

TRAFFORD COUNCIL
Children Families and Well being
Commissioning and Service Development

Scrutiny Review: The Incentives and Barriers to Volunteering in Trafford

Update on progress for Health & Wellbeing Select Committee meeting December 2013

The Executive's formal response to the Health & Wellbeing Select Committee's review of The Incentives & Barriers to Volunteering in Trafford was given at their meeting on 28 November 2011. Committee members have already received the detailed Executive response and planned actions. Below is a summary and update.

1. New infrastructure support body

Recommendation:

"Volunteering in Trafford will benefit from a named and resourced body taking an active coordinating and commissioning role around volunteering"

Actions:

The Third Sector Infrastructure Development has derived from a partnership between Pulse Regeneration and Trafford Housing Trust to form 'Thrive Trafford'. This infrastructure body has now been in operation since 11th October 2011 and has recently undergone its first year evaluation process.

Thrive Trafford has been delivering support to a number of third sector organisations across Trafford for the past year. The following provides an overview of the support and key achievements relating to volunteering resulting from this contract;

- Needs survey undertaken and completed by 112 organisations
- 270 capacity building support interventions undertaken with third sector organisations
- Training Trafford established to bring all training to one central point
- A Good Practice Toolkit has been developed in response to local need
- Trafford Quality Mark (QM) is currently being developed in partnership with blueSCI
- Social Value Workshop held with 15 Trafford Council Officers with Thrive Trafford taking a lead in developing a new framework to provide a consistent approach to social value measurement
- Funding support has helped to bring in over £400,000 of external investment into Trafford this year
- Over 120 organisations have been provided with fundraising support
- Trained 6 local volunteers to become Community Reporters to carry out interviews as part of the community needs assessments
- Best practice research undertaken into volunteering infrastructure from across the country including Volunteer Centre models, quality standards, and the current operating environment

2. Information dissemination and sharing

Recommendations: Several information-sharing based recommendations were made.

Actions:

- Thrive website developed to promote partner information and opportunities
- Regular funding e-bulletins sent out to third sector organisations with updates and top tips

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- Attendance at network meetings and events provide information about Thrive Trafford, in particular the Diverse Communities Board to inform the priorities and delivery of the Equalities Grants
- Thrive Trafford is represented on all 4 Locality Partnerships attending meetings to feed in information about the needs and opportunities for third sector organisations
- Ran four participatory budgeting events on 22nd and 29th June 2013 with 538 Trafford residents in attendance
- Equality Grants launched with 20th September deadline; over 20 applications received for a wide variety of projects aimed at addressing hate crime.
- Facilitation of Volunteer Managers Network

3. Marketing and promotion of volunteering

Recommendations:

Several recommendations were made in relation to promoting the benefits of volunteering and marketing volunteering opportunities.

Actions:

- Social Value Workshop held with 15 Trafford Council Officers with Thrive Trafford taking a lead in developing a new framework to provide a consistent approach to social value measurement
- Shortlisting panel selected from Locality Partnerships; 56 applicants shortlisted to go through to Participatory Budgeting (PB) events from a total of 98 bids
- Major businesses engaged in volunteering schemes, including BBC, L'Oreal and Waitrose linked to Give and Gain day in May 2013. Over a third of North West employees volunteering on Give and Gain Day from Trafford organisations. Follow up work with private sector companies started.
- Mentoring established between a number of third sector organisations and private sector mentors, for example Trafford Carers Centre and the Hub supported with marketing
- Delivered activities including workshops in Old Trafford to address worklessness as part of Volunteers Week in June, and volunteer from BBC held a Financial Planning workshop with young people to develop new skills and increase employability.
- Volunteering in Trafford workshop run with key stakeholders to gain partner support and discuss the future of volunteering infrastructure provision in Trafford
- Promoting increasing numbers of volunteering opportunities especially through the Thrive Trafford website, including help in recruiting volunteers for Libraries and assisting Trafford College with student placements
- Links with Trafford College have been established looking at student placements and opportunities

4. Other recommendations / Future Developments

- Supporting third sector organisations through the new Trafford Quality Mark
- Promoting and supporting Community Asset Transfer as a route to sustainability
- Supporting third sector organisations with commissioning and frameworks

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- Exploring new approaches to social finance to increase investment into the third sector
- Planning a co-ordinated virtual hub and spoke model for volunteering infrastructure to ensure that all volunteering opportunities across the borough can be located in one central place which is marketed widely.