

Health & Wellbeing Select Committee Review on Volunteering

This document gives a detailed action plan from across council directorates in response to the Health and Wellbeing Select Committee's Review on Volunteering. There is substantial activity underway including writing a strategy to improve and expand volunteering, creating a volunteer army in Trafford, a 100 days campaign to increase community support to their local area, a volunteer awards event and an infrastructure body appointed to oversee the development of volunteering across Trafford. Cross council working groups have been established to drive the work forward together with key partners and high level commitment from within the council will ensure that volunteering is an ongoing high priority. November 2011

Ref	Recommendations	Timescale for Completion	Planned Action in Response to Recommendations	Responsible Executive Member	Review Date
1					
1A	<p>Volunteering in Trafford will benefit from a named and resourced body taking an active coordinating and commissioning role around volunteering.</p> <p>The Committee further recommends implementing these practical recommendations:</p>	<p>Completed</p> <p>Completed</p> <p>Completed</p> <p>Completed</p> <p>Completed</p> <p>9th Jan 2012</p>	<p>3ST (3rd Sector Trafford) has been commissioned, funded by the Council and also matched funding from the LAA reward grant, to provide infrastructure and development support to the voluntary, community and social enterprise sector. A key element is acting as the co-ordinating agency around volunteering in Trafford.</p> <p>A lottery proposal has been submitted to increase resources around volunteering and infrastructure across organisations.</p> <p>Cross Council working group been established to drive forward all development work around volunteering in a co-ordinated manner.</p> <p>Volunteer Strategy drafted ensuring that volunteer opportunities are clearly promoted, good practice is implemented across the sector and new volunteer opportunities and high quality brokerage are developed.</p> <p>3ST are in dialogue with Trafford Volunteer Bureau to discuss a collaborative approach to improving and expanding volunteering in Trafford.</p> <p>There will be a launch event to celebrate and promote the support now available to Volunteers</p>		

		Jan/ Feb 2012	on 9 th January, at the Fuse in Partington Consultation with third sector on volunteer strategy and final version produced.		
1A (1)	An <u>annual volunteer fair</u> could combine a celebration of volunteering with information provision. Organisations can set up stalls, offer tasters or speed-dating type matching. Themes could vary annually, say with a focus on young people or those nearing retirement.	Dec 2011 February 2012 March 2012	100 days programme launched to introduce one-off volunteering opportunities within communities and particularly target younger people. Will include a calendar of events to promote local opportunities and recruit new volunteers. There will be a celebration event held during the Trafford Partnership conference. Categories and the nomination process will be announced at the Launch event on 9 th January. A Volunteer Fair will be held as part of the Volunteering Initiative described above		
1A (2)	A timetable should be coordinated listing relevant events (in the voluntary, statutory and private sectors) at which a volunteering promotion stall could be run; this could be staffed on a shared rota by members of the Trafford Volunteer Coordinators Forum for example.	March 2012 Completed	Infrastructure organisation 3ST to explore opportunities to build a volunteer element to existing events. Discussed concept of shared promotion at Volunteer Co-ordinators forum which was agreed by members.		
1A (3)	Smaller organisations – the majority of Trafford’s voluntary sector - in particular need help with marketing and promotion through cheap or free channels such as a joint publicity leaflet and social media. Free or low cost training in using social media such as Twitter, Facebook, blogging and YouTube would benefit many organisations.	Nov 2011 Feb 2012	Member of Communities and Wellbeing is attending a conference in November 2011 looking at promoting volunteering via social media. 3ST to incorporate social media good practice into the Volunteer Strategy. 3ST are developing a co-ordinated approach to marketing and promotion of volunteering across Trafford including a Borough wide website.		

		Completed	Volunteer Co-ordinators Forum has promoted low cost training in this area to its membership.		
1A (4)	A <u>short film</u> about volunteering roles and experiences would be a good promotional tool to showcase the range of very different roles that exist in Trafford and inspire more volunteering. Sponsorship should be sought to run this as a volunteer project. As well as being available as a podcast on organisations' websites, a mini DVD this would be a great tool for volunteer ambassadors (see later). Trafford's <i>Let's Go Global</i> could advise and perhaps lead on this.	Feb 2012	3ST has been created from within VCAT and BlueSCI, which has substantial experience in using various media to promote opportunities. The Volunteer Strategy will look at developing tools to promote volunteering across Trafford. Stories will be recorded in preparation for the launch and also for use at the Celebration event at the Partnership Conference.		
1B	The continued appointment of the Volunteer Coordinator in the Council's Communities & Wellbeing Directorate demonstrates a commitment to developing volunteering in Trafford. It is requested that consideration be given to maintaining this contract, with some emphasis on an outwardly supporting role.	Completed Dec 2011	Communities and Well-being intend to continue the role of Volunteer Co-ordinator. Communities and Wellbeing are exploring the potential for the post to be based part of the time with 3ST to ensure collaboration and joint working in volunteering.		
2A	The enthusiasm and experience of current volunteers could be used to good advantage through devising an ambassadors project that equips them to promote messages about volunteering and help recruit volunteers. VCAT could possibly add this to other volunteer training courses and issue badges that would be recognised publicly and encourage people to talk about volunteering.	Feb 2012 March 2012	Volunteer Strategy to look at best ways to use experience of current volunteers. Volunteer Celebration event within the Partnership Conference will highlight positive work of volunteers which can act as a motivator to increase volunteering.		

2B	<p>Effective information systems are crucial to promote and enable volunteering. These are simple practical actions that will help (elaborated in report in Appendix A)</p>	<p>Dec 2011 Jan 2012 March 2012</p>	<p>3ST website established</p> <p>Volunteering opportunities promoted on internal Council website linked to employee volunteering pilot.</p> <p>Analysis of current databases and web based systems promoting volunteering to determine whether they meet local needs.</p>		
2B(1)	<p>A Trafford-specific website combining general information about organisations with volunteering opportunities and other basic advice on volunteering¹. This could be hosted by an existing organisation, using volunteers to help gather the content.</p>	<p>Completed Jan 2012 Jan 2012</p>	<p>Communities and Well being added information on volunteering to the My Way website for those managing volunteers and those interested in volunteering; selecting V for volunteering on the Council webpage leads to this information also.</p> <p>Trafford Council is exploring staff volunteering and will provide employees with a list of volunteering opportunities across Trafford.</p> <p>A Trafford Volunteering website will go live at the Volunteering Launch event.</p>		
2B(2)	<p>A booklet aimed at potential and existing volunteers could:</p> <ul style="list-style-type: none"> o give an idea about the demands and rewards of volunteering o map out which organisations involve volunteers so that potential volunteers can be directed to them or approach them themselves o be used by organisations with volunteer waiting lists to sign-post people elsewhere before they lose interest o be made available in public places such as libraries, job centres, CABs etc so that there is 	<p>Feb 2012</p>	<p>The Volunteer Strategy will look at co-ordination and promotion of volunteering. As part of the work on web-based systems 3ST will consider what information could be useful in a printable form and what general information could be promoted through public places to encourage volunteering.</p>		

¹ This is not a suggestion to put individual current volunteering opportunities on a Trafford website. This facility exists with the national body Do-it.org

	<p>no 'wrong-door' when people make enquiries about volunteering.</p> <ul style="list-style-type: none"> o be sponsored to make it cost-neutral to the Trafford Council and partners. 				
2B(3)	<p>The sharing of good practice in volunteer management shown by the Trafford Volunteer Coordinators' Forum can be used to publish a small handbook to support organisations currently involving volunteers and encourage new ones to come on board.</p> <p>This would contain good practice and tips in recruitment, matching, retention and other practices that assist speedy and effective placements, minimise bureaucracy and optimise everyone's experience. Much information is already available from this review, through records of the Volunteer Coordinators' Forum, through members' own policies and paperwork as well as from national support organisations like Volunteering England. The aim here is to <u>gather and distribute useful information</u> so it does not need to be sought out.</p>	<p>Completed</p> <p>Jan 2012</p> <p>Dec 2011</p>	<p>Communities and Wellbeing's My Way website currently hold information on good practice around volunteering and signposts to other sources of information.</p> <p>3ST website will capture local and national good practice.</p> <p>3ST is also looking to review the effectiveness of the Volunteer Co-ordinators Forum and is ensuring that its website has the facility for online forums.</p>		
2C	<p>Hold a campaign to promote the benefits of volunteering and raise its status. A focus could be on whether non-volunteers are missing out or on the positive use of personal time.</p>	<p>Dec 2011</p> <p>9th Jan 2012</p>	<p>Trafford Council is launching its 100 days campaign to promote volunteering and engage communities and young people in supporting their local area.</p> <p>There will be a launch event to celebrate and promote the support now available to Volunteers on 9th January, at the Fuse in Partington A launch of the Volunteering support</p>		

		Feb 2012	There will be a celebration event held during the Trafford Partnership conference. Categories and the nomination process will be announced at the Launch event on 9 th January.		
2D	Organisations are encouraged to create more flexible volunteering roles with clarity around time commitments. Recommendation 2B for a Trafford-specific volunteering website, could include lists of organisations offering one-off or sporadic volunteering opportunities that do not have rigid time requirements.	Dec 2011 March 2012	The 100 day campaign looks to promote one-off volunteering opportunities within communities. 3ST will also look to ensure that information is available about both longer term and one-off volunteering opportunities.		
2E	Bureaucracy needs reducing where possible or its requirements clearly explained. If procedures such as CRB checks might delay a volunteer starting a new post, some interim work could be found in the same organisation to maintain their interest.	2012	There are central government plans to change the CRB process to allow for portability and scale back the process and requirements to common sense levels.		
2F	Employer-supported volunteering programmes should be shaped with the involvement of potential host organisations to ensure their success.	Jan 2012 9 th Jan 2012 March 2012	Trafford Council is developing a pilot employee volunteering initiative project. The pilot will offer up to 50 employees, over a six month period, the opportunity to volunteer, within Trafford, and have their own time matched up to a maximum of one day. This will be launched on 9 th January 2012. The Steering group are developing a Trafford Employer Pledge, which will form part of the launch programme. Initially the Council are seeking to identify 20 companies who already offer staff volunteering schemes. The Business Engagement Strategy has a work stream which seeks to work with local		

			companies to develop new staff volunteering schemes as part of their Corporate Social Responsibility.		
2G	A small campaign to recruit trustees is recommended with an associated look at whether Trafford is effectively harnessing the skills of professionals in volunteering posts. The volunteer fair recommended under Objective 1 recommendations could include a trustee stall run by those with expertise such as VCAT or the Trafford Community Leisure Trust.	Feb 2012 March 2012 Dec 2011	3ST will look to encourage trustee recruitment as part of the overall volunteer strategy. The business engagement group is also looking to encourage local businesses to support the third sector through the provision of trustees and professionals with areas of expertise that could support the development of local organisations. Liaison with Business in the Community to ensure that we are maximising this resource locally in utilising business professionals.		
3A	Support for the Trafford Volunteer Coordinators' Forum to ensure its continued existence and enable activities and actions to take place; for example the coordination and production of the recommended directory of practical guidelines and good practice for organisations.	Dec 2011 Completed	3ST will now lead the Volunteer Co-ordinators Forum and is undertaking a review of its effectiveness linked to the needs identified in the Volunteer Strategy. Communities and Wellbeing's My Way website contains good practice information for volunteers in the short term whilst 3ST are developing a wider web-based resource.		
3B	Assistance in access to the media would benefit all organisations through training and the production of a guide on working with the media. This would support smaller voluntary sector organisations in other areas of work. Volunteers or mentors from Trafford's press or media players could be asked to provide such training at VCAT.	April 2012	3ST are commissioned to provide training support to the third sector. If this is evidenced as a need within the sector then training can be organised.		

3C	<p>Volunteer signposting from one organisation to another if there are no current or upcoming placements; also see recommendation 2B(2).</p>	<p>Jan 2012</p> <p>Dec 2011</p> <p>March 2012</p>	<p>3ST establishing forum and online space to share information.</p> <p>Review of Volunteer Co-ordinators Forum intends to lead to a more co-ordinated approach across partners.</p> <p>A Trafford volunteer opportunities website will better promote opportunities between organisations.</p>		
4A	<p>Buddying or mentoring from more experienced organisations would help those new to using volunteers. As well as sharing good practice, they could give one-to-one support to inform them and raise their confidence and maybe even to take on some practical tasks like helping to find trustees. This could be run as a pilot scheme over a year, perhaps coordinated by Trafford Partnership.</p>	<p>Completed</p>	<p>Lottery bid to include developing mentoring across organisations and looking at how third sector can share skills and experience.</p>		
4B	<p>Further investigations could be done into organisations not currently involving volunteers: who they are, why they do not involve volunteers and how they might be supported to do so.</p>	<p>Jan 2012</p>	<p>3ST carrying out wider research on volunteering across Trafford.</p>		
5A	<p>An organisation or group should be tasked and resourced to ensure information is widely shared, circulated and easily found in public places and on the internet for any Trafford –based organisation that involves or might involve volunteers.</p>	<p>Completed</p> <p>Feb 2012</p>	<p>Cross Council working group established to support the development of appropriate resources.</p> <p>3ST exploring various methods of promoting volunteering linked to volunteer strategy.</p>		
	<p><u>Other recommendations</u> For Trafford Council and other interested employers to trial employer-support volunteering</p>	<p>Dec 2011</p>	<p>Pilot scheme drawn up</p>		

	An audit of volunteering across Trafford by geo-demographics and by volunteering service areas to help focus campaigns and fill low-involvement gaps.	Completed Jan 2012	Audit undertaken across Council on in-house volunteering and organisations commissioned to undertake volunteering. 3ST leading on audit of volunteering across third sector in Trafford.		
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