



# Newsletter

January/February 2012 Edition

**Don't forget to buy your tickets for.....**



In association with Kirkham  
Henry Performing Arts C.I.C  
present



**Footloose—The Musical**

**THE MILTON ROOMS, MALTON  
11 – 14 APRIL 2012**

Tickets on sale from Malton Tourist Information Centre  
week commencing 20 February 2012.

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## **COMING SOON..... The Fundraising Plan Toolkit**

**28<sup>th</sup> March 2012**

**Venue and times TBC**



This workshop will help voluntary and community organisations to put together a comprehensive plan to ensure future sustainability. It will highlight the funding needs and priorities of your organisation and help your organisation to focus on where it wants to get to, how this will be done and by whom.

**Cost £20 per person.**

To book your place please go to the RVA website [www.ryedaleva.org.uk](http://www.ryedaleva.org.uk)

For further information please contact the RVA Funding Advisor, Sarah Lally-Marley on 01653 600120 or email [sarahlm@rva-cvs.org.uk](mailto:sarahlm@rva-cvs.org.uk)

# News



## Ryedale Special Families

Supporting families of children with disabilities and special needs

### Moonlight Swimathon

Malton based charity Ryedale Special Families is organising a major "through-the-night" Swimathon, which they hope will attract 400 people to take part and help "Swim the length of the River Derwent!" and at the same time, raise funds for the on-going services of the charity.

The event will take place on **Saturday 24<sup>th</sup> March 2012** at Ryedale Swimming Pool in Pickering and will run from 4.00pm on Saturday afternoon, right through to 4.00am in the early hours of Sunday morning 25th!

The swim will take the form of a relay with each swimmer turning up at their allotted time and completing as few or as many lengths as they are able to do, thereby contributing to the overall target of 4,608 lengths! The pool will be split into 4 lanes and controlled with 15 minute time-slots which will be pre-sold for £10.00 per slot.

A medal will be presented to every swimmer taking part and in addition, they will receive a free swimming voucher, donated by Ryedale Swimming Pool.

Rob Davies, Funding Co-ordinator of Ryedale Special Families commented: "We wanted to create something different and fun which would appeal to as many people as possible, from fun swimmers to families, as well as serious swimmers too. People can book as many 15 minute slots as they like and all we're asking is that they raise a minimum of £10.00 in sponsorship for each slot. We also have a "family rate" to help encourage the whole family to take part! The idea of swimming the length of the River Derwent came from David Walliams recent swim down the River Thames, but we thought we'd stick to the indoor pool! We think the idea of turning up to swim at 2.00am will appeal to some people and we're planning on having a live DJ playing music to help everyone get through the night!"

Full entry details and sponsor forms are available from:

**Rob Davies Funding Co-ordinator for Ryedale Special Families, by emailing [robdavies@ryedalespecialfamilies.org.uk](mailto:robdavies@ryedalespecialfamilies.org.uk) or by calling 01653 699000 or 0791 923 5962.**

This newsletter is sponsored by:



**FMS** who are proud to support the excellent work of Ryedale Voluntary Action.  
For competitive commercial cleaning contact

**Richard on 01653 628332**

# Training

## Northern Employment Conference 2012 - York

5 March 2012

A conference to look at the employment issues facing voluntary organisations in Yorkshire:

Disability and Employment  
Managing Absence  
Leadership in the Sector  
Performance Management  
Social networking  
Managing Conflict  
Employment law update

For more information or to book your place go to:  
[www.nyyforum.org.uk](http://www.nyyforum.org.uk)

North  
Yorkshire  
& York  
Forum

EMPLOYMENT  
ADVICE SERVICE



Play & Employment  
Rights Service



LOTTERY FUNDED

## Free Training for Voluntary and Community Groups

### Marketing and Social Media

Get the basics so you can promote your group and get people more involved.

This free course is being run by the Rural Voice project in North Yorkshire. It will help you to:

Learn how to write a simple marketing plan, Attract new members or users to your group, Get more volunteers involved, Create effective flyers and posters, Get started with Facebook and Twitter

Choose a local venue:

- 22 February, Seachange, Green Lane Centre, WHITBY
- 29 February, Community House, Allhallowsgate, RIPON
- 7 March, Pickering Memorial Hall, RYEDALE
- 14 March, 1.30-3.30pm, BOLTON ABBEY
- 21 March, Borrowby Village Hall, HAMBLETON
- 28 March, Richmond Station, RICHMOND

All 6-9pm unless stated

**Places are limited. Please book your place by calling Sarah on 0845 313 0270 or emailing [sarah.robinson@ruralityorkshire.org.uk](mailto:sarah.robinson@ruralityorkshire.org.uk)**



# Partnerships

## Changes for RVA and Seachange

RVA is no different from our Member organisations in terms of the stresses and strains we face around changes and reductions to our funding. In partnership with our colleague support and development organisations across North Yorkshire and York, under the umbrella of the NY&Y Forum, we submitted a bid to the Big Lottery at the end of 2011 for funding to help us transform the way we deliver our services to all voluntary and community sector groups.

Whether or not we are successful with this bid there will be changes and transitions to be made as our funding in Ryedale and Scarborough Borough Districts for our services will have reduced by a minimum of 40% over the next 2 years.

Due to these changes, Trustees at Seachange Community Trust, our colleague organisation covering Scarborough, Filey and Whitby, decided to make a pragmatic move when their Chief

Executive was successful in securing a new job. Seachange Trustees approached RVA Trustees in November 2011 and proposed that Andrea Hobbs, our Chief Officer here at RVA, covered their CEx post for an interim period until we find out whether or not the Lottery bid has been successful and then what decisions need to be made about how services will be delivered across the two neighbouring district areas.

RVA Trustees have agreed to this proposal and Andrea takes over at Seachange from the 1<sup>st</sup> February for 6 months initially, whilst remaining here in Ryedale for roughly 50% of her time. Some of Andrea's work will be covered by Claire Hall (from Ryedale Carers Support) and RVAs funding advisor Sarah Lally-Marley during this period.



## North Yorkshire Community Plan 2011-14

The **North Yorkshire Community Plan 2011-14** sets out some key priorities for how to help make North Yorkshire an even better place in which to live, work and visit. It does this by focusing on important issues for our communities which need partnership efforts to be tackled effectively.

The plan was formerly known as the Sustainable Community Strategy for North Yorkshire; originally launched in 2008 as a ten-year vision for the North Yorkshire Strategic Partnership (NYSP). It has been re-named following a public consultation during 2011 to refresh the strategy and ensure that it continues to focus on the most critical priorities for the next three years.

The plan was formally approved by North Yorkshire County Council on 14th December 2011. It will now be taken forward by a partnership comprising Local Government North Yorkshire and York and the Chief Executives Group for North Yorkshire and York.

Three key priorities are identified within the Plan as being those which are most important to communities over the next three years. These are:

- protecting and supporting vulnerable people
- supporting economic growth and employment
- enabling stronger local communities.

**You can download a copy of the plan at**  
[www.northyorks.gov.uk](http://www.northyorks.gov.uk)

**To find out more about the Plan and partnerships in North Yorkshire visit**  
[www.nypartnerships.org.uk](http://www.nypartnerships.org.uk)

# Local Focus

Come and see what's  
happening in and around

## NORTON

### Community Showcase Day

At

**St Peter's Church,  
Norton**

**3 March 2012  
10am to 4pm**

Refreshments Available  
Demonstrations  
Entertainment  
Representatives from  
Community Groups

## *Ryedale Family History Group*

The Ryedale Family History Group is now in its sixth year and with over 200 members world wide goes from strength to strength. Meetings are held every month over their family history at various venues throughout Ryedale with interesting speakers. Every Thursday the Research Room is open from 10am to 3pm when members and non members are able to discover their family history anywhere in the world with expert help.

Members are engaged in transcribing memorial inscriptions and historical documents in the Ryedale area for publication on CD for sale at meetings and Family History Fairs. Printed copies are also available.

In March 2011, the Heritage Lottery Fund awarded a grant which has enabled the Group to set up a three year project, "Looking Back but Moving Forward". This has enabled the Group to recruit volunteers to transcribe Parish records and research War memorials throughout Ryedale. In addition, Help Desks in Libraries once a month and an annual Family History Fair is also funded. Members are also going into schools to encourage an interest in Family History.

New members and volunteers are always welcome.

**For full details consult our website at  
[www.ryedalefamilyhistory.org](http://www.ryedalefamilyhistory.org)**

The Milton  
Rooms Malton

**Ryedale Special  
Families Fundraising  
Concert Featuring  
The Fab Beatles**

**Saturday 25th February - 7.30PM (Doors: 7.00PM)  
Tickets £12.50.**

Formed in 1991, The Fab Beatles have risen through sheer hard work and dedication to be one of the most sought-after Beatles tribute bands in the world today, with concerts performed all over the UK, Europe, the Middle East and the Americas.

**Book Now 01653 600 048**





# VCS Services

## Guide to starting up a community enterprise



**CO-OPERATIVES UK**

**Co-operatives UK** has published the final part of its Community Enterprise Toolkit, 'Simply Start-Up – a guide to the process of starting a co-operative or community enterprise'. It is a guide for anyone involved in the creation of an enterprise that will be owned by, run by, and supported by the community in which it operates

The guide uses community food enterprises as examples of what is possible, but the processes and issues can apply to a wide range of community enterprises, from taking over your local shop, starting a community-owned and run newspaper or cinema, to building a community-owned windfarm. [www.uk.coop/simplystartup](http://www.uk.coop/simplystartup)

## Jargonbuster - helping charities speak the same language?

# JARGONBUSTER

simplifying language to increase understanding

Do you measure your impact or your outputs? Should you really consider your outcomes?

Funders, commissioners and others often use concepts and terms from the language of planning, project management and performance improvement in different ways. This has led to widespread confusion about what particular terms mean and how to use them most appropriately.

[www.jargonbusters.org.uk](http://www.jargonbusters.org.uk) is a brand new website from **CES** (Charities Evaluation Service) and the Jargonbuster Group. It is dedicated to providing clear and simple definitions of the key terms usually used to describe what organisations are doing and the difference their work is making.

It is a great, free, go-to resource for third sector organisations, funders and government and regulatory bodies alike. Not only is it a really useful tool in making sure that everyone is speaking the same language, but it will also give organisations consistent information to help them to understand, plan, review and develop their projects in a systematic way and become more effective at what they do.

**Visit the Jargonbusters website for detailed definitions, practical examples and information about the language used when talking about your goals, your activities and your achievements.**

## Free Marketing Resources



Media Trust has a free resources hub on their website which is home to a wide range of inspiring support information sourced from training workshops, seminars and conferences that'll kick start your organisation's marketing, PR and comms.

**Go to <http://resources.mediatrust.org>**

# VCS Services

## The Charity Awards 2012

The awards celebrate the effects that charities have on a wide spectrum of social needs. Entry is free and open to all charities of any size, based anywhere in the UK.

**Deadline for entries is Friday 9 March 2012**

**Full details online at [www.civilsociety.co.uk/charityawards/](http://www.civilsociety.co.uk/charityawards/)**

## Resources for Volunteer Managers

The Volunteering England website has free resources and information available to help you manage your volunteers.



Topics covered include:

Volunteers and the law, Good practice guides, Volunteering and risk, Employee volunteering, Introduction to Marketing handbook, Introduction to Media handbook.

**<http://www.volunteering.org.uk/products-and-services/publications/freeguides>**

## Social Media – the ACAS guide

'Managing the impact of social networking' - ACAS has recently published guidance to help employers respond to the challenges posed by social networking tools at work, including how to develop a social media policy. This is a comprehensive and useful guide with templates for developing policies. These can be found at **[www.acas.org.uk](http://www.acas.org.uk)**



## Use the right language for the right audience—six ways to ensure your Charity writing is on target



NGO Media has published some useful guidance to help ensure that your writing style matches your audience.

The guidance covers: deciding who your audience is, building an audience profile, researching your audience reading, using their language and tone and keeping a check on jargon.

To view the full guidance go to the NGO media website: **[www.ngomedia.org.uk](http://www.ngomedia.org.uk)**

(You can also sign up to a free e-newsletter on the website which is full of useful marketing and media tips.)

## Useful Websites

**[www.ryedaleva.org.uk](http://www.ryedaleva.org.uk)** an online resource providing voluntary and community support.

**[www.ynyfundingadvice.org.uk](http://www.ynyfundingadvice.org.uk)** on this site you will find funding news and information including statistical data for inclusion in funding applications, funding factsheets and links to other useful sources of information.