Foreword
by the Chief Officer, Salford Community & Voluntary Services and the Leader of Salford City Council (Chair of the Salford Strategic Partnership)

This Strategy shows city wide commitment to the importance and potential future impact of volunteering for Salford. It provides a framework of support for individual volunteers as well as organisations and groups working with volunteers across our city.

The Salford Volunteering Strategy has been developed by a partnership working group including members from Salford City Council, Salford CVS’ Volunteer Centre Salford, Salford Foundation, JobCentre Plus, Refugee Action, NHS Trust, Salford University, and Salford PCT.

In developing this strategy, Salford is at the forefront in recognising the importance of volunteering to address the issues relating to Worklessness, Well Being and Community Engagement. It is also one of the first successful attempts in taking a coherent partnership approach to promoting and sustaining volunteering and to improving the volunteering experience.

The strategy identifies a number of challenges and barriers to volunteering that currently need to be addressed, through the adoption of a set of minimum standards, in order to ensure that good quality volunteering opportunities are accessible to all who might benefit from them. It identifies the need for investment and support in volunteering as a resource and it recognises the specific support needs for socially excluded groups in order for them to be enabled to contribute to and to benefit from volunteering.

The strategy also recognises the impact of economic recession on individuals, communities and delivery agencies particularly in relation to increasing worklessness. As volunteering provides opportunities for new skills development together with valuing the contribution made by volunteers, the experience of volunteering in Salford must be beneficial to all involved in the process and offer the potential for enabling those volunteers who wish to do so to secure future employment using the skills they have acquired.

Recession clearly has a major impact on the world of volunteering. The increase in the number of people wanting to volunteer is good news for our local community services, which benefit from the skills and time from new and existing volunteers. It is, therefore, our responsibility to connect people to volunteering opportunities as reflected in Salford’s Sustaining Communities Strategy.

In addition, Salford’s Joint Commissioning Framework will recognise the value of volunteering when identifying commissioning needs and support all partners through the Salford Strategic Partnership to evidence achievements within the Salford Agreement.

Acknowledgements

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Special thanks go to Salford CVS, Volunteer Centre Salford and Salford Foundation, in particular Maggie Murdoch, Steph Mitchell and Peter Collins for their significant contributions to the development of this most important strategy.
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The Vision

• Salford will be a place that fully values its volunteers and their contribution

• Our core values for volunteering will be understood and implemented. Those core values are:
  o Choice
  o Diversity
  o Mutual Benefit
  o Recognition

• There will be a range of good quality and diverse volunteering opportunities accessible to people across Salford

• In order to include a more diverse range of people, there will be a broader range of volunteering roles and support where needed

• There will be an improved standard of volunteering experience for people who volunteer

• Volunteers will be offered Personal Development Plans leading to a choice of pathways to progression from volunteering, including to vocational training and paid work

• Volunteering in Salford will help to address the priorities of the city such as reducing the effects of worklessness and improving skills
Core Values

Our core values for volunteering accord with those of the National Compact (2008) and the Salford Compact (Revised 2007) Volunteering Code(s) of Good Practice.

• **CHOICE** - freedom to volunteer or not

• **DIVERSITY** - open to all

• **MUTUAL BENEFIT** - both the volunteer and the organisation should benefit

• **RECOGNITION** - there should be explicit recognition of the value of volunteers
What is Volunteering?

This Strategy agrees with and abides by the current definitions of volunteering found in the National and Local Compacts on Volunteering and that of Volunteering England, the national organisation for supporting development for volunteering.

"Volunteering is described as an unpaid activity where someone gives their time to help a not-for-profit organisation or an individual who they are not related to." (Volunteering England 2009)

"Volunteering is an activity that involves the commitment of time and energy for the benefit of society and the community and can take many forms. It is undertaken freely and by choice, without concern for financial gain. For the purposes of the Salford Compact, this commitment refers to people volunteering with recognised community groups and/or voluntary organisations.”
(Salford Compact – Volunteering Code of Good Practice 2007)

"Volunteering infrastructure exists to encourage people to volunteer, to make the process of engaging in volunteering as easy as possible and to ensure that the quality of the volunteering experience is as good as it can be. Volunteering infrastructure is defined as 'organisations and services that exist to encourage people to volunteer for other agencies (whether they are in the community, voluntary, public or private sectors), to support these agencies in the development of high quality volunteering programmes”
The current survey method that is being used to measure the levels of volunteering across Salford, defines it as:

“Unpaid help in any group(s), club(s) or organisation(s) that someone has been involved with during the last 12 months. That includes anything they have taken part in, supported, or helped in any way, either on their own or with others; for example, helping at a youth or day centre, helping to run an event, campaigning or doing administrative work. It excludes giving money and anything that was a requirement of their job.” (The Place Survey 2009)

Greg McHugh, 24, has been volunteering for over 10 years!

He currently contributes his time to both the Imperial War Museum and Barnardos’ Salford Families Project.

Greg says, “I volunteer at least 2 days a week at IWM where I am a Visitor Guide and a Genealogy Advisor which means I help people trace lost relatives and trace their family trees. At Barnardos I work with disabled children on weekend activities and summer play schemes.”

When asked what or who first inspired him to volunteer, he said, “I always knew I wanted to work with people, especially people with disabilities –partly because of my own experiences.”

“I really enjoy the history work at IWM- it takes a lot of patience to trace people but it is very rewarding when you get it right and the feedback from people is great.”

“I’ve gained loads of new skills and confidence in meeting people and qualifications, including NVQs in Customer Service and qualifications in disability awareness and communication. It has given me the opportunity to travel and I sit on different panels for recruitment and committees for national organisations.

I have even been on TV, nominated for carrying the baton for Barnardos! I’ve also been offered support for my dyslexia, as well.

I would recommend volunteering but say always check out each organisation first.”
Background

The National Picture
In 2006 The England Volunteering Development Council established the Commission on the Future of Volunteering to shape a 10-year vision for the evolution of volunteering in England.

Its key aim was that: “Volunteering becomes part of the DNA of our society.” Its appointed independent Volunteering Champion, Baroness Neuberger stated that: “Volunteering can create a virtuous circle, improving levels of well-being for volunteers, professional colleagues and most importantly the people that use the services.” (2008)

Volunteering England and Baroness Neuberger have both urged that, in commissioning services from the voluntary sector, local authorities and other commissioners must ensure that the contribution of volunteers is measured, recognised and celebrated.

Volunteering and Salford
Salford already has an established history of community activism, self-help and service provision through volunteering.

As a city, Salford is now at the forefront in championing volunteering and all its benefits for individuals, communities, organisations and service users. Salford has already been taking an active part in the national and local agendas to ensure Volunteering for All through its Public Service Agreement targets which aimed to increase volunteering, particularly amongst socially excluded groups.

This strategy builds on this good practice and recognises that volunteering plays an essential role in delivering community involvement and engagement across the areas of regeneration, neighbourhood renewal, health, education and will not only build social capital in the city but also improve community cohesion. It also acknowledges that volunteers are crucial to the delivery of responsive services across Salford, including those in learning, housing, social care, youth work, community development and many more.

In addition to those in the voluntary and community sector, volunteers are already widely used across Salford in the public sector, within the health trusts, by the police, courts and in schools across the city.

The need for a city wide strategy on volunteering was originally identified by the Salford Volunteering Steering Group in order to successfully promote and support the development of opportunities that would be open to more people and to grow the capacity of volunteering across the city.

Salford’s (Local) Strategic Partnership and the Salford (Local Area) Agreement are the key drivers for this strategy. Salford has adopted as one of its top priorities the recognition of the importance of volunteering in empowering individuals, contributing to strong communities and adding value in the delivery of public services by including National Indicator 6: ‘Participation in regular volunteering’ in the Salford Strategy. The Salford Strategic Partnership believes that a culture of volunteering is an asset to Salford.
It is recognised that volunteering can reduce the effects of worklessness by offering routes back into work; providing opportunities to gain valuable experience and providing meaningful activities for those who find themselves out of work, whether temporarily or over a longer period.

The Salford Strategic Partnership’s Sustainable Community Strategy (2009-2024) is based on the vision, ‘To make Salford a beautiful and welcoming city, driven by energetic and engaged communities of highly skilled, healthy and motivated citizens, who have built a diverse and prosperous culture and economy which encourages and recognises the contribution of everyone, for everyone.’ Volunteering will play a key role in contributing to the vision for ‘Connecting People to Opportunities’ and cuts across all of the priorities of Salford’s Sustainable Community Strategy.

Eliminating barriers to volunteering and benefiting from the skills and experiences of a diverse volunteer workforce

In Salford, we already benefit from the wealth of skills, qualities and energy that a diverse range of volunteers bring to organisations and community services. However, recent national and local volunteering initiatives also indicate that there still remain barriers to volunteering for people who find themselves socially excluded.

National statistics indicate that people who have never formally volunteered are particularly likely to come from groups at risk of social exclusion. In a recent study, nearly a quarter of those people who had never volunteered had a limiting long-term illness (24%) whilst a similar proportion (26%) had no qualifications. In addition, a relatively high proportion of lapsed volunteers (28%) suffered from a limiting long-term illness. Around a third of lapsed volunteers with a limiting long-term illness (34%) said that they stopped helping because of health problems or old age. (The Helping Out 2008 study carried out by NatCen and the Institute for Volunteering Research, on behalf of the Office of the Third Sector.)

Locally, a wealth of evidence from partnership working in Salford among some of the key agencies including Volunteer Centre Salford, Refugee Action, Salford Foundation’s V-Involved project and from Benefits, Employment and Health Support Agencies demonstrates three things:

1. The immense benefits of volunteering as a route back or into to:
   - Health and well being
   - Skills re-training
   - Social engagement
   - Paid employment

2. The unique skills, energy and experience that can be contributed by a diverse range of volunteers

3. The need for investment in infrastructure support for volunteer involving organisations to improve accessibility to their volunteering opportunities and to improve levels of support for individual volunteers in order for the above benefits to be fully accessed by organisations and by socially excluded groups.
Ciara Rostron wanted to gain experience in working with young people and mentoring so she joined Swinton Families as a Volunteer Mentor because she saw it as a good opportunity to help get this experience.

When asked what she enjoys most about volunteering, Ciara said, “The thing I enjoyed most was helping a particular person develop, making them aware of the choices they have and guiding them into better decisions. Knowing you can impact positively on an individual’s life is so rewarding.”

“Volunteering has helped me get a job as a play worker within Swinton Families which I thoroughly enjoy. This is the kind of job in which I want my career to develop. Without volunteering this job would not have come my way. Volunteering has also given me opportunities to develop from training. I have attended several courses which have helped developed my knowledge in areas such as Child Protection, Safeguarding Children, Domestic Violence and Sex and Relationships. Volunteering is the best thing I ever did and the feeling that comes from helping people can’t be beaten. So volunteering is definitely worth taking up.”

Key Principles

This strategy is built on the following 5 key principles:

• Capacity
• Diversity
• Community Engagement
• Quality Standards
• Volunteer Recognition

The infrastructure and people issues are outlined for each principle below, followed by key objectives and some initial indications of where we are now and where we want to be.

1. Capacity

Where are we now?

• We can access some data on numbers of volunteers and opportunities across Salford from key brokers and organisations
There is an uncoordinated approach to the promotion and recruitment of volunteers

The Salford Volunteering Steering Group has been reviewed and a new membership has been established

The Salford Volunteering Steering Group provides a strategic forum

Investment in volunteering infrastructure and delivery is short term

Key agencies have identified the need to grow the range and diversity of opportunities and the levels of support into volunteering for certain groups

Where do we want to be?

A recognised city wide brand for volunteering that sells the benefits of volunteering and promotes our core values

A clearer and more comprehensive picture of the patterns and profile of volunteering and its pathways, to inform future development

A partnership development plan to grow the range and diversity of opportunities

Strong partnership working to establish links through volunteering to further opportunities

How will we get there?

Infrastructure
We aim to increase the number and diversity of opportunities for volunteering in Salford. In order to do this we need to:

a) Design an effective marketing and awareness raising campaign targeted at individuals and organisations about the benefits of volunteering

b) Ensure that volunteering is placed on key agendas in order to instil the importance of volunteering and to include it in strategy development and key strategic plans

c) Map the current levels of volunteering support services and assess organisations’ needs in order to improve the capacity and infrastructure to support good volunteering practice, networking and collaboration

d) Audit the current profile of opportunities and implement a marketing and promotion campaign in order to increase popular areas of volunteering and also create new and diverse ranges of opportunities

People
In order for more people from a range of backgrounds, experience and abilities to take up volunteering, we will increase the number and diversity of people volunteering in Salford. To achieve this we need to:
2. Diversity

The principles of Equality and Diversity are integral to this strategy.

The opportunity to volunteer should be made available to the widest range of individuals and communities and should be led by widespread recognition of the wealth of skills and experience that the people of Salford can bring to and gain from volunteering. This includes those who may currently be socially excluded; e.g. refugees and asylum seekers, ex-offenders, disabled people, younger people, those on long term benefits and those without qualifications.

Where are we now?

- There are some models of how to attain good practice in Diversity and Volunteer Management (including the Towards Excellence Award) and of organisations with Quality Standards including Investing in Volunteers and PQASSO
- There are models of partnership working that can be built on
- There are several organisations in Salford that deliver specialist support to key groups through strong and diverse Volunteering programs. These can act as examples for others to follow

Where do we want to be?

- Volunteering becomes part of the fabric of life in Salford with organisations benefiting from a diverse range of volunteers and volunteering being enjoyed by all, regardless of their background
- All Volunteers can expect to be treated fairly and with respect by organisations and service users
- A place where there is commitment to investment in Volunteering for all, recognising that, in order for some people to volunteer, they may require guidance and support

How will we get there?

Infrastructure

We need to ensure that all aspects of the strategy explicitly address these principles, in all of our developments, including:

a) Support a planned series of targeted marketing campaigns in order to increase awareness about the benefits of volunteering across the city

b) Assess the accessibility of current provision and, through planned initiatives, promote a range of generic and specialist volunteering brokerage and support services, connecting volunteers to opportunities

c) Identify existing resources to improve access to volunteering opportunities e.g. outreach
a) Assessing the extent to which the current range of opportunities meets the needs of a diverse range of volunteers

b) Developing and delivering a city wide marketing campaign for volunteering that aims to engage with all groups.

c) Identifying and promoting best practice in diversity

d) Identifying and making accessible appropriate Quality Standards programmes for volunteering to participating organisations that ensure that equality and diversity policies and practices are built into their volunteer management

e) Identifying current barriers to people accessing volunteering and developing action plans to address these barriers e.g. lack of awareness about opportunities, transport and expense issues for volunteers, timing of volunteering opportunities etc.

f) Identifying perceived barriers that prevent organisations from diversifying their volunteer profile and addressing these through planned training and support

g) Developing and sustaining diverse volunteering opportunities that reduce barriers to volunteering and meet the needs of diverse groups

People
Salford people already give untold hours to volunteering from across its diverse range of communities. However, in order to volunteer, some individuals will require additional information, encouragement or support - some longer term.

We, therefore, need to:

a) Identify the range and types of additional support and information required in order for volunteering to be accessed by all

b) Identify what specific support is needed for the inclusion of those people from socially excluded groups, through consultation with referral and support agencies, volunteer representatives and community groups to learn from their experiences

c) Launch an awareness raising campaign that promotes the benefits of diversity in volunteering for individuals and services

3. Community Engagement

The strategy recognises that volunteering empowers people to participate actively in their communities, in improving their neighbourhoods, their own skills and prospects, their health and well-being and in the direct delivery of front line services across the city. Partners IN Salford has a comprehensive Community Engagement Strategy for Salford. We endorse and aim to follow the good practice guidelines outlined in the strategy.

Salford also has a history of effective partnership working at neighbourhood level. The city’s neighbourhood management approach has received national recognition as an example of good practice. It is important that our strategy works within that neighbourhood structure and takes advantage of the benefits that this can bring.
Volunteering can have a range of positive impacts on: individuals volunteering, service users, the local economy and on community engagement.

Where are we now?

- There is evidence of some good practice where individual volunteers already act as informal role models and champions in their organisations and communities but this is ad hoc and inconsistent
- Some individual delivery and infrastructure organisations have their own methods for measuring the impact of volunteering but many smaller groups currently lack the knowledge or capacity
- The social and economic value of volunteering is not always fully understood by all partners
- There is an established tool –The Volunteering Impact Assessment Tool Kit- (Institute for Volunteering Research)- that could be made available to participating organisations

Where do we want to be?

- Quality Standards in Volunteer Management must highlight the issues of volunteer choice and recognition and of legal compliance
- There need to be central points of contact for people looking for volunteering opportunities with agreed procedures for referring potential volunteers for specific opportunities; e.g. young people, older people etc.
- Individual volunteers will be engaged and supported to become role models and to champion volunteering as a positive and beneficial choice
- Salford is a place where volunteers themselves have a voice and participate in decision making about volunteering in Salford
- A place where people who volunteer in Salford do so out of choice, safely and legally
- Where the opportunities that volunteering can offer for personal, professional and skill development are understood and valued by all partners
- A City where the true value of volunteering is understood and promoted

How will we get there?

Infrastructure

We aim to improve the quality of community engagement with and participation in volunteering. In order to do this we need a clearer picture of the current impact of volunteering. We therefore need to:
a) Establish measurement tools and information sharing protocols to evidence the impact of volunteering on individuals, communities and services in Salford. These might include ways to measure:
   - The economic benefit and cost of volunteering.
   - The levels and quality of service delivered by volunteers.
   - The achieved outcomes and impact from the support provided by volunteers on individuals and groups. (e.g. Has the isolated older person provided with a volunteer be-friender shown signs of health improvement/well being, resulting in reduced call out time for a GP?)

b) Invite participating organisations to share in and use the above measures of the impact of volunteering, through established training networks and forums

c) Participating organisations and referral agencies will also be asked to sign up to the Core Principles for this strategy and to the Salford Compact’s Code of Good Practice on Volunteering

d) Our marketing campaigns will promote the principles of choice, opportunity and fairness in volunteering

People
We will increase the number and types of people engaged in volunteering activities in Salford. In order to do this we will:

a) Consult with individuals and groups of volunteers to identify effective approaches for encouraging and enabling people to take up volunteering opportunities

b) Identify and promote ways to assess and evidence the beneficial impact that volunteering can have on individuals as beneficiaries of services provided by volunteers

c) Identify and promote ways to measure and evaluate the impact for individual volunteers on personal and skills development (e.g. Increase in well being; self esteem; employability; or qualifications.)

d) Support the principle that volunteers should have a voice in organisational and policy decision making

4. Quality Standards

The development of a range of Good Practice and Quality Standards to which participating organisations sign up is critical to safeguard and enhance both the volunteer experience and the provision of services by volunteers across the city.

People should have access to volunteering opportunities that are safe, rewarding and developmental in order for them to contribute and make progress in a variety of ways.

Equally, volunteer-involving organisations should benefit from the commitment, loyalty and contribution made by motivated and well supported volunteers in the delivery of their services and activities.
Where are we now?

- Some organisations are aware of the value of Quality Standards; others do not currently have the understanding or capacity to pursue formal standards
- Salford CVS provides organisational health checks for voluntary and community sector groups aimed at identifying essential areas for development
- Volunteer Centre Salford provides advice and guidance specific to volunteering quality standards and good practice
- Salford CVS is supporting a number of groups to work towards recognised standards through its Quality Counts project
- Voluntary sector organisations use a variety of quality standards programmes
- There are financial and human resource barriers for many voluntary organisations achieving a Quality Mark

Where do we want to be?

- We want clear, simple good practice guidelines that are understood by all and can be implemented across the city
- We need a shared understanding across the City that the volunteer experience should be based on choice and should be promoted on its mutual benefit to both the individual and the organisation
- Reliable monitoring and evaluation methods need to be identified that will encourage volunteers and service users to contribute feedback to organisations, brokers and referral agencies
- We need to identify ways that volunteer brokers and participating organisations might track individual progress through volunteering and ways to consult individuals about their experience

How will we get there?

Infrastructure
There is a need to develop partnership action plans that identify current levels of quality in Volunteer Management across volunteer-involving organisations and identifies their training and support needs. We need to balance the need for quality whilst guarding against the introduction of over complex or bureaucratic systems that might create barriers to volunteering.

In order to achieve appropriate quality standards, the Salford Volunteering Steering Group will:

a) Agree a set of minimum standards that all volunteer-involving organisations should be able to evidence
b) Identify existing resources to support the delivery of agreed action plans to improve and embed agreed minimum standards and make recommendations regarding resource requirements, if necessary

Volunteer-involving organisations will:

c) Be encouraged and supported to undergo an organisational ‘health check’ in relation to their volunteer management

d) Receive information, advice and guidance about good practice; e.g. appropriate policies and procedures, record keeping, supervision etc.

e) Be encouraged to gain recognised Quality Marks (e.g. Investing in Volunteers) where appropriate

f) Have access to advice and guidance about promoting the reputation of their organisation and their volunteering opportunities through their good practice with volunteers

g) Be enabled to compete for commissioning opportunities by having access to advice and guidance about evidencing quality standards

People
People who volunteer in Salford have the right to be confident about the quality of their volunteering experience and the potential for recognition of personal and skills development resulting from volunteering.

It is important, therefore, that there are systematic and consistent approaches to the delivery of volunteer management and volunteering opportunities in Salford. In order to achieve this:

   a) Procedures will be agreed and implemented that enable stakeholders to ask for their feedback from volunteers about the quality of their volunteering experience

   b) Organisations will be encouraged to find ways to include their volunteers in consultation and decision making

5. Volunteer Recognition

We acknowledge that formal and informal recognition of volunteers improves the motivation, retention and overall quality of volunteer experience and of service delivery by volunteers.

There is a need for this understanding to be adopted by all partners and for there to be identifiable formal recognition schemes in place to which volunteer-involving organisations can nominate volunteers.

In addition, good practice guidelines should include recommendations for organisations to develop and implement internal recognition schemes.
**Where are we now?**

- There is currently no coordinated approach for tracking the progression routes into and onward from volunteering in Salford. Many organisations keep their own records.

- Personal and skills development gained from volunteering are not always recognised by local employers (other than in the third sector), employment agencies or other key partners.

- Feedback from the Salford Volunteer Managers’ Forum suggests that supervisory support, training and recognition for volunteers varies greatly across Salford according to levels of awareness, and organisational capacity and resources.

- There are two established recognition schemes being delivered by Volunteer Centre Salford; i.e. Heart of Salford Annual Awards event and the 100 Hours Recognition Scheme.

- Existing recognition schemes do not always provide evidence of individuals’ personal and skills development from volunteering.

- There are some excellent models of good practice in volunteer training and recognition to learn from, including examples of professional training and accreditation for volunteers such as the ASDAN Certificate and local and national award and recognition schemes; e.g. Volunteers Week, Duke of Edinburgh Award Scheme and the Heart of Salford Awards.

- Working relationships between the Benefits, Health, Skills Development and Educational Agencies and volunteer-involving organisations exist but vary in their quality, content and purpose.

**Where do we want to be?**

- To develop and implement methods for tracking volunteer progression into and onward from volunteering.

- Salford to be known as a Centre of Excellence where volunteers are adequately recognised and valued across the city.

- Progression routes into and out of volunteering are defined, strengthened and promoted.

- Salford city’s culture includes the logical recognition that evidence of personal/skills development gained from volunteering is credible experience for eligibility into further/higher education and paid employment.

- Partnership working between key agencies and volunteer-involving organisations which supports those volunteers whose motivation includes personal/skills development leading to training opportunities, further/higher education and paid employment.
**How will we get there?**

**Infrastructure**
There is a need not only to establish volunteer recognition schemes as good practice in the recruitment and retention of volunteers but also to link recognition schemes to evidencing personal and skills development leading to progression routes into further/higher education and training and employment opportunities.

This strategy recognises the value of volunteering as an experience that develops skills to enable people to compete within the employment market and, therefore, should directly contribute to addressing worklessness in Salford.

There is the potential for Salford to embrace this understanding and to set up systems that will not only support the city’s economy but also the future stability of people’s lives.

In order to achieve this we will:

a) Identify and deliver approaches for embedding this understanding within partnership structures to influence commissioning

b) Develop and promote identifiable recognition schemes based on existing practice

c) Engage key partners to identify referral and progression pathways from within existing resources

d) Encourage collaboration and partnership working between referral agencies and volunteer involving organisations in order to increase progression pathways to and from volunteering

e) Provide organisations with information, advice and guidance in the development of internal recognition schemes

**People**
Individual volunteers have the right to recognition, to be valued for their contribution (other than monetarily) and to be able to provide evidence of personal and skills development gained from volunteering.

Potential employers have the responsibility for recognising the benefits of volunteering as a realistic activity for personal/skills development.

In order to achieve this we will:

a) Identify and deliver approaches for promoting volunteering as a recognised pathway for people wishing to improve their health, well-being, skills and employability

b) Develop and implement a marketing campaign targeted at people currently excluded from social and/or employment opportunities about the benefits of volunteering

c) Promote the value of volunteer recognition schemes through existing and new neighbourhood, city wide, regional and national volunteering events
d) Work with partners (including benefits agencies, training and education) to plan a series of annual events that promote volunteering as a route to personal and skills development

e) Support volunteer-involving organisations to implement volunteer development policies and procedures

f) Enable organisations to access accredited and non-accredited training opportunities for volunteers

g) Raise awareness among volunteers that they have the right to recognition of their personal and skills development through volunteering and be offered the opportunities for progression

h) Raise awareness among key partners from the statutory, public and private sectors that they have a responsibility for recognising evidence of personal and skills developed from volunteering
Appendix A

Equality and Diversity Statement

• Volunteering can benefit people from a diverse range of backgrounds; e.g. young people, older people, recently unemployed, long term unemployed; people with mental health issues, people with physical, sensory and/or learning disabilities, people with a life-long limiting illness, people from minority ethnic communities, refugees and asylum seekers etc.

• A diverse range of volunteers engaged in service delivery and community activities will enrich and benefit provision and contribute to community engagement and cohesion

• We need to minimise the barriers for people becoming involved in volunteering for everyone and to provide support to those volunteers who may need it

• The Salford Strategic Partnership recognises the numerous benefits of volunteering for these socially excluded groups including:
  - Confidence boosting and self esteem
  - Improved health and well being
  - Language improvements
  - Being part of a community
  - Work related and personal skills development

• Salford already has some excellent examples of good practice in Equality and Diversity partnership working upon which we can build including:
  - A joint referral service offered at Volunteer Centre Salford in partnership with Refugee Action
  - Partnership working between the Volunteer Centre and V-Involved to ensure that young people gain full access to volunteering.
  - Volunteer Centre Salford, Salford City Council and its Neighbourhood Management teams have been developing a closer working relationship in order to increase access to volunteering across the city.
  - The Towards Excellence Award achieved by 13 voluntary and community sector organisations for their commitment to Diversity and Good Practice in Volunteer Management; the learning gained from that project delivery; national recognition of the project’s success.
Appendix B

Linked Strategies/Documents

- Salford Youth Volunteering Strategy
- Salford Compact – Volunteering Code of Good Practice
- Salford Volunteering Good Practice Guidelines
- Salford Volunteers Charter
- Salford Sustaining Communities Strategy – Connecting People to Opportunities