


Developing a local Vision for Volunteering - Birmingham



the centre for **voluntary action**



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
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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

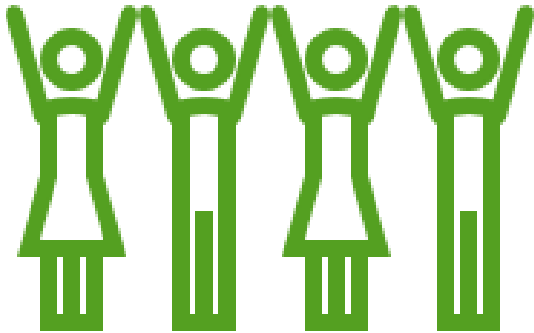
- ▶ Significant changes to volunteering post-Covid-19.
- ▶ The start of the cost-of-living crisis.
- ▶ A lack of shared vision for volunteering or central hub for volunteering support in Birmingham.
- ▶ The national Vision for Volunteering had launched and was building momentum.



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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