What you told us

Point North Feedback 2024

Feedback from our fundholders, donors, grant applicants and recipients, and what we will do in response.

point north

About the survey

Your feedback helps us understand what works well and where we need to improve.

We carry out our Net Promoter Score survey every 12-18 months. This report shares the findings from our October 2024 survey and the actions we plan to take in response.

We asked people how likely they were to recommend Point North, alongside questions about their experience of working with us.

Group	Who this includes	Responses
Fundholders	People and organisations supporting communities through Point North	23
Grant recipients	Organisations that had received a grant in the previous 12–18 months	276
Unsuccessful grant applicants	Organisations that had applied unsuccessfully in the previous 12–18 months	28

The findings in this report reflect the experiences of those who responded.

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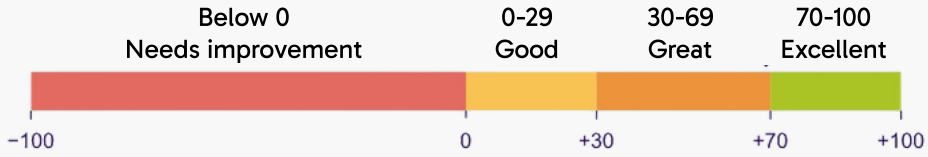
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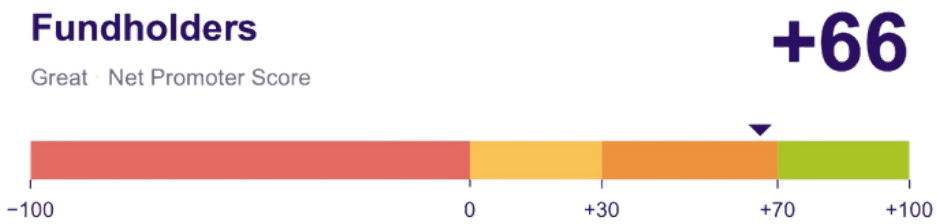
How likely are people to recommend Point North?

Understanding these scores

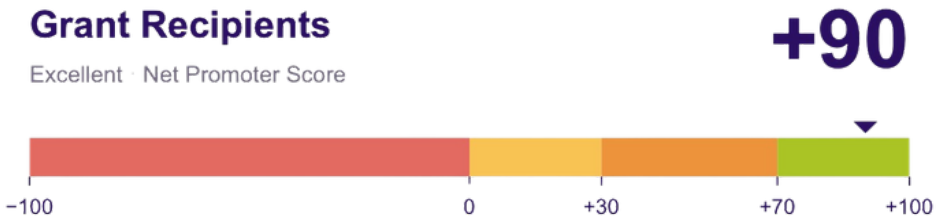


We asked how likely people were to recommend Point North. The results below bring their responses together into one Net Promoter Score (NPS) for each group.

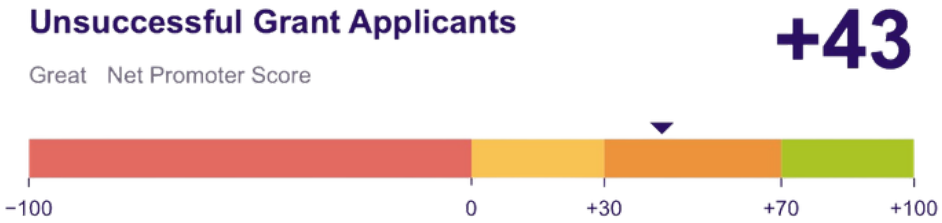
Scores range from −100 to +100. Higher scores indicate a stronger overall willingness to recommend us.



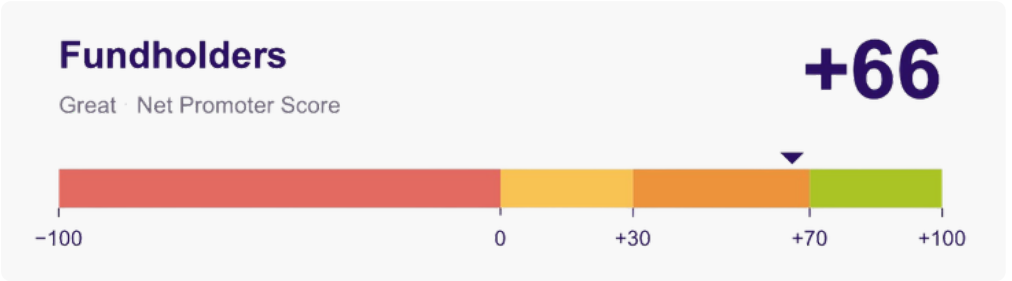
Fundholders: +66
A ‘great’ score, showing a strong overall willingness among fundholders to recommend Point North.



Grant recipients: +90
An ‘excellent’ score, showing a particularly strong willingness among the groups we fund to recommend Point North to others.



Unsuccessful grant applicants: +43
A ‘great’ score, reflecting a positive overall response from unsuccessful applicants, alongside opportunities to improve their experience.



Fundholders and donors

We invited fundholders and donors to share their experiences of Point North, including the support they receive and how we communicate with them.

What people value

- Confidence that their funds are in safe hands.
- An approachable, professional and proactive team.
- Efficient administration and thorough assessment of grant applications.

Where we can improve

- More frequent or detailed updates for those who want them.
- Clearer information about the difference funding makes, with more recognition of fundholders' support.
- Clearer explanation of Point North's purpose following the name change.

Our existing service

- Already part of our service: fundholder quarterly statements, annual reports (or more frequently if requested) and contact from a named Fund Manager, alongside invitations to visits and events.
- We will take extra care to make sure our fundholders know about the services available to them.

Our response to fundholders and donors

Fundholders and donors want clearer information about the impact of their support and communication that reflects their preferences. We will build on our existing reporting and explore more ways to keep people informed.

Spring 2025
More useful updates

- We will develop our reporting to explain how funds are used and the difference they make, including more stories and visuals.
- We will give fundholders and donors opportunities to tell us how they prefer to hear from us.
- We will use those preferences to make email updates more relevant.

Summer 2025
Sharing our work and your support

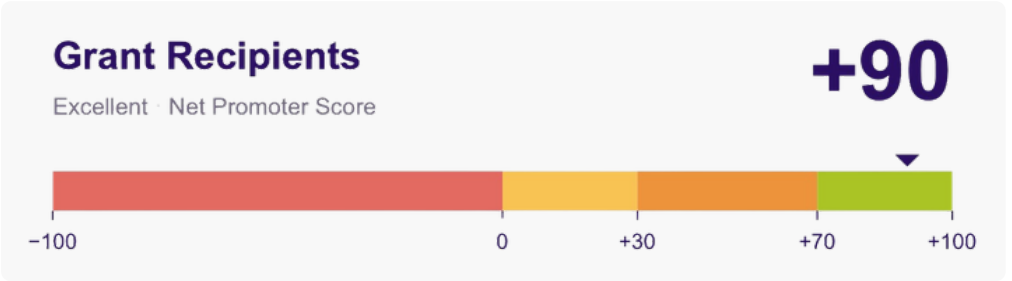
- We will prioritise fundholder profiles on our website and develop more opportunities to recognise fundholders' support.
- We will explain Point North's purpose more clearly across our communications, using stories to show our work in practice.
- We will make greater use of LinkedIn to share the difference our fundholders make.

Exploring additional ways to stay informed

- We will explore additional ways for fundholders to access information about their funds, including a fundholder dashboard built into the new platform we are building to support both fundholders and grant applicants.

Grant recipients

We invited groups that had received a grant from us in the 12–18 months leading up to October 2024 to share their experience.



What people value

- Accessible application forms and clear instructions.
- Helpful staff during applications and reporting.
- Quick responses and confidence in a fair process.

Where we can improve

- Make questions clearer and reduce administrative work where possible.
- Offer more support and contact during and after a grant.
- Make it easier to reuse organisational documents.

Our response to grant recipients

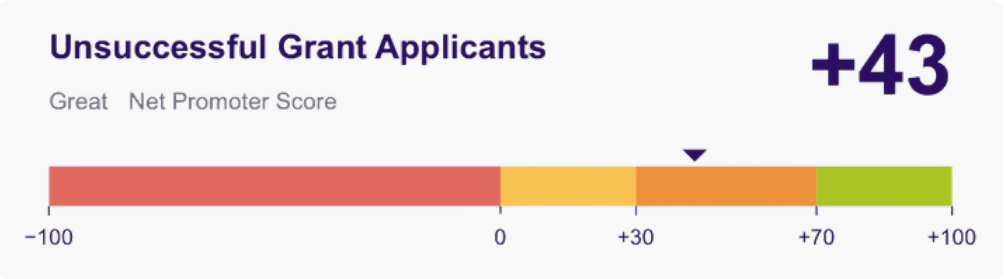
Grant recipients asked for clearer questions, less administration and support with the application process. We will review our guidance and explore how changes to our online application system could reduce repetition.

Spring 2025
Clearer guidance and continued support

- We will review application questions and guidance to make them clearer and easier to follow.
- We will continue providing phone support to help people understand funds and complete their applications.
- We will continue sharing funding opportunities and information through community organisations and our wider networks.

Winter 2025
Less repetition when applying

- We are building a new online platform for grant applications and within this we will allow applicants to save and reuse organisational information and documents.
- Our aim is to reduce the need for returning applicants to provide the same information each time.
- We will consider this alongside wider improvements to the application process.



Unsuccessful grant applicants

We also wanted to hear from groups and organisations whose applications had been unsuccessful.

We invited groups that had applied unsuccessfully in the 12–18 months before October 2024 to share their experience of the application process.

What people value

- Helpful staff who were available to answer questions.
- Straightforward forms and guidance for many applicants.
- Quick responses to queries and questions.

Where we can improve

- Make questions more specific and easier to interpret.
- Keep the work involved proportionate, particularly for smaller grants.
- Reduce the time needed to complete an application.

79% of unsuccessful applicants say they would apply to Point North again.

Our response to grant applicants

Unsuccessful applicants highlighted unclear questions and the effort involved in applying, particularly for smaller grants. We will review our guidance and application requirements to help people understand what is involved before they apply.

Spring 2025
Clearer criteria and guidance

- We will review and restructure how we explain eligibility and funding criteria on our new website to be sure applicants get the essential information they need.
- We will look for questions that need clearer wording or explanation.
- Our aim is to help organisations understand whether a fund is suitable before they spend time applying.

Summer 2025
Proportionate requirements

- We will review the work involved in applying, particularly for smaller grants, and look for opportunities to simplify requirements.
- As an IVAR flexible funder (see page 11), we continually review our processes to keep requirements proportionate.
- Changes will need to take account of the terms agreed with fundholders, and part of our role is to work with fundholders to keep requirements proportionate.

Help before applying

- Phone support is already available to help applicants understand funding opportunities and the application process. We will continue providing this support alongside our written guidance.
- We also host webinars when launching some new funds, explaining their purpose and criteria and answering questions from groups.



Fundholder

A highly efficient means of investing funds for charitable purposes.



Grant Recipient

We found the application process easy to follow and supported by the grant admin staff.



Grant Applicant

The process was easy to follow, with clear guidance at every step.



Grant Recipient

Ease of grant form and speed of reply made it an excellent experience.



Grant Applicant

The team was always available to answer questions, making the experience stress-free.



Fundholder

The team is approachable and always ready to support us when needed.



Grant Applicant

Quick responses made the process seamless.



Fundholder

Point North is a safe pair of hands, helping us achieve our charitable aims efficiently.



Grant Recipient

A very competent and fair process.

Comments about Point North

How NPS is measured

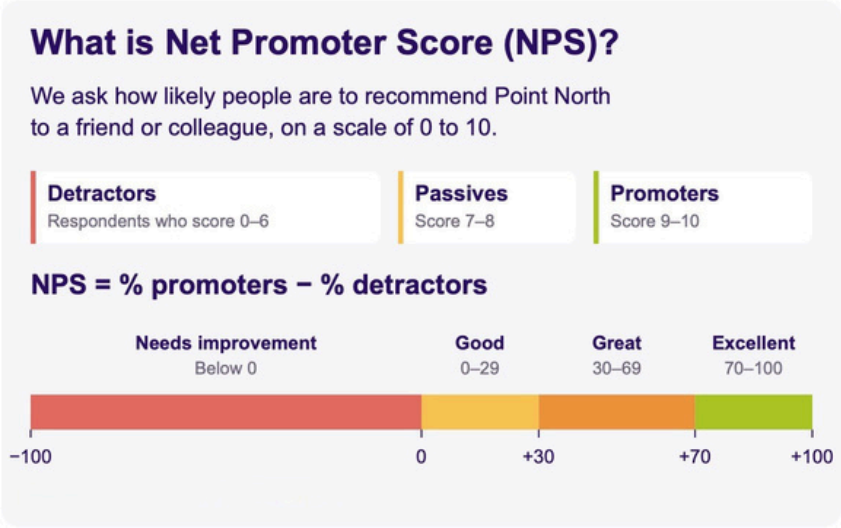
Net Promoter Score (NPS) is an internationally recognised measure used by organisations around the world to understand how likely people are to recommend them.

We ask people how likely they are to recommend Point North to a friend or colleague. Each person answers on a scale from 0 to 10.

We group their responses:

- 9–10: Promoters
- 7–8: Passives
- 0–6: Detractors

We then subtract the percentage of detractors from the percentage of promoters to calculate the Net Promoter Score.



Commonly used NPS rating bands:

- Below 0: **Needs improvement**
- 0-29: **Good**
- 30-69: **Great**
- 70-100: **Excellent**

We're an IVAR Flexible Funder

What does it mean to be an IVAR flexible funder?

We have signed up to the Institute for Voluntary Action Research's commitments to open and trusting grant-making.

This means working to make applying for and managing a grant clearer, more proportionate and responsive to the needs of the organisations we fund.

Thank you.

Thank you to everyone who took the time to share their experience of Point North. Your feedback has helped us identify what people value and where we need to improve. We will use these findings to guide improvements to our communications, grant guidance and application processes.

If you would like to tell us about your experience or give us any feedback, please get in touch.

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