the Millennium Volunteers programme	15	25
Number of young people referred to and placed with organisations	30	55
Total number of opportunities available to young people	250	300
Number of presentations given to schools, youth clubs, <i>etc</i>	10	15
Deliver training course on recruitment, selection and induction	0	1
<b>Other key developments planned for 2009/2010 and target dates</b>		
<ul style="list-style-type: none"> <li>• We will develop the Gateway project to engage both the Sector and individuals in economic activity, volunteering, learning and education.</li> <li>• We will hold a Volunteer Achievement Awards at the University of Glamorgan on the 12<sup>th</sup> June.</li> </ul>		

Target Area - Participation	Target for 09/10
How will we raise awareness of our activities? <ul style="list-style-type: none"> <li>• Promotion of activities through leaflets, the web-site, newsletter, promotional materials and press</li> </ul>	Interlink Marketing Strategy
Number of groups supported to engage with service users and /or carers in regard to mental health services	7
Number of individual mental health service users supported	35
Number of groups (voluntary sector, statutory sector or multi-agency) supported to engage with children, young people and families	5
Number of individual children, young people and families supported	30
<b>Other key developments planned for 2009/2010 and target dates</b>	
<ul style="list-style-type: none"> <li>• Service User Involvement in Mental Health               <ul style="list-style-type: none"> <li>- 'Voices Of Experience' to be developed as an independent group of mental health service users and carers giving talks &amp; promoting their skills &amp; perspectives</li> <li>- 'Stronger in Partnership' (joint agency service user &amp; carer involvement planning group) to be supported to become a key vehicle for championing &amp; rolling out good service user involvement practice across RCT</li> </ul> </li> <li>• Involvement and participation by children, young people and families               <ul style="list-style-type: none"> <li>- Core Aim5 group developed &amp; supported to oversee delivery of the Single Plan</li> <li>- Participation Planning Group and Participation Writing groups (Task and Finish Groups under Core Aim 5) supported to develop and produce Participation Strategy 0-25yrs.</li> </ul> </li> </ul>	

## AIM 4

To raise the profile of essential contribution of the Voluntary Sector to the delivery of community activities and services within Rhondda Cynon Taff.

### OBJECTIVES

- To raise the profile of the Sector's ability to respond to meet local need, deliver outcomes and provide value for money.
- To increase awareness of the quality and quantity of services provided by the voluntary sector to strategic decision makers and service commissioners.
- To work with the statutory sector to ensure that procurement processes, procedures and decisions are made to deliver the best outcomes for citizens and communities.

Target Area - Contribution of the Voluntary Sector to service delivery	Target for 09/10
How will we raise awareness of our activities? <ul style="list-style-type: none"><li>• Promotion of networks, forums and partnership working</li><li>• Information disseminated through web-site and newsletter</li></ul>	One Interlink Communications & Marketing Strategies
Delivery of procurement , tendering & commissioning training (in partnership)	One training course delivered
Joint working with Voluntary Action Merthyr Tydfil and the restructured Local Health Board on a joint Funding Code of Practice	One Funding Code of Practice One Toolkit
<b>Other key developments planned for 2009/2010 and target dates</b>	
<b>Interlink Quality Assurance Scheme</b> - research the demand for the provision of a local quality assurance scheme within the voluntary sector to provide an easy and cost effective (free) route for community and voluntary organisations to prepare for	

commissioning; make a first step to implementing quality assurance and service improvement.