A ‘How to’ guide 2017
Contents

Section 1
Stage by Stage ‘How To’ 3
Stage 1 Getting Ready – Announce that you’re doing Vital Signs 4
Stage 2 Research for Vital Signs 5
Stage 3 Carry out community consultation for Vital Signs 8
Stage 4 Produce and publish your Vital Signs 9
Stage 5 Use the report 10

Section 2
Executive summary 11

Section 3
What is Vital Signs? 12

Section 4
Why the Vital Signs initiative is important – The business case 13

Section 5
Your commitment 15

Section 6
Time, resource and cost 16

Section 7
Appendices and example documents 17

Section 8
Acknowledgements 18
Section 1
Stage by stage ‘How to...’

STAGE 1
Prepare for Vital Signs

STAGE 2
Do the research

STAGE 3
Ask your community

STAGE 4
Produce and publish your report

STAGE 5
Use the report
Getting ready—Announce that you’re doing Vital Signs

**Why?**

The Vital Signs initiative isn’t just about producing reports, it’s about engaging with key stakeholders in conversations to understand what they see as the strengths and gaps around the ten Vital Signs themes. It’s also about using the reports to inform your strategic planning.

Benefits of announcing early that you’re doing Vital Signs include:

- Opening up conversations early on in the process helps build relationships with your stakeholders and provides an opportunity for offers of support.
- Access to research from your stakeholders.
- A sense of how the report might be received.
- Time to address any sensitivity and to build trust with any concerned stakeholders.
- Time to develop partnerships with other interested parties.
- Opportunity to ask for help and continuous feedback.

**How?**

These are suggestions from the Vital Signs pilot Community Foundations on how you can prepare for and announce your Vital Signs work:

- Create a 12 month planning cycle highlighting all the activity relating to Vital Signs throughout the year. See a sample 12 month Vital Signs planning cycle [here](#).
- Develop a simple, effective communications plan, outlining how you’ll use your existing website and social media to promote Vital Signs.
- Start writing a CEO statement to be used in your Vital Signs report that will set the context of wider Community Foundation work.
- It’s useful to have some Trustee ambassadors to support and communicate your announcement.
- Consider hosting an event for stakeholders to announce the start of your Vital Signs work.
- Use your relationships with local and regional media to get coverage for a press release or article.
- Use your existing social media and online channels to communicate the launch of your Vital Signs work—newsletters, website, Twitter, Facebook etc.
- Add something about Vital Signs to all staff email signatures.
- Start gathering pictures and photos to use in your Vital Signs report and start gathering examples of grants that you can use in your report to highlight the Vital Signs themes.

**Checklist**

- Plan what you’ll do, who will do it and when.
- Start talking to people about Vital Signs.
- Engage with and get others involved.
Research for Vital Signs

This is one of the most important stages of Vital Signs and by the end of it you will have everything in place to produce your report. This stage will take time but don’t be daunted as you are creating the substantive source of evidence which will be used as the source for your Vital Signs report.

For guidance on conducting research, please refer to Researching Vital Signs: A Short Guide.

Through your research and by analysing data you will be able to understand the national ranking of areas by the 10 social themes and have a consistent method of reporting across the UK whilst acknowledging there will be differences in the availability of data across the Country. This data must be included in your Vital Issues long report and will form the skeleton of your Vital Signs initiative. In addition to this report and to enable flexibility, richness and a local perspective, you should augment this report with other sources of local data. Your additional research and community consultation will go into greater detail.

Why?

The Vital Signs research and community consultation (see Stage 3) will help position your Community Foundation as a credible source of robust data, based on a wide range of data sources and community input.

Everything you state must be substantiated by evidence. To make sure you can back up your research your finding must be robust and referenced in your detailed Vital Issues report with:

- A detailed bibliography.
- A clear methodology.
- Clear references

Your Vital Signs reports will allow you to bring together existing data, to analyse it alongside community consultation, and present it in a simple, accessible and digestible way.

Grading and prioritising

Grading is a useful way of showing how your area is performing in either one of the themes or indicators and can also be used to demonstrate the perspective of your community.

Grades may be used in a variety of ways within your Vital Signs reports, and are a good way to draw attention to particular issues and spark public debate. However they could also be contentious, so care needs to be taken to ensure grades are evidence-based. You should also explain clearly what the grades mean, using the guidance below.

To help ensure that data gathered across the UK is comparable, Vital Signs employs a common set of three A-E grading scales. These are:

1. Grade scale for national comparison data

You may wish to show how a county, region or Local Authority in your Vital Signs area compares with the rest of the UK. If you decide to use a grade to show how well they are doing, then a five point grade scale should be used.

The Local Futures data report will generate a grade by placing your area into one of five 20% bands depending on its relative performance, this data report must be included in your Vital Issues report as an appendix or included in the Vital Signs report. Here is what each band means:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Descriptor</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Your area performs better than 80% of comparable areas</td>
<td>If your Local Authority is ranked in the worst 20% of areas for housing affordability it will score an E.</td>
</tr>
<tr>
<td>B</td>
<td>Your area performs better than 60% of comparable areas</td>
<td>If it is in the best 40% of comparable areas for levels of fly tipping it will score a B.</td>
</tr>
<tr>
<td>C</td>
<td>Your area performs better than 40% of comparable areas</td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>Your area performs better than 20% of comparable areas</td>
<td></td>
</tr>
<tr>
<td>E</td>
<td>Your area performs worse than 80% of comparable areas</td>
<td></td>
</tr>
</tbody>
</table>
2. Grade scale for community consultations

When reporting on your community consultation you may choose to use grades to summarise the views of local people on how your area is doing in relation to a particular theme. Should you decide to include grades in your report to summarise these views, the following 5 point grade scale should be used.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Descriptor</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Everything is great!</td>
</tr>
<tr>
<td>B</td>
<td>Things are going well</td>
</tr>
<tr>
<td>C</td>
<td>The situation is OK</td>
</tr>
<tr>
<td>D</td>
<td>Things aren’t going very well</td>
</tr>
<tr>
<td>E</td>
<td>Things are going very badly</td>
</tr>
</tbody>
</table>

If you use this scale, you will need to design your public consultation questionnaires around the statements included in the scale e.g.:

Q5. How would you describe the housing and homelessness situation in our area? Please tick one box:

- Everything is great!
- Things are going well
- The situation is OK
- Things aren’t going very well
- Things are going very badly

3. Grade scale for Community Foundation rating of the local situation

A further use of grades is to summarise the Community Foundation’s assessment of the local situation taking into account its research, public consultations and the views of its staff and trustees. Here the grade scale to be used is a further development of that which is used for community consultation, but there is an emphasis on the action that needs to be taken:

4. Community prioritising

An alternative to grading is to prioritise the thoughts of those contributing to your community consultation. Two of the pilot groups used this people’s prioritising approach.

People’s prioritising can include asking respondents to rank their top three concerns from a list by theme or by issue that are common from your research.

You could also give them the option to simply share their greatest concern for their community, which you would then need to summarise.

Alternatively and to ensure a different, perhaps more positive outlook, you could ask respondents to suggest their aspirations for their community which could again be from a list by theme, common wishes from your research, or the choice to share their greatest aspiration, which you will summarise as above – see Stage 3 for more detail. This option may be an alternative if your stakeholders do not wish to grade the issues but rather highlight priority areas.

Lancashire and Merseyside undertook this approach in 2013, and the Community Foundation for Ireland combined it alongside the A-E grading process in 2012/13.

In Canada some Community Foundations operate ‘thumbs up’ i.e. I am happy, agree or I approve; ‘thumbs down’ i.e. I am unhappy, disagree or don’t approve; or thumbs in the middle i.e. I neither agree or disagree.

It is up to you how you articulate the results of your community consultations, though you need to simply and effectively share the results in your Vital Signs report and the above grading and prioritising options are highly recommended.

The use of grading, people’s prioritising or aspirations as outlined above must be included in your Vital Signs report, and is optional in your Vital Issues long report.
How?

1. Receive UKCF outline data (source: Place Analytics) for the ten Vital Signs social themes.

2. In order to add colour to this outline data, you can collate, review and analyse other sources of local data. Consider:
   a. Your own recent grantmaking and funding data and evaluations.
   b. Existing literature review.
   c. Asking stakeholders for suggested literature.
   d. Local Authority data.
   e. Health Authority data.
   f. Joseph Rowntree Foundation or similar Trust and Foundation data.
   g. Crime and Safety Partnerships data.
   h. Local Observatory data.

3. Produce your research under the Vital Signs structure of ten (or more) social themes with core indicators.

Considerations:

- Do you want to or really need to add more themes and indicators to the standard Vital Signs ones?
- Who will do the research? Will your research be done by internal or external people, or a combination of both? For example, you may appoint an external consultant to produce the Vital Issues research and then have someone at the Community Foundation write up the shorter Vital Signs summary report. Read an example summary report here.

- Have you considered using volunteers from within your team or Board to support the research?
- Have you appointed a key lead person within your Community Foundation to manage the overall project?
- Have you considered recruiting interns?
- Could you approach your local university for paid or volunteer support?
- Are your staff and Trustees engaged with the process?
- Could you use a start and finish task group to provide peer or expert guidance?
- It is worth ensuring you have three individuals to critically assess the final report content to ensure objectivity. You could consider using external experts from your local University, Local Authority or Local Enterprise Partnership as well as trustees, donors, fellows or funding recipients.

Checklist

- You have collated and analysed all baseline and additional research data.
- You have everything ready for the production of your Vital Statistics long report.
Carry out community consultation for Vital Signs

This stage can overlap with your research stage. The community consultation is what will distinguish your Vital Signs work from other research and social needs analysis. Asking the community for their views on the positive and negative aspects of their community gives them a voice.

The community consultation stage:
- Can be simultaneous with your Stage 2 research.
- Provides Vital Signs with its unique approach.
- Provides accountability and transparency to the research process.
- While qualitative data should still be included in the final reports, the grades for the community consultation provide an overview of community perspective on the issue in hand.

How?
1. As a minimum, we recommend you carry out an online survey. Read an example of online survey.
2. Send the survey to all of your contacts – use Salesforce to set up a campaign, which will help you easily track responses.
3. Think about using social media to encourage as many people as possible to tell you what they think e.g. register a @YOURCFVitalSigns on Twitter.
4. If resources allow consider other ways of engaging stakeholders, such as grant panels or one to one interviews.
5. If resources allow you may also wish to supplement your research with some more qualitative data gathering, such as focus groups, or community meetings to add a greater richness to your results.

6. You could also announce your community consultation and invite responses through your local media contacts. Example of press release.
7. You must grade your community views from A – E and include these in your Vital Issues report. See Stage 2.

Here is the language you may wish to use:

<table>
<thead>
<tr>
<th>Everything is great!</th>
<th>Things are going well</th>
<th>The situation is OK</th>
<th>Things aren’t going very well</th>
<th>Things are going very badly</th>
</tr>
</thead>
</table>

You have the option to also undertake a community prioritising approach on people's concerns and aspirations as Lancashire, Merseyside and Republic of Ireland have done.

**Checklist**
- You have planned and carried out your community consultation.
- There are quantitative and qualitative elements to the data collection method you have chosen.
Produce and publish your Vital Signs

June to July: write your research report, including peer review. July to August: write your summary report.

Signing up to the Vital Signs initiative means you have committed to producing two reports:

1. The Vital Issues long report – this includes your detailed data based on a range of sources including your Place Analytics report, other local research, community consultation results, and in addition must include the national ranking grades for the 10 key Vital Signs themes.

2. The Vital Signs summary report – your high level, summary presentation of the results, incorporating key statistics and findings from all stages of the research including your community consultation. You may want to include the national ranking grades in this report. You must include the community consultation grades in this report. This is the tool you can use to engage with wider audiences, e.g. for fund development.

We recommend you allow as much time as possible (at least one month) to write up the reports. Don’t forget to factor in time for proof reading, editing and designing!

Keeping to these minimum standards and consistency will support UK comparisons.

Your Vital Issues long research report must:

- Be properly referenced and evidenced with a bibliography.
- Include methodology details
- Present findings by Vital Signs issue area and the pre-agreed indicators.
- Be available on your website from the first Tuesday in October, so 3rd October 2017.

Your Vital Signs summary report must:

- Be simple, accessible and digestible.
- Be printed in colour with photographs and good quality design.
- Present key statistics and grades against the ten Vital Signs themes.
- Reflect community input from the consultation such as quotes, community concerns or aspirations.
- Include your logo, the Vital Signs logo and UK Community Foundations logo. Read about branding details.
- Be available on your website from the first Tuesday in October, so 3rd October 2017.

- Reports must present findings by social themes at least in summary in an annexe, though ideally page by page. Themes can be combined – e.g. ‘safe and strong communities’.
- If you wish, you can include additional information about districts, boroughs or wards covered by your Community Foundation.
- The report could include Vital Actions, i.e. examples from your funded projects of how these themes are being addressed.
- It can also include Vital Actions from philanthropists, i.e. examples of funds that you manage that operate under themes or tackle an issue you wish to illustrate.
- In both reports, you should avoid making any subjective comments and be prepared to defend any statements with robust evidence.
- Both reports should, as a minimum, appear on your website and preferably also in print.

Checklist

Your Vital Issues long report and your Vital Signs summary report are both complete.
Use the report

The first Tuesday in October is the launch date for all UK Vital Signs reports – 3rd October 2017. This links to the international Vital Signs launch date. Working to a single date means there will be the combined strength of the volume of data and community voice provided by Community Foundations at a local, UK and international level, and gives an opportunity for UKCF to increase overall awareness of Community Foundations across the UK.

Why?

Your Vital Issues long report and Vital Signs summary report should become part of your key marketing materials, supporting your development work. They will also inform your overall strategy, allowing you to report impact of grantmaking and other social investment against the Vital Signs issue areas, so you can demonstrate the difference you make to your communities.

How?

1. Events – plan events to bring together stakeholders to discuss: the issues highlighted; how you’re already tackling these, and where you need more support from donors or partners. Event examples include AGMs, lectures, seminars, a roundtable with business leaders, high view events to bring information to life, expert panel discussions and project visits.

2. Local media stories and coverage, including launch day release and interviews with follow-up coverage by theme or geographical area.


4. Social media – focus on specifics from your reports in social media activity.

5. You may find you are invited to talk at events about the findings in your Vital Signs reports.

6. Host philanthropy suppers for existing and potential donors to talk about how you can work with them to support the issues highlighted in the report.

7. Grantmaking – use Salesforce to classify your grantmaking into themes, linking your donor funds and grants made to Vital Signs issues that will be comparable with other Community Foundations.

Checklist

- Your Vital Signs summary report and Vital Issues long report are both available on your website
- Disseminate to your key stakeholders
Section 2
Executive summary

The UK Vital Signs initiative is an important project for Community Foundations in the UK. The research and community consultation behind the reports provide you with a means of highlighting where your existing and future investment in communities can make a key difference. By presenting the findings in a clear and succinct way Community Foundations will gain a comprehensive philanthropy tool, which can be used to engage with a range of audiences.

Using consistent reporting against ten community themes and using agreed common indicators the long term commitment to the Vital Signs initiative will enable Community Foundations to understand the changes in local communities. UK Community Foundations will also be able to build a map of work across the network.

The more Vital Signs reports that are produced by Community Foundations, the more this will be of interest to regional and national media, helping to raise awareness and funds for all Community Foundations.

This toolkit takes you through the five key stages involved in producing your Vital Signs reports. It’s been designed to give you a clear overview and includes links to further information for you to use as you work through each stage.

The five key stages are:

2. Do the Research.
3. Ask your community.
4. Produce and publish your reports.
5. Use the report.

Producing Vital Signs is a fun and brilliant way of engaging new and existing stakeholders. The pilot group of eight Community Foundations is a resource to you all and we are here to guide and inspire you to achieve your first Vital Signs.
Section 3
What is Vital Signs?

The Vital Signs initiative was started by Community Foundations in Canada, and has been designed specifically by and for Community Foundations. It has been further developed for the UK by a steering group of Community Foundations, supported by UKCF. Read more about the Vital Signs in Canada.

**Vital Signs** is a community philanthropy tool bringing together existing research and Community Foundations' local knowledge into two reports that provide a qualitative and quantitative health check, benchmark and needs analysis around ten (or more) social themes facing communities today. Each social theme has about three pre-agreed indicators that will be provided to participating foundations. This does not limit your ability to focus on a broader range of indicators that are relevant to your area as additional indicators are available from Place Analytics.

**The ten core Vital Signs themes are:**

1. Work
2. Fairness
3. Housing and homelessness
4. Safety
5. Learning
6. Arts, culture and heritage
7. Strong communities
8. Environment
9. Healthy living
10. Local economy

You may add up to three more themes relevant to your locality (for example, ‘Rural’, ‘Transport’ or ‘Diversity’).

**Vital Signs** is an evidence-based initiative complemented by community input and presented in two reports. The first document is a comprehensive **Vital Issues** research report. This document will summarise your research and include a methodology and bibliography. Click here for an example of Vital Issues.

From this extended report you will then produce a succinct, high level Vital Signs summary report, with which you can engage your new and existing stakeholders and use as a communications tool. This Vital Signs report should be written in plain English and formatted around the ten (or more) themes. Click here for reports from the UK pilot.

**Vital Signs** is not a one-off piece of research but represents a long-term approach and a continued conversation with your community made up of many stakeholders, including funding recipients and philanthropists of all kinds. You will produce your full length **Vital Issues** and Vital Signs report every three years and an interim or ‘mini report’ in the intervening years as follows. Click to read a full length Vital Signs report; and an interim report.

**Timetable**

2018 – Publish Mini Report – could be focused on one particular theme or issue.
2019 – Publish Mini Report – could be focused on one particular theme or issue.

*This timetable acts as a guideline for those CFs new to Vital Signs*
Section 4
Why Vital Signs is important – The business case

Vital Signs is intended to position your Community Foundation as an intelligent funder with a sound knowledge base that can be used to develop your work, give a platform to the issues and strengths of your area and encourage partnership working.

Vital Signs is an initiative that will support and inform:

- Fund development – by making a case to donors and funders for support.
- Grant management and social investment – strategic planning around the Vital Signs themes and findings and
- Community leadership – by demonstrating your understanding of your community, including social themes, local needs and community aspirations, sharing your local community’s voice.

Some of the key messages that you can include in your business case to convince your board of the value of Vital Signs are:

- Vital Signs has been designed by Community Foundations for Community Foundations, and relates to the three core areas of work: fund development, grantmaking and community leadership.
- It offers a standardised, yet flexible format to compile and make a wealth of existing community data accessible. Reporting is structured against ten agreed community themes, with detail given against core indicators for each one. In addition to these, Community Foundations are able to add up to three more community themes that are particularly relevant to their local area.
- Vital Signs engages with the community and highlights its voice in your report.
- Producing the report will position your foundation as a credible source of community knowledge.
- Vital Signs is evidence of your understanding of your communities.

- Vital Signs is a tool you can continue to use throughout all strategic planning and work:
  - Developing conversations: Vital Signs can open lines of communication within the sector and the wider community by giving a platform to the issues, concerns and aspirations. For example, Northern Ireland has enhanced its community convening work by using Vital Signs.
  - Philanthropy development: Vital Signs provides evidence of community leadership when Trustees and development staff meet potential donors. For example, Lancashire and Merseyside are using Vital Signs as a tool for their Philanthropy Fellowship North West, and Tyne & Wear and Northumberland have developed a Vital Fund for unrestricted funding.
  - Grantmaking: Vital Signs informs the structure for your future grantmaking and social investment policies, so that you can target funding at the aspirations and issues that communities identify as important.

Since publishing their UK Vital Signs report in 2013, Community Foundation Tyne & Wear and Northumberland has used Vital Signs to guide the development of its grantmaking partnerships and programmes. In 2014 the distribution of nearly £250,000 of funding, including the Tyne & Wear and Northumberland elements of a new £150,000 per annum Henry Smith Charity North East Grants Fund, will be geared to meeting Vital Signs priorities.

- Impact measurement: Vital Signs forms the structure for your impact reporting, so that you can demonstrate what impact your existing grants have on the issues that matter to communities. For example, Essex are using Salesforce to map its grantmaking and funds against Vital Signs issue area so they can show how they have taken action locally.

- Community leadership: Providing flexibility of reporting for your own area for your policy or influence work. This could be reporting based on your whole area, or by borough, or at ward level to show comparisons whilst reporting in summary against the 10 themes for UK comparisons.
**Vital Signs is more than a social needs analysis...**

- *Vital Signs* reports are based on community consultation. Using the research findings you can then use your existing relationships and networks to consult with people and offer them a unique opportunity to have a voice on issues that matter to them.

- *Vital Signs* enables you to have continuing engagement and dialogue with your local community.

- *Vital Signs* initiative focuses on strengths and assets as well as needs and deficits.

- Working within the *Vital Signs* structure will help support UKCF to raise our profile and the broader impact of Community Foundations.

- The combined launch of several *Vital Signs* reports on the same date provides an opportunity for a UK-wide co-ordinated press release for national media coverage, also increasing the chances of local media picking up on the report.

- The *Vital Signs* initiative provides an opportunity to challenge myth and preconceptions about your communities.

**Considered a success**

The eight Community Foundations who took part in the member-led 2013 pilot have demonstrated that the *Vital Signs* initiative is a success.

**Checklist**

- Engage your Board.
- Include *Vital Signs* in your business plan and budget.
- Identify enthusiastic ambassadors to help you drive things forward.
Section 5
Your commitment

In signing up to the UK Vital Signs initiative, you are committing to produce two reports, a comprehensive Vital Issues research report followed by a high quality, engaging and professionally designed Vital Signs summary report. The reports will focus on the ten (or more) Vital Signs themes based on local research and consultation with the community.

Your key commitments are outlined below:

- To sign the Participation Agreement 2017
- To produce a comprehensive Vital Issues research report which will made available on your website by the first Tuesday of October 2017, which is the international and UK launch date.
- To produce a high quality accessible Vital Signs summary report – to be submitted to UKCF by the second Tuesday in September 2017 ready for national launch on the first Tuesday in October as above (and the first Tuesday in subsequent years), UKCF will then be able to maximise the opportunity for PR at a national level.
- To include the appropriate Vital Signs branding on both reports. Read more about the branding requirements.
- To support the local and UK-wide agenda with regards to press and communications, positioning Community Foundations as community leaders and lobbying and informing of government at local and national levels.
- To use Vital Signs to support the work of your Community Foundation and the whole Community Foundation movement in the UK.
- To make a financial contribution of £500 + VAT to UKCF for:
  - initial datasets against standardised Vital Signs themes and indicators.
  - administrative support for Vital Signs meetings.
  - national PR costs including template releases and media sell-in.

Checklist

- Sign the Participation Agreement 2014 and return to UKCF.
- Start planning your approach.
Section 6
Time, resource, and cost

The Vital Signs development process should take place from March to September – inclusive – with continued PR and communications after the launch date on the 4 October. While it is impossible to accurately predict the resources required for each foundation, here are some suggestions of what to expect. Please note that many of the eight foundations in the pilot received gifts in kind in the form of volunteer time, research support, venues and equipment.

The CEO of the Community Foundation needs to lead Vital Signs across the organisation and with the Board. You will also need a dedicated senior member of staff to steer the co-ordination and production of the research and the reports. This staff member is estimated to spend around one day a week from March to September working on Vital Signs with the addition of a further two weeks for pulling the final reports together.

It does help to get your team involved so you could consider setting up a steering group, or an informal reference group, preferably with a Trustee on board, to help to deliver the reports and provide support and a point of reference throughout. You may also establish a peer review panel to ensure the quality of the final documents.

Costs

Of course, costs will vary according to your approach, size of area, design costs, use of volunteers etc. and how much support you receive from gifts in kind and sponsorship.

Essex and Cambridgeshire worked together to share the Vital Signs experience, which was really useful for everyday support and to save costs. For example, they shared a researcher who wrote both Vital Issues reports for each area. The total cost was £4,000 for this aspect of the work and they shared the costs equally across both Foundations. They also used the same format for their Vital Signs reports.

Lancashire and Merseyside collaborated to produce their reports by sharing back office functions and the external joint costs of around £7,500. They created a shared template report and website that they will use in future years, these are available for other Community Foundations to use from £500. Please contact Adam Shaw at Community Foundation for Merseyside.

The actual costs for the eight pilot areas ranged from £5,000 – £13,000. The average design costs were £1,350 and average printing costs were £1,500. If you decide to use an external consultant or researcher then you will also need to consider these costs. In addition there is a fee to participate in Vital Signs, which is payable to UKCF. For this you will receive national PR including template releases and media sell-in, administrative support for Vital Signs Steering Group and access to the Toolkit.

Summary of costs for Full Vital Issues and Vital Signs

<table>
<thead>
<tr>
<th>Participation Fee</th>
<th>£500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design costs from</td>
<td>£1,000</td>
</tr>
<tr>
<td>Printing costs from*</td>
<td>£1,500</td>
</tr>
<tr>
<td>Researcher from*</td>
<td>£2,000</td>
</tr>
<tr>
<td>Total</td>
<td>£5,000</td>
</tr>
</tbody>
</table>

*average costs based on the pilot.

Checklist

- Create your six month plan.
- Agree who is the lead and who will project manage Vital Signs.
Section 7
Appendices and example documents

a  Participation Agreement 2017
b  Social themes and indicators
c  Full checklist
d  Branding requirements and Vital Signs logo
e  12 month plan
f  Press release for Vital Signs announcement
g  Example data reports from UKCF
h  Online community consultation questionnaire
i  Example of Vital Issues reports

To access the resources listed above please visit the Vital Signs page on the UKCF website.
Section 8

Acknowledgements

Vital Signs has been developed in the UK by a Steering Group of eight Community Foundations with support from UKCF.

If you have any questions or comments about this toolkit or Vital Signs and would like to get in touch with Steering Group, please contact Mike Scott at mscott@ukcommunityfoundations.org