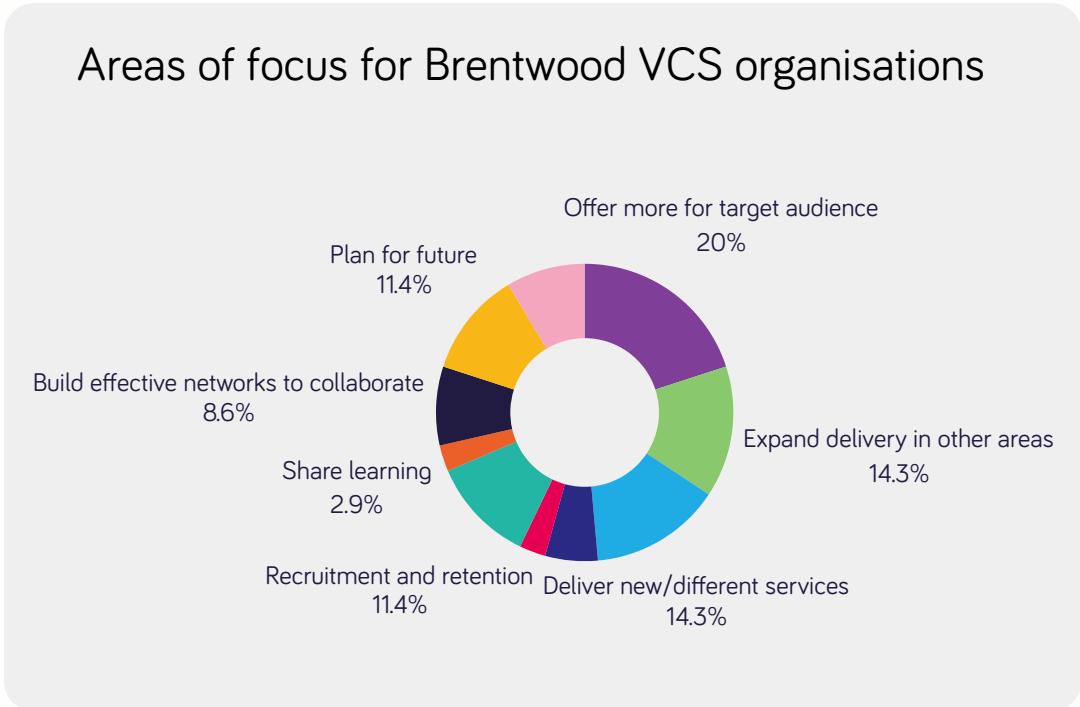
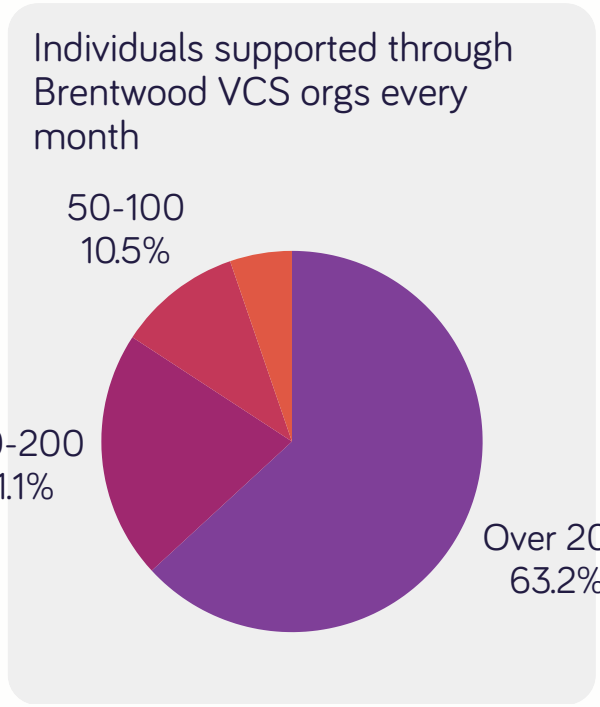
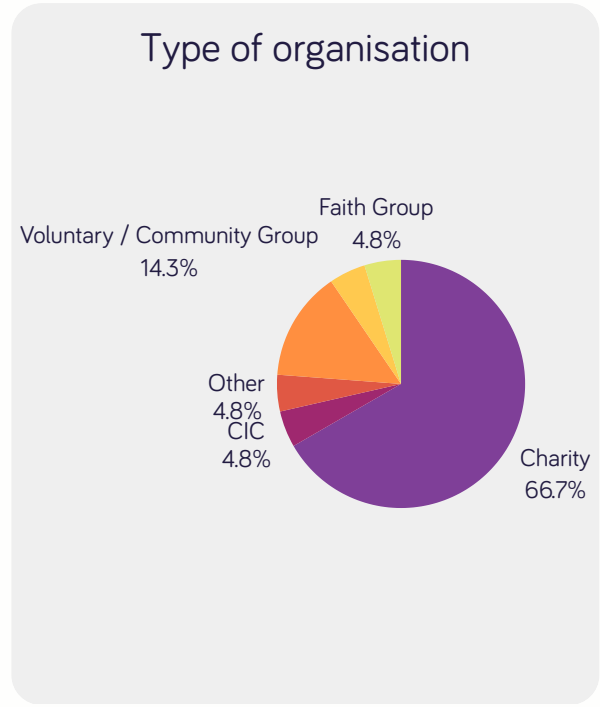
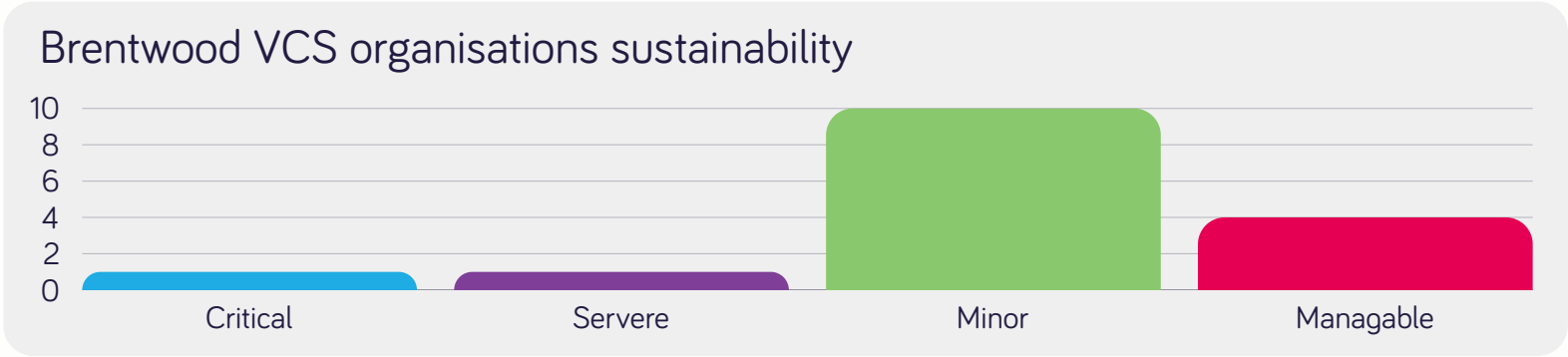




This place plan, is based off of **21** VCS organisations completing the survey correct as of 10/06/25





This place plan, is based off of **21** VCS organisations completing the survey.

Fundraising and income generation is the most common unmet support need, followed by **engaging target audience** and training opportunities

PLACE BASED TRAINING PROGRAMME community organisations need...

- Organisational Development, business planning and fundraising strategies.
- Bid writing skills (small, large and partnership grants)
- Fundraising and delivering effective campaigns, evaluation and monitoring
- Developing effective communications and publicity
- Digital Confidence and Communication
- Asset-based-community-development and targeted engagement
- Trustee recruitment and developing highly skilled boards

There is ample opportunity to feed into local networks and embed the following opportunities:

- Meet the funder and funding clinics
- Regular e-bulletin of funding opportunities local, county, national
- Increase the participation of smaller third sector organisations and informal community groups with targeted outreach

Bespoke support will include:

- 121 with Active Essex to discuss local needs unmet
- Matchmaking and brokering service with other local organisations

Community Participation:

Brentwood will require prioritised hyperlocal community participation, focusing on detached outreach to remote villages. We will organise volunteer recruitment and audience development days in collaboration with parish councils.

What does the survey not tell us? What does their response tell us beneath the surface?

Brentwood, with a population of around approx. 80,000, covers a large geographical area. Despite its affluence, **pockets of deprivation persist due to insufficient targeted funding and its rural spread**. Brentwood is often grouped with Basildon, which is seen as and known to be more deprived. Many voluntary and community sector (VCS) organisations operate across both boroughs, but Brentwood often receives fewer resources and combined roles or initiatives weighting work toward Basildon. **To ensure equitable opportunities, Brentwood needs dedicated efforts, even within partnership approaches.**

Multiple organisations have highlighted the need for volunteer support and training. Although survey responses show limited demand for organisational support, conversations with partners reveal it is frequently requested. Support with grant funding and fundraising is also popular. This has been recognised and addressed through a paid 'meet the funder' event and the partnered establishment of a sports funding clinic. Multiple partners engage in various health forums, however retaining engagement in community sharing networks has been less successful and doesn't reflect the desire locally.

Responses suggest there are limited local networks, however this is could be a reflection of the overall response rate as not verified from conversations in place, networking opportunities are perceived of an adequate scale however on the whole are formal spaces. Communication and PR referenced as common unmet support need. This could be a reflection of the number of programmes that support and are led by older adults, so consideration needs to be given towards digital upskilling.





Organisations that have agreed to become a partner to support infrastructure working

ATF Southend, Brentwood Community and Voluntary Service, Castlepoint Council for Voluntary Services, Community360, Kooth, Saint Francis Hospice, Sophie Ede Charity Consultant

7

forums held

1

drop-in sessions held

What else have we found/heard?

Fundraising and Income Generation

The Brentwood community and voluntary sector urgently needs sustainable funding to maintain and expand their services. Many organizations are concerned about their ability to sustain delivery beyond 6-12 months. They require immediate support in grant applications, diversifying income streams, and securing long-term funding agreements. Additionally, there is a critical need for more volunteers to support fundraising efforts. Addressing these funding challenges is essential for the sector's sustainability and ability to meet increasing community demands.

Engaging Target Audience

Community and voluntary organisations often face challenges such as limited resources, communication barriers, cultural nuances, competition for attention, and the need to build trust with their target audiences. These challenges can hinder their ability to effectively engage and support the communities they serve. We can help by providing capacity building, funding, networking opportunities, advocacy, and technical support. These efforts can enhance the skills, resources, and reach of community and voluntary organisations, enabling them to better connect with and serve their target audiences. By addressing these challenges, infrastructure organisations play a crucial role in amplifying the impact of community initiatives

01



Top challenges:

02



03



Volunteer Recruitment and Training

Recruiting and retaining volunteers remains a critical issue. Many organisations rely heavily on volunteer support to deliver services, but finding individuals with the right skills and availability can be challenging. It is also referenced that organisations are looking for highly skilled volunteers but due to short term and ad-hoc preferences to volunteering, it's hard to take the necessary time and resource required to upskill volunteers - exacerbated in smaller organisations. There is often a disconnect between those looking to volunteer and the opportunities available, making effective matchmaking essential.



04

Comms and PR

The Brentwood community and voluntary sector faces significant challenges in communication and public relations. Organisations struggle with raising awareness, promoting their services, and effectively sharing their key messages. Limited resources for marketing and PR efforts hinder their ability to attract volunteers, secure funding, and engage with the community. Digital proficiency is regularly mentioned as a barrier for promoting effectively. Amplifying their communication strategies and improving visibility are critical to overcoming these obstacles and ensuring sustainability.





Place Delivery Plan

- Develop a place-based training programme, including a digital training needs review.
- Offer training opportunities based on the place plan in slide 2
- Facilitate Funding clinics
- Commitment to attend local forums in locality to embed VCS working
- Promote and embed the 'Your Essex Community' E-Portal
- Deliver Place based VCS newsletters
- Make connections with VCS organisations ensuring proportional representation to the borough
- Attend detached outreach to promote volunteering opportunities
- Develop collaboration spaces
- Offer 121 support

What's the plan going forward?

Urgent things we must do:

Collaborate closely with Brentwood Borough Council to inform strategic planning and ensure alignment with local priorities.

Funding and Income Generation: Strengthen the sector's sustainability by providing high-quality funding support, including FREE training and resources to enhance fundraising capabilities. Emphasis will be placed on grant writing, hosting "Meet the Funder" events, and encouraging income diversification.

Community Outreach: Engage and onboard partner organisations to co-deliver detached outreach initiatives in collaboration with Place-Based Navigators and the Brentwood Community Connect service, ensuring deeper community reach and engagement.

Respond to higher levels of community organisations that serve older adult and those with disability's and LTHC.

Informal Information Sharing

To enhance partnership working within the Brentwood community and voluntary sector, we propose leveraging existing networks

Existing meetups and forums will be co-opted to facilitate VCS initiatives with enhanced networking opportunities to build relationship establish more information sharing. We will utilise established communication channels, such as newsletters and online platforms, to ensure transparency and keep all stakeholders informed. Collaborative planning sessions will be held to develop shared goals and align efforts.

Capacity-building opportunities will be provided to enhance skills in governance, leadership, and community engagement. Successful partnerships will be recognised through increased number of **community social event and success stories shared to motivate and inspire for ongoing collaboration. These strategies aim to strengthen partnerships, enhance collective impact, and better support the community.**

Response to Brentwood Geography

Brentwood spans a wide geographical area but has a relatively small and dispersed population. To ensure equitable access to services and opportunities, it is essential to extend outreach efforts beyond central Brentwood into surrounding towns and villages.

Currently, central Brentwood serves as the primary hub for events, networking, and training. To broaden engagement, we propose developing a detached outreach model that actively connects with outlying communities. This approach will promote volunteering, increase community participation, and identify new organisations to collaborate with the Brentwood Community Connect service, enabling more inclusive and wraparound engagement.

A key component of this strategy will be strengthening relationships with parish councils to enhance local insight, build trust, and support the delivery of community-led initiatives at the grassroots level.