



Social Impact Report

20/21



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Prepared by Stacey-Jade Mason
Founding Director

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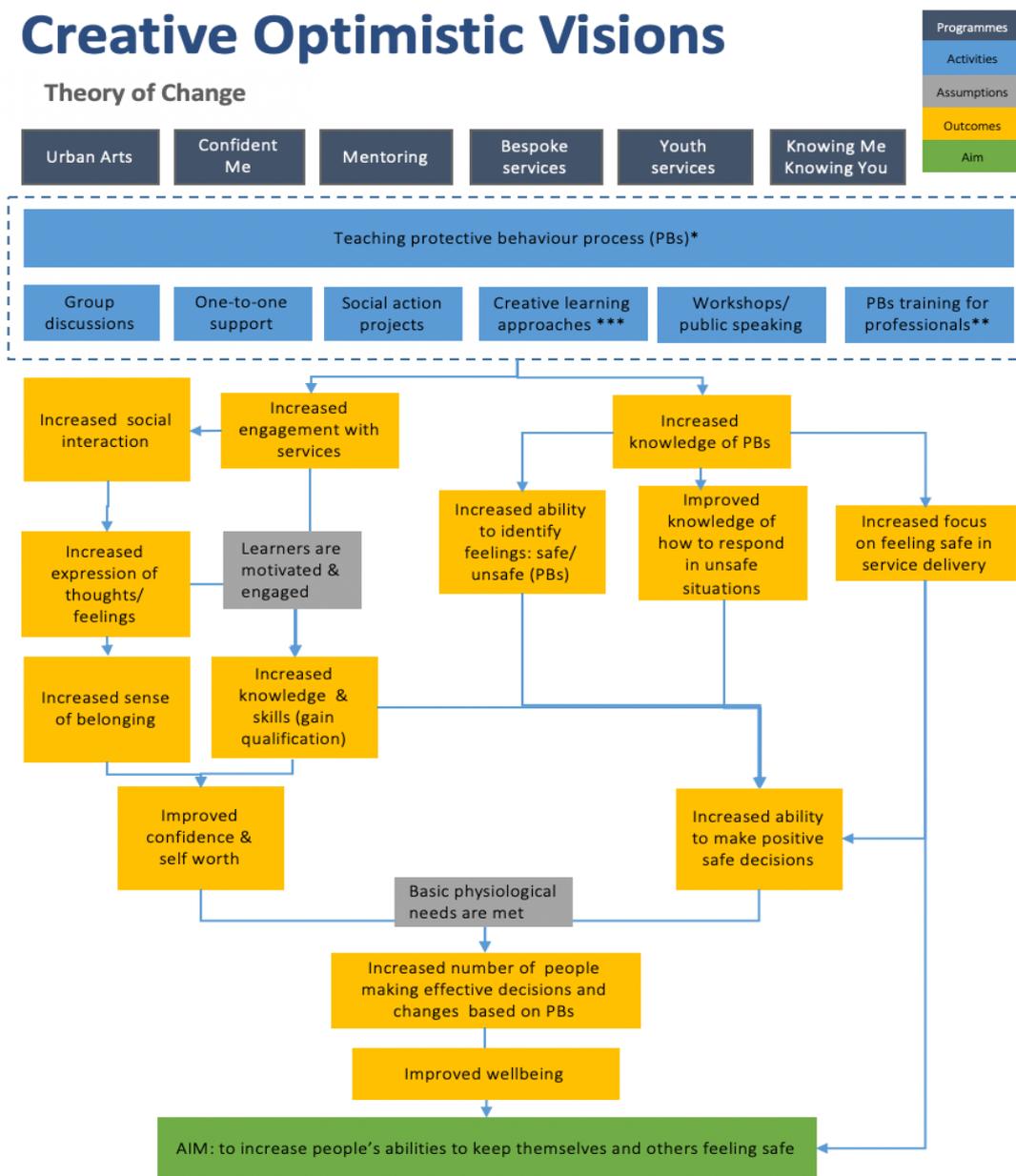
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Introduction

Creative Optimistic Visions is a Community Interest Company passionate about delivering high quality services through the lens of the Protective Behaviours Process. We provide alternative education, training, mentoring, youth and community services.

During the financial year 2020-2021, COV has worked with Dr Jami Dixon social impact consultant to strengthen our theory of change model, reflecting the growth of the organisation and the scope of our delivery outcomes. COV has improved the measurement tools to capture as many outcomes on our Theory of Change model, in order to capture the real life changes to the people we support.



*Protective Behaviours process is a practical down to earth approach to feeling safe, equipping people with a skillset to empower themselves and decreasing and preventing victimisation

**Through work with professionals, more youth are empowered with PBs, including professionals themselves implementing PBs in their own lives, which in turn improves their own wellbeing.

*** Creative outlets e.g. writing & production of music, art, scrapbooking, spoken word, public exhibitions etc.

Message from Our Board

The COV board is comprised of five passionate women who wholly support the aims and objectives of COV.

During this very difficult year, we have worked together with the founder of COV to support the team to continue to deliver services which were needed more than ever.

It is a testament to the founder and team as to how well they achieved this, never faltering in their commitment to support often very vulnerable populations.

For the new financial year, we know that Stacey-Jade will creatively lead COV forward to ensure that existing and new audiences are reached and helped to feel safe all the time.

Dr Jane Osmond, Chair
Adele Campbell
Laura Fisher
Sarah Learmonth

Watch our Founding Director's TedX talk released July 2020. Reinforcing the value of feeling safe. To date the talk has received over 5.6k views.



Responding to the pandemic

At the start of the 2020-2021 financial year, the UK had gone into lockdown due to the Coronavirus and heralded an uncertain and fearful time for many. COV had just secured an investment to support our growth strategy, but the virus changed all our future plans. However, we worked tirelessly to ensure our services were still accessible, and our team, (the equivalent to 3.3 members of staff), achieved the following.

Professionals Trained

98

COV transitioned our Protective. Behaviours Training online and provided training to 98 professionals working with vulnerable children and families. 100% of participants stated the training will complement their professional practice.

Contact Hours

554

The sum of all our contacts with beneficiaries throughout this year. Outside of our core services, we also had the pleasure of delivering bespoke community programmes (such as Unique), and carried out a COVID YOUTH Response Survey. 140 young people took part in the survey to help inform the youth sector in Coventry on how to respond to their needs within the city.

Session Attendances

4275

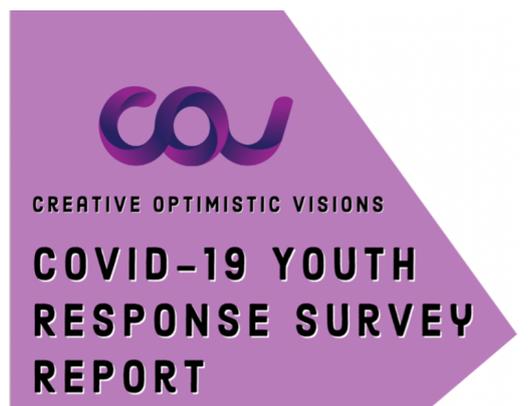
Throughout the pandemic we provided our education, youth and mentoring services online. Providing face to face support with our most vulnerable. COV provided education and welfare packs throughout the year, door stop visits and weekly check in calls to ensure all our beneficiaries were keeping well.



108 education and wellbeing packs delivered to ensure engagement with education and community projects



Fifty community groups benefited from young peoples' social action projects, including projects such as enhancing female leadership, tackling domestic abuse and interacting with community gardens.



The COVID YOUTH Response Survey engaged with 140 young people over 8 weeks and 50% fed back on how youth services could best support young people during the pandemic.



35 people achieved an Open College Network West Midlands qualification

Measuring Progress

At the start of the financial year 2020-2021, COV was successful in securing social investment from the Community Impact Partnership: a blended finance (debt and grant) model to support business growth strategy and enable financial and deliverable sustainability.

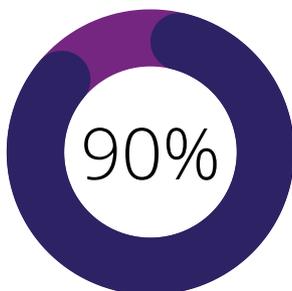
Our Aim for 20/21

- Execute of the Marketing and Sales plan to increase sales of training and services
 - Implementation of the CRM
 - Review and streamline theory of change and social impact measurement tools
 - Refresh website and SEO
 - Secure investment
 - Increase our employee hours
 - Increase our employee numbers
 - Maintain delivery of services
-

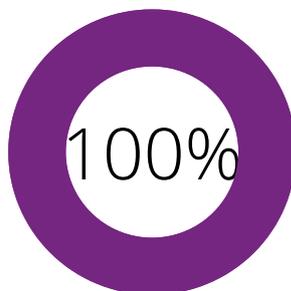
Actual 20/21

- Invested in a CRM
- Reviewed and streamlined theory our change and social impact measurement tools
- Refreshed the website and improved SEO
- Increase employee hours by 60%
- Employed two new members of staff
- Recruited a new Director
- Maintained service delivery

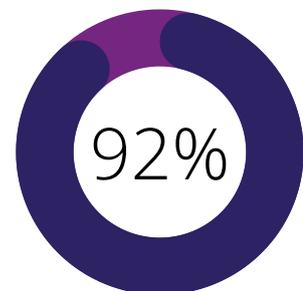
Feedback from our service users



Training participants stated COV has an in depth knowledge

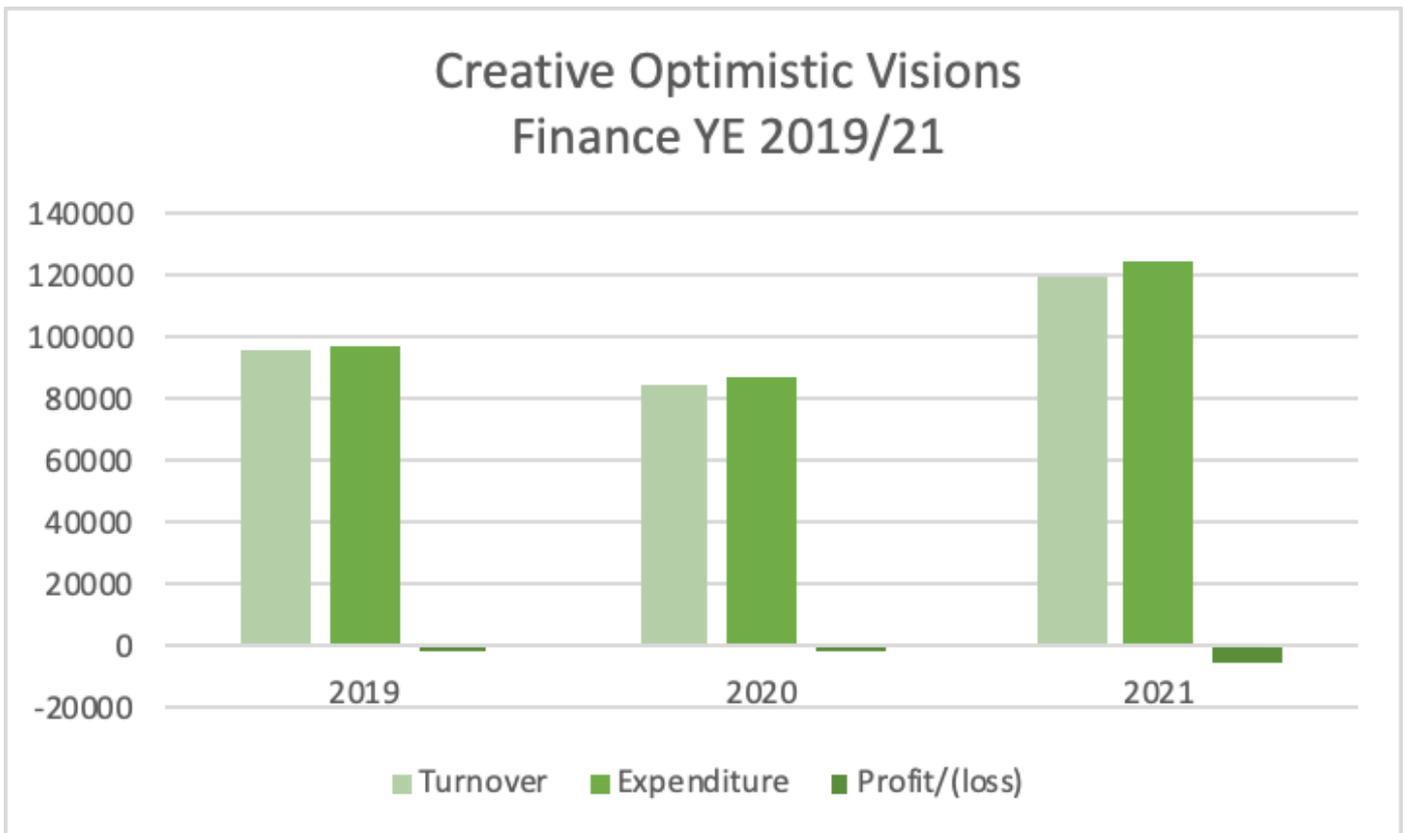


Training participants stated the training will compliment their practice



Young people stated they had a say in how services were run

As a Community Interest Company, we generate revenue from grants and sales of services. We have continued to strive to generate higher sales revenues as this enables our sustainability and allows us to fund selected projects. These include COV YOUTH as this is not funded all year round. COV YOUTH is funded from time to time with small restricted community grant funds. Since April 2020 COV has provided free one-to-one mentoring for young people. This has been supported via COV as well as being in receipt of small grant funds.



In 19/20 **69%** of our revenue came from sales, decreasing to **19%** in 20/21. However our overall turnover increased in 20/21 by **41%**

During this financial year we made a loss due to the increase of staff hours, and additional resources required to ensure we could still deliver our services consistently throughout this pandemic year.

81%

Of this year's funds was grant funding, compared to 31% the previous year

Next Steps

Moving forward, COV will continue to deliver its core services. We have secured a 5-year lease on our training centre, and a 5-year contract with Coventry City Council for the Work-Related Learning service. We will continue to work on our business development plan to ensure we are not reliant on grant funds, and to ensure we can give back via our mentoring, youth and community projects. COV will continue to develop and maintain its strong partnerships within Coventry and the West Midlands, helping to ensure quality assurance across the sector, providing new opportunities for children, young people and our community as well as the people that work hard every day to support them.

1

Sustain our core project delivery

To ensure that we can sustain the delivery of our core youth and community services, we will continue to provide universal youth provision, bespoke community projects and our one to one mentoring service.

2

To increase our training offer

We will continue to offer a training service that is accessible and relevant, supporting practitioners who work with their communities as well as providing support at an organisational level. We want organisations to value everyone's right to feel safe and enable them to implement this in policy, leadership and management.

3

Partnerships

- Expand our work with more like-minded businesses and people with a mutual interest of helping create real life change.
- Support the growth and upskilling of the sector.
- Continue to improve wellbeing, education and access to opportunities for our communities.

Conclusion

For a small community organisation it is clear that COV has made a significant positive impact in the local community. This year has highlighted the importance of working together to ensure the best for all those in our communities as well as those working tirelessly supporting our children and families. COV is proud of all it has achieved despite it being a very challenging year for us all.



Reach

- Trained 98 professionals
- Achieved 554 contact hours with beneficiaries and 4275 session attendances
- COV YOUTH response survey

ONLINE TIMETABLE

For those of you that are interested in the British Sign Language Course, Achieve 2 Success, or EmpowerHER please email info@creativeoptimisticvisions.co.uk or send a message via one of our online platforms.

TWITTER - @C_O_VISIONS | FACEBOOK (for community) - CREATIVEOPTIMISTICVISIONS | TIKTOK - @Cov_Youth | INSTAGRAM - COV_YOUTH



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p>9:30AM - 1PM URBAN ARTS MENTORING via GOOGLE CLASSROOMS AND STAFF CALLS -ENDING PARTICIPANTS ONLY</p> <p>5:45PM COV DAILY DRILL FACEBOOK ALL WELCOME</p>	<p>2-3pm BRITISH SIGN LANGUAGE via ZOOM Young people 11-17 years old welcome (Group 1) TU SIGN UP PLEASE EMAIL</p> <p>4-5PM ONE TO ONE MENTORING REFERRALS ONLY STAFF CALLS</p> <p>5:45PM COV DAILY DRILL FACEBOOK ALL WELCOME</p>	<p>11AM - 1PM ONE TO ONE MENTORING REFERRALS ONLY STAFF CALLS</p> <p>4:45PM COV YOUTH PRIVATE FACEBOOK GROUP</p>	<p>11-12pm BRITISH SIGN LANGUAGE via ZOOM Young people 11-17 years old welcome (Group 2) TU SIGN UP PLEASE EMAIL</p> <p>2-4pm ACHIEVE 2 SUCCESS Changing the future program Via people classroom</p> <p>5:45PM COV DAILY DRILL FACEBOOK ALL WELCOME</p>	<p>1-2PM ARTS AND CRAFTS FACEBOOK ALL WELCOME</p> <p>2-4PM EMPOWERHER Existing participants only</p> <p>5:45PM COV DAILY DRILL FACEBOOK ALL WELCOME</p>



Registered Community Interest Company number 10845409
Telephone: 0752354336

Adapting

- Continued to deliver our services during the pandemic by moving to online delivery and COVID-secure spaces

Achievement

- Invested in a new CRM
- Improved our theory of change & improved social impact measurement tools
- Refreshed the website and improved SEO
- Increased employee hours by 60%
- Employed two new members of staff
- Recruited a new Director
- Maintained service delivery



Acknowledgements

We would like to acknowledge the contributions of the people and organisations who provided advice, guidance, and support of their skills and or financial contributions. Below, lists the names of those committed to these projects, such as:

- The COV Team and Board of Directors
- Copy and Code, Dr Jami Dixon and The Venn Business Network
- The core of The Coventry Youth Partnership
- Community Impact Partnership
- Coventry University Social Enterprise Hub
- The National Youth Agency (for publishing their guidance)
- Elizabeth Billinger Accountancy
- To all those who have took part in our training and community projects
- To all the people of our community for making it all worth it

We thank our funders for their continued support in our efforts to make a change in our communities.



Contact

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