**Sunderland Volunteering Strategy**


**LATEST DRAFT**

Sunderland Volunteering Strategy - a little time, makes a big difference…

## Contents

Sunderland Volunteering Strategy - a little time, makes a big difference…

**Supporting Documents**

A range of documents have been produced to support the Sunderland Volunteering Strategy, volunteering and volunteering-involving organisations in our City.

The following documents can be found in the Sunderland Volunteering Toolkit:

Themes in Volunteering

Encouraging Equality and Diversity

Identifying and Overcoming Barriers to Volunteering

Benefits of Volunteering

Volunteering and the Sunderland Strategy

# Foreword

*To be prepared once draft strategy has been agreed.*

**Executive Summary**

The Sunderland Volunteering Strategy has been developed to reflect the changing landscape of volunteering both nationally and at the local level. People volunteer for many different reasons for example to build up their skills, increase their confidence and to meet new people. A city-wide, partnership approach to volunteering can bring with it a host of benefits for individuals who volunteer, organisations, and communities.

Pathways to volunteering are personal and there are various drivers for participation in volunteering activity. Whilst interest in volunteering is valued and recognised, barriers to volunteering continue to exist. By working together, organisations of the Sunderland Partnership and volunteer-involving organisations can help to eliminate these barriers.

Nationally, volunteering has consistently remained at the forefront of the political agenda due to a cross-party consensus on the raft of benefits that volunteering can bring. Locally, the Sunderland Partnership, through the Sunderland Strategy (2008 – 2025), is committed to 'Creating a better future for everyone in Sunderland', and partners recognise that volunteering supports the delivery of local strategic aims. Additionally there a range groups and forums which support volunteering activity across the city.

Recorded data with regards to volunteering activity in Sunderland is limited. However, partners acknowledge that a diverse range of people participate in volunteering in Sunderland; it is essential that the needs of all groups and individuals are recognised in order to ensure all those interested are supported to take up volunteering opportunities.

Through the Sunderland Compact and the Volunteering Code of Practice in particular, organisations of the Sunderland Partnership and Voluntary and Community Sector organisations have committed to work together to support and promote volunteering. The Sunderland Volunteer Centre also plays a key role in strategic development of volunteering in the city.

The City of Sunderland has already taken a number of positive steps to support volunteering at the local level – for example, development of a Sunderland Volunteering Toolkit and organisation of annual volunteer celebration events. The Sunderland Volunteering Strategy is supported by an Action Plan for the Sunderland Partnership which will build upon existing activity and support volunteering in Sunderland by:

- Increasing the number and diversity of people volunteering in Sunderland
- Recognising and rewarding volunteers
- Supporting volunteer confidence, learning, skills and employability
- Increasing the number of Employer-Supported Volunteering Schemes
- Improving volunteer management and volunteering programmes

# Glossary

**Formal volunteering**   Giving unpaid help through groups, clubs or organisations which support social, environmental, cultural or sporting objectives.[1]

**Informal volunteering**   Giving unpaid help as an individual to someone who is not a relative.[2]

**Sunderland Volunteering Forum**  provides a basis for local statutory, community and voluntary sector groups to come together, share good practice and information on volunteering issues and plan related training and events.

**Sunderland Volunteering Forum Steering Group** was implemented to look at more strategic issues facing volunteer involving organisations.

**Voluntary and Community Sector (VCS)**   Includes registered charities, as well as non-charitable non-profit organisations, associations, self-help groups and community groups. Most involve some aspect of voluntary activity, though many are also professional organisations with paid staff. 'Community organisations' tend to be focused on particular localities or groups within the community; many are dependent entirely or almost entirely on voluntary activity.[3]

**Abbreviations:**

| | |
|---|---|
| **CA** | Community Association |
| **CRB** | Criminal Records Bureau |
| **ESV** | Employer Supported Volunteering |
| **SCC** | Sunderland City Council |
| **SMEs** | Small to Medium Enterprise |
| **SVC** | Sunderland Volunteer Centre |
| **SVFSG** | Sunderland Volunteering Forum Steering Group |
| **VCS** | Voluntary & Community Sector |

# 1.    Introduction

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[1] As defined by the Department for Communities and Local Government in its annual *Citizenship Survey*.
[2] Ibid.
[3] Definition used by the Home Office.

## 1.1. Introduction to Volunteering

We live in a society that has been shaped by volunteers. Just about every area of activity that is now associated with public service provision began with voluntary action – education, health, social services, welfare, disability provision, childcare, housing, justice, the environment, conservation – the list is endless.

Volunteering is an important expression of citizenship and is essential to democracy. It is the commitment of time and energy for the benefit of society and the community, and can take many forms, such as volunteering to provide a service within an organisation, befriending and mentoring, organising sports and physical recreation, acting as a trustee or member of a voluntary board or committee, leading a voluntary initiative, community activism or campaigning to identify and tackle unmet needs. It is undertaken freely, through personal choice and not for financial gain. It is important to both Voluntary and Community Sector (VCS) organisations – which may be run exclusively by volunteers, and the statutory sector, for example in the health and criminal justice services.

People volunteer for many different reasons. They may choose to volunteer to develop skills or gain experience, to socialise or to give something back to society. They may also volunteer because they have a moral duty or compelling reasons to take part in voluntary action or support a particular cause.

The contribution of volunteering to our communities is invaluable, and it is therefore crucial that the City take a strategic approach to promoting and supporting this activity.

> *"Volunteering should never be underestimated in its power to mobilise people and resources when most needed."*
>
> – David Curtis, Chief Officer, Volunteer Centre Sunderland

## 1.2. Why Sunderland Needs a Volunteering Strategy

A city-wide strategic approach to volunteering can bring with it a host of benefits. Volunteering plays a vital role in making communities work and provides important benefits on a number of levels:

- **For individuals who volunteer**
  It gives a sense of satisfaction, fulfilment and social contact but also experiences, knowledge and skills. It can improve health and well-being and create a sense of belonging. Where desired, this can provide pathways into education, training and employment and offer exit routes from long-term health issues.
- **At an organisational level**

It is a vital means of support in the delivery of services and activities that enhance people's lives and choices.

- **For communities**
  Volunteering promotes cohesion and helps to develop a sense of belonging, ownership and an ability to influence decision-making at a local level.

> *"[…] voluntary activity in the community is associated with better health, lower crime, improved educational performance and greater life satisfaction."*
>
> − Institute for Volunteering Research (2007)

A consistent approach to the recruitment and support of volunteers will ensure all groups and individuals can access opportunities both within the VCS and statutory sector. This will include the private sector with regards to Employer-Supported Volunteering (ESV).

It is important that vulnerable groups and individuals are supported to access opportunities and sustain their volunteering commitment through agreed frameworks such as those outlined in the Sunderland Volunteering Toolkit.

## 1.3.    Purpose of the Strategy

The purpose of the Strategy is to enhance and develop volunteering activity in the City of Sunderland. The Strategy aims to secure a city-wide partnership approach by providing the basis for VCS organisations and organisations of the Sunderland Partnership to work together to promote and support volunteering in our communities.

## 1.4.    What the Strategy will Achieve:

The Volunteering Strategy and Action Plan will build on existing good practice already taking place in the City and develop further actions to achieve the principal objectives of:

1.  Increasing the number of people volunteering in the City of Sunderland (whether through formal or informal volunteering), by:

    - Making it easier for people to access information about volunteering opportunities
    - Working together to remove the barriers to volunteering
    - Marketing volunteering opportunities more effectively
    - Providing additional support mechanisms such as "buddying"

2. Recognising and celebrating the contribution of volunteers for their role in delivering services and improving the lives of people in the City, by:

- Promoting the contribution volunteers make to Sunderland
- Promoting case studies of local volunteers
- Building upon the success of area and City-wide volunteer events by emphasising the role of the Mayor of Sunderland and Elected Members
- Building upon the Volunteering Campaign in 2007 - "a little time makes a big difference"

3. Developing ways of supporting volunteers in their learning, skills development and employability, by:

- Working with volunteer involving organisations to support skills development in Sunderland
- Working together to ensure that organisations are able to provide their potential and existing volunteers with access to support, training and appropriate qualifications

4. Increasing the number of organisations with ESV schemes, by:

- Developing existing mechanisms to promote, assist and develop ESV in Sunderland
- Building the business case for ESV in public and private sector organisations
- Matching up ESV volunteers with the VCS organisations requiring volunteers

5. Improving the management of volunteers and the delivery of volunteering programmes in the City, by

- Building the capacity of volunteer-involving organisations to make effective use of volunteers
- Ensuring that there is effective co-ordination by and between relevant volunteering-involving organisations
- Ensuring that appropriate support is given to existing volunteer activities
- Ensuring that there is effective monitoring of volunteering activity.

By working towards these principal objectives, we will ensure that:

**Volunteers** are supported to reach their potential and can take part in volunteering activities that are meaningful to them;

**Voluntary and Community Sector organisations** have the volunteers with the different skills that they need to carry out their valuable role in communities;

**The City of Sunderland** has a high number of local people who volunteer in a range of organisations who participate fully in City life and contribute to their community.

The Volunteering Strategy for Sunderland will be supported by a detailed action plan (see Section 4) that will outline the key steps to be taken to achieve the principal objectives of the Strategy. It will be developed and co-ordinated by the Volunteering Forum Steering Group and will run from 2011 – 2015. This will be a living action plan requiring regular monitoring and development.

## 2.    The Context

### 2.1    Defining Volunteers and Volunteering

The UK does not have one common definition of volunteering, which goes some way to explaining the difficulties in aligning research statistics on the levels and nature of volunteering.

A commonly used definition of volunteering is that used by Volunteering England in its *Building on Success* Report (2004), which has been adopted by the National Compact and the Sunderland Compact:

> ”[Volunteering is] 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.”

This definition is a broad one and includes not only formal volunteering – giving unpaid help through groups, clubs or organisations –  but also takes into account informal and occasional activities, often carried out on an individual basis

## 2.2    Pathways to Volunteering

The reasons for volunteering are personal and the motivations for doing so vary from person-to-person.

The following diagram summarises the various drivers in terms of how and why volunteer activities take place. It is purely illustrative, so the degrees and areas of overlap shown do not represent research findings.

**Motivators**
There are often degrees of overlap in what motivates volunteer activity. The main motivators can be summarised as follows:

Altruistic - A primary desire to help and benefit others, with little regard to personal benefit
Personal - A desire to achieve personal aims, whilst benefiting others
Obligation - Fulfilling an obligation which has been voluntarily accepted
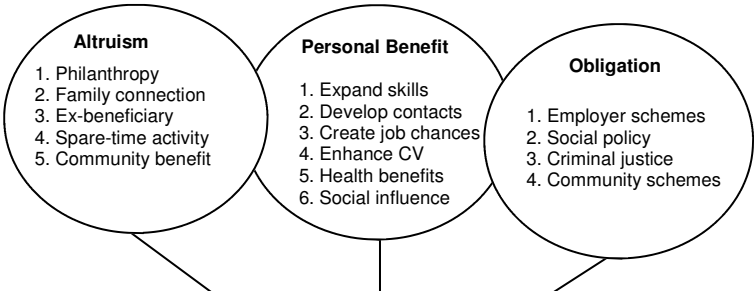
**Matching and Linkages**
Linking volunteers to appropriate volunteering opportunities is done in many, overlapping, ways. These can be summarised as follows:

Advertising **-** Organisations needing volunteers advertise in the voluntary, public, and private sectors
Brokerage **-** Volunteer centres act as brokers in matching volunteers with volunteer opportunities
Community **-** Personal contacts between those with common social and community values and interests, is effective in linking volunteers to volunteering opportunities
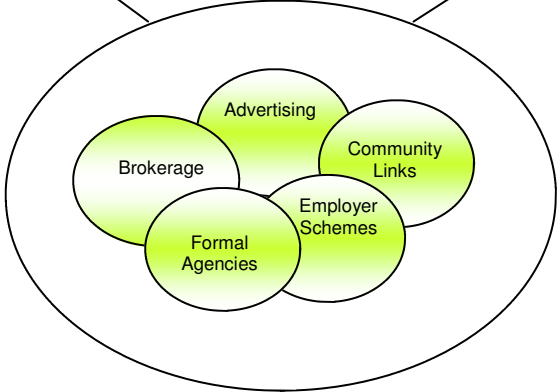
**Channels for Activities**
Voluntary sector community benefit and hobby organisations provide the most visible channels for formal volunteer activities.
Informal volunteering is less visible, and sometimes difficult to separate from 'good neighbourliness'.

**Regular Activities**
Volunteers perform a variety of tasks. These can be summarised as:
Adding Value to existing services
Providing leadership in activities of community benefit
Raising funds to support services and activities
Technical and administrative support to organisations, particularly small ones, that could not otherwise afford it
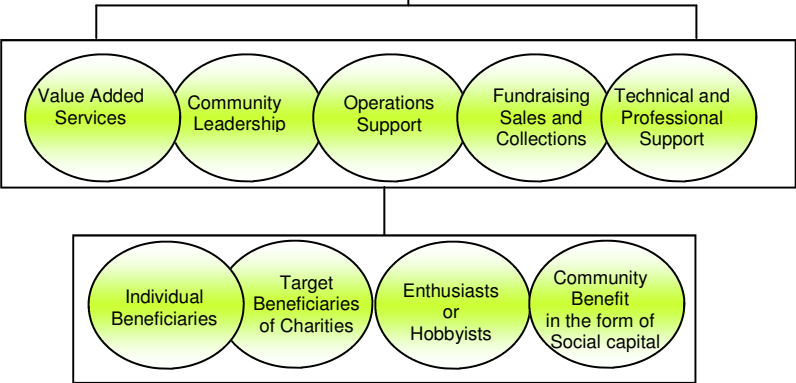
**Beneficiaries**
Volunteer activity is for the benefit of others. Those beneficiaries can be summarised as follows:
Individuals - people benefiting from added services
Charities - charities reaching more of their beneficiaries
Enthusiasts - fellow enthusiasts benefited
Community - additional social capital in the community
Other



**Altruism**
1. Philanthropy
2. Family connection
3. Ex-beneficiary
4. Spare-time activity
5. Community benefit

**Personal Benefit**
1. Expand skills
2. Develop contacts
3. Create job chances
4. Enhance CV
5. Health benefits
6. Social influence

**Obligation**
1. Employer schemes
2. Social policy
3. Criminal justice
4. Community schemes

Advertising
Brokerage
Community Links
Employer Schemes
Formal Agencies

Voluntary Sector Service & Development Organisations

Social & Environmental Community Groups

Special Interest Hobby & Sporting Groups

Employer or Government Sponsored Community Benefit

Value Added Services
Community Leadership
Operations Support
Fundraising Sales and Collections
Technical and Professional Support

Individual Beneficiaries
Target Beneficiaries of Charities
Enthusiasts or Hobbyists
Community Benefit in the form of Social capital

> *"Volunteering has enabled me to learn lots of new skills. As well as working with younger people at the project, I have gained an understanding of all of the paperwork involved from purchase orders to risk assessments and evaluations. I used to be really shy and withdrawn, but volunteering has helped to boost my confidence and helped me realise what I'd like to do as a career. I'd definitely encourage more people to get involved."*
>
> – Anthony, Volunteer for Pennywell Youth Project, Sunderland

## 2.3    Identifying and Overcoming Barriers to Volunteering

A recent study carried out in Sunderland (Primetrics 2009) identified the following obstacles to volunteering: work commitments, doing other things in one's spare time, looking after children or the home, and lack of awareness of volunteering opportunities.

There are additional barriers for volunteer-involving organisations in terms of associated costs in recruiting, inducting and supporting volunteers. The Sunderland Compact Funding and Procurement Code of Practice demonstrates the commitment of Compact signatory organisations to use the principle of full cost recovery when funding the VCS. Research into addressing this issue will be initiated via the Action Plan.

Despite these barriers, there are tangible solutions which will be addressed through the Sunderland Volunteering Action Plan (see Section 4). Further information on solutions to overcoming identified barriers is available in the Sunderland Volunteering Toolkit.

## 2.4    National Policy Context

Over the past decade, volunteering has consistently remained at the forefront of the political agenda due to a cross-party consensus on the many benefits of volunteering.

The role of volunteering has been increasingly recognised in crime reduction, community cohesion and empowerment, supporting young people, skills development and social mobility, and improving public services.

With the onset of the economic downturn, the *Real Help for Communities* (Office of the Third Sector 2009) Action Plan emphasised volunteering as way of enabling people to develop new skills and improve their employment prospects. Volunteers themselves were also seen as key to maximising the ability of the VCS to support people and provide frontline services during the recession.

The coalition Government continues to promote a culture of volunteering and considers it to be important to creating a healthy civil society with a greater role for

voluntary and community groups in the delivery of public services, including the running of schools and community facilities.

As part of its drive to encourage people to take an active role in their communities, the Government has pledged to create a more supportive environment for volunteering by tackling the regulatory obstacles which deter new volunteers, dispelling the confusion surrounding the benefits system, and directing support to areas of the country where there are acute shortages of volunteers (Cabinet Office 2010).


## 2.5    Sunderland Policy and Strategic Context

The Sunderland Partnership is committed to 'Creating a better future for everyone in Sunderland.' This will be achieved through the Sunderland Strategy (2008 – 2025), which sets out a collective vision for the City:

*Sunderland will be a welcoming, internationally recognised city where people have the opportunity to fulfil their aspirations for a healthy, safe and prosperous future.*

The Sunderland Partnership developed the Sunderland Strategy to provide the long term framework for both organisations and individuals to work together to improve quality of life in Sunderland.

Partners recognising volunteering can support the successful delivery of the Sunderland Strategy priorities in many ways, for example:

- Prosperous City – fundraisers, treasurers, credit unions, volunteer drivers
- Learning City – school governors, play groups, community radio, reading
- Safe City – lifeboat rescue teams, first aiders, Police special constables
- Healthy City – hospital befrienders, sports coaches, luncheon clubs, walk leaders
- Attractive and Inclusive City – community allotments, festivals, events, trustees

Further examples of volunteering roles in Sunderland and their link to the Sunderland Strategy are available in the Sunderland Volunteering Toolkit.

Due to the very nature of volunteering the Sunderland Volunteering Strategy inherently links with other local strategies such as the International Strategy, the Community Development Plan and the Safer Sunderland Strategy.

Partners are working together to involve local people, including volunteers, in decisions that affect their communities. For example, Sunderland Partnership's *Your Community...Your Say: Your guide to getting involved in the decisions that affect you, your local area and the whole city* (2010) encourages volunteers to become involved by joining a group or forum, such as:

- One of five Area VCS Networks
- Sunderland Volunteering Forum
- Sunderland Volunteering Forum Steering Group
- Community Association management committees

- Sunderland Community Network

Through such forums, volunteers in Sunderland – acting as individuals or as representatives of the organisation with which they volunteer – contribute to the development of Local Area Plans and the design and delivery of local services.

> *"Our volunteers make a vitally important contribution in Sunderland and we must continue to support them and the work that they do."*
>
> – Canon Stephen Taylor, Chair of Sunderland Partnership

## 2.6    Volunteering in the City of Sunderland

It is difficult to establish the true extent of participation in volunteering across the City because recorded data is limited. There are currently few main sources of data on volunteering in Sunderland:

### (i) Data from the Sunderland Volunteer Centre and Volunteer-Involving Organisations

Details of those registering with the Sunderland Volunteer Centre as prospective volunteers and (limited) data available from volunteer-involving organisations suggest that the position in Sunderland is typical of findings from national surveys.

Typically, volunteers are twice as likely to be women and most likely to be between 20 and 50 years of age. However, there is evidence of an increasing number of young people (under the age of 19) registering as volunteers in Sunderland, despite the remaining tendency for advertised volunteering opportunities to be aimed at those over 18 years of age.

A total of 1590 people in Sunderland registered an interest to volunteer through the Volunteer Centre in 2009-10. It is important to note that not everyone who registers with the Volunteer Centre will go on to volunteer, nor are all volunteers registered with the Volunteer Centre.

### (ii) Data from the Place Survey

An interim Place Survey was conducted in Sunderland between October and December 2009. Data collected during this period shows an overall increase in the proportion of local residents participating in volunteering.

- Overall, 24 per cent of local residents surveyed had volunteered with a group, club or organisation in 2009.

- Participation in regular volunteering (at least once a month) also increased in Sunderland, from 14 per cent in 2008 to 17 per cent in 2009.

- A further seven per cent of respondents said they had given unpaid help on an individual basis over the last 12 months, but almost seven in 10 (69 per cent) stated they had not given any unpaid help in the last 12 months.

**(iii) Data from the National Survey of Third Sector Organisations**

The level of recorded data on the use of volunteers is limited by the general absence of monitoring by volunteer-involving organisations in Sunderland. However, it is evident from both the National Survey of Third Sector Organisations (2008) and information of those working in Sunderland's VCS that volunteers make a significant contribution to VCS organisations in the City.

According to data collected through the National Survey of Third Sector Organisations in 2008-09, 72 per cent of VCS organisations surveyed in Sunderland had anywhere from one to 20 volunteers at the time; six per cent of respondents indicated that their organisation had 51 to 100 volunteers. Of the 258 organisations surveyed, only seven per cent stated that they did not have any volunteers.

Ensuring a supportive local environment for volunteering will support a thriving VCS in the Sunderland and enable these organisations to continue to provide valuable services to residents.

## 2.7    Equality and Diversity in Volunteering

It is recognised that a diverse range of people in Sunderland volunteer, including people with disabilities; men and women; gay, lesbian and bisexual people; transgender people; older people; young people; people with mental health issues; people from black and minority ethnic groups; faith groups; ex-offenders, and carers. It is essential that the needs of all groups and individuals are recognised with regards to volunteering roles.

Currently there is a lack of data with regards to the diverse range of people who volunteer in Sunderland and their needs. This issue will be addressed through the Sunderland Volunteering Strategy Action Plan (see Section 4).

## 2.8    The Sunderland Compact and Volunteering Code of Practice

The Sunderland Compact is an agreement between the organisations of the Sunderland Partnership and the VCS to improve their relationship for mutual advantage and community gain. This will be achieved by working towards the key principles set out in the Compact and the supporting Codes of Practice.

The Sunderland Compact Volunteering Code of Practice was agreed by VCS organisations and organisations of the Sunderland Partnership in June 2009. It sets out the principles and undertakings for both the organisations of the Sunderland Partnership and VCS organisations in Sunderland on how to work together to support and promote volunteering.

For example, the Volunteering Code of Practice sets out commitments to increase and improve access to volunteering opportunities, and to identify and support the elimination of current barriers in order to enable more people to become involved in varied forms of voluntary activity in Sunderland.

Signatories to the Compact and its Volunteering Code of Practice also agree to adhere to the key principles of volunteering: choice, diversity, reciprocity and recognition. It is reviewed along with the Sunderland Compact on an annual basis and is considered in the Sunderland Volunteering Strategy Action Plan. Further information on the Volunteering Code of Practice is available from the Sunderland Compact website (www.sunderlandcompact.org.uk).


## 2.10    Sunderland Volunteering Forum and Steering Group

The Sunderland Volunteering Forum is led by Sunderland Volunteer Centre. The purpose of the Forum is to raise awareness of volunteering at a strategic level and promote collaboration, and membership is drawn from the both the public sector and the VCS. It is the principal arena in which to raise issues and concerns relating to volunteering in Sunderland, and to share best practice. The Forum's Steering Group consists of representatives from the Sunderland Volunteer Centre, Sunderland City Council and VCS organisations. The Chair of the Volunteering Forum Steering Group is the Chief Officer of Volunteer Centre Sunderland who is also a member of the Compact Implementation Group, which reports to the Sunderland Partnership.


## 2.11    The Role of Sunderland Volunteer Centre

The key infrastructure organisation for volunteering in the city is the Sunderland Volunteer Centre, which exists to promote, support and develop volunteering in Sunderland. The Volunteer Centre actively recruits volunteers from all sections of the community and matches them to volunteering opportunities within local VCS organisations, as well as providing support and guidance around good practice when working with volunteers. The Volunteer Centre is a local volunteer development agency and its role has changed over the years towards a greater focus on strategic development of volunteering in Sunderland.


## 2.12    The Role of Sunderland City Council

Sunderland City Council, through the Directorate of City Services, provides additional support for volunteering as part of its community development function, including the production of promotional materials, organisation of events, and the provision of guidance through a Volunteering Toolkit.

## 3.    Actions to Support Volunteering

### 3.1    The Sunderland Volunteering Toolkit

A Sunderland Volunteering Toolkit has been developed to assist all volunteer-involving organisations in recruiting, supporting and retaining volunteers safely and securely. Over 400 Volunteering Toolkits have been distributed to organisations throughout the city.

The Sunderland Volunteering Toolkit provides information and guidance around volunteering policies and procedures, covering areas such as recruitment, expenses, the law, training and safeguarding.

The Toolkit aims to effectively support both organisations that are considering the use of volunteers and organisations that currently use volunteers. The Toolkit, an interactive working file, is supported by a full training package to ensure the effective implementation and understanding of volunteering policies and procedures.

### 3.2    Celebrating the Contribution of Volunteers in Sunderland

The Sunderland Partnership recognises both the value and contribution of volunteers in working towards the achievement of the City's strategic priorities.

Sunderland already celebrates the valuable contribution made to society by volunteers by holding area based volunteer celebration events hosted by Elected Members. The events, which first took place in early 2010, were promoted through a series of case studies in the local press. Both Elected Members and the volunteers felt the events were a real success, with some events attracting over 100 volunteers.

The Mayor of Sunderland, on behalf of the Sunderland Partnership, also hosts an annual city-wide volunteer celebration dinner during national Volunteers' Week.

A Volunteering Campaign was conducted across the City in 2007 held under the banner of "a little time makes a big difference". Sunderland City Council's Community Development Team worked in partnership with the Sunderland Volunteer Centre and Voluntary and Community Action to hold volunteering road shows at venues and events across Sunderland. This campaign will be further developed strategically through the Sunderland Volunteering Strategy Action Plan (see Section 4).

*"Volunteering is very rewarding and has enabled me to do something constructive for the benefit of the community with my spare time. I would recommend volunteering to everyone as it's a great way of meeting new people and getting a great feeling of self respect."*

– Samantha Campbell, Secretary, Sunderland Community Matters

## 4.    The Sunderland Volunteering Strategy Action Plan

The actions required for implementation of the Sunderland Volunteering Strategy are summarised on the following pages.

The Sunderland Volunteering Strategy Action Plan identifies new actions to be undertaken and does not cover existing activities relating to the promotion and support of volunteering in Sunderland.

Implementation of the Sunderland Volunteering Strategy Action Plan will be monitored by the Sunderland Volunteering Forum Steering Group.

**N.B.** – the Lead and Supporting Organisations for some actions contained within the Action Plan will be decided in the near future.

# Sunderland Volunteering Strategy Action Plan

| Objective 1 | | | |
|---|---|---|---|
| **Increasing the number of people volunteering in the City of Sunderland (whether through formal or informal volunteering)** | | | |
| Key: Short term 2011 Medium term 2011 – 2013, Long term 2013 onwards | | | |
| **Outcome** | **Outputs or Deliverables** | **Timescale S/M/L** | **Lead Organisation & Supporting Organisation(s)** |
| Improved access to information and understanding of volunteering | Encourage and support organisations to register or update volunteering opportunities with Sunderland Volunteer Centre | S | SVFSG SVC SCC |
| | Monitor and evaluate take-up of volunteering opportunities | M | To be decided |
| | Develop a co-ordinated approach to e-enabled volunteering opportunities (e.g. website links), through Sunderland Partnership organisations and the wider VCS | M | SVFSG SVC SCC |
| | Develop targeted outreach services where there are barriers or low levels of volunteering. | S | SVC SCC |
| | Provide additional support mechanisms for new or less confident volunteers and those who may find it difficult to access services | M | To be decided |
| | A diverse range of local people involved in the review of Local Area Plans and other decision-making processes | M | SCC SVC |
| | Developing programme of events to network potential volunteers with opportunities | S | SVC |
| | Continue to promote awareness of existing volunteering resources | S | SVFSG SVC SCC |
| | Continuing to work with government schemes designed to promoting volunteering opportunities for young people | S | SVFSG |
| | Continuing to work with groups to develop menu of volunteering activities for a diverse range of volunteers | M | To be decided |
| | Support the delivery and coordination of volunteering recruitment campaigns, with a specific focus on engaging under-represented groups | S | SCC |

| Objective 1 | | | |
|---|---|---|---|
| **Increasing the number of people volunteering in the City of Sunderland (whether through formal or informal volunteering)** | | | |
| Key: Short term 2011 Medium term 2011 – 2013, Long term 2013 onwards | | | |
| | Further develop the Volunteering Forum and Steering Group | M | SVFSG SVC SCC |
| | Further develop and raise awareness of Sunderland Compact and the Volunteering Code of Practice | S | SVFSG Sunderland Volunteer Centre SCC |

| Objective 2 | | | |
|---|---|---|---|
| **Recognising and celebrating the valuable contribution of volunteers for their role in delivering services and improving the lives of people in the City** | | | |
| Key: Short term 2011, Medium term 2011 – 2013, Long term 2013 onwards | | | |
| **Outcome** | **Outputs or Deliverables** | **Timescale S/M/L** | **Lead Organisation & Supporting Organisation(s)** |
| Recognition of the valuable contribution volunteers make to Sunderland and of the benefits to the individual | Co-ordinating high profile media campaigns, celebrating volunteering in Sunderland and profiling individual and group volunteering case studies | S | SVFSG SVC SCC |
| | Using the Sunderland Partnership website/TV/ publications, including those of all Sunderland Partnership organisations, to raise the profile of volunteering | M | SVFSG SVC SCC |
| | Developing a partnership approach to Sunderland Volunteer Celebration events and awards at the area and City level | M | To be decided |

| Objective 3 | | | |
|---|---|---|---|
| **Supporting volunteers to increase confidence, learning, skills and employability prospects** | | | |
| Key: Short term 2011, Medium term 2011 – 2013, Long term 2013 onwards | | | |
| **Outcome** | **Outputs or Deliverables** | **Timescale S/M/L** | **Lead Organisation & Supporting Organisation(s)** |
| Increased confidence for those volunteering | Build upon current good practice in the City by encouraging more organisations to provide mentors to support the development of skills and knowledge of volunteers with disabilities, including mental health | L | To be decided |
| | Encouraging organisations (including the private sector) to provide mentors for those who are socially excluded | L | SVFSG SVC SCC |
| | Encouraging organisations to provide volunteering opportunities for those who are socially excluded | M | SVFSG SVC SCC |
| Organisations are able to provide volunteers with access to support, training and appropriate qualifications | Developing links between volunteer managers and employability support services to improve understanding the role of volunteering in improving employment prospects | L | To be decided |
| | Develop the existing Volunteering Forum to share good practice for the benefit of the organisation and ultimately individual volunteers | M | SVFSG SVC |
| | Providing guidance to smaller organisations supporting volunteers to help them make best use of potential and existing volunteers | M | To be decided |
| | Enabling volunteers to progress into education, training, employment or other volunteering opportunities | L | To be decided |
| | Working with local training providers and educational institutions to ensure that organisations are aware of opportunities for volunteers to develop their skills | M | SVFSG SVC SCC |
| Raise awareness of link with employability, in context of recession and increasing employment opportunities | Employment support services to advise clients on the important role of volunteering in gaining skills that may lead to employment, education or training | M | SVFSG SVC SCC |

| Objective 4 Increase number of organisations with Employer Supported Volunteering Schemes | | | |
|---|---|---|---|
| Key: Short term 2011, Medium term 2011 – 2013, Long term 2013 onwards | | | |
| **Outcome** | **Outputs or Deliverables** | **Timescale S/M/L** | **Lead Organisation & Supporting Organisation(s)** |
| Mechanisms in place that promote, assist and develop Employer Supported Volunteering | Organisations with effective employer supported schemes supporting other organisations to develop their own ESV scheme | S | SVFSG Gentoo SCC |
| | Developing employer supported volunteering sessions to individuals interested in volunteering, providing them the opportunity to explore potential volunteer roles and activities | M | SVFSG Gentoo SCC |
| | Support Sunderland Partnership and private sector organisations to have ESV schemes and associated policies | M | Sunderland Partnership |
| | Celebrating employee volunteering through celebration and recognition events | M | To be decided |
| Promote the benefits of employer supported volunteering in SMEs. | Employers understanding the benefits of volunteering to their organisation | M | SVFSG Gentoo SCC |
| Increased skills and capacity of voluntary-led management committees | Encourage employers and employees to become actively involved in volunteering for VCS organisations | M | SVFSG SCC SVC |
| | Voluntary-led management committees to identify skills shortages and actively seek to recruit into these through the Sunderland Volunteer Centre | S | SVC SCC |

| Objective 5 To improve management of volunteers and delivery of volunteering programmes | | | |
|---|---|---|---|
| Key: Short term 2011, Medium term 2011 – 2013, Long term 2013 onwards | | | |
| **Outcome** | **Outputs or Deliverables** | **Timescale S/M/L** | **Lead Organisation & Supporting Organisation** |
| Demonstrating how volunteers add value to organisations | Accessing relevant training and information for those who manage / co-ordinate volunteers (e.g. promotion of the Volunteering Toolkit and associated training) to promote good practice when managing volunteers and maintaining quality standards | S | SVC SVFSG |
| Safe recruitment and induction of volunteers | Appropriate CRB and recruitment processes in place and volunteers provided with appropriate inductions by organisations who engage with volunteers | M | SVC SCC |
| Appropriate support to existing volunteers | Determining the support needs of volunteers, and how organisations may assist (e.g. voluntary sector led management committee governance needs) | M | To be decided |
| | Research with recommendations undertaken regarding the costs associated with recruiting, inducting and supporting volunteers | M | SCC SVC |
| A clear and accurate picture of volunteering within the City as a whole | Organisations recording information on volunteers (e.g.  numbers, equality and diversity information, demographics, type of activity, hours and progression) | M | To be decided |
| | Coordinated approach to data collation, analysis and target setting | M | To be decided |
| | Undertaking regular and accurate impact assessments of volunteer activity across the City | L | SVFSG SVC SCC |
| | Volunteer involving organisations carrying out satisfaction surveys of beneficiaries | M | To be decided |

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