What you told us

Point North Feedback 2026

Feedback from our fundholders, donors, grant applicants and recipients and what we're doing in response.

point north

About the survey

Every 12-18 months, we invite feedback from our fundholders and donors, organisations we have funded, and organisations whose applications have been unsuccessful.

This report shares the findings from our July 2026 survey. We asked about people's experience of Point North, what worked well and where we could improve.

Group	Who this includes	Responses
Fundholders and donors	People and organisations supporting communities through Point North	32
Grant recipients	Organisations that had received a grant in the previous 12–18 months	176
Unsuccessful grant applicants	Organisations that had applied unsuccessfully in the previous 12–18 months	56

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

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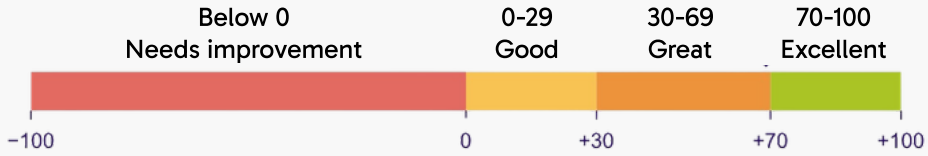
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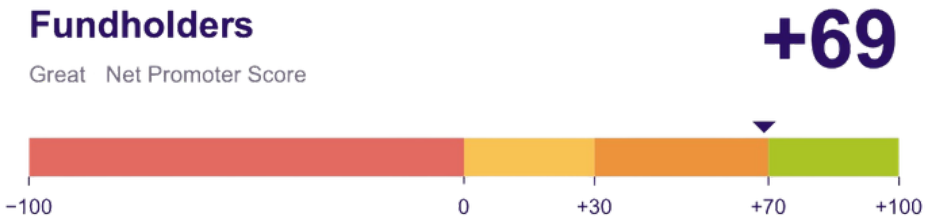
How likely are people to recommend Point North?

Understanding these scores

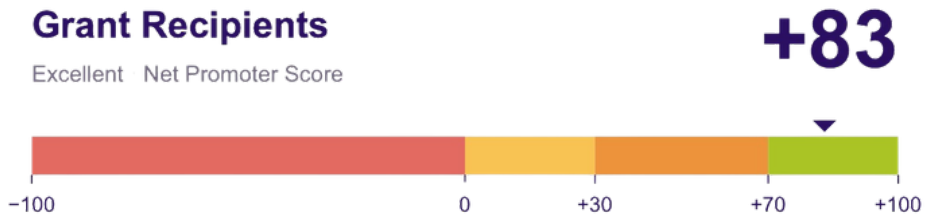


We asked how likely people were to recommend Point North. The results below bring their responses together into one Net Promoter Score (NPS) for each group.

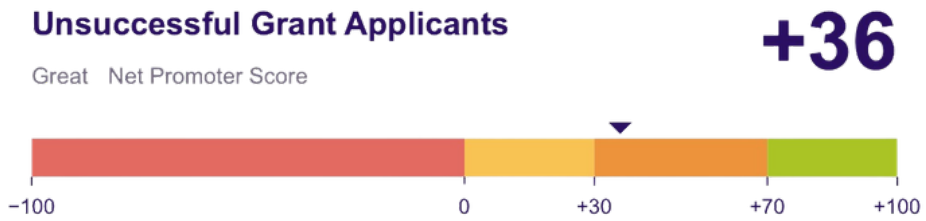
Scores range from −100 to +100. Higher scores indicate a stronger overall willingness to recommend us.



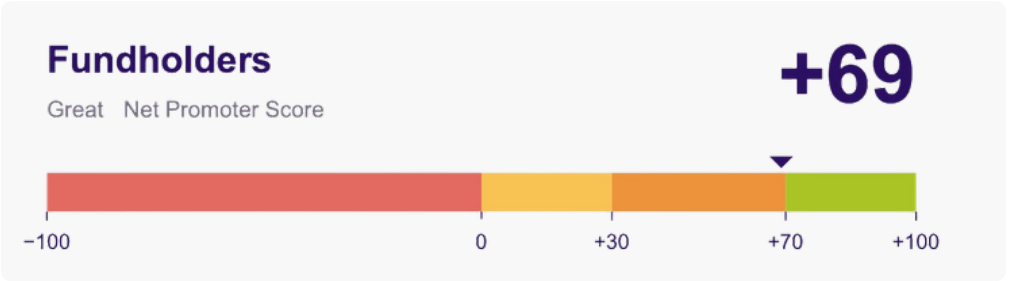
Fundholders: +69
At the upper end of ‘great’, this score reflects our fundholders’ confidence in Point North and willingness to recommend us.



Grant recipients: +83
An ‘excellent’ score, showing a strong willingness among the groups we fund to recommend Point North to others.



Unsuccessful grant applicants: +36
A ‘great’ score, reflecting a positive response from applicants, with room to improve their experience further.



Fundholders and donors

We invited our fundholders and a selection of donors to share their feedback and experiences of Point North over the 12-18 months leading up to July 2026.

What people value

- A named contact who understands their aims and responds personally.
- Local knowledge that connects their giving with community needs.
- Due diligence and administration that make giving easier and provide confidence in how their fund operates.

Where we can improve

- One person found the agreement and fee structure unclear.
- One noted an occasional recommendation for funding outside their fund's aims.
- One person mentioned missing certain communications.

Our existing service

- Fundholders continue to receive quarterly statements, annual reports and contact from a named Fund Manager, alongside invitations to visits and events.
- Donors, if they opt in, receive regular updates and invitations to events.

Our response to fundholders and donors

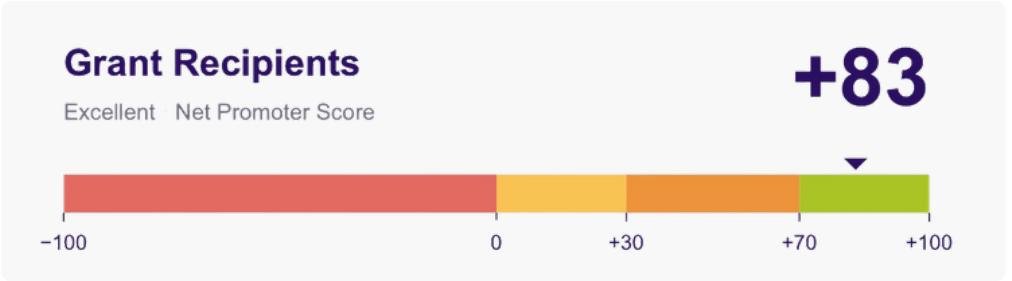
We're responding to the feedback from our fundholders and donors by continuing to make our communication choices clearer and explaining our agreements and funding recommendations more fully. The actions below set out what we will do and when.

Winter 2026

- Make communication choices clearer and provide further opportunities for fundholders to tell us how they prefer to hear from us.
- Explain upfront when and why we may suggest an opportunity outside a fund's stated aims.
- Review and test whether a short, plain English summary would make our fund agreements easier to understand.

Spring 2027

- Make sure every fundholder has been offered the opportunity to have a fundholder profile on our website.
- Ask what additional information and contact fundholders and donors would value, and tailor the frequency of their fund updates.



Grant recipients

We invited groups who had received a grant from us in the 12-18 months leading up to July 2026 to share their experience.

What people value

- Friendly, accessible staff who understand their work and respond quickly.
- Strong local knowledge and a clear connection to community needs.
- A clear, familiar application process.

Where we can improve

- Some application and reporting requirements feel disproportionate to smaller awards.
- Returning applicants want to avoid uploading the same documents repeatedly.
- Some respondents wanted clearer prompts in the application portal.

Experience ratings

Application simplicity and ease of completion

4.3 out of 5

Clarity about who Point North supports

4.5 out of 5

These experience ratings do not form part of the Net Promoter Score calculation.

Our response to grant recipients

Grant recipients asked for less repetition and reporting requirements that reflect the size of their award.

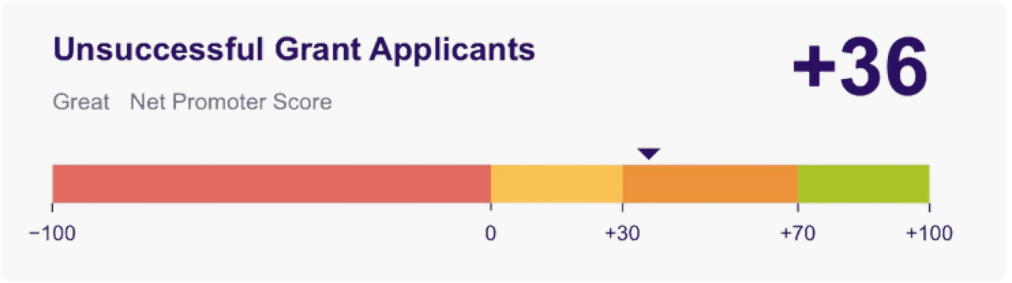
We are responding through clearer grant guidance and changes to our online application system.

Winter 2026
Clearer, proportionate reporting

- We will make reporting requirements clear in the grant guidelines before organisations apply, so they understand what accepting a grant will involve.
- We will continue working with our funders to keep reporting proportionate to the funding provided.

Summer 2027
An easier application process

- We are developing a new online platform with clearer prompts to help organisations complete their applications.
- Organisations will be able to upload their governing documents once and reuse them while they remain current. Financial accounts and safeguarding documents will need updating annually.
- This will reduce the need to upload the same documents with every application.



Unsuccessful grant applicants

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

We invited groups that had applied in the 12–18 months before July 2026 to share their experience of the application process and give their feedback.

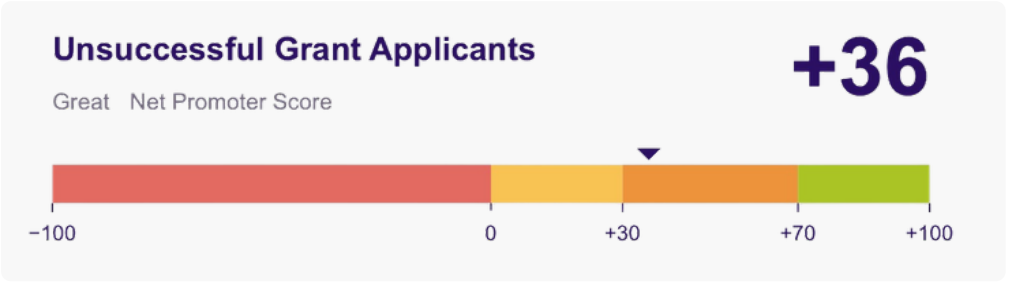
What people value

- Approachable staff and useful conversations before applying.
- Straightforward forms that can be saved and revisited.
- Practical signposting to other options when a proposal is unsuitable for a particular fund.

Where we can improve

- Make the criteria used to assess applications clear from the outset.
- Explain how competitive a funding programme was.
- Provide timely, useful and consistent feedback. A small number of respondents told us they had received feedback late or had not received it at all.

87% of unsuccessful applicants say they would apply to Point North again.



Experience ratings

Alongside the official NPS recommendation question, we asked unsuccessful applicants to rate specific parts of their experience.

These ratings use a separate scale, with a maximum of 5.

Clarity of application guidelines and criteria

4.3 out of 5

Clarity about who Point North supports

4.5 out of 5

Helpfulness of feedback, where rated

4.3 out of 5

Sense that the process was fair

4 out of 5

These experience ratings do not form part of the Net Promoter Score calculation.

Our response to grant applicants

Unsuccessful applicants wanted clearer explanations of how we assess applications and make decisions, alongside more reliable feedback. The actions below address these points.

Spring 2027
Assessment criteria

- Our grant guidelines already explain what a fund can and cannot support.
- To make it much clearer, we will also publish the criteria used to assess applications on the relevant grant webpage, so organisations can understand how we make decisions before they decide whether to apply.

Summer 2027
Context about competition

- For selected funding programmes with a fixed application period, where oversubscription is more likely, we will expand our outcome feedback to explain the level of competition.
- This will help applicants understand the context of an unsuccessful decision.

More reliable feedback

Some respondents told us they had not received feedback. We checked our records and found that we had missed a small number of applicants. As a result:

- We have reviewed and strengthened the reasons we give when we decline an application.
- We now carry out fortnightly checks to identify gaps and make sure applicants receive feedback.
- We are building functionality into our new system to flag gaps in feedback automatically.



Fundholder

Values driven, locally focused efficient and highly effective charity.



Grant Recipient

Excellent! Very efficient, helpful and friendly.



Grant Applicant

Friendly helpful team.



Grant Recipient

Responsive, caring and effective.



Grant Applicant

One of the first points of contact for any small community organisation.



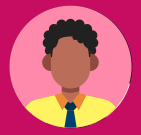
Fundholder

Fair, transparent and robust.



Grant Applicant

Helpful, understanding and supportive.



Fundholder

Very forward thinking and takes the headache out of managing your own charitable fund.



Grant Recipient

An organisation which cares about helping local projects.

Comments about Point North

How NPS is measured

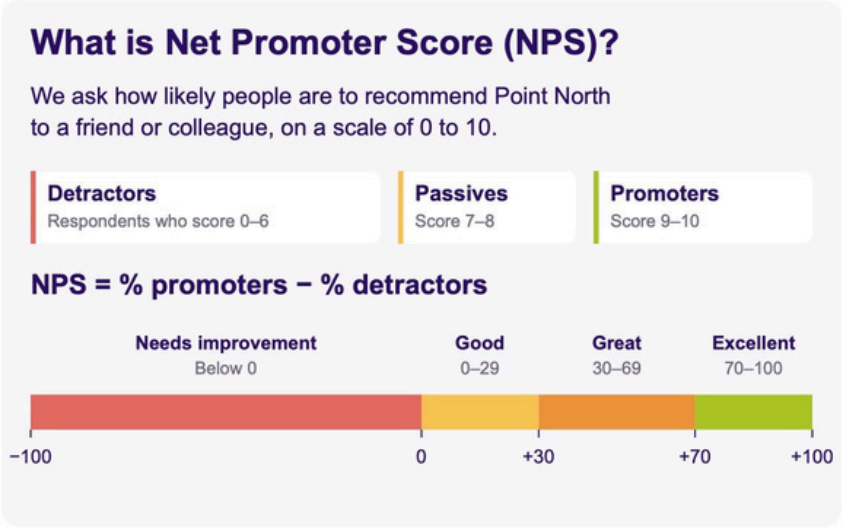
Net Promoter Score (NPS) is an internationally recognised measure used by organisations around the world to understand how likely people are to recommend them.

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 helps us identify what people value and where we need to improve. It is informing changes to our communication, application processes and application feedback.

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

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