Bid for Community Project Support Officer Time
(nb The role of the CPSO is to enable community groups to become more resilient, to help YOU to deliver this project and to help you to consider future projects that your group may deliver)

Details of the project (what is the desired outcome)

At the April Community Safety Group meeting it was decided that we should fully and promptly support the No Cold Calling Zone initiative, outlined by Sue Wilkins at the last Area Board meeting. No Cold Calling Zones help combat the problem of doorstep crime.
They can deter unscrupulous cold callers from approaching people living in the zones, but more importantly, they can give people the confidence to say "No". Whilst the zones do not ban cold callers or create exclusion zones, they can be useful in dealing with any unwelcome cold callers.
Howard Phillips from Selwood attends our meetings and felt a joint approach along these lines could be of real benefit to tenants.
Residents must be consulted about the proposal, given information about how it works and how to react to cold callers. Signs must be erected on the street and stickers displayed on doors to deter cold callers by making it clear that the occupants are not willing to do business on the doorstep and that they will report cold callers who ignore the signs.

Outline of proposed process
Identify potential No Cold Calling Zones.
Formally consult every home in the proposed zone, to demonstrate that at least 66% are in favour.
Design and Issue No Cold Calling Zone Resident's Packs (including No Cold Calling Zone stickers) for distribution to all households in the proposed zone.
Zone is launched and the No Cold Calling Zone database is updated.
Optional external signage may be purchased and erected.

Community Group requesting the CPSO Time
Melksham Community Safety Group, a core group within the Melksham Community Area Partnership

Contact Details of person making the request

Name and role	E mail and any web address	Telephone number
Colin Goodhind Chair - Melksham Area Community Safety Network Group	colin@melksham.communityarea.org.uk http://melksham.communityarea.org.uk/parish-groups/community-safety/	07802 472929

How many volunteers do you have within your group?

Four allocated to this project

Please complete this form and return it to your Community Area Manager alison.sullivan@wiltshire.gov.uk

What role will the volunteers in your organisation play within this project?

We plan to start with identifying groups of vulnerable people that already meet with a view to organising awareness talks; a good starting point being Selwood accommodation where communal lounges are well used for social gatherings e.g. Rowley Place and Thornbank. We intend to select a specific site for a pilot and determine the level of support for No Cold Calling zones.

How will this project enable a greater resilience within this group and your community?(e.g. gaining more volunteers, sharing chair and other key roles, linking with other groups, seeking funding for future projects)

The escalating challenges the community faces require that we think more ambitiously and imaginatively. The foundation of any successful activity is a healthy, well-functioning core group which has dedicated the time and thought needed to how they will function together. MCAP is such a group, one where there is already a huge amount of experience available. As we review and revise the way towards greater resilience, we'll be emphasising the value of getting the basics right and making it much easier for people to access relevant advice and resources.

How many more volunteers would you hope to recruit to your group and how?

Two.

The Melksham Community Safety Group understands that community initiatives such as the establishment of No Cold Calling Zones improve community resilience, allowing neighbourhoods to better adapt to change. This project seeks to utilise the CPSO's training, knowledge and experience to investigate different ways of engaging residents to create a more resilient and environmentally-sustainable community.

Recruiting the right people for the right project requires a commitment of time, energy, creativity and persistence, as well as a well-considered plan.

MCAP has found that the most effective practices include:

1. Decide on the characteristics we want our volunteers to have

Think about the goals of our project, the strengths and needs of the population it will be serving, and the activities the volunteers will be engaged in.

Consider the physical and time demands of our project. Factor in the requirements of grants that may be funding our project, including possible time limits on age, gender or place of residence.

2. Develop a checklist of the most important requirements

The checklist we develop for our volunteer requirements will probably contain similar categories. When writing the volunteer job description, we might not choose to include all of the items we have checked off on our list. However, we should develop an application and interview process that helps we assess whether potential volunteers meet all the requirements.

3. Identify the barriers that may deter people from volunteering, which may include:

- Cultural myths and perceptions that old age is a time for relaxation, not learning or contribution.
- Lack of confidence in their ability to contribute -- inability to translate their life experiences and skills to a particular project's needs.
- Fear about safety, such as having to use public transport, go into a stranger's home, and concerns about drugs and crime associated with teens or low-income populations.

- Physical limitations, such as illnesses or lack of energy.
- Financial issues, including concerns that expenses associated with volunteering may strain their already limited financial resources.
- Difficulties with transport.
- Competition for volunteers is yet another obstacle; it is likely that many other organizations are trying to recruit the same "volunteer-minded" older adults that we are targeting.

4. Think about what could motivate elderly people to volunteer for our project.

Identify ways to address some of the barriers and encourage older adults to volunteer. For example, they might be interested in volunteering because it will give them the opportunity to:

- Increase their satisfaction with life by participating in an enjoyable and rewarding experience.
- Increase their sense of connection to the community.
- Feel productive.
- Address a social issue in a way that is consistent with personal values.
- Use their skills and share their experiences, interests and knowledge.
- Learn new skills.
- Learn more about youth.
- Make new friends through the volunteer experience.
- Leave a legacy for the younger generation.

5. Develop a recruitment message that "sells our project."

What is it about our project's mission, goals and population of participants that we can "sell" in order to attract volunteers? In developing our message, consider:

- Motivations for volunteering.
- Volunteers' roles and responsibilities (including the length of time they will be expected to participate).
- Benefits of serving in our project. These could range from benefits to society (making a difference, strengthening a community) to the volunteers' self-interest (learning new skills, acquiring new knowledge, meeting new people) to stipends (if any). We will be sure to include information about the training and ongoing support volunteers will receive.

6. Create recruitment materials that will catch people's attention.

A recruitment message can be adapted for a wide range of materials, from flyers and brochures to videos and websites. We will ensure our print and other media materials reflect the feel and quality of our project:

Make sure all materials convey the sense of professional expertise and purpose appropriate to the project. Use attractive graphics that draw attention to the materials, and include the MCAP logo.

Consider the audience when creating material. Use language that is familiar to them. Make sure fonts are large enough for older adults to read comfortably. Choose colours that will be inviting to our target recruits. When appropriate, translate posters and materials into languages other than English (and be sure someone carefully checks the translation).

When possible, use photographs and narratives to convey a sense of the project participants and volunteers. However, don't use images or stories that are sad or discouraging. Portraits of our project should be inviting, and convey a sense of excitement, hope, and purpose. Be sure the photographs reflect the diversity of the pool of potential volunteers.

To ensure that our materials are appropriate and appealing, always have someone who is representative of the people we are targeting for recruitment review a draft and give we feedback.

7. Plan presentations that put a personal "face" on our project.

When giving presentations to recruit volunteers use some of the following strategies to make our

project less anonymous and the potential recruits less able to "hide" behind their own anonymity.

Let people see the problem their volunteer work will address. People want to make a difference and are often motivated by their heart to volunteer. Use videos, success stories, and photographs to show the social problems the volunteers will address.

Bring along an articulate, older volunteer who can share his or her experiences. If our project is just starting up, but is modelled after another project, we may be able to have a volunteer in that project accompany we to some presentations and convey his/her excitement.

Conduct smaller, more intimate presentations. Though in some ways less efficient, presentations to small groups (less than 20) often work better than large group presentations because they reduce the possibility of anonymity among members of the audience.

Actively involve our audience. Engage potential recruits in dialogue, asking questions such as "How many of us are parents or grandparents?" "How many of us have ever known a child with a disability?" We can also engage the audience in brief activities.

Have materials that people can take home with them. These should include volunteer job descriptions, flyers/posters, application forms, general literature, and copies of any local or national news articles about the project.
Allow time after presentations to interact informally with the people who have attended. Have refreshments available -- it encourages people to stay and talk.
Never walk away from a meeting where we have given a talk without getting the names and contact information of those who are interested. Pass around an attendance sheet for people to sign who want to receive more information.

If possible, take applications and ask those who know they are interested to complete them on the spot. Be sure we get back to interested applicants within a week.

8. Use a range of recruitment strategies to reach volunteers.

- Strategies for recruiting range from the uncomplicated and cost-free to the more complex and relatively inexpensive. These include:

- Word of mouth.

- Direct mail.

- Information tables at community events.

- Presentations to community groups.

- Recruitment meals. These could be breakfasts that include presentations about our project.

- Flyers, posters and brochures.

- Articles or press releases in local and community newspapers. Take advantage of the fact that community newspapers are understaffed and are looking for good copy. Write a one- or two-page press release describing our project and the need for volunteers, and include a high-quality black and white photograph.

- Other organizations' newsletters. Ask religious institutions and relevant local agencies and organizations to run our press release in material they send out to their members.

- Web pages. During recruitment drives, have our message posted on websites that are likely places to be visited by older adults or their relatives such as Facebook.

9. Start with what's in front of you.

Recruitment is all about relationships. Think about who we already know. Brainstorm with co-workers about strategies for recruitment. Survey staff, board members, and volunteers to find out what organizations they are or have been involved with -- as members or board members or in some other capacity -- that might be a good connection for our recruitment efforts.

Think of everyone connected to our project as an assistant recruiter. Staff, volunteers, trainers and consultants all have seen the project at work, and, with prompting, will translate their enthusiasm for the project into recruitment of friends and family members.

Current volunteers can be our most effective recruiters. Ask them to talk to their peers about the

benefits they have received by being part of the project, and make sure they have the resources (such as extra project materials) they need to recruit. We can formalize this approach by giving them "assignments" such as generating one new volunteer applicant every six months.

We can also find recruiters outside of our project. Have the clergy at our church, or the volunteers there, make a statement of support for the project. Use our wider social network. Enlist our relatives, friends and professional acquaintances, especially those who work at social service agencies or those who have connections to our desired group of volunteers.

10. Cast a wide net.

Do broad outreach to raise awareness of our project in the community. Developing connections with organizations that have credibility with the groups we are targeting can help our project gain visibility and access to those groups.

11. Target our recruitment efforts.

Identify the specific community agencies, institutions, and other groups that are most likely to help connect we with potential volunteers. The following steps can help we build on these initial contacts:

Take the time to establish relationships with the most promising agencies and institutions. Request assistance from appropriate agency staff on the best way to publicize the project to their older constituents. One way to get them actively involved is to obtain commitments from them to provide a certain number of volunteers from their membership and to identify them as "partners" in all publicity. This approach can help we recruit groups of volunteers, but be aware that some "turf" issues may surface if our agency or project is "competing" with our potential partner agency to provide similar services.

Meet with formal and informal community leaders, including activists, clergy and local politicians. "Sell" the project to them. Invite them to an event or to be part of the project advisory board.

Target geographically to neighbourhoods where many senior citizens live. Offer to give a talk as part of a committee or governance meeting.

In addition, target mailing and outreach efforts to populations that are already interested in doing the work of our project or working with the population we are serving, or are generally interested in volunteering.

Area Board Priority that the project addresses

G1 Community Safety

Name of the Area Board Champion of the project

N/A - Community Safety is championed by the Partnership and Community Safety Group

Have you spoken to the Area Board Champion about this project?

		N/A

What role will the Champion play?

N/A

What role will the Community Project Support Officer play? (nb The role of the CPSO is to enable community groups to become more resilient, to help YOU to deliver this project and to help you to consider future projects that your group may deliver)

MAIN DUTIES & KEY RESPONSIBILITIES

The Community Project Support Officer will provide solid and consistent support to other team members and work with them to promote and develop the resilience of the project.

• Act as the first point of contact for outside callers and written and email enquiries.
• Respond to enquiries from individuals and agencies about the project, maintaining a lively relationship with stakeholders.
• Liaise orally and in writing with volunteers, charities, community workers, council staff, elected councillors, MPs, journalists, and other interested parties, ensuring all are regularly informed of project developments.
• Assist the Project Lead in creating news and publicity messages for target audiences.
• Organise meetings for various stakeholder and advisory groups, providing associated administrative support such as compiling agendas, taking and distributing minutes, arranging refreshments.
• Arrange and participate in visits to target areas and community organisations.
• Assist in the organisation of events, training and competitions.
• Collate reports for MCAP, the Area Board and other interested agencies.
• Develop evaluation and research procedures, analysing and presenting data on a regular basis in a coherent form.
• Update website content including using the Content Management System

Hours required for CPSO to undertake the role at £12.50 per hour 35 hours max. Total Cost £437.50	**Any travelling expenses @45p per mile for the CPSO?** Yes Up to 12 miles locally Total travelling Cost £5.40 maximum
Area Board Decision	**Date**

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