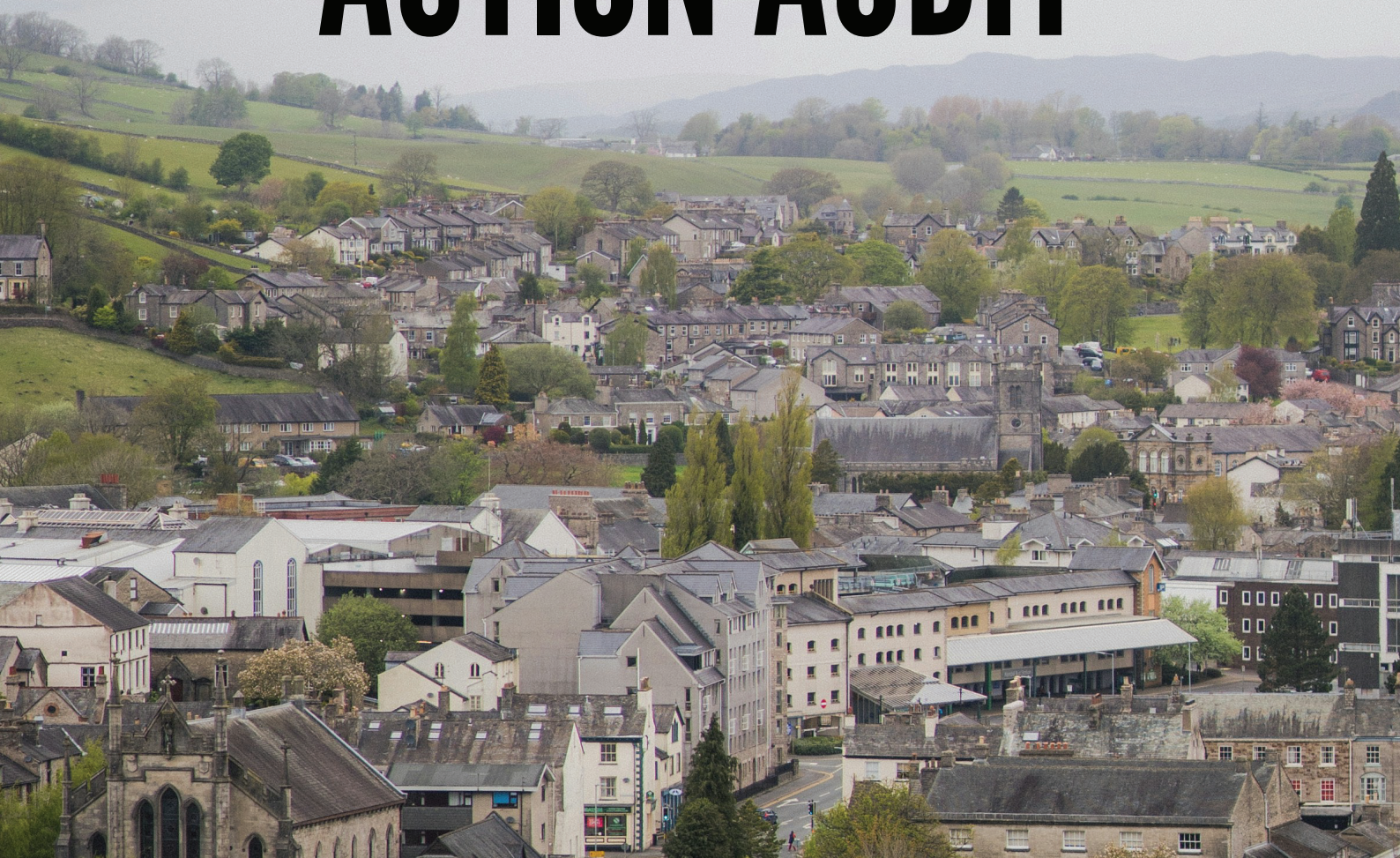




Westmorland  
& Furness  
Council

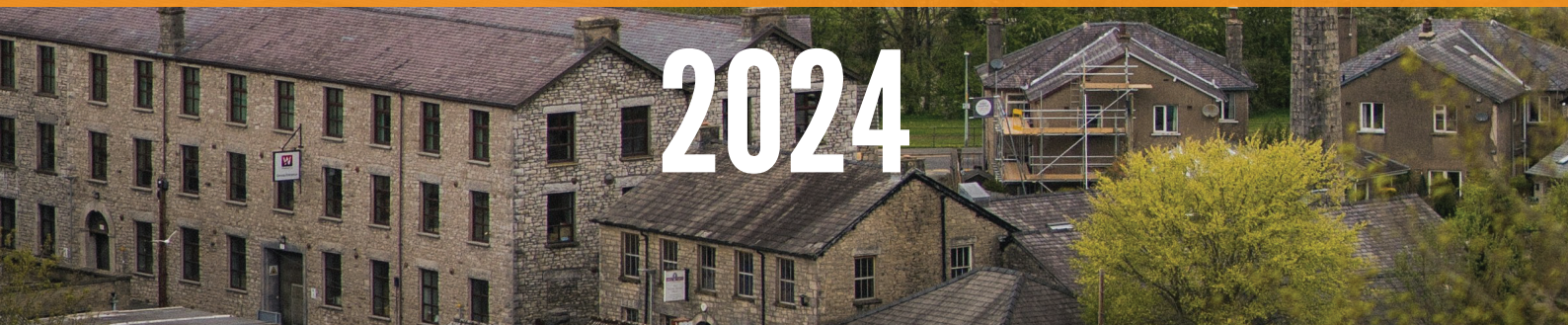


# CINNAMON SOCIAL ACTION AUDIT



Serving the people of  
Westmorland & Furness

2024



# INTRODUCTION



I'm delighted to introduce this Cinnamon Social Action Audit. This Audit provides evidence for both the social impact and the economic value of the great work faith groups are doing in communities across Westmorland and Furness.

Cinnamon Network hopes that the evidence provided in this report will inspire a greater confidence in faith-based social action as a force for good in our society.

As Christians, we hope that this renewed confidence will help local faith groups to start fresh conversations and form new partnerships with Local Authorities, the Police and other agencies, for the benefit of those in greatest need in their communities.

**Amanda Bindon**  
CEO, Cinnamon Network



# SUMMARY



## The value that faith groups bring

In Westmorland and Furness we counted 488 activities, 33109 beneficiaries in 2024, 2091 volunteers and over £1,674,788 of financial value being provided by faith groups in the area. As our communities evolve in the wake of COVID-19 and amidst the rising fuel and living costs, it's encouraging to see groups of committed and faith-driven individuals responding. When we first conducted the Cinnamon Social Action Audit in 2016, we discovered that faith groups across the UK give more than £3 billion worth of time and resources annually to support those most in need through social action activities.

Local churches and other faith groups are involved in a wide range of activities including: working with families, providing debt advice, coaching people back into work, offering emergency food parcels and providing a safe place to belong and build friendships.

488

Total Number of  
Activities

33109

Total Number of  
Beneficiaries in 2024

103

Total Number of  
Respondents

174

Total Number of  
Paid Staff

18283

Total Paid Staff  
Hours Per Year

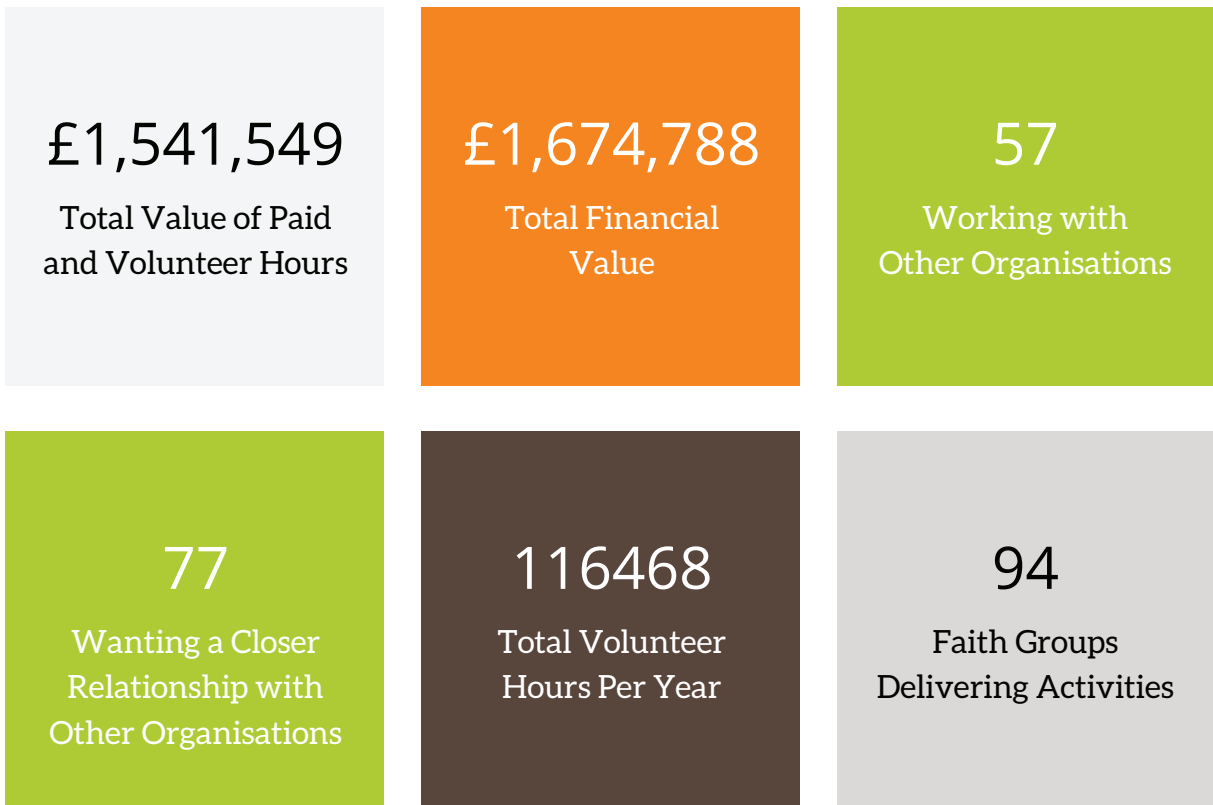
2091

Total Number of  
Volunteers



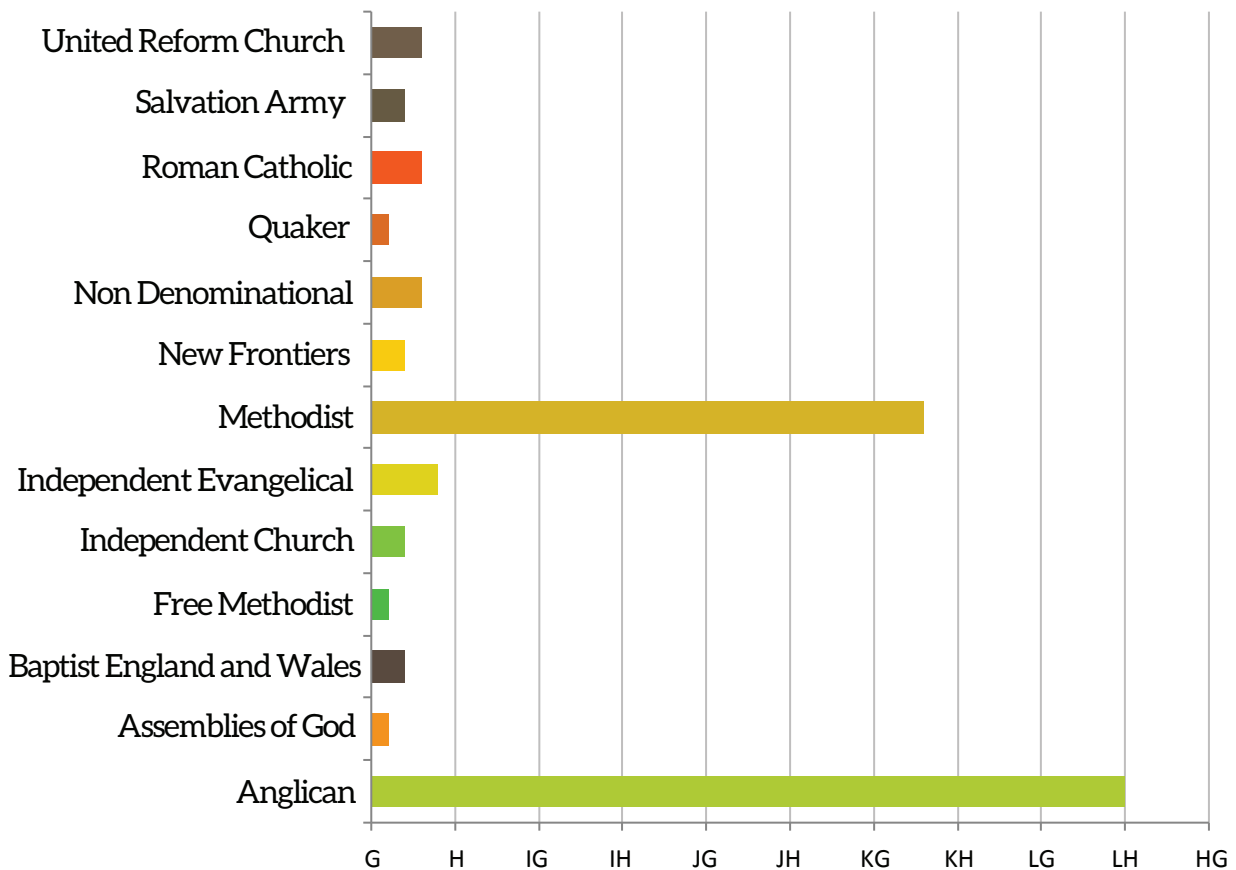
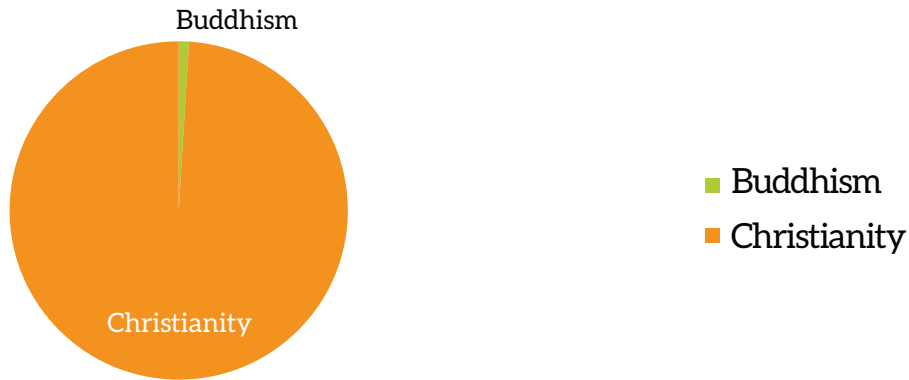
Faith groups are uniquely positioned to support those in most need on multiple levels and the Cinnamon Network believes that they should be celebrated and encouraged.

To reveal a picture of the current level of commitment of local churches and other faith groups, Cinnamon Network undertook a comprehensive survey of local faith-based social action in Westmorland and Furness. 57 'Local Coordinator' volunteers invited the faith groups in their area to take part in the Cinnamon Social Action Audit. This report showcases the results.



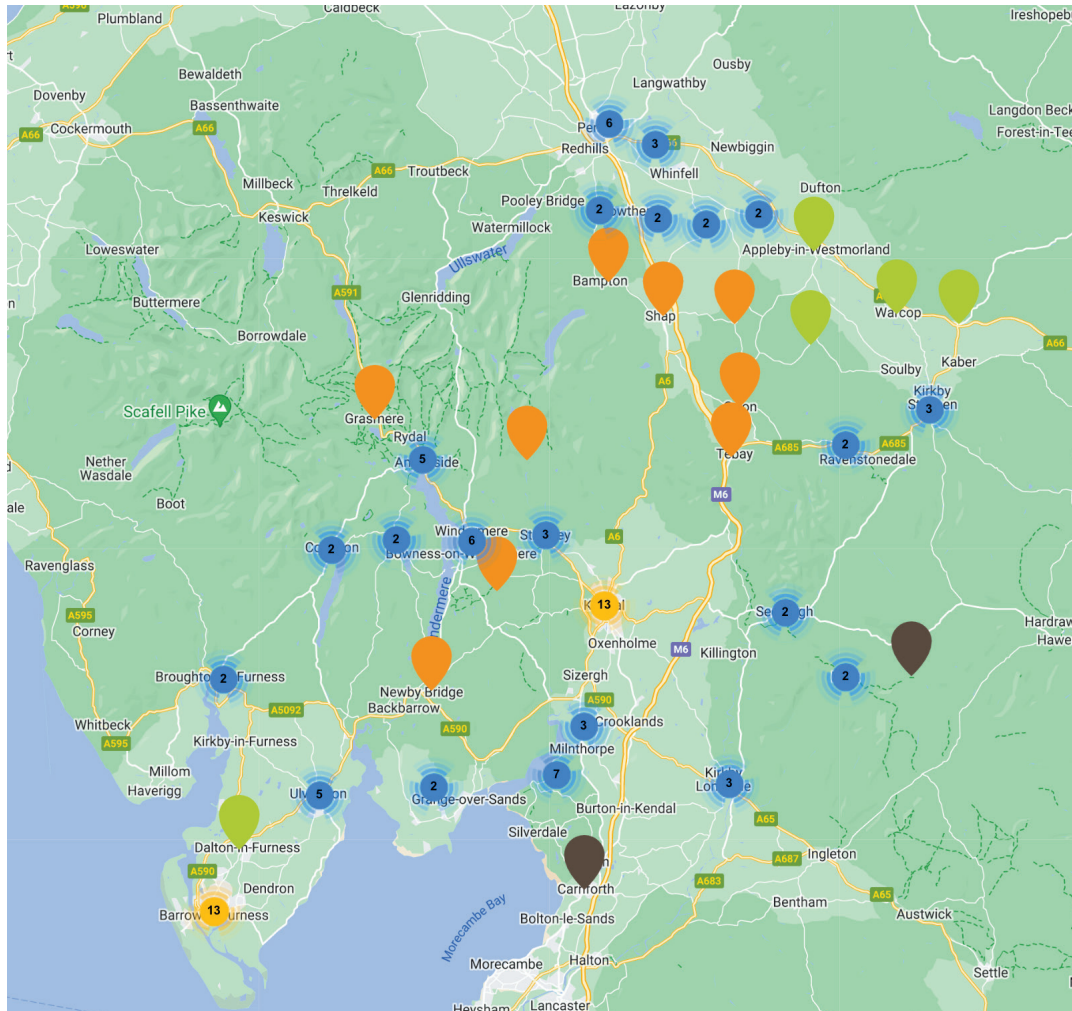
# WHO RESPONDED

## Spread of Faiths



# WHERE IS THE ACTIVITY?

Geographical locations of faith communities.



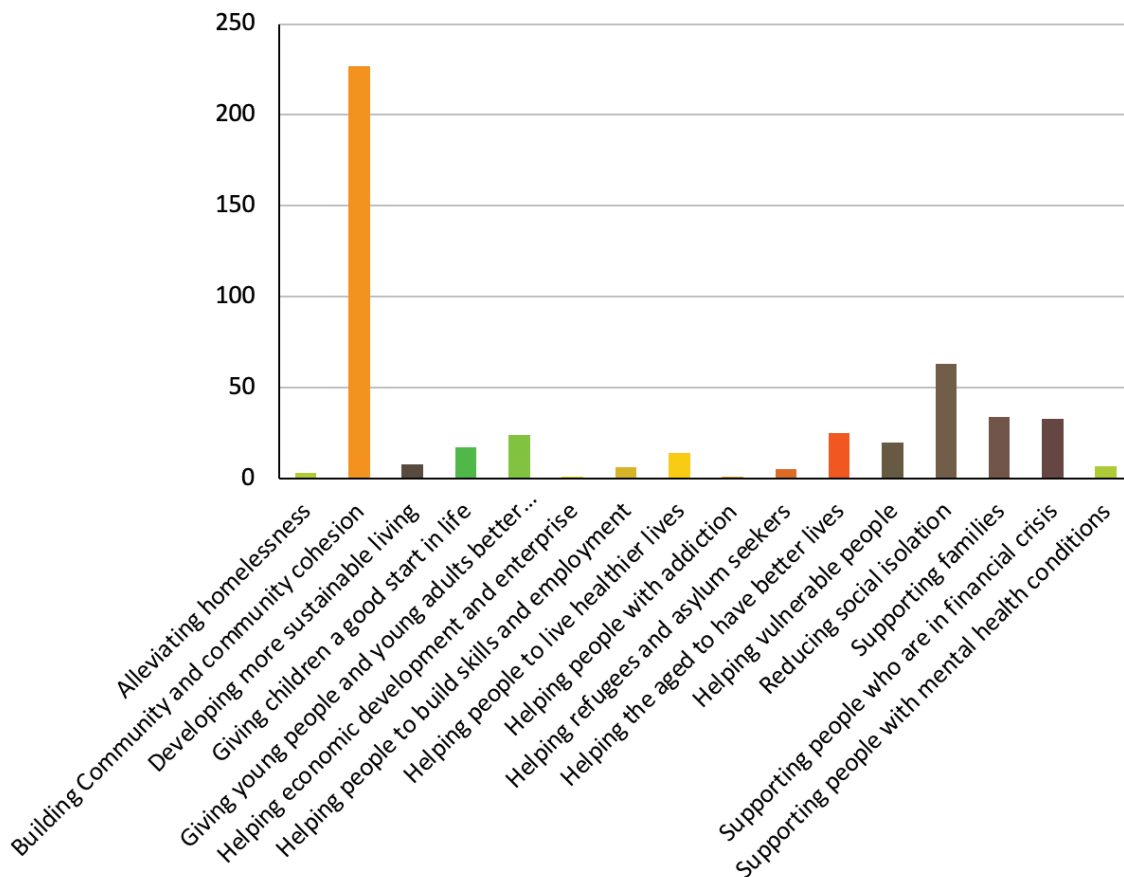
Communities from Alston to Barrow and everything in between was able to be represented in the audit. This included very rural locations as well as populated towns and tourist hotspots.



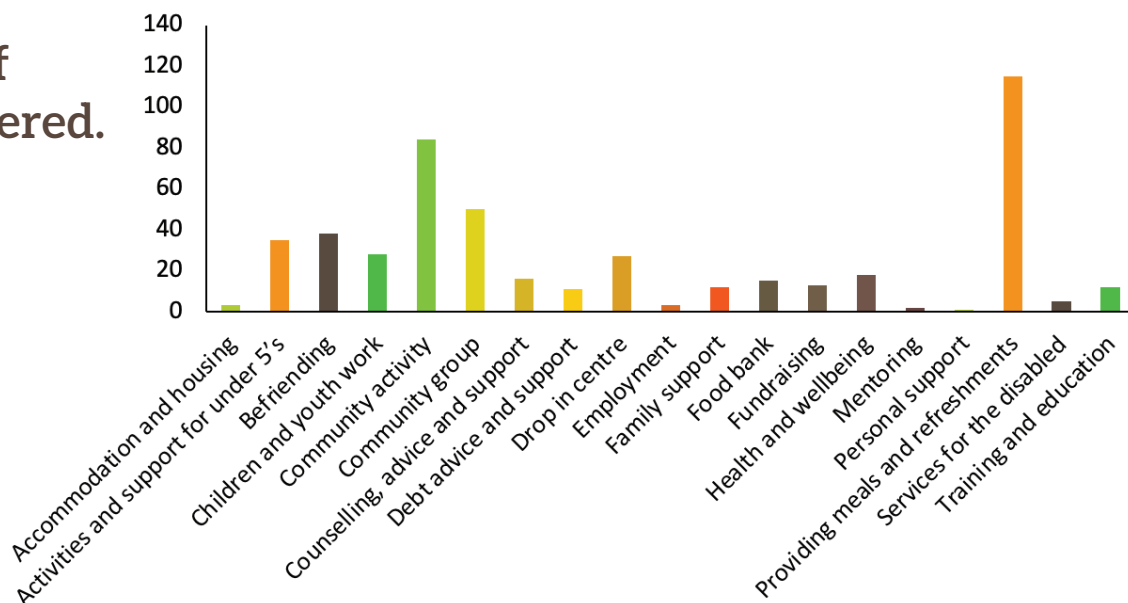
# NEEDS BEING MET.



Needs addressed.



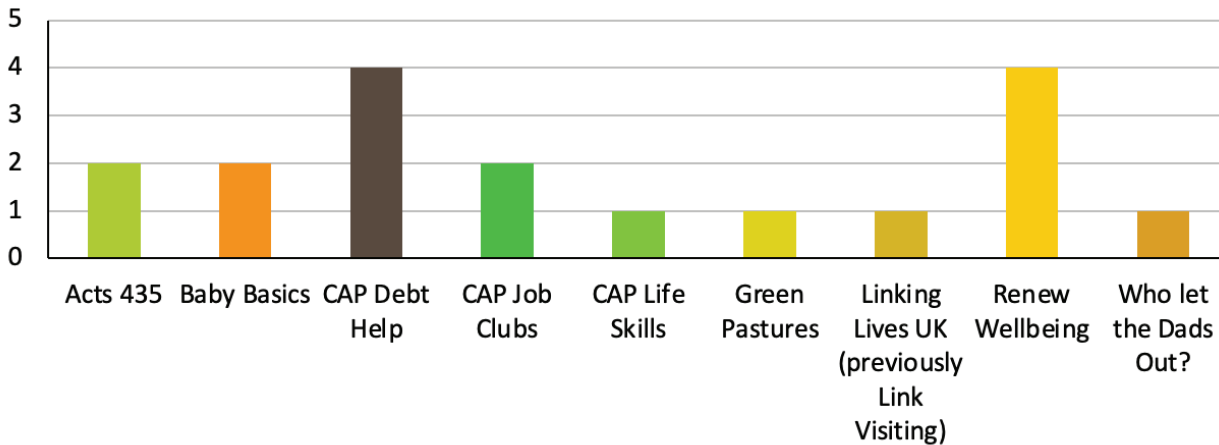
Types of Activity offered.



Westmorland & Furness Council



## Cinnamon Network Activities

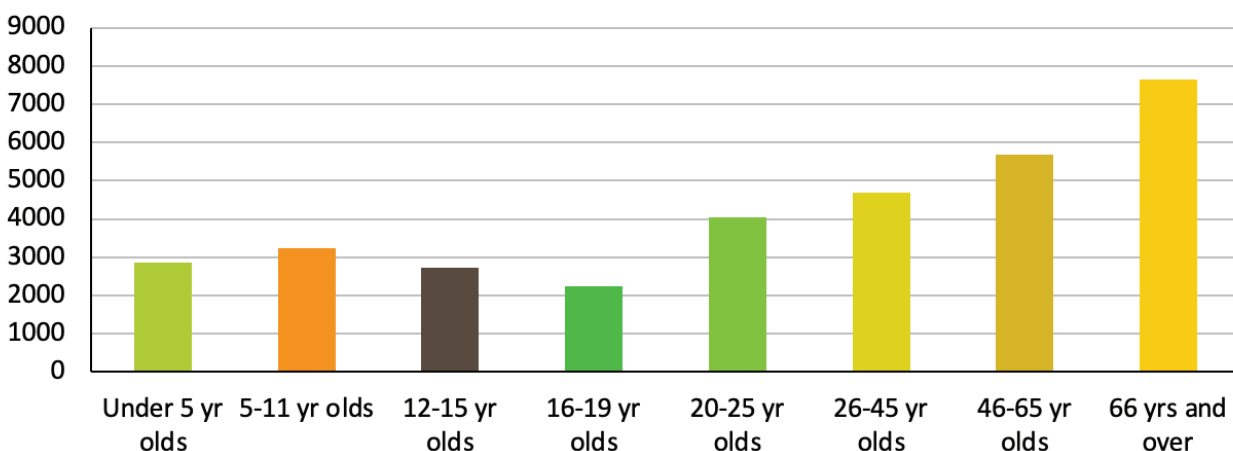


# THE BENEFICIARIES

The results of the Cinnamon Social Action Audit show that local churches and other faith groups in the area work with a vast cross-section of beneficiaries.

Rather than being focussed on one particular age group or gender, faith-driven volunteers and paid staff are actively working with people of all ages and with men and women in almost equal measure. This confounds the stereotypical image of a church engaging mostly women and children through a few coffee mornings and parent and toddler groups. It also shines a light on the true breadth, value and impact that local churches and faith groups have on sections of the community.

## Ages of people supported in the community





# FOODBANK

The Upper Eden Food Bank (UEFB) has been running since 2013. The foodbank is based at Appleby Sands Methodist Church which supplies food parcels to people finding themselves in financial difficulty and covers the area from Bowes to Penrith, and Tebay to Culgaith. UEFB is contactable 24/7 through their website and through the mobile phone contact with volunteers making up a rota system to ensure referrals can be made on the day. UEFB has a team of 40 volunteers who are engaged with a variety of responsibilities to meet the demand of clients.

UEFB is reliant upon donations that come from local churches, organisations and individuals throughout the area. Many chapels and schools are very generous, particularly at Harvest Festivals and Christmas. The local Co-op supermarkets have been long term supporters of the Food Bank, and more recently The Spar shops in Kirkby Stephen have placed donation boxes in their stores.

UEFB continues to receive referrals from welfare organisations, ranging from health services, housing providers, social services, also schools and the Citizens Advice Bureau amongst others. So far in the last year UEFB has helped over 700 people in distributing food parcels across the local community!

UEFB do more than just providing food parcels to the local community, they also provide;

- Nappies & supplies for families with babies/ Children's packs for older children
- Toiletries bags for families
- Logs/coal/electricity for heating through a voucher system
- Christmas hampers to 86 recipients, supported by donations and grow local, who receive a meat pack, vegetables and a presentation box of fruit
- Age-appropriate presents to all children and Christian books and colouring materials, and this year also a warm coat (new) for all children.
- UEFB support Toast Club at Appleby Primary School which helps feed the schools children each morning.
- UEFB are writing a cookbook, using the ingredients available and provide slow cookers on request.

UEFB operate in a specific local context, with transport poverty and are always careful with the deliveries /collections which are done through a number of local drop off collection points



# IMPACT



In Westmorland and Furness the Cinnamon Social Action Audit found that each church or faith group was delivering on average, per year:

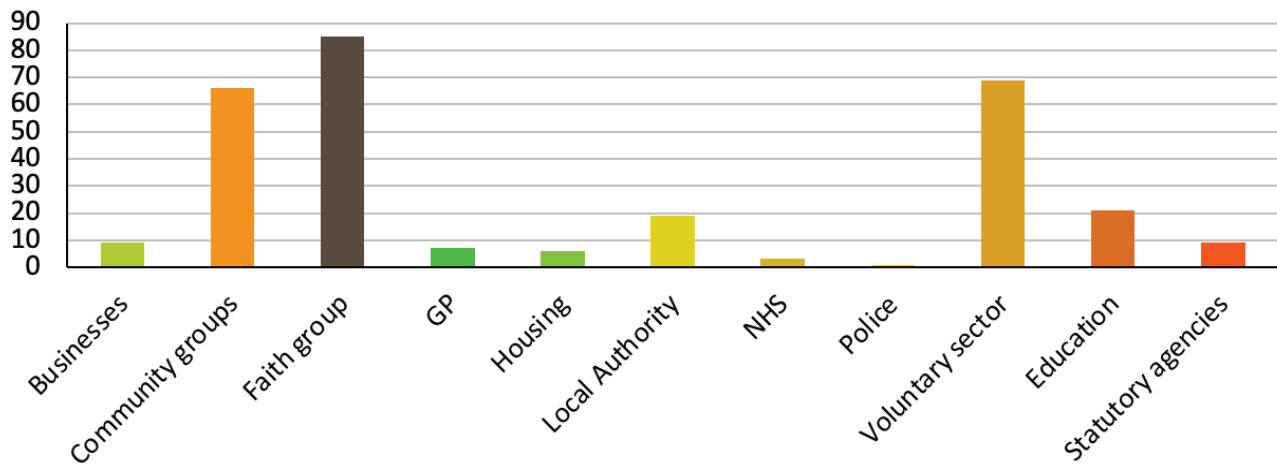
- 5 social action activities
- Support for 67 beneficiaries
- 1.2 paid staff
- 4.5 volunteers
- 132.4 paid staff hours
- 255.4 volunteer hours
- £4,554 worth of support (paid staff hours, plus volunteer hours calculated using the National Living Wage of £11.44 and a small supplement for management time).

This demonstrates what an invaluable resource for the local community churches and faith groups. It's worth noting that the financial value is really only a slice of the true value of these social action activities. [DL1] Our data was based only on the time that volunteers and paid staff give in the direct preparation and delivery of social action activities. If it was to include the in-kind value of buildings and other resources used, the figure would be much higher. Similarly, the survey did not capture all the knock-on savings that the social action activities make for Local Authorities, the Police and other agencies in terms of demand reduction.

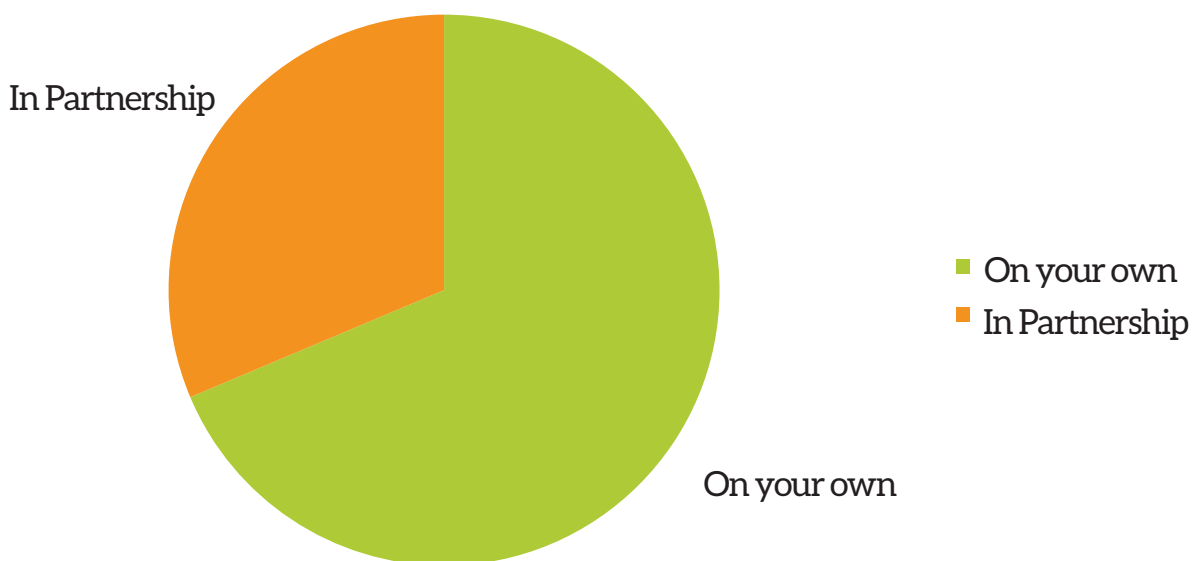
# PARTNERSHIPS

The Cinnamon Social Action Audit found that many faith groups were already developing partnerships with the Local Authority, Police and other agencies. However, more could be done to build on these and work with greater collaboration.

## Working in partnership with



## Who runs the activities?



# CONCLUSION

The Cinnamon Social Action Audit was undertaken to map the scope of faith-based social action in Westmorland and Furness. It aimed to capture the broad range of social action being delivered by faith communities. It demonstrates that local churches and other faith groups are a significant provider of services and support to the local community.

We hope that from here, local churches and other faith groups will grow in confidence and capacity in their role at the heart of the community. As we move forward, we'd like to see faith groups externally recognised and resourced as part of the overall picture of provision. Faith groups and churches have a key role to play alongside Local Authorities, the Police and other agencies in both service delivery and strategic input.

## RECOMMENDATIONS



### Conducting the audit

A very high level of participation in the audit was achieved. This resulted in the generation of a good overall picture of faith based social action in Westmorland and Furness which indicates that activity is concentrated in areas of greatest need. A more complete picture of activities in Westmorland and Furness might have been achieved if the timing of the audit had not coincided with denominational reporting and if CTiC had stronger relationships with faith groups across the area.

**Recommendation:** CTiC should develop relationships with faith groups in the Westmorland and Furness area that were unable to contribute to the audit.

### Duplication and gaps

The audit did not identify any significant areas of duplication. The audit results support the general assumption that more might be done by faith groups to meet the range of needs across Westmorland and Furness. The audit provides indications of the types of activity that are most effective and which have the greatest potential to attract additional resource.

**Recommendation:** CTiC should work with faith groups in Westmorland and Furness to identify areas where activities with a proven track record can be developed.

# RECOMMENDATIONS



## Opportunities for partnership

The audit indicates that a significant number of activities are conducted in partnership. It also indicated a very strong desire for further partnerships. The range of further partnerships sought was varied and dependent on the nature of the activity.

**Recommendation:** CTiC should facilitate the development of further partnerships between faith groups, government and third sector organisations.

# FUNDING

This Cinnamon Social Action Audit was funded by Westmorland and Furness Council and Churches Together in Cumbria.