**Family Coaches Grant Opportunity for Wirral VCSE Organisations**

**About this opportunity**

It’s a well-known fact that every family is unique but what we can forget is that we all have one thing in common; **we all need some support sometimes**, every single one of us, whatever we tell our friends or even ourselves - everyone has something they’d like to get better at. That might be as simple as how we connect with one another and what we can do to make sure everyone enjoys and gets something from their time together, but sometimes it’s more challenging; sometimes it’s a bigger obstacle, more fundamental and with heftier consequences. That’s why we at Wirral Council are working hard to develop more effective services and support that can be **accessed by any family, whatever their need, at the right time for them**.

As a council, we know that **we don’t and can’t do this alone**. Organisations like yours, on the ground, working day in and day out with families, are providing the close to home, responsive and flexible support children and adults have told us they want. So, if we want to help families before we even get to bigger problems, **we know you’re the ones to lead it with us**. We want your head, heart and hands in the new approaches we are testing locally because we know that as a sector, we absolutely need you to make this work.

**We’re clear our families know best** and last year we spent time working to find out more about what else we could be doing and supporting to get our Early Help services to where they need to be. Several months ago came an opportunity to go for some National Lottery Community Funding to test some of the community-led ideas our families came up with, particularly Family Coaching. At the heart of this approach is two things: letting **families take the lead** and **giving them the tools to make changes** for themselves. We want it to be an empowering, fear-free experience that is referral and threshold free, and will allocate the grant to up to 6 local VCSE organisations to co-deliver this pilot with us.

The Family Coaching pilot programme, one of several approaches that we’ll be testing and learning from over the coming six months, needs to hit the mark quickly and clearly whilst being empowering, engaging and aspirational. It’s a pilot that we might (in our professional lives) call a ‘coaching programme’, but if we take it back to the key principles of coaching, we should in simple terms call it ‘**a way to help families see what is really inside them**, what they should do more of, what they should do less of and what they can do about the things that bother them’.

**So what is our ask of you?**

We’re looking for you to put forward the best person in your organisation to partner with us as a Family Coach. We’ve included a bit of a job description and quiz to help you identify who might be suitable. In return for their time and effort, **we’ll cover their salary** (up to £11k for the 6 months) and **give them specialist training and support** – building into them the core principles of a ‘coach’. This’ll not only give them some amazing skills to take forward in their career, but it’ll give you as an organisation the opportunity to explore coaching as a culture, and (if you don’t already actively use coaching in staff development) it’ll let you dip your toe in to understand a bit more about what it could do for your organisation as a whole. And, if you are already using coaching actively in your organisation, here is a chance to bring in some additional funding, supporting you to reach even more people.

**What is coaching?**

When we’re supporting others to improve their lives, we’re often really good at developing their skills by teaching or telling. The idea behind coaching is totally different to this – it's about encouraging people to **think through their own challenges** **and ideas** with another person and **come up with their own solutions**. The role of the coach is to **support the person** being coached to open their mind to the possibilities before them. We as humans can sometimes be a little bit self-defeatist but the principles of coaching fight against this – they force us to use **problem-solving abilities** we might not even knew we had and find answers to our own questions and challenges.

**Family Coaches Job Description**

***If you are an organisation who is ready to apply as a partner for this project just use the following job description to gauge interest from your team. Just make sure they can give up 37 hours per week and that you don't need to claim more than £11,800 for 6 months of their time.***

Think you could be a Family Coach? If you hit the below criteria you’re in with a cracking chance.

**You will be/have:**

* Ready to hit the ground running at the start of September 2020
* Strong relationships with families in your local area and a real understanding of local need
* Ready to learn about coaching and how this tool can help you support Wirral’s families.
* Keen to get to know and work with a range of other organisations across the Wirral.
* Happy to use the phone and video tools (like WhatsApp) to support people
* Some flexibility if your families need it e.g. doing the odd evening or weekend session
* Up for engaging in the programme of Coaching training and mentoring we are offering
* Happy to share learning and insights as we go; this is a pilot project after all!
* Trust that people have answers to their own challenges, and can avoid the temptation to *do for* or *do to* others

**Why should you do this?**

Well let’s be honest, the first thing is you’re being funded for something extra and we all love those opportunities.

This’ll really integrate you as an organisation into the wider work we as a Council are doing around Early Help and making access to support as simple as possible for all our families.

As mentioned above having a coaching culture is a great string to your organisational bow – encouraging your team to grow by self-discovery is a cracking way to lead. It’ll also support you to develop new partnership relationships and to learn more about how Wirral MBC works locally.

Last but by no means least in these times of COVID we’ve got to do more with less and we’ve got to do it differently. Organisations that recognise this and become part of that change will stand out in the future.

**What are we looking for from you?**

Things need to get moving very quickly so we’ll need you to have someone who can be committed to this project full-time from September. Therefore, we’re thinking it’s likely this’ll be someone who already works for you.

We need your staff member to come from a position of trust for these families, so you’ll need a track-record as an organisation – at least 12 months working directly with Wirral families. They also need to have some flex – sometimes they might need to work in the evening or at weekends, but of course we’ll leave it to you to make sure that they look after themselves and don’t overdo it on the working hours in the process.

This isn’t a ‘family support’ or ‘social work’ programme so we really need a commitment to the coaching approach (helping people uncover the skills inside them and helping them to work their own way through their challenges).

We need a team effort to make the changes we need to and therefore we don’t want any lone wolves, you’ll be part of a network of Family Coaches and we’ll need you to engage with a range of partners.

You’ll need some infrastructure behind your staff member – a computer, a mobile, and some pretty solid safeguarding and lone working policies and procedures. The standard requirements for organisations in this type of work also apply – the right insurance, firm governance and all that sort of stuff. We also have some volunteer expenses funding for you to bring peer mentors in to the programme, if this feels right for your organisation and your community.

**Who are we looking for?**

We are looking for BRILLIANT organisations to support this pilot. Whether you are a small community organisation or a larger third-sector business, we’d like to hear from you, particularly if you have

• **Real leaders** – the type who know the strengths of themselves and their organisations, but as importantly also know the weaknesses (we all have them)

• **A clear purpose** – you’re here because of a need of today or an expected one of tomorrow.

• **Proof you’re doing the right things** – you need to be able to prove what you’re doing is working (or if you’re not doing it just yet of solid thinking behind your plan of action).

• **An awareness of where you can improve** - no one is perfect, and no organisation is either, we want you to be open-minded to what learning you can do and changes you can make for the better.

• **Local wisdom** – place is a unique thing and we want you to have your finger on the pulse of what’s happening in the wards in which you work.

• **A good understanding of your bank balance** – you’ll need to know your organisation’s finances inside out and be open about opportunities and potential challenges

• **The ability to get things moving very quickly** – you’ll understand the importance of collaboration, you’ll be able to move quickly and that spirit will run through your organisation like a stick of Blackpool rock.

The funding and training we’re offering is for 6 months (we’re looking at starting asap – so realistically we’d need you to ‘free up’ your Family Coach from the start of September).

On Wednesday 12th August at 9am we’ll be holding a Zoom session to answer any of your burning questions. Please follow the link below to join us:

**Topic: Q&A for Family Coaches Application**

**Time: Aug 12, 2020 09:00 AM London**

Join Zoom Meeting

<https://us02web.zoom.us/j/88290392250>

Meeting ID: 882 9039 2250

One tap mobile

+441314601196,,88290392250# United Kingdom

+442030512874,,88290392250# United Kingdom

Dial by your location

+44 131 460 1196 United Kingdom

Meeting ID: 882 9039 2250

**What’s the application process?**

It is really important to us that we have a fair and transparent way of selecting from those organisations that apply – so we’ll take you through a simple (yet effective) two stage application process. First, please complete the application questions provided on Pages 8 & 9. If we like the sound of what you’re doing, we’ll then be in touch to arrange an informal meeting with our panel (which will of course include a representative from the Wirral families we are working for).

* All applications must be submitted by **5pm, Wednesday 19th August**
* Partner selection meetings will be held on Monday 24th August and organisations will be informed by the end of the day on 25th August.
* Training for Family Coaches will begin week commencing 7th September
* Delivery of the coaching programme will begin 21st September

**How we’ll assess your application**

We’ll score your application on a scale of 0-5, 0 meaning you’ve not met the standard we needed you to and 5 meaning you were absolutely outstanding.

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| --- | --- |
| **What you need to be able to do:** | **How we will ask you to tell us about it.** |
| You have a staff member with capacity to deliver the pilot | Named person and role.  We’ll feel confident from the meeting that that person’s previous responsibilities can be re-allocated across their wider team |
| You’ll have a strong and trusted relationship with your wider community | You’ll give us some great examples in the meeting and Wirral MBC will know about your work from direct contact or other partners. |
| You believe in the value of coaching and experience of empowering people to help themselves | We'll see it through your organisational values and stories you tell us through your application and in your meeting. |
| You’ll be willing to work together with lots of other people and partners. | You’ll tell us some examples of great partnership working and maybe tell us about what challenges you’ve faced when working with other organisations and how you’ve overcome them. |
| You’ll have the IT and phones etc needed to make this work but also the policies and procedures to keep everyone safe. | We’ll want to check your organisation has safeguarding, lone Working, data protection and volunteer policies plus the relevant insurances. We’ll also be keen to check-out that you have strong management/governance practices. We’ll just need you to confirm on your application form that you’ve got all this on hand and ready to send if we need to check it over. |
| Good leadership and operational expertise | You’ll give us reassurance that you are made up of:   * Real leaders – the type who know the strengths of themselves and their organisations, but as importantly also know the weaknesses (we all have them) * A clear purpose – you’re here because of a need of today or an expected one of tomorrow. * Proof you’re doing the right things – you need to be able to prove what you’re doing is working (or if you’re not doing it just yet of solid thinking behind your plan of action). * An awareness of where you can improve-no one is perfect, and no organisation is either, we want you to be open-minded to what learning you can do and changes you can make for the better. * Local wisdom – place is a unique thing and we want you to have your finger on the pulse of what’s happening in the wards in which you work. * A good understanding of your bank balance – you’ll need to know your organisation’s finances inside out and be open about opportunities and potential challenges * The ability to get things moving quickly – you’ll understand the importance of collaboration, you’ll be able to move quickly and that spirit will run through your organisation like a stick of Blackpool rock. |
| Staff who can work flexibly across evenings and weekends where necessary | Agreement from organisation in application form |
| Transparent finances – Real clarity around your organisation’s finances and openness about opportunities and potential challenges | You'll share with us your income and expenditure for last year and you’ll also share your projected budget for 2020/2021 (including income secured to date). |
| Happy to be trained and supported by Wirral MBC and other external partners in addition to own internal support and management structures | Agreement from organisation in application form |

If you want to find out more or have any other questions please just give us a call or email at [**natalie.mansfield@capacitylab.co.uk**](mailto:natalie.mansfield@capacitylab.co.uk)

**Family Coaches Application Form**

|  |  |
| --- | --- |
| **Tell us about your organisation** | |
| Name of organisation |  |
| Address of organisation |  |
| Web address |  |
|  |  |
| **Tell us about you** | |
| Name of contact |  |
| Job title |  |
| Office number |  |
| Mobile number |  |
| Email address |  |
|  |  |
| **Some quick checks (please tick)** | |
| I confirm that we can provide a computer and a mobile phone for our organisation’s Family Coach |  |
| I confirm we have a safeguarding, data protection and lone working policy in place |  |
| I confirm we have public liability, employer’s liability and professional indemnity insurance in place. |  |
| I confirm we are happy for our staff member to be trained in coaching by an external partner of WMBC |  |
| I confirm we will share learning as we go and use the collective impact tools developed for the programme |  |
|  |  |
| **Our finances** | |
| Our income for 2019/20 was |  |
| Our expenditure 2019/20 was |  |
| Our projected income 2020/21 is |  |
| Our projected expenditure 2020/21 is |  |

**Some Questions**

Using 500 words or less for each response, please answer the following questions to help us learn more about your organisation and how you would deliver this project:

1. Do you have a staff member in mind for this project? Why did you choose them and how will you cover their ‘day job’ whilst they are a Family coach?
2. Tell us about your organisation values. How do you think they fit alongside this project?
3. Great communication with families and the network of organisations involved in this project is going to be key to its success. Tell us how you would like to approach this.
4. Testing and learning, and working flexibly, is going to be a big part of this pilot project, particularly given its tight timeframe! Tell us what you’ll need to do, and we’ll need to do, to make this work well.
5. Earlier, we defined a ‘brilliant’ organisation. Using a real story about a family you’ve successful supported, tell us how you fit this mould.

**Please send your responses on a word document to** [**natalie.mansfield@capacitylab.co.uk**](mailto:natalie.mansfield@capacitylab.co.uk) **by 5pm on Wednesday 19th August 2020.**