

Suffolk Volunteering Strategy Action Plan- Year 1 (August 2016-17)

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Community Action Suffolk

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WHERE WE ARE

We know that volunteering makes a big difference to Suffolk lives. When people freely give their time and skills, something magical happens. People choose to volunteer for many reasons, they may want to help others, to develop new skills and/or meet new people.

We know that almost every aspect of Suffolk life benefits and enjoys the successes from volunteering, from our sports clubs and arts organisations, our churches and community centres to our public services such as school, hospitals and community safety.

For volunteering to provide even more benefits in Suffolk, we need a strong framework to enable effective support and promotion from all sectors of Suffolk, which includes the public, private, Voluntary and Community and citizens. By working together, Suffolk aspires to enable more people to volunteer and to benefit from volunteering, creating a better more cohesive Suffolk for all.

We know that this document will not reflect the nuances of each individual organisation and community led group which involves volunteers in their day to day work, nor should but this action plan provides a starting point for working together across the system.

The purpose of the Suffolk Volunteering Strategy and this Action Plan is to develop and drive forward a clear framework for volunteering. This will allow each individual organisation to continue to develop along the path they have chosen, and allow them to access the resources, support and knowledge which they need. Suffolk aims to grow its knowledge and practice in volunteering and been seen as an exemplar county in the UK.

BACKGROUND

Community Action Suffolk was tasked with facilitating the development of a whole system volunteering strategy for Suffolk in April 2015. There was wide recognition of the need for coordinated development of volunteering to support increased participation and engagement. So a strategy for Suffolk was the next step.

The Suffolk Volunteering Strategy was endorsed by the Health & Wellbeing Board in November 2015, and the Board requested an Action Plan for July 2016.

The cross sector Volunteering Strategy Steering Group which took this forward includes; Suffolk County Council (different departments), Libraries, Suffolk Police, Suffolk Sport, YMCA Suffolk, District Councils (all), Suffolk Fire & Rescue, SIFRE, Health watch, Ipswich & East CCG, Business in the Community, Chamber of Commerce, The Befriending Scheme. The Steering Group met 4 times from January to April 2016 and considered each objective from the Strategy in turn and devised key actions for the first 12 months

VOLUNTEERING | Open to All | A Choice | Beneficial To All | Giving Time and Skills | Not Measured in Time Alone

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CONSULTATION & ENGAGEMENT PROCESS

In addition to the consultation with the partner organisations, CAS undertook face to face consultations with 235 community organisations at Locality and Volunteer Co-ordinator Network Meetings from January- April 2016. This gave a wealth of feedback as to what should be included in the Action Plan. These organisations also received the completed draft of the Action Plan in June 2016 for final comments. Steering Group members consulted with their staff and clients.

The Action Plan was presented to Congress in June 2016 for their comments and feedback before the final Action Plan was submitted to the Health and Wellbeing Board in July 2016.

MONITORING & MEASUREMENT

The Action Plan is focusing on year to year actions in order to ensure that it has the highest chance of success. Actions will reflect the current landscape and this will allow for flex and bend for subsequent years if it is required.

The Action follows a colour system to show the priority/sequence of actions to be completed, whereby Blue actions must be completed before Green and then Purple can be considered. Each action will be driven by the 'Leads' organisations and supported by the Suffolk Volunteering Strategy Steering Group. The Steering Group will determine the Impact Measurement report which will sit alongside the Action Plan as well as actions for subsequent years, and will implement a RAG (Red/Amber/Green) system in order to assess progress.

(Please note: The Objective column is taken directly from the adopted Volunteering Strategy)

The Steering Group will continue to meet during year one to have oversight of progress, identify changes in need and demand and plan for year two, while also assessing whether needs have altered in Suffolk and ensure that appropriate new actions are included. (full details of the Steering Group on page 11)

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RESOURCES

In order to develop new structures and working practises, resources will be required. Some of these will be human resources from within lead organisations, or will be secured through the ‘Lead’ organisations working in partnership. However, the items marked * are new developments which will bring new ways of working into Suffolk, and therefore need to be properly resources in order to have the best impact if the Action Plan is to meet the objectives outlined.

The Steering Group is tasked with seeking the additional resources from within the county, as well as from relevant funding sources to support the ‘Lead’ organisation in their work.

RISKS

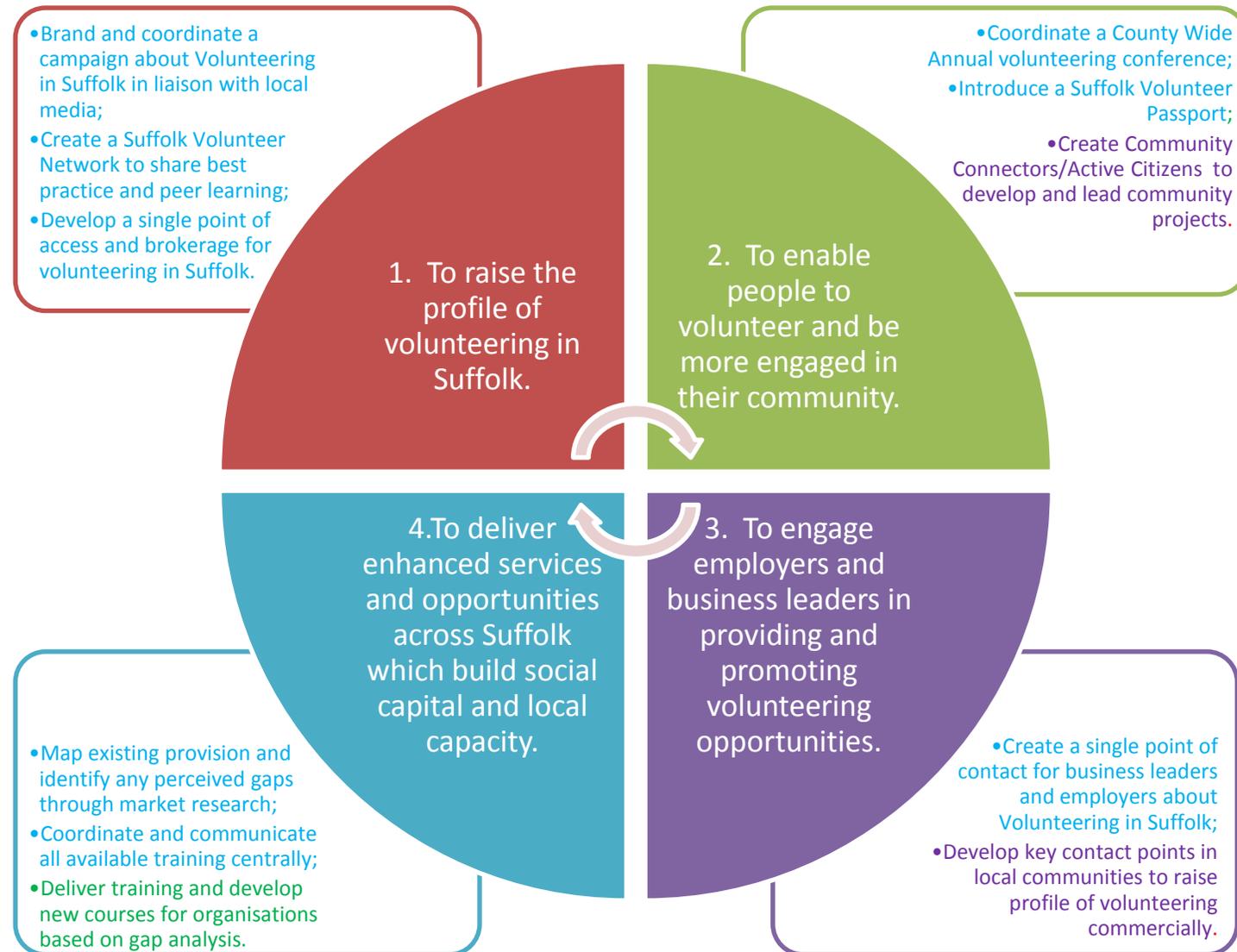
There are 3 main risks associated with Year 1 Action Plan to be considered;

1. Collaborative working is not prioritised by lead organisations
2. Resources are not secured, and new structural, and innovative ways of working are not developed
3. The voice of the smaller organisations who are essential to the success of volunteering in Suffolk are less heard and maynot be able to engage

In order to mitigate these risks, ensuring the right membership of the Steering Group will be imperative. It is proposed to invite a mix of strategic and operational staff from across sectors. (Please see the attached document with recommendation for the membership of the Steering Group.)

The ability to report to the Health and Wellbeing Board to ask for support when blockages do occur will allow the Steering Group to keep driving the Action Plan forward and meet the ambitions for volunteering in Suffolk.

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1. To raise the profile of volunteering in Suffolk

Volunteering Strategy Objective	Outcomes	Actions	Lead
1.1 To ensure clear and accessible information on what volunteering is and what opportunities exist.	An independent, online single point of contact for all organisations and groups in to access and promote volunteering opportunities	<ul style="list-style-type: none"> Develop a website as a single point of contact for online brokerage * Communicate all available and necessary training from one central website Encourage all groups and organisations to promote themselves on Suffolk Info Link (non brokerage) 	TCA SuffolkCPD/ CAS SCC
1.2 To promote the benefits of volunteering in Suffolk.	More people in Suffolk will want to volunteer	<ul style="list-style-type: none"> Develop a recognisable brand for Suffolk which all organisations can use and be part of Central campaign to promote volunteering and liaise with local media Increase in number of people using central point of contact Creation of video clips/vlogs- used on websites 	TBC *
1.3 To ensure everyone has the opportunity to volunteer through a diverse and accessible volunteering 'offer.'	Organisations and community led groups provide a high standard of focussed volunteer support, for a diverse range of volunteers. Suffolk offers a diverse range of volunteering roles. i.e. micro volunteering/ one off etc.	<ul style="list-style-type: none"> Communication and support of new models of volunteering Diversity of volunteers reflected in the roles and support available Growth in diversity of types of volunteering roles (micro/one off/short term etc.) 	ALL Volunteer involving groups/orgs (VIOs)
1.4 To build the capacity of organisations who involve volunteers, to develop new approaches to volunteering that make giving time easier.	Organisations can self-assess to identify strengths/weaknesses in volunteering practise. Organisations share innovative ideas that work and are sustainable.	<ul style="list-style-type: none"> Develop the Suffolk Volunteer Network to share best practise and peer learning Develop a self assessment tool that organisations and community led groups can use. 	CAS CAS
1.5 To enable everyone to capture measurable outcomes and the impact of volunteering.	Suffolk will have evidence to demonstrate and celebrate levels of volunteering and the outcomes achieved, and to highlight gaps in unmet need	<ul style="list-style-type: none"> Coordination & maintenance of central brokerage platform & data Collection and coordination of shared case studies Produce a Suffolk Volunteering Quality Mark that signposts for good practise, training and toolkits Creation of Suffolk Almanac using quality mark/self-assessment information 	ALL VIO's & CAS

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2. To enable people to volunteer and be more engaged in their community.

Objective	Outcomes	Actions	Lead
2.1 To increase youth volunteering for young people aged 12-18yrs.	A more diverse range of opportunities for young people to access, and therefore an increase more young people volunteering across Suffolk	<ul style="list-style-type: none"> To work with schools and PRU's to map existing provision for young people and identify any gaps Begin development of toolkits and resources about Youth Social Action for groups and information for young people Promote preferred training accreditations in volunteering for young people Develop an App for logging volunteering activity * 	<p>SCC</p> <p>SCC</p> <p>ALL VIOs Suf. Sport</p>
2.2 To enable people to volunteer and be more engaged in their local community, matching the skills or 'assets' with what needs to be done.	Communities can self-assess to identify strengths/weaknesses. More volunteer based initiatives that support communities leading themselves	<ul style="list-style-type: none"> Build on existing campaigns and identify 'Active Citizens/Champions' To begin development of toolkits and training resources to support communities (e.g. good neighbour schemes) to develop programmes and Active Citizens/Champions Develop and share examples and case studies of new community led projects 	<p>SCC/DC's CAS/DC's/ Multi Agency Teams</p>
2.3 To reduced isolation, particularly amongst vulnerable people through volunteering.	Practitioners and organisations who work with isolated and vulnerable people know where and how to direct people to volunteering	<ul style="list-style-type: none"> Local plans to include better use of community assets, including local community networks, to focus on isolation Staff in localities (PCSO's/DC/LAC) to link people and resources together, including through new Multi Agency Teams 	<p>DC's/SCC</p> <p>SCC/DC's/ Health/Suf. Sport</p>
2.4 To encourage and support individuals and communities to take responsibility for their neighbourhoods	People will feel more connected to the place they live and the people who live near them	<ul style="list-style-type: none"> Research opportunities for social action and opportunities to bring people together Build on campaigns to encourage people to be active citizens Organise services in a way that promotes individuals being active in localities and neighbourhoods 	<p>DC's/SCC</p> <p>DC's/SCC</p> <p>DC's</p>
2.5 To value the relationship between the individual and the organisation they volunteer with.	Organisations can build effective and timely management systems to engage potential volunteers and support them appropriately and recognise the value of their contribution	<ul style="list-style-type: none"> Coordinate a countywide annual volunteering conference for organisations to develop good practise and peer to peer learning Develop online toolkits and good practise guides for organisations and individuals Begin the development a Suffolk Volunteer Passport * 	<p>CAS</p> <p>CAS ALL VIOs CAS</p>

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3. To engage employers and business leaders in providing and promoting volunteering opportunities.

Objective	Outcomes	Actions	Lead
3.1 To encourage employers to develop and support Employee Supported Volunteering schemes (ESV).	More employers in Suffolk (across sectors) will understand about the multiple benefits of Employer Supported Volunteering (ESV), the range of different ESV models and where to seek support to deliver a programme.	<ul style="list-style-type: none"> Map existing provision with business leaders and employers Develop a clear message for benefits of volunteering for employers and employees Develop partnerships through existing networks, i.e. business associations etc. Host ESV events to promote ESV across Suffolk for business leaders * 	Suffolk Chamber of Commerce DC's TBC
3.2 To increase the number of organisations which involve volunteers to build relationships with, and promote their volunteering opportunities to employers.	Through closer involvement with employers, VIOs will see an increase in skills and growth in their organisation/group	<ul style="list-style-type: none"> Create a single point of contact for business leaders and employers about Volunteering in Suffolk * VIOs provide a high standard of information to employers about volunteering opportunities Create agreed terminology for business leaders and organisations Develop a 'matching' process of skills 	TBC
3.3 To encourage employers in Suffolk to enable staff to use their skills locally to increase community cohesion and economic growth.	An increased profile and communication about Suffolk employers engaged with ESV by the end of 2017.	<ul style="list-style-type: none"> Link toolkit/training for employers and organisations and develop new training where there are gaps * Develop key contact points in local communities to raise profile of volunteering commercially * 	Business Assoc./Suffolk Chamber of Commerce
3.4 To recognise key contribution volunteering makes to the Suffolk economy.	More employers recognise the contributions volunteering can make to their organisations skills. More organisations recognise volunteering as part of their recruitment processes	<ul style="list-style-type: none"> PR and communications to promote ESV impact * Promote qualification which employers can recognise in Suffolk * ESV Awards-linked to existing award programmes * 	TBC

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4. To deliver enhanced services and opportunities across Suffolk which build social capital and local capacity.

Objective	Outcomes	Actions	Lead
4.1 Share good practise and build the skill base within organisations who involve volunteers	<p>A central resource hub where good practise can be shared</p> <p>Network meetings where peer to peer support and sharing takes places to improve services</p>	<ul style="list-style-type: none"> • Develop the Suffolk Volunteer Network to share best practise and peer learning • Cross county and virtual network meetings • Website – replace Do It • Build on existing campaigns and identify ‘Active Citizens/Champions’ • Create a self assessment tool that organisations can use • Communicate all available training from one central website • To develop toolkits and training resources to support communities (e.g. good neighbour schemes) to develop programmes and Active Citizens/Champions • Examples and case studies of new community led projects 	CAS
4.2 To develop shared toolkits and support to enable people to be more engaged in their community and build their local capacity.	People in Suffolk will feel more connected to the place they live and /or work and the people who live/work near them	<ul style="list-style-type: none"> • Research opportunities for social action and opportunities to bring people together • Build on campaigns to encourage people to be active citizens • Develop existing toolkits/how to guides and share through officers in locality 	<p>DC’s/SCC</p> <p>DC’s</p> <p>DC’s</p>
4.3 Create a shared Suffolk tool for measuring and reporting the impact of volunteering	<p>More organisations can show the impact that volunteers are having in their organisations by using a selection of tools.</p> <p>Suffolk organisations have a selection of impact tools to select from.</p>	<ul style="list-style-type: none"> • Map existing tools and recommend tools to be used in Suffolk • Deliver support to use Impact Measurement toolkits 	CAS

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GLOSSARY OF TERMS

CAS	Community Action Suffolk	County Infrastructure Organisation
TCA	Transformation Challenge Award	£3.35 million fund to develop new ways of collaborative working to reduce costs and support communities.
Suffolk CPD	Suffolk SCC Continual Professional Development	SCC website with training courses
VIOs	Volunteer Involving Organisation	Any size organisation or community group who involves volunteers
VCS	Voluntary and Community Sector	The voluntary sector or community sector (also non-profit sector or "not-for-profit" sector) is the duty of social activity undertaken by organizations that are not-for-profit and non-governmental. This sector is also called the third sector, in contrast to the public sector and the private sector.
Suffolk Chamber of Commerce	Suffolk Chamber of Commerce	The largest independent private forum in the county, Suffolk Chamber is in a privileged position to support and represent local business interests.
Brokerage	Volunteer Brokerage	Independent linking of a volunteer and volunteer involving organisation
Micro-volunteering	Micro volunteering	Usually operated via an internet-connected device and completed in small increments of time. It is distinct from virtual volunteering in that it typically does not require an application process or a training period
One- off	One- off volunteering	A volunteer may only volunteer once for an organisation/group. Such as at an event.
Almanac	Almanac	A handbook typically published annually, containing information of general interest or on a sport or pastime.
PCSO	Police Community Support Officer	Police Community Support Officers (PCSOs) work with police officers and share some, but not all of their powers. Special constables are volunteers who have the same powers as police.

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LAC	Local Area Coordinator- Suffolk County Council	Local Area Coordinators are a single, local point of contact, working with people of all ages with mental health conditions, physical disabilities, learning disabilities and older people.
GP	General Practitioner	In the medical profession, a general practitioner (GP) is a medical doctor who treats acute and chronic illnesses and provides preventive care and health education to patients.
DC's	District Councils	Babergh District Council, Forest Heath District Council, Ipswich Borough Council, Mid Suffolk District Council, St Edmundsbury District Council, Suffolk Coastal District Council, Waveney District Council
ESV	ESV	Employer Supported Volunteering- 'Employer-Supported Volunteering provides employees the opportunity to volunteer with support from their employer, whether this is in the form of time off for individual volunteering or in a programme developed by the employer such as a team challenge event or on going arrangement with a community partner.'
Suffolk Congress	Suffolk Congress	The Suffolk Congress provides a means of giving voice to the Voluntary and Community Sector
Single Point of Contact	Single Point of Contact	A point of contact (POC) or single point of contact (SPOC) is a person or a department serving as the coordinator or focal point of information concerning an activity or program.
Social Action	Social Action	Social action means taking steps to change the things that are wrong in our society and introducing new ideas and processes for doing things better in the future.
Volunteering	Volunteering	'Volunteering is the commitment of time and energy, for the benefit of society and the community, the environment, or individuals outside (or in addition to) one's immediate family. It is unpaid and undertaken freely and by choice'.

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PROPOSED STEERING COMMITTEE

Steering Committee Terms of Reference will be established at the first meeting in September 2017 as will the agreed roles and functions for the Project Steering Committee, both collectively and individually.

There will be a maximum of 12 members who represent a cross section of partners and member organisations of the Health & Wellbeing Board, including 2 members from VCS (one larger and one smaller organisation), who it is anticipated will meet quarterly, although this will be agreed at the first meeting.

It is proposed that an independent Chair is invited to steer the committee, who is not a member of any of the organisations represented below.

Membership will include the following members;

- Suffolk Constabulary
- Suffolk Sport
- NHS CCG's
- District Council's
- Suffolk County Council
- VCS (x2)
- Prison Service
- Community Action Suffolk
- Suffolk Chamber of Commerce
- Business Representative

The Steering Group will determine the Impact Measurement report which will sit alongside the Action Plan as well as actions for subsequent years. To drive the action forward in 2016-17 a RAG (Red/Amber/Green) rating system will be implemented in order to assess progress.

The Committee will also be tasked with seeking the additional resources from within the county, as well as from relevant funding sources to support the lead organisation in their work.