

AGENDA ITEM

REPORT TO CABINET

19th May, 2016

**REPORT OF SENIOR
MANAGEMENT TEAM**

CABINET DECISION

Access, Communities and Community Safety– Lead Cabinet Member – **Councillor Steve Nelson**

VOLUNTEERING STRATEGY UPDATE

Summary

This report presents an update on implementation of the Volunteering Strategy Framework for the Borough which was endorsed by Cabinet on 10th September, 2015.

Recommendations

Cabinet is recommended to:

1. Note progress on delivery of the Volunteering Strategy and support plans for the new Volunteers website and Volunteers Month celebrations in June.
2. Receive a further update report from Catalyst in 12 months time to review progress on delivery of the Volunteering Strategy Framework.

1. Reasons for the Recommendations

To update Cabinet on the implementation of the Volunteering Strategy for the Borough which was endorsed by Cabinet on 10th September 2015.

2. Members' Interests

Members (including co-opted Members) should consider whether they have a personal interest in any item, as defined in **paragraphs 9 and 11** of the Council's code of conduct and, if so, declare the existence and nature of that interest in accordance with and/or taking account of **paragraphs 12 - 17** of the code.

Where a Member regards him/herself as having a personal interest, as described in **paragraph 16** of the code, in any business of the Council he/she must then, **in accordance with paragraph 18** of the code, consider whether that interest is one which a member of the public, with knowledge of the relevant facts, would reasonably regard as so significant that it is likely to prejudice the Member's judgement of the public interest and the business:-

- affects the members financial position or the financial position of a person or body described in **paragraph 17** of the code, or
- relates to the determining of any approval, consent, licence, permission or registration in relation to the member or any person or body described in **paragraph 17** of the code.

A Member with a personal interest, as described in **paragraph 18** of the code, may attend the meeting but must not take part in the consideration and voting upon the relevant item of business. However, a member with such an interest may make representations, answer questions or give evidence relating to that business before the business is considered or voted on, provided the public are also allowed to attend the meeting for the same purpose whether under a statutory right or otherwise (**paragraph 19** of the code)

Members may participate in any discussion and vote on a matter in which they have an interest, as described in **paragraph 18** of the code, where that interest relates to functions of the Council detailed in **paragraph 20** of the code.

Disclosable Pecuniary Interests

It is a criminal offence for a member to participate in any discussion or vote on a matter in which he/she has a disclosable pecuniary interest (and where an appropriate dispensation has not been granted) **paragraph 21** of the code.

Members are required to comply with any procedural rule adopted by the Council which requires a member to leave the meeting room whilst the meeting is discussing a matter in which that member has a disclosable pecuniary interest (**paragraph 22** of the code)

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RECOMMENDATIONS

Cabinet is recommended to:

1. Note progress on delivery of the Volunteering Strategy and support plans for the new Volunteers website and Volunteers Month celebrations in June.
2. Receive a further update report from Catalyst in 12 months time to review progress on delivery of the Volunteering Strategy Framework.

DETAIL

1. A Volunteering Strategy for the Borough, developed through a partnership comprising Catalyst, Tees Valley Community Foundation and the Council, was endorsed by Cabinet on 10th September, 2015. The strategy is based on a delivery plan formulated around a sustainable framework model, developed following research and discussions with a range of people and organisations with an interest in or experience of volunteering.
2. Estimates brought together from local and national surveys suggest that across the Borough there are 58,000 people who have undertaken some voluntary activity with around 23,000 people who are regular volunteers and 10,000 core volunteers, of which only 3,000 are known to the VCSE. In the recent Mori Ipsos Survey on resident perceptions in the borough 20% of those surveyed volunteered at least once a month rising to 34% who volunteered once a year.
3. Whilst volunteering in the Borough is thriving the strategy recognised a lack of a single route or co-ordinated approach in relation to opportunities available for anybody who wants to start volunteering. The strategy further acknowledged that traditional resource intensive models of face to face brokerage were unlikely to be feasible given the financial climate which the local authority and other public sector services are operating within. It also recognised that solely relying on a digital solution wouldn't be fit for purpose at this time nor would it meet all of the needs identified within the research. The solution, outlined in the strategy, was the

development of a Framework for volunteering across the Borough. This is illustrated by the diagram below.



Progress to date

4. Oversight of delivery of the framework is led by a Volunteering Steering group managed by Catalyst as the VCSE infrastructure organisation for the Borough. Other members of the group include :
 - a. Stockton Borough Council
 - b. Tees Valley Rural Community Council (TVRCC),
 - c. Volunteering Matters
 - d. Teesside University
 - e. Stockton Residents and Community Groups Association, (SRCGA)
5. Specific areas of work were delegated to Task and Finish groups with membership drawn from the VCSE and public sector. A Hub Task and Finish Group was charged with looking at whether Stockton Borough might want or need a volunteer centre and what a brokerage offer might look like. As anticipated this group agreed that resourcing traditional face to face brokerage (such as a volunteer bureau) were somewhat dated and would be unsustainable. Instead they have developed a Hub Vision, see Appendix 1, which will provide a variety of coordinated opportunities and ways for prospective volunteers to engage in volunteering.
6. At the heart of the model is a pilot website provided by Catalyst which will link to volunteering opportunities in other organisations and provide resources for volunteers and organisations (including example policies, templates for organisations to adapt etc) www.stocktonvolunteers.co.uk. The website and associated material will have its own

brand identity, which has been designed and agreed, to make it immediately recognisable.



The website will be piloted and populated by organisations from the 19th May 2016 and will go live at the start of Volunteering Month on 1st June 2016.

7. In addition to the website face-to-face Access points will be made available in partner organisations, to help people gain access to support to find volunteering opportunities, not necessarily a dedicated space but based on more informal hot-desking arrangements. VCSE organisations have agreed to a general commitment to the model and the signposting of people interested in volunteering to the access points/website etc.
8. There will also be pop up volunteering available which will target one off volunteering opportunities at specific interest groups e.g. Community litter picks or planting etc.
9. A Volunteering Partnership Network has been established which meets quarterly, around specific themes, aimed at organisations that use volunteers as part of their core business. It provides an opportunity to share best practice and discuss common issues. It currently has around 50 members who are experienced in managing and using volunteers, listed in Appendix 2.
10. Partners will use media, in all its forms including social media, to encourage and celebrate volunteering through good news stories and raising awareness of volunteering opportunities and how to get involved and a Communication plan has been developed Appendix 3.
11. Whilst the media drive around volunteers will be year round it culminates in an annual borough wide volunteer celebration month in June which ties in with the national volunteer week campaign on the 1 – 7 June 2016.

Celebrating Volunteer Month June 2016

12. A full calendar of activity is planned to celebrate the Borough's inaugural volunteer month which will be posted on the Stockton Volunteers website from 19th May 2016. Particular highlights include:-
 - 1st June - Launch of the Volunteering Website Stockton Volunteers at Volunteers Fair in Arc, this will allow agencies to advertise volunteering opportunities and volunteers to apply via a link to the organisations website.
 - 2nd June - Catalyst Achievements Awards 2016 at Wynyard Hall which will see volunteers recognised through the following awards:
 - Community Group Award
 - Health Impact Award
 - Community spaces Award
 - Community Arts Award
 - Community Sports Award
 - Trustee of the Year Award
 - Young Volunteer of the Year Award
 - Volunteer of the Year Award
 - Outstanding Achievement Award.

- 12th June - Queens Birthday Celebrations on Stockton High Street, as part of the the Community Lunch volunteers who have been honoured through the Mayor's Civic Awards, Sports Awards and Catalyst Achievement Awards will take pride of place as part of the street party.
- During May SBC will undertake a rapid response survey of staff volunteering and publish the results in June KYIT to recognise and celebrate our own staff volunteers
- Volunteer Experience 'Hop on hop off bus' to showcase particular volunteering opportunities.

13. Volunteer month will be promoted in the Rediscover Shop from 22nd May, in Stockton News, media (including social media) and KYIT.

Further Planned Activity

14. Further work is planned, by Catalyst and partners, around quality mark assurance for organisations that involve volunteers. This quality standard would allow volunteers a level of assurance that the organisation values and supports its volunteers.
15. The pilot website will be under review, by Catalyst and partners, over the coming year to assess activity, including number of visits, advertised volunteering opportunities and take up of opportunities by volunteers.
16. It is proposed to work with Catalyst to bring a further report back to Cabinet after 12 months on progress and the effectiveness of the Volunteering Framework approach.

COMMUNITY IMPACT IMPLICATIONS

17. Implementation of the Volunteering Framework is being led by Catalyst as the infrastructure organisation for the voluntary, community and social enterprise sector in Stockton-on-Tees Borough. Prior to this work there had been no clear co-ordinated route into volunteering opportunities in the Borough so any impact from this work will have a positive impact on the communities ability to take part in volunteering opportunities for the benefit of the residents in our borough. The hub approach supports a variety of different ways to access volunteering opportunities through on-line access and some face to face support through partner organisations.

FINANCIAL IMPLICATIONS

18. A small element of the Market Development Fund, £5k, was ring fenced as match funding to implement the model. Any other actions are to be met through existing services and budgets and /or secured external funding.

LEGAL IMPLICATIONS

19. There are no legal implications arising from this report.

RISK ASSESSMENT

20. The development of the Volunteering is categorised as low to medium risk. Existing management systems and daily routine activities are sufficient to control and reduce the risk.

COUNCIL PLAN THEMES

21. The Volunteering Strategy supports the Stronger Communities theme within the Council Plan.

CONSULTATION INCLUDING WARD/COUNCILLORS

22. N/A

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VOLUNTEERING STAKEHOLD / PARTNERSHIP MEMBERSHIP

1. 4Children
2. 4Uwecare
3. A Way Out
4. Age UK
5. Alzheimers Society
6. Arc
7. BELP
8. Big Life
9. British Legion
10. Butterwick Hospice
11. Catalyst
12. Cleveland Police and Crime Commissioner
13. Community Welfare Trust
14. Corner House Youth Project
15. Cultures CIC
16. Daisy Chain
17. DISC
18. DWP
19. Eastern Ravens
20. Element 1 (Mike McGrother)
21. Family Lives
22. Five Lamps
23. Healthwatch
24. Lifeline
25. Little Sprouts CIC
26. Love Stockton
27. Mind
28. National Citizens Service
29. ONSite
30. Safe in Tees Valley
31. Sanctuary Housing
32. SDAIS
33. Shaw Trust
34. Stockton Borough Council – Community Engagement, Green Spaces, Preston Hall Museum
35. Stockton Residents Community Groups Association (SRCGA)
36. Stockton Riverside College
37. Stockton Sixth Form College
38. Sustrans
39. Tees Credit Union
40. Tees Music Alliance
41. Tees Valley Rural Community Council (TVRCC)
42. Teesside Advocates
43. Teesside University
44. Thirteen
45. Thornaby Residents Association
46. Voice Willows
47. Volunteering Matters
48. YMCA Tees Valley

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**Volunteering Month
1st – 30th June 2016
Communications Plan**

1. Background and Introduction

Volunteer Week takes place annually the first week in June. This year is the first year that it will be Volunteering month throughout June 2016.

Volunteering month offers an opportunity to promote Volunteering and more importantly celebrate the 60,256 Volunteers (aged 16+) that we have in the Borough of Stockton.

The event in 2016 will offer a number of elements, with others TBC:

- Launch of the Stockton Volunteers website
- Volunteers Fair at Arc
- Catalyst Achievement Awards celebrating and recognizing the work of Volunteers in the Borough
- Volunteers who have been honoured through the Mayors Civic Awards, Catalyst Achievement Awards and the Sports Awards invited to the Community Lunch as part of the Queen's Birthday celebrations to

2. Aims

The overall aim of the communications plan is to raise awareness of Volunteering Month to promote and celebrate Volunteering in the Borough.

3. Objectives

1. To raise awareness of Volunteering and celebrate the Volunteers across the Borough
2. Increase number of volunteers – we already have 20% (30,900) of those aged 16+ who volunteer every month and 39% (60,256) of those aged 16+ who have volunteer at least once a year
3. Promote the Stockton Volunteers website to VCSE and public sector organisations, businesses and to residents
4. PR campaign including targeting local media and specialist publications
5. Secure media partner (BBC Tees preferred choice)
6. Provide post event support

4. Target Audience

Volunteering Month aims to reach all areas of the Borough.

In order to ensure our communications are effective and spend is allocated appropriately; we have identified the following key audiences.

- 1). Residents of the Borough
- 2). Public sector organisations
- 3). VCSE organisations
- 5). Stockton Council Staff
- 6). Businesses
- 7). Media

5. Key Messages

Primary communication messages:

- Key Event Details, as follows:
 - Event Name: Volunteering Month
 - Date: Wednesday 1st June – Thursday 30th June 2016
 - Location: Across the Borough
- Volunteering matters and is valued
- Showcase the
 - Website
 - Catalyst Achievement Awards
 - VCSE organisations celebrations
 - Individuals volunteering contribution
 - Groups volunteering contribution
- There is something for everyone

Secondary communication messages:

6. Dates

Volunteering Month is 1st to 30th June 2016

Communications support will be provided from April 2016 through the event and for post event.

7. Key Contacts

The contacts for the communications of Volunteering Month are noted below:

- Steve Rose – Chief Executive - Catalyst
- Lesley Makin – Volunteering Month Co-ordinator – Catalyst
- Anna Jackson – Stockton Volunteers website contact - Catalyst
- Tom Coates – Communications Volunteering Month – Catalyst
- Those coordinating volunteers in VCSE organisations

8. Communication Methods

Feedback has indicated that the primary sources of information for VCSEI events is the Catalyst Bulletin, VCSE organisations newsletters, 'Stockton News' residents' magazine, word of mouth and the Catalyst and VCSE websites.

A combination of different communications methods will be used to promote the events key messages (see marketing activity plan) including editorial features, press coverage, digital media and direct marketing.

Details of any particular leaflets, fliers here

Catalyst has extensive links with public services, VCSE organisations which offer additional communication channels to the general public and staff.

Local and regional media will also be utilised to reach a wider audience.

9. Budget

Volunteering Month has been allocated a budget of £x,000, which must also be used to promote the

As the resources available to promote the event are limited the communication channels need to utilise existing channels that are available and maximum exposure from event partners and stakeholders.

10. Partners

The event is managed by Catalyst and funded by the Volunteering Steering Group (?) A number of partners are involved in delivering Volunteering Month and will fund their own activities through their management of key elements and not through financial sponsorship.

We are looking to work with BBC Tees as the Media Partner highlighting specific aspects of the event to feature on news and radio broadcasts and hopefully will have a live presence during some elements of Volunteering Month e.g. Catalyst Achievement Awards, Queens Birthday Celebration. event. Full details of the expected BBC Tees activities can be found on the Media Tracker, although there should be a level of understanding that there will be additional communications as a result of press releases and media activity which may not feature on the tracker.