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**COMMITTEE: CENTRAL AREA REF NO: CAC/17/22**

**DATE: 7 MARCH 2018**

**SUBJECT: FUNDING REQUEST: FUTURE FEMALE  
SOCIETY - 'MORE THAN MUM'**

**REPORT AUTHOR: ALICE FIRBANK**

**HEAD OF SERVICE: JAMES FAIRCLOUGH**

***Short description of report content and the decision requested:***

This report requests that the Central Area Committee consider funding Future Female Society £3,300.00 to run the project 'More Than Mum'; a programme that supports women to develop their confidence and communication skills, increase self-belief and raise aspirations, helping to encourage employability and support them to be work ready.

***List of Appendices included in this report:***

N/A

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***This report was prepared after consultation with:***

*Internal consultees*

*External consultees*

*Kim Trotter – Director of Future Female Society*

***The following policies form a context to this report:***

*(all relevant policies must also be referred to in the body of the report)*

*Building a Better Ipswich 2017 – The Council's Corporate Plan*

*The Central Area Committee Action Plan*

**LIST OF BACKGROUND PAPERS AS REQUIRED BY LAW**

*(papers relied on to write the report but which are not published and do not contain exempt information)*

1.

**OTHER HELPFUL PAPERS**

*(papers which the report author considers might be helpful – this might include published material)*

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## **1. Introduction**

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- 1.1 This report requests that the Central Area Committee consider funding Future Female Society £3,300.00 to run the project 'More Than Mum'; a programme that supports women to develop their confidence and communication skills, increase self-belief and raise aspirations, helping to encourage employability and support them to be work ready.
- 1.2 The project is called 'More Than Mum' and is a programme that supports women to develop their confidence and communication skills, increase self-belief and raise aspirations, helping to encourage employability and support them to be work ready. The programme sessions emphasise the building blocks of self-starter behaviour. Confidence, self-belief, personal responsibility, creative thinking and problem solving.
- 1.3 All sessions are carefully constructed to be practical and engaging and offer women training and tangible solutions for developing their futures. Each session is facilitated by an experienced Learning Manager, Kim Trotter, in partnership with successful female business mentors from the local business community, and inspirational female role models. The course of the programme sessions run as follows:
  1. Goal setting and confidence building
  2. Transferable skills and qualities, including those around the home and motherhood that are transferable into the workplace/marketplace; such as budgeting, time management and event planning.
  3. Creative thinking and problem solving, ideas and product development, and how to take a product to market, including work on communication and pitching.
  4. Preparation for the future – self-marketing and networking including a networking event, enabling women to practise communication skills and meet people from relevant areas of interest with a view to setting up work experience.
  5. The programme will also incorporate an event that has to be planned, marketed and run by the women.
- 1.4 Kim Trotter successfully designed and ran this programme previously and this is what inspired her to set up Future Female Society CIC.

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## **2. Background**

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- 2.1 Future Female Society (FFS) exists specifically to close the gap in inequalities for women and girls; to help to raise self-esteem and confidence levels, to broaden personal and career aspirations and to help women and girls in our community to reach their full potential.
- 2.2 FFS is a local organisation based in central Ipswich. They have run a variety of programmes across Ipswich; 'WoW! Women of Whitehouse', 'Club Aspiration'. 'More Than Mum' and 'Girls, Where You AT?' all of which aim to increase skills such as confidence, communication and entrepreneurialism, however they are tailored specifically for different target age groups. Kim Trotter also designed the 'Back to Your Future' programme run through the Eastern Enterprise Hub, which was developed to support young mums to work out their next steps back into work, education or training.
- 2.3 FFS consists of a team of committed and skilled project managers, volunteers and freelancers that have extensive experience of delivering learning and engaging development activity in the community. A raft of data regularly shows that women and girls are disadvantaged in the community and FFS want to support the development of women and girls and passionately believe that by providing equal access to women and girls at every level in the community is vital for a healthy, inclusive society.
- 2.4 Through specifically adapted programmes, FFS develop essential life/work skills and broaden the personal and career aspirations of the women and girls they work with. They do this by creating a supportive cohort of learners and through facilitating the transfer of knowledge and expertise using female professionals, experts and mentors.
- 2.5 Using innovative and engaging methods, FFS are able to boost self-esteem, interpersonal, social skills, group working and provide pathways to employment and volunteer opportunities. They work together to support an individual's progress in a safe and welcoming environment. Through previous community projects, they have already been successfully delivering grassroots engagement in Ipswich.
- 2.6 The directors have many years' experience of running successful learning, volunteering and community development projects that have included European, Lottery and Government funded projects. They have also won numerous awards for work in a wide range of disciplines.
- 2.7 All project staff have extensive experience of delivering learning and community development supported by a range of funders. They have qualified sessional teachers and IAG advisors as well as experience of working with volunteers, ensuring quality volunteer placements. All FFS staff have Safeguarding training and are DBS checked. Ensuring

participants engage in a safe and non – threatening environment is at the top of their agenda.

- 2.8 Talented workshop leaders and freelance staff have vast experience in delivering large, complex Government funded projects to great success. FFS are also progressive in offering and maintaining volunteer opportunities and pathways to positive progression. They have pooled the backgrounds, skills, knowledge and experience of workshop leaders to ensure the project will be brought to life with energy and innovation.
- 2.9 FFS is currently made up of 5 members of staff and freelancers and 10 volunteers and, at present, there are 23 participants engaged with the organisation.
- 2.10 FFS has a full suite of policies and procedures that is expected of a professional organisation including; Safeguarding Vulnerable Adults; Equality and Diversity; Health and Safety; Safeguarding Children and Young People; Volunteer; Data Protection; Confidentiality; eSafety etc. Copies are available on request.
- 2.11 FFS propose to target the town centre and Norwich Road Area for a number of reasons highlighted statistically below; all of which give validation to the need for a project of this type in the area.
- 2.12 FFS propose to target specifically the Westgate and Alexandra areas for a number of reasons highlighted statistically below; all of which give validation to the need for a project of this type in the area.
  - Westgate is amongst the 20% most deprived wards in the country according to Government indices of multiple-deprivation and is particularly poor in issues affecting children and young people, education skills, housing standards and crime.
  - Alexandra ward contains smaller LSOAs with people living in similar relative poverty.
  - The economic participation rate of women in these areas is considerably lower than that of men of working age (16-65).
  - The 2014 Ipswich Monitoring report stated that there were almost 800 children under 5 in Westgate whilst available nursery school and childcare centres have inadequate provision for such numbers.
  - Of around 4,300 lone parents in Ipswich, over 92% are women.
  - In both Westgate and Alexandra wards, a single parent leads almost a third of households with dependent children.
  - Recent overseas migration into Westgate in particular has included many women with limited English skills bringing up children without full knowledge of, or access to statutory help that would otherwise be available.

- 2.13 Staff at FFS have spoken to Children's Centres and Home Start as well as Suffolk Refugee Support who agree that there is a need for a programme like this in the area. Chatterbox run two programmes in partnership with 4YP that are specifically aimed at supporting young mum's and these women are in need of somewhere to move onto and help them work out their next steps.
- 2.14 FFS have been in contact with St. Matthews and Handford Hall primary school SENCO about the programme and the possibility of sending out a questionnaire through them. FSS have also consulted with mums in the area through local Facebook groups and the response has been very positive.
- 2.15 All FFS projects ensure that positive engagement and learning is focussed on tangible outcomes and that activity continues following the completion of its programmes. Learners will be encouraged to volunteer in future courses to consolidate their own learning and to share their knowledge. After the course completes, FFS and its volunteers will continue to support those who wish to progress.
- 2.16 FFS have strong links with Suffolk New College and University of Suffolk where learners can register for the further studies. FFS have discussed with Realise Futures coming and doing an extension project as a direct progression opportunity.
- 2.17 Outcomes for participants:
- Increased confidence, self-awareness and team working skills - participants will build many new personal skills and this, in turn, will support their progression into further opportunities.
  - Improved verbal/presentation and communication skills learnt through workshop participation.
  - Increased self-esteem.
  - Increased community activity/volunteering through positive activities for participants.
  - Increased leisure and social activities - having the confidence to be involved after the workshops have finished.
  - Participants feel more in control of life and socially included
  - Better progression prospects into training and education through linking to partnership organisations and signposting.
- 2.18 Impact for participants:
- Improvement in well-being
  - Increase in employment
  - Increased community engagement
  - Development of a support network

## 2.19 Impact for the community:

- Improvement in quality of life leading to reduction in pressure on local services,
- Increase in employment and economic well-being
- Increase in volunteering and positive community engagement
- Increase in life chances that produces a positive impact on family life and the children within those families
- A more connected community that values the contribution of women and girls
- Greater awareness of systems and values that will positively assist the progress of women and girls in the wider community

## 2.20 Project Targets:

- 12 women engaged in the project
- 100% increase in confidence and demonstrating personal development
- 60% achieving tangible positive progression
- 50% continuing to contribute to the local community post project through volunteering
- Indirectly hundreds of local people benefitting from the group's work

2.21 The project will be evaluated on an ongoing basis by staff, volunteers and beneficiaries. Evaluation of projects includes analysis of statistics relating to ethnicity, health issues, length of unemployment, age, and outcomes achieved. The project will take part in the Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS) as a way of assessing progress.

2.22 The success and impact of the project will be measured through use of self-evaluation forms at the start and end of the project, which will collect data on the participant's confidence/skill level, and feelings of well-being. Feedback from staff, users, volunteers, referral agencies and partners will be compiled following the completion of the course. In addition, they will compile case studies, which will collect individual stories and capture information about participant's personal journeys.

2.23 After successfully completing the course the learners will be given the opportunity to discuss any future requirements they may have – with every effort made to provide signposting and support to access any other services and opportunities they might need. FFS will keep a record of destination data - where are the participants in 6 months - are they working? In Education? Training? Volunteering?

2.24 FFS are already in the process of applying for other sources of funding which will allow them to continue with the programme, although there

may need to be some revision of content in future, as dictated by the evolving needs of the community and the requirements of the funding bodies.

- 2.25 FFS staff have a strong foundation of experience in securing different funding streams and thus are confident of securing further funding by the end of the courses. In addition, the pool of experienced, female volunteers will be able to support the delivery of future engagement as volunteer mentors and promote the involvement of disadvantaged women and girls in other areas.
- 2.26 The lead facilitator and programme co-ordinator of the 'More Than Mum' programme designed and ran a similar programme as part of her previous employment with excellent results. Participants fed back that the programme helped to build confidence, raise aspirations, improve communication, decrease feelings of isolation, improve feelings of well-being, offer a support network and increase employability skills. Of the 9 members involved; 1 is now studying with the Open University, 2 are actively seeking work, 1 has set up her own business and 2 have gone into employment. Four of the members of the previous programme are now Future Female Society Ambassadors, volunteering regularly with the company and creating events in the community, such as a Halloween Disco, held at The Meeting Place community centre in half term.
- 2.27 FFS also ran a More Than Mum programme in the North East Area of Ipswich, which has resulted in 1 member becoming self-employed and looking into Teaching Assistant Training, 1 member becoming a volunteer with Realise Futures and 2 members becoming volunteers with FFS. It has also led to a More Than Mum programme being set up with Rushmere Hall primary school to be run in partnership with their family link worker.

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### **3. Relevant Policies AND Area Action considerations**

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- 3.1 Building a Better Ipswich 2017 underlying principles:
- A Fairer Ipswich
  - A Safer and Healthier Ipswich
- 3.2 Central Area Committee Action Plan:
- Education, Skills and Training
- 3.3 In line with the priority of the Central Area Committee to alleviate deprivation in the domain of education, skills and training, the project will target women returners and young mums who are a long way from the jobs market. Through an educational and inspirational programme, Future Female Society will give participants confidence, skills and support to become work ready.



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#### 4. Options Considered / Under Consideration

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- 4.1 Option 1 – Approve funding of £3,300.00 for Future Female Society to run the project ‘More Than Mum’ in Central Ipswich.
- 4.2 Option 2 – Approve a lesser amount towards the project.
- 4.3 Option 3 – Do not approve funding towards this project.

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#### 5. Consultations

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- 5.1 Consultation has taken place amongst local councillors, staff and volunteers of Future Female Society, previous and potential participants of the programme, local schools and officers in the Community Engagement team at Ipswich Borough Council.

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#### 6. Risk Management

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Risk Description	Consequence of risk	Risk Controls	Probability of risk occurring taking account of controls (scale 1-6) 1 – almost impossible 6 – very high	Impact of risk, if it occurred taking account of actions (scale 1 – negligible; 4 – catastrophic)	Actions to mitigate risk
Risks relating to specific project activities e.g. site visits, exercises	Physical harm to participants, staff or volunteers	Risk assessment and appropriate management of each activity	2	3	Staff/volunteers to risk assess activity/venue before delivery
Activities not well attended or well run	Public funds not well used	Consultation with participants and stakeholders  Ongoing monitoring  Marketing and promotion support	2	2	Consultation in the development of the programme  Future Female Society to provide monitoring reports
Safeguarding risk to young/vulnerable people  <b>Future Female</b>	Emotional or physical harm to a person  Threat to operation of	Staff and volunteer DBS checks and safeguarding training	2	4	Future Female Society to train staff and volunteers and carry out DBS checks

<b>Society owns this risk</b>	the project	Follow appropriate safeguarding policy and procedure			Future Female Society to follow safeguarding policy and procedure
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## **7. Environmental Impact Assessment**

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7.1 There are no environmental impacts identified within this report.

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## **8. Equalities and Diversity Implications**

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8.1 In the design of this project, Future Female Society has taken positive action in tailoring the programme to meet the specific needs of female participants and as such, males will not be invited to take part.

8.2 Funding the project would support Future Female Society to advance equality of opportunity by championing and developing the confidence and skills of women, whilst overtime working towards a more level playing-field for women in the local workforce, marketplace and social environment which will be of benefit to all residents in the North East.

8.3 The Central Area Committee has and will continue to fund a wide variety of local projects and services that benefit local people of all faiths, nationalities and ages – the large majority of which are open to both female and male participants.

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## **9. Financial Considerations**

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<b>Expenditure</b>	<b>Cost</b>
<b>Venue Hire</b> 10 x 7 hour days at £12 per hour	<b>£840.00</b>
<b>Marketing</b> Flyers (design and print)	<b>£180.00</b>
Facebook and Instagram advertising	<b>£180.00</b>
<b>Staffing</b> Delivery (specialist trainer) – 10 x 5 hour sessions at £30 per hour	<b>£1,500.00</b>
Project design – 30 hours at £20 per hour	<b>£600</b>
<b>Total amount requested</b>	<b>£3,300.00</b>

- 9.1 The total cost of the project is £10,000. There is capacity to support 12 participants through the programme. The cost per participant is therefore approximately £83 per day.
- 9.2 Future Female Society will source part and in-kind funding of £6,700 from other local and national funding programmes and partner organisations to cover the total cost. Future Female Society has already received £1,700 from Suffolk County Councillor's Locality Budgets and they intend to apply for an Awards for All grant through the National Lottery.
- 9.3 Partner organisations will reduce the overall cost of the project by co-hosting sessions, attending networking sessions and events, hosting site visits to different places of work, and by sharing their specialist knowledge and expertise throughout the programme. These organisations may well also offer mentoring and placement opportunities following completion of the project.
- 9.4 Two volunteer's contribution in supporting the marketing of and recruitment to the programme as well as the learning and activities will also reduce costs. A total of 120 hours at £11.09 per hour (standard rate for working out volunteer time) equates to an in-kind contribution of £2,661.

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## **10. Legal Considerations**

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- 10.1 The Council has the power to make grants to community projects through the Area Committees. The Area Committees have delegated Executive powers and devolved budgets.
- 10.2 Area Committees have the power to award grants in accordance with part 3, section 2 of the Council's Constitution i.e. the Area Committee terms of reference.
- 10.3 Future Female Society is registered as a Community Interest Company (10408046) with named directors. The organisation has provided its Community Interest Statement, a named bank account, year-end accounts, Articles of Association and Memorandum of Association. It thereby meets the requirements of the Area Committee Funding Protocol.

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## **11. Performance Monitoring**

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- 11.1 A Community Engagement Officer will monitor the progress and success of the project. The key outcomes and impacts for both participants and the wider community are detailed in section 2 of this report.

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## **12. Conclusions**

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- 12.1 Future Female Society plan to deliver the 'More Than Mum' programme in the Central Area of Ipswich, which has been highlighted in the statistics as having the most suitable demographic population for this type of project. Funding would enable the organisation to support women to develop their confidence and communication skills, increase self-belief and raise aspirations, helping to encourage employability and support them to be work ready.

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## **13. Recommendations**

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- 13.1 That the Central Area Committee determines the allocation of funding of up to £3,300.00 from the Central Area Committee budget to enable Future Female Society to deliver the project.**

Reason: To meet the priorities of the Central Area Committee Action Plan and the Council's Corporate Plan and to encourage the employability, confidence and aspirations of women living in the Area.