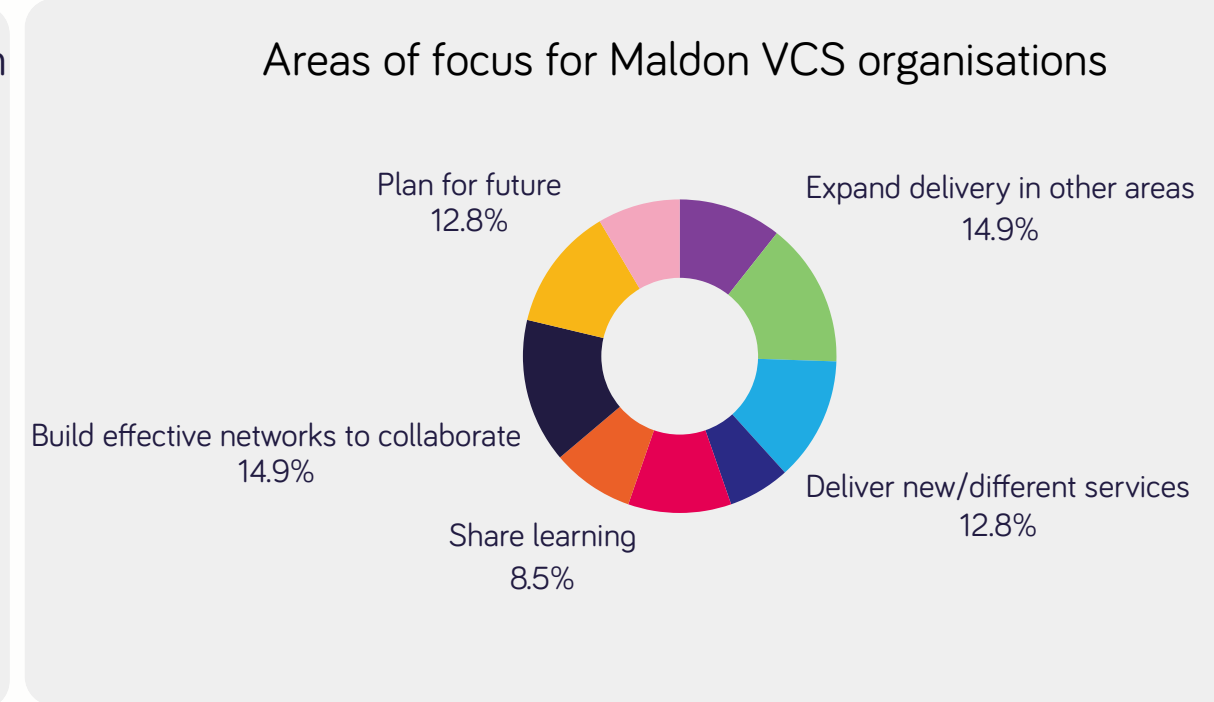
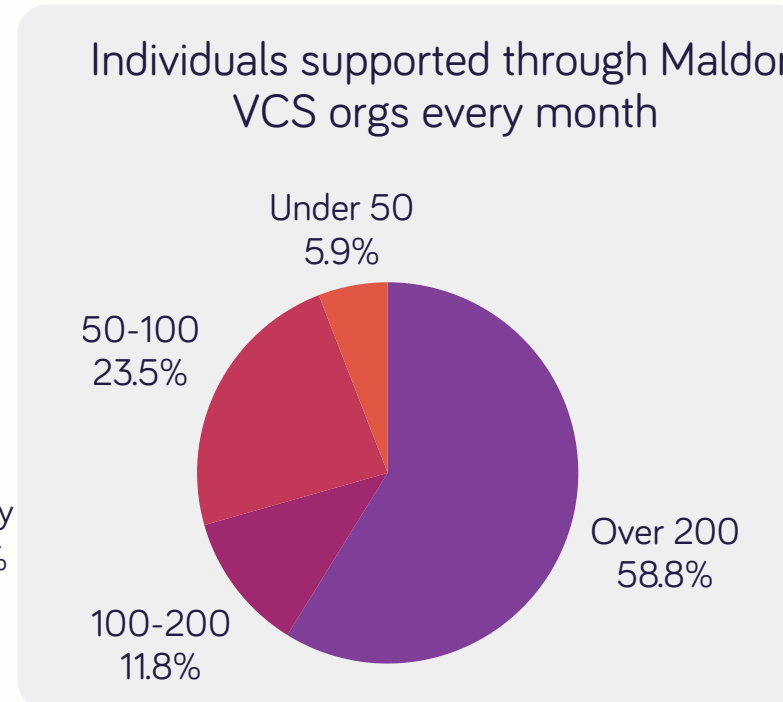
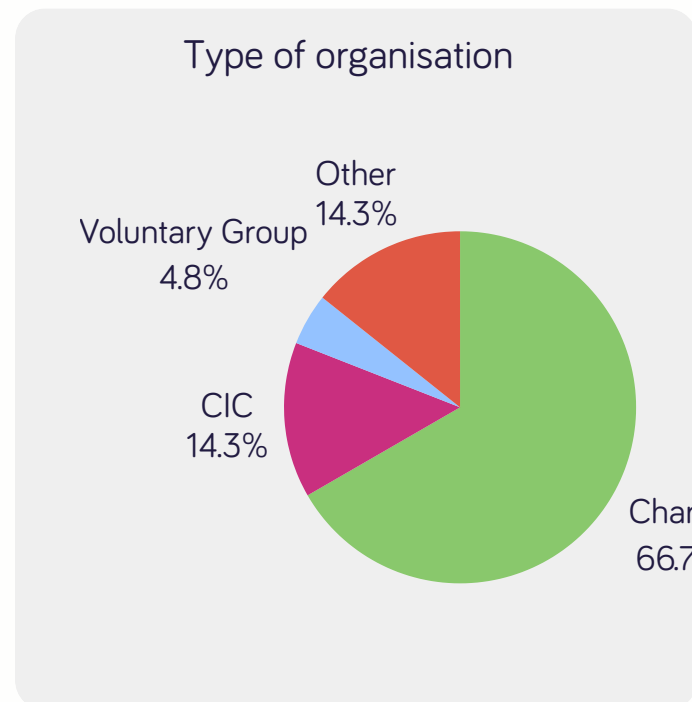




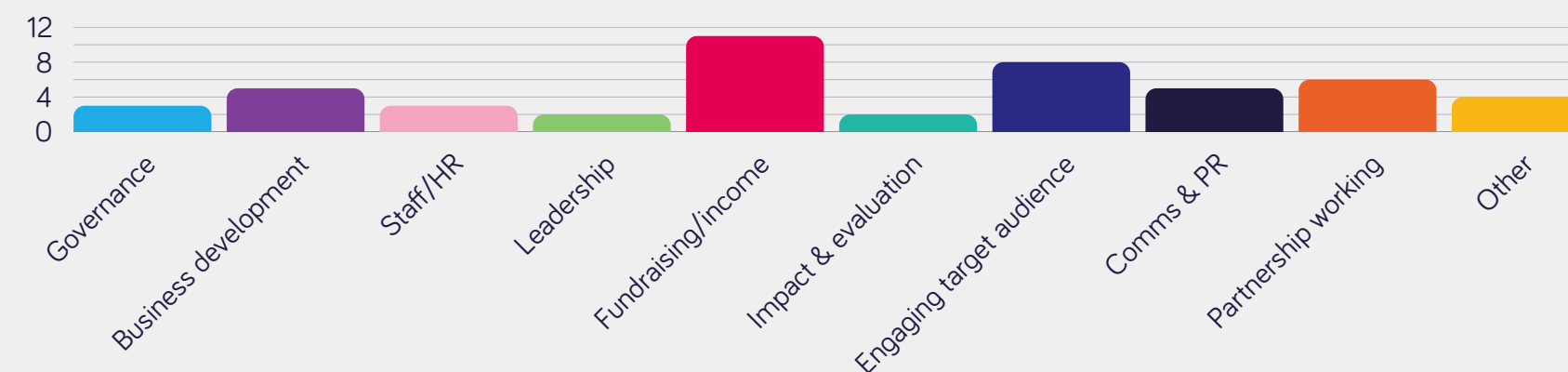
This place plan, is based off of **20** VCS organisations completing the survey correct as of 02.06.25



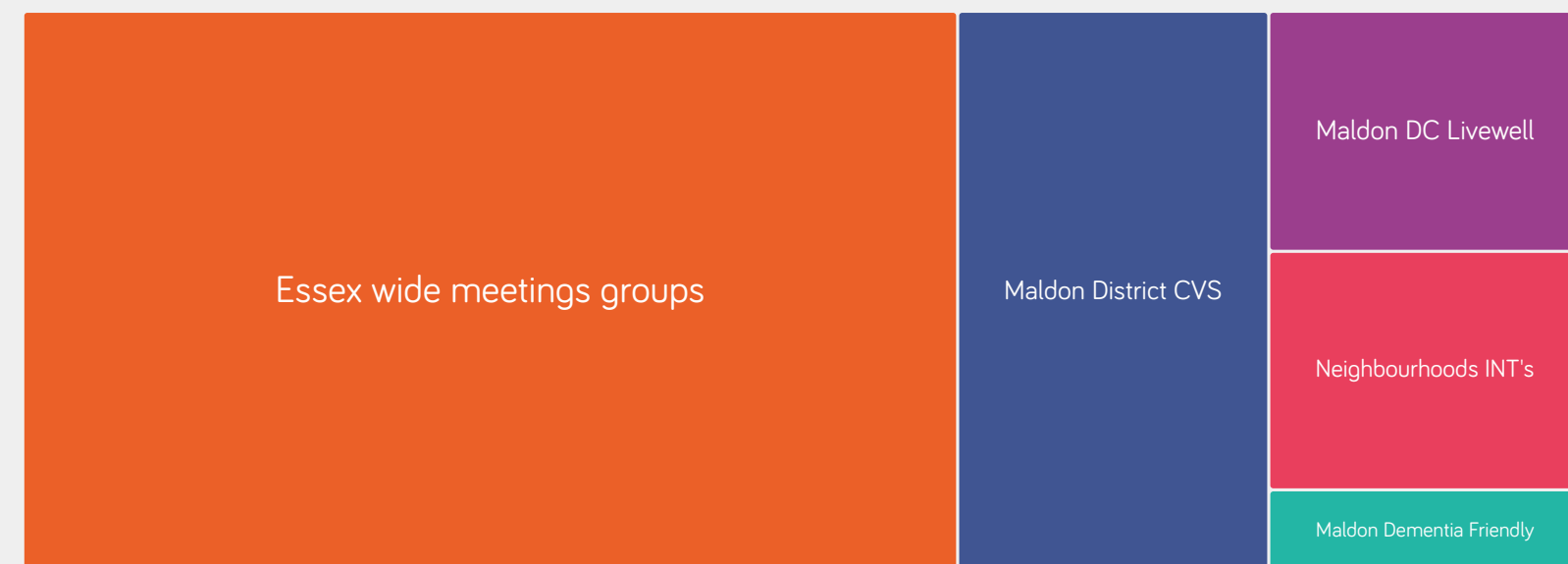
Maldon VCS organisations sustainability



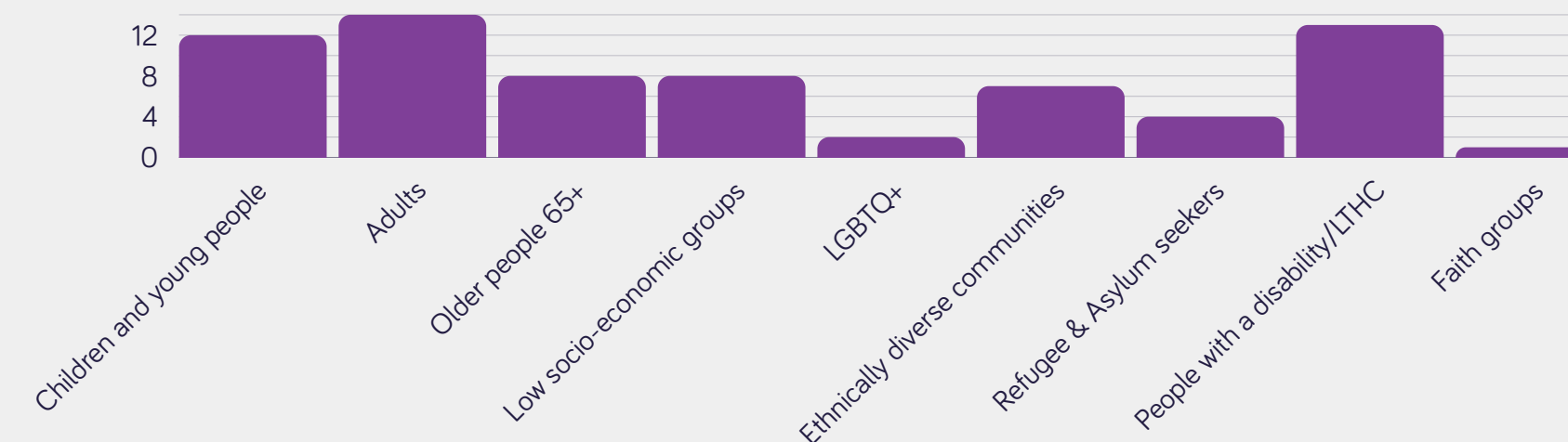
The current unmet support needs in Maldon



Networks and forums already being utilised in Maldon



Types of people VCS organisations support in Maldon





Fundraising and income generation is the most common unmet support need, followed by capacity building, engaging target audience and continue partnership working

Training opportunities will include:

- Bid writing skills (small, large and partnership grants)
- Fundraising skills and delivering effective campaigns
- Developing effective communications and publicity
- Workshops on financial management, legal compliance and policy development
- Asset-based-community-development
- Volunteer recruitment and retention
- Future planning support

Networks will include:

- Meet the funder
- Regular networking opportunities
- Regular e-bulletin of funding opportunities local, county, national
- Building partnership relationships making connections in the community. To help increase awareness of services and support partnership working.

Bespoke support will include:

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

Community Participation:

- Reaching underrepresented communities
- Building trust in the community
- Recruiting volunteers
- Recommended to attend a discovery and sharing days from TAWS/ATF as volunteer recruitment and engaging our community

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

Maldon is a rural district where VCS organisations often seeking guidance on how to effectively support their local communities. While there are some local networks in place, such as Maldon CVS and the Maldon District Council Livewell Forum, there is a need to assess whether these platforms are effectively meeting the needs of the organisations involved. The insight suggests that while networking opportunities exist, further insight is needed to ensure these forums are aligned with the support requirements of the organisation needs.

Funding remains an ongoing challenge for VCS organisations. The constant search for new funding sources, coupled with limited support for core operations, hinders long-term sustainability. Greater emphasis on sustained financial support is crucial to ensure these organisations can continue delivering vital services.

it is clear from insight and responses that VCSO's within the Maldon district need for capacity building support in a range of support around governance, long term planning, mentorship support for leaders, marketing support to engage target audiences and staff/volunteer recruitment and retention. Therefore indicated there is a need for further engaging VCSO's to align the role out of this support going forward.





What else have we found/heard?

Funding support

VCS organisations in Maldon face significant funding challenges that impact their sustainability and growth. Many rely on short-term or project-based grants, making it difficult to plan strategically or cover core operational costs such as staffing and infrastructure. There is a widespread need for support in identifying and applying for funding, with some organisations lacking the time or expertise to pursue opportunities effectively. As well as support around what makes a good application and the key elements to include in an application to be successful.

Leadership and Governance

VCS organisations in Maldon expressed a clear need for leadership development and governance support. Many highlighted the importance of access to mentorship and strategic advice, particularly for those in new or isolated roles. Governance challenges included support with developing or updating policies, clarifying trustee roles and responsibilities, and navigating the process of becoming a registered charity. These challenges reflect a broader need for structured leadership support and capacity-building in governance practices.

What support would you value right now and in the future?

Business support and capacity building

To provide business and mentoring support for leaders, helping them run their organisations more effectively and safely. Many organisations struggle to develop long-term strategies due to limited capacity and difficulties securing core funding beyond project-based grants, as well as updating policies. As a result, offering support to plan for the future, strengthen their teams, and address common challenges such as volunteer retention and development.

Funding support

To offer organisations tailored support with funding applications, budgeting and securing long-term financial sustainability.

Training

To provide training for organisational leaders, staff, and volunteers to help them build new skills and grow. Also include peer learning, fostering internal capacity and resilience. Insights show that many organisations also need guidance on volunteer management and marketing, to improve community engagement and ensure their services are accessible to those who need them.

Collaboration and Network

To continue providing a safe environment in a informal networking opportunities for organisations to connect, share experiences, challenges and be able to learn from each other.

2
forums held

2
drop-in
sessions
held

Have you accessed anything past or present that has been particularly useful?

Maldon District Council and Maldon CVS are recognised as key sources of support and guidance for local organisations. While current forums provide valuable networking and partnership opportunities, there is room for improvement. Refocusing these forums with a more place-based approach could better meet local needs. Organisations have shown strong interest in continued collaboration and shared learning, especially around common challenges. Creating spaces for open dialogue can help break down silos, encourage joint working, and strengthen long-term sustainability.

01



03



Volunteer support

VCS organisations in Maldon struggle with recruiting and retaining volunteers, especially those with the right skills and availability. There is often a disconnect between potential volunteers and existing roles, highlighting the need for better matchmaking. Additionally, the sector faces difficulties in securing sustainable funding, engaging trustees,

Promotion and community engagement

04



VCS organisations in Maldon face several promotion and community engagement challenges. Many struggle with raising awareness of their services and reaching new or underrepresented audiences. There is a clear need for support in marketing, social media, and communications, with some organisations specifically requesting help with press work and promotional strategies. Others highlighted the difficulty of engaging local communities and partners to increase referrals and participation. Limited visibility, especially for newer or smaller initiatives, was a recurring theme, as was the need for introductions to key community contacts..

Top
challenges:

02





What's the plan this year? (June 2025- April 2026)

Urgent things we must do:

- Present at Maldon forums such as One Maldon, Maldon Livewell, Maldon Health and Wellbeing catch up to inform place plan insights
- Pull together a steering group with Maldon CVS and Maldon District Council to align the upcoming forums/network opportunities with the insight given to organisations.
- Plan future listening event to share the insights findings with VSC partners and listen to feedback around place plan and future plans ahead.
- To role out the funding workshop series as a main priority due to top common unmet support

Signposting and adding value locally

- Encourage organisations joint funding applications, resource-sharing, and strategic partnerships to enhance long-term viability.
- Signpost to other Your Essex Community elements and resources
- Share relevant opportunities through Integrated Neighbourhood Teams, Maldon CVS forums and Maldon District Council forum
- Signpost to other sector support from county and national organisations

Support and Training

Pilot workshop clinics:

- Working with Maldon District Council and Maldon CVS to roll out a series [funding workshop](#) to support organisations around business support, writing an effective small grant application, bid writing workshops and fundraising strategy workshop
- Working with Maldon CVS and Maldon District Council to role out [marketing workshop](#) to support raising organisation profile in the community
- Create a [volunteering workshop Maldon specific](#) to support the challenges around volunteering recruitment and retention

Raising awareness of funding opportunities:

- Linking with Maldon CVS re-establish and provide a [‘Meet the funder’ workshop opportunities](#) at local level for organisations.
- Re-establishing a [newsletter for organisations to receive funding updates and opportunities](#) within the community

Business support

- Offering [bespoke 121 support](#) for VCS organisations where appropriate and requested, for example leadership/mentoring support.
- Offer support for organisation around [governance challenges](#) included support with developing or updating policies, clarifying trustee roles and responsibilities, and navigating the process of becoming a registered charity with local and national links

Capacity Building

- Offering training to organisations such as [ABCD training specific to Maldon organisations](#) to build connection and learn from a community development approach
- Offer [leadership development network for VCS organisations](#). To provide a space where mentors and organisational leaders can connect, share experiences, and learn from one another at local level.
- Promote [cross-volunteering opportunities](#) to help organisations share and access volunteer support.

Universal Offer

- Signpost to county offer which will include ‘creating the conditions’ series and lunch and learn sessions which will pick up specific topics which have been requested across the county.
- Provide a first point of contact for VCS support
- Identify bespoke support and signposting via The 6 S model ensuring support offered is at the right level for organisations
- Run a scored application process to identify local place partners delivering part of the place plan
- Provide insight and support needs to Your Community Essex elements and grow the E-Portal
- Continue to gain insight, listen and adapt place plans accordingly

Networking support

- To review existing forums and align them with the need for networking, collaboration, and shared learning. This includes providing more targeted information on common challenges organisations face and offering support around topics shared.
- To review adding an informal space to support peer support sessions
- To create a space for community participation element lead to offer opportunities to share learning and best practice to help organisations better engage with communities and target audience.