



TIME WELL SPENT:

THE IMPACT OF SPENDING TIME CREDITS

JULY 2019

How Tempo's national network of Time Credits 'spend' partners makes a difference to people

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FOREWORD FROM CEO

IAN MERRILL

Tempo's unique national 'spend network' is fundamental to achieving positive outcomes for individuals, services, spend partners and communities.

If you are already partnering with Tempo, or are interested in becoming a spend partner, then this report explains the benefits to both your business and the wider community from joining our spend network.

If you are involved in commissioning or providing services this report can help explain how Time Credits, through Tempo's spend network, offer a practical route to accessing and connecting assets in communities, thereby improving outcomes for individuals and organisations.

The report:

- Introduces Tempo Time Credits, how they work, their reach and impact.
- Gives an overview of Tempo's spend network, how it has grown and where people spend their Time Credits.
- Demonstrates the benefits to individuals, services and spend partners from the exciting opportunities and activities across the spend network, that inspire people to get involved in communities.
- Ends with information on how to find out more about Time Credits and working with Tempo - we hope to have a conversation with you soon.



Introducing Tempo and Time Credits

The Tempo Time Credits model works simply: people earn Time Credits for time contributed to their community or service. These Time Credits can then be spent on accessing activities across our national network of spend partners, such as local attractions, training courses or leisure services, or gifted to others.

Time Credits offer a way to harness the power and potential of people and communities to help address the social challenges we face. The benefits include:

- More people volunteering
- Improved health and wellbeing
- A stronger voluntary sector
- Better designed services

Time Credits are 'earned' for volunteering in local organisations, charities and services, and from less formal involvement in social action and then 'spent' on activities provided by businesses, services and community organisations that Tempo partners with.

Tempo works with a wide range of local stakeholders, including local authorities, NHS and service providers to design, fund and deliver Time Credits programmes.

- **Over 56,000 People have earned Time Credits to date**
- **Over 900,000 Time Credits have been earned across England and Wales so far**
- **198,000 Time Credits were spent between April 2017 and March 2019**



The Positive Impact of Time Credits

Tempo's 2018 impact evaluation, the most recent data in evaluation dating back to 2012 and carried out by independent consultants Apteligen, found that participation in Time Credits leads to positive outcomes for individuals across a wide range of social, health and wellbeing indicators:



These benefits extend to organisations that support people, such as service providers or charities. These organisations use Time Credits to better respond to need, by engaging with new people or encouraging more active involvement in the design and delivery of services.

Time Credits, as a specific approach, also help to bring about system change. You can read how [here](#).

In 2018:

- 78% of people surveyed who participated in Time Credits felt more confident
- 82% reported improved quality of life
- 45% reported they could afford to do more things
- 64% took part in more community activity



CASE STUDY: Cambridgeshire County Council

For Cambridgeshire County Council, finding new and innovative ways to support the voluntary sector was key to its Community Resilience Strategy. They piloted and then scaled up Time Credits as a method to increase capacity and improve financial sustainability.



Cambridgeshire Time Credits have been running since 2014 and the network is composed of 89 community groups or services and 41 businesses offering spend opportunities. 336 people gave 5000 hours in the first year, growing to 2353 people by year 4 with 71,200 hours given through 83 community groups and organisations In 2016 ...

- 75% of organisations reported recruiting more volunteers
- 42% reported being able to reach more people in need
- 33% reported saving money



To find out more about how Tempo Time Credits work, the difference they make and our future plans take a look at our [strategy](#) or our [impact reporting](#).

Or contact us via hello@wearetempo.org to arrange a conversation.

TEMPO'S 'SPEND NETWORK': A NATIONAL NETWORK OF OPPORTUNITIES

Our national network of partners offering activities in exchange for spending Time Credits is fundamental to how Tempo achieve our impact.

With over 500 spend partners and 783 spend venues as of 2019, we offer an incredible range of choice of activity for people to access in return for volunteering. They can visit a top attraction, go swimming, or learn a language, all with Time Credits.

HOW OUR 'SPEND NETWORK' WORKS

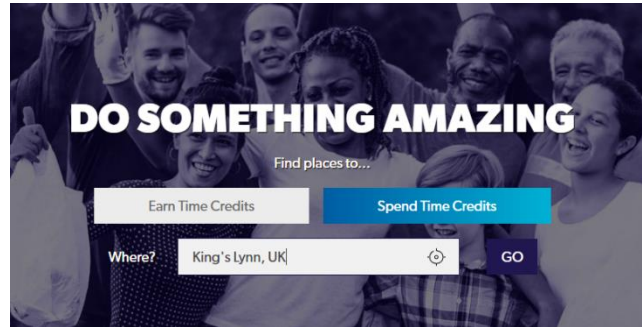
The Tempo Time Credits 'Spend network' is made up of businesses, community organisations and services that partner with us to offer access to their activities in return for Time Credits. These partners donate access to activities in order to give back to their local communities, reach new audiences and support local volunteering, among other motivations.

Time Credits can be exchanged for activities anywhere across the national network, so you can earn a Time Credit in Cardiff and spend it in Blackpool, or Penzance. You can also give your Time Credits to others to spend. The Time Credits value of an activity is always based on time (e.g. cinema entry is 2 Time Credits, based on the average length of a film). Time Credits can only be exchanged for time-based activities, never goods.

See our [Frequently Asked Questions](#)

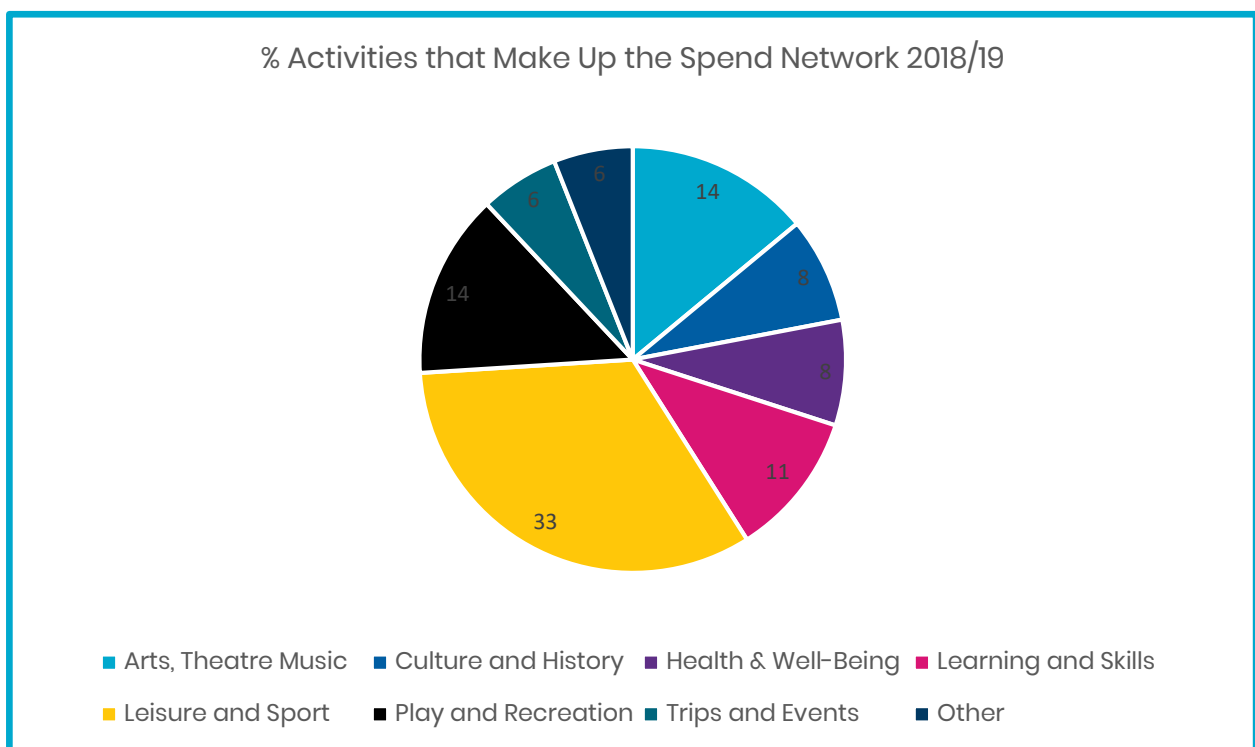
The Experience of Spending Time Credits

Once a volunteer has earned some Time Credits they can search the [TimeCredits.com](https://www.timecredits.com) website to view the spend opportunities that most appeal to them. For example, leisure and sport activities within ten miles of King's Lynn.



Our Spend Partners

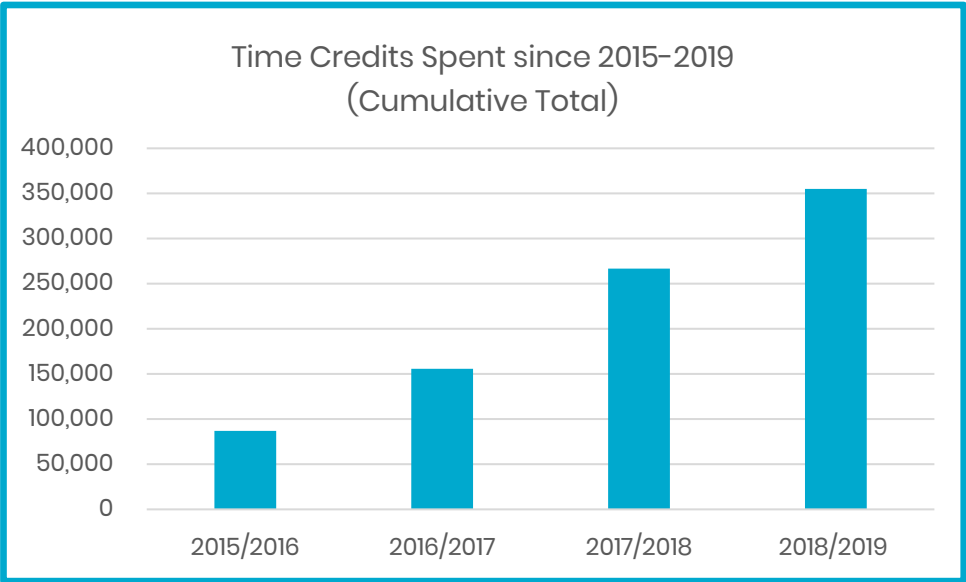
The total number of spend partners and venues in England and Wales has grown year on year. The network grew by a third in 2017/ 18 alone – to a total of 417 spend partners. Today we have over 500 partners, with 783 venues accepting Time Credits in March 2019.



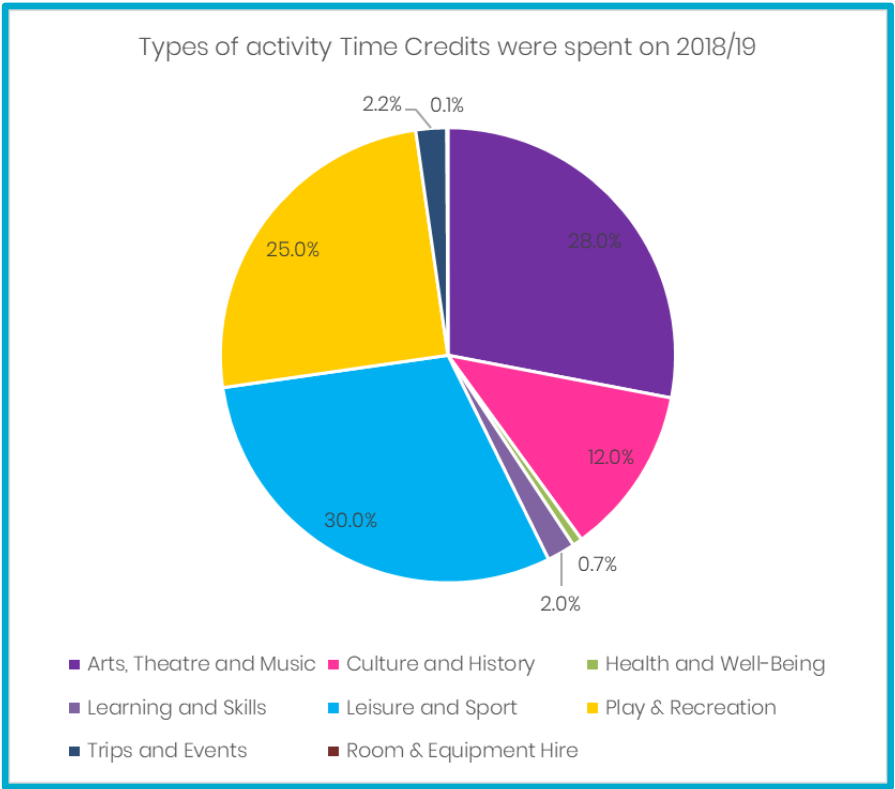
In addition to new businesses joining the network, 75% of existing spend partners surveyed in 2018 expressed an interest in ways to increase their involvement.

How People Spend Their Time Credits

Over 56,000 people have earned Time Credits to date. The chart below shows the cumulative total of hours of activity accessed through spending Time Credits from 2015-2019:



People are able to spend Time Credits on a really wide range of activities and services, with Leisure and Sport being the most popular theme:



1100 people responded to our 2018 impact evaluation survey. This is what they spent Time Credits on:



Benefits to Individuals from Spending Time Credits

In addition to the overall benefits of participating in a Time Credits programme (outlined on page 5), people experience benefits specifically from spending the Time Credits they earn. Spending Time Credits can be the means by which people are able to spend quality time with friends or family, make new connections locally, develop new interests or resume forgotten hobbies.

The breadth and diversity of the network means there is something out there for everyone. This is what people told us they liked about spending Time Credits in our 2018 impact survey:



They also told us how spending Time Credits is having a positive impact on their lives:

“Having time credits to spend has spurred me on to take up swimming again, in the hope of losing weight and helping my mobility issues. This is something I’d been thinking of for some time, but had never got round to it.”

“My first [Time Credits] experience was at the theatre where I haven’t been for 25 years... I have already booked to watch another live theatre production.”

“Using Time Credits enabled me to go back into a learning environment without worrying about the cost. Without the credits I doubt I would have explored the idea of further education. I originally took two courses with Credits... I’ve since purchased further courses to continue my studies.”

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Benefits of Becoming a Spend Partner

Our spend network provides a way for the private sector to support communities and individuals.

By becoming a spend partner, organisations not only contribute to positive change for individuals and the organisations they volunteer with, but achieve direct business benefits.

80% of our spend partners surveyed said being involved with Time Credits has created positive PR/ brand exposure for their business. Other positive benefits mentioned include:

- Time Credits has helped to attract new and more diverse audiences and customers
- Generating word of mouth marketing to raise their profile, locally and nationally
- Being able to meet CSR aims and community engagement targets
- Utilising spare capacity to good effect

“

Our business vision is to get people active. With Time Credits, we get new people into the building that wouldn't come if it weren't for them. We can then focus on retention as Time Credits help with recruitment. This helps us to compete with budget gyms. *Active Nation, Chorley*

I particularly like the fact that it is not about material things but about enabling families to spend quality time together. For us it comes at very little extra cost to offer it... it's kind of like free marketing to a degree. *Greenmeadow Farm*

"Accepting Tempo Time Credits at Tower Bridge is a fantastic way of supporting volunteers in the City of London and beyond. We are always keen to welcome new visitors to Tower Bridge, so they too can enjoy all that it has to offer."

Tower Bridge Experience

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Benefits to Organisations that use Time Credits

Time Credits play an important part in supporting organisations that build resilient and vibrant communities – from local community groups to schools, mental health services, charities, housing associations, local authorities, CCGS/Health Boards and more.

Access through Time Credits to Tempo's network of spend partners offers these organisations two main benefits:

1. Supporting volunteering

The ability to spend Time Credits with our partners works as an incentive to attract new people into volunteering and community participation, and retains existing volunteers by making them feel valued and recognised. In our 2016 survey, 49% of organisations said they had been able to recruit new volunteers, 58% were more able to retain volunteers and 56% were able to provide more opportunities for people to give time.

In 2018, 59% of Tempo survey respondents had never, or rarely volunteered before earning Time Credits and 76% were giving time at least once a month – compared to 22% of the general population taking part in formal volunteering once a month.

CASE STUDY: Flintshire DO-IT

Flintshire DO-IT are using Time Credits to support the financial inclusion of people living below the poverty line and greater inclusion for people with disabilities. They bring people together, find out their strengths and passions and mobilise new groups to co-create new activities. Time Credits are supporting them to build a cohesive community by motivating different people to be involved.

“This is helping to change the demographic of people involved in designing and delivering services. In turn, people are making new connections and building strong relationships that contribute to a sense of togetherness and greater wellbeing.”

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2. Increasing reach and impact

Tapping into local assets through spending Time Credits enables local organisations to maximise their outcomes and add value to existing services. For example, a lunch club run by volunteers who start earning Time Credits and then pooling them to spend on group outings – thereby doubling the social activity taking place. Or, befrienders who earn Time Credits taking the people they befriend out to spend those Time Credits – adding value to the befriending service. In our 2016 organisational survey, 43% of organisations agreed they had been able to reach more people who needed their services, 37% could provide a wider range of services and 70% could promote what they do to more people.

CASE STUDY: Cuppa Clubs

The Llanelli Cuppa Club started in May 2018, with the Carmarthen club starting later in the year in November 2018. All sessions are open to anyone in the Time Credits Network. They provide safe space for people to drop in and chat, find out what's happening in the area and meet new people.

Those who attend the Cuppa Clubs are able to earn Time Credits by sharing their skills, helping out, taking part in craft sessions that benefit the community and by helping to run the Cuppa Club itself.

Participants can also spend their Time Credits to attend the Cuppa Club itself. In addition, participants have been planning spend trips together, reducing their social isolation further and taking them into new experiences.



What Our Members Say

Here are some of the network's members, explaining what spending Time Credits have meant to them:



“I have been really pleased with the way I have been able to use my Time Credits. I can spend them with family or I can give them as a gift. They put an extra value on the time I give to the charity.”

“The opportunities I have been exposed to have expanded my life experiences in many ways, developed my interests and allowed me to be more generous with people I care about.”

“I’ve learnt a lot about my local area and the people [through being involved in Time Credits]”

“We got married and on our honeymoon, with the Time Credits, we went out sight-seeing castles in North Wales that saved us a bomb and with the saving I managed to take my wife out for a classy 3 course dinner.”

“I love the theatre so being able to use my time credits at the Millennium Center Cardiff brings me great joy I get to take family and friends to see shows that I wouldn’t normally be able to afford.”

“I just hope the time credits scheme just goes from strength to strength and encourages other firms to get involved in accepting them. Thank you from all at Recovery Cymru and New Links Wales”

“It’s been great to have opportunities to do things with my young family, being on a low income.”

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How to Join the Time Credits Network

For Tempo, the importance of our Time Credits spend network is about building a community where everyone participates, so all sectors – voluntary, public, private – and individuals can contribute.

We hope this report clearly sets out how Tempo Time Credits could benefit your business or organisation and the wider communities you are part of.

If you are interested in joining our national spend network, our team of Partnership Managers will work with you to set you up to accept Time Credits and make sure the partnership works for your organisation.

If you are interested in developing a Time Credits programme, there are a range of options for involvement with Time Credits, including commissioning a local programme, partnering with Tempo for bids or tenders and subscription-based access.

Contact us to have a conversation about what might work best for you:

hello@wearetempo.org, 029 2056 6132, or www.wearetempo.org.