

# Volunteering Strategy 2021

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Jon Carling  
Chief Executive

# A new strategy for volunteering....

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- A working group has been operating:
  - MIND
  - Family Action
  - A Way Out
  - Catalyst
  - Stockton-on-Tees Borough Council
- With support from Thirteen, BELP, Little Sprouts
- Aim for consultation from 8<sup>th</sup> March. TBC

# Why have a new strategy?

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- the different ways in which people can volunteer are constantly developing as our community, Borough and country changes and evolves
- provide a framework for the VCSE and the public sector to inform and support volunteering, and help them respond to these changes
- help bring volunteer activities across the Borough together, by sharing ideas and expertise and supporting each other

# A new vision for volunteering in Stockton-on-Tees

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- lots of people will be sharing their skills and talents for the good of the community through volunteering
- we will have a Borough-wide approach to volunteering that helps people who want to volunteer and organisations who need volunteers to find each other
- the contribution volunteers make to the social and economic health of the Borough is recognised and celebrated.

# Objectives of the strategy

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- Increase the number of people committing to volunteering.
- Promote good practice in volunteering and volunteer management.
- Encourage and recruit volunteers from any background, age, race, sexual orientation, faith or other demographic.
- Work to provide equal access to volunteering, making reasonable adjustments to ensure this
- Develop a model of flexible volunteering, including corporate volunteering, for use across the Borough
- To ensure organisations across all sectors know how volunteering could work for and benefit them
- Champion volunteers, recognising and celebrating the social and economic impact they have on the Borough

# What are the benefits to society of volunteering?

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- Increased capacity
- Additional skills and experience
- Social action
- A fresh perspective

# Why do people volunteer?

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- To make positive contribution
- Boost CV
- Meet people
- Feel useful

**Survey of current volunteers.**

# A Partnership Approach:

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- Volunteering Partnership – to provide strategic oversight, and an operational
- Stockton on Tees Borough Council (SBC) to work with the Partnership to add value to the Borough
- Partner organisations working together to make full use of the breadth of knowledge and experience from the sector
- Volunteers share their experiences



# What do we need to do to be volunteer-ready?

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- consider whether it is the right thing for all parties.
- refer/signpost volunteers to support to enhance or develop their skills prior to committing to a voluntary role may be necessary
- organisations may offer their own pre-volunteering service or refer into partner organisations such as Mind / Community Minded Project

# A commitment to equality and diversity

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- Develop opportunities to encourage volunteers from a wider demographic
- Liaise with community organisations to promote volunteering in underrepresented communities.
- Consider reasonable adjustments to opportunities to meet the individual needs of volunteers.
- Recognise and celebrate informal volunteering already happening in underrepresented communities where appropriate.

# Getting the word out

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- Our vision is to see all volunteering roles across the Borough in one place making applying and recruiting as simple as possible
- Stockton Volunteers website provides a great platform for the VCSE sector to promote opportunities
- A clear communications plan helps provide guidance and a process to follow when promoting any opportunity.
- Social media plays a major part in volunteer recruitment and promotion and should be a feature of any communications strategy.

# We should promote a culture of flexible and innovative ways for people to volunteer

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- value of short-term volunteering – eg for people on furlough
- other volunteers may prefer one-off opportunities
- Digital volunteering
- some may volunteer for various organisations
- Employer supported volunteering is a great way to enable more people to join in:
  - building volunteer days into contracts
  - team volunteering can be an away day activity.

# Volunteer support and training

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It is essential to offer regular support and training.

- Skills development
- Reviews (individual and group)
- Volunteer meetings
- Target setting
- Individual needs

# Recognition and celebration

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- Saying thank you
- Social events
- Catalyst Awards

# Working in partnership...

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- Promote and share good practice/ policies etc
- Good Neighbours – a pool of volunteers for all
- Commitment to Equality and Diversity
- Kitemark- Stepping stone to Investor in Volunteers

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