

Monitoring Visit Report: Women's Resource Centre (10846)

| BACKGROUND INFORMATION | | |
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| 1.1 Date of Visit 16/1/15 | 1.2 Name of visiting Grants Officer Joy Beishon | 1.3 People met with Vivienne Hayes (CEO) |
| 1.4 Programme Area: Strengthening the Third Sector (new and strategic approaches to using ICT) | | |
| 1.5 Grant value £114,000 over 3 years (3 x £37,000) | 1.6. What is the grant funding? A digital technologies and social media training programme | |
| 1.7 Purpose of the award To enable third sector women's organisations improve their use of digital technologies and social media in order to influence policy and get their messages heard. | | |
| MONITORING INFORMATION | | |
| <p>2.1 Project Outcome 1: To increase the capability of 50 women's organisations, and 60 individual women (staff and volunteers) to use digital and social media for policy and messaging work.</p> <p>Progress made: WRC delivered introductory, intermediate and advanced training to 57 women from 53 different organisations over the life of the grant. Whilst this was 3 short on the target for individual beneficiaries, WRC was able to reach a slightly larger number of organisations than originally expected. Of the organisations supported, 13 focused on the needs of BMER women, and 6 on the needs of women with disabilities. WRC assessed increases in skills and knowledge through post-course evaluation and identified a number of positive changes:</p> <p>86% said they felt 'confident' or 'very confident' using the strategies learnt on the training course to engage and influence their target audience;</p> <p>78% reported increased level of knowledge of social media; and</p> <p>75% reported increased level of confidence to use social media.</p> <p>However, no long-term follow-up has been done with the individuals or the organisations who received the training making it difficult to gauge the impact of the programme. Anecdotal feedback also suggests that the participant women's groups often lack the capacity to use the training due to lack of time, technology and equipment.</p> | | |

2.2 Project Outcome 2: To increase the awareness of 100 women's organisations in the potential opportunities for using digital and social media in their campaigning and policy work.

Progress made: WRC has worked to increase awareness of opportunities arising from the use of digital and social media in campaigning and policy work via their membership network of over 450 organisations. This has been achieved through the creation of the 'Guide to using Facebook and Twitter' which has been circulated to all members. The guide has also been disseminated through WRC's e-newsletter to over 3,000 individuals. The guide is also available for download on the WRC website. However, there are no website analytics to demonstrate the extent to which the guide has been looked at or downloaded and no survey or follow-up to identify the extent to which the guide has been used.

2.3 Project Outcome 3: To support 5 women's organisations to improve the impact of their websites.

Progress made: WRC delivered 1-2-1 training and advice to 10 organisations during the period of the grant, of which five were supported to build new websites using WordPress. Feedback from the five organisations suggests increased awareness of using social media to drive traffic to their websites. Participants reported that they valued the opportunity to create effective website content, and to ensure their sites had strong usability.

GRANT OFFICER COMMENTS

WRC reported their appreciation with City Bridge Trust's flexibility over the life of the grant. For example, early on it became clear that women's groups needed help with website development and the Trust gave WRC room to address this need within the existing award. Additionally, it quickly became apparent that many prospective trainees needed introductory courses to access the main training content, and the Trust authorised this minor variation.

Most available grantee data relates to immediate post-course outcomes (i.e. improved knowledge and skills). The feedback on the work delivered was positive, but WRC does not have systematic data to demonstrate whether and how the knowledge gained through training has resulted in positive change. Whilst there are some examples of participants using their skills, for example WRC helped the Deaf Ethnic Women's Association put together a Twitter and Facebook campaign for a (subsequently successful) Early Day Motion, other participant organisations noted that they simply didn't have the resources and time to put the training into practice.