



**FESTIVAL OF  
VOLUNTEERING  
IMPACT REPORT**

## **Credits**

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## 1. Executive Summary

Time2Volunteer is a bespoke volunteering platform launched in October 2022, created with support from public, private and voluntary sector partners who invest in, value and celebrate volunteers. The aim of this platform is to address local needs and to simplify the process of volunteering, for both volunteers and voluntary organisations.

For Volunteers' Recognition Week 2023, Time2Volunteer and partners (as part of the Festival of Volunteering Steering Group) launched the Festival of Volunteering. A free to attend, unique celebration involving voluntary organisations, volunteers and the public; to demonstrate the importance and power of volunteering and show appreciation to volunteers across Hull and the East Riding of Yorkshire.

Following an initial survey with volunteers, the most important considerations for the Festival of Volunteering were to be in a central location with nearby parking, have live performances and music, key note speakers and food and drink. Additionally, with the help of specialist organisations, we devised a checklist when visiting possible locations to assess whether they met accessibility needs.

Based on the requirements above, we found the ground floor of Princes Quay the most appropriate location in Hull. Additionally, we arranged for celebrations to take place in locations across the East Riding of Yorkshire (Pocklington, Beverley, Hornsea, Bridlington and Goole). Each of these celebrations were overseen by a local anchor organisation whose time and energy ensured they were a success.

A core element for the Festival of Volunteering was that for volunteers and the public, no matter how long they were there or how many activities they were involved in, it would remain completely free.

We looked at sustainable funding options for the celebration and designed three different buy-in packages for organisations ranging from £10 to £300. In total, over 30 organisations were involved and raised £4,000, which went towards delivering the celebrations across the locations above. Additionally, some organisations donated goods and services as their way of contributing towards the Festival of Volunteering.

The Festival of Volunteering Steering Group recognised that receiving tokens of appreciation would be an important part of the celebrations. With this in mind, we devised a free to enter prize draw specifically for volunteers, called 'Volunteer Perks'. Through contacting a range of organisations across Hull and the East Riding of Yorkshire, we received a total of 89 prizes to be won.

To maximise involvement from volunteers, voluntary organisations and the public, it was agreed the Festival of Volunteering would take place on Saturday 10<sup>th</sup> June 2023, between 12 Noon and 3 PM. In addition to live performances and keynote speakers, we also arranged for activities suitable for all ages, as well as a series of workshops which provided information, advice and support, to take place throughout the day.

To ensure the effective promotion of the Festival of Volunteering, we devised a communications package which included a press release, social media and newsletter content. This was made available through the Time2Volunteer website.

We started this promotion in April 2023, and by June 2023, we found the number of opportunities on the Time2Volunteer platform had increased by 174 (74.5%) and the number of volunteers registered by 275 (73.9%).

This shows celebrations such as the Festival of Volunteering are not only important in providing recognition and appreciation to volunteers, but a key element in raising the awareness of and interest in volunteering, as a whole.

As the Festival of Volunteering was a unique celebration in the area, we projected the total footfall would be around 550. In total however, we found appropriately 1,800 people attended. We also found the Volunteer Perks had a much larger uptake than expected, with 317 volunteers entering the prize draw.

Following the Festival of Volunteering, we received feedback from 28 organisations. 75% rated the celebrations with a score of either 9 or 10 and again, 75% rated the same when asked whether it met their expectations. Additionally, we found when asked about the Festival of Volunteering, at least 85.7% of organisations said the organisation, communication, management, delivery, accessibility and attendance of the celebrations were good or excellent.

Through demonstrating the impact of the Festival of Volunteering, Time2Volunteer is looking to expand this celebration in subsequent years, so even more volunteers, voluntary organisations and public are able to attend and celebrate the incredible differences volunteers make in our local communities.

Our aim is for future celebrations to become less dependent on contributions from voluntary organisations and more sustainable through support from the public and private sector. We would also like to receive even more donations for the Volunteer Perks, so even more volunteers are able to receive a token of appreciation too.

A core focus was always the inclusion of diverse voluntary organisations and we want to attract even more organisations to help us in the planning and delivery of future celebrations. Through their collective views, experiences and specialities, with each subsequent year, our hope is that the Festival of Volunteering will broaden our ability to reach even more volunteers and communities, and allow us to showcase not only locally but across the country, how important and valued volunteers truly are.

To see the Time2Volunteer promotional video for the Festival of Volunteering, please visit: <https://time2volunteer.org/case-study/the-festival-of-volunteering-2023>

## 1b. Executive Summary (Infographic)

# 1,800 ATTENDEES



**FESTIVAL OF VOLUNTEERING**  
BROUGHT TO YOU BY  
**TIME 2 VOLUNTEER**



**OVER 300 VOLUNTEERS** registered for a chance to win one of our 89 Volunteer Perks



**OVER 30 ORGANISATIONS** were involved with the Festival of Volunteering celebrations



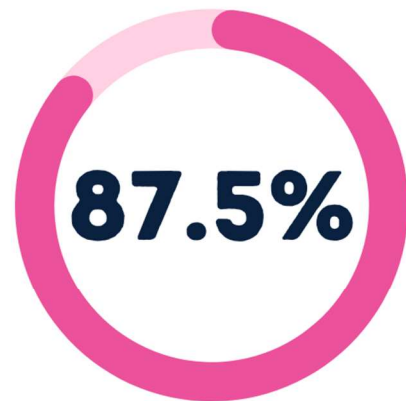
**9 LIVE PERFORMANCES** took place throughout the Festival of Volunteering



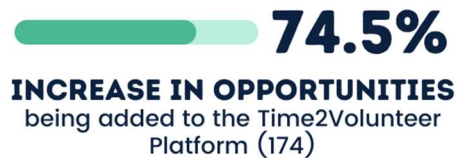
**6 WORKSHOPS DELIVERED** to provide information, advice and support to volunteers and the public



**5 DIGNITARIES / SPEAKERS** to highlight the impact volunteers make in our local communities



**ORGANISATIONS** Thought the Festival of Volunteering celebrations were good or excellent



“

The Festival of Volunteering has given Age UK Hull and East Riding the opportunity to reflect and brainstorm about new occasions and events we can provide for our volunteers, not just during volunteer week but throughout the year, as our volunteers really engaged with this event and we all can't wait for the next one!”

”

**CHARLOTTE PARK, VOLUNTEER COORDINATOR - AGE UK HULL AND EAST RIDING**

## 2. Time2Volunteer

### What is Time2Volunteer?

Time2Volunteer is a bespoke volunteering platform, designed specifically to simplify the process of volunteering, for both volunteers and voluntary organisations.

As an all-in-one solution, Time2Volunteer supports voluntary organisations to develop best practice, advertise their opportunities and manage volunteers. Through our platform, voluntary organisations are able to become more resilient and have increased capacity to focus on service delivery rather than administration.

By having volunteering in one place, Time2Volunteer makes it easier for volunteers to find out about local organisations and opportunities; which they may have never known about or considered previously.

Volunteers are able to filter opportunities based on their interests, skills and needs and apply quickly to volunteering opportunities, using their pre-defined profile. Additionally, through Time2Volunteer, volunteers can build and download their unique Social CV and access information and support to maximise their volunteering experience.

Whether it's to volunteer for one organisation or multiple, or to start off slow and develop as they go, volunteers can begin or continue their journey through Time2Volunteer.

### Why was Time2Volunteer created?

Time2Volunteer was created with support from public, private and voluntary sector partners through the Hull Building Forwards Together and the East Riding Empowering Volunteering stakeholder groups, to address local needs around volunteering by:

- 📍 Making it easier to volunteer.
- 📍 Making sure volunteers feel valued and have a positive experience.
- 📍 Making sure voluntary organisations are better connected, to reduce duplication of services and where possible, to also remove barriers to volunteering.

### How is Time2Volunteer managed?

Time2Volunteer is managed by HEY Smile Foundation and Hull CVS which are local infrastructure organisations in the East Riding of Yorkshire and Hull areas, respectively.

Both HEY Smile Foundation and Hull CVS are focused on providing a one-stop-shop service for volunteering. Their services include providing governance support,

assistance in funding and partnership opportunities, development of volunteers and volunteering opportunities, delivering accredited and unaccredited training and more.

Further to this, both organisations champion volunteer voice across regional and national boards to highlight local need, from both volunteers and voluntary organisations’ perspectives.

Hull CVS also delivers the only accredited Volunteer Centre in Hull, where one of their dedicated advisors assists those interested in volunteering to find local opportunities based on their specific interests, skills and knowledge.

### How is Time2Volunteer Funded?

Time2Volunteer is jointly funded by Hull City Council and East Riding of Yorkshire Council.

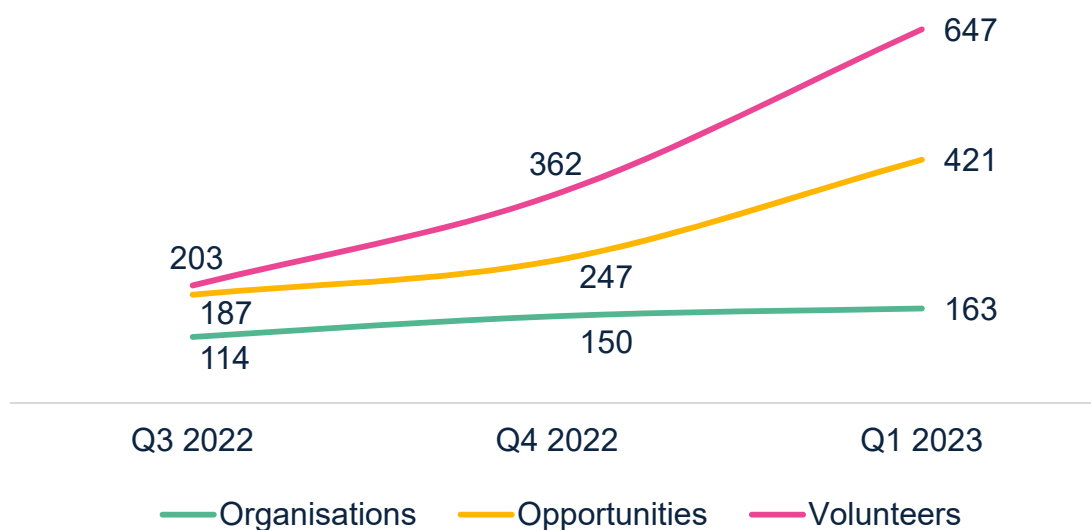
### What is the Time2Volunteer Partnership?

Time2Volunteer is supported by a range of partners across the public, private and voluntary sectors, who invest in, value and celebrate volunteers. As part of the Time2Volunteer Partnership, each member assists us with their time, knowledge and resources, which has not only made the vision of Time2Volunteer a reality but continues to ensure volunteers are at the heart of everything we do.

### What success has Time2Volunteer had?

In each quarter, since its launch in October 2022, the Time2Volunteer platform has seen a consistent increase in the amount of voluntary organisations and volunteers registering, as well as the total number of opportunities available on, the platform.

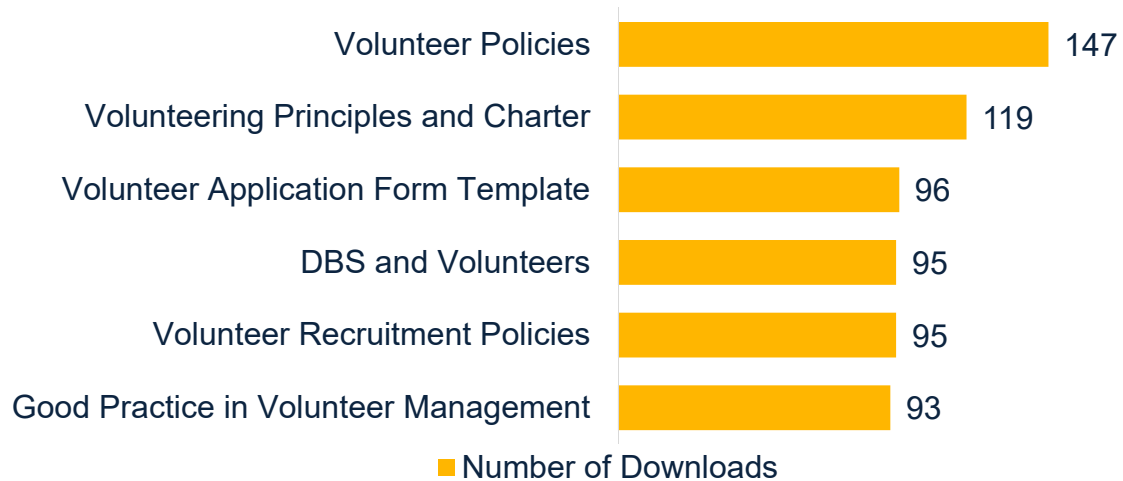
As of June 2023, we had 163 voluntary organisations, 647 volunteers and 421 opportunities on the platform.





Time2Volunteer also supports organisations to develop best practice by providing a range of template policy and volunteering documents.

Since October 2022 to June 2023, **2,343 individual downloads** have taken place, with the top six being:



Additionally, to June 2023, volunteers have spent a total of **2,417 hours volunteering** through the Time2Volunteer Platform, which has a **social value of £25,185**, at current national minimum wage.

**Please note:** Some organisations use Time2Volunteer solely to signpost volunteers to their opportunities and do not record their volunteers hours using the platform.

### What are the Time2Volunteer Awards?

Delivered by HEY Smile Foundation, Hull CVS and partners, the Time2Volunteer Awards (previously called HEY Smile Foundation’s Volunteer Awards) is an annual event which provides an opportunity for voluntary organisations across the Humber region to nominate both teams of and individual volunteers for an award.

Each of the award categories are sponsored by a local public or private sector organisation, and some of these donate items or experiences as part of a prize draw for the shortlisted candidates and winners as a way to say ‘Thank you’ for the difference they have made within their communities.

The Time2Volunteer Awards receives hundreds of nominations each year and for each award category, a panel of judges made up of event partners and category sponsors, have the difficult task of shortlisting only three entrants and one winner.

This leads to an incredible event which brings volunteers, voluntary, public and private sector organisations together to hear about and celebrate inspirational volunteers.

For more information about Time2Volunteer, our partners and the Time2Volunteer Awards, please visit: <https://time2volunteer.org/>

### 3. Festival of Volunteering

Each year, from the 1<sup>st</sup> to 7<sup>th</sup> June is Volunteers' Recognition Week, a national celebration first established in 1984 by Volunteering England but now managed by the National Council for Voluntary Organisations (NCVO).

During this week, voluntary organisations across the country often hold individual celebrations to thank volunteers and highlight the difference their time and energy has made within their local community. Typically, these celebrations include volunteer fayres, cake and coffee mornings and celebration buffets.

Across the Time2Volunteer Partnership, there was a consensus that during Volunteers' Recognition Week, there are many volunteers who do not receive enough recognition or have their invaluable efforts effectively showcased by voluntary organisations.

The two most apparent reasons behind this were capacity and cost.

With that in mind, the Time2Volunteer Partnership created a steering group, with exclusive access being provided within two of our celebration funding packages.

The aim of this steering group was to design a unique celebration, whereby voluntary organisations of all shapes and sizes, volunteers and the public can come together to show appreciation to every volunteer across Hull and the East Riding of Yorkshire.

Additionally, we wanted to capture the breadth of volunteering opportunities available and demonstrate to the public the importance in and power of volunteering.

We agreed to call this celebration the Festival of Volunteering.

**Please note:** For a full terms of reference for the Festival of Volunteering Steering Group, please visit: <https://hullcvs.org.uk/wp-content/uploads/FOV-TOR.pdf>

### 3a. Planning

As the core focus of the Festival of Volunteering was to show recognition and appreciation to volunteers across Hull and the East Riding of Yorkshire, we first needed to understand what this would look like from their perspective.

The Festival of Volunteering Steering Group designed a Volunteer Celebration Survey which was sent out to local voluntary organisations and networks, to gather:

- 📍 How volunteers wanted to be appreciated.
- 📍 What they would like to be included.
- 📍 Whether they would like an in-person or online event.
- 📍 Where and what time of day they would like the festival to take place.

We received responses from volunteers across 15 organisations, where we found:

- 📍 The main ways volunteers wanted to be appreciated by were:
  - 📌 Tokens of Appreciation (Gift Baskets / Certificates).
  - 📌 A Celebration Event.
  - 📌 Thank You Messages (Social Media Posts and Personal Letters).
- 📍 The main aspects volunteers wanted to be included were:
  - 📌 Key Note Speakers (Including from Volunteers).
  - 📌 Live Performances / Music.
  - 📌 Food and drink.
- 📍 The main preferences regarding the location were:
  - 📌 Local Parking.
  - 📌 Indoor Venue.
  - 📌 In a central location.
- 📍 The vast majority preferred an in-person event and there was no significant preference on whether the event took place during day or night time.

To ensure the Festival of Volunteering was inclusive for all, we also enquired with specialist voluntary organisations about the accessibility considerations we would need to make when deciding on a location.

We were advised the location needed to have disability access, apparent signage for facilities and be well-lit, access a British Sign Language (BSL) interpreter and a speaker system; especially for speeches and performances. Additionally, the location needed to have space for those with mobility aids to comfortably traverse.

With this in mind, we enlisted the help of the [Hull Deaf Centre](#) who provided a BSL interpreter for the Festival of Volunteering. Further to this, we also devised a checklist to ensure any considered locations met accessibility needs.

Based on the requirements identified above, after visiting several possible locations, we found the ground floor of Princes Quay the most appropriate. The location had natural light illuminating the main area, access to a projector and speaker system and a separate dedicated area for performances, seating and food and drink.

Additionally, to ensure the Festival of Volunteering was accessible to all across the East Riding of Yorkshire, we held celebrations across the area; each overseen by a local organisation whose time and energy ensured they were an individual success:

- ♥ Sparkling Afternoon Tea (Pocklington) led by: [Pocklington Rugby in the Community](#).
- ♥ Bus Tour (Hornsea) led by: [Holderness Area Rural Transport](#).
- ♥ Volunteers Celebration Event (Bridlington) led by: [The Hinge](#).
- ♥ Volunteers Celebration Event (Goole) led by: [Junction Goole](#).

We also designed a series of workshops to provide information, advice and support, to take place during the Festival of Volunteering and covered the following subjects:

- ♥ Living Net Zero – delivered by [Citizens Advice](#) to provide information on how attendees can move towards a more carbon neutral lifestyle and improve their energy efficiency, whilst also saving some money.
- ♥ Volunteer Story Telling – delivered by [SHE Productions](#) to encourage volunteers to share their journey and celebrate its impact on local communities.
- ♥ Trustee Drop-in Session – delivered by [Time2Volunteer](#) to provide opportunity for anyone interested in becoming a trustee to speak to established trustees and learn about the roles and responsibilities.
- ♥ Wellbeing Workshop – delivered by [Hull and East Yorkshire Mind](#) to support volunteers in recognising and understanding their wellbeing needs and the importance of making the time needed for themselves.
- ♥ Employability and Volunteering Drop-in – delivered by [Reckitt](#) to support volunteers in understanding how they can best showcase their amazing work to potential employers.

Furthermore, we arranged for the following activities to take place during the Festival of Volunteering, these were:

- ♥ Volunteer Voices – a volunteering opportunity through Time2Volunteer whereby volunteers would speak to others and highlight the importance of volunteering by sharing their own experiences.

- 📍 Find Your Craft Skill – delivered by [HU4 Community Trust](#), an interactive session where attendees are supported to craft using various equipment and textiles.
- 📍 Free Face Painting – delivered by [Fantastic Faces](#).
- 📍 Walkabout Performances – delivered by [Late Night Circus](#), [Aba Daba Circus](#) and [Hull Carnival Arts](#).
- 📍 Musical Performances – delivered by [Beats Bus](#), [Hull Ladies Choir](#) and [Freedom Road Creative Arts](#) and [Claire Holdich](#).

To showcase the importance and impact of volunteering from all perspectives, we arranged for the following dignitaries and key note speakers to attend the Festival of Volunteering:

- 📍 Christina Cerutti – High Sheriff of the East Riding Yorkshire.
- 📍 Councillor John Robinson – Deputy Lord Mayor of Hull.
- 📍 Trish Dalby – Deputy Lieutenant for the East Riding of Yorkshire.
- 📍 Dame Diana Johnson DBE PC - Member of Parliament for Hull North.

We also had a special reading from Gaynor Harkin, a volunteer for [HEY!Volunteers](#), who wrote and read a poem called '[To Volunteer](#)'.

When looking at options to provide food and drink at the Festival of Volunteering, the Festival of Volunteering Steering Group wanted to ensure what was provided was multi-cultural and sustainable. To achieve this, we arranged for two voluntary organisations to lead on these elements, these were:

- 📍 [Foodcycle](#) – An organisation dedicated to make food poverty, loneliness and food waste history. They create welcoming spaces for all and provide healthy sustainable meals using surplus ingredients.
- 📍 [Hull Afro Caribbean Association \(HACA\)](#) – An organisation which supports local Black Minority Ethnic (BME) communities to feel more connected through a wide range of activities, events and joint community meals.

The Festival of Volunteering Steering Group also recognised that receiving tokens of appreciation would be an important part of the Festival of Volunteering. With this in mind, we devised a free to enter prize draw, specifically for volunteers, called Festival of Volunteering: Volunteer Perks.

As volunteers improve our everyday lives, we sought to show how appreciated they really are, not only by voluntary organisations, but also by our local communities. We contacted a range of public and private sector organisations to inform them of the Festival of Volunteering and the Volunteer Perks prize draw and in total, we received 89 donations from 42 organisations.

Furthermore, as the next Time2Volunteer Awards will be taking place in October 2023. We decided the Festival of Volunteering would be the perfect time to launch the Time2Volunteer Awards nomination form, so as many volunteers as possible can be considered.

To build a consistent approach in marketing the Festival of Volunteering, we created a multi-media communications package which could be downloaded via the Time2Volunteer website which included:

- 📍 Festival of Volunteering email signatures.
- 📍 Pre-drafted social media messaging and imagery.
- 📍 Printable posters (including ones which could be personalised).
- 📍 A Festival of Volunteering press release.

For more information about our communications package, please visit the following link: <https://time2volunteer.org/news-article/2023-03-30/festival-of-volunteering-2023>

Additionally, to promote the importance of volunteering, we gathered both written and recorded testimonials from volunteers, which were either to be printed and displayed or projected in various locations and used to promote the Festival of Volunteering across our social media channels.

To ensure the impact of the Festival of Volunteering was captured from a 360 perspective, we arranged for [Inkblot Films](#) to attend the celebration and in-addition to photography and videography work, they conducted interviews with volunteers, voluntary organisations, dignitaries and Time2Volunteer representatives.

With the planning almost complete, the only item remaining was to decide which date would be most suitable for the Festival of Volunteering.

As we wanted to maximise the amount of volunteers and public who attended the celebrations, the Festival of Volunteering Steering Group decided on the following considerations when looking at potential dates for the celebration:

- 📍 It would have to take place on a date and time where volunteers would be less likely to be volunteering and the public would be less likely to be working.
- 📍 It also had to be held on a day where the weather was fair and at a time most people would already be up and going about their day.

With this in mind, we agreed the Festival of Volunteering would be best taking place from around 12 Noon to 3 PM on a Saturday. When reviewing possible dates, it was agreed the most suitable date was Saturday 10<sup>th</sup> June 2023.

## 3b. Funding

A core element for the Festival of Volunteering was that for volunteers and the public, no matter how long they were there or how many activities they were involved in, it would remain completely free.

We looked at sustainable options and designed three different packages to enable organisations of all shapes and sizes to become involved, these were:

- ◻ Stall Holders Package (£10):
  - Access to a stall at the Festival of Volunteering.
- ◻ Champions Package (£100):
  - Everything in Stall Holders Package.
  - Membership into the Time2Volunteer Steering Group.
  - Organisation branding displayed on Festival of Volunteering on pre and post celebration marketing materials.
- ◻ Partners Package (£300)
  - Everything in Champions Package.
  - Branding priority on all marketing materials.
  - Organisation's volunteers invited to create written / pre-recorded testimonial content for the Festival of Volunteering.
  - Promotion of organisation affiliation across Time2Volunteer platforms, press releases and interviews.

In-addition to the above packages, some organisations donated goods and services as their way of contributing to the Festival of Volunteering, which in some cases equated to or exceeded the values of packages above.

## 4. Outcomes

Following the launch of the first ever Festival of Volunteering, Time2Volunteer was overwhelmed with the level of success achieved.

Over 30 organisations registered to be a part of the Festival of Volunteering and contributed through a mixture of the packages specified above and through providing goods and services for the celebration. The organisations involved were as follows:

### Stall Holders

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>○ <a href="#"><u>Aim Higher</u></a></li> <li>○ <a href="#"><u>East Riding Voluntary Action Services</u></a></li> <li>○ <a href="#"><u>Goodwin Doula &amp; BFPS Project</u></a></li> <li>○ <a href="#"><u>Healthwatch Kingston upon Hull</u></a></li> <li>○ <a href="#"><u>Hull Carnival Arts</u></a></li> <li>○ <a href="#"><u>Hull Children's University</u></a></li> <li>○ <a href="#"><u>Hull Fibre</u></a></li> </ul> | <ul style="list-style-type: none"> <li>○ <a href="#"><u>Hull Minster</u></a></li> <li>○ <a href="#"><u>Hull University's Student Union</u></a></li> <li>○ <a href="#"><u>Read Easy Hull &amp; District</u></a></li> <li>○ <a href="#"><u>RSPCA Hull &amp; East Riding Branch</u></a></li> <li>○ <a href="#"><u>Samaritans Hull</u></a></li> <li>○ <a href="#"><u>Workers' Educational Association</u></a></li> <li>○ <a href="#"><u>Yorkshire MESMAC</u></a></li> </ul> |
|--|---|

### Champions

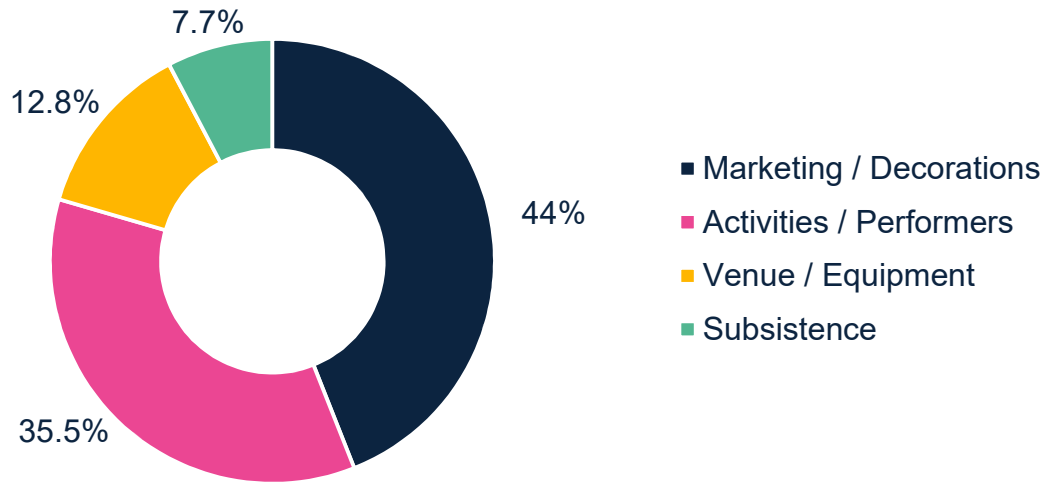
- [East Riding of Yorkshire Council Rural Partnership](#)
- [Emmaus Hull & East Riding](#)
- [Home-Start Hull](#)
- [Humbercare](#)
- [Older People's Partnership Hull & East Riding](#)

### Partners

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>○ <a href="#"><u>Active Humber</u></a></li> <li>○ <a href="#"><u>Age UK Hull</u></a></li> <li>○ <a href="#"><u>Citizens Advice Hull &amp; East Riding</u></a></li> <li>○ <a href="#"><u>City Health Care Partnership</u></a></li> <li>○ <a href="#"><u>FareShare</u></a></li> <li>○ <a href="#"><u>HEY Smile Foundation</u></a></li> <li>○ <a href="#"><u>Hull Afro Caribbean Association</u></a></li> </ul> | <ul style="list-style-type: none"> <li>○ <a href="#"><u>Hull CVS</u></a></li> <li>○ <a href="#"><u>HEY!Volunteering</u></a></li> <li>○ <a href="#"><u>Hull &amp; East Yorkshire Mind</u></a></li> <li>○ <a href="#"><u>Humberside Fire</u></a></li> <li>○ <a href="#"><u>Humber Teaching NHS Foundation Trust</u></a></li> <li>○ <a href="#"><u>KCOM</u></a></li> <li>○ <a href="#"><u>Reckitt</u></a></li> </ul> |
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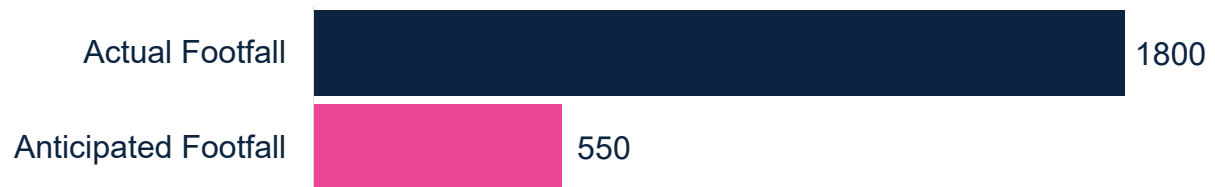


In total, through our various packages we raised a total of £4,000 which went towards the following costs:

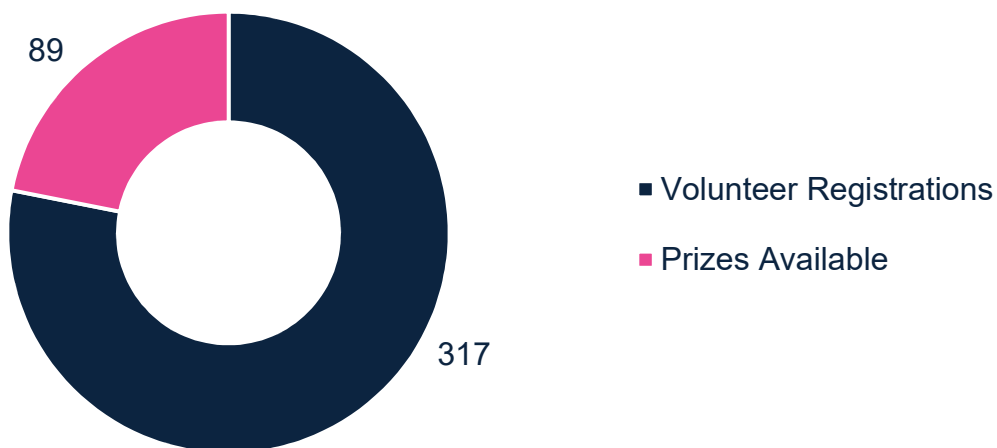


**Please note:** the above figures do not include goods and services contributions made by some organisations.

As there has not been a unique celebration in the area for volunteers like the Festival of Volunteering previously, we projected the total footfall would be around 550. In total however, we found appropriately 1,800 people attended.

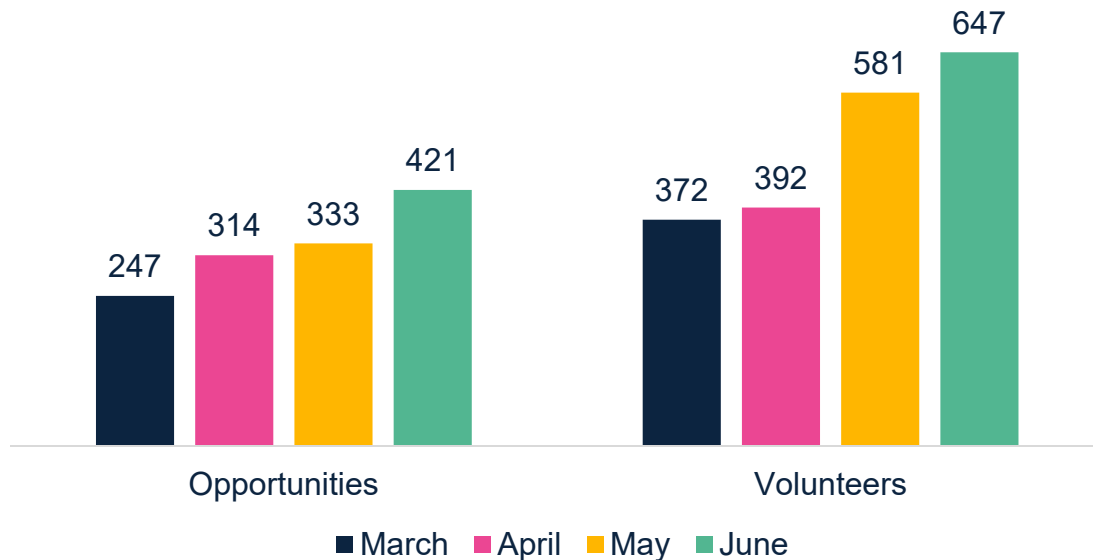


Within this, we also found the Festival of Volunteering: Volunteer Perks also had a much larger uptake than expected, with 317 volunteers entering the prize draw, with a chance to win one of the 89 prizes available.



From April 2023, we started to promote the Festival of Volunteering across our various platforms. Since this time, we have found a significant increase in volunteering opportunities available and volunteers registering to the Time2Volunteer platform.

From March 2023 (before promotion) to June 2023 (after promotion), we found the number of opportunities available on the platform increased by 174 (74.5%) and the number of volunteers registered to Time2volunteer increased by 275 (73.9%).

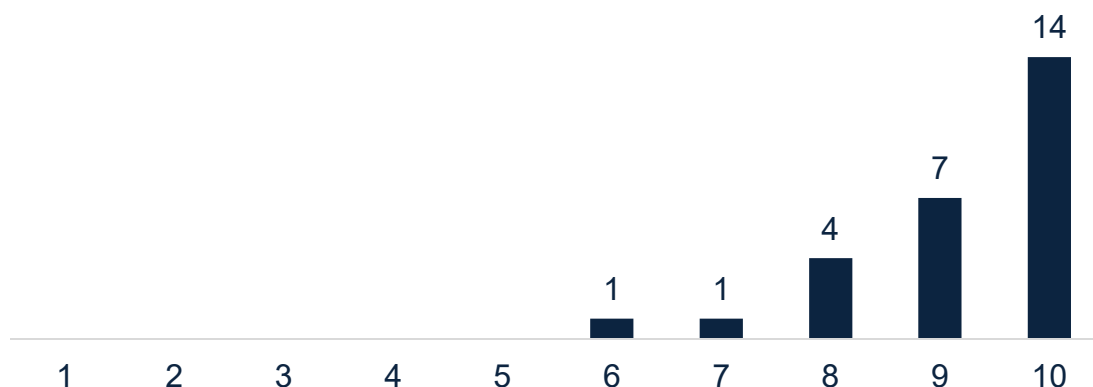


Following the Festival of Volunteering, we also asked for feedback from the organisations involved to understand from their perspective, how the success of the celebrations met their expectations.

We provided organisations with two questions, where they would provide a rating from 1 (negative) to 10 (positive).

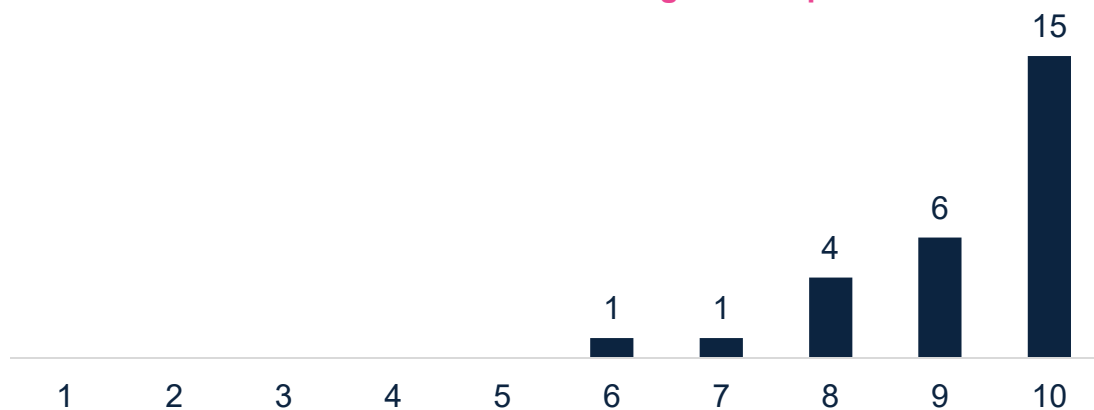
When asked how they would rate the Festival of Volunteering, we found responses were overwhelming positive with 75% of organisations rating the celebrations 9 or higher.

### How would you rate the Festival of Volunteering?



When asked how they would rate the Festival of Volunteering against their expectations, once again, we found 75% of organisations gave ratings of 9 or higher.

### How did the Festival of Volunteering meet expectations?

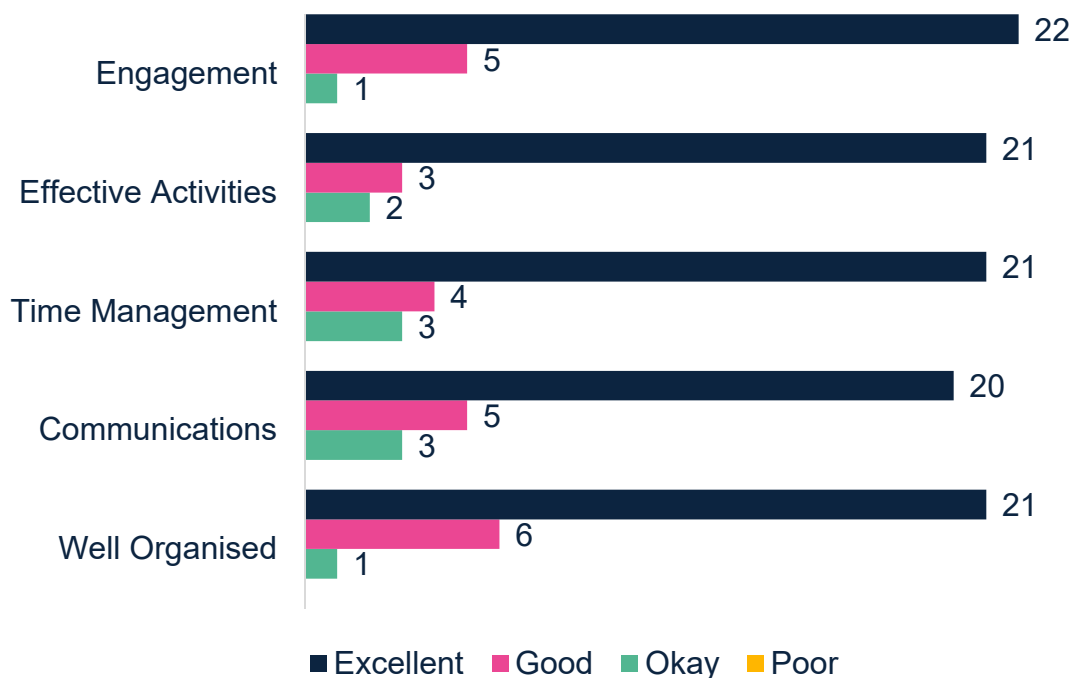


**Please note:** one organisation did not provide a rating for either of these questions.

Following on from this, we asked organisations how they would rate the following:

- 📍 How well was the celebration organised?
- 📍 How organisations felt about the communications about the celebration?
- 📍 How time was managed when planning and delivering the celebration?
- 📍 How effective was access to the celebration?
- 📍 How did organisations find engagement at the celebration?

We found that, overwhelmingly, in each area at least 85.7% of organisations felt the Festival of Volunteering was good or excellent.



Additionally, we received some ideas on how the Festival of Volunteering could be improved when repeated in subsequent years, these were:

- 📍 A presenter who provides introductions for organisations and performances throughout the celebration.
- 📍 A route map and timetable, sent out in-advanced and provided as handouts at the celebration.
- 📍 For the celebration to be held in an even bigger location, due to some organisations located in an area secondary to the main space.

When speaking to us about their overall thoughts of the Festival of Volunteering, **Charlotte Park from Age UK Hull & East Riding** said:

“The Festival of Volunteering was a brilliant event that was not only loved by volunteers but also our staff. It has been a great for us when recruiting, training and supporting volunteers. Indeed, by bringing charities around Hull and East Riding together, it facilitated chances to learn about other volunteer opportunities in the community and how they promote them.

It was also encouraging for our volunteers to witness how many charities came together to celebrate their achievements. Additionally, not only was the event great for stressing our gratitude but also Time2Volunteer created methods for volunteers who could not attend, by having a prize draw and being able to enter just because they volunteer for an organisation in Hull and East Yorkshire area.

We now use this event during inductions and advertisement, when we discuss some of the ways we thank our volunteers throughout the year. This has become a key occasion often spoken about during these sessions.

The Festival of Volunteering has given Age UK Hull and East Riding the opportunity to reflect and brainstorm about new occasions and events we can provide for our volunteers, not just during volunteer week but throughout the year, as our volunteers really engaged with this event and we all can’t wait for the next one!”

Furthermore, **Alan Cornwall from Hull and District Read Easy** said:

“Hull and District Read Easy were delighted to take part in the Festival of Volunteering at Princes Quay in June. It was an amazing way to promote the work of our charity to a wider audience. However good our printed literature is, nothing beats face-to-face discussion! Throughout the course of the event, a steady stream of people engaged with us. Many took away one of our leaflets, some made tentative enquiries about joining the group in one capacity or another, and a small number asked about accessing our offer because they were non-readers themselves.

To date, we have two additional coaches and one new reader as a direct result of the festival. What we hadn’t anticipated was the exchange of information between the

other groups who were present, and some of them took details and offered to 'advertise' for us! Word of mouth has been, for us, by far and away the most effective method of recruiting new coaches, managers and indeed readers.

The location, timing, set up and overall organisation of the festival were all outstanding and contributed to a very successful event. We picked up tips from other groups with regard to enhancing our display, and this was symbolic of the mutually supportive atmosphere that the festival generated.

We will certainly want to be part of any future festivals or other similar events. Thanks so much to all who played a part in such an important day.”

**Matthew Boast, Project Officer at Healthwatch Kingston upon Hull** said:

“The Festival of Volunteering helped Healthwatch Kingston upon Hull say thank you and really show our appreciation to the volunteers who support our work across the city.

Being able to show volunteers, not only those for Healthwatch but for organisations across Hull, this level of appreciation is really important because it shows that we are fully aware of their efforts and everything that they do to improve our local communities is not taken for granted.

Because of the event, Healthwatch Kingston upon Hull were able to reach more people in the community and spread the word about the work we do in supporting people through their journey in health and social care and how we look to improve services in Hull.”

We also heard from **Alan Bowmaster, Chairman at Freedom Stroke Club** and **Trustee of HU4 Community Trust**, who told us:

“Both my wife and I attended the festival of Volunteering. We both found the event informative, entertaining, and well-organised.

The event showcased the many opportunities there are for potential new volunteers, in an informal, entertaining, and friendly atmosphere and made volunteering look like fun. I'm sure people who didn't volunteer before are in attending to do now.

We are looking forward to attending future events in the future. Well done all concerned.”

Furthermore, **Kyra Barratt, Volunteer** for **Hull CVS**, **Time2Volunteer** and **Healthwatch Kingston upon Hull**, said:

“I had such an amazing time at the Time2Volunteer event. It honestly made me feel like my volunteer efforts really mattered. The best part was getting to meet new people, share my volunteering story, and hopefully inspire others to jump in.

The free food and great entertainment were awesome bonuses, but what truly moved me was seeing the community come together to express their heartfelt gratitude for the efforts of all volunteers.

This event is a hub of benefits for us volunteers - chances to connect, share stories, encourage more people to get involved, plus free food, fun, and that heart-warming feeling of being truly appreciated. I am eagerly looking forward to next year's event, and my enthusiasm is already growing.”

Lastly, **Jonathan Dunn, a member of the public**, informed us from his perspective:

“I found the Festival of Volunteering a fantastic spectacle. I attended with my son, who is four years old and there was a great range of engaging activities.

He had his face painted for free, there were games, he joined in with other children and I enjoyed the atmosphere as it brought a lot of people together in Hull.

As it was on a Saturday, it caught people at a good time, all staff were friendly and accommodating, and it was good to see a range of local volunteering opportunities that make a difference in different areas from charities and local healthcare.

I think if this happened annually, the main benefit would be to keep spreading the word of volunteering and as long as it is engaging, people will continue to come and encourage others too. Also, being in Hull centre it is good for the economy as it encourages people to go the shops, consider volunteering, donating to good causes and spend money in local cafes and shops as part of their visit.”

## 5. Conclusion

As the Festival of Volunteering was a unique celebration held for Volunteers' Recognition Week in the Hull and East Riding of Yorkshire, Time2Volunteer wanted to highlight how such a celebration should become the new standard.

By collaborating with other voluntary organisations and pooling individual resources, experiences and expertise, the Festival of Volunteering was a celebration designed for volunteers, by those that see the importance and impact their time, dedication and passion makes, each and every day.

This very thought spurred the Time2Volunteer Steering Group, from concept to delivery of the Festival of Volunteering. To ensure celebrations were inclusive and diverse, we launched a Volunteer Celebration Survey to understand volunteers' hopes and needs, as well as devising a checklist to make sure chosen locations for Festival of Volunteering celebrations met accessibility needs.

It was imperative that volunteers were able to feel instantly connected to the Festival of Volunteering and its message. To achieve this, we focused on ensuring volunteers were always at the forefront of celebrations, through the use of effective marketing, interviews, written and recorded testimonials, as well as inviting dignitaries to attend who are volunteers themselves.

Whilst many of the public may be aware of the organisations who attended the Festival of Volunteering and the difference they make to the local area, the volunteers for these organisations, who enable the delivery of such vital services and support, may be known to much fewer.

By having celebrations in central locations across Hull and the East Riding of Yorkshire, it maximised the opportunity for volunteers and the public to connect. Through making these connections, the public were able to be more informed about the importance of volunteering and the difference it makes, from volunteers themselves.

Furthermore, by developing various package options, we enabled the Festival of Volunteering to be accessible, not only to volunteers and the public but voluntary organisations; regardless of their shape and size. This ensured organisations who may not have the funding and opportunity to be at the forefront of such large celebrations, to also receive the promotion and recognition they deserve.

The Festival of Volunteering also saw the launch of Volunteer Perks, a free to enter prize draw, specifically for volunteers. This prize draw was designed following the feedback from the Volunteer Celebration Survey and saw a large uptake, with 317 volunteers entering the prize draw, which was almost four times the amount of prizes to be won.

In total, over 30 organisations were involved with and approximately 1,800 people attended the Festival of Volunteering celebrations. To date, we are not aware of any other volunteer focused celebration having the same level of involvement across Hull and the East Riding of Yorkshire.

Following the launch of the Festival of Volunteering promotional marketing in April 2023, we have also seen a rapid uptake to the platform:

- 📍 The number of voluntary opportunities available on the platform has increased by 174 (70.4%).
- 📍 The number of volunteers registered to the platform has increased by 275 (73.9%).

This shows celebrations such as the Festival of Volunteering are not only important in providing recognition and appreciation to volunteers, but also raising the awareness of and interest in volunteering, as a whole.

As many voluntary organisations are closely connected to vital public services, it is important now, more than ever, that the work voluntary organisations do are effectively promoted and the volunteers who deliver such vital support, are given a celebration worthy of their time and dedication.

Time2Volunteer could not be more proud to say that the first Festival of Volunteering has achieved just this.

However, we did not do this alone and are grateful to every organisation listed throughout this report, as without your involvement in the design and delivery of the celebrations, the Festival of Volunteering would not have been the success it has been.

If you would like to see the Time2Volunteer promotional video for the Festival of Volunteering, please visit: <https://time2volunteer.org/case-study/the-festival-of-volunteering-2023>



## 6. Next Steps

Through the publication of this report and the launch of the Festival of Volunteering promotional video, Time2Volunteer is looking to expand this celebration in subsequent years so even more volunteers, voluntary organisations and the public are able to attend and celebrate the incredible differences volunteers make in our local communities.

Our aim is for the future success of this celebration to become less dependent on contributions from voluntary organisations and more sustainable through increased support from the public and private sector, as volunteers are tightly intertwined throughout and crucial to many of the vital services we all hold so dearly.

While this year the main Festival of Volunteering celebration was located in Hull; with a further four celebrations across locations in the East Riding of Yorkshire. It is important to Time2Volunteer that with increased funding, future celebrations will be equally proportional, in size and scale, across each area.

Additionally, as volunteers are connected to organisations that not only serve communities in Hull and the East Riding of Yorkshire but also across the Humber. We would seek to understand how the Festival of Volunteering model could be adapted and expanded to celebrate volunteers further afield.

This year was also the launch of the Festival of Volunteering: Volunteer Perks and we are proud and grateful for all of the donations we received. The Volunteer Perks prize draw was always an important part of the Festival of Volunteering and will be even more so in the years to come. By providing tokens of appreciation, volunteers will have an experience they can keep with them as a reminder of how valued they are, not only by voluntary organisations, but all those in their community as well.

As we look to expand the scale of the Festival of Volunteering, we also aim to connect with more public and private sector organisations. In future celebrations, we would like to have an even greater prize draw so as more volunteers become involved, there is also more opportunity for them to receive a token of appreciation.

A core focus was always the inclusion of diverse voluntary organisations and we want to attract even more organisations to help us in the plan and deliver future celebrations. Through collective views, experiences and specialities, with each subsequent year increased organisation involvement with the Festival of Volunteering will broaden our ability to reach even more volunteers and communities, and allow us to showcase not only locally but across the country, how important and valued volunteers truly are.

## 7. Get Involved

Volunteers can be anyone and anywhere. Our findings within this report shows that it is important for larger celebrations such as the Festival of Volunteering to become more commonplace so all volunteers, no matter who or where they are, are able to see how much they are appreciated.

With this in mind, Time2Volunteer is looking towards the future and envisioning what the Festival of Volunteering should and could become.

As our aim is for future celebrations to not only be grander in scale but less dependent on contributions from voluntary organisations, we are seeking sustained support from public and private sector organisations in the years ahead.

Whether it be by sponsoring the Festival of Volunteering, providing a gift for our Volunteer Perks prize draw or providing a service free of charge, Time2Volunteer welcomes all offers of support so we are able to make each Festival of Volunteering celebration even greater than the last.

For more information and to inform us how you want to be involved, please visit: <https://hullcvs.org.uk/festival-of-volunteering/>

## 8. Special Thanks

In April 2023, through Hull University Student Futures, Kelly Chin and Abiodun Olayanju joined Hull CVS as interns for the Festival of Volunteering.

In her role as Events Intern, Kelly was a key component in bringing the vision for the Festival of Volunteering to life.

Following the initial planning by the Festival of Volunteering Steering Group, Kelly was tasked with contacting organisations to inform them of the celebrations and to understand if and how they would like to be involved.

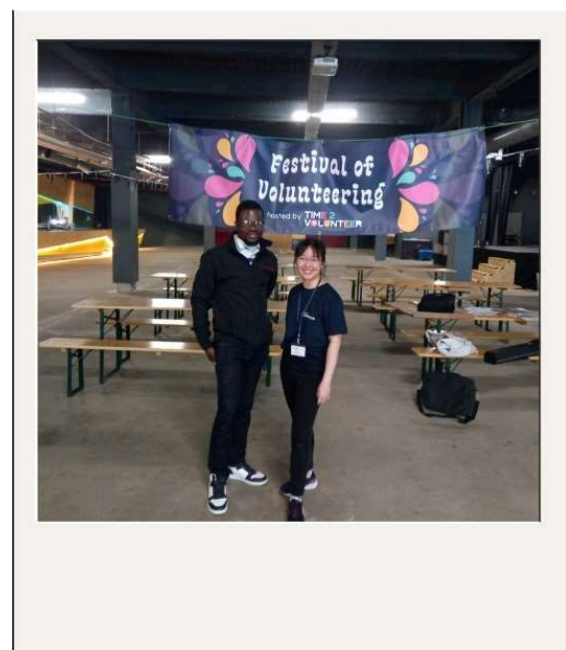
Kelly's efforts was the catalyst for the Festival of Volunteering having such a diverse range of performances and activities to meet the needs of all, in securing the necessary equipment and merchandise to effectively showcase the celebrations and in the development of this report.

In his role as Communications Intern, Abiodun was vital in our ability to capture and showcase the importance of volunteering and the Festival of Volunteering celebrations.

Through his unique ability to imagine and develop stylised, eye-catching content, we were able to attract the interest of many volunteers and the public through our promotion of the Festival of Volunteering.

Additionally, his data analytical skills were irreplaceable when it came to understanding the impact of the Festival of Volunteering and demonstrating it throughout this report.

We could not be more grateful to both of their efforts. Both Kelly and Abiodun were both fundamental in the success achieved through the first Festival of Volunteering and all of their efforts will continue with us as we look to design future celebrations.



# TIME 2 VOLUNTEER



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