



Volunteering Strategy

2015 - 2018

Introduction

This strategy sets out how we intend to develop and maintain our position as the lead organisation for recruiting, training, managing and supporting volunteers in the City of Hull. It sets out our aspirations and how we will achieve them.

What we aspire towards

- To continue to be recognised as the lead organisation in the City of Hull for the development and management of volunteers.
- For our services to be understood and our location to be known by the local population.
- Maintaining our VCQA award.

How we will achieve this

- By securing a lead role in the management and recruitment of volunteers for the 2017 City of Culture
- By developing a bespoke service for the business community, encompassing long term partnerships, volunteering projects and one day local projects to ensure volunteering makes a difference
- By raising the profile of volunteering using the stories of volunteers.
- By promoting the social value of volunteering to both the public and private sector.

Core Activities

Strategic Development of Volunteering

We will work with key partners across the City to renew and refresh the current city wide volunteering strategy.

- We will measure our success through the minutes and actions of the forum, the consultation paper and the final strategy document which will be delivered by the 31st March 2016

We fund this activity by generating surplus through our trading activity and publish the results by the 30th April 2016.

Good Practice Development

We will update and rollout a new Volunteering Management Training Programme.

- We will measure our success by the publication of a training programme and timetable, and the level of interest and bookings taken in the first 12 months of the programme being available

- We will have the new programme and timetable published by 31 May 2016.

We will monitor and review the programme bi-annually commencing December 2016

Developing Volunteering Opportunities

- We will undertake a mapping exercise of the voluntary and community within the city, identifying areas of low volunteering uptake or a shortage of volunteering opportunities to facilitate focus. The initial exercise will be completed by October and thereafter subject to continual update.
- We will raise our profile within the business sector and measure the impact by number of working partnerships created
- We will build relationships with the local branches of national organisations and measure our success by the number of new opportunities lodged through them

We will seek to start this process in January 2016 and review our performance to the board on a bi-annual basis and publish our results in our Annual Report and Accounts.

Voice of Volunteering

We will continue to be the recognised centre of excellence for volunteering in the City of Hull

- We will measure our success by the:
 - number of volunteer enquiries handled on a monthly basis
 - number of press statements and articles published on a monthly basis
 - minutes of strategic meetings attended
 - number and classification of web site hits

We will review and report on our performance to the board on a quarterly basis and publish our results in our Annual Report and Accounts.

Volunteering Brokerage

We will be recognised as the single point of contact and centre of excellence for volunteer brokerage in the City of Hull

We will measure our success by the:

- number of employer consultations undertaken on a quarterly basis
- the increase in organisations registered on V-Base on a quarterly basis
- the increase in volunteering opportunities advertised on a monthly basis
- the number of website hits
- We will review and report on our performance to the board on a quarterly basis and publish our results in our Annual Report and Accounts.

Our strategy for volunteering will be reviewed, assessed and potentially revised on a bi-annual basis.