



Transformation Alliance – An Update from John Norley (July 2023)

We are pleased to be able to provide an update on the work progressing at pace to bring the theory of the Medway Charities Alliance to a tangible project, offering some services across the voluntary sector in Medway, to support all our efforts to improve the overall sustainability of the sector. The first year of the lottery funded project has been taken up with planning and discussion in the main, which is as frustrating for us as it might be for those waiting to see results, however, the groundwork for the Alliance is critically important, and getting that right has allowed us to move forward to secure the first real service available to organisations.

Throughout several conversations and pitches to voluntary sector members and potential partners in the Alliance, we have been waiting for a moment of change, when just one member throws their pebble into the lake, demonstrating their understanding of the Alliance's purpose and commitment to it, it will have ripples of influence. You just need one member to throw the first pebble. That first pebble was thrown by Mutual Aid Road Reps (MARR), and their offer is to share their expertise in marketing with the sector, aiding with a range of marketing support, from website design, posters and flyers and all sorts of printed material. The support can be tailored to your organisation and your organisations capabilities too, whether it's the provision of editable templates, or doing the whole thing, Kate at MARR will happily support your needs.

Now that Kate has thrown her pebble, the ripples of influence are starting to spread across the lake, and her actions and commitment have encouraged others to reach out, to make their offers too. We will shortly be providing information on the second clear offer of HR support, from Kent Association for the Blind, which will be a detailed offer of support, again, with the potential to be able to tailor to your organisation's specific needs.

So, it is starting, and we expect the pace to keep going. We have developed a Memorandum of Understanding document (MOU) to enable a clear link between the Alliance and the service provider, which sets out clear expectations on both sides, and sets the groundwork for data collection to enable the Alliance to understand the size and scope of the potential for shared services work across our sector in Medway. This will allow us to move forward from a list of suppliers to forming a legal company, employing staff to provide the services you need, and sharing its income back to those contributing Alliance members.

The vision we set out many months ago, is starting to take shape, but like anything worth having, it has taken some time and care to nurture into being.