

# Making an impact *on volunteering*

The Volunteer Centre UK

Annual Report 1992/93

## Mission statement

The Volunteer Centre UK sees volunteering as a distinctive and important aspect of life in the United Kingdom – a powerful and abiding force for change, for both those who volunteer and the wider community.

The Centre, as the national authority on volunteering, seeks to extend the quality, quantity, contribution and accessibility of volunteering throughout the UK, by impacting on those policies and practices which ultimately enhance, or inhibit, volunteering.

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# Key objectives

1. To create opportunities to enhance, at national and local levels, public awareness of, and active support for, volunteering.
2. To help volunteering-involving organisations identify and achieve standards of excellence in volunteer involvement.
3. To identify and support initiatives designed to enhance the development of volunteering in areas of current relevance or priority.
4. To anticipate, identify and exert influence upon policies and other external factors likely to affect, or be informed by, volunteering.

# Volunteering: *extending opportunities*



Photo: Photo Express

*Our new Chair, Lady Scott, was previously Chair of Volunteer Development Scotland. She is also a past Chair of the Scottish Association of Citizens Advice Bureaux and a former Commissioner with the Equal Opportunities Commission*

## A view from the Chair

There's something about volunteering that's most extraordinary: volunteers will do gladly something most of them would never do in a paid job – sorting out other people's discarded clothes so they can be sold in a charity shop, for example, or running in a marathon to raise funds. Almost everyone who volunteers gets enormous satisfaction from doing so and it's a lot of fun. I know that from personal experience as a Citizens Advice Bureau volunteer for more than 26 years.

But not everyone knows about the rewards of volunteering. People over 55 and under 25 are less likely to volunteer and the typical volunteer – a homeowner and car driver – is someone in work, with a higher than average income, having educational qualifications and a professional or managerial occupation.

We need to open up volunteering so that the range of people who volunteer more closely reflects the composition of our society. And we need to reach those organisations that are not in any way connected with the volunteering mainstream at present; to encourage and be seen to encourage volunteering from non-traditional groups in society.

We also need to develop new ways of tackling good practice issues and volunteer support, and identify new areas for volunteer involvement.

As the Centre looks towards ways of responding to the future direction of volunteering, adjustments are inevitable. We plan to develop our policy and campaigning role and be more responsive to public debate on the issues that affect volunteers, creating more opportunities for constructive dialogue with government and seeking to exert greater influence on policy making and practice development. We will also be striving to increase substantially our base of supporters, establishing even closer links with other organisations in the volunteering field and developing the Centre's membership and our involvement in forums and other alliances. Our planned move to central London in early 1994 will help us to achieve these aims.

The Voluntary Services Unit at the Home Office

provides by far the largest contribution to the funding of our central activities, but it is important that we are also supported by other funders, including the private sector. Their backing in resources as well as initiatives such as employee volunteering is an important demonstration of their commitment to our work and to volunteering in general. We are extremely grateful to all our funders and I am confident that we give good value for money.

Support for the work of The Volunteer Centre UK means supporting an improvement in the quality of volunteering on the ground, enabling us to help those organisations that involve volunteers to do so more effectively.

Jim Galbraith stepped down in January after three years as Chair of the Centre. He steered us wisely and well, in particular through the recent Home Office review of our activities and the selection process for a new Director, and he made a valuable contribution to the Centre's growth.

Sadly we will also miss the contribution of Geoffrey Drain who, on retirement from NALGO in 1983, became an active member of The Volunteer Centre UK's Board, giving excellent service as its Honorary Treasurer for almost a decade until his sudden death in April 1993.

I very much value the support given to the Centre during the year by the trustees and by the staff who, on top of their existing programme of work, are dealing admirably with a challenging and rapidly developing planning agenda. The greatest burden falls on Andrea Kelmanson, who joined us in October 1992 from the National Aids Trust, having previously worked for many years at Community Service Volunteers. She has an exciting vision of the future for the Centre which we aim to help her achieve.

**Esme Scott**



*Andrea Kelmanson, Director of The Volunteer Centre UK, gives some publicity to the 1993 Whitbread Volunteer Action Awards, which the Centre helps to promote*

# Volunteering: *a powerful and abiding force for change*

## Introduction by the Director

Thirty two years on, and still involved in volunteering! The combination of personal experiences of volunteering, combined with 25 years of paid work in the "volunteering business", has simply served to strengthen my conviction that in a whole range of ways volunteering can, and often does, really change things for both individuals and communities. On my arrival at The Volunteer Centre UK, I discovered that this conviction was shared wholeheartedly by my new colleagues, and it is this belief in the potential of volunteering which provides the energy driving the Centre.

Thankfully, the external consultants who were employed by the Voluntary Services Unit of the Home Office to carry out the first full review of the Centre since it was set up 20 years ago, confirmed what the Centre had known for years, that Britain needs a strong national organisation to promote volunteering, to pursue effective practices in managing volunteering, and to protect the interests of volunteers. Those consultants, the Compass Partnership, stated in their review report that the Centre had demonstrated its ability to undertake this task, and they recommended that the Home Office should continue to provide funding for the Centre as the national organisation to promote volunteering. Given the convictions of myself and my new colleagues to volunteering as a powerful force for change, it is gratifying to encounter on arrival a strong vote of confidence in the Centre's future.

We live however in recessionary times, and it is not altogether surprising that the Home Office, while publicly acknowledging the value of our work, is encouraging us to look to other sources for the increased level of funding needed to expand our role.

The Centre relies heavily upon the Home Office for its core funding, and although we generate additional income from the services we provide, our ability to attract substantial extra funds will be increasingly vital if we are to be able to fulfil even more ambitious programmes of work.

In pursuit of this objective, in 1992 we appointed the Centre's first fundraiser, Cheryle Gamblin, our Resource Development Executive. Despite arriving in the midst of a recession she has made an excellent start, particularly in the field of sponsorship and contributions in kind. However, seeking funds for an issue as intangible and broad as volunteering, and for an organisation which facilitates rather than produces, remains a substantial challenge to us all.

1992 was a year of challenges and changes. My own arrival at the Centre coincided with significant changes taking place in the wider arena – substantial and continuing change in the NHS and local government, the introduction of community care, turbulence in education, the continuing debate on law and order, and the ever present emphasis on “value for money” in the delivery of public services. Perhaps the most significant change was the Government's recognition of the importance of volunteering, indicated most clearly by the Prime Minister's speech on New Year's Day, which set out a broad vision for the contribution volunteering could make to real lives in real communities. All this has combined to create a new context for the Centre's work.

Continuing with an established tradition, during 1992/93 the Centre has challenged government over a number of policies which – probably unintentionally – effectively hinder or obstruct volunteering. Unemployed people, who are encouraged to volunteer by Jobcentres, are being told by benefits offices that volunteering puts their benefit payments at risk through “non-availability for work”; changes in taxation have led volunteer drivers to desist from voluntary work, for fear of sustaining tax liabilities; people with disabilities on invalidity benefit have withdrawn from volunteering, fearful of losing their benefits.

The effects of these policies have been pointed out to government, but inevitably progress in challenging policies and practices is slow. We are however delighted that, thanks to lobbying by the Centre and other organisations, unemployed people are now allowed 48 hours rather than 24 to withdraw from their voluntary work before taking up an offer of paid employment. This is progress, but it is far slower than we would like. The Centre is continuing to lobby on these issues but intends, during the next two to three year period, to substantially increase its policy and

campaigning activity, since it is clear, through market research which we have been undertaking during the year, that many organisations wish us to expand our capability in this area.

We are pleased that extra resources are being put into developing our partner organisations in Scotland and Northern Ireland – Volunteer Development Scotland and the Volunteer Development Agency. During the year we continued to work together with these two organisations, with the Wales Council for Voluntary Action, the Resource Unit for Black Volunteering and Advance. We have been meeting regularly as the UK Volunteering Forum, redefining our relationship and ways of working in partnership across the UK. We were, however, sorry to lose Romaine Hutchinson as a member of the Forum when Advance was closed down due to withdrawal of its funding by the London Boroughs Grants Committee.

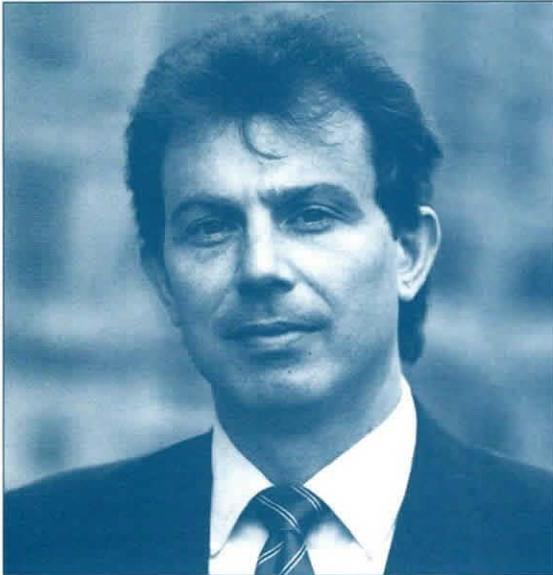
The next few years present an exciting and stimulating challenge for the Centre. The planned relocation to central London, combined with the refocusing of our work, designed to respond to a changing context, is both invigorating and a little daunting for us. For the first time since the 1960s, the context for volunteering is right. The Centre intends to grab at that future and reinforce volunteering as a powerful and abiding force for change, for both individuals and our community.

#### Andrea Kelmanson



*Putting volunteers on the map. Maggie Inglis of the Kent Association of Volunteer Bureaux describes the work of the county's 24 bureaux to Prime Minister John Major on his visit to Kent on 26 March 1993*

Photo: Universal Pictorial Press & Agency Limited



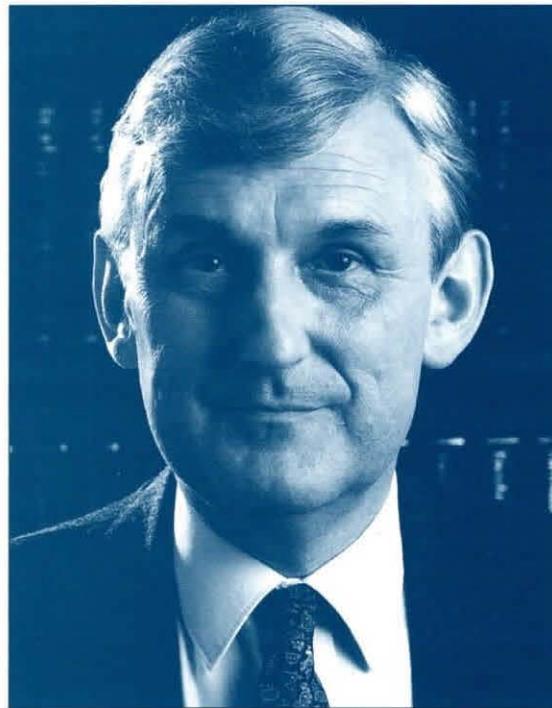
*“People who volunteer to give service to our community should be praised and organisations which help those who volunteer are to be applauded. What is required today is to define a new relationship between citizen and community for the modern world. In this the voluntary sector has a central role to play. The voluntary sector can often provide services more effectively and more creatively than either the public or the private sector. To find the way forward for a healthy relationship between the voluntary sector and government, local or national, I believe we need to develop a fresh concept, with an emphasis on partnership.”*

Tony Blair, MP  
Shadow Home Secretary

*“The Prime Minister has made it clear that the Government is very keen to encourage people to take an active part in the life of their community. I should like ... to express our gratitude to the many millions of people in this country who give of their time and*

*energy to improve the quality of life of those around them ... We intend to continue and develop our efforts to promote volunteering.”*

Peter Lloyd MP, Minister of State, Home Office, speaking in the House of Commons on 24 June 1993



*“Volunteers have always been indispensable to community life, but they become increasingly important to the country as they take over an ever expanding range of services, often in areas previously covered only by professionals. By helping voluntary groups capitalise on this precious resource – willing volunteers – The Volunteer Centre UK is making an invaluable contribution.”*

Liz Lynne MP,  
Liberal Democrat Health and Community Care spokesperson



# Employee volunteering: challenge, change and commitment



*“Employee volunteering is very important for the company and I have never come across such depth of commitment before. It is a genuine investment in the future of our business, and it – brings us closer to our customers in the places where they live and work, – provides motivation and development opportunities for our own people who are encouraged to participate and – adds value to our corporate reputation.”*

*Sir Michael Angus,  
President, Confederation of  
British Industry, and  
Chairman, Whitbread plc*

One of the major benefits to be derived from employee volunteering is the possibility of involving many people as volunteers who might not have considered volunteering were it not for the encouragement of their employers. Employee volunteering is changing companies' community investment strategies and has implications for volunteers and the voluntary sector as a whole, challenging the way volunteers have been involved in the past.

The Volunteer Centre UK has developed the concept of employee volunteering from its origins in the United States to create a uniquely British product. In America it was initially seen as a means for companies to help staff and their families settle down in new geographical locations. In Britain, where there is less geographical mobility, the driving force has been a quality approach to community investment.

Since 1992 the Centre has been offering consultancy to companies thinking of establishing employee volunteering schemes. It has also produced publications on various aspects of employee volunteering and devised forums for companies to exchange information on matters of mutual interest.

A conference organised by the Centre for the corporate sector in the spring of 1992 attracted over 100 delegates. This was the occasion for launching a new Centre booklet for employers, **Understanding Employee Volunteering**, funded by Whitbread plc. It was quickly followed by an illustrated handbook for volunteer-involving organisations, **Making the Most of Employee Community Involvement**, sponsored by British Telecom's Community Programme.

The Employees in the Community Network, which we set up in partnership with the Action Resource Centre and Business in the Community, continues to be admin-

istered and serviced by the Centre and has now been converted into a subscription service. Allied Dunbar have provided funding for the Network's magazine, **Working Out**, which is issued three times a year to subscribing companies thinking about or in the process of developing volunteering opportunities for their employees.

Employee volunteering schemes are only worth establishing if the company concerned is prepared to make an investment in the community and it must recognise that it can't compel people – even its own employees – to volunteer. Employee volunteering is first and foremost volunteering. But what companies can do is make it easier for their staff to take advantage of volunteering opportunities.

All companies are welcome to participate in the Employees in the Community Network. For a subscription of £250+VAT, participating companies enjoy regular meetings, briefings and organised "look and see" visits. Some companies have well-established employee volunteering schemes; others are exploring this area for the first time. Further information is available from Claire Smith, the Centre's Development Officer for Employee Volunteering.

The Centre would also like to see employee volunteering introduced more widely into the public sector, where employees and employers have much to gain.

# Environmental volunteering: *reaching new constituencies*

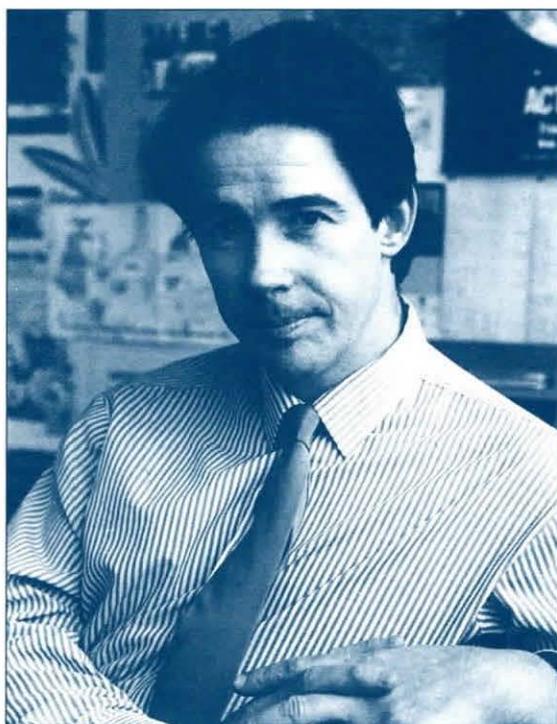


Photo: Phillip Carr

*"I know from my time at Friends of the Earth what a vital role volunteers play in the Environment Movement. It's good to know that The Volunteer Centre UK is addressing this area of work so constructively."*

Jonathon Porritt

As the Centre's 1991 National Survey showed, environmental volunteering is one of the fastest growing areas for volunteer activity but is still relatively new. Many projects did not initially involve volunteers, so there is often a shortage of management skills to deal with them effectively.

To help tackle this, The Volunteer Centre UK set up the Environmental Volunteering Development Forum (EVDF), a coalition of volunteer-involving environmental groups where national or regional co-ordinators could exchange information and ideas. The Centre also established – in December 1991 – a new post (held by Jonathan Pinkney-Baird) of Development Officer for Environmental Volunteering, funded for a three year period by the Lankelly Foundation.

"Practical conservation is the most common activity in environmental volunteering, which is not so clearly

focused on users in the way that more traditional care-based volunteering is" says Jonathan, who has spent much of the past year conducting a detailed survey of environmental groups which work with volunteers.

"But environmental volunteering can benefit a local community and it's important that we recognise the important role of volunteers in improving communities, influencing local decision-making and educating people more widely.

"One of the constituencies we haven't reached in the past is groups made up entirely of volunteers, usually more informal and loose in their structure. Often they don't see themselves as volunteers but as members of the group.

"Our work in environmental volunteering has widened the Centre's perspective and made us more aware of the large amount of volunteering that takes place in other fields. One lesson I've learned is that volunteer-involving groups do best when they're co-operating and working well together. Although there's potential for competition, groups will often pool their volunteers."

Jonathan's survey findings have been published in our **Quarterly Mailing** and some of the qualitative information he obtained has already formed the basis of case studies for the Centre's new **Environmental Volunteering Handbook**. This was launched in April 1993 at a national conference on environmental volunteering, organised by the Centre and EVDF.

A grant from the Countryside Commission is enabling Jonathan Pinkney-Baird to promote the handbook's messages this year through a programme of regional seminars.

# Promoting black volunteering and *challenging myths*



Photo: Gordon Rainsford

*Michael Jack MP, then Minister of State at the Home Office, talks with David Obaze of the Resource Unit for Black Volunteering at the Centre's pan-European research seminar held in October 1992*

"Black people won't volunteer and don't know how to go about it." That's one of the myths the Resource Unit for Black Volunteering (RUBV) was set up to challenge when it was launched two years ago with funding from the Home Office. Managed by The Volunteer Centre UK in conjunction with the National Coalition for Black Volunteering, RUBV is unique in the UK in promoting and encouraging black volunteering within the mainstream voluntary sector.

Voluntary activities within black communities are booming. But because so many white people believe that black people do not volunteer, white-managed mainstream organisations often do not manage or even try to recruit black people as volunteers or, come to that, as staff or as members of their management committees.

RUBV seeks to make it easier for black people to gain access to the full range of volunteering opportunities. In addition to running seminars and training events, the Unit provides a consultancy service for volunteer-involving agencies, and produces a newsletter, **Black Echo**, to disseminate information and ideas.

During the year the Unit jointly with the Centre produced a report on black people and their volunteering in voluntary and statutory agencies. This report, **Making it Happen! Involving Black Volunteers**, is now being used in training programmes and workshops. Launched by Emma Nicholson MP, it looks at the issues and gives practical advice to volunteer-involving organisations on working with black communities and involving black volunteers.



*"Whether you're working in industry, in commerce, or the public or voluntary sector, there are ways in which you can encourage black people's involvement in volunteering. Black people are waiting out there to be called in –*

*encourage them to come, to get involved.'*

*Keith Vaz MP, who helped launch the Resource Unit for Black Volunteering – which is managed by The Volunteer Centre UK in conjunction with the National Coalition for Black Volunteering.*

# A comprehensive resource and a growing reputation

## Information and Advice

The Centre's library is a major resource for people wanting to know about volunteering. Its collection of more than 30,000 books, journals and abstracts – an increasing number of them from overseas – represents the most comprehensive body of information on volunteering in Europe. During 1992 this collection was enlarged to include multi-media material. The

current abstracts from the Centre's database. A wide range of information sheets, reading lists and resource packs is aimed at helping practitioners involve and support volunteers effectively.

The Centre also collaborates with the Community Development Foundation (CDF) in providing an on-line information service, **Volnet UK**. This combines the bibliographic databases of the Centre, CDF, the National Youth Agency, the Joseph Rowntree Foundation and the Institute of Development Studies at Sussex University, and includes a database of MPs and MEPs with details of their committee membership and declared interests. Users also have access to a Directory of Voluntary Action Research which contains details of over 400 pieces of research from the UK and Europe.

A new database of overseas development bibliographic information, **Devbase**, was launched by Emma Nicholson MP in December 1992. In the current year **Volnet UK** has been made available on CD-ROM.

## Research

The Centre's own research programme continues to grow. As the national centre on volunteering we have a responsibility to provide an account of the state of volunteering in the UK. We also ensure that the research we carry out is not just academic but is related to policy issues, and that it is of good quality, well-produced and accepted by the academic community. One of our successes is that we have been able to bridge the gap between policy relevance and academic excellence.

Many organisations have approached us with their research proposals, wanting to work with us on joint projects. Our current partnerships with academic institutions include work with the Personal Social Services Research Unit at the University of Kent at Canterbury (looking at the reasons why people volunteer and how this affects the numbers of volunteers available) and with the Marketing Department of Stirling



Photo: John Fay

*Visitors are welcome to the Centre's library, which has more than 30,000 books, journals and abstracts.*

bibliographic database currently contains over 18,000 references.

This collection is drawn on to answer the thousands of requests for information we receive each year (approximately 7,000 in 1992/93) and expert staff are on hand to interpret the information and provide skilled advice. Visitors to the library are welcome, and the number of visitors using the library for research purposes has doubled in the past year.

Staff in the Centre's Advisory Team compile a weekly information bulletin which is broadcast on the BBC's **Ceefax** service at weekends and a monthly Bulletin (shortly to be relaunched as **Update**) which contains

University (looking at volunteers in charity shops).

During the year the Centre organised a conference which brought together academics and practitioners from 14 countries in Europe, both east and west, to discuss volunteering issues of common interest and concern. The conference, a benchmark for European co-operation on volunteering, led to the publication in May this year of a collection of research papers, *Volunteering in Europe: Opportunities and challenges for the 90s*, and the setting up of a larger

scale study at the Centre to look in more depth at the state of volunteering across the continent.

The Centre's Head of Research also conducted a study on third age volunteers in association with the Carnegie United Kingdom Trust, looking at barriers to older people's participation in volunteering. Since twenty per cent of the organisations in the UK contacted as part of the survey said they had an upper age limit for volunteers, the issue of ageism is now very much on the Centre's agenda.

### Telephone enquiries: Who asks what

The Volunteer Centre UK received nearly 4,500 telephone enquiries about volunteering during the year (not including UK Volunteers Week). An analysis of the calls received over a typical four-week period reveals that:

- 43 per cent of the calls were from voluntary organisations
- 42 per cent were from individuals
- 11 per cent were from statutory bodies

Of the voluntary organisations that made calls:

- 73 per cent were local
- 27 per cent were national

Of the local voluntary organisations, 19 per cent were volunteer bureaux.

The most common type of enquiry was for information about voluntary opportunities (27 per cent of calls), followed by introductory advice about involving volunteers (14 per cent).

The other main areas of enquiry included welfare benefits (8 per cent), expenses (5 per cent), recruitment (4 per cent) and research (4 per cent).

### National Survey of Volunteering

Up to 23 million adults are involved in volunteering in the United Kingdom each year, according to the latest research by The Volunteer Centre UK, which was supported by the Nuffield and Joseph Rowntree Foundations. The 1991 National Survey of Voluntary Activity in the UK, published by the Centre as a paper in its Voluntary Action Research series, found that:

- 51 per cent of people over 18 had volunteered on at least one occasion during the previous 12 months; 31 per cent had volunteered at least once a month and 22 per cent had volunteered in the previous week.
- Over 75 per cent of the respondents had been involved in informal, neighbourhood activity of one sort or another.
- The proportion of the population involved in some voluntary activity rose from 44 per cent in 1981 to 51 per cent in 1991.
- People aged 35-44 were the most likely to volunteer, with those over 75 the least likely.

● Fundraising was the most common type of voluntary activity. Sports and exercise, children's education and health and social welfare were the most common areas of volunteering.

● Most volunteers got involved because they were asked to help, or because the organisation was connected with their own needs or interests. However, a significant number of people volunteered for altruistic reasons.

● The key benefits of volunteering were enjoyment and the satisfaction of seeing the results. Drawbacks were poor organisation and a mismatch between the activities volunteers were willing and able to do and those they were asked to do.

● Three-quarters of respondents felt that volunteers offered something to society that could never be provided by the state.

*Volunteers from Antrim Retirement Association, NI Chest Heart and Stroke Association, Harmony Community Trust and Newtownabbey Volunteer Bureau arriving at the Northern Ireland Volunteer Development Agency's launch of UK Volunteers Week in Belfast Castle on 1 June 1993*



# Making links *and sharing skills*

## **Training**

The Volunteer Centre UK has continued to be the leading provider in England of training in the deployment of volunteers. During 1992/93 we ran a successful programme of 22 courses on every aspect of volunteer involvement, with participants from national and local organisations in both the public and voluntary sectors.

This year, for the first time, we involved external trainers rather than undertaking all the work on the Centre's courses ourselves. The relative ease of the changeover was encouraging as in future years the Centre will be moving away from directly providing training to developing training capabilities regionally. We will be looking at ways of disseminating our training experience through locally-based organisations running courses using the Centre's training materials. We hope in this way to attract new audiences, to provide more training opportunities on a more cost-effective basis, and to be better placed to assess and monitor local organisations' particular training needs.

The Centre's development officer in the health and social services field undertook a survey of volunteering within social services departments in the context of the new internal market for purchase and provision of services. Most of the work was carried out in the year under review and the results published in the May and August 1993 issues of the Centre's **Quarterly Mailing**, which has continued to develop as a subscription service providing a variety of popular papers on current issues of concern.

## **Networking and Conferences**

An important function of the Centre is networking and bringing organisations together.

Last year we continued to service and strengthen the National Volunteer Managers Forum, where more than 20 of the major national volunteer-involving organisations are represented. The Forum meets twice a year for information exchange and presentations on specific areas of common interest. A parallel development has been the Centre's organisation of a

training programme for Forum members which has been well attended and well received.

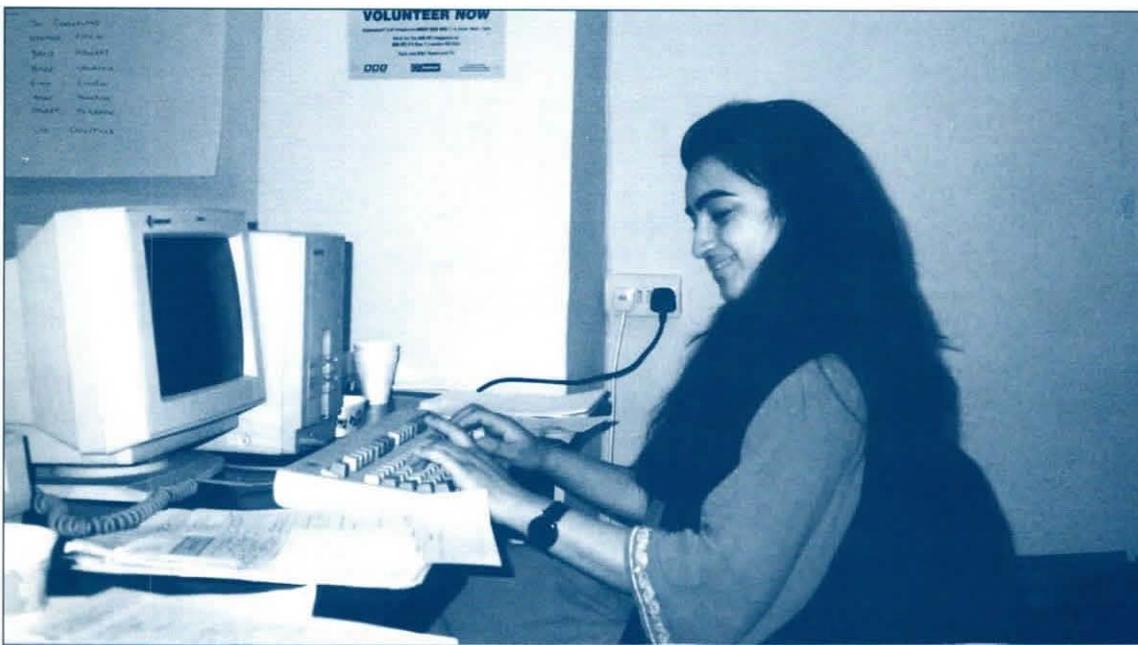
In May 1992 over a hundred managers of volunteers attended the Centre's conference on Managing Volunteers, sponsored by British Petroleum and held at BP House. A new publication, *Managing Volunteers*, also sponsored by BP, was launched at this event. Piloted in Wales, the handbook was produced as the result of a partnership between The Volunteer Centre UK and the Wales Council for Voluntary Action. It is available both in English and in Welsh (the Welsh translation being sponsored by the Welsh Office).

### Consultancy and Workshops

The Centre continued to provide a wide-ranging consultancy service focusing on organisational policy concerned with volunteers and day-to-day practice in the management of volunteers. Staff delivered 73 days of

consultancy during the year. Our clients included NatWest Bank, the Victoria and Albert Museum, the Federation of Consumer Groups, South West Arts, the British Red Cross, the Swedish Red Cross and the International Planned Parenthood Federation (with visits to Jordan and Bahrain to advise on the involvement of volunteers in family planning associations).

Staff continued to run a series of workshops around the country on such topics as welfare benefits for volunteers, recruitment and personnel procedures and handling information. This year the workshops were held in London, Bristol, Exeter, Leicester, Brighton and Carlisle. And two successful link-up days were held, one of them a joint production with Volunteer Development Scotland. These have proved useful opportunities to publicise the Centre's services to local audiences and for Centre staff and local volunteer organisers to discuss current issues in volunteering.



### Pointing the way

The Volunteer Centre UK's new *Signposts* database, set up in 1992, identifies the volunteering opportunities available in a given locality. It contains, arranged under geographical location, details of organisations, both voluntary and statutory, wishing to recruit volunteers.

The customised information, directed by postcode and type of activity, has proved valuable to prospective volunteers, including company staff on employee volunteering schemes and those approaching retirement age.

The *Signposts* service is free of charge to all callers and registering charities pay nothing to have their requirements for volunteers recorded and met. Currently the database holds some 3,000 records and during 1993/94 is being expanded in range and depth as this exciting "access" facility is developed.

● Further information on *Signposts* is available from Jill Bowden at the Centre.

*"I had done befriending and other kinds of face-to-face work, but I was intrigued to know how a big database like Signposts works – it was also a chance to use my keyboard skills. Beyond that, I just enjoy getting involved and helping out. As an active volunteer, searching Signposts gave me a good idea of the kind of volunteering opportunities available. I shall apply to do it again next year – and bring some of my friends with me!"*

*Samina Azad of Luton, one of the 50 volunteers conducting searches on The Volunteer Centre UK's Signposts database of local volunteering opportunities during UK Volunteers Week 1993*

*“Volunteers give their time free but to train and support them costs money. Please help The Volunteer Centre UK improve the range of services available.”*

*TV star Zoe Wanamaker – pictured with the Centre’s Promotions Officer, Sheila Edwin (right), visiting our display stand at CharityFair in March 1993*



# Enhancing public awareness of volunteering

UK Volunteers Week is a nationwide celebration of volunteering, held annually in the first week of June. Established by The Volunteer Centre UK, it is now in its seventh year and in 1992 more than a thousand organisations took part. They organised parties, recruitment fairs, Town Hall receptions, publicity stunts and a whole host of other events as a way of saying “thank you” to their volunteers and, at the same time, raising the public profile of volunteering locally.

UK Volunteers Week also saw the launch of a new multi-media campaign to promote volunteering, a joint venture by the Centre with the BBC and Broadcasting Support Services. Supported by a Home Office grant of £250,000 over two years (1992/94), the campaign took as its starting point the findings of the Centre’s 1991 **National Survey of Volunteering**. This had revealed that many people, particularly those in under-represented sections of the population, were inhibited from volunteering because they did not know how to

go about it and carried stereotyped ideas of what volunteering is.

The campaign set out to address these issues and included the production of a full-colour booklet on volunteering and the launch of **Signposts**, a new database of local volunteering opportunities. It demonstrated, particularly through **Signposts**, new ways of recruiting, involving and giving support to volunteers and of creating more effective communication.

Our partnership with the BBC and Broadcasting Support Services meant that we were able to get the message of volunteering across to people in their own homes. The BBC gave UK Volunteers Week widespread coverage on Radio 2 (where it was promoted as a “people need people” campaign) and on its local radio network. In addition, Yorkshire Television, Central Television, HTV Wales, and 36 local radio stations helped to promote the Week – and more than 400

newspapers covered it. Through Radio 2 alone we had a potential listening audience of seven-and-a-half million.

The special helpline set up during the event dealt with 3,000 calls, a third of them from people new to volunteering. Callers were sent printouts of appropriate volunteer-involving organisations in their locality and a free copy of the full-colour booklet.

More than 5,000 employees got involved in National Challenge 92, a new Volunteer Centre UK initiative with Allied Dunbar which ran in parallel with UK Volunteers Week. Groups of employees in specific companies were targeted for a fixed period of time and encouraged to volunteer for specific tasks in their local community.

A second National Challenge, which will be even bigger, is being organised for 1994 – this time in September to give it an identity distinct from UK Volunteers Week and to use the publicity generated by the Week to gain some additional promotion. Royal Mail have seconded a member of staff, Sharon Kupasarevic, to the Centre to mobilise the event.

Use of the media in the promotion of volunteering was one of the main strands of the Centre's Annual Confer-

ence, held at the National Exhibition Centre in Birmingham on 15 October, and opened by Emma Nicholson MP. Malcolm Dean, assistant editor and social affairs leader writer of *The Guardian*, and Janet Atfield, manager of the Retired Senior Volunteers Programme, were the keynote speakers and delegates were offered a choice of 11 workshops which dealt with various aspects of the theme "How do we get the messages across?"

Volunteering was very much on the agenda of Charity-Fair 92, the first ever "trade fair" for the UK voluntary sector, which took place in April 1992 at London's prestigious Business Design Centre. A shop window for the charity world and for people interested in paid and unpaid work in the voluntary sector, the fair attracted 15,000 visitors. Another CharityFair was held in March 1993.

The Volunteer Centre UK played a major part in the organisation of both events, running workshops, advice sessions and a half-day conference as well as its own display stand. They provided an opportunity to raise the Centre's profile and – in the recruitment context – to encourage people to think of volunteering as a way of developing their skills and possibly enhancing their employment prospects.

*During filming by Ulster Television of volunteers at work in Binian Lodge, Kilkeel during UK Volunteers Week 1993, Noreen McComiskey, Peripatetic Day Care Manager for the Southern Health and Social Services Board, was asked: "Would this service exist without the volunteers?" She replied: "Yes – the service would exist, but only in black and white. Volunteers provide the colour."*



Photo: Corporate Images

*Princess Michael of Kent presenting the 1992 Whitbread Volunteer of the Year Award to Pamela Bradley from Barrow in Furness. Pam has been involved in voluntary work for over 30 years as a fundraiser, hospital visitor and carer. In spite of ill-health she has helped raise more than £500,000 for the Hospital Equipment Fund for Furness through bazaars, car boot sales, dances and coffee mornings*

# Developing new practices in *project funding*



Photo: Cambridge Newspapers Limited

*One of the projects funded by the Department of Health's Opportunities for Volunteering Scheme is Headway House, Cambridge, a resource centre which provides activities and training – including socialisation and living skills – for the survivors of traumatic brain injury, and offers social support to their families*

## **Consortium on Opportunities for Volunteering**

Managed by The Volunteer Centre UK, but with its own separate board representing each member organisation, the Consortium on Opportunities for Volunteering is the largest component of the Opportunities for Volunteering scheme funded by the Department of Health. The scheme enables unemployed people to undertake voluntary work in their local communities in health and social services settings. The Consortium provides three-year funding to local volunteer-involving projects and in 1992/93, at the start of a new three-year programme, the Consortium took in 86 new projects.

Most of the projects funded by the Consortium are new, and many of them are small. This year for the first time, recipients were required to undertake some relevant training (such as an induction day for new management committee members) as a condition of

getting their grants. A programme of further training was organised in regional centres around the country. Another innovation this year was the offering of consultancies to projects that had no previous experience of employing staff or of handling significant sums of money.

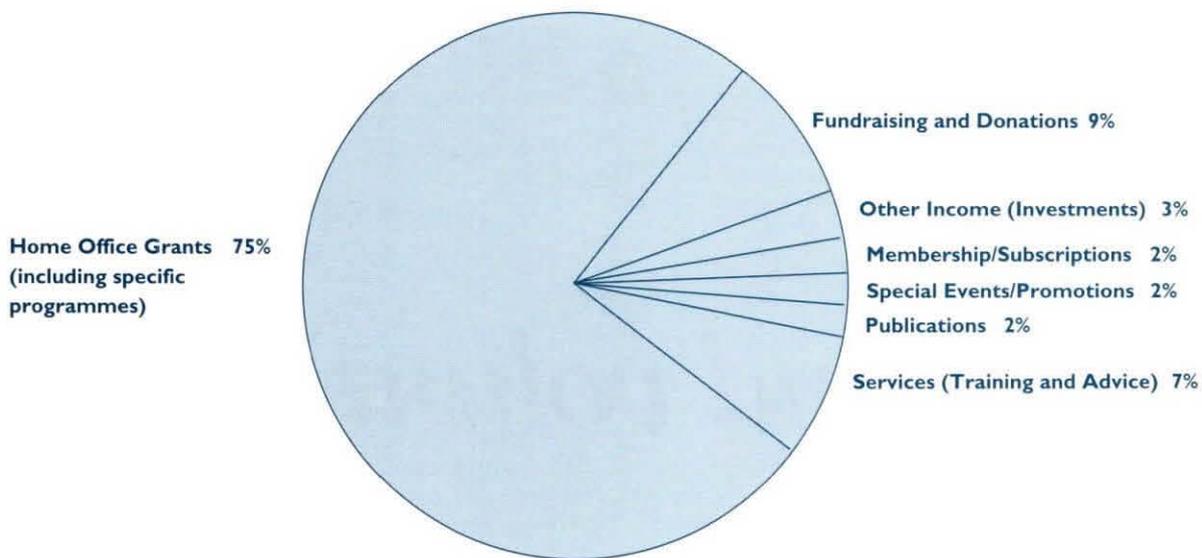
Even before formally applying for a grant, projects were able to attend one of the Consortium's advice sessions or to contact its helpline for information or support.

The Consortium operates a policy of positive action, targeting funds at rural projects and at those involving women, black people, or people with disabilities. There is also an increasing emphasis on user-led projects. In the past, some of the funded projects classified in the "disabilities" category were run by able-bodied people; now 51 per cent of the management committee members on such projects must have a disability.

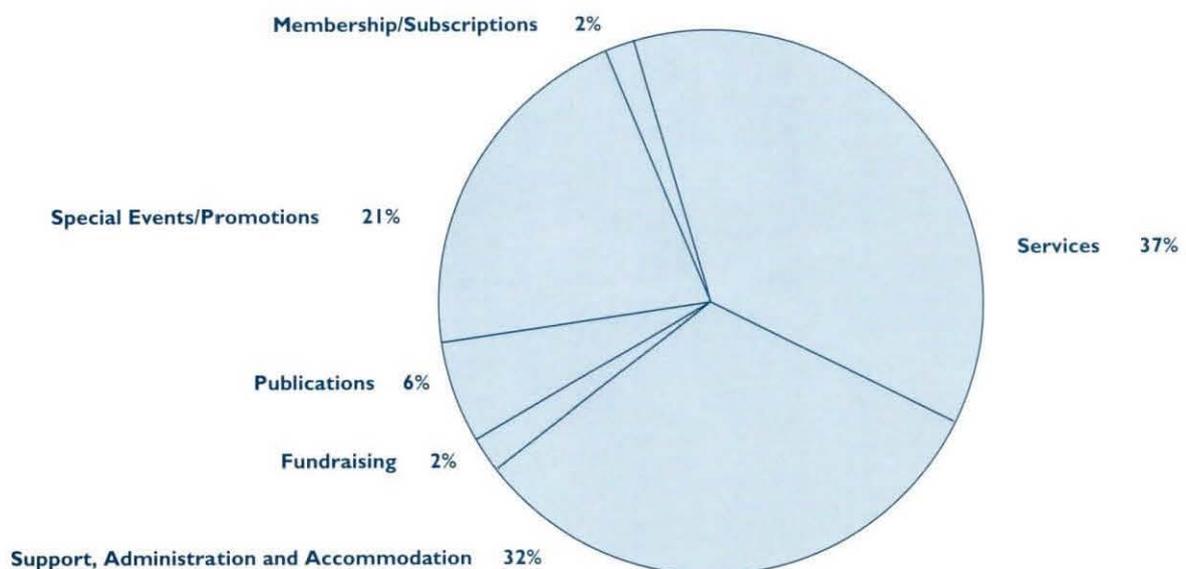
Projects are required to provide written reports every four months and the Consortium aims to visit each project once during the year. The scheme is very cost-effective and aims to help put the projects in a position to achieve alternative funding at the end of the three year period.

The Centre, which took over the management of the Consortium in 1990, is delighted to be closely involved with this highly effective mode of funding for volunteering. The distinctive and surprisingly productive Consortium approach affords a creative potential funding model for other central government initiatives.

# Sources of our income



# Nature of our expenditure



A copy of the Centre's Annual Accounts is available from Buzzacott & Co, Chartered Accountants

*“When you retire, all the complexity of your working life – the content of the job, the reporting lines, the hopes and fears, the challenges and failures come to an end. To be able to continue working, albeit for fewer hours,*

*is very invigorating. It’s satisfying to know that all the expertise I’ve gained over 31 years can still be of use.”*

*David Aston, who came to the Centre in 1988 after 31 years with British Rail, and is one of our longest-serving volunteers*

**Staff**

*Director*

**Andrea Kelmanson**  
(from October 1992)  
**Elaine Willis** (*acting*)  
(June to October 1992)  
**Foster Murphy**  
(to June 1992)

*Deputy Director*

**Elaine Willis**

*Head of Finance and Administration*

**Keith Willgoss**

*Head of Information*

**Justin Davis Smith**  
(from January 1993)  
**Angela Whitcher**  
(to December 1992)

*Head of Training and Development*

**Mark Rankin**

*Head of Research*

**Justin Davis Smith**

*Resource Development Executive*

**Cheryle Gamblin**

*Co-ordinator, Consortium on Opportunities for Volunteering*

**Vicky Daybell**

*National Development Officer, Resource Unit for Black Volunteering*

**David E R Obaze**

*Other members of staff April 1992 – March 1993*

**Liz Bell**  
**Pam Birch**  
**Vanessa Chenery** (part-time)  
**Dawn Coleman** (part-time)  
**Elaine Connors**  
**Alex Crawford** (OFV)  
**Juliet Dacosta** (part-time RUBV)  
**Alan Dingle**  
**Jo Dixon** (OFV)  
**Sheila Edwin**

**Mark Nyack** (part-time OFV)

**Jonathan Pinkney-Baird** (part-time)  
**Heather Pitkin** (part-time)  
**Sophie Pobi** (part-time OFV)  
**Tom Presland**  
**Gill Rolls** (part-time)  
**Pam Smith** (part-time)  
**Claire Smith**  
**Pam Strange**  
**Jo Sunderland**  
**Marilyn Thomas**  
**Clare Thornley**  
**Chris Webster** (part-time)  
**Helen Wright** (part-time)  
**Chris Wyld** (part-time)  
**Chris Young** (part-time)

OFV=Consortium on Opportunities for Volunteering  
RUBV=Resource Unit for Black Volunteering

**Colin Owen**  
**Carl Rutt**  
**Helen Scribbins**  
**David Watson**  
**Christine Ward**

*UK Volunteers Week 1993*

**Michaela Atterton**  
**Samina Azad**  
**Rowan Coleman**  
**Lyn Coulstock**  
**Alistair Cowe**  
**Karen Davies**  
**Ann Doggerell**  
**Fiona Ellison**  
**Janice Foster**  
**Tracey James**  
**Andrew Kershaw**  
**Jim Kyle**  
**Mark Lomax**  
**Stuart McGrath**  
**Gerry Morrish**

# Our staff and volunteers

**Pam Gill** (part-time)  
**Angela Graham** (part-time)  
**Jenny Harman** (part-time)  
**Chris Hollick**  
**Ruth Horton**  
**Evelyn Howe** (part-time)  
**Angie McDonough**  
**Teresa McGrath** (OFV)  
**Clara Minkah** (OFV)  
**Shirley Morrish** (part-time)  
**Eileen Mullins** (part-time)

**The Centre's own volunteers**

*Marketing*

**David Hawkes**

*Membership*

**David Aston**

*Re-location*

**David Rowley**

*Environment*

**Michael Blood**

*Signpost development*

**Jane Gregory**  
**Brian Hailey**  
**Theresa Hill**  
**Anne Lawrence**  
**Janice Neal**

*EVDF*

**Richard Sneyd**

*Translator*

**Stefan Kuszell**

*SSD questionnaire*

**Liz Rushden**

*Library*

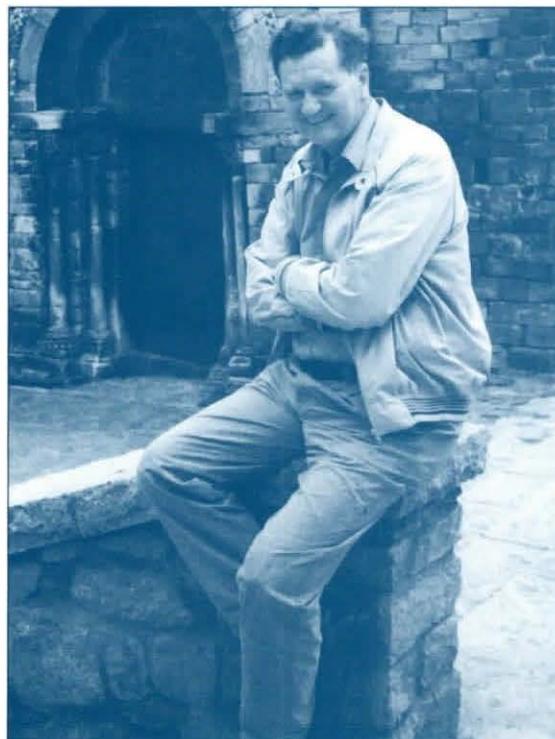
**Hugh Whitcomb**

*UK Volunteers Week 1992*

**Tricia Conally**  
**Leon Cordell**  
**John Crawford**  
**Stuart Jackson**  
**Ann Marshall**

**Marjorie Newman**

**George Quinn**  
**Ann Ramsey**  
**Helen Reynolds**  
**Ian Ross**  
**Ivor Selwyn**  
**Mr Shafi**  
**Mrs Sharma**  
**Keith Short**  
**Dana Silcox**  
**Rachel Swinger**  
**Anne Thompson**  
**Chris Weeresinghe**  
**Pamela Wild**  
**Irene Wilson**



**The Board**

The following served as Board members during the year:

*Chair*

**Esme Scott**

(from February 1993)

\* **Jim Galbraith**

(until January 1993)

*President*

**Lady Wagner**

(from October 1992)

\* **Baroness Serota**

(until October 1992)

*Vice President*

**Lady Wagner**

(until October 1992)

*Treasurer*

**Geoffrey Drain**

(died 4 April 1993)

*Vice Chair*

\* **Shirley Duddy**

(vacant from October 1992)

*Members*

† **Ian Anderson**

\* **Glenys Baker**

† **Jenny Baker**

\* **Elizabeth Bruce**

\* **Sarah Buchanan**

**Tim Cordy**

† **Steve Day**

† **Naomi Eisenstadt**

\* **Martin Findlay**

**Sir Reay Geddes**

† **Anne Green**

† **Rona Harvey**

\* **Gerrard Heywood**

\* **Pauline Hutchison**

† **Sarah Ireland**

**Ronke Jomo Coco**

† **Martin Knapp**

\* **Barbara Litchfield**

† **Patricia Levison**

\* **Vivienne Lukey**

† **Ivor Manley**

† **Lady Mellon**

\* **Margaret Messenger**

\* **Tom Oakman**

**Joyce Perry**

**Anne Radford**

**Esme Scott**

\* **Stuart Scott-Whyte**

\* **Joanna Spicer**

† **Peter Tomkins**

\* *Ceased to be a member during the course of the year*

† *Became a member during the course of the year*

# Thank you

The Volunteer Centre UK gratefully acknowledges the help given during the year by:

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## Why not support the Volunteer Centre UK by becoming a Corporate Associate?

Many of the companies listed here have enrolled in the Centre's Corporate Associates Scheme.

Corporate Associates support the Centre in many ways, for example:

– by hosting events for us on their premises,

– by donating equipment, and

– by giving professional advice.

In return, the associates can draw upon the Centre's unrivalled knowledge of the world of volunteering – especially the exciting new area of employee volunteering. Associates are regularly brought together as a group, and they find this networking and information sharing helpful in shaping or revising their community affairs policies.

New companies wishing to become Corporate Associates are asked to contribute £2,500 annually.

For more information about the Scheme, please contact Cheryle Gamblin at the Centre.

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