



# Eight Building Blocks for the Warm Welcome Champions Programme

These eight building blocks have been co-developed to form a framework for the Warm Welcome Champions Programme, to develop inclusive and sustainable community spaces. By investing in people, infrastructure and partnerships and impact, Warm Welcome Spaces can continue to offer warmth, dignity and connection to their communities. We want to support community spaces across the UK, to both learn from and give back to the wider Warm Welcome Spaces network. This will help Spaces to progress their ways of working and be the best Spaces they can be.

## 1. Community Leadership and Partnerships

Warm Welcome Spaces play an essential role in their communities and make valuable contributions to local networks and public health priorities. We will explore the following:

- Building relationships with decision makers, including MPs and Local Authorities
- Demonstrating the value of community spaces in local networks
- Connecting with local Warm Welcome Spaces and partners
- Engaging corporate supporters, local stakeholders and VCSE (Voluntary, Community and Social Enterprise) networks
- Understanding how new and varied partnerships can support your space

## 2. Community Offer

Warm Welcome Spaces provide more than warmth; guests stay for the welcome and feeling valued; We will focus on:

- Warm Welcome Spaces range of activities and events which respond to guest's needs - how to retain and build on what works well
- Considering how to expand community spaces offers to better meet people's wishes
- Providing practical help and linking in with local partners to provide advice, for example, benefits, debt management and fuel bills support
- Conducting an 'organisation health check' - do you have the correct policies and procedures in place, for example, safeguarding, risk management and food hygiene

## 3. Inclusion

Using our new Warm Welcome Inclusion Toolkit and learning from the Belonging Fellowship's research, we will explore:

- Increasing your reach and offer to diverse community groups
- Challenging stigma, identifying and reducing barriers to engage with your Space
- How to develop your volunteer services with inclusion and representation in mind



## 4. Communications

Effective communication increases visibility and strengthens community engagement. We will explore:

- Developing a Communications strategy: what to consider and how this can help
- Thoughtful use of communication channels, including national and local press, social media and website pages
- Use of Warm Welcome logo and branding in your Space
- Challenging stigma through storytelling, comms ethics and positive messaging
- What makes a 'good story' - collecting stories, photos/images, videos
- Engaging in national movements such as Warm Welcome Week, Volunteers Week

## 5. Fundraising

Building financial resilience and unlocking new funding opportunities. This will focus on:

- Developing Space's fundraising strategy or income diversification plan
- Accessing grant opportunities and funding support
- Sharing the Space story to amplify impact and encourage support
- Using tools and partnerships to unlock corporate support
- Increasing confidence in long-term sustainability

## 6. Staff and Volunteer Recruitment and Retention

The backbone of Warm Welcome Spaces is their team. This building block ensures staff and volunteer teams feel supported, valued and equipped. This includes:

- What helps to recruit and retain the motivation for your volunteers and staff - including role descriptions, induction and ongoing support and training
- Celebration, recognition and accreditation of the team
- Supportive culture that encourages long-term engagement and commitment
- Ensuring volunteers and staff are trained to meet diverse needs
- Pathway for guests to become volunteers

## 7. Physical Infrastructure

A safe, warm, and sustainable building is essential. This block includes:

- Improving energy efficiency and reducing costs
- Maintaining and upgrading facilities, including accessibility requirements
- Ensuring buildings are warm, accessible and welcoming
- Embedding sustainability practices to reduce costs and environmental impact



## 8. Measuring Impact

Understanding and demonstrating the impact of Warm Welcome Spaces increases opportunities to learn, credibility and funding opportunities. We will explore:

- Different approaches to demonstrate the impact of your space
- Using varied ethical approaches to capture outcomes
- What do we mean by 'measuring social value'
- Collating data and feedback from stakeholders, guests and volunteers
- How to report and communicate outcomes clearly and meaningfully
- Using these learnings to refine your community offer