

Inspiring Volunteering: A Volunteering Strategy for Edinburgh Update on Action Plan (November 2008)



Inspiring Volunteering is Edinburgh's first city-wide volunteering strategy. It is a framework for supporting and developing volunteering in the city, and outlines the joint actions needed for the development of volunteering in Edinburgh from 2007-2012. The Strategy and Action Plan can be available at www.edinburghcompact.org.uk.

Volunteering builds trust, strengthens communities and addresses poverty and disadvantage. This strategy was developed as a key action of the Edinburgh Compact 'In Equal Respect: A Shared Vision', one of a family of strategies developed within the framework of the Compact.

Volunteers are active in all areas of the life of Edinburgh, and volunteering has an impact on all sectors; statutory, public, voluntary, community and the business sector. Partners from all sectors were involved in developing the Strategy and Action Plan, and together are jointly committed to its implementation.

iGIVE is the **Implementation Group Inspiring Volunteering (in) Edinburgh**. Members of the group agree to progress the Strategy action plan within their agencies and communities of interest.

This document presents a few key volunteering facts and figures for Edinburgh and provides you with an overview of the progress we have made to date, grouped under the key priorities identified within the Strategy and covers developments since the launch of the Strategy in November 2006.

Your comments, feedback and suggestions are very welcome.
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Key Volunteering Facts and Figures for Edinburgh

Who volunteers?

- **29%** of adult population in the City has volunteered in the past year; half of these volunteers regularly commit more than 2 hours per week to their volunteering with **8%** volunteering 14 hours or more per week.
- **15%** of the population have been an officer, trustee or board member of an organisation or club
- If **29%** of city's population volunteer and we assume an average commitment of 2 hours per week that equates to an economic benefit of over **£211 million**.

(Edinburgh Residents Survey 2008)

- Levels of volunteering involvement vary considerably across the city. Looking at Neighbourhood Partnership levels the highest levels of involvement are in the Meadows/Morningside area at **37%**. This reflects both a high student population and a high percentage of affluent households. **22%** volunteer in the Forth Neighbourhood Partnership area which includes many of the most deprived datazones in Edinburgh's index of multiple deprivation.
- There is a relatively even spread of volunteering across age bands in the city with the highest numbers at **31%** being in the 60-64 age band. Contrary to popular myth around young people **28%** of 16 to 25 year olds volunteer.

(Services for Communities Neighbourhood Research 2008)

- **30%** of Volunteers in registered organisations have been recruited through Volunteer Centre Edinburgh

(Volunteer Strategy Survey 2008)

- 25% of volunteers who access the Volunteer Centre Central office are of non-British origin – with a very high proportion of these being from New European countries
- 40% of people accessing the Volunteer Centre are not working, with 14% being in receipt of incapacity benefit. 20% are in education.

(Volunteer Centre Edinburgh Database)

Where Volunteering Happens

Volunteer Centre Edinburgh recruits volunteers for **750 organisations** in the city providing **1400 different volunteering roles**. These opportunities are spread evenly between large national voluntary agencies working in the city and local voluntary and community groups. **6%** of opportunities registered with Volunteer Centre Edinburgh occur in the public sector –mostly in Council and NHS roles.

There is often a mismatch between what volunteers want to do and where volunteering opportunities occur in organisations. Data shows that volunteers often have a perception of volunteering not matched by the reality. Many people want to work with refugees and asylum seekers; perceiving this to be an area of greatest need where their contribution can make the biggest difference – but in Edinburgh there are almost no opportunities to volunteer in this field.

Not surprisingly fundraising and charity shops have by far the greatest demand for volunteers – and struggle most to recruit sufficient numbers of volunteers (4% of searches to 14% of opportunities).

In care work and sport – both very high volume areas of volunteering the levels of interest in volunteering and the volume of work available is fairly evenly matched.

(Volunteer Centre Edinburgh database and [www.volunteerscotland](http://www.volunteerscotland.org) webstats)

Achievements against Action Plan

1. People in Edinburgh are inspired to volunteer

Opportunity gap in volunteering is narrowed

Neighbourhood volunteering hubs have been established in Edinburgh's regeneration areas.

- To date five new neighbourhood hubs have opened, in the North, South, East and West of the city and at the Royal Edinburgh Hospital.
- The Local Neighbourhood hubs are funded through Big Lottery; One City Trust and the Edinburgh Partnership Competitive Communities ESF programme. They target people facing multiple barriers to engagement and have a focus on volunteering as a route to employment
- The volunteering hub within the Royal Edinburgh Hospital (our local mental health hospital) is funded for 3 years by NHS Lothian Endowments and will provide information, advice and support to service users, visitors and staff on all aspects of volunteering. A key focus of the hub is the development and support of volunteering opportunities within the hospital for service users.

Health, careers guidance and social care professionals support clients into volunteering.

- In the last year (2007/08) 369 trusted professionals worked with Volunteer Centre Edinburgh (VCE) specialist Health and Wellbeing team to provide better supported volunteering.
- Information on Volunteering is included at Guidance Access Points
- Careers Scotland has developed better volunteering promotion; has trained staff in how to advise on volunteering and has increased referrals to Volunteer Centre Edinburgh.
- The Volunteer Scotland database can now be accessed through Careers Scotland Website.
- There is ongoing discussion with Careers Scotland and NHS related to tying into Guidance Access Points (GAPs) and Community Health Initiatives.
- Volunteers with additional needs report significant health gains through volunteering; reduced dependence of alcohol or prescribed medication; fewer visits to hospital and decreased dependency on clinical or support staff.

Police run a volunteer recruitment campaign targeted at under-represented groups

- Police have been advertising their Volunteer Programme to under represented groups via colleagues at Safer Communities in the Diversity Unit. This will be continued and a more targeted effort made once there are more volunteer roles on offer.

Volunteering is included in 'Social Prescribing' pilot projects in GP practices.

- *Keep Well Project* is a six month joint project between Volunteer Centre Edinburgh South and the NHS Keep Well Project from June – December 2008. Community Information Points are staffed by volunteers in GP Practices. Volunteers provide information to local residents on leisure, learning, health and volunteering opportunities.

Further opportunities to involve more volunteers with additional needs (mental health issues; disabilities; addictions; offending behaviour etc) are developed.

- 68% of organisations now involve volunteers with additional support needs. This is an increase of 8% since 2006 (Volunteering Strategy Survey 2008).
- 14 % of organisations report that more than 25% of their total number of volunteers have support needs (Volunteering Strategy Survey 2008).
- November 2008 sees the beginning of a new Mentoring project to support people into paid work, training or education through volunteering.

There has been a concerted effort to ensure that all city secondary schools recognise and support volunteering by students and new young people's volunteering projects have been and continue to be developed.

- The MV Award which recognises Young People's Volunteering achievements continues to be delivered through schools; youth agencies and individual voluntary organisations
- Volunteer Centre Edinburgh's new *Accelerate* project has recruited and trained 12 peer educators aged 16-25 since June 2008. They develop and deliver positive youth friendly volunteering workshops within schools & community groups. To date the *Accelerate* team has delivered workshops to over 500 young people in Secondary Schools across Edinburgh.
- A Friday afternoon Youth Zone has been established at the Volunteer Centre to give young people the guidance and support they may need to get involved in volunteering.
- Lothian and Borders Police (an iGIVE partner) will be running a pilot project in South of Edinburgh which will engage young people in producing and delivering a presentation on personal safety to their peers.
- Canongate Youth Project (an iGIVE partner) has around 50 volunteers in place at any given time. The Project was awarded the Investing in Volunteers Award in 2006. It is currently utilising the MV volunteering passport, and looking to develop a goal setting and recording tool for volunteers.
- The Edinburgh Network for Voluntary Organisations for Children, Young People and Families (Eke-Out) surveyed its membership of 260 organisations in November 2008 to gauge the impact of the Strategy on services for children and young people. Over half of the organisations responding had developed new volunteering projects for young people.

Edinburgh is world famous "Festival City", and volunteers play a huge part in making these festivals possible.

- The Edinburgh Inter-Faith Association (an iGIVE member) depends on volunteers to run the Festival of Spirituality and Peace. 2008 saw 25 young people from all over Edinburgh come together to help deliver the Festival.

Employer Supported Volunteering (ESV) is developed

- Since 2006 Scottish Business in the Community (SBC)'s Corporate volunteering programme *Cares* has tripled in size. The majority of this volunteering takes place in and around Edinburgh and ranges from one day practical team based volunteering to longer term mentoring partnerships between business volunteers and leaders in the third sector.
- The demand for team based volunteering is huge, with many companies actively investing in the third sector so that both sides can benefit. SBC has been encouraging business skills transfer based volunteering. Currently about 10% of volunteers take part in skills based volunteering and this is rising.
- 50% of business volunteers are first time volunteers so the increase in ESV can be seen as a large rise in new volunteers, many of which we know go on to be more active in their communities as a result (SBC stats).

Volunteering is actively promoted everywhere in the City

Volunteering opportunities for incomer and transient communities are increased

- VCE's website includes introductions to their services in 7 European and 4 heritage languages.
- VCE's city wide marketing campaign was reworked to improve the ethnic diversity of images used, including polish language specific motivation statements.
- All VCE literature can be obtained in any heritage language.
- 18% of people accessing the Volunteer Centre's central office classify themselves as 'white non-British'
- Through Roars not Whispers a Big Lottery and Oxfam joint venture Clanski is launched in Edinburgh a volunteer led project which brings together young Scots people and young immigrant people with a particular emphasis on Eastern European immigrants, to foster friendship, cultural awareness and promote respect.

The online database of volunteering opportunities in Edinburgh is further developed and promoted

- Web hits on www.volunteeredinburgh.org.uk has increased from an average of 130,000 hits per month in 2006 to 190,000 hits per month in 2008
- As part of www.volunteerscotland.org.uk volunteering opportunity data is streamed through the new WOW Youth Link webservice

A promotion and marketing campaign is developed and delivered

- A major bus advertising campaign to promote volunteering is launched on 2/3rd of Lothian Buses fleet by Volunteer Centre Edinburgh. Running in two phases during 2007/2008 providing six months total of advertising placement.
- There was a 7% increase in the numbers of people in Edinburgh who regularly volunteer up from 22% in 2005 to 29% in 2008. (Edinburgh Resident's survey)
- 75% of volunteer involving organisations are engaging more volunteers than 18 months ago (Volunteering Strategy Survey 2008).

2. People have an excellent volunteering experience

A Stronger Volunteering infrastructure is built up

Public agencies and departments put a framework in place for involving volunteers

- The City of Edinburgh Council established an internal working group across departments and committed to pilot the Investing in Volunteers quality standard within the Health and Social Care Department.
- The City of Edinburgh Council updated and re-circulated its Volunteering Policy across departments to re-engage and familiarise staff with it.
- NHS Lothian's Framework for Volunteering is currently being implemented. Volunteer Development Scotland (VDS) undertook a volunteering impact assessment of it, and NHS Lothian are also aiming for *Investing in Volunteers* (IiV) status in 2010.
- Lothian and Borders Police have established a Volunteer Programme within the Force and developed a Volunteering Policy.

Volunteer Centre Edinburgh (VCE) is supported and developed

- VCE continues to grow and develop with funding support from many different sources, and has played a key role in promoting and delivering the Volunteering Strategy

Community Planning Partnerships and public agencies 'proof' policy and strategy proposals for volunteering impact

- Volunteering, specifically in relation to citizenship and development of Social capital is embedded in the Joint Health Improvement Plan; Community Learning and Development Plan and in several Neighbourhood Partnership plans. It is also included in the Single Outcome Agreement

Compact Funding Strategy recognises costs and economic value of volunteering and reflects in proposals

- The Compact Funding Strategy was published in 2007, and acknowledged that running successful volunteering programmes is not a cost-free, but requires resources and investment.

Agencies are supported in improving practice in working with volunteers

Investing in Volunteers award is made more widely available

- The Investing in Volunteers subsidy award, funded by the City of Edinburgh Council, provides financial help to meet the cost of IiV and expert support from Volunteer Centre Edinburgh to help Edinburgh organisations achieve the IiV standard. To date 24 organisations have taken advantage of the subsidy and a further 6 are currently investigating the possibility. Edinburgh now has the highest proportion of IiV achieving organisations in Scotland. Of the 39 organisations in Scotland who've achieved IiV, 25 are Edinburgh based.

A basic volunteering framework is developed (minimum standards)

- Improving standards and practice are key to improving the volunteering experience. VCE provides good practice guidelines, training and template docs.
- All 750 organisations which advertise volunteering placements on www.volunteeredinburgh.org.uk commit to the minimum standards framework

Training and support programmes are available for volunteer managers in the voluntary and statutory sectors and for voluntary sector management boards

- ‘*Good to Great*’ is a programme run by Volunteer Centre Edinburgh with support from City of Edinburgh Council to develop the capacity of volunteer trustees and board members. During the life of the Volunteering Strategy VCE has worked with over 100 trustees.
- In nearly 1,800 voluntary sector organisations across Edinburgh, it is estimated that 90% have vacancies for volunteers on their Management Committees and are looking for individuals to support their work. *Get On Board in Edinburgh* (GOBiE) was launched in October 2007, and runs in partnership with Edinburgh Voluntary Organisations Council (EVOC), it aims to fill these gaps and support organisations in building the capacity of their Management Committees.
- 133 Managers of Volunteers participated in the Volunteer Centre Edinburgh Core Skills in Volunteer Management Programme, while community-based training was provided to a further 124 people. The Programme is based on the National Occupational Standards for Managers of Volunteers. There is ever-increasing demand for specialist commissioned training and this has been delivered to a total of 70 participants from 7 organisations.

Volunteering is rewarded and recognised

A new annual ‘Inspiring Volunteering Awards’ for Volunteering is established to take place during Volunteers Week

- 232 Inspiring Volunteering Awards were delivered at a series of 5 award ceremonies. Four of these celebrated volunteering in local parts of Edinburgh; West Edinburgh, North Edinburgh, South Edinburgh and Craigmillar/Portobello. These events were hosted by local MSPs in Scottish Parliament and 147 local volunteers received certificates.
- A citywide event was hosted by the Lord Provost of Edinburgh at the Council’s Lothian Chambers. This event drew nominations from across the city for individuals and groups of volunteers for the categories of Innovation, Impact, Commitment and Partnership. Certificates were given to 85 volunteers or groups of volunteers to reward and recognise their contributions - 45 of these were awarded at the event by the Lord Provost including 4 volunteers who received ‘Special Recognition Awards’
- Joy Peat, a volunteer with Samaritans and RNID, was selected by the Lord Provost of Edinburgh as the city’s first Inspiring Volunteer of the Year.

3. Volunteering is sufficiently resourced

Investment in infrastructure and volunteer management

- There has been a small growth in the number of volunteers' managers, up by 6% from 2006, with around 57% of VIOs having a volunteers' manager suggesting that organisations understand the need to have a designated person with responsibility for looking after volunteers (Volunteer Strategy Survey 2008).

Data Sources:

This report has been compiled from a number of sources:

1. Individual reports from each of the members of IGIVE relating to their area of expertise. (Including a collated response from a survey carried out by EVOC's EKE out service for agencies working with children and young people)
2. Data from Volunteer Centre Edinburgh
3. Responses to four online surveys of Volunteer managers; Volunteer referral agencies; Volunteers registered with Volunteer Centre Edinburgh. Data is drawn from a total of 500 individual responses.
4. Edinburgh Residents Survey 2008
5. Services for Communities Neighbourhood Survey 2008