

# Report

Report to:	<b>Community Wealth Building Commission</b>
Date of Meeting:	<b>11 June 2024</b>
Report by:	<b>Steven Sweeney (Chief Executive), VASLan</b>

Subject:	<b>Keep The Beat Alive</b>
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## 1. Purpose of Report

1.1. The purpose of the report is to: -

- ◆ provide the Commission with an update on 'Keep The Beat Alive' a campaign co-produced by over 100 local third sector organisations

## 2. Recommendation(s)

2.1. The Commission is asked to approve the following recommendation(s): -

- (1) that the content of the report be noted; and
- (2) that the Commission notes the asks being made of Partners locally through the Community Planning Partnership, set out in section 5 below.

## 3. Background

3.1. Since 23 March 2020 and the first pandemic lockdown, there have been 184 Third Sector organisations in South Lanarkshire who have ceased to exist. Alongside the costs crisis, and the ongoing challenges faced by all sectors and industries, the ability for the Third Sector in South Lanarkshire to not only survive, but thrive, has become a real collective priority amongst local organisations.

3.2. One of VASLan's 4 core functions is to facilitate the range of voices from across the Sector. It is clear within our membership that it is felt, especially nationally, that policy shapers and decision makers do not appreciate the value and impact the third sector delivers. So, from a Team South Lanarkshire position, we set out to be bold, brave, and unapologetic, and aim to influence change.

3.3. In November 2023, VASLan started to co-produce a campaign alongside over 100 local Third Sector organisations. The aim of the campaign is to influence local, but especially national, policy shapers and decision makers on the value and impact of volunteers, community organisations, charities, and social enterprises in South Lanarkshire.

## 4. Keep The Beat Alive

4.1. The campaign website can be found here: [Keep The Beat Alive - South Lanarkshire - Keep The Beat Alive](#)

4.2. An explainer animation of the campaign can be found here: [Introducing Keep The Beat Alive \(youtube.com\)](#)

- 4.3. The Keep The Beat Alive Impact Report can be found here: [Keep-The-Beat-Alive-Impact-Report.pdf \(keepthebeatalive.org.uk\)](#)
- 4.4. We have a series of 4 short films which can be found here;
- Improving Wellbeing: [Improving wellbeing - Keep The Beat Alive \(youtube.com\)](#)
  - Supporting People in Rural South Lanarkshire: [Supporting people in rural South Lanarkshire - Keep The Beat Alive \(youtube.com\)](#)
  - Making South Lanarkshire Home: [Making South Lanarkshire Home - Keep The Beat Alive \(youtube.com\)](#)
  - Supporting People's Futures: [Supporting people's futures - Keep The Beat Alive \(youtube.com\)](#)

## **5. Our 3 Big Asks**

- 5.1. Keep The Beat Alive has 3 big asks of our local, but especially national, policy shapers and decision makers; recognise our value, be smarter with funding, and meaningfully engage with us.
- 5.2. Our impact report have stories and data from 73 organisations who submitted evidence and is a tool to help policy shapers and decision makers recognise our value. The series of 4 short films are designed to celebrate the Sector, which demonstrating the vulnerability we currently face. The short films are intended to create cultural conversations around how the public sector and third sectors need to better understand each other's worlds. We are asking CPP partners who do recognise the value of the Sector locally, and who do wish the Sector in South Lanarkshire to be heard at a national level, to convene conversations with your stakeholders at regional and national levels, standing shoulder to shoulder with your local third sector and communities. This requires no budget commitment; our communities just want to be heard and have the opportunity to tell their story.
- 5.3. To support local, but especially national, Public Sector bodies be smarter with funding when working with the third sector, we have developed a Local Fair Funding Charter: [4470 TSIN - Funding Charter pages pr 2.indd](#). From a Team South Lanarkshire position, we are asking all CPP partners if they would lead by example and commit to the Local Fair Funding Charter for South Lanarkshire. On this topic, again we request that CPP partners who do recognise the value of the Sector locally, and who do wish the Sector in South Lanarkshire to be heard at a national level, to convene conversations with your stakeholders at regional and national levels, standing shoulder to shoulder with your local Third Sector and communities, specifically on what fair funding at a local level looks like.
- 5.4. Keep The Beat Alive follows on from the initial Essential Sector national campaign which celebrates the Third Sector. A blog can be found here which details the relationship between the 2, encourages others to take part in future: [The beating heart of our essential sector - TFN](#). It is anticipated that this will evolve into a national campaign, starting in our own patch of the world in South Lanarkshire.

## **6. Employee Implications**

- 6.1. There are no employee implications associated with this report.

## **7. Financial Implications**

- 7.1. There are no financial implications associated with this report.

**8. Climate Change, Sustainability and Environmental Implications**

- 8.1. There are no implications for climate change, sustainability, or the environment in terms of the information contained within this report.

**9. Other Implications**

- 9.1. There are no issues in terms of risk associated with this report.

**10. Equality Impact Assessment and Consultation Arrangements**

- 10.1. There are no Equality Impact Assessment or consultation arrangement implications associated with this report.

**Steven Sweeney**  
**Chief Executive**  
**VASLan**

20 May 2024

**Contact for Further Information:**

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