"A catalyst for change"

People's Voice Media
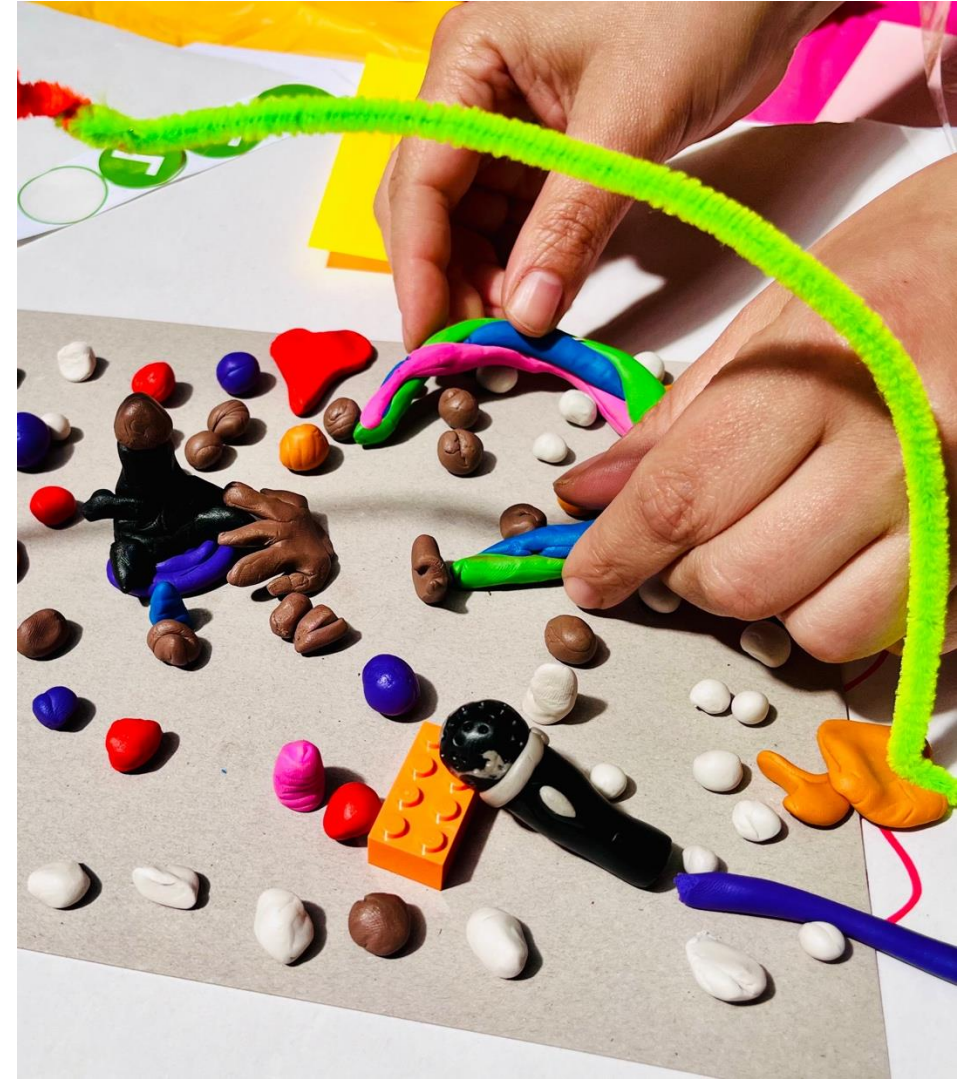## Learning, Impact and Evaluation Report 2024/2025

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Through storytelling, People's Voice Media continues to champion social justice, foster inclusive communities, and drive systemic change across sectors.

Contents

Executive Summary

People's Voice Media: Driving Social Change Through Storytelling

People's Voice Media, established in 1995, is a civil society organisation dedicated to using storytelling as a transformative tool for social change across the UK and Europe. Through its Community Reporting methodology, launched in 2007, the organisation has empowered over 2,000 Community Reporters and developed a robust network of 50+ partner organisations, advocating for the integration of lived experiences into research, policymaking, service development, and decision-making processes.

Core objectives of our work

- Enable people's lived experience to be heard, and provide platforms for marginalised voices

- Support people, communities and organisations to use lived experience to address inequalities and injustices

- Inform and influence services and policies so that they better meet people's needs and enable people to live well

Current strategic goals

- Enhance Community Reporting's position as a research tool, and lived experience stories as a form of evidence

- Embed Community Reporting and lived experience into service development and improvement

- Use learning from the Community Reporter Network to influence and inform local, regional, and national policy change

- Be actively anti-racist and use this as a lens through which we address structural inequalities

Our Learning, Impact and Evaluation Process

Since 2020, we have implemented a learning, impact and evaluation process that captures the voices of those engaged with our work and centres storytelling and human insight. Over the years we have developed our approach to learning, impact measurement and the evaluation of our work, positioning the Cynefin Framework (Snowden and Boone, 2007) at its core by:

1. **Probing:** Gathering insights from our work by different data streams.

2. **Sensing:** Analysing the data to understand impacts and trends.

3. **Responding:** Implementing what we learn to refine the implementation of our strategy.

Impact Highlights (2024/25):

- **Research Influence:** Community Reporting integrated into academic curricula and cited in NHS research.

- **Policy Impact:** Contributions to parliamentary evidence and European policy changes.

- **Service Development:** Partnerships with entities such as NHS and Bristol City Council to embed lived experiences in service delivery.

- **Anti-Racism Initiatives:** Active anti-racism projects fostering inclusive environments and influencing sector practices.

Future Directions:

- **Expand** Community Reporting's reach in research and policy spheres.

- **Secure** strategic funding to enhance digital platforms and accessibility.

- **Advance** anti-racist work and develop inclusive community engagement models.

- **Strengthen** impact assessment methods to capture transformative changes.

Impact Snapshot (2024 – 2025)

1 conference

Trained **10** Community Reporter trainers

Established **13** new social change projects

Delivered **56** events, workshops and training sessions

Recruited and trained **131** Community Reporters

Gathered **205** lived experience stories

Engaged **687** people in our activities

Diagram 1: Quantitative snapshot of the key impacts achieved during 2024/25

About People's Voice Media

People's Voice Media is a civil society organisation established in 1995, that uses storytelling as a tool for social change in the UK and across Europe. As a team we:

- Learn and adapt

- Work collaboratively and equitably

- Act authentically and with integrity

- Come with optimism and joy

Our Board, team, and network of freelancers are a diverse group of people committed to working in this way to achieve our vision.

In 2007 we launched the Community Reporting methodology and began to build the Community Reporter Network. Community Reporting is a digital storytelling approach that supports people's participation in research, policymaking, service development, and decision-making processes. We know we cannot achieve our ambitions alone. The Community Reporter Network now spans the UK and Europe. It has 50+ active partner organisations from different sectors in the arenas of policy, research and services, and has trained over 2,000 Community Reporters.

The core objectives of our work are to:

- Enable people's lived experience to be heard, and provide platforms for marginalised voices

- Support people, communities and organisations to use lived experience to address inequalities and injustices

- Inform and influence services and policies so that they better meet people's needs and enable people to live well

Introduction

Our work will put lived experience at the heart of service improvement, policy development, and research practices.

To achieve this, we equip communities across the UK and Europe with the skills to both be heard and be agents of change. This work matters because it:

- Enables people to develop capacities and skills they can utilise in their communities to address the challenges they face

- Drives forward people-led change in service delivery, creating effective, relevant services

- Changes power dynamics, supporting institutions to develop 'bottom-up' processes for working with communities

We are currently strategically scaling this innovative work and connecting learning from across communities and sectors to maximise the impact of people's individual stories.

Community Reporting meets emerging trends and direction-changes in service development, policymaking, and research approaches. These sectors are adopting more 'co-productive' techniques in their work and are beginning to use lived experience as a form of evidence. The policy landscape is also changing to accommodate this shift in thinking and practice. In short, a paradigm shift is happening and Community Reporting is a part of it.

The time for stories is now.

Our Strategy

To play our role in this paradigm-shift, we have four strategic goals:

1. Enhance Community Reporting's position as a research tool, and lived experience stories as a form of evidence

2. Embed Community Reporting and lived experience into service development and improvement

3. Use learning from the Community Reporter Network to influence and inform local, regional, and national policy change

4. Be actively anti-racist and use this as a lens through which we address structural inequalities

This will centralise lived experience in society, and will be our contribution to creating a just world.

To achieve our social objective of mainstreaming the use of lived experience as a tool for communities to address the challenges they face, we want to increase the number of (a) services who utilise Community Reporting as a development tool, (b) policies developed using Community Reporter stories, and (c) research projects that are using Community Reporting as a core methodology.

To do this, we will work beyond silos, focusing on long-term change.

Our Learning, Impact and Evaluation Report (2024 – 2025)

Since 2020, we have implemented a comprehensive learning, impact and evaluation process that captures the voices of those engaged with our work. This includes Community Reporters, Community Reporter trainers, residents, service professionals, policymakers and other stakeholders involved in our activities. As an organisation that understands the power of stories and lived experience, our approach has always and continues to, centre storytelling and human insight. Over the years we have developed our approach to learning, impact measurement and the evaluation of our work – enhancing how we drive forward our organization, deliver our strategic goals and are cognizant of the challenges we face and where changes to our approach are necessary.

This learning, impact and evaluation report covers the period of April 2024 – March 2025. It presents the methods and structure we've used to support our learning and synthesises the results.

Method

Our learning, impact and evaluation process is directly connected to our strategic goals. It helps us to learn about our work as an organisation and supports how we implement our current strategy. It has been designed to:

1. Identify and understand the impact of our work
2. Monitor and evaluate our progress towards our strategic goals
3. Support and enhance decision-making at strategic and operational levels

Our process has been developed iteratively over several years, bringing in elements of projects, processes, and methodologies as we've learned and grown. We have sought to put stories and human insight at the core – demonstrating what we advocate and using Community Reporting as a key method in this process. We have combined Community Reporting with other approaches that help us to understand the complexities of the change we are trying to make. We thank colleagues, partners and supporters who has helped us get to this point. Diagram 2 shows the main points in our journey.
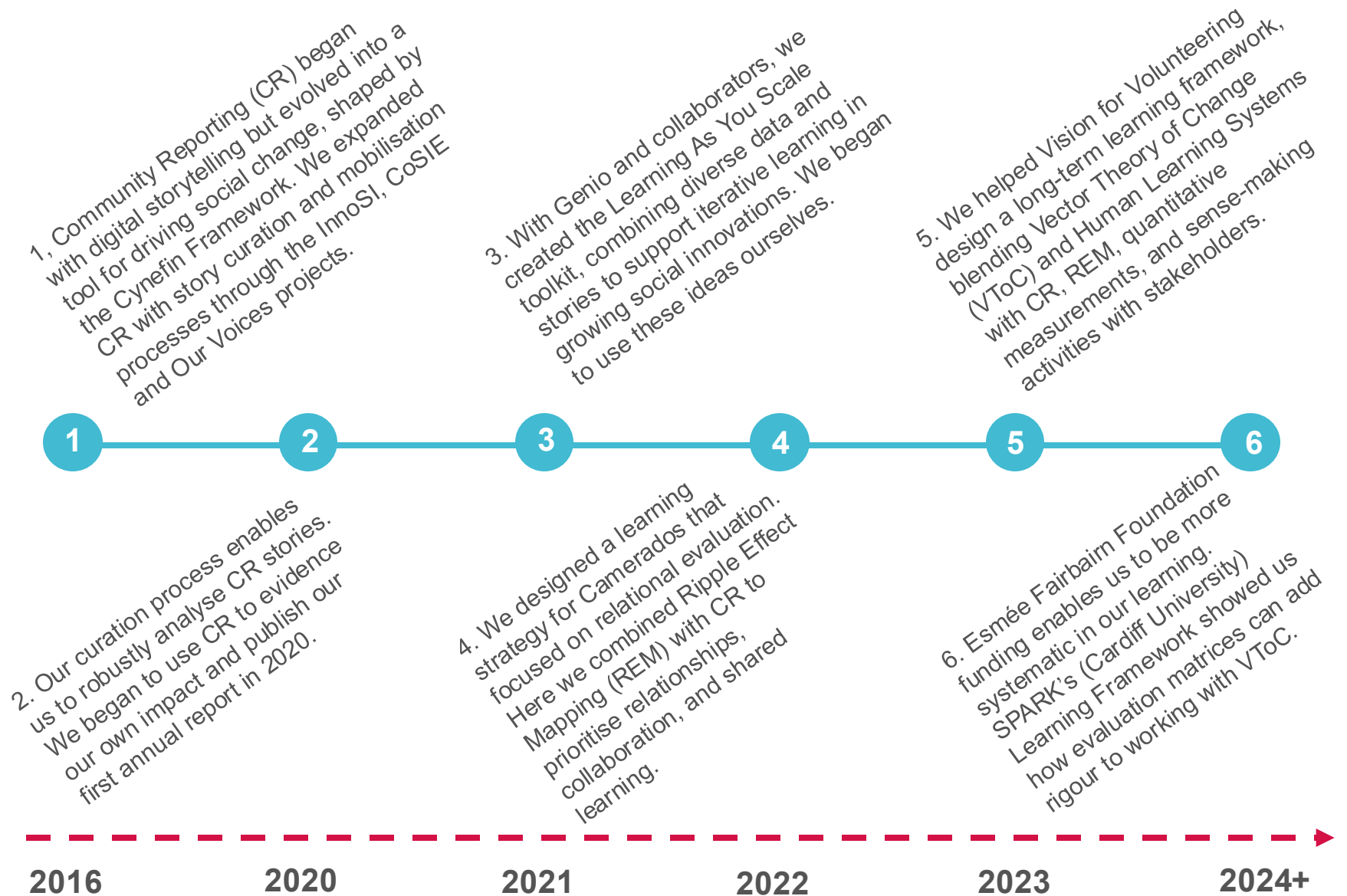
1, Community Reporting (CR) began with digital storytelling but evolved into a tool for driving social change, shaped by the Cynefin Framework. We expanded CR with story curation and mobilisation processes through the InnoSI, CoSIE and Our Voices projects.

3. With Genio and collaborators, we created the Learning As You Scale toolkit, combining diverse data and stories to support iterative learning in growing social innovations. We began to use these ideas ourselves.

5. We helped Vision for Volunteering design a long-term learning framework, blending Vector Theory of Change (VToC) and Human Learning Systems with CR, REM, quantitative measurements, and sense-making activities with stakeholders.

1 2 3 4 5 6

2. Our curation process enables us to robustly analyse CR stories. We began to use CR to evidence our own impact and publish our first annual report in 2020.

4. We designed a learning strategy for Camerados that focused on relational evaluation. Here we combined Ripple Effect Mapping (REM) with CR to prioritise relationships, collaboration, and shared learning.

6. Esmée Fairbairn Foundation funding enables us to be more systematic in our learning. SPARK's (Cardiff University) Learning Framework showed us how evaluation matrices can add rigour to working with VToC.

2016   2020   2021   2022   2023   2024+

Diagram 2: Evolutionary timeline of the framework

Three Building Blocks of our Learning Process

Iterative Learning Processes

An iterative learning process is a continuous cycle of testing, reflecting, and adapting to improve outcomes over time. To support this we've used:

- Cynefin Framework (Snowden & Boone, 2007) - This framework supports decision-making in different contexts. We've used the version for complex environments - the 'probe-sense-respond' framework - as the key structure for our learning process (see Diagram 3).

- Vector Theory of Change (VToC) (Doyle, 2007) - Traditional Theories of Change work well in ordered systems with clear cause and effect, but are less suited to complex, dynamic environments. Vector Theory of Change adapts this approach by focusing on an iterative four-step process, making large-scale change more manageable. Inspired by VToC, we've created direction of travel maps for each strategic goal to help us see our progress and work responsively toward future visions.

Relational Evaluation Practices

Relational evaluation emphasises learning through the connections, perspectives, and experiences shared between stakeholders. To support this we've used:

- Human Learning Systems (HLS) (Lowe, et al., 2021) - HLS is a way of managing public services that accepts the messiness of the real world. It builds strong relationships between public servants and the people they serve, allowing for deep understanding and tailored responses. At its heart is learning as a guiding strategy. It also adopts iterative learning - using cycles of action to support continual improvement. We've used this to inform how we create a deep understanding of our work in our team, Board and network.

- Relationship-Centred Practice (Immy Robinson, 2024) – This puts relationships first. It considers different layers such as intentions, behaviours, knowledge & skills, organisational conditions and external conditions that affect relationships. We incorporated this understanding into how what we look for in our learning and then how we implement it at different layers.

Impact Measurement

Impact measurement is the systematic assessment of how activities create meaningful change for people, communities, or systems. To support this we've used:

- Ripple Effect Mapping (REM) (Chazdon et al, 2017) – REM is a participatory impact measurement tool that helps visualise the "ripples" or effects that spread out from a program, much like waves from a stone dropped in water. These ripples can include direct outcomes, indirect impacts, and even unintended consequences. As the forthcoming Table 2 shows, we've used REM as a data stream to collect evidence of impact. We've also used Hansen's (2017) descriptions of impact when using REM to help us talk about the different ways we are creating change.

- Evaluation Matrix – This is a structured tool used to assess and compare different components based on a set of predefined criteria. We've developed our own matrix (see Table 1), drawing on SPARK's Learning Framework (2025) to support us to map evidence of our impact to our direction of travel maps.

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Probing

Adapting our practice in-line with learning and implementing development actions

Ongoing gathering of data to support learning

Sensing

Quarterly reviews of our learning at team and Board meetings

Interim sharing sessions with our network at meet-ups etc.

Responding

Producing our annual report and sharing with network

Identifying development actions based on learning each year

Framing our Process

At the core of our process is the Cynefin Framework (Snowden and Boone, 2007), which provides the broad structure via these three stages:

Probing: Using a range of learning tools to gather insights on our activities, project findings and impact.

Sensing: Working with our wider team and community to understand what the insights are telling us.

Responding: Implementing what we learn to refine our practice and direction

This process is repeated annually and is essentially a formative evaluation process. On-going data-gathering throughout the learning process has been coupled with regular explorations of what learning is emerging from it amongst our team and network. It is a dynamic framework, that provides a structure through which different forms of data can be analysed, including human insight. Each year will produce a summative report to showcase and share our learning.

Diagram 3: People's Voice Media's learning process based on Cynefin Framework (Snowden and Boone, 2007)

Table 1: Our Impact Evaluation Matrix

Strategic Goal	Transactional e.g. short-term, small-scale or one-off changes	Transitional e.g., medium-term and scale changes that affect more than one person, group of organisation	Transformative e.g., often longer-term changes that can begin to change society
1	Community Reporting is respected as a research tool within our network. Lived experience is used as evidence in some projects and there is some indication it is being used to inform research agendas.	The profile of Community Reporting is rising within research communities and People's Voice Media is sought as a partner for its implementation. There are instances of lived experience being used alongside traditional qualitative and quantitative data and is included in research proposals to influence the agenda of research.	Community Reporting has a highly visible profile within research communities and is regularly as a tool for working with lived experience. Lived experience is valued as highly as traditional qualitative and quantitative data and is considered a core part of research proposals to inform the research agenda.
2	Individual services implement lived experience and Community Reporting on a project-by-project basis to develop and/or improve services. There are instances of true co-production, but often it is used more as a consultation tool.	There is evidence of some services using Community Reporting and lived experience to develop and implement improvements and/or changes. There are instances of it being used to assess social need and to evaluate any changes and there is a clear difference between co-production and consultation.	Service development and improvement is always underpinned by lived experience, with Community Reporting embedded at all stages of the process to ensure change is co-produced with the people who access the service. It is routinely used as part of the evaluation process.
3	Individual policy- and decision-makers within our network are using learnings and recommendations from Community Reporting to inform change, usually from their own projects. Policy and practice recommendations are made and disseminated from our work and projects.	There is evidence that some policy- and decision-makers are using learnings from the Community Reporting to inform their practices and choices. This is usually when they have worked directly with us or one of our partner organisations. Recommendations from our work feed into policy- and decision-making as evidence sources.	The Community Reporter website is seen as a key data-source by policy- and decision-makers to inform change, even when they have not worked directly with us before. Recommendations informed by lived experience and/or People's Voice Media's work have real, tangible influence a the local, regional, and national level.
4	People's Voice Media's team and board team have created space in the organisation for individual and collective anti-racist learning activities. We are beginning to see this influence our practice in our own work, and we are platforming the lived experience stories of people from Global Majority communities.	People's Voice Media team and board are widely and consistently applying anti-racism in their work. Anti-racism is being embedded in work strands or work packages of partner projects. There is increased visibility of people from Global Majority communities being included in our work, and we are platforming the work and practices of those communities beyond our own work.	Our wider network/community is consistently adopting anti-racist practices and actively considering diversity and inclusion of Global Majority people at all stages of our work. There is a strong and robust anti-racist learning culture in the network that is a long-term commitment and embedded into collective structures.

Our Data Streams

We use a range of qualitative and quantitative data streams to enable us to learn about our impact and chart our progress against our strategic goals (see Table 2). Whilst there is a mixture of quantitative and qualitative streams, each stream focuses on the lived and tacit experiences of the people involved in and connected to our work.

We look at the data in these streams on a relational level – what it is saying about the relationships we hold with people, groups, organisations and networks and how they relate to our strategic goals. We map specific pieces of data (see Appendix Item 2) from these streams to direction of travel maps (based on VToC) to help us see our progress and understand the impact we are creating. We use these maps to help inform our actions. The next section of this report showcases our learning and progress for 2024 – 2025.

●	**Activity feedback:** completed activity feedback forms, feedback emails and verbal feedback.
●	**Reflective practice:** story reviews of reflective interviews with partners, project social impact reports from Project Managers, end-of-project debrief forms.
●	**Ripple Effect Mapping:** complete Ripple Effect Maps and accompanying presentations from long-term partner organisations and the Community Reporter Network
●	**Quantitative data:** attendance data from events, project participant numbers etc.
●	**Community Reporter action plans:** data from complete action plan forms.
●	**One-off data:** other evidence and data that doesn't sit within the above categories.
●	**Strategic action plan activities:** actions taken by the People's Voice Media core team, board, associates, and wider team based on learnings from previous years

Table 2: Data streams we use in our learning

Not all the above-listed data streams have been used in the 2024-25 learning cycle, as we have not yet been able to utilise them. They will, however, be brought in during upcoming cycles.

Our Learning and Impact

The change we have created and the change we want to make

Our Impact

Our main areas of impact in 2024-2025 are summarised in Table 2.

What follows is a set of direction of travel maps. The direction of travel maps provide a visual way to understand how People's Voice Media can move toward its strategic aims. Each map begins with an end point in mind—the long-term goal—and then plots insights drawn from different data streams. These insights appear as numbered, colour-coded nodes, showing both their origin and their placement along specific pathways.

Pathways are defined by axis labels that outline possible routes, while the type of change—whether transactional, transitional, or transformative—shows the depth of impact. By laying out these elements, the maps highlight realistic next steps, or "adjacent possibilities," making it easier to see what can be achieved now while still keeping sight of our longer-term ambitions.

Impact Area	How This Looks	Indicators
Our work enables people to develop capacities and skills they can use in their communities and/or organisations to be heard and to platform others	Enhanced skill development	As well as Community Reporter training, we have delivered targeted training such as editing, curation techniques, and reporting methods. We have also worked with more complex methods such as learning frameworks, and foresight.
	Expanded reach and deeper engagement	We have been committed to reaching a more diverse group of people across the UK and in Europe, something which shows in the recruitment for Equipment Matters
	Fostering community and personal growth	Our anti-racism work and HOME?, for example, have created safe/brave spaces for racialised individuals to share experiences.
We are helping develop person-led policy, practice, and service.	Positive reception from partners towards lived experience work	Community Reporting has been positively received as a research tool by partners on projects. In EUARENAS, for instance, it is now being taught as a qualitative research method in the University of Gdańsk by one of our partners
	Increased work towards policy and practice development	Community Reporting has been adopted as an advocacy tool by partners such as the Equality Trust. In our own work, we are making strides towards broadening impact through policy change.
Supporting organisations and institutions to develop 'bottom-up' processes for working with communities	External recognition	We have garnered external recognition for our work, with a request to contribute to a book on EUARENAS as one example. Our Anti-Racism work has been praised as "highly informative and well-researched," capable of "genuinely shifting perspective," and driving "meaningful, lasting change".

Table 3: Summary of main impact areas in 2024/25

Strategic Goal 1: Direction of Travel Map
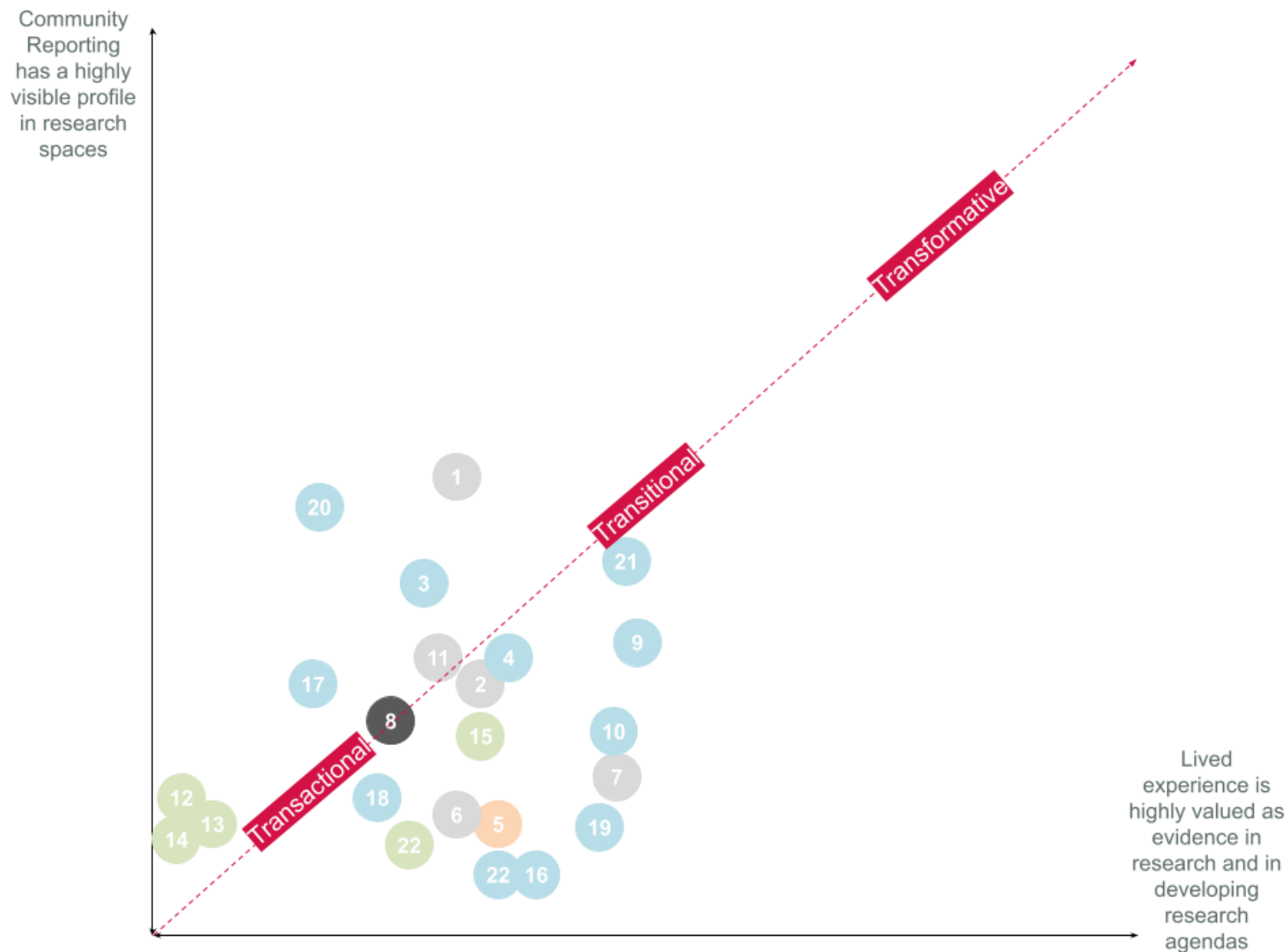
Aim

To enhance Community Reporting's position as a research tool and lived experience stories as a form of evidence.

Direction of Travel

To establish Community Reporting and lived experience as widely recognised, credible, and valuable forms of research and evidence, integrated into research practices and agendas, making research spaces equitable and inclusive.

Current State of Play

We are making significant strides in positioning Community Reporting as valuable research tool and lived experience as evidentiary data. The organization has made significant strides in positioning Community Reporting as a valuable research tool. We are refining our reporting tools to better meet the needs of researchers, and our visibility is growing, with our work being cited in research, and being taught in academic institutions.
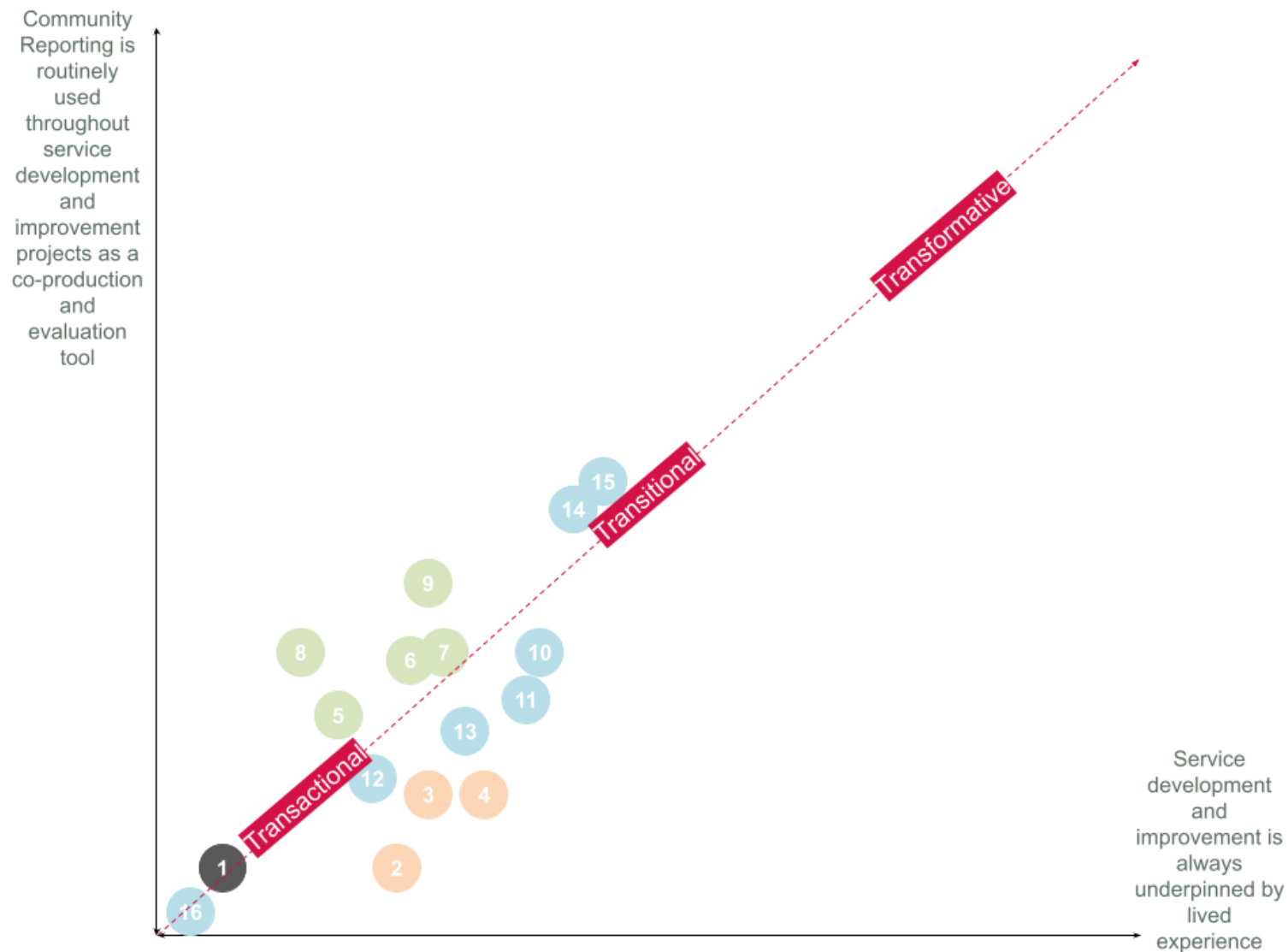
Internal communication tools are being refined to better present insights. Partners are actively integrating Community Reporting into their practices, which has led to tangible successes such as securing funding.

Adjacent Possibilities

- Secure at least one research funding bid in the 2025/26 learning cycle e.g. Horizon, Wellcome Trust etc.
- Write our section of the EUARENAS book chapter, using evidence from the lived experience stories gathered.
- Research channels through which to disseminate our research work to people in social sciences and humanities

*Please note: some nodes are from data taken for the 2023/24 report. They have been used for context and planning throughout 2024/25 and come from the same data streams, although were gathered prior to the current year.

Strategic Goal 2: Direction of Travel Map

Community Reporting is routinely used throughout service development and improvement projects as a co-production and evaluation tool

Service development and improvement is always underpinned by lived experience

Transactional
Transitional
Transformative

Aim
Embed Community Reporting and lived experience into service development and improvement.

Direction of Travel
To establish Community Reporting and lived experience into service development and improvement so that people are involved through all stage and that decisions are taken based on actual human need. Decision- and policymaking in services are underpinned by learnings from lived experience.

Current State of Play
Our influence within our own network is strong and our regular partners and collaborators are frontrunners in using lived experience to underpin service development and improvement and using Community Reporting as a tool for co-production. However, this can be something of an echo chamber, and we are struggling to break out of the T1 change level. This is often due to resistance to change at management levels, and low engagement numbers in workshops. Accessibility of Community Reporting can also be a factor here.

Adjacent Possibilities
- Look at 'gaps' in project recruitment projects and identify ways in which we can increase engagement – or help partners increase engagement
- Pilot building impact sessions into our project proposals to help partners understand the value of their outputs
- Develop an 'Accessibility Vision' in a similar manner to our 'Anti-Racist Vision' and look at how we make Community Reporting more accessible.

*Please note: some nodes are from data taken for the 2023/24 report. They have been used for context and planning throughout 2024/25 and come from the same data streams, although were gathered prior to the current year.

Strategic Goal 3: Direction of Travel Map
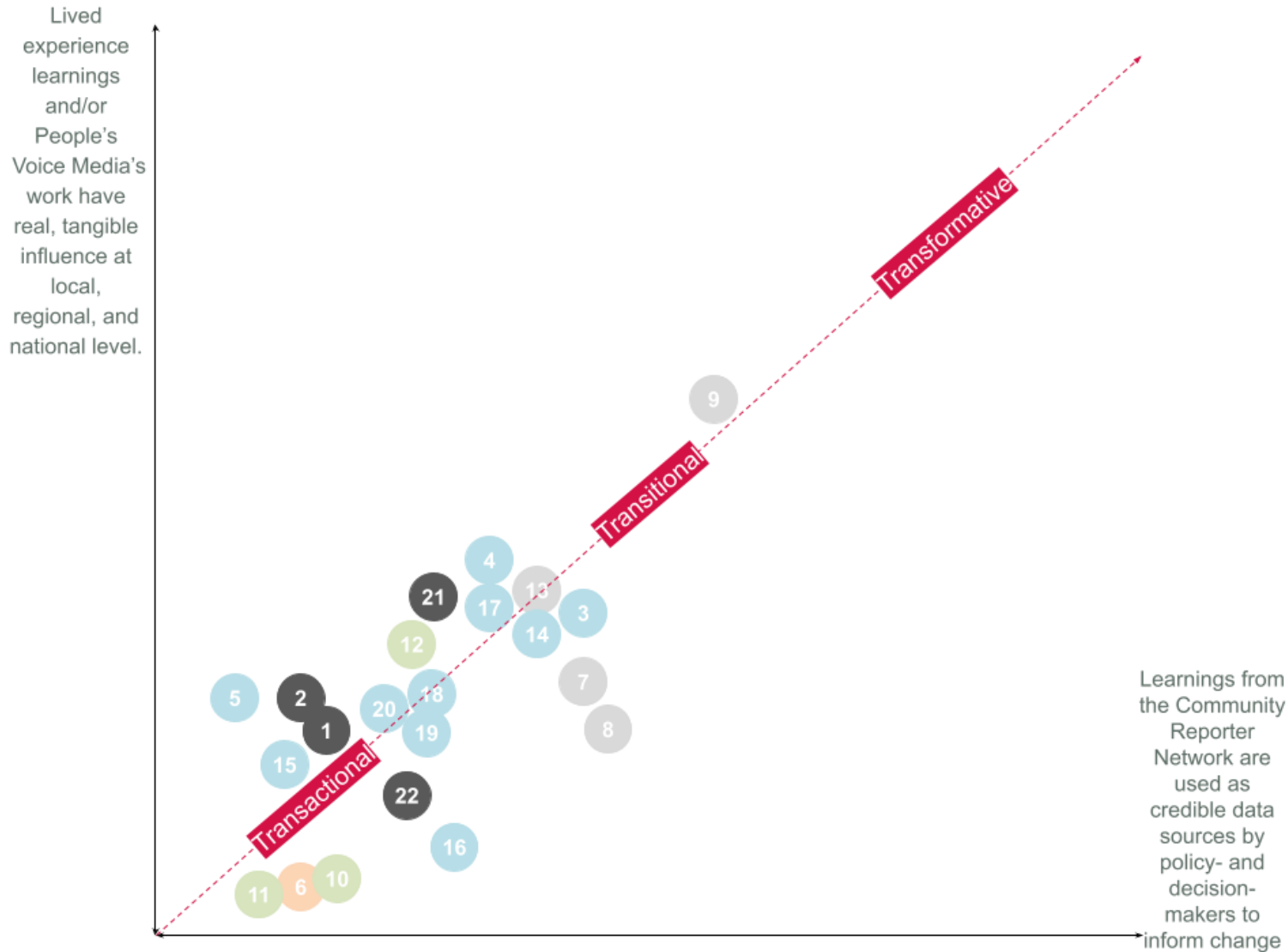
Aim
Use learning from the Community Reporter Network to influence and inform local, regional, and national policy change.

Direction of Travel
To take marginalised voices and lived experience and ensure they are considered in local, regional, and national policymaking to make systemic changes towards a more equitable society.

Current State of Play
With the notable exception of CoSIE informing European Economic and Social Committee policy, our sphere of influence does not currently extend much beyond our existing network – although we are moving in the right direction. Our big challenges in this area are leadership buy-in and accessibility, particularly in terms of the Community Reporter website.
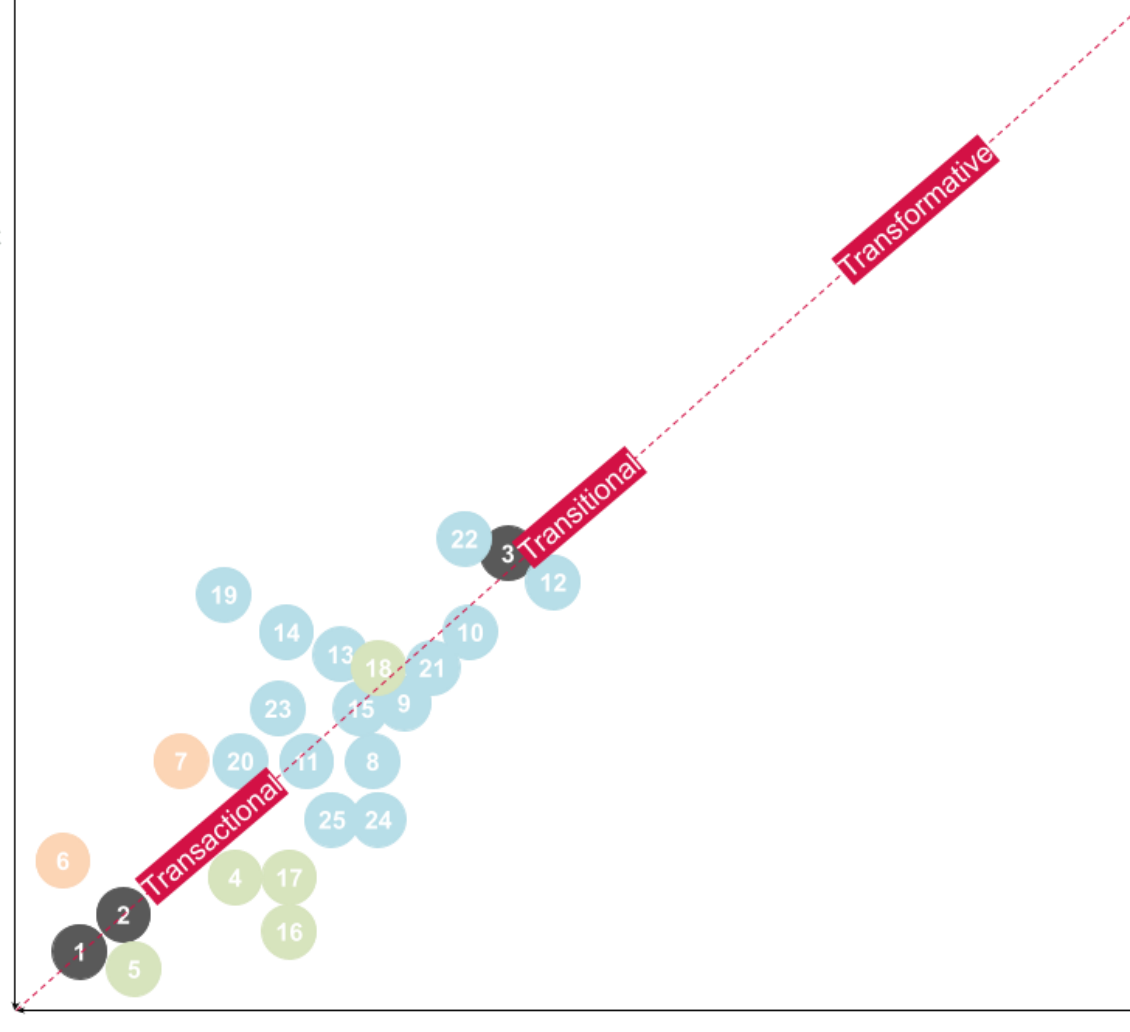
Adjacent Possibilities
• Secure funding that will allow us to completely redevelop the Community Reporter website into something that is more user-friendly and accessible
• Develop a Value of Lived Experience package which demonstrates how lived experience can be learned from and used by decision- and policymakers

*Please note: some nodes are from data taken for the 2023/24 report. They have been used for context and planning throughout 2024/25 and come from the same data streams, although were gathered prior to the current year.

Strategic Goal 4: Direction of Travel Map

The People's Voice Media team and network are creating space for anti-racist learning and applying what we learn in our work

Transformative

Transitional

Transactional

22 3 12
19
14 10
13 18 21
23 15 9
7 20 11 8
25 24
6
2 4 17
1 5 16

The People's Voice Media team and our network are addressing structural inequalities with an anti-racist lens, ensuring diversity and inclusion at all stages of our work

Aim
Be actively anti-racist and use this as a lens through which we address structural inequalities

Direction of Travel
People's Voice Media and its wider network is actively anti-racist and embeds anti-racism in all its work.

Current State of Play
People's Voice Media's anti-racist vision has been in place for several years now and is clearly moving in the right direction, especially due to the Anti-Racism in Co-Production project. Challenges to explore in the next learning cycle will include how to gather more concrete impact data, and how we aim for T2 and T3 change levels – this particularly involves how we influence our wider network and partners

Adjacent Possibilities
- Develop the next stage of the Anti-Racist Vision
- At a future Team Working Day, workshop ways in which we might extend our influence where anti-racism is concerned
- Examine how we might gather more concrete impact data from our anti-racism work (and other learnings) in the 2025/26 learning cycle

*Please note: some nodes are from data taken for the 2023/24 report. They have been used for context and planning throughout 2024/25 and come from the same data streams, although were gathered prior to the current year.

Development Action	Strategic Goal
Assess and reflect on the accessibility of the Community Reporter website and secure funding for improvements	1, 2, 3, 4
Update PVM and CR communications tools, guidelines and templates so that they are (a) more strategically focused and (b) more inclusive. Look at dissemination channels, especially those for research	1, 2, 3, 4
Presenting/curating lived experience stories on the CR website in a way that is suitable for people working to influence policy and for policymakers.	3
Trial new recruitment and engagement methods on our projects, with a renewed emphasis on peer-to-peer approaches, use findings to develop recruitment processes	1, 2, 4
Have the confidence and skills to address racism within our work environment	4
Develop simple-to-implement-and-understand models of working to pitch/discuss with people who are working in Local Authorities who are keen to work with lived experience	1, 2, 3
Develop a 'value of lived experience' package	2
Develop the next stage of our Anti-Racist vision, including how we might extend our influence	4
Review learning process and look at methods for gathering more concrete impact data	1, 2, 3, 4
Develop an Accessibility vision	1, 2, 3, 4
Secure at least one research funding bid in next learning cycle	1
Develop a pilot 'impact session' for project proposals	2, 3

Table 4: People's Voice Media Strategic Direction Plan (April 2025 to March 2026)

Development Areas

A key part of our approach to learning, impact measurement and evaluation has been to enable us to identify key development areas for our organisation and work that will enable us to achieve our strategic goals.

Table 5 identifies how we intend to put our learning into practice. It shows the concrete actions we plan to take over the next 12 months to enhance and how they connect to our strategic goals.

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Appendices

Supporting evidence and details

Appendix 1: Direction of Travel Maps – Plotted Insights

Strategic Goal 1: Plotted Insights

1. Our work with Curators of Change is cited in NHS research/advice on using co-production - (NHS South East Clinical Senate [2024] Putting people at the heart of service change)

2. "A part of my thesis focused on COVID and I'll be sure to reference to your great work in this!" - DRUK project participants

3. "I, personally, talk about it [Community Reporting] in my course – Methods in Social Sciences – and the students really like it as well. … We did a small experiment, and we did a small Community Reporting session during my lecture, and it worked well. … I also used the materials from your website, so it's very helpful that they could read more." - EUARENAS project partner, University of Gdańsk

4. "In Poland we have this positivist approach in social sciences for very long. Survey is the most popular method." The partner is trying to encourage her students towards more qualitative approaches and Community Reporting is a "step further" again. "It gives voice to the participants. … For older generations of Polish researchers this is a revolutionary idea." - EUARENAS project partner, University of Gdańsk

5. "These stories have incredible value" - Equality Trust's Poverty Project Conversation of Change attendee

6. "It takes these otherwise anecdotal conversations, and makes them much more meaningful, because they're not, if you will, just the experience of one individual person, they're kind of the joint experiences of people who are suffering from chronic pain" - CAPE project partner

7. "Longford Park/Trafford Council got their Lottery delivery grant after working with you guys on the Community Consultation bit" - Longford Park project partner

8. Updated reporting practices so that we can present the insights from our stories in different ways so that they are viewed in the same light as other forms of data and knowledge.

9. CAPE partners reflected, 12 months on, how the stories gathered enabled the research team to more effectively respond to the input of the patient partners on the research project, as well as allowing them to apply for ethical approval to conduct a thematic analysis on a subsection of the interviews, which they aim to publish and share with research and clinical community as well as the wider public.

10. Equality Trust are waiting ethics approval for a research project to provide qualitative data on the ethnicity wealth gap. Will train 10 reporters to gather 30 stories.

11. Community Reporting mentioned as a "catalyst for change" in written evidence to parliament from Equality Trust on the impact of inequality.

12. Delivered a panel talk at Marginalised People's Creative Responses to Justice Problems: The Arts and Public Audiences in Winchester to an audience of 30 people including academics
13. Delivered an Equitable Futures workshop at Engage Conference, Bristol to 40 people
14. 53 people attended our 2024 conference
15. We were invited to speak at a panel at a conference (MH-ALL, London) on the future of mental health research and how it can be made accessible. We shared about Community Reporting as a tool for this to 62 people.
16. "We have worked alongside PVM over the last seven years on a number of different projects. They are our go-to partner when we need to bring community reporting into the work, and we have always been inspired by the depth of knowledge and expertise they bring to the table when it comes to working alongside people with lived and living experience. Their ability to bring stories to the fore-front and enable people to truly listen to them and work with them provides a unique dynamic that helps to shift the way staff in the health and social sector view the people they support and often leads to a more open, transparent and co-productive way of working.
17. Although the final report was an internal document for Vision for Volunteering, it has helped us, internally, refine how we use Community Reporting as a research tool and a data source. It has helped us see more clearly how we can present Community Reporting results so that they are taken 'seriously' as evidence.
18. The stories from Stories for Change will be available to anyone researching Structural Inequalities and will act as a form of evidence.
19. TLAP Home Care Stories used lived experience stories of home care to inform the development of a resource to support the implementation of the Single Assessment Framework (SAF).
20. Positive reception of our Future Thinking work on EUARENAS, which utilised lived experience and participatory methodologies Community Reporting was used at various points in the project as a research tool and an evaluation tool - even being picked up by WPs that were not originally meant to be using it. Community Reporting was given a prominent position on the EUARENAS website, with stories being presented as parts of case studies.
21. "There's a real strength and getting a story, and everybody listening to the same story and hearing that person, and then, you know, coming together, and we all have the same kind of conclusions, if you like, yeah, that's very powerful." - Project partner on MacMillan/NHS project
22. Delivered Lived Experience and Research workshop to seven people as part of Not Another Co-Production

Strategic Goal 2: Plotted Insights

1. Trial new recruitment and engagement methods on our projects, with a renewed emphasis on peer-to-peer approaches
2. "In my opinion, Community Reporting is a very powerful tool in engaging with local communities and thus enabling the results to relevant influence policies." - Macmillan/NHS project participant
3. "We may implement this [Ripple Effect Mapping] into our evaluation for some of our classes and community groups." - Bristol Community Resilience Fund beneficiary
4. A Macmillan/NHS project participant said they planned to use Community Reporting "to listen and record what people would find helpful in encouraging engagement with cancer services."
5. Delivered a Conversation of Change event for Halton TLAP project to 14 people, looking at the co-production environment in the region.
6. Delivered an Equitable Futures workshop at Engage Conference, Bristol to 40 people
7. Delivered a summative learning session to 12 people from a variety of funders and government bodies as part of Vision for Volunteering
8. Delivered at Not Another Co-Production Year 3 Learning Festival attended by 48 people
9. Working on two separate projects with Bristol City Council incorporating participatory and peer research into their work
10. The Equipment Matter project offers a chance to collaborate with service providers, commissioners, and local authorities to better understand the needs of diverse equipment users and identify key areas for improvement.
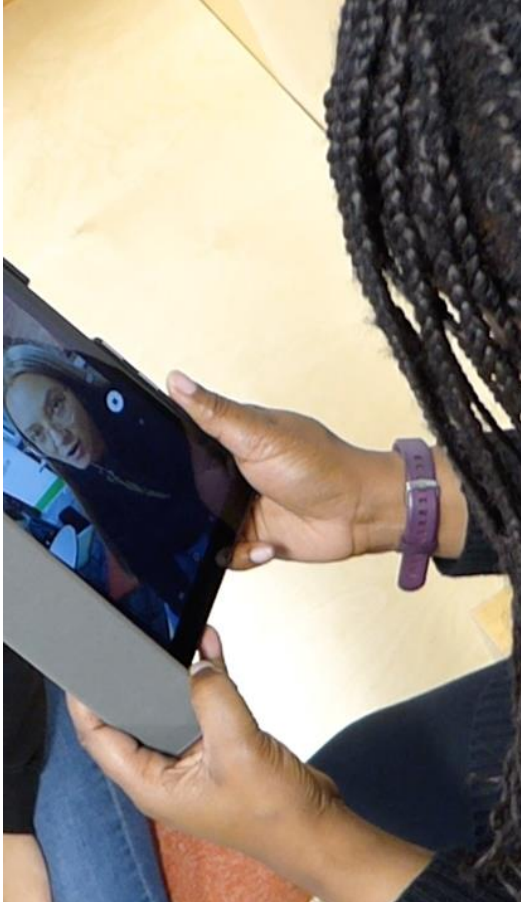
11. Since our involvement as a learning partner, Camerados reported that Ripple Effect Maps are being used by the movement on an individual and organisational level, and that the process gave space for people to reflect and celebrate their achievements since setting up the Public Living Rooms

12. We will be producing a guide on the value of lived experience and working with us so that institutions such as Local Authorities are better prepared for working with us, based on feedback from Bristol City Council and others

13. "Good to have the language to explore storytelling a little further and explain its uses/validity in a work setting. Tangible skills to take back to service & help to improve." - end-of-project feedback from Not Another Co-Production

14. "The social change that we have achieved from this project is a change in approach from the health care professionals involved. By prioritising listening to the lived experiences around cancer in these specific communities and having the time to learn the CR methodology with the time set aside to collect stories they have recognised what a useful tool it is and are keen to utilise it further." Project Manager feedback from Macmillan/NHS project

15. "Camerados will be using the content gathered to make improvements to how they support their movement, the stories will also be used to inspire and grow the community of Public Living Rooms that exists across the world." - Camerados Year 2, 6-month post-project catch-up

16. "Remunerating participants is a must in terms of valuing time, power dynamics and recognising expertise. However, this feels like a minefield. One of our participants was sanctioned and we were terrified we'd caused it by processing a bank transfer- at their request. We feel like there is some lobbying to be done. As co-production and lived experience gathers pace and recognition, there has to be easier and safer ways to recognise people's involvement." - Equality Trust Capacity Building 12-month post-project catch-up

Strategic Goal 3: Plotted Insights

1. Secured multi-year core funding for the Community Reporter Network to support policy and impact work
2. Secured legacy funding to deepen/widen the impact of key strands of work
3. "Trafford Youth Council have used the [policy recommendations] to look at how they run their campaigns in schools" - CONTINUE project partner
4. "We have secured some funding to do some Community Reporting and other research work with young people gathering their views on the future of the social contract, which is exciting" - Equality Trust capacity building training participant
5. "I keep hearing stories that they've been in community meetings and volunteer meetings and things like that in the city and have started talking about themselves and introducing themselves as, you know, 'I'm Trish and I'm a Community Reporter in Tile Hill'" - University of Warwick project partner
6. "In my opinion, Community Reporting is a very powerful tool in engaging with local communities and thus enabling the results to relevant influence policies." - MacMillan/NHS project participants
7. Community Reporting mentioned as a "catalyst for change" in written evidence to parliament from Equality Trust on the impact of inequality, written to inform policy
8. Listed as a contributor in the final report for *Bylines Cymru*'s Redesigning Citizen Journalism project, with Community Reporting mentioned as a methodology that is a two-way sharing of stories, which can be "important in rebalancing power dynamics".
9. EESC TEN/772 Own-Initiative Opinion - "Co-creation of services of general interest as a contribution to a more participative democracy in the EU" - was almost unanimously adopted by the General Assembly of the European Economic and Social Committee, heavily influenced by CoSIE
10. Delivered a Conversation of Change event for Halton TLAP project to 14 people, looking at the co-production environment in the region.
11. Delivered a Conversation of Change event for the Black Country project to 11 people, looking at building community-led intelligence to inform strategic decision-making. People explored the findings from the stories and identified practical ways in which the learning can be put into practice and shared within the system
12. Delivered GM Systems Leadership workshops - an introductory online Community Reporter training programme for professionals working in system change in Greater Manchester. Each workshop was attended by 21-27 people

13. Disability Rights UK project report submitted as evidence in the COVID inquiry
14. Equipment Matters project set up to work towards informing policy and commissioning processes to create more responsive and equitable systems for all and shift the narrative around equipment provision.
15. Developed a future thinking/foresight model using lived experience and participatory practices to create a vision of the 'city of the future' in which participatory democracy is the norm
16. "There's a real strength and getting a story, and everybody listening to the same story and hearing that person, and then, you know, coming together, and we all have the same kind of conclusions, if you like, yeah, that's very powerful." - MacMillan/NHS project partner
17. Camerados are using the findings from our learning partner work to influence their own policies and practices
18. As an output of Equality Trust's Reconstructing the Social Contract project, the young people participating co-signed a letter to Lisa Nandy about the National Youth Strategy and shared the film to support their views. The findings will also be used in responses to government calls to evidence.
19. TLAP worked with a Community Reporter (a lived experience expert) to help him share his story and put it on the website. He's since been sharing this story at a range of influencing events. TLAP made him some QR codes for putting on slides and sharing with people so they could watch the story, and it has been useful.
20. "This is still work in progress, but the video that was developed is publicly available on the CAPE website and our YouTube channel. By sharing the video publicly, we anticipate to change public understanding, perception and knowledge on the impact of chronic pain on daily live. To assess this impact, we ask people who have watched the video to complete a short video on their perspectives around chronic pain and how they might have changed by watching the video. Similarly, during upcoming conference presentations, we will share the video with the wider research and clinical community to identify changes in their perception. Lastly, we are exploring opportunity to include the video in training materials being developed by NHS Education for Scotland aimed at clinicians supporting adults with chronic pain." - CAPE project partner in 12-month post-project catch-up
21. Esmee-funded policy work has started, with more planned for Year 2
22. Development of curation tools for Community Reporter website is underway.

Strategic Goal 4: Plotted Insights

1. Included a regular slot to update on our anti-racism work in TLDs and TWDs
2. Developed a growing bank of stories that platform the experiences of global majority communities
3. Delivered a bespoke Community Reporter project on anti-racism in co-production in 2024
4. 53 attendees at our 2024 hackathon on enhancing inclusiveness and anti-racism in Community Reporting
5. 54 attendees at our 2023 conference on equitable futures
6. "It was an excellent day of conversations within a brave space" - 2023 conference attendee
7. "I am embracing and passing on this language and culture." - Future of the CRN Workshop attendee
8. "I knew that we would be able to capture voices of people who might not get heard otherwise. And that was a big part of it because I knew how seriously People's Voice Media took that" - DRUK project partner
9. "I know we wouldn't have been able to achieve that [level of diversity] without involving People's Voice Media." - CAPE project partner
10. "[Participants] recognised that [they weren't] fully representative of the community, so [there are] moves to spread the model more widely through the train-the-trainer work" - University of Warwick project partner
11. "Please extend my gratitude to all involved in this project and the work involved to get so many different voices to highlight the ongoing challenges people continue to experience" - DRUK project participant

12. "Engaging with lived experiences, particularly when addressing racism and systemic barriers, demands sensitivity, active listening, and a commitment to meaningful change. This study reflects the expertise and dedication Isaac Samuels and Samantha-Jane Ofoegbu brought to creating a space where people feel heard, valued, and able to contribute fully." - feedback on Anti-Racism in Co-Production report

13. "Your work has genuinely shifted my perspective, and I'm incredibly grateful for the impact it has had on my understanding of anti-racism and co-production." - feedback on Anti-Racism in Co-Production report

14. "Your work is an inspiring example of how storytelling and media can drive important conversations and real action. Co-production is such a valuable opportunity to ensure that authentic voices are heard and that the right changes are made. I hope we can continue pushing these discussions forward so that anti-racism remains at the forefront of our collective efforts." - feedback on Anti-Racism in Co-Production report

15. Gathered 18 stories on the Stories for Change project, addressing structural inequalities - including racism.

16. Delivered a panel talk at Marginalised People's Creative Responses to Justice Problems: The Arts and Public Audiences in Winchester to an audience of 30 people including academics

17. Delivered anti-racism sense-making workshop to eight people as part of Anti-Racism in Co-Production project, ensuring the stories are analysed by people from Global Majority communities

18. "The conversations within the co-production interviews have got me thinking about how we as an organisation (but also wider health, care, housing, education systems) can work better with people (the 4.2%) from global majority (in Lincolnshire's case minority ethnic backgrounds). I've just expressed interest to be involved in the Community Reporter training which I believe you at People's Voices Media are delivering over the coming months." - feedback from wellbeing charity on Anti-Racism in Co-Production report

19. Purposeful sampling was used to ensure Global Majority voice in the Equipment Matters project

20. Purposeful sampling was used to ensure Global Majority voice in the Equipment Matters project

21. "What I'm taking away is, I suppose. A continued kind of passion and ambition to do, to do things, to make change. Like, I mean, I'm always like that. I always want to see change happening and I'm always like, lacking the number of hours in the day to actually do it. So, I guess for me, it's like literally carving out time to make sure it's a focus is a way to ensure that, like I can continually push for us to do better. But. You know, like recognising the importance of challenging the wider system organisation as well." - project partner on Anti-Racism in Co-Production project

22. "The project in its approach was actively anti-racist. The approach was to give a space for people to share their experiences of the immigration service and the culture of the hostile environment." - Project Manager feedback on HOME?

23. "As an organisation, we were actively anti-racist in carrying out this work and we called out issues around diversity and inclusion as they arose. The project highlighted a lack of diversity in the volunteering sector, and we have recommended that this is something the Vision team should look at in their future work" - Project Manager feedback on Vision for Volunteering

24. "With Stories for Change, our anti-racist values were shared by the Equality Trust and were embedded in everything on the project. They ensured the stories were gathered from a wide diversity of people - Project Manager feedback

25. "During EUARENAS, we pressed for diversity across the project and, at several points, questioned how diversity was being ensured." - Project Manager feedback

Appendix 2: Projects worked on in 2024/25

Project Title	Description	Partners/Funder	Location	Duration
Anti-Racism in Co-Production	A story gathering and curation project designed to document the lived experiences of racialised individuals involved in co-production and make recommendations for change.	Co-Production Collective	UK-wide	4 months
Black Country Community Reporting Project	A story gathering and curation project designed to build capacity, gather qualitative insights to inform research projects, and build community-led intelligence to inform strategic decision-making.	Research Engagement Network Development (REND), Black Country Integrated Care System (ICS), the Voluntary, Community and Social Enterprise (VCSE) network and Wolverhampton Voluntary and Community Action (WCVA)	Black Country	1 year
Bristol Community Reporting Project	A Community Reporting project designed to train Bristol residents and Bristol City Council workers to use Community Reporting to capture and curate lived experiences of social action work in the city.	Bristol City Council	Bristol	6 months
Bristol CRF Evaluation	Overall design and delivery of a participatory, qualitative impact evaluation for Bristol Community Resilience Fund, utilising Community Reporting and Ripple Effect Mapping.	Bristol City Council	Bristol	18 months
Bronte Youth & Community Centre	To develop capacity within the Bronte Youth & Community Centre to use Community Reporting as a tool for engagement, insight, and evaluation and for enabling community voices – particularly those belonging to young people – to interact with the Bronte.	Bronte Youth & Community Centre	Liverpool	6 months

Project Title	Description	Partners/Funder	Location	Duration
Camerados Learning Partner Year 3	Learning partner work to support a social movement to use the lived experiences of its members to inform the direction and development of the movement.	Camerados	UK-wide	1 year
Elsecar – Barnsley Museums	Training volunteers as Community Reporters for Barnsley Museums so that they can use storytelling as an evaluation tool in a project celebrating the history of Elsecar	Heritage Lottery Fund, Barnsley Museums	Barnsley	3 months
Equality Trust SED	Project to design and deliver a proof-of-concept Community Reporter training programme to support the social economic duty work of The Equality Trust in Birmingham.	The Equality Trust	Birmingham	5 months
Equality Trust Train the Trainer	Bespoke training for members of The Equality Trust's team so that they can deliver Community Reporter training.	The Equality Trust	Birmingham	2 months
Equipment Matters	Story gathering project designed to gather and curate the experiences of people who use equipment and to present them in a thematic film at a learning event.	Local Government Association	UK-wide	6 months

Project Title	Description	Partners/Funder	Location	Duration
Esmée Fairbairn work	Core funding to enable the strategic scaling of the Community Reporter network, focusing on working with the lived experiences of marginalised communities to inform and influence services and policy.	Core, Esmée Fairbairn Foundation	UK-wide	3 years
EUARENAS	Horizon 2020 funded project that explores cities as arenas of political innovation in the strengthening of deliberative and participatory democracy.	Horizon 2020, University of Eastern Finland, LUISS, SWPS, CRN, University of Gdańsk, Development Centre of Võru County, Eutropian, City of Gdańsk, Municipality of Reggio Emilia	Pan-European	3 years
GM Systems Leadership	Delivery of an introductory online Community Reporting training programme as a CPD activity for professionals working in system change in Greater Manchester.	MACC	Greater Manchester	3 months
Halton TLAP	A project delivering Community Reporter training in Halton to better understand the co-production environment there, with focus on the lived experience of autistic people and those with learning disabilities.	TLAP and Halton Borough Council	Halton	3 months
Home Care Stories TLAP	Capture and curate the experience and insights of older people who receive Care Quality Commission (CQC) registered home care services.	TLAP	England	9 months

Project Title	Description	Partners/Funder	Location	Duration
HOME?	Heritage Lottery funded project which focuses on exploring the recent lived experiences of migrants in Northern England via stories and archive research.	Heritage Lottery Fund, Global Link Development Education Centre, Lancaster, Refugee Women Connect, Liverpool Leeds Asylum Seekers' Support Network Leeds The No Accommodation Network (NACCOM) Northumbria Methodist Asylum Project ("MAP") Middlesbrough The Dragons Voice, Manchester	Lancaster, Liverpool, Manchester, Middlesbrough, Leeds	2 years
HOUSE	Our role in this project is to carry out story gathering and curation activities in 6 service areas operated by local housing providers. We are gathering lived experience stories of people with experience of homelessness to determine Most Significant Change and feed that back to the overall evaluation.	Manchester Metropolitan University (PERU)	UK-wide	2.5 years
Lincolnshire Community Reporting Project	To develop capacity of the Lincolnshire health, care and wellbeing workforce to sustainably use Community Reporting as a tool for insight gathering and co-production to support the ongoing improvement of services and relationships in the area, including the development of an 'insight engine'.	Lincolnshire Community Health Services Trust	Lincolnshire	1 year

Project Title	Description	Partners/Funder	Location	Duration
Macmillan Community Engagement	To train health workers and volunteers in how to use Community Reporting to capture the patient voice to help improve access to cancer services and other health services to local people, specifically the South Asian and Roma/Traveller communities.	Macmillan and NHS	Worcestershire and Hereford	7 months
Not Another Co-Production	We will bring local people together by delivering 72 Community Reporters' sessions across 36 organisations over 3 years. We will hold conversations with 360 local people and train them and the organisations we are working with to become Community Reporters to better understand people's lives in relation to their local community and the existing services delivered by our local partners, through communities of practice. We will invite 36 organisations to join the wider Community Reporter network.	Ideas Alliance and Creators of Change	England	3 years
Stories for Change	Story gathering project, gathering professional quality lived experience stories of inequality and create a series of branded clips and full stories for media release.	Structural Inequalities Alliance	Derby, Barrow-in-Furness, and London	3 months
Vision for Volunteering	Acting as a learning and evaluation partner for Vision for Volunteering, following an iterative learning structure to make sense of the complex environment in which the project is operating and trying to create change.	Vision for Volunteering, NCVO, Sport England, NAVCA, AVM, DCMS	UK-wide	1 year
Wigan Ripple Effect Mapping	Support individuals, groups/project and/or organisations in Wigan to use Ripple Effect Mapping to demonstrate the impact of their work.	Grassroots and third sector organisations in Wigan	Wigan	6 months

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