



Volunteer Centre
Kensington & Chelsea

Together is better
Achieving more for communities

Audience Profile; Local voluntary and community organisations

BME groups, Children, young people and families groups, Health & Wellbeing groups, Older People groups, Community centres/community based groups, Faith groups, Social enterprises, Start-up groups, Small/Medium sized organisations

Hard to reach groups/organisations

Characteristics

Minimal engagement with KCSC
Do not attend any/many events or forums
Stretched or limited resources
Limited knowledge/understanding of support/services available and how they may benefit from them
Not necessarily web literate
Difficult to give up their time to attend events/training etc
Can be volunteer-led
Many have English as a second language
Some are self-sufficient

Methods of communication

Existing networks Simple leaflets
Local presence Outreach work
Personalised interaction – 121's, emails, phone

Additional info/notes

Some of them don't understand why we get so much funding from the council and are resistant to us due to this
How do we combat the issues around their lack of time/resources?

Questions? Concerns?

What can you do for me?
How will this make my/our work easier or more effective?
How can I make the most of your support/services given my limited resources and lack of time?

Key messages

We are a one-stop shop – we are the first port of call for both front line and back end support
We provide tools, information, advice and training opportunities
We have a strong link to key decision makers
We can help recruit volunteers for overstretched organisations
We can identify funding opportunities and help you to navigate policies
We can support you with governance