

REASONS TO BE CHEERFUL

An optimistic view of the future of volunteering

VSSN DAY CONFERENCE, MANCHESTER
12TH MAY 2015

NCVO
CHAMPIONING
VOLUNTARY
ACTION

1. AWARENESS OF VOLUNTEERING IS HIGH



Big Local

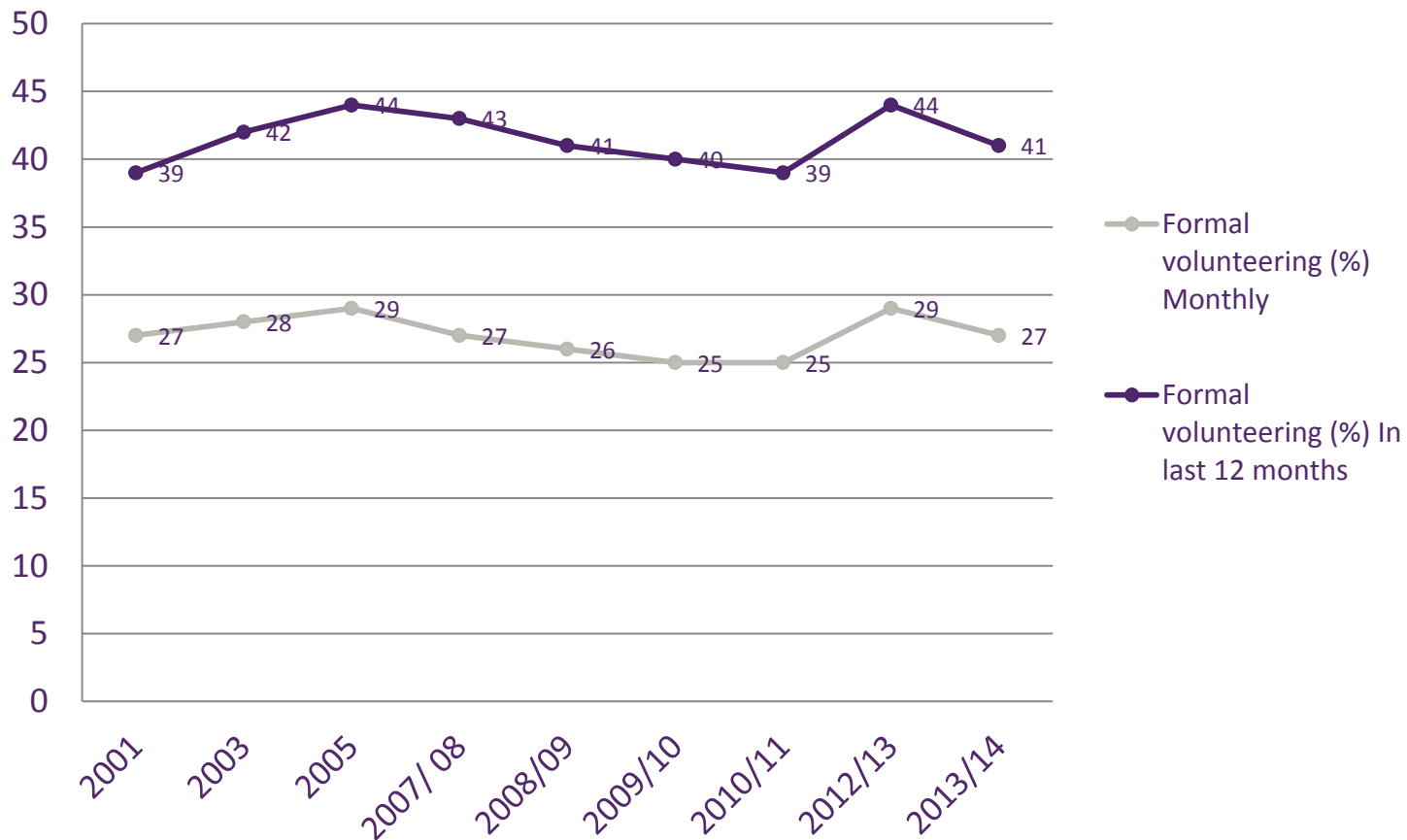
Helping people make their communities better places to live in, now and in the future



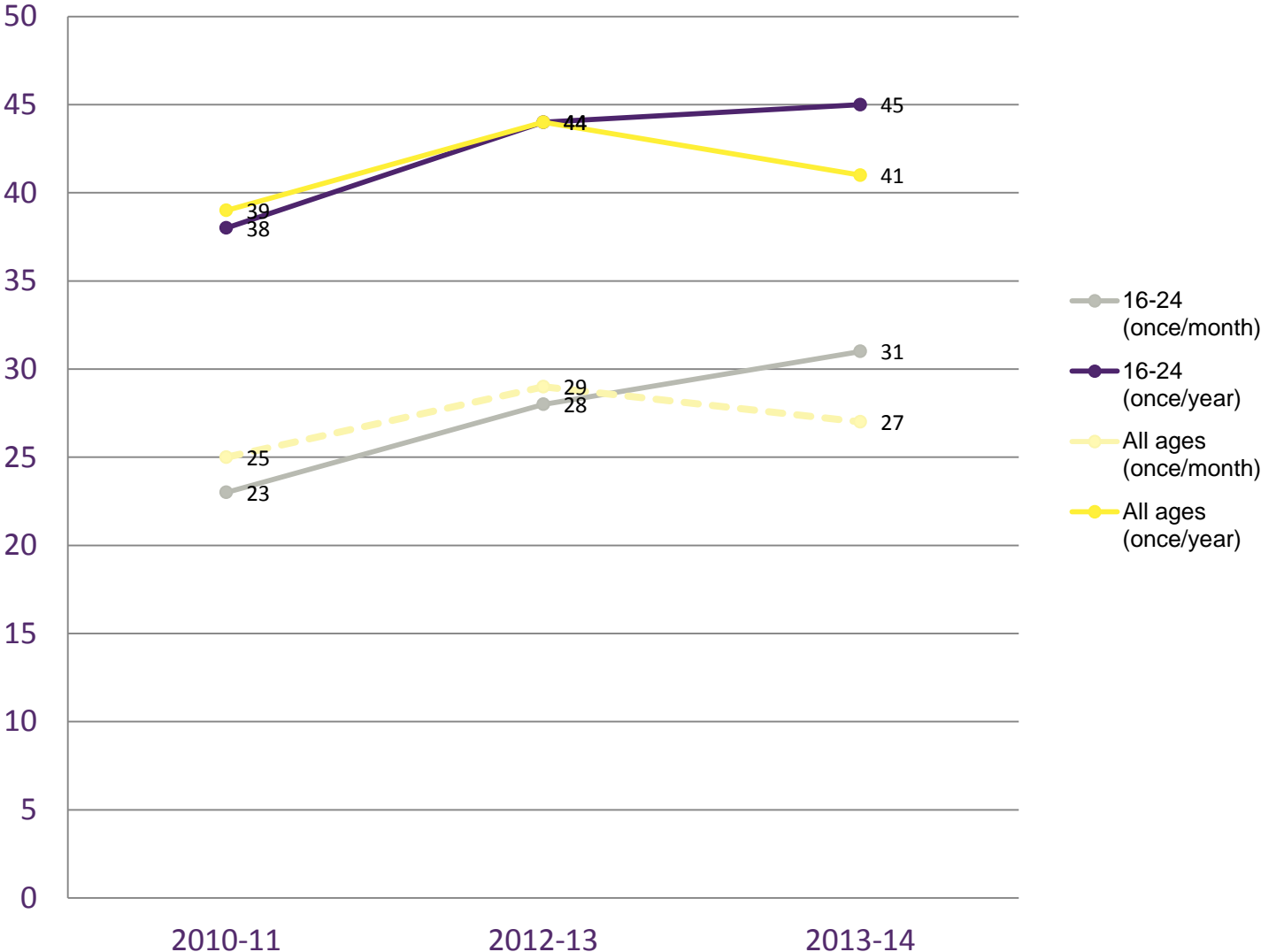
2. RECOGNITION OF THE BROADER VALUE OF VOLUNTEERING IS INCREASING

- The connection between volunteering and well-being is becoming understood
- Economic valuations of volunteering are getting more nuanced and holistic
- But we also need to recognise the limitations of these calculations

3. LARGE NUMBERS VOLUNTEER AND WILL CONTINUE TO DO SO



4. MORE YOUNG PEOPLE ARE GETTING INVOLVED



5. THE SUPPORT AND MANAGEMENT OF VOLUNTEERS HAS IMPROVED

- Growing recognition of the value of volunteer management and growth as a profession
- New systems introduced into volunteering to enhance the experience and impact
- Volunteers appear to be more satisfied with their management
 - 1997: 71% volunteers said they felt their volunteering could be 'much better organised'
 - 2007: 31%
- But one size does not fit all

6. THE REFORM OF PUBLIC SERVICES IS PRESENTING NEW OPPORTUNITIES FOR VOLUNTEERS

- Huge opportunities for services that are co-produced or volunteer-led
- Builds on long and effective history
- Benefits include: more accountable services; better connection to community; bringing in new skills; allowing services to do more
- Requires carefully-designed roles and genuine understanding of added-value
- Fear of job replacement is very real, but has not been seen on large-scale in reality

7. TECHNOLOGICAL DEVELOPMENTS ARE INCREASING ACCESS TO VOLUNTEERING

- New forms of technology (especially smart-phones) allow people to engage in new ways
- Does not replace other forms of volunteering but expands the ‘offer’
- Helps address the number one reason for not volunteering – lack of time (also physical access)
- Can help maintain involvement if people face other barriers throughout their life
- But not suitable for all types of volunteering

THANK YOU

nick.ockenden@ncvo.org.uk

www.ivr.org.uk

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