



# CVA Impact Report

## The 2024 Headlines



*Charity number 1060157*

Company Ltd by guarantee 3271298

# INFRASTRUCTURE SUPPORT

YEAR 2024

This year Croydon Voluntary Action:

## INVESTMENT

Raised and awarded £1,365,500 of funding for our VCSE delivery partners

Co-developed a supportive commissioning model devolving funding into localities bringing the largest and smallest charities into impactful partnerships

## LEADERSHIP

Championed collaboration through geographical networks; the South West London VCSE Alliance and Croydon's six 'Local Community Partnerships' and themed networks including: Croydon's Youth Consortium, Later Life Network, Mental Health Alliance and Food Poverty Network

Brought the leaders of Croydon's VCSE together with the Council and NHS leads to 'Re-set' the relationship and move towards meaningful 'Partnership'

## COORDINATION

Managed 4 community centres enabling 461 groups to deliver sport, education, language and counselling activities

Co-produced the Community Hub model, establishing a network of hubs to enabling greater connectivity and joined-up support closer to home

Enabled volunteering across Croydon with an estimated value of £1.1 billion\* ([Monetary Value of Trustees Report](#) | [Works4u](#))



**FOR THE WHOLE CROYDON VOLUNTARY SECTOR**





## HOW WE SUPPORT COMMUNITIES

CVA is the infrastructure body supporting Croydon's voluntary and community sector (VCS) and wider civil society. Our mission is to enrich family and community life in Croydon by supporting the full breadth of VCS activity, from volunteering and active citizenship to grassroots community action and specialist service delivery.

CVA carries out the four infrastructure roles identified by the Local Government Association in its 2024 report "Working with Local Infrastructure Organisations":

### CONNECTING

Having a strong voice and acting as a powerful representative of Croydon's VCS - advocating on its behalf, campaigning to promote its services and the people it serves.

### SUSTAINING

Promoting the VCS's unique strengths in prevention, early intervention, the asset-based approach and tackling inequalities – and managing VCS delivery partnerships that achieve transformational outcomes for local people.

### CAPACITY BUILDING

Reaching and Informing: delivering training, providing information and affordable meeting spaces to VCS groups.

### VOLUNTEERING

Being the main promoter of volunteering in Croydon - brokering supported volunteer placements, capacity building the volunteer-involving delivery groups and targeting new opportunities for people who face barriers to volunteering.



*We ensure that the voluntary and community sector has a strong voice on a range of local and regional strategic boards.*

## CONNECTING



CVA hosted Croydon's CEO Group, bringing our partners together behind the Croydon VCSE Investment Plan with its focus on Council and NHS commissioning, Social Value, community assets & external fundraising.

CVA campaigned for Croydon's VCSE on 18 strategic boards at local and regional level – from the Council's Health & Wellbeing Board to the NHS' Integrated Care Board.

CVA run the Croydon Youth Consortium in partnership with Reedham Children's Trust, managing the Youth Innovation Fund.

CVA co-hosted the Locality Commissioning Model supporting 8 VCS partnerships to deliver on their Local Community Plan.

CVA is creating the VCS Evidence Base in Croydon, supporting our funded groups to adopt evaluation and learning systems to measure and evidence their impact.

CVA hosted the South West London VCS Alliance, bringing community leaders from six boroughs together to champion the VCS role in tackling health inequalities and managing the wider determinants of health.



# SUSTAINING

**£50K**

*to local Foodbanks*

**4**

*local businesses supported  
to do food collections*

**FOOD ROOTS**

CVA led on Croydon's Community Hubs to provide local and accessible places where local residents can access peer-support, social activities and signposting to specialist VCS services.

CVA run Croydon's Local Community Partnerships with the Council, holding quarterly meetings in all six localities attended by 679 local VCS groups and over 700 local residents.

CVA coordinated and drew up Local Community Plans in all six localities, aligning local priorities with Croydon's Health and Wellbeing Strategy.

CVA run the My Ends *New Era Consortium* supporting our partners – Reaching Higher, Be Inspired, Palace for Life, P4YE, Mentivity and PlayPlace - to tackle serious Youth Violence.

CVA run the Croydon Mental Health Alliance, targeting new funding programmes – i.e. the Maudsley Charity's Building Brighter Futures Fund – to support innovation and collaboration between our VCS partners.



# CAPACITY BUILDING



**300**

Our One Croydon training courses, delivered by the main VCSE specialist groups, provided a local update on important services: from domestic abuse to employment support, from mental health to homelessness support.

We offered upskilling sessions on topics such as Universal Credits or Housing to 300 frontline workers, including over 270 VCS groups.

**9,000**

CVA supported VCSEs in developing volunteering programmes, managing volunteers and building organisational capacity through 272 one to ones.

We provided 9,000+ subscribers with key monthly information on funding, partnership, training & local services through bulletins, social media and our website.





We supported 192 charities, enabling them to promote over 2,000 volunteering opportunities—from befriending roles to trusteeships and beyond. Thanks to our platform, more than 300 individuals have embraced volunteering for the very first time! We hosted 25 information sessions, covering inspiring topics such as supporting unaccompanied minors & volunteering in museums.

Our Team Croydon shop in Centrale has welcomed 1,120 visitors, guiding them towards exciting volunteering opportunities and community activities.

Our reach continues to grow, with 2,600 subscribers engaging with our twice-monthly newsletters. Through Simply Connect Croydon, we're connecting people to their community and specialist support like never before, with over 1,600 activities and services offered by VCSE organisations.

CVA's incredible team of 400+ volunteers befriended 70 isolated residents, made hundreds of journeys to collect, sort, and deliver food donations, interviewed nearly 300 individuals interested in volunteering,

We've developed free downloadable resources and hosted good practice sessions for those supporting or managing volunteers.

"I found this 'Domestic Abuse Support in Croydon' session really well organised and informative. It will be brilliant to be able to signpost people to these organisations"

Training attendee

"While acknowledging the diversity and maturity variations across different areas within Croydon, the collaborative approach stands out as a superior alternative to traditional commissioning delivery."

Local Government Association report on Locality Commissioning Model

## OUR SUPPORTERS

Natwest Bank  
Toyota  
HMRC  
Skipton Building Society  
London Marathon Trust  
HMRC  
Fleet  
Reedham Trust

### *Food & Gift donations*

SFood and Gift donations  
White label  
Allianz  
HMRC  
Lily  
AIG



South West London

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