

Changes to the Funding Bulletins from January 2018



Following the survey we did at the end of September 2017, we are making some changes to the funding bulletins. From the results of the survey we can see that most people are happy with the funding bulletins as they are. There is room for improvement, but this is more minor 'tweaks' rather than large scale change (see page 3 for the full survey results).

Most of the changes we are making are to how we administer the mailing list and how we send you the information. The format and content of the bulletins themselves will only have very minor changes.

Key changes:

- The email will come from a different email address - southamptoncc@public.govdelivery.com
- The email will look very different (though if you already receive other newsletters from the council you'll likely be familiar with the format)
- Your email address will be stored in a different way (which is equally as secure)
- The bulletin will no longer be attached to the email, instead it will be published on our website and there will be a link to it in the email
- The bulletin template will be tidied up, including some of the icons, but will mostly look and work in the same way
- There will be a small database of funders on our website, including funders with no deadlines

What we're not changing

- The content of the bulletins will be the same – who? how much? what for? and what's the deadline?
- The bulletins will still be produced monthly
- As a member of the mailing list you'll receive additional funding news throughout the month, as and when funds launch.

Benefits for you:

- **You will be able to manage you own subscription to the mailing list.** You will have full control over which newsletters and bulletins you receive, being able to add or delete them 24/7 via our website.
- **It will improve the way we manage your personal data.** As we move the funding bulletins over to the new system we will be asking everyone to re-sign up for them, ensuring we have your consent to continue to send you the funding bulletins. This brings the bulletins in line with the new General Data Protection Regulation (GDPR) which comes in to effect in May 2018.

- **You will be able to see the bulletins at any time on our website.** Putting the bulletins on our website means you can easily access them at any time, even if you've deleted the email.

Benefits for us (which are really benefits for you too):

- **It will be easier for us to produce the bulletins.** This will free up time to look for other funders for you.
- **It will ensure we comply with the GDPR in how we manage your data.** We take data protection very seriously at the council and are working hard to change our processes, where needed, to ensure we not only comply with the GDPR but excel in the way we look after and use your data.



Tweet, tweet!

You can also follow us on Twitter to get reminders about 2 weeks before funds close, as well as finance and funding related news from other sources – [@SouthamptonFund](https://twitter.com/SouthamptonFund)

What happens next?

In early January you'll be sent an email, from southamptoncc@public.govdelivery.com, asking you to sign up to the new funding bulletin mailing list. We're asking you to re-sign up instead of transferring you automatically to ensure that we still have your consent to send you the newsletter. Consent is a key element of the new General Data Protection Regulation (GDPR) that comes into effect in May 2018.

We'll send you a couple of reminders about re-signing up so don't worry if you miss it at first. You'll still be able to sign up even once the new funding bulletins are live.

If you have any queries or concerns during the changeover we'll be on hand to help. Just email us at grants@southampton.gov.uk

Funding bulletins survey 2017

Results

In September 2017 we undertook a 2 week survey with current recipients of the council’s monthly funding bulletins.

The aim of the survey was to find out what recipients think about the content and structure of the current funding bulletins, to see whether they still meet their purpose – to support local community and voluntary organisations to bring in additional funding to the city.

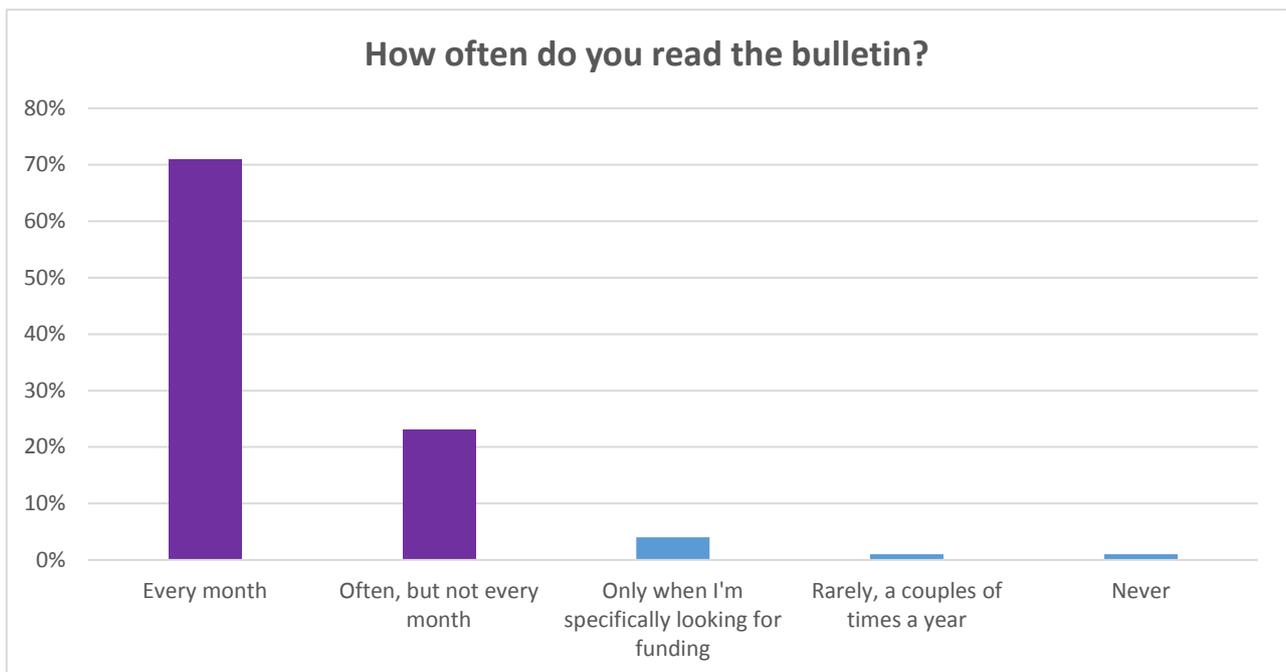
At the time of the survey there were approximately 1,150 emails on the funding bulletins mailing list. We received 78 responses (approximately 7% of the mailing list).

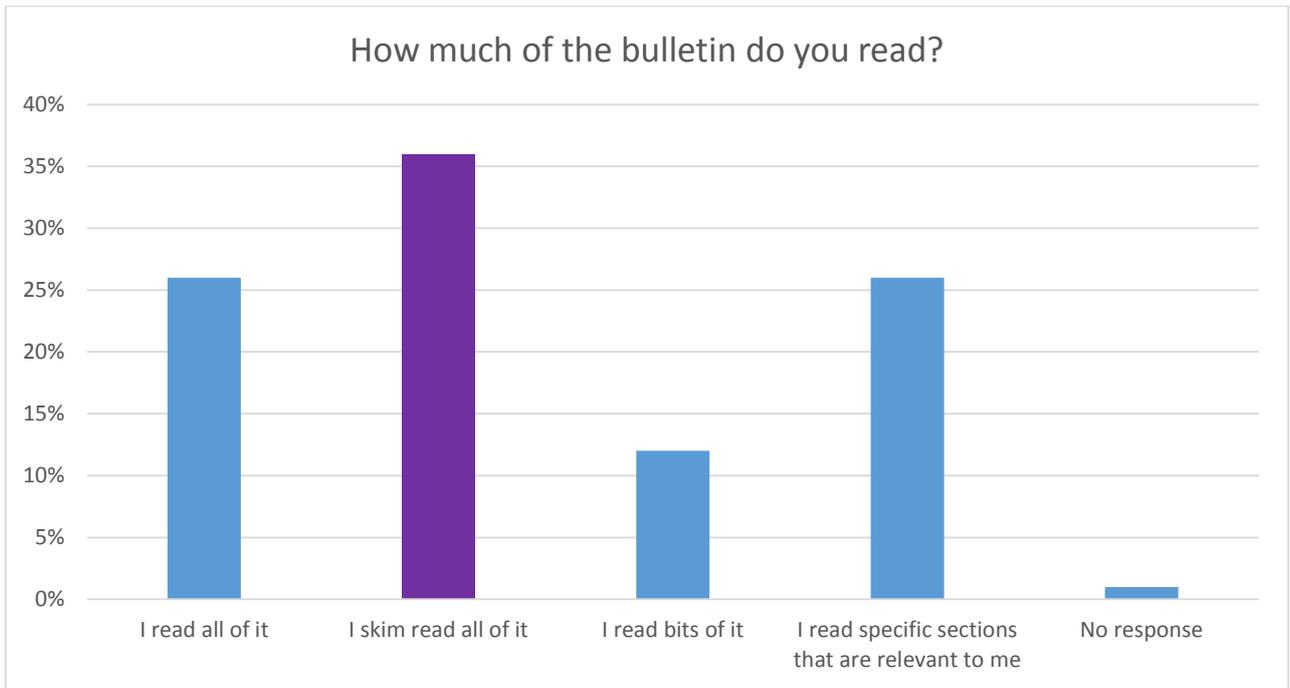
The results are overwhelming positive about the bulletins and confirmed that only small ‘tweaks’ are needed rather than large scale changes. The respondents gave several suggestions that will be adopted in the refreshed funding bulletins.

How you read and use the bulletin

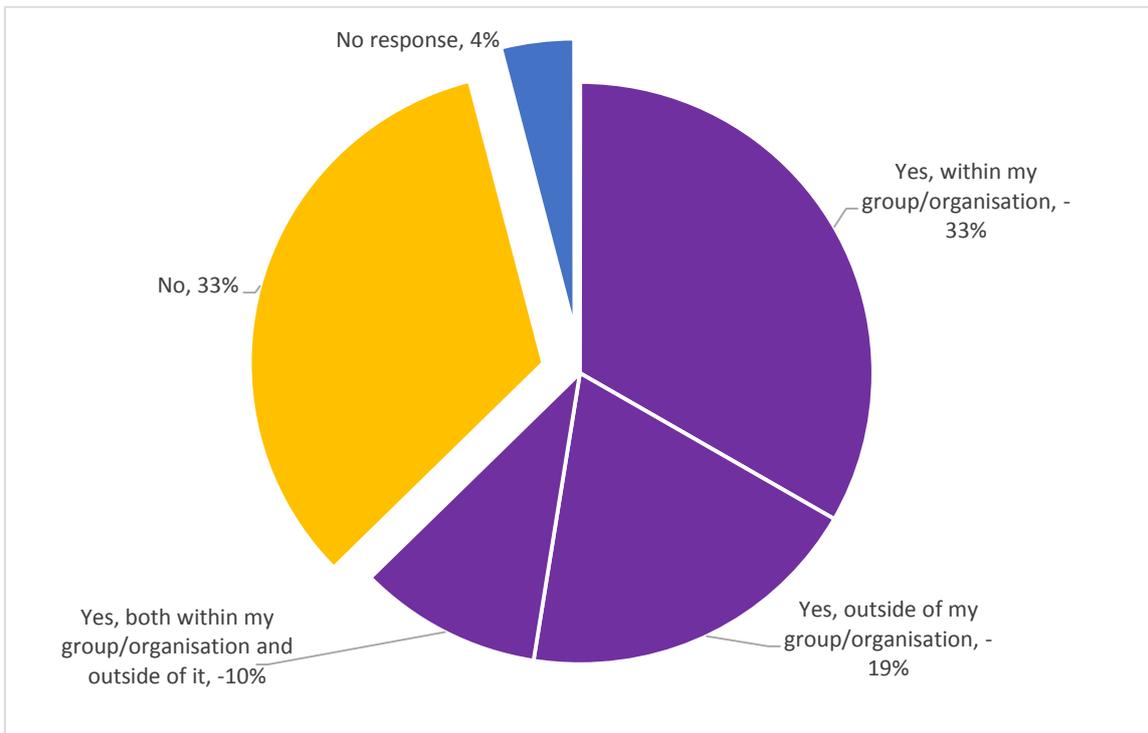
How often do you read the bulletin and how much of it do you read?

The vast majority of respondents (94%) read at least some of the bulletin on a regular basis

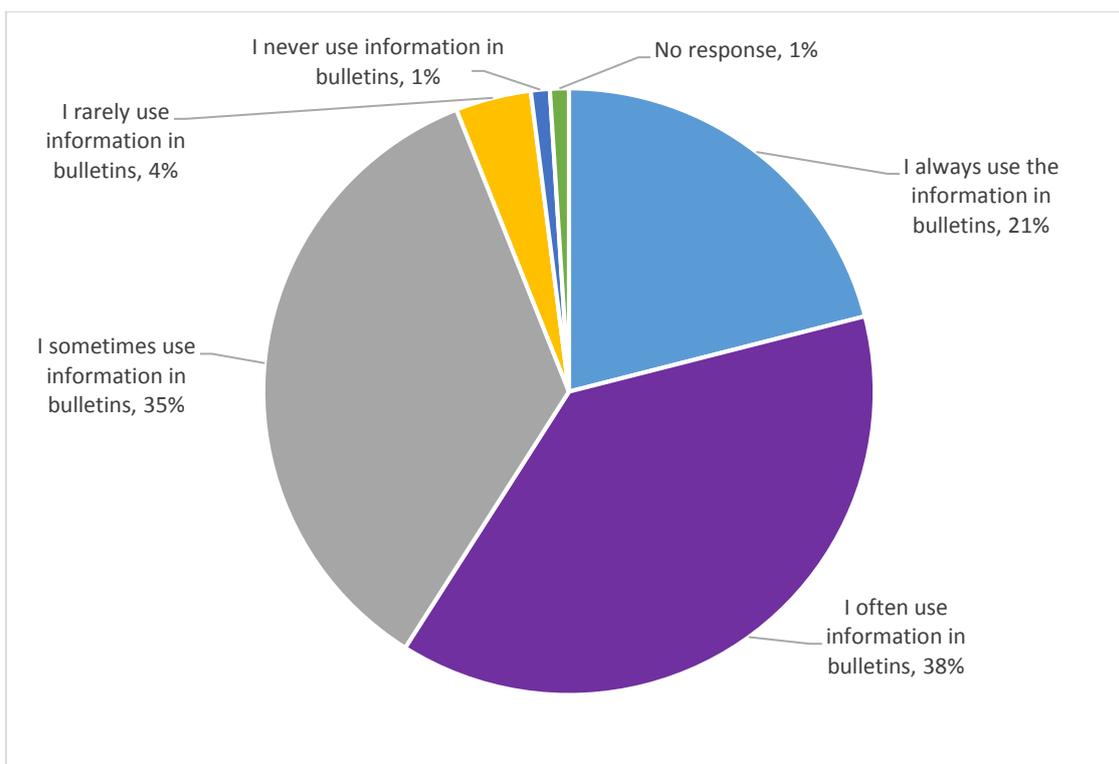




Do you forward the bulletin on to other people? (tick all that apply)



How useful do you find the information in bulletins?



What you like and dislike about the bulletin

What do you like about the funding bulletins?

The main thing that respondents like (55%) is the structure and content of the funding bulletins. Respondents commented positively on the range of grants, the type of information provided, the layout, and ease of use.

Other things respondents like about the funding bulletins include:

- Information about funders they wouldn't have thought of and funding opportunities they would have missed without the bulletins, 12%
- Frequency and consistency, 9%
- The bulletins help groups find the funding they need, 9%

You said, we did...

You told us that you liked the structure and content of the bulletins and the frequency and consistency of them. Therefore, we will continue to produce the bulletins on a monthly basis and we'll keep the same content and mostly the same structure (with a little bit of tidy up).

What do you dislike about the funding bulletins?

The biggest response received to this question, from 38% of respondents, was 'Nothing'.

Other things respondents didn't like about the funding bulletins include:

- Navigation – some respondents felt the navigation could be improved (12%)
- Images – some respondents felt the images were confusing, there were too many or they make the bulletins too busy (10%)
- Wider range of funds – including funds suitable for community groups and funds for bigger funds for voluntary organisations (6%)

What you would like from the bulletin

If you could change these elements of the bulletin, would you...

	Increase	Decrease	Not change	No response
The number of funds listed	38%	5%	50%	6%
The number of funding types	19%	9%	63%	9%
The level of detail about each fund	21%	5%	68%	6%

What other types of funds would you like to see?

Only 14% of respondents made suggestions for other types of funds. These included:

- A wider range of funds for both community groups and bigger voluntary organisations
- More funds for education, young people and overseas work by charities based in Southampton
- More information about how to access funding from businesses
- Information about other types of funding, such as crowdfunding

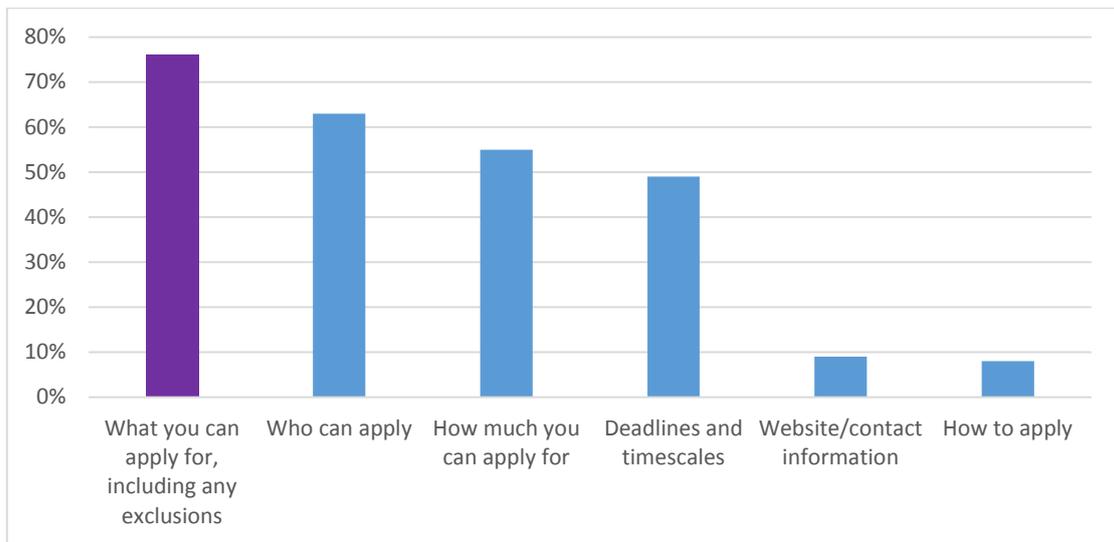
You said, we did...

You told us you'd like to have information on funders with no deadlines. We used to produce a separate bulletin for this, but it got unwieldy and out of date. However, we've included many of these funders on new our database, which will be available on our website from mid-January. We'll also continue to look at how we can best provide this information for you.

What are the 3 most important things you want to know about a fund?

The top things that respondents felt are important to know are already provided on the current bulletins.

Note: respondents were asked for multiple responses, therefore the percentages do not total to 100%.

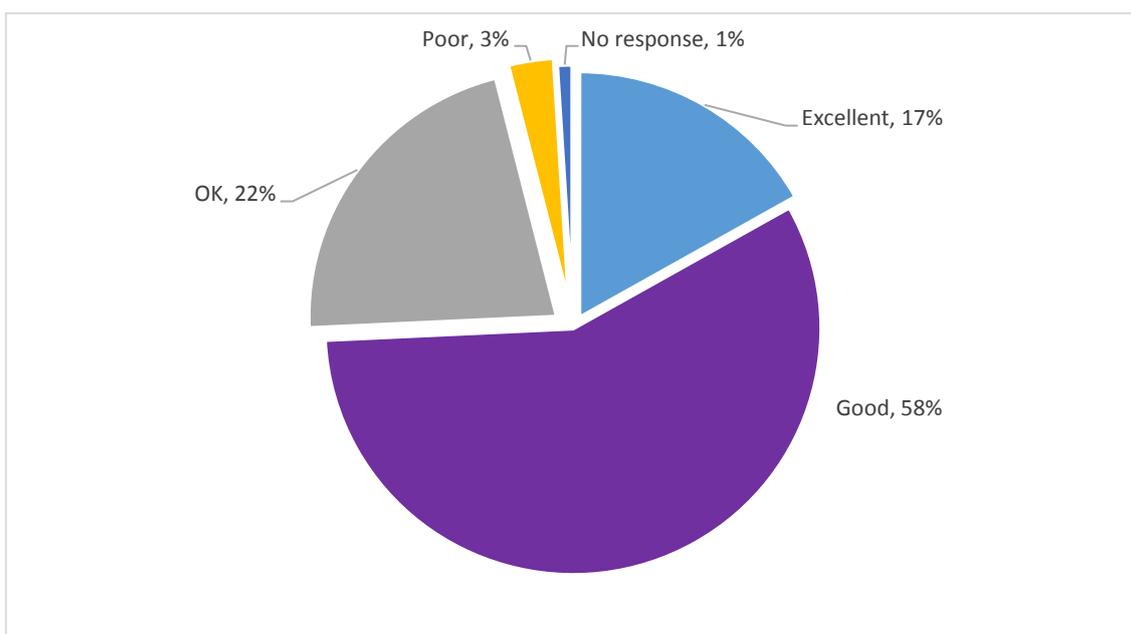


Other things mentioned include:

- Whether the funding is for core running costs or project costs
- The length of grant available
- Match funding requirements
- Monitoring/publicity requirements
- Length of application process
- If the funding is from an ethical source
- Total value of the funding available and the likelihood of success

What you think about the appearance of the bulletin

How would you rate the layout and design of the newsletter?



Please give your reasoning for your rating:

Most respondents rated the layout and design as either good or excellent, with the main reason given as it being easy to read and browse. However, even where respondents said the layout and design were good, some suggestions were made for areas of improvement, particularly making the bulletins less 'busy' and offering different ways to sort the funds or search through them.

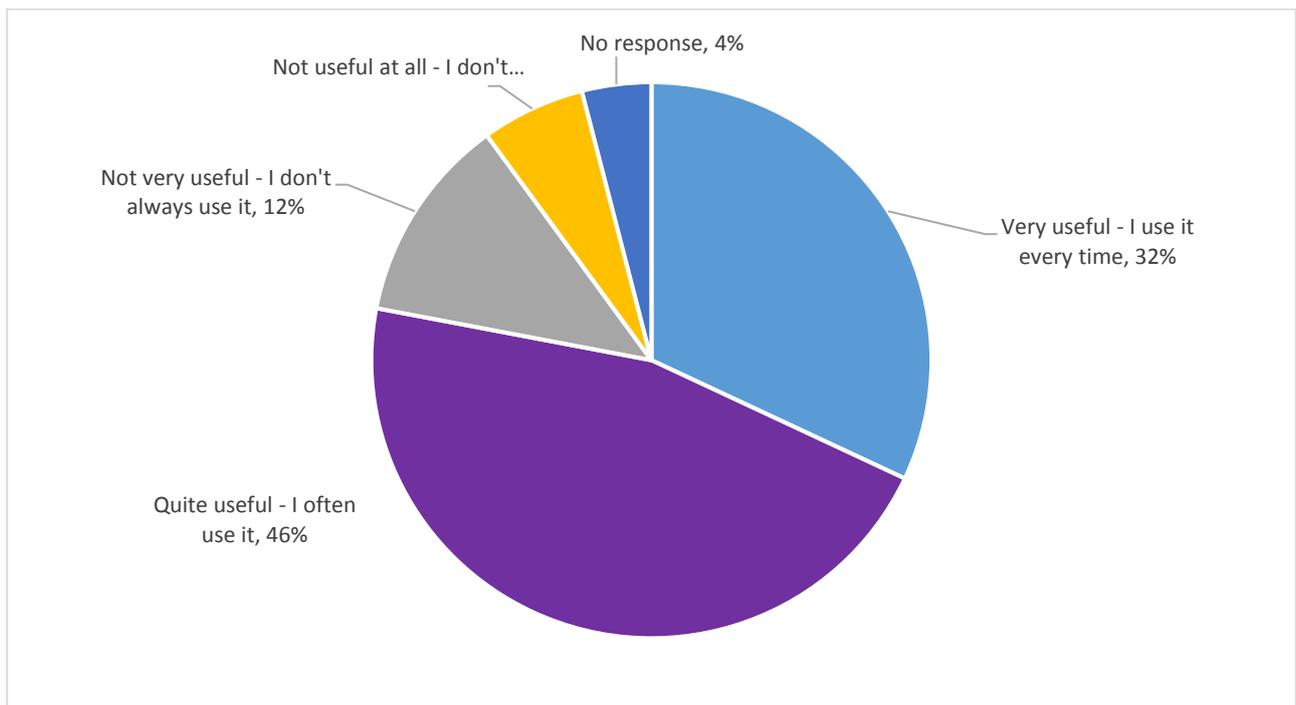
Easy to read / browse	32%
Appearance / layout	14%
Could sort/search for funds in a different way	9%
It's okay / works fine for me	8%
Other	5%
No comments	32%

You said, we did...

You told us that it would be good to be able to sort the funders in different ways to help you find the funders for you. Over the last year we've been building up a small Excel database of funders to help us produce the funding bulletins. From mid-January we will make this database available on our website for you to use too. You will be able to sort the information in many different ways.

What you think about the contents pages

How useful do you find the contents table at the beginning of the newsletter?



How would you change the contents table to improve it?

Generally people find the contents table useful, but a small number of people find it confusing and difficult to navigate. Only 28% of respondents commented on the improvements they would like to see, with most citing the appearance / layout of the contents table as the one thing they would improve.

Appearance / layout could be improved	6%
Make it electronic / online / possible to filter	5%
Not sure how to improve it	5%
It doesn't need improving	5%
Remove it / it's unnecessary	4%
Other	3%
No comments	72%

Any other comments about the funding bulletins?

The largest number of comments we received were people saying thank you and stating how much they appreciate the funding bulletins.

Thank you / appreciate the funding bulletins	26%
Please keep producing the funding bulletins	19%
Suggestions of other things to include or improvements	6%
Other	3%
No comments	44%