



EQUITYPARTNERSHIP

Visioning Day Outputs

7 September 2019

Objectives

To create a safe space for people to be able to speak and offer their ideas about the future of Equity Partnership (EP)

To gain an understanding of how members, staff and Trustees see EP now, both positive and negative

To gain knowledge of how members, staff and Trustees would like EP to operate in the future

To gather the information necessary to enable the Trustees to develop a business plan for EP covering the next 3 years

To enable Trustees to work out an appropriate staffing structure for EP



Representation

- EP Trustees
 - Andrea Allez
 - Philip Kitson
 - Leon Flemming
 - Kay Thomas
- EP Staff
 - Finn Thorbrian
 - Ann-Marie Murphy
 - Ryan Walsh

- Groups represented
 - Colours
 - Older and Bolder
 - Older and Wilder
 - Phoenix
 - Rainbow
 - Spectrum
 - Trans Agenda

Community Centre and Groups

The community centre is an important part of EP. Work has been done to improve the comfort and facilities within the centre

Access to the centre has been requested

- Opening hours
- Telephone / drop in

Several new groups have been requested. These will need support to set up and marketed

- Men's groups
- Allotment group
- Bi group

Use of the notice boards in the centre

- Promotion of events
- Whiteboard for members to make comments, advertise events etc.
- Group notice boards with photos/pictures

Additional groups/activities have been suggested that will bring together the different groups of people that meet within the community centre

- One off social events and trips out
- Mixed groups and events
- Fundraising events
- Support
- Regional network group
- Wellbeing group
- Asylum seekers & refugee network events

To make all of this successful:

- Groups to take more responsibility, take ownership of the centre
- Commitment from groups to promote and attend events
- Commitment from EP to support and promote events



Marketing EP

A strong social media presence is required for EP to be successfully marketed. Consideration needs to be made as to how to support the marketing of EP across these platforms:

- Facebook
- Twitter
- Instagram

To manage social media successfully, a dedicated staff member or volunteer is required

Marketing is required to support the following:

- Membership improvement
- Promotion of charity
- Promotion of the different groups supported by EP
- Celebration of success

Create closed groups within social media for the groups supported by the charity

- Closed groups for events
- Closed groups for members

Other suggestions for improved marketing and engagement within EP are:

- Charity social media handles visible in centre
- Self promotion of what we are doing
- Group/event reminders
- Messenger groups
- Marketing centre as venue for hire



Services to the Community

Representation in Bradford

- Ensure there is a strong LGBT representation in Bradford
- Strengthening the LGBT community across the Bradford district
- EP presence at LGBT events in the region

Bradford Pride

- Need to ensure inclusive of all races
- Increase EP involvement in the organisation of Pride
- Ensure it is community led and accessible to the whole LGBT+ community
- Engagement of LGBT groups in local businesses, council etc.

Hate crime

- Representation on the Hate Crime Panel
- Continue as a hate crime reporting centre

Raising awareness of LGBT+ specific issues with local businesses and charities across District

- Hospitals, police, care homes, schools, colleges, university
- Places where people are most vulnerable (e.g. hostels, homeless shelters)

Partnering with Groups & charities across Bradford and other cities

- Education of other non-LGBT focussed charities
- Local businesses – events, mentoring, CSR opportunities
- Improve links with local council & politicians



Funding and Staffing

Some suggestions for funding the charity were put forward:

- Review the opportunities for funding, possibly trying for several smaller grants
- Introduction of membership fees
- Introduction of group subs for those that can afford it
- Register for Gift Aid
- Training (regular income generation)
- Needs a dedicated person for social media

Expanding the training work done across Bradford is key to ensuring long-term sustainability for the charity. Additional suggestions for training support both within the charity and external offerings are:

- Signposting, especially for mental health issues
- Online safety awareness
- Wellbeing events
- Masculinity/toxic masculinity awareness sessions
- Mental health support
- Domestic abuse support
- Non-UK awareness and support

Management and support of volunteers needs to be an area of focus to ensure the success of the charity

- Increase the use of volunteers across the charity
- Provide support to volunteers
- Clear policy for volunteer expenses
- Education and support for members, volunteers and staff

Staffing requirements

- Admin support, including the co-ordination and support for group activities and events
- Support for groups to fundraise and organise trips
- A dedicated person for social media

Priorities

Volunteering

- Increase numbers
- Improved support and training
- Volunteer co-ordinator role
- Marketing and promotion

Social media

- Closed groups for events
- Closed groups for members

Social events

Networking groups

- In-house groups
- Strategic groups
- Influencers groups
- Professional groups
- Groups for organisations



Feedback

"This session has been very useful for learning how Equity works internally"

"Happy to see old friends"

"It was OK! Very engaging which I like; I also like it was informative"

"Daunting task! Good meeting, thank you for support to participate"

"I had a voice as a member (Ta!) Hope that this kinda support will continue. Learned a lot. Fantastic co-operation and staff"

"Good to be here, an open platform to discuss ideas"

"Positive experience; Trustee listened; great ideas"

"Good. This should have been done years ago!!"

"The Visioning day meeting was interesting. Investing in the functioning groups is a good way forward. They can be the foundation of a new beginning."

