

Quest 2016 – Gplus 25

Engaging with the Voluntary Sector

Guidance Notes

Issue 2 – July 2016



Outcomes

- There is an effective plan to engage, recruit and develop volunteers which is building up capacity.
- There is action planning to make volunteering more diverse and representative of the local community
- Volunteers are rewarded and recognised for their contribution
- There are pathways in place to provide volunteers with opportunities to develop skills that support both individual development and/or economic development
- Work to engage with and develop a strong volunteering base makes a clear contribution to maintaining/raising levels of participation in sport and physical activity

Suggested Guidance

PLAN
How do you ensure that effective plans are in place to promote and develop volunteering?
EXAMPLES OF BEST PRACTICE <ul style="list-style-type: none">• Volunteering and investment is part of the corporate strategy and linked to local outcome frameworks• There is a plan in place to engage, recruit, deploy, support, reward and recognise volunteers• Clear objectives are defined in the strategy/ policy to increase volunteers• There are clear objectives defined in the strategy/ plan to improve diversity• Clear objectives are defined in the strategy/ plan to engage, recruit and deploy volunteers in target communities• There is proactive working with community partners, sporting bodies and key local and national agencies• Partners play an integral part in the design and delivery of the programme• There is investment in management and co-ordination of a volunteering strategy and programme• There is socio economic data, local demographics and local needs analysis to inform work• Financial targets/ budgets are defined
GUIDANCE <ul style="list-style-type: none">• Is volunteering and investment in and for volunteers, identified as part of the corporate strategy and clearly linked to local outcome frameworks• Is there a plan in place which addresses and links together the engagement, recruitment, deployment, support, reward and recognition of volunteers• Are clear objectives defined in the strategy/ policy to increase the number of people volunteering in sport to increase participation• Are clear objectives defined in the strategy/ plan to improve the diversity of volunteers in the area

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- Are clear objectives defined in the strategy/plan to engage, recruit and deploy volunteers in target communities and/or with specific audiences to help widen access/ tackle inequalities/ provide additional capacity
- Does the organisation work proactively with community partners, sporting bodies and key local and national agencies to identify and access funding/ resources to help build capacity, capability and skills to develop a programme that is effective and sustainable
- Do partners play an integral part in the design and delivery of the programme that is effectively linked to current sport and physical activity agendas? For example this might involve University / college departments, job centres, prison service, volunteer centres, schools, scouts/guides, local training providers, clubs, NGBs, CSPs, StreetGames, Sported, non-sporting organisations such as NCS/Princes Trust and local businesses to help create a joined up approach and clear pathways for progression
- Is there investment in the management and co-ordination of a volunteering strategy and programme which can work across local facilities, clubs, schools, community agencies, youth groups, events and interventions (for example walks programmes, Parkrun, coach development)
- The organisation/facility uses socio-economic data, local demographics, local needs analysis to inform work around their volunteering strategy to help fix priorities and focus resources
- Is there defined financial targets / budgets to ensure the volunteering programme is efficient and effective and is there a long term perspective to ensure volunteering programmes are sustainable particularly when funding for specific projects stops

DO

How do you ensure that volunteers are pro-actively engaged, retained, recognised and rewarded for their volunteering contribution?

EXAMPLES OF BEST PRACTICE

- Staff are skilled and trained to provide high quality support
- There are effective information channels to target new volunteers and make people aware of volunteering
- There is comprehensive training and development programme available and is supported by various methods of promotion. The programme is regularly evaluated and offers a range of opportunities
- There is a mentoring/ buddying system to support and measure success
- There is a clear focus on diversity/ equality with schemes in place to promote target groups
- Volunteers and buddies are deployed as part of projects and intervention work to good effect
- A volunteer handbook is provided with relevant information
- Appropriate personnel procedures are in place
- A process is in place to match volunteer's qualifications to specific opportunities
- Generic and specific volunteer agreements/ code of conduct are in place
- There is a reward and recognition scheme in place
- Addition training, qualifications, kit and equipment, and experiences offered to active volunteers
- Volunteers are signposted to job opportunities
- Bursaries are provided or grant aid schemes offered

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- Events are used to attract and deploy volunteers
- Strong links are in place with workplace providers/local employers to promote Corporate Social Responsibility
- There is an effective volunteer database of CRM to help keep information on volunteers up to date

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- Are staff working in this area skilled and are they trained to provide high quality support and guidance (and is this assessed through surveys of partners/volunteers)
- Is there effective information channels to target new volunteers and to make more people aware of volunteering opportunities and benefits in the locality/catchment areas
- Is there a well-structured, well promoted and high quality, customer-centric training and development programme for organisations and volunteers to access. Is this supported in various ways, for example through the website, promoted through social media and enabled through the use of toolboxes for the voluntary sector and individual volunteers to use, to assist them in their work? Is the programme regularly evaluated and offer a range of opportunities, for example to provide a range of technical training, multi-skilling opportunities, motivational interviewing/behaviour change skills; information and guidance around safeguarding; health and safety; equality and club/community development for example
- Is there a mentoring / buddying system to support voluntary organisations/volunteers and does it measure their success/impact formally
- Is there a clear focus on diversity/equality with schemes in place to promote volunteering by disabled people; women, older people and people from disadvantaged communities including NEETS
- Are volunteers and buddies deployed as part of projects and intervention work to good effect and is this work heavily promoted and showcased to provide profile
- Is there a volunteer handbook providing relevant information, for example personnel procedures, code of conduct, training log, safeguarding and health and safety guidance
- Are appropriate personnel procedures in place, for example open recruitment, positive action initiatives, DBS and other qualification checks (if appropriate), induction training, mentoring and development opportunities
- Is there a process in place which can match the volunteer's qualifications to specific opportunities and identify training and development needs (skills assessment)
- Is there generic and specific volunteer agreements / code of conducts in place for each individual post/deployment
- Is there a reward and recognition scheme in place which might include award ceremonies to highlight and recognise volunteers' contributions as well as awards, website postings, length of service certificates, prizes and incentives schemes
- Is additional training, qualifications, kit and equipment or experiences offered to volunteers who play an active part in the organisation and/ or wider development work
- Are volunteers pro-actively signposted to job opportunities, for example apprenticeship, coaching and other roles within the industry/sector and are there links developed to external employers/partners who recognise the value of the programmes
- Are bursaries provided or grant aid schemes offered to partners to help develop volunteers on the ground

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- Are events used well to attract and deploy volunteers as well as retain them for follow up work
- Are strong links in place with workplace providers/local employers to promote Corporate Social Responsibility and the deployment of volunteers to support this
- Is there an effective volunteer database of CRM system to help keep information on volunteers up to date, for example profile volunteers, communicate with them, measure their outputs and help assess change and impact

MEASURE

How does the organisation increase the number and diversity of the volunteer base?

- Tools are in place to measure objectives set and there is evidence to show results and how they contribute to wider outcomes
- Satisfaction surveys are undertaken to ascertain qualitative benefits of volunteer work
- Soft outcomes studies are undertaken to ascertain the qualitative benefits of volunteering for the individual
- KPIs are in place and communicated internally and are shared externally
- There are measures around the return on investment made in support of volunteers
- The individual, social, economic value of volunteering is calculated and promoted
- The sporting benefit of volunteering is calculated and promoted
- The health benefits to volunteers and volunteering is calculated and promoted

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- Are tools in place to measure objectives set and is evidence provided to show how outputs relating to capacity, capability and diversity contribute to wider outcomes set by Government and by local providers/commissioners
- Are satisfaction surveys of volunteers and partners undertaken to ascertain the qualitative benefits of volunteering work
- Are soft outcomes studies of volunteers undertaken to ascertain the qualitative benefits of volunteering particularly around individual /personal development
- Are KPIs in place and communicated internally and are they shared externally, for example around project outputs, recruitment statistics including profile/make up of volunteer database, retention, training attendance, skills development and progression into employment
- Are there measures around the return on investment made in support of volunteers
- Is the individual, social, economic value of volunteering directly provided, supported or indirectly enabled, calculated and promoted
- Is the sporting benefits of volunteering which is directly provided, supported or indirectly enabled, calculated and promoted
- Is the health benefits to volunteers and of volunteering which is directly provided, supported or indirectly enabled calculated and promoted

REVIEW

How does the organisation meet the needs and aspirations of volunteers?

- Available insight data from national agencies is used proactively
- Reviews of objectives and approaches are carried out regularly with the staff team and partners

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- Reviews of objectives, approaches and performance are carried out regularly with volunteers
- Benchmarking is proactively carried out inside and outside the industry
- Best Practice is proactively identified and shared
- Trend date to review KPIs is utilised
- Information and analysis for surveys, evaluations and third parties is used to make change happen

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- Is available insight and data from national agencies, for example Sport England, NCVO, Institute of Volunteering, used pro-actively to inform decision making, collaborative working and make changes
- Are reviews of objectives and approaches carried out regularly with the staff team and are partners fully involved
- Are reviews objectives, approaches and performance with volunteers carried out on a regular basis to promote best practice and recognise high performance/success
- Is benchmarking proactively carried out both inside and outside the industry
- Is best practice proactively identified and shared, for example use of Time Credits; Apprentice Schemes; training around behaviour change/motivational interviewing; deployment of buddy schemes; NGB/Club Matters initiatives and resources;
- Is trend data to review KPIs around recruitment, retention, throughput and employment utilised
- Is information and analysis for surveys, evaluations and third parties used to make change happen; to do more of what works best and to improve performance

IMPACT

How is the capacity and capability of volunteers increased to support wider objectives?

- As a result of efforts to engage and retain, there is increased volunteer capacity
- There is increased volunteer capability as a result of support and development initiatives
- There is increased volunteer diversification and it is more representative of the local community
- Impact reports or infographics are used to show the contribution from volunteering
- There is better engagement and collaboration with the organisations and there are more volunteers and better use of resources
- There are improved and increased employment opportunities
- There is greater inward investment in volunteering and cost/ benefit analysis
- There is clear economic and social benefit and this is demonstrated
- The contribution that volunteering makes is clear to see

GUIDANCE

- Is there increased volunteer capacity as a result of efforts to engage and retain
- Is there increased volunteer capability as a result of support and development initiatives

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- Is there increased volunteer diversification and is it more representative of the local community as a result of information provision, recruitment, special initiatives/projects and additional support provided
- Are impact reports or infographics used to show the contribution volunteering makes in a local community
- Is there better engagement and collaboration with the voluntary sector, community organisations and national agencies and are there more volunteers and more effective use of resources as a result
- Are there improved and increased employment opportunities for volunteers
- Is there greater inward investment in volunteering now and a clear cost/benefit analysis
- Is there clear economic and social benefit from volunteering and is this demonstrated
- Is it clear to see the contribution that volunteering makes to local sport and health profiles as well as to local community outcomes is clear to see