



# Hull Citywide Volunteering Strategy

2012 - 2015



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Lord Mayor of Hull  
**Cllr Danny Brown**

“ Volunteering contributes to the glue which holds us together as a society. As a volunteer of many years myself, I recognise how important volunteering is. It is important to those organisations and their service users who benefit from the services of volunteers. And it is equally important to volunteers themselves who give of their time freely and in return receive many benefits from their volunteering.

I am delighted that our city's volunteering strategy is being relaunched in order to promote the benefits of volunteering, to ensure that we encourage as many people as possible to become volunteers, and to ensure that in the process they have a good volunteering experience and want to carry on being volunteers.

As The Lord Mayor of Hull I wholeheartedly endorse this strategy. I want to thank the thousands of citizens of Hull who already volunteer across the voluntary sector and the public sector. And I want to encourage many more people to take up volunteering and contribute their time to helping their fellow citizens. ”



Richard Frith  
**Bishop of Hull**

“ Love your neighbour as yourself is one of the fundamental teachings of the Christian faith. I know that many Christians, and people of other faiths, put this teaching into practice through giving of their time freely as volunteers. They do this within their faith communities of course, but many also are involved in charities and voluntary organisations, and in parts of the public sector such as schools and hospitals, as well as in taking on public offices such as being a school governor or a magistrate.

This gift economy, so different from the market economy, is one of the things which makes our society and our communities good places in which to live, grow and flourish. We need to nurture and cherish the fact that so many people, of all faiths and of none, give so much of themselves to others.

That is why I am delighted to write this foreword to endorse Hull's refreshed Volunteering Strategy and to support the work of those who seek to encourage and develop volunteering. ”

# Introduction

Volunteering is widely recognised in today's society as being extremely important to the voluntary, community, public and private sector and to the volunteers themselves. There is a strong tradition of volunteering in Hull with individuals who are engaged in their communities at grassroots level, investing their time energy and skills in making their community a better place to live and work.

## Volunteering offers many benefits:

- It introduces different perspectives, skills, knowledge and experience to public and voluntary sector services and to community activity
- Volunteering promotes social inclusion
- Volunteering provides opportunities for training and experience, and helping to prepare individuals for employment
- Adds significant value to public and voluntary sector services
- Volunteering involves the private sector in voluntary and community activity through employer supported volunteering initiatives.

In 2011 Volunteer Centre Hull led a cross sector group of volunteer involving organisations representative of the Voluntary Community Public and Private sectors on a six months consultation on the refresh of the Citywide Volunteering Strategy launched in June 2007. The consultation focused on 6 strategic strands of the strategy:

- Promotion Recruitment and Selection of Volunteers
- Volunteering and Young People
- Training for Volunteering
- Employee Supported Volunteering
- Sports Play and Recreation Volunteering
- Measuring the Cost and Impact of Volunteering

The theme of diversity runs through all of the activities covered in this strategy.



## Tom Grealy

Volunteer Centre Hull Manager  
Chair, Hull Strategic  
Volunteering Partnership

# Volunteering Infrastructure in Hull

Volunteering is a vital part of civil society and widely recognised in today's society as being extremely important to all parties involved. This means to the volunteers themselves, to communities and the organisations for whom the volunteers contribute (voluntary, community, public and private sectors) as well as for the direct recipients of the volunteers' services.

## Volunteering can provide many benefits by:

- Introducing different perspectives, skills, knowledge and experience to public and voluntary sector services and to community activity
- Promoting inclusion
- Providing opportunities for training and experience, and helps to equip individuals for employment
- Adding significant value to public and voluntary sector services
- Involving the private sector in voluntary and community activity (through employer supported volunteering initiatives)

The Hull Volunteering Strategy aims to identify the key issues, challenges and opportunities for volunteering and to outline the key objectives which will address the issues and to set out a plan to achieve the objectives. With ever-increasing demands for resources, and shrinking budgets, the challenge in the implementation of this strategy will be to ensure, as far as possible, that new appropriate, good quality volunteering opportunities are developed and that volunteers are not used inappropriately to perform roles which should be carried out by paid staff.

Another challenge for organisations will be to dedicate sufficient resources to the management and support of volunteers.

This strategy has been brought together with the involvement of volunteer involving organisations and individual volunteers in the voluntary, community, public and private sectors in Hull. Produced by the Hull Citywide Volunteering Strategy Refresh Working Group now to be known as the Hull Volunteering Strategic Partnership, this replaces the citywide volunteering strategy 'Volunteering Hull' which was launched in 2007.

“ Caroline was referred through Hull CVS Volunteer Centre earlier this year as a volunteer in our arts and crafts groups. She had suffered a breakdown after years of abuse. After volunteering with us twice a week she gained a qualification and has now moved on to college and is looking at the possibility of starting her own business. ”

Quote from Manager of a Hull based charity

# Our Vision for Volunteering in Hull



By 2015 we want Hull to be a city where everyone feels inspired to volunteer, has the opportunity to do so, and has an excellent volunteering experience.

## People in Hull are inspired to volunteer:

- Where volunteering is actively promoted throughout Hull
- Where volunteering is accessible to all of the community

## People in Hull have a first class volunteering experience:

- When volunteer involving organisations and groups have access to good practice guidelines in working with their volunteers.
- When volunteering is recognised and rewarded
- When new volunteering opportunities are developed citywide
- When volunteer involving organisations and groups have access to adequate training programmes relating to volunteers management and supervision

# Hull Volunteering Strategy and the Hull City Plan

Hull's Partnership Strategy (2011-2014), recognises the importance of volunteering within the city and the benefits volunteering can bring to residents, communities and the city.

The strategy aims to see "A City where people are proud to live" and "where people have a sense of Community Spirit" and goes on to give examples of positive events such as the Freedom Festival and the Clipper Race. Volunteers play a big part in making events like these take place and be so successful.

**Earning:** Volunteering can help people gain the skills and experience they require in the workplace

**Learning:** Volunteer mentors play an active role in schools, encouraging young people to achieve their full potential. This can include mentors involved in training people of all ages, supporting volunteers through Hull CVS's Volunteer Support Project etc.

**Healthy:** Volunteers are involved in a wide variety of roles, which improve the health of local residents. Engaging in voluntary activity can also improve the health of the volunteer.

**Safe:** Local neighbourhood networks and residents groups, which are often run entirely by volunteers, play a vital role towards building communities and keeping residents safe

The strategy includes priorities, such as improving engagement at a community level and encouraging volunteering.

“ Volunteering gets you out of the house, you meet lots of new people from all walks of life, and you make some great friends. If I didn't have my volunteering I'd probably not go out and stay in bed all day! ”

Quote from Manager of a Hull based charity



# Local Context of Volunteering

Volunteer Centre Hull, an integral part of Hull Community and Voluntary Services (Hull CVS) has been providing volunteering infrastructure support in Hull for over 30 years. A Quality Standards Accredited member of Volunteering England, the Volunteer Centre works with circa 300 voluntary community and public sector organisations recruiting their volunteers.



Hull CVS holds the Investing in Volunteers quality standard, and was the first volunteer involving organisation in Hull to achieve the standard.



- Promotes individual and organisational volunteering in Hull
- Provides a modern friendly and accessible Volunteer Centre drop-in service open to the public 4 days a week.
- Has a Volunteer Support Project enabling people with additional needs into volunteering,
- Delivers a series of Volunteer Management Training to volunteer managers and coordinators
- Provides Volunteering Health Checks to volunteer involving organisations across Hull.

- Uploads volunteering opportunities onto the national volunteering website DO-IT ([www.do.it.org.uk](http://www.do.it.org.uk)) signposting people into volunteering
- Is a partner agency of Volunteering England in the delivery of Investing in Volunteers
- Is committed to inclusive volunteering and works continually to extend the range of people who access volunteering.

## **Hull Volunteer Managers Network (HVMN) previously known as the Humber Volunteers Managers Network**

supports those who manage and coordinate volunteers across Hull. Membership of the HVMN is open to all volunteer managers and volunteer coordinators from across the voluntary, community, public and private sectors.

## **Volunteering Humber website**

([www.volunteeringhumber.co.uk](http://www.volunteeringhumber.co.uk)) supports the work of the Humber Volunteer Managers Network, providing news and training information relating to the four Volunteer Centres in the Humber sub-region: Volunteer Centre Hull, East Riding Voluntary Action Services (ERVAS), Voluntary Action North East Lincolnshire (VANEL) and Voluntary Action North Lincolnshire (VANL).

**2012** - Volunteer Centre Hull supports the Humber Sports Partnership on the delivery of Sport England's 'Places, People, Play' initiative, Sport Makers programme in Hull. The programme nationally aims to recruit over 40,000 Sport Makers and achieve a real lasting legacy of increased involvement in sport from the 2012 Olympic Games.

# National Context of Volunteering

## Charter for Strengthening Relations between Paid Staff and Volunteers

Volunteering England, the national volunteering membership organisation and the TUC (Trade Union Council) have produced a joint Charter for strengthening relations between paid staff and volunteers. The Charter sets out key principles on how volunteering should be organised and has been produced to help trade unions and employers as a guide to good practice in the involvement of volunteers in the workplace.

The Charter makes clear that volunteering is distinct from paid work. Roles that volunteers undertake should complement and not substitute those performed by paid staff. This guide clarifies the distinction between paid workers and volunteers and sets out how good relationships between staff and volunteers can best be fostered.

### The key elements of the Charter are:

- Acknowledgement that volunteering plays an essential role in the economic and social fabric of the UK.
- Volunteering helps build social capital and community cohesion and plays an important role in the delivery of key public services.

- Volunteering is good for the volunteer: it helps improve health and wellbeing and provides opportunities for individuals to acquire skills and knowledge that can enhance career development or employment prospects.

The Charter demonstrates the value and importance that both Volunteering England and the TUC place on voluntary activity and the time, skills and commitment given by volunteers.

The Charter recognises that voluntary action and trade unionism share common values. Both are founded on the principles of mutuality and reciprocity, leading to positive changes in the workplace and community. The trade union movement itself is built on the involvement and engagement of volunteers.

These principles should be used as a guide by individual organisations to develop more detailed policies and procedures, which reflect local needs and circumstances. This should be done, wherever possible, between local union representatives, employers and volunteer managers.

Paid work is any activity that is undertaken at the direction of an employer and is financially compensable

Volunteering is freely undertaken and not for financial gain; it involves the commitment of time and energy for the benefit of society and the community.

Please see full statement and Charter Principles on Appendix 1

# Working group publishes code of practice for volunteers

Following the May 2011 publication of Unshackling Good Neighbours - the report of the red tape taskforce chaired by Lord Hodgson that considered how to cut red tape for small charities, voluntary organisations and social enterprises - Volunteering England and the Association of British Insurers (ABI) convened a working group of the voluntary & community sector and the insurance industry. The group has developed a code of practice for volunteers. It provides some basic guidance on staying safe,

with the aim of reassuring people that by volunteering they aren't placing themselves at great risk of litigation.

## Code of practice for volunteers

Many people volunteer informally, helping out neighbours and supporting the community. This code provides some basic guidance for individuals on staying safe and avoiding risk. Volunteering is not a generally risky activity. Even though individual volunteers have a duty of care to each other and others who may be affected by their activities, people are hardly ever held liable for any consequences due to well-intentioned voluntary acts. Of course, more things can go wrong if you're cutting down trees or taking a group hiking than if you're collecting donations on the high street. But whatever you're doing, if you take the time to consider a few simple guidelines you can reduce the risk significantly.



one

**Take care in whatever you do.** As long as you act reasonably and take this guidance into account you are very unlikely to put yourself at risk of litigation.

two

**Think about your safety and the safety of others around you.** Before you do anything it's a good idea to take some time to think about the risks it could pose to you and others. If there is a risk, think about what you can do to reduce it.

three

**Involve other people.** Before you do something, think about who else it might involve or have an effect on. If you've noticed something needs doing, chances are someone else has too. By talking about it with others, you're more likely to identify potential problems – and be able to solve them.

four

**Ask for help and information.** Most importantly, before you decide you can't do something or you're putting yourself at risk of litigation, look for the information. If you have concerns about health and safety, ask for help. A great place to start is Citizens Advice, which can point you in the right direction.

five

**Be clear about what you are and aren't responsible for.** Various myths circulate about responsibility. For example, if you allow your land to be used by the community for an activity you only owe the same duty of care as to all other visitors. If you're not sure about what the law says you can contact Community Legal Advice.

six

**Check your existing insurance policies to see what you are covered for.** If you already hold home insurance you might be surprised to find out what individual activities it covers you for. If in doubt, ask your insurance provider. The British Insurance Broker's Association also has a guide to insurance for volunteers.

**If you are volunteering for an organisation you are probably covered by their insurance.** It's the organisation that has a responsibility to ensure it has the right cover for its activities and its volunteers have the right information and training. If you are concerned, or just interested, you should ask what insurance the organisation has.



# National Volunteering Statistics

**More than half of the population in Britain volunteered in 2011, according to a new study in volunteering habits by YouGov.**

Some 2,025 people were surveyed in the study commissioned by Zurich. It found that 55 per cent of those surveyed took part in at least one or more volunteering activity in 2011, with 47 per cent taking part in two or more.

The age groups most likely to volunteer were over-55s (59 per cent) and people aged 18-24 (58 per cent). The most popular activities undertaken in the last year were neighbourly deeds (50 per cent), other unpaid activities to support local people (27 per cent), fundraising for local cause (26 per cent) and giving time to help a local cause (22 per cent).

**The 2008/09 DCLG Citizenship Survey** published in April 2010 indicated that 41% of adults volunteered formally (giving unpaid help through a group, club or organisation) and 62% volunteered informally (giving unpaid help as an individual to someone who is not a relative)

In the same period it showed that 42% of females formally volunteered compared to 38% of males whilst 42% of white adults formally volunteered compared to 34% of minority ethnic group adults. Additionally it indicated that 35 to 49 year

olds were by far the most likely age group to formally volunteer at 47%. Younger volunteers were relatively more likely to volunteer informally than formally.

The survey also indicated that volunteers are involved in a range of sectors. The most popular sectors for formal volunteers were: sport/exercise (53%), hobbies, recreation/ arts/ social clubs (42%), religion (36%), children's education/ schools (34%), youth children's activities (outside school) (32%), health, disability and social welfare (25%), local community or neighbourhood groups (24%), the environment, animals (20%).

On volunteering and employment, the survey indicated that 87% of employers think that volunteering can have a generally positive effect on career progression for people aged 16-25. A further 30% felt that volunteering was only relevant if linked directly to the field of work (Youth Volunteering: Attitudes and Perceptions, 2008, v).

**The UK Civil Society Almanac, 2009** indicated that one in five organisations feel that difficulties in the recruitment or retention of volunteers will hold them back over the next three years.

**Helping Out: A national Survey of Volunteering and Charitable Giving in 2007** indicated that the top five benefits from volunteering given by volunteers were: 'a sense of satisfaction from seeing the results' (97%), 'I really enjoy it' (96%), 'it gives me a sense of personal achievement' (88%), 'meet people and make friends' (86%), 'gives me the chance to do things that I am good at' (83%)

Please see full statistics data on [Appendix 2](#)

# Definitions and Principles of Volunteering

For the purpose of the volunteering strategy, we use The National Compact Code of Good Practice on Volunteering definition. We understand the term volunteering to include formal activity undertaken through public, private and voluntary organisations as well as informal community participation and campaigning. For the purpose of this Code, volunteering is defined as an activity that involves spending time, unpaid, doing something that aims to benefit the environment or individuals or groups other than, or in addition to close relatives.

It is acknowledged that volunteering can mean different things to different people. Numerous volunteers themselves often do not consider the activities they undertake to constitute volunteering (many refer to 'just helping out' and so on). At a professional level, much debate has taken place nationally around certain schemes pertaining to volunteering but which some consider involving unsuitable degrees of coercion or reward. Confusion also arises regarding when a simple neighbourly act becomes 'volunteering'. Whilst beyond the scope of this strategy we acknowledge that a large amount of informal volunteering takes place in Hull and that this adds richly to the fabric of life within the city.

## Principles

Four key principles have been agreed as fundamental to volunteering, and has been accepted in England as the basis for the 'Volunteering: Compact Code of Good Practice'. These are:

- **Choice:** Volunteering must be a choice freely made by each individual. Any encouragement to become involved in volunteering should not result in any form of coercion or compulsion. Freedom to volunteer implies freedom not to become involved or to cease involvement at some future date.
- **Diversity:** People in Hull bring varying qualities and experience to the voluntary and community sector. Diversity is recognised, respected and valued. Volunteering should be open to all, no matter what their background, disability, age, race, sexual orientation or faith. It is recognised that social exclusion barriers can be overcome by skills, experience, confidence and contacts gained while helping others.
- **Reciprocity:** Giving voluntary time and skills must be recognised as establishing a reciprocal relationship in which the volunteer also benefits. Volunteers gain a sense of worthwhile achievement, useful skills, experience and contacts, sociability and fun, and inclusion in the life of the organisation and the wider community.
- **Recognition:** The value of what volunteers contribute to the organisation, to the community, to the social economy and to wider social objectives, is fundamental to a fair relationship between volunteers, organisations and statutory policy and practice.

These principles underpin the work of this Volunteering Strategy and it is the strategy's aim to identify activities that support these principles in practice.

# The Hull Citywide Volunteering Strategy Consultation

Using the original citywide volunteering strategy 'Volunteering Hull – a strategy for the future of volunteering' launched in 2007 as a benchmark the refresh consultation began with an event in March 2011 at the Endsleigh Centre. The event was widely promoted through Hull CVS's eNews, Volcom's Info Mail service, North Bank Forum and other mailings.

## Invitations were sent to:

- All organisations registered on Volunteer Centre Hull's VBase database.
- Hull based members of the Humber Volunteer Managers Network
- Hull City Council Officers including Partnership Team

The event was well attended with representatives from a wide range of organisations which included voluntary community and public sectors with an interest in operational volunteer management as well as strategic volunteering issues. Workshop topics were based on the 6 proposed strands of the refreshed strategy.

Volunteer involving organisations in Hull were invited to comment on the draft refresh by mean of a questionnaire. Furthermore, Volunteer Centre Hull participated in various events promoting the consultations including Hull Volunteering Fair, Hull City Council Sports Development events etc.

Additionally, Volunteer Centre Hull promoted the consultation through a series of media activities including interviews on BBC Radio Humberside, KCFM, published articles in the Hull Daily Mail and the Yorkshire Post newspapers as well as various eNews from Hull CVS, Volunteer Centre Hull and Hull City Council's Intranet service.

## **A summary of findings from the volunteer involving organisations and individual volunteers consultation is available from Volunteer Centre Hull**

As a result we have reviewed the original volunteering strategy strands and now introduce the following six strands.

“ I've gained a lot more confidence in myself through volunteering – it's a great way to get lots of new skills and try something you'd never thought of doing before. ”

Quote from local volunteer Bryan

# Hull Volunteering Strategy Strands

(The 6 strands are supported by the Action Plan)



# Promotion, Recruitment and Selection of Volunteers

## Where are we now?

The most regular, generic and active provider of volunteer promotion is delivered by Hull CVS Volunteer Centre. In addition volunteer involving organisations promote their own requirements depending on needs and availability of funds or resources

City wide promotion is highlighted throughout National Volunteer Week (1st-7th June), Make a Difference Day (Oct) and at times to coincide with local, National and International events over the year.

Training and information sessions are periodically organised to address issues around promotion, recruitment and selection. These offer volunteer involving organisations the opportunity to update knowledge, develop best practice, share expertise and work together to improve standards across the services.

## Where do we want to be?

- We want to have a “base line” induction programme for volunteers. This should reflect best practice whilst tailored to suit each organisation. In doing so there would be a “template” for any organisation to refer to.
- We want improved signposting of volunteering opportunities across the City through Volunteer Centre Hull and other appropriate agencies.
- We want all volunteer involving organisations to have their own volunteer policy and sign up to the Strategy.
- We want to continue improving the image and concept of volunteering to a wider audience.
- We want to develop robust methods of including and engaging with marginalised groups.

“Volunteers are at the core of our service, we could not deliver the service we do without them. Every year our volunteers help thousands of clients with issues including debt, housing, benefits, employment and immigration. They are highly motivated, often already having a long work history and now committed to helping an organisation whose values are in tune with their own. Others are motivated by using volunteering to help them get into, or back into, paid work. One of the most satisfying parts of my job is watching a volunteer gain confidence as they learn new skills, form friendships and develop a sense of connection with their community.”

Volunteer Support Worker at the Hull and East Riding C.A.B

# Volunteering and Young People

## Where are we now?

Young people are currently recruited through Volunteer Centre Hull and other agencies throughout Hull. The majority of these young people are aged 16 and over, with a small number of young people aged 14 & 15. Most volunteer involving organisations (VIO's) tend to work with young people who are aged 16 and over.

Young people can gain recognition for volunteering through The Duke of Edinburgh Awards scheme, these awards are available for young people aged 14 to 19 years and are marketed mainly in schools.

There are many free activities on offer through schools, youth centres and young people's resource centres for young people aged 11 to 25 which are widely advertised.

## Where do we want to be?

- We would like to increase the number and range of positive and diverse volunteering activities on offer for young people across Hull.
- We will strive to increase awareness on how to access youth volunteering, breaking down barriers so that more young people who are under 16 years of age can volunteer.
- We want to ensure that volunteering opportunities for young people are being promoted across the city in the same way as the free activities on offer.

“ The Volunteer Centre is a vital hub for people wanting to volunteer and organisations wanting to recruit volunteers. We couldn't provide our high level of service in dealing with over 6,000 enquiries every year without the loyal and reliable commitment of our team of 'Volunteer Advisors', 'Ambassadors' and Office Support Volunteers who each commit to volunteering several hours of their time with us every week. Their roles include welcoming clients, searching for suitable volunteer role's, data inputting, giving advice and information on volunteering, and other valuable office procedures. ”

Karen Rustill,  
Volunteer Centre  
Hull Administrator,  
Hull CVS

# Training for Volunteering

## Where are we now?

In Hull there has been a wide range of training for Volunteer Managers/Coordinators in Volunteer Involving Organisations (VIO's) across the city. A range of induction and training programmes exist in most organisations but these vary in content, style and standards, as does supervisory support and guidance.

Accredited training for volunteers is limited to the Community Volunteering Qualification and in recent years there has only been one organisation in the City offering this training to young people aged 16 to 25. Some VIO's have been able to offer NVQ qualifications to their volunteers but these have been limited to just a few fields such as childcare and retail.

A range of Introduction to Volunteering courses/taster sessions are currently being delivered to certain target groups (16-24, people with learning disabilities, people who are vulnerable).

## Where do we want to be & what do we want to put in place?

- We will strive to enable volunteers to gain the skills and knowledge they need to carry out their role effectively, ensuring that volunteers receive a robust induction, appropriate to the organisation and their volunteering role.
- We will strive to provide the necessary training & resources to enable volunteer managers to supervise & support volunteers. We would like to offer all VIO's an annual volunteer health check in which further training can be identified to maintain good practice.
- We will strive to support volunteers wishing to gain paid employment by signposting into other further learning services to gain qualifications & further development of skills.
- We will strive to create a network of training skills across organisations to deliver and support VIO's both current and new.

“ Our Voluntary Services Department has several volunteer led activity groups. These provide a safe, supportive, informal, social and therapeutic opportunity for service users. One of these is a fortnightly art and craft based group, set up to offer a service for older people, all referred by clinicians attached to the East Hull community mental health team. Without volunteers it simply wouldn't exist as they collectively make it happen. ”

Carole White,  
Voluntary Services Manager,  
Humber NHS Foundation Trust

# Play, Sport & Active Recreation Volunteering

## Where are we now?

Sports volunteers in Hull play an incredible role in delivering community sport. Without this volunteer workforce, the sport simply wouldn't happen. The Active People Survey 4 (2009/10) highlighted that 3.9% adults do at least 1 hour of volunteering to support sport per week in Hull.

## Where do we want to be?

- We want play, sports and active recreation clubs to have a volunteer policy.
- We want all play providers, sports and active recreation clubs to be registered with Volunteer Centre Hull which will enable them to access to support services
- We aim to increase the number and diversity of people volunteering in sport, active recreation and play.

- We want volunteers ready to assist with hosting large scale sports and play events in the city
- We want to capitalize on the 2012 Olympic & Paralympics Games to inspire volunteers into action

“Volunteering has made me realise that I am capable of much more, and I feel ready to take on more responsibility. I have now applied for several paid positions, but I would still like to volunteer.”

Anita, Volunteer Mentor

“Volunteers provide a valuable service at Age UK Hull and are the backbone of our organisation. They bring a wealth of experience and knowledge enabling Age UK to provide diverse services for the over 50's in the community.”

Pam Hall, Home Support and Volunteer Manager, Age UK Hull



# Employee Supported Volunteering (ESV)

## What is it?

Employee supported volunteering (ESV) is an effective and powerful way for businesses to invest in their people and local communities. Employees donate time and skills during work hours to tackle local social issues that relate to a company's corporate values. ESV offers companies a mutually beneficial way to build their brand, engage in the community, motivate employees and develop employee skills while making an impact on social issues that affect their stakeholders.

## Where are we now?

For the last ten years a number of businesses across Hull have been engaged in ESV. However, employee supported volunteering has tended to be more visible amongst the larger employers.

Small and Medium Enterprises (SME's) make up 99% of the private sector across Hull, therefore there needs to be more opportunities available to smaller businesses to engage, as well as the larger ones.

## Where do we want to be?

- We strive for all employers to have an ESV policy/programme. To make it easier for all employers including SME's to allow their employees time to volunteer and to be aware of the volunteering opportunities available to them locally.
- We strive for employers to be aware of the key social issues that face the city and to work collaboratively with other employers to tackle these issues, to maximise impact and avoid duplication of effort.
- We strive for employers to align volunteering activity with both the needs of the city and their corporate objectives in order for ESV to be sustainable. Impact should be measured and recorded.

“ Volunteering has helped me to gain experience in my study field, and has increased my confidence so that I can find work. ”

Anna, Volunteer

## Measuring the cost and Impact of Volunteering

In an environment increasingly focused on outcomes, there is a need for volunteer involving organisations to demonstrate the impact of volunteering not simply as an optional extra but as an activity that has depth and meaning.

Evidencing the social return on investment of volunteering will be vital if the sector is to harness opportunities brought about by changes in the funding landscape, allowing new partnerships and innovative service delivery mechanisms to develop.

### Measuring the cost and Impact of Volunteering strives to:

- Measure the full impact of volunteering.
- Increase understanding of the value and impact of volunteering on City-wide issues.
- Support organisations to demonstrate impact of their volunteering programmes.

- Measure the additional costs of supporting socially excluded volunteers and the value gained by their subsequent volunteering.

It is recognised that effective monitoring and assessment is crucial for volunteer involving organisations.

It is clear that volunteering achieves a great deal, although it has in the past been proven difficult to measure.

### Where do we want to be in Hull?

- We will strive to determine whether, or to what extent, the work of volunteer involving organisations is achieving its desired outcomes through the work of volunteers.
- We will strive to support volunteer involving organisations in measuring the impact of volunteering.
- We want to ensure that the right things are being monitored and assessed.

“ I’m disabled, but taking part in my volunteering experience, and the help and support I got from everybody meant I didn’t feel disabled anymore ”

Nathan, aged 16

## Hull Volunteering Strategy: Action Plan 2012 - 2015

### Strand 1: Promotion, Recruitment and Selection of Volunteers

**Objective:** Increase awareness of volunteering; increase its uptake and recognition of those who volunteer

**Lead:** Carole White Humber NHS Foundation Trust

**Delivery Partners:** Volunteer Centre Hull, 2 VCS Volunteer Managers , 2 Public Sector Volunteer Managers

Activity	Outcomes	Timescale
Hull Strategic Volunteering Partnership (HSVP) to develop a more joined up approach to the way we promote volunteering in the city.	A citywide partnership approach to the promotion of volunteering, alongside good standards for volunteer recruitment and selection.	Short to Medium-term
Signpost all volunteering opportunities through the Volunteer Centre, ensuring access to the National volunteering website.	More choice and wider range of opportunities for potential volunteers in Hull.	Medium-term
Link in to local community and information campaigns highlighting the benefits of volunteering. Develop a coordinated approach to promote volunteering activity through better use of the media.	Increased levels of volunteering activity across the city, emphasising that volunteering enhances employment prospects as well as social opportunities, health, confidence and skills.	Medium to Long-term
Source funding to stage events highlighting achievements of and celebrating, recognising and rewarding volunteer's achievements.	Raised public perception of the benefits of volunteering as well as volunteers feeling valued.	Medium to Long-term

## Hull Volunteering Strategy: Action Plan 2012 - 2015

### Strand 2: Volunteering and Young People

**Objective:** Increase awareness of youth volunteering, increase its uptake and recognise those who volunteer

**Lead:** Jakki Feetom Volunteer Centre Hull

**Delivery Partners:** Volunteer Centre Hull, Hessle Road Network, Hull City Council Children & Young People's Directorate, YAT

Activity	Outcomes	Timescale
Map and promote volunteering opportunities for young people across the city.	Increased number and range of positive and diverse volunteering activities on offer for young people across Hull.	Short-term
Work with organisations to find ways for them to engage with young volunteers, including those who are under 16 years of age.	Increased number of organisations engaging with young volunteers, including those who are under 16 years of age.	Medium-term
Support young people to become volunteers from an early age by working with schools to encourage a 'tradition' of volunteering.	Increased awareness on how to access youth volunteering, breaking down barriers so that more young people can volunteer.	Medium to Long-term
Regular press releases to media highlighting the successes and achievements of young volunteers'.	Raised public perception of the benefits of volunteering as well as volunteers feeling valued.	Long-term

## Hull Volunteering Strategy: Action Plan 2012 - 2015

### Strand 3: Training for Volunteer Managers & Coordinators

**Objective:** Support the development of volunteer manager/coordinator skills

**Lead:** Tom Grealy Volunteer Centre Hull

**Delivery Partners:** Volunteer Centre Hull, 2 VCS Volunteer Managers, 2 Public Sector Volunteer Managers

Activity	Outcomes	Timescale
Consultation to identify the training needs of Volunteer Managers & Coordinators.	Up to date skills audit of the training needs of Volunteer Managers and Coordinators.	Short-term
Source funding to provide volunteer management training/ resources enabling those managing volunteers in organisations and groups the skills to provide effective management and support.	Volunteer Managers and Coordinators have the skills and knowledge they need to carry out their role effectively.	Medium to Long-term
Create a network of training skills across VCS and public sector organisations to enable support for Volunteer Managers and Coordinators	On-going directory of information and support on training resources for Volunteer Managers & Coordinators.	Medium-term
Set up a focus group to explore and develop standard elements for all induction programmes for VIO's and volunteers.	A network of training skills resources across other organisations to deliver and support other VIO's.	Short-term

## Hull Volunteering Strategy: Action Plan 2012 - 2015

### Strand 4: Play, Sport & Active Recreation Volunteering

**Objective:** Increase awareness of play, sport and active recreation opportunities as well as increasing its uptake and recognising those who volunteer

**Lead:** Rachel Sullivan Principal Sports Development Officer, Hull City Council

**Delivery Partners:** Representative of Hull & East Riding Sport Volunteering Steering Group, Volunteer Centre Hull Directorate, YAT

Activity	Outcomes	Timescale
Signpost all sports clubs and groups to register their volunteering opportunities with Hull CVS Volunteer Centre.	Play providers, sports and active recreation clubs volunteering opportunities registered with Volunteer Centre Hull enabling them access to volunteering support services.	Medium-term
Develop a Sports club/ Active Recreation Group Action Plan' to support clubs to become fit for purpose.	Play, sports and active recreation clubs having appropriate volunteer policies and procedures in place.	Medium-term
Develop sports specific training packages for volunteering involving groups and organisations.	Increased number and diversity of people of all ages volunteering in sport, active recreation and play.	Medium-term
Develop links with Further and Higher Education organisations to actively encourage more young people to volunteer in sport	A clear pathway for young people to identify volunteering opportunities, having a thorough induction, support and development in their chosen volunteer role.	Medium-term

## Hull Volunteering Strategy: Action Plan 2012 - 2015

### Strand 5: Employee Supported Volunteering

**Objective:** Encourage business to work with VIO's to create and promote volunteering opportunities

**Lead:** Nigel Mills Hull & East Yorkshire Community Foundation

**Delivery Partners:** H & EY Community Foundation, Business in the Community, Volunteer Centre Hull, Hull City Council Partnerships Team

Activity	Outcomes	Timescale
Encourage employers who already have an Employee Supported Volunteering (ESV) policy to share good practice with other employers.	Employers having ESV policies in place which allow their employees time to volunteer and raise awareness of the volunteering opportunities available to them locally.	Medium-term
Raise awareness of social issues with employers and encourage employee volunteering in areas which will address these needs.	Employers aware of the key social issues that face the city and working collaboratively with other employers to tackle these issues.	Medium-term
Encourage public and private sector organisations to advocate ESV.	Increased number of employees engaged in volunteering within the city.	Medium-term

“ After retiring, volunteering has given me a reason to get out of the house, meet new people and use my skills. ”

David, Volunteer

**Strand 6:** Measuring the cost and Impact of Volunteering

**Objective:** Improving impact measurement in relation to volunteering-involvement

**Lead:** Tom Grealy, Volunteer Centre Hull

**Delivery Partners:** Volunteer Centre Hull, Hull City Council Partnerships Team, Humber NHS Foundation TrustHullDirectorate, YAT

Activity	Outcomes	Timescale
Provide advice and guidance to volunteer involving organisations on impact assessment toolkits etc.	Recognition that effective monitoring and assessment is crucial for volunteer involving organisations.	Medium to Long-term
Raise awareness of the value in assessing the impact of volunteering.	Increased understanding of the value and impact of volunteering on City-wide issues.	Medium to Long-term
Measure the additional cost of supporting socially excluded volunteers and the additional value gained from their having participated in volunteering.	More VIO's being able to evidence the social return on investment of volunteering enabling them to harness opportunities brought about by changes in the funding landscape	Medium to Long-term

“ Volunteering was great fun, I've never had the chance to do any of those things before. It has helped me with my communication and team-building skills, and has helped me build my confidence.”

Steph, aged 17

# Hull Strategic Volunteering Partnership (HSVP)

The Hull Strategic Volunteering Partnership is a group of representatives from a wide range of voluntary and statutory sector organisations who are committed to promoting volunteering and who believe that volunteering is a major force in today's society.

They also believe that volunteering must be managed effectively in order to ensure that it is of benefit to all parties involved.

## The purpose of the HSVP is:

- Increase awareness of volunteering; increase its uptake and recognition of those who volunteer.
- Increase awareness of youth volunteering, increase its uptake and recognise those who volunteer.
- Support the development of volunteer manager/coordinator skills.
- Increase awareness of play, sport and active recreation opportunities as well as increasing its uptake and recognising those who volunteer.
- Encourage business to work with volunteer involving organisations to create and promote volunteering opportunities.
- Improve impact measurement in relation to volunteering-involvement

To this end the HSVP will meet regularly to ensure that the 'good practice' is achieved wherever possible in the involvement of volunteers.



Volunteer Centre Hull, an integral part of Hull Community and Voluntary Services (Hull CVS) provides volunteering infrastructure support in Hull.

Volunteer Centre Hull is a Quality Standards Accredited member of Volunteering England.

The Volunteer Centre has led on the consultation for and development of the Hull Volunteering Strategy 2012-2015. Volunteer Centre Hull is also leading on the Implementation of the Strategy through the HULL Strategic Volunteering Partnership.

## Volunteer Centre Hull Supports Volunteer Involving Organisations:

- Recruiting their Volunteers
- Promotional Fairs and Events
- Brokering Potential Volunteers with Organisations
- Uploading volunteering opportunities onto the Do-It Website
- Hull Volunteer Managers Network
- Volunteering Good Practice Support
- Volunteering Healthchecks
- Partner agency of Volunteering England in the delivery of Investing in Volunteers

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75 Beverley Road. Hull HU3 1XL.

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[www.hullcvs.org.uk](http://www.hullcvs.org.uk) [www.volunteeringhumber.co.uk](http://www.volunteeringhumber.co.uk)



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## Organisations & Groups involved in the Development of the Hull Volunteering Strategy 2012 – 2015 included:

Age UK Hull	Hull CVS
NHS – Public Health	Hull & East Riding Citizens Advices Bureau
Developing Our Communities (DOC)	Hull & East Yorkshire Community Foundation
Community Integration Limited	Hull High Flyers Trampoline Club
Homestart	Hull Cent real Library
Hull Churches Home from Hospital Service	Hull Central Library
Pickering Road Community Orchard	Humber NHS Foundation Trust
Hessle Rangers FC	Humber Sports Partnership
Humbercare	Parenting Development Team, Hull City Council
Bilton Grange Community Associations	Northern Area Team, Hull City Council
ONE Hull	North Bank Forum
Bushiness in the Community	Hull City Council - Children & Young People's Services
Goodwin Development Trust	Hessle Road Network
Hull City Council – Tenants Participation Team	Volunteer Centre Hull
Families & Health team, Hull City Council	The Next Step Project (Community House)
Now Then Design Limited - <a href="http://www.now-then-design.co.uk">www.now-then-design.co.uk</a>	

# Glossary

<b>ABI</b>	Association of British Insurers – The UK’s leading financial services trade association.
<b>DCLG</b>	Department for Communities and Local Government
<b>ERVAS</b>	East Riding Voluntary Action Services
<b>Hull CVS</b>	Hull Community and Voluntary Services Ltd
<b>HSVP</b>	Hull Strategic Volunteering Partnership
<b>H &amp; EY Community Foundation</b>	Hull and East Yorkshire Community Foundation
<b>HVMN</b>	Hull Volunteer Managers Network – previously known as the Humber Volunteers Managers Network)
<b>NVQ</b>	National Vocational Qualification
<b>ESV</b>	Employee Supported Volunteering
<b>SME</b>	Small and Medium Enterprises
<b>TUC</b>	Trade Union Council - representing the vast majority of organized workers.
<b>UK</b>	United Kingdom – England, Scotland, Wales and Northern Ireland.
<b>VANEL</b>	Voluntary Action North East Lincolnshire
<b>VANL</b>	Voluntary Action North Lincolnshire
<b>VCS</b>	Voluntary and Community Sector - also referred to as ‘the Third Sector’ and the ‘Civil Society’ sector.
<b>VIO’s</b>	Volunteer Involving Organisations
<b>YAT</b>	Youth Action Team - A group of young people aged 16 to 25 who were involved in the design, delivery and decision-making processes regarding youth volunteering projects for Hull CVS Volunteer Centre.



