



# Leeds Conference Programme



Tuesday 7 December 2010 at the Royal Armouries, Leeds  
Chair : Rt Hon John Battle, Leeds

09.30 Coffee and registration

10.00 Welcome and introductory remarks by chair John Battle

## I. NATIONAL PERSPECTIVE

10.10 Volunteering - current issues in England:  
Mike Locke, Director of Public Affairs, Volunteering England

10.20 The Big Society and Volunteering in the UK:  
Tom Leftwich, Policy Advisor, Office of Civil Society

## II. THE LEEDS APPROACH

10.30 Leeds Year of Volunteering: Cllr Lucinda Yeadon, Chair of  
the Leeds Year of the Volunteering Steering Group, LCC

10.40 Volunteers from Leeds tell their story

10.50 Fundraising and philanthropy: Sally-Anne Greenfield,  
Chief Executive, Leeds Community Foundation

11.00 Volunteers from Leeds tell their story

11.15 Coffee

## III. EUROPEAN PERSPECTIVE

11.30 European Commission approach to volunteering and the  
European Year of Volunteering 2011: Antonia Mochan, Head  
of Media, UK European Commission Representation

11.45 Social activation program for children and youth: Václav  
Holan, Ratolest, Brno (Czech Republic)

12.00 Q and A to all speakers

12.15 - 13.15 Lunch

There will be a market place with key volunteer organisations.

## IV. LEARNING AND BEST PRACTICE

13.15 Introduction:  
Tom Riordan, Chief Executive, Leeds City Council

13.30 Workshops

A. Poverty and homelessness: led by LASSN and  
St George's Crypt

B. Young people: led by Learning Partnerships

C. Using environmental volunteering: led by  
Groundwork

D. Health and wellbeing: led by NHS Leeds

E. Corporate volunteering: led by Leeds Ahead

F. Older people: led by Leeds Older People's Forum

14.30 Coffee

14.45 Workshops A - F as earlier at 13:30

15.45 Plenary: workshop feedback and panel discussion

16.20 Chair's concluding remarks

16.30 Finish



involvedleeds



International Leeds



# Speaker Profiles

## MIKE LOCKE, VOLUNTEERING ENGLAND



Mike Locke has been Director of Public Affairs for Volunteering England since May 2008. Previously he was with the Centre for Institutional Studies, University of East London, researching and teaching in the fields of volunteering and voluntary and community organisations. Through his role there, he helped create the Institute for Volunteering Research in partnership with the organisation that is now Volunteering

England. As a researcher, he has carried out many studies evaluating government and organisational policies as well as development of faith-based volunteering and of user involvement.

## TOM LEFTWICH, OFFICE OF CIVIC SOCIETY

Tom joined the Cabinet Office in Sept 2009 working on a range of programmes aimed at promoting volunteering including the volunteer management programme, DWP volunteer brokerage scheme and the European Year of Volunteering. Since the election Tom has also been supporting the Civic Service programme, through which all civil servants will be encouraged to volunteer, a key part of the Big Society agenda. He volunteers regularly with the Terrance Higgins Trust.



## COUNCILLOR LUCINDA YEADON, LEEDS CITY COUNCIL

Councillor Yeadon is the Executive Board member for Adult Health & Social Care, since June 2010 and is Chair of the Leeds Year of



Volunteering 2010 which has seen a full programme of activities undertaken to promote and support volunteering in the city.

Councillor Yeadon was elected to Council in 2008 for the Kirkstall ward, in Leeds. Her professional background is in learning disability services, working with the voluntary sector for the Royal Mencap Society.

## SALLY-ANNE GREENFIELD, LEEDS COMMUNITY FOUNDATION

Sally-Anne studied Social Anthropology at Cambridge University before embarking on a career in fundraising. Having worked in several health and heritage organisations she set up a successful fundraising consultancy business which she ran until early 2005. She then became Chief Executive of the Leeds Community Foundation, an organisation that specialises in giving grants to community and voluntary groups primarily in Leeds. Funding comes from the private and public sectors. The Foundation is now the largest independent grant-maker in Leeds and the third largest of the 57 Community Foundations in the



## ANTONIA MOCHAN, EUROPEAN COMMISSION REPRESENTATION IN THE UK

Antonia has been Head of Media at the European Commission's UK Representation since 1998. She has worked for the European Commission since 1995, in a variety of departments, ranging from vocational training to overseas development aid. In 2003 she became Spokesperson for Employment and Social Affairs and in 2004 was appointed Spokesperson for Science and Research. She is a graduate from the London School of Economics and spent an Erasmus term at Leiden University, Netherlands.



## VÁCLAV HOLAN, RATOLEST

Václav Holan is the voluntary co-ordinator at Ratolest, based in Leeds' partner city Brno in the Czech Republic, who help disadvantaged children and young people.

After a training programme, the SAP (Social Activation Program for children and youth) project fosters a long-term relationship between volunteers aged 18-30 and young person aged 6-20. Through regular weekly meetings between the two, the aim is to offer children a different model of functioning in a social environment, strengthening their social skills, and finding new ways to actively and meaningfully spend their free time.




**Leeds Conference**  
 7th Dec 2010

**All the presentation from the European Year of Volunteering conference**




**Leeds Conference**  
 7th Dec 2010

**Volunteering – current issues in England**





 Mike Locke  
 Director of Public Affairs  
 Volunteering England


**Significance: high involvement**

- ❑ “formal volunteering” through organisations:
  - 40% once or more in past 12 months
  - 25% once a month or more
- ❑ “informal” – not through organisations:
  - 54% once or more in past 12 months
  - 29% once a month or more
 (England: Citizenship Survey 2009-10)


**Significance: position in society**


- ❑ helping run public and community services and activities... social care ... schools ... sport ... arts ... health ... clubs ... advice ... advocacy ... police ... libraries ... trustees ... clearing snow ... checking on neighbours
- ❑ benefits to volunteers ... skills/ employability ... re-inventing self ... fulfilment
- ❑ community cohesion ... social capital ... citizenship


**Building on history**

*from mid-19<sup>th</sup> century... to Blair and Brown Labour government 1997-2010*

Governments/ social policy:

- more awareness
- more expenditure
- more expectations


**Now: “Big Society”**

*Cameron Conservative government May 2010+*

- “Not Big Government”
- bottom-up + “rights” (to run services)
- neighbourhood/ social action
- “volunteering” <> “community organising”

+ cuts in public spending

- national and local government

## Big questions

- what effect of cuts in public spending?
  - on infrastructure
  - on services ...
- will volunteers take place of paid staff?
  - damage to services
  - damage to volunteering movement
  - job substitution <> rallying to help
- opportunities and/ or alienation?

## And .... life-stages:

- younger people, 16+ / 18+:
  - will citizenship programmes lead to lifelong habits of volunteering?
- older people, 50+ / 60-65+ / 75+
  - will changes in retirement age (earlier and later) impact on supply of volunteers?

## And .... economic recession:

- huge increases in inquiries about volunteering
  - have unemployed people found the right opportunities for them?
  - are they overloading volunteering support systems?
- pressures on family housekeeping
  - do people have time to volunteer?
- expectations of government
  - is government being realistic?

## And .... technology:

- apps on the smart-phone
- social networking sites
- micro-volunteering
  - changes in accessing place and time
    - "instant volunteering" ... here! ... now! ...?
    - opportunities for self-actualising?
    - problems of managing quality of experience?
      - *different people looking for different things*

## And ... keep volunteering!

- most volunteers have volunteered before ... or are volunteering other places
- we want them to volunteer again!
- volunteers are like a natural resource we share ... "recycling"!
- how do we look after the volunteers who are with us now?

## Volunteering England

- charity
- national development agency
- strategic partner – Office for Civil Society
- membership organisation – 1700 members
  - 300+ local volunteer centres
- informing and improving policy and practice
- representing volunteering
- [www.volunteering.org.uk](http://www.volunteering.org.uk)
- research: [www.ivr.org.uk](http://www.ivr.org.uk)


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**The Big Society and Volunteering in the UK**




**CabinetOffice**  
 Office for Civil Society

Tom Leftwich  
 Policy Advisor,  
 Social Action Team

## What is the Big Society?

*“The Big Society is about a huge culture change, where people, in their everyday lives, in their homes, neighbourhoods and workplace, don’t always turn to officials or government for answers to the problems they face, but instead feel both free and powerful enough to help themselves and their own communities.”*

**Prime Minister, Liverpool, 19 July 2010.**

## How will the Government encourage the Big Society?

- On the 14<sup>th</sup> October the Minister for Civil Society launched a strategy ‘Building a Stronger Civil Society’.
- This outlines Government’s support of civil society and puts civil society organisations at the heart of the Big Society.

## How will the Government encourage the Big Society?

Three strands:

1. Encouraging social action
2. Public service reform
3. Community empowerment

## Encouraging Social Action

- Our volunteering rates are high by international standards.
- Citizenship survey results for April 2009 – March 2010 show 25% formally volunteering once a month and 40% at least once a year.
- However, there is more that we can do to ensure that the giving of time becomes a social norm.

## Encouraging Social Action

- That’s why we are promoting social action through:
  - Implementing the National Citizen Service.
  - Cutting through the bureaucracy that can create barriers to volunteering.
  - Creating the Civic Service.
  - Training 5000 community organisers to act as catalysts for change and social action
  - Supporting the European Year of Volunteering

## Importance of Infrastructure

- Government recognises the importance of infrastructure.
- OCS are currently consulting on infrastructure support for civil society.
- OCS is also looking specifically at new ways to support volunteering infrastructure.

## The European Year of Volunteering 2011

The EU will use the Year to work towards four main objectives:

- 1. To create an enabling and facilitating environment for volunteering in the EU;
- 2. To empower volunteer organisations and improve the quality of volunteering;
- 3. To reward and recognise volunteering activities, and
- 4. To raise awareness of the value and importance of volunteering.

## The European Year of Volunteering 2011

- **Europe-wide Tour.** Roadshow will visit each European Capital to highlight volunteering. Coming to London in early June (venue TBC)
- **Journalist relay.** Reporter will visit 2 VIOs in each country and promote inspiring stories. Deadline for VIOs to apply is 10/01/2011
- **Conferences.** 5 high level events planned throughout 2011
- **Website:** Resources for events and facility to share stories and activities

## National Priorities and Themes

1. Encourage and enable individuals to make a contribution within their communities and help solve social issues by volunteering.
2. Promote good practice across all sectors in developing of effective employer supported volunteering (ESV) programmes.
3. Identify and share good practice and resources relating to effective volunteer management.
4. Promote good practice in opening doors to volunteering opportunities to those traditionally less likely to volunteer.

## National Priorities and Themes

The 5 themes form part of priority 1. These are:

- **Young people and children:** March and April
- **Environment:** May and June
- **Sport:** July and August
- **Culture and the arts:** September and October
- **Health and social care:** November and December

## National Priorities

- The intention is to identify voluntary and community sector organisations to lead on the 5 themes under priority 1 and the 3 remaining priorities.
- The OCS is currently agreeing the most appropriate process for identifying these leads and will make more information available shortly.
- To keep up to date on the latest information and opportunities to get involved you can email the OCS at:

[eyv2011@cabinet-office.x.gsi.gov.uk](mailto:eyv2011@cabinet-office.x.gsi.gov.uk)

## Get Involved

- Consider including EYV themes & priorities in **your events**
- Promote EYV 2011 to **your members / stakeholders**
- Apply to be a **host organisation** for EYV Reporter
- Get involved with the **London Roadshow**
- Access resources and share your stories and best practice at EYV 2011 website:  
**<http://europa.eu/volunteering>**

## Links and contacts

- **Official website:** <http://europa.eu/volunteering>
- **EYV 2011 Alliance website:** <http://www.eyv2011.eu/>
- **For queries on the national work programme in England and for regular updates contact the Office for Civil Society:**

[eyv2011@cabinet-office.x.gsi.gov.uk](mailto:eyv2011@cabinet-office.x.gsi.gov.uk)



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Leeds Year of Volunteering

 2010  
volunteering



Cllr Lucinda Yeadon  
Chair Leeds Year of Volunteering  
Steering Group  
Leeds City Council

## Aims of Leeds Year of Volunteering 2010

- To celebrate and promote volunteering
- To increase community engagement through volunteering
- To create more volunteers and volunteering opportunities
- To deliver a quality volunteering experience



## Health celebration awards - February



## What have we done?

- Over 100 events held - over 8000 people attending.
- Over 60 organisations have received small grants to help them use volunteers
- Ten theme celebrations held
- A volunteering "Kite Mark" and Toolkit
- Volunteering debates

## Volunteer Picnic - June



## How have we done?

- The number of recorded volunteers enrolling in Leeds has increased by over 200%
- 1153 volunteers have been placed
- The level of corporate volunteering has increased
- Over 50 new organisations have registered new volunteering places

## Volunteering in Sport in July



## Volunteer Centre Leeds

- A new Volunteer Centre is open in Leeds
- The estimated economic benefit to the Leeds economy of almost £1 million.
- The Volunteer Centre Leeds uses 12 volunteers and is now open five days per week.
- 84% of people volunteering through the centre have been people without work.
- There is now an urgent need to find new volunteering opportunities in Leeds.

## Rosebank Millenium Green project August



## Our objectives for the European Year 2011 in Leeds

- To sustain the increased levels in volunteering made during 2010
- To increase the level of volunteering placements by 25%
- Develop closer links with volunteers in our partner cities
- To produce a Volunteering Strategy for Leeds during 2011 to contribute to the Leeds city priorities
- To support the work of volunteer organisations that are tackling our most difficult issues
- Leeds City Council to review the way it uses volunteers

## Year of Volunteering photo exhibition November



## European Year of Volunteering themes in Leeds

- January and February: poverty and homelessness, led by Latch
- March and April: supporting young people and children led by V Involved
- May and June: environmental volunteering led by Groundwork
- July and August: sport (looking forward to London 2012) led by Sports Leeds
- September and October: culture and the arts led by Space 2
- November and December: health and wellbeing led by Healthy Living Network Leeds



## What can you do?

- Work with us to share information and best practice
- Provide volunteering placements to new volunteers
- Make contacts with voluntary organisations in our partner cities
- Let us know how we can help you?

[Lucinda.yeadon@leeds.gov.uk](mailto:Lucinda.yeadon@leeds.gov.uk)

[www.leedsyearofvolunteering.org.uk](http://www.leedsyearofvolunteering.org.uk)



**Leeds**  
2010  
volunteering

## Leeds Conference 7th Dec 2010

### Fundraising and philanthropy



Sally-Anne Greenfield  
Chief Executive  
Leeds Community Foundation

- Largest independent grant-maker
- £10 million to date
- Focus on deprived communities
- Encourage "Spirit of Giving"
- Link private sector to local needs

## How to encourage Fundraising and Philanthropy

Philanthropy is used to describe a person or organisation who is very generous, usually by contributing personal wealth to charitable causes but can also refer to giving in other ways

Private Individuals and Companies can be Philanthropic

Corporate giving = under heading Corporate Social Responsibility (CSR) or Corporate Responsibility

## 19<sup>th</sup> Century CSR?

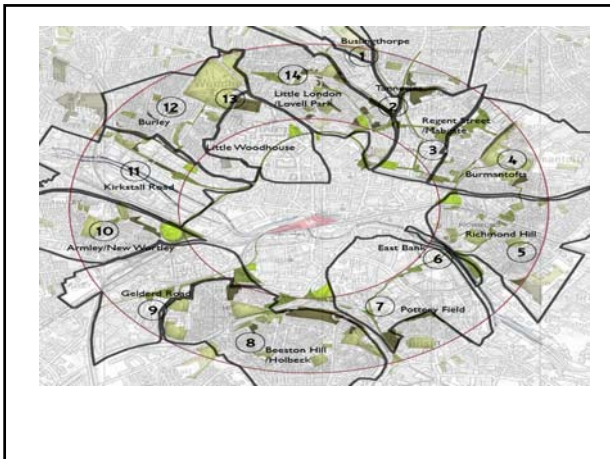


## 21<sup>st</sup> Century CR?



## Altruism or just good business?

- Improves staff morale
- Helps recruit & retain staff
- Develops skills in staff
- Widens contact base
- Could result in new leads / business



Same city??

**1. Encourage volunteering**

- Mentoring school pupils
- Supporting community leaders
- Paint fences / dig ditches

**2. Provide expertise / services**

- Finance, legal, planning
- Allocate certain number hours
- Join boards of local groups

**3. Encourage charitable giving**

- Make Leeds charity of the year
- Benefits of giving locally
- Put **FUN** into **FUN**raising

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The European Year of Volunteering 2011

Antonia Mochan  
Head of Media  
European Commission in the UK

## Why is volunteering important?

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Volunteering is important in many policy areas

57



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Some key facts

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94 million people

23% of Europeans > 15 years old

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## Big differences between the Member States!

May be due to differences in measurement

- |       |       |
|-------|-------|
| > 40% | < 10% |
| ▪ UK  | ▪ BG  |
| ▪ SWE | ▪ GR  |
| ▪ NL  | ▪ IT  |
| ▪ AUT | ▪ LT  |

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## Messages for the EU Campaign

Four main suggested messages

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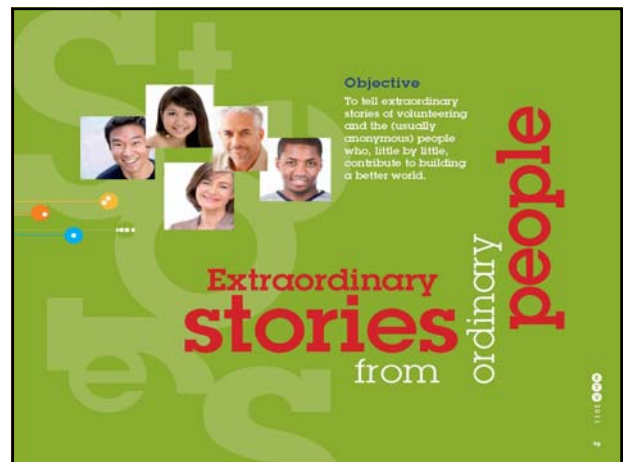


**Thank you**



**Objective**  
To express in simple terms how grateful Europe and Europeans are to volunteers.

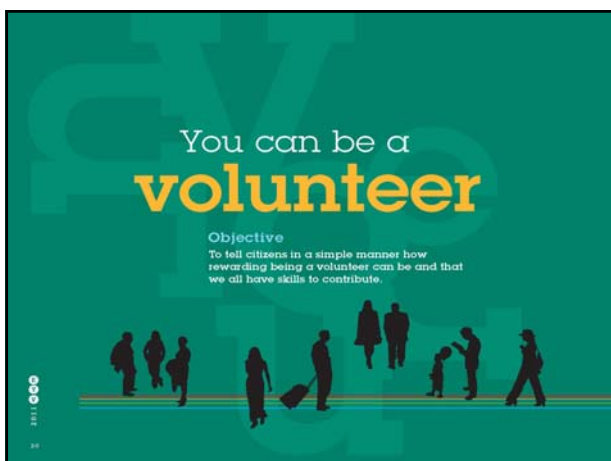
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**Objective**  
To tell extraordinary stories of volunteering and the (usually anonymous) people who, little by little, contribute to building a better world.


**Extraordinary stories from ordinary people**

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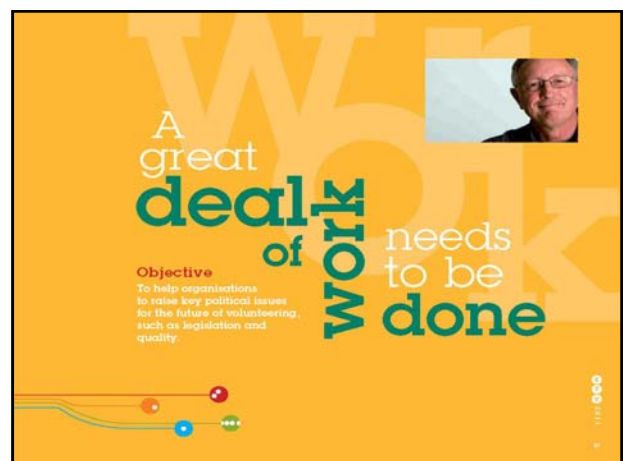


**You can be a volunteer**

**Objective**  
To tell citizens in a simple manner how rewarding being a volunteer can be and that we all have skills to contribute.




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**A great deal of work needs to be done**

**Objective**  
To help organisations to raise key political issues for the future of volunteering, such as legislation and quality.



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## Commission's Budget for the Year

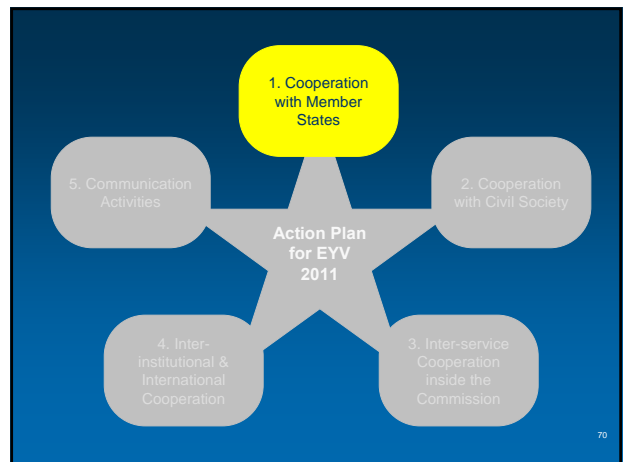
- €3 million for Preparatory Actions in 2010
- €8 million for the Year itself
- + other sources...

## The Commission's Action Plan

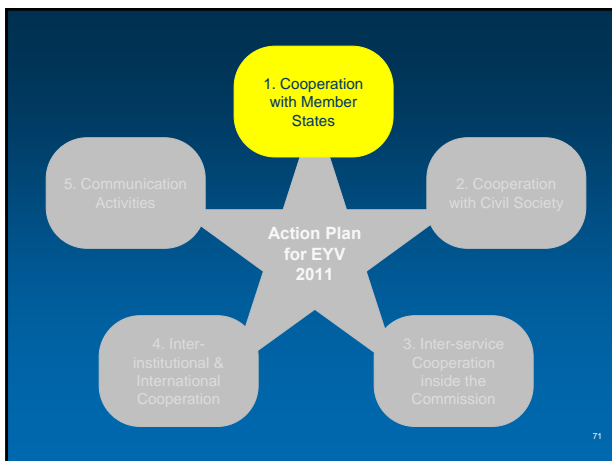
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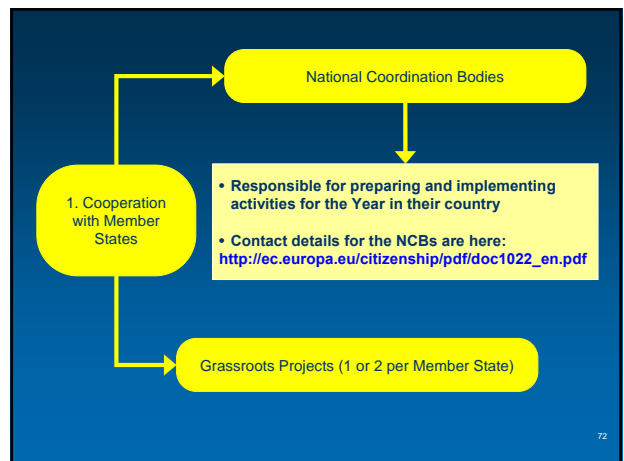
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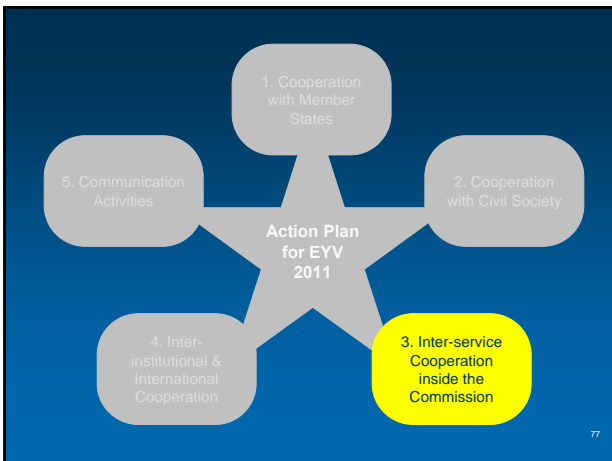
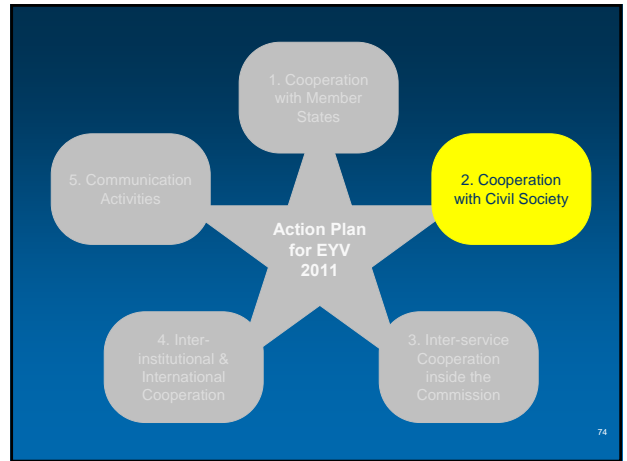
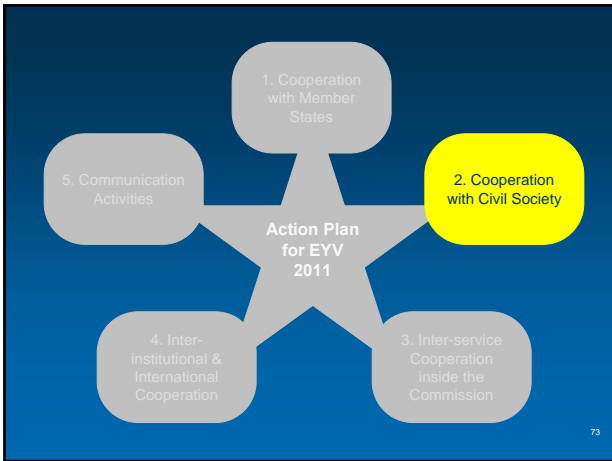
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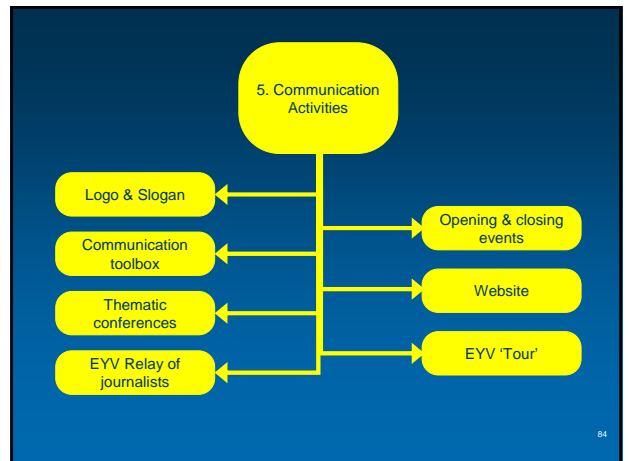
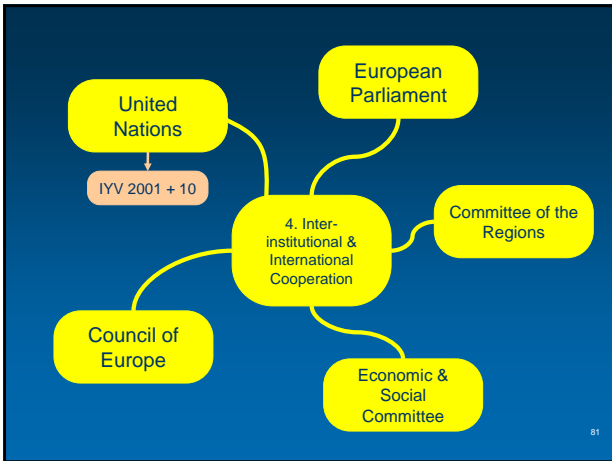
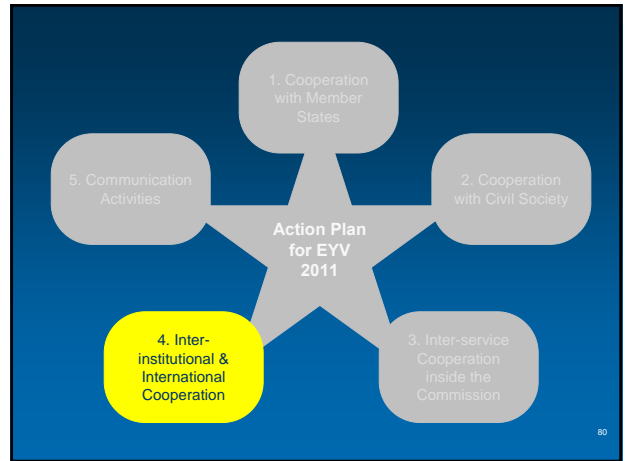
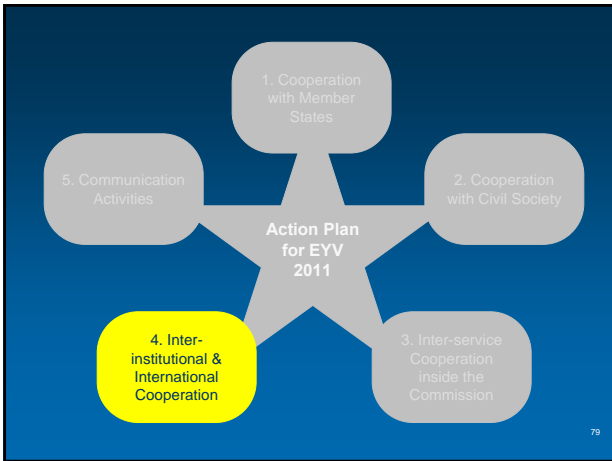


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## More Information

- Web page:
  - <http://europa.eu/volunteering/>

EYV Task Force team members:

- john.macdonald@ec.europa.eu
- jutta.koenig-georgiades@ec.europa.eu
- ekaterini.karanika@ec.europa.eu

### RATOLEST BRNO citizens association

- established in 1995 as LATA Brno
- by group of 3 devotees
- inspired by LATA Prague
- the mission:
  - ◆ to work with the youth
  - ◆ to offer alternate service for young people in Brno, Czech Republic
- renamed to RATOLEST BRNO in 1999

**RATOLEST BRNO citizens association**

- non-government non-profit organization
- from **Brno, Czech Republic**
- the mission:
  - ◆ to help socially disadvantaged children and young people resolve adverse life situations or prevent them so that they have equal opportunities to live high-quality lives and integrate into society.
  - ◆ the support and development of volunteering.

**The Social Activation Program (SAP) for families with children**

- origins in **Five P and LATA programs** which ran from 1999 and 1995
- inspired by **Big Brothers Big Sisters project**
- the mission:
  - ◆ the professional help and long-term support for families with children
  - ◆ families in long-term life crisis
  - ◆ the family situation threatens the children
  - ◆ to prevent the child from having to leave the family into institution
  - ◆ to help the family to gain the child back from institution

**The Social Activation Program (SAP) for families with children**

**Volunteers in SAP**

- supplement the full social service in SAP
- spend the leisure time with children
- **tutorage after school**
- **1 volunteer with 1 child**
- 2 – 3 hours per week
- holiday and weekend outdoor trips organized by SAP
- **to become friends with children**
- **coeval relationship**

**The Social Activation Program (SAP) for families with children**

**Volunteers in SAP**

- **from 18 to 30 years old**
- **mostly students from MASARYK UNIVERSITY Brno**
  - ◆ Faculty of Social Studies
  - ◆ Faculty of Education
  - ◆ Psychologist
  - ◆ experience for future work credited by the university
- students from other Brno universities
- young working people

**The Social Activation Program (SAP) for families with children**


**Volunteers in SAP**

- emphasis on training, mentoring, and continuous education
- **Entry training - innovative**
  - ◆ professionally prepared training
  - ◆ 3 days of intensive program
  - ◆ outside the city in the countryside
  - ◆ to get known the personality, potential and limits of applicants
  - ◆ to share the expectation of volunteering with children

**The Social Activation Program (SAP) for families with children**

**Volunteers in SAP**





- **Supervision**
  - ◆ 2 hours per month
  - ◆ group of 10 – 15 volunteers
  - ◆ psychologist and social worker are presented
  - ◆ to share experience and issues about spending the time with children
- **Continuous education of volunteers**
  - ◆ workshops led by professionals
  - ◆ to understand better the role of volunteer in the social service




**The Social Activation Program (SAP) for families with children**

**Innovations in SAP in the local context**

- **Entry training**
  - ◆ intensive 3 days in the countryside
- **Cooperation with the universities and socially oriented schools**
  - ◆ experience for future work credited by the university
- **Sophisticated continuous education**
  - ◆ to make the social service better
- **Volunteers are part of the real life case**
  - ◆ they are led by professionals
  - ◆ but they can experience the real help by their own



**The Social Activation Program (SAP) for families with children**

**Challenges for SAP in the local context**

- **Propagation of volunteering in Brno**
  - ◆ there is lack of this propagation in Brno
  - ◆ information campaign BUTTERFLY EFFECT
    - by the European Year of Volunteering 2011
    - for last 3 months in 2010
    - „ *Does the flap of a butterfly's wings in Brazil set off a tornado in Texas?*“ Philip Merilees, in 1972 (Wikipedia)
    - parallel with the volunteering

