Spending Time Credits 2018

Spend partners are a fundamental part of the Time Credits model – they provide the exciting opportunities and activities that inspire people to get involved in community action, many of them for the first time. In our 2018 evaluation, 59% of people surveyed told us that they had never or rarely volunteered before earning Time Credits.

The variety of ways to spend Time Credits is frequently mentioned by our community group partners as a significant factor in maintaining the enthusiasm and frequency of volunteer contributions, which has clear links to the longer term sustainability of vital community groups and services.

Well over 500 venues across England and Wales accept Time Credits and the number and range of opportunities continues to grow. You can visit top attractions, go swimming or learn a language, all with Time Credits.

We work with partners of all shapes and sizes and all Time Credits offers are showcased online at timecredits.com.

// IN NUMBERS

Over 50,000 people have earned Time Credits to date. In 2017/18 the Time Credits spend network grew by 1/3 and over 100,000 Time Credits were spent.
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.

Our network of spend partners is a huge driver of social impact. For our members, spending Time Credits can be the means by which they 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.

Not only does spending Time Credits enable positive change for individuals, it also brings benefits to our spend partners. New people come through the doors, often people who would not have previously accessed their services. We support our partners to reach new audiences and give back to their communities in a tangible way. They tell us how valuable this is to them; 80% of partners say being involved in Time Credits creates positive PR/brand exposure.

For us, the importance of our Time Credits spend network is also about advocating a culture of participation at the community level - where it is not only individuals that contribute, but businesses and community assets can also demonstrate their commitment towards building stronger, more resilient communities.

The benefits of volunteering on health and wellbeing are increasingly well recognised but we know that the ability to spend Time Credits offers further value to our members, and to local services and communities. Our evaluation data supports this, with incredible impact and inspirational stories about people’s experiences of spend.”

Ian Merrill, Chief Executive
BENEFITS FOR PARTNERS

Our partners tell us that joining the Spice Time Credits network helps them to:

- Attract new and more diverse audiences
- Market and raise their profile, locally and nationally
- Support applications for new contracts with public sector partners or funding bids
- Meet CSR aims and community engagement targets
- Utilise spare capacity to good effect

// HOW IT WORKS

Time Credits operate through a local network of participating services, charities and community groups and corporate spend partners. The Time Credit value of each offer is based on the average duration of the activity e.g. the average length of a film is two hours, so cinema entrance is two Time Credits.

A Time Credit is earned for an hour given by an individual to their community. Regardless of where they were earned, Time Credits can be exchanged for activities across any of our partners in England and Wales. They can also be gifted to others. Time Credits can only be exchanged for time-based activities, never products.

// IN THEIR OWN WORDS:

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, ChorleyLeisure -

I would absolutely encourage people to do it. It has not had an impact on our bottom line. It’s great that it’s growing, but it’s not something that has detracted from our day-to-day business and what we do. If anything it has added to it.

- Better Leisure -

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 -