

## Marketing Volunteering



### Volunteers Week

The volunteering bus came to Royston as part of an 'Inspiration & Legacy of the 2012 Games' bus tour which was organised by Royston Volunteer Centre and the other 5 Volunteer Centres working across Cambridgeshire and Peterborough. The aim was to inspire volunteering in local communities.



### Make a Difference Day



As part of a Royston in Bloom project our volunteers were involved in enhancing the Stile and Green Walk Plantations.



Volunteers helped to clear the undergrowth, cement in benches and signs and generally helped to revamp

the area.

We also:

- Sent regular e-bulletins with information to our volunteers and voluntary organisations
- Regularly updated the website
- Had press coverage of our events and activities in the local newspapers
- Promoted volunteering at local events: Open Secrets, Passport to Sport, Royston 2012 open week-end with local sport stars
- Carried out a joint event with Age UK at Tesco
- Made presentations to Meridian School, Royston 2012 Co-ordinating Committee and local business Johnson Matthey

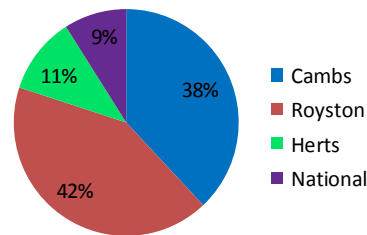
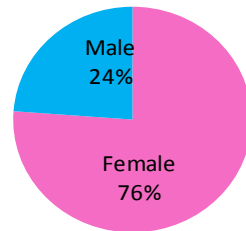
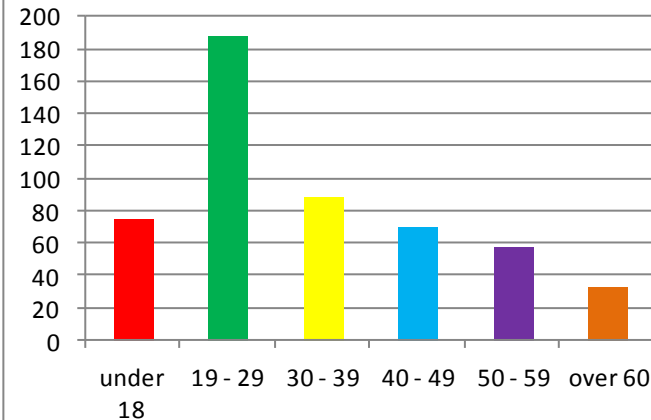
## 2011 Highlights



Royston Hospital, London Road, Royston, SG8 9EN  
Email: info@roystonvolunteer.org.uk Tel: 01763 243020  
www.roystonvolunteer.org.uk

### Volunteer Recruitment - Brokerage

Total enquiries 2010 -11: 508; increase 11.5%



**Our sincere thanks go to all our funders, volunteers and supporters**

## Good Practice Development



The Volunteer Managers' forums continued to provide training and networking opportunities to local organisations.

This year the first forum "Influencing Up" was a training workshop approved and devised by Volunteering England as a guide to gain executive support for Volunteering and volunteer management. This was followed by two drop in sessions on "How to create Olympic inspired volunteering opportunities" and on "Attracting talented trustees to our organisation".



## Employee Supported Volunteering

We are delighted to be working in partnership with Johnson Matthey to support their employees to get involved in local volunteering. They have already taken part in helping to create a display for 'Royston 2012 a Year of Celebration' at the



railway station and helping at Make a Difference Day. We are planning more involvement during 2012.



## What Volunteers & Organisations Think

- "I think your organisation is fantastic and I shall keep a close eye on opportunities to volunteer" Jo age 30
- "I would like to take this opportunity to thank you for your guidance" Emma age 27
- Very happy with the service, response from organisation and position is perfect " Sammi age 18
- "A great opportunity for the staff to get involved in their local community... to know that our work has helped Royston towards its preparation for next year's spectacle is a good feeling" Stephen, Johnson Matthey

## Policy Response and Campaigning

- As part of Volunteering Herts we have launched the 6 Point Promise, a county initiative which aims to raise awareness of the need of good practice in volunteer management with organisations involving volunteers
- We have applied to the Transforming Local Infrastructure Fund as part of countywide bids in Cambridgeshire and in Hertfordshire
- We now have a link to the Local Intelligence Team from the Office For Civil Society and we will be giving feedback on how government policies regarding volunteering are working on the ground
- We joined with Volunteering England in their campaign to Free Volunteering from Red Tape, which aims to dispel common myths around getting involved in volunteering



Volunteer Centres  
Hertfordshire

## Develop Volunteering Opportunities

These are some of the initiatives that we have been involved in 2011:

- Funding was secured for a 6th form volunteering project in Meridian School to involve young people in volunteering opportunities within Royston first and middle schools and in the local community, we will be presenting certificates for 50 plus hours of volunteering
- We are working in partnership with the newly formed Royston Community Hub to involve volunteers as mentors and counsellors to work with young people in local schools
- We are developing opportunities at events for the Royston 2012 Year of Celebration and will be co-ordinating volunteers as part of our work with the Royston 2012 Co-ordinating Committee and with projects across Hertfordshire and Cambridgeshire. This will also involve providing good practice advice and training for event managers when involving volunteers

### Income



- Local Authorities Grants
- Team East for Skills
- VE Sporting Champion
- Other

### Funding

- North Hertfordshire District Council
- Hertfordshire County Council
- South Cambridgeshire District Council
- Cambridgeshire County Council
- Team East for Skills
- Sport England

### Expenditure



- Staff costs
- Office costs
- Insurance
- Travel and Subsistence
- Other

## Strategic Development of Volunteering

The Volunteer Centre Manager sits on the committees for:

1. England Volunteering Development Council for the Eastern Region
2. Sport North Herts
3. Royston 2012 Co-ordinating Committee
4. Team East for Skills

She is chair of Volunteering Cambridgeshire and Peterborough and is a member of Volunteering Hertfordshire and of Volunteering England.



In 2011 Royston Volunteer Centre achieved 4 Inspire Marks from the London 2012 Inspire Programme: in Cambridgeshire for the Inspiration and legacy bus tour and the 'Volunteering at events' project and in Hertfordshire for the Herts Ready for Winners and accessibility for the Games Makers projects.

The Volunteer Centre was also chosen to be a VE Regional Sporting Champion Mentor for Sport England following a successful project last year.



## Who's Who

**Trustees:** Sharon Camilletti, Sylvia Daintrey (Chair), Cllr Lindsay Davidson, William Hitchcock, Angela Holland (Treasurer), Chris Lee, Trina Lodge

**Staff:** Denise Graham (Volunteer Centre Manager), Lori Di Bon Conyers (Project Assistant)

**Volunteers:** Paul, Leanne, Lindsay and Edward, the PC Doctor  
Special thanks to our trustees Caroline Nielsen and Clare Swarbrick who stepped down this year due to other commitments



Registered Charity Number: 1069057