

**Glasgow Community Planning Partnership  
Strategic Board**

**Report by Bernadette Monaghan, Chief Executive, Volunteer Glasgow**

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**Glasgow's Strategic Volunteering Framework (SVF)  
and Volunteering Charter**

**Purpose of Report:**

To advise members on the development of the SVF which was approved by the CPP in 2009, to note the content of the associated SVF action plan for 2015-18, and to outline the proposals for implementing Glasgow's Volunteering Charter.

**Recommendations:**

The Strategic Board is asked to:

- Note the Framework and Charter and endorse progress to date
- Ask Partners to take the Framework and Charter to their appropriate structures for their approval and
- Refer the Framework and Charter to a future CPP Executive Group for endorsement

**Glasgow Community Planning Partnership priorities:**

SOA   <i>Alcohol</i>	Yes / No <input checked="" type="checkbox"/> / <input type="checkbox"/>	SOA   Principle <i>Early Intervention</i>	Yes / No <input checked="" type="checkbox"/> / <input type="checkbox"/>
SOA   <i>Vulnerable People; Preventing Homelessness</i>	Yes / No <input checked="" type="checkbox"/> / <input type="checkbox"/>	SOA   Principle <i>Equality</i>	Yes / No <input checked="" type="checkbox"/> / <input type="checkbox"/>
SOA   <i>Vulnerable People; In-Work Poverty</i>	Yes / No <input type="checkbox"/> / <input checked="" type="checkbox"/>	SOA   Principle <i>Sustainable Change</i>	Yes / No <input checked="" type="checkbox"/> / <input type="checkbox"/>
SOA   <i>Youth Employment</i>	Yes / No <input checked="" type="checkbox"/> / <input type="checkbox"/>	<b>If other priority, please provide details here:</b> <ul style="list-style-type: none"> <li>• Glasgow CLD action plan 2015-18;</li> <li>• Poverty Leadership Panel;</li> <li>• Resilient Glasgow;</li> <li>• Glasgow 2014 Legacy Framework.</li> </ul>	
SOA   <i>Thriving Places</i>	Yes / No <input checked="" type="checkbox"/> / <input type="checkbox"/>		
Other Priority	Yes / No <input checked="" type="checkbox"/> / <input type="checkbox"/>		

## **1 Introduction**

- 1.1 The Community Planning Partnership adopted the Strategic Volunteering Framework (SVF) in 2009. A range of partners including Volunteer Glasgow were brought together by Glasgow Life in 2006 to develop the Framework while providing assistance with the relevant sections of the successful bid to host the XX Commonwealth Games.
- 1.2 A wealth of stakeholder views and research evidence was gathered from across the city during a comprehensive scoping exercise in early 2009 to inform the overall objectives and shape of the SVF. A summary of the SVF is provided as appendix 1.
- 1.3 The SVF is a Community Planning Partnership (CPP) strategy in its own right, but it also forms part of the Glasgow 2014 Legacy Framework under the Inclusive Glasgow theme which will continue to be evaluated until 2019. It also forms part of the city's Community Learning and Development action plan 2015-18 which the Strategic Board approved last year.
- 1.4 Glasgow's Poverty Leadership Panel has made a commitment since 2013 to make volunteering more accessible for people living in poverty, with relevant action plans under the Panel's "Work and Worth" priority. These are integrated into the SVF action plan.
- 1.5 Volunteer Glasgow chairs the SVF Governance Group. Partners meet quarterly to co-ordinate the development and delivery of the SVF and associated action plans.
- 1.6 The SVF Governance Group partners have worked with Volunteer Glasgow to develop the concept of Glasgow's Volunteering Charter as a 'step-change' initiative designed to maximise achievement of our shared SVF objectives. The Group has endorsed the design and implementation plans for the Charter. More information on the Charter is provided in section 4.

## **2 The Impact of Volunteering on Shared Priorities and Objectives**

- 2.1 SOA - Alcohol: Volunteering plays a major role in both public and third sector service provision. Both sectors are reliant on many people volunteering to provide support activities and services. Every third sector organisation, including those working in the field of alcohol, is governed by volunteer directors and services are increasingly being shaped with the active involvement of beneficiaries. The new public social partnership (PSP), "Elevate Glasgow", aims to increase the range of employability opportunities for individuals in recovery from substance misuse. It is a collaboration between NHS GG&C, GCC and over 30 third sector organisations working in the city, with Glasgow Council on Alcohol chosen as the Lead Partner for the PSP. There are 4 work streams: personal development, mentoring and peer support; training and education; social enterprise and business start-ups; paid work placements/volunteering. Volunteer Glasgow is vice chair of the latter work stream and also sits on the PSP steering group. In addition to health and social care, the PSP will provide additional opportunities in, for example, fitness and sports coaching; arts, performance and drama; horticulture; community development; administration; professional cookery and customer care and; social entrepreneurship, amongst others. A Strategic Funding Group has also been established to explore funding sources to support the work of the PSP. The Elevate Glasgow approach is founded on a number of key principles, including:

- Engagement with service users, their families and carers is critical to the success of the approach.
- Services developed will align with existing services in the mainstream and the community and will aim to offer additionality.
- Outcomes need to be sustainable, so evaluating outcomes and impact is also critical.
- The approach will ensure best use of resources through collaboration, engagement and prevention.

- 2.2 SOA - Vulnerable People; Preventing Homelessness: a huge number of people donate their time, skills and energy to this priority. People contribute to a vast array of activities, services and organisations working together on this priority in areas such as advice and information services, carers' support services and community based health and social care provision. A more recent example is Glasgow Homelessness Network's Navigate programme which won the Best Newcomer category at last year's Alistair Malloy Inspire Awards for best practice in volunteering. Wheatley Group are currently undertaking a process similar to that which is proposed for Glasgow's Volunteering Charter signatory support services, enabling the organisation to review and develop volunteering opportunities and the associated issues of inclusion and promotion.
- 2.3 SOA - Youth Employment: there is broad understanding of the benefits of volunteering in terms of improving employability. Programmes such as our own Volunteering Works and many others such as the Glasgow Kelvin College Community Achievement Awards often combine volunteering experience with training or accredited employability skills learning. Children as young as those at primary school are increasingly encouraged to undertake activity in the context of developing the four core capacities - and the Scottish Government, education authorities, Skills Development Scotland (SDS), Young Scot, Glasgow Life and many others have worked together to further develop a range of wider achievement engagement and recognition programmes - such as Saltire Awards, Duke of Edinburgh's Awards provision, sports leadership programmes - where volunteering is integral.
- 2.4 SOA - Thriving Places: our shared approach fundamentally relies on the involvement of residents to co-design and co-produce action to address local issues. Whether someone contributes two hours of their time to a consultation and co-design event, or commits their time and expertise to the governance of a local anchor organisation, or helps to deliver activities in an appropriate role - if it's their choice, is unpaid and benefits the wider community, it is volunteering.
- 2.5 SOA - Early Intervention and Sustainable Change: Glasgow's future needs demand that (a) we understand the contribution of volunteering to the city in the context of resilience, improved health and wellbeing, and public service reform, and (b) that we collectively put in place strategic interventions to facilitate and grow appropriate volunteering programmes and opportunities. 'Getting it Right for Every Child' requires us to acknowledge, support and facilitate people volunteering as befrienders, in learning support, and in many more invaluable roles working appropriately alongside statutory services. The 'Resilient Glasgow' strategy will incorporate elements of SVF by ensuring that it actively encourages organisations to commit to Glasgow's Volunteering Charter and to take advantage of the support services available to fulfil their pledges.
- 2.6 SOA - Equality: All the partners who make up the SVF Governance Group support the ambition of Glasgow City Council and Glasgow Life to not only increase the number of

appropriate volunteering opportunities available, but to ensure greater diversity in the profile of people volunteering - so that it truly reflects the demographics of the city. The Charter will challenge organisations to make opportunities inclusive and will offer them assistance to do so. Many partners are already aware of the success of the Glasgow 2014 Host City Volunteering programme and the example it provides of a set of inclusive opportunities for all the people of the city. People should not be denied the opportunity to participate in an activity that is proven to improve health, happiness and employability.

### **3 SVF: achievements to date, current situation, action plan and monitoring/reporting proposals**

- 3.1 Indicators suggest that in the context of the Glasgow 2014 Commonwealth Games and the Legacy 2014 Framework, SVF partners have significantly increased public interest in volunteering over the last 5 years<sup>1</sup>, but any increase in advertised opportunities<sup>2</sup> is failing to keep pace: the gap between people interested in volunteering and available opportunities has been widening.
- 3.2 In 2015, we appear to have achieved a small increase in the number of adults volunteering in Glasgow for the first time since 2008<sup>3</sup>. This is consistent with a small but significant increase in advertised opportunities.
- 3.3 The rate for those living in the worst 15% SIMD data zones is still significantly less than the rate for the other half of the city. As a result, the overall rate for Glasgow is still much less than the Scottish average<sup>4</sup>.
- 3.4 The SVF action plan for 2015-18 is attached as appendix 2. Partners should note that this has been updated since its inclusion in the publication of the CLD action plan: additional baseline data has been included and targets have been agreed by SVF partners in the context of the Volunteering Charter implementation proposals.
- 3.5 The SVF Governance Group will remain responsible for monitoring the delivery of the action plan and evaluating success. Group members have agreed to report annually to the Strategic Board on progress achieved, ensuring that reports are also generated for associated strategic priorities such as Legacy 2014 and the Poverty Leadership Panel's action plan for change/Tackling Poverty Strategy.

### **4 Glasgow Volunteering Charter: implementation and resource requirements**

- 4.1 In response to the latest indicator data above, SVF partners - including members of the Poverty Leadership Panel and wider stakeholder organisations and representatives - have worked with Volunteer Glasgow (VG) to develop proposals for a Volunteering Charter for the city.
- 4.2 We have conducted an analysis of similar charters set up for other purposes in Scotland and the UK. This has clearly shown that we will only achieve the necessary and intended, "step-change" impact on our shared strategic objectives if Charter signatories are effectively supported to meet the challenges associated with fulfilling their pledges.

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<sup>1</sup> Measured by users (unique visitors) to the volunteerglasgow.org website.

<sup>2</sup> Measured by the number of people required by opportunities advertised by organisations via Volunteer Glasgow.

<sup>3</sup> Glasgow Household Survey - 2008, 2012, 2015

<sup>4</sup> Scottish Household Survey 2007-13

- 4.3 The SVF Governance Group partners have therefore agreed the nature and form of the Charter to be implemented (see [www.volunteerglasgow.org/charter](http://www.volunteerglasgow.org/charter) ) with a launch during UK Volunteers Week (1<sup>st</sup> - 12<sup>th</sup> June 2016).
- 4.4 Charter signatory organisations from across the public, private and third sectors will be challenged to make one or more of the associated pledges to (a) create and expand appropriate opportunities for volunteering within their organisation, and/or (b) ensure their opportunities are accessible to all sections of the community and that their volunteering workforce reflects the demographics of the city, and/or (c) facilitate and enable their staff, members and/or service users to undertake volunteering activity which improves their wellbeing and benefits Glasgow.
- 4.5 Crucially, the SVF Governance Group believes that on the basis of our research that the Charter will only work if signatory organisations are required to create action plans to fulfil their pledges and if they are supported effectively to do so: the Charter Mark will only be awarded to organisations that have submitted an action plan to fulfil their pledges.
- 4.6 Organisations can sign up to the Charter and will be publicly acknowledged for doing so. They will then need to identify a lead officer or Board member to take strategic responsibility for volunteering, provide straightforward baseline data relevant to their pledge(s), then submit a 'smart' action plan which adheres to our shared SVF principles and values (these are detailed in appendix 1).
- 4.7 Organisations will be supported by the small team of specialists at Volunteer Glasgow to address any organisational challenges they might face, to make best use of resources and exemplars, and to take advantage of action learning and volunteer management training workshops.
- 4.8 Effective implementation of the Charter will require financial or in-kind assistance from a range of partners. Funding from Scottish Government (£142,236 element of Third Sector Interface grant) and Glasgow City Council IGF (£325,638 in 2015/16 - ref 282/01) will continue to provide VG with a small team of specialist staff and volunteers capable of delivering the recommended Charter and associated services following the completion of service redesign processes.
- 4.9 Glasgow Kelvin College will be working with VG on Charter web resources, toolkits and the integration of Community Achievement Awards into the overall Charter offer to organisations.
- 4.10 SVF partners have suggested a number of external sources of support for the Charter and VG will progress discussions with these as appropriate.
- 4.11 Community Planning Partners may wish to consider what assistance they can provide in the context of the relevant policy priorities outlined above.
- 4.12 It is our intention to work towards a soft launch of the Charter during Volunteers Week in June.

## **5 Recommendations**

The Strategic Board is asked to:

- Note the Framework and Charter and endorse progress to date
- Ask Partners to take the Framework and Charter to their appropriate structures for their approval and
- Refer the Framework and Charter to a future CPP Executive Group for endorsement.

### **Appendices:**

1. Summary version of SVF
2. Detailed SVF action plan 2015-18