



# Empowering Communities

Connect • Collaborate • Champion



## 2022 Norfolk VCSE Annual Conference



# A VOLUNTEERING STRATEGY FOR NORFOLK

- Why? Context and background
- What? Gathering intelligence to shape a strategy
  - Who? Individuals and organisations
  - How? Online surveys and discussion sessions
    - When? Timeline for the process
- Outcome? A relevant, useful and ambitious working document



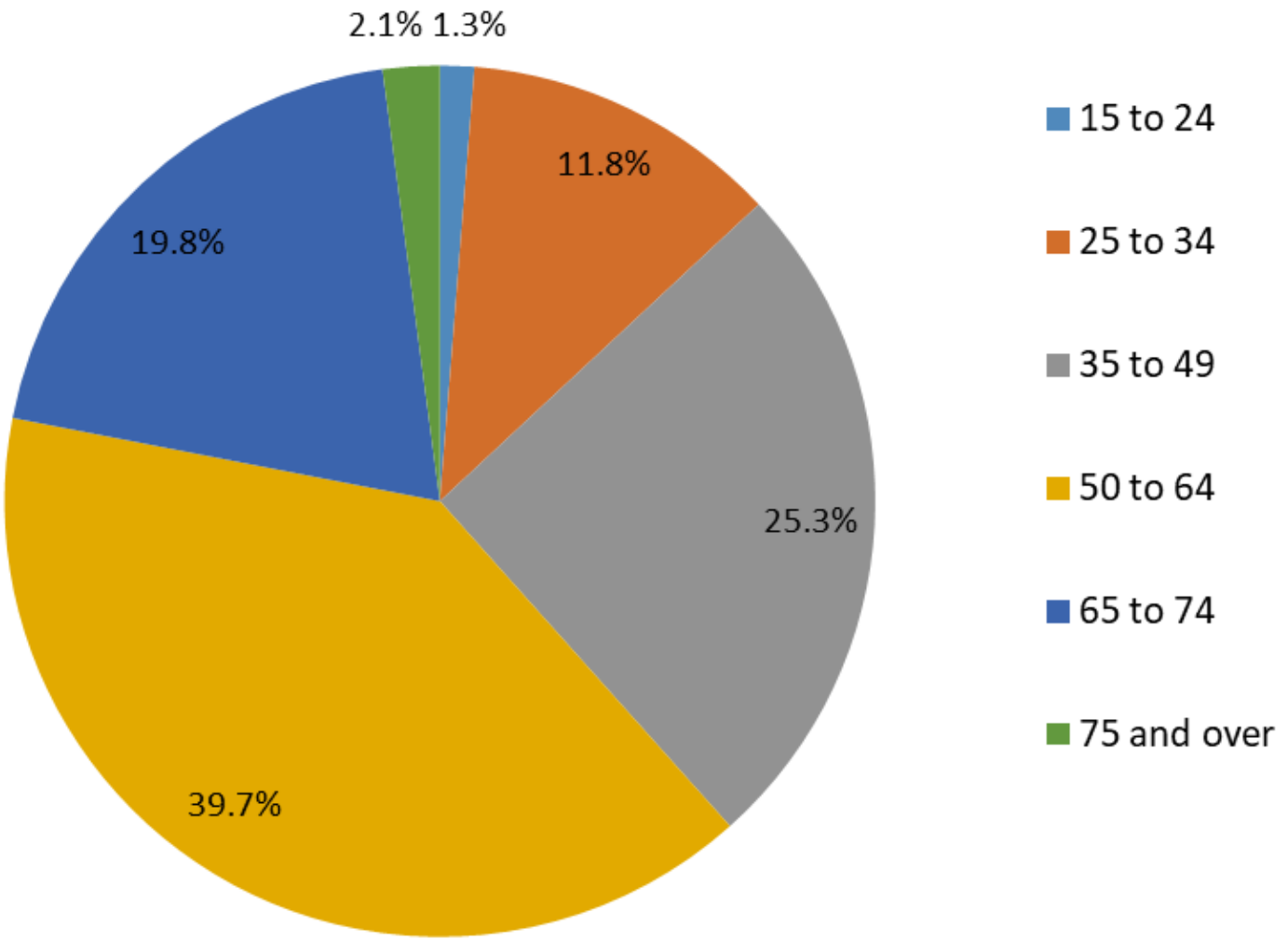
# Online survey for individuals

- 251 people completed the survey
  - 76% female, 22% male, 2% non-binary/no answer
- 95.5% identified as English/Welsh/Scottish/Northern Irish/British, 2.5% as any other White background, 2% as White/Asian, Indian, African or other ethnic group
  - Aged from 15 to 75 + years

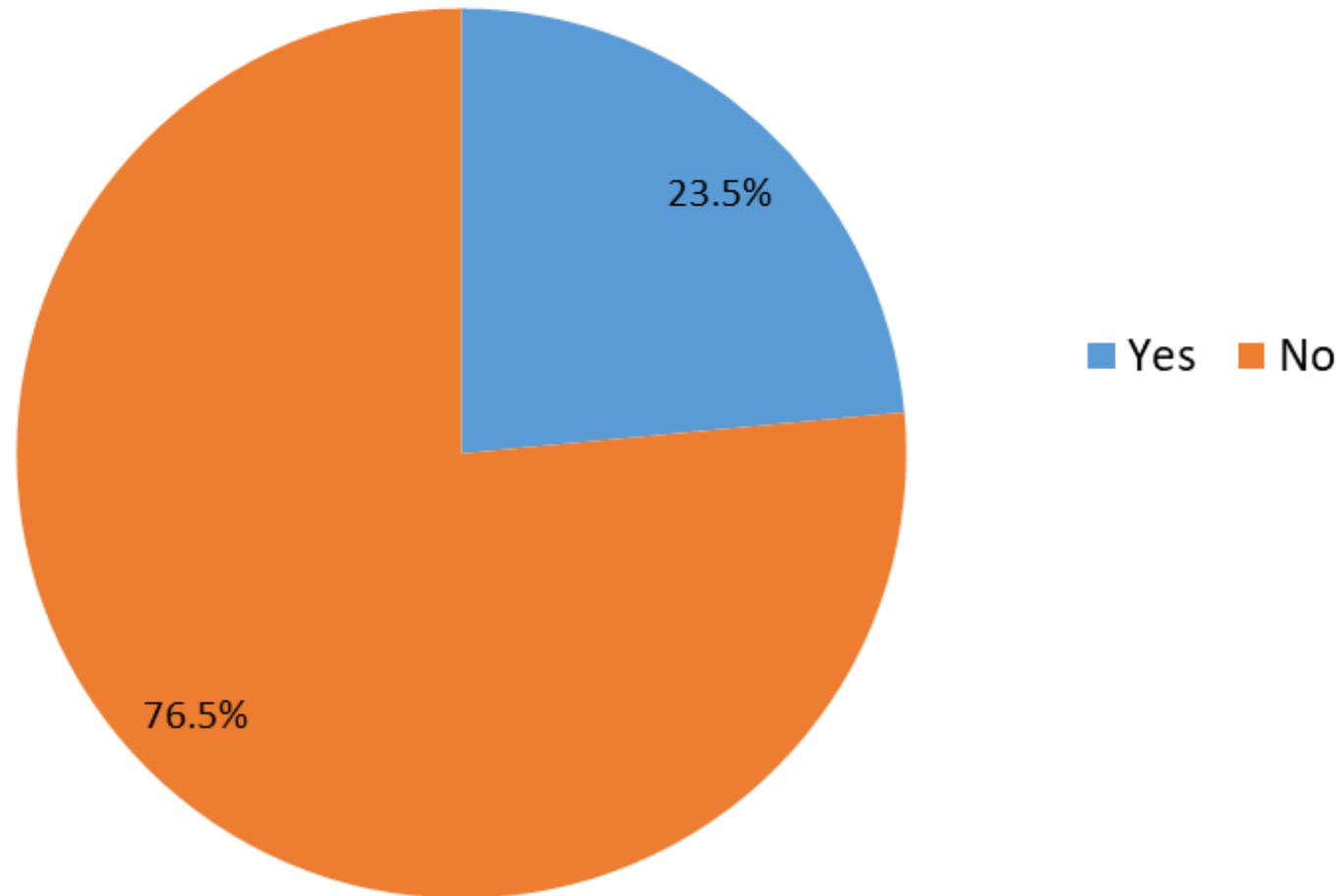




# What is your age? (237)

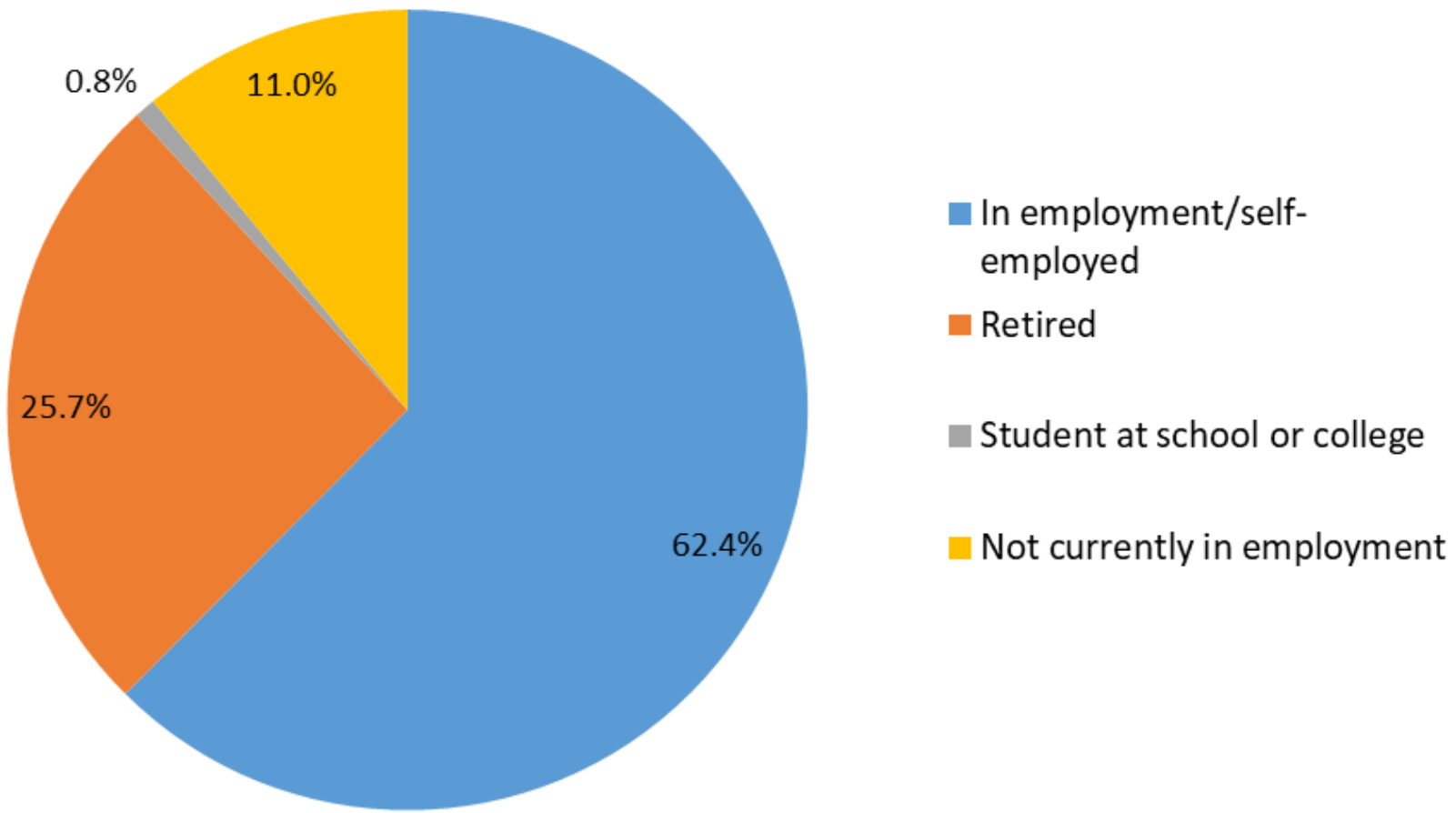


## Do you have a limiting long-term illness, disability or difference ? (238)

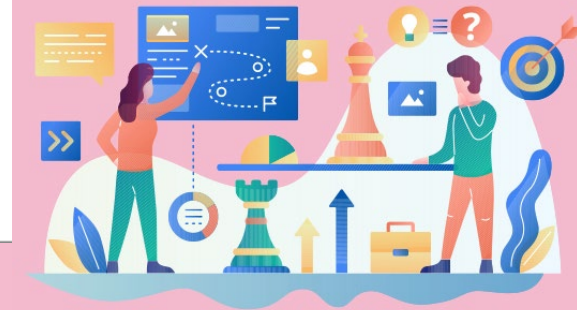
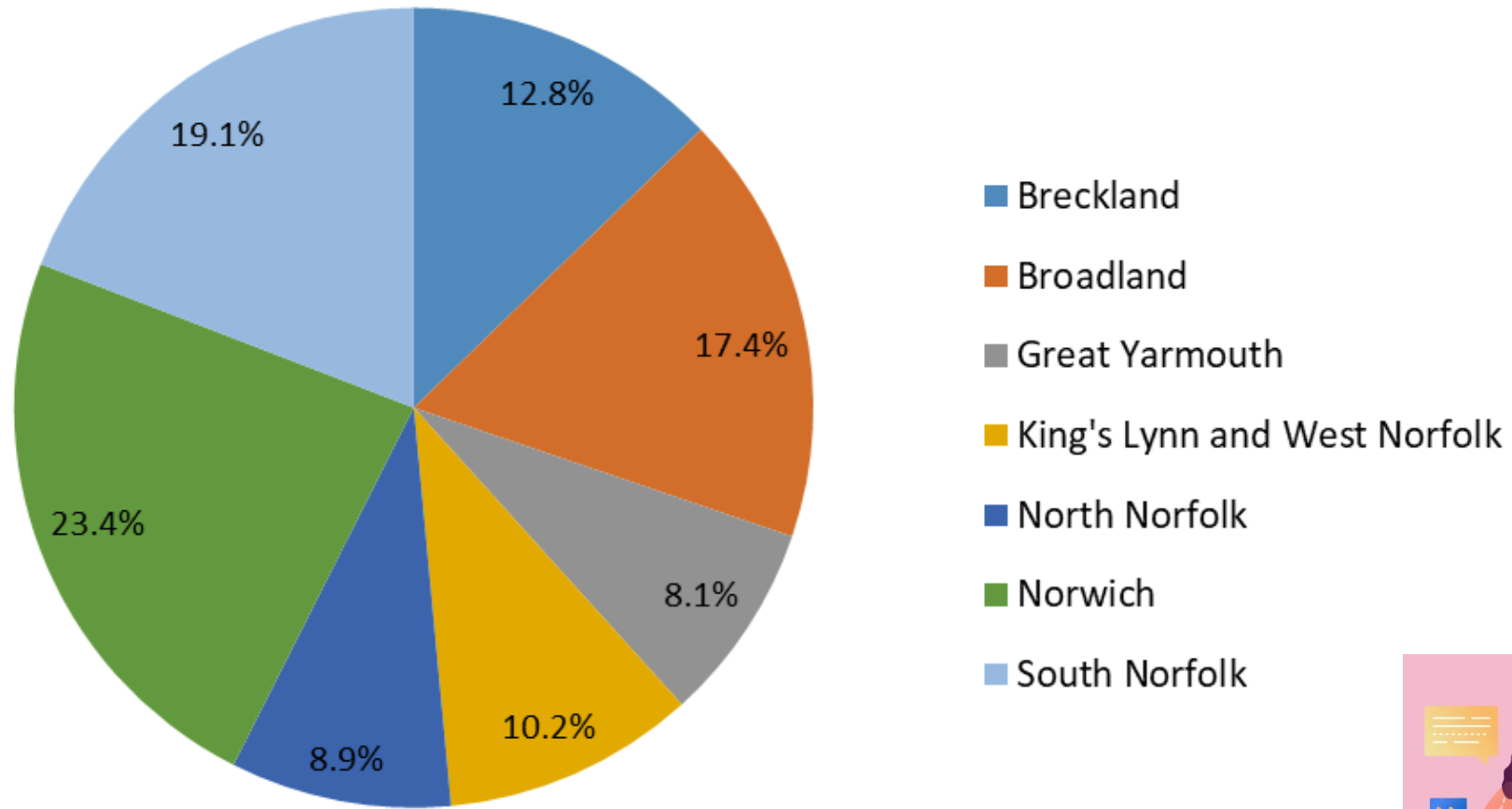




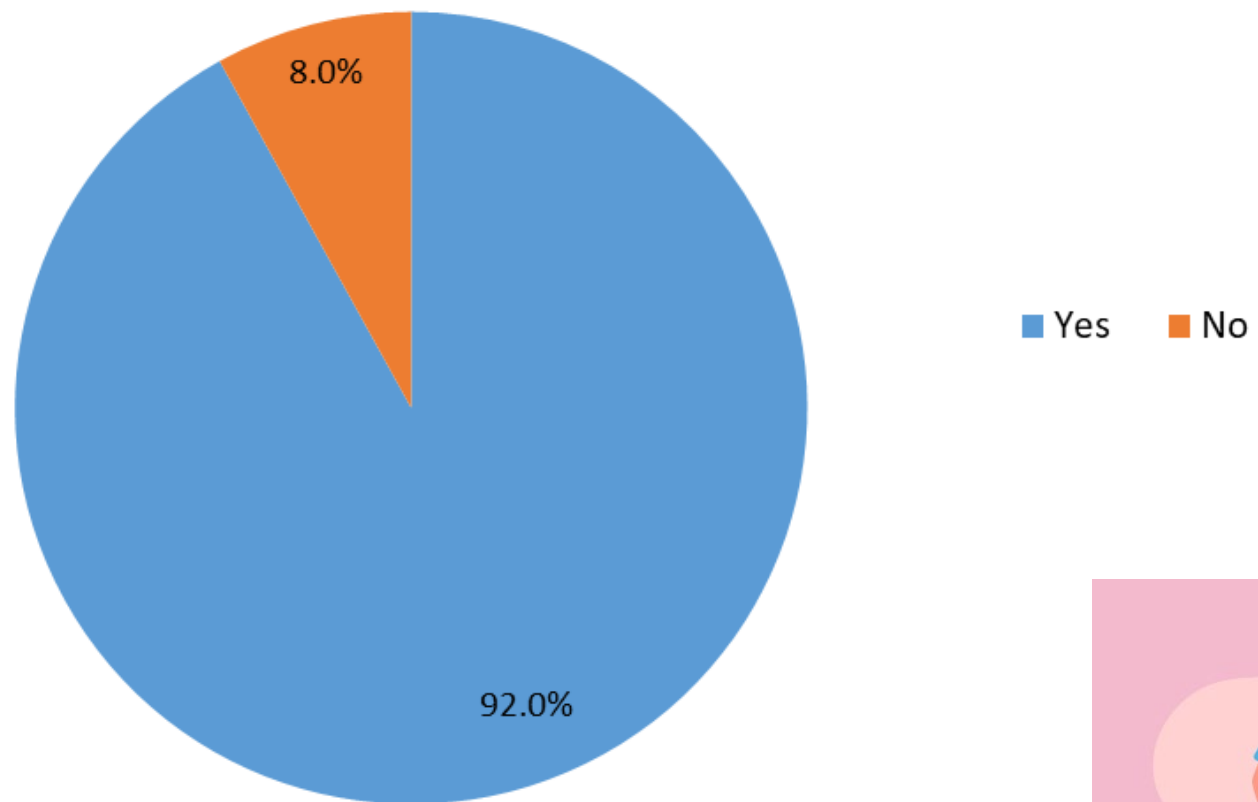
# Your employment status? (237)



# Which local authority district do you live in? (235)

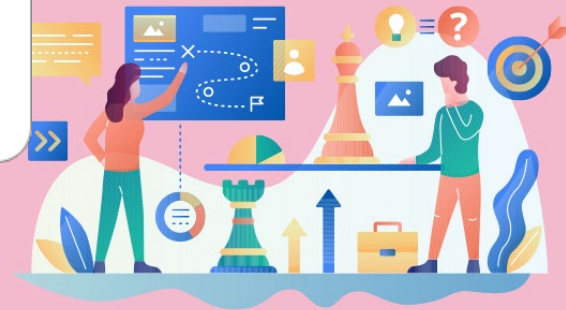
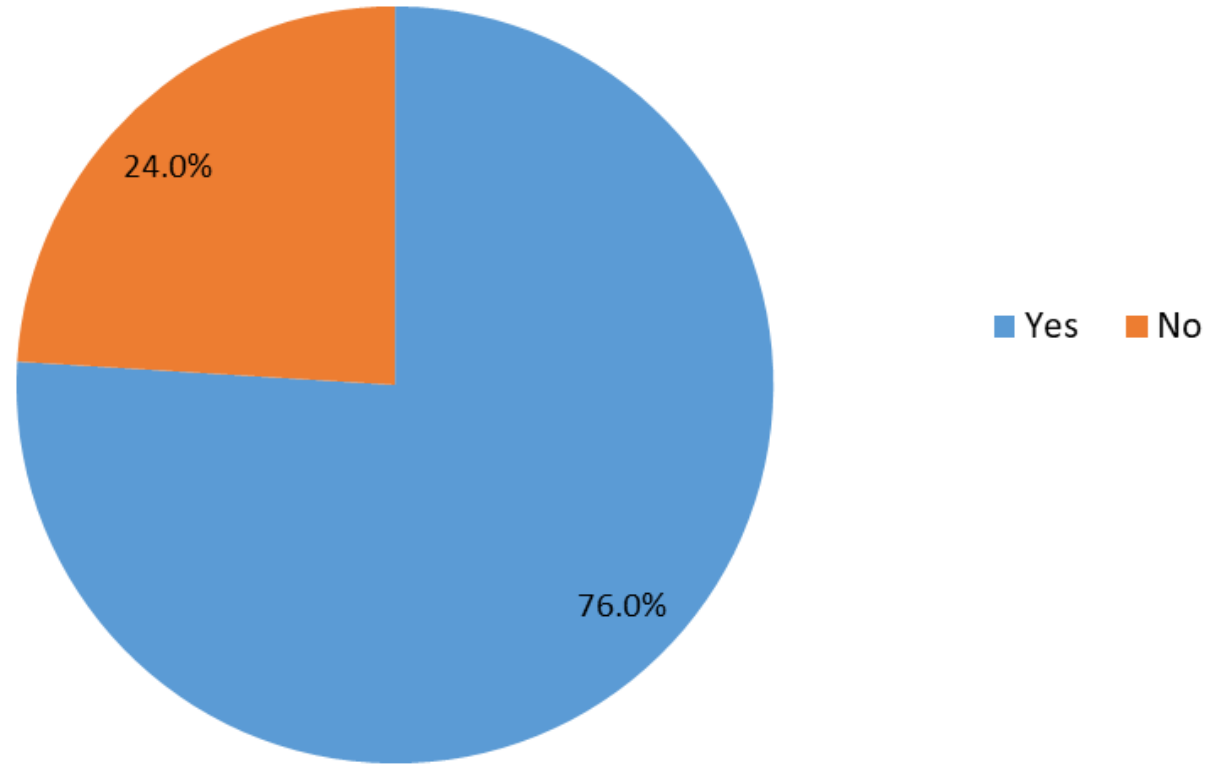


Do you currently or have you ever volunteered?  
(249)

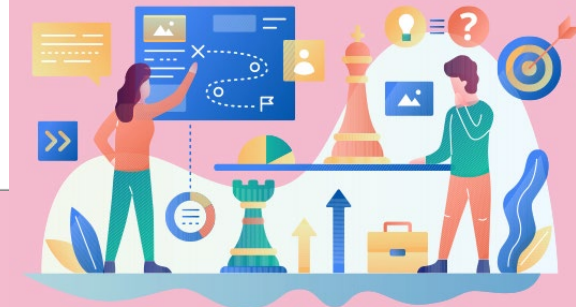
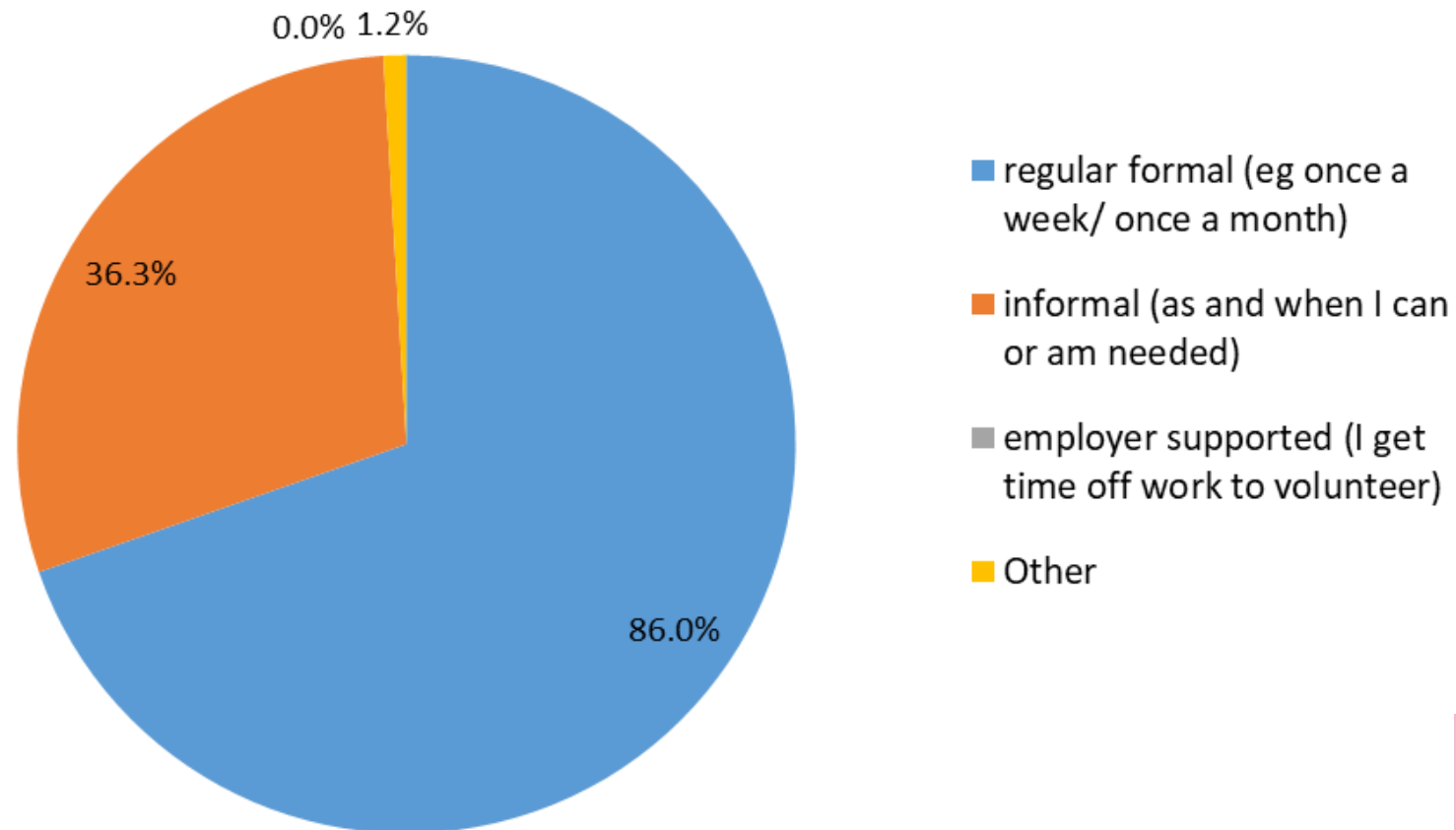




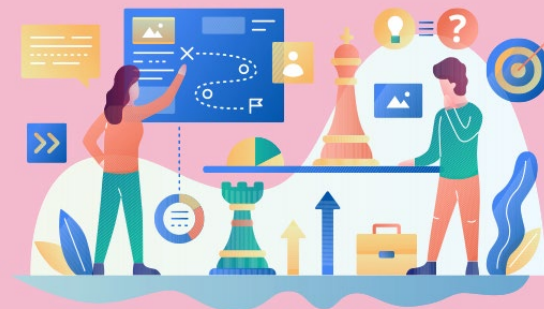
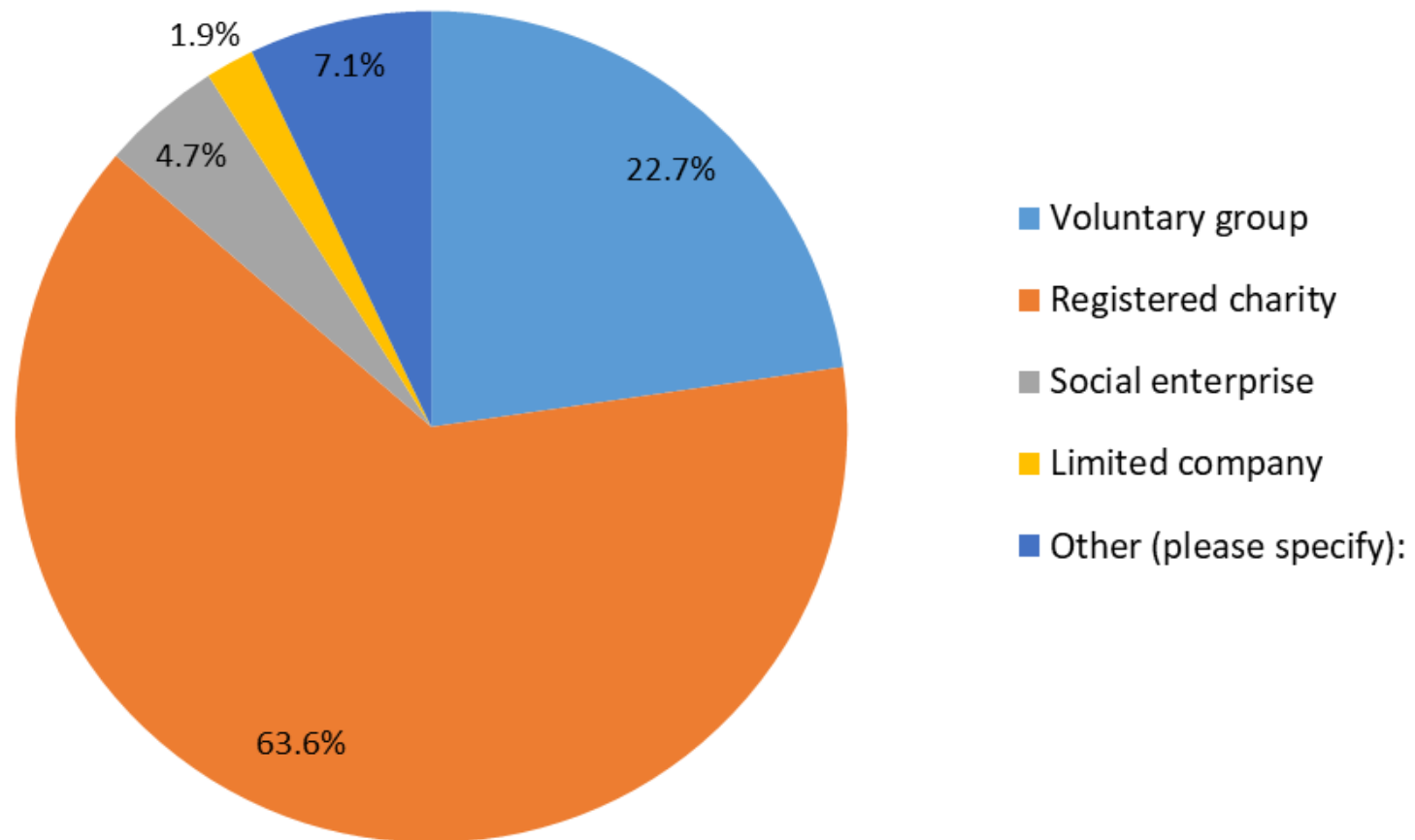
## Are you currently volunteering for a group or organisation? (229)



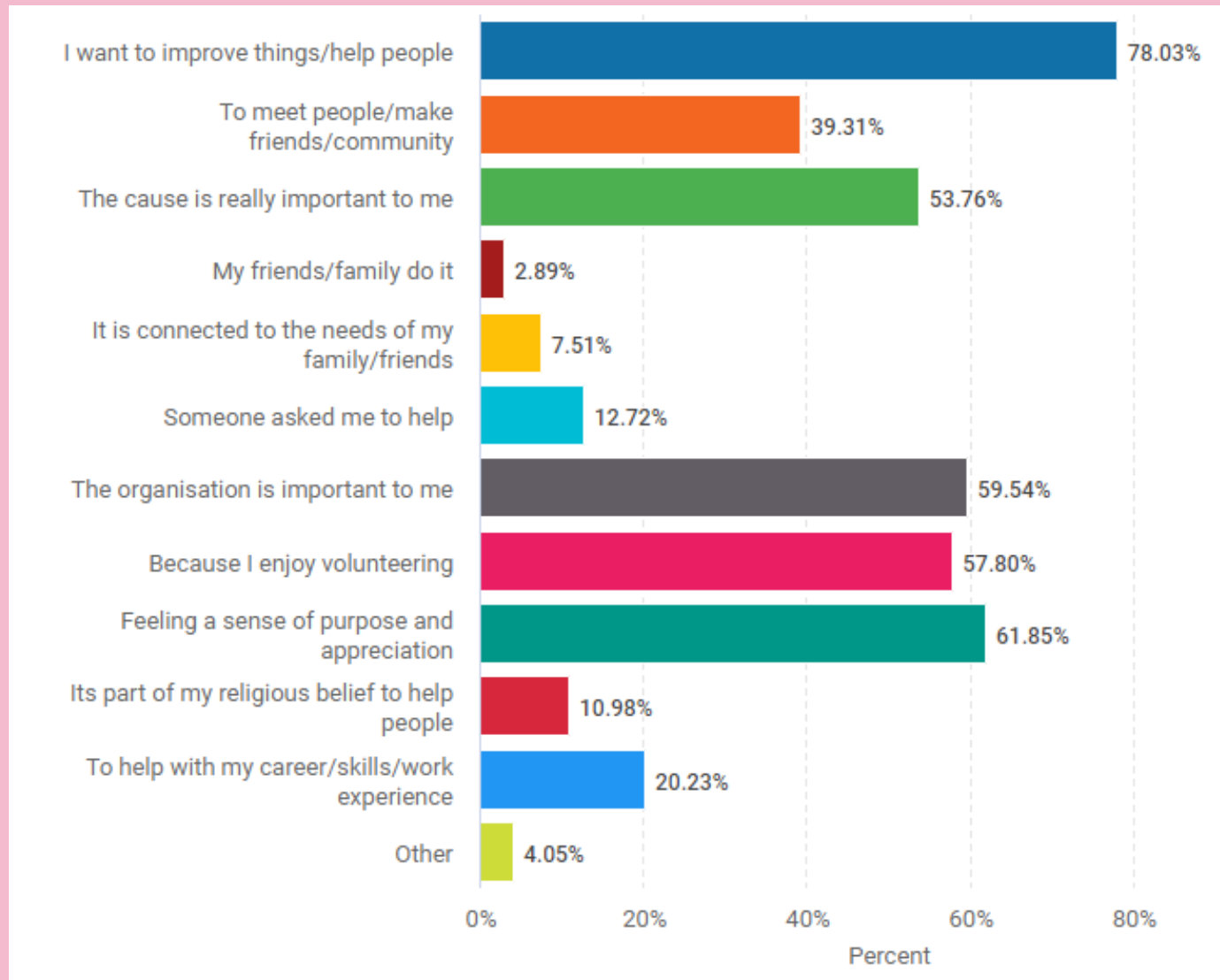
## What is the nature and frequency of your volunteering? (171)



## Who do you currently volunteer for? (256)



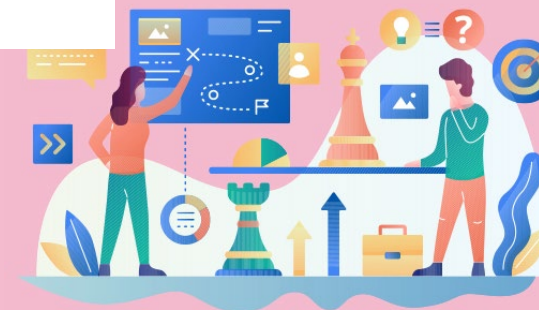
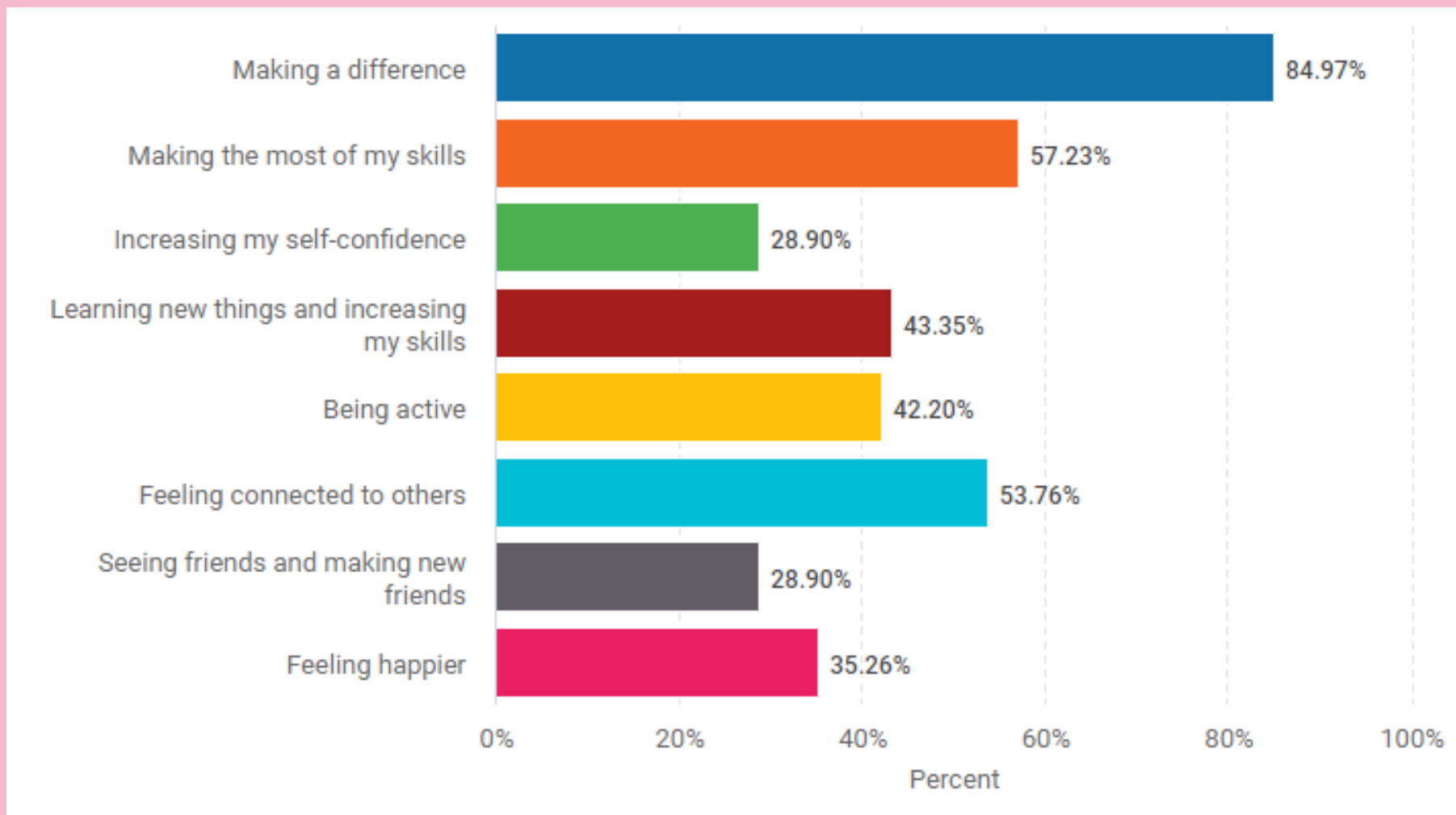
# What are your motivations for volunteering? (173)



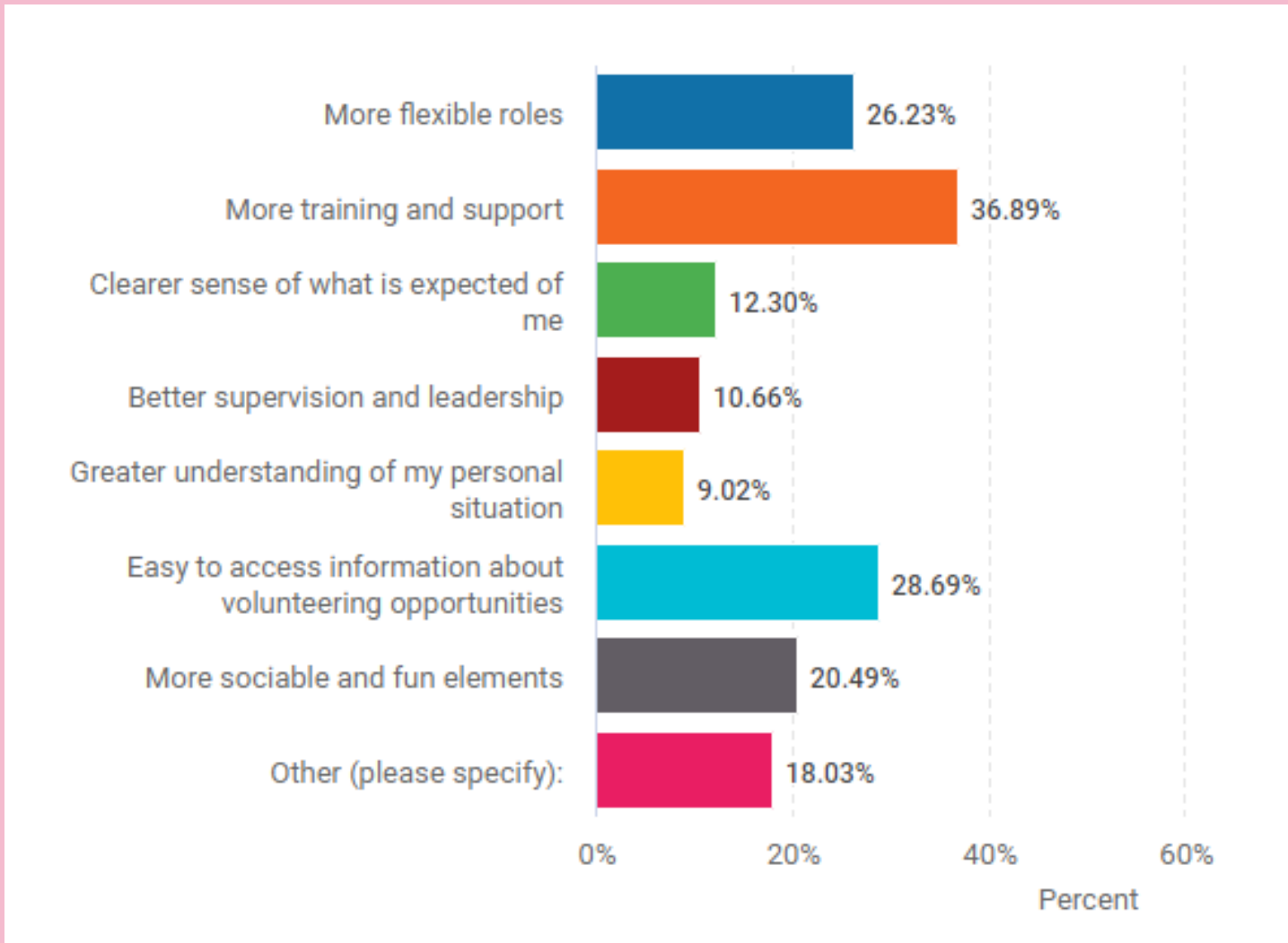
Over three-quarters (78%) of respondents said their motivation for volunteering is **to improve things/help people**.

Over half of respondents also cited **enjoyment**, feeling a **sense of purpose**, and the **importance of the organisation or cause** as their motivation for volunteering.

# What are the main benefits to you of volunteering? (173)

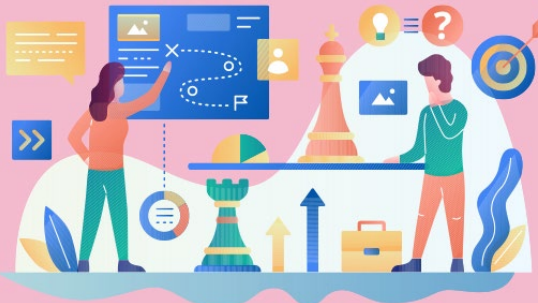


# How could your volunteering experience be improved? (122)

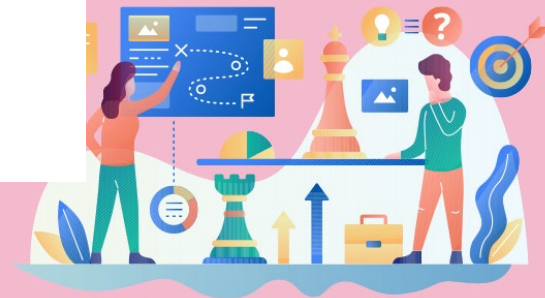
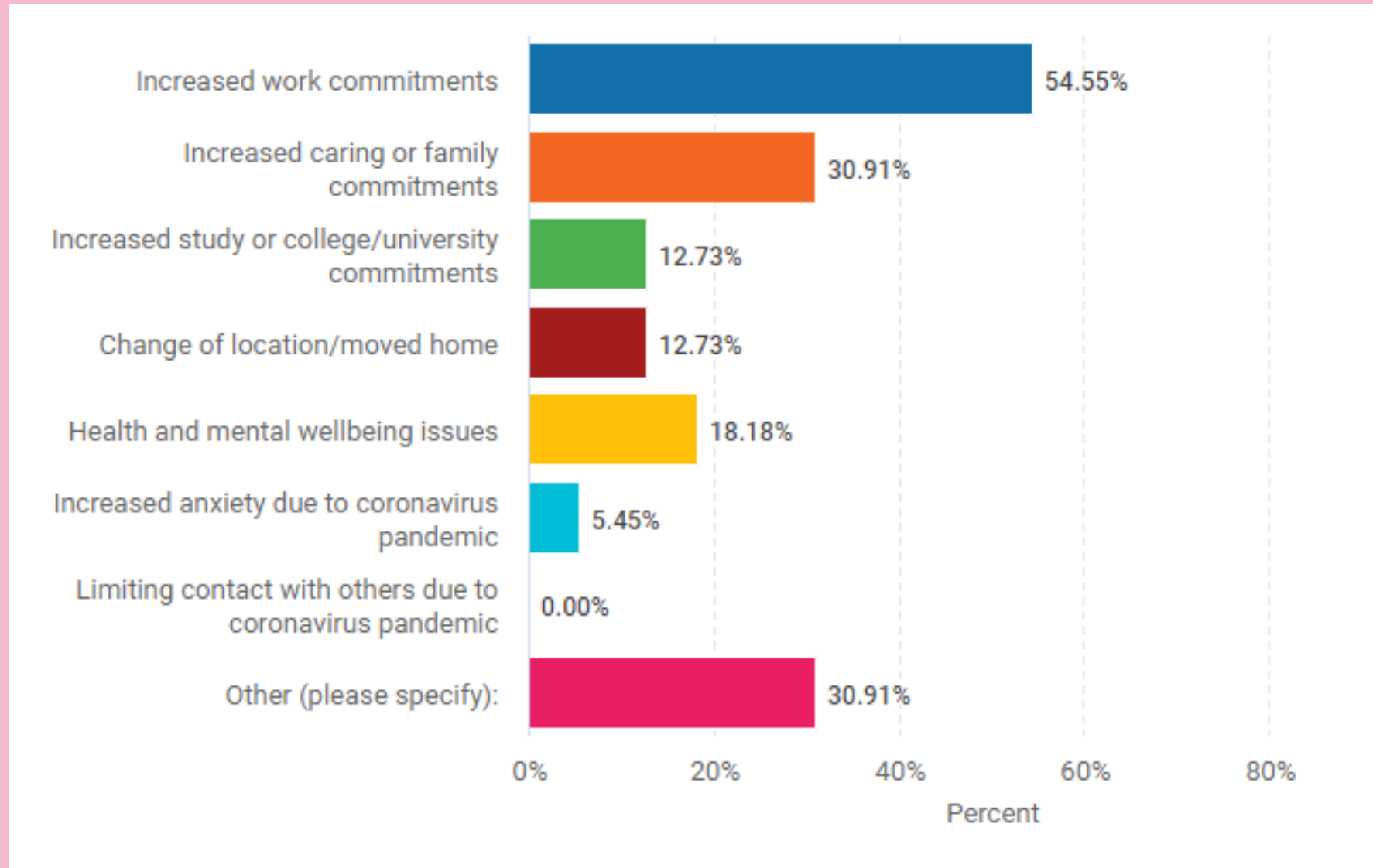


There were no very clear messages although over 35% of respondents cited the need for **more training and support**, 28% were wanting **easy-to-access information about volunteering opportunities**, and 26% wanted **more flexible roles**.

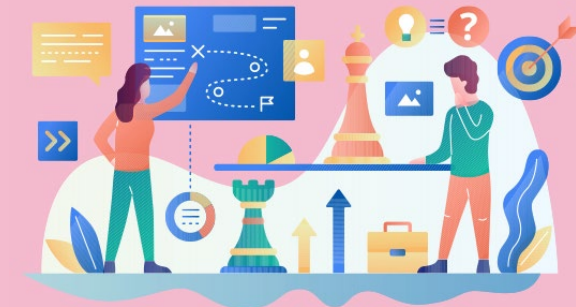
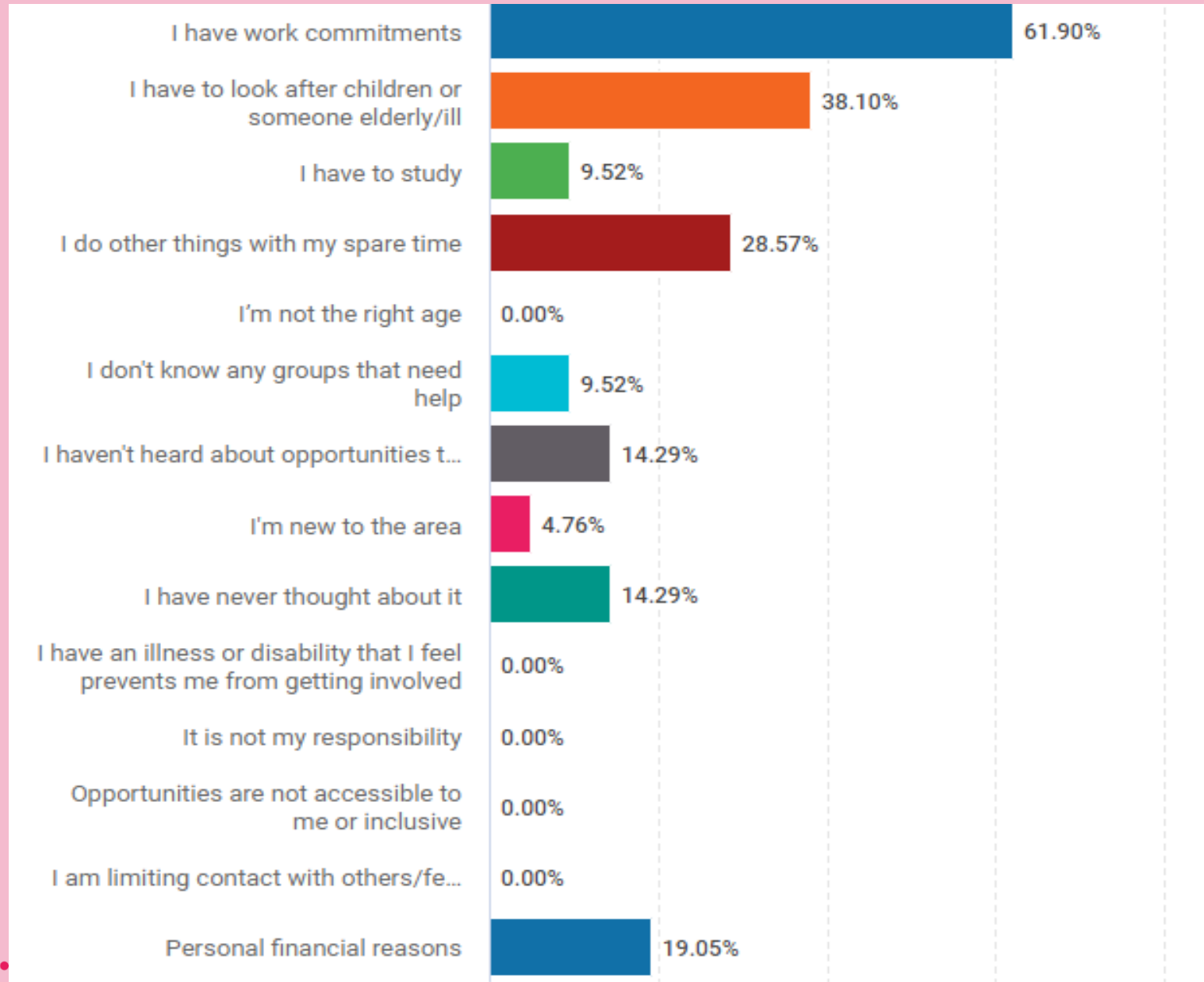
7% of respondents left comments in **Other** mentioning the need for more volunteers in order to share the load.



# Why did you stop volunteering? (55)

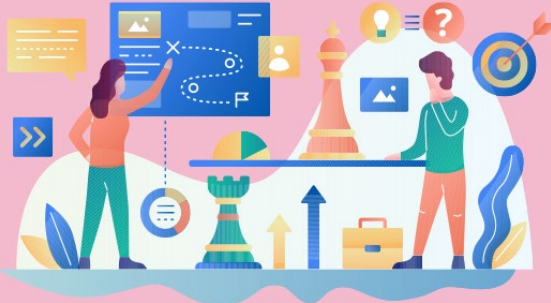
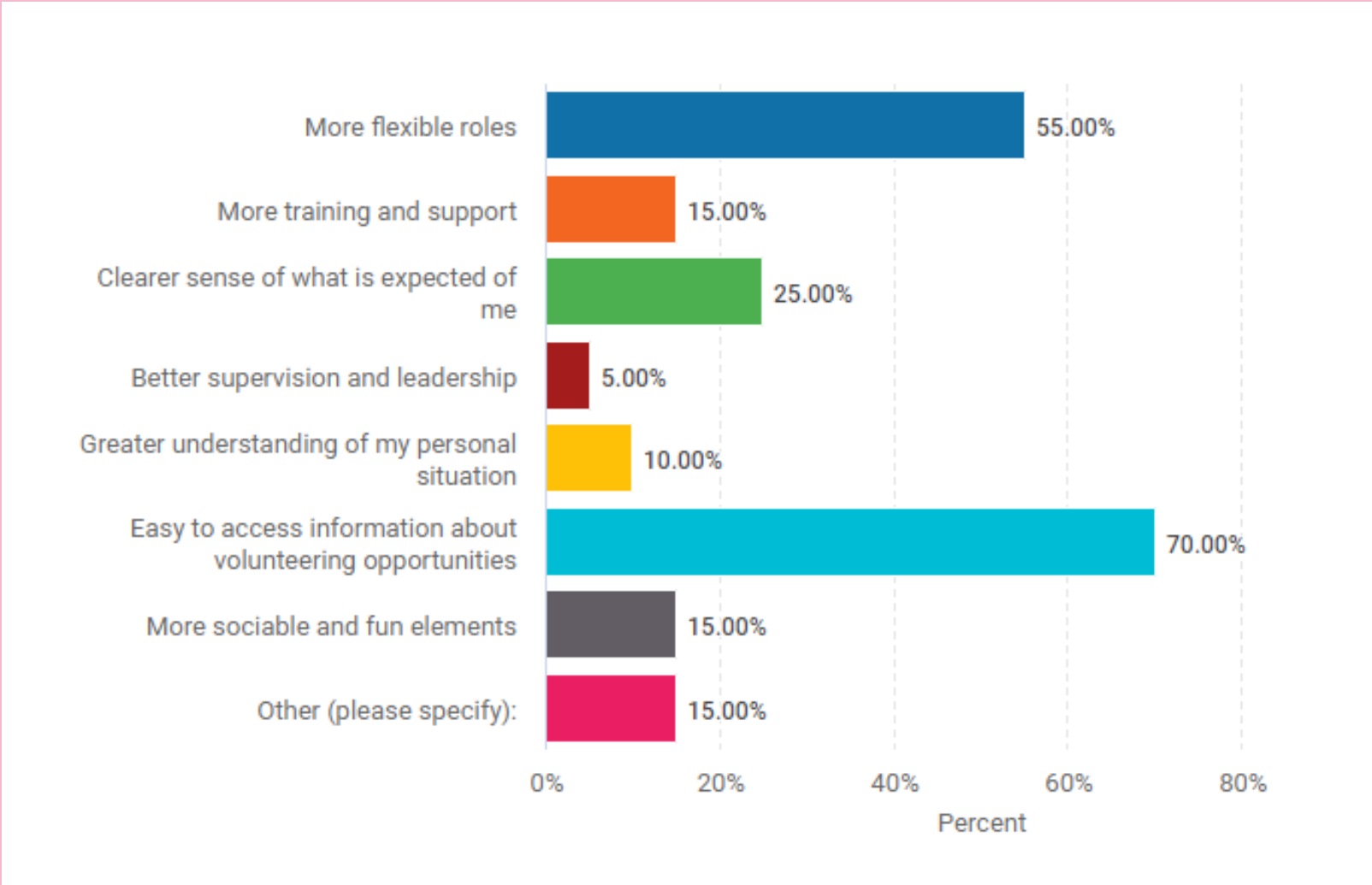


# For non- volunteers - what stops you from volunteering? (21)





# For non- volunteers - what would enable you to volunteer? (20)



**All current and former volunteers – would you recommend volunteering? (173)**

**Yes 99.4%**

**No 0.6%**

**Lapsed volunteers – would you volunteer in the future? (53)**

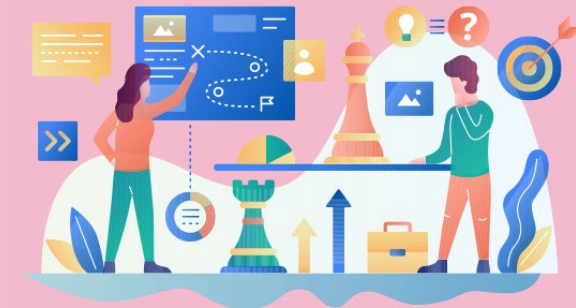
**Yes 94%**


**No 6%**

**Non- volunteers – would you volunteer in the future? (21)**

**Yes 95.2%**

**No 4.8%**





*I have volunteered for a variety of different organisations and decent training/supervision/understanding of your role are so vital to making this enjoyable. If it isn't enjoyable then you won't keep turning up, or you'll do the bare minimum, and, if your role involves dealing with other members of the public, a desultory volunteer is really off-putting.*

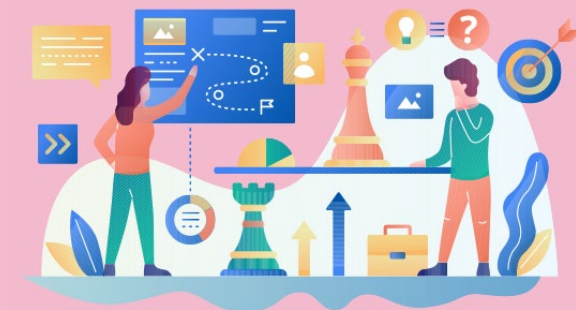
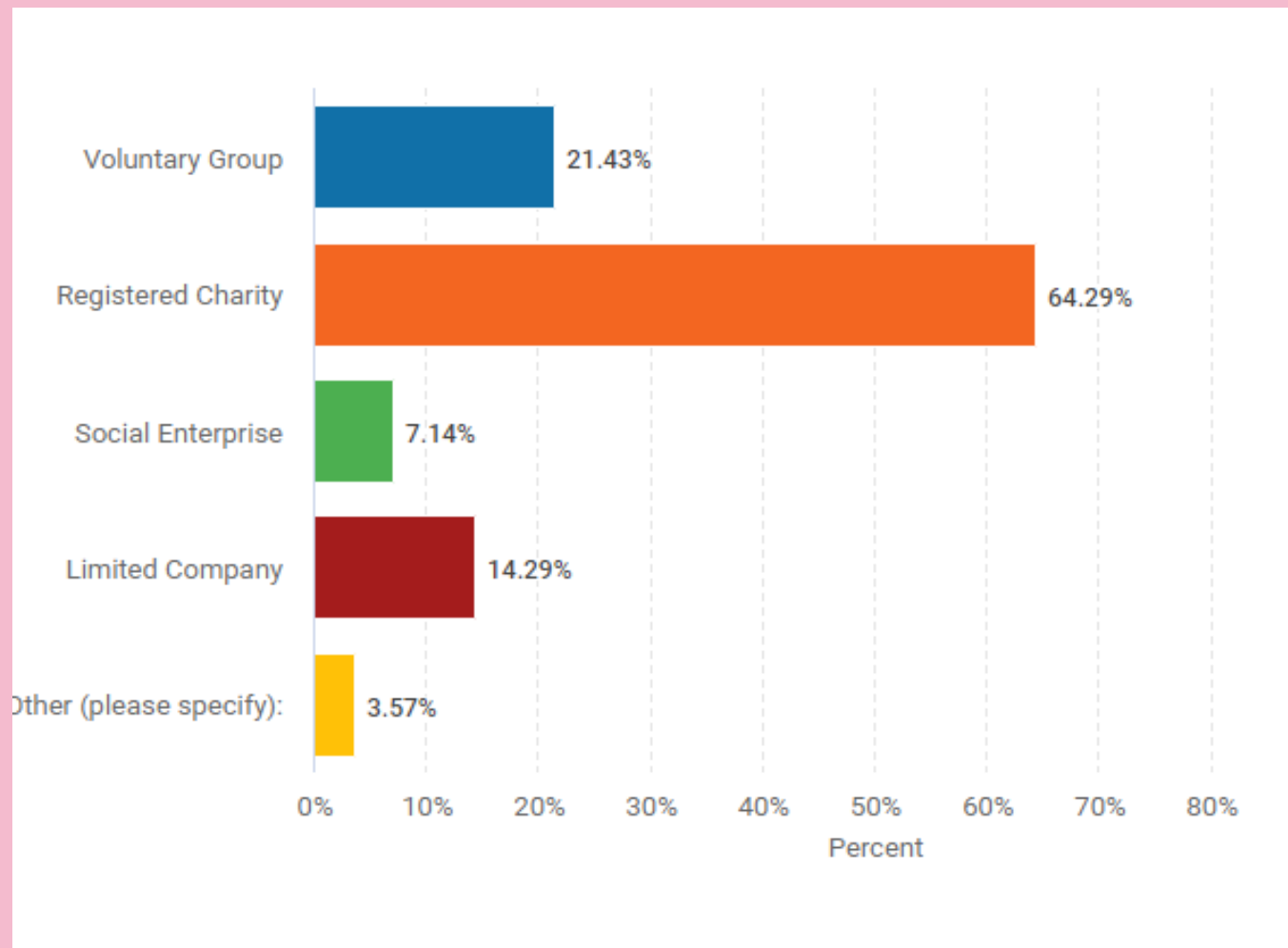
**If there are any roles that could be done in the evening online/from home I would have more capacity to support these**

Volunteering is best when well managed and supported so volunteers know where they stand and everyone benefits

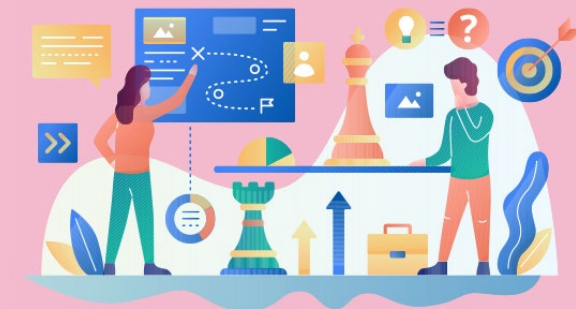
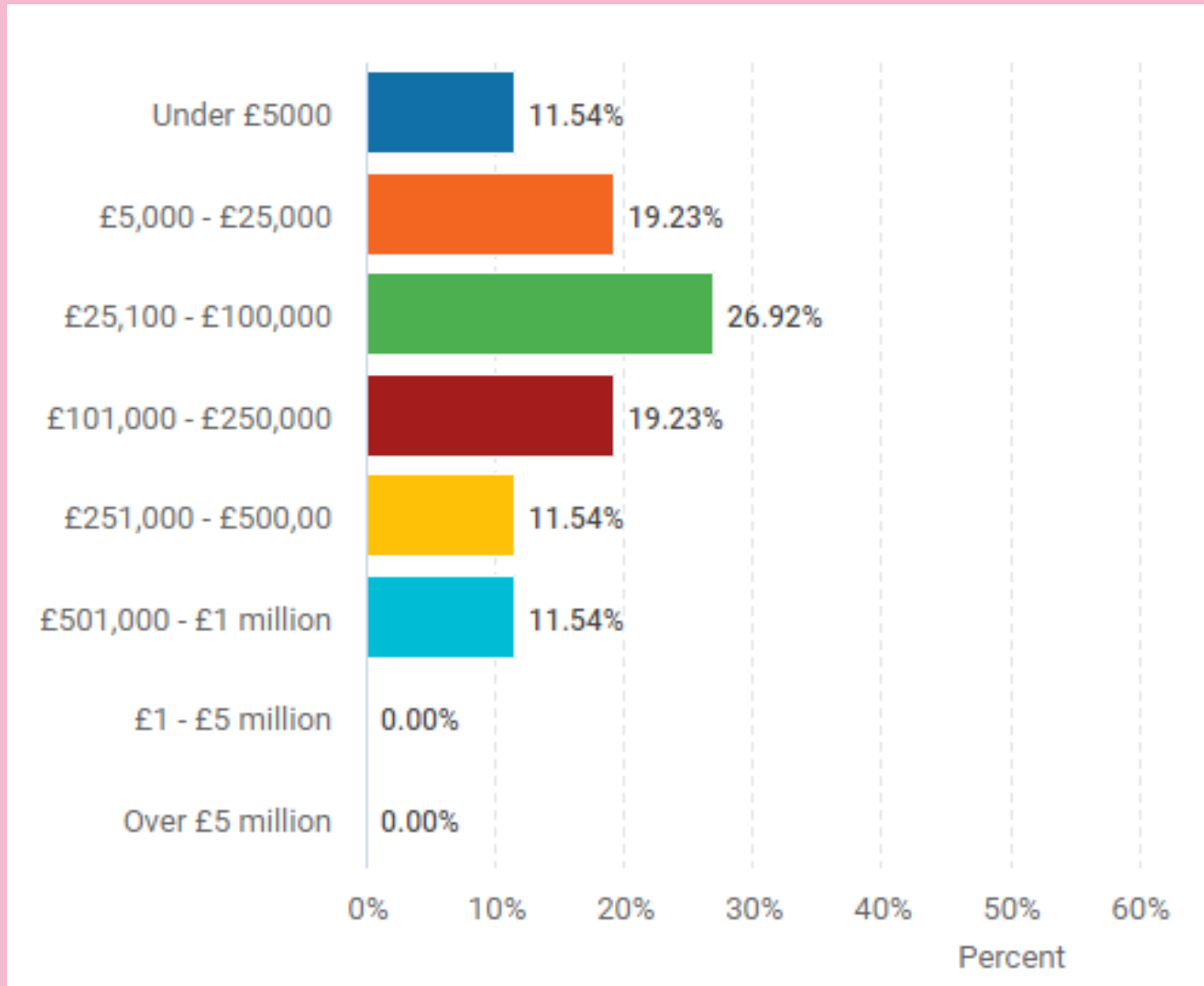
*I think the main thing that puts me off volunteering is that a lot of adverts for volunteering require you to have a lot of experience in a role... The volunteer description sounded more like for a job than a volunteering it was clear there weren't any opportunities to learn on the volunteer role, which is a large part of volunteering in my opinion*

# Online survey for VCSE organisations

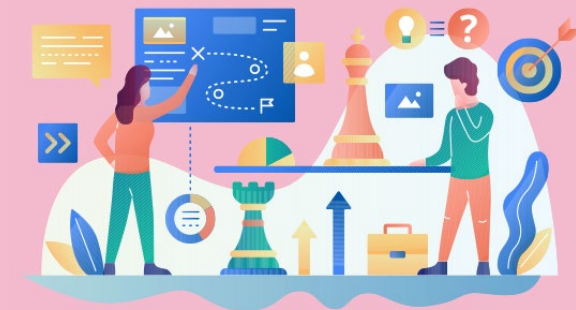
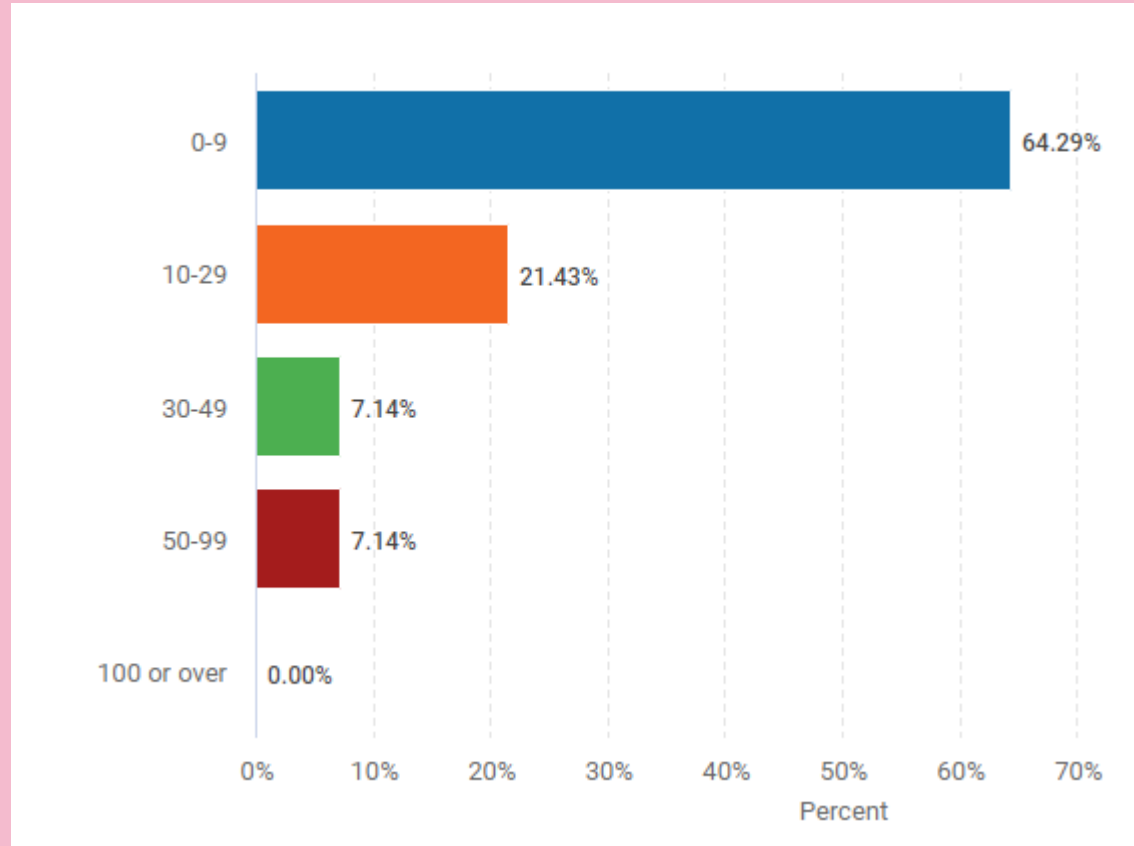
29 responses



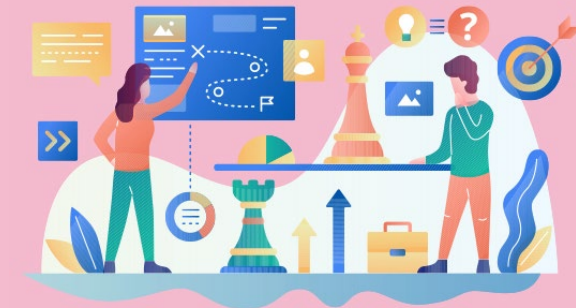
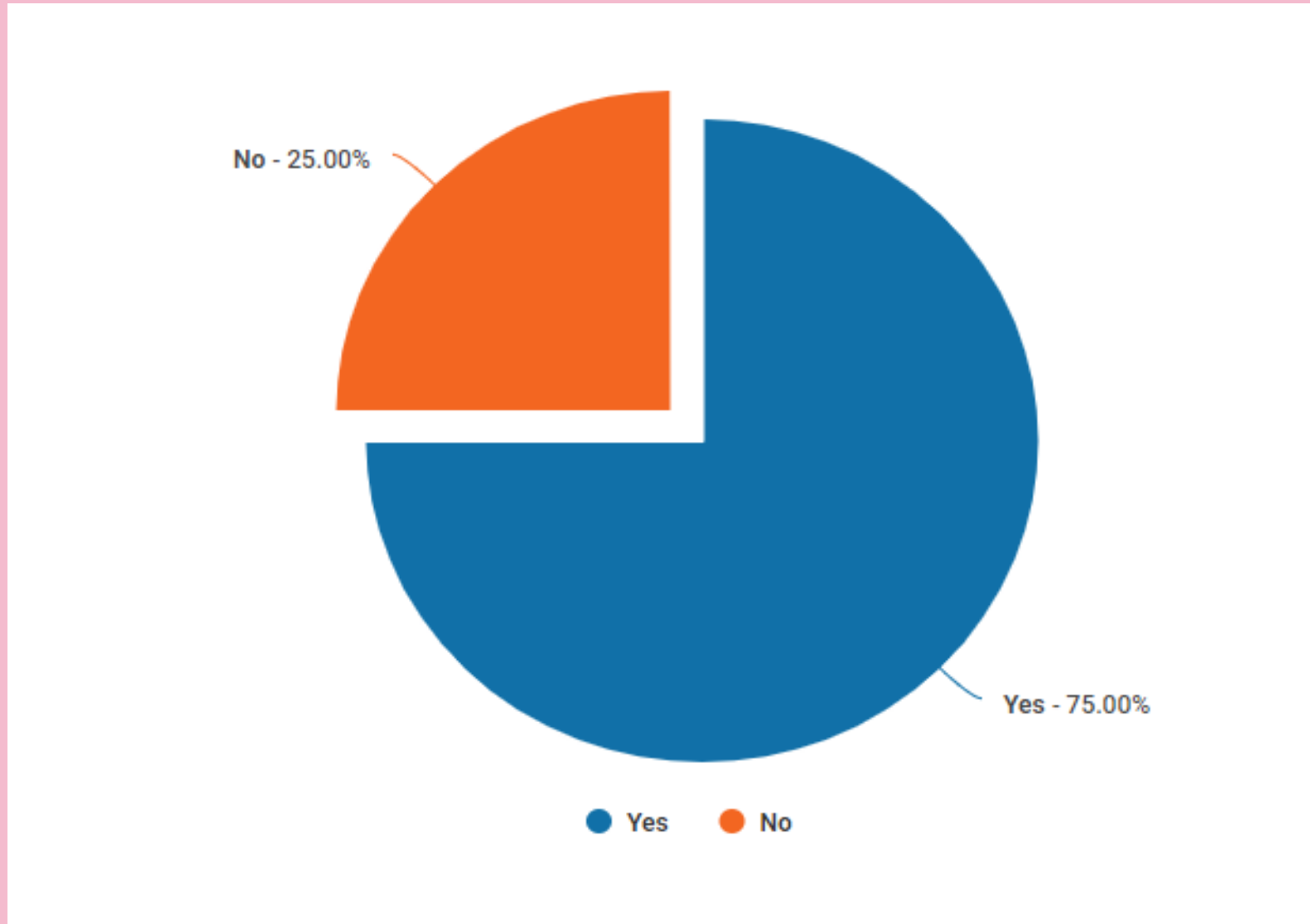
# What was the annual turnover in your last financial year?

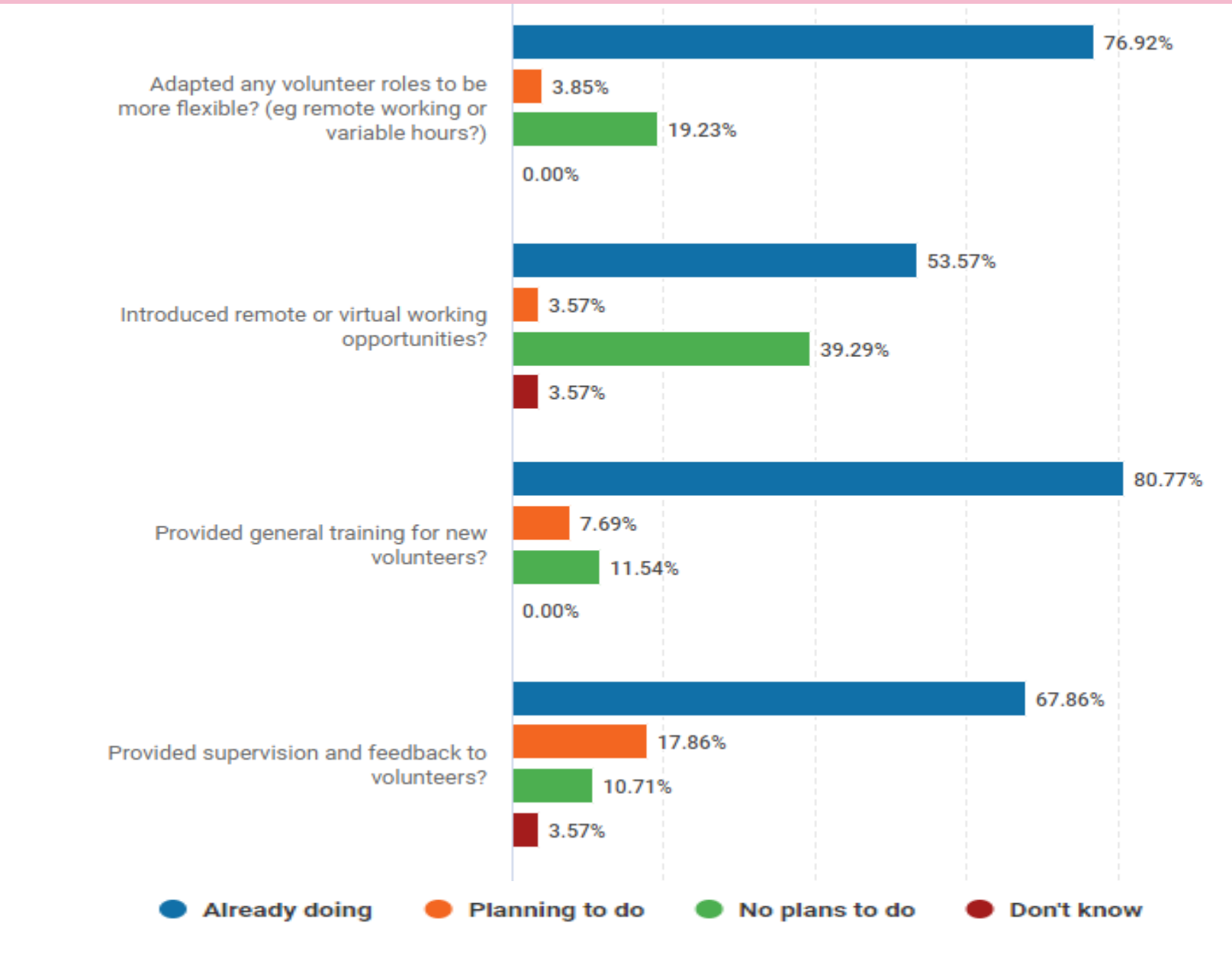


# How many volunteer vacancies do you have?

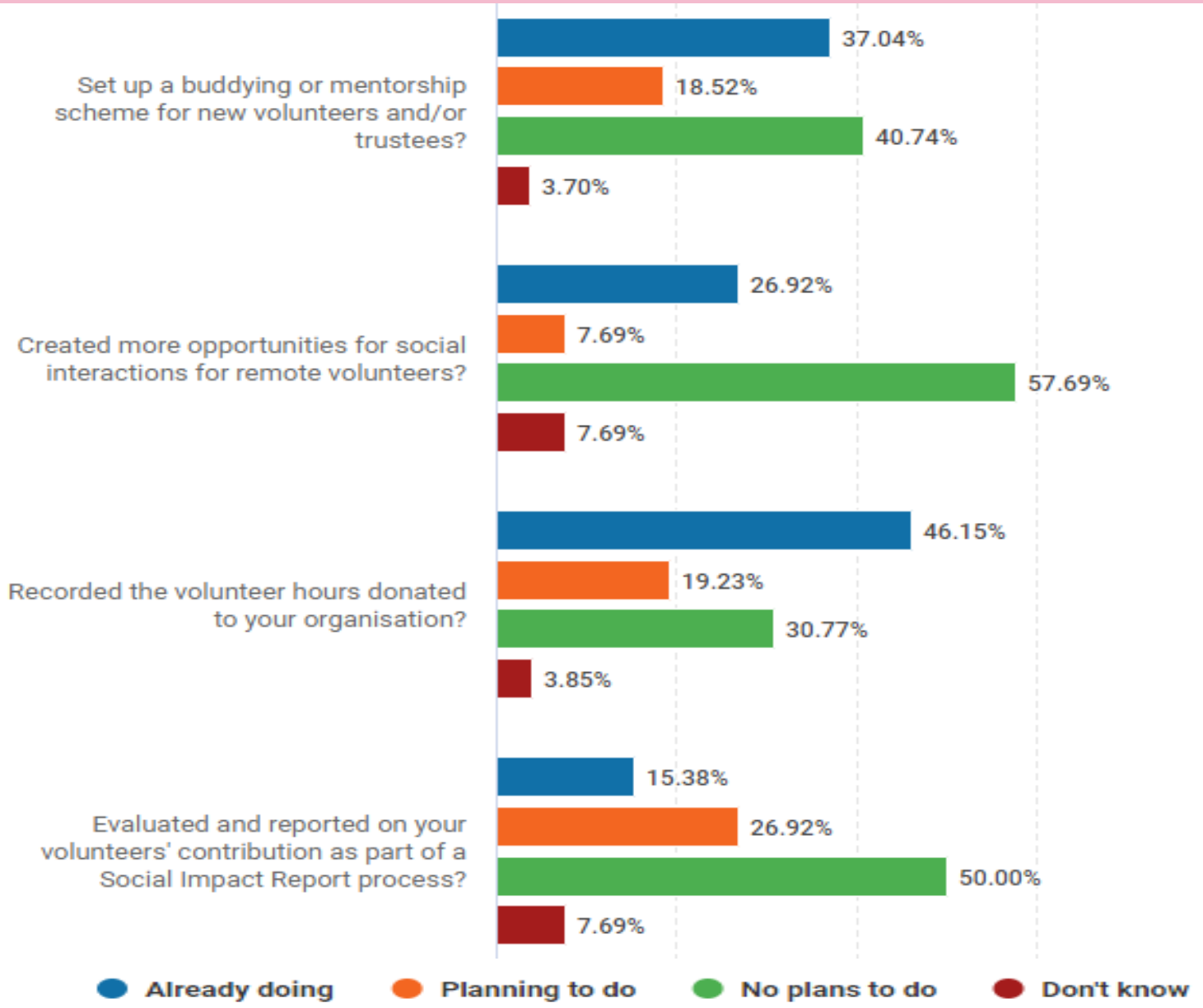


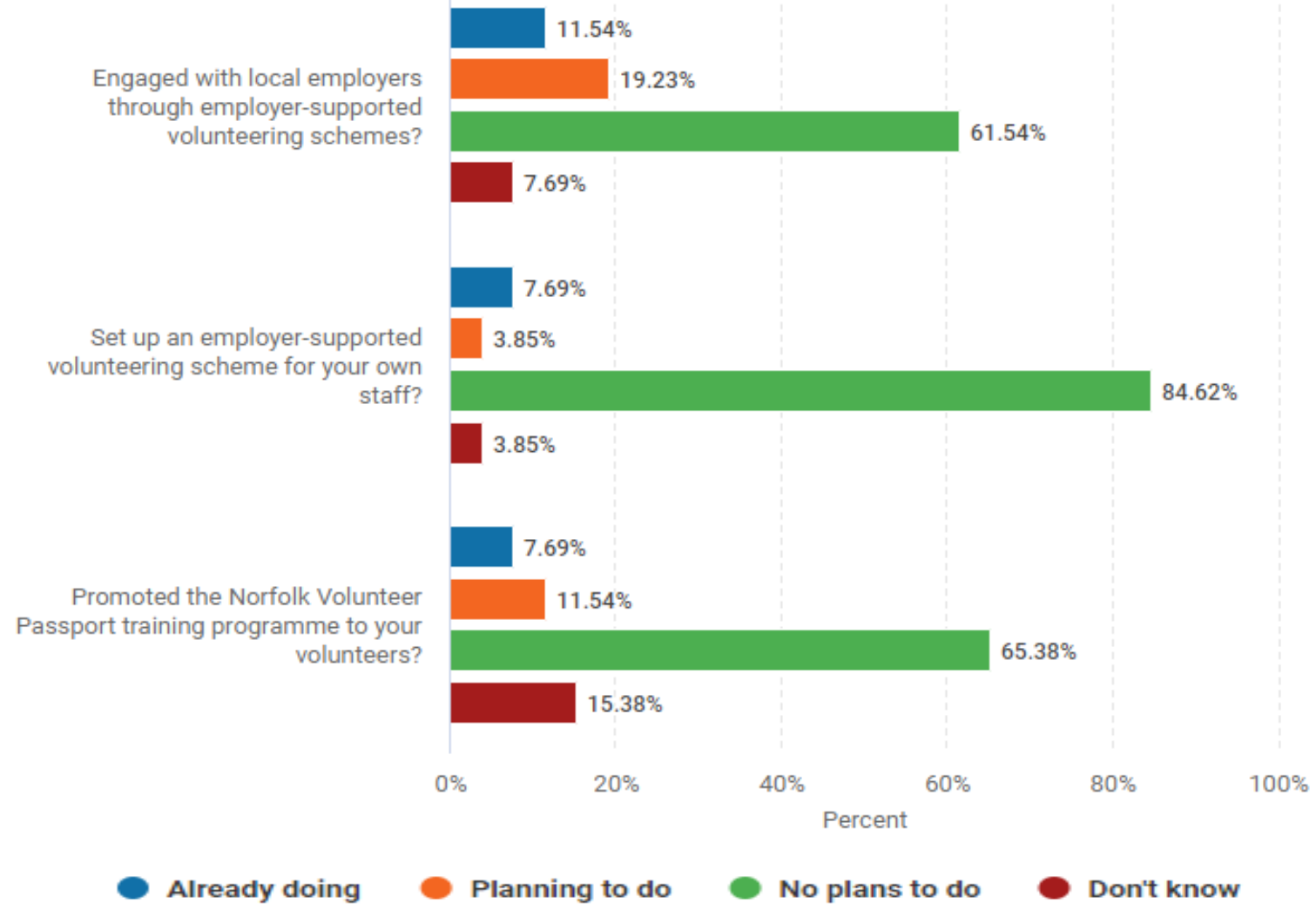
# Has retention of volunteers over the last 12 months been a challenge?



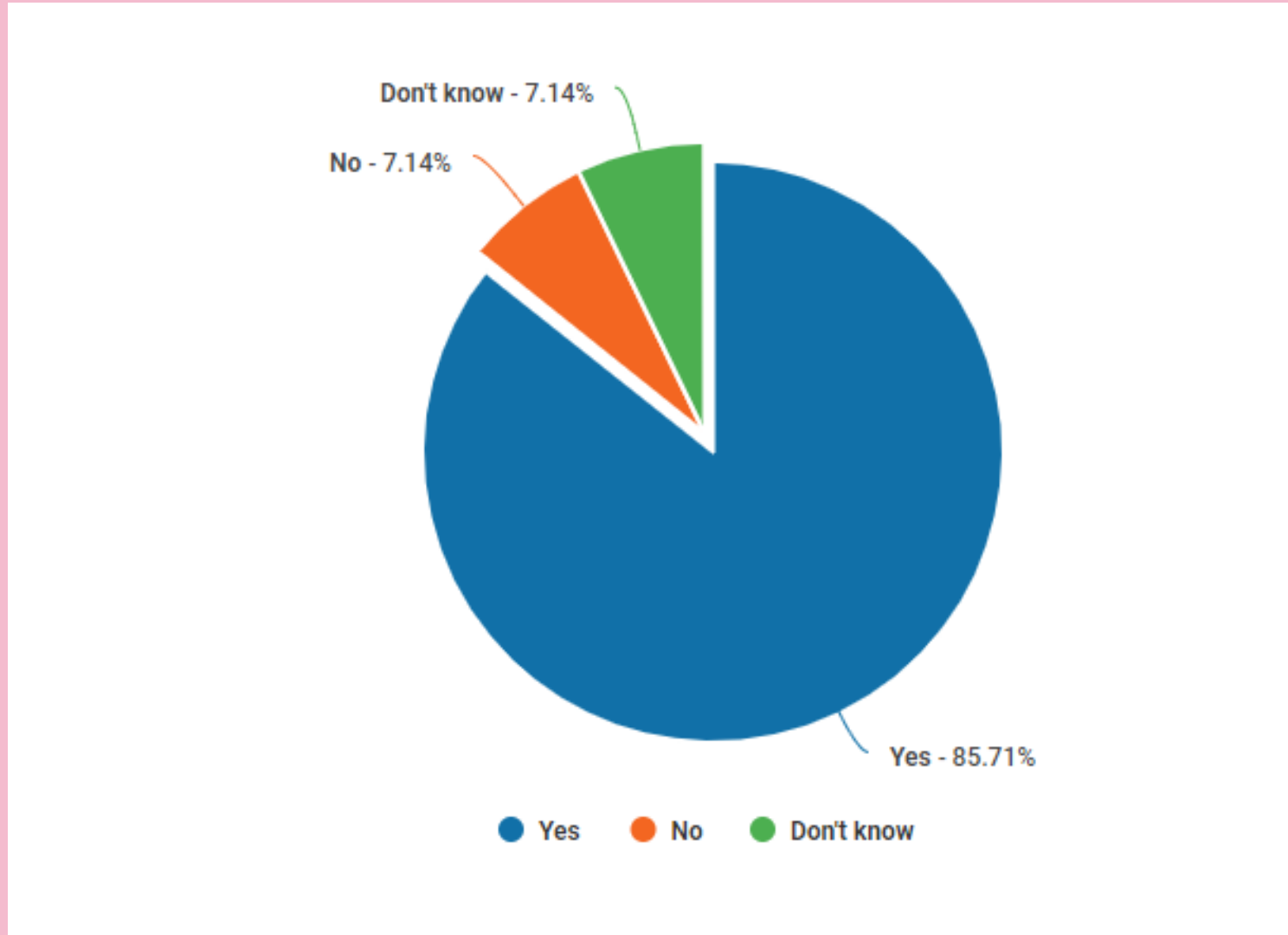




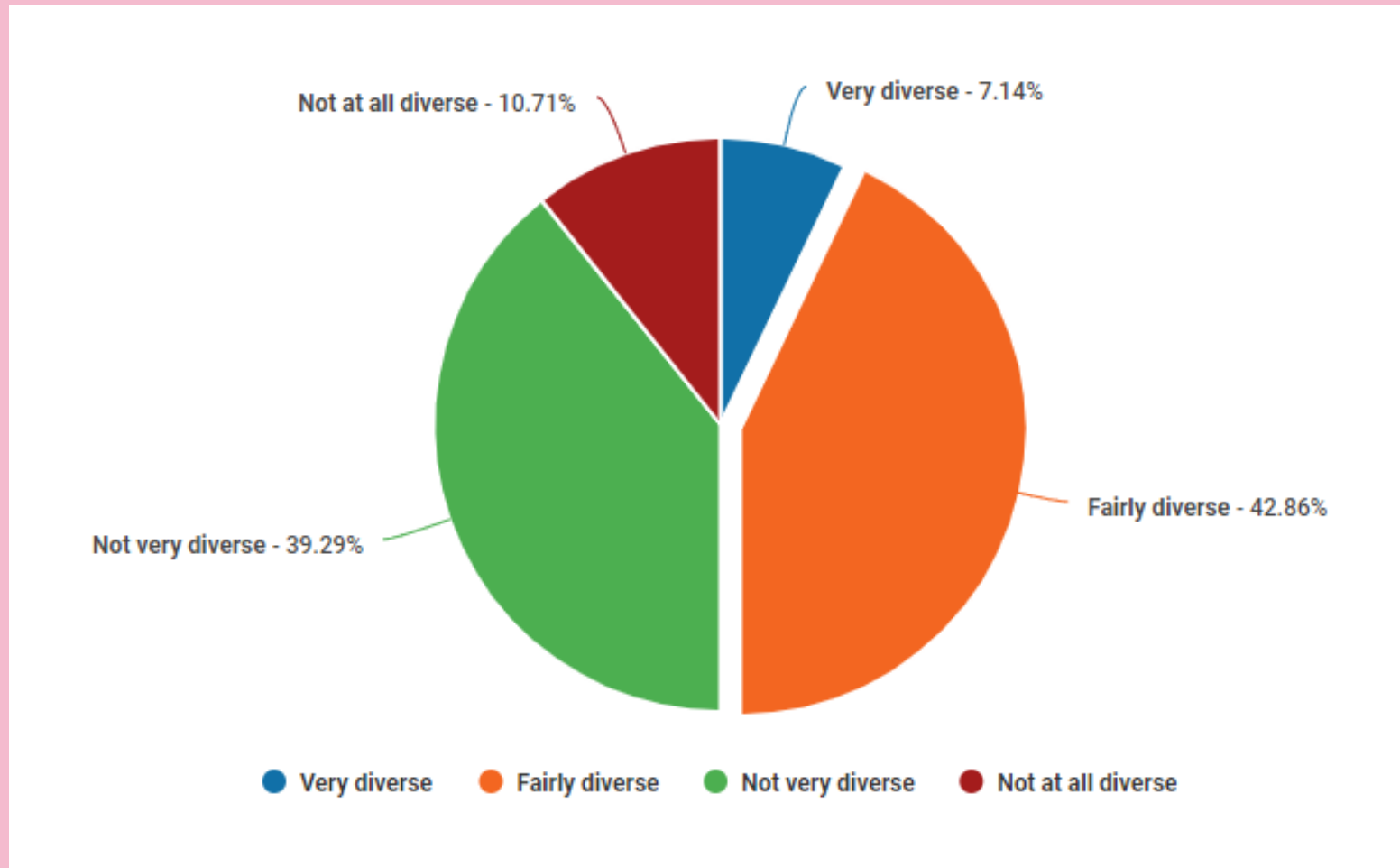




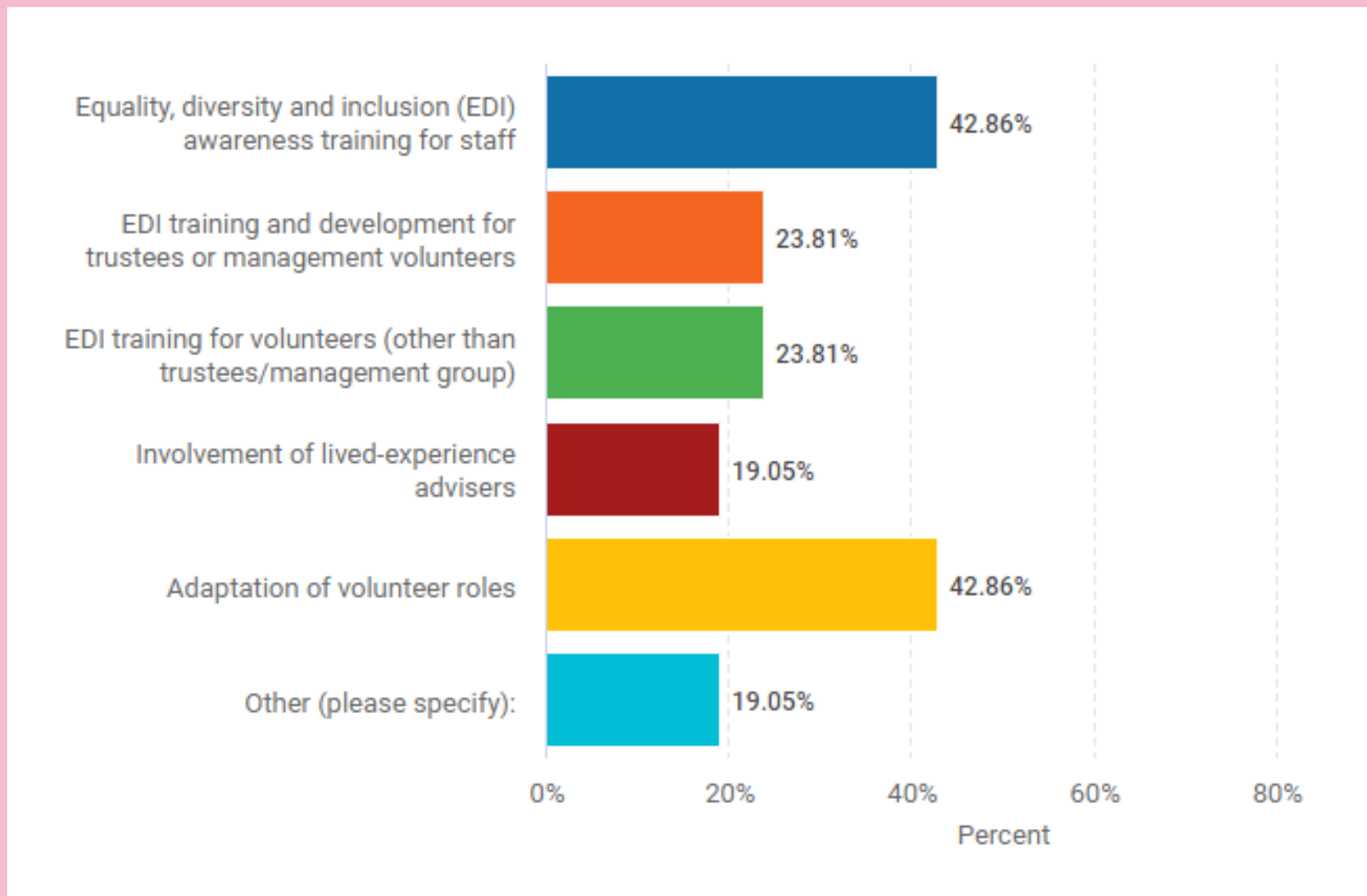
# Is it your ambition to have a more diverse leadership team, workforce and volunteer base?



# How diverse is your leadership team? -

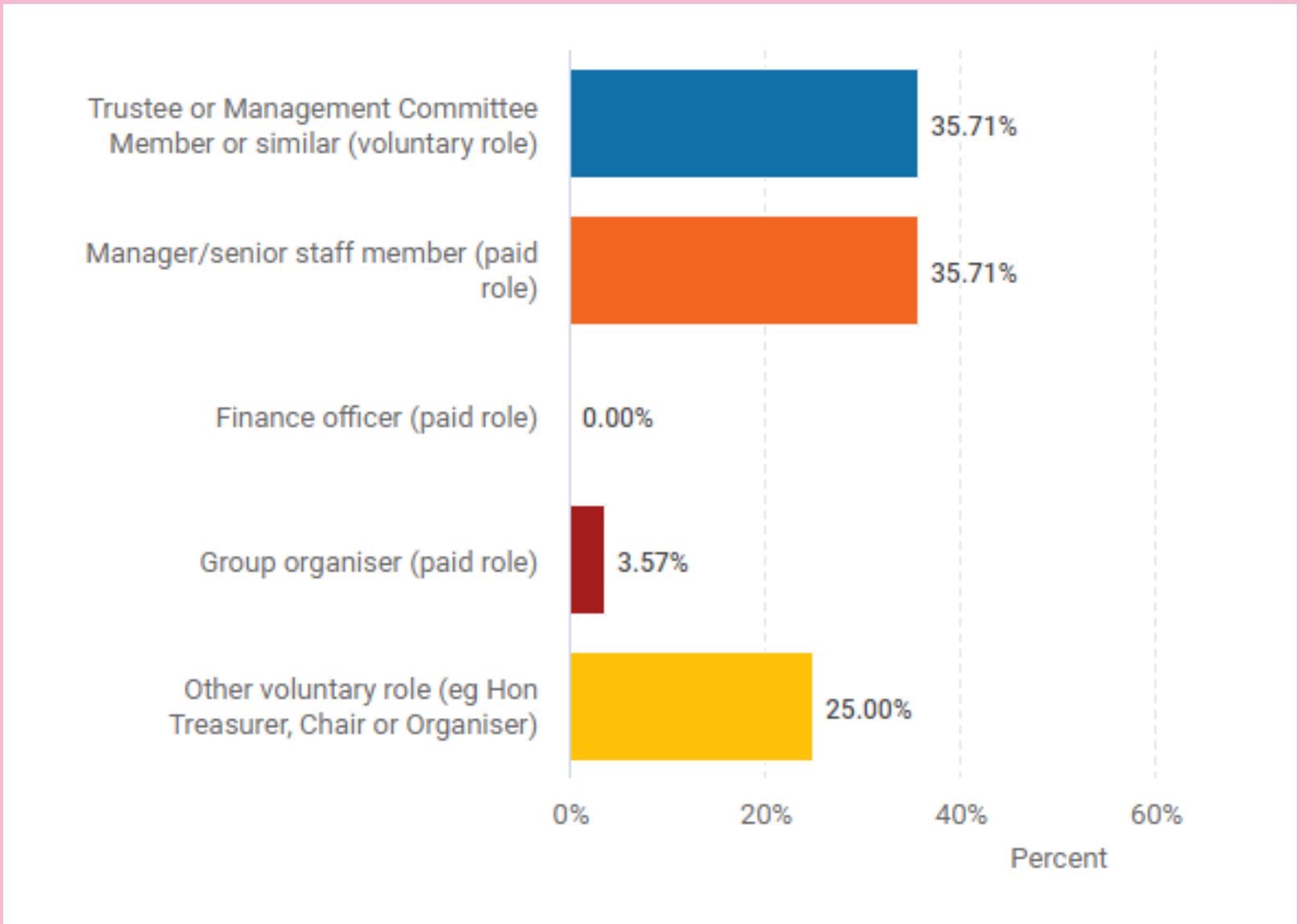


# Have you taken any of these steps to increase diversity and improve accessibility? (21)



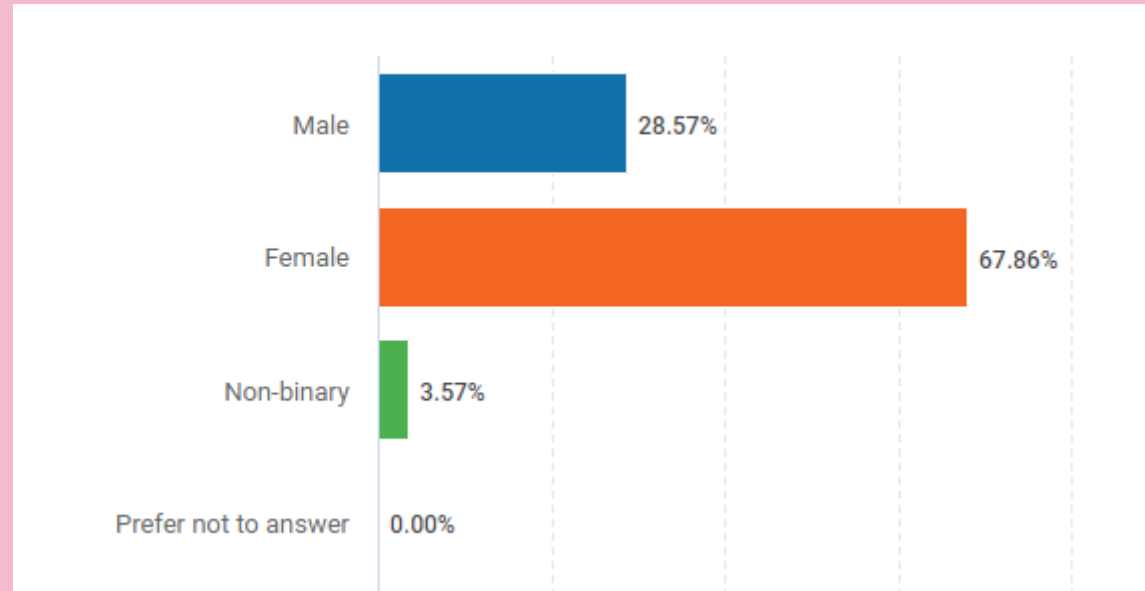


# What is your role in the VCSE group or organisation on whose behalf you have completed this survey?





# What gender do you identify as?

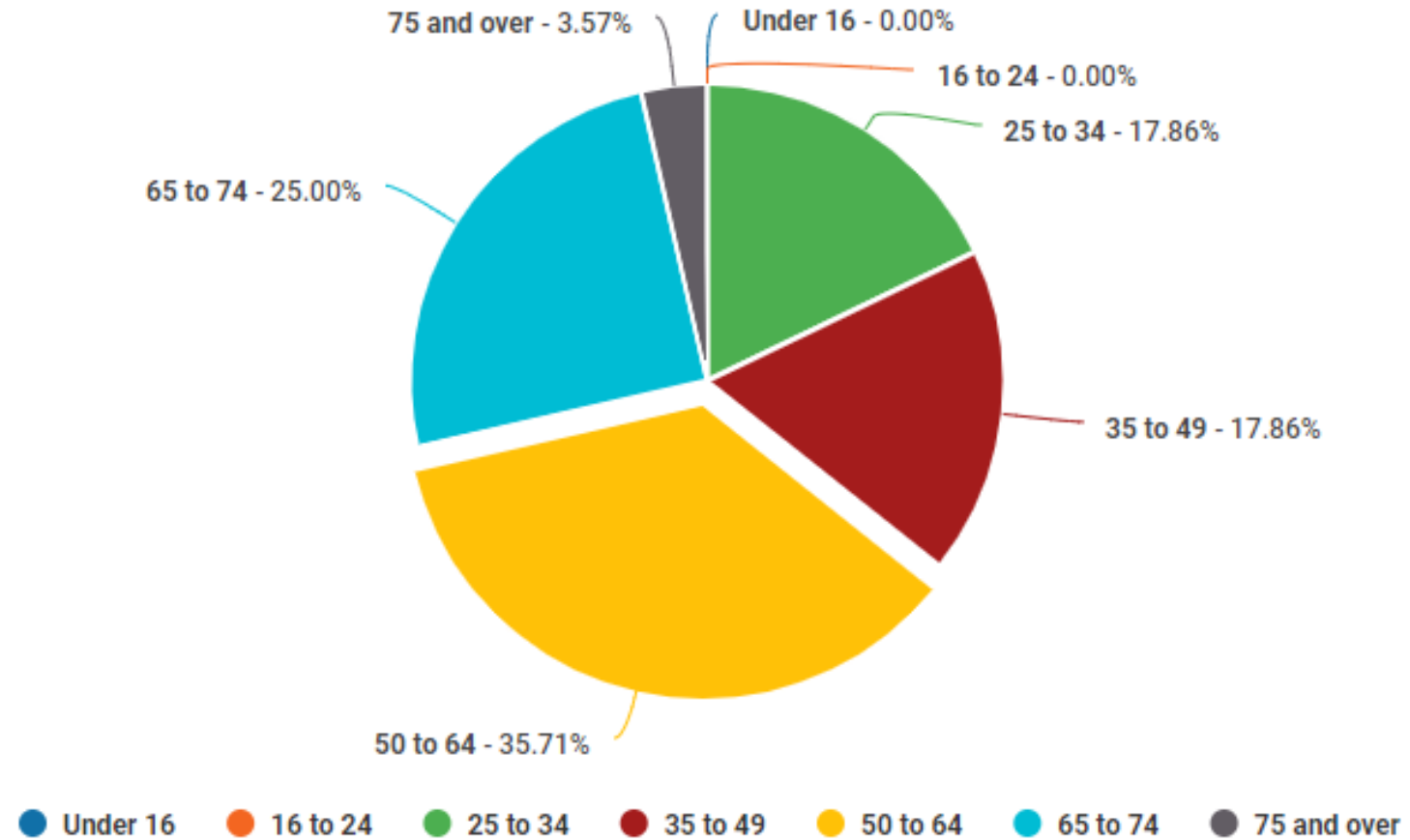


**Ethnicity – 100% English/Welsh/Scottish/Northern Irish/British**

**Do you have a limiting long-term illness, disability or difference?**

**No 75% Yes 25%**

# Age of respondents





Any questions or comments?

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