

A Joint Vision
for Civil Society
in Greater Essex

Supporter Toolkit

What is in this Toolkit?

This document contains supporting material examples and guidance for those who support: '[A Joint Vision for Civil Society in Greater Essex](#)' .

This toolkit includes:

Key Messaging Guidance

Core Vision messages, suggested social media copy, and FAQs to help ensure consistent and aligned communication. Please use this as your primary reference when posting or speaking about the Vision.

Communications Guidance

Practical steps and advice for responding to enquiries or managing potential challenges or backlash.

Social Media Asset Templates

A ready-to-use visual for social media to support announcements and demonstrate your support for the Vision.

Supporter Email Template

A customisable email you can share with your networks to encourage wider awareness and engagement.

'A Joint Vision for Civil Society in Greater Essex' Downloadable PDF link

The full Vision document for reference and sharing.

You are welcome to download and use these assets and templates to help share and support the *Vision*.

Please find the link below to our [Supporter Templates & Documents ZIP file](#), which includes all editable templates and Word documents available for download

[Supporter Templates & Documents ZIP file](#)

Key Messaging & Guidance

A Joint Vision for Civil Society in Greater Essex provides a practical framework for how civil society and public partners can work together at this time of significant system transformation.

The vision is non-partisan and does not align to any political party. It is focused on partnership and improving outcomes for communities across Greater Essex.

How to Use This Guidance:

This document is designed to help supporters talk about the vision clearly and consistently, and to provide ready-to-use copy for social media and communications.

Please feel free to:

- Use the wording exactly as written
- Adapt tone slightly to suit your organisation
- Share publicly to show visible support
- Call to action: direct people to the vision landing page essexcommunityfoundation.org.uk/a-joint-vision/ to read the vision and endorse it

When Talking About the Vision:

What is the vision: A Joint Vision for Civil Society in Greater Essex acts as a practical tool to guide partnership, planning and investment, and as an invitation for change. It sets out a shared ambition for a trusted and thriving civil society across Greater Essex, recognising the vital role and economic and social value of civil society, and how partners can work together to reimagine how support is designed and delivered.

Why now: Greater Essex is facing significant structural transformation driven by Local Government Reorganisation and Devolution, alongside the implementation of the NHS 10-Year Plan, significant changes to Integrated Care Boards (ICBs), and the rollout of the Civil Society Covenant. These changes create both pressures and opportunities for communities.

What the vision calls for: The vision calls for recognition of the vital role the voluntary sector plays, genuine partnership in the design and delivery of services, and sustained investment in communities. It positions civil society as a trusted partner, core social infrastructure, and essential to system transformation across Essex.

Why support matters: The vision represents a collective voice for civil society in Greater Essex. Visible support from organisations and partners strengthens that voice and helps ensure shared priorities are heard and acted upon during a period of significant system change.

Call to action: This is a collective vision. Supporters from Civil Society and Statutory partners are asked to endorse the vision, reflect on their role, and identify practical actions they can take to support its delivery.

****Endorsing the vision means publicly expressing your support and committing to consider how your organisation can contribute to its delivery.**

Frequently Asked Questions :

How was the Vision created?

The vision was led by Essex Community Foundation and developed through an engagement-led, evidence-informed process. It draws on conversations and cross-sector engagement with civil society organisations across Essex, alongside local government and health partners. The document was refined through stakeholder feedback and informed by Essex-wide research, national evidence and established data sources, including government research on the social value of civil society interventions, which shaped its themes and priorities.

Does the Vision represent all organisations? The vision reflects engagement across civil society and public partners. It is a shared framework that organisations may choose to support, and it will continue to evolve through dialogue and collaboration.

Is the Vision political? No. The vision is non-partisan and focused on strengthening partnership and improving outcomes for communities across Greater Essex.

Is this replacing existing strategies or statutory plans? No. The vision is not a statutory strategy. It complements existing reform and planning processes and is intended to strengthen collaboration across the system.

Is this linked to funding or commissioning decisions? The vision is not a funding programme or commissioning framework. It provides a shared framework to support partnership, planning and investment conversations.

What evidence is the Vision based on? The vision draws on credible, established data sources and sector insight. All referenced data is cited within the document.

How can organisations get involved? Organisations can read the vision, endorse it via the landing page, and consider how they can support its delivery through partnership and collaboration.

Supporter Communications Guidance:

For guidance and information on responding to enquiries or managing potential challenges or backlash.

Please Read our [External Crisis Communications Plan](#), which you can find in the downloadable '[Supporter Templates & Documents ZIP file](#)' on page 2.

Social Media

Key Messages & Caption Examples:

For VCSE / Civil Society Organisations

- At this time of major system change across Essex, our sector needs a shared voice. A Joint Vision for Civil Society in Greater Essex is a practical tool for partnership and invitation for change. Read the vision and add your support: essexcommunityfoundation.org.uk/a-joint-vision/
- As systems change across Essex, community insight and lived experience matter more than ever. A Joint Vision for Civil Society in Greater Essex sets out the vital role civil society plays. Read the vision and support it here: essexcommunityfoundation.org.uk/a-joint-vision/
- We support A Joint Vision for Civil Society in Greater Essex and its call for recognition, partnership, and long-term investment at a time of major system change. Read the vision and add your support: essexcommunityfoundation.org.uk/a-joint-vision/

For Statutory & Public Sector Partners

- At a time of significant system change across Essex, A Joint Vision for Civil Society in Greater Essex sets out how civil society and public services can work together to create a trusted and thriving civil society. We support the vision, add yours essexcommunityfoundation.org.uk/a-joint-vision/
- System transformation works best when civil society is part of the conversation. Join us in supporting the vision, learn more here essexcommunityfoundation.org.uk/a-joint-vision/

Social Media Guidance:

Supporters are encouraged to:

- Use provided assets
- Use or adapt suggested copy in **Key Messaging** document if helpful
- Highlight partnership benefits

Supporters should not:

- Engage in arguments
- Make political comparisons
- Speculate on policy
- Speak on behalf of ECF or other supporting organisations

Social Media Post Templates:

Please see visual examples of social media post templates below or for the editable template link on Canva [click here](#)

#A Joint Vision for Civil Society in Greater Essex'

Quote/Image Post Example



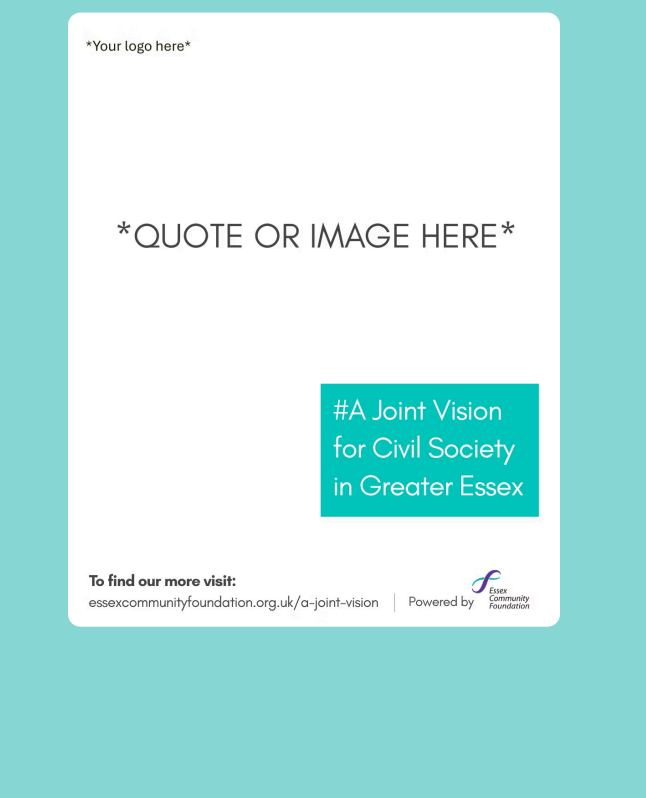
#A Joint Vision for Civil Society in Greater Essex'

Quote Post Example



'To find out more about the Vision'

Call to Action Post example



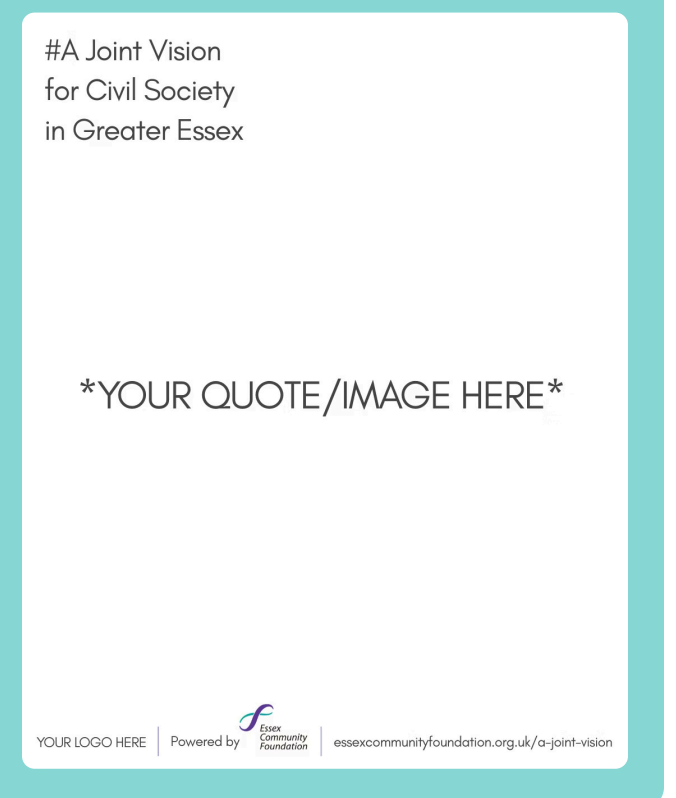
To 'Join the Vision'

Call to Action Post Example



General 'Sharing the Vision'

Post Example



To tag **Essex Community Foundation**, please use the following social media accounts:

- **Instagram:** @essexcommunityfoundation
- **LinkedIn:** Essex Community Foundation
- **Facebook:** Essex Community Foundation

Supporter Email Template

Please read our supporter email template below, or download the editable Word document, which can be found in the '[Supporter Templates & Documents ZIP file](#)' linked on [page 2](#) of this Toolkit.

Example Email:

Subject: Supporting a shared Vision for Civil Society in Greater Essex

Dear [Name],

I wanted to share '**A Joint Vision for Civil Society in Greater Essex**' that I've recently signed up to support, and to invite you to take a look and see whether it resonates with you too.

The Vision has been developed by Essex Community Foundation (ECF), working in partnership with organisations across the Voluntary, Community and Social Enterprise (VCSE) sector, and provides a practical tool for civil society and its partners to work together to embed this shared ambition in decision-making, collaboration, and investment. It sets out a shared ambition for a trusted and thriving civil society across Greater Essex at a time of significant system change - including Local Government Reorganisation, Devolution, and major reforms across health and public services.

At its heart, the Vision calls for:

- **Recognition** of the vital social and economic role the voluntary sector plays
- **Genuine partnership** between civil society, local government, health, and other partners in planning and delivery
- **Sustained, long-term investment** in communities as essential social infrastructure

The Vision brings together a collective voice for civil society in Greater Essex, shaped by people and organisations who know the communities first hand. Adding your support helps strengthen that shared voice and is part of a wider, open invitation to build long-term relationships based on trust, shared understanding, and a common ambition for every community.

I've attached the Vision document here for you to read. If it resonates with you, I'd encourage you to:

- [Sign up to support the Vision](#)
- Reflect on the role your organisation or network can play in helping to put it into action.

If you'd like to discuss the Vision further, explore what support might look like in practice, or ask any questions, you can contact ECF directly at policy@essexcf.org.uk.

With best wishes,

[Your name]

[Your role / organisation]

essexcommunityfoundation.org.uk/a-joint-vision/



'Joint Vision for Civil Society in Greater Essex'

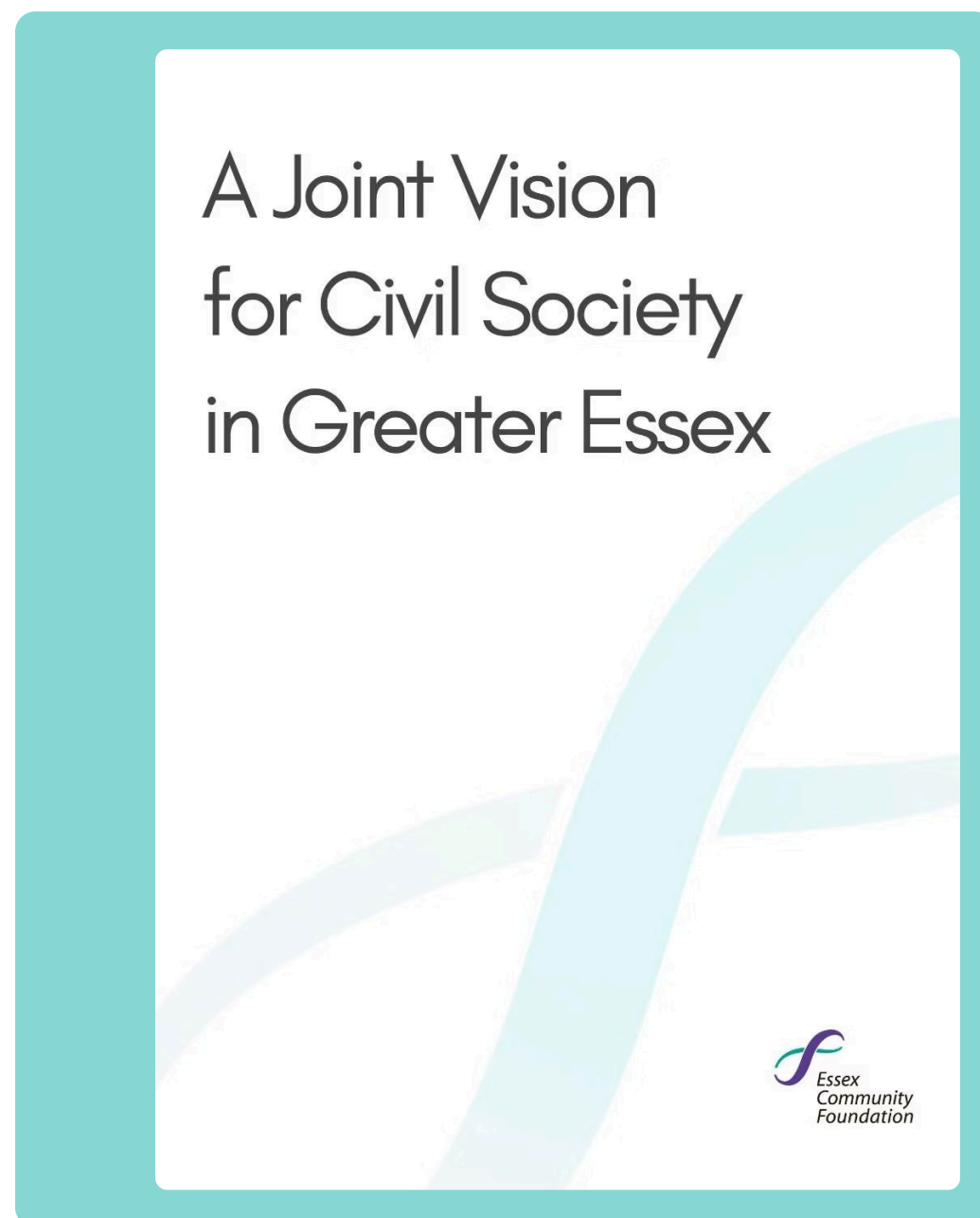
Download & Read The Full PDF:

If you would like to keep a copy of '**A Joint Vision for Civil Society in Greater Essex**' for your own reference, or to share with others, you can download the full PDF via the '[Supporter Templates & Documents ZIP file](#)' linked on [page 2](#) of this Toolkit.

You can also find more information about the 'Vision' on the Essex Community Foundation Official Webpage linked below.

www.essexcommunityfoundation.org.uk/a-joint-vision/

 Essex Community Foundation 
Greater Essex is at a pivotal moment of change.
Local government reorganisation, health system transformation, and the rollout of the Civil Society...



Thank you for your continued support.

If you have any questions about this supporter toolkit, please contact our Communications and Policy Manager, Julia Essex, at julia@essexcf.org.uk.

You can also get in touch to learn more about Essex Community Foundation via our general inbox at hello@essexcf.org.uk or by phone on **01245 355947**.



**Essex
Community
Foundation**