

Ref number:



# Performance Reward Grant Scheme

## APPLICATION FORM

To be returned to:

Karen Spence, Performance Manager, Performance Team

Email: [wiltshirelaa@wiltshire.gov.uk](mailto:wiltshirelaa@wiltshire.gov.uk)

Area Board	All Area Boards	
Form submitted by (contact for all queries)	Janice Fortune, Chief Executive Officer, DEVELOP Enhancing Community Support, 3-4 New Road, Chippenham, Wilts SN15 1EJ <a href="mailto:janice@developecs.org.uk">janice@developecs.org.uk</a> 01249 654089	
Name of initiative	<b>Volunteer Centre Wiltshire</b>	
Brief Description of Initiative	<p>The new Wiltshire Infrastructure Support Service – ‘GROW’ <i>Enhancing Community Support</i> – is being delivered from 1st April 2010. This includes a countywide Volunteer Service for Wiltshire for the first time.</p> <p>This application, if approved, would both build on the basic service and develop an accredited volunteer centre for Wiltshire. At present the nearest accredited centre is in Swindon.</p> <p>The proposed service would offer the six core functions of a Volunteer Centre as prescribed by Volunteering England. The benefits to all community areas in Wiltshire will include better access to volunteering opportunities and support to individuals, Employer Volunteering scheme, specialised support, information and good practice services, access to draw down further funding via Volunteering England to support volunteering, and access to support and information as part of a national framework.</p> <p>This initiative is actively supported by the VCS Unit, Wiltshire Council.</p>	
Please put a cross against the ambition(s) that this initiative will support	Building resilient communities	✓
	Improving affordable housing	
	Lives not services	✓
	Supporting economic growth	✓
	Safer communities	✓
	Protecting the environment	✓
	Action for Wiltshire – combating the recession	
Amount of funding sought	£55,694	

<p>What will this money be spent on? (please show split between capital and revenue. For capital expenditure guidance – see Appendix 1 in the Bid Pack)</p>	<p>One part time Development Worker post to focus on achieving the six core functions of an accredited Volunteer Centre for Wiltshire, at the same time supporting the team to increase opportunities for volunteering and supporting organisations to attract volunteers.</p> <p>One half-time Development Worker post to develop an Employer Supported Volunteering scheme working with local employers to actively encourage and support staff to volunteer in their community. Promote opportunities and arrange local Community Challenge Events.</p> <p>Laptop computer with remote access; mobile phone; display boards; promotional materials; signage; accreditation fees</p>
<p>Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken</p>	<p>Volunteering is a priority for Wiltshire. Without volunteers many services would not be so efficient or effective and the cost of providing services would be greatly increased.</p> <p>In Wiltshire, which is a large rural county, voluntary and statutory sectors both rely heavily on volunteer support. To enable this support to be effective organisations that use volunteers need to know that the support is of good quality. The six core functions are:</p> <ol style="list-style-type: none"> <li>1. Brokerage</li> <li>2. Marketing volunteering</li> <li>3. Good practice development</li> <li>4. Developing volunteering opportunities</li> <li>5. Policy response and campaigning</li> <li>6. Strategic development of volunteering</li> </ol> <p>Establishing a recognised accredited Volunteer Centre would provide increased benefits for both volunteers and organisations:</p> <p><u>For Volunteers</u></p> <ul style="list-style-type: none"> <li>• Motivation</li> <li>• Increased skills</li> <li>• Increased likelihood of gaining paid work after their experience of volunteering</li> <li>• Personal development</li> <li>• Recognition of their contribution to the organisation and community</li> </ul> <p><u>For the Organisation</u></p> <ul style="list-style-type: none"> <li>• Volunteers who are more effective and skilled in their tasks</li> </ul>

- Improved retention of volunteers
- Easier recruitment of volunteers
- Improved service/results of volunteer
- Access to potential Trustees – skills bank
- Increased access to volunteers
- Employers working to support community initiatives – employer volunteering

#### Building Resilient Communities

Target – increase the number of people becoming volunteers. Many local services are run by volunteers. Through working with communities, gaps in services, local issues and initiatives can be taken up by a small group of people that have an interest in their community. It is important to provide support to ensure best practice through strategic leadership. Wiltshire is encouraging ownership and engagement in communities to build social capital and this is usually created through empowering volunteers.

Highlighting and encouraging Employer Supported Volunteering will help identify and gaps in service and provide additional support working with local businesses.

#### Lives not services

Volunteering is a route to recovery for some people who have suffered from physical or mental health problems or a crisis in their lives and support and opportunities to volunteer can often make a positive contribution towards a better quality of life.

Volunteering for young people and in particular NEETS, builds confidence to achieve and move on in their lives to employment, getting a home of their own and maturing into adults that can contribute to their community.

Equally services being provided by voluntary organisations to support independent living need ongoing support to operate effectively, safely and efficiently. The Personalisation Agenda has a huge effect on how services are delivered and the role the voluntary sector plays in supporting and delivering these services. Comprehensive cohesive support for organisations is therefore vital. Both small and large voluntary and community groups providing services all need support, information and guidance to attract suitable volunteers.

Increased wellbeing for staff that are valued by employers and supported to undertake volunteering opportunities within their communities.

#### Supporting economic growth

Volunteering is the perfect platform for people to regain confidence in a redundancy situation and opens doors to permanent employment opportunities. Volunteering opportunities for young people to try taster sessions in a career they are interested in or gain experience to contribute to a CV to help them get a job.

Organisations benefit from help and advice from volunteering for professionals who have found themselves in a redundancy situation. The nature of charities welcomes experienced people to stand as Trustees and help organisations to operate in a more professional manner. Organisations are then able to actively contribute to economic growth bringing a wealth of experience through volunteers.

Employer volunteering can bring benefits for the business as well as voluntary organisations and those who they support. It brings employers closer to the communities in which they work. Raising the profile of volunteering and the employers supporting volunteering.

#### Safer Communities

Many small voluntary organisations supporting marginalised and disadvantaged people are run either solely by volunteers or depend heavily upon volunteers. These organisations' services contribute to reducing crime by providing safe environments for people who are homeless, have drug and alcohol misuse problems or suffer domestic violence.

Without support to recruit and retain volunteers many of these organisations would not be able to operate. These organisations contribute to education of offenders and help them to integrate back into the communities they may be excluded from due to their anti-social behaviour. Owing to the nature of the clients these organisations support it is imperative that volunteers are well trained, protected and supported.

#### Protecting the Environment

Environmental organisations are one of the biggest users of volunteers next to social care. Wiltshire Wildlife, Canal Trusts, Furniture Recycling organisations and projects, local transport and car sharing schemes, scrap stores all use a great number of volunteers.

With all aspects of volunteering, volunteering support and brokerage a properly funded, accredited Volunteer Centre would provide the hub and first point of contact for issues relating to volunteering and volunteer management.

What makes this initiative a local priority (eg evidence from research and local support)

2006 Communities and Local Government (CLG) white paper, Strong and Prosperous Communities includes a single set of 198 National Indicators. These indicators cover all the national priority outcomes which local authorities will be responsible for delivering. NI6 Participation in formal volunteering has been included as a government priority in the National Indicator set in recognition of: The importance of volunteering in empowering individuals, The importance of volunteering in contributing to strong communities and The importance of volunteering in adding value in the delivery of public services. A culture of volunteering will be an asset to each local authority.

The Autumn 2009 Place Survey shows that 29.9% of people volunteered between once a month and once a week.

The Resilient Communities Partnership's strategic aims for 2010 – 2013 has identified four priority areas for action which will help it to achieve its strategic aim of building a strong and vibrant voluntary and community sector. The first aim is to build a strong and vibrant voluntary and community sector. The voluntary and community sector has a key role to play in developing resilient communities. People's involvement in community or voluntary activities helps to create the strong supportive social networks. It is the existence of these networks, and the services the sector delivers, which create resilience.

Support for Volunteering has been identified as a priority area for action because it is recognised that a thriving voluntary and community sector depends on its ability to attract, recruit, train and retain committed volunteers.

'Beyond the Immediate' research carried out by a multi agency partnership led by Age Concern Wiltshire and 'A New Lease of Life' – Older People's Strategy for Wiltshire both identify volunteering as a key in the wellbeing of older people. With an ageing population the opportunity to volunteer contributes to keeping older people healthy and providing social contact and a sense of purpose.

Volunteering is high on Wiltshire's agenda as well as promoted by Government. DEVELOP has been running 'taster sessions' on behalf of the Council to encourage volunteering amongst Council staff. There are also three volunteering challenges planned for community engagement, commissioned by the Council.

The value of using volunteers is widely recognised and a Volunteer Centre for Wiltshire will address issues locally wherever located in the area. It will ensure a cohesive

	<p>professional accredited volunteering support service is available wherever organisations or people are situated in Wiltshire.</p> <p>The Volunteer Centre will be part of the new infrastructure service 'GROW'. It is important that we encourage good volunteer management through developing good practice amongst organisations involving volunteers. Volunteering goes hand in glove with infrastructure support services and one complements and supports the other. Many issues groups experience are volunteer related but cross into the governance, funding and general infrastructure support. Our service will ensure that volunteer support does not stand alone but is integrated as part of a holistic service.</p> <p>To acquire the volunteer quality accreditation will ensure the service provided across Wiltshire which means all Community Areas will receive the same quality support and information to help build vibrant resilient communities.</p> <p>The Employer Supported Volunteering scheme will ensure that volunteering receives a higher profile from employers, encouraging more people to volunteer and support local community initiatives.</p>
<p>How will you know you have been successful?</p>	<p>We are awarded The Volunteer Centre Quality Accreditation by Volunteering England and the official Volunteer Centre Wiltshire can be launched.</p> <p>Publicity for volunteering support will greatly increase and the VBase volunteer database will hold increased numbers of volunteering opportunities available across the whole of Wiltshire. These are regularly uploaded to the national site for volunteering <a href="http://www.do-it.org.uk">www.do-it.org.uk</a></p> <p>People in Wiltshire have a greater awareness of how to access volunteering opportunities and organisations will know how and where to access support. Local employers actively encourage their staff to volunteer and support local community challenges.</p>
<ul style="list-style-type: none"> <li>• How will you measure the impact? (may have more than one measure)</li> </ul>	<p>The Volunteer Centre Quality Accreditation is a quality framework for Volunteer Centres specifically addressing the delivery of six core functions of volunteering infrastructure at a local level:</p> <ol style="list-style-type: none"> <li>1. Brokerage</li> <li>2. Marketing volunteering</li> <li>3. Good practice development</li> <li>4. Developing volunteering opportunities</li> <li>5. Policy response and campaigning</li> <li>6. Strategic development of volunteering</li> </ol>

	<p>For each of these, a Volunteer Centre is asked to demonstrate that it has processes in place to deliver that function and to monitor the outcome of its delivery.</p> <p>A measurable impact will be an increase of 20% in volunteering opportunities available in Wiltshire on the national volunteering site and an increase of 50% in number of people interviewed and signposted to volunteering opportunities.</p>
<ul style="list-style-type: none"> <li>• What is your improvement target (s), and when do you expect to achieve this/these?</li> </ul>	<p>By the end of Year One we will have</p> <ul style="list-style-type: none"> <li>• Increased volunteering opportunities both formal and informal for potential volunteers</li> <li>• Increased awareness of volunteering opportunities through promotion and marketing</li> <li>• Knowledge of Employer Supported Volunteering scheme by local employers</li> <li>• Successful Community Challenge Events</li> </ul>
<ul style="list-style-type: none"> <li>• How will you ensure that the improvement continues after the end of the initiative?</li> </ul>	<p>The intense amount of work involved in acquiring the quality accreditation will provide a solid foundation for future development and the continuous improvement of a comprehensive volunteering service. Gaining the accreditation enables eligibility for opportunities arising to apply for external funding from other sources that relate to different strands of volunteering.</p> <p>Other sources of funding to complement the work of the Volunteer Centre and further development work will be sought.</p> <p>The Wiltshire Infrastructure support tender funding is secured until 2013 to provide a basic brokerage volunteering service, funding is likely to continue on an ongoing basis after that date.</p> <p>The awareness of Employer Supported Volunteering will encourage other employers to get involved. Community Challenge Events will be well publicised and promoted and experience of running events will continue to support future initiatives.</p> <p>The two workers will have produced Information Fact Sheets, Guide Packs and Tool Kits to support volunteering in the future. This support information will be available both in hard copy and downloadable from the website maintained by GROW.</p>
<p>Who will benefit from this initiative?</p>	<ul style="list-style-type: none"> <li>• Everyone!</li> <li>• Voluntary Organisations who rely on volunteers to deliver their service</li> <li>• Voluntary Organisations looking for Trustees to run effectively and professionally</li> </ul>

	<ul style="list-style-type: none"> <li>• Statutory organisations who use volunteers to enhance delivery of their service</li> <li>• Community Areas undertaking community challenges, local community projects and addressing local needs</li> <li>• Individuals who need help and support to access employment or return to work</li> <li>• Young people seeking experience to get into employment</li> <li>• Retired professional people wishing to 'give something back' to the community</li> <li>• Mums returning to work and wishing to gain confidence</li> <li>• Isolated and lonely people looking for social contact and a purpose in life</li> <li>• Employers and staff</li> </ul>
<p>Confirm no unfunded commitments from this initiative</p>	<p>Please delete the statement that does not apply:</p> <ol style="list-style-type: none"> <li>1. I confirm that there will be no unfunded financial commitments arising from this initiative.</li> </ol>
<p>What are the key risks to success and how will these be managed?</p>	<p>The failure to meet the six quality standards for accreditation.</p> <p>It is unlikely this will occur if suitably experienced workers are appointed to oversee and undertake this project work and works as part of the 'GROW' team.</p> <p>Monitoring of individual work plans, supervisions and appraisals will ensure delivery of targets.</p> <p>Knowledge and experience of volunteering of both Chief Officers currently managing the team will enhance the development of the Volunteer Centre accreditation.</p> <p>Employers may find it difficult to participate in the Employers Supported Volunteering scheme due to the recession. We would work with employers to highlight the benefits to staff and the organisation and give them as much information and professional support as possible.</p> <p>Reporting to Trustees of 'GROW' on a regular basis.</p>
<p>Who will manage the initiative</p>	<p>'GROW' the new voluntary sector infrastructure service managed by DEVELOP/VAK  Contact: Janice Fortune, Chief Executive Officer  c/o DEVELOP, 3-4 New Road, Chippenham, Wiltshire SN15 1EJ  Tel: 01249 65409 email: <a href="mailto:janice@developecs.org.uk">janice@developecs.org.uk</a></p>

Signed: *Mollie Groom*

Dated: *10th March 2010*

This application is supported by Cllr Molly Groom, Horseshoes, 32 Chestnut Springs,  
Lydiard Millicent, Wiltshire, SN5 3NA