

Leeds Year of Volunteering 2010 Evaluation



For Leeds City Council

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This research has been carried out in compliance with the MRQSA international standard (ISO20:252)

Executive Summary

- Volunteering can be hugely beneficial. On an individual level, volunteering can give people confidence, promote social inclusion and increase feelings of personal well-being. It can move workless individuals closer to the job market and help individuals excluded from society re-integrate with their communities. It can bring communities closer together, empowering local individuals and increasing the cohesion of local areas. In recognition of all of this, volunteering has become an increasingly important aspect of government policy on both a local and national level. With the Big Society agenda and its aim of encouraging individuals to take an active role in their communities, this looks set to continue.
- Leeds City Council recognises the importance of voluntary activity to the individuals and communities within Leeds. The Year of Volunteering was a city wide programme, running from January 2010 until January 2011, which aimed to increase the level of voluntary activity and opportunities available across the city, promote and celebrate the wide range of voluntary activities available and help organisations deliver a quality volunteering activity.
- Qa Research were asked to undertake an evaluation of the Year of Volunteering. This report highlights the findings of this evaluation, the methods employed to undertake the evaluation and the key conclusions and recommendations which can be made as a result of the findings.
- The evaluation was designed to explore the outputs occurring as a result of the Year of Volunteering, the impact of the year on a range of individuals across the city and identify the key elements of the programme that can be taken forward to increase voluntary opportunities in the future. In addition, the evaluation explored the potential to create a baseline figure of voluntary activity across the city, which can be used to track the levels of volunteering into the future.
- As a result of the broad scope of the Year of Volunteering activities, a mixed methodology approach to undertaking the programme evaluation was most appropriate. The evaluation used the following:
 - In-depth interviews with those involved in the delivery of the Year of Volunteering programme and members of the steering group. A total of 16 individuals took part in the in-depth interviews;
 - An online survey with 130 volunteers and 96 organisations providing volunteer opportunities;
 - A review of monitoring information collected as a result of the Year of Volunteering and information from volunteer databases operating in the city, to investigate the change in voluntary activity and explore the potential for creating a baseline figure of voluntary activity in the city;
 - 3 case studies with organisations which offer volunteer opportunities within the city.

Key Findings

- The outputs associated with the Year of Volunteering were many and varied, the following is a summative list of the main outputs:
 - The delivery of over 90 events throughout the year designed to promote and celebrate volunteering and provide an opportunity for people to experience volunteering. Many of these events were linked to specific themes of volunteering which changed throughout the year;
 - The launch of the volunteer Kitemark and Toolkit;
 - The promotion of the signed compact regarding the relationship between the public and voluntary sectors in Leeds;
 - The relocation of, and subsequent improvements to, the Volunteer Centre Leeds, allowing the centre to increase its activities in identifying and securing voluntary opportunities for interested individuals;
 - Increasing the accessibility and promotion of initiatives such as the volunteer management network.
- The evidence collected as a result of the online survey and interviews with individuals involved with the programme suggests the Year of Volunteering has been successful in promoting volunteering across the city. However in many cases this awareness of the programme did not translate into involvement in the programme, particularly among smaller voluntary organisations and businesses. Organisations aware of and involved with the volunteer centre were more likely to have been involved in the Year of Volunteering.
- Exploring the change in volunteer opportunities and volunteer details registered on the databases used to match volunteers to opportunities in the city, pointed to a definite increase in the number of individuals interested in volunteering over the Year. The data also highlighted how the growth in demand for volunteering opportunities appears to be outstripping the creation of new voluntary opportunities. This was confirmed by the qualitative interviews, with voluntary organisations feeling they lacked the resources or had no need to increase the number of opportunities provided. Volunteering within the city looks to increasingly become a providers market.
- A majority of those organisations aware of the Year of Volunteering felt the Year had at least a small impact on the quality of volunteer provision within the city, however, only one in ten organisations were aware of the volunteer toolkit and Kitemark. The online surveys found strong evidence that the interviewing and training of volunteers is not being consistently applied across the city. Despite recognising the importance of offering a quality volunteer experience, organisations were concerned about the burden it can place on resources that are already stretched.
- The events that were undertaken have encouraged partnership working between organisations, there was particular evidence to suggest that the “themed” approach to the organisation of events and activities was particularly successful in encouraging organisations to work together, as it provided a banner under which organisations from various sectors could unite. Initiatives such as the volunteers management network provide a continuing opportunity for these partnership relationships to be developed. Promoting and developing these networks should be a priority to build on the links forged as a result of the Year of Volunteering.

- Despite this, there was a challenge reconciling the aims of independent, user led, voluntary organisations with the desire of public sector organisations to achieve the overarching objectives of the Year of Volunteering. There was evidence to suggest the short lead in time to the Year of Volunteering meant some voluntary organisations felt unable to influence the development of the Year of Volunteering.

Recommendations

Recommendation 1: There is a role for the volunteer centre to increase its work with organisations who may be able to offer voluntary opportunities and provide increasing levels of support, guidance and information to organisations looking to expand or create volunteer opportunities.

Recommendation 2: The volunteer centre needs to continue to develop partnerships with organisations who may signpost individuals towards voluntary opportunities to maintain the increase in demand for volunteer work.

Recommendation 3: The basis of this support should be on demonstrating to organisations the benefits of increasing their voluntary activities and reducing the resourcing burdens on organisations looking to do this (this is particularly important given that many volunteer organisations are expecting or experiencing a reduction in funding). This could involve the development of volunteer “volunteer managers”.

Recommendation 4: It is important to have in place mechanisms to continually monitor the levels of volunteering across the city. One possibility would be to explore the feasibility of bringing together the various databases which are used to capture information on the supply and demand of volunteer opportunities across the city.

Recommendation 5: A quantitative measure to accurately capture levels of volunteering in Leeds and compare this to previous years needs to be done utilising a representative survey of Leeds residents. To reduce costs, it may be possible to do this by introducing a volunteer question to other city wide surveys.

Recommendation 6: The Kitemark needs to be promoted more widely, as an initiative to encourage the provision of “quality” volunteering opportunities.

Recommendation 7: Promote the role of the volunteer centre as a focal point for voluntary activity across the City and encourage contact between volunteer organisations and the volunteer centre. Providing signposts to training and encouraging organisations to work together when sourcing training would be beneficial.

Recommendation 8: Undertake a greater degree of consultation with volunteer organisations earlier on in the set-up process, this is linked to allowing a greater lead in time to organise the Year of Volunteering. Consultation exercises need not be expensive, they could be set up through existing networks and possibly through a mailout to all those organisations on the databases of voluntary organisations.

Recommendation 9: Going forwards, there needs to be a continuation of a sustainable steering group to guide any city wide activity which takes place has a focus on improving partnership

working between organisations. The steering group needs involvement from representatives from voluntary sectors **and** businesses.

Recommendation 10: A greater level of promotion about the messages relating to volunteering within the Leeds Compact.

Recommendation 11: Awareness raising activities need to focus on highlighting the benefits of getting involved in the programme and what volunteer organisations can gain from becoming involved. There needs to be greater emphasis on providing support to voluntary organisations to deliver a quality volunteer experience, a more 'how we can work together' message rather than a 'what you should be doing' one.

Recommendation 12: Encourage organisations to register and promote opportunities through the Volunteer Centre Leeds. This should be driven by personal contact and partnership working between individuals at the volunteer centre and individuals within voluntary organisations and businesses.

Recommendation 13: Directly engage with volunteer organisations and businesses to promote the benefits of increasing the voluntary opportunities available rather than relying on organisations to come to the Volunteer Centre. This would reduce the burden on organisations (particularly smaller organisations) looking to get involved.

Recommendation 14: It may also be worthwhile to focus on undertaking promotional events and activities in areas of high footfall for maximum impact.

Recommendation 15: The small grants provided as part of the Year of Volunteering were beneficial in encouraging uptake, and there was some qualitative evidence to suggest they facilitated positive outcomes among volunteering organisations. They should be continued.

Recommendation 16: A greater emphasis needs to be placed on involving private organisations. Diversifying the access routes into engaging with private organisations should prove beneficial rather than relying on a single point of access.

Recommendation 17: Given the link between the volunteer centre and organisations involved in the year, it may be useful to consider methods of promoting links between the volunteer centre and businesses.

Recommendation 18: Generate buy in for the toolkit by including examples taken from voluntary organisations across Leeds which demonstrate the value that enacting the policies within the toolkit can have on organisations.

Recommendation 19: Provide practical advice on how organisations might be able to work together to share resources when looking to implement the practices suggested in the toolkit.

1. Introduction

Leeds City Council (LCC) commissioned Qa Research (Qa) to undertake an evaluation of the Leeds Year of Volunteering 2010. This programme has been delivered by Leeds City Council in partnership with the Third Sector.

The aim of this research study was to explore the impact the Year of Volunteering 2010 has had on volunteering opportunities across the city.

This research will also be used to identify areas of best practice to take forward into the 2011 European Year of Volunteering in which Leeds City Council are hoping to link the local voluntary sector with its European Counterparts.

This report documents the key findings from the consultation, which has been carried out in compliance with the MRQSA international standard (ISO20:252).

2. Background

National context

Volunteering has taken an increasingly prominent place in government policy, as its potential to contribute to other social and economic drivers has been recognised.

Volunteering as an activity is already widespread across the country. The results of the recent 'Helping Out: A national survey of volunteering and charitable giving'¹ reported that more than half of respondents had both volunteered and donated to charity in the last 2 months. The latest figures from the Citizenship Survey, April 09 – March 2010, show 40 per cent of adults volunteered formally at least once in the last 12 months, with 25 per cent having volunteered formally at least once a month.

Several pieces of research have highlighted the economic value of volunteering:

- *'For every £1 that an organisation spends on supporting volunteering, generates a notional payback of up to 14 times that figure'.²*
- *'17.9 million formal volunteers contributed approximately 1.9 billion hours equivalent to one million full-time workers, a contribution worth £22.5 billion. The 26.4 million of informal volunteers contributed the same hours worth £22.6 billion.'³*

The increasing recognition of the importance of the third sector has led to the publication of reports such as the Volunteering for Civic Roles⁴. This report provides information on the

¹ Helping Out: A national survey of volunteering and charitable giving, Volunteering England, 2008. Available at http://www.volunteering.org.uk/NR/rdonlyres/425A42BD-8D84-45DD-9685-6147350835BC/0/Findings_from_the_Helping_Out_survey.pdf

² The business case for organisations looking to involve employee volunteers in their work, available at employeevolunteering.org.uk/about/business%20case%20for%20vol.pdf

³ 2003 Home Office Citizenship Survey: People, Families and Communities. Available at homeoffice.gov.uk/rds/pdfs04/hors289.pdf

⁴ Volunteering for Civic Roles: Information for employers and employees, Department for Communities and Local Government, 2010. Available at communities.gov.uk/documents/communities/pdf/1525481.pdf

diversity of voluntary roles available within communities, and crucially, aims to educate and advise employers on how to enable employees to integrate voluntary activities into their working roles.

Other publications from the Department of Communities and Local Government include *Our Nations Civic Health*⁵. This report explores the strength of the relationship between individuals and their local communities. The report also includes a measure of the voluntary activities taking place across the country over the past 9 years. Levels of formal volunteering have dropped over the past 9 years, with 26% of the population taking part in a formal voluntary activity in the past month. The report highlighted the possibility of untapped demand for voluntary opportunities, and, importantly for the context of this report, highlighted how greater awareness raising of volunteering opportunities and information on how to get involved may encourage uptake of voluntary opportunities.

The increasing evidence base demonstrating the importance of volunteering in its own right and as a means of achieving wider societal and community benefits was acknowledged in the Government's PSA targets⁶:

- *PSA 4: increasing voluntary and community engagement by individuals from groups at risk of social exclusions*
- *PSA 21: the government's view is that a thriving third sector is fundamental to achieving its objective to building more cohesive, empowered and active communities. The critical measure or indicator of a thriving third sector includes increasing the percentage of people who engage in formal volunteering on a regular basis*

In addition to this growing recognition of the importance of volunteering, the Coalition Government have placed a great emphasis on the value of third sector activity and the growing role it can play through their "Big Society" agenda⁷.

As an evaluation into an initiative to raise the profile, opportunity and quality of volunteering opportunities on a local/regional level, this report is timely.

Local context

On a more local/ regional level, there are various documents and data sources which demonstrate the importance of volunteering and a thriving third sector in creating successful communities and benefits across the city.

Faithful Capital⁸, a report on the role of the contribution of faith to life and work in the City of Leeds. The report highlights the importance of volunteering as a form of social capital and a

⁵ *Our Nations Civic Health*, Department for Communities and Local Government, 2010. Available at communities.gov.uk/documents/communities/pdf/1519846.pdf

⁶ The PSA targets have subsequently been replaced, however the DCLG have made it clear that 'Reinvigorating local accountability, democracy and participation' are a central part of the Coalitions priorities. For more information see number10.gov.uk/wp-content/uploads/CLG_FINAL-2.pdf

⁷ *Building the Big Society*, Government Cabinet Office, 2010. Available at http://www.cabinetoffice.gov.uk/sites/default/files/resources/building-big-society_0.pdf

⁸ *Faithful Capital*, Leeds Churches Together in Mission, 2009. Available at networkleeds.com/Publisher/File.aspx?ID=41553

resource for delivering community activities. The report also discusses the need for individuals to be provided with training and support when volunteering in order to increase the long term sustainability of voluntary activities:

“How to encourage and support volunteering is particularly pertinent, given increasing financial constraints and the rising number of adults who work... Motivation and vision, clarity about task, and support and encouragement are all vital ingredients of a [volunteer] process that needs to encompass the best professional standards in terms of its practice.”

The Ripple Effect II report⁹, which followed on from the Ripple Effect study undertaken in 2007, explores the impact of the third sector on the Leeds economy. The report highlights the diverse nature of the sector and the economic and social benefits that volunteering has within the city, but also describes the difficulties that the third sector is facing. The wider context of economic uncertainty, reduction in funding and changes in funding strategies have all proved challenging for organisations. However, of particular importance to volunteering within Leeds are the recommendations relating to improving the quality of the volunteer experience within the city, raising awareness of the volunteer opportunities available and increasing the dialogue between the third sector and the statutory sector within the city. The research also suggests a reduction of the overall number of volunteers in Leeds between 2007 and 2009. The report recommended a drive to promote the benefits of community activity and volunteering, that led directly to the Leeds Year of Volunteering in 2010.

In recognition of the benefits volunteering brings to local communities and its importance to the city, volunteering is a key aim of the Leeds Strategic Plan and the current Vision for Leeds (2004 – 2020, the updated vision for Leeds is set to be delivered by summer 2011). Two of the Improvement Priorities mentioned in the current Leeds Strategic plan¹⁰ include:

“Enable a robust and vibrant voluntary, community and faith sector to facilitate community activity and directly deliver services.”

And;

“Increas[ing] the number of local people engaged in activities to meet community needs and improve the quality of life for local residents.”

Clearly initiatives and programmes which enable the enhancement of the voluntary opportunities available to people within Leeds is a central part of the cities development over the coming years.

The Year of Volunteering 2010 has been a campaign to help tackle the declining levels of volunteering activity in the city. It aimed to promote benefits of volunteering across the Leeds Authority Area, and develop a new infrastructure provision for volunteering including the new Volunteer Centre Leeds. The opportunities for volunteering were promoted through local programmes, monthly themes, marketplaces and taster volunteering events. The programme also aimed to enhance the quality of volunteering through a new volunteering kitemark and the designing of volunteering toolkits. The role of volunteering within the city has been debated at a

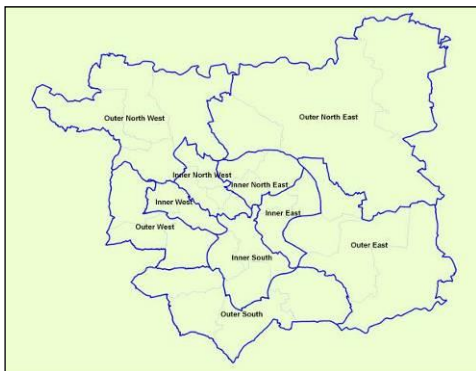
⁹ The Ripple Effect II: two years on, Leeds Voice, 2009. Available at leedsvoice.files.wordpress.com/2010/11/the-ripple-effect-ii-two-years-on.pdf

¹⁰ Leeds Strategic Plan: 2008-2011, LCC, 2008: See pg. 27. Available at [leeds.gov.uk/files/.../exec%20summary%20version%201\(1\).pdf](http://leeds.gov.uk/files/.../exec%20summary%20version%201(1).pdf)

series of volunteering debates, and celebrated through several award schemes and a major photographic exhibition throughout 2010.

The idea for a “Year of Volunteering” has been tried before and Leeds is not the first local authority to attempt a place based volunteering campaign, Gateshead council launched its own

**Area Committee boundaries,
Leeds City Council 2010**



“Year of Volunteering” in 2008. Bradford council is looking to introduce its own Year of Active Citizenship 2011 initiative. The benefits of volunteering apply regardless of the area, and with the idea of encouraging greater involvement in community activities gaining momentum with the promotion of the Big Society, the lessons learned from the Leeds Year of Volunteering may be increasingly relevant for a wider audience.

This report aims to highlight the activities and outputs taking place as a result of the Year of Volunteering, and the impacts these outputs have had on the perception and provision of volunteering opportunities across the City.

3. Aims and objectives

The Leeds Strategic Plan has the following improvement priority: “ An increased number of local people engaged in activities to meet community needs and improve the quality of life for local residents” Participation in volunteering is seen as one of the main ways of measuring whether we are meeting this improvement priority.

In October 2009 LCC Executive Board agreed to designate 2010 as the Leeds Year of Volunteering. The aims were:

- To celebrate and promote volunteering
- To increase community engagement through volunteering
- To create more volunteers and volunteering opportunities
- To deliver a quality volunteering experience

The 2008 Place Survey results showed 19.6% of the people sampled in Leeds were currently engaged in formal volunteering at least once per month. The target during 20010/11 is to increase the level of recorded volunteering by 25%.

The overall aim of the research is to:

‘Provide a detailed evaluation of the impact of YoV in Leeds’

Within this aim lie the following objectives:

- Establish a baseline, as of January 2010 of a) number of volunteers in Leeds and b) the number and types of opportunities to volunteer
- Identify and explore the main outputs of the year of volunteering i.e. partnership working, delivery structures, grant scheme, Volunteer Centre Leeds, Event programme, Local programmes and Volunteer Awards
- Determine the overall impact of the year on a range of stakeholders
- Provide a small selection of case studies demonstrating the diversity of positive volunteering activity that takes place in the city
- Identify the key elements that can be taken forward to increase opportunities for volunteering in the future.

4. Methodology

In order to achieve the desired objectives a range of methods were used. Our approach is detailed below:

4.1 Establishing a baseline of volunteering

To allow for future success of volunteering to be measured, an evaluation of various data sources was conducted in an attempt to create a baseline figure of volunteering levels across Leeds.

These sources included:

- The “Do-it” Website volunteer registrations and opportunity applications;
- Volunteer opportunities placed on the national V-base database by Voluntary Action Leeds (VAL);

- Volunteer interviews undertaken by VAL, where volunteer details were subsequently entered into the V-base database of volunteer opportunities;
- The Residents Survey, 2009;
- The Place Survey, 2008.

This data was not necessarily collected in a comparable and or consistent way and therefore like for like comparisons between the data sets were avoided. However the data does provide an indication of overall trends in the Leeds region.

4.2 Online survey with organisations and volunteers

To gain more insight into the opportunities available and experiences of volunteers, two online surveys were conducted with organisations that provide volunteer opportunities and volunteers from across the city. The findings of these surveys have been included throughout the report.

These online surveys were designed to quantitatively assess the impacts of the Year of Volunteering. They are not intended to provide a comprehensive insight into the activities, size and composition of volunteers and voluntary organisations within the city.

Although demographic information and information such as reasons for volunteering and experiences of volunteering was captured from respondents, this information was captured for comparative purposes and in the main has been excluded from the main body of the report, but are included within the appendix of this report.

The organisation survey

Each organisation that opted-in to take part in the survey was sent a link to the survey and a unique password. In total 1358 organisations were emailed and invited to take part. 96 organisations responded, giving a response rate of 7%. This response rate is indicative only. A proportion of the email contacts were void.

There are a number of strategies which may be considered in the future when looking to increase this response rate:

- Keeping the survey open for a longer period may have allowed more organisations to respond, however the survey was open for over a month
- A greater lead in time to the survey to allow greater promotion of the survey through the various formal and informal third sector networks in the city
- A postal invitation to organisations encouraging them to take part.

The volunteer survey

All registered volunteers were invited to take part in the survey by the organisations they have been volunteering with as well as being encouraged to do so when visiting the Volunteer Centre Leeds. As respondents were not emailed directly to take part, it is not possible to calculate a response rate for the volunteer survey.

In total 130 volunteers took part in the survey.

For a copy of the surveys, please see the Appendix.

The results of both surveys were subjected to a cross-tabular analysis for testing significant differences in results at the 95% confidence level. A t-test was used within the cross-tabular analysis to highlight significant results. Where significant differences exist, they have been reported on.

4.3 AQA Volunteer training

As part of the research, we included three volunteers in a day of training to equip them with the skills needed to undertake some stakeholder interviews.

The training package was designed specifically for this project. As a registered AQA training centre, we have been able to provide the volunteers with a recognised unit award.

All three volunteers came to the Qa office in York and undertook a full day of training. This included:

- Introduction to social research
- Introduction to survey design and interview techniques
- Role play
- Completion of work sheets
- Completion of one stakeholder interview via telephone
- Full write up of interview
- Full group analysis session to discuss key findings.

All volunteer worksheets and evidence were then submitted to AQA and a unit award was received by each volunteer.

4.4 Stakeholder interviews

In addition to the baseline and online surveys, 15 in-depth interviews were carried out with stakeholders in the Leeds area. These included City Officials and Councillors, members of the voluntary sector and those directly involved in the Leeds Year of Volunteering.

These respondents were selected as having detailed knowledge and insight of the areas under consideration and asked a range of questions regarding their views around the Leeds Year of Volunteering and their experiences of being involved.

A detailed breakdown of the interviews can be seen in the table below:

Stakeholder	Affiliation
Undertaken by Qa Researchers	
Volunteer organisation	Involved in Leeds Year of Volunteering
Volunteer organisation	Involved in Leeds Year of Volunteering
Council officer	Leeds City Council
Volunteer organisation	Involved in Leeds Year of Volunteering
University officer	Leeds Metropolitan University
Council officer	Leeds City Council
Volunteer broker organisation	Involved in Leeds Year of Volunteering
Volunteer broker organisation	Involved in Leeds Year of Volunteering
Volunteer organisation	Involved in Leeds Year of Volunteering
Council officer	Leeds City Council
NHS officer	NHS Leeds
Council officer	Leeds City Council
Undertaken by volunteers	
Volunteer organisation	Involved in Leeds Year of Volunteering
Private company	Involved in Leeds Year of Volunteering
Volunteer broker organisation	Involved in Leeds Year of Volunteering

For a copy of the stakeholder script, please see the Appendix.

4.5 Case studies

Three case studies were undertaken with local organisations which regularly use volunteers within the Leeds City region. These case studies are intended to complement the other research findings and provide an indication of the diverse ways in which volunteers are used to contribute to social good across the city. The case studies explore the work the organisations are doing, the reasons why people volunteer and the relationship between the volunteers and the organisations utilising their services.

The following organisations were visited by a Qa researcher;

- Pyramid of Arts
- Canopy Housing
- Holbeck Elderly Aid

Whilst visiting the organisation the researcher followed a simple set of questions to allow a consistent approach. These included:



- Main purpose of the organisation
- What opportunities they offer to volunteers
- Approach to accessing volunteers

5 Key Findings

This section of the report highlights in detail the key findings from the various strands of research conducted. Rather than report on each of the methodologies utilised separately, this section is split into three parts based on the main objectives of the Year of Volunteering. The sections are as follows:

- The outputs from the Year of Volunteering;
- The quantitative impact of the Year of Volunteering on supply and demand of volunteering opportunities, specifically looking to create a baseline of volunteering activity;
- An assessment of the more general impacts of the Year of Volunteering on the various user groups involved.

The sources of data used to capture these findings have been highlighted throughout each of these sections.

5.1 Outputs of the Year of Volunteering

This section of the report provides details of all the various activities and programmes which took place as a result of the Year of Volunteering. It is intended to supply a short summary, and also provide examples, of the outputs which took place. In addition, two short case studies are displayed throughout this section, to provide a more detailed insight into the events that have taken place as a result of the Year of Volunteering.

The Year of Volunteering ran from January to December over 2010. Each month of the year was associated with a specific theme relating to volunteering.

Fig. 1. Year of Volunteering Themes

Month	Theme	Events
January	Launch Event	Launch Event for Year of Volunteering Opening of Volunteer Centre Leeds Launch Event for the Year of Volunteering website
February	Volunteering for Health	Celebration Event Community and City Pride Awards
March	Volunteering in every Neighbourhood	12 events across the city
April	Volunteering across the Generations	8 Events including the “Green Generations Festival” (this included several events across the city)
May	Volunteering for Literacy and Learning	3 Events
June	Valuing volunteering Leeds	4 Events including: <ul style="list-style-type: none"> • Launch of the Leeds Compact detailing partnership agreements between the Voluntary sector and Leeds City Council; • Volunteer Kitemark and Toolkit made available; • Training sessions start for volunteer managers.
July	Volunteering for Sports and Culture	7 Events
August	Volunteering and Environment, Parks and Wildlife	16 Events
September	Volunteering for a Safer Leeds	2 Events
October	Volunteering for All	10 Events
November	Volunteering for Children and Young People	18 Events
December	Celebrating Volunteers	4 Events including: <ul style="list-style-type: none"> • Year of Volunteering awards ceremony; • European Volunteering Conference; • European Volunteering visits

This table only highlights those events arranged specifically as a result of the Year of Volunteering. Throughout the year there have been additional events, with which the Year of Volunteering has promoted volunteering opportunities.

Many of the events taking place throughout the year have not fitted into any specific “theme”, but nevertheless may have benefited from the promotional activities of the Year of Volunteering initiative. This is explored in more detail later in the report.

Green Generations Festival

Many of the events have the potential to provide wider benefits across the City, and were linked to broader strategies in place across the city. Raising awareness of intergenerational issues, and working to bring generations together has been a key focus of Leeds City Council, as demonstrated by the production of the report into intergenerational issues, ‘Bringing Generations Together: Leeds Intergenerational Approach’¹¹. The Green Generations Festival, which took place as part of the April events, had the following aims:

- To launch the ‘Bringing Generations Together’ report;
- To promote intergenerational initiatives which can improve the lives of individuals and improve communities across the City;
- To encourage all generations to get involved in volunteering across the City.

The Green Generations festival included a total of 10 funded intergenerational events, and 2 non funded events, as well as a multi-week art event.

The festival had a wide reach and for the 10 funded events alone there were 760 participants. The funding was felt to be a particular incentive to encourage organisations to work together;

“The money was not massive but it was flexible enough to allow people to do things that were relevant... It also encouraged people to work together.” [Stakeholder]

This was most likely reference to the requirement that grants of over £100 required more than one organisation to be involved in the event.

The evaluation of the festival found it raised the profile and opportunities for volunteering in addition to breaking down barriers between generations.

“At the beginning of the event, the young people were scared and apprehensive about approaching the older people. However, by the end of the event, all were chatting together, breaking down barriers” [Attendee – taken from evaluation report]

“(Green Generations) highlighted that we need to encourage the community more as more people could have come. It’s just great to encourage volunteers.” [Attendee – taken from evaluation report]

Given the wide ranging nature of the events which took place it would have been difficult and costly to have attempted to capture detailed information on the numbers and types of individuals attending the various events and activities which took place as a result of the Leeds Year of Volunteering. However, estimates based on the observations of numerous individuals responsible

¹¹Bringing Generations Together: Leeds Intergenerational Approach, Leeds Initiative, 2010. Available at: <http://www.leedsinitiative.org/assets/0/706/732/818/824/0c18de6f-0e91-43c2-892a-9e31a714e352.pdf>

for organisations and managing these events seem to place the numbers of those involved at **over 8000** over the year. As the following sections of this report go on to demonstrate the Year of Volunteering has been successful in raising the profile of voluntary activity across the city, and the cumulative effects of these events has been important in achieving that.

In order to make the events as relevant and accessible as possible to a wide ranging group of people, a variety of different event types were organised throughout the year. The following table provides examples of these various activity types, and highlights the anticipated benefits and impacts informing the use of each event type:

Fig. 2. Variety of events delivered through Year of Volunteering and associated impacts

Type of Event	Example	Particular benefits/ impacts
Celebration/ award Event	<ul style="list-style-type: none"> • Volunteering through business awards ceremony; • Various local awards ceremonies; • Community safety awards; • Civic Pride awards. 	<ul style="list-style-type: none"> • Raise the profile of volunteering; • Recognise best practice; • Reward successful volunteers; • Generate pride for voluntary activities; • Networking for voluntary organisations and public bodies.
Marketplace	<ul style="list-style-type: none"> • Various Volunteer fairs; • Various volunteering stalls; • West and North West area committees market place event; • Environmental fair. 	<ul style="list-style-type: none"> • Putting volunteers in contact with voluntary organisations; • Demonstrates the range and breadth of opportunities available; • Allows people to talk openly about possible volunteering opportunities prior to deciding what is most relevant useful.
Discussion/ Conference	<ul style="list-style-type: none"> • Compact Launch Event; • European Volunteering Conference; • Year of Volunteering debates. 	<ul style="list-style-type: none"> • Raising the profile of the voluntary sector on strategic level; • Forging strategic relationships/ networking; • Generates consensus on overarching volunteering issues; • Can help generate buy-in from a variety of organisations.
Taster sessions	<ul style="list-style-type: none"> • Volunteering tasters on the Move; • Lineham Farm volunteering day; • Corporate volunteering day; • Beeston allotments taster session; • Drop in day @ Volunteer Centre Leeds; 	<ul style="list-style-type: none"> • Similar to the market place events, these allow potential volunteers to see the range of volunteer opportunities available; • Raise profile of volunteering; • Allow individuals to experience voluntary activities without needing to commit.
Demonstrative/ Informative/ Best Practice	<ul style="list-style-type: none"> • Training sessions for volunteer managers; • Volunteer Kitemark and Toolkit. 	<ul style="list-style-type: none"> • Generate interest in volunteering; • Develop successful volunteering activity; • Improve quality of volunteering opportunities.

In addition to the variety of events, the themed approach that was adopted when organising the various events was felt to be particularly advantageous by stakeholders in the delivery of the programme:

“I think the various themes generated a lot of buy-in from some organisations in the city, and gave everybody something to [coalesce] around.”

Having a structure over the year which split the Year of Volunteering into several themes was felt to have been important in facilitating the involvement from other organisations:

“The themes have worked really well because when we have something like volunteer for health or volunteer [for the environment] parks and wildlife, it can demonstrate to organisations the specific benefits [of their] support.” [Stakeholder]

However, there was some evidence from stakeholders in the voluntary sector of a feeling that themes were driven by council priorities over those of the voluntary organisations. The relationship between the voluntary and statutory/ public sector did create a tension throughout the Year of Volunteering, the reasons leading to this and the strategies for overcoming this tension are discussed further in this report.

Celebrating Volunteering for Health and Wellbeing

Improving the health outcomes of residents is an important part of Leeds City Council’s strategy over the next few years¹².

February was the themed month for Volunteering and Health. As part of the Year of Volunteering initiative an event was held at Hillside school in South Leeds to provide various organisations with the chance to share ideas about the various benefits of volunteering, the links between volunteering and improved health outcomes, and examples of innovative work utilising volunteers.

Volunteers discussed the benefits they had experienced through volunteering and the knock-on benefits for their local communities. There were representatives of City wide organisations in attendance, such as NHS Leeds and Leeds City Council.

Over **100 individuals** attended the event, including representatives from **59 different organisations and agencies**.

The event was rounded off with an awards ceremony of small grants for volunteer organisations. Over **35 voluntary organisations** were provided with small grants by Cllr Valerie Kendal, to support the delivery and improvement of volunteering opportunities and attract new volunteers.

¹² Leeds Strategic Plan: 2008-2011, LCC, 2008: See pg. 23. Available at [leeds.gov.uk/files/.../exec%20summary%20version%201\(1\).pdf](http://leeds.gov.uk/files/.../exec%20summary%20version%201(1).pdf)

There have been other outputs associated with the Year of Volunteering. Although some of these outputs are not directly attributable to the Year of Volunteering, in many cases the Year of Volunteering has acted as a catalyst for their development. These include:

- Furthering the progression of the Volunteer Management Network which offers information, advice and guidance to those who work with and manage volunteers;
- Furthering the size and effectiveness of the Volunteer Centre, which included a move to newer, more central premises and longer opening hours;
- Promoting the revised signed compact between the public and voluntary sectors in Leeds;
- The provision of small grants to volunteer organisations;
- Launching the Volunteering Kite Mark to help improve quality control in small volunteer organisations, in addition to producing the volunteering toolkit.

As a result of Neighbourhood Renewal Funding (NRF) being used to part fund the Year of Volunteering initiative and the development of the Volunteer Centre Leeds, information has been captured on the progress in some of these areas. This information is displayed below;

Fig. 3. Outputs of Year of Volunteering resulting from Neighbourhood Renewal Funding

Area of Delivery	Indicator	Target	Count
Volunteer Centre	Number of volunteer roles created and recruited to support the delivery of the Year of Volunteering	5	7
	Number of volunteers recruited to support the delivery of the Year of Volunteering	10	22
	Numbers of times meeting space provided for Year of Volunteering meetings within the Volunteer Centre	40	48
Volunteer Managers Training Programme	Number of training courses provided (at least 4 organisations attending each course)	20	26
	Number of course materials circulated following each course	20	90
	Number of Voluntary and Public Sector Organisations contacted to promote course	500	1269
Volunteering Compact, Kitemark and Toolkit	Kitemark developed and promoted	1	1
	Toolkit developed and promoted	1	1
	Number of organisations achieving Kitemark	6	3
Promoting Volunteering through Active Citizenship	Number of Local Activity Grants (£250 each) awarded	40	38
	Availability of funds publicised – Number of pamphlets produced and distributed	200	200

5.2 Impact of the Year of Volunteering on Supply and Demand of Volunteering Opportunities.

As part of the evaluation of the Leeds Year of Volunteering, we have collated monitoring information on the demand and supply of volunteering opportunities from a range of sources across the city. The aim of collecting and collating this information was to explore the changes in supply and demand of volunteer opportunities over the previous few years and understand any impact which may be attributable to the year of volunteering programme. This data was also intended to provide some indication of current volunteering levels across the city.

The data sources used to provide this information include:

- The Do-it Website volunteer registrations and opportunity applications, Do-it is an online volunteer broker matching individuals interested in volunteering to organisations providing voluntary opportunities;
- Volunteer opportunities placed on the national V-base database by Voluntary Action Leeds (VAL). VAL is the council for voluntary service in Leeds;
- Volunteer interviews undertaken by VAL, where volunteer details were subsequently entered in into the V-base database of volunteer opportunities;
- The Residents Survey, 2009
- The Place Survey, 2008

In addition, the online survey undertaken with 96 organisations offering volunteering opportunities also captured broad information on the change in supply and demand of volunteering opportunities.

5.2.1 Demand for Volunteer Opportunities

The demand for volunteering opportunities is obviously driven by individuals interested in volunteering. This section explores how this demand may have changed.

The first indication of demand for volunteering opportunities is taken from the Place Survey. This survey, which, up until 2009, was undertaken by every Local Authority in the country, included within it a question relating to the extent of volunteering activity within Leeds.

In the 2008 Place Survey, **19.6% of Leeds residents** indicated they were volunteering at least once a month. This was below the regional average of 22.3%, and the national average of 23.2%. The following table places the results of the survey in the context of other cities in the north of the country.

Fig. 4. Comparing volunteering levels across cities

Locality	Those who have given unpaid help at least once per month over the last 12 months (pre 2009)
City of Bradford Metropolitan District Council	27.1
Sheffield City Council	21.1
Leeds City Council	19.6
Manchester City Council	19.6
City of Wakefield Metropolitan District Council	18.1
Newcastle City Council	17.8
Kingston upon Hull City Council	14

Source: Place Survey (2008/9)

Unfortunately the Place Survey, which was scheduled to take place in 2010 was cancelled, so there is no comparable data taken after the start of the YoV. However, the data does give some indication of the starting point for the Leeds Year of Volunteering programme compared to other localities.

In addition to the place survey, the **Leeds Resident's Survey** asked an identical question to capture volunteering levels in the city. There is a possibility that this survey may be continued, allowing a comparison after the Year of Volunteering programme has taken place. However results of the 2009 Leeds Resident's Survey placed volunteering levels at around **5%**, a large difference from the figure seen in the Place survey, possibly due to the different methodological processes employed¹³.

The difference highlights the importance of utilising a consistent measurement tool when looking to establish baseline information.

Given the variance in these measures of volunteering activity and also the fact that this information was captured prior to the year of volunteering work taking place, data has also been captured from those databases used to record volunteering opportunities in the Leeds area. This data is available before and after the Year of Volunteering programme.

The following chart utilises data sources from V-base and Do-it to indicate how demand for volunteer opportunities has changed over the past 2 years.

¹³ There are a variety of possible reasons for this difference. The Place Survey relied on self completion postal returns, whereas the Resident's Survey relied on a face to face methodology. As such the Resident's Survey spoke to a greater number of non-working respondents. There is also a greater degree of self-selection in the postal survey. Those more inclined to give up time to fill out a survey, might be more inclined to give their time volunteering.

There is a large level of variation in these indicators on a month to month basis (this is as a result of term-time, holidays, etc). In order to smooth over this variance the data is displayed alongside a 4 month moving average trend-line.

There are four data series displayed on this chart. Three of these series have been created using data from the Do-it volunteering database, with data available from October 2008 and these are as follows:

- **Enquiries about volunteering opportunities** – This information represents the number of general enquiries from individuals about accessing volunteering opportunities.
- **Applications for more information on specific opportunities** – This information is the number of individual requests for information on specific volunteering opportunities. Each volunteer can apply for information on multiple opportunities.
- **Volunteers registering on the Do-it Database** – This is the total number of new volunteers registering on the Do-it database as being available to provide volunteer opportunities.

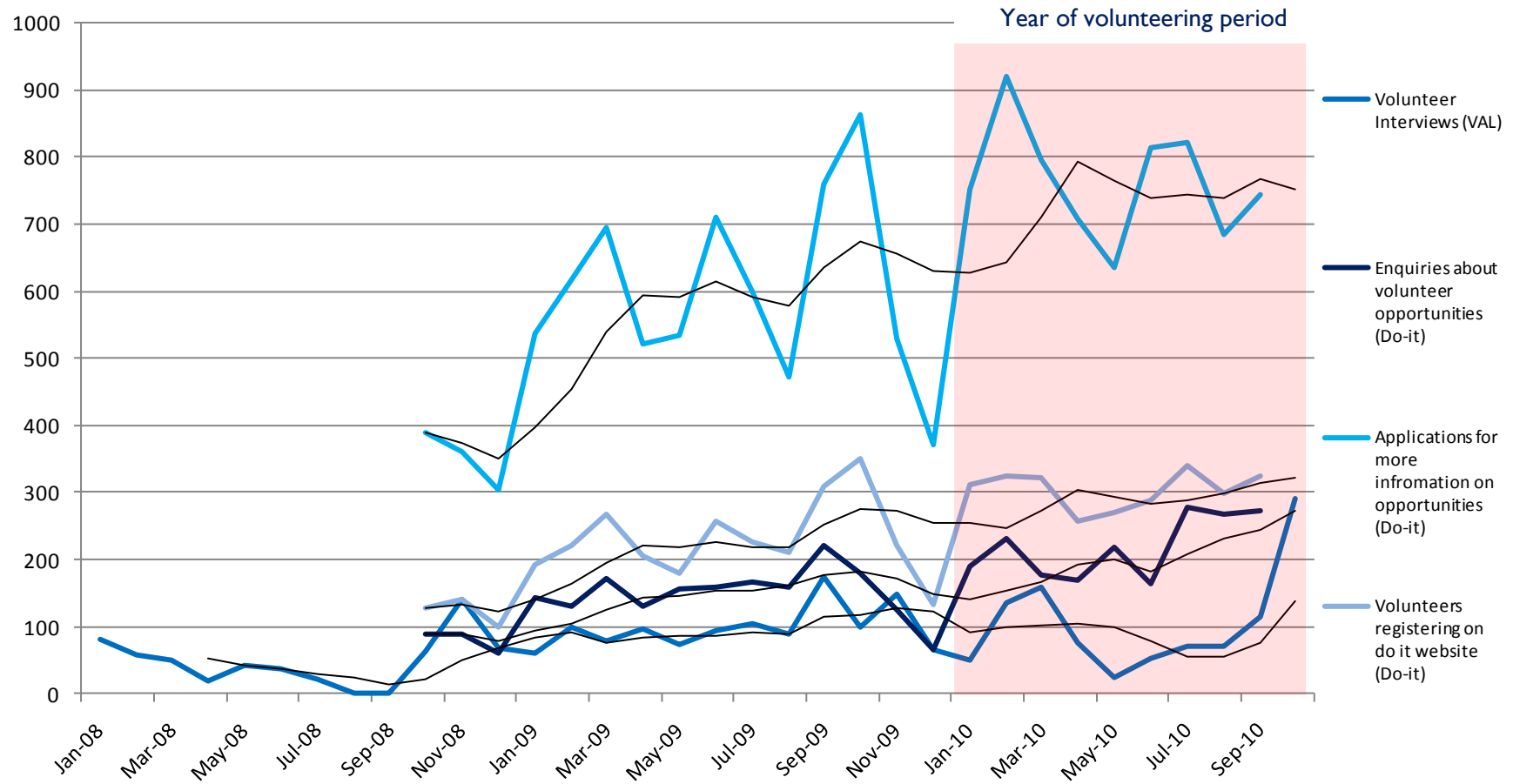
The remaining data series has been taken from Volunteer Action Leeds:

- **Volunteer Interviews** – This information displays the number of individuals being interviewed in the Volunteer Centre Leeds about undertaking a volunteer placement. As all individuals who go in to the centre are interviewed as a matter of course before being placed on the V-base volunteering database, this point essentially measures the demand for volunteering opportunities specifically through the Volunteer Centre Leeds.¹⁴

The black lines trend lines represent a 4 point moving average designed to smooth over the monthly variations in the data.

¹⁴ It is worth noting that the format for collecting data on volunteer numbers at the volunteer centre changed at the start of 2010. Prior to this (in years 2009 and 2008) over the phone interviews and emails were classed as interviews, whereas the 2010 stats show only the face to face interviews within the centre. This was due to the opening of the dedicated volunteer centre. However for comparative purposes both datasets represent those volunteers whose data was entered on V-base. The centre estimates 20% of those interviewed refuse to allow their details to be placed on V-base.

Fig. 5. Demand for volunteering opportunities/ placements



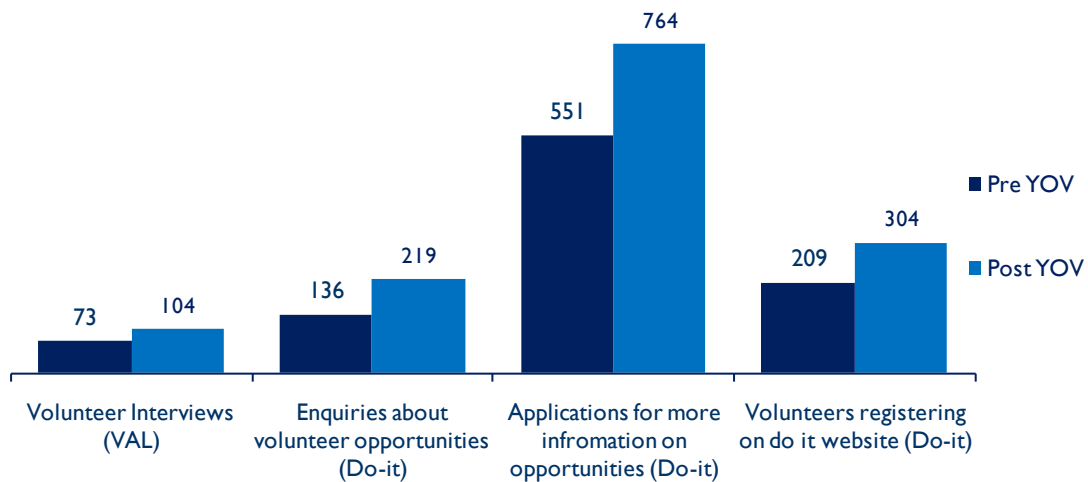
Source: Do-it database/ Volunteer Action Leeds (2010)



All indicators show a marked increase in the demand for volunteer opportunities and information on volunteer opportunities since data began to be collected.

The following graph compares the average monthly figure for these demand indicators, in order to further explore the difference in demand for volunteering opportunities before and after the start of the Year of Volunteering initiative.

Fig. 6. Comparing average monthly demand indicators, pre and post YOV

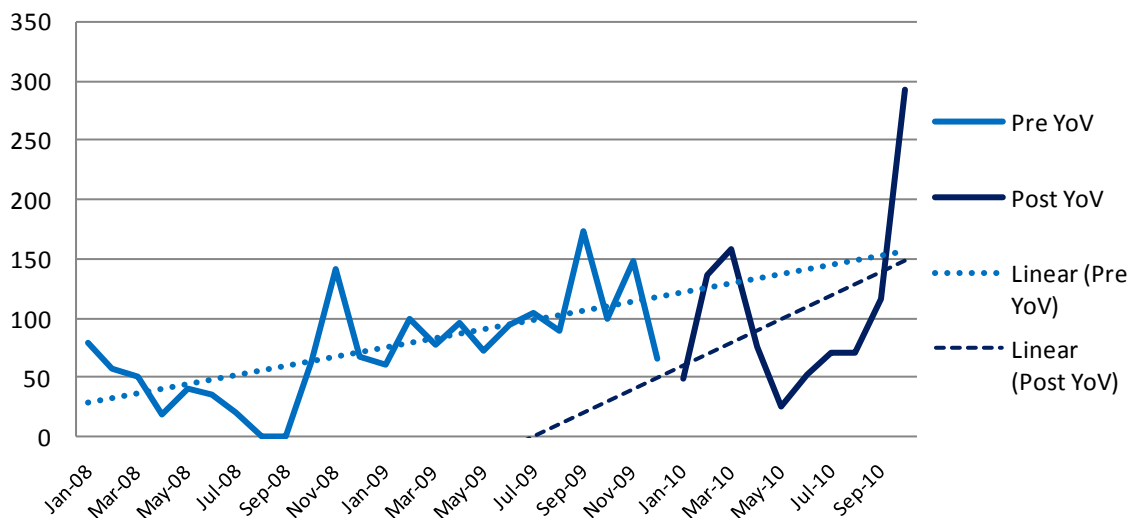


Source: Do-it database/ Volunteer Action Leeds (2010)

As Fig. 6 demonstrates, according to the data sources used, there was an increase in the demand for volunteering opportunities in the period during the Year of Volunteering initiative compared to the months before the start of the initiative. During the YOV, on average 304 individuals a month registered on the Do-it database as looking to volunteer, compared to 209 individuals a month previous to the start of the YOV.

Care needs to be taken when interpreting these results, there may be many other drivers increasing demand for volunteering opportunities in addition to the YOV. Indeed, as Fig. 5 indicates, these indicators did look to be gaining momentum prior to the start of the YOV. One way of exploring this further is to investigate the rate of increase in the demand for volunteering opportunities pre and post YOV. The following graph does this for the number of volunteers interviewed and registered on V-base at the Volunteer Centre Leeds, this data is also shown on Fig. 5 (“Volunteer Interviews”):

Fig. 7. Monthly demand for volunteering opportunities through V-base

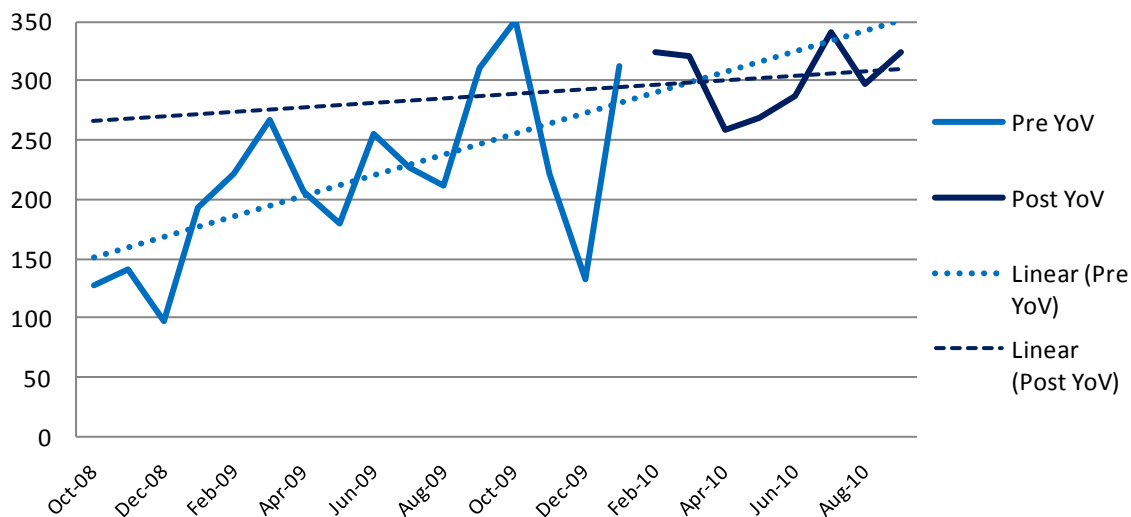


Source: Vbase (2010)

The steeper slope during the YOY compared to the period before the start of the initiative indicates the rate of increase for demand of volunteering opportunities increased at a greater rate during the YOY period. There is a large rise in the demand for volunteer opportunities in Sept/Oct 2010, this could potentially be due to increased student demand for volunteer opportunities at the start of the academic year, there was anecdotal evidence from interviews with stakeholders that demand for volunteer places increases as a result of the start of term. This serves to highlight the difficulty in measuring increase when relying on indicators susceptible to large seasonal/monthly trends.

A similar analysis on the data made available through the Do-it database on new registrations (also shown on Fig. 5 “Volunteers registering”) demonstrated a reduction in the rate of increase for individuals looking for volunteering opportunities.

Fig. 8. Monthly rate of new registrations on Do-it database



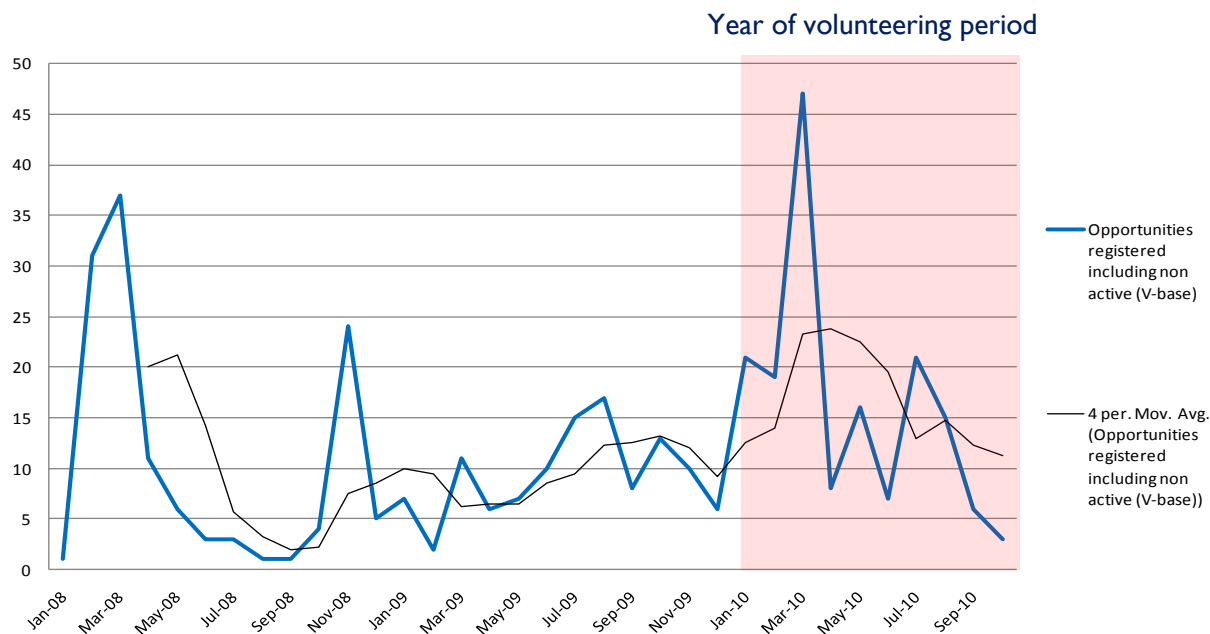
Source: Do-it database (2010)

As the Volunteer Centre Leeds was set up as a result of the Year of Volunteering programme, the centre may be experiencing more of the benefits of the promotional activity which took place. There has been a close association between the Volunteer Centre Leeds and the YOY, whereas the Do-it database is used by organisations across the city and therefore the impact that the YOY is having on demand may be reduced relative to other factors.

5.2.2 Supply of Volunteer Opportunities

Data on the supply of volunteering opportunities was also available from those databases used to record volunteering opportunities. The following chart displays those volunteering opportunities registered on the V-base volunteering database through the Volunteer Centre over the period from January 2008 to September 2010.

Fig. 9. Monthly opportunities for volunteers registered on V-base database



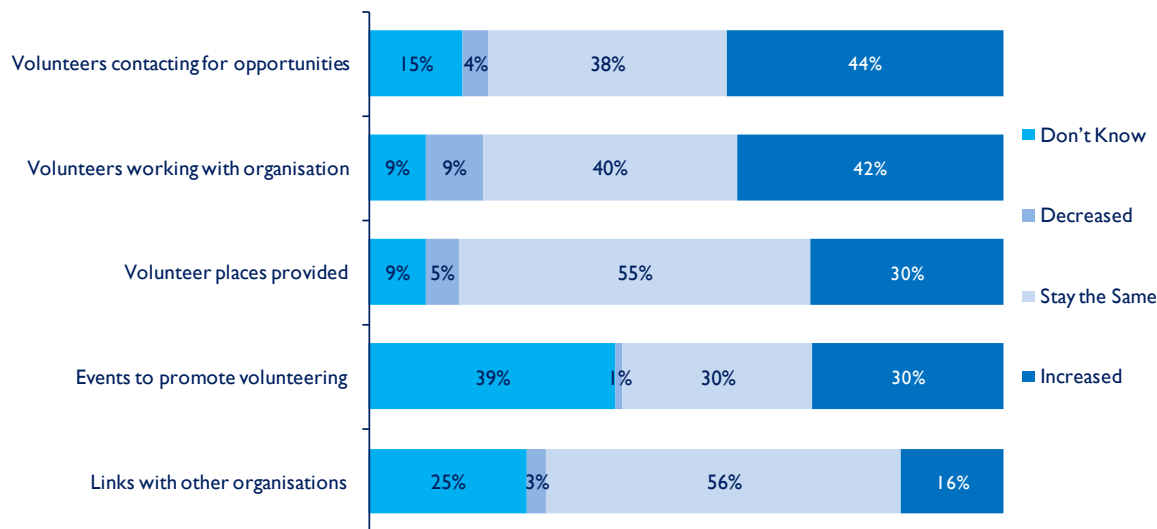
Source: Vbase (2010)

There does appear to be a gradual increase in the numbers of monthly opportunities registered through the V-base system. While this appears to have been tailing off towards the end of the year, this is in-line with the seasonal change witnessed in previous years. The increase in volunteering opportunities over the past couple of years is not as pronounced as that of the demand for volunteering opportunities. Indicating that demand for volunteering opportunities is currently outstripping supply.

Within the online survey organisations were asked to provide information on their perceived changes in demand for volunteering opportunities in the city over the past few months.

Fig. 10. Changes in volunteering indicators over past few months from the organisational survey

Q18. Have you noticed a change in volume in any of the following over the past few months?



Source: Qa Research 2010, Organisation survey Base: 96 (all respondents)

Respondents were asked if they had noticed a change in the volume of a number of elements relating to volunteering across Leeds. Positively, each element received a notable increase. The largest increase has been 'volunteers contacting for opportunities' (44%).

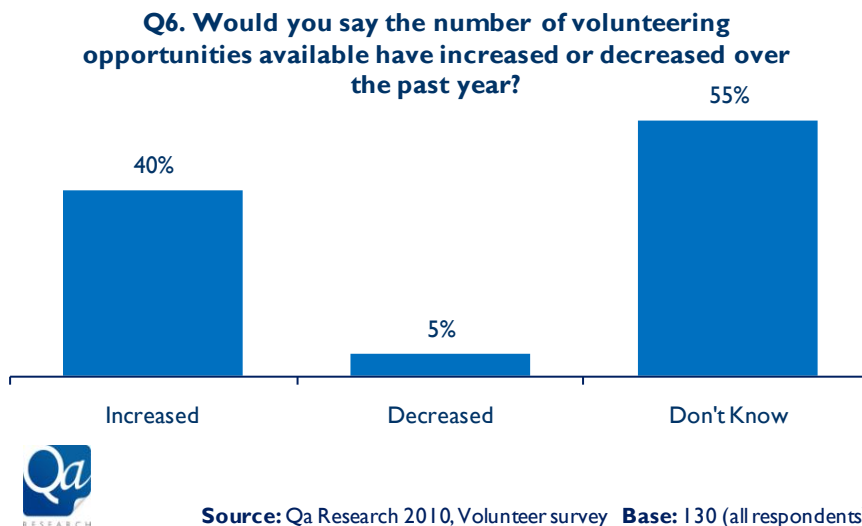
Although over half (55%, 53) of those organisations surveyed felt that 'Volunteer places provided' had stayed the same over the past few months, the proportion of organisations who had experienced an increase in this area (30%, 29) was larger than those experiencing a decrease (5%, 5).

56% (54) of respondents stated that 'Links with other organisations' stayed the same over the last year.

A notable proportion of respondents (39%, 37) don't know if there has been any change in 'events to promote volunteering' over the last 12 months. This group was significantly more likely to be made up of organisations offering 1-5 volunteering places at any one time (60%, 58 of these organisations did not know about any change in volume of events to promote volunteering), suggesting more could be done in future to include smaller voluntary organisations in the events being run.

Evidence of this increase was also provided through the surveys which took place with volunteers. Although over half (55%, 72) were unsure as to whether or not there had been any increase, 40% (52) of volunteers felt that the number of opportunities for volunteering had increased over the past year.

Fig. 11. Changes in number of volunteer opportunities from the volunteer survey



The interviews conducted with various stakeholders and voluntary organisations, also seem to point to a rise in the number of people searching for voluntary opportunities:

“We’ve definitely noticed an increase in the past few months... Part of it I think is due to a new building [which is] more visible and which is open more often... There is also a [seasonality] to the numbers of volunteers that are available, but I do think there has been a definite upward trend.” [Year of Volunteer, Stakeholder]

“We have never been short of volunteers, it’s an area of our organisation we have not had a problem with [but] over the past few months there have been more... I’m not sure exactly why [this would be], maybe our name has got around a bit! The economy has probably contributed this is obviously something which might get worse.” [Volunteer organisation]

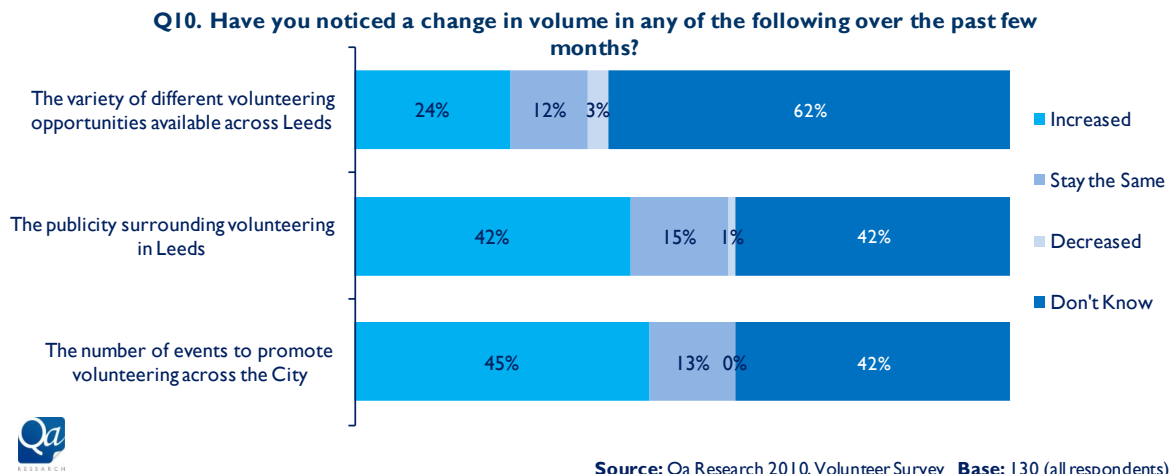
There was some evidence that organisational change was needed before more volunteer opportunities can be provided within organisations:

“We are at full stretch at the moment... we have just got some funding for the next 3 years so we should get time to plan our volunteering activities, we will be taking on a member of staff to coordinate things [this should help] us to expand.” [Volunteer organisation]

“We never have a shortage of volunteers, the number we can use just depends on the work we have to do... At the moment we are looking to consolidate what we have done.” [Volunteer organisation]

Similar to the question posed to organisations, volunteers also provided an indication of changes in various volunteering indicators over the past few months.

Fig. 12. Changes in volunteering indicators over past few months from the volunteer survey



Around two fifths (42%, 55) of volunteers have noticed an increase in the publicity surrounding volunteering over the past few months, with a similar number (45%, 59) noticing an increase in the numbers of events to promote volunteering.

Discussion

- One of the original aims of the YoV was to increase the level of volunteering activity from 20% to 25% within the City of Leeds. With the abolition of the Place Survey measuring any change in volunteering levels is unable to take place on a consistent basis.
- These datasets do not represent the whole of the Leeds area. Whilst the Do-it database is used by a large number of organisations, there are other databases used by independent brokers of volunteering opportunities across the city, meaning the data displayed here is demonstrative only of a proportion of the Leeds population (although the Do-it database may be large enough to exhibit city wide trends, more research would need to be done to test this).
- The data pointed to a strong increase in the number of new volunteers looking to take part in activities. As one of the aims of the Year of Volunteering was to broaden the appeal of volunteering to a wider group of individuals, this was a positive finding, of course more research would need to be done to assess if this increase was more of the same type of individuals.
- The organisations survey pointed strongly to an increase in demand for volunteering placements over the past few months. The survey also pointed to an increase in the supply of volunteering opportunities, although this increase was not as great. There may be a time lag between the increase in demand for volunteering opportunities and any internal changes made by volunteering organisations to accommodate this increase and take on more volunteers. It is important support is available to organisations to help ensure the quality of any new opportunities created.

Challenges when creating a baseline of voluntary activity

- One of the primary aims of this evaluation was to explore the feasibility of creating a consistent baseline for volunteering activity in Leeds. In the absence of a general, city wide indicator we can only use monitoring information collected by various volunteering organisations. The monitoring information available suggests there has been an increase in the provision and demand for volunteering placements over the period of the Year of Volunteering. This monitoring data, coupled with the qualitative interviews and survey results would indicate that the Year of Volunteering has been an important factor in driving this increase.
- The general indicators of volunteering activity that do exist such as the National Indicator 6 in the Place Survey and the Leeds Resident's Survey, have not been undertaken since the start of the Year of Volunteering and therefore cannot be used to provide an overarching indication of a change in volunteering activity across the city. The National Indicator 6 is not set to carry on in the future. Relying on databases to provide a consistent measure of volunteering activity is difficult, these databases record information in different ways, and often do not capture the more informal voluntary activity that takes place among residents. Additionally for these databases to be used as an accurate indicator of volunteer activity, information from all the databases used in Leeds would need to be accessed and processed cumulatively over the period of a year, to take into account seasonal variations and the possibility of increased use of one database at the expense of another.

- The most reliable way of capturing city wide levels of volunteer activity on a year by year basis would be to introduce a question on voluntary activities into a city wide, representative face to face survey. Alternatively, by linking the recorded levels of voluntary activity in the past (on indicators such as the place survey) with numbers of new registrations on the various databases used across the city, it may be possible to use these databases as an approximate indicator of voluntary activity. However the accuracy of this approach would be limited and open to misinterpretation.

5.3 Broader Impacts of the Year of Volunteering

The Year of Volunteering has not just been about increasing the volume of volunteering taking place across the city. There has also been an emphasis on raising awareness of volunteering, improving the quality of volunteering opportunities, and bringing different organisations together.

In this subsection of the report we explore quantitatively and qualitatively the impacts of the year of volunteering on areas outside of supply and demand of volunteering opportunities. The data in this sub-section is taken from the online surveys with volunteers and organisations working with volunteers, as well as qualitative interviews undertaken with stakeholders in the Year of Volunteering event.

5.3.1 Awareness and involvement in the Year of Volunteering

One of the primary purposes of the online surveys was to test awareness and involvement in the Year of Volunteering among volunteers and organisations offering volunteer opportunities in Leeds. Although the survey was worded so as not to prejudice responses to these areas, the method of recruitment necessary to encourage individuals to take part in the online survey means that care must be taken when interpreting results. The link to the survey was disseminated through various existing volunteer networks, and the Volunteer Centre Leeds supported the dissemination of the survey link, as the Volunteer Centre was closely associated with the Year of Volunteering, there might be a greater tendency for those aware of the Year of Volunteering to have been made aware of the survey.

Organisation Awareness

Of the 96 organisations taking part in the online survey **73%** (70) were aware of the Year of Volunteering. This awareness was generally higher for those organisations which worked with a greater number of volunteers.

Those organisations that indicated an awareness of the Year of Volunteering (70) were asked whether or not they have been involved in the year, either through using the website or taking part in activities.

Of the 70 indicating an awareness, **43%** (30) became more actively involved in the initiative. For the largest organisations (those offering 50+ voluntary opportunities) this figure rose to 80%.

The results suggest there was no significant difference in the awareness and involvement in the Year of Volunteering between those organisations who provide training for volunteers and those that do not, and those organisations that interview volunteers and those that do not.

Volunteers who were aware of the Volunteer Centre Leeds were significantly more likely to be aware of the Year of Volunteering initiative. Of those respondents aware of the Volunteer Centre Leeds, **86%** were also aware of the Year of Volunteering. For those respondents not aware of the Leeds Volunteer Centre, awareness of the Year of Volunteering was just 53%. This highlights the central role played by the volunteer centre in promoting the initiative and raising awareness.

The table below illustrates that a small proportion of organisations have attended various events and have had varying degrees of involvement with the Year of Volunteering.

Fig. 13. Use of Year of Volunteering Website and details of events / activities sponsored by Leeds Year of Volunteering (Q20, Organisation survey)

	Count	Percentage
Attended launch event	6	21%
We are leading an event or aspect of Year of Volunteering	6	21%
Attended reception at Civic Hall	5	17%
Looked for funding	3	10%
Events (unspecified)	2	7%
Have used some of their training courses	2	7%
Attended a celebration event	2	7%
Have checked the website	2	7%
We are on the website	2	7%
We were involved in the design of the site	1	3%
No relevant answer	1	3%
Other	2	7%
Base = 29	34	

Multiple responses allowed

Some organisations struggled to say for certain the impacts the events had on their organisation, but were nevertheless positive about getting involved:

“We got a small grant, to help us put an event on... the event would not have taken place without it and, although it is hard to be certain about these things, I think we got a wider profile in our local community, which should help us in the future.” [Volunteer organisation]

“We were involved in a couple of events... They were nice events, we met some interesting people from other organisations. It has not changed how we [operate], but has given us some connections with other people.” [Volunteer organisation]

Volunteer Awareness

For volunteers, awareness of the Year of Volunteering was at around two thirds (**64%, 83**) of the 130 individuals surveyed. Of these individuals **29%** have been involved in events and activities which took place as a result of the Year of Volunteering.

Details of the events/ activities attended by volunteers is captured in the following table:

Fig. 14. Coded answers of events / activities attended through Year of Volunteering programme (Q12, Volunteers survey)

	Count	Percentage
Launch event	6	25%
An event at a school	3	13%
"Get together" event	2	8%
An event at "The Loft"	2	8%
Unspecified event or events	2	8%
An event at the library	2	8%
No relevant answer	2	8%
Leeds City Council Year of Volunteering environment month	1	4%
An event at LMU Becketts Park	1	4%
A party at Carnegie, Headingley	1	4%
Rosebank Millennium Project	1	4%
Sponsored Walk	1	4%
Base = 24	24	

Similar to the organisations surveyed, the launch event was the most often reported method of engagement with the Year of Volunteering initiative.

Both volunteers and organisations which provide volunteering opportunities provided details on their awareness of the various events and themes taking place as a results of the Year of Volunteering:

Fig. 15. Comparing awareness of Year of Volunteering events between Organisations and Volunteers

	Organisations		Volunteers	
	Count	Percentage	Count	Percentage
Year of Volunteering Launch at City Museum (January 13th 2010)	46	48%	45	35%
The Year of Volunteering website	47	49%	N/A	N/A
The new Volunteer Centre Leeds	46	48%	N/A	N/A
Health Volunteering month (February)	10	10%	4	3%
Neighbourhood volunteering events in February, March or April	11	11%	4	3%
The Green Generations festival (April 26-30th)	5	5%	3	2%
Literacy and Learning volunteering month (May)	9	9%	36	28%
The Leeds Compact (signed in June 2010)	37	39%	14	11%
The Volunteering marketplace event in Victoria Gardens (June 5th)	12	13%	12	9%
The Valuing Volunteering month (June)	8	8%	11	8%
The volunteering Kitemark and Toolkit	10	10%	3	2%
Year of Volunteering debates at Leeds Council Chamber (July 9th)	9	9%	6	5%
Sports and Arts volunteering month (July)	8	8%	5	4%
Environment Volunteering Month (August)	18	19%	8	6%
Rosebank Millennium Green environmental project in August	11	11%	11	8%
Volunteering for a Safer Leeds (September)	12	13%	7	5%
Volunteering for All events (October)	16	17%	9	7%
Change Leeds Week (Oct 10-15th)	15	16%	9	7%
Children and Young People Volunteering events (November)	12	13%	11	8%
Year of Volunteering Celebration Awards (December)	22	23%	15	12%
European Year of Volunteering and Conference (December)	14	15%	4	3%
Base = 96		Base = 130		

Although four tenths of those organisations surveyed demonstrated an awareness of the Leeds Compact (39%, 37), this still left 61% (59) of organisations who were unaware of the signing of the compact. Given the importance of the compact in defining the relationship between the public and voluntary sectors in Leeds, there may be advantages in raising awareness of this document.

Under half (48%, 46) of those organisations surveyed were aware of the Year of Volunteering Launch event, for volunteers, this figure fell to 35% (46). Similar proportions of organisations were aware of the Year of Volunteering website (49% 47), and the new Volunteer Centre Leeds (48%, 48).

Among volunteer organisations, there were seven events where awareness levels were at 10% or less. For volunteers there were 15 events where awareness was at 10% or less.

Involvement by Organisation Type

Having an initiative which led to contact between the volunteer and the public sectors highlighted some of the particular challenges faced when these two sectors work together.

Some stakeholders discussed how getting organisations involved in the initiative could be challenging, often this was due to logistical reasons, but scepticism about the benefits their involvement would have also seemed to be important:

“The problem is there are so many organisations who use volunteers and doing things in their own way... This is good for the city, but it sometimes made contacting and arranging things hard work, especially when you have your normal day to day work to do as well.” [Stakeholder, public sector]

“[I think] some organisations felt a bit put upon at times, when you are used to doing your own thing it can be hard to [fit] into a wider role or event.” [Stakeholder, public sector]

“I took a lead on some of the Value in Volunteering stuff in June I think it was, and so we organised a tea party for the volunteers throughout the city, and that again was a real shame, because there was about three organisations there... it was a real shame because there was money pumped into that.” [Stakeholder, Volunteer organisation]

This was a recurring theme when looking at the relationship between Leeds City Council and the organisations offering volunteer opportunities. There was a perception among some organisations that the Council was interested in pushing the whole initiative, but in doing so was not mindful of the individual focuses of the smaller organisations involved:

“At times [I] felt the council was trying to get us involved for the sake of getting us involved if you know what I mean? The idea of the initiative is great, but ultimately we answer to our own service users.” [Stakeholder, voluntary sector]

“Some of those working within the council were fantastic, they were pushing us and you knew they were working really hard to make [the various events] a success. I just think we sometimes struggled to make our own viewpoints known, I got the impression there were some people in the council who were left stuck in the middle.” [Stakeholder, voluntary sector]

This perception of a lack of involvement for voluntary organisations was particularly true of smaller voluntary organisations, those working on average with less than 10 volunteers were less likely to be aware of the initiative (56% awareness level compared to 82% in organisations who worked with over 10 volunteers). Smaller organisations were also less likely to have been involved in the initiative (those working with under 10 volunteers had an involvement level of 32%, compared to 47% for larger organisations).

Reconciling the needs of the council, with its over-arching aims, with the needs of grassroots organisations who have a more specific remit will always prove challenging, and these comments should not be taken out of context. It is worth pointing out that all stakeholders interviewed were positive about the initiative, and many stakeholders pointed out the effectiveness of having Volunteer Centre Leeds in a central role for the event:

“The individuals in the Volunteer Centre have been great, always willing to help us get things sorted... without them it could have been a struggle.” [Stakeholder, voluntary sector]

“Before the Year of Volunteering, the volunteer centre was opening like two mornings a week. For a city as big as Leeds, the amount of population, it’s just ridiculous. I think it’s been great that they’ve had this opportunity to open every day.” [Stakeholder]

“[The Volunteer Centre] have been amazing... really supportive.” [Stakeholder, voluntary sector]

Having an organisation involved which obviously has an understanding of what it is to work with volunteers, and which provides an advocacy role for organisations which use volunteers was obviously advantageous.

One area of involvement which stakeholders felt could have been improved on was private sector involvement in the initiative. Although only three private sector organisations took part in the online survey, this is perhaps indicative of the lack of involvement in the initiative in this sector. Indeed, despite being aware of the initiative, all three of these organisations indicated they were not directly involved in the Year of Volunteering and all three felt that year had “no impact” on their organisation.

“It would have been good to get more private sector organisations involved, it [would have added] more credibility... We have to get rid of the label about volunteering only being for those who can’t work.” [Stakeholder, voluntary sector]

Discussion

- General awareness of the Year of Volunteering was high for both volunteers (64%, 83) and volunteer organisations (73%, 70), but there would still have been room for improvement. There was a positive link between those organisations aware of and using the Volunteer Centre Leeds and those aware of the Year of Volunteering. Forging more links between the centre and volunteer organisations is important. Awareness of the initiative did not necessarily translate to involvement, less than half of those organisations that were aware of initiative went on to get involved. For volunteers, under a third of those aware of the initiative went on to become involved, although for volunteers, there is a possibility they may have been involved in activity resulting from the Year of Volunteering and yet been unaware of it.
- It would also have been desirable to involve more volunteer organisations directly in the Year of Volunteering. Unsurprisingly, those organisations directly involved in the initiative were more likely to have felt the initiative had a positive impact on their organisation. Involvement was highest for the launch events, then decreased for those events that followed. Given that the launch event had a general relevance and that the following events were often more specific to particular themes this was understandable. There was some evidence that promoting the events in a way which demonstrated the relevance to volunteer organisations may have had a positive effect on involvement.
- Involvement from smaller volunteer organisations and private companies was lower than that of other organisations. The reasons for this are mixed. Smaller organisations were often of a view that much of what the initiative was about lacked ‘relevance’. Smaller organisations who do not need to utilise volunteers as often, also had less of an incentive to take part. For private companies it was felt by some stakeholders that it would have been useful to diversify the approach to including private companies, to ensure involvement of a greater number of organisations.

5.3.2 Impacts on Quality and Partnership working

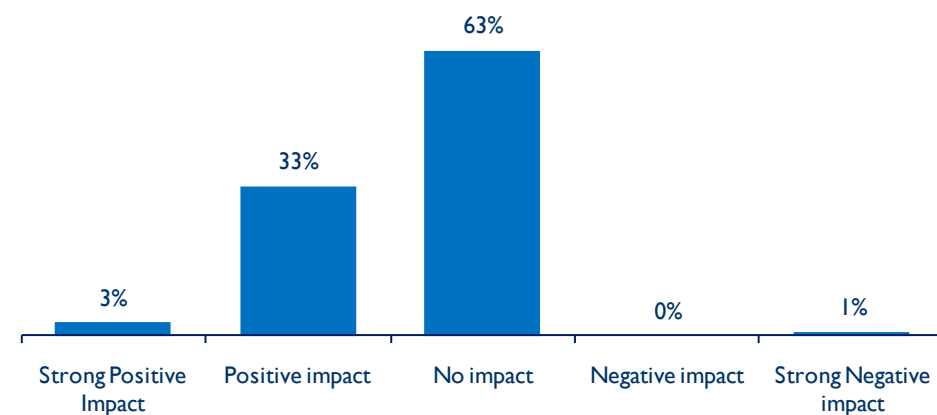
Respondents who were aware of the Leeds Year of Volunteering were then asked how they would rate the impact the Year of Volunteering has had on their organisation.

Over a third (36%, 25) of respondents stated it has had a 'positive' impact on their organisation.

Nearly two thirds (63%, 60) of respondents stated it had 'no impact' on their organisation. Unsurprisingly, those organisation who were not actively involved in the Year of Volunteering were more likely to feel the initiative had no impact on their organisation. For those involved, 67% of organisations felt the Year of Volunteering had a positive impact on their organisation, for those not involved, this figure was just 13%. Highlighting the importance in involving and including as wider range of organisations as possible.

Fig. 16. Organisation rating of overall impact of Leeds Year of Volunteering

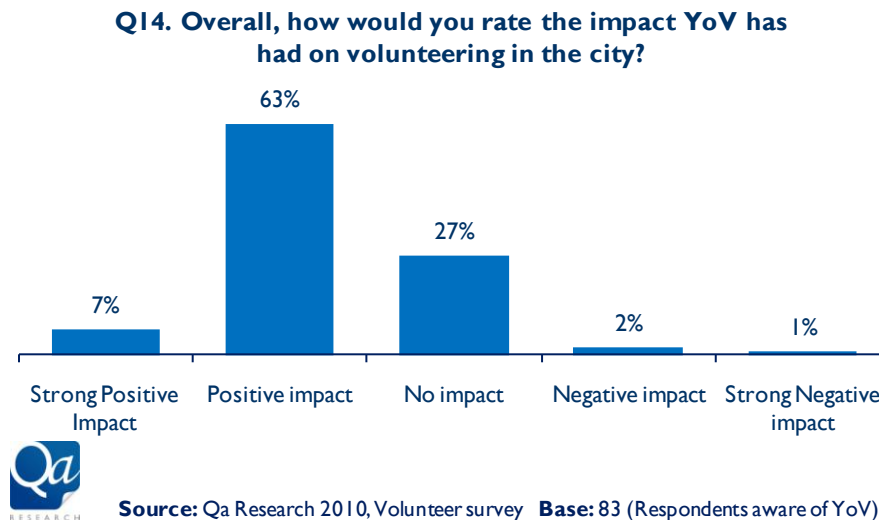
Q22. Overall, how would you rate the impact YoV has had on your organisation?



Source: Qa Research 2010, Organisation Survey Base: 70 (respondents aware of YoV)

Volunteers were asked to give their assessment on the impact that the Year of Volunteering has had on volunteering across the city, rather than the impact on the specific organisation they have volunteered for. This was because it was assumed that many volunteers may be volunteering for multiple organisations and that asking volunteers about impacts on their organisation may have lacked relevance. Volunteers had a tendency to be more positive about the impacts of the initiative than organisations.

Fig. 17. Volunteer rating of overall impact of Leeds Year of Volunteering



In part this increased positivity could be attributed to the differences in the way this question is asked. As volunteers were asked more broadly about impacts across the city, this doesn't necessarily require any personal involvement in the initiative for them to perceive a positive impact. Although it could be argued that an increase in volunteer numbers across the city will have had a positive impact on organisations regardless of whether or not they were directly involved in the Year of Volunteering, many organisations indicated they had never experienced problems with access to volunteers, so this benefit may have been muted over the lifespan of the initiative:

"We have never struggled to find volunteers... Whenever we need them we will go out and find them, it's not been a problem for us." [Volunteer organisation]

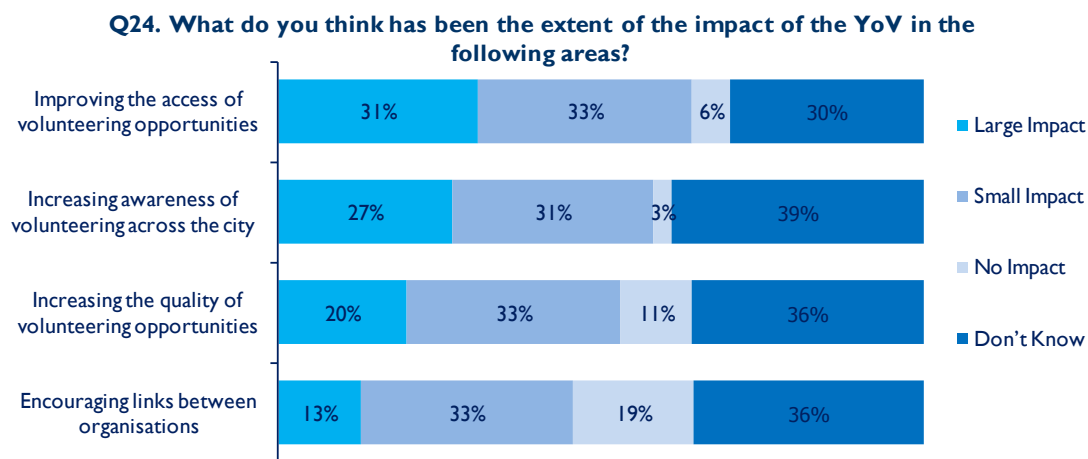
"Finding volunteers is fine, although we do have quite a high turnover as people move on to other things." [Volunteer organisation]

More specifically, organisations were asked in which areas they felt the Year of Volunteering has had an impact and the extent of this impact. Responses here were more positive, as the questions implied benefits across the city rather than specifically to the organisation being surveyed.

The chart below illustrates that a large proportion of respondents for each aspect answered 'don't know' indicating that they are unable to measure the impact on their organisation.

'Improving the access of volunteering opportunities' can be seen to have had the largest impact by the Year of Volunteering:

Fig. 18. Impact of Year of Volunteering on various aspects of volunteer opportunity delivery



Source: Qa Research 2010, Organisations Base: 70 (Respondents, aware of YoV)

These results were borne out by the interviews which took place with stakeholders:

“The profile for volunteering has definitely increased since the start of the year, people [general public] are more aware of the type of volunteering activity taking place across the city... that is the biggest strength of the whole thing.” [Stakeholder]

Stakeholders often saw the benefits in terms of what the initiative has done for the city as a whole, particularly on developing the political importance and weight attached to the volunteering agenda:

“For a core city, a core city being one of the major eight cities outside of London, we’ve always been way way behind. I can’t think of any other core city that hasn’t had a dedicated city centre volunteer centre supported by all sectors, not just funded by the voluntary sector, for a number of years... I think as it stands now, Leeds is out in front. The Year of Volunteering has pushed us to a point where our volunteer centre is a better provision than quite a lot of other cities. It’s just whether that can be sustained or not really... For me, the Year of Volunteering programme has been the catalyst for development of a city wide strategy and identity.” [Stakeholder]

“I think particularly for the local authority, it feels like it’s really taken [volunteering] up the agenda, I think it has taken it up the agenda to a degree in health in terms of commissioning, in terms of a much greater willingness to sort of include volunteering into recommissioning plans, and that’s what I would hope to see as an outcome of this Year of Volunteering.” [Stakeholder]



“I’d like to think that it’ll create a legacy because people will be able to access volunteering opportunities that they weren’t aware of, and even if they’ve just done it on a one off basis this year, they might think they could do something next year, and also it might have started somebody doing some more long term volunteering, so I do think that there will be a legacy from it.” [Stakeholder]

While 46% of organisations felt that the Year of Volunteering had some impact on improving the links between organisations, it was on a more strategic level that stakeholders felt the Year of Volunteering was able to bring different organisations together under a common purpose:

“The steering meetings were getting all sorts of organisations involved... there was the Council, the Uni’s... the NHS and the volunteer organisations.” [Stakeholder]

“Yorkshire Forward were involved... and the Council, one of the councillors was involved, I got the impression that people were keen to make a success of it.” [Stakeholder, Volunteer organisation]

“I think that there’s been definitely some good networking and partnerships made through this. For example, we’ve got V Involved coming down once every two weeks... and we’d never worked that closely with V Involved before, which was great. The offshoots of the Year of Volunteering, for example the contacts, some of the theme leads, organisations have met more regularly to discuss what they’re doing and how they’re doing it. So yeah, I think it’s helped bring some organisations together. I wouldn’t say it’s done absolute wonders, but it’s definitely worked where it was going to work.” [Stakeholder]

However bringing organisations together who have a different way of doing things was not without its challenges:

“It was a bit daunting at times [in the steering group meetings], I’m quite a confident person, but I sometimes got the impression that we [the voluntary organisation] were just [extraneous]... I appreciate [the council] were thinking across the whole city but [...] I struggled to get my point across.”

“I think it’s a really good starting point to bring organisations together. I think what some organisations want is they want the association with it without actually doing any of the work.... That for me, where the Year of Volunteering’s fallen down, that’s the only place where it hasn’t worked.” [Stakeholder]

The broader aims of the statutory organisations involved in the Year, could conflict with the more localised, user led aims of the voluntary sector.

Impacts on Quality

Whilst over half of those organisations aware of the initiative felt it had some impact on improving the quality of volunteering opportunities available, only 10% (10) of organisations were aware of the volunteering Kitemark and Toolkit (fig. 15).

When asked in the online survey (see appendix 7.1) just over half (54%, 52) of those organisations who provide volunteer opportunities indicated that they provided training for all their volunteers, with a quarter (26%, 25) providing training for some. Although this is positive, it does highlight there is room for improvement with supporting organisations with improving the quality of the volunteer offer. The survey demonstrated similar proportions of organisations offering all volunteers an interview before providing the post (52%, 50).

From the qualitative research which took place with volunteers, there was much evidence of organisations placing a high level of value on providing a “quality” volunteer opportunity with training and development opportunities. However organisations also mentioned the burden that this can place on their organisation:

“It was at the stage last year where there were only really two of us working, and the admin involved to meet the monitoring requirements was really difficult. I want to make sure we give people a good experience... I genuinely believe we do that, but sometimes it’s like forms for the sake of forms” [Volunteer organisations]

“We have training plans in place... it is in our interest to [progress] those volunteers who do well... to keep them here.” [Volunteer organisation]

“People do want more and more services, more confident to come forward to say what they want but it’s always getting the funding to be able to provide those activities and the right people with the right skills base as well, ‘cause we don’t have the money to train those people in the first place” [Stakeholder, Volunteer organisation]

Some organisations found that partnership working can help reduce this burden, by sharing the resource load that training can incur:

“Some of those organisations we have links with, they will undertake the checks and interviews for us before recommending them for a position with us, in return one of their individuals will get the benefits that a volunteer opportunity provides, and they don’t have to go hunting round to find opportunities.” [Volunteer organisation]

Members of the steering group felt that although the Year of Volunteering has raised awareness of the need to provide quality volunteering opportunities, there was much work to be done in the area:

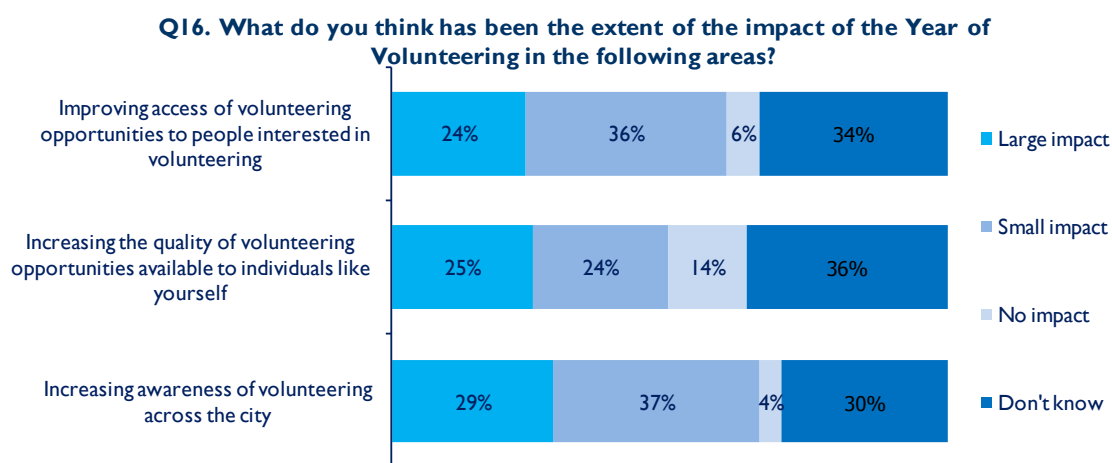
“Volunteering in Leeds has been kind of underground until quite recently. It’s gone on, there’s lots of people do it, lots of organisations do it, lots of corporations do it, but they’ve just gone and done it. It hasn’t been city wide. The change this year has been a number of things. Number one, there’s been some scrutiny over some of the volunteer programmes, to look at the quality of them, and together we’ve raised the quality of some of the volunteering programmes. That’s had a definite impact, because obviously if volunteers don’t have a positive experience they don’t come back.” [Stakeholder]

“Most organisations try to ensure the places are good ones and [volunteers] get the support that they need... [but] you have to recognise that they are all different, people don't think what someone else might be doing is relevant for them.” [Stakeholder]

“What we did with the Year [of Volunteering], was raise people's perceptions of what they can get from volunteering when they take up a place... we might have made some inroads into changing some of the negative perceptions of volunteering but it takes time.” [Stakeholder]

Volunteers were asked to provide similar information. Volunteers felt that raising awareness of volunteering activities and improving access to volunteering opportunities were the areas where the initiative had the largest impact.

Fig. 19. Impacts of Year of Volunteering on various aspects of volunteering



Source: Qa Research 2010, Volunteer survey Base: 83 (Respondents, aware of YoV)

In addition to capturing the impacts of the programme in a prescriptive format, volunteers and organisations who were aware of the Year of Volunteering were provided with the opportunity to summarise the impacts of the initiative in their own words.

The table below shows that 'raised awareness' (24%, 17) and 'raised the profile of volunteering' (16%, 11) are the most frequently mentioned positive impacts of the programme, by the organisations who offer volunteering opportunities.

Fig. 20. Coded answers for positive impacts of the Year of Volunteering programme (Q25, Organisation survey)

	Count	Percentage
Raised awareness	17	24%
Raised the profile of volunteering	11	16%
Not much or no impact on us	8	11%
More people volunteer	7	10%
Improved networking or partnerships	4	6%
None	7	10%
Do not know	13	18%
Other	6	9%
Base = 70	73	

For those volunteers taking part in the survey, as the table below illustrates the most cited positive impact of the Year of Volunteering is 'raised awareness' (41%, 33). A quarter of respondents stated 'unsure or do not know', indicating that the volunteers are unsure how to measure the impact of the programme.

Fig. 21. Positive impacts of Leeds Year of Volunteering programme (Q17, Volunteers survey)

	Count	Percentage
Raised awareness	33	41%
Unsure or do not know	21	26%
Volunteers feel more recognised or valued	7	9%
Brought in more volunteers	5	6%
Children getting more help or improvement with their reading skills	3	4%
It has improved skills of volunteers	2	2%
None	5	6%
Other	7	8%
Base = 81	83	

A more detailed exploration of the verbatim responses to this question, indicated that volunteers did not just mean general awareness of volunteering, but also increasing the positive profile of volunteering and the work that volunteers do:

"I think it has brought to the attention of the residents of Leeds the wide variety of volunteering opportunities available." [Volunteer]

"[It has] brought awareness to people who otherwise believed that volunteering was for others not them. Some of the important individuals involved made a big positive impact on others, especially those they admired and looked up to." [Volunteer]

Some volunteers mentioned the impact of the initiative on improving the skills development opportunities available to volunteers, but the main focus was on awareness raising:

"Allows people to get more involved with their communities. Also improves skills for volunteers such as in leadership and communications." [Volunteer]

5.3.3 Improvements to Year of Volunteering

Both the online surveys and interviews with stakeholder/ volunteer organisations aimed to capture any improvements to the programme that those involved in the initiative felt would be appropriate.

Organisations

Organisations were asked if there were any aspects of the Year of Volunteering programme which could be improved. In all 41% (29) of those aware of the scheme felt it could be improved, their suggestions have been coded and are displayed below;

Fig. 22. Coded answers for improvements to the Year of Volunteering programme (Q26, Organisation survey)

	Count	Percentage
More publicity	7	24%
More hands on approach in communicating with other organisations - some aren't hearing back	6	21%
Try to increase networking	3	10%
Recognise the needs of the organisations you communicate with	3	10%
Concentrate on solving problems	2	7%
Include more successful or experienced organisations in future 'YoV' plans	2	7%
"More"	1	3%
Do not know	3	10%
Other	2	7%
Base = 29	29	

The most prevalent suggestion for improvement was more publicity (24%, 7) and a more active approach to communicating with organisations (21%, 6).

Although awareness of the programme was around three quarters amongst those organisations taking part in the survey, awareness of the programme among smaller organisations was much lower and the high awareness rate did not necessarily transform into participation in the programme. Recognising this, organisations suggested more publicity which actively demonstrated the benefits to them of getting involved:

“[More publicity on] what the Year of Volunteering seeks to achieve and how smaller organisations can engage, contribute and/or benefit.” [Volunteer organisation]

“More publicity, maybe a conference. I happened across some information but not sure how to use the information or if the YoV made any difference to my service or others or people who want to volunteer.” [Volunteer organisation]

The suggestions also hint at some smaller organisations feeling left out, and support some of the earlier findings where the disparity in awareness and involvement between smaller and larger organisations was highlighted:

“[I would like to see] closer involvement with local volunteering projects - we have had some e-mails about YoV, but no personal contact about setting up a local initiative.” [Volunteer organisation]

Getting the Year of Volunteering off the ground was another area mentioned by organisations and stakeholders as being challenging:

“It was a very slow start, and when I wanted help in the 'health' volunteering project at the beginning of the year... I made contact but didn't hear anything until about April and that was after I made further contact to see what had happened.” [Volunteer organisation]

“It took us a while to gain momentum at the beginning, with getting the [volunteer centre] set up and everything... if we did it again I think we would have gone for more lead-in time and time to get stuff sorted.” [Stakeholder]

The importance of not losing the momentum created by the Year of Volunteering and the increase of activity at the Volunteer Centre Leeds, was a point repeated by many volunteer organisations, and leads well into an event such as the European Year of Volunteering:

“I would like to see the volunteer centre in place for some time yet. They have started so well. We are a new Charity and just learning, however we can benefit so much from what they offer. It is not a question of improvement but rather having more opportunities to benefit further. We did not realise that there were award schemes. Also we have not had time to investigate grants so I would like to see specific training around that.” [Volunteer organisation]

Volunteers

Volunteers also provided suggested improvements to the implementation and management of the Year of Volunteering

Fig. 23. Coded answers for improvements to the Year of Volunteering programme (Q18, Volunteer survey)

	Count	Percentage
Publicity or more publicity	12	39%
Have events where voluntary organisations can spend a day promoting what they do	2	6%
Try to cover all groups when promoting	4	13%
More recognition or publicity for all volunteers	2	6%
Better integration with other volunteering initiatives	2	6%
More volunteering opportunities	1	3%
More community feeling	1	3%
Handle volunteers better or avoid giving them too much paperwork	1	3%
Ask every volunteer to try and recruit 5 more	1	3%
Help volunteer organisations with travel expenses	1	3%
Do not know	5	16%
Base = 31	32	

Similar to the suggestions made by Organisations, increased publicity was the most prevalent suggested improvement (39%, 12), followed by a suggestion to try and cover a wider proportion of different volunteer organisations when promoting the initiative.

“Probably more publicity - I only heard of it because I work with a volunteer organisation and also help young adults at college - my colleagues at college weren't aware of it.” [Volunteer]

Again there was a perception among some individuals that the initiative did not readily promote and demonstrate the benefits of being involved to smaller organisations:

“I have been unaware of whatever work was going on to improve charity organisation's ability to use and support better, more volunteers. Equally I have been unaware of any increased numbers of volunteers coming forward in any of the charities I currently work with. All the trustees I have been involved in recruiting have come through other routes than LYV promotions, usually via word of mouth contacts... I am unsure whether YoV has had an impact in putting bums on seats locally.” [Volunteer]

This was always going to be a challenge for the year of volunteering. Many of the findings suggest a difficulty when looking to reconcile the needs of volunteer organisations within the city with their myriad different aims and objectives, with the broader needs and organisational requirements of the council.

Stakeholders

The suggestions made by stakeholders often centred on allowing more time to plan and develop the Year of Volunteering. The short lead in time was frequently mentioned:

“I think you’ve got to actively work to get people involved in things, and that’s about talking to people, and it’s about having events, all those kind of things, and I also think that it’s about planning for something before November 2009 when it’s going to start in January 2010.”
[Stakeholder, Volunteer organisation]

“We would like more of a lead in before we launched it... I don’t think we realised the demand that the volunteer centre would bring, and I don’t think we realised the volume, not just people coming in, but the emails and phone calls, and we weren’t prepared, we didn’t have a big volunteering team ready.” [Stakeholder]

Some stakeholders felt there was a tendency among some organisations not to focus on the overarching aim of the Year of Volunteer campaign, but rather concentrate on their own individual messages:

“The primary thing I would change... is the relationship that we have with the organisations that are doing the leads in the months... The focus needs to be within those months... on promoting the range of volunteering opportunities that are available in the field that they’re working in... we kind of forgot that overall message which said please come along and be involved, if this is a sector that you’re interested in this is the person to speak to, this is how you can get involved, these are the opportunities. Also, I think I would have had more of a focus on volunteer stories than organisational stories... that’s what people want to know about.” [Stakeholder]

This may well have been a symptom of the short lead in time, which reduced the ability to get this message across in the early months of the initiative.

Similarly to many of the volunteer organisations, who took part in the online survey, some of the stakeholders from volunteer organisations mentioned how they felt aspects of the Year of Volunteering were overly weighted towards the statutory sector:

“The Volunteer awards were successful, although I was not that happy with the category titles. [They seemed more like] Government objectives instead of being volunteer focused.”
[Stakeholder, Volunteer organisation]

“Unfortunately, decisions are made, and they’re made by people within the council, it’s sometimes not really a fair representation of what’s going on in the Third Sector.” [Stakeholder, Volunteer organisation]

5.3.4 2011 European Year of Volunteering

The European year of volunteering provides an opportunity for Leeds to develop the lessons learned throughout the Year of Volunteering and apply these lessons across the city. As one Volunteer organisation eloquently put it, when responding to the online survey;

“Recognition that support and celebration for volunteering in the city is great for a year, but it could be even better by building on this year’s experience.” (Volunteer organisation)

The online surveys provided an opportunity to explore the awareness of the European Year of Volunteering, and individuals’ perceptions of the impacts it could have.

Organisations

It is important to bear in mind that the online survey was undertaken before two of the key events designed to increase the awareness of the European Year of Volunteering had taken place. These were the European Volunteering visits and the European Volunteering conference.

Respondents were asked in the online survey to tell us what, if any, positive impact Leeds having a role in the 2011 European Year of Volunteering would have on their organisation. Overall, most organisations (64%, 61) did not feel they knew enough to make a judgement on this question. Of those who felt the European Year of Volunteering would have no impact on their organisation (23%, 22), the main reason given seemed to be that organisations did not feel they would have any involvement with the programme and that it lacked relevance for them:

“I don’t think it will offer us anything relevant.” [Volunteer organisation]

“On past experience, we recruit volunteers as the need arises and local residents come to us asking about opportunities. If any are available, they join us, I cannot see how the European Year of Volunteering would help us.” [Volunteer organisation]

A small number of organisations (13%, 12) surveyed did feel the programme would provide benefits. Some organisations had used volunteers from Europe in the past and associated the programme with the opportunity to engage with those individuals:

“Explaining that it is the European year will help attract volunteers from people who have moved here from other areas of Europe. We recently have had volunteers from Austria, Estonia and Spain. We can focus on this and give more diversity to our charity and therefore to our service users and partners.” [Volunteer organisation]

Increasing diversity was mentioned by other organisations as a possible benefit, but mainly other organisations talked about broader benefits such as increasing the profile of volunteering and raising participation levels:

“I think it would help co-working between organisations; jointly publicising services and events.” [Volunteer organisation]

“It would increase awareness of being able to volunteer and help out in the community.” [Volunteer organisation]

Volunteers

Volunteers were also asked to tell us what they feel the positive impact of Leeds having a role in the 2011 European Year of Volunteering would have on volunteering within the city of Leeds. Similarly to the volunteer organisations, the largest proportion (62%, 81) did not feel they knew enough to make a judgement on this question.

A wide range of impacts were suggested such as 'improve community spirit' (10%, 5) and 'it should get more volunteers' (19%, 9). To some extent these perceptions align themselves with the ethos of the 'Big Society', but there were other, broader, associated positives, mainly centred on raising awareness and increasing the profile of volunteering.

A summary of the coded responses are provided in the table below.

Fig. 24. Positive and negative impacts the 2011 European Year of Volunteering will have on volunteering across the city (Q21, Volunteers survey)

	Count	Percentage
Yes (If 'Yes', please describe the positive impacts you feel it will have below)	48	37%
It will increase awareness	10	21%
It should get more volunteers	9	19%
Improve community spirit	5	10%
Increase the profiles of volunteers and volunteering in general	8	17%
Increase awareness of the opportunities available	8	17%
It may open up opportunities abroad	2	4%
Raise the profile of Leeds or benefit Leeds as a city	4	8%
No relevant answer	1	2%
Other	4	8%
No (If 'No', why not?)	2	2%
It will depend on funding	1	50%
LCC has done little to support volunteer organisations in the past, and I expect it to fail similarly with this	1	50%
Do not know enough about this to make a judgement	80	62%
Base = 130	53	

Discussion

- The impact of the programme on improving the quality of volunteering appeared mixed, much of the impact in this area has been on individual volunteers in the form of improved perceptions of what volunteering can offer and what makes a successful volunteer experience, rather than directly impacting volunteer organisations. There was frustration among some volunteer organisations that a 'one size fits all approach' was being promoted to improving the quality of voluntary organisations, and that the individual needs and working practices of organisations were not being taken into account. This was always going to be a challenge, as the broader aims of the Year of Volunteering initiative conflicted with the specific aims of smaller organisations. A greater level of consultation with voluntary organisations prior to the event may have reduced this feeling, but the short lead in time may have prevented this.
- It is important to note that many volunteer organisations provided training opportunities and clear progression routes for their volunteers, as well as undertaking interviews and checks before offering places, some organisations felt that having the council trying to promote this was a lack of recognition of much of the good work they have done in the area. Greater promotion of the toolkit and the examples of good practice it provides may help to assuage this feeling.
- The Year of Volunteering was successful at bringing together different organisations and encouraging collaborative working. The Steering Group brought together individuals from the public and voluntary sector, to shape the direction of the Year of Volunteering, and the events themselves were attended by organisations from across the spectrum of voluntary activity in Leeds. Some members of the steering group felt it would of been desirable to have had a greater degree of input from businesses.
- Suggested improvements to the programme were mainly centred around greater awareness raising activity and publicity. In part this may have been due to the short lead in time available at the start of the year. More time to develop momentum at the start of the year may have had benefits in terms of increased awareness and involvement among volunteer organisations.

5.4 Case Studies

5.4.1 Pyramid of Arts



Pyramid of Arts has been working in Leeds for over twenty years. The organisation provides opportunities for individuals to engage creatively with the arts. The emphasis is on the production of Arts, and those involved create sculpture, theatre productions, music and other exhibitions for their local and wider communities. The organisation works with individuals from across all walks of life and brings together individuals with and without learning disabilities with professional artists and musicians for creative sessions spent together in groups.

Julia Piggott, the creative director of the organisation and one of the founding members of Pyramid of Arts describes the ethos of the organisation and the type of work they undertake:

“Art is at the core of what we do, it allows us to bring people together, those with disabilities and those without... The groups allow people to work together and communicate and create art collaboratively.”

The organisation first started operating in Meanwood Park Hospital, which provided accommodation for individuals with learning disabilities, just as consultations were beginning to take place to relocate residents and close the hospital.

“The previous Arts residency within the hospital had just gone, people really loved doing it... but for those who had taken part, the infrastructure just wasn’t there any more to support it... This was started as a direct response to what those residents within the hospital said they wanted - the contact with other people with whom they could share in interest, and a consistent contact that wouldn’t disappear”

The organisation moved out of the hospital in 1995 and achieved independent status in 1997 and has steadily been able to influence and involve more and more individuals since its inception. Despite this, and despite the changes in provision for the arts that have taken place over the past 20 years, Julie feels the organisation has been able to retain its particular focus and model of operation:

“As we undertake more sessions and start providing training more widely, there is a challenge not to shift our focus, we don’t want to be seen as an organisation that offers care services... The arts is central, and everything fits around that.”

Pyramid of Arts works with volunteers from a variety of backgrounds, from students undertaking art related courses, to individuals who may have experienced mental health problems in the past. As Julia mentions there are only really two criteria for those looking to get involved:

“People need to have an interest and enjoyment in the arts, either on a professional level or as a hobby, but they also need to be willing to engage with the person in the group least able or likely to communicate. From individuals with severe disabilities, we just want a willingness to engage, in whatever form this might take”

Volunteering within Pyramid of Arts is very much mutually beneficial process. As well as the experience and artistic training, the sessions can have a significant impact on individuals life outlook and wellbeing:

“We might have volunteers with mental health problems who come to us through volunteering, and through the sessions, we can help move them back onto a firmer path... We have had individuals in whose focus was purely on the art side of the group work and struggled with the communication elements of the group, but after sticking with it have gained an ability to work collaboratively.”

Pyramid of Arts offers a training plan and progression route to volunteers. This pattern of training is crucial in maintaining consistency in the service that Pyramid of Arts provides.

“We try and support people to work collaboratively, and if people stick with us for a long time, very often they become group leaders. Then personal development moves into professional development.”

Because Pyramid of Arts continually strives to foster a creative environment where everybody is given the opportunity to contribute to the creative activities taking place. For this to happen effectively a non-hierarchical structure needs to exist in each group:

“We don’t like to use the “V” word [volunteer], we try and remove the hierarchy as much as possible.. We are geared to get people to stand back and to let the person with a communication difficulty be able to communicate what they want, having labels where one person is seen as something different doesn’t help this... This can be a huge shift for people, but is important to encouraging people to participate.”

Looking to the future, Pyramid of Arts would like to expand into other communities. Julia feels that being able to attract and maintain volunteers which are enthusiastic, willing to communicate and have a passion for the arts is vital for this to happen:

“We would like to get each group to contribute to a local community event or festival each year or 18 months, then every couple of years produce something across the whole organisation. Potentially we would like to work with organisations in other countries who work with artists with learning disabilities, to create some real showpieces... We are continually looking to develop the training patterns for people, we need people to develop in order to have that consistency that we need to grow.”

For further information or details about Pyramid of Arts visit www.pyramid-of-arts.org.uk or email info@pyramid-of-arts.org.uk

5.4.2 Canopy Housing



Canopy Housing has been operating in Leeds for over 13 years. The organisation renovates derelict properties with homeless people, who subsequently move into the home that they have helped to refurbish. The organisation originally started with the renovation of one building as a community space in the Burley area of Leeds, then rejuvenated 19 further derelict properties in the surrounding area. Steve Hoey is project coordinator for Canopy, as he points out, this strategy has particular benefits:

“We renovate houses in walking distance of the community space we originally create with volunteers. Tenants and local people come together here for mutual support, and to use laundry, shower, table football and the IT facilities. It increases community cohesion and builds networks of friendship in disadvantaged areas.”

The benefits of Canopy’s work go beyond simply providing a decent place to live:

“We are training and supporting unemployed volunteers and tenants, stimulating local economies by using suppliers and contractors. Our work even improves house prices: having a derelict property next door can make it difficult to sell.”

The organisation has now renovated 40 properties in the areas of Burley Lodge, Beeston and Harehills, providing good quality, affordable housing for over 70 tenants and family members.



Volunteers are vital to the functioning of Canopy Housing. Canopy had 72 volunteers in 2009, who between them gave a total of 1243 days of their time. This pool is regularly being replenished as people move on to new things and other individuals join the organisation. Volunteers work in diverse teams, to allow everyone to contribute in some way to the house being renovated. Rosie is the Volunteer Coordinator at Canopy. She described how they take a pro-active approach to finding volunteers in order to have a majority of volunteers from the area local

to the renovations, and to maintain a good diversity in the group in terms of gender, age, ability, ethnicity and background.

Canopy volunteers come via word of mouth, the Job Centre, BEST, from other charities like Leeds Mind, from refugee organisations. These organisations know about us and will get in contact if they have anybody interested. The diversity of the volunteer group brings people together in communities. Everybody contributes and learns as we work on the properties.

Some of those volunteering are “self-help tenants”, these tenants help to renovate the property they are moving into, allowing them to influence the colours and the design of where they will live. For the other volunteers involved, Rosie has found that there are 3 broad categories which characterise the reasons leading to a desire to volunteer. Some people volunteer because they have health problems, and see volunteering as a way of getting their lives back on track. It’s a chance to meet new people. Other people come to Canopy because they have been made redundant or been out of work for a long time and want to be able to build up the confidence and skills needed to get back into work. Some volunteers want the specific experience that renovating houses offers. We also have volunteers from school, and some are at college doing a plumbing or plastering course: volunteering with Canopy allows them to build their portfolio.



There are other benefits to volunteers getting involved. Canopy provides external training for volunteers in areas such as health and safety. The diverse range of individuals volunteering at Canopy means some volunteers have skills in areas like plastering and painting, and are able to pass these skills on to other volunteers.

As well as valuing the opportunity to learn new skills, gain in confidence and meet new people, many of the volunteers value the sense of team spirit and sense of togetherness that volunteering within Canopy seems to bring. The reasons for this are probably linked to the small, diverse teams of volunteers, the positive and relaxed attitudes within the organisation and the shared goal of putting something back into the local community. This sense of togetherness is continually reinforced by social activities and days out.

Over the next couple of years Canopy is looking to consolidate its position whilst continuing to seek out opportunities for new leases and renovation opportunities. By increasing training opportunities available for volunteers, both internally and externally and increasing the provision of volunteer support, the organisation is also looking towards changes that will continue to make Canopy a positive environment for volunteers.

For more information or details about Canopy Housing please see:

www.canopyhousingproject.org

Or visit:

Canopy Housing Project
114 Lady Pit Lane
Beeston
Leeds LS11 6EE

Telephone 0113 294 6868



5.4.3 Holbeck Elderly Aid

Holbeck Elderly aid provides support, advice and social/ practical activities for elderly individuals. The organisation is a user-led service responding directly to the needs of people in the Holbeck area. The organisation operates as part of the Neighbourhood Network scheme and has been working in the Holbeck area for over 18 years. Lesley Thornton is operations manager:

“Our main aim I guess, if you were going to do a mission statement, is to prevent social isolation and improve quality of life, for elderly people... We therefore organise events like shopping, we get volunteer befrienders to visit people, lunch clubs, craft groups, adult learners, provide transport, a whole mix of activities and events.”

Holbeck Elderly aid was set up with the specific needs of the local area in mind. Operating on a local, grassroots level, means that the needs of elderly residents can be quickly met by Holbeck Elderly aid:



“Holbeck has its own particular challenges, we are an area of high deprivation and this influences the types of services we provide. The elderly individuals in Holbeck are often quite isolated and can struggle with things like transport, so much of what we do is focused on bringing people together... We have a minibus and also a befriending service to help us do this... We are very much set up around what local individuals need.”

Maintaining this local focus can be difficult, especially when reconciling these local aims with the wider objectives of the various funders which enable Holbeck Elderly aid to deliver its current level of service. Partnership is one strategy used to achieve wider objectives, whilst at the same time staying true to the needs of local individuals .

These partnerships are often forged the further the aims of the organisation, and can have wider benefits on the area. One example given by Lesley was how they work in partnership with the local PCT, to improve the outcomes in the area:

“For the international day for older people in October we work with the PCT, and the district nurses come in to provide flu jabs at the social events we are running, to encourage people to take it.”

Having strong relationships with other organisations also acts as an important source of volunteers for Holbeck Elderly aid and, by forging mutually beneficial relationships, can help reduce the admin costs associated with using volunteers.

“We are known by other organisations in Leeds, people like the Job Centre, through services such as Best and multiple choice... They will interview volunteers and do the [admin] for us, and provide us with volunteers to deliver our service, in return obviously we provide the volunteer [placement].”

The range of individuals which volunteer at Holbeck Elderly aid is mixed, and come from all walks of life. Some see volunteering as an opportunity to gain work experience valuable either for specialised roles later in their career, or to reacquaint themselves with more general skills after time spent unemployed. For others volunteering provides a way of reintegrating into society after a time spent excluded from society. Word of mouth was seen as being critical to the sourcing of such a diverse range of volunteers, but the use of volunteer databases have been crucial in allowing a wide range of volunteers to be aware of the opportunities within the organisation:

“A lot of it is just knowing people, we [know individuals from organisations like] multiple choice, and have a trust with those organisations. We have been here a while now! And you just get to know each other... We use the volunteer centre, when we have new opportunities I will ring them up and get the new ones [put on the database].”

Lesley feels one of the strengths of their volunteer offer is that they are able to adapt the opportunities they provide to be most relevant to the individual volunteers:

“If we get students volunteering who are looking to gain experience as part of a social work qualification, then we arrange their time so that they are spending time alone with elderly individuals, like they would be expected to do in their job.”

Holbeck Elderly aid provide training and support to all the volunteers which join the organisation. Some of this training, such as health and safety, is provided by external organisations. Lesley talked about how, over the next few month, they would like to be able to move some of this training in house, to free up resource for other activities:

“We want to be able to gain accreditation so we can provide training internally. One of the problems we face is that as people volunteer to get the skills they need, they leave and then investment is gone and then we have to pay people externally to come in and provide new people with the skills. If we can provide those skills ourselves we can reduce the costs.”



One of the catalysts which Lesley feels will move Holbeck Elderly aid toward this internal training provision, and also help to continually develop the provision of volunteers opportunities across the organisation, is the receipt of almost half a million pounds in lottery funds:

“We are hoping [the grant] will give us some security over the next few years so we can do more planning around our volunteer provision... Over the past year or so we have been really busy and understaffed for the services we were delivering, if we get a dedicated volunteers coordinator, then we can [streamline] our volunteer provision.”

When asked what makes a successful voluntary experience, Lesley pointed towards the successful dynamic which needs to exist between paid staff and voluntary staff:

“I think you have to value the work that volunteers are doing [and] you also need to have in place proper management and direction. It is about having a successful relationship between the paid staff and the volunteers and constantly looking to build on that relationship.”

For more information or details about Holbeck Elderly Aid please visit:

www.holbeckelderlyaid.org.uk

Alternatively speak to Lesley Thornton on 0113 2455553

6 Conclusions & Recommendations

The following conclusions & recommendations are drawn from the range of data utilised to construct this report.

Key words: Involvement, promotion, awareness, relevance...

Conclusion 1: There has been an increase in the number of individuals volunteering over the past year, but the increase in the supply of voluntary opportunities has not kept pace

The various sources of data collated and collected for this report point to an increase in the demand for volunteering opportunities, and to a lesser extent, an increase in the supply of volunteer opportunities. There is a danger of individuals being unable to access voluntary placements if demand for volunteer opportunities continues to outstrip supply.

Whilst the increase in demand for voluntary opportunities cannot be attributed to the Year of Volunteering with definite certainty, there was much qualitative evidence from stakeholders and voluntary organisations and quantitative evidence from the online surveys, to suggest the promotional activities of the Year of Volunteering had played a large part in driving this increase. There was also a strong link between contact and awareness of the volunteer centre and involvement in the year of volunteering.

Recommendation 1: There is a role for the volunteer centre to increase its work with organisations who may be able to offer voluntary opportunities and provide increasing levels of support, guidance and information to organisations looking to expand or create volunteer opportunities.

Recommendation 2: The volunteer centre needs to continue to develop partnerships with organisations who may signpost individuals towards voluntary opportunities to maintain the increase in demand for volunteer work.

Recommendation 3: The basis of this support should be on demonstrating to organisations the benefits of increasing their voluntary activities and reducing the resourcing burdens on organisations looking to do this (this is particularly important given that many volunteer organisations are expecting or experiencing a reduction in funding). This could involve the development of volunteer “volunteer managers”.

Conclusion 2: There are set to be increasing challenges in measuring the levels of volunteering across the city

With the abolition of the Place Survey, and the possible changing of the Resident’s Survey, there is now no one consistent method for gauging levels of volunteering across the City.

An indicator based on the inputs in to the various volunteering databases used in the city (V-base, Do-it, etc) could be developed. However as this research found, many organisations and potential volunteers utilise more informal channels to identify and access volunteers and volunteering opportunities, therefore relying solely on databases could miss a significant proportion of the volunteering population. In addition, such a method is particularly susceptible to seasonal variations and as such data would need to be amalgamated over a year to be accurate.

Recommendation 4: It is important to have in place mechanisms to continually monitor the levels of volunteering across the city. One possibility would be to explore the feasibility of bringing together the various databases which are used to capture information on the supply and demand of volunteer opportunities across the city.

Recommendation 5: A quantitative measure to accurately capture levels of volunteering in Leeds and compare this to previous years needs to be done utilising a representative survey of Leeds residents. To reduce costs, it may be possible to do this by introducing a volunteer question to other city wide surveys.

Conclusion 3: Interviewing and training of volunteers does not appear to be consistently applied across the voluntary sector. The Year of Volunteering has made progress in this area but more can still be done.

For a range of volunteering opportunities interviewing and training for a position may be an essential part of the process. However, for some opportunities neither may be necessary. It may be necessary to promote quality volunteering opportunities through promotion of the volunteering Kitemark standard. Continuing to promote the Kitemark and programmes such as the volunteer managers network is important, as there was evidence that awareness of the Kitemark was low. Many volunteer organisations discussed the challenges that increased training can cause for their organisations in terms of resource requirements, especially where volunteer turnover is quite high. Working with organisations to help reduce this burden and demonstrate the benefits of being able to provide a quality volunteering opportunity is essential.

By bringing different voluntary organisations together, the cost and resource burden on organisations when accessing more generic training services (such as health and safety and first aid) could be reduced.

Recommendation 6: The Kitemark needs to be promoted more widely, as an initiative to encourage the provision of “quality” volunteering opportunities.

Recommendation 7: Promote the role of volunteer centre as a focal point for voluntary activity across the City and encourage contact between volunteer organisations and the volunteer centre. Providing signposts to training and encouraging organisations to work together when sourcing training.

Conclusion 4: The Year of Volunteering has encouraged better partnership working between different organisations.

In terms of bringing various organisations together under a common theme of ‘volunteering’, there was much evidence to suggest the initiative has been a success. Through the inclusion of different organisations on the Steering Group, and the attendance of a diversity of organisations at the events which took place, there were opportunities for partnership working.

The variety of events which took place and the “themed” nature of each month was particularly successful in involving a wide range of organisations. However, reconciling the aims of individual organisations with the overarching objectives of the Year of Volunteering did present a challenge, there was evidence that some organisations felt unable to influence the development of the Year of Volunteering. Stakeholders from the council would have liked to have seen voluntary organisations take a greater lead in delivery but felt due to resource issues and the need for influence on a City Wide level, the initiative was best served with a public sector lead.

Having volunteer organisations involved in the steering group was a positive step to improve partnership working and many organisations thought highly of the work done by the Volunteer Centre Leeds, which generated a degree of goodwill towards the initiative.

Recommendation 8: Undertake a greater degree of consultation with volunteer organisations earlier on in the set-up process, this is linked to allowing a greater lead in time to organise the Year of Volunteering. Consultation exercises need not be expensive, they could be set up through existing networks and possibly through a mailout to all those organisations on the databases of voluntary organisations.

Recommendation 9: Going forwards, there needs to be a continuation of a sustainable steering group to guide any city wide activity which takes place and has a focus on improving partnership working between organisations. The steering group needs involvement from representatives from voluntary sectors **and** businesses.

Recommendation 10: A greater level of promotion about the messages relating to volunteering within the Leeds Compact.

Conclusion 5: Awareness of the Leeds Year of Volunteering programme was good, however this did not necessarily translate into attendance at events and involvement in activities.

There was much evidence from the various primary research undertaken, to suggest that the Year of Volunteering has been successful in raising the profile of volunteering across the City and although a large proportion of organisations are aware that the Year of Volunteering was taking place, a smaller proportion had an active role in being involved in events and activities. Estimates placed the number of people attending the Year of Volunteer events at over 8000, yet given the high awareness of the initiative, more information and awareness of specific events and activities may have helped to increase the number of organisations who have been directly involved with the programme. Smaller organisations and businesses were particularly under represented.

Awareness of the European Year of Volunteering was particularly low (15% of organisations aware of the European Year of Volunteering conference). If the European Year is something that Leeds want to take on to help continue on the work of the 2010 Year of Volunteering, than a broader, more diverse range of organisations have to be on board. Many voluntary organisations see the year as too detached from the reality of their day to day work. Some benefits were anticipated in the form of greater diversity and awareness, but many organisations and volunteers do not know enough about what is involved in the Year to make a judgement on their potential for getting involved.

Recommendation 11: Awareness raising activities need to focus on highlighting the benefits of getting involved in the programme and what volunteer organisations can gain from becoming involved. Their needs to be greater emphasis on providing support to voluntary organisations to deliver a quality volunteer experience, a more 'how we can work together' message rather than a 'what you should be doing' one.

Recommendation 12: Encourage organisations to register and promote opportunities through the Volunteer Centre Leeds. This should be driven by personal contact and partnership working between individuals at the volunteer centre and individuals within voluntary organisations and businesses.

Recommendation 13: Directly engage with volunteer organisations and businesses to promote the benefits of increasing the voluntary opportunities available rather than relying on organisations to come to the Volunteer Centre would help forge this contact. This would reduce the burden on organisations (particularly smaller organisations) looking to get involved.

Recommendation 14: It may also be worthwhile to focus on undertaking promotional events and activities in areas of high footfall for maximum impact.

Recommendation 15: The small grants provided as part of the Year of Volunteering were beneficial in encouraging uptake, and there was some qualitative evidence to suggest they facilitated positive outcomes among volunteering organisations. They should be continued.

Conclusion 6: Including Businesses

Although some businesses did engage with the Year of Volunteering, and some large organisation contributed resources to running of the year, it was generally felt among stakeholders and steering group members that there was a potential for more business involvement throughout the year. There was a perception that greater business involvement would have increased the validity of the Year of Volunteering.

Recommendation 16: A greater emphasis needs to be placed on involving private organisations. Diversifying the access routes into engaging with private organisations should prove beneficial rather than relying on a single point of access.

Recommendation 17: Given the link between the volunteer centre and organisations involvement in the year, it may be useful to consider methods of promoting links between the volunteer centre and businesses.

Conclusion 7: Developing and Promoting the Toolkit

The toolkit provides the opportunity to demonstrate to volunteer organisations how to develop successful, quality voluntary opportunities. By celebrating the good work undertaken by voluntary organisations across Leeds and using this as exemplars of good practice, the toolkit can guide development of volunteering organisations without leading to voluntary organisations feeling marginalised. However, the toolkit needs to be widely promoted for it to have a positive effect, and a significant amount of buy in needs to be generated among voluntary organisations.

There are many positive examples of voluntary organisations who have reaped the benefits of effective volunteer training and progression guides or who have experienced a positive impact by developing relationships with other organisations to share the costs of training and volunteer development. By seeking to include other organisations within the toolkit there is also the possibility that other voluntary organisations will act as advocates for the toolkit and the effective practices it suggests. Word of mouth and informal networks play a large role in the development of the voluntary sector in Leeds, and by generating a buy-in among voluntary organisations, this can be utilised to enhance the volunteering experience for all.

Recommendation 18: Generate buy in for the toolkit by including examples taken from voluntary organisations across Leeds which demonstrate the value that enacting the policies within the toolkit can have on organisations.

Recommendation 19: Provide practical advice on how organisations might be able to work together to share resources when looking to implement the practices suggested in the toolkit.

The Year of Volunteering provided a city wide opportunity to bring together the statutory, private and third sector organisations within Leeds and demonstrate the diversity and variety of voluntary activities that are taking place within the city. The initiative has clearly been successful at raising the profile of volunteering across the city, and encouraging partnership working between organisations. However, there are further benefits to be had for Leeds if the positive momentum generated over the year is sustained.

The subsequent evaluation of the initiative provides a valuable insight into the challenges faced when introducing and promoting an initiative across a city as diverse and multifaceted as Leeds. The value of consultation, promotion and adequate planning at strategic level, have been demonstrated by the findings of this report. It is important that the lessons learned from the Year of Volunteering are taken on board and applied when looking to continually promote volunteering across the city and work with organisations and individuals to improve the voluntary experience in Leeds.

The Year of Volunteering and the subsequent findings of this report are particularly timely. As coalition policies arising as a result of the “Big Society” agenda begin to take shape, there is likely to be a growing demand for voluntary opportunities, particularly as a result of the strategy to ‘encourage people to take an active role in their communities’¹⁵.

The expansion of mutuals, co-operatives, charities and social enterprises with a view to increasing their involvement in running public services will require a strong, stable voluntary sector with positive links with statutory organisation and local government.

It is hoped that the momentum generated from the Leeds Year of Volunteering, coupled with the findings of this evaluation, will provide a basis for the further development of volunteering within the city, increasing the number of people involved in volunteering to meet community needs and increasing the quality of life for Leeds residents.

¹⁵ Building the Big Society, Government Cabinet Office, 2010. Available at http://www.cabinetoffice.gov.uk/sites/default/files/resources/building-big-society_0.pdf

7 Appendix

In addition to including examples of the survey scripts used, the appendix also provides a fuller summary of the findings of the quantitative online surveys with volunteers and volunteer organisations. These findings were excluded from the main body of the report for the purposes of remaining succinct.

7.1 Organisations profile

This appendix provides information on the profiles of the organisations which took part in the online survey.

Although this information may have been referred to in the main body of the report, the main purpose of its collection was for analysis purposes when exploring the impacts of the YoV.

This was not designed to be a representative sample of organisations which offer volunteer opportunities across the Leeds city region, and findings should not be taken as representative.

7.1.1 The organisations

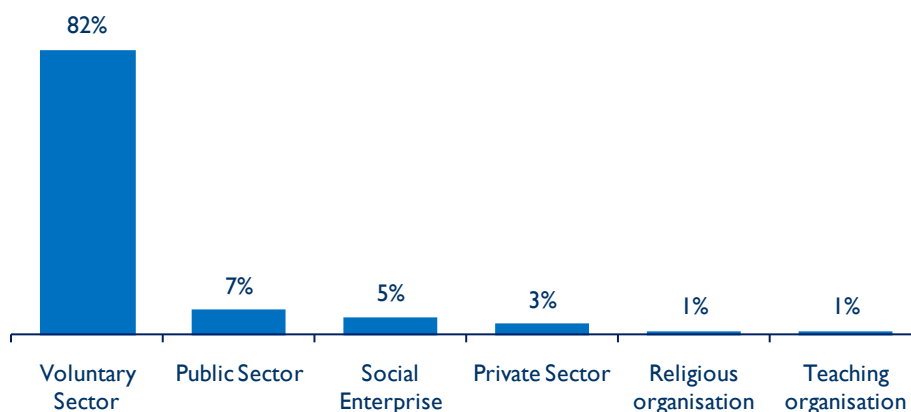
Headline findings for this section

- The majority of organisations who took part in the survey were from the voluntary sector.
- There was a varying degree of the numbers of volunteers used in organisations as part of their workforce.
- Local government, donations from the public and a range of 'other' sources are currently the main funding streams for organisations.

Type of organisation and user of volunteers

The largest proportion of respondents (82%, 79) who took part in the survey were from the voluntary sector.

Q2. Which of the following best describes your organisation?



Source: Qa Research 2010 Base: 96 (all respondents)



When respondents were asked what proportion of their workforce is made up of volunteers, the most commonly stated proportion was 100% (29%, 28).

For a minority of organisations (6%, 6) they do not currently use volunteers.

Table 1: Proportion of workforce made up of volunteers (Q3, Organisation survey)

Proportion %	Count	Percentage
0	6	6%
1	3	3%
3	1	1%
5	3	3%
6	1	1%
10	2	2%
15	1	1%
18	1	1%
20	3	3%
25	4	4%
30	2	2%
40	2	2%
50	8	8%
60	2	2%
62	1	1%
70	2	2%
75	4	4%
80	2	2%
85	3	3%
90	6	6%
95	7	7%
97	1	1%
98	2	2%
99	1	1%
100	28	29%
Base = 96	96	

Of the 96 organisations that completed the survey, 18% (17) currently act as a broker organisation to put individuals in touch with organisations which offer volunteering opportunities.

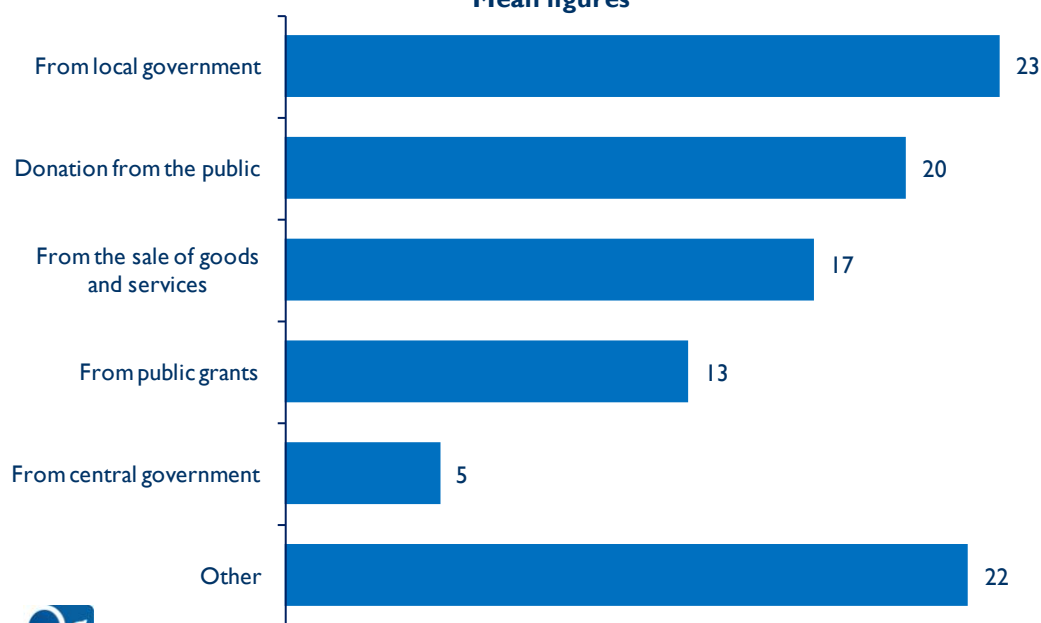
Funding streams

Respondents were asked what percentage of their funding comes from a range of sources. The chart below illustrates the mean values for each of the funding sources.

Overall, the main funding sources are currently 'from local government' (23) and 'other sources' (22).

A sizeable proportion currently get funding 'from the sale of goods and services' (17).

Q5. What percentage of funding comes from the following sources?
Mean figures



Source: Qa Research 2010 Base: 96 (all respondents)

Other responses included:

Table 2: 'Other' responses (Q5, Organisation survey)

	Count	Percentage
Membership subscriptions	12	27%
Various	2	5%
From fundraising (events)	10	23%
From investment	5	11%
Private funding	5	11%
MHA Care Group	2	5%
Receive money from schools	3	7%
Gift aid	2	5%
Trusts	3	7%
Self-funding	1	2%
Do not know or unsure	1	2%
Other	3	7%
No relevant answer	1	2%
Base = 44	50	



7.1.2 Volunteering opportunities

Headline findings for this section

- A wide range of volunteering opportunities are currently available with organisations. These range from 'working with youngsters', 'helping in performing arts' and 'office administration'.
- Around half of organisations currently interview volunteers before offering them a position and a similar proportion always provide training for volunteers. A minority of this training can then offer a qualification to volunteers.

Types of opportunities available

When asked what sort of volunteer opportunities they provide, wide range of opportunity types were given. These range from 'office administration' (36%, 35) to 'family support' (4%, 4).

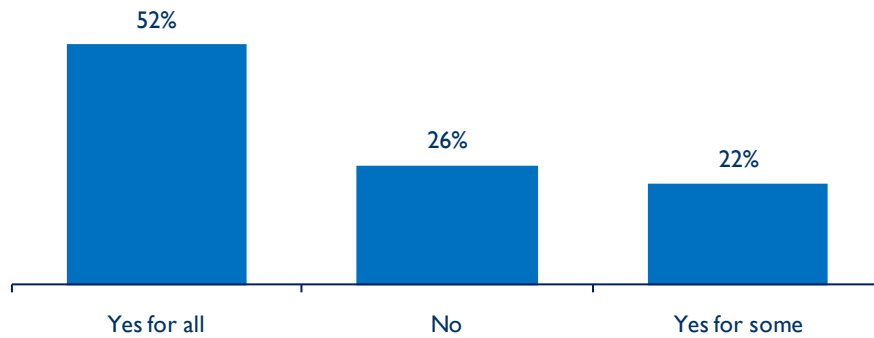
Table 3: What sort of volunteering opportunities does your organisation provide? (Q6, Organisation survey)

	Count	Percentage
Office administration	35	36%
Working with youngsters	15	16%
Fundraising	12	13%
Befriending	11	11%
Committee work	11	11%
Teaching	9	9%
Management	7	7%
Driving	7	7%
Gardening	7	7%
Conservation or other environmental	6	6%
Research work	5	5%
Trustees	5	5%
Marketing or publicity	5	5%
IT Support or website support	5	5%
Any	4	4%
Family support	4	4%
Helping in performing arts	4	4%
Helping elderly people	2	2%
Sports teams or clubs	2	2%
Social work	2	2%
Encourage voluntary work for other organisations	2	2%
None at present	2	2%
Other	9	9%
Unspecified	2	2%
Base = 96	176	

Interviewing prospective volunteers

Over half of organisations (52%, 50) say they interview all volunteers before offering them a position. A quarter of organisations (26%, 25) do not.

Q7. Do you interview volunteers before offering a position?

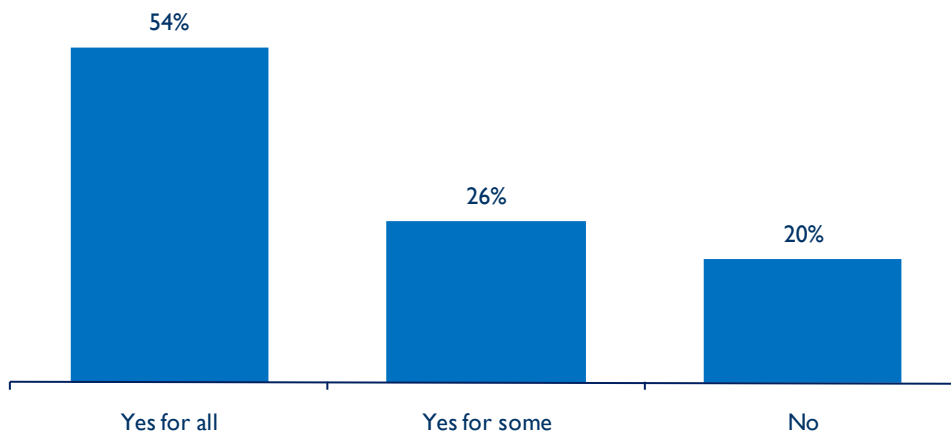


Source: Qa Research 2010 Base: 96 (all respondents)

Training and development

Respondents were then asked if they provide training for the volunteers they work with. Over three quarters (80%, 77) provide training for some of their volunteers. However, one in five (20%) do not currently provide training.

Q8. Do you provide training for the volunteers you work with?



Source: Qa Research 2010 Base: 96 (all respondents)



Respondents who answered 'yes' they do provide training for the volunteers they work with were then asked if this training offers any qualifications to volunteers.

Of the 19 organisations who do provide qualifications for volunteers they are most likely to provide a 'first aid' qualification (47%, 9).

Table 4: Types of qualifications offered via training (Q9, Organisation survey)

	Count	Percentage
First aid	9	47%
Food hygiene certificate	6	32%
Manual handling	4	21%
Qualification for handling children	4	21%
Midas certificate	3	16%
Health and Safety	2	11%
Unspecified	2	11%
OCN	2	11%
Spiritualist healers	1	5%
Safeguarding training	1	5%
Legal qualification (NVQ)	1	5%
Institute of environmental health hygiene certificate and welcome host course (VAQAS)	1	5%
Base = 19	36	

7.1.3 Use of volunteers

Headline findings for this section

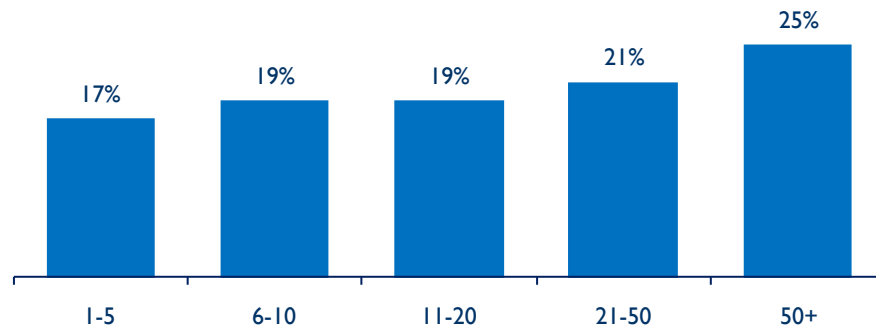
- There are a wide range of organisations using from one to over fifty volunteers in their organisation.
- A range of hours are currently volunteered with the most frequent stated being 'more than one hour but less than five' per month.
- Again, a wide range in the numbers of opportunities available at any one time can be seen from one to five to over fifty.
- The most common number of different opportunities said to be available was 'one to five'.
- Volunteers were most likely to stay with the organisations for over a year.
- Volunteers are currently from a wide range of ages.
- Organisations find volunteers from a variety of sources. However, they mainly use 'advertising through external organisations and networks' and 'using Volunteer Centre Leeds'.

Numbers of volunteers currently working with

Respondents were asked how many volunteers they currently work with.

As the chart below illustrates, there are a sizeable proportion of volunteers across all number categories. A quarter of respondents (25%, 24) use 50 or more volunteers.

Q10. How many volunteers does your organisation currently work with?

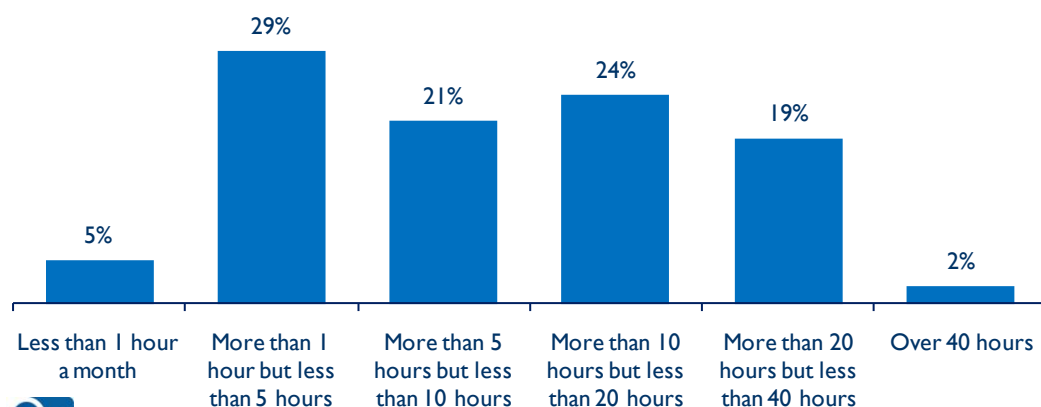


Source: Qa Research 2010 Base: 96 (all respondents)

Typical commitments of volunteers

The chart below illustrates that a range of hours are volunteered each month across the organisations who took part in the survey. The most frequent hours volunteered are 'more than one but less than five hours' (29%, 28).

Q11. On average how many hours a month does each volunteer work with your organisation?



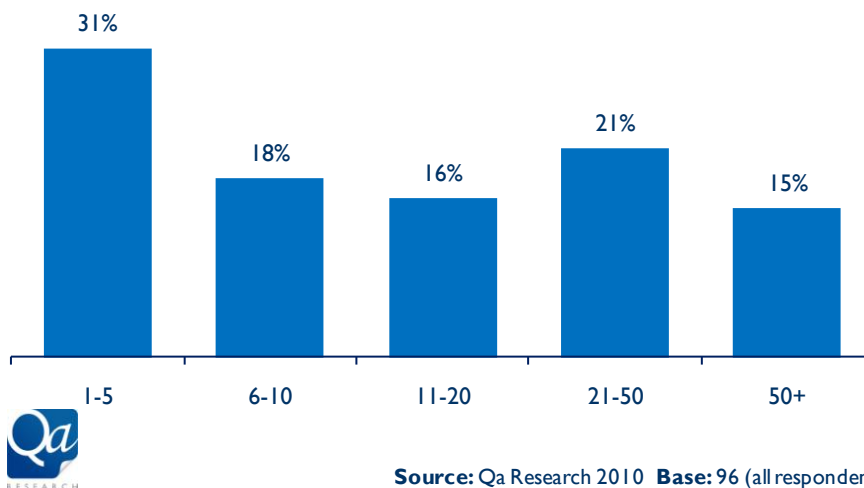
Source: Qa Research 2010 Base: 96 (all respondents)



Typical number of opportunities available

When asked how many volunteering places or opportunities the organisation has available at any one time a varied response was given. A third (31%, 30) of organisations will have one to five opportunities available whilst two fifths of organisations (21%, 20) will have 21 to 50 opportunities available.

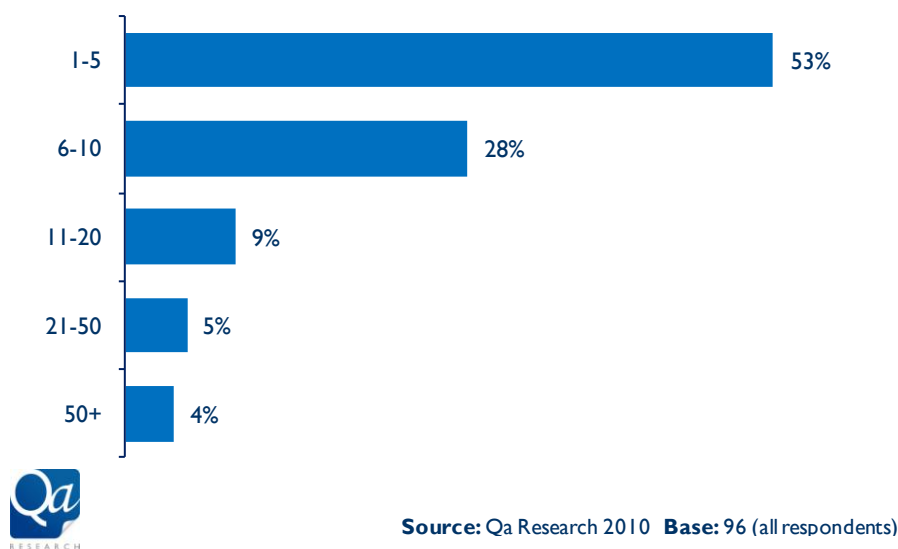
Q12. How many volunteering places does your organisation have available at any one time?



When respondents were asked how many different types of volunteering opportunities they would say their organisation provides, over half stated this as one to five (53%, 51).

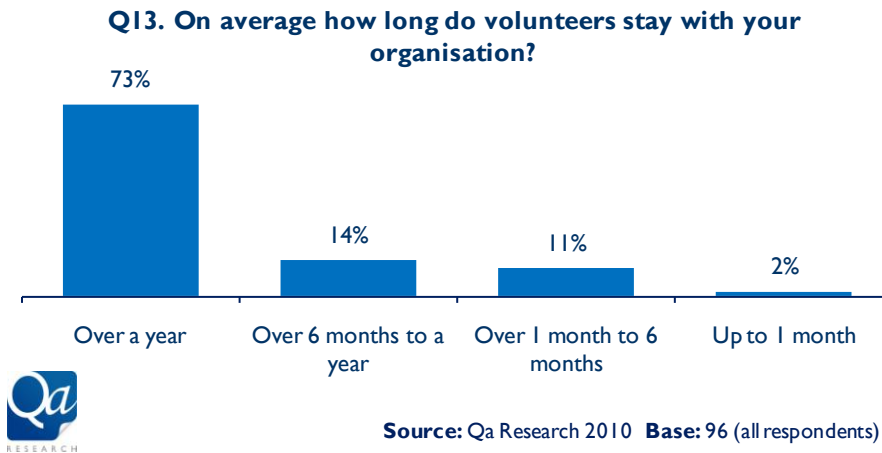
Over a quarter of respondents (28%, 27) have six to ten different types of opportunities available.

Q17. How many different types of volunteering opportunities would you say your organisation provides?



Turnover of volunteers

When asked how long do volunteers stay with their organisation, three quarters (73%, 70) of respondents have volunteers with them for 'over a year'. This indicates that many of the opportunities currently provided by those who took part in the survey are long term.



Demographics of volunteers

Respondents were then asked to indicate the age of their volunteers. The table below illustrates the mean values for each age group.

An even proportion of volunteers can be seen from age groups between 17 to 54. However, the number of volunteers increases for the over 55's age group.

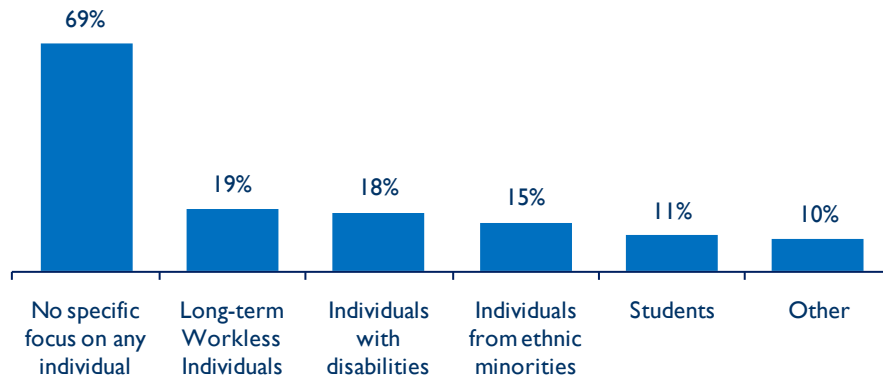
Table 5: Proportion of volunteers per age group, Mean value (Q14, Organisation survey)

Age	Mean
0-16	1
17-24	15
25-34	16
35-44	14
45-54	17
55+	37
Base = 96	

When respondents were asked if they have any particular focus on providing volunteer opportunities for specific individuals, the largest proportion stated 'no specific focus on any individual' (69%, 66).

For those who did, this was most likely to be for 'long-term workless individuals' (19%, 18) and 'individuals with disabilities' (18%, 17).

Q15. Does your organisation have a specific focus on providing volunteer opportunities for individuals with any of the following?



Source: Qa Research 2010 Base: 96 (all respondents)

Other responses included:

Table 6: 'Other' responses (Q15, Organisation survey)

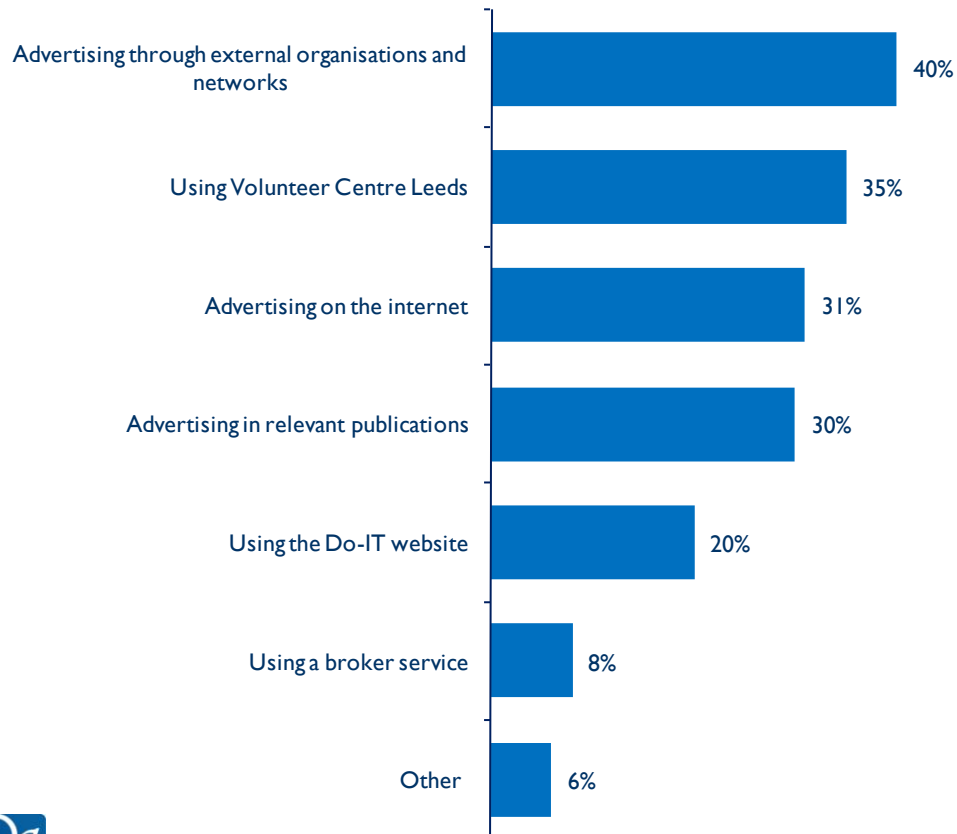
	Count	Percentage
Young people in local authority care	1	1%
People looking to go into youth, pastoral or missionary work	1	1%
Elderly people	1	1%
Ex offenders	1	1%
Homeless	1	1%
Locals to Burley and Hyde Park and working with volunteer and higher support needs	1	1%
Qualified RSCDS Scottish Dance Teachers or Officers	1	1%
Prisoners at HMP Leeds and HMP Askham Grange	1	1%
People with mental health difficulties	1	1%
Women, asylum seekers and refugees	1	1%
Base = 10	10	



Encouraging volunteers to take part

When asked how respondents find volunteers that work with their organisation, a large proportion stated 'advertising through external organisations and networks' (40%, 38) and 'Using Volunteer Centre Leeds' (35%, 33).

Q16. How do you find the volunteers that work with your organisation?



Source: Qa Research 2010 Base: 96 (all respondents)



Other responses included:

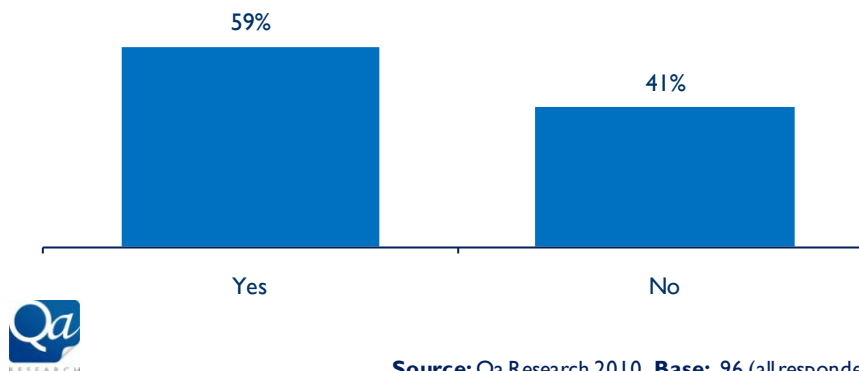
Table 6: 'Other' responses (Q15, Organisation survey)

	Count	Percentage
Word of mouth	28	29%
Newsletter	4	4%
Volunteers come from our membership	9	9%
Parents connected with the group	2	2%
They usually come to us	5	5%
We advertise at certain events	8	8%
Via an education provider	2	2%
Posters or flyers	2	2%
Family or friends	2	2%
People who use our building or facilities	4	4%
No relevant answer	1	1%
Base = 67	67	

7.1.4 Volunteer Centre Leeds

Over half of respondents (59%, 57) were aware of Volunteer Centre Leeds.

Q27. Are you aware of the Volunteer Centre Leeds?

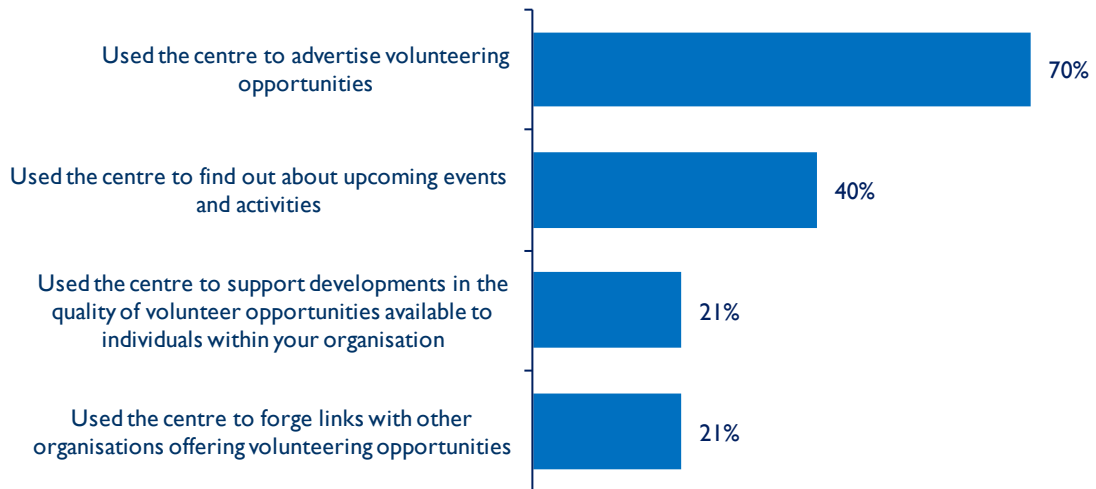


Source: Qa Research 2010 Base: 96 (all respondents)

Respondents who were aware of Volunteer Centre Leeds were then asked what their involvement had been with the centre.

The chart below illustrates that the centre has mainly been 'used to advertise volunteering opportunities' (70%, 67).

Q28. What has been your involvement with the Volunteer Centre Leeds?



Source: Qa Research 2010 Base: 57 (all respondents)



7.2 Volunteer key findings

7.2.1 Demographic profile of respondents

Respondents were asked to tell us their age, ethnicity and disability status. Volunteers who took part in the survey are from a wide range of age ranges and ethnic backgrounds.

	Count	Percentage
Age		
0-16	0	0%
17-24	11	8%
25-34	18	14%
35-44	32	25%
45-54	35	27%
55-64	22	17%
65-74	7	5%
75+	3	2%
Rather not say	2	2%
Ethnicity		
British	110	85%
Irish	3	2%
Any other White background	3	2%
White and Black Caribbean	1	1%
White and Black African	0	0%
White and Asian	0	0%
Any other mixed background	1	1%
Caribbean	1	1%
African	3	2%
Any other Black or Black British	1	1%
Indian	0	0%
Pakistani	1	1%
Bangladeshi	0	0%
Sikh	0	0%
Chinese	0	0%
Any other Asian	2	2%
Gypsy/Traveller	0	0%
Other	0	0%
Rather not say	4	3%
Disabled		
Yes	10	8%
No	117	90%
Rather not say	3	2%
Base	130	

7.2.2 The organisations volunteers work with

Headline findings for this section

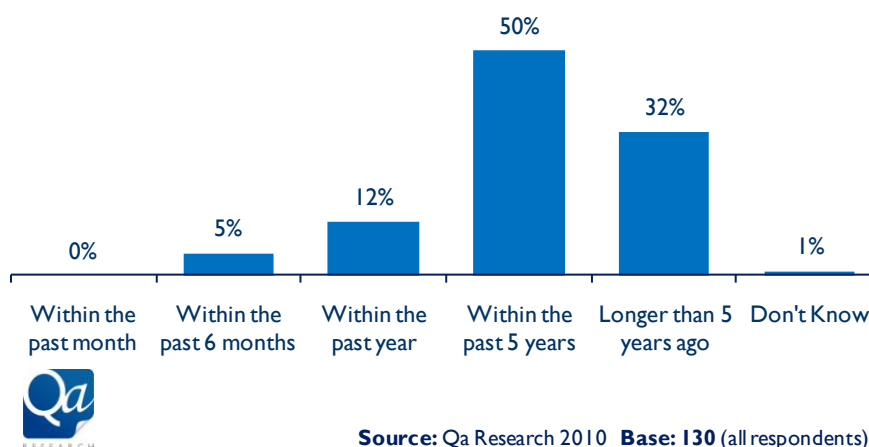
- Overall, most respondents appear to have started volunteering within the last five years; however, a third have been volunteering for over five years.
- The most common number of hours volunteered a month were 'more than one but less than five hours'; however, one in ten volunteer 'more than twenty but less than forty hours' per month.
- The majority of volunteers will stay with one organisation for 'over a year'. For the largest proportion of respondents they will have volunteered for 'two to five' organisations in the last year.

Volunteering commitment

When respondents were asked when they first started volunteering half (50%, 65) stated this was 'within the last five years'. The chart below illustrates that volunteers who took part in the survey are more likely to have been volunteering for some time.

From the results below we can only be sure that 5% (7) of respondents began volunteering during the Leeds Year of Volunteering.

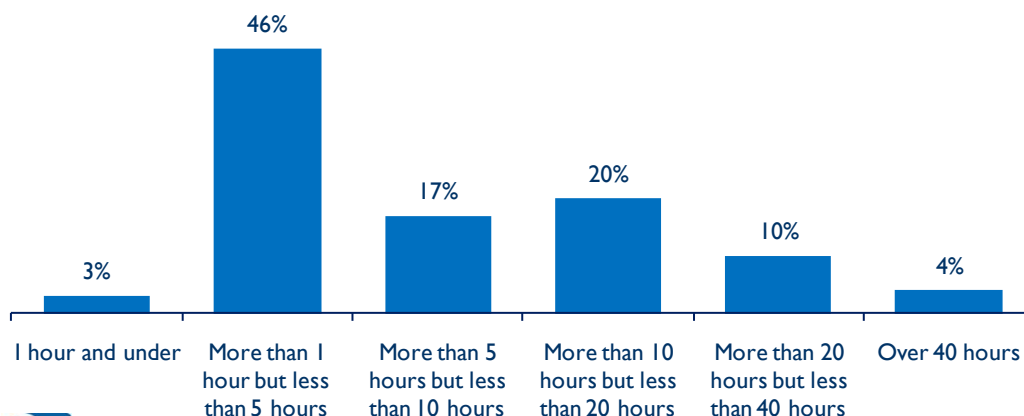
Q4. When did you first start volunteering?



Respondents were asked on average how many hours a month they volunteer. The largest proportion of respondents volunteer 'more than one but less than five hours' per month (46%, 60).

These findings differ from the perceptions from the organisations who took part in the survey; they were more likely to say that volunteers within their organisation volunteer more hours every month. For example, 'more than 20 hours but less than 40' (24% compared to 10%). However given the base sizes of each of the surveys, and the possibility that many volunteers may not have been volunteering in an organisation which took part in the survey, this result should not be attributed much importance.

Q2. On average, for how many hours each month do you volunteer?

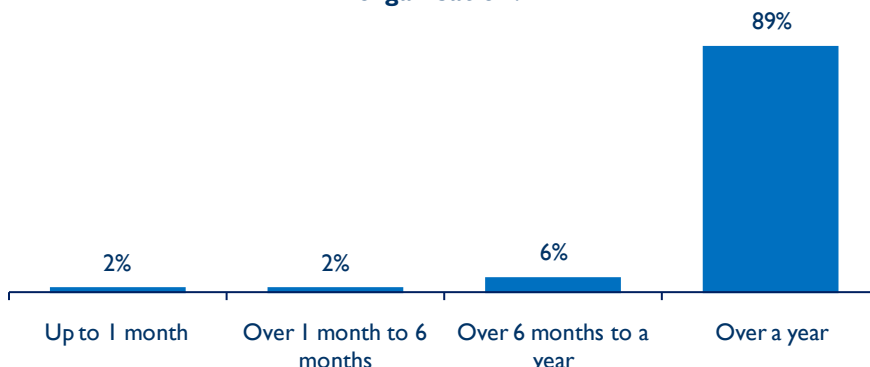


Source: Qa Research 2010 Base: 130 (all respondents)

Respondents were then asked how long they would volunteer for a single organisation on average.

As the chart below illustrates the majority of respondents will volunteer for a single organisation for 'over a year' (89%, 116). This indicates that once volunteers are placed with an organisation, they are likely to be loyal to that placement.

Q3. On average how long will you volunteer for a single organisation?

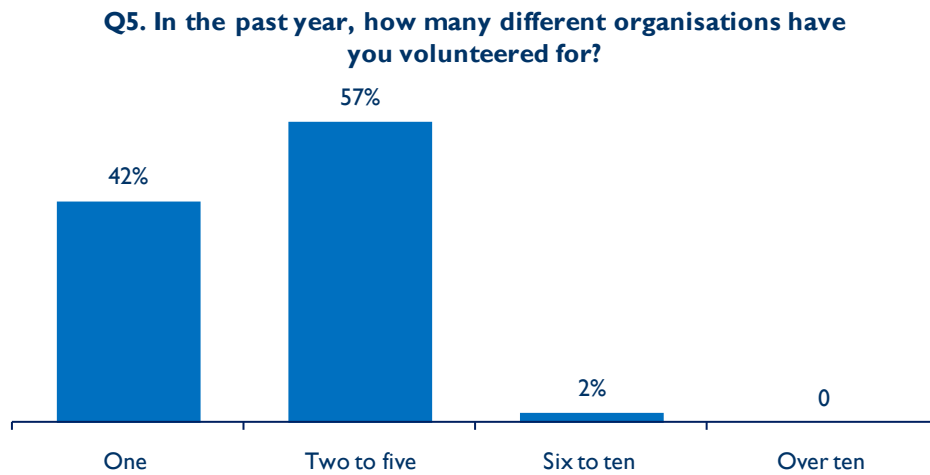


Source: Qa Research 2010 Base: 130 (all respondents)



Number of organisations volunteered for

Respondents were then asked how many organisations they have volunteered for in the past year. Two fifths of respondents (42%, 55) have volunteered for 'one' organisation, but the largest proportion have volunteered for 'two to five' organisations (57%, 74). When taking with the results above, this indicates that many volunteers are volunteering for more than one organisation within the same time period.



Source: Qa Research 2010 Base: 130 (all respondents)

7.2.3 Volunteering opportunities

Headline findings for this section

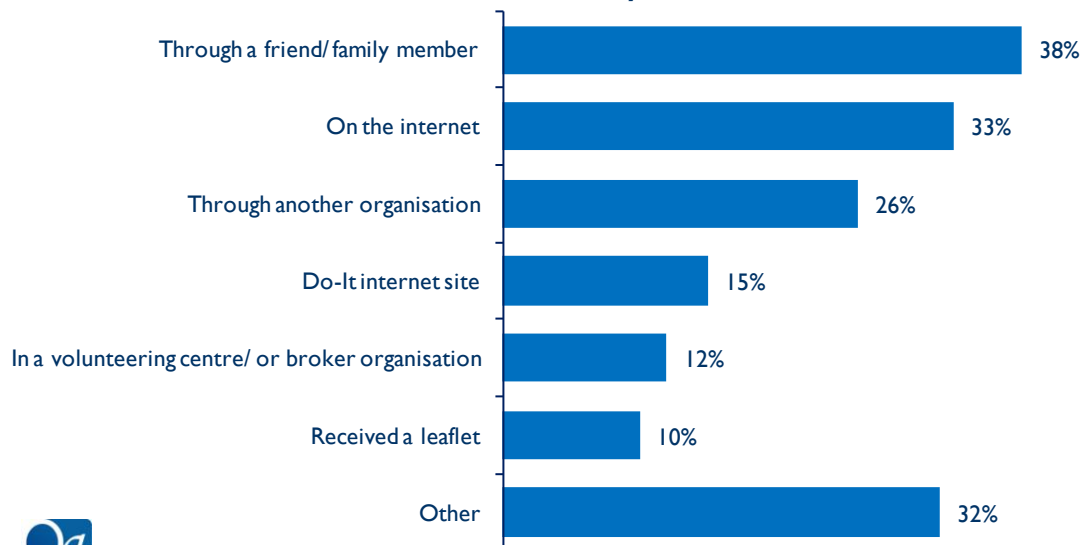
- Volunteers were most likely to say they find opportunities through 'friend / family member'. Use of the 'Do-it internet site' and 'in a volunteer centre/or broker organisation' were less likely to be used.
- When asking volunteers about the volunteer organisations they were most likely to have heard of, respondents were most likely to have heard of and used 'Volunteer Centre Leeds / Voluntary Action Leeds'.

Finding opportunities

Respondents were asked how they find out about volunteering opportunities that are available to them. The chart below illustrates that the largest proportion of respondents do so 'through a friend/family member' (38%, 49).

Use of the 'Do-it internet site' (15%, 20) and 'in a volunteering centre/or broker organisation' (12%, 17) were less likely to be used.

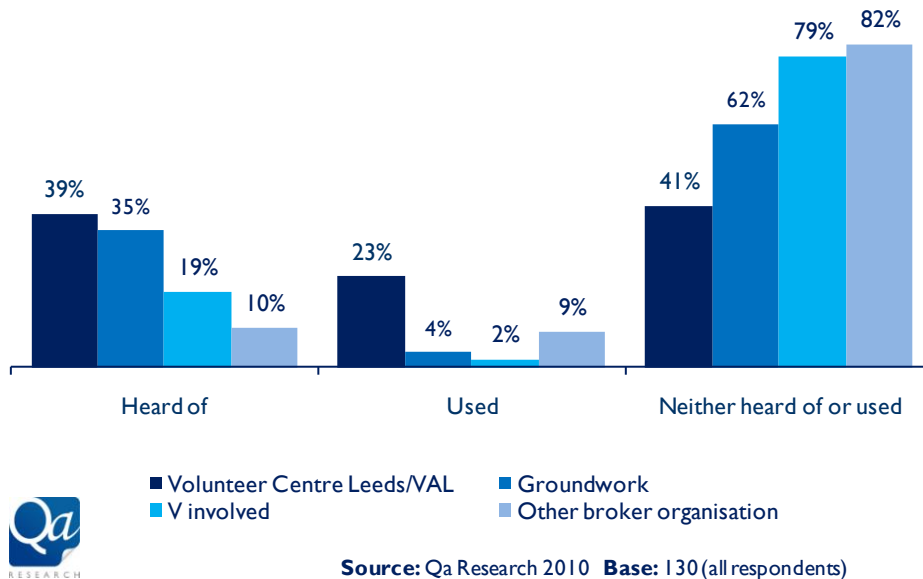
Q7. How do you find out about the volunteering opportunities that are available to you?



Source: Qa Research 2010 Base: 130 (all respondents)

Respondents were most likely to have heard of (39%, 51) and used (23%, 30) 'Volunteer Centre Leeds / Voluntary Action Leeds'. Awareness and use of 'V involved' and 'Groundwork' were considerably lower.

Q8. Which of the following volunteer organisations have you heard of? Which have you used?



7.2.4 Reasons for volunteering

Headline findings for this section

- Most reasons stated for wanting to volunteer relate to involvement in the community and helping others.
- Three quarters of respondents agree 'I am always provided with training when I start a new volunteering opportunity'.

Main reasons for volunteering

When respondents were asked what their main reasons for volunteering are, they mainly relate to involvement in the community and helping others. For example, three quarters (72%, 94) of respondents said they 'wanted to help others'.

Table 11: Main reasons for volunteering (Q12, Volunteers survey)

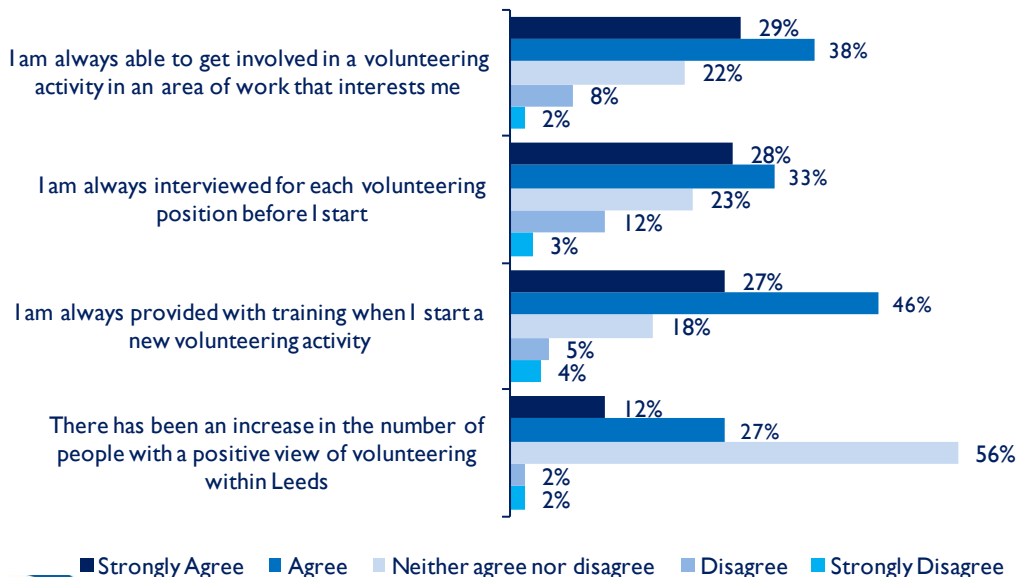
	Count	Percentage
Wanted to help others	94	72%
Wanted to provide a service to the community	82	63%
To meet new people	25	19%
I am volunteering through my employer's programme	22	17%
Wanted to learn new skills	21	16%
To fill spare time	19	15%
To improve my CV	17	13%
Wanted to gain work experience in a specific area	17	13%
To try out a new potential career	12	9%
Wanted to gain some general work experience	6	5%
My friends volunteer	4	3%
I was a client at the service I now volunteer for	4	3%
My family volunteer	1	1%
Other	7	5%
Base = 130	331	

Respondents were asked to what extent they agree or disagree with a range of statements relating to volunteering.

Positively, there was a high proportion of agreement for each statement. Agreement was highest for the statement 'I am always provided with training when I start a new volunteering activity' (73%, 95).

Respondents appear to be unsure about the statement 'there has been an increase in the number of people with a positive view of volunteering within Leeds' as over half (56%, 73) stated neither agree nor disagree.

Q9. To what extent do you agree or disagree with the following statements?



Source: Qa Research 2010 Base: 130 (all respondents)

7.2.5 Volunteer Centre Leeds

Respondents who indicated at Q8 in the survey that they were aware of or have used Volunteer Centre Leeds were then asked what their involvement with the centre has been.

As the table below shows nearly a quarter (23%, 16) of respondents have 'used the centre to find volunteering opportunities'.

Two fifths (41%, 29) of respondents 'have not done anything with the volunteer centre and not intending to do anything in within the next 12 months'. This view may benefit from further investigation to find out why these volunteers would not consider using the Volunteer Centre in the future.

Table 16: Use of Volunteer Centre Leeds (Q19, Volunteers survey)

	Count	Percentage
Have not done anything with the volunteer centre and not intending to do anything within the next 12 months	29	41%
Used the centre to find volunteering opportunities	16	23%
Have not done anything with the volunteer centre as of yet but intend to contact them in the next 12 months	10	14%
Used the centre to find out about upcoming events and activities	8	11%
Used the centre to find out about careers options more generally	5	7%
Other	12	17%
Base = 70	80	

Again, respondents who indicated at Q8 in the survey that they were aware of or have used Volunteer Centre Leeds were then asked if they were aware or have accessed the Volunteer Centre Leeds Website.

Over half of respondents in total are either aware (33%, 23) or have used (21%, 15) the website. However, awareness could be improved as just under half (46%, 32) are not aware of the website.



Source: Qa Research 2010 Base: 70



7.3 Survey Materials

Organisation Online Survey

Thank you for participating in this online survey. The survey is designed to explore the types of volunteering activity provided and/ or facilitated by your organisation. The survey should take around 15 minutes to complete, depending on the answers you provide.

All of the answers you provide will be kept completely anonymous and you will not be able to be identified in any reporting of the results.

Section 1: The first section aims to capture some information about your organisation type.

What is your organisations name? (Please write in the box)

Which of the following best describes your organisation? (Please select one only)

- Private Sector
- Voluntary Sector
- Social Enterprise
- Public Sector
- Other (please describe)

(Roughly) What proportion of your workforce is made up of volunteers (please write a percentage in the box below)

Do you provide a broker service for volunteers, i.e. does your organisation put individuals in contact with other organisations offering volunteering opportunities? (Please select one only)

- Yes
- No

(Roughly) What percentage of organisations funding comes from the following sources? (Please select one option only)

Please allow numerical responses only, all responses must total 100%

- From donations from the public
- From the sale of goods and services
- From public grants
- From central Government
- From local Government
- Other (Please State)

Section 2: This section gathers information on the nature of volunteering opportunities provided by your organisation

What sort of volunteering opportunities does your organisation provide? (Please write in the box)

Do you interview volunteers before offering a position? (Please select one option only)

- Yes for all
- Yes for some
- No

Do you provide training for the volunteers you work with? (Please select one option only)

- Yes for all
- Yes for some
- No

Go to q10

Does this training offer any qualifications to volunteers? (Please select one option only)

Yes (please provide details)

No

How many volunteers does your organisation currently work with? (Please select one option only)

- 1-5
- 6-10
- 11-20
- 21-50
- 50+

(Roughly) On average how many hours a month does each volunteer work with your organisation? (Please select one option only)

- Less than 1 hour a month
- More than 1 hour but less than 5 hours
- More than 5 hours but less than 10 hours
- More than 10 hours but less than 20 hours
- More than 20 hours but less than 40 hours
- Over 40 hours

(Roughly) How many volunteering places/ opportunities does your organisation have available at any one time? (Please select one option only)

- 1-5
- 6-10
- 11-20
- 21-50
- 50+

**(Roughly) On average how long do volunteers stay with your organisations?
(Please select one option only)**

- Up to 1 month
- Over 1 month to 6 months
- Over 6 months to a year
- Over a year

As an estimate, what proportion of the volunteers working with your organisation are from the following age groups? (Please write in a percentage for each age group – i.e. if you have used no volunteers in a particular age group write “0”)

All responses must total 100%

- 0-16
- 17-24
- 25-34
- 35-44
- 45-54
- 55+

Does your organisation have a specific focus on providing volunteer opportunities for individuals with any of the following? (Please select all relevant responses)

- Individuals with disabilities
- Individuals from ethnic minorities
- Students
- Long-term Workless Individuals
- Other (please state)

No specific focus on any individual

How do you find the volunteers that work with your organisation? (Please select all relevant responses)

- Advertising on the internet
- Advertising in relevant publications
- Advertising through external organisations and networks
- Using a broker service
- Using Volunteer Centre Leeds
- Using the Do-IT website
- Other (please state)

How many different types of volunteering opportunities would you say your organisation provides? (Please select one option only)

- 1-5
- 6-10
- 11-20
- 21-50
- 50+

Section 3: This section explores your perceptions of volunteering across the City of Leeds over the past few months

Have you noticed a change in volume in any of the following over the past few months? (Please select one option only for each category)

Increased

Stay the Same

Decreased

Don't Know

Volunteers getting in contact with your organisation to access opportunities

Volunteer opportunities/ places your organisation is able to provide

The numbers of volunteers your organisation is working with

Linkages with other organisations offering volunteer opportunities

Events to promote volunteering across the City

Are you aware of the Leeds Year of Volunteering? (Please select one option only)

Yes

No

Go to q21

Has your organisation used the Year of Volunteering website or been involved in any events or activities sponsored through the Leeds year of volunteering programme? (Please select one option only)

Yes – Please provide details

No

Are you aware of any of the following events? (Please select all relevant responses)

Year of Volunteering Launch at City Museum (January 13th 2010)

The Year of Volunteering website

The new Volunteer Centre Leeds

Health Volunteering month (February)

Neighbourhood volunteering events in February, March or April

The Green Generations festival (April 26-30th)

Literacy and Learning volunteering month (May)

The Leeds Compact (signed in June 2010)

The Volunteering marketplace event in Victoria Gardens (June 5th)

The Valuing Volunteering month (June)

The volunteering Kitemark and Toolkit

Year of Volunteering debates at Leeds Council Chamber (July 9th)

Sports and Arts volunteering month (July)

Environment Volunteering Month (August)

Rosebank Millenium Green environmental project in August

Volunteering for a Safer Leeds (September)

Volunteering for All events (October)

Change Leeds Week (Oct 10-15th)

Children and Young People Volunteering events (November)

Year of Volunteering Celebration Awards (December)
European Year of Volunteering and Conference (December)
If "no" at q19, go to q27

**Overall, how would you rate the impact YoV has had on your organisation?
(Please select one option only)**

Strong Positive Impact
Positive impact
No impact
Negative impact
Strong Negative impact

Do you think the changes in volume you selected earlier (at q18) would have occurred without the YoV programme? (Please select one option only)

Yes completely
Yes but less so
No

What do you think has been the extent of the impact of the YoV in the following areas? (Please select one option only for each category)

Large impact
Small impact
No impact
Don't Know
Increasing awareness of volunteering across the city
Encouraging links between organisations, offering opportunities for partnership working
Improving the access of volunteering opportunities to people interested in volunteering
Increasing the quality of volunteering opportunities available to individuals

In your own words - what do you think have been the most positive impacts of the Leeds Year of Volunteering programme? (Please write in the box)

**Are there any areas of the scheme which you think could be improved?
(Please select one option only)**

Yes – (Please describe below)

No

Are you aware of the Volunteer Centre Leeds? (Please select one option only)

Yes
No

Go to q29

What has been your involvement with the Volunteer Centre Leeds? (Please select all relevant responses)

Used the centre to advertise volunteering opportunities

Used the centre to find out about upcoming events and activities
Used the centre to forge links with other organisations offering volunteering opportunities
Used the centre to support developments in the quality of volunteer opportunities available to individuals within your organisation

Do you think Leeds having a role in the 2011 European Year of Volunteering will have a positive impact on your organisations volunteering activities? (Please select one option only)

Yes – please describe the positive impacts you feel it will have below

No – why not? (Please describe your reasoning below)

Do not know enough about this to make a judgement

Would you be interested in taking part in further research related to the findings of this survey? This may involve using your organisation as a case study a volunteering organisation? (Please select one option only)

Yes – Please provide your contact details below

No

Thank and close, Validation

Volunteer Online Survey

Thank you for participating in this online survey. The survey is designed to explore the types of volunteering activity you have been involved in, your perceptions of volunteering and your reasons for becoming involved. The survey should take around 5-10 minutes to complete, depending on the answers you provide.

All of the answers you provide will be kept completely anonymous and will not be reported on in an identifiable manner.

Section 1: The first section aims to capture some information about how you volunteer.

What is the name of the organisation(s) through which you currently volunteer? (Please write in the box)

(Roughly) On average, for how many hours each month do you volunteer? (Please select one option only)

- 1 hour and under
- More than 1 hours but less than 5 hours
- More than 5 hours but less than 10 hours
- More than 10 hours but less than 20 hours
- More than 20 hours but less than 40 hours
- Over 40 hours

(Roughly) On average how long will you volunteer for a single organisation? (Please select one option only)

- Up to 1 month
- Over 1 month to 6 months
- Over 6 months to a year
- Over a year

When did you first start volunteering? (Please select one option only)

- Within the past month
- Within the past 6 months
- Within the past year
- Within the past 5 years
- Longer than 5 years ago
- Don't Know

In the past year, how many different organisations have you volunteered for? (Please select one option only)

- 1
- 2-5
- 6-10
- 10+

Would you say the number of volunteering opportunities available have increased or decreased over the past year? (Please select one option only)

- Increased
- Decreased
- Don't Know

How do you find out about the volunteering opportunities that are available to you? (Please select all relevant responses)

- On the internet
- Do-It internet site
- In a volunteering centre/ or "broker" organisation (a broker organisation is an organisation that matches your volunteering interests to the opportunities available with local organisations)
- Through another organisation (please provide organisations name)

- Through a friend/ family member
- Received a leaflet
- Other (please state)

Which of the following volunteer organisations have you heard of? Which have you used? (Please select all relevant responses)

- Heard of
- Used
- Neither heard of or used
- Volunteer Centre Leeds/ VAL
- Groundwork
- V involved
- Other broker organisation (please state)

Section 2: This section gathers information on your attitudes and reasons for volunteering.

To what extent do you agree or disagree with the following statements? (Please select one response per category)

- Strongly Disagree
 - Disagree
 - Neither agree nor disagree
 - Agree
 - Strongly Agree
- I am always able to get involved in a volunteering activity in an area of work that interests me
- I am always provided with training when I start a new volunteering activity
- I am always interviewed for each volunteering position before I start
- There has been an increase in the number of people with a positive view of volunteering within Leeds

Have you noticed a change in volume in any of the following over the past few months? (please select one option per category)

Increased
Stay the Same
Decreased
Don't Know

The variety of different volunteering opportunities available across Leeds
The number of events to promote volunteering across the City
The publicity surrounding volunteering in Leeds

Are you aware of the Leeds Year of Volunteering? (Please select one option)

Yes
No

Go to q13

Have you been involved in any events or activities sponsored through the Leeds year of volunteering programme? (Please select one)

Yes – Please provide details

No

Are you aware of any of the following events? (Please select all relevant responses)

Year of Volunteering Launch at City Museum (January 13th 2010)
Health Volunteering month (February)
Neighbourhood volunteering events in February, March or April
The Green Generations festival (April 26-30th)
Literacy and Learning volunteering month (May)
The Leeds Compact (signed in June 2010)
The Volunteering marketplace event in Victoria Gardens (June 5th)
The Valuing Volunteering month (June)
The volunteering Kitemark and Toolkit
Year of Volunteering debates at Leeds Council Chamber (July 9th)
Sports and Arts volunteering month (July)
Environment Volunteering Month (August)
Rosebank Millenium Green environmental project in August
Volunteering for a Safer Leeds (September)
Volunteering for All events (October)
Change Leeds Week (Oct 10-15th)
Children and Young People Volunteering events (November)
Year of Volunteering Celebration Awards (December)
European Year of Volunteering and Conference (December)

If "no" at q11, go to q19

Overall, how would you rate the impact YoV has had on volunteering in the city? (Please select one option)

Strong Positive Impact
Positive impact
No impact
Negative impact
Strong Negative impact

Do you think the changes in volume you selected earlier (at q11) would have occurred without the YoV programme? (Please select one option only)

Yes completely

Yes but less so

No

What do you think has been the extent of the impact of the YoV in the following areas? (Please select one option per category)

Large impact

Small impact

No impact

Don't know

Increasing awareness of volunteering across the city

Improving access of volunteering opportunities to people interested in volunteering

Increasing the quality of volunteering opportunities available to individuals like yourself

In your own words - what do you think have been the most positive impacts of the Leeds Year of Volunteering programme? (Please write in the box)

Are there any areas of the scheme which you think could be improved? (Please select one option)

Yes – (Please describe below)

No

You mentioned earlier that you had used or heard of the Volunteer Centre Leeds - What has been your involvement with the Volunteer Centre Leeds? (Please select all relevant responses)

Only ask to those “aware of” or “using” the Volunteer Centre Leeds at q8)

Used the centre to find volunteering opportunities

Used the centre to find out about upcoming events and activities

Used the centre to find out about careers options more generally

Have not done anything with the volunteer centre as of yet but intend to contact them in the next 12 months

Have not done anything with the volunteer centre and not intending to do anything within the next 12 months

Other (please state)

Are you aware of or have you accessed the Volunteer Centre Leeds website?

Only ask to those “aware of” or “using” the Volunteer Centre Leeds at q8)

Aware of

Used

Do you think Leeds having a role in the 2011 European Year of Volunteering will have a positive impact on volunteering within the city of Leeds? (Please select one option only)

Yes – please describe the positive impacts you feel it will have below

No – why not? (Please describe your reasoning below)

Do not know enough about this to make a judgement

Which of the following would you describe as the main reasons leading you to volunteer?

(Please choose a maximum of 3 responses)

My friends volunteer

My family volunteer

To improve my CV

Wanted to provide a service to the community

To try out a new potential career

Wanted to gain some general work experience

Wanted to gain work experience in a specific area

To meet new people

To fill spare time

Wanted to learn new skills

I was a client at the service I now volunteer for

I am volunteering through my employer's programme

Wanted to help others

Other (please state)

Section 3: The following questions are designed to ensure that we are capturing the views of a representative sample of individuals

Which of the following age categories do you fall into? (Please select one option only)

0-16

17-24

25-34

35-44

45-54

55-64

65-74

75+

Rather not say

Would you described yourself as being a disabled person? (Please select one option only)

Yes

No

Rather not say

Which of the following best describes your ethnicity? (Please select one option only)

Title - White

British

Irish

Any other White background (please state)

Title - Mixed Race

White and Black Caribbean

White and Black African

White and Asian

Any other mixed background (please state)

Title - Black or Black British

Caribbean

African

Any other Black or Black British (please state)

Title - Asian or Asian British

Indian

Pakistani

Bangladeshi

Sikh

Chinese

Any other Asian (please state)

Title - Any other ethnic background

Gypsy/Traveller

Other (please state)

Rather not say

How did you find out about this survey? (Please select one option only)

Received an email

Was asked to take part by the organisation in which I volunteer

Was asked to take part by a volunteer broker organisation

Saw the link to the survey advertised

Other (please state)

Would you be happy to be contacted for further research related to this project? (Please select one option)

Yes – Please provide your contact details in the box provided

No

Thank and Close, Validation

Leeds CC / YOY evaluation – Interview Script, STAKE08-5318

Leeds Year of Volunteering Stakeholder Discussion Guide

This script provides a guide for the interview and wherever possible the interviewer will seek to keep questions in order. However, feedback from the participant may require them to adjust the nature of the questions and the sequence of questioning.

Section 1 Introduction (2 mins)

Thank you for agreeing to participate in this interview, my name is xxx, I am working on behalf of Qa Research, an independent research company. As somebody involved in the provision or direction of volunteering activities within Leeds, we have been asked to undertake this research by Leeds City Council to explore your attitudes towards the volunteering provision that is available across Leeds and the changes that you may have seen taking place over the last few years.

The interview is scheduled to last around 25-30 minutes.

Everything you say will be kept completely anonymous. We will provide a report detailing the findings of the research to Leeds City Council but your responses will not be attributable.

Do you have any objection to me recording this call? It will only be myself who listens to it and will mean I don't have to keep scribbling things down.

Section 2 About you (7 mins)

Firstly, it would be useful if you could provide some information about your role and the work of your organisation.

1. What does the organisation you work for do?

How does it impact/ influence volunteering in the city, is it a broker, does it provide volunteering activities? Are volunteering activities and volunteering provision one of the primary functions of your organisation, or do they form a minor part of your organisations overall activities? What sorts of volunteering activities are provided?

2. What is your role within your organisation?

Do you have direct contact with volunteers? Would you say you are able to influence the strategy of your organisation when it come to volunteering?

3. Does your organisation have links with other organisations that have a volunteering focus within the city?

Section 3 Volunteering in Leeds

(7 mins)

I would now like to talk a little bit more about your perceptions of volunteering within the city of Leeds.

4. What do you see as the main benefits of volunteering?

5. Do you think there is a positive perception of volunteering across the city?

Do perceptions differ among different groups of people? If so, how?

6. Has there been a change in the demand for volunteering activities in the past 12 months?

Increase or decrease?

What have been the drivers of this change if any?

7. Has there been a change in the supply of volunteering activities in the past 12 months?

Increase or decrease?

What have been the drivers of this change if any?

8. How do you think Leeds compares with other cities in terms of the volunteering provision available?

9. Do you think more should be done to raise awareness of volunteering and volunteer opportunities?

Why? What are the benefits of this?

10. Who should be responsible for raising awareness and promoting volunteering opportunities within the city?

Is it the responsibility of a mix of individuals?

Section 4 Leeds year of Volunteering

(10 mins)

11. Have you been aware of the Leeds Year of Volunteering programme? (It may not be appropriate to ask this question to some individuals – it is aimed more at frontline staff)

How were you made aware of the programme?

What sort of activities do you think the programme has been responsible for?

12. Would you say your organisation has been actively involved in the Leeds Year of Volunteering initiative?

If organisation has been involved – why did it choose to?

If it has not been involved – why not?

Have you participated in or organised any activities?

13. Do you think that the Leeds Year of Volunteering has brought together organisations that offer volunteering services?

Try and provide examples

14. Do you think the programme has had an impact on volunteering within the city?

Positive or negative impact?

Greater demand/ supply of volunteering activities?

Raised awareness of volunteering opportunities?

15. What have been the main challenges in the delivery of the programme? (to be asked to those involved in the delivery of the programme)

16. If the Year of Volunteering was to be started again from scratch is there anything you think could be done differently?

17. Is there anything else you would like to add about volunteering in the city that we have not had a chance to cover?

Thank you for taking the time to talk with us.

7.4 Sponsors and Acknowledgments

Leeds Year of Volunteering Sponsors :

First Direct
Price Waterhouse Coopers
Yorkshire Bank
Leeds City Council
Yorkshire Forward
Leeds City College
Safer Leeds
NHS Leeds

Leeds Year of Volunteering Steering Group:

Councillors:

Lucinda Yeadon (chair steering group 2010/11)
Richard Brett (chair of steering group 2009/10)
Robert Gettings
Ruth Feldman
Ann Blackburn

Voluntary Sector:

Richard Jackson - Voluntary action Leeds
Sally-Anne Greenfield - Leeds Community Foundation
David Smith – leedsvoice.org.uk
Daisy Davey – Multiple Choice

Business:

Leeds Ahead

Public Sector:

Marcus Beacham – Safer Leeds
Sarah Jarvis – West-yorkshire probation service
Joanne Kay – environment agency
Tracey Greig – Yorkshire forward
Norma Thompson – NHS Leeds

Universities:

Ceri Nursaw – Leeds University
Greg Miller – Leeds University
David Braham – Leeds Metropolitan University
Chloe Hudson – Leeds Metropolitan University

Leeds City Council:

Steve Crocker - Year of Volunteering coordinator
Jane Stageman
Claire Macklam

Case Study Organisations:

Julia Piggott – Pyramid of Arts
Steve Hoey & Rosie Scurfield – Canopy Housing
Lesley Thornton – Holbeck Elderly Aid

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