



The European Year of Volunteering 2011 (EYV11) - National Projects Taking Place in England

This document provides a summary of the projects taking place in England during EYV11 as part of the national work programme for the Year. These projects are being led by delivery partners in the voluntary and community sector. Contact details are provided for each project lead for further information. For general queries about the year you can email eyv2011@cabinet-office.gsi.gov.uk.

The projects

There are nine projects taking place, highlighted below. You can click on the project lead to view the summary or scroll down to read the summary of all of the projects.

The first group of projects are working to encourage the development of volunteering in relation to specific themes. They have each been assigned two spotlight months to focus their activity in. The themes and lead organisations are:

1. Children and Young People – March and April – Led by [v and Catch 22](#)
2. Environment – May and June – Led by [Groundwork West Midlands](#)
3. Sport – July and August – Led by [Sport Coach UK](#)
4. Culture and the Arts – September and October – Led by [Arts and Business](#)
5. Health and Social Care – November and December – Led by [Age UK](#)

The next three projects are aiming to encourage the development of good practice in relation to key areas of importance to the development of volunteering. The projects and leads are:

6. Opening the door to volunteering to traditionally under-represented groups – Led by [Attend](#)
7. Volunteer Management – Led by [Volunteer Centre Warrington](#)
8. Employer Supported Volunteering – Led by [Volunteering England](#)

The final project is the Sharing Learning project. This involves working with all of the other project leads to support the identification and sharing of learning arising.

9. Sharing Learning project - Led by [Volunteering England](#).



Children and Young People

v aims to inspire a new generation of volunteers aged 14 – 25 in England, creating a culture where volunteering comes naturally and the benefits of volunteering are understood and celebrated. **v** is working in partnership with Catch22, a national youth charity supporting young people aged 10 – 25 years old, to further our shared commitment to engage disadvantaged and vulnerable young people in social action during the European Year of Volunteering 2011.

v and Catch22 are delivering a number of key activities in support of EYV2011, including:

- Recognition and celebration events for young volunteers
- Promoting Global Youth Service Day
- Promoting National Citizen Service programme opportunities
- Disseminating research and knowledge about youth volunteering
- Promoting a Star Pupil competition in schools across England for 11 – 16 year olds
- Hosting workshops with young people and a webinar to discuss the Future of Youth Volunteering
- Hosting regional capacity building workshops to help charities create compelling opportunities for employee volunteering
- Launching youth volunteering good practice resources on vinspired.com

For further details about this theme and the activities outlined above, please contact:

Tracey Herald, Director of Knowledge & Innovation, **v** –
tracey.herald@vinspired.com

Sam Sparrow, Head of Volunteering, Catch22 – sam.sparrow@catch-22.org.uk



Environment

Groundwork West Midlands have created a two month calendar of high profile EYV11 branded opportunities on new and existing projects where residents will use environmental action to tackle social issues. Working with partner organisations and community based projects, Groundwork has been developing opportunities for people to get involved in volunteering on positive activities to help improve the areas where they live. They are using this menu of opportunities to help provide the catalyst needed for people to begin to get more involved in their local communities and their local environment.

A key area they are focussing on for this project is working jointly with Social Landlords, to help provide the tools and resources to offer more opportunities for residents to volunteer in local green spaces and in turn, increase the wider sense of community and ownership. They are initially developing volunteering projects and taster sessions with Social landlords in the West Midlands to help tackle local environmental issues. As a result of this project a toolkit will be created for Social Landlords to give useful tips and hints on ways to engage with residents on volunteering projects. The toolkit will be promoted online and through the Neighbourhoods Green Project, which as part of the National Housing Federation will promote this work to over 1,200 Social Landlords across England.

For further details about this theme and the activities outlined above visit the [website](#) or contact:

Amit Dattani
Tel:0121 530 5500
Email amit.dattani@groundwork.org.uk

Visit [Facebook](#) and [Twitter](#) for the latest news.



Sport

The hosting of the London 2012 Olympics and Paralympics has already generated huge interest in volunteering, and the sports sector wants to bring the spirit, excitement and emotion of the Games to life in local communities across the country, ensuring that an enhanced sporting culture and volunteer infrastructure is put in place for future generations to enjoy.

One of the key challenges for sport is that while considerable resources are being allocated to create a substantial supply of new community sport volunteers, for example through Sport England's Sport Makers legacy project, evidence suggests that the majority of sports clubs do not currently recruit new volunteers from outside sport and do not make the most of the support systems offered by mainstream voluntary sector organisations.

This project has been designed to identify, develop and promote guidelines for good practice to support the process by which new volunteers from outside sport can be matched to community sport volunteering opportunities and successfully integrated into those volunteer involving organisations.

Led by sports coach UK and the Sport Industry Research Centre, and using the experience and knowledge of key agencies from the Sport Strategic Partnership for Volunteering (SSPV), case studies will be identified where community sports clubs have been successful in recruiting and involving new volunteers from outside sport. We will look to identify the critical success factors involved and from this the guidance for good practice will be developed. Existing volunteer management resources will also be reviewed to identify those most appropriate for use in supporting this work.

A toolkit will be produced for use by the National Governing Bodies of sport and County Sports Partnerships. The wider dissemination of this best practice will be carried out through a series of events, the SSPV networks and the runningsports website.

For further details about this theme and the activities outlined above, please contact:
Phil Collier
Tel: (M) 07951-159575
Email: pcollier@coachwise.ltd.uk



Culture and the Arts

Arts and Business are running a campaign to increase interest in cultural volunteering in England, offer large-scale volunteering opportunities within business, champion the value of such programmes with a wide range of organisations, and celebrate the value and importance of existing and new cultural volunteers.

They will be running six volunteer speed-dating sessions during the two month campaign period, hosted by private sector employers. The events will raise the profile and status of cultural volunteering within the corporate sector, and facilitate matchmaking between employees and cultural organisations.

They will also host two smaller events to celebrate local cultural volunteers, at which they will present certificates to each of the volunteers as a formal recognition of their contribution.

To disseminate best practice and maximise the impact of the cultural volunteering spotlight, Arts and Business will create a cultural volunteering toolkit for volunteers and employers. The toolkit will be freely available online during and beyond the period of the cultural volunteering spotlight.

For further details about this theme and the activities outlined above, please visit the [website](#) or contact:

Email: volunteering@artsandbusiness.org.uk



Health and Social Care

Age UK will deliver two new strands of activity which will provide a comprehensive overview and celebration of volunteering in Health and Social Care with an emphasis on Active Ageing. These strands of activity will enable older people to volunteer and deliver health and social care support to older people. This activity will help to prepare the way for the 2012 European Year of Active Aging and Intergenerational Solidarity in the UK.

Age UK will deliver two national debates on engaging older volunteers, to encourage diverse stakeholders from across the voluntary and community sector to come together to network, listen and learn. They will also produce a unique, comprehensive and practical tool which will explore the roles currently delivered by volunteers. This will support health and social care services that will look at the impacts and benefits of the activity. This work will form part of the wider work Age UK is exploring around the opportunities and services delivered with and for those in later life.

For further details about this theme and the activities outlined above, please contact:

Lara Rufus

Tel: 020 303 31389 Extn. 31389

Email: lara.rufus@ageuk.org.uk



Opening the Door to Volunteering

Attend is delivering the 'Opening the door to volunteering (to underrepresented groups)' programme. This programme has been designed to:

- create an enabling environment for inclusive volunteering
- produce a dynamic resource of guidance, empowering volunteer involving organisations to fully engage with their communities in voluntary activities
- raise awareness about the value and importance of inclusive volunteering
- provide a legacy of an active inclusive volunteering community

This will involve a mapping of current research and good practice in engaging with volunteers who are traditionally less likely to volunteer. This review will explore research and good practice guides produced to date, but also incorporate action learning networks to identify current developments and pioneering practices. This will involve both face-to-face and on-line discussions.

Face-to-face discussions will be facilitated via 27 action learning workshops on topics related to inclusive volunteering in different English regions. These will be advertised widely and will take place between September and November 2011. On-line discussions will be facilitated on the Attend Connect forum, and will seek to identify how current practitioners progressing their own inclusive volunteering initiatives. This forum is built using the same social networking platform as 'i-volunteer', and has the capacity to facilitate significant sharing of learning.

In addition, Attend will identify small-scale projects with volunteer-involving organisations, to identify and celebrate the enabling factors that underpin an inclusive volunteering environment.

For further details about this theme and the activities outlined above, please contact:

Stephen Moreton

Tel: 020 7307 2579

Email: stephen.moreton@attend.org.uk



Volunteer Management

Throughout 2011 Volunteer Centre Warrington will deliver a programme of activities, building on existing examples and resources of good practice in managing volunteers. The audience for this work is both *individuals* - whose responsibilities involve managing volunteers and planning strategically and *organisations* who involve volunteers in the delivery of their work.

They will bring together the vast array of good practice, key contacts in the field of volunteer management and existing networks and opportunities for professional development into one accessible document.

The project will involve developing and evaluating four specific areas of work:

- Evaluation of Talent Management, an approach adapted from the private sector, involving progression planning and empowerment of volunteers.
- Developing new approaches to good practice in the management of volunteers engaged in short-term opportunities.
- Supporting new ideas to enable volunteer-led organisations to deliver a good practice approach.
- Incorporating technology to support and develop volunteer programmes.

A nationwide team of Volunteer Management Champions will be set up, with specialisms in priority areas such as volunteer management at strategic levels. The aim is to ensure sustainability beyond the lifetime of this project.

Key messages from relevant speakers and organisations, as well as ideas generated throughout the project, will be streamed through a series of Webinar links. The links will maintain momentum and ensure that the findings and developments from the project are shared across the networks.

For further details about this theme and the activities outlined above, please contact:

Alison Cullen

Tel: 01925 637609

Email: alison@warringtonvc.org.uk



Employer Supported Volunteering

A new project led by Volunteering England aims to advance employer supported volunteering (ESV) across all sectors in the European Year of Volunteering 2011. The project has been designed to unlock the potential of employer supported volunteering, providing the tools and skills to employers and community organisations to develop successful ESV programmes.

The project will bring together in one place information, resources and tools to support employers and volunteer-involving organisations in developing their ESV programmes and provide new guides to support all sectors.

Examples of successful mutually beneficial ESV schemes will be shared along with three innovative pilots. The pilots, taking place around the country, will trial projects designed to respond to particular needs of employers and volunteer-involving organisations including a brokerage model, skills-based rota volunteering, micro volunteering and peer mentoring.

For further details about this theme and the activities outlined above or to register your interest in sharing a case study, resource, guide, report or information please contact:

In the first instance:

Katy Chason

Tel: 0207 529 8923

Email: Katy.chason@volunteering.org.uk

Or:

Andrea Rannard

Tel: 0207 520 8922



Sharing Learning

The Sharing Learning project, led by Volunteering England, supports the eight EYV11 projects to:

- identify key learning points;
- share key learning with each other; and,
- disseminate it across the public, private and voluntary sectors.

To meet these objectives the Sharing Learning project is working closely with the eight funded projects. This includes monthly meetings with the project leads and the [Institute for Volunteering Research \(IVR\)](#).

National, regional and local networks are being utilised to shape the project and ensure that key learning is appropriate to volunteer-involving organisations in all sectors. The key learning should help to shape policy, research and practice in volunteering and provide a legacy beyond 2011.

Key learning is shared and disseminated using:

- A [web page](#) which allows documents and materials produced throughout the Year to be viewed and accessed in one place;
- Local network contacts;
- Volunteering England's [Good Practice Bank](#); and,
- Social media.

For further details about this theme and the activities outlined above, please contact:

Sam Mars

Tel: 0207 529 8994

Email: sam.mars@volunteering.org.uk