



**Worcestershire**

Infrastructure Consortium

# **Valuing Worcestershire Volunteers in 2008 and beyond**

**The Second Volunteering Strategy for the  
Volunteering Sectors in Worcestershire**

**April 2008 – March 2011**

ChangeUp



FUNDED

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## Valuing Worcestershire Volunteers in 2008 and beyond

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## Valuing Worcestershire Volunteers in 2008 and beyond

### Acknowledgements

This strategy is a follow on from the first one written in 2006. Back then many people working for voluntary organisations and groups in Worcestershire were consulted on the objectives and overall aim of the strategy. Our thanks went to those people and should go to them again, as we are reusing the same objectives and overall aim – to build on the successes already made and to ensure many more will follow. All partners of the Volunteering Hub are owed many thanks, as without their dedication to make a difference through partnership work; this strategy would not be as ambitious as it is now. And finally our partners from other sectors, who have shown such believe in volunteering and the need for promoting good practice in working with volunteers, are valued for their support and input.

The Volunteering Hub  
31<sup>st</sup> March 2008

### Foreword

Championing volunteering has been on the forefront of my nearly seven years of working in and with the Worcestershire Voluntary and Community Sector. As Former Chief Officer of Community Action Wyre Forest (until December 2007) and Chair of the Volunteering Hub, I am extremely pleased with the progress we made in the past years. Working in partnership at county wide level, whilst ensuring local presence and delivery, has proven to be an effective way in working more efficient, in combining efforts to lobby for better practice in volunteering and in increasing quality in what we deliver. With two successful funding bids for volunteering projects, one for young volunteers (V) and one for the appointment of a Volunteering Hub Partnership Officer for three years added to the work already going on with Capacity Builders funding, the development of volunteering in Worcestershire should be able to reach more impact - united as partners to support effective volunteering which is accessible to all.

Sascha McDonald  
Former Chair of the Volunteering Hub  
- Worcestershire Infrastructure Consortium

## Valuing Worcestershire Volunteers in 2008 and beyond

### Introduction

Volunteers have been active in Worcestershire, voluntary organisations and community groups have been giving them opportunities to volunteer, volunteer co-ordinators have been supporting them and volunteer centres have been attracting them. In 2006 we sat down together to say what it means to value our volunteers. It resulted in a Volunteering Code of Practice, endorsed by all the partners of the Worcestershire Partnership in October 2007. It is a Code full of good practice tips and ideas, guidelines and proposals for volunteer involving organisations from all sectors to use and adapt to their own needs.

If that is what we achieved as a result of the first Volunteering Strategy for Worcestershire, then this second strategy aims to take that to a higher level. Implementation of the Code of Practice and raising its awareness amongst volunteer involving organisations of all sectors is one of the major tasks deriving from this strategy.

This Strategy aims to be a timely document, recognising the constraints the volunteering sector is under, and trying to capture the need to progress in areas of sport, youth volunteering, braking down barriers into volunteering and the added value of partnership working. It is written for the Volunteering Hub, to give them guidance and steer in their work with volunteer involving organisations, their volunteer-co-ordinators and partners form all sectors. It is also written for all those partners, highlighting what they can do to value their volunteers, through improving their practice.

Ultimately it should result in an increase in volunteering that is adequately valued, resources, recruited and managed. We most probably need more than two strategies to get there, but together we should be able to make good progress towards it. Let's give it a try.

## Valuing Worcestershire Volunteers in 2008 and beyond

### Executive Summary

This strategy gives the Volunteering Hub (Volunteer Centres and Volunteer Development Agencies), Volunteer Involving Organisations and Volunteer Co-ordinators across all sectors in Worcestershire direction in their work to improve practice in working with volunteers. It builds on the aims and objectives of the first Volunteering Strategy for Worcestershire 'Valuing Worcestershire Volunteers, June 2006 – May 2007:

*To enable leaders within the volunteering sectors – voluntary, community and statutory - to work together throughout Worcestershire to unite as partners and to support effective volunteering, which is accessible to all*

To achieve the outcome:

*Reduced barriers to volunteering in Worcestershire that will result in increased volunteering activity that is adequately valued, resourced, recruited and managed.*

A strong role for the Worcestershire Volunteering Infrastructure, who formed a Volunteering Hub of the Worcestershire Infrastructure Consortium, is recognised throughout. They will drive this Strategy and are responsible for its implementation. Joint working guided by the first strategy will be developed further with the help of a newly appointed Partnership Officer for the Volunteering Hub. A summary of their focus:

- ❖ Work in line with and promote the Worcestershire Compact and its Volunteering Code of Practice
- ❖ Maintain and strengthen the Volunteering Sub Group within the Worcestershire Infrastructure Consortium, developing it into a 'Volunteering Hub'
- ❖ Continue to facilitate the Worcestershire Volunteering Forum and email groups
- ❖ Develop the joint quality approach
- ❖ Work in Partnership with Voluntary, Community and Statutory partners
- ❖ Develop an action plan
- ❖ Monitor and evaluate

The objectives that sit under the overall aim give the strategy its direction:

1. To promote the importance, recognition and value of volunteering throughout Worcestershire
2. To develop, promote and continuously improve standards of good practice in working within voluntary organisations and in supporting all aspects of volunteering
3. To promote equal opportunity to volunteering
4. To improve the accessibility and opportunities of volunteering
5. To clarify the roles and responsibilities of volunteer-placing organisations and those of individual volunteers
6. To unite as partners within the volunteering sectors and to seek to work in partnership with other sectors to achieve the overall aim

The Volunteering Hub proposes to work towards achieving these objectives through local agreement (the Worcestershire Compact and its Volunteering Code of Practice),

## Valuing Worcestershire Volunteers in 2008 and beyond

through the Worcestershire Infrastructure Consortium, through developing their joint quality approach and through working in partnership.

## A second Volunteering Strategy for Worcestershire

### Why a second Worcestershire Volunteering Strategy

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#### Overall aim of this Strategy

This 2008 – 2011 strategy aims to enable leaders within the volunteering sectors – voluntary, community and statutory - to work together throughout Worcestershire to unite as partners and to support effective volunteering, which is accessible to all.

### What we have achieved after the first Strategy was written

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The first strategy covered June 2006 – May 2007 and focussed on 6 objectives:

7. To promote the importance, recognition and value of volunteering throughout Worcestershire
8. To develop, promote and continuously improve standards of good practice in working within voluntary organisations and in supporting all aspects of volunteering
9. To promote equal opportunity to volunteering
10. To improve the accessibility and opportunities of volunteering
11. To clarify the roles and responsibilities of volunteer-placing organisations and those of individual volunteers
12. To unite as partners within the volunteering sectors and to seek to work in partnership with other sectors to achieve the overall aim

In April 2007 the **Draft Volunteering Code of Practice** was accepted by the Worcestershire Partnership and all partners were invited to take the code through their own decision making processes. The final version was endorsed in October 2007 and is now a formal Worcestershire Partnership document.

'Valuing Worcestershire Volunteers' was included in the **Worcestershire Children and Young People's Plan for 2006 – 2009 'Making Life Better'**. Under the outcome 'Children and Young People make a positive contribution' the focus is on developing a joint approach for recruiting and involving adult volunteers to work with children and young people.

**A Quality Questionnaire** answered by 128 workers from statutory and voluntary & community sectors at the launch day of the Worcestershire Compact and volunteering strategy (7<sup>th</sup> June 2006) set a baseline for quality standards used for working with volunteers.

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**Joint working between Volunteer Centre's** has resulted in a 'State of Worcestershire Report' that highlights the current situation for Volunteer Centre's and makes a case for maintaining a local focus and approach in Worcestershire.

Volunteer Centre's took a **joint up** approach to Volunteers Week in 2007, which saw the launch of its first joint leaflet, a common press release adapted to local events taking place, and a raised profile of the Volunteering Sub Group and its work.

**Partnership working** with the Sports Partnership Herefordshire and Worcestershire (SPHW) has meant we have agreed working procedures around volunteers in sport, inclusion of SPHW in the joint leaflet and the submission of a joint funding bid.

The **Volunteering Forum** has continued to meet twice yearly, the events organised by the Volunteering Sub Group. Speakers were invited and workshops were held covering the use of Media, Marketing, Volunteers and the Law, and Volunteers and sport, specific needs, ageism and employee volunteering

The **Volunteering Forum** was opened up to Volunteer Co-ordinators working for the Statutory Sectors and a separate email group – 44 colleagues registered - is maintained to communicate with them alongside the email group of VCS Volunteer Co-ordinators - 72 colleagues registered.

Volunteer Centres have continued to support each other in the process of gaining **accreditation** for their work, a requirement of our national support organisation Volunteering England. By December 2007 all officially registered Volunteer Centres gained their accreditation – a proud achievement.

**Partnership working amongst Volunteering Hub partners** resulted in a successful funding bid to the Lloyds TSB Foundation, where they secured 3 year funding (2008 – 2011) for a Partnership Officer to support the Hub in its work and to pilot a project for disadvantaged volunteers.

The launch of the Draft Volunteering Code of Practice and the Volunteering Strategy in June 2006 has meant the start of the voluntary and community sector working closely with the statutory sector to improve standards in working with volunteers. Local examples of actions undertaken within the statutory sector are:

- Wyre Forest District Council met with Community Action Wyre Forest to discuss how to work better together, to develop a Volunteer Policy for the Council and the importance of creating a small budget to pay expenses to volunteers.

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- Bromsgrove District Council has developed a Volunteer Policy and is looking into promoting employee volunteering.
- Bromsgrove Partnership's Compact Group has included volunteering as one of its action points.
- In March 08 Wyre Forest Matters endorsed a Wyre Forest Compact Local Action Plan which includes 2 aims around volunteering:
  - develop a shared understanding of the value of volunteering
  - remove barriers into volunteering to enable a more diverse range of community members to take up volunteering
- The Mental Health Trust approached the Volunteering Hub on advice around the development of its Volunteer Policy, and used the Volunteering Code of Practice and the Volunteering Strategy as reference material.
- Worcestershire County Council have expressed their willingness to work with the Volunteering Hub on rolling out the Volunteering Strategy, specifically by looking at:
  - employee volunteering schemes
  - mentoring roles for staff
  - promoting trusteeship and sharing expertise/experience
  - developing their own good practice in their work with volunteers, and developed a volunteer procedure

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### What we are going to do for the next 3 years

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#### Overall outcome of this strategy

*Removed barriers to volunteering in Worcestershire that will result in increased volunteering activity that is adequately valued, resourced, recruited and managed.*

This mirrors the overall outcome of the 2006 – 2007 Volunteering Strategy. The six objectives also remain the same – the intention is to build on the work started in June 2006.

#### Summary of focus

1. Work in line with and promote the Worcestershire Compact and its Volunteering Code of Practice
2. Maintain and strengthen the Volunteering Hub within the Worcestershire Infrastructure Consortium, developing it into a 'Volunteering Hub'
3. Continue to facilitate the Worcestershire Volunteering Forum and email groups
4. Develop the joint quality approach
5. Work in Partnership with Voluntary, Community and Statutory partners
6. Develop an action plan
7. Monitor and evaluate

## Valuing Worcestershire Volunteers in 2008 and beyond

### Background information

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#### 1. What is volunteering?

##### **Definition of volunteering used for the purpose of this strategy<sup>1</sup>:**

‘Volunteering is the commitment of time and energy for the benefit of society and the community, the environment, or individuals outside one’s immediate family and friends. It is undertaken freely and by choice, without concern for financial gain.’

##### **Principles of Volunteering<sup>2</sup>**

Choice Whether to volunteer should be a choice freely made by each individual. Freedom to volunteer implies freedom not to become involved.

Diversity Volunteering should be open to all no matter what their background, race, colour, nationality, religion, ethnic or national origins, age, gender, marital status, sexual orientation or disability.

Reciprocity or mutual benefit Volunteering is about identifying the benefits for the volunteer *and* the organisation. Benefits should include not only a sense of achievement, sociability and fun, but also experience, skills and training.

Recognition An organisation should explicitly recognise the value of what volunteers can and do offer not just to their organisation, but to the community, the social economy and wider social objectives.

##### **Scope of volunteering<sup>3</sup>**

Though not an exhaustive list, volunteering can include:

- Helping provide a service as a volunteer within a voluntary or community organisation, or the public sector.
- Community activism, campaigning and action to change society or identify and tackle unmet needs.
- Befriending and mentoring.
- Organising sports and physical recreation.
- Taking part in running a voluntary or community organisation as a trustee or member of a board or committee.
- Serving as a non-executive member of a public body or participating in civic governance, for instance serving as a school governor or a community representative
- Leading voluntary initiative, usually as part of a voluntary organisation or community group, to improve the quality of life for people in a neighbourhood or community of interest.
- Group activity, within a neighbourhood or community of interest, providing a community service, or campaigning for a public cause.

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<sup>1</sup> Volunteering Strategy – Angus Council

<sup>2</sup> Worcestershire / National Compact

<sup>3</sup> National Volunteering Compact

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- Helping develop public policy through involvement in consultation processes and campaigning.
- Volunteering overseas.
- Helping raise funds for an organisation.

### Why do people volunteer?

- Altruism (giving something back, helping others, feeling valued)
- Personal and social reasons
- Developing skills and employability
- Changing the world
- Having a voice
- Integrating into the community

### What support do volunteers need?

- Flexibility
- Creativity
- Informality
- Involvement

## 2. What challenges face volunteering in Worcestershire?

### Legal environment of volunteering

- Trustee responsibilities
- changes in Charity Law
- the Equality & Diversity agenda
- fear amongst unemployed people that their benefits might be under threat if they volunteer
- concern regarding risk and possible legal action within voluntary activity
- the fine line between volunteering and employment

### Recognition that the demands of volunteers are changing

- the time they have available
- the nature of the volunteering they want to undertake
- the wish to gain experience to add to a CV as a way to move into paid employment
- their expectations of the organisations they volunteer for
- the expectations of the manner in which their involvement is managed

### The impact of government interest

- important to recognise that there is more to volunteering than increasing the numbers of volunteers
- work needs to be done to improve the quality of the volunteering experience
- be aware that some people perceive volunteering as a government controlled activity, which can act as a deterrent to people volunteering

### Changes in the local statutory sector funding climate

- during 2007 WCC has undertaken a major review of the way it funds the VCS in Worcestershire. In line with the funding and procurement protocol and after much

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consultation a new funding framework<sup>4</sup> was developed. March 2008 saw the launch of the newly structured Grants Programme. Changes like this will result in 'winners' and 'losers' and forms a challenge for the local VCS and the way in which it aims to sustain its services that are often heavily supported by volunteers.

- the newly formed Worcestershire PCT is also reviewing the way it funds the sector beyond 2007/2008, and many historically funded voluntary sector organisations are unsure about their future funding arrangements.
- under the remit of the draft Funding and Procurement Protocol of the Worcestershire Compact the WCC in partnership with WIC, have initiated the forming of a VCS Funding Panel for the Worcestershire Partnership to streamline future public sector investment in the VCS, combined with improved administration and funding arrangements.
- the effect could be that District Councils in Worcestershire will decide to review their funding arrangements for the sector.

### Inclusion in the Worcestershire Local Area Agreement

A Local Area Agreement (LAA) is a three year agreement between central government and a local area. In Worcestershire central government is represented by the Government Office in the West Midlands and Worcestershire by the County Council, the Worcestershire Partnership and other key partners. In 2007 the WIC has acquired a place on the Partnership Board.

The Volunteering Sub-Group of the WIC - in consultation with the Worcestershire Volunteering Forum - devised a performance measure towards the following LAA outcome<sup>5</sup>: *To ensure a well-supported, active voluntary and community sector which encourages volunteering and community involvement.*

Performance Measure: Number of People engaged in (defined) volunteering activity – linked to Volunteering Strategy.

The Baseline was set at the beginning of 2006 through a survey of 139 VCS groups and organisations who were collectively supported in their work by 8,810 volunteers. The target of 2006/2007 was to increase amount of groups the survey covered; this resulted in 231 groups and 32 services responding, and this time collectively they were supported by 12,432 volunteers.

For 2007/2008 the performance measure had to be changed into the indicator 'An increase in the number of people recorded as or reporting that they have engaged in formal volunteering on an average of at least two hours per week over the past year'. This will support the outcome to *'empower people to have a greater choice and influence over local decision making and a greater role in public service delivery'*.

Whilst writing this Strategy the next version of LAA and its indicators are under negotiation – it is not sure where and if volunteering has a place in this LAA<sup>6</sup>.

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<sup>4</sup> The 'Shopping Investing and Giving' funding framework for VCS organisations, approved by Cabinet in March 2007

<sup>5</sup> LAA: F4 page 42 - 17<sup>th</sup> March 2006

<sup>6</sup> Latest LAA states: Volunteering is a "golden thread" running through all themes of the LAA

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### Worcestershire Compact

The first volunteering strategy developed a draft Volunteering Code of Practice to sit under the Worcestershire Compact as part of one of its four Protocols; volunteering, funding and procurement, community groups and consultation. In April 2007 the Worcestershire Partnership invited all partners to take the draft Volunteering Code of Practice through their own decision making processes, and in October 2007 the Partnership Board formally approved the Code.

### 3. What is volunteering infrastructure?

#### Infrastructure organisations can be defined as<sup>7</sup>:

*“The physical facilities, structures, systems, relationships, people, knowledge and skills that help frontline organisations and community groups to achieve their aims.”*

Voluntary and community sector infrastructure is, by its very nature, organisationally focused. However, **volunteering infrastructure** is unusual, especially at a local level, in that the primary audience is the individual (whether they be an existing or a potential volunteer), and organisational development is supported to improve the quality and quantity of volunteering.<sup>8</sup>

**Worcestershire Volunteering Infrastructure** – Volunteer Centres and other Volunteering Development Agencies that are part of the local infrastructure agencies in Worcestershire. These are based in the following areas: Malvern, Redditch and Bromsgrove, Wyre Forest, Worcester City, and Wychavon (in Evesham, Droitwich and Pershore).

All Volunteer Centres are accredited and deliver six nationally agreed volunteer development functions. They are based in Wyre Forest, Malvern District, Worcester City, Evesham and Pershore. Differing operating methods exist in each area, but all operate according to the same quality system governed by their national umbrella organisation, Volunteering England. Bromsgrove and Redditch are covered by a service that includes some but not all volunteer development functions, and which is not linked to Volunteering England. A gap in provision exists in Droitwich, which will be filled from April 2008.

From April 2008, all Volunteer Centres and Volunteering Development Agencies will work to standardise and implement the Brokerage and Marketing Volunteering functions.

**The nationally recognised and locally defined core functions of volunteering infrastructure are:**

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<sup>7</sup> Worcestershire Infrastructure Consortium - 10 year strategy 2006 – 2016

<sup>8</sup> Building on Success

## Valuing Worcestershire Volunteers in 2008 and beyond

- *Brokerage*

Matching up people interested in volunteering with opportunities and/or volunteer-involving organisations

Locally agreed definition<sup>9</sup>

- Informing members of the community interested in volunteering on volunteering in general and specific volunteering opportunities
- Matching up people interested in volunteering with opportunities and/or volunteer-involving organisations
- Providing an outreach facility in rural and urban settings, ensuring a more equal accessibility of the service
- On-line support to requests of information from members of the community on volunteering opportunities

- *Marketing volunteering*

Promoting volunteering and community involvement as well as specific volunteering opportunities

Locally agreed definition

- Promoting volunteering and community involvement at community events, forums, national events (Volunteers Week, Make a Difference Day, etc)
- Promotion of volunteering opportunities on behalf of volunteer involving organisations, using on-line facilities (VBase), the media, promotional materials, in house database

- *Good practice development*

A commitment to promoting good practice in working with volunteers to all volunteer-involving organisations, and actively supporting and maintaining this

Locally agreed definition

- Providing information, guidelines and briefings on good practice in working with volunteers to all volunteer-involving organisations
- Actively supporting and maintaining good practice in working with volunteers via one to one support
- Actively supporting, maintaining and improving good practice in working with volunteers via facilitation of opportunities to share experiences, improve co-operative working, learning and stimulating discussion
- Development of good practice materials, guidelines and supporting documents, and promotion of these materials
- Providing an outreach facility in rural and urban settings, improving accessibility to good practice advice

- *Developing volunteering opportunities*

Developing innovative volunteering opportunities for potential volunteers, ensuring that opportunities are available for all

Locally agreed definition

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<sup>9</sup> Locally agreed definitions according to the 'Service Definition Matrix' developed by the Collaborative Working Group of the Worcestershire Infrastructure Consortium, March 2008.

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- Identifying gaps in volunteering opportunities and the need for specific opportunities
- Proactively develop volunteering opportunities to fill the gaps and satisfy the need for specific opportunities
- Develop innovative volunteering opportunities for potential volunteers, ensuring that opportunities are available for all
- Information provision on good practice in developing volunteering opportunities and working with volunteers
- Support new or existing groups to develop their (new) volunteering opportunities

- *Policy response and campaigning*

Influencing policy development which takes account of the ways this may affect volunteers and volunteering activities.

Locally agreed definition

- Consultation at community level on policy development that may affect volunteering / volunteers and feeding this back to policy makers
- Initiate a campaign if a policy development or change in policy may affect volunteering / volunteers and a response is not taken into account
- Influencing policy development which takes account of the ways this may affect volunteers and volunteering activities via local lobbying and campaigning

- *Strategic development of volunteering*

Taking strategic responsibility for the support and development of local volunteer-involving organisations and networks, good practice development, and support for the development of local policy that facilitates volunteering

Locally agreed definition

- Taking strategic responsibility for the support and development of local volunteer-involving organisations and networks
- Taking strategic responsibility for good practice development, including championing the local Compact and its Volunteering Code of Practice
- Taking strategic responsibility for the support of local policy development that facilitates volunteering
- Proactive development of policy that facilitates volunteering where this is not developed by others
- Providing a voice for the volunteering sector, via (facilitating) representation
- Facilitating and initiating consultation on volunteering issues

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### How are we going to achieve it?

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#### 1. Through Local Agreement

#### Worcestershire Compact approach<sup>10</sup>

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<sup>10</sup> 'Let's do it Smarter' - Worcestershire Compact

## Valuing Worcestershire Volunteers in 2008 and beyond

The Worcestershire Compact sets out the previously mentioned '*Principles of Volunteering*' and all partners who have signed up to the Compact recognise that these principles are fundamental to volunteering.

The Volunteering Code of Practice operational from October 2007 seeks to ensure:

- The support and implementation of best practice in the recruitment and management of volunteers.
- That volunteering activity is properly resourced.
- That the role volunteers play in the provision of services to the community is valued.
- Partnerships work to overcome barriers to volunteering.

### The Volunteering Hub members will:

- Act as 'Champions of Volunteering' and as such will promote the Volunteering Code amongst the groups and services they work with.
- Ensure local County and District Councils, the PCT and other Statutory bodies are fully aware of the Volunteering Code through partnership working, lobbying and awareness raising activities
- Recognise that all volunteering organisations are different in size, purpose and available resources, and no one Volunteering Code fits all. It is up to the group or service to determine to what extent good practice tips can be used and adapted for their volunteers.

## 2. Through the Worcestershire Infrastructure Consortium

Voluntary Sector infrastructure organisations in Worcestershire are both generic (offering general support and advice to all groups) and specialist (offering services to specific groups, such as those organisations focused on older people, younger people or black and ethnic minorities). They may operate county-wide or within a single district.

Fourteen of these infrastructure organisations have formed the Worcestershire Infrastructure Consortium (WIC). One of its main aims includes a focus on Volunteering:

**Increasing Volunteering in Worcestershire** – by implementing a county-wide volunteering strategy, forming and facilitating a Volunteering Forum, and improving the quality and quantity of volunteering infrastructure functions

WIC has developed a Ten Year Strategy (2006 – 2016)<sup>11</sup> which has strong links with the Volunteering Strategy and the roles and responsibilities of the Volunteer Centres / Volunteering Development Agencies within it.

The Volunteer Centres and those infrastructure organisations with an aim to address a gap in volunteering development services, have formed a Volunteering Hub of this

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<sup>11</sup> Worcestershire Infrastructure Consortium; 'Growing a Strong and Dynamic Voluntary and Community Sector' – Ten Year Strategy 2006 - 2016

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Consortium. Through the development of a joint report<sup>12</sup> and its Terms of Reference the hub aims to *'gain benefits of working together, offering peer support to each other, being responsive to local policy developments and addressing gaps in provision, whilst safeguarding a local presence of volunteer development provision'*<sup>13</sup>.

These aims support the Business Plan of the Worcestershire Infrastructure Consortium by working towards the objective "Ensure that voluntary organisations and community groups can access the infrastructure services and support they need to achieve their aims"<sup>14</sup> via two projects around volunteering:

1. Volunteering effectiveness
  - Develop and promote good practice in Volunteering
2. Volunteering Reach
  - Maintain and extend access to volunteering services
  - Increase opportunities to volunteer and improve good practice
  - Joint marketing approach to attract people into volunteering

For the duration of this strategy the Volunteering Hub will:

- a. Undertake joint promotion and marketing of volunteering
- b. Improve the promotion and accessibility of Volunteer Centres
- c. Ensure the Volunteering Strategy is strongly linked and reflected in the Business and Delivery Plans of the WIC, and links into other local, sub-regional and regional strategies
- d. Act as 'Champions for Volunteering' and as such will continue to promote the Volunteering Code of Practice, amongst volunteering involving organisations and in Local Strategic Partnerships
- e. Work together in partnership to increase standards and provision of services, whilst maintaining a local presence in the form of independent Volunteer Centres
- f. Maintain and strengthen the facilitation of the hub and its joint activities via its Partnership Officer (from April 2008 – January 2011)
- g. Respond to local, (sub)regional and national developments that have an effect on volunteering development and volunteers, via a joint up approach
- h. Work towards the agreed targets within the Worcestershire Infrastructure Business Plan and Strategic Plan – *Appendix 1*
- i. Aim to address gaps in volunteer development provision, in rural areas as well as urban areas in the county
- j. Support each other whilst working towards the requirements for gaining accreditation for the Volunteer Centres from Volunteering England in the next round

### 3. Through developing the joint Quality Approach

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<sup>12</sup> 'The State of Volunteering in the Sub Region of Worcestershire' a report for Volunteering England, written by Kate Walton (Pershore Volunteer Centre) on behalf of the WIC Volunteering Sub Group, March 2007

<sup>13</sup> Terms of Reference 3, WIC Volunteering Sub Group, April 2008

<sup>14</sup> Worcestershire Infrastructure Consortium – Infrastructure Business Plan, 2008 – 2011, under Consortia Development Fund - Capacity Builders

## Valuing Worcestershire Volunteers in 2008 and beyond

The Volunteering Hub will support and work with volunteer-involving organisations and their Volunteer Co-ordinators in all sectors to enable them to:

- Have (electronic) access to basic policies and guidelines which are adaptable for large and small groups
- Be informed on various quality practice models and frameworks and have access to implementation support
- Undertake joint promotion and marketing of volunteering
- Enable them to have opportunities to support each other, and to share good and successful practice and experience via:
  - facilitating the Volunteering Forum twice a year
  - maintain email groups for communication
  - have a clear presence on the Worcestershire Infrastructure Consortium website highlighting examples of good and successful practice

### 4. Through working in partnership

The Volunteering Hub will work in partnership with other organisations to increase volunteering in Worcestershire, as well as good practice in working with volunteers.

Identified partners:

- Sports Partnership Herefordshire & Worcestershire (SPHW)
- Olympics Co-ordinator, Worcestershire Partnership
- Worcestershire County Council
- The six District Councils
- Worcestershire Infrastructure Consortium members
- Volunteering Forum members from the VCS and Statutory Sectors
- Other Voluntary and Community Sector organisations
- Other Statutory Sector organisations

The Volunteering Hub in partnership with its partners will focus on:

- A. Volunteering for and with children & young people**<sup>15</sup> – in line with ‘Making Life Better’ and its commitment to achieve a co-ordinated approach, and V<sup>16</sup>.
- Promotion and awareness raising of the intended introduction of the new ‘Vetting and Barring Scheme’ under the Safeguarding Vulnerable Groups Act in the Autumn of 2008
  - Increase people volunteering with children & young people, and stress that any volunteer working in that field should be treated in line with the Volunteering Code
  - To get more opportunities for young people registered and developed, and more young people into volunteering through working together on the county wide V project for young people (16 – 25)
  - Ensure management of volunteers is compact compliant

<sup>15</sup> Explored by WCVYS, SPHW and CAWF in February 2007

<sup>16</sup> V: Russell Commission Implementation Body, supported by the Office in the Third Sector

## Valuing Worcestershire Volunteers in 2008 and beyond

**B. Volunteering in Sport** – in line with the up and coming Olympics in 2012 and national focus on the importance of sport.

1. Olympics 2012: One of the key aims of the Games is to create a sustainable legacy in terms of the volunteer workforce, not just for the Capital but for Worcestershire too

- raise awareness
- develop easy to access training programme (using National Volunteer Plan)
- link trained volunteers into local events
- volunteer recruitment for 2012 games (not until 2010)
- information for potential volunteers

2. Volunteering and Sport: in partnership with SPHW the focus will to increase the number of people volunteering in sport:

- relationship development with help from the Partnership Officer, to increase collaborative working
- develop partnership work around 'Step into Sport', where each District will have a 'Leadership Academy' for young people volunteering in sport, linking into the Worcestershire V project

**C. Volunteering in Statutory Sectors** – in line with the Volunteering Code of Practice and Compact development

- promote employee volunteering and trusteeship
- ensure volunteer policies are developed
- promote the Volunteering Forum to Volunteer Co-ordinators

The Volunteering Hub will internally work in partnership, with support from a Partnership Officer (April 2008 – January 2011), to achieve:

- The development of the Volunteering Hub into a '**Volunteering Hub**', which will drive the development of high quality, accessible volunteering marketing and brokerage throughout the county via local centres<sup>17</sup>:
  - develop brokerage good practice and policy support
  - co-ordinate marketing and development
  - monitor and evaluate impact of volunteering activity
  - engage and manage relationships with volunteer involving organisations
- The implementation of the '**Towards better practice for volunteers**' project; to enable the volunteering hub to develop their joint services and improve good practice in volunteering, through sharing a key post, that will:
  - support the VSG partners, their work and their meetings, through offering mentoring support, co-ordination of meetings, and enabling sharing of good practice and joint marketing
  - support to Volunteer Co-ordinators in Worcestershire in their work with volunteers via email groups, Volunteering Forum meetings, distributing information

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<sup>17</sup> Worcestershire Infrastructure Grant Application to Worcestershire County Council, 'Provision of Infrastructure Support to the Voluntary and Community Sector in Worcestershire', page 53

## Valuing Worcestershire Volunteers in 2008 and beyond

- developing and piloting a county wide and consistent information service for disadvantaged volunteers

### Implementation, Monitoring and Evaluation

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**To ensure the Worcestershire Volunteering Strategy will make a difference we, 'the Volunteering Hub', will:**

- Communicate the Strategy
- Boost involvement from VCS and Statutory Volunteer Co-ordinators
- Devise an action plan – the key to implementation
- Monitor our activities
- Annually review
- Evaluate against performance indicators
- Revise if required
- Develop the Strategy beyond 2011

#### **Implementation checklist<sup>18</sup>:**

- Awareness – raising the profile of the Strategy
- Resources and Responsibility – who does what and how do we pay for it
- Application & Use – partnership working as the normal way of doing the business
- Compliance – robust mechanisms for making sure everyone keeps to the Strategy
- Evaluation – demonstrating what works (and what doesn't)

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<sup>18</sup> Local Compact, Implementation Workbook – Winning the Deal by Paul Barasi, NCVO 2006

## Valuing Worcestershire Volunteers in 2008 and beyond

### Contacts and References

#### Volunteering Infrastructure

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##### **Bromsgrove & Redditch Network (BARN)**

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##### **Evesham Volunteer Centre**

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##### **Pershore & District Voluntary Help Centre**

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##### **Worcester Volunteer Centre**

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##### **Droitwich Spa & Rural Council for Voluntary Centre**

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## Valuing Worcestershire Volunteers in 2008 and beyond

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### **WIC – Volunteering Hub**

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### **WIC – Volunteering Forum / Email Groups**

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W: [www.winc.org.uk](http://www.winc.org.uk)

### **Compact**

National [www.thecompact.org.uk](http://www.thecompact.org.uk) or [www.activecommunities.homeoffice.gov.uk](http://www.activecommunities.homeoffice.gov.uk)

Worcestershire [www.worcestershirepartnership.org.uk](http://www.worcestershirepartnership.org.uk)

### **Volunteering**

[www.volunteering.org.uk](http://www.volunteering.org.uk)

for anyone who works with or manages volunteers as well as those who want to volunteer

[www.do-it.org.uk](http://www.do-it.org.uk)

if you are looking for a volunteering opportunity in your local area

[www.wearev.com](http://www.wearev.com)

specifically aimed at young volunteers (16-25)

[www.russelcommission.org](http://www.russelcommission.org)

the national framework for youth action and engagement

[www.voluntarysectorskills.org.uk](http://www.voluntarysectorskills.org.uk)

skills development in the voluntary and community sector – for paid staff, volunteers and trustees

## Valuing Worcestershire Volunteers in 2008 and beyond

### References

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Growing a strong and dynamic voluntary and community sector, ten year strategy 2006-2016, *Worcestershire Infrastructure Consortium, 2006*

Infrastructure Business Plan 2008 – 2011, *Worcestershire Infrastructure Consortium, 2008*

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The State of Volunteering in the Sub Region of Worcestershire', a report for Volunteering England, written by Kate Walton (Persore Volunteer Centre) *on behalf of the WIC Volunteering Hub, March 2007*

Voluntary Strategy – Angus Council, Scotland

Volunteering Code of Good Practice, *Compact Working Group and Active Community Unit*

Worcestershire Compact 'Let's Do It Smarter', *Worcestershire Partnership, 2006*

Worcestershire Compact – Volunteering Code of Practice, *Worcestershire Partnership, 2007*

## Valuing Worcestershire Volunteers in 2008 and beyond

### Appendix 1

#### WIC projects targets around volunteering:

##### 1. Volunteering Effectiveness

- Target:** Develop and promote good practice in Volunteering drawn from the Volunteering Code of Practice (Worcestershire Compact), regional and national sources.
- Facilitate 2 Volunteering Forum events involving a minimum of 40 volunteer involving organisations per year, including one workshop per event; maintain 2 e-mail groups of a minimum of 100 Volunteer Co-ordinators

##### 2. Volunteering Reach

- Target:** Implement and maintain volunteering services (brokerage and marketing) across the 6 districts. Develop access to volunteering services in the four towns not currently served by Volunteer Centres
- Target:** Increase opportunities to volunteer and improve practice by engaging 6 new local businesses each year and 10 local statutory service providers in total in Employee Volunteering Schemes and the Volunteering Forum
- Target:** Identify and respond to opportunities to increase reach amongst young people, older people, people with specific needs, people from rural and deprived areas, unemployed people and in sport
- Target:** Implement a joint marketing approach across 6 districts to attract people into volunteering