



Inspiring Volunteering

Volunteering in Barnsley 2012 - 2015

*Inspiring Volunteering is for everyone
who supports volunteering in Barnsley.*



Introduction

Inspiring Volunteering builds on the previous One Barnsley Volunteer Strategy developed in 2010. However, this refreshed strategy reflects that we are now operating in a new national policy context, with a Coalition Government, much talk of building the 'Big Society', and alongside responding to unprecedented cuts in public services. We also have a new Barnsley Community Strategy against which volunteering has a vital role to support delivery.

As such, the *Inspiring Volunteering* strategy is a framework for supporting and developing volunteering across the borough for the next three years. It has been refreshed to be meaningful and achievable, so that noticeable differences are delivered. It represents a new approach, to exploring together, how the renewal of civic activism and community action might improve attachment and networks between people, build local participation, social capital and cultivate public service innovation.

The *Inspiring Volunteering* strategy refresh was developed following consultation with a wide range of stakeholders through the Community Strategy review and evolving neighbourhood arrangements. It identifies the vision, key aims and actions for the development of volunteering in Barnsley from 2012 – 2015.



Why volunteering matters to Barnsley

Volunteering matters in Barnsley because through volunteering people:

- have the power to make a positive difference
- take community and social action
- campaign for change
- build social capital in communities and services
- share skills, knowledge and understanding
- develop interests and learn new skills
- improve their health and wellbeing
- challenge prejudices and break down barriers
- can increase their employability
- trust each other more and build strong and safe communities

Volunteering builds trust, strengthens communities and addresses poverty, it is therefore pivotal to the key priorities in the Community Strategy of 'Growing the Economy' and 'Developing more resilient and self reliant individuals and communities'. It also complements our work on promoting the digital agenda and a low carbon future.

If we inspired at least 50% of Barnsley's citizens to volunteer at least one hour a week, that would contribute the equivalent of £30 million annually to the borough. Volunteering can also support people back into work by providing valuable skills and experience.



Our Vision for Volunteering in Barnsley

Our vision is of a town where everyone feels inspired to volunteer, has the opportunity to do so, and has an excellent volunteering experience.

What are our objectives?

Objective 1 - People in Barnsley are *inspired* to volunteer.

Objective 2 - To increase the availability and quantity of volunteering opportunities, an excellent volunteering experience and growth of volunteer advocates

Objective 3 - Volunteering is sufficiently resourced by ensuring that organisations across all sectors have the information, skills and attitude to benefit from volunteering activity.

Objective 4 - To build and maintain quality support services that champion volunteering and make volunteering more visible and valued in the community.



How do we define volunteering?

'The energy and commitment of people giving their time freely for the public good'

What are our principles for volunteering?

There are four basic principles that are central to effective volunteering;

Choice

The decision to act as a volunteer must be freely made by each individual.

Mutual Benefit

Volunteers offer their time and skills, but should be able to benefit in return; for example, training, experience, enhanced confidence, social networks.

Diversity

Volunteering should be promoted within all sections of society, regardless of background, level of income, age, gender, ethnicity, culture, sexual orientation, disability.

Recognition

It is essential to recognise the value of the work volunteers do and the high quality of the services delivered. Locally, the volunteers need to be given a higher profile in recognition of their valuable contributions to Barnsley, its communities and its economy.

What do we want to achieve?

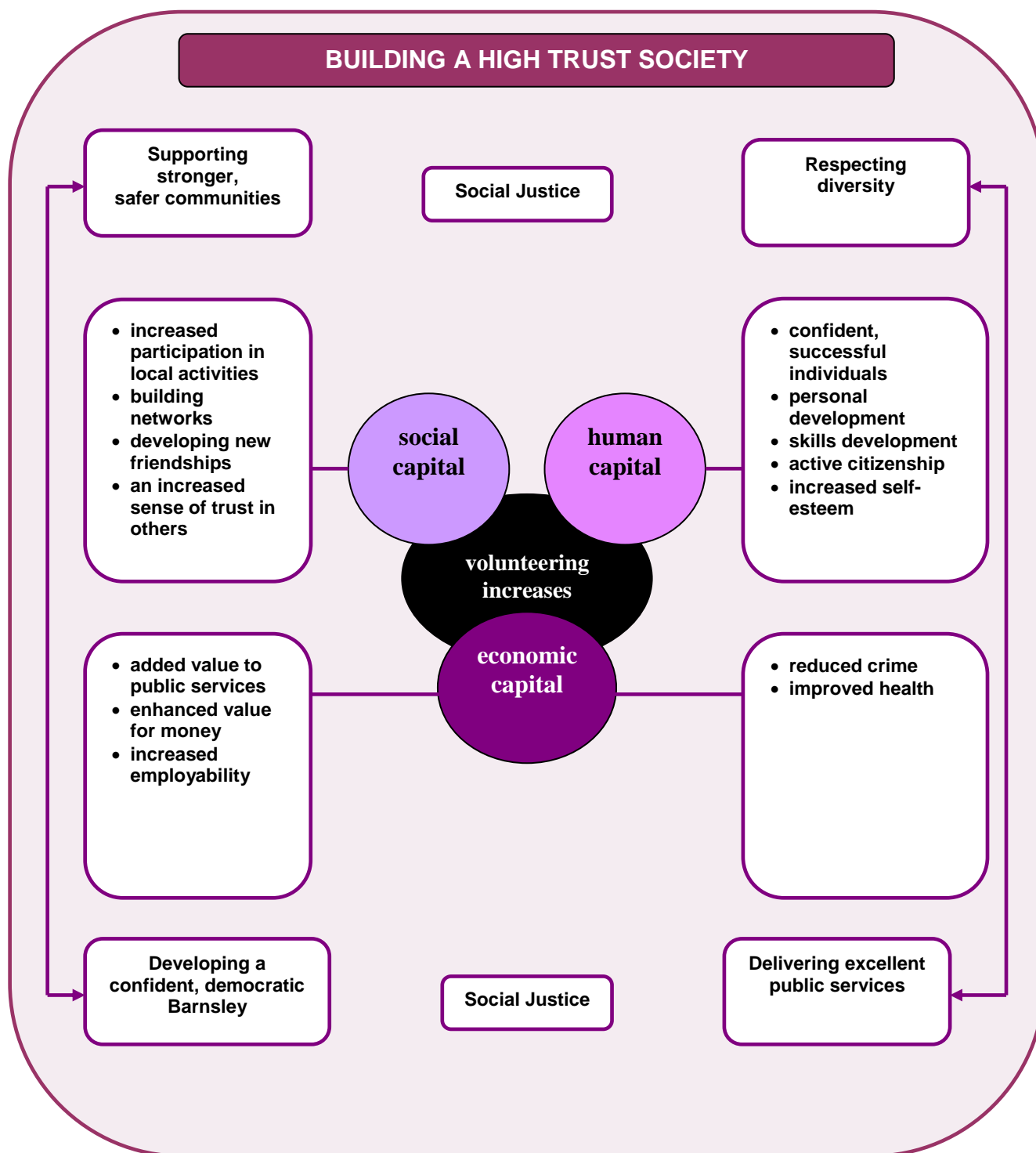
Our key aim is that Barnsley will have a strong and sustainable volunteering culture with 50% of Barnsley's citizens involved in volunteering at least once a year by 2015.



Schools and colleges in Barnsley are encouraging their students to undertake volunteering in order to help develop skills, build confidence and gain valuable practical life experience. These are considered as valuable assets for progression educationally and in future careers.

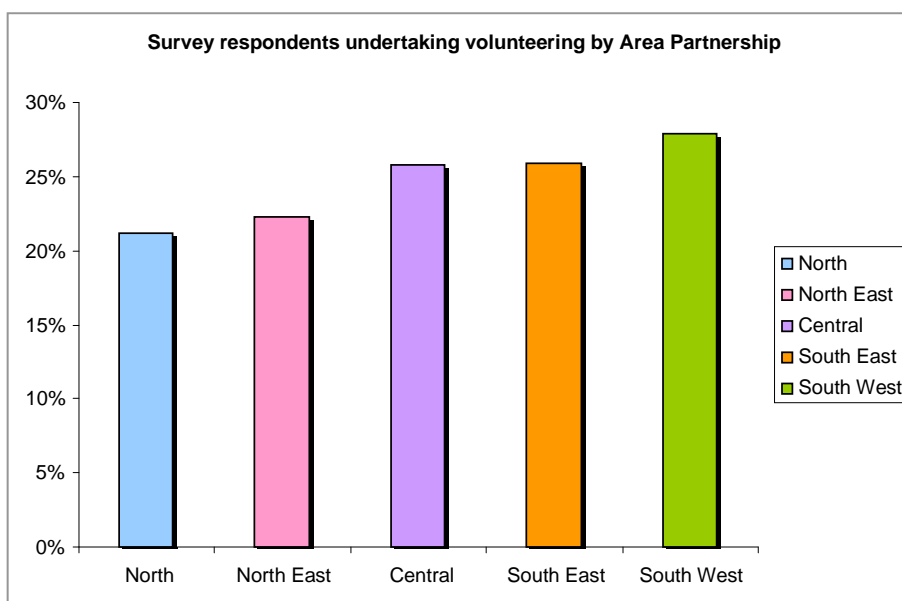
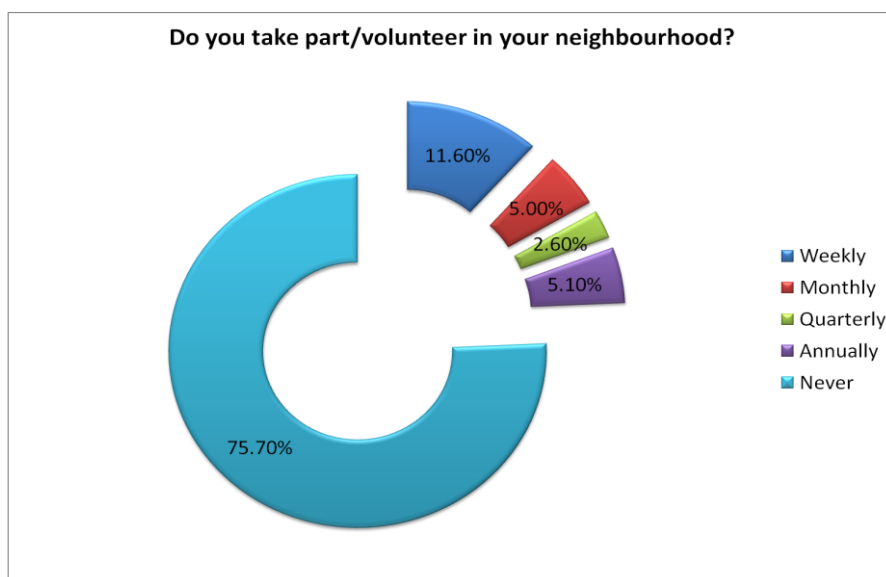
Helping to build a High Trust Society in Barnsley

Volunteering strengthens the life of the borough, by increasing human, social and economic capital. It is a major building block in the development of a high trust society. It is also an important expression of citizenship and democracy. A high trust society is one where people trust one another and there are high rates of participation in social, community networks and activities. The diagram below illustrates key aspects of the role volunteering plays in building a high trust society.



How are we performing?

The latest information from our 2011 Think Local Act Local survey suggests almost 25% of adults take part in volunteering at least once per year. This forms the baseline for our *Inspiring Volunteering* key aim. (these figures do not take account of the valuable volunteering carried out by our children and young people)



There is a difference in the five Areas between the percentage of survey respondents who state they take part in volunteering at least once a year.

Area	Percentage Volunteering
North	21.19%
North East	22.25%
Central	25.81%
South East	25.93%
South West	27.94%
Borough-wide	24.30%

Barnsley's Voluntary and Community Sectors

Often described as Barnsley's VCS, this strategy recognises that Barnsley has very strong voluntary and community sectors that have grown significantly over the last 20 years. Voluntary Action Barnsley have over 800 organisations registered on their database reflecting a wealth of volunteering across the Borough. The strategy aims to support the continued growth of the sectors and in particular recognise the community sector's contribution to building a stronger civil society.

The community sector is often defined as those organisations active on a local or community level, usually small and modestly funded, and largely dependent on voluntary, rather than paid effort.

This sector can be seen as distinct from the voluntary sector that is often made up of incorporated agencies with professional staff.



Community Organisers

Through the Government's Community Organisers programme, individuals from within communities will receive training opportunities to galvanise those around them to become more active, develop relationships and build capacity for social action locally. Barnsley's Voluntary and Community Sectors hope to be a key partner in this national programme and a number of our VCS agencies are expressing an interest in becoming 'hosts' for organisers. Further information is available on becoming a 'host' or community organiser at www.cocollaborative.org.uk. Elected Members also have a key role in facilitating volunteering and community action in their communities.

Equality in Volunteering

Inspiring Volunteering is committed to retaining and further developing a shared commitment to inclusion, diversity and equality and promoting volunteering with our communities of interest, identity and place.

Barnsley BEST

2012 provides an opportunity for everyone to get on your marks and get set for a new volunteer scheme, Barnsley Best.

The Newham Barnsley Partnership is launching the scheme to promote volunteering and participation in cultural events and local sports in Barnsley.

The scheme brings together a range of fantastic volunteer opportunities for anyone aged 16 years old or over, who wants to get involved in one day events or sport clubs. There is something for everyone with roles from marshalling and umpiring, to non-sporty roles such as assisting with the promoting events, web design and much more.

There's no commitment. Barnsley Best is a flexible scheme so volunteers can sign-up to help out at as many events as they want. There are also opportunities to gain qualifications from first aid to coaching.

Please call the BarnsleyBEST team on 01226 773 596 or email BEST@barnsley.gov.uk for further information.

Community Pride

Building on Barnsley residents strong sense of pride in the borough, our Community Pride scheme hopes to provide many volunteering opportunities for people to take part in within their local neighbourhoods. These might address locally agreed environmental priorities for community action such as helping to improve local parks and green spaces, young people's projects or community clean ups. The important point being projects will be identified by local people renovate Inspiring Volunteering is committed to retaining and further developing a shared commitment to inclusion, diversity and equality and promoting volunteering.

Please call Janet Thomas or Dan Wildsmith at Voluntary Action Barnsley on 01226 320100 at for further information about Community Pride

Good Neighbours

Many examples of Good Neighbours schemes exist across the country and we are hoping to develop one in Barnsley. We hope the scheme will evolve into being a key element of Barnsley's society, building a network of good neighbours across the borough. In each scheme local volunteers might help other people in the community with small services such as: transport, domestic tasks, befriending, outside jobs and advocacy.

Please call Beryl Cooper the Barnsley Volunteer Centre Manager at Voluntary Action Barnsley on 01226 320100 at for further information about Good Neighbours.

Reasons to Volunteer

People volunteer for many reasons, but always for a purpose. It is important to understand what motivates people to volunteer if we are to *inspire* them, and retain them in volunteering.

‘Giving back’- the desire to help others.

For many it's a way of giving back. You will hear volunteers say, "My mother received excellent care in this hospital and I want to repay some of that kindness." The concept of giving back is strong in most volunteers' minds.

Some people are looking for a place where they can use those skills and talents that they have developed in the paid workplace, for example after retirement.

Social motivations - interest in working with other people

Many volunteers will tell you that they want to meet people. They are new to the neighbourhood, have been home raising children, or haven't met the kind of people they would like to have as good friends.

Some people are looking for relationships. They want to meet the kind of people that they can share time enjoying the same kinds of interests. Many people today are alone and lonely. Where do you make close, meaningful relationships with people like you? For some, it's at a gym, for others it's in the workplace, but for many it's through volunteering.



Developing skills or interests

Other people are looking to learn new skills. They are looking for skills that they can use in the workplace or to enhance their skills base in order to improve their CV and therefore their job possibilities.

People sometimes volunteer to gain an insight into an organization. Just as people volunteer to gain workplace experience, people volunteer to assess the environment and see if it fits them.

Some volunteers are looking for a job! Many individuals start as volunteers in a place similar to where they are now paid staff members. Other volunteers are career sampling, trying a workplace on for size and finding out if it's a career for them.

Defining volunteers?

Impossible! Volunteers come from all walks of life and different backgrounds; can be any age or ability. The one thing they have in common is that they are giving their energy, commitment and time freely for the public good. However, some examples of volunteering are as follows.

- **Employed people as volunteers** – using their work-based skills and experience to support other organisations/groups in their spare time.
- **Employer supported volunteering** – organisations supporting their employees to volunteer through local community projects.
- **Unemployed people as volunteers** – volunteering represents an opportunity to gain new skills and experiences, and could offer a route back into work.
- **Retired people as volunteers** – Generally, people are living and remaining active for longer. Many volunteer-involving organisations rely heavily on retired people using their life-skills to help support the services they deliver.
- **Carers as volunteers** - Barnsley's has 1000's of carers, reflecting the human capital that exists in our communities, whilst also unfortunately the poor health amongst many of our citizens.
- **Young volunteers** – 25% of the Barnsley population are children under nineteen years of age. Encouraging a tradition of volunteering from an early age can only have positive effects for the individual, through the development of transferable social and work skills, and for the community.
- **Volunteers from ethnic minorities** – volunteering is a straightforward way for people to engage with their local community, thereby improving integration, a sense of belonging and community cohesion.
- **Disabled people as volunteers** – reasonable adjustments can usually be made to enable disabled people to take up volunteering opportunities; they can often bring valuable insights and experience to the roles.
- **Ex-offenders as volunteers** – many integrate back into community life and improve employment prospects through supported volunteering.

Types of Volunteering

People are involved in different types of volunteering and the following table sets the scene for our aspiration for the volunteering 'offer' in Barnsley. These closely mirror the 'Ladder of Participation'. We also recognise that 'informal volunteering' takes place across the borough, reflecting people giving their time to help others.

Volunteer Type	Volunteering Role	Examples of Volunteer Activity	Relationship with the 'State'
Community Organisers	Helping residents, groups, associations and businesses in their area to develop their collective power to act together for the common good and take action to tackle local issues which are important to them	Helping to shape community priorities, determining allocation of community budgets, helping to facilitate solutions to problems by inspiring their community.	We hope to develop a local framework for community organising to complement the Community Strategy citizen/state relationship. Organisers, must be passionate about bringing people together, building dialogues, listening to ideas and making their community a better place to live. Elected Members also fulfil this role as part of their work as 'community champions'.
Engaged Community Activists	Involved as part of organised networks with links to the 'state'.	Neighbourhood Watch Coordinators, 'Friends Of' members, TARA representatives, groups managing community assets.	Joint ownership and co-production of community issues. Registered on a database and training offered. Supported to attract grant funding.
Engaged Active Citizen's	Seeking opportunities to be involved in organised infrequent community activities.	Community clean-ups, organised community events, snow wardens, checking upon vulnerable residents (at request of the state), distributing TLAL surveys, BEST volunteers.	Volunteering opportunities promoted by the state relevant to their stated interests. Registered on a database and training offered.
Independent Community Activists	Participating through formal independent networks.	Faith-related activities, clubs and activities (eg Scouts), Neighbourhood Watch members.	Minimal input from, or contact with, public sector. Difficult to quantify scale or extent of activity. Promote opportunities to engage in more formal volunteering.
Independent Active Citizen's	Informally helping out in their community, independent of any external influence.	Checking on welfare of neighbours, helping to put bins out, maintaining environment outside property.	Minimal input from, or contact with, the state. Unquantifiable in terms of scale and extent of activity. Pro-social behaviour to be promoted to all.

Barnsley Volunteer Centre

Good volunteer management requires specialist skills and sufficient resources to create and sustain inclusive, diverse volunteering opportunities that follow best practice.

The establishment and maintenance of high quality, fit for purpose, volunteering support services is an essential element of a thriving voluntary and community sector, which is acknowledged to be a basic element of strong communities.

The Barnsley Volunteer Centre will be a partnership between One Barnsley's public sector agencies, the business community and the voluntary and community sectors. It will provide a focal point for the coordination of efforts to support delivery of six core functions that are quality accredited by Volunteering England. They are:



Brokerage

matching people with volunteering opportunities;

Marketing

encouraging local interest in volunteering;

Promotion of good practice

promoting high standards of volunteer management with advice and training;

Developing local volunteering opportunities

working with organisations on new opportunities for involvement;

Policy response and campaigning

identifying and responding to issues that impact on volunteering;

Strategic development of volunteering

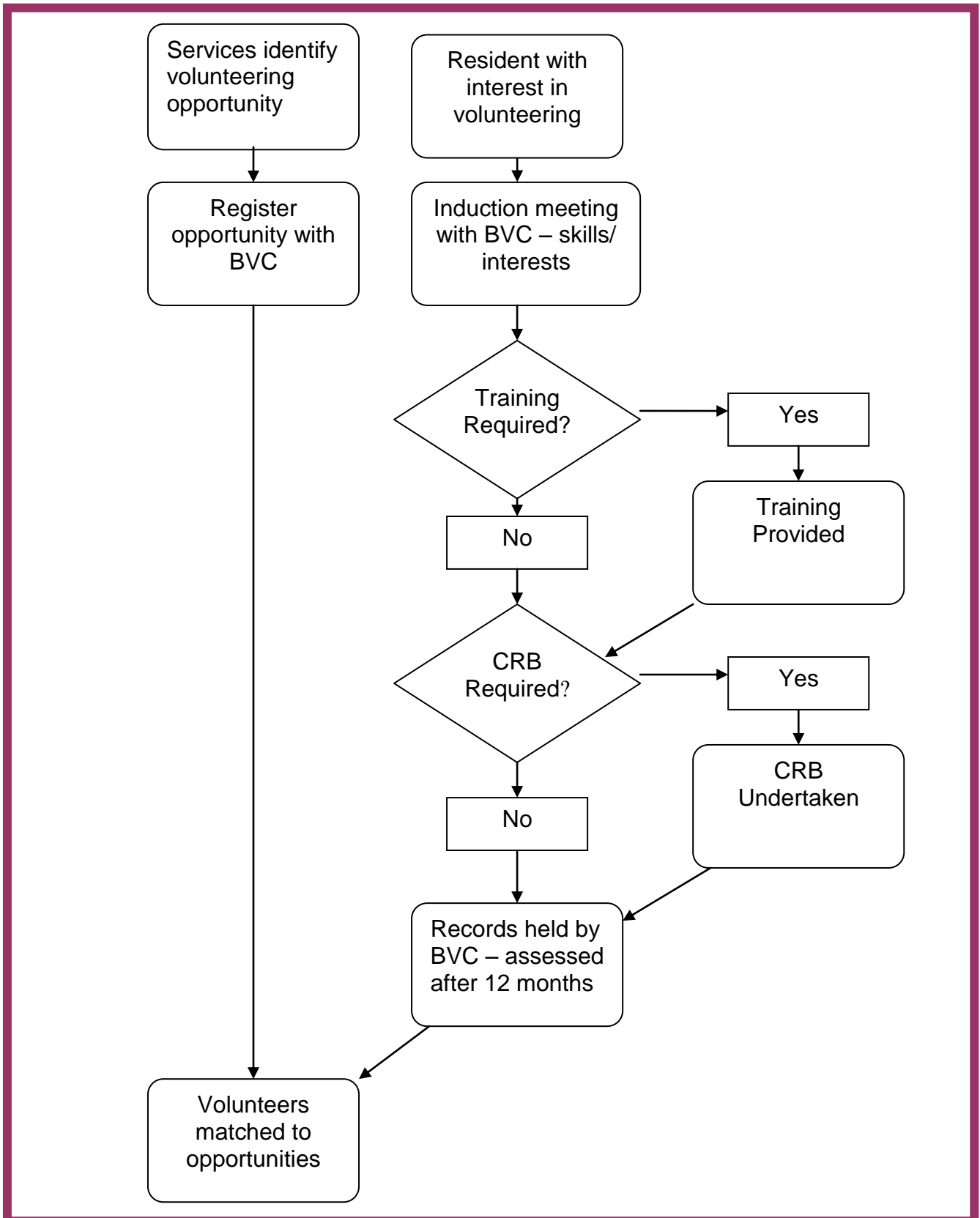
networking at local, regional and national level.

A strong, sustainable Volunteer Centre network, working in partnership with other volunteer support services, will be crucial in implementing the Volunteering Strategy. Our successful bid to the Government's *Transforming Local Infrastructure* fund will be based on achieving this, and the Barnsley Volunteer Centre will be instrumental in the delivery of many of the objectives of this strategy.

We also hope to explore how people can be supported to volunteer through the development of 'Timebanking' and 'Citizens Pledge' schemes. Berneslai Homes are working closely with VAB on this.

Flowchart: Engaging residents

The following flowchart shows the process by which residents will be engaged in volunteering and matched with opportunities identified by services/agencies through the Barnsley Volunteer Centre (BVC). It is acknowledged there are many other routes to volunteering.



Inspiring Volunteering Action Plan

What we are going to do 2012 - 15

The following plan sets out actions to support the development of volunteering in Barnsley, and builds on the previous action plan. It focuses on the first year, reflecting that the plan is a 'living' one which will change over time. The strategy is ambitious, and the implementation process is dependent on resources available.

The responsibility for *Inspiring Volunteering* lies with the One Barnsley Adults and Communities Wellbeing Partnership, and it will be delivered through a Strategy Implementation Group.

Inspiring Volunteering sets out the strategic framework for the joint actions needed for the development of volunteering in Barnsley from 2012 - 2015. There are many more partner working groups operating and taking forward key elements of the action plan including :

- Barnsley BEST
- Community Pride
- Young People
- Good Neighbours

These groups all have their own respective action plans and some of the high level actions are captured in the Inspiring Volunteering Strategy over the following pages. The outcomes and indicators for the Transforming Local Infrastructure programme are also highlighted at the beginning of the action plan. These will be key to delivering quality infrastructure and brokerage services, the Community Pride programme and finally supporting the involvement of the business community in inspiring volunteering

The strategy and action planning process is firmly rooted in the principle of equal respect amongst partners and an ideal of improving relationships in an atmosphere of mutual trust. It reflects local needs and structures and recognises that volunteering is about far more than performing a service, that it is a key driver for identifying unmet needs and supporting positive changes in society by growing social capital across and within our communities and sectors.

Transforming Local Infrastructure (TLI) outcomes & indicators

Outcome One

Infrastructure services for Civil Society Organisations (VCS groups) in Barnsley will be consolidated, integrated and streamlined to improve access and responsiveness to the needs of local communities.

Indicator: 400 frontline groups accessing support through a single point of contact and reporting that they value services

Indicator: New refreshed and rationalised services developed and frontline VCS groups comprehensively surveyed to ascertain future support requirements

Indicator: Provision of organisational development support and advice services clustered together through a single location and access portal

Outcome Two

A Borough wide Community Pride volunteering programme is realised providing increased numbers of volunteering opportunities and the development of new civil society groups

Indicator: Basic volunteering infrastructure put in place in localities through the identification of 10 community organisers and hosts

Indicator: Community Pride is embedded as sustainable feature of Barnsley's civil society with 350 core volunteers active within the programme

Indicator: Community Pride is a visible presence in all of Barnsley's communities through the development of 9 Community Pride programmes creating 500 volunteering opportunities

Outcome Three

To establish new relationships between local infrastructure organisations, CSO and local businesses leading to new income streams, support & volunteering being secured to tackle local issues

Indicator: Central business support hub established with 30 key businesses pledging to provide a central support function

Indicator: Community business support function developed with 9 business support teams developed and working to the neighbourhood development framework

Indicator: Value of support for frontline CSO from Barnsley business developed with 40% increase in the value of support given to frontline CSO by local businesses

Strategy Objective 1 - People in Barnsley are *inspired* to volunteer.

Outcomes (What do we want to achieve?)

Increase the number and diverse range of people volunteering in Barnsley ensuring equality of opportunity for all.

Key Performance Measures (How will we measure our success?)

Number of people volunteering/taking part in their communities (measure via Think Local Act Local Survey/Barnsley Big Conversation)

Number of people engaged in volunteering including a diversity breakdown profile (measure via TLAL/BBC)

Number of young people engaged in volunteering (proxy measure via Youth Peoples workstream)

Number of job seekers engaged in volunteering (measured by referrals from JCP & Volunteer Centre database registration)

Headline Action	Key Milestones	Lead Partner	Other Key Partners	Timescale
Effectively promote volunteering across the Borough ensuring a diverse range of people across all communities are reached.	Barnsley Good Neighbours /Volunteering Day / Re-launch of Barnsley Volunteer Centre (BVC)	VAB	All One Barnsley Partners	Aug 2012
	Inspiring Volunteering Campaign developed	VAB	All One Barnsley Partners	Aug 2012
	Develop web platform and on-line portal /website for Volunteer Centre	VAB	VAB BMBC	Aug 2012
	Local Volunteer Celebration events to publicise Volunteer Centre and supporting infrastructure/brokerage services	VAB	TLI partners	Oct 2012
	Deliver presentations to schools, colleges and the University Centre to raise the awareness of both opportunities and benefits to volunteering	VAB	Barnsley College Schools UVC	April 2012

Strategy Objective 2 - To increase the availability and quantity of volunteering opportunities, an excellent volunteering experience and growth of volunteer advocates

Outcome (What do we want to achieve?)

Increase the opportunity for people to volunteer and benefit from the experience through expanding provision, maximising the volunteering brokerage service and minimising barriers to participation.

Key Performance Measures (How will we measure our success?)

Number of volunteering opportunities available
 Percentage take-up of volunteering opportunities
 Improved volunteer satisfaction (VCS survey)

Headline Action	Key Milestones	Lead Partner	Other Key Partners	Timescale
Develop and implement relevant frameworks to support citizens to actively engage in volunteering minimising any barriers to participation.	Barnsley Community Organisers Framework developed to complement 'Communities First' programme	VAB	BMBC	Oct 2012
	Framework for involving volunteers via the Compact Code to be implemented by public agencies and departments	BMBC Community Services	All agencies represented on the Local Strategic Partnership	Oct 2012
	Introduce '5 Ways to Wellbeing' framework across LSP partner agencies – pilot with Romero Communities	BMBC	Romero Communities	Pilot March – March 2013
	Health & Wellbeing project to support communities of interest to engage in community action on local priorities	BMBC - JCU	VCS partners	March 2013
Extend the range of innovative volunteering opportunities which are responsive to both individual and	Research community needs and service delivery that volunteers could become involved in.	VAB	SYCF	Nov 2012

identified community needs.	Public Sector agencies to identify new opportunities for volunteering – volunteer mapping exercise	BMBC	All public sector partners	Oct 2012
	Develop specific projects to involve 'equality target groups' in association with new Forum arrangements	BMBC	All One Barnsley partners	Sept 2012
	Improve links with the University Centre Students Union to develop volunteer placements on local projects	VAB	University Centre Barnsley Barnsley College	April 2012
	Develop new young people's volunteer projects and links with National Citizens Service programme for young people	Childrens Trust	VAB Volunteer Centre Barnsley College UCB	April 2012
	Develop opportunities with a clear pathway to employment for young people – supporting the Raising of the Participation Age and the participation of 18-24 year olds in education, employment & training	Childrens Trust	University Centre Barnsley Barnsley College	April 2012
	Develop family volunteering projects in support of the Think Family model	Children's Trust	All Partners	April 2012
	Explore links between Timebanking and Good Neighbours schemes building on existing social networks	Berneslai Homes	VAB Neighbourhood Watch BMBC	Sept 2012
	Develop pilot Employer Supported Volunteering Schemes	BMBC NHS Barnsley	All One Barnsley partners	April 2012
	Barnsley Community Pride scheme piloted in Community First wards	BMBC Community Services	VAB	Ongoing March 2012 – 2014

Strategy Objective 3 - Volunteering is sufficiently resourced by ensuring that organisations across all sectors have the information, skills and attitude to benefit from volunteering activity.

Outcome (What do we want to achieve?)

Organisations recognise the role and 'added value' of volunteering and have the necessary skills to provide quality volunteering opportunities.

Key Performance Measures (How will we measure our success?)

Number of public/private sector organisations actively participating in employer supported volunteering
 Number of organisations taking up volunteer management training programme
 Number of organisations accredited with the local volunteer quality mark
 Volunteer retention rates

Headline Action	Key Milestone	Lead Partner	Other Key Partners	Timescale
Efficiently make use of all available resources to effectively support the actions of the Inspiring Volunteering Strategy - ensuring long-term sustainability of the evolving quality volunteer infrastructure.	Bid submitted to Transforming Local Infrastructure programme	VAB	BMBC	Bid successful
	Coordinated programme of expressions of interest submitted to CDF - Community First programme to support practical delivery of Community Pride	BCVN	BMBC/VAB/ACP	Year 1 March 2012 successful
	Bid re-submitted to Social Action Fund	VAB	BMBC	Awaiting next round
	Partners to identify resources to support all actions outlined in the Strategy in line with Invest to Save and co-production approach	VAB/BMBC	All One Barnsley partners	Oct 2012
Deliver a programme of positive promotion to raise the profile of volunteers with organisations across all sectors.	Develop a strategic marketing and communications plan to target all sectors.	BMBC	VAB	Oct 2012
	Recruit volunteer 'champions at a senior level within all LSP organisations	BMBC	VAB	Sept 2012

Strategy Objective 4 - To build and maintain quality support services that champion volunteering and make volunteering more visible and valued in the community.

Outcome (What do we want to achieve?)

Communities recognise the role and 'added value' of volunteering by actively celebrating the contributions made by local volunteers.

Key Performance Measures (How will we measure our success?)

Satisfaction ratings with volunteering (VCS Survey)

Number of volunteering opportunities available in local communities

Number of volunteer recognition events delivered

Headline Action	Key Milestones	Lead Partner	Other Key Partners	Timescale
Ensure volunteering is valued and rewarded.	Develop an 'Investing in Volunteers' award for the Borough	VAB	BMBC Chamber	Oct 2012
	Deliver '2012' Barnsley Year of the Volunteer' awards	One Barnsley	All partners	Sept 2012
	Organise and deliver reward and recognition events during Volunteers Week	VAB	All partners	2012
	Support Tenants Champion awards	Berneslai Homes/ Federation	BMBC/VAB	Aug 2012
	Spirit of Barnsley Awards revamped to become Barnsley Community Pride awards with private sector sponsorship	VAB	BMBC/Chronicle	Nov 2012
	Deliver Community Pride Awards at ward level to compliment neighbourhood plans and Community Alliances	BMBC	VCS Partners	March 2013
Ensure that volunteering is actively promoted through the Community Alliances to empower communities to own and take forward local action.	Area Plans include volunteering targets within community resilience plans	BMBC	All LSP partners	Oct 2012
	Five neighbourhood Volunteering Hubs to be established to complement Community Alliances	BMBC Community Services	All LSP Partners	Oct 2012

Acronyms:

VAB – Voluntary Action Barnsley

BIC – Barnsley Infrastructure Consortium

BMBC – Barnsley Metropolitan Borough Council

Chamber – Barnsley Chamber of Commerce

JCP – Job Centre Plus

NHS – Barnsley NHS Trust Hospital

TFR – Together for Regeneration