



Draft Barnsley Volunteering Strategy

2010 - 2020

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Introduction

In the UK, levels of volunteering have not changed since 2001. While levels of formal volunteering have increased over this period, levels of informal volunteering have declined.

Volunteering makes a significant contribution to society. Not least, in terms of its contribution to the UK economy. Volunteering England estimates that in 2005 volunteers contributed approximately £48 billion to the economy; the equivalent of around 2.1 million full-time workers.

In some ways volunteering has never had it so good. It is higher on the public policy agenda than ever before and politicians from all parties are suggesting that it could be one solution to some of the economic and social problems facing the UK in the 21st century.

Since the designation of the Year of the Volunteer in 2005, the government has sought ways to promote volunteering and increase its take up – the creation of Volunteering England, the establishment of the DO-IT database, and the beginning of a modernisation programme for local volunteering development agencies.

However, despite these positive moves, volunteering must meet a number of challenges if it is to fully realise its potential. There is declining trust in public and private institutions; growing sectarianism as communities turn inwards in the face of rapid change; the general public appears to be increasingly risk-averse and consumer-oriented; and in general, we seem to have lost that sense of community spirit, neighbourliness, and collective empathy.

Yet there are also positive signs. We are now – irreversibly – a society of many cultures, faiths, values and outlooks, and our society is all the more vibrant and productive as a result. Volunteering *within* communities can build confidence and pride and can send a powerful message about the strengths and values that are common to all. Volunteering *between* communities can build bridges between people of different ethnic and faith backgrounds; strengthen social cohesion; and can make us proud to be British, in a way that is marked out by a culture of giving freely of time, energy and commitment; by volunteering.

Why does Barnsley need a Volunteering Strategy?

Nationally and locally, volunteering is recognised as playing a vital role in building safe and strong neighbourhoods and offers benefits at three distinct levels – within a community, within an organisation and on a personal level.

Within communities, volunteering is a way of getting involved and making an investment in the place you live. This can help build a sense of belonging, a richer community life and greater trust and understanding between neighbours.



In an organisation, volunteers help support the delivery of services in a variety of roles, including overseeing the work of the organisation through becoming a Trustee.

On a personal level, people of all ages, all abilities, all backgrounds and all interests can volunteer. As a result, volunteers benefit from a whole range of life-enhancing experiences, skills, and friendships; in turn, the community gains active citizens.

Understanding Barnsley's current volunteering activity and the needs of all those engaged in it, as well as understanding the barriers to those not engaged, is crucial if we are to develop fully accessible volunteering opportunities and a sustainable infrastructure to support volunteering in Barnsley. This understanding will provide us with the building blocks to:

1. improve the quality and range of volunteering opportunities;
2. increase the number and diversity of volunteers;
3. strengthen citizen engagement and participation;
4. identify who is responsible for delivery on actions and recommendations.

Consultation

This One Barnsley Volunteering Strategy has been developed through consultation with volunteers, third sector organisations, One Barnsley partners, and the Barnsley Volunteer Centre. Its development has been led by One Barnsley through the Volunteering Strategy Working Group made up of some One Barnsley partners, third sector advocates, public sector representatives, and the Barnsley Volunteer Centre.

The purpose of the consultation was to:

1. get the measure of current volunteering activity across the Barnsley Borough;
2. develop a workable strategy and action plan;
3. encourage a more co-ordinated approach to volunteering across Barnsley;
4. identify priority areas of work.

The consultation period is May to July 2010.

Defining volunteering

There are many definitions of what it means to volunteer. Nationally, the most widely-adopted definition of volunteering is the one adopted by the National Compact:

"Volunteering is the giving of time and energy through a third party, which can bring measurable benefits to the volunteer, individual beneficiaries, groups and organisations, communities, environment, and



society at large. It is a choice undertaken of one's own freewill, and is not motivated primarily for financial gain or for a wage or salary."

Volunteering England has a similar definition:

"We define volunteering as any activity that involves spending time, unpaid, doing something that aims to benefit the environment or someone (individuals or groups) other than, or in addition to, close relatives. Central to this definition is the fact that volunteering must be a choice freely made by each individual. This can include formal activity undertaken through public, private and voluntary organisations as well as informal community participation."

However, for the purposes of this strategy, volunteering is simply defined as:

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

There are a few other terms frequently used within the context of volunteering, and used within this strategy, that would benefit from some further explanation. These are not legal definitions, but might be a useful guideline.

Volunteer-involving organisations – this is a term used to describe organisations that use volunteers. Some organisations will have paid staff as well, while others will rely solely on volunteers for all their functions. Public sector organisations could fall into this category if they use volunteers to add additional value to their services, for example, using mentors or peer support groups in health or social care settings.

Volunteer workers – this term can be misleading, but be in no doubt, volunteers should not replace paid workers. Yes, volunteers can bring added value to an organisation's service delivery and their input can be essential in accessing hard-to-reach groups and excluded individuals, furthermore, many organisations are led and governed by volunteers on a management committee or board of trustees, but these 'workers' are volunteers and remain unpaid.

Formal volunteering – is generally classed as volunteering through established groups, clubs or larger organisations in any sector. These roles are often formalised by the organisation's volunteer management policies and procedures.

Informal volunteering – is generally accepted as volunteering more than once a year as an individual to people who are not relatives, such as befriending, time banking, or shopping for a sick or housebound neighbour. Also often put in this category is irregular volunteering for a more established organisation, for example, ferrying scouts to and from summer camp once a year, or helping out at school sports day.



Employee volunteering (or Employer supported volunteering) – is generally classed as activities undertaken, either as an individual or a group, as part of the employer's 'corporate social responsibility' policy, which provides opportunities to volunteer in the local community; for example, sharing skills and knowledge through mentoring, or painting a community building.

Active citizenship – is about people taking opportunities to become involved in local community issues that could improve their neighbourhood and their quality of life; for example, through community action groups, community partnerships, tenants and residents associations, neighbourhood watch groups, and through engaging in decision-making processes within the Borough such as area forums, and so on.

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 fit the definition above, i.e. they are giving their energy, commitment and time freely for the public good. However, some of the categories, and the way this strategy will support them, could benefit from a little analysis.

Employed people as volunteers – Not all volunteering opportunities are exclusively for people with a lot of time on their hands, many skilled and professional working age people still volunteer within their communities or through employer supported schemes. They can use their work-based skills and experience to support other organisations through mentoring, becoming a trustee, a treasurer, and so on.

Employer supported volunteering – Organisations from all sectors are increasingly appreciating the value of establishing employee volunteering schemes. By supporting their employees to volunteer through local community projects, the organisation benefits too – enhanced image and reputation, employees' skills, motivation and morale can increase, plus these potential team-building opportunities can boost loyalty and commitment to the organisation. Also, research has indicated that when organisations show a commitment to developing strong and healthy communities, they create networks with customers and partners that are, ultimately, good for business.

Unemployed people as volunteers – For unemployed people, volunteering represents an opportunity to gain new skills and experiences, and could offer a route back into work. It certainly offers a structure to the day, a line or two on the CV, and some positive and life-affirming experiences, which will boost self-confidence, increase motivation and restore pride.

Retired people as volunteers – Generally, people are living and remaining active for longer. While this might indicate a healthy position



for communities, this changing demographic will have an impact on services and on volunteering. Many volunteer-involving organisations rely heavily on retired people to help support the services they deliver; but will people retiring over the next few years be planning to volunteer? Life for retired people has been changing and as the 'baby boomer' generation reaches retirement age, their plans may not conform to the traditional patterns, and timing, of retirement. Their financial situation, caring responsibilities and a host of other factors may impact on their ability to volunteer.

Young volunteers – 25% of the Barnsley population are children under nineteen years of age. Over the past few years the Government has encouraged the trend toward youth volunteering through well-funded initiatives such as the Millennium Volunteers and **v**involved. Volunteering is also becoming an important element of the school 'citizenship' curriculum, which helps to meet the 'positive contribution' outcome of *Every Child Matters: Change for Children* (Nov 2004). There is also a government drive, via the **v**-schools initiative, to enlist 75% of all secondary schools into the **v**-schools project, which will aim to get 50% of all secondary school pupils undertaking 15 hours of volunteering per year. 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 – There can be an under representation of people from ethnic minority communities in traditional volunteering roles. Targeted volunteering marketing and recruitment drives can encourage people from diverse ethnic backgrounds to access volunteering opportunities. 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 – Disabled people can feel that they are simply the recipients of services, and their ability to give something back to the community can be overlooked. 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. If properly resourced, the Volunteer Centre should be able to offer support to all people who face barriers to involvement, as volunteering is a direct way of enabling socially excluded groups to participate in their communities.

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 offender poses no threat to children, young people, or vulnerable adults. Volunteer involving organisations have a duty to safeguard their service users, while ensuring that these volunteers are treated fairly. The new Vetting and Barring Scheme from the Independent Safeguarding Authority has introduced significant legal responsibilities on organisations that work with children, young people or vulnerable adults.



The principles of volunteering

There are four basic principles that are central to effective volunteering. They are:

1. **Choice** – the decision to act as a volunteer must be freely made by each individual;
2. **Diversity** – volunteering should be promoted within all sections of society, regardless of background, age, gender, ethnicity, culture, sexual orientation, disability, and so on.
3. **Reciprocity** – volunteers offer their time and skills, but should be able to benefit in other ways in return; for example, training, experience, enhanced confidence, and so on.
4. **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.

The benefits of volunteering

This strategy arises from the recognition that volunteering has a positive impact on individuals, organisations and communities.

Volunteering encourages interaction between people living in a community and strengthens community connections. When people volunteer, they are actually improving the life of their own community, and creating social capital at the same time. Social capital is a kind of currency for healthy living and grows when people in the community are involved in civic activities and earn the trust and cooperation of others. The more social capital there is, the healthier and more vibrant the community.

The benefits of volunteering for communities, therefore, are:

- More active citizens;
- Higher participation and involvement in the Borough's decision-making processes;
- More welcoming, friendly places to live;
- More understanding between different cultures;
- Lower crime and perception of crime rates;
- Better mental and physical health for citizens.

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

The benefits of volunteering for organisations, therefore, are:

- Ability to enhance and add value to services and activities;



- Increase organisations' 'reach' into the community;
- Greater understanding of service users' needs;
- Provision of services that are rarely funded – befriending, mentoring, chaperone services.

Of course volunteering is great for communities and organisations and makes a positive impact on other people's lives, but it can also significantly improve the life of the people volunteering too.

The benefits of volunteering for individuals, therefore, are:

- **Building confidence** - many volunteers encounter a variety of new challenges when they begin giving time in their communities. Sharing new experiences with new people, they can learn new skills that can give them confidence to face challenges in other areas of their lives.
- **Meet new friends** - there's no better place to meet likeminded individuals than through volunteering for a campaign or cause one believes in. Working together to bring about a change is a great way to bond with others and become part of a community that can stay in touch long after the work is done. Plus, meeting people from a diverse range of backgrounds grows community cohesion.
- **Improve health** - there is evidence that volunteering can improve health. In "The Healing Power of Doing Good" (2001), writer Allan Luks found medical and scientific documentation supporting the health benefits of volunteering, such as:
 - ✓ a heightened sense of well-being;
 - ✓ an improvement in insomnia;
 - ✓ a stronger immune system;
 - ✓ speedier recovery from surgery;
 - ✓ anecdotal evidence claims that volunteering also improves your sense of humour, your perspective on life, and even your sex life!
- **Boost career options** - a survey carried out by TimeBank through Reed Executive (2008) showed that among 200 of the UK's leading businesses:
 - ✓ **73%** of employers would employ a candidate with volunteering experience over one without;
 - ✓ **94%** of employers believe that volunteering can add to skills;
 - ✓ **58%** say that voluntary work experience can actually be more valuable than experience gained in paid employment;



- ✓ **94%** of employees who volunteered to learn new skills had benefited either by getting their first job, improving their salary, or being promoted;
- ✓
- ✓ Additionally, volunteering lets people sample different kinds of work, giving hands-on experience of how different professions operate; and can bring people into contact with all kinds of professionals and people from every walk of life. In fact, the networking opportunities it can provide are among the least publicised but most exciting benefits of all.

So, in summary, volunteering matters in Barnsley because through volunteering people:

- ✓ Have the power to make a positive difference;
- ✓ Take action and campaign for change;
- ✓ Deliver services;
- ✓ Share skills, knowledge and understanding;
- ✓ Increase their health and well-being;
- ✓ Challenge prejudices and break down barriers;
- ✓ Can increase their employability;
- ✓ Meet new people and build a better social life;
- ✓ Feel useful by putting something back into their community;
- ✓ Increase mutual trust and build strong, safe communities.

Barriers to volunteering

No-one should be excluded from contributing to society through volunteering simply because of physical barriers, practical difficulties and/or misapprehensions. The following are some common issues that prevent people volunteering.

- I haven't got the right skills – people are put off because there isn't a clear description of the tasks involved.
- I don't really want a traditional work role – some potential volunteers will be concerned about being expected to take on traditional roles; e.g. caring roles for women and painting or digging for men.
- I don't want to go through a formal recruitment process – potential volunteers can be discouraged by formal procedures that require long registration forms and interviews. This can be daunting for people with lower literacy levels or poor English language skills.
- I can't really afford to volunteer – research shows that people on low incomes are less likely to volunteer: probably because they can't afford to be left out of pocket.
- I have no time to volunteer as I have childcare (or other caring) responsibilities – a lack of volunteer expenses and/or facilities and/or flexibility can be a significant barrier.
- I don't have a car, so travelling is a real problem – inaccessibility can be a major barrier for potential volunteers. People with



disabilities or those living in rural areas can have particular difficulties in arranging and paying for transport.

- I'm on benefits and not allowed to volunteer – this is a common misconception as people on benefits can volunteer for as many hours as they want, although they should still be actively seeking work. Volunteering should not affect Jobseeker's Allowance, Income Support, Incapacity Benefit, or Severe Disablement Allowance.
- I am an asylum seeker and don't know the situation – asylum seekers are not allowed to engage in paid or unpaid work, however, they have been allowed to volunteer since April 2000. Volunteering can provide a good opportunity to integrate into the local community and improve language skills.
- I have a criminal record and have been told I can't volunteer – this is another misconception, therefore, it is important not to automatically exclude this significant group of potential volunteers.
- I have disabilities; how can I volunteer? – Twenty percent of the UK population is registered as disabled, yet only six percent of volunteers have disabilities. Access issues and transport difficulties are the main barriers for disabled volunteers.
- I am gay and probably won't feel welcome – gay, lesbian, bisexual, or transgender volunteers often feel excluded from the traditional volunteering culture, with no positive images that relate to them and experience of discrimination.

This list is not exhaustive as there are many obstacles preventing some people who wish to volunteer from doing so. We need to find ways to address and remove these barriers and embrace the diversity of age, sex, language, religious beliefs, ethnic or cultural backgrounds, financial status and physical or mental abilities of individuals within Barnsley if we are to breakdown barriers and create more inclusive volunteering opportunities.

Some solutions may require legislative action, while others may simply require training and/or the dissemination of good practice. The actions attached to this strategy will need to take up this challenge.

The national context

In recent years, and no doubt spurred on by the approaching 2012 Olympic Games and the need to recruit a significant number of volunteers, the issue of volunteering has risen up the national political agenda as part of the Government's response to try and start addressing some of the social problems and disengagement issues within our communities. The Government has stated that volunteering is an essential component in the delivery of its policies around regeneration, neighbourhood renewal, education, health and social cohesion. For example, in the Local Government White Paper "*Strong & Prosperous Communities*" (2006), the Government recognises the role of volunteering in:



- Extending choice in local services;
- Empowering citizens and communities;
- Encouraging the expansion of neighbourhood working;
- Communities taking on the ownership of local assets;
- Encouraging the use of local charters.

Local Area Agreements (LAAs) are also seen by central Government as a key means of furthering its agenda for local democratic renewal. They are intended to give communities greater control over determining their priorities. There is also a strong steer toward partnership working, including the Third Sector, and on developing a strong neighbourhood element to any local programme. This is reflected in the mandatory targets set by central Government around volunteering in LAA NI6 (National Indicator 6), which is concerned with the level of participation in regular volunteering – one sign of strong, active communities.

Volunteering England is the national volunteering development agency for England, committed to supporting, enabling and celebrating volunteering in all its diversity. It was formed in April 2004 following a merger between The Consortium on Opportunities for Volunteering, The National Centre for Volunteering and Volunteer Development England; and on 1 July 2007 Volunteering England formally merged with Student Volunteering England.

There have been a few documents that have been published recently. Following consultation, the Commission on the Future of Volunteering has published "*Volunteering Works*" (2007), "*Volunteering: Manifesto for Change*" (2008), and "*The Future of Volunteering*" (2009); all of which have significant guidance for local volunteering infrastructure and support.

Last year (2009), the Office for the Third Sector published a wide-ranging document entitled "*Real Help for Communities: Volunteers, Charities and Social Enterprises*" that set out plans for Government investment in volunteering infrastructure, promotion and support.

The National Volunteering database at 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 opportunities that are relevant to the individual's skills, interests, time available and locality. The Barnsley Volunteer Centre maintains data on volunteering opportunities on behalf of the many volunteer-involving organisations in the Borough, and uploads it onto the do-it site on a regular basis.

Maintaining up-to-date information on do-it is very resource intensive, but it has proved to be very effective as more than 40% of new volunteers in Barnsley have used this online resource to identify potential volunteering opportunities.



Also worth mentioning is the national **Compact** agenda, and specifically the **Volunteering Code of Practice**, which was introduced in 2001 and was aimed at improving the relationship between Government (national and local) and the Third Sector around issues affecting volunteering. It should be noted that locally, the Council and the PCT are both signed up to the Compact and support its principles.

While these documents offer useful guidelines and good practice from a national perspective, in Barnsley we also need to develop our own approach that takes account of local needs and issues, as well as acknowledging and supporting the valuable work that is already going on.

The local context

A number of local policy documents and strategies recently produced by Barnsley Metropolitan Borough Council and its partners have stated their commitment to volunteering in the Borough. For example, the "*One Barnsley Community Engagement and Empowerment Strategy*" (2008 - 2011) has as one of its initial priorities to:

"Raise awareness of volunteering opportunities throughout the Borough."

The *Local Compact* (2004), signed by local statutory and Third Sector partners, clearly states its position:

"The Compact recognises ... that local government can play a positive role both in promoting volunteering and to support its development at regional and local level."

Furthermore, Barnsley's *Sustainable Community Strategy* (2008 - 2020) makes many positive references to the role of volunteering in the Borough:

"We have invested in initiatives to promote volunteering opportunities."

And the strategy acknowledges some of the benefits:

"The valuable role that volunteering can play in gaining skills and leading to job opportunities needs to be developed."

This strategy is one of a family of strategies developed within the community planning framework in Barnsley.

In terms of specifically focussing on children and young people, Barnsley's *Children & Young People's Plan* (2006 - 2009) states that we must:



"Ensure all of our children and young people are able to take up, with confidence and enthusiasm, opportunities for volunteering and for contributing to life in their community, demonstrating pride and respect in their neighbourhoods, gaining respect for their valued contributions and becoming active citizens."

This Volunteering Strategy will contribute significantly to the delivery of Barnsley's *Sustainable Community Strategy* (2008 - 2020) and specifically the following ambitions:

AMBITION 3	Barnsley offers varied and exciting cultural opportunities to all.
AMBITION 4	Barnsley is recognised for its community spirit and diversity.
AMBITION 5	Barnsley people are healthier and live longer – adding life to years and years to life.
AMBITION 6	Enabling adults to have healthy and fulfilling lives.
AMBITION 7	Barnsley children and young people – aiming high, enjoying life and seizing opportunity.
AMBITION 8	21st century environments for 21st century learning, enterprise, skills and services.

This strategy will also impact on the work of the Borough's Local Strategic Partnership, One Barnsley, and will make a significant contribution to achieving the NI6 (as mentioned above) and NI7 targets in the Local Area Agreement:

- ✓ NI6 – increase in volunteering
- ✓ NI7 – improved environment for a thriving Third Sector

Current volunteering activity in Barnsley

It is difficult to be precise about the numbers of people volunteering in Barnsley. However, two recent surveys have attempted to put a figure on the number of people taking part in regular, formal volunteering.

The government department of Communities and Local Government carried out a survey (2008) to find a NI6 baseline figure from which they can give us targets for improvement; this figure was 18.2%, which equates to over 40,000 people in Barnsley volunteering on a regular basis.

Barnsley's Place Survey (2009), a national biennial requirement, has put the same figure at 16.8%, or over 37,000 people volunteering.



It should be remembered that the above surveys are focused, on formal volunteering, rather than more informal volunteering activities such as babysitting for a friend, or shopping for an elderly neighbour. So these figures probably do not reflect the full breadth of charitable social activities carried out in all our neighbourhoods daily and on a voluntary basis.

Voluntary Action Barnsley has evidence that volunteering is on the increase in Barnsley. The Volunteer Centre has been recording the number of people wanting placements and the annual figure has increased from 289 people in 2005 to 984 in 2009.

It should also be noted that Business in the Community facilitates private sector organisations' involvement in volunteering, particularly in education.

Barnsley Volunteer Centre

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

The Barnsley Volunteer Centre delivers six core functions that are quality accredited by Volunteering England. They are:

1. **Brokerage** – matching people with volunteering opportunities;
2. **Marketing** – encouraging local interest in volunteering;
3. **Promotion of good practice** – promoting 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 and campaigning** – identifying and responding to issues that impact on volunteering;
6. **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.

The Barnsley Volunteer Centre will be instrumental in the delivery of many of the objectives of this strategy, but only if it is appropriately resourced.

Strategic vision and objectives



One Barnsley's vision for Barnsley is to create an environment where every one of its citizens can contribute towards, and benefit from, making Barnsley a better place to live and work; where volunteering is an integral element of this and is valued and recognised across all sectors as an expression of empowerment and a force for change; and where everyone who wants to volunteer can do so readily.

In recognition of this, the vision for this Volunteering Strategy is:

Barnsley has a strong and sustainable volunteering culture with 50% of Barnsley's citizens involved in volunteering at least once a year by 2020.

This Volunteering Strategy has some key long-term objectives based around the four following areas of volunteering – individuals, organisations, communities, and volunteering support services.

1. To enable every individual to have the opportunity to volunteer and to benefit from the experience.

- a. Increase the diversity and number of people volunteering in Barnsley through equality of opportunity
- b. Increase the number of young people volunteering
- c. Provide easy access to volunteering information and brokerage services
- d. Offer appropriate support for volunteers, particularly those who face barriers to volunteering
- e. Develop interesting, innovative and flexible volunteering opportunities that meet individual and community needs
- f. Create opportunities for volunteers in learning and personal development
- g. Volunteering is valued and rewarded

2. To ensure that organisations across all sectors have the information, skills and attitude to benefit from volunteering activity.

- a. Build capacity by increasing volunteer involvement
- b. Develop volunteer brokerage services for effective volunteer recruitment
- c. Improve organisations knowledge about volunteers and their needs, in order to improve recruitment and retention
- d. Improve good practice in volunteer management through networks and peer support in all sectors
- e. Ensure sufficient resources to support volunteer management and development costs
- f. Corporate social responsibility is promoted and encouraged
- g. Establish and embed employer supported volunteering practices in private, public and voluntary sectors



3. To make volunteering more visible and valued in the community

- a. Create innovative volunteering projects that build strong local communities
- b. Promote volunteering through collaboration across all sectors
- c. Actively promote positive messages and images that reflect the local community
- d. Encourage and promote new community-based volunteering projects and support existing volunteer projects that add value and quality to the lives of people in Barnsley

4. To build and maintain quality support services that champion volunteering

- a. Secure sustainable resources to maintain Barnsley-wide quality volunteering support services
- b. Provide effective brokerage services
- c. People have a better understanding of what volunteering is, what they can do, and how they can become involved
- d. Increase the number of well-managed volunteering opportunities available
- e. Ensure that volunteering is represented on strategic partnerships and maintains a high profile
- f. Recognise that volunteering, whilst freely given, is not cost free
- g. Promote a volunteer-friendly Barnsley and challenge initiatives that threaten the integrity of volunteering



Volunteering Strategy Group

The members of the working group are:

Andy Brooke	South Yorkshire Police
Val Cole	NHS Barnsley
Beryl Cooper	Barnsley Volunteer Centre
Phil Coppard	Chief Executive BMBC
Cathy Doggett	University Campus, Barnsley
Angela Foulkes	Barnsley College
Ian Hanks	Job Centre Plus
Steve Houghton	Leader BMBC
John Lewis	Chamber of Commerce
Penny Stanley	Voluntary Action Barnsley
James Starbuck	Barnsley Premier Leisure
Eddie Street	Voluntary Action Barnsley
Diane Tweedie	One Barnsley Manager

Review and monitoring responsibilities of group

This strategy will inform the decision-making around the development of volunteering in Barnsley for the next ten years. Its success will be largely measured by the increase in the number of people volunteering in the Borough; the improvement in support for volunteers and volunteer-involving organisations; and community participation generally.

These indicators will be measured through the resident's Quality of Life Survey, the Place Survey, and through ongoing consultation with communities.

The Volunteer Strategy Group will continue to meet to review the strategy, monitor the implementation of the strategy and the progress of the Action Plan. The group will also review the contribution the strategy is making towards the national performance framework and the Local Area Agreement targets. The group will also regularly review its Terms of Reference and membership.



Key documents relevant to this strategy:

- Local Government White Paper "*Strong & Prosperous Communities*" (2006)
- Local Area Agreements
- Commission on the Future of Volunteering has published "*Volunteering Works*" (2007);
- "*Volunteering: Manifesto for Change*" (2008);
- And "*The Future of Volunteering*" (2009)
- Office for the Third Sector published a wide-ranging document entitled "*Real Help for Communities: Volunteers, Charities and Social Enterprises*" (2009)
- Volunteering England, "*Building on Success: Strategy for Volunteering Infrastructure 2004 – 2014*"
- Department of Communities and Local Government, *Survey* (2008)
- "*One Barnsley Community Engagement and Empowerment Strategy*" (2008 - 2011)
- *The Local Compact* (2004)
- *Sustainable Community Strategy* (2008 - 2020)
- *Barnsley's Place Survey* (2009)

Other useful contacts:

- National Volunteering Database – www.do-it.org
- The Compact – www.thecompact.org.uk
- Volunteering England – www.volunteering.org.uk
- Barnsley Volunteer Centre – www.vabarnsley.org.uk
- Institute for Volunteering Research – www.ivr.org.uk
- Youth Volunteering – www.vinspired.com
- Ind. Safeguarding Authority – www.isa.gov.org.uk
- Charity Commission – www.charity-commission.gov.uk

Local strategies with links to Volunteering Strategy

- Children's Workforce Strategy
- Children & Young People's Plan
- Supporting People Strategy
- Carers' Strategy
- Sustainable Community Strategy
- Sport and Recreation Strategy
- Integrated Youth Support Plan
- Every Adult Matters Strategy
- Parenting & Family Support Strategy



General Glossary

Brokerage – matching people’s interests, skills and time available to volunteering opportunities.

Compact – document outlining some key rules of engagement that Government should observe and uphold when dealing with the Third Sector, and equally, undertakings that the sector has signed up to for a mutually beneficial partnership aimed at improving relations and ultimately the lives of the people they serve.

Community Sector – blanket term to describe small community groups that may also feel included within the term Third Sector. Groups are typically managed by volunteers and do not have regular income and funding.

Corporate Social Responsibility – an ongoing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce, as well as of the local community and society at large.

Local Area Agreement – set out the priorities for a local area agreed between central government and the Local Strategic Partnership (One Barnsley). The LAAs simplify some central funding, help join up public services more effectively and allow greater flexibility for local solutions and local circumstances.

Local Strategic Partnership – a single non-statutory, multi-agency body, that matches local authority boundaries, and aims to bring together at a local level partners in the public, private, and third sectors. Barnsley’s LSP is called One Barnsley and aims to tackle deep-seated, multi-faceted problems that require a range of responses and actions from different bodies. Local partners, working through the LSP, are responsible for taking many of the major decisions about priorities for the Borough.

Private Sector – the part of the UK’s economy that 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 and whose functions are determined by 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 Primary Care Trusts, Probation Service, Police, Fire and Ambulance Services are not directly elected and are accountable to the appropriate Secretary of State.



Third Sector – a umbrella term to describe all voluntary and community sector organisations, faith sector organisations, not-for-profits, community interest companies, self-help groups, and so on.

vinvolved – is a national government-funded initiative supporting and developing youth volunteering. vinvolved teams aim to increase the range of accessible young people are accredited in recognition of the time they spend volunteering.

APPENDIX 4 – Acknowledgements

**A consultation event will take place on June 17th
from 09:30 – 12:30 at The Core, County Way,
Barnsley, S70 2JW**

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