

# Developing a local Vision for Volunteering - Birmingham



# Today's meeting

1. Introduction to Birmingham's Vision for Volunteering
2. Why we decided to develop a vision for Birmingham
3. How we developed Birmingham's Vision for Volunteering
4. How we're implementing the vision
5. The impacts, challenges and learnings
6. Discussion and Q&A

# Birmingham's Vision for Volunteering



It sets out an aspirational view of what the volunteering landscape in Birmingham could look like by 2027.

A five-year collaborative project designed to help build a brighter future for volunteering in the city.

Draws on the national Vision for Volunteering produced by NCVO, NAVCA and partners.

# Birmingham's Volunteering Landscape

- ▶ Significant changes to volunteering post-Covid-19.
- ▶ The start of the cost-of-living crisis.
- ▶ A lack of shared vision for volunteering or central hub for volunteering support in Birmingham.
- ▶ The national Vision for Volunteering had launched and was building momentum.



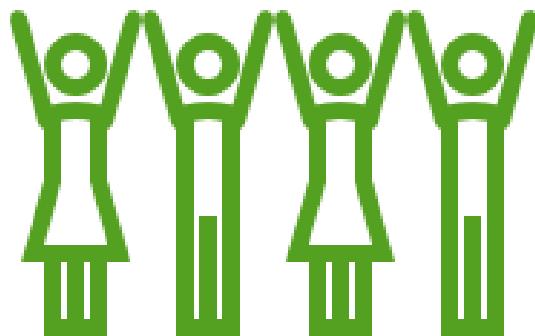


# How was the vision developed?

# The Three Key Principles

The vision is underpinned by three key principles, beneath which vision statements are set out.

The principles are:



Celebrating  
Difference



Collaboration



Awareness &  
Appreciation

# How have we implemented the vision?

1. Action Plan
2. Year 1 activity - initial activity to continue to raise the profile of the vision and get buy-in from Birmingham's voluntary sector
3. Year 2 activity - engaging strategic stakeholders and attracting funding

# What's in our action plan?

## 1. Awareness & Appreciation

- Undertaking mapping exercises to capture and share data about Birmingham's volunteering landscape.
- Procuring a platform to better broker volunteering opportunities in the city.
- Providing resources to support best practice in volunteer involvement.
- Collecting and sharing case studies to showcase volunteering.

## 2. Collaboration

- Establishing a Vision for Volunteering Strategic Group.
- Working with partners to identify how the strategy could contribute to other, strategic city-wide strategies e.g. health.
- Producing an annual report to showcase the achievements of the vision.

## 3. Celebrating Difference

- Using data to develop a strategy to specifically involve underrepresented groups in volunteering.
- Workshops/focus groups to identify barriers and solutions to volunteering
- Developing best practice guidance on inclusion in volunteering



## Year 1

- ▶ Established a Strategic Group in autumn 2023
- ▶ Ran Find Out More sessions and a workshop series in autumn 2023
- ▶ Established the vision in key local networks in early 2024
- ▶ Offered free resources to help people implement the vision and consider the key themes in practice
- ▶ Developed an annual Communications Plan
- ▶ Attended careers and volunteering fairs
- ▶ Got behind the national Big Help Out 2024 - <https://www.bvsc.org/blog/celebrating-the-big-help-out>



## Year 2

- ▶ Represented the vision in strategic spaces and with strategic players.
- ▶ Positioned the vision as a vehicle to drive forward best practice and innovation in volunteering
- ▶ Developed Volunteer Brum brokerage platform
- ▶ Attracted funding to help us deliver the vision
  - NHS Volunteering for Health Programme
  - Public Health Funding - Health Champions
  - National Lottery Climate Action Fund

# Impacts, challenges & learnings

| Impacts  | Challenges  | Learnings  |
|--|---|--|
| Re-establishing BVSC as a source of support for volunteering | Securing funding for developing volunteering infrastructure | Co-production is essential   |
| Vehicle for moving forward strategic relationships           | Funding landscape in Birmingham                             | Models for volunteering must be adaptive and responsive to current needs |
| Tool to support development of best practice                 |   | Importance of groundwork to get buy-in                                   |
|  |   | Must make the vision tangible and relevant                               |

# Discussion & Q&A

1. Opportunity to ask me questions and share reflections
2. Do you have a shared local volunteering strategy or vision?
3. If yes, how does it work for you in practice?
4. If you don't have a local volunteering strategy or vision, do you think your area could benefit from one?
5. Whether you have a shared local volunteering strategy or not, how could you use one to bolster and further develop volunteering in your locality? How could it support your local infrastructure?

# Thank you!

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