



Valuing Volunteering in Hertfordshire

A Volunteering Strategy for Hertfordshire 2009 – 2021



A framework for
developing
volunteering across
voluntary, public and
private partnerships



A Volunteering Strategy for Hertfordshire - 2009 to 2021

Valuing Volunteering in Hertfordshire

Executive Summary

Volunteering contributes to community life, the personal well-being of Hertfordshire people and the county's economy. The Volunteering Strategy for Hertfordshire is drawn up at a time when volunteering is high on national, regional, subregional and local agendas.

The aim of this document is to provide a framework from which agencies across all sectors can develop their own volunteering strategies and action plans to suit their specific areas of work.

The Volunteering Strategy for Hertfordshire will help organisations in the voluntary and community sector, and those in the public and private sectors, to develop a collaborative and co-ordinated approach to building and maintaining a strong volunteering culture in Hertfordshire.

Endorsement, adoption and implementation of the strategy by stakeholders across all sectors will ensure a healthy future for volunteering.

By 2021, the aim is for Hertfordshire communities to be stronger:-

- Organisations will be working together on innovative volunteering initiatives using good practice in volunteer management.
- Individuals reflecting the diverse population of Hertfordshire will be easily accessing information on volunteering, enabling them to get involved
- Volunteering opportunities serving a wide range of needs will be developed, supported and promoted from a cross county network of quality volunteering development agencies.

Vision: A strong and sustainable volunteering culture by 2021 with 70% of Hertfordshire people involved in volunteering at least once a year.

Mission: To create a countywide approach to the support, development and resourcing of volunteering so that everyone has the opportunity to contribute to building stronger, cohesive communities, to gain useful experience for themselves and to make Hertfordshire a better place to live and work.

The strategy is built on 4 main objectives (detailed in the boxes on pages 8 – 11):-

- ❖ To make volunteering more visible and valued in the community
- ❖ To enable every individual, whatever their background or ability, to have the opportunity to contribute to community life through volunteering and to benefit from the experience
- ❖ To ensure that organisations across all sectors have the information, skills and attitudes to benefit from volunteering activity
- ❖ To build and maintain quality volunteering support services that champion volunteering

A Volunteering Strategy for Hertfordshire - 2009 to 2021

Valuing Volunteering in Hertfordshire

Contents

Section One

A Volunteering Strategy for Hertfordshire:

Introduction. What is Volunteering?	4
Volunteering in Hertfordshire	5
Background to the Hertfordshire Volunteering Strategy	7
Vision, Mission and Key objectives	7

Section Two

Volunteering and Communities	8
Volunteering and Individuals	9
Volunteering and Organisations	10
Volunteering and Support Services	11

Appendices

Appendix 1. What will you do to develop volunteering in Herts?	12
Appendix 2. Volunteer Centres in Herts - contact details & services	13
Appendix 3. Volunteering Herts Strategy Workgroup	14
Appendix 4. Useful links to other relevant documents	15
Appendix 5. Glossary of Terms	16
Appendix 6. Vision from the Manifesto for Change – The Commission on the Future of Volunteering	17



A Volunteering Strategy for Hertfordshire- 2009 to 2021

Valuing Volunteering in Hertfordshire

Introduction

The Volunteering Strategy for Hertfordshire aims to highlight issues which will inform and enable the development of a stronger and more sustainable volunteering culture in the county. The Strategy builds on existing good work in the county, including the successful “Valuing Volunteers in Hertfordshire” recruitment campaign in 2008.

What is Volunteering?

The Commission on the Future of Volunteering describes volunteering 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.”*

Volunteering encompasses many different roles and people may not recognise what they do as volunteering, which leads to difficulties around measuring voluntary activity in the population.

Volunteering takes place across a variety of sectors, including the public and private sectors. However much of the work of the voluntary and community sector is entirely dependent on a healthy volunteering culture.

Principles of Volunteering

- **Choice:** Volunteering is a choice freely made by individuals. 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.
- **Diversity:** The diverse people of Hertfordshire bring a wide variety of skills, qualities and experience to the voluntary and community sector and this diversity needs to be recognised, respected and valued. Volunteering should be open to all, no matter what their background, age, race, sexual orientation, faith, etc. Volunteering can also help overcome social exclusion through new skills, experience, confidence and contacts gained while helping others.
- **Reciprocity:** Volunteers offer their contribution unwaged but should benefit in other ways in return for their contribution to wider social objectives. Giving voluntary time and skills must be recognised as establishing a reciprocal relationship in which the volunteer also gains. Benefits that volunteers expect to gain include 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 a volunteer’s contribution to the organisation, to the community, to the social economy and to wider social objectives, is fundamental to the relationship between volunteers, organisations and statutory policy and practice.

Volunteering in Hertfordshire

The strategy takes on board the diverse makeup of the people of Hertfordshire, and looks at future trends, such as changes in population or fluctuations in the economy, which will affect levels of volunteering in the county. These may need to be adapted to reflect specific issues when agencies develop their own strategies from this framework.

Hertfordshire has a population of just over one million and this is set to grow over the next decade. There are no major cities but it is still the second most densely populated county in the country, with a mix of new towns, market towns and rural villages. Residents of Hertfordshire generally enjoy a good quality of life but there are pockets of high unemployment and deprivation. Nearly 18% of the population of Hertfordshire are over retirement age, and this number is increasing. 9% of Hertfordshire's population is from a non-white ethnic minority, and it is estimated that 15% of the working population is disabled.

The estimated value of volunteering in Herts is £50 million per annum with volunteers clocking up 10 million hours in time given to voluntary activities. However, there is still scope for even more people to contribute their experience and skills towards making a real difference within their community.

In late 2008, 26% of the population of Hertfordshire were reported to have participated in regular formal volunteering. (National average 23%). The Place Survey recorded numbers of people volunteering at least once a month for the last 12 months. There is further evidence to suggest that up to 35% of people volunteer at least once a year, whilst national figures would indicate a figure nearer 47%. The variation in % demonstrates the difficulties encountered when measuring voluntary activity.

However there is very strong evidence, both at a county and national level, to show that numbers are increasing. Volunteer Centres in Herts recorded a 25% rise in volunteer recruitment from April 2008 to March 2009 with over 6,000 volunteers recruited through Volunteer Centres. Current recession effects are taking this figure even higher with Centres reporting a 73% increase in recruitment from April to October 2009.



People who volunteer come from all walks of life and from all backgrounds.

Employed people as volunteers.

Many skilled and professional working age people in Hertfordshire commute to London in order to access higher salaries. This can make the recruitment of suitably qualified staff for local businesses difficult and it also affects the dynamics of local communities. Commuting, combined with longer working hours, results in less time for spare time activities, including volunteering. Volunteering can help people feel a sense of belonging to their local community.

Employer supported volunteering.

Private and public sector organisations in Hertfordshire are increasingly appreciating the value of establishing employee volunteering schemes. Whilst supporting their employees to contribute to local communities, the organisations/businesses benefit in a variety of ways too. The agency's image and reputation is enhanced, employees' skills, morale and motivation are developed and team working is improved. There is also evidence to suggest that high calibre employees are attracted and retained. When companies show a commitment to developing strong and healthy communities they create networks with customers and partners and this has got to be good for business.

Retired people as volunteers.

People in Hertfordshire are living and remaining active for longer. On the surface this would seem to indicate a healthy position for communities, but changing demographics will have an impact, both on services and volunteering. Many volunteer-involving organisations rely heavily on retired people to help them as volunteers. But will people approaching retirement in 2010 have volunteering on their planned programme of activities? Life for retired people today is very different to 10 years ago. Many have sufficient financial security to travel, take part in sports, and choose from a whole host of clubs and associations. Many also juggle all this with caring responsibilities for grandchildren. In the future, financial concerns may result in people putting off retirement until their late sixties. The increase in numbers of older people is going to have a significant impact on public and voluntary sector services, both in terms of delivery and service users.

Unemployed people as volunteers.

In 2008/9, the credit crunch began to take its effect in the county. Unemployment stood at 1.5% in Hertfordshire in September 2008 and rose to 3.0% by September 2009. Services in the public and voluntary sector began to feel the strain with rising unemployment and redundancies. At the same time, Volunteer Centres experienced unprecedented levels of interest in volunteering. For unemployed people, volunteering represents a chance to gain new skills and experiences as a route back into work and the voluntary sector is currently playing a significant role in this.

Young volunteers.

More than a quarter of the population of Hertfordshire is aged under 19. Over recent years the emphasis on volunteer recruitment has been on 16 – 25 year olds (Millennium Volunteers and now involved) and this has attracted considerable national funding. Volunteering is also becoming an important component of Citizenship education in schools, and helps meet the Positive Contribution outcome of Every Child Matters. Embedding a habit of volunteering at an early age has been shown to be effective in establishing a life time of volunteering, and helps young people improve their life chances through the development of transferable social and work skills.

Volunteers from ethnic minorities.

There can be an under representation of people from ethnic minority communities in traditional volunteering roles. Targeted volunteer recruitment can enable people from diverse ethnic backgrounds to have access to volunteering opportunities. Volunteering can be an important way for people to engage with their local communities and can increase their sense of belonging. This is equally important for new ethnic communities arriving in an area and volunteering opportunities can arise to serve the needs of these communities, and can be a useful way of helping people integrate locally.

Disabled People as Volunteers.

Disabled people often feel they are the recipients of services, and their abilities to give something back to their communities can be overlooked. Reasonable adjustments can usually be made to enable disabled people to take up volunteering opportunities, and they can offer valuable insight and experience to those roles. Volunteer brokers, such as Volunteer Centres and v, can often offer support to people who face barriers to involvement. Volunteering is a key route to enabling people from socially excluded groups to participate in their community.

Ex-offenders as Volunteers

Almost a quarter of men and women in the UK have a criminal record. The majority of the convictions are for single minor offences and the ex-offenders pose no threat to children, young people or vulnerable people. Volunteer involving agencies have to safeguard their services users whilst ensuring that potential volunteers, who are ex-offenders, are treated fairly and not penalised for having committed an offence which has no relevance to their volunteering. The new Vetting and Barring Scheme from the Independent Safeguarding Authority will introduce significant legal responsibilities on organisations which work with children or vulnerable adults.

Background to the Hertfordshire Volunteering Strategy

Why do we need a volunteering strategy?

Volunteer Centres Hertfordshire (Appendix 2) identified the need for a strategic document which would increase the understanding, and inform the development of volunteering across all sectors. With volunteering at an all time high on the public agenda and featuring in county and district level planning, the time is right to develop effective collaboration between volunteering stakeholders.

Who is the strategy for?

Voluntary, community, public and private sector agencies that have volunteering on their agendas.

How has the strategy been developed?

The strategy is built upon the views and experiences of the Volunteering Herts Working Group (Appendix 3) and representatives from voluntary, community and public sector agencies who took part in a lively and well attended workshop in March 2009. Following its release in June 2009, endorsement for the strategy will be sought from appropriate partnerships, networks and forums at county and district levels before final publication in early 2010.

How is this strategy supported by other countywide commitments?

Herts Forward, the Local Strategic Partnership for Hertfordshire, which brings together leaders of local government and the public, private and voluntary sectors, published a Sustainable Community Strategy (SCS) in 2008. As part of developing stronger communities there is an objective **“to support a vibrant voluntary and community sector which meets the needs of local people”**. In addition, volunteering has an important role to play in building stronger, more cohesive communities, which will be highlighted in the Community Cohesion Strategy for Hertfordshire. Volunteering can also contribute to other aims from the strategy, such as lifelong learning, ensuring older people have opportunities to be active and improving everybody’s health and wellbeing.

Hertfordshire’s Children and Young People’s plan also makes specific commitments to increase young people’s involvement in volunteering, particularly for young people in care in order to help them build and sustain self esteem. Volunteering for young people is a key element in increasing the number and range of positive and/or diversionary activities on offer across the county for young people.

The draft Hertfordshire Economic Development Strategy also recognises the value of volunteering in creating Vibrant Towns and Vibrant Communities, one of the five key objectives of the Economic Strategy, and includes a commitment to support the development of volunteering opportunities across the county as one of the priorities within this theme.

How will progress be made and measured?

The Working Group will meet regularly to review the implementation of the strategy across organisations and partnerships. The Place Survey will inform volunteering statistics. A report will be presented at Annual Open Meeting of Volunteer Centres Herts.

Hertfordshire Volunteering Strategy: Vision, Mission & Objectives

Vision: A strong and sustainable volunteering culture by 2021 with 70% of Hertfordshire people involved in volunteering at least once a year.

Mission: To create a countywide approach to the support, development and resourcing of volunteering so that everyone has the opportunity to contribute to building stronger, cohesive communities, to gain useful experience for themselves and to make Hertfordshire a better place to live and work.

The Volunteering Strategy has 4 key long term objectives based on developing volunteering in the 4 different areas of Communities, Individuals, Organisations and Volunteering Support Services:

- To make volunteering more visible and valued in the community
- To enable every individual, whatever their background or ability, to have the opportunity to contribute to community life through volunteering and to benefit from the experience
- To ensure that organisations across all sectors have the information, skills and attitudes to benefit from volunteering activity
- To build and maintain quality volunteering support services that champion volunteering

1. VOLUNTEERING AND COMMUNITIES

Long term objective: To make volunteering more visible and valued in the community

- a. promote volunteering through collaboration across all sectors
- b. recognise the value and importance of volunteering for individuals and communities
- c. create innovative volunteer involving projects which build strong local communities
- d. promote positive messages about the range of opportunities to volunteer
- e. promote images of volunteers which reflect the local community
- f. use the London 2012 Olympics and Paralympic Games as a catalyst to make lasting changes to the image and the extent of volunteering in Hertfordshire communities

Volunteering is increasingly recognised as a vital element of strong communities. It benefits those who volunteer as well as those they help, and it contributes to a better quality of life for all. Volunteering can help foster a sense of community and a feeling of belonging. It enables people to have the opportunity to give something back, and so have a greater investment and involvement in where they live.

People of all ages, all abilities, all backgrounds and all interests can volunteer. As a result, community life can be enriched with new friendships, increased understanding and a greater trust between people from diverse backgrounds. Volunteers are involved in helping people of all ages, people with physical and learning disabilities, people who are homeless, victims of crime, or experiencing mental distress, and people in hospitals, hospices and day centres. Volunteer trustees oversee the work of charities; school governors, magistrates and special constables play vital roles in every community and without volunteers in sports and conservation, local clubs would not exist, and our countryside would not be as well tended.

The power of volunteering in communities is increased when sectors collaborate. For example through the **Championing CSR (Corporate Social Responsibility)** work in Hertfordshire, where there were some excellent examples of private, public and voluntary partnerships completing substantial projects in local communities through **Employer Supported Volunteering (ESV)**. Businesses are more inclined to consider supporting employee volunteering initiatives in the current economic climate. For them it offers a cost effective training option and for voluntary and community groups the chance to tap into skills from the private sector.

The London 2012 Olympic and Paralympic Games will present Hertfordshire, and Broxbourne in particular, with an opportunity to highlight volunteering on an unprecedented scale. There will be opportunities to get involved before, during and after the Games in sport and also more widely within communities. Volunteering is a key Olympic theme and Volunteer Centres in Hertfordshire are represented on **The Herts Ready for Winners Partnership Board**. The aim will be to use the Games to kick start many new partnership projects and leave a legacy of increased community activity. Volunteer Centres in Herts will be working with Volunteering England's 2012 Legacy project and YouthNet UK to ensure a legacy of volunteering across the county.

There are plenty of positive messages which can be promoted but there are also many barriers to community involvement that need to be overcome. Some of these barriers are physical while others are based on misinformation. Contributors to this strategy highlighted the narrow and stereotypical image of volunteering which still exists. For many, volunteering is still perceived as an activity of white, middle class, middle aged women (the 'twin-set and pearl brigade')



2. VOLUNTEERING AND INDIVIDUALS

Long term objective: To enable every individual, whatever their background or ability, to have the opportunity to contribute to community life through volunteering and to benefit from the experience

- a. provide easy access to volunteering information and brokerage services
- b. offer appropriate support for volunteers, particularly those who face significant barriers
- c. develop imaginative, innovative and flexible opportunities that meet individual and community needs
- d. create opportunities for volunteers in learning and personal development

Successful volunteering for individuals depends on many factors. When it works well it can create a lifetime habit of community involvement for the volunteer, with a possible knock on effect of involving friends and family. Volunteering can be highly rewarding for individuals taking part, both for personal development and in learning new skills through experiences and from training opportunities.

However, quite the reverse happens when the route into volunteering is not straightforward. The stereotypical image of volunteering has already been mentioned and this will need to be addressed in a variety of ways across all sectors, through more reflective images of volunteers, and inclusive recruitment practices.

Other barriers identified by non-volunteers include:-

- ❖ A fear that the time commitment may be too great
- ❖ No recognition that volunteering is a reciprocal arrangement
- ❖ Financial concerns - a fear of losing state benefits and not getting out-of-pocket expenses
- ❖ Over-formal, bureaucratic recruitment processes with lengthy selection procedures

Once these barriers are overcome other factors can affect whether an individual takes up and continues in a volunteering placement:-

- ❖ Delays in taking up offers of help by a volunteer-involving organisation
- ❖ Insufficient induction, training or support
- ❖ Lack of understanding of the volunteering role by paid staff
- ❖ Insufficient recognition made of the contribution volunteers make
- ❖ Lack of appreciation that volunteers may want to progress, either within the organisation, or move to another agency

Targeted volunteering opportunities can be a way of encouraging under-represented groups to volunteer, such as ethnic minorities. Volunteering may also be developed as a way of meeting the needs of specific groups, and volunteers from those groups can bring valuable insight and experience. Those with extra support needs, such as people with disabilities or health issues, lone parents, and ex-offenders, may need additional high quality help and guidance to access and maintain volunteering placements. **Supported volunteering** opportunities are important in ensuring that everyone has the opportunity to volunteer.

Volunteer-involving organisations need to fully appreciate what motivates volunteers and identify appropriate placements. Volunteering support services (see section 4) like Volunteer Centres and **vin**olved (the current national programme supporting young people) offer information and support. **v** empowers young people to lead and develop their own projects to address the issues they feel are important where they live, learn, and play.

Removing barriers and providing new and varied opportunities will enable more individuals to benefit from volunteering.

3. VOLUNTEERING AND ORGANISATIONS

Long term objective: To ensure that organisations across all sectors have the information, skills and attitudes to benefit from volunteering activity

- a. build capacity by increasing volunteer involvement
- b. develop relationships with volunteer brokerage services for effective volunteer recruitment
- c. improve good practice in volunteer management through networks and peer support
- d. ensure sufficient resources to support volunteer management and development costs
- e. embed employer supported volunteering practices



Organisations, both large and small, that choose to involve volunteers gain significantly from the passion, commitment and skills of those individuals. They can increase their capacity to deliver services, extend their activities and diversify their workforce.

Unfortunately the management of volunteers is not always given the priority it deserves with the result that volunteers are sometimes lost, not only to a particular organisation, but to the volunteering world in general. A report from Volunteering England over 10 years ago came out with the strong message that volunteering in many organisations could be better organised. And as recently as June 2009, YouthNet UK reported

that a significant sample of volunteers had experienced “disorganised” volunteering.

Encouraging good practice in volunteer management is a core function for Volunteer Centres and they offer advice, information and training to people who manage volunteers. They also run an annual **Valuing Volunteer Management in Hertfordshire Award**, currently supported by the Herts Community Foundation, which rewards organisations which have been nominated by their volunteers for good management. *(Picture shows the winners of the award in 2009 – Parentline Plus with runners up Herts Hearing Advisory Service and Samaritans (SW) and the High Sherriff of Hertfordshire).*

Volunteer Managers Forums in many districts provide opportunities for people to meet and share good practice. Peer support and networking are important. In some cases, there may be opportunities to refer volunteers to other organisations if there is an excess, or if an individual volunteer has outgrown their current role.

Future plans for Volunteer Centres include encouraging organisations to agree a minimum standard of volunteer management, and to support those wishing to gain accreditation e.g. Investing in Volunteers or Excellence in Volunteer Management (EVM). The involved team in Herts, in partnership with the Volunteer Centres, are planning a guide for organisations who wish to involve young people in their organisations.

Businesses and organisations which support their employees to undertake volunteering opportunities can gain from staff development and the increased visibility of the company in the community in which they operate. Hertfordshire has many large companies so the potential exists to develop **Employer Supported Volunteering**, as well as other aspects of Corporate Social Responsibility (CSR). There are models in several districts of Hertfordshire, but it is not yet countywide. Partnership working across sectors can provide benefits for all and needs further development.

4. VOLUNTEERING AND SUPPORT SERVICES

Long term objective: To build and maintain quality support services that champion volunteering

- a. secure sustainable resources to maintain countywide quality volunteering support services
- b. provide effective brokerage services
- c. ensure that volunteering is represented on strategic partnerships and maintains a high profile
- d. facilitate contracts and delivery of volunteer-involving projects through partnerships
- e. promote a volunteer-friendly society and challenge initiatives which threaten the integrity of volunteering

The existence of robust volunteering support services, which are fit for purpose, is a key component of a thriving Third Sector, which is recognised in turn as being a fundamental element of strong communities. Third Sector, or voluntary, agencies provide key services supporting local people, and 65% of volunteers work with voluntary organisations.

The most easily identifiable activity of volunteering support services is brokerage – helping people, as individuals or groups, find voluntary opportunities which match their interests, skills and time available. In Hertfordshire this service is primarily provided by 10 Local Volunteer Development Agencies, better known as **Volunteer Centres**. They provide generic brokerage services for individuals and groups across all sectors and for people of all ages and interests. In addition there are specific brokerage providers: **involved in Herts**, which works specially with 16 – 25 year olds and **Business in the Community**, which facilitates company involvement particularly in education. Other brokers such as **CSV** are active in Herts.

The National Volunteering database on **www.do-it.org** has revolutionised the way in which volunteer brokerage services operate. For potential volunteers, do-it offers a means of searching for volunteering information relevant to their skills, interests, time availability and locality. Volunteer Centres maintain data on behalf of the hundreds of volunteer-involving organisations in their districts and upload to do-it on a regular basis. Maintaining up to date information on 'do-it' is a resource heavy activity, but has proved effective, as currently more than 50% of new volunteers in Herts use this online resource to identify potential voluntary opportunities.

Volunteer Centres deliver 6 core functions which are **Quality Accredited by Volunteering England**:-



1. **Brokerage** - matching people with voluntary opportunities
2. **Marketing** - encouraging local interest in volunteering
3. **Promotion of good practice** – encouraging high standards of volunteer management with advice and training
4. **Developing local volunteering opportunities** – working with organisations on new opportunities for involvement
5. **Policy response & campaigning** - identifying and responding to issues that impact on volunteering
6. **Strategic development of volunteering** - networking at a local, regional and national level

A strong and sustainable Volunteer Centre network, working in partnership with other volunteer support services, will be essential in implementing this Volunteering Strategy. As can be seen from the list above, Volunteer Centres can be instrumental in the delivery of many of the objectives of this strategy but only if they are appropriately resourced.

Volunteer Centres in Herts have an excellent reputation, both regionally and nationally, and have experience of delivering various countywide initiatives, including the successful *Valuing Volunteers in Hertfordshire* campaign. The main focus of their work is to provide a local service for volunteers and volunteer-involving organisations at a district level.

APPENDIX 1

Immediate actions to support the Volunteering Strategy

Individuals, organisations, businesses and the public sector are invited to sign up to one or more short-term actions that will help achieve the vision of the Hertfordshire Volunteering Strategy.

The check list below provides some suggestions.

Volunteering and Communities	✓
use the <i>Valuing Volunteering in Hertfordshire</i> strap line	
promote positive images of volunteering through Volunteer Centres, libraries, local press, displays, presentations, leaflets, web sites, texting, social networking	
include references and positive images of volunteering in county and district level plans and reports	
attend the annual Volunteering Herts Open Meeting for a progress report on this strategy	
be proactive in engaging with innovative partnership projects particularly those with Olympic ideals	
ensure that the Olympic White Water Canoe Centre in Broxbourne provides opportunities for local people to volunteer, before, during and after 2012	
Volunteering and Individuals	✓
develop imaginative opportunities, including some for volunteers with extra support needs	
develop flexible ways for people to volunteer with taster sessions and seasonal opportunities	
be aware of volunteers' initial motivations for volunteering and review this regularly - they may want to progress within organisations or move on	
refer volunteers to brokerage services or to other agencies where appropriate. e.g. if in excess (yes this does happen!)	
make volunteer training a standard budget item and seek out training opportunities which can often be free or low cost for staff and volunteers – check out your local CVS training programme	
ensure opportunities for personal development with skills development and training	
Volunteering and Organisations	✓
consider new volunteering roles to increase capacity	
follow good practice in volunteer management and adopt appropriate quality standards	
revisit volunteering policies and practices to ensure that volunteers are retained	
access training and information on volunteer management e.g. Volunteer Managers' Forums, and online information (see useful links Appendix 3)	
keep Volunteer Centres up-to-date with voluntary vacancy details	
say "thank you" to volunteers and use Volunteers' Week to recognise and reward volunteers	
manage the relationship between paid and unpaid staff	
be proactive and engage with local businesses	
Volunteering and Support Services	✓
secure funding for a countywide worker to represent volunteering on appropriate county, regional and national forums	
identify and maintain links with national and regional initiatives which could lever funding into Hertfordshire volunteering initiatives	
secure sustainable funding which maintains quality countywide brokerage services	
review options for modernising the Volunteer Centres Herts network	
measure the impact of volunteering infrastructure using the Volunteering England toolkit	
maintain Volunteering England Volunteer Centre quality standards	
work with public sector agencies to identify a meaningful measurement of voluntary activity	

APPENDIX 2

Local Volunteer Development Agencies in Hertfordshire		
Broxbourne & East Herts	01992 638633	Volunteer Centre Broxbourne & East Herts Silverline House, 1–3 Albury Grove Road Cheshunt. EN8 8NS
Dacorum	01442 247209	Volunteer Centre Dacorum The Roundhouse, Marlowes Hemel Hempstead.HP1 1DT
Hertsmere	0208 207 4504	❖ Volunteer Centre Hertsmere Community Action Hertsmere Allum Lane Community Centre, Allum Lane Elstree. WD6 3PJ
North Herts	01462 689400	❖ Volunteer Centre North Herts North Herts CVS Unit 30, Campus Five, Third Avenue Letchworth.SG6 2JF
Royston	01763 243020	Volunteer Centre Royston Royston Hospital London Road Royston. SG8 9EN
St Albans	01727 852657	❖ Volunteer Centre St Albans Centre for Voluntary Service St Albans 31 Catherine Street St. Albans. AL3 5BJ
Stevenage	01438 725400	❖ Volunteer Centre Stevenage The Together Centre 10 -12 Exchange Road Bedwell. Stevenage. SG1 1PZ
Three Rivers	01923 711174	❖ Volunteer Centre in Three Rivers Centre for Voluntary Service Basing House, 46 The High Street Rickmansworth.WD3 1HP
Watford	01923 248304	❖ Volunteer Centre Watford Watford CVS 149 The Parade Watford. WD17 1RH
Welwyn Hatfield	01707 274861	❖ Welwyn Hatfield Volunteer Bureau Bill Salmon Centre, 88 Town Centre Hatfield. AL10 0JW
www.volunteeringherts.org		
❖ Indicates integrated with a Council for Voluntary Service		

APPENDIX 3



Developing the Volunteering Strategy

The Strategy Working group met 5 times and organised a workshop in March 2009 which was attended by around 60 representatives from a range of organisations. Output from this workshop was collated and provides the key messages found in this document.

Volunteering Herts Strategy Working Group

Heather Allen	Volunteer Centre Dacorum / Chair of Volunteering Herts
Loretta Borg	Volunteer Centre Broxbourne & East Herts
Ethel Bangwayo	Herts CVS Strategic Engagement Officer
Andrew Burt	Team Leader, Stronger Communities, Herts County Council
Janice Cook	Chair of Trustees, Volunteer Centre Dacorum
Laura Cronshaw	St Albans CVS and Volunteer Centre / Chair of Herts CVS
Ruth Ellis	Watford YMCA / involved team for Herts
Hannah Gray	Volunteer Centre North Herts and Stevenage
Vicky Griffiths	Stronger Communities Officer, Herts County Council
Jacque Hime	Herts Infrastructure Consortium
John O'Callaghan	Herts Sports Partnership
CLlr Richard Roberts	Herts County Council, Corporate Strategies & Partnerships



APPENDIX 4

Key documents relevant to this strategy are:-

- **Towards 2021. A Brighter Future.** The Sustainable Community Strategy for Hertfordshire from Herts Forward (Countywide Local Strategic Partnership)
www.volunteeringherts.org/hertfordshire_2021_a_brighter_future.pdf
- **A Manifesto for Change.** The report from the Commission on the Future of Volunteering
www.volunteeringherts.org/manifesto_final.pdf
- **Building on Success.** Strategy for Volunteering Infrastructure 2004 – 2014. Volunteering England
- **Place Survey 2008.** County and District based statistics
- **Volunteering Herts Action Plan.** Volunteer Centres in Hertfordshire. www.volunteeringherts.org
- **Value and Volume of the Voluntary Sector in Herts.** Herts CVS
<http://www.hertscvs.org.uk/userimages/VandVReport.pdf>
- **Hertfordshire Compact.** A Volunteering Code of Practice. Herts County Council
www.hertsdirect.org/infobase/docs/pdfstore/Volunteering.pdf
- **Hertfordshire Children and Young People’s Plan 2009 – 2011**
www.hertsdirect.org/yrccouncil/hcc/csf/childrenstrust/cypp

Other useful links:-

- Volunteering Herts (www.volunteeringherts.org) links to local Volunteer Centres, information for organisations, volunteers and businesses.
- National Volunteering database (www.do-it.org.uk) - data on opportunities from Volunteer Centres and sorted by post code for volunteers of all ages.
- Volunteering England (www.volunteering.org.uk)
- The Compact (www.thecompact.org.uk) National Compact & Codes of Good Practice
- Engage – Building Stronger Communities in Hertfordshire (www.hertslink.org/engage)
- East of England Development Agency - Government for the East of England. (www.eeda.org.uk)
- Local Government Charity toolkit
(www.charity-commission.gov.uk/enhancingcharities/toolindex.asp)
- Institute for Volunteering Research (www.ivr.org.uk) - research, abstracts of articles, fact sheets
- Employer Supported Volunteering - Getting companies and employees involved
(www.volunteering.org.uk/WhatWeDo/Projects+and+initiatives/Employer+Supported+Volunteering)
- Energize (www.energizeinc.com) for Leaders of Volunteers (USA) - Susan Ellis
- Sandy Adirondack (www.sandy-a.co.uk) - training & consultancy, legal updates
- Independent Safeguarding Authority – Vetting and Barring Scheme. www.isa-gov.org.uk
- Excellence in Volunteer Management Programme – EVM
(www.volunteering.org.uk/Managing+Volunteers/EVM/evm.htm)
- Charity Commission (www.charity-commission.gov.uk) - Register of charities, trustee information
- Youth volunteering:-
 - [vinspired \(www.vinspired.com\)](http://www.vinspired.com)
 - [vinvolved in Herts \(www.vinvolvedherts.com\)](http://www.vinvolvedherts.com)
 - [Channel Mogo \(www.channelmogo.org\)](http://www.channelmogo.org)
 - [Pro Action \(www.pro-actionherts.org\)](http://www.pro-actionherts.org)

APPENDIX 5

Glossary of Terms

Brokerage: Matching people's interests, skills and time available to voluntary opportunities.

Compact: An agreement.

Community: Any group or organisation of people working together who identify with a common concern, interest, issue or place.

Community Sector: A blanket term to describe small community groups who may also feel included within the term Voluntary Sector. Groups are typically managed by volunteers, do not employ staff and do not have regular income or funding.

Corporate Social Responsibility (CSR): The ongoing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large. CSR is about how companies manage the business processes to produce an overall positive impact on society.

Councils for Voluntary Service (CVS): CVS promote the effectiveness of local voluntary and community groups by providing them with a range of services. These may be basic facilities (meeting rooms, photocopiers and ICT equipment) or more involved services such as community accountancy and employment advice. They offer regular newsletters, training, funding advice and specialist services. CVSs encourage networking and enable the views of local groups to be represented. CVS take the lead in identifying gaps in service and develop new services to meet these needs. CVS work in partnership with local government and other statutory agencies to shape the delivery of local services. Some CVSs have integrated Volunteer Centres.

Employer Supported Volunteering (ESV) Employees are enabled and encouraged to volunteer, either during work hours or in their own time. There are benefits for employees, local communities and businesses.

Local Area Agreement (LAA) - a single framework through which government departments can allocate additional funding to local authorities and their partners. The aim is to reduce and simplify funding streams and give more scope for local authorities to concentrate on local priorities. The funding focuses on the themes of children and young people, safer and stronger communities, and healthier communities' older people.

Local Strategic Partnership (LSP) A single non-statutory, multi-agency body, which matches local authority boundaries, and aims to bring together at a local level the different parts of the public, private, community and voluntary sectors. LSPs tackle deep-seated, multi-faceted problems, requiring a range of responses from different bodies. Local partners working through a LSP are expected to take many of the major decisions about priorities for their local area.

Private or Business Sector: The part of a nation's economy which is not controlled by the government. Services and goods are supplied by individuals or businesses.

Statutory or Public Sector: Is the name given to organisations created through Acts of Parliament whose functions are determined by the law. Local authorities, including parish and town councils, are democratically elected and are accountable to the voters and central government. They have legal responsibilities for the social well-being, economic development, environment and health of the people it serves. Other Statutory Agencies, such as Health Authorities and the Probation, Police, Fire and Rescue and Ambulance Services, are not directly elected and are accountable to the appropriate Secretary of State.

involved is a national government-funded initiative supporting and developing youth volunteering. **involved** teams aim to increase the range of volunteering opportunities available to, and accessible for, young people. Young people are accredited in recognition of the hours they invest in volunteering.

Voluntary Sector: A blanket term to describe neighbourhood based groups, communities of interest, self help groups, campaigning organisations, voluntary organisations that employ staff, local charities and local branches of national charities.

Volunteer Centres (Local Volunteer Development Agencies) provide support at a local level for individual volunteers and volunteer-involving organisations. They have six core functions quality accredited by Volunteering England and are nationally branded. (see page 12)

APPENDIX 6



The Commission on the Future of Volunteering

The Commission on the Future of Volunteering was an independent body established by the England Volunteering Development Council to develop a long-term vision for volunteering in England as a legacy of the Year of the Volunteer 2005.

Volunteering England set up six action groups of key decision makers to help carry forward the recommendations of the Commission. See the Commission's website on www.volcomm.org.uk.

Manifesto for change – Report of the Commission on the Future of Volunteering. (January 2008)

The Commission on the Future of Volunteering was established by the England Volunteering Development Council in order to develop a long-term vision for volunteering in England

***Our vision** is of a society in which we will be united by our common concern for the well being of others; a society in which we enrich our own lives by enriching the lives of others through the giving of time. This may be through offering services to individuals, or it may be through working for a better society in other ways.*

Our vision is that at every turn and every point in life it will be easy to contribute – and people will be encouraged to do so in a huge variety of non-remunerated ways – towards a better society, in which communities pull together and care for our collective quality of life. People will not only help others but will also enrich their own lives, fulfilling personal passions and goals, and enabling others to do likewise. And at any point in our lives we might be either givers or beneficiaries of this volunteer effort – or both.

Our vision, ultimately, is that volunteering becomes part of the DNA of our society – it becomes integral to the way we think of ourselves and live our lives, and we are inspired to contribute in this way. Our aim is for a culture change in society so that helping others and benefiting from a culture of mutual dependence become a way of life, from which the whole of society benefits. We would like to see a society where not volunteering would be seen as missing out on something that was life enhancing, enjoyable and useful. Being able to make a contribution by giving time, and deriving satisfaction and enjoyment from doing so, makes volunteering truly a win-win situation.

Our vision depends as much on the way we all feel about ourselves and others as about technical questions such as whether we have the right policies and funding mechanisms (important though these are). This approach has informed our whole report, which is why we emphasise values rather than technical questions. We are well on the road to achieving our vision, and most people's lives are already touched by volunteering in some way, even if they do not always see it in those terms.

There must be very few people - if any - who have never been helped by volunteers, even if they have not realised this. But our vision takes us further, to a situation where volunteering is more clearly at the heart of how we live and how society works. There would be an expectation that at least some of our services will be delivered by volunteers, not by default, but as a positive choice. We will all benefit from this as volunteering develops and the infrastructure for supporting it modernises and enables more people to be involved in different ways at various stages of life.

Links to the full *Manifesto for change* report and other reference materials relevant to the strategic development of volunteering, can be found in Appendix 3.