



Report of the West North West Area Manager

Outer West Area Committee

Date: December 18th 2009

Subject: 2010 Year of Volunteering in Leeds- the Area Committee Input

Electoral Wards Affected:
All

Ward members consulted
(referred to in this report)

Specific Implications For:

Equality and Diversity

Community Cohesion

Narrowing the Gap

Council Function

Delegated Executive Function available for Call In

Delegated Executive Function not available for Call In Details set out in the report

Executive Summary

It has been proposed by the Joint Leader of the Council, Central and Corporate Portfolio Holder to make 2010 - A Year of Volunteering in Leeds. This proposal was agreed by Executive Board on 14th October 2009. This report explains the range of benefits that volunteering can provide to individuals and the wider community, and the role of this Area Committee. Volunteering also supports the Leeds Strategic Plan improvement priority of “an increased number of local people engaged in activities to meet community needs and improve the quality of life for local residents”. Creating transferable skills for individuals for future employment opportunities and developing community cohesion are two examples of the positive contributions that volunteering could make to help mitigate some of the negative impacts of the economic recession.

The report provides an outline citywide programme of activities that have already been proposed through consultation with Executive Members, Directorates, VCFS organisations and some key partners. It also identifies the programme of activities from this area committee. Arrangements for steering, co-ordinating and resourcing the Year of Volunteering are also identified. It also outlines a draft programme of activities for the Area Committee to approve that will define the Outer West Area Committee’s role in this city wide initiative.

1 Purpose of this report

- 1.1 The purpose of this report is to explain the proposal to make 2010 - A Year of Volunteering in Leeds and to outline progress in relation to developing a programme of activities and arrangements for running and resourcing this programme. It puts forward a programme of activities for this Area Committee and seeks member approval for this.
- 1.2 Recommendations seek Area Committee approval for participation in the programme for 2010 – Year of Volunteering.

2. Background Information

- 2.1 The Year of Volunteering supports the key performance indicator; NI 6 ‘adults who participate in volunteering’ and the Leeds Strategic Plan improvement priority to ‘Increase number of local people engaged in activities to meet community needs and improve the quality of life for local residents’.
- 2.2 Participation in volunteering is seen as one of the main ways of measuring whether Leeds is meeting this improvement priority. The recent 2008 Place Survey results showed that 19.9% of people sampled in Leeds were currently participating in formal volunteering. The aim is to increase this to 24% by 2010/11 and will be measurable through the Place Survey. The success of this initiative will directly influence achieving a city wide improvement target.

Why is volunteering important?

- 2.3 Volunteering provides a range of benefits to individuals and also to the wider community. It helps unlock the talent and creativity of individuals to lead activities, groups and communities and to build skills, confidence and independence that may also be transferable into a work environment. Creating transferable skills for individuals for future employment opportunities and developing community cohesion are two examples of the positive contributions that volunteering could make to help mitigate some of the negative impacts of the economic downturn. Volunteering is also a way to help people to develop a sense of belonging to their neighbourhood and community.
- 2.4 Volunteering activity plays a key role in developing community cohesion both locally and more broadly across the city through wider engagement and participation e.g. student and corporate volunteers. Volunteering brings many added benefits to organisations and services to citizens. For example, Council services have many hundreds of volunteers involved in a wide range of activities such as school governors, working with young people as mentors in schools and in the youth service, working on environmental projects with Parks and Countryside; archiving in the Museums and Galleries, helping out at Leeds International Film Festival and other major public events, providing a Books at Home service through Libraries and supporting people to lead independent lives through Adult Social Care. Area Committees already support many volunteer organisations through wellbeing funding.

How is volunteering defined?

- 2.5 The UK does not have one nationally recognised definition of volunteering. From a governmental perspective, the National Indicator Handbook defines regular volunteering as:

“...taking part in formal volunteering at least once a month. Formal volunteering is defined as giving unpaid help through groups, clubs or organisations which support social, environmental, cultural or sporting objectives”.

From a voluntary and community sector perspective, the National Compact Volunteering Code of Practice 2005 defines it as:

“...an activity that involves spending time, unpaid, doing something that aims to benefit the environment or groups other than (or in addition to) close relatives”.

The above definition has more recently been adapted for the Council Volunteering Survey as:

“...a non-compulsory activity which involves spending time, unpaid, doing something which is of benefit to the environment, society, groups or other individuals (excluding relatives)”.

What is our current commitment?

2.6 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”

2.7 Participation in volunteering is seen as one of the main ways of measuring whether we are meeting this improvement priority. The recent 2008 Place Survey results showed 19.9% of the people sampled in Leeds were currently volunteering. Our target is by 20010/11 to increase this proportion to 24%.

2.8 The Active Citizenship Sub-group of the VCFS High Level Partnership Group, chaired by a member of the VCFS sector, is stimulating activity and closely following progress in achieving this particular improvement priority.

3.0 Main Issues

A Year of Volunteering

3.1 A Year of Volunteering is an opportunity to provide a focus and branding to a programme of activities that will help us effectively celebrate and promote volunteering in Leeds. The joint Leader of the Council, Cllr. Brett, has made the proposal for 2010 to be such a year in Leeds. Engaging more people in volunteering in the city at this particular time is anticipated to have a positive role in offering an additional and constructive outlet for all age-groups and communities, many of whom are experiencing negative impacts as a result of the impact of the global recession. It is also seen as an opportunity to attract new resources into the city.

Mission and Aims for the Year

3.2 Four aims have been proposed for a year of volunteering:

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

A ‘mission’ that could lead, energise and summarise the ambition could be to engage every citizen of Leeds in a volunteering opportunity during 2010.

Steering the development of the 2010 Year of Volunteering

- 3.3 A programme is being developed with input from a wide range of stakeholders through two key groups:
- A strategic steering group has been established. This is chaired by Cllr. Brett and has cross party representation through Cllr. Blackburn, Cllr. Feldman, Cllr. Yeadon and Cllr. Gettings. Partner organisations are also making nominations and these include NHS (Leeds), Police, Universities and the Environment Agency. The group will maintain an overview of the planned activity and work to champion the programme within their respective organisations and remove any barriers to implementation.
 - An operational group led by Voluntary Action – Leeds. The membership of this group is formed by the ten people who have taken on responsibility for promoting and co-ordinating activities in each of the monthly themes during the year. These include representatives from voluntary sector organisations, city council directorates and partner agencies. Area Management will be represented as the lead on the March 2009 “Volunteering in the Neighbourhood”.
- 3.4 At neighbourhood level, Chairs of all the Area Committees have agreed to support the development of the 2010 Year of Volunteering through local programmes with a focus on neighbourhood volunteering that links to the city wide programme.
- 3.5 Programme co-ordination will be provided through two part time posts that reflect the joint leadership by the Council and the VCFS. Regular progress on the implementation of the Year of Volunteering will also be reported to the Corporate Leadership Team, Leeds Initiative Leeds Strategy Group and VCFS Strategy Group.

Year of Volunteering – Outline Programme of Activities

- 3.6 Through the above groups and channels, Council officers and Voluntary Action-Leeds are working together to develop a programme of activities for the Year of Volunteering. To date this includes:
- A city wide programme of events with ten of the months in 2010 focusing on a particular type of volunteering or client group within the community. The programme has been developed to link with existing and planned activity. (See Appendix 1 for current progress)
 - Local programmes developed by Area Committees with a focus on neighbourhood volunteering with links to the city wide programme
 - A design competition for children and young people. Schools and individuals will be recognised and the winning pictures featured in the city wide programme of events and publicity for the year.
 - A series of high profile events, including a launch event in January 2010, an event in National Volunteers Week in June 2010 and a final celebration and awards event in December 2010.
 - A Volunteer Awards programme run throughout the year e.g. Area based awards run through Area Committees; Police; Environmental; Young peoples awards etc culminating in the final celebration and awards event at the end of the year to recognise the winners and name the Volunteer of the Year.
 - Expanding a City Centre Volunteer Centre. The unit would act as a focal point and provide brokerage linking potential volunteers with opportunities.

- Taking the Volunteer Centre out into the community. Working with the Mobile Library Service to take out the Volunteer Centre service to targeted communities.
- Launching a revised Compact for Leeds with a toolkit that will support organisations using volunteers to deliver a good volunteering experience and provide a Volunteers Managers Training Programme
- Launch of Leeds Volunteering KiteMark
- Promoting Community Activity through expanding funding opportunities and ideas and how to' packs.

4.0. The Area Committee programme

4.1 The Area Committee already supports a wide range of voluntary and community groups to deliver services and activities within its area. It is suggested that the substantial amount of work already undertaken in this field could be utilised and adapted by the Area Committee to support and develop volunteering and brand it as 'Year of Volunteering'. This approach also assists with resource implications of the initiative. Some examples of existing Area Committee support for volunteering are as follows:

- environmental, cultural and sport based projects, festivals, community networks
- support for residents groups and forums
- tenant and resident involvement through Local Area Management Plans
- existing local networks/ Faith groups in the Area Committee area
- Small grants and MICE funding for a variety of voluntary, community and faith groups
- inclusion of volunteering initiatives within the 2010/11 Area Delivery Plan
- close links to Leeds Ahead to generate business involvement in community projects through their CSR (Corporate Social Responsibility) agenda
- appointment of co-optees to Area Committee to act in an advisory capacity

4.2 There are a number of ways in which the Area Committee can become involved in recognising, promoting and rewarding volunteering, as well as supporting voluntary organisations to not only increase membership but to retain and develop their volunteers. Area Committees have been identified as the lead agency for the March theme of 'Volunteering in Every Neighbourhood'. The proposals for the four Area Committees within the West North West area are as follows:

Small grants scheme

4.3 The small grants fund could be branded specifically as a grant to support volunteering in Outer West. This would provide funding to the initiative without detracting from other Area Committee priorities. Preference could be given to applications which have specific benefit for voluntary groups e.g. training, equipment, retention of volunteers, celebrating volunteers. This would be ongoing throughout 2010.

Member Champion

4.4 It is suggested that the identification of a Members Champion for the Year of Volunteering, supported by an Area Committee sub group, would raise the initiative's profile and ensure Member engagement and an Area Committee steer throughout the year.

Market place event to promote and facilitate volunteering

- 4.5 A West North West market place style event is proposed to take place on March 6th 2010. This would be a high profile event, to be held in Pudsey Civic Centre. A range of voluntary groups are being invited to attend under each of the Area Delivery Plan (ADP) themes. Again, this makes Area Management's involvement in Year of the Volunteer integral to their work programme set out within the ADP. The aim of the event is to promote volunteering by matching potential volunteers to organisations offering volunteering opportunities. Entertainment and refreshments could help attract people to the event as well as strong, concerted and wide ranging publicity. A team within West North West Area Management is currently developing a plan of action to achieve this. Voluntary Action Leeds have agreed to support this event and provide access for attendees to the 'V-base' database so that volunteers can be signed up to volunteering opportunities at the event and the success of the event in terms of increasing volunteer numbers will be easily measured.

Ongoing promotion of Year of the Volunteer

- 4.6 Year of the Volunteer will be promoted at community forums and events organised by or supported by the Area Management Team. Voluntary Action Leeds can also provide a free 'Involve' workshop to community and voluntary groups. The Area Management Team will encourage groups to take up this offer.

Town Centre Management initiatives

- 4.7 The Town Centre Manager for Armley and Pudsey can provide a link between businesses, agencies and schools to generate activities such as clean-ups within the district centres. These ideas will be progressed through the business forums for both areas.

Celebration event

- 4.8 It is suggested that each Area Committee hosts a volunteer celebration event to recognise the contribution of volunteers to improving its local area. It is proposed that these be held between September and November in order to feed into the Civic Awards ceremony to be held in December. Nominations will be categorised to link with the Year of Volunteering themes for each month. The Area Management Team will play a key role in planning, facilitating and publicising these events.

5.0. Implications For Council Policy And Governance

- 5.1. This report supports Council policy as outlined in the priorities of the Leeds Strategic Plan 2008-11 and as expressed in the Council's commitment to the Compact for Leeds and the delivery of the Harmonious Communities part of the Area Committee Area Delivery Plan. Governance and reporting arrangements are broadly outlined in the report in paragraph 3.3.

6.0. Legal and Resource Implications

Resourcing the Year of Volunteering

- 6.1 Funding will be provided by the Council to support some of the costs of programme co-ordination and delivery and to support work to secure sponsorship. In addition, a sponsorship package will need to be developed to encourage businesses and public

and voluntary sector organisations to sponsor the programme and major events in the year. Steve Crocker, the former Area Manager for West and North West Leeds will be leading the City Council input into the programme in 2010, including part of the time put in on a volunteer basis. He will work closely with Natasha Mort and Richard Jackson from Voluntary Action Leeds to deliver the programme for the City.

- 6.2 In terms of the activities, all organisations in the city currently utilising volunteers, including the Council, are being encouraged to think of ways of applying for and generating funding that will fund a celebration or expansion of current activities. European and national grant funding sources and corporate sponsorship are also being explored. The Area Committees, Council Directorates, VCFS organisations and all participating partners are being encouraged to explore ways to minimise additional costs for promoting and running the programme by incorporating and expanding appropriate work programmes.
- 6.3 Each Area Committee within West North West is currently being asked to support the 'Year of Volunteering' initiative with a small grant of £1,000. The usual maximum limit of £500 is lifted in this instance as small grants of up to £1,000 can be awarded for schemes that benefit more than one ward. This funding will be used for venue hire, entertainment, publicity, refreshments etc.

7.0 Conclusions

- 7.1 2010 Year of Volunteering is an opportunity to celebrate and promote volunteering in Leeds. It has the potential to engage every citizen, neighbourhood and community in making a contribution to the city whilst also building skills, confidence and independence at an individual level. Creating transferable skills for individuals for future employment opportunities and developing community cohesion are two examples of the positive contributions that volunteering could make to help mitigate some of the negative impacts of the economic recession.
- 7.2 A successful Year of Volunteering will require active leadership and contributions by all key stakeholders in the city, and that is what the Area Committee is now being asked to consider.

8.0 Recommendations

- 8.1 Members are asked to:
- (i) Endorse and support the proposal, mission and aims for 2010 being the Year of Volunteering in Leeds.
 - (ii) Support the development of 2010 Year of Volunteering through the programme of Area Committee events identified in section 4 of this report
 - (iii) Approve the small grant application which is currently being circulated to Members
 - (iv) Agree a Member Champion and sub group, comprising one Member from each Outer West ward, to lead on Year of Volunteering for the Area Committee
 - (v) Investigate sponsoring and encouraging additional activities with other partners, the VCFS sector and others.

Background Papers

Report to Executive Board: '2010: A Year of Volunteering', 14th October 2009

OUTLINE CALENDAR

2010 Leeds Year of Volunteering

Month	Theme	Promotional and Celebration Events
January	2010 Leeds Year of Volunteering	<ul style="list-style-type: none"> • Launch of the year of volunteering • Launch of the Leeds Compact Volunteering Standards and Toolkit and the Volunteer Management Training Programme • Formal opening of the Volunteer Centre • Launch of the Volunteer Centre community outreach initiative
February	Volunteering for Health	<ul style="list-style-type: none"> • Leeds University Student Volunteering Week to include: <ul style="list-style-type: none"> - programme of student volunteering activities - event at Riley Smith Hall Showcasing Student Volunteering Activity – open to all citizens with potential for invited audience event
March	Volunteering in every neighbourhood	<ul style="list-style-type: none"> • Launch of the Area Based Volunteering Celebration programme 2010 that will take place throughout the year (see note 1 below)
April	Volunteering across the Generations	<ul style="list-style-type: none"> • Leeds Intergenerational Festival (Adult Services) incorporating a focus on the role of volunteers in supporting intergenerational activity • Corporate Social Responsibility Awards Event • University of Leeds Volunteering Awards
May	Volunteering for Literacy and Learning	<ul style="list-style-type: none"> • Books at Home Volunteer Celebration Event • Possible: Civic Reception for Governors in Leeds Schools (4000) – supported by Governors Support Service • Possible: School support and Mentors promotion and celebration event
June	Valuing Volunteering in Leeds	<ul style="list-style-type: none"> • National Volunteering Week Programme of celebration and promotional activities, including: Volunteering Opportunities Market Place; Corporate Volunteering Celebration Event • Youth Volunteering Events (Children's Services)

		<ul style="list-style-type: none"> • Launch of the Leeds Volunteering Kitemark • LCC Volunteer Managers Network Celebration Event • Youth Offending Service Celebration Event
July	Volunteering for Leisure Sport, Arts, Culture	<ul style="list-style-type: none"> • Get Creative – Young People and Arts Accreditation Event • Sport Volunteering • Visit to Leeds between July & Oct. re application for Football World Cup
August	Volunteering and Environment, Parks and Wildlife	<ul style="list-style-type: none"> • Community and City Pride Awards event
September	Volunteering for a Safer Leeds	<ul style="list-style-type: none"> • Possible: Re-launch of Neighbourhood Watch schemes • Possible: Celebrating Community Crime Fighters • Leeds University /Union Student Volunteer Recruitment Programme
October	Volunteering for ALL	<ul style="list-style-type: none"> • Older Peoples Volunteering Promotion and Celebration Programme of Activities- organised by the Older People's Forum • Volunteering with and for Children and Young People – a programme of promotion and celebration activities coordinated by IYSS/Vinvolve • Big V Bus – 2 day Student and Young Citizens Volunteering Taster Event and Film made by Young People about the value of Volunteering • West Yorkshire Youth Justice Awards Event – including Awards for Volunteers involved in Youth Justice initiatives, including Leeds based services • Celebrating the role of volunteering in Black and Minority Ethnic Communities in Leeds •
November	Children and Young People's Volunteering Month	<ul style="list-style-type: none"> • Compact Volunteering Kitemark Awards • Children and Young People's Volunteering Month – coordination of programme of events by IYSS/ Vinvolve etc

		<ul style="list-style-type: none"> Leeds University Volunteering and Community Week
December	Celebrating Volunteering	<ul style="list-style-type: none"> Civic Volunteer Celebration and Awards Ceremony Youth Offending Service Volunteer Thank you Dinner and Dance at Royal Armouries

Note 1.

Throughout the Year there will be a wide range of ongoing volunteering activity and targeted and time limited volunteering projects taking place. The time limited/ targeted projects will be captured on the Year of Volunteering website calendar. The on-going volunteering opportunities are accessible through the V base volunteering database.

Note 2.

Local programmes developed by Area Committees could include:

- a market place style event showcasing volunteering opportunities
- a volunteer award and thank you event that would feed into city-wide awards
- an Area Team volunteering project
- any Town or District centre events
- badging of existing activity e.g. local arts festivals, literature festivals with a volunteer theme.
- Area Committee member involvement in the year.