



# **Volunteering Strategy for Herefordshire 2022-2023**

# Context

- Task group of 9 people from across the sector reviewed strategy which reflects NCVO national strategy
- Task Force supportive of the 4 key strands
  - Re-engaging former volunteers
  - Corporate volunteering
  - Flexible and responsive model of volunteering
  - Younger people volunteering
- Action Plan for 2023 developed on this basis

# Re-engaging former volunteers

- Research to understand why former volunteers are no longer volunteering
  - Survey to cover key information on barriers, reasons and demographics.
- Volunteers on hvoss database - contact individually to re-engage with opportunities
  - Measure level of re-engagement.
- Support volunteers - information events around the county '*Getting back into volunteering....*'
  - Create engaging material and one-to-one engagement.
- Support VCS to re-engage their former volunteers - information sessions
  - Create engaging material and share knowledge.
- Impact measurement from hvoss database and survey
  - Share knowledge and recommendations with the sector.

# Corporate Volunteering - Businesses

- Engage businesses with established corporate volunteering policy
  - Facilitate partnerships which deliver for the VCS.
- Establish the skills offering from businesses
  - Commitment for support/ training for VCS from businesses e.g. marketing, social media, data usage.
  - Report on skills offering.
- Improve awareness and knowledge among businesses
  - Create comms campaign *'benefits for your business and your community'* .
- Engage businesses with VCS
  - Lead on the connections between businesses and charities at the quarterly breakfast meeting.
- Evaluate current LinkedIn platform
  - Survey businesses
  - LinkedIn metrics
  - Report and recommendations

# Corporate Volunteering - VCS

- Raise awareness among VCS of corporate volunteering and the benefits
  - Create information sessions and a communication campaign.
- Create a matching service or 'shopping list' of opportunities to be used by businesses and VCS
  - Research easy-to-use app for all to use or alternatives.
- Programme of development for VCS
  - Develop skill sharing programme for VCS delivered by businesses.
- Evaluate current LinkedIn platform
  - Survey VCS.
  - LinkedIn metrics.
  - Report and recommendations.

# Flexible and responsive model of volunteering

- Grow hvoss' own volunteer team 'hart'
  - Continue recruitment into hart to provide sustainable response team.
- Establish and maintain partnerships to engage hart members
  - Ensure a variety of engaging opportunities for hart.
  - Communication campaign and high visibility so VCS know hart are available to support.
- Develop hart into specialisms e.g. emergency, events, young, active, healthy etc
  - Roll-out training and develop specialism to support countywide responses, events and organisations.
- Share **hart** flexible volunteering model with VCS to increase capacity
  - Communication campaign and information events to share how flexible volunteering can work for organisations.

# Younger people giving their time and learning skills

- Targetted communication campaign for young people to raise awareness and engage
  - Information sessions at colleges, schools and young people's groups.
  - Social media.
- Communication campaign to VCS to increase capacity
  - Raise awareness through social media, information sessions, webinars and posters.
- Create VCS toolkit - 'bust the myths' about perceived barriers for younger volunteers
  - Share online, at events, meetings etc.
- Collaborate with schools/colleges and VCS to build a programme of volunteering for DofE, NCS, work experience, scouts...
  - Build relationships and sustainable volunteering for the future.
- Establish youth forums
  - Younger people to establish forums to be the voice of younger volunteers, share ideas and raise issues to the sector to develop peer mentoring and empower leadership, now and future.

# Our golden threads

The golden threads running through each strand of the strategy are:

- Language and perceptions
- Awareness and appreciation
- Power and leadership
- Equity and inclusion
- Collaboration
- Experimentation