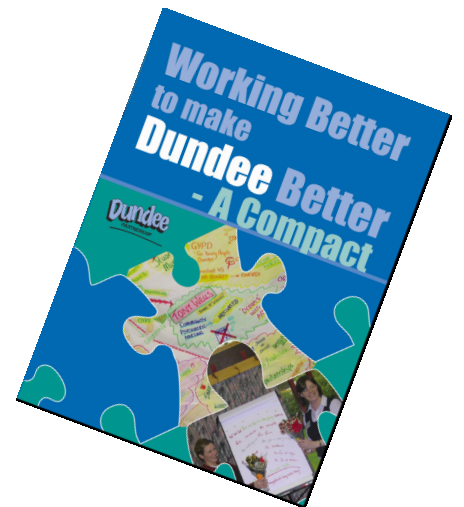


“Volunteering Matters: it’s time to make a difference.”

**Dundee Partnership’s Volunteering Strategy:
Developed through the Compact Implementation Group**

Vision for Volunteering

“Dundee is a City where volunteering to give your time to benefit others or the environment, is accessible to all, is a rewarding experience and is highly valued as an act of citizenship.”



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Foreword

This strategy, owned by the widest range of public and voluntary sector partners, turns our attention to that rich and sometimes untapped resource in our city, the citizens themselves and the time they give as volunteers. It comes at a time when financial resources are scarce and uncertain and yet Dundee Partnership has an ambitious vision for Dundee's future. This is clearly laid out in Dundee's Community Plan as well as the more recent Single Outcome Agreement for Dundee.

As government has had a shift in emphasis from a national to a localism agenda in public sector spending, it has taken the same view towards its role in enabling the voluntary sector and volunteering. The national Compact and the national Volunteering Strategy need to be locally developed and owned. In Dundee that work is well underway, the Dundee Compact with the community and voluntary sector, 'Working Better to Make Dundee Better' was adopted in July 2007 and this Strategy for Volunteering follows on from that.

1. Executive Summary

This strategy identifies 5 key priorities for change to ensure that volunteering is embedded across all sectors of the Partnership. It aims to create more volunteering opportunities, to enable employed staff to volunteer, to create opportunities for all especially young people, to have accessible information across the city and have a Partnership that is knowledgeable about the scope of volunteering.

The Dundee Partnership acknowledges that volunteering is a good thing: it builds better communities, social inclusion and is an act of active citizenship. It cuts across all areas of the Partnership's community plan and contributes to all sectors of society. This strategy identifies that a change in culture is required to ensure that everyone who wants to volunteer is able to do so, that opportunities exist equally across all sectors of the partnership and that a standard of volunteer management is achieved by all partners.

The Partnership also recognises the fact that it is not always straightforward to get involved in volunteering, that many people find it difficult and some people who have volunteered state they would not do so again. We also know that the majority of volunteering takes place in the voluntary sector and that although public awareness and expectation of volunteering has gone up the choices of activities and times have not.

The Strategy's 5 Key priorities for change to meet its vision:

1. All people in Dundee readily know about volunteering and how to get involved – to ensure visibility of volunteering across the city
2. Volunteers experience the same high standard of volunteer management – the Partnership sets a standard in providing high quality volunteer opportunities
3. Young people have the opportunity of a positive first hand experience from both the voluntary and public sector
4. Partners recognise and enable employee supported volunteering and encourage local employers to support their staff to volunteer
5. Dundee Partnership is knowledgeable about the scope of volunteering and how it contributes to its own vision and principles and that the voluntary contribution is shown in all its reporting

The strategy will be driven forward by an Implementation Group which will have clear and supported voluntary roles for individuals.

The tools available to achieve this include:

- National Occupation Standards for management of volunteers
- Volunteer Impact Assessment Toolkit
- Investing in Volunteers Standard

2. Background

2.1 History

The Volunteering Strategy has come about through the work of Dundee Community Planning Partnership's Compact Development Group, now the Compact Implementation Group. The Dundee Community Planning Partnership is a joint venture that pulls together the strengths of key City agencies to provide a vehicle for co-ordinated, inter-agency working. Starting life as the Dundee Project in 1981 it has led a range of successful projects that make a major contribution to Dundee's physical and economic transformation.

In Dundee, the main statutory partners are Dundee City Council, NHS Tayside, Tayside Police, Tayside Fire and Rescue Service, Scottish Enterprise Tayside, academic institutions and representatives of the private sector. In recognition that only through our joint contribution in working together with the voluntary and community sector can we make Dundee a better place; the Dundee partnership remitted a group to develop a Dundee Compact.

2.2 What is a Compact?

A Compact is a written statement of understanding between Dundee Community Planning Partners and the voluntary and community sector.

The Dundee Compact: 'Working Better to Make Dundee Better' was agreed in 2007. Its strategic aims are:

- Improve joint planning and provision of services in the city
- Increase mutual appreciation of the role and strengths of the voluntary and public sectors and the contribution they make to the quality of life in Dundee
- Increase the role of the voluntary sector in policy, decision-making and service delivery at all levels in the city
- Sustain and develop the resources available to the voluntary and community sector

- Support and develop the particular role of volunteering in both the voluntary, and public sectors
- Support increased and improved community engagement
- Increase mutual confidence in the ability of partners to deliver effectively

2.3 Where does Volunteering fit with the work of Dundee Partnership?

Volunteering contributes across all areas of Dundee Partnership's

Community Plan:

- Work & Enterprise: transitions to employment and training, skills development
- Lifelong Learning: personal learning, accredited learning
- Building Stronger Communities: community leaders, providing services
- Dundee's Environment: campaigning and practical conservation
- Health & Care: befriending, counselling, help-lines, handyperson
- Community Safety: victim support, special constables, youth work

Volunteering can also provide a route to social inclusion and is in itself the action of an active citizen. Volunteering contributes to all sectors of society:

- Public sector: in hospitals, schools, youth work, parks, sport, housing
- Voluntary sector: across all voluntary sector services
- Private Sector: employer supported volunteering, care homes

Volunteering is an exchange, it benefits all:

- Individual Volunteers
- Organisations/Recipients of the Services
- Community/Environment

In the 2004 Scottish Household Survey which asks about voluntary activity, 17% of the adult population in Dundee volunteered regularly. That's around 23,000 people. The volunteering activities they undertake include sports coaching, driving, governing a charity, plant surveys, adult literacy, alternative therapies, mammal surveys, youth work, campaigning, community work and taking part in

consultations. More than 32% of respondents are involved with some form of fundraising.

Volunteering as an activity of choice and connects people to activities across all areas of life in Dundee.

Volunteer Centre Dundee data, in support of other findings, determined that the main reasons volunteers give for carrying out their chosen activity are:

- Making a difference
- Learning new skills
- Making good use of free time
- Improving health and confidence

2.4 Definition of Volunteering

“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, the environment and society at large. It is a choice undertaken of one’s own free will, and is not motivated primarily for financial gain or for a wage or salary” Scottish Executive (2004)

2.5 Vision for Volunteering

That Dundee is a City where volunteering to give your time to benefit others and the wider community is accessible to all, is a rewarding experience and is highly valued as an act of citizenship.

3. Why does volunteering need any intervention?

3.1 Challenges for Volunteering

3.1.1 Many people don’t know about volunteering.

KEY FACT

According to the Household Survey, an estimated 23,000 people in Dundee regularly volunteer, that’s 17% of the adult population as oppose to 50% in Shetland.

Most will have been introduced to volunteering through their family, friends or work colleagues. Of those who don't volunteer, when asked why, the most common reason given is that they have never been asked. Those who have no experience of volunteering often have a negative outdated image of volunteering.

3.1.2 Volunteers have a varied experience volunteering

KEY FACT

41% of ex-volunteers say they wouldn't volunteer again

Some volunteers are supported and highly valued, offered high quality training and out of pocket expenses and a say in how an organisation is run. For others getting started as a volunteer is as hard as getting a paid job. Phone calls are not returned, there are long delays in getting information and the time taken for vetting and disclosure checks to be carried out can all be barriers. Where excellent practice does exist there is often a shortage of resources for volunteer management, volunteer training and expenses.

3.1.3 Young people face barriers to volunteering

KEY FACT

30% of all volunteers started volunteering while still at school

Most volunteer opportunities available in Dundee are not aimed at recruiting young people and can be off-putting. Young volunteers can be as reliable and motivated as any other age group and can have the most to benefit from the experience in terms of transitions. However, young people not in employment, education or training do not have the confidence to access many of the existing volunteer opportunities.

Compliance with the Protection of Children Scotland Act can be a barrier for organisations.

3.1.4 Gaps between supply and demand

KEY FACT

The majority of potential volunteers coming through the Volunteer Centre are looking to increase their confidence and skills. The majority of vacancies held require quite high levels of confidence and communication skills. 75% of all volunteers are in the Voluntary Sector.

Public awareness and expectation of volunteering has gone up but choices of activities and times available haven't.

KEY FACT

3.1.5 **We don't have enough knowledge about volunteering in Dundee**

An estimated 20% of all volunteers in Dundee are in the public sector, that's around 4,600. Currently there is no accurate account of where they are and what they do.

At best volunteering can be seen as something good but twee, at worst it can be seen as outdated philanthropy. Hard evidence is needed to raise the status of volunteering.

3.2 **Opportunities**

3.2.1 **Make Volunteering visible in all areas of people's lives**

Information on volunteering is made readily available city-wide and locally. Maximum use is made of local hubs such as neighbourhood centres and health centres to promote nearby volunteer opportunities.

Partners' websites have easy links to all the volunteer opportunities available in their own agencies (virtual hubs) and how to access them.

Increasing volunteering in Dundee to 34% of the population would double the number of volunteers from 23,000 to 46,000.

3.2.2 **Set the standard in providing high quality volunteer opportunities**

Seek out and promote good standards in volunteer management.

Set a target date for all partners to follow NHS Tayside and achieve Investors in Volunteering status.

Create common induction training for volunteers across all partners.

3.2.3 **Make volunteering readily available to school age young people**

Public and voluntary sector to work together to identify diverse volunteering opportunities for young people to choose from, particularly targeting young people in transition.

3.2.4 Encourage local employers to support their staff to volunteer

Partners in Dundee Partnership can contribute even more to making Dundee a better place to live by promoting volunteering to their employees, for example advertising on notice boards. Some volunteer opportunities could include developmental and satisfying activities such as mentoring, counselling and sports coaching. Employer supported volunteering could support volunteer committee members/trustees to share the bureaucracy of their role. Partners may be able to offer incentives to staff to volunteer, such as time off, depending on the nature of the organisation and the services they provide.

3.2.5 Start to gather local intelligence on volunteering

Dundee Partnership can use the information it gathers from the work of the Volunteering Strategy to evidence:

- Volunteering and how it contributes to its own vision and principles
- That the voluntary contribution of Dundee's citizens is shown in all its reporting.

4. The Strategy

4.1 The Vision

That Dundee is a City where volunteering to give your time to benefit others and the wider community is accessible to all, is a rewarding experience and is highly valued as an act of citizenship.

4.2 Priorities for Change

- 4.2.1 All people in Dundee readily know the value of volunteering to themselves, their community and their environment and how to get involved
- 4.2.2 Volunteers experience the same high standard of volunteer management or co-ordination across all partners and sectors.

- 4.2.3 Young people have the opportunity for a positive first-hand experience of volunteering
- 4.2.4 Individual partners of the Dundee Partnership recognise and enable employee volunteering
- 4.2.4 Dundee Partnership is knowledgeable about the scope of volunteering and how it contributes to its own vision and principles, ensuring the voluntary contribution of Dundee's citizens is evidenced in all its reporting.

4.3 National Occupational Standards and Investing in Volunteers(liV)

The National Occupational Standards for Management of Volunteers have been developed by the UK Workforce Hub, a voluntary sector hub with SCVO representing Scotland. The Standards are for anyone who manages or supports volunteers.

They address issues such as developing policy, promoting volunteering, recruitment and induction, management, development and support of volunteers and self-management.



The Investing in Volunteers process involves applying standards and indicators to an organisation's management of volunteers. This is through an independent assessment process where an assessor visits the organisation to evaluate how practice is perceived and experienced within the organisation.

To ensure an inclusive and equitable experience of volunteers across the city and across partners, Dundee Partnership will champion best practice in use of the Standards and liV and support the development of the Standards and liV where they don't currently exist.

4.4 Measuring the Impact of Volunteering

The Institute for Volunteering Research has developed a nationally recognised Volunteer Impact Assessment Toolkit. It enables volunteering to be measured in terms of the volunteer, the organisation and individual beneficiaries of the volunteers' time. The toolkit measures the impact of volunteering under the following areas; physical, human, economic, social and cultural capital

To ensure the true costs and benefits of volunteering are transparent, Dundee Partnership and activities funded by the Partnership, will seek to report regularly on the impact of volunteering.

4.5 Implementation of the Volunteering Strategy

A Volunteering Strategy Implementation Group will drive this work forward from May 2008. It will report annually to the Dundee Partnership on the implementation of the Action Plan.

The Implementation Group will need committed staff time from the partners as well as from the voluntary sector infrastructure.

Additionally, there will be clear and supported voluntary roles for individuals.

4.6 Action Plan

The Vision for this Volunteering Strategy is for a sustained change in culture. The Action Plan lays out the first steps towards that vision, which includes becoming a lot more informed about the volunteering that is going on in the city. As more is learned, the Action Plan will be informed and adapted by the Implementation Group.

5 Volunteering Strategy: Action Plan Outline

Priority 1:

All people in Dundee readily know:

- The value of volunteering to themselves, their community and their environment.
- How to get involved

	Action	Indicator	Lead Partner	Timescale
1.1	Each partner conducts a review of their existing volunteer opportunities, identifies potential vacancies and prepares staff for an inclusive recruitment of new volunteers.			
1.2	A joint marketing campaign is launched highlighting real volunteer stories and information about where and how to volunteer.			
1.3	The online database of volunteering opportunities is used and promoted, particularly via partners' websites.			
1.4	Partners use their public spaces to promote volunteering, targeting those most likely to feel excluded.			

5 Volunteering Strategy: Action Plan

Priority 2:

Volunteers experience the same high standard of volunteer management/co-ordination across all partners and sectors.

	Action	Indicator	Lead Partner	Timescale
2.1	All Partners review their own volunteering policies and practice against the national standards for volunteer management.			
2.2	A baseline of the numbers of volunteers and the quality of their experience is established for the Partnership.			
2.3	Training and support in volunteer management is made available across the Partnership.			
2.4	The Dundee Partnership develops an equitable and consistent approach to the vetting of volunteers.			

5 Volunteering Strategy: Action Plan

Priority 3:

Young people have the opportunity for a positive first-hand experience of volunteering.

	Action	Indicator	Lead Partner	Timescale
3.1	Partners work together to develop a diverse, flexible choice of voluntary activity for young people: at school, at home and /or in the community.			
3.2	Recognition is given to the MV Award for 16-25 year olds, promoting it to young people at every opportunity.			
3.3	Partners work together to develop a diverse, flexible choice of voluntary activity for young people: at school, at home and /or in the community.			
3.4	Dundee Partnership actively seeks to address the age barrier faced by volunteers under 16.			

5 Volunteering Strategy: Action Plan

Priority 4:
Individual partners of the Dundee Partnership recognise and enable employee volunteering.

	Action	Indicator	Lead Partner	Timescale
4.1	An Employer Supported Volunteering group is set up across the public, private and voluntary sectors.			
4.2	An appreciative enquiry is conducted into existing employer supported volunteering.			
4.3	A joint action plan for developing Employer Supported Volunteering is agreed for the city.			

5 Volunteering Strategy: Action Plan

Priority 5:

Dundee Partnership is knowledgeable about the scope of volunteering and how it contributes to its own vision and principles, ensuring the voluntary contribution of Dundee's citizens is evidenced in all its reporting.

	Action	Indicator	Lead Partner	Timescale
5.1	A review of all partnership data and relevant research is conducted.			
5.2	The Volunteer Impact Assessment Toolkit is used to provide in-depth information on volunteering in sample settings.			
5.3	Dundee Partnership instigates an 'annual digest of volunteering statistics'.			
5.4	Measuring the impact of volunteering is included in future community planning.			

5. Appendices

5.1 The Volunteering Strategy Group

Beverley Black	Manager, Healthy Living Initiative
David Hughes	Urban Ranger, Leisure & Communities, DCC
Christine Lowden	Deputy Chief Executive, Dundee Voluntary Action
Kathryn Mackenzie	Manager, Volunteer Centre Dundee
Jamie McBrearty	Sports Development, Leisure & Communities, DCC
Olive Smiles	Section Leader, Leisure & Communities, DCC
Graeme Sim	Clerical Assistant, Volunteer Centre Dundee
Lyn Smith	Project Co-ordinator, Volunteer Centre Dundee

The group has met 9 times since June 2007

5.2 Involvement and Consultation Process

22 June 2007 Verdant Works event kick starts the strategy, 30 participants:

- 13 from Dundee City Council
- 2 from NHS Tayside
- 1 from University of Dundee
- 13 from Voluntary Sector
- 1 Volunteer
-

5 December 2007 West Park event consults on first draft, 42 participants attended, including 10 volunteers

January to March 2008 an online survey targets key stakeholders to consult on 2nd draft

5.3 Case Studies

Children's Panel Volunteer (Sue)

As a panel member Sue takes a full and equal part in the children's' hearings system.

What difference does she make?

"I would like to think that the children in Dundee benefit from the time and work that all panel volunteers put in."

How does it make a difference to her?

"It develops my skills through training and experience, increases my confidence and the sense of using my spare time well."

Would she recommend it to others?

"I would definitely recommend this to everyone who cares about children. The Children's' Panel in Dundee really does make a difference to children."

Men's Group, Cooking Group and Healthy Living Initiative Volunteers (Bill & Pat)

Bill and Pat take on a variety of practical roles, as well as being part of a management committee.

What difference do they make?

“You pass on what you’ve learnt, support people, and see people moving from isolation to making new friends.”

“To see people coming along with reservation and a few weeks later relaxed, smiling and enjoying themselves.”

How does it make a difference to them?

“Getting a lift from seeing people happy, it gives me a good lift and a sense of purpose.”

“I get a kick out of seeing people get better. After being unable to work through illness, this has given me new hope (and my wife gets me out of the house!).”

Would they recommend it to others?

“Yes. Find something you want to do and do it! Enjoy what you are doing.”

5.4 References

- Inspiring Volunteering: A Volunteering Strategy for Edinburgh 2006
- Scottish Household Survey 2005
- Scottish Executive: Improving Health & Wellbeing through Volunteering in Scotland’s NHS 2008
- Scottish Executive: Volunteering Strategy 2004
- Data collected by Volunteer Centre Dundee 2007 via national database: VBay
- Single Outcome Agreement for Dundee
- Volunteer Centre Dundee Youth Work Survey
- Volunteer Centre Dundee survey of HVN volunteers
- Volunteer Development Scotland Annual Statistics on Volunteering 2007
- Volunteering Works: Volunteering & Social Policy 2007, Institute of Volunteering Research
- Working Better to Make Dundee Better: A Compact

5.5 Volunteer Impact Assessment Toolkit: What is measured?

5.5.1 Economic Capital

Volunteering helping people into paid work through developing skills, confidence.

Volunteering improving health and reducing the cost of health services.

Volunteers’ time in minimum wage equivalent in the Council, Health Board, Voluntary Organisations and the Community.

5.5.2 Physical Capital – What volunteers produce

Volunteers set up sports associations and fundraise for clubs facilities and equipment that would not exist without their efforts.

Other services that would not have gone ahead without them

5.5.3 Human Capital

Volunteers themselves add to skills and learning for staff, volunteers, patients and others

5.5.4 Social Capital

Volunteering builds relationships and networks

Bonds of trust between people are developed through volunteer involvement

5.5.5 Cultural Capital

Volunteering strengthens a shared sense of cultural and religious identity, including language and heritage, in faith and art groups.

This document and a shorter summary are available in electronic form at www.volunteerdundee.org.uk and www.dundeepartnership.com

The summary is available in hard copy at:

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