



Volunteering in Yorkshire & the Humber

European Year of Volunteering 2011 **A report on activities**

Sharing Learning

Volunteering England took on a role to share learning emerging from partners' activity with the wider voluntary and community sector.

Objectives

- Supporting lead organisations to identify key learning points and facilitating the sharing of key learning points;
- Facilitating the sharing of key learning points across the voluntary and community sector; and
- Share learning across Europe

Volunteering England is sharing learning through:

- A web page which will allow documents and materials produced throughout the Year to be viewed and accessed in one place (<http://www.volunteering.org.uk/WhatWeDo/European+Year+2011>);
- Local network contacts, including regional champions;
- Volunteering England's Good Practice Bank; and,
- Social media.

National work programme – Delivery Partners

Children and Young People

March and April – led by v and Catch 22.

Activities / Aims:

- Recognition and celebration events for young volunteers
- Promoting Global Youth Service Day
- Promoting National Citizen Service programme opportunities
- Disseminating research and knowledge about youth volunteering
- Promoting a Star Pupil competition in schools across England for 11 – 16 year olds
- Hosting workshops with young people and a webinar to discuss the Future of Youth Volunteering
- Hosting regional capacity building workshops to help charities create compelling opportunities for employee volunteering
- Launching youth volunteering good practice resources on vinspired.com

Resources:

- Produced the Future of Youth Volunteering Report: <http://www.catch-22.org.uk/News/Detail/Future-of-youth-volunteering>

Environment

May and June – led by Groundwork West Midlands.

Activities / Aims:

Offered opportunities on new and existing projects where residents used environmental action to tackle social issues. A key area they focussed on is working jointly with social landlords, to help provide the tools and resources to offer more opportunities for residents to volunteer in local green spaces and in turn, increase the wider sense of community and ownership.

Resources:

- Case studies and details of social landlords project available: <http://www.neighbourhoodsgreen.org.uk/Volunteering>

Sport

July and August – led by Sports Coach UK.

Activities / Aims:

To identify, develop and promote guidelines for good practice to support the process by which new volunteers from outside sport can be matched to community sport volunteering opportunities and successfully integrated into those volunteer involving organisations.

Resources:

- Online toolkit produced
- Publication of guidance on attracting new volunteers

Culture and the Arts

September and October – led by Arts and Business.

Activities / Aims:

A campaign to increase interest in cultural volunteering in England, offer large-scale volunteering opportunities within business, champion the value of such programmes with a wide range of organisations, and celebrate the value and importance of existing and new cultural volunteers.

Resources:

- Volunteering in the arts toolkit was planned – now links provided to good practice information.

Health and Social Care

November and December – led by Age UK with a specific focus on volunteering and active aging.

Activities / Aims:

Two strands of activity, one to enable older people to volunteer and the second on delivering health and social care support to older people. This activity will help to prepare the way for the 2012 European Year of Active Aging and Intergenerational Solidarity in the UK.

Resources:

- Toolkit on engaging older volunteers
- Toolkit on volunteering roles in health and social care

Development of good practice

The remaining three priorities relate to the sharing and development of good practice in relation to specific volunteering issues. The leads for these three priorities worked across the Year.

Employer Supported Volunteering

Led by Volunteering England.

Activities / Aims:

Bringing together in one place information, resources and tools to support employers and volunteer-involving organisations in developing their ESV programmes and provide new guides to support all sectors.

Resources:

- Mapping ESV provision across all sectors for a resource hub:
 - Case studies
 - Toolkits
 - Brokerage
- Shared platform
- New resources for VCs, employers and VIOs

Effective Volunteer Management

Led by Volunteer Centre Warrington.

Activities / Aims:

The project involves developing and evaluating four specific areas of work:

- Evaluation of Talent Management, an approach adapted from the private sector, involving progression planning and empowerment of volunteers.
- Developing new approaches to good practice in the management of volunteers engaged in short-term opportunities.
- Supporting new ideas to enable volunteer-led organisations to deliver a good practice approach.
- Incorporating technology to support and develop volunteer programmes.

Resources:

- Mapping volunteer manager's toolkits
- Case studies
- Guide to social media and managing volunteers

Opening the Door to Volunteering

Led by Attend.

Activities / Aims:

Mapping of current research and good practice in engaging with volunteers who are traditionally less likely to volunteer. The review explores research and good practice guides produced to date, but also incorporate action learning networks to identify current developments and pioneering practices. This involves face-to-face and on-line discussions.

Resources:

- Inclusive volunteering workshops
- Report on findings from research and analysis

The results of the literature review on the EYV 2011 'Opening Doors to Volunteering' programme can be found on the Attend website: (<http://www.attend.org.uk/what-we-do/attend-academy/opening-doors-to-volunteering/opening-doors-to-volunteering-.aspx>).

Local example

Leeds – partnership between VIOs and local Council.

Continuation of 2010 Leeds Year of Volunteering.

Links to other EEA towns and cities.

Engaged local groups to run themes.

Impact

- Lead projects collaborated and shared and supported each other
- Generated discussion and collaboration with VIOs to help avoid duplication and aid wider collaboration
- Volunteer management discussions widened beyond the usual voices
- Help to inform and develop good practice
- Developed specific materials for use by all (research, toolkits, reports, case studies).
www.volunteering.org.uk/WhatWeDo/European+Year+2011/Downloadable+resources
- Strong regional links with EYV avoids the Year being the sole preserve of national organisations.
- Accessible and linked to existing organisations (esp. local)

Legacy

- Improving the way EYs are joined up
 - Review - of the key learning points from 2010 European Year Combating Poverty and Social Exclusion
 - To meet lead orgs for 2012 to brief them on key learning points from 2010 and 2011
 - Handover event planned in January
- Materials and support – Website will be an ongoing depository for EYV influenced materials. It will inform and reshape the Good Practice Bank and will be imbedded in the materials and documents produced
- Hope it will Increase sharing and collaboration between VIOs in the UK and with wider European partners

Final events

- Wed 18 Jan, Leeds.
 - Presentation and discussion on EYV in Yorkshire and Humber regional meeting.
- Fri 27 Jan Europe House, Smith Square, London.
 - European Years: What do they mean for us?
 - Handover between the European Year of Volunteering 2011 with the European Year of Active Aging and Solidarity Between Citizens 2012.
 - Discussion of the successes and challenges and how civil society organisations can make the most of European Years.
 - Free entry. Sign up details to be emailed to all staff next week.

Evaluation of Leeds Year of Volunteering 2010 and European Year of Volunteering 2011

Summary

Leeds Year of Volunteering 2010 was a city wide campaign, celebrating the efforts of people who give up their time and work to improve things in Leeds. *The Leeds European Year of Volunteering 2011* widened the scope of the campaign to include joint work with Leeds European partner cities and a new involvement strategy for Leeds.

The volunteering campaign was a partnership between the voluntary, public and private sectors in the city with the main lead bodies being Voluntary Action Leeds and Leeds City Council. It was devised in response to the concern that the levels of volunteering in Leeds had been historically low (19.6% in 2008 as compared to 24% nationally) and falling (the VOICE Ripple Effect II had shown that levels of volunteering fell in the City in the two years 2005-7)

Leeds therefore undertook a two year campaign to support volunteering led by a partnership group, the Leeds Year of Volunteering Steering Group. The first chair of this was Council leader Cllr Richard Brett, and latterly lead member from Adult Social Care Cllr Lucinda Yeadon. The campaign had all party support from the local authority.

The main outcomes have been as follows

- A rise in the level of number of people volunteering in Leeds by over 25% in 2010 and a further 21% in 2011, and in 2011 that led to a six fold increase in the number of placements being offered by organisations
- Good partnership working developed between the voluntary, education, statutory and business sectors, and good working relationships between volunteering organisations themselves

Raised awareness about volunteering as a resource for Leeds with volunteering accepted as an important part of the Compact and Leeds recognised as a city that takes volunteering seriously.

The European Year of Volunteering 2011 enabled us to widen the scope of the campaign to include our partner cities in Europe. Volunteer organisations from Leeds partner cities in Brno, Brasov, Lille, Siegen and Dortmund met up in Leeds with similar volunteering organisations during three days of December 2010 in order to share information and ideas. As part of this a conference was held at the Royal Armouries funded by Europe Direct and with speakers from Leeds, from Central Government and the European Union.

A Leeds volunteering campaign portal: www.leedsyearofvolunteering.co.uk has helped to market the campaign events over the two years. Marketing packs have been produced by the Volunteer Centre Leeds and widely distributed to promote the campaign.

In order to sustain the work beyond 2011 a Leeds Involvement Strategy has been developed. This will enable further increases in the level of volunteering philanthropy and participation in the city. Finally during 2011 a "Getting Involved in Leeds" guide has been produced for people who want to get involved in volunteering and active citizenship

Steve Crocker

crockersteve@ntlworld.co.uk

Tel/text 07544352594