

















## Volunteering Strategy Action Plan 2013-2016

No.	Action	Milestones	Timescale	Responsibility	Status	Comments
<b>Priority 1: To support VCS organisations in their recruitment, retention and up skilling of volunteers</b>						
1	Delivery of support to VCS organisations in their recruitment of trustees and up skilling of existing volunteers	Continued support to organisations on enablement list  Continued promotion of trustee vacancies and benefits throughout Council and other organisations	Ongoing	Various officers – ECS, Open Spaces and Property Services.		Officers are working with 89 groups to provide a range of support and advice.  Trustee vacancies are currently being advertised by SCVS volunteer Centre and through doit.org. Limited uptake to date.
2	Support the delivery of a Swale Trustees Network	Support the delivery of quarterly meetings of network, including training and sharing of experiences	Establish – Apr 2014 Quarterly meetings.	Community Services Officer		SCVS putting together a proposal, highlighting how the network could work.
3	Development of a capacity building toolkit to support VCS Organisations	Development of toolkit  Production and rollout of toolkit	By June 2014  By September 2014	Community Services Officer		Initial audit of support being undertaken. Themes of toolkit confirmed, currently collecting information from officers.
<b>Priority 2: Promotion of volunteering opportunities, benefits and the positive work of existing volunteers</b>						
4	Delivery of a communications campaign across partner organisations	Planning of campaign  Delivery of campaign  Review campaign messages and activities  Continue campaign	By Dec 2013  Dec-Mar 2014  Every six Months  Throughout	Community Services Officer		<ul style="list-style-type: none"> <li>• Social media campaign run as part of awards, including Advent Calendar.</li> <li>• Press release re: volunteer strategy and case studies to be promoted.</li> <li>• Volunteers' Week campaign; billboards, KM &amp; social media based.</li> </ul>

			financial year			
5	Delivery of Annual Swale Volunteer Awards	<p>Planning and organisation of venue</p> <p>Nominations open</p> <p>Delivery of awards ceremony</p>	Annual – awards in March each year	Community Services Officer		<p>2014 awards complete.</p> <p>Planning for 2015 awards to commence in August 2014.</p>
6	Development of Council Volunteering webpages for promotion of sites to access opportunities, types of roles available (including trustees) and case studies.	<p>Review of webpages</p> <p>Development of new pages</p>	Six monthly review for updates. New pages live by May 2014	Community Services Officer		<p>Review complete, content updated. Monthly updates ongoing.</p> <p>Volunteer Swale page developed.</p> <p>Webpage updated for volunteers' week.</p>
7	Specific activity to promote volunteering to young people, through the Youth Forum and other mechanisms.	<p>Promotion of opportunities and roles through social media to young people</p> <p>Circulation of regular information to youth forum members through email and social media</p> <p>Support school councils in presentations to peers on benefits of volunteering</p>	<p>Annual item at Youth Forum</p> <p>Ongoing</p> <p>Annually</p>	Safer and Stronger Communities Officer (maternity cover)		<p>Completed for 2013/14 - Promoted in October Youth Forum. Ongoing annual item.</p> <p>Volunteer messages circulated on Youth Forum Twitter account.</p>
<b>Priority 3: Collation of all volunteering opportunities for the borough through the Volunteer Centre</b>						
8	Promotion of Volunteer Centre on Council website and encourage other organisations to do likewise.	<p>Redevelop of Council webpages</p> <p>Circulation of volunteer centre information to</p>	<p>May 2014</p> <p>Every quarter</p>	Community Services Officer		<p>Webpages redeveloped.</p> <p>Volunteer Centre promoted via SBC social media.</p>

		partner organisations and businesses				
9	Ensure any Council volunteering opportunities are promoted through the Volunteer Centre	Regular promotion of volunteer procedures to staff and managers.  Review each Council opportunity to ensure been promoted through Volunteer Centre	Every six months	Safer and Stronger Communities Officer (maternity cover)		Staff volunteer options promoted. Limited take up to date.  Email 3 <sup>rd</sup> tier management to encourage promotion of SBC volunteering opportunities via the Volunteer Centre.
<b>Priority 4: Increase number of employees as part of local organisations from all sectors involved in volunteering.</b>						
10	Encourage council staff and Councillors to make use of their volunteering day through individual volunteering and team Community Action Days	Team Brief input  All staff briefing input  Members Briefing  Review of those VCS organisations requiring Cllr to sit in advisory capacity on their board	Six monthly  Annually  Annually  By June 2014 – annual review of organisations	Safer and Stronger Communities Officer (maternity cover)		Completed – team brief item.  All staff briefing? SCVS to attend.
11	Work with CVS to develop a trustee 'mentor bank' utilising employees from a variety of organisations.	Promotion to SBC staff benefits of providing short periods of support to trustees such as those with HR/finance skills  Creation of list of 'mentors' with specific skill sets from SBC  Widen scheme to other	June 2014    Sept 2014  Jan 2015	Community Services Officer		Project not started will begin once trustee network established.

		organisations				
12	Develop mechanism for collation of Community Action Day Opportunities for use by Council staff and other organisations	Develop mechanism, including intranet site for SBC staff  Collation of opportunities on regular basis  Review mechanism	Apr 2014  Monthly  Annually	Safer and Stronger Communities Officer (maternity cover)		Working with HR to create a centralised list for volunteering information including volunteering opportunities.  Email 3 <sup>rd</sup> tier management to find out if they are planning any community action days and find out what activities they would like further information on.
13	Promote benefits of staff volunteering and Community Action Days to other organisations in public, private and voluntary and community sector, in conjunction with the Volunteer Centre.	Develop literature to promote benefits.  Engagement with businesses through SERP and networking events  Promotion of opportunities available.	May 2014  Quarterly  Ongoing	Safer and Stronger Communities Officer (maternity cover)		Link in with appraisals, liaise with Katherine Harrison.  Promotion during volunteers' week via intranet.  Promotion in team talk.  Develop volunteer toolkit, advice for businesses on how to set up a volunteering programme?

Key	
	Cancelled
	Overdue; No longer assigned
	Unassigned; Not Started; Check Progress
	Resuming; In Progress; Assigned
	Completed