

DIVERSITY MATTERS NORTH WEST



Diversity Matters North West is a community-led organisation focused on providing support and activities to benefit the local community. Diversity Matters has recently co-produced a women-only sports club.

CO-PRO RECRUITMENT

- Diversity Matters uses a variety of engagement tools e.g. door knocking, leaflet dropping, ring arounds, social media, working with schools, local businesses, faith centres and GP practices.
- ***“It’s really important for our team to be visible in the community, so people can connect with an individual because anyone can get a flyer, but it’s meaningless if they can’t connect to it”*** (Staff)

“It’s amazing to see all of these different games that we played as part of our childhood...just come back to life again. The ladies that you would normally just see walking about ...they’re coming in, having a laugh and they’ve made so many new friends” (Service User/Volunteer)



CO-PRO IMPLEMENTATION

- Ensures demand is assessed prior to services being developed.
- Works with potential users to identify the sporting activities they would like to see.
- Community provided in-kind support through free room hire and access to sports equipment.
- “Service users share their knowledge, and feel that they can contribute and really take ownership of the group” (Staff).

BENEFITS OF CO-PRO

TO ORGANISATION

- Co-pro ensures that the services/activities are needed by local people, and are therefore self-sustaining and financially viable. 40 activities were run in 2018.
- Activities are well-designed and replicable.
- Co-producing with the community fosters trust and encourages people to use - the services.
- As there are many co-produced volunteer-led activities, Diversity Matters can ensure value for money from its scarce resources.
- Due to their local knowledge, Diversity Matters can also act as a broker between service users and other service providers.

TO USERS

- Service users that volunteer receive training and support to develop volunteer-led activities.
- Volunteer service users become more active in the community and develop their networks, their skills and confidence, becoming more empowered.
- Support from Diversity Matters allows service users to make the activities their own.
- ***“I’ve learned about myself...being able to understand that, yes, I can meet the needs of the women and learning about how I am coming across to the group”*** (Service User/Volunteer).