

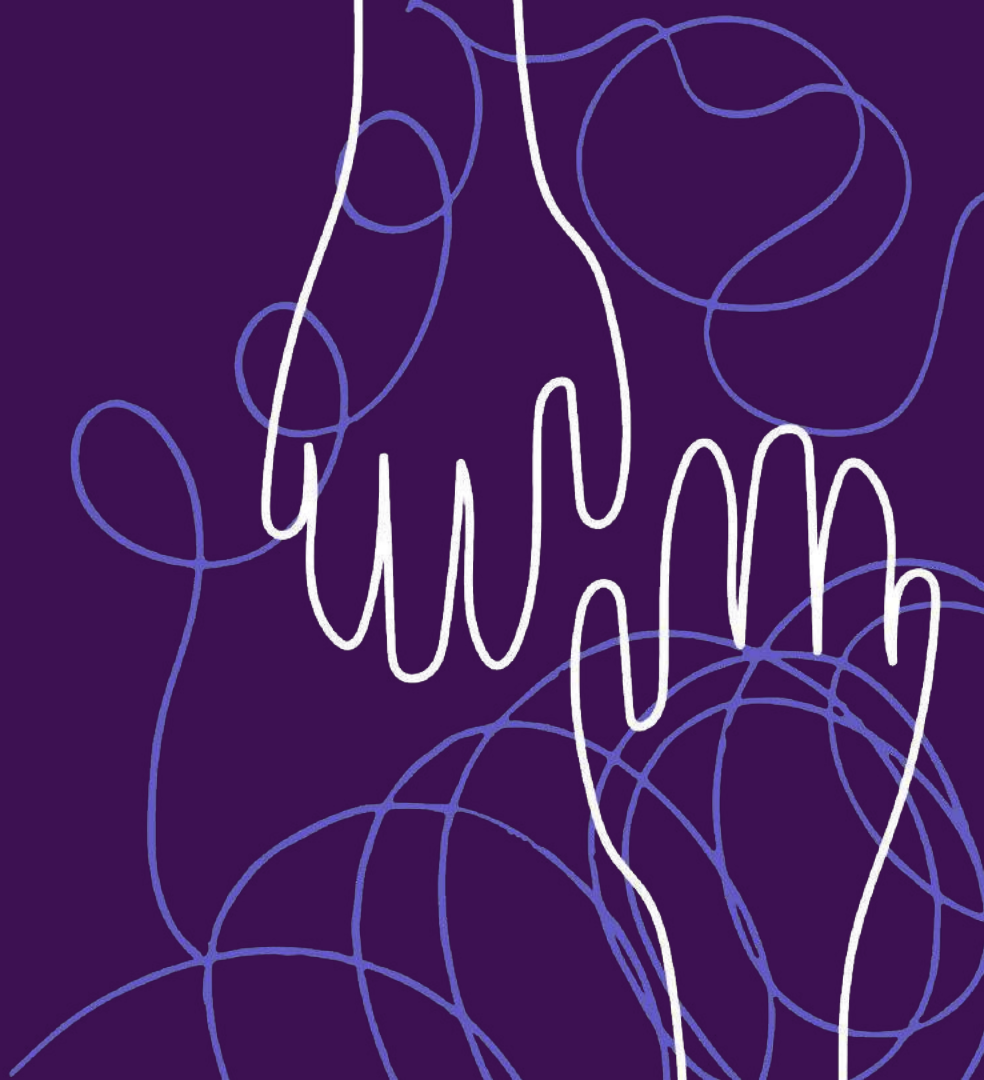


# Shaping the Future of Big Hearts

November 2020 - February 2021

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# Context and ambition

Big Hearts Community Trust is the official charity of Heart of Midlothian Football Club, who use the power of football to change the lives of the most vulnerable in our communities. Their work focuses on local communities in the South West of Edinburgh. They also work with the the [SPFL Trust](#), an independent registered charity associated with the Scottish Professional Football League that works in partnership with Scotland's 42 professional clubs to meet the social needs of the people of Scotland.

## Impact of Covid-19

Covid-19 has had a significant impact on how Big Hearts deliver and engage with people they support, their volunteers and staff, how they collaborate with other organisations. They are now one of the emerging new community anchor organisations operating in Edinburgh with strong connections with local families and local partners.

## The Ambition: Co-designing Big Hearts Community Trust Strategy

The [People Powered Results team](#) from [Nesta](#) worked with the Big Hearts Leadership Team using their 'Listen and Learn' methodology to inform Big Hearts' new strategy by gathering insights from their community of participants, football fans, partners, staff and volunteers.



# Listening to your community

This programme of work was carried out during Covid -19 lockdown and the engagement and co-design work was carried out remotely. Working closely with the Big Hearts Leadership team, we made use of existing communication channels to engage with people in different ways.



# How we listened to people

## Survey

A wide range of stakeholders filled in an online survey to share what they valued from Big Hearts, what local needs they think Big Hearts could support in the future and how they would like to be connected.

**163 people** responded

## Staff Workshop

In this virtual workshop, staff reflected on Big Hearts' recent work, and considered what they want to take forward into the future and what they would like to learn about from their community.

**10 Staff** participated

## Wider Stakeholders Workshop

Partners, supporters and community members were invited to explore together what parts of Big Hearts' work they have valued, what strengths they think Big Hearts can focus on in the future and where they see opportunities for collaboration.








**27 people** participated

### ..... **Regular touchpoints with the Big Hearts' management group** .....

We co-designed this approach with the Big Hearts' leadership team, prioritising what we wanted to learn to inform Big Hearts new strategy, defining which groups we wanted to learn from and agreeing on a blend of remote engagement methods to achieve this while abiding by Covid-19 lockdown measures.



# Who we heard from

We heard from a range of groups, including:	163 people through a survey	37 people in 2 workshops
 <b>Supporters</b> of the Heart of Midlothian FC	94	3
 <b>Big Hearts donors</b>	36	1
 <b>Volunteers</b>	49	9
 <b>People participating</b> in Big Hearts' Programmes	24	2
 <b>Big Hearts fundraisers</b>	19	5
 <b>Big Hearts partners</b> , incl. Edinburgh Council and Scottish Government	28	9
 <b>Big Hearts staff</b>	10	13

“I am delighted to see Big Hearts increasingly interacting with partners in the locality and **contributing to planning processes**”

*External Stakeholders Workshop Feedback Form, Jan 2021*

“Thanks for being open to **continued dialogue!**”

*External Stakeholders Workshop, Jan 2021*

“Good questions posed. [The workshop] challenged us **to contribute ideas and thoughts that needed to be aired.**”

*Staff Workshop Feedback Form, Jan 2021*

# What your community wants you to focus on in the future

Through the survey and workshops, we explored what people valued about your work prior to the Covid-19 Pandemic and the way you've adapted and responded to the pandemic. This helped us identify the priority needs of your local community that you could support with.



# Local needs

In the survey, we asked people to identify priority local needs that Big Hearts could support with. These are the ones that ranked highest.

**68% said mental health and wellbeing**

**63 % said social isolation and loneliness**

**48% said older people and dementia**

**36% said children in care**

**34% said poverty**

**Less than 25%** prioritised other local needs incl. community safety, diversity and inclusion, education and employment, food poverty, homelessness, participation in sport, substance abuse and volunteering.

During the workshops, people reflected that these needs **don't happen in isolation for people. Often the same person or family is experiencing multiple challenges** and that you are well positioned to support these intersecting needs. It was also noted that many of these support needs, for instance mental health, are a **common thread** throughout your programmes.



“Wrap around support which was **flexible and responsive to local need and issues** - not restricted to specific groups or programmes - but open to those who need help to access the support they need - **whether with Big Hearts or a more specialist partner.**”

Stakeholders Survey - Jan 2021

“we have built **a strong model of wrap around support** with our Kinship Care programme - the benefits of supporting the family unit as a whole and encouraging family activity is clear. **This could be replicated with other groups**”

Stakeholders Survey - Jan 2021

# Your Approach

Through our survey and workshops, we explored what people valued about the way you approach your work, how you've responded to the pandemic and how to build on this in the future.

There was a strong sense of appreciation and support that came through from your community. People particularly valued the impact that you have on people's lives and the role as an anchor organisation during the Covid-19 pandemic. Being at the heart of your local community, you were well able to adapt in response to people's rapidly changing needs and channel resources where they were most needed.



**“Very responsive and adaptable.** Offering tailored solutions for anyone who needs us. And being there at the heart of Gorgie/Dalry as well as SW Edinburgh.”

Stakeholders Survey - Jan 2021

**“Very proud of Big Hearts and my club.** This is exactly what a football club should be about. Take a bow.”

Stakeholders Survey - Jan 2021

“I valued the allocation of **community engagement grants** through the Big Hearts Foundation [during the Covid-19 Pandemic].”

Stakeholders Survey - Jan 2021

**“Social media and e-mail correspondence** are extremely relevant, informative, interesting, entertaining, heart warming and inclusive. For me and many others it is **lovely to feel connected** in this way.”

Stakeholders Survey - Jan 2021

# Working in partnership with other organisations

From working in partnerships with Scottish Association for Mental Health (SAMH) to support people with their mental health to working in collaboration with partners throughout the pandemic to deliver the support people want and need, **the value of Big Hearts as a local partner came out really strongly** in the survey and external stakeholders workshop.

People want to see Big Hearts build on this in the future to **support ambitions of reaching a wider audience, connecting people with a wide range of support available and matching volunteers with the volunteering opportunities.**

*“Big Hearts have never been transactional, they’ve always been true partners.”*

*Stakeholders Workshop, Jan 2021*

*“Partnerships are really key going forward.”*

*Stakeholders Workshop, Jan 2021*

*Big Hearts have done a BRILLIANT job attending forums and working with organisations across sectors all during this crisis.*

*Stakeholders Survey - Jan 2021*

# Building on volunteer momentum

Big Hearts volunteers really engaged with this process and shared lots of insight on the **value volunteering opportunities have brought to them**. There was **a strong sense of willingness to support** Big Hearts with people's varied expertise and time commitments.

People appreciated **one off volunteering opportunities as well as long term ones** and wanted to see more of those. **Partners also appreciated** the contribution of Big Hearts volunteers to their work.

In the staff workshop, we reflected on ways Big Hearts can **build on volunteer momentum** and consider **innovative ways** to design our volunteering model and ways we could create opportunities for participants **to progress to volunteers and fundraisers if** they would like to.

*"I phoned fans as a volunteer and that was a very rewarding experience, especially in these troubled times."*

*Stakeholders Survey - Jan 2021*

*"As a social service worker I have had the experience of an amazing service to my most vulnerable and isolated clients and would love to volunteer for the charity if needed."*

*Stakeholders Survey - Jan 2021*

# Defining your role moving forward as a community anchor organisation



# The role of Big Hearts moving forward

We spoke to more than **160 people** from your community and staff



They really **value** the work you are doing

They also want you to grow, **strengthening the 'wrap around support'** you offer your community and your emerging role as a **community anchor organisation**.

Some of the ways they think you can start doing this are...



Starting with what people want and need and connecting them with the relevant support and resources



Supporting volunteers to find opportunities that work for them



Continuing to strengthen and build on your relationships with your community and partners



Being flexible and responsive and offering a combination of face to face and remote delivery



Defining your geographical focus and what outcomes you're setting out to achieve

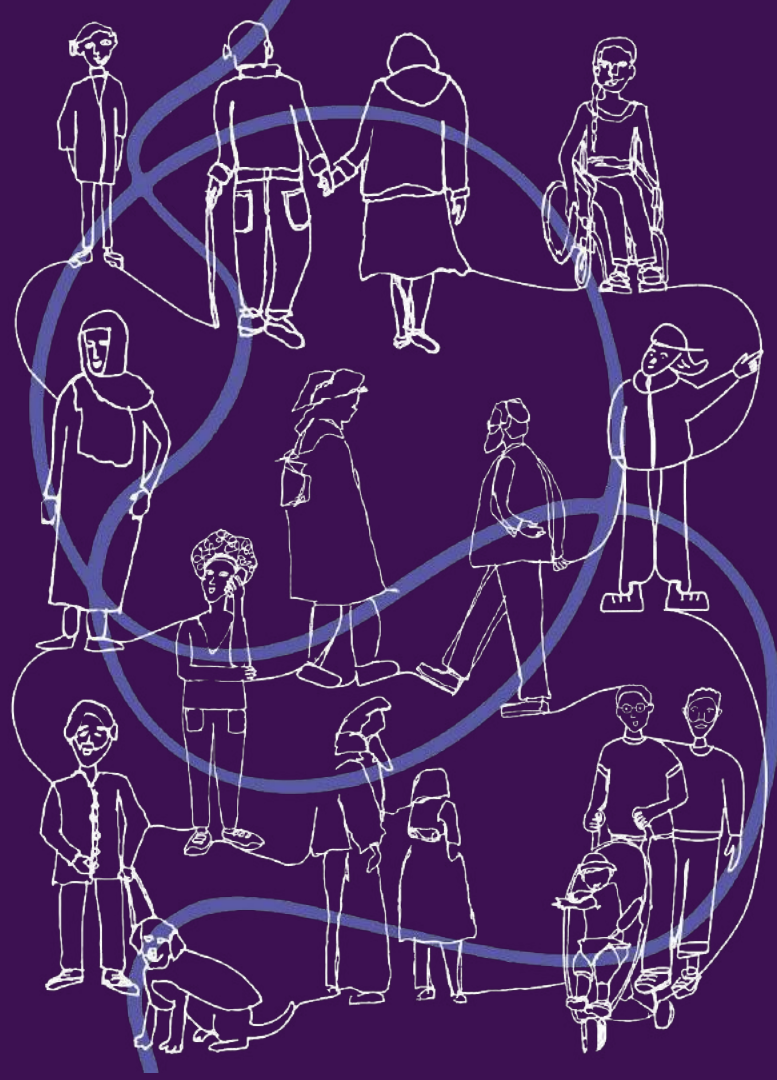


"Thank you so much for everything you have done **to help so many people** in the local area in Gorgie and throughout Edinburgh.

I have been incredibly impressed with how well **you have all adapted to the new situation** and kept reaching out so effectively to people. I feel so **very very proud and thankful** to have had the opportunity to volunteer and fundraise with you.

It would be difficult to meet **a greater group of staff members, trustees, volunteers and participants.** A massive, massive well done to everyone."

Stakeholders Survey - Jan 2021





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## Get in touch!

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