## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Foreword</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Executive Summary</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Introduction</td>
<td>A national framework for youth action and engagement</td>
<td>13</td>
</tr>
<tr>
<td>Chapter 1</td>
<td>Engaging young people</td>
<td>19</td>
</tr>
<tr>
<td>Chapter 2</td>
<td>Expanding volunteering opportunities</td>
<td>45</td>
</tr>
<tr>
<td>Chapter 3</td>
<td>Maximising the benefits of volunteering</td>
<td>85</td>
</tr>
<tr>
<td>Chapter 4</td>
<td>Making the step change happen</td>
<td>107</td>
</tr>
<tr>
<td>Annex 1</td>
<td>Summary of recommendations</td>
<td>123</td>
</tr>
<tr>
<td>Annex 2</td>
<td>A national framework: illustrative steady state costing</td>
<td>133</td>
</tr>
<tr>
<td>Annex 3</td>
<td>Advisory Groups and Review Team</td>
<td>139</td>
</tr>
<tr>
<td>Annex 4</td>
<td>List of consultation responses</td>
<td>143</td>
</tr>
<tr>
<td>Annex 5</td>
<td>Consultation event calendar</td>
<td>169</td>
</tr>
<tr>
<td>Annex 6</td>
<td>Bibliography and references</td>
<td>171</td>
</tr>
<tr>
<td>Annex 7</td>
<td>The Youth Advisory Board</td>
<td>175</td>
</tr>
</tbody>
</table>
Personal Foreword

How can we achieve a step change in youth volunteering?
What can be done to encourage more young people to volunteer and get involved in their local communities?
How can their contribution be better recognised?
Why do we need a new national framework for youth action and engagement?
Will it really make a difference to young people’s volunteering?

These are among the questions the Commission has been asked as we have developed our proposals to transform the ways in which young people become involved in volunteering activity.

The recommendations in this Report provide answers which, like the experiences of so many young volunteers, are both exciting and challenging.

I believe our recommendations can deliver a step change in youth volunteering in the UK – a step change in diversity, quality, and quantity. The measures we propose can have a dramatic impact on young volunteers themselves, who will develop new skills and qualities through their experiences, as well as being of enormous benefit to local communities and wider society.

This will only be achieved by building on the excellent work already underway within the voluntary and community sector, which is a source of tremendous value and vitality in our society. I count it a personal privilege to have been able to get to know better many of those active in volunteering across the UK, and have learned a great deal from their example.

The Commission’s challenge has been to design a new national framework which will bring together all youth volunteering activities in a shared sense of purpose. We want to create significantly more opportunities to volunteer, and we want to give individuals a better, more meaningful choice. We want more volunteering opportunities of a higher quality, and we want to see greater emphasis on celebrating young volunteers’ achievements, and on recognising the value of their contribution to society.

In this Report, we respond to the clearly expressed desire of young people to find meaningful ways of contributing to their communities. We address current inconsistencies and weaknesses in provision which prevent the full potential of youth volunteering opportunities from being realised. We identify ways to engage more young people from disadvantaged and under-represented communities. We propose measures to significantly improve the range and quality of activities for which young people can choose to volunteer.

The interests and requirements of young people have been central to our thinking as we have developed our recommendations. At each stage of the volunteering journey, we have placed the individual young volunteer at the heart of our proposals. This reflects our belief that each element of the framework should have a youth-led focus, and should remain flexible and responsive to young people’s perspectives and aspirations.
In keeping with this, I should like to offer my thanks to the members of the Youth Advisory Board, who have been candid, enthusiastic, imaginative, and consistently impressive in the level of assistance they have given to the Commission. I am equally grateful to members of the Independent Advisory Group for their guidance, and to the Home Office, HM Treasury, the Department for Education and Skills, the Department for Culture, Media and Sport, and the members of the Russell Commission Review Team for their support in the production of this Report.

Ian M Russell
A NATIONAL FRAMEWORK FOR YOUTH ACTION AND ENGAGEMENT

Key features of the national framework

The national framework for youth action and engagement would deliver a step change in the diversity, quality, and quantity of young people’s volunteering.

The case for change is compelling. Through the framework, young people would be able to enjoy a more widely available range of volunteering choices – from local environmental campaigns to international volunteering, from enhanced participation in sports and community activities to making the most of extended school opportunities, such as IT classes, out of hours clubs, or peer mentoring.

The framework would tackle community needs and offer real development opportunities for young people, with a particular focus on providing currently under-represented and disadvantaged groups with a new route to skills and qualifications.

The step change in young people’s volunteering would be achieved through a dedicated implementation body, youth-led and independent of government. The body would be responsible for raising awareness among young people of the value of volunteering, improving the quality and usefulness of their volunteering experiences, and for building volunteering capacity. It would provide an accessible ‘portal’, or point of contact – via web, phone, and face-to-face local interfaces – for individuals seeking information and advice on volunteering. This portal would also maintain a nationwide database of opportunities, and work closely with local volunteering bodies to deliver opportunities, advice, and guidance.

Opportunities would be of consistently better quality, with a kitemark guarantee of standards; and there would be more of them. Young volunteers would be able to choose between short-term volunteering (such as ‘taster’ sessions and local ‘task force’ activities), part-time volunteering (from a few hours to one or two days per week), and full-time programmes.

The number of placements would increase greatly, with funding for significant increases in short-term opportunities and part-time roles, and for a high profile national programme of full-time youth volunteering, as part of which young people would receive a weekly allowance to pursue long-term commitments. With the aspiration of attracting 1 million more young volunteers across all forms of volunteering activity, more than half of all those in the 16 to 25 age group would participate. Opportunities to volunteer would not be limited to the voluntary and community sector. There would be new opportunities for young people to volunteer in the public sector.

An emphasis on recognising the achievements of young volunteers, including through accreditation and linkages to vocational qualifications, would amplify the importance of volunteering activity to personal and skills development. The framework would aim to increase appreciation of the value of volunteering, particularly in educational institutions and among employers.

By engaging with young volunteers and responding to their needs and aims, the national framework can transform youth volunteering. It aims to make volunteering a common, fun, and popular pursuit for young people, and to help to establish a pattern of lifelong engagement which would be to the benefit of the individual, the local community, and the UK as a whole.
Executive Summary

A national framework for youth action and engagement

The Commission’s vision is of a society in which young people feel connected to their communities, seek to exercise influence over what is done and the way it is done, and are able to make a difference by having meaningful and exciting opportunities to volunteer.

It should be natural for young people to volunteer and natural for organisations to either offer young people the opportunity to volunteer or support them in doing so.

The Commission’s overarching finding is that there is a need for a new national framework for youth action and engagement. Our consultation has shown a need to match the enthusiasm from young people to volunteer and the enormous goodwill from the voluntary and community, government and private sectors to support their involvement.

This framework will deliver benefit for young people, volunteer involving organisations and their communities, and society as a whole. Young people will develop new friendships, gain new skills and have opportunities to give greater expression to their altruism. Volunteer involving organisations will build their capacity and deliver more for their customers. Society as a whole will benefit as young people express themselves as active citizens. It benefits from the connections young people make when they volunteer – across classes, communities, neighbourhoods and generations. As a result society will be more cohesive.

We have a shared interest in encouraging and enabling young people to volunteer. Young people's volunteering permeates almost every aspect of our national life – strengthening its diversity, quality and quantity will benefit us all. There should be a shared purpose in making the framework happen – the voluntary and community sector, business, government and young people themselves all have a valuable part to play. This Summary provides an overview of the measures a new national framework for youth action and engagement should contain in order to achieve this.

THE PURPOSE OF THE NATIONAL FRAMEWORK

The purpose of the national framework is to deliver a step change in the diversity, quality, and quantity of young people’s volunteering. It will respond to the demand from young people to volunteer in their communities, and to the good will that exists in the private and voluntary and community sectors to support volunteering. It will broaden access to volunteering opportunities, enhance the benefits that young people can get from volunteering, and raise the value that society places upon their contribution. It will transform the number of young people who engage in volunteering, enabling them to participate in volunteering activities that they find personally rewarding, and that are of measurable benefit to local communities. This will help to embed a culture of volunteering among the young which will continue to pay dividends, for them and their communities, in later life.
The framework offers a step change in young people’s civic engagement, overseeing the expansion of all types of youth volunteering activities to the point that volunteering becomes a common feature in their lives.

By building on the strengths of the voluntary and community sector, and by demonstrating a renewed dedication by government departments, the national framework can deliver:

- a step change in the profile of young volunteers, to ensure that all young people, regardless of background, have an equal opportunity to volunteer;
- a step change in choice and quality for young volunteers, with improved access to advice, better opportunities to enhance their skills, and greater support for their commitment of time; and
- a step change in the number of young volunteers, with half of all young people aged between 16 and 25 years old – some 3.5 million people – actively engaged in a form of volunteering.

Young people have made it clear that they want their volunteering to have a tangible impact upon the communities in which they live. Young people can – and do – make a difference to community life, and the new framework should provide a real opportunity to expand upon their contribution, helping to build social capital and to ensure that society appreciates the value of young people’s civic engagement.

Young people are interested in a wide variety of volunteering activities, examples of which include:

- **good health** – tackling obesity through sport, promoting good sexual health advice;
- **community safety and city pride** – self-defence groups, raising awareness about drugs, anti-bullying projects;
- **education and literacy** – theatre groups, classroom assistants, extended schools, homework clubs, teaching IT skills;
- **community involvement** – helping the elderly, working in a hospital, organising cultural events, running a local campaign, fundraising for charity; and
- **greener environments** – cleaning up public parks and play areas, recycling programmes.

To deliver this step change in activity, the framework will work with new and existing partners to strengthen the role of organisations which provide volunteering services to young people, by helping them to build capacity, raise standards, and extend their reach to groups of young people which are currently under-represented in volunteering activity.
The Commission’s terms of reference direct us to propose a framework that could be applicable across the UK, whilst taking into account the devolved nature of volunteering programmes. We fully recognise that the decisions on the recommendations will be for each administration to take having made its own assessment of the fit with their circumstances.

The national framework will provide a focus for the organisation and delivery of youth volunteering. We hope it will also serve to highlight the positive contribution made by young volunteers to their local communities, in fields as diverse as the arts, education, health and caring, sport, conservation, and many other areas. The enthusiasm and commitment of young volunteers deserves to be more widely celebrated, and the store of as yet unrealised potential needs to be tapped more effectively.

**KEY THEME**

The key theme for the Commission is the importance of involving young people themselves in the design and implementation of volunteering activity. Half of all young volunteers become involved in activities on the advice or recommendation of friends, some of the most successful and inspirational volunteering experiences are those that are led by young people, and young people are uniquely placed to support and mentor their peers on a number of important social issues.

Wherever possible, we recommend that the national framework embraces this youth-led approach. As we have seen in the response to our national consultation, young people are enthusiastic about becoming more involved in volunteering activities, particularly if they feel they are empowered to exercise meaningful choice and have a clear role to play.

**SUMMARY OF RECOMMENDATIONS**

The importance of youth-led decision making has helped us to deliver a model for voluntary engagement and activity which places the needs and goals of the individual young volunteer at its heart. Figure 1 shows how the framework will operate for young volunteers.
The journey of a young volunteer through a new national framework for youth action and engagement

1 Engagement
The start of the journey

Raising awareness of volunteering through:
- the citizenship curriculum taught in schools
- a series of national campaigns using a range of marketing tools, reaching people to the national portal

Key messages will include benefits to:
- the cause
- the individual (e.g., new skills, employability, accredited qualifications)

2 National Volunteering Portal
A one stop shop accessible through multiple e.g., mobile phones, internet, interactive TV, schools, libraries etc. It provides information for interested organisations and volunteers about:
- how to get involved
- the opportunities (e.g., activity, places)
- the benefits (e.g., skill gains, the national reward)
- promotions
- a feedback mechanism with peer reviews and/or a ratings system
- advice for practitioners

3 Local advice and support services
An expanded network of Youth Volunteer Advisers will provide high quality advice, support and guidance to young people, co-ordinating local awareness, outreach and recruitment campaigns to involve more young people in volunteering.

Advisers will also champion youth volunteering, through the creation of Youth Action Teams, made up of full- and part-time volunteers.

This work will be complemented by Youth Volunteer Development Managers who will provide training, support and capacity building services to organisations, enabling them to engage and work with young people effectively.

4 Activity Menu of Opportunity
Young people can get involved in whatever they are passionate about — Sport, Environment, Animals, Politics, and even set up their own projects.

A flexible menu of:
- full time and part time opportunities
- local and national opportunities
- new part-time opportunities
- opportunities to volunteer in organisations
- opportunities to volunteer in opportunities
- faster and shorter opportunities
- a new emphasis on team volunteering and task forces
- quality assurance through volunteering

Funding for voluntary organisations to offer more opportunities
- a living allowance for full-time volunteers

5 Results
Volunteering is about giving and getting, by giving a little time young people:
- meet people and make new friends
- feel good about themselves by helping others
- learn new skills
- help themselves get better jobs
- go to new places
- make better communities

The new framework could...
- break down financial and social barriers which stop people getting involved such as sorting out the benefits problem
- recognise success stories
- strengthen the links between volunteering and accreditation, where young people want it, in particular through listing opportunities with WAG and ASDAN awards such as the Youth Achievement Award

Figure 1. The ‘volunteering journey’.
We have identified three distinct phases to the ‘journey’ each volunteer undertakes. In the following chapters, we set out the specific measures we believe are necessary to improve the quality of the experience for the young volunteer at each stage:

- **Engaging young people** (Chapter 1) – initial awareness of volunteering and engagement with information and advice services to find out more.

- **Enhancing volunteering opportunities** (Chapter 2) – providing opportunities to volunteer.

- **Maximising the benefits of volunteering** (Chapter 3) – ensuring that the benefits of the volunteering experience are optimised.

In Chapter 4, ‘Making the step change happen’, we identify the organisational and funding issues to be addressed in establishing the framework.

To deliver a step change in the diversity, quality and quantity of youth volunteering in the UK, the Commission’s overarching recommendation is the creation of a new national framework for youth action and engagement to engage young people in volunteering, improve the quantity and quality of volunteering opportunities, and maximise the benefits that their volunteering creates for the volunteer, the community and wider society.

A dedicated implementation body will need to take the lead in delivering the framework, bringing together young people, business, the voluntary and community sector and government in a shared purpose to make volunteering a valued part of the lives of most young people.

Our specific recommendations are:

1. **A series of campaigns to promote awareness of volunteering**, in order to establish volunteering nationally as a powerful force for change and an activity that all young people should aim to pursue.

2. **A national volunteering portal** to ensure that young people have ready access to information and advice on volunteering opportunities.

3. **To ensure young people receive high quality advice and guidance** on volunteering across the UK, a dedicated implementation body should contract to put in place 200 Youth Volunteer Advisers. To build the capacity of volunteer-involving organisations, the body should contract to put in place a further 200 Youth Volunteer Development Managers.

4. **It should be commonplace for young people to volunteer** whilst they are at school, college or in higher education. **All education institutions should have a volunteering ethos.**

5. **To celebrate the achievements of youth volunteers**, the implementation body should facilitate an **annual youth volunteering award ceremony.**

6. **Young people should have access to a ‘menu of opportunity’**, with details of the full range of volunteering activities.
7. Within the first five years of the national framework, subject to piloting and evaluation to determine the appropriate mix, there should be a significant expansion in the number of short-term, part-time and full-time opportunities, of up to:

- 300,000 new ‘taster’ and short-term volunteering opportunities per annum;
- 80,000 new part-time opportunities per annum, including a reformed and expanded Millennium Volunteers programme; and
- 12,000 new full-time opportunities to volunteer.

8. The national framework should recognise the popularity and worth of international volunteering, by offering up to 1000 overseas volunteering opportunities through structured programmes.

9. Government should develop strategies to encourage greater levels of volunteering within public services.

10. The quality of volunteering opportunities would benefit from greater assurance on a set of clearly stated criteria. Volunteering organisations should be encouraged to meet minimum standards governing the access, involvement, development and reward of young volunteers.

11. A system of accreditation and awards, including wider use of the Youth Achievement Award and more formal vocational qualifications where appropriate, to recognise young volunteers’ personal development and to help them develop their skills.

12. Measures to make it easier for young people on benefits to volunteer.

13. Government should consider the establishment of a cross-departmental initiative to build the capacity of organisations to engage disabled volunteers effectively.

14. A dedicated implementation body to commission, through contracts, the delivery of the framework.

15. Public funding for young people’s volunteering should be ring-fenced and routed through the implementation body. The private sector should be involved in the development of the framework to maximise the potential for its long term support for youth volunteering.

16. The implementation body should measure the impact of the framework, and contract for a research and evaluation programme.
Introduction

The Russell Commission was established in May 2004 by the Home Secretary and the Chancellor of the Exchequer to develop a new national framework for youth action and engagement.

The aim of the framework is to increase the level of community participation by young people across the UK, to the point that volunteering becomes a common feature in their lives. This will deliver the following benefits:

- young people will develop their skills and contribute in an active way to their local communities;
- the capacity of communities and of volunteering organisations will be enhanced; and
- society at large will be more cohesive, and through skills development the UK’s competitive advantage will increase.

Throughout our work, we have used the term ‘volunteering’ to represent the many rich and varied ways in which young people voluntarily contribute to their communities, locally, nationally and internationally. We have also adopted the broad definition of volunteering used by the United Nations, which covers the full spectrum of volunteering activities and the ways in which they are organised, and encompasses ideas of participation and active citizenship.

United Nations definition of volunteering

“There are three key defining characteristics of volunteering. First the activity should not be undertaken primarily for financial reward, although the reimbursement of expenses and some token payment may be allowed. Second, the activity should be undertaken voluntarily, according to an individual’s own free-will, although there are grey areas here too, such as school community service schemes which encourage, and sometimes require, students to get involved in voluntary work and Food for Work programmes, where there is an explicit exchange between community involvement and food assistance. Third, the activity should be of benefit to someone other than the volunteer, or to society at large, although it is recognised that volunteering brings significant benefit to the volunteer as well.

“Within this broad conceptual framework it is possible to identify at least four different types of volunteer activity: mutual aid or self-help; philanthropy or service to others; participation or civic engagement; and advocacy or campaigning. Each of these types occurs in all parts of the world.”

United Nations Volunteers Report, prepared for the UN General Assembly Special Session on Social Development, Geneva, June 2004
The Commission’s proposals focus on formal volunteering – the giving of unpaid help through groups, clubs or organisations to benefit other people and the environment in which they live. The Commission is also keen to harness the creativity and enthusiasm of young people, encouraging them to develop projects which respond to the needs and priorities of their peers and local communities. Young people, each day, undertake acts of kindness for family, friends and the wider community that go unrecorded; and these informal acts of volunteering are by their nature difficult to influence. They are also fundamental to building cohesive and supportive communities.

Our aspiration is that by improving young people’s engagement in formal volunteering, and by increasing the range, quality and number of formal volunteering opportunities available, there will be a positive impact on informal volunteering, and increased opportunities for young people to give informal help.

Guiding Principles

At the beginning of the Commission’s work, we established seven Guiding Principles to assist in developing the new framework.

The framework should:

- build on the strengths of the voluntary activity already taking place, and help it to flourish;
- appreciate that no one size will fit all, and be responsive to young people’s needs;
- help volunteering organisations to develop;
- recognise and give credit to the diversity of young people’s volunteering;
- encourage more young people to volunteer from currently under-represented groups;
- anticipate the impact of developments in volunteering in the longer term; and
- contribute to forging a shared vision of the importance and value of volunteering across society and government.

In developing a new agenda for youth volunteering, the Commission has not operated in isolation. We are grateful for the representations and evidence received during the course of our national consultation, and have appreciated the guidance of the Youth Advisory Board and Independent Advisory Group. In this, the Year of the Volunteer, it is important to acknowledge the impact of other initiatives on youth volunteering, such as the 14-19 Education and Skills White Paper, and we have attempted to draw on areas of common interest in the development of our recommendations.

1 Home Office Citizenship Survey 2003.
The Importance of Youth Volunteering

The talents and energy of young people are valuable resources for society, and deliver opportunities to change the world we live in. Most young people are unfettered with the cautions that evolve with later adult life, and possess a ‘can do’ attitude that has the potential, with appropriate support and guidance, to transform their local environment.

For many young people, volunteering is a valuable way to express this and engage more fully with their communities. It can also provide invaluable experience in their personal development and in learning more about themselves.

There are powerful reasons why increasing and improving young people’s volunteering is of real importance in the UK today.

- Volunteering by young people makes a significant contribution to our national life – in the voluntary sector, the arts, sport, conservation, health and care, politics and many other areas, domestic and international. Young volunteers form the lifeblood of many organisations, and their energy, enthusiasm, commitment and leadership can create positive change in their local communities and environments.

- Volunteering is a form of experiential learning, enabling young people to learn by ‘doing.’ The hands-on approach of many volunteering opportunities enables non-traditional learners to engage in challenging and stimulating activities that enhance their learning and build up their confidence and self-esteem. Volunteering has the capacity to boost young people’s learning potential, providing valuable extra-curricular opportunities that complement their formal education experience.

- Volunteering can play an important role in developing active citizens, who engage positively with their local communities. Volunteering activity gives young people a stake in their communities, helping them to make sense of their relationship to the world around them, and can inspire them to remain active and involved throughout their lives.

- Volunteering helps to promote young people’s participation in wider society, allowing them to develop skills to speak out about issues that matter to them, and giving them the personal drive to effect change.

Figure 2 shows that the Commission’s proposals for a new national framework for youth action and engagement build on existing strengths, with young people aged 16 to 24 years old demonstrating a higher propensity to volunteer than those over 25.2

Young people are often best placed to identify what their own needs are and how these can be met. It is important that they have significant input into how the framework will operate and how volunteering opportunities are delivered. Wherever possible, our recommendations for the framework seek to harness the enthusiasm and energy of young people and address their needs and aspirations.

Young people should be able to take a lead in decision-making at every stage in the design, implementation, and use of the framework. In practice, this will include ensuring that:

- information materials, advice and guidance are fit for their needs;
- they have the support to make a difference in areas they feel passionate about;
- the opportunities to volunteer are sufficiently compelling to secure their time; and
- their needs to develop their skills and employability, to make friends and have fun, and to pursue their goals, are met.
Introduction

Young Volunteers In Action 1 – The Russell Commission Youth Advisory Board

An energetic group of 16 to 25 year olds has been the driving force behind the Commission’s youth involvement strategy. The 20 members of the Youth Advisory Board ranged in age and volunteering experience, and worked closely with Ian Russell to make sure young people’s views and opinions stayed at the top of the agenda.

As well as attending advisory board meetings to provide their input on how the new national framework should work, the ‘YABsters’ devised creative ways to find out young people’s views on volunteering. They brought a fresh dimension to standard government consultation processes, by adapting the Commission’s consultation document into an eye-catching national postcard campaign. The postcards were distributed to students, youth groups and organisations across the UK, enabling thousands of young people to respond with their ideas.

The YABsters designed www.russellmission.com, an interactive website which allowed a virtual community of young people to get together. The website extended the reach of the consultation significantly, with nearly 6000 young people completing online questionnaires.

They also ran a series of creative stunts to involve young people, particularly those who hadn’t volunteered before. Dressed as ‘Super Grannies’ to dispel the image of volunteering as being all about charity shops and only for older people, the YABsters took to the streets and distributed Commission postcards in non-volunteering environments. They targeted young people in queues and encouraged friends to respond to the consultation.

Young people designed and delivered three Youth Summits in Cardiff, Manchester and London, providing over 150 young people with the chance to set out their ideas. One Summit took place on the London Eye, allowing the Commission to take youth volunteering to new heights!

Without the Youth Advisory Board, the Commission would not have been able to engage young people so successfully. Their volunteering helped to ensure that the voices of thousands of young people have not just been heard, but also listened to.

As the Commission reached the final stages of its work, the YABsters kept going from strength to strength. They produced a postcard to outline the key messages from the final report, and posted new pages on www.russellmission.com to inform young people. Many YABsters are keen to stay involved in helping to implement the national framework. For a full account of the YABsters’ achievements, please refer to Annex 7.

Placing young people at the heart of the new framework – by empowering them to make decisions, by giving them meaningful choices, and by involving them at every stage of the framework’s design – is the key theme running through our recommendations.
Chapter 1 Engaging young people

This chapter sets out measures to raise young people’s awareness of the attractions and benefits of volunteering, and to ensure that they can readily access personalised guidance in order to make informed choices about the volunteering activities.

Introduction

Today’s young volunteer is presented with a wealth of possibilities. Across the spectrum of engagement running from sports and community activities to conservation programmes or extended gap year placements, there is a rich diversity of volunteering opportunities from which to choose.

This diversity is an undoubted strength of the sector. It can also present challenges for the young person wishing to find the volunteering opportunity most appropriate to their aims and requirements. Too often, young people who want to get involved in volunteering activity can end up confused about what is on offer, unclear about how to access opportunities, and discouraged from proceeding further.

A key challenge for the national framework is to ensure that young people seeking information or advice on volunteering opportunities can access it quickly and effectively. But this is only part of a wider, more ambitious programme of activity. If the framework is to deliver a genuine step change in youth volunteering, it must reach out to young people who are unaware of, or uninterested in, volunteering opportunities.

In addition the framework must clearly demonstrate to young people how they can engage with issues in society, and volunteer for change in their local community. The Commission’s research and consultation show that young people are not apathetic about their local environment. Many are concerned about community issues, and are engaged in projects to address them. For those young people who are not, the new framework should aim to ensure that they are made aware of what needs to be done in their area, and should offer guidance on how they can become involved. Ideally, local structures should be in place to enable young people to identify the issues that concern them, and to encourage them to set up and lead their own projects.

Raising Awareness

More than fifty per cent of the adult population volunteers. Yet volunteering, in its various forms, still appears to have a low awareness profile among the general public. Some people prefer to keep their volunteering activity private, and other volunteers may not even perceive themselves as such. Getting involved in a local sports club, helping out at a community day centre, or providing informal support to a neighbour are not activities that most people would regard as volunteering. They are more about doing something as part of everyday life that they find enjoyable and rewarding.

41% of young people formally volunteer. As Figure 3 shows, they undertake a rich variety of activities, including organising community events, fundraising, providing practical help to friends and neighbours, and giving advice.

**Figure 3. Formal volunteering activities by ages 16 to 24 year olds.**

![Bar chart showing formal volunteering activities by ages 16 to 24 year olds.](image)

Among the young people consulted by the Commission, there was a strong sense of the lack of public profile for volunteering, particularly when it came to recognising and celebrating youth achievements. With nearly three-quarters of all youth-related stories in the media casting young people in a negative light, it is important to redress the prevalence of negative stereotypes.

**Young Volunteers In Action 2**

Andrew – 24

“I’m 24 and was released from prison in October 2001. I was sent there for a drug problem which I had for 5 years. So, there I was, clean from drugs and I needed to fill a big gap in my life, as being clean left me severely bored.

“I tried to get a job but with a criminal record it was difficult. Someone recommended volunteer work and at first I was reluctant but I popped in to CSV to have a chat with Colette. I decided to try Durham Wildlife Trust which I really enjoyed but in the end it wasn’t practical, with all the travelling and the protective clothing needed. I discussed it with Colette and Mel and decided that I would help in the CSV centre doing admin. Recently I’ve been helping to set up the Moulin Rouge Millennium Volunteers Awards where I will be an usher taking people to their seats and giving directions. I’ve recently heard about Bullion Hall who will be needing reception staff so I’ve put my name forward as it sounds very good and would keep me busy.

“Volunteering has done more for my lifestyle than I thought possible and I know for a fact it has gone a long way to me staying clean. I’ve met loads of nice people and made new friends and now look forward to volunteering. It’s great doing something constructive with my spare time.”

---

4 Ibid.
5 ‘Positive Images’ campaign, Young People Now magazine: http://www.ypnmagazine.com/campaign/index.cfm
The perceived lack of volunteering messages in mainstream media means that not enough young people think of volunteering as a positive personal development choice. Certainly, some parts of the national media do not appreciate fully the scope and potential of volunteering activity. There appears to be a sense that volunteering is an outdated concept, reserved for older people working in charity shops. However, the Commission has found that spending time with programme commissioners and makers to inform them about volunteering activity can encourage a more creative and open approach to promoting volunteering. This could include embedding volunteering messages in programmes, such as soap operas, and developing programming that presents volunteering in new and innovative ways, such as through reality TV. The Media Trust and TimeBank have made progress in this area, but more remains to be done.

Volunteering appears to suffer from a poor image among young people. Attempts to make it seem ‘cool’ can be counter-productive, and the Commission is particularly wary of campaigns which appear to patronise ‘talk down’ to young people. There are important lessons to be learned from previous experiences of marketing campaigns aimed at young people, and the experience of other countries in running promotional campaigns during the 2001 International Year of Volunteers shows that volunteering can be marketed successfully to young people.

This is supported by the message which emerged from our national consultation: there is a clear need for awareness raising campaigns to engage their peers’ interest in volunteering. Putting young people themselves at the centre of image-making is important. The branding of the new volunteering framework and awareness campaigns will also be highly significant in attracting young people. The ultimate aim should be to broaden the appeal of volunteering opportunities, particularly among sections of the youth population currently under-represented in volunteering.

Campaigns to recruit volunteers for a specific purpose are far more effective than generic messages that promote volunteering as simply ‘a good thing.’ The latter runs the risk of being perceived as a youth intervention programme, there to give young people something to do to keep them out of trouble. The new framework is more likely to be effective if it puts young people in the driving seat of projects that deliver demonstrable change in the world they live in. The attractiveness of such projects will be further increased if the personal and skills benefits that young volunteers can derive from participation are emphasised.
Chapter 1 Engaging young people

The commissioning of these campaigns will be the responsibility of the dedicated implementation body. A number of principles should underpin their development.

- A distinctive feature of the national framework is its emphasis on youth-led activity. In keeping with this, young people should be involved in the development and execution of awareness campaigns.

- Young people are not a homogenous group, and they volunteer for different reasons. The desire to make a meaningful contribution to their local community or wider society motivates many. For others, chances to meet new friends and have fun, or to develop new CV skills, are important factors. Campaigns should reflect these differing motivations.

- There are many entry points for young people to volunteering, including family members and friends, youth organisations, schools, colleges and universities, faith groups, local volunteering bodies, and the internet. Campaigns should build on the local promotional and peer-to-peer recruitment methods which attract many to volunteering in the first place.

- Campaigns should be devised which focus on taking action to deliver results, in order to communicate a sense of what needs to be done, and what young people can do about it. Although young people do volunteer for different reasons, they have a preference for being able to identify clear outcomes from their commitment of time and energy.

---

**Case Study – Mind The Gap**

Mind The Gap is a marketing and media campaign aimed at inspiring London’s Black and Minority Ethnic (BME) community to start volunteering. Run by TimeBank, the campaign was based on research to find out what people from BME communities wanted from volunteering, which discovered that a large percentage of young people would volunteer if it could help them close a skills gap and get into paid employment.

Mind The Gap focuses on volunteering as an effective stepping stone to career development. Its message is that volunteering provides people with many things, from skills and career experience to new friends and contact with their local community. The message was kept generic, but materials and promotions were highly targeted at BME audiences.

Creative identity was created and used on leaflets, credit card sized flyers, in advertising and on a dedicated website. The printed materials were distributed through a wide variety of venues and locations throughout London, and especially in areas with a high BME population. An in-house radio advertising campaign ran with Choice FM. Marketing gifts-in-kind significantly exceeded expectations with over £165,000 worth of free advertising throughout the Ethnic Media Group, and £6000 free online advertising through myvillage.com. Many magazine titles aimed at BME readers gave up to 50% reduction in costs, amounting to almost £6000 of free advertising space.

As a direct result of the campaign, 900 people have now registered for further information about volunteering in their local community.
• Educational institutions could be instrumental in introducing more young people to volunteering.

• Campaigns should capture a sense of the wide variety of volunteering opportunities, and direct young people on how to access information about them.

• There should be a balance between national and local promotions, with campaigns utilising innovative youth marketing techniques. Relying on an expensive national ‘above the line’ advertising campaign is less likely to succeed, although national promotions are necessary. Campaigns that combine local peer-to-peer ‘guerrilla’ type marketing initiatives and local media exposure with national awareness are more likely to succeed – a national call to action with local implementation.

• Campaigns should maximise the opportunities presented by new media platforms to reach young people, who are known to be early adoptors of communications technology.
Chapter 1 Engaging young people

The profile of volunteering needs to be raised considerably if the framework is to attract the significant expansion in numbers the Commission expects. Regardless of how influential an awareness raising campaigns are, the framework will not succeed unless young people can easily access information and personal advice on volunteering opportunities.

A National Youth Volunteering Portal

Harnessing the enthusiasm and commitment of young people is key to securing a step change in youth volunteering. Improving access to information, advice and guidance is therefore an essential feature of the new national framework, ensuring that young people can find and navigate information about volunteering quickly and easily, in order to match their skills and interests to appropriate opportunities in their area.

Case Study – ‘V4UK’

When developing the content for this report, the Commission wanted to come up with a name for our proposals that would be easier to communicate than the rather long-winded ‘national framework for youth action and engagement.’ The challenge of developing a working title was put to young people.

‘V4UK’ was developed by young people at the ‘Youth Summits’ organised by the Russell Commission Youth Advisory Board with the help of youth charity Kikass. Summit participants were invited to come and learn about the basic principles of making a ‘creative pitch’ and developing personal communication skills. Targeted at young people who wanted to learn more about getting into a media career, as well as have the opportunity to talk about volunteering, the summits were a fun opportunity to brainstorm about how to make volunteering more appealing to young people. This included thinking of a name to call a new framework.

Standing for ‘volunteer for’, ‘V4UK’ was the most popular choice of the suggestions made. There was a strong feeling that there was little point in trying to invent a new word for ‘volunteering’, and that the challenge was how to make volunteering relevant to today’s youth by focusing on the activity, cause and outcome. V4UK’ is an example of a marketing logo and campaign message, designed by young people for young people.

The YABsters liked the flexibility the ‘V4UK’ concept offered. It would lend itself not only to key volunteering themes, such as ‘V4 Sport’, ‘V4 Education’ and ‘V4 Environment’, but also to local areas – ‘V4 Liverpool’ or ‘V4 Wales’ – and specific events, such as ‘V4 London 2012’. It was also felt to be complementary to other brands, like ‘V4 The Samaritans’, or ‘V4 Barnados’.

Although the Commission is not necessarily recommending the adoption of the ‘V4UK’ concept for the national framework, it is an excellent example of how youth-centred involvement in the design and development of core issues for the framework can have impressive results.

The profile of volunteering needs to be raised considerably if the framework is to attract the significant expansion in numbers the Commission expects. Regardless of how influential an awareness raising campaigns are, the framework will not succeed unless young people can easily access information and personal advice on volunteering opportunities.
In research undertaken for the Commission, young people identified a number of difficulties in accessing relevant and useful information about volunteering opportunities. In particular, the research found a lack of easily recognisable ‘ways in’ to locating information about youth volunteering, making it difficult for young people to identify appropriate opportunities. Those who were able to locate information about volunteering often found it confusing, unreliable and out of date, thus creating further barriers and discouraging their involvement.

Many young people also cited a lack of personal advice and guidance to assist them in choosing a volunteering opportunity which would suit them. This is a particularly important consideration for young people, who express a strong preference for personal, face-to-face methods of recruitment.

Current volunteering websites include www.do-it.org, Volunteer Development Scotland, Volunteering Wales and Volunteering Northern Ireland. These sites contain thousands of UK-based volunteering opportunities, and are a potentially valuable resource for young volunteers, but their profile is relatively low. Many young people are simply not aware of their existence. Although many of the databases are user-friendly, very few provide a youth-specific search function, and this can result in complex and lengthy searches which deter young people from pursuing their enquiries into volunteering. Geographical coverage, and enquiry fulfilment mechanisms are concerns that voluntary organisations have sought to address.

WorldWide Volunteering provides an authoritative database of international opportunities, enabling young people to search for an opportunity in the country of their choice. However, the WorldWide Volunteering database is currently only available via individual or group subscription, and while many schools and colleges currently subscribe to the programme, the coverage and accessibility of this database is still limited. Integrating youth-specific UK and international volunteering opportunities into a single database would simplify the flow of information, and provide a single point of access for young volunteers.

Personal advice and guidance on volunteering opportunities is offered by more than 400 Volunteer Centres across the UK. Volunteer Centre staff have developed considerable knowledge and expertise on volunteering, including partnerships with local agencies and extensive local knowledge, enabling them to provide a comprehensive service to potential volunteers. Recent research suggests that over 100,000 young people accessed volunteering opportunities through Volunteer Centres in 2003, accounting for 29% of their total client group. Although this is a substantial contribution to the provision of volunteering advice to young people at local level, the Commission has found that this is not consistent across the network. This can lead some young people to conclude that Volunteer Centres are ‘not for them.’

---

7 Commission consultation: Volunteering England submission.
The Millennium Volunteer (MV) programme is the other major dedicated advice and guidance service that promotes volunteering to young people. Currently, there are over 200 MV projects across the UK, providing advice and guidance, sign-posting opportunities and facilitating youth-led projects. Since its inception in 1999, the MV programme has supported over 70,000 young people in achieving their 100 hours target, and a further 50,000 have completed their 200 hours of voluntary service. MV has given a significant boost to youth participation in volunteering activity, and the location of many projects in Volunteer Centres has enabled MV and Volunteer Centre staff to work in partnership to provide opportunities. By building on the strengths of these resources, the Commission believes a more consistent level of information and advice can be provided on a national level to young volunteers.

The creation of a national youth volunteering portal can usefully build on the strengths of existing information and advisory services in order to improve the quality of service for all young people in the UK.

The youth-focused portal will enable young people to access up to date information and guidance on every aspect of their volunteering activity. For the first time, a national database of youth-specific opportunities will be available, with a premium placed on responding quickly to young people’s requirements.

The database will be available online and via a dedicated telephone number – the website and telephone service should allow young people to search the full range of volunteering opportunities, from short-term ‘taster’ sessions to full-time international volunteering placements. There should be as few interfaces – numbers to call, people to speak to, ‘hoops’ to jump through – as possible between the young person and the opportunities. Registration requirements for the individual young volunteer should be kept to a minimum in order to make the process of engagement as user-friendly as possible.

Combining modern technology with personal guidance, the portal will be an integrated information and advice service on youth volunteering. It will create an important centralised resource, streamlining information about youth volunteering and providing an interactive information and advice tool. It is envisaged that the portal will consolidate and build upon the success of existing volunteering portals, such as www.do-it.org, bringing together information and resources about youth volunteering in an easily accessible way. The operation of the portal will be contracted by the dedicated implementation body, and will represent a significant advance in the standards of information and advice which young volunteers can access.

The youth portal should maximise the potential of new and emerging communications technology. Young people are known to be early adopters of new technology - more than 90% have regular access to the internet, nearly the same percentage have a mobile phone, and well over half have access to digital TV. Mobile phones in particular have become an integral part of a young person’s daily life, acting as a key communication tool between peers and as an important resource for a growing range of information from other sources.

---

8 DfES Youth Volunteering Team 2004.
Chapter 1 Engaging young people

The advent of ‘3G’ mobile, which is now available on major mobile networks, will introduce new opportunities for accessing information, including video and enhanced web platforms. Although it is in an early stage of development, 3G is likely to have a significant impact on the youth market in 3 to 5 years’ time. The portal will need to ensure that it develops its offering accordingly.

In addition to its focus on new technology, the portal should create links with complementary local services, including Volunteer Centres, Youth & Connexions services, and educational institutions, to ensure that young people can access personalised advice and support. Indeed, it is clear that the majority of volunteering is localised, community-based activity, which depends for its success on having access points as close as possible to geographical communities and communities of interest.

A core consideration of the portal’s effectiveness will be its success in linking individual volunteers with local advisors on volunteering opportunities. The portal is not intended to replace local and regional structures in the provision of information and advice; rather, it should facilitate communication between these structures and individual young volunteers.

The portal will provide young people with advice and access to a database of opportunities. Its function will also be to build capacity. The key features of the national volunteering portal will be to provide:

- a central multi-media resource, with several access channels including telephone, website, webchat, email, text, interactive digital TV and textphone, enabling young people to engage using the medium of their choice;
- information on the benefits of volunteering and a comprehensive database of quality-assured domestic and international volunteering opportunities, which is regularly updated by brokers and/or providers;

Case Study – The Community Channel ‘Hit The Red Button’

The Community Channel digital TV channel, available on Sky, ntl and Freeview, is the only UK-wide TV channel designed to promote and support the work of charitable, voluntary and community organisations. It has recently launched the UK’s first charity interactive TV service. It aims to get viewers to donate money, time or give feedback to charities and voluntary organisations by ‘hitting the red button’ whilst viewing. The service is targeting younger viewers, as they are identified as strong, early adopters of interactive TV.

Digital platforms are likely to become an increasingly significant mechanism for attracting and recruiting young volunteers. In response, the Community Channel has recently launched a new initiative called ‘Hit the Red Button,’ designed to coincide with the Year of the Volunteer 2005. This campaign features a specific on-air volunteering red button, in partnership with do-it targeted at driving younger viewers from relevant programmes to register for volunteering opportunities by postcode through their televisions. This exciting new development demonstrates the increasing important role of digital technology in engaging young people in volunteering.
• virtual advisors, available via email, webcam and chat, and at webcam enabled ‘volunteer access points’ so that young people can connect to real time advice and guidance. This will be particularly beneficial for those living in rural communities where local advice services may not be available;

• clear links to local agencies and advisors who can provide face-to-face guidance and support to volunteers who require personally tailored support; and

• an interactive ‘volunteer forum’, which would operate as an online community, supporting youth-led volunteering, virtual volunteering and enabling an interactive on-line market place where young people can promote their skills and interests to volunteer-involving organisations, enabling a two-way recruitment process.

Telephone advisers will also be on hand to support and advise young people, exploring their skills and interests and helping them to identify opportunities that match their needs. For those young people who require personal advice, the portal will provide a direct link to a local advice centre, enabling young people to access personally tailored guidance and support. Young people will also be able to contact the national portal by email or text or through interactive digital television, and there will be a strong emphasis on effective and efficient fulfilment mechanisms, connecting young people directly to opportunities and maintaining their motivation to be involved.

To promote the accessibility of the portal, the implementation body for the national framework should work in partnership with a wide range of local agencies and services. This will help to generate awareness of the portal amongst young people, and enable those with literacy, language or access barriers to seek guidance from agencies hosting the service. Where possible, the portal should provide information, resources and toolkits in other languages and formats, and undertake regular consultation with users to ensure that it remains accessible and responsive to young people’s needs.

Young people will be instrumental in designing and maintaining different aspects of the new national portal, including the creation of online forums and chat rooms, with opinion polls and voting mechanisms to attract young people to the site.

‘Virtual volunteering’ will also be encouraged via the website, enabling young volunteers to offer their time and skills through online volunteering and e-mentoring initiatives. The Commission has found that young people are particularly open to virtual volunteering, which involves using the internet, email, interactive TV, mobile platforms, or the telephone and postal service to get involved in issues or activities that interest them. Virtual volunteering can be a successful means of overcoming barriers to involvement for those who face restrictions on their availability – including those with little free time, or who are based in rural areas, housebound or in full-time employment.

Youth-led volunteering will also be a key feature of the national portal, with young people designing and organising their own projects, recruiting their peers and sharing information and advice about their volunteering experiences. Volunteer forums will provide a space for young volunteers to engage in informal mentoring and discussion, providing support and encouragement, and sharing their learning and ideas with others.
Chapter 1 Engaging young people

The national portal will also provide support with accreditation, providing downloadable portfolios to enable young people to record their learning and progress. Young volunteers can provide support and assistance to their peers, offering feedback on their progress and providing tips on how to develop their portfolios. Peer feedback is important to young people – the Commission’s consultation found that 77% of young people felt that their peers’ experiences would have the most influence over their choice of volunteering opportunity, and that 70% would be convinced by their friends that volunteering was a positive choice.10

In looking at how to reflect feedback mechanisms in a new web portal, the Commission drew insights from websites such as eBay and Amazon, where consumers are able to rate the product they have purchased and provide a brief personal review. A similar ‘star rating’ mechanism could be incorporated into the portal for young people who register online for a volunteering opportunity, allowing them to review and rate their placement. This rating could reflect their recruitment experience and verify that the opportunity met its description, as well as allowing for other comments. Organisations would be encouraged to ensure that opportunity descriptions were accurate and met volunteers’ expectations, and that recruitment procedures met certain standards of accessibility and quality.

The website would also provide information, training and practical toolkits for practitioners. Toolkits could provide a comprehensive online library of support, including guidance on effective marketing, developing outreach and recruitment strategies, and how to promote inclusion, diversity and youth-led volunteering. This will create an interactive and evolving resource to support the development of good practice in youth volunteering.

Support functions for volunteering providers are currently provided by national infrastructure organisations such as Volunteering England, Volunteer Development Scotland, the Wales Council for Voluntary Action and the Volunteer Development Agency in Northern Ireland. Youth Action Network also provides training and guidance in supporting youth volunteering projects. The portal could perform an important role in leading efforts to build capacity within the volunteering sector to accommodate the step change in the number and quality of youth volunteering opportunities that the framework proposes. The framework should seek to link this development with the wider ‘ChangeUp’ voluntary sector infrastructure strategy.11

Enhancing local advice and guidance

Throughout the Commission’s consultation, volunteer-involving organisations and practitioners have stressed the importance of local advice and guidance networks in increasing youth engagement. An extensive infrastructure of local volunteering

10 Commission consultation: MORI analysis of responses.
11 ChangeUp is a joint government and voluntary and community sector vision for how capacity building, support and infrastructure for the VCS should be developed in the next ten years. It sets out high level objectives to address key capacity needs of frontline organisations to improve their performance, develop their paid and unpaid workforce, make better use of ICT, improve their governance, improve their ability to recruit and develop volunteers and fund their activity. ChangeUp also sets out an architecture for change to improve the provision of support to frontline organisations.

Source: www.homeoffice.gov.uk/docs3/changeup_faqs.pdf
brokers is in place in the UK, but its coverage of youth volunteering opportunities is patchy. Volunteer Centres provide information, advice, and matching services for potential volunteers, and are widely recognised as having strong links to local volunteering projects. Although some Centres have a specific interest in youth volunteering, this is not consistent across the network.

Millennium Volunteer projects offer specific youth-oriented advice and guidance on youth volunteering, and have proved effective in engaging substantial numbers of first-time volunteers: of the 150,000 young people who have participated in MV since 1999, 60% had not previously volunteered. In England, the delivery of MV will be passed to local Connexions Services in April 2006, helping to build awareness of volunteering amongst Connexions staff and raising the profile of youth volunteering within the wider youth service agenda. Connexions Personal Advisers, along with wider youth support staff, have a role in providing information about volunteering opportunities to young people, and it is important that the new framework harnesses the support of these professionals, providing training and building their capacity to provide high quality advice and guidance.

Throughout the UK, many MV projects have been integrated into local Volunteer Centres, and the Commission has been impressed at how effective this has been in joining together expertise in volunteering and in youth work, as well as in providing the human resources necessary to engage with young people.

In keeping with this trend, Volunteer Development Scotland has recently enabled every Volunteer Centre in Scotland to employ a Youth Development Worker to provide dedicated support to young volunteers. Youth Development Workers are responsible for engaging and recruiting young volunteers, undertaking outreach and raising awareness of the benefits of volunteering. Youth Development Workers are also encouraged to place a particular emphasis on targeting those young people currently under-represented in volunteering or at risk of exclusion. They also build the capacity of local organisations to involve young people, creating new volunteering opportunities that match young people’s interests and aspirations. Two National Youth Development Officers support this 32-strong team of Youth Development Workers, providing training and sharing good practice, enabling the Volunteer Centre network to develop a coherent youth involvement strategy.

These initiatives are examples of how the capacity of existing local advice and personal guidance services can be expanded. There remains considerable scope to enhance existing services. If the framework is to deliver a genuine step change in youth volunteering, it must provide a meaningful and supportive personal interface with young people in order to encourage their participation in local volunteering activity. The framework must also provide a mechanism for reaching out to young people who are unaware of, or uninterested in, voluntary activity, widening access to volunteering and enabling greater numbers of young people from under-represented groups to volunteer. As one consultation respondent observed: “If we want to engage with ‘hard to reach’ young people – particularly those living in disadvantaged and marginalised communities, we have to go to them, rather than expecting them to come to us. This means employing staff who can spend time earning the trust of young people, and building their confidence and readiness to engage.”

---

12 Commission consultation: BTCV response to pre-consultation letter.
Chapter 1 Engaging young people

Trusting and supportive relationships enable young people to build their confidence and self-esteem, and help to prepare them for volunteering. Once engaged, they need help to identify their skills and interests, select appropriate and stimulating opportunities, and retain their commitment and enthusiasm throughout the volunteering journey. The provision of dedicated local advice and guidance will be instrumental in the success of the framework, and will provide the necessary professional support to encourage a vibrant culture of volunteering in local communities. There is strong support for the development of local advice and guidance. Other findings from the Commission’s consultation point to the need for more strategic support to develop a culture of youth action and engagement in local communities.

For a new youth volunteering strategy to be successful, communities need to be ready to welcome young people, and recognise just how much they have to offer. Professionals are needed to facilitate the development of youth volunteering, regionally and locally, by tackling negative perceptions of young people and help organisations to work effectively with young people.

In order to embed youth volunteering, the framework needs to create positive networks, engaging with partners in local government, specialist youth organisations and the existing volunteering infrastructure, including Volunteer Centres and MV projects. The framework will also need to plug into emerging youth networks, such as local authority Children’s Trusts which will be a feature of most areas of England by 2006. Developing collaborative relationships with parents and other professionals, including teachers, youth workers and Connexions personal advisers will also be vital part of the facilitator role, equipping them with the knowledge and skills to communicate the benefits of volunteering and to signpost opportunities effectively.

Recognising the value of face-to-face advice and guidance to young people, the Commission has considered how best to resource the strategic development of youth volunteering, through capacity building, networking and local partnerships. We also recognise the role that positive peer influence plays in recruiting and involving young people in volunteering. Young people are extremely effective in engaging their peers, often through word of mouth, demonstrating the importance of involving young people directly in providing information, advice and guidance about volunteering.

This is a particularly successful feature of the AmeriCorps National Civilian Community Corps (*NCCC) model, which involves teams of young people in championing youth volunteering within their local communities.13 These young volunteers come together in groups of 10 or 12 to undertake a range of projects and initiatives, which are designed to respond to the needs of the local community. Many teams actively recruit other young people to participate in their projects, introducing them to community service and inspiring their continued involvement in local projects. In the UK, the Prince’s Trust Team programme invites young people who have successfully completed their 12 week programme to return in a voluntary capacity as Assistant Team Leaders. These ambassadors help to recruit new groups of young volunteers, provide strong peer-leadership and encourage new teams to work together to achieve their goals.

13 http://www.americorps.org/nccc/about.html
Many consultation respondents suggested that the Commission should consider creative ways to involve young people in recruiting their peers, offering peer-leadership opportunities and inspiring more young people to volunteer. One submission proposed that “Young people should be encouraged and supported by organisations to become ‘ambassadors’ and recruiters of new volunteers, passing on their own direct experience of the benefits of volunteering.”

It is clear that young people value personal advice and guidance, and express a clear preference for face-to-face support. The Commission believes that an expanded network of Youth Volunteer Advisers could act as key enablers, engaging and supporting young people in voluntary activity. These Advisers will support the development of youth volunteering, and enhance the provision of dedicated advice and guidance for young people.

Youth Volunteer Advisers would be based in community venues throughout the UK, helping to develop the profile of youth volunteering locally. Working in partnership with existing youth agencies to promote volunteering, Advisers would improve access to opportunities and address the barriers which impact on young people’s participation. They would also focus on increasing the involvement of young people who are currently under-represented in volunteering, through targeted outreach and awareness activities which promote inclusion and reflect the cultural diversity of the local community.

Advisers would link into the efforts of the Children’s Trusts as they emerge in England, helping to map existing volunteering opportunities as part of the broader mapping of youth services and provision. In consultation with young people, Advisers will develop a menu of volunteering opportunities, engaging young people and promoting their involvement in a range of community activities.

Youth Volunteer Advisers will also lead by example, championing youth-led volunteering through the creation of Youth Action Teams, made up of full-time and part-time young volunteers. This team approach draws on the success of models like AmeriCorps NCCC, and reflects the Commission’s findings regarding young people’s interest in group-based volunteering. Many young people are keen to volunteer with their friends, and the Action Team approach will enable Youth Volunteer Advisers to engage young people in a range of creative projects which reflect their interests as well as responding to priorities within their local communities.

Youth Action Team members could also act as ambassadors, offering advice and guidance, outreach and peer mentoring. They could encourage their peers to participate in volunteering activity. Action Teams could design and run one-off opportunities, alongside more sustained part-time and full-time volunteering opportunities, which would provide a focal point for youth action and engagement in each local area.

Youth Volunteer Advisers and their Youth Action Teams have a vital role in supporting and inspiring young people in their volunteering. The Commission believes it is necessary to develop another distinct and complementary role to provide strategic support for the development of youth volunteering. We propose a network of Youth Volunteer Development Managers who will work at a strategic and developmental level to make volunteering more accessible for young people, in partnership with voluntary, community and public sector organisations.

Commission consultation: CSV submission.
Youth Volunteer Development Managers would be responsible for plugging into existing youth, voluntary and community sector networks, in particular the emerging Children’s Trusts in England, to develop creative partnerships and facilitate a vibrant culture of youth volunteering. A key aspect of the Development Manager’s role will involve building the capacity of organisations to involve young people in volunteering, by providing training and support to equip staff with the skills to effectively engage young volunteers.

Youth Volunteer Advisers
The role of the Youth Volunteer Advisers builds on the success of existing youth volunteer co-ordinator roles which have been established throughout the UK. These dedicated Advisers will support the development of youth volunteering, by enhancing the existing volunteering infrastructure and co-ordinating the provision of high quality advice and guidance for young people.

Youth Volunteer Advisers will also champion youth-led volunteering through the creation of ‘Youth Action Teams’ mobilising groups of young volunteers to participate in a range of community projects. Youth Action Team members will support the Youth Volunteer Adviser network, providing positive peer influence, and inspiring young people to participate in a range of volunteering activities.

Mapping Opportunities
- Undertake a comprehensive mapping exercise, to identify existing youth volunteering activity, volunteer-involving organisations and local youth provision;
- Consult widely with young people to establish their needs, interests and aspirations;
- Identify and broker new opportunities to meet young people’s needs.

Advice & Guidance
- Provide advice and guidance to young people interested in volunteering;
- Develop guidelines for good practice in the provision of information, advice and guidance on volunteering;
- Identify and broker outreach and information points in community venues to enable young people to access information and advice;
- Identify groups of young people who are under-represented in volunteering and co-ordinate targeted outreach and recruitment programmes.

Youth-led action
- Recruit, train and support ‘Youth Action Teams,’ to participate in a range of community projects;
- Support and facilitate youth-led initiatives.

Celebration & Recognition
- Facilitate regular celebration and events to recognise young people’s achievements;
- Broker a range of local discounts and benefits to incentivise young volunteers;
- Provide ongoing support to young people engaged in accreditation initiatives.

The way forward: Developing New Opportunities
Youth Volunteer Development Managers would be responsible for plugging into existing youth, voluntary and community sector networks, in particular the emerging Children’s Trusts in England, to develop creative partnerships and facilitate a vibrant culture of youth volunteering. A key aspect of the Development Manager’s role will involve building the capacity of organisations to involve young people in volunteering, by providing training and support to equip staff with the skills to effectively engage young volunteers.
Chapter 1 Engaging young people

Youth Volunteer Development Managers

Youth Volunteer Development Managers will maximise the capacity of volunteer-involving organisations, through training and support, and assist in the development of quality opportunities for young people. They will also help to evaluate the community impact of youth volunteering.

Key responsibilities

- Provide training, support and capacity building services to youth brokers and volunteer involving organisations to increase the quality and availability of opportunities for young people.
- Plug into local and regional networks to promote youth volunteering, develop positive partnerships and identify available resources.
- Develop partnerships with education providers to support young people and volunteer-involving organisations in developing accreditation opportunities.
- Develop creative partnerships in the private and media sector, to facilitate sponsorship opportunities and to raise the profile of volunteering locally.
- Develop a youth volunteering forum, to share resources and good practice.
- Set, monitor and evaluate targets for youth involvement in volunteering.
- Evaluate community impact of youth volunteering.

Development Managers will support the growth and diversity of volunteering opportunities available to young people, through extensive networking and creative partnerships with a wide range of local organisations in the public, voluntary and community sectors. Quality and accreditation will form other significant strands of the Development Manager’s role, ensuring that young people are engaged in meaningful opportunities which promote their personal development. They will also take responsibility for collating qualitative and quantitative data to enable the dedicated implementation body to evaluate the impact of youth volunteering within local communities.

Having considered how best to expand local young volunteer advice services, the Commission’s preference is for the dedicated implementation body to contract with a wide range of youth agencies to deliver advisory services. Contracts would be offered to employ Youth Volunteer Advisers and Youth Volunteer Development Managers, who could be based throughout the public, voluntary and community sectors, including in Volunteer Centres, Youth & Connexions Projects, health or sports projects and educational institutions. In parallel to this, the implementation body would also contract with specialist organisations to provide support in developing youth-led projects, and also to those organisations who demonstrate a strong track record in engaging and supporting young people from marginalised or disadvantaged communities.
Chapter 1 Engaging young people

The Commission believes that this approach will create a strong network of professionals who will consolidate and enhance youth volunteering opportunities in the local area, providing direct support to young people and building the capacity of organisations to involve them.

THE LINK BETWEEN VOLUNTEERING AND EDUCATIONAL INSTITUTIONS

Many of our schools, sixth forms, further education colleges and higher education institutions encourage their students to volunteer. There are excellent examples of an active student volunteering culture, with many young people taking on their first volunteer roles and learning a volunteering ethos at school.

Although many schools promote volunteering, it is not done systematically. There are many educational institutions that do not yet possess a volunteering culture.

Young people aged 11 to 16 years old are at a particularly formative stage in their lives. If we are to encourage a new generation of active citizens, it is important for educational institutions to engage young people in understanding the value of volunteering. Some young people become aware of volunteering through citizenship education, now a foundation subject in the national curriculum.

But David Bell, the Chief Inspector of Schools, has drawn attention to the generally poor standard of teaching of citizenship. “The overall quality of citizenship provision is unsatisfactory in 26% of schools. Citizenship education became part of the National Curriculum two years ago. Some schools made a very late start introducing the subject; in others, key management decisions were based on misunderstanding or scepticism. Unsatisfactory teaching of the subject is most often found where it is provided through other subjects rather than distinctively.”

It therefore makes sense for citizenship teachers to have materials and lessons plans that make it easy for them to explain volunteering, put it into a wider context of active citizenship and set out the ways in which people get involved in their communities.

Government has already taken steps to promote volunteering and giving in schools. Active Citizens in Schools (ACiS) was piloted by Changemakers under the auspices of the Department for Education and Skills (DfES) and involved 5,000 participants in 28 schools. ACiS is built on the model of Millennium Volunteers to encourage the experience of voluntary work among pre-16 year olds. It particularly focuses on the learning outcomes for the young people from their experience of active citizenship. ACiS also enhances the citizenship curriculum, enabling schools to create meaningful links between the knowledge, understanding and skills elements of citizenship learning. The pilot was completed in late 2004 and the programme has now been approved by DfES for optional implementation nationwide. Evaluation by the Institute for Volunteering Research has found that ACiS has had demonstrable success in promoting opportunities for schooling and community involvement through volunteering. The Commission encourages local education authorities to take ACiS forward as a positive step for the development of citizenship and volunteering in schools.

---

17 Ibid.
Chapter 1 Engaging young people

Giving Nation, a joint DfES and Home Office programme, has helped secondary school pupils to understand charitable giving and fundraising. It has provided toolkits to over 3,000 secondary schools, and the initiative is active in more than one-third of them.\(^8\) There is a case for looking at how the giving of time could be given more emphasis within Giving Nation.

With 4 million secondary school pupils in the UK, there is considerable potential to heighten awareness of volunteering through schools. Teachers and students should be targeted through awareness campaigns and provided with access to the national youth volunteering portal. They should have ready access to the information they need to ensure volunteering is a part of the portfolio of activities on offer to young people. Links to local Volunteer Centres would help schools to provide pupils with advice and guidance, and would help to build a volunteering ethos.

The link between schools and wider community activities could be achieved through a network of Youth Volunteer Advisors, who would support the development of youth volunteering in educational institutions. These Advisors would build creative partnerships between schools and volunteer-involving organisations, provide advice and guidance to students, and encourage young people’s involvement in community activities. They could also support the delivery of the citizenship curriculum through co-ordination with community projects to engage students in contributing to local issues.

Case Study – Deptford Green Full Service Extended School

The Peer Mentoring Project is one of the services provided by Deptford Green Extended School. Delivered in partnership with the Crossways Sixth Form Academy and local primary schools, the Project aims to support inclusive education for young people.

Deptford Green’s Community Development Worker trains volunteers from the Sixth Form Academy who want to devote time to mentoring younger pupils in local schools. Training consists of four half-day sessions, covering equal opportunities, communication and counselling skills, child protection and confidentiality, and behaviour management. Successful completion of the training is marked publicly with a certificate.

The trained mentors are then matched with placements in local primary schools, where they are involved in a range of mentoring, support and sports activities. These are designed to support pupils’ social and emotional development and to raise their levels of achievement. Mentors are linked with a member of staff at the placement schools and ongoing support is provided by the Deptford Green community worker. Mentors are encouraged to document the impact of their work through hard and soft evaluation.

As one peer mentor observed, “I’ve always wanted to work with children so I was pleased when I got a placement as a mentor at the local primary school. My role was to assist a class of Year 3 children – I didn’t expect to learn so much about children in such a short time, but I did! Working as a peer mentor has been fun, challenging and a good learning experience, and it has helped me to want to work with children.”

\(^8\) Giving Nation 2004.
The Commission also aims to champion the youth-led approach, through the creation of a pool of young volunteers in Youth Action Teams to assist in engaging more young people in volunteering. Using positive peer influence, these Youth Action Teams will deliver a range of services including advice and guidance, outreach, mentoring and supported brokerage, encouraging and inspiring their peers to participate in volunteering activity. Through an increased presence in schools, colleges and universities, the Youth Action Teams will help to foster a vibrant culture of volunteering, raising awareness of the benefits of voluntary activity and encouraging more students to get involved.

There are also clear opportunities for extended schools in England, and for community schools and their equivalents elsewhere, to develop their relationship with young people and the community, and act as a beacon for other schools.

An extended school is regarded as one that is ‘open to all, all the time’ and is not focused on young people. Locally managed and locally focused, the schools provide activities required by the local community, from childcare to adult learning. Extended schools offer a range of potential full-time volunteering roles for young volunteers. Activities could include providing childcare, IT training for older people, and co-ordinating sports activities.

**Case Study – Wallasey High School, Wirral**

Wallasey High School sits in the middle of a housing estate where the incidence of anti-social behaviour rises on Thursday, Friday and Saturday nights. There are also some cohesion issues between different areas of the estate. The school’s Extended School Co-ordinator wanted to develop a project for young people to help to tackle these issues.

The school has started a successful horticulture project that brings together a range of partners, including the two community centres located on the housing estate, the housing association, adult and community education and local Millennium Volunteers.

The housing association has allowed their gardener to support the project, as well as providing plots of land.

The project aims to link community cohesion and engagement by giving young people activities to pursue and encouraging family learning. The project will be used to support the school’s Alternative Curriculum, and the intention is to develop a social business over time.

The Commission is keen to embed youth volunteering within schools. We recognise that there are young people at risk of exclusion or currently not participating in formal education. Non-participation is often the result of a range of complex factors which affect young people’s lives, including disillusion with schooling, poverty, insecure housing, drug misuse, poor physical or mental health and a range of personal or family stresses, all of which can block progress. Many schools provide intensive support to young people at risk of exclusion, offering alternative curriculum opportunities to assist their progression. In addition to providing a basic curriculum to their students, many pupil referral units offer creative community programmes to assist personal

---

19 'Bridging the Gap', Social Exclusion Unit, 1999.
Chapter 1 Engaging young people

development. There is a role for Youth Volunteer Advisers in developing group and individual volunteering opportunities for these students, engaging them in a range of community activities which enhance their formal learning experience.

Services that provide direct support to young people who are not in education, employment or training, include education social workers, the Connexions service, and Jobcentre Plus advisers. Youth Volunteer Advisers could help to build the capacity of these professionals to provide information about the benefits of volunteering, and to support young people in accessing opportunities that reflect their needs and interests.

The post-16 Citizenship Development Programme aims to develop social and moral responsibility, political literacy and community involvement in schools and FE colleges, sixth form colleges, and work based training institutions.

All FE colleges, sixth form colleges, and work-based training institutions should have links with local volunteer centres, and the new framework should build on what already takes place. For example, work-based training institutions can make the most of the post-16 development programme and learn how volunteering can boost community involvement and active citizenship.

There is evidence of a gap in level of volunteering in FE institutions compared to HE institutions, where there is a well developed student volunteering network. The introduction of the Higher Education Active Communities Fund (HEACF) has encouraged greater involvement of students and staff in voluntary and community activities, and this initiative has been an important funding stream for HE institutions to develop their volunteering infrastructure. HEACF has also enhanced the key role played by institutions in their local communities.

The framework will provide opportunities for FE and HE institutions to link up with voluntary and community organisations, and there is clear potential here for students to develop youth-led activities. Student volunteer teams could work with local communities to identify and implement local volunteering projects, and recruit other volunteers to participate.
Chapter 1 Engaging young people

With many colleges lacking the time and resources to make a volunteering culture immediately possible, strengthening the link between institutions and local volunteering organisations could help to strengthen capacity. DfES research suggests that Millennium Volunteers projects tend to work in educational institutions because of attending freshers’ fairs and making presentations to school year groups. The Working Group on 14-19 Reform and the subsequent White Paper have shown how there may be opportunities to link volunteering more closely to the curriculum. As a first step, it would be useful to determine the exact extent of provision and measure how far this could meet demand. If equality of access to volunteering opportunities of an agreed standard could be secured, further consideration could be given to linking volunteering more closely to the curriculum.

As the recommendations in other areas of this report are implemented, the case for linking volunteering more closely to education will be strengthened. For some young people, however, accessing volunteering via education may not prove the most effective means of engaging them. Youth clubs and centres, often provided through the Youth Service by Local Education Authorities and voluntary organisations, offer a further opportunity to attract young people to volunteering. The national framework could allow the Youth Service to engage disadvantaged young people in volunteering activities, and to provide informal personal and social education for young people.

Youth work can develop a young person’s ability to make responsible choices, and to engage with peers and their communities. It can help them to avoid falling into the ‘at risk’ category, and builds up their ability to cope with the issues that affect them. The Connexions service assists young people in their personal, educational, and

---

Case Study – University of Leeds

Leeds University has developed a community relations strategy and employs a full-time community liaison officer. This approach has enabled community engagement to become embedded in the core activities of the university. Almost 1,000 student volunteers work in local schools providing tutoring, mentoring, out of school activities as well as a broad range of community based projects. The award-winning Refugee Support Network matches language speakers with refugee children to help them assimilate in the classroom. Small grants are also available to students, staff and community groups to develop their own ideas to improve the areas in which they live. From fashion design for the homeless to hip hop awareness in local schools, the grants enable people to use their unique skills to affect positive change in their own communities.

The University believes that the appointment of a dedicated community liaison officer has been crucial in forging new partnerships with the local community. Increased awareness of this role through regular attendance of local group meetings demonstrates the University’s goal to be a listening and lasting presence. In building links with the community, the university understands that it needs a two-way dialogue to disseminate the positive involvement through its volunteers, and also act as a point of contact for the community to help mediate in potential disputes.

With many colleges lacking the time and resources to make a volunteering culture immediately possible, strengthening the link between institutions and local volunteering organisations could help to strengthen capacity. DfES research suggests that Millennium Volunteers projects tend to work in educational institutions because of attending freshers’ fairs and making presentations to school year groups.

The Working Group on 14-19 Reform and the subsequent White Paper have shown how there may be opportunities to link volunteering more closely to the curriculum. As a first step, it would be useful to determine the exact extent of provision and measure how far this could meet demand. If equality of access to volunteering opportunities of an agreed standard could be secured, further consideration could be given to linking volunteering more closely to the curriculum.

As the recommendations in other areas of this report are implemented, the case for linking volunteering more closely to education will be strengthened. For some young people, however, accessing volunteering via education may not prove the most effective means of engaging them. Youth clubs and centres, often provided through the Youth Service by Local Education Authorities and voluntary organisations, offer a further opportunity to attract young people to volunteering. The national framework could allow the Youth Service to engage disadvantaged young people in volunteering activities, and to provide informal personal and social education for young people.

Youth work can develop a young person’s ability to make responsible choices, and to engage with peers and their communities. It can help them to avoid falling into the ‘at risk’ category, and builds up their ability to cope with the issues that affect them. The Connexions service assists young people in their personal, educational, and
vocational development, and could play a valuable role in promoting volunteering opportunities. This can be done through its already established advisory system, extensive communications network, and its links to Millennium Volunteers.

### Case Study – Imperial War Museum ‘Learning Through volunteering’

Now in its third phase, the Imperial War Museum’s ‘Learning Through Volunteering’ programme promotes lifelong learning, improves basic skill levels and vocational attainments, and improves life quality in areas of high social and economic deprivation.

Working with people from the most disadvantaged communities across Manchester, the Museum recruits non-traditional volunteers, such as young adults (over 16) in danger of exclusion, the long-term unemployed, members of minority ethnic communities, and people with disabilities.

The Programme offers the opportunity to develop skills through on-the-job volunteering, enabling volunteers to re-enter the job market or further education and re-engage with their communities. Otherwise, volunteers have very little or no access to this type of vocational training in their everyday lives.

### CELEBRATING YOUNG PEOPLE’S ACHIEVEMENTS

Celebrating the achievements of young volunteers should be fundamental to the new national framework, in order to ensure that young people’s efforts are valued and rewarded. Recognition is also vital in securing the long-term commitment of young volunteers, encouraging retention and inspiring the continued involvement of young people in voluntary activity. Acknowledging the contributions of young volunteers also helps to raise self-esteem and confidence, enabling them to identify their achievements and celebrate their success. Many organisations regularly celebrate the achievements of their volunteers, hosting events and activities to thank young people for their commitment.

A large number of youth awards currently recognise young people’s voluntary activity, including the Millennium Volunteer of the Year Award, the Whitbread Young Achievers Award and The Phillip Lawrence Award, as well as numerous regional and local awards. The diversity of these awards reflects a strong commitment to celebrating the contributions of young people, but public awareness of these awards varies considerably. It is important to develop effective ways of building the profile of youth volunteering, both to recognise the efforts of existing young volunteers, and also to attract new volunteers.

The Commission would like to develop new approaches to celebrating youth volunteering by building on examples of existing good practice. We have been impressed by the success of the national Millennium Volunteer of the Year Award in recognising the contributions of young volunteers. This award has been running since 2002 and has a strong regional focus. It recognises the contributions of Millennium Volunteers throughout the UK, and showcases examples of outstanding community involvement. Millennium Volunteers themselves are actively involved in designing the awards and participate on the judging panels. This peer recognition provides additional validation for the awards.
The Millennium Volunteer model provides an excellent starting point for the development of a new national youth volunteering award. However, the Millennium Volunteer award is only open to young people who participate in Millennium Volunteer projects. The Commission believes that the best aspects of this award could be developed into a more inclusive and generic national award.

The new national award should retain a strong regional focus, enabling young people to gain local recognition for their achievements, as well as feeding into nominations for national awards. Regional events would allow young volunteers to showcase their work and demonstrate its positive community impact. These events would also be an opportunity to build the profile of youth volunteering in local and regional media, and Youth Volunteer Advisers and their Youth Action Teams would assist in the organisation and development of events, which could coincide with national Volunteers’ Week.

Young people should be at heart of designing the awards, forming the judging panels and being involved in their presentation. Internet, mobile and digital television platforms should also be utilised to encourage peer voting, raising the profile of youth volunteering and involving young people in selecting their ‘volunteering idols.’

These events would culminate in an annual ‘red carpet’ national awards ceremony which could provide a substantial boost in the awareness and participation of young people in volunteering activity. Designed to showcase and celebrate youth volunteering throughout the UK, an event of this nature could attract media interest, corporate sponsorship and celebrity support. Celebrity involvement could build the status, credibility and popularity of volunteering amongst young people, demonstrating the strength of popular culture in influencing and inspiring youth action. By harnessing the support of credible celebrities, the profile of volunteering will be further enhanced. Covering the range of volunteering activity, the national volunteering awards would capture youth volunteering in all its diversity.

The Commission would like to encourage sponsorship for a new national award as a means of engaging business and the media in promoting the strengths of youth volunteering, and in order to recognise the contribution of young people to society. Feedback from existing award schemes suggests that a youth volunteering award, independent of government, is more likely to secure corporate support.

**RECOMMENDATION 1**

A series of campaigns should promote awareness of volunteering, in order to establish volunteering nationally as a powerful force for change and an activity that all young people should aim to pursue.

Elements of these campaigns could include:

- promoting the benefits of volunteering and encouraging young people to register on the national portal;
- targeting specific groups of young people, particularly those who are currently under-represented in volunteering, and/or promote specific types of volunteering opportunities;
• challenging the media to help create new public attitudes to young people’s volunteering by celebrating and recognising their achievements;

• maximising exposure to volunteering messages within the education system, at pre-16 level as well as in secondary schools, sixth forms, Further Education and Higher Education to ensure that all students have the opportunity to volunteer;

• running targeted campaigns to recruit volunteers for voluntary and community sector organisations at a national and local level;

• ensuring young people are involved in the development and delivery of any campaign.

**RECOMMENDATION 2**

A national volunteering portal will ensure that young people have ready access to information on volunteering opportunities through:

• a new web site linked to mobile messaging facilities and available via interactive digital TV platforms;

• an ‘online community’ where young people can promote their interests or skills to both volunteering providers and young people looking to set up community projects;

• a new volunteering hotline to refer young people to volunteering opportunities;

• a youth focused database of volunteering opportunities that brings together existing data sources including do-it, and WorldWide Volunteering and possibly similar services in Scotland, Wales and Northern Ireland;

• advice, guidance and training resources for volunteering practitioners and youth workers, including resources to involve young people from disadvantaged backgrounds;

• involving young people at all levels of delivery of the national portal. A concerted effort should be made to employ young people with relevant experience for key positions and a range of voluntary roles should be devised for young people to engage in online or face to face on a part-time and/or full-time basis.
RECOMMENDATION 3

To ensure that young people receive high quality advice and guidance on volunteering, the implementation body should contract to put in place 200 Youth Volunteer Advisers.

These Advisers will:

- provide advice, guidance and placement for young people liaising with local statutory services so that volunteering becomes a more natural choice for disadvantaged young people;
- ensure access to advice and information on volunteering options via established youth service networks and advisory services;
- champion youth-led volunteering through the creation and management of Youth Action Teams, enabling young volunteers to engage and support their peers in voluntary activity.

To build the capacity of volunteer-involving organisations to engage and support young volunteers, the implementation body should contract to put in place a further 200 Youth Volunteer Development Managers.

Development Managers will be responsible for:

- providing training, support and capacity building services to youth brokers and volunteer involving organisations to increase the quality and availability of opportunities for young people;
- plugging into local and regional networks to promote youth volunteering, develop positive partnerships and identify available resources.

RECOMMENDATION 4

It should be commonplace for young people to volunteer whilst they are at school, college or in higher education. All education institutions should have a volunteering ethos. This will require:

- better information on volunteering opportunities through access to the “portal” and targeted awareness campaigns;
- a stronger emphasis on volunteering within the citizenship curriculum and training for citizenship teachers;
- making the most of the opportunities for volunteers within extended schools, community schools, and their equivalents, providing leadership on new volunteering roles for the schools sector as a whole;
- a new role for young volunteers working with local advisors to link schools, sixth-forms, further education colleges and higher education institutions with volunteer centres and local opportunity providers.
RECOMMENDATION 5

To celebrate the achievements of young volunteers, the implementation body should facilitate an annual youth volunteering award ceremony, to recognise and reward young people for their contributions to UK society. The national award ceremony should:

- be designed, organised and judged by young people, with support from the implementation body;
- recognise volunteering in all its diversity, and reward both distance-travelled and achievements;
- have a strong regional component, enabling local and regional recognition of young volunteers;
- regional events should also provide opportunities for young people to nominate their peers for national awards;
- attract corporate sponsorship, celebrity support and high profile media coverage;
- utilise internet, mobile and digital platforms to facilitate interactive voting.
Chapter 2 Expanding volunteering opportunities

This chapter sets out the Commission’s recommendations to extend the choice of volunteering opportunities available to all young people, together with measures to increase the quantity and quality of all types of youth volunteering activity.

INTRODUCTION

Volunteering permeates almost every aspect of our national life. Young people engage with the widest possible range of organisations to volunteer for a correspondingly broad field of activities. Community organisations, youth groups, schools, charities, sports clubs, churches and faith groups, and the armed services are just some examples of the major players in the youth volunteering landscape.

The structure and quality of volunteering experiences can vary considerably, from adult-led and highly structured activities to peer-led initiatives designed and operated by groups of young people themselves.

Participation in volunteering activities can take many different forms. Introductory, short-term ‘taster’ sessions can be used to good effect to engage young people who are new to volunteering, and they are also successful in encouraging them to repeat their involvement and engage in additional volunteering activities. Part-time volunteering – activity which takes up anything between a few hours and one or two days per week – covers a host of individual and group initiatives, with varying levels of shared leadership between adults and young volunteers. There is a small number of full-time opportunities – approximately 9000 per year – for young people seeking to commit longer periods of time to volunteering activity in the UK. In addition, there are innumerable opportunities for young people to engage with public institutions and services in their communities in order to effect change.

It is important that the national framework fully recognises the diversity and complexity of volunteering opportunities in the UK. It should include all volunteering opportunities available to young people – short-term, part-time and full-time – and make information on engaging in these activities as accessible as possible. In seeking to embed a culture of volunteering in young people, which will see them engage and re-engage in different activities throughout their lives, the goal of the framework should be to ease the transition of volunteers from one type of activity and one level of engagement to another as their needs and interests develop.

There is currently no easily accessible means for young volunteers to make an informed choice, based on an understanding of what is available, about the type of volunteering activity most suitable for them. The pathways from one opportunity to the next are not as straightforward as they should be. Nor is it clear whether the supply of opportunities, either in total or by type, matches demand from young people.
A MENU OF OPPORTUNITY

Incorporating all volunteering opportunities into the national portal would provide greater clarity – for young volunteers, volunteering organisations, and the brokers which assist in arranging placements – on the scope for addressing these weaknesses in current volunteering provision.

A ‘menu of opportunity’, accessible via the portal, could provide information on the different factors which determine volunteering – time, location, sector, and whether the activity is youth- or adult-led – and offer the young volunteer an easily navigable course through appropriate opportunities. For the first time, the menu would make clear the linkages between different types of activity, and set out pathways for the young volunteer to follow. Those who are new to volunteering, for example, may wish to take part first in structured, short-term activities and then, in keeping with a young people-led framework, progress to designing and leading initiatives as their confidence and skills develop.

The menu of opportunity would help the young volunteer navigate through the diverse range of volunteering opportunities. It would show:

- local, national and international opportunities;
- group, peer supported and individual activities;
- the time commitment and the duration;
- the organisational context – charity, educational institution, youth group; and
- the structure – adult- or young people-led.

There will, of course, be any number of pathways; and while it is the Commission’s aspiration that young people undertaking taster sessions should move on to a more regular commitment, the value of occasional volunteering should also be recognised. Young people may scale back or increase their commitment, or migrate from activity to activity, or move from a young people-led project to structured adult-led activity. The menu will help young people retain the volunteering habit.

The Commission’s ambition is for a new focus on, and expansion of, young people-led volunteering, in which young people themselves determine the action taken and issues addressed.

A step change in youth volunteering will not be achieved solely through the expansion of a single scheme, but rather by an increase in all types of activity and greater numbers of volunteers choosing to move from one type of activity to another. We have mapped potential demand for volunteering opportunities, paying particular attention to those groups of young people who are under-represented in volunteering activity, and we believe there is considerable scope to increase substantially both the quality and the quantity of existing volunteering provision. The scale of the expansion is explored below.
Chapter 2 Expanding volunteering opportunities

SHORT-TERM VOLUNTEERING

Young Volunteers In Action 3
Jill – 25

“After three months’ volunteering I had dressed up as gorilla, blagged free condoms and spoken very frankly about sex and sexual health. If asked three months previous to do such things, I would have run away! However, the support and the belief from the inspirational and dedicated team at Kikass, and the fact that people were flowing through the door to be involved, gave rise to a movement and a confidence that change can happen.

“Volunteering was a dynamic and lively experience for me, far flung from the dull and righteous way it is often portrayed, and is probably why I had done very little before. Instead of picking up litter I was chatting on forums about real youth issues and engaging with fellow revolutionaries on the next big ideas to make being you and me a damn sight better. Since joining Kikass, I resigned from my management job at a blue chip company and have worked for organisations concerned with the development of young people.”

Particularly strong support emerged from consultation responses for our proposals to extend the numbers of short-term and group-based volunteering opportunities. ‘Taster’ sessions are an excellent gateway to further volunteering activity, with a high percentage of new volunteers choosing to get involved in further volunteering. They are also particularly effective in engaging groups of disadvantaged young people, who are less likely to volunteer.

Short-term volunteering opportunities would come in different forms. Some would have a strong adult-led element, and could be organised in conjunction with schools, faith groups or youth workers. Others could be based around more of a ‘task force’ concept, where groups of young people would come together to identify team-based solutions to local community priorities. Depending on the success of these measures, the formation of a UK-wide branded ‘community task force’ could be considered.

Taster sessions are attractive because they are relatively simple to organise and have the capacity to offer a large number of young people a flavour of volunteering. Their introduction on a more sustained scale would allow a highly varied selection of activities to be accessed by young first-time volunteers. Although they have a higher cost per hour than part-time or full-time opportunities, their unit cost is significantly lower than other forms of volunteering, averaging £50.

Young people consistently express a desire for opportunities that are flexible. Research for the Commission found that “young people show strong support for group and team activities, taster sessions and new types of voluntary activities. They place high flexibility in the types of work and the times they can volunteer.”21

Chapter 2 Expanding volunteering opportunities

With young people identifying a lack of time as one of the most significant barriers to volunteering, the provision of a greater number of flexible, time-bound opportunities would allow them to fit their volunteering around their other commitments.\footnote{22}{The 1997 National Survey of Volunteering, Institute for Volunteering Research.}

Scheduling these opportunities when young people have free time, such as at the weekend and during the holidays, also makes it easier for them to volunteer.

Tasters are particularly effective in the recruitment and retention of new volunteers; the evaluation of CSV’s ‘Make a Difference Day’ showed that 61% of the young people who took part in group activities were still volunteering six months later. The social aspect of many short-term activities is a strong draw, with the most significant incentive for 53% of 16-24 year olds being if their friends or family also become involved.\footnote{23}{Home Office Citizenship Survey 2001.} Indeed, simply being asked to participate was the second biggest incentive, with 41% of young people prepared to volunteer if directly approached.

The Commission is satisfied of the potential demand for short-term volunteering opportunities. Tasters are the type of opportunity that would encourage more young people to volunteer, and consultation responses showed strong support for more such opportunities, in order to meet young people’s aspirations for opportunities to be youth-friendly, fun and a way of meeting new people.

The flexibility of the taster format is what appeals to young people, and it is this quality which allows a number of different types of activity to thrive. A taster would be a short-term structured opportunity lasting a few hours, a day, a weekend or possibly a week, although not all types of activity would suit this time limitation. Content for a taster might involve a group-based project focusing on the delivery of a clear objective – for example, putting on an arts or sports event or tackling an environmental clean-up.

The wide variety of activities which could pursued within the taster format could also respond to the different incentives which young people identify as encouraging them to become involved. Figure 4 provides a breakdown of these incentives, based on MORI analysis of the Commission’s young people’s consultation.
Chapter 2 Expanding volunteering opportunities

With a current under-supply of taster opportunities, the implementation body would need to pilot different approaches to identify the best way forward. To deliver a step change in this aspect of volunteering, the creation of new opportunities will require funding. The funding should:

- empower young people themselves to create more occasional volunteering opportunities. This type of youth action requires high quality support from adult youth workers;
- encourage volunteering organisations that successfully value one-off volunteering and find ways of involving occasional volunteers, where the natural preference is likely to be for a more regular commitment; and
- help volunteering organisations overcome the expense of involving volunteers on a one-off basis.

The funding of these new opportunities should reflect the interests of young people. As Figure 5 shows, many of the young people we consulted said that they were attracted to having more of a say in directing funds towards particular types of experiences or organisations.

Figure 4. Incentives to young people

Q What should be rated? [about volunteering]

<table>
<thead>
<tr>
<th>Incentive</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career opportunities/CV brownie points</td>
<td>52%</td>
</tr>
<tr>
<td>Fun/laughs</td>
<td>51%</td>
</tr>
<tr>
<td>Youth friendly</td>
<td>50%</td>
</tr>
<tr>
<td>Training/qualifications</td>
<td>49%</td>
</tr>
<tr>
<td>Chance to meet new people</td>
<td>44%</td>
</tr>
<tr>
<td>Flexibility</td>
<td>34%</td>
</tr>
<tr>
<td>Perks/benefits/free stuff</td>
<td>25%</td>
</tr>
<tr>
<td>Something else</td>
<td>8%</td>
</tr>
</tbody>
</table>

Base: All respondents (1,752), 2004.
Source: MORI
The Commission consulted on a ‘voucher’ style mechanism to incentivise them to get involved, which would empower their choices by rewarding those organisations that successful engage with young people. Although this has clear attractions, in terms of responding to young people’s choices, we have decided that there are more effective means of directing spending towards areas which reflect, and respond to, young people’s interests.

**Case Study - CSV GO London**

CSV Go London offers a flexible and easy way for anyone to volunteer, at a range of community venues across the city. There is no application procedure or minimum commitment, details of all the events are advertised on the web, and people can come along to whichever events take their interest. All the events involve hands-on tasks that enable volunteers to see a visible difference as a result of their efforts at the end of the day.

Last year CSV GO London volunteers gave over 3000 hours to 54 community venues, attracting more than 700 people to try out volunteering. A diverse range of people volunteer because they want to do something different and make a difference at the weekend. This type of volunteering activity is informal, but CSV has received feedback from participants which suggests the programme is a good introduction to volunteering. From the comments made by participants, they clearly enjoy the activities and appreciate the chance to meet new people. Some volunteers express an intention to remain in touch with the community venue where their activity took place, which often leads to further volunteering activity in the future.
PART-TIME VOLUNTEERING

A step change in volunteering by young people will require an expansion in part-time volunteering opportunities. Most volunteering is part-time – usually of the order of a few hours per month – but also including young people who make a structured commitment to volunteer for up to two or three days per week. It can be differentiated from occasional volunteering, which is irregular and infrequent, and from full-time volunteering, which typically involves a commitment of 30 hours or more per week.

A survey by the Institute for Volunteering Research found an abundance of part-time opportunities – over the past year, more than 41,000 young people will have engaged in some part-time volunteering through the Duke of Edinburgh award scheme alone. The diversity of part-time volunteering expresses itself in the variety of volunteer roles young people fulfil and the many areas in which young volunteers make a contribution.

As a result of this very variety, however, there is a lack of accurate and comprehensive data on part-time volunteering. As the IVR survey reports, “the landscape is a complex one of various types of part-time opportunities for young people....recording of sector-wide data is patchy. Existing research does not quantify this area in any robust fashion.” It is not possible to say how many part-time opportunities exist, or to gauge with confidence the supply of opportunities relative to demand from young volunteers, or to determine the respective effectiveness of different part-time opportunities.

The Commission has identified four strong arguments for the expansion of part-time volunteering. Firstly, one of the strongest messages to emerge from the consultation was the overwhelming support for a step change in the number of young people volunteering in their communities, with a clear recognition that this would benefit young people themselves, volunteer-involving organisations and the wider community. Young people, not surprisingly, articulated a strong affiliation with the organisations with whom they volunteered, and a desire to see more of their peers involved.

Case Study – The Muslim Youth Helpline

The Muslim Youth Helpline began as a youth forum created by young people to respond to social problems endured by young Muslims. The absence of effective community support schemes to deal with rising levels of social exclusion, mental health problems, abuse and criminal activity led to the creation of an anonymous helpline service putting young people at the frontline of service provision. The helpline was launched in a year-long pilot scheme from September 2001, which led to the recruitment and training of 14 new peer-counsellors and befrienders. The official service was launched in December 2002 and was quickly inundated with enquiries. In September 2003, the helpline extended its opening hours and launched a free phone number to ensure that all young people could access the service.

24 ‘Young people and volunteering: a map of the range and scope of current opportunities in England’, Kelly Drake and Justin Davis Smith, Institute for Volunteering Research, June 2004.
Secondly, there is widespread support for established programmes like Millennium Volunteers (MV) and evidence that there are more young people wishing to join the programme than can be accommodated currently.

Thirdly, many organisations, in the public sector as well as the voluntary and community sector, would benefit from the increased capacity that young volunteers can provide. In sport, for example, the key to greater participation is an increase in the number of young coaches, referees, tournament organisers and other support roles.

Fourthly, an increase in part-time opportunities will be necessary to accommodate a new cohort of volunteers responding to the national framework’s provision of awareness campaigns, improved information services and taster sessions.

An expansion of part-time opportunities offers more young people the opportunity to find their own approaches to addressing community need by leading, developing and delivering their own projects. At present, there is insufficient support for this type of project. An survey of volunteer providers in Leicestershire showed that 50% of organisations do not involve young people in the decision-making processes that relate to the volunteering.

The Commission has identified three routes through which an expansion could take effect:

- Expanding and reforming Millennium Volunteers.
- An agency-based approach.
- Affiliating opportunities to the national framework.

The Millennium Volunteers (MV) programme is widely acknowledged as a success, for a number of reasons.

- An established infrastructure exists for delivering MV projects, although with only 140 current projects, there is clearly scope for expansion.
- MV projects have a partnership approach, working with local voluntary and community organisations, Volunteer Centres, do-it and local sports clubs.
- There is a broad social mix, with 20% of volunteers in the programme from Black and Minority Ethnic communities and 8% of volunteers having a disability.
- 68% of MVs agree they have become more committed to volunteering as a result of MV and 60% of young people on MV had not volunteered before.
- Over 70,000 young people have completed 100 hours of volunteering within a year to achieve their MV award, 50,000 have completed 200 hours within a year.

---

25 “Generation V – Young people speak out on volunteering”, Institute for Volunteering Research, July 2004: “Having a say in planning and decision making was important to many young people, but with adult support and back-up.”

• MV has boosted young people’s personal development – 84% of MVs agree their confidence has increased as a result of MV.

• Young people are typically positive about their MV experience, and value the re-imbursement of meal and travel expenses.

Young Volunteers In Action 4

Joanne – 22

“As a Millennium Volunteer I am an active member of the Sunderland Youth Parliament. The main activity I do is represent young people with mental ill health by raising awareness and stopping discrimination. I would like to develop this within schools and youth clubs; my work is ongoing. I am also a member of SYP media group for the Urban Beat magazine, where I participate and write articles for it. Other activities involve being in a police consultation exercise with Northumbria Police Authority where I participated and we designed a police model together. I took training in Equality/Disability issues, and I am going to be learning leadership, assertiveness and confidence skills – that’s why I wanted to do volunteering, so I could make friends and to help people. I love volunteering because so much can come from it. Sunderland Youth Parliament is very exciting and we are developing all the time.”

Wishing to build on this success, the Commission has identified areas where MV could be strengthened. The attractiveness of the opportunities the programme provides could be improved by:

• integration in the wider menu of opportunity, which includes the offer of both occasional and full-time volunteering, allowing the young volunteer to try out different types of volunteering, and progress to other part- and full-time opportunities, or to young people-led volunteering;

• offering stronger links to qualifications. The recognition that comes from completing a certain number of hours volunteering is simple to understand and administer, and works well for many young volunteers. It does not however carry sufficient weight to improve the young volunteer’s employability. This requires a form of recording and accrediting personal development and achievement;

• putting more emphasis on measuring community impact, alongside the hours completed and young volunteer’s personal development;

• extending the 100 and 200 hour MV targets with a more flexible commitment of 50-500 hours within a 2 year time frame. A new 50 hour certificate is being introduced in Scotland as part of a package of MV reforms. This would help tackle one of the major barriers to young people’s volunteering – shortage of time – by providing flexible opportunities that young people can fit into their schedules;

• opening MV awards recognition to all volunteer involving organisations working with young volunteers.
Chapter 2 Expanding volunteering opportunities

An expanded and reformed Millennium Volunteers programme, commonly branded and integrated into a wider framework of taster and full-time opportunities could make a significant contribution to the step changes the Commission is recommending.

An agency-based approach

Many organisations would be delighted to welcome more young volunteers into their work, and benefit from the increased capacity that they can provide. Obstacles to be overcome in recruiting new volunteers are the capacity to advertise the opportunities and the funding to support the induction of new recruits.

Several national organisations have benefited from a partnership with a broker offering a media-based recruitment campaign. TimeBank, for example, has provided recruitment services to Help the Hospices (see case study below), the Samaritans and Crime Concern. Within a wider awareness campaign, there could be mini-campaigns where organisations are given support to recruit young volunteers. These campaigns could take place at a national or local level.

Affiliating opportunities to the national framework

The IVR research identified the wide range of organisations that involve young people in voluntary work, including:

- the Scouts, Boys Brigade and Girl Guides, St John Ambulance;
- national charities such as the Red Cross, Barnardos and National Trust;
- campaigning organisations such as Oxfam, Greenpeace, Amnesty International and Friends of the Earth;
- projects based in local volunteer centres or a local council for voluntary services;
- local community projects;
- and many more.

Case Study – TimeBank/Help the Hospice

TimeBank and Help the Hospice are raising awareness of the diverse and rewarding opportunities available to volunteer in hospices, and are encouraging 18-35 year olds to give time.

The ‘13 days’ campaign is based around the fact that the average length of stay in a hospice is 13 days. The materials used during the campaign are based on the ‘Six Feet Under’ TV programme and have been distributed in libraries, bookshops and clubs. Viral marketing campaign techniques have been used as well as reduced-price advertising in lifestyle magazines.

The campaign has resulted in 1500 people registered to volunteer in their local hospice, and has transformed the demographic profile of Help the Hospices volunteers, with 73% now registered as under 35 years old.
Chapter 2 Expanding volunteering opportunities

Taken together these organisations provide hundreds of thousands of part-time opportunities for young people, there would be great value to young people if these organisations were affiliated to the national framework.

Affiliation could involve:

- registering the opportunities available on the portal;
- access to Investing in Volunteers and associated support to help organisations attain recognised standards of quality assurance;
- access to training and support for practitioners;
- benefiting from national and local recruitment campaigns; and
- attracting funding for opportunities where additionality can be clearly demonstrated.

The value of affiliation to young people is that they would have a single point of information on entering volunteering and progressing between opportunities.

Each of the three routes identified above would increase the number of part-time volunteering opportunities. A step change will require increased funding and more effective use of existing funding streams – and a key question is how that funding could be employed with maximum impact.

The implementation body would need to identify the most cost-effective combination of the three approaches and most suitable route for additional funding, taking account of cost-benefit and additionality.

FULL-TIME VOLUNTEERING

The Commission sees a strong case for a new full-time volunteering programme with strong links within the framework to both part-time volunteering and ‘tasters’.

This case is based on:

- **the benefit to the young volunteer and the community,** demonstrated by overseas experience like AmeriCorps, opportunities currently provided by organisations like CSV and BTCV and the Young Volunteer Challenge pilots. There are benefits for participants, beneficiaries, organisations involving volunteers and the wider community; ²⁷

- **the relative scarcity of opportunities for young people to volunteer full-time in the UK;**

  IVR mapping shows that the 40 leading volunteer involving organisations in the UK offer 9,000 opportunities to around 7 million young people aged 16-25 in the UK. In 2003-04, CSV, one of the largest providers of volunteering opportunities in the UK placed 1,280 volunteers of all ages. ²⁸

²⁸ Community Service Volunteers Annual review 2003-04.
An expansion of full-time opportunities would plug the gap in the UK of an equivalent to the AmeriCorps programme, which offers full-time volunteering to around 50,000 young people in the USA each year.\(^{29}\)

The consultation provided strong evidence of the demand for full-time opportunities. CSV, MV projects and other volunteer-involving organisations have more potential volunteers than places. There is also a cohort of young people who have completed 200 hours on MV who would like to continue volunteering but do not attract funding under the MV programme.

- **The role full-time volunteers would play in the functioning of a national framework.**

Most young people are recruited into volunteering through word of mouth.\(^{30}\) A cohort of full-time volunteers would be the local volunteer leaders and champions, recruiting volunteers, and leading the design, development and delivery of local projects. Full-time volunteers would work alongside part-time volunteers and young people volunteering for the first time or on short-term/taster basis.

These volunteers and the associated projects would have a local and national visibility providing a focal point and flagship for the framework as a whole.

Young people have a strong preference for designing, developing and delivering projects, with high quality support and organisation. “There is a need to reclaim the concept of volunteering for young people, and this reclamation should be peer-led, using young volunteers to show other young people the diversity of volunteering, its relevance to their lives, and the benefits it brings to them.”\(^{31}\) This should be at the heart of an expansion of full-time volunteering opportunities. The funding criteria and mechanism should show bias towards youth-led projects.

---

**Young Volunteers In Action 5**

KB – 20

KB is a young offender who volunteered at the CSV Media Clubhouse in Ipswich while on licence from Hollesley Bay Prison. KB used his media, technical and life skills and experience to support CSV Project Workers working with young offenders. Many of the young offenders are now regularly accessing the Clubhouse for accredited training. KB says: “Volunteering made me realize I want a career in youth work helping young people avoid the mistakes that I made.”

---

\(^{29}\) www.americorps.org

\(^{30}\) 1997 National Survey of Volunteering.

\(^{31}\) 'Generation V: young people speak out on volunteering', Angela Ellis, Institute for Volunteering Research, July 2004.
A number of parameters determine the cost and shape of a full-time volunteering programme. A key question is the scale of the programme, and how many new full-time opportunities should be created.

A programme of 12,000 opportunities would be equivalent in size to AmeriCorps or Project Scotland, pro rata by overall population. This is modest in terms of the overall eligible population – there are 7 million young people aged 16-25 years, of which around 2.8 million volunteer once a year.

Large numbers of young people take part in regular structured part-time volunteering. The vast majority of this volunteering is not currently measured, although figures do exist for government programmes which suggest there is a cohort of young people committed to volunteering. Within the Millennium Volunteers programme alone, 12,500 young people have achieved the 200 hours target.

Consultation responses display a general interest in full-time volunteering, but do provide little evidence of how that interest could convert into demand to volunteer full-time. Another way of approaching the scale of the programme is to illustrate the roles new full-time volunteers could fulfil, and how many young people would be needed to provide national coverage. An advantage of thinking in terms of new roles is that it manages the risk that existing opportunities will be displaced or re-badged by new opportunities.

In developing a new programme, the creation of new opportunities should be based on research and piloting to determine the most effective approaches, the demand for them and their scale.

A weekly living allowance of around £60, with free accommodation, removes the financial barrier that prevents many young people from taking up a full-time volunteering opportunity. 74% of young people rated it as the single most important factor in encouraging them to take a ‘gap year’ to volunteer.32
Under current legislation an allowance paid for full-time volunteering could be subject to income tax, however, in most cases the living allowance will be more than covered by a young person’s Personal Allowance and there would be no tax to pay, as long as the person had no other income to take them above the tax threshold and other expenses, such as meals and travel, were paid out of the allowance and not claimed in addition. The allowance would be below the threshold for National Insurance deductions.

The recent Young Volunteer Challenge pilot evaluation run by the Department for Education and Skills has demonstrated the importance of an allowance as an enabler, in particular for those young people from lower income backgrounds. It is common practice to offer full-time volunteers an allowance, and Figure 6 gives examples of those currently available.

**Figure 6. Examples of current full-time volunteering allowances**

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Allowances</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSV</td>
<td>Full-time volunteers receive free accommodation and food (or weekly food allowance of £35.50), plus a weekly allowance of £29.</td>
</tr>
<tr>
<td>Rank Foundation</td>
<td>Full-time volunteers (gappers) receive a weekly allowance of £35 (or £40 in London and the South East) plus food and accommodation.</td>
</tr>
<tr>
<td>Careforce</td>
<td>Volunteers are provided with free board and lodging, and a Personal Living Allowance of £30 per week for pocket money and general living expenses.</td>
</tr>
</tbody>
</table>

**Accreditation**

Gaining skills and improving employability are important for young volunteers. In the Commission’s consultation with young people, 49% said getting a qualification would encourage them to take a gap year to volunteer. There are many examples of best practice where young volunteers can link their volunteering activity to training and routes into employment. For example, the British Trust for Conservation Volunteers offers volunteers training within the BTCV Institute for Environmental Conservation (a partnership between BTCV and Broxtowe College, Nottingham).

New full-time opportunities should offer a clear link to accredited qualifications: either vocational qualifications, a Youth Achievement Award, or certification of short courses on specific skills. No one qualification or award will fit the diversity of the voluntary work young people undertake or their individual training and development needs.

---

34 Commission consultation: MORI analysis of responses.
Chapter 2 Expanding volunteering opportunities

Effective targeting

A principle of the national framework is that volunteering activity should deliver community benefit. A proportion of projects should be located in areas with high rates of deprivation where the needs of the community are greatest.\(^\text{35}\)

Supporting projects in these areas will help to ensure that the framework raises the involvement of those groups of young people currently under-represented in volunteering – typically those from deprived backgrounds are less likely to volunteer. The AmeriCorps VISTA programme targets the most deprived communities and involves 6,000 volunteers in projects to help alleviate poverty and social need.\(^\text{36}\)

Recruitment and champions

The Generation V research showed that there was a strong preference among young people for personal, face-to-face, methods of recruitment; and that peer advocacy was identified as the key mechanism to stimulate volunteering among young people.

Full-time volunteers would play an important role as ambassadors for the national framework, through the leadership of projects and the recruitment of their peers into full-time, part-time and introductory volunteering activity.

To ensure that the projects deliver community benefit, as well as benefit to the individual, the projects should deliver measurable outcomes against priorities that have been agreed locally between young people themselves and the partner organisations delivering the projects. If young people are resistant to the term 'volunteering', they are certainly motivated by the chance to building on what they enjoy doing, and to achieve results through their activities. Broad national priorities would provide a framework within which young people could create their own high quality projects with the expert support of volunteer involving organisations. These should be new projects offering high quality work with accredited organisations.

An important issue is the role that the new cohort of full-time volunteers will fulfil. The Commission is not prescribing a particular set of roles, but would like to see a wide range of roles develop to address important community priorities. Research from both AmeriCorps and Project Scotland shows that young people like to work with children and in conservation projects, and there is also demand for opportunities in public services from young people who see a future career path in these areas.

Sport is another area where there is potential for full-time roles, and for which there would be demand. Full-time young sports volunteers could help deliver community sports programmes and link local sports clubs more closely to young people in educational institutions.

Full-time opportunities should respond to young people’s desire for flexibility and to work in teams. Many young people find it difficult to commit to 9 months volunteering. The framework should offer shorter 3 and 6 month modules recognising that the high quality roles require training and induction. The menu of opportunity would allow young people to weave together a portfolio of opportunities.

\(^{\text{35}}\) The Indices of Multiple Deprivation 2004 contain seven Domains of deprivation: Income deprivation, Employment deprivation, Health deprivation and disability, Education, skills and training deprivation, Barriers to Housing and Services, Living environment deprivation and Crime. Each Domain contains a number of indicators.

\(^{\text{36}}\) “Working to fight illiteracy, improve health services, create businesses, increase housing opportunities, or bridge the digital divide.” www.americorps.org
Chapter 2 Expanding volunteering opportunities

Creating opportunities

The experience of both AmeriCorps and Project Scotland is that creating high quality opportunities within a full-time programme is more difficult than identifying young people to undertake full-time voluntary work. This could present the implementation body with one of its toughest challenges. To counter this, the Commission has received representations from a number of organisations to express their confidence in placing thousands of gap year volunteers within hundreds of local grass-roots projects across the UK.

Case Study – Project Scotland

Project Scotland is a volunteering programme which aims to give young Scots a unique opportunity to contribute to their community and their country, while learning new skills. The national full-time volunteering programme goes live in Spring 2005. In the longer term, Project Scotland aims to involve around 1000 young people per annum in volunteering.

Research informing the development of the programme showed that young Scots, regardless of background, were very keen to contribute to their community, at the same time as developing new skills.

The main elements of the programme are:

- A modular approach – up to 3 modules of 3-4 months during a calendar year.
- Volunteers will receive out of pocket expenses and basic living expenses.
- Volunteers would be eligible for funding at the end of their placement to help open doors to education, training or business start-up.
- The creation of a new delivery agency, independent of government, to run the scheme and source private sector investment.

Project Scotland aims to increase the range of young people in Scotland who are aware of volunteering and its associated benefits – for volunteers themselves, their communities and for the organisations involved.

Developing effective strategies to create opportunities that support the work of local voluntary and community sector organisations, address local community priorities and appeal to young people, will be an important feature of the piloting.

There are four broad strategic approaches to the creation of opportunities:

- the role of Youth Volunteer Advisers in identifying and developing opportunities with local agencies to address community needs. Their facilitation role will be critical at a local level;
- the implementation body will play a similar role on the national stage, working with public, private and voluntary sector leaders. The results of the work on new opportunities in the public sector should lead to a new stream of opportunities;
- research projects looking at the scope for volunteering roles within voluntary and community organisations, especially smaller organisations. The research will address the specific barriers and enablers to full-time volunteering roles;
• a contract-based approach to tendering for opportunities, in the expectation that leading volunteer-involving organisations will respond to the new funding opportunity.

The ambition should be to create a ‘mixed economy’ of new full-time opportunities by building on existing provision as well as opening up new opportunities in the public sector and smaller voluntary and community sector organisations.

A fundamental objective should be that new funding provides for new additional opportunities. It will be important to manage the risk of ‘deadweight’, and ensure that new funding does not displace the funding for existing opportunities, with the result that the increase in the number of opportunities is reduced. The implementation body will need to develop strategies to manage this risk – clearly it is easiest to demonstrate additionality where opportunities are provided for the first time.

**Incentives**

The Commission has considered the role for a financial reward for completing a full-time volunteering opportunity. Under the AmeriCorps programme, an education award can be used to pay education costs at qualified institutions of higher education or training, or to repay qualified student loans. The award currently is $4,725 for a year of full-time service, with correspondingly lesser awards for part-time and reduced part-time service.

These awards allow AmeriCorps members, especially those from lower income backgrounds, to progress onto education and training opportunities.

The Commission found that:

• during the consultation exercise, practitioners working with young volunteers, and young volunteers themselves, saw a tension between financial rewards and a definition of volunteering as unpaid help;

• evaluation of the Young Volunteer Challenge pilot showed that the completion award of £750 did not have a strong effect in either motivating young people to join or remain on the programme;

• alternative arrangements have been put in place to help young people from lower income backgrounds with the costs of higher education.  

There is an absence of compelling evidence that rewards or completion bonuses encourage young people to volunteer or remain in volunteering.

---

37 From September 2006, universities will be able to charge from zero to £3,000 in fees. For new full-time students from lower income households, the Government will provide a non-repayable maintenance grant of £2,700 plus an extra £300 if they are on a course charging fees of £3,000.
The average unit costs of a full-time volunteering opportunity are shown in Figure 7 below.\textsuperscript{38}

**Figure 7. Average unit costs of volunteering opportunities**

<table>
<thead>
<tr>
<th>Cost Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly allowance</td>
<td>£60 x 40 weeks = £2,400</td>
</tr>
<tr>
<td>Project costs</td>
<td>£3,000 per 9 month placement\textsuperscript{39}</td>
</tr>
<tr>
<td>Accommodation</td>
<td>£50 x 40 weeks with around 50% of full-time volunteers living at home £1,000. This would not be paid direct to the volunteer.</td>
</tr>
<tr>
<td>Other costs – including training and a link to accredited qualifications</td>
<td>£500</td>
</tr>
<tr>
<td><strong>TOTAL AVERAGE UNIT COST</strong></td>
<td><strong>£6,900</strong></td>
</tr>
</tbody>
</table>

**INTERNATIONAL VOLUNTEERING**

Young people are keen to volunteer their time and assistance not only in a domestic context, but also internationally. The recent tsunami in South Asia brought to prominence the desire of the British people to donate their time and money to help those overseas, and young people are no exception. Young people are inspired by the possibility of making a meaningful contribution to the world as well as benefiting from the learning experience that an international volunteering opportunity can provide. Structured experiences, including international experiences, can help young volunteers to develop a wide range of life skills, which can be highly desirable to potential employers.\textsuperscript{40} Particularly for young people not in employment, education or training, an international volunteering placement could help to enhance their career prospects and give them the skills to succeed in life.

Consultation responses suggested that there is considerable enthusiasm for a global dimension to be included in the Commission’s framework. Almost half of young respondents said they would like the chance to travel overseas in return for UK-based volunteering.\textsuperscript{41} The mix of opportunities offered within the national framework should recognise the popularity and worth of international volunteering, with young people being offered a menu of overseas volunteering opportunities as well as full-time and part-time domestic opportunities.

\textsuperscript{38} The Rank Foundation assesses the average cost of a 6 month full-time placement (“gapper”) as £6,500. www.rankfoundation.com
\textsuperscript{39} CSV pays an “annual retainer” of £2,300 to projects that host full-time volunteers. This contributes to the cost of recruiting, interviewing, placing and supporting volunteers and projects.
\textsuperscript{40} ‘The Review of Gap Year Provision’, Dr Andrew Jones, Department for Education and Skills, 2004
\textsuperscript{41} Commission consultation: MORI analysis of responses.
International experiences are offered through a variety of routes. There are around 85 specialist gap year provider organisations in the UK, spanning all types of gap year activities. WorldWide Volunteering’s database offers 350,000 opportunities from many countries within its database.

There are concerns about how many of these overseas experiences can be described as delivering real value to communities overseas. Some respondents pointed out that much of what may be presented as volunteering might be presented more accurately as programmes for personal development. There will also be differing returns associated with different opportunities.

A diversity of volunteering opportunities appropriate for young people exists, in a number of varying sectors and offered through a variety of organisations. The dedicated implementation body should bear in mind the following principles when considering which international volunteering opportunities bring the most returns:

- the need to show a clear link to UK volunteering;
- the requirement to be responsive directly to real community needs; and
- to be accessible to all.

---

*Case Study – BTCV International*

BTCV International’s activities focus on the support and development of groups, communities, and local stakeholders to enable local people to have a direct impact on the conservation of their environment.

A key mechanism is through organising International Conservation Holidays, which are used as model training opportunities for BTCV partners. The conservation holidays last 2–6 weeks and work in partnership with a host organisation abroad to identify local needs and requirements for materials, tools and accommodation. BTCV provides experienced, trained leaders and a group of volunteers who work together with local people. Activities include wilderness management in Iceland to protect fragile habitats, setting up sustainable tourism projects in Lesotho, and working for the protection of the decreasing population of Colobus Monkeys in Kenya.

BTCV helps young people receive an international experience where their personal and economic circumstances preclude them doing so. The Young Persons International Conservation Bursary pilot aims to give disadvantaged 18 to 25 year olds an international residential experience which incorporates learning, personal development and citizenship, as well as resulting in measurable benefits for host communities. Projects of 6 to 8 weeks’ duration are being developed with partner organisations, including private sector companies such as Prudential. These include continued support for participants in undertaking further environmental work in their own communities on their return to the UK.

---

Structured programmes, which are the most likely to fulfil these criteria, are the type of opportunities currently being offered the least. Research has found that there is a particular lack of affordable opportunities for young people, and that “excess provision capacity is likely to be smallest for structured placements.”

International volunteering should not be seen as an alternative to volunteering in the UK, but rather as an activity which reinforces and encourages domestic volunteering. Opportunities offered by the framework should have a clear link to UK volunteering, with eligibility based on a young person's commitment to volunteering at home or on a structured programme of volunteering which includes a UK-based element.

Structured programmes typically involve a period of training or volunteering in the UK in preparation for going overseas and ongoing personal development plans. Consultation respondents noted that most volunteers develop a deep commitment to volunteering which continues upon their return. Separate analysis underlines the importance of programme structure: “the level of benefit to UK society depends...on how overseas projects are structured and how young people’s experiences are embedded in the UK context upon their return.” Such programmes can help to provide greater continuity for young people, showing them how they can progress from one volunteering opportunity to another. They can also assist in moving into related careers in sport and other areas.

Structured programmes can embed a valuable sense of global citizenship in education, which is a key feature within the Government’s international education strategy. Volunteering activities could play a greater role in this context, including a greater element of volunteering in exchange programmes. The strategy's ‘Global Gateway’ could play a role in signposting voluntary opportunities and enabling links to be made with communities in other countries.

International volunteering opportunities within the framework should respond directly to real community needs. The structuring of these opportunities is important not only for young volunteers but also for the communities being served: “Overseas volunteering is more likely to have greater benefits to host communities when run as part of group structured projects...than when gap year participants are placed individually or in small groups...There are more potential barriers to effective contribution if the young person is not supported by an effective host organisation, provided with training and is not in location overseas for a sufficient length of time – structured placements offer a greater likelihood of this kind of support being provided.”

---

43 Ibid.
44 Commission consultation: VSO World Youth Programme submission.
46 Commission consultation: UK Sport submission.
There are particular sensitivities concerning volunteering in developing countries, and an expansion of programmes should be careful to build on the expertise that already exists. The developing world now demands a more sophisticated response than the simple placement of young people who can demonstrate a great deal of energy and enthusiasm but have limited formal skills. However, with clear and sensitive support, it is possible for young people to make a meaningful and effective contribution.

**Case Study – VSO World Youth Programme**

World Youth is an exchange programme which brings together young people from the UK and developing countries. Teams of 18 young people, nine from the UK and nine from a developing country, are recruited to reflect diversity in terms of geography, ethnicity, disability, education and gender, and live together in cross-cultural pairs with host families. They work in their host communities, for three months in the UK and three months in the exchange country.

The programme aims to develop active global citizens who advocate greater equity between people and nations, promote community coherence, and play a constructive role in their own communities. The young volunteers engage in activities of real value to people who are poor or disadvantaged. They are also encouraged to develop their confidence and communication skills, and to build meaningful relationships across social barriers. Young volunteers are given structured opportunities both during the project and on a full day of debriefing following the end of the project, to reflect and learn from their experiences, in order to share their learning with others.

Volunteers on one recent project worked in a small town in Central Java. Working in partnership with nine young Indonesian volunteers, they were involved with a local orphanage where they planned and performed an Indonesian puppet pantomime for the children and took the initiative to build an onsite library, whilst starting up a local football league in their spare time. Prior to the phase spent in Indonesia both the British and Indonesian volunteers were based for three months in Luton, where they lived with local families and worked on a range of community placements, including a learning support centre, an Islamic school, the Bangladeshi Youth League and the Bedfordshire African Community Support Centre.

The British Council and CSV are key partners with VSO, and this year the ‘Global Xchange’ programme is launched. Projects will involve UK communities working in partnership with many other countries, including India, Indonesia, Nigeria, Pakistan, the Philippines, and Uzbekistan.

International volunteering opportunities offered by the framework should encourage reciprocity and partnership with young people from other countries, fostering mutual respect rather than sending the misleading message that young Britons can solve problems that are somehow beyond young people in developing countries. Youth-led contributions must be appropriate and well-managed, with training for young people before going abroad to understand local needs and their own skills as they design the activities they will undertake.
For a long time, international opportunities have been seen as the preserve of young people from affluent backgrounds. There can be significant financial obstacles to participation. These opportunities are more expensive than domestic volunteering, ranging from £500 to £4000, due to travel costs, the higher levels of support and supervision required, and placement fees that may be charged.48

The framework should encourage a greater diversity in participants by ensuring that international opportunities are accessible to all young people regardless of financial background. Raleigh International’s Motive8 programme enables disadvantaged young people to participate in overseas volunteering experiences. The British Trust for Conservation Volunteers runs an International Conservation Bursary, and the British Council’s ‘Dreams & Teams’ programme offers places to young people who have participated on the Home Office’s Positive Futures early intervention programme. Other programmes, such as VSO’s World Youth Programme, aim to recruit a diverse mix of young people through offering low fees to all participants and help with fundraising.

**Case Study – Raleigh International (Motive8)**

Raleigh’s Youth Development Programme (Motive8) aims to develop the skills and prospects of disadvantaged and socially excluded young people in the UK. The programme operates through local projects, complementing local youth initiatives and service providers to give ongoing support for young people taking part in the programme. These projects provide young people with opportunities to attend weekly drop-in sessions and activities, UK based residential courses and the Raleigh International 10-week expedition.

The participants are referred to Raleigh International by social workers, Jobcentres Plus, the Prince’s Trust and probationary services. 300 young people are involved in this programme per year, with 50% of them going on expeditions. Within one year of completing the programme, 73% have accessed work or training for work, over 96% of participants report increased levels of confidence and motivation. 100% of Motive8 participants who previously had a conviction are diverted away from crime.

One Motiv8 volunteer, Tony, said, “The most important thing I have got out of my experiences through Raleigh is hope. I’ve learned about responsibility and my experiences have shown me that I can live and work without drugs.”

Funding barriers are often informational – often there is funding available but it can be a confusing minefield to track down. One newspaper reported that up to £1 million worth of gap year funding goes unclaimed.49 Respondents to the consultation stressed the importance of help with fundraising, and that young people, regardless of background, should make some contribution, as this led to a greater sense of ownership. The national volunteering portal should have a role in providing information on fundraising and accessing other forms of funding, but should also be supported by face-to-face advice on fundraising.

---

Overseas opportunities should be inclusive in a broad sense, including young people with disabilities. Funding should take account of the fact that it may require additional funding per place, as noted by one consultation respondent: “Barriers to more young people with disabilities gaining access to international volunteering opportunities could be addressed by recognising and supporting and additional costs in ensuring any volunteering initiative is accessible to young people with disabilities. The costs of accommodation can be especially high in the context of international volunteering. For young people with more profound disabilities, international volunteering might only be an option if the costs of a personal assistant through out the period of service could be met from a central fund.”

The framework would provide young people with better support in fundraising methods and greater awareness of bursaries in order to bring international volunteering experiences within the reach of more young people. This aspect of volunteering may also attract funding from the private sector, with opportunities funded as part of wider corporate social responsibility strategies or as cause-related marketing or sponsorship.

International projects have provided sponsorship opportunities for companies in the past. The VSO World Youth Programme recently ran a project in Hounslow and Nigeria which obtained funding from the British Airports Authorities Communities Trust, and BTCV is partnering with the private sector in its International Conservation Bursary pilot scheme. Government and other public sector funding streams also provide potential sources of funding which could be levered in where objectives overlap. For example, the British Council is providing key funding for the new ‘Global Xchange’ programme under its ‘Connecting Futures’ budget.

To provide international volunteering opportunities within the framework, up to £5 million should be set aside from within the full-time opportunities pot, to be complemented by additional private sector sponsorship and funding for projects. These amounts would also provide for bursaries for young people from disadvantaged backgrounds who can only raise a small amount towards costs, and discretionary assistance with costs for disabled participants.

In addition to offering British young people opportunities to volunteer overseas, it is important to note that international, cross-cultural experiences can also take place in the UK. If the framework’s domestic opportunities were to be made open to residents of other countries besides British young people, domestic volunteering experiences could in themselves provide an international experience, working alongside other young people from all over the world. Some providers in the UK such as Community Service Volunteers and others, already host overseas volunteers, particularly from continental Europe.
PARTICIPATION AND CIVIC ENGAGEMENT

Volunteering can help young people to learn about and exercise their rights and responsibilities as citizens. Different ways in which volunteering can enable young people to develop the citizenship skills include:

- campaigning on particular issues, such as the protection of a local green space, or the need for better leisure facilities;
- reviewing services, particularly those that affect their local communities, and formulating recommendations for policy change;
- involvement in schools councils, youth councils and forums, and local or national Youth Parliaments;
- taking on governance roles, in partnerships, youth advisory boards, or on the management committees of voluntary and community organisations; and
- initiating new projects themselves, to tackle needs identified by young people.

To promote an increase in young people’s civic engagement, the new framework should provide opportunities for young people to learn about their role in influencing change in local communities. In particular, it is important that young people are given opportunities to meet together to explore local issues and offer solutions.
There is a role for Youth Volunteer Advisers in informing, educating and empowering young people, and in helping them to access the information and resources they need to realise their ideas. There should also be the opportunity for young people to reflect on their learning in this process, in order to acknowledge their competence as active citizens and their contribution to building the social capital of their communities.

**YOUNG VOLUNTEERS AND SPORT**

Sport plays a special part in young people’s volunteering. It is the most popular volunteering activity – 47% of young people’s volunteering takes place in sport. The sports sector accounts for 26% of all volunteering, and volunteers are vital to the success of our national sporting life – the London Marathon relies on 6,000 volunteers, the Wimbledon Tennis Championship on 5,000, Open Golf on 1,200. The Manchester Commonwealth Games involved 10,000 volunteers, and the role of volunteers will be integral to the 2012 London Olympic bid.

There is strong evidence that sport is particularly effective in engaging disaffected young males. The dedicated implementation body should pay particular attention to the ways in which young people can be encouraged to volunteer in sport, and should work with sports bodies to pilot and develop volunteering roles.

**Case Study – Step Into Sport**

Step Into Sport is an initiative which encourages more young people to become involved in sport in their local communities. Funded by the Department for Culture, Media and Sport and the Home Office Active Communities Unit, it brings together Sports Leaders UK, the Youth Sport Trust and Sport England to provide a structured path to attract people into rewarding sports volunteering and to deploy their experience and talents to enrich local community and school sport.

Through the scheme Sports Leaders UK will provide free training to organisations and individuals within School Sports partnerships who wish to run Sports Leader Awards.

The Commission has considered the proposal to develop a new role of Sportslink Volunteer Co-ordinator, which would increase the quantity and quality of opportunities for young people to volunteer through sport by linking the local Volunteer Centres with sports clubs, community and voluntary groups, educational institutions and youth organisations. These co-ordinators would identify and promote opportunities, and provide support to young volunteers in sport. This proposal has a close parallel in the Commission’s recommendation for 200 Youth Volunteer Development Managers. The implementation body should explore how these roles could be incorporated into local facilitation, advice and guidance services for young people.

---

Possible full-time volunteer roles in sport

The potential benefits

- increase the number of young volunteers in sport, leading to a corresponding increase in participation in sport and physical activity;
- improve the chances of progression for young people into further volunteering, education, training and employment in sport or elsewhere;
- encourage a more diverse range of volunteers, particularly from currently under-represented groups and in areas with poor volunteering infrastructure;
- facilitate the personal development of young people through sport.

What could full-time volunteering opportunities look like?

- within professional sports clubs – football in the community schemes, community cricket schemes and rugby union, rugby league community schemes;
- County Sports Partnerships could potentially coordinate full-time opportunities in local authority sports/leisure units, school sport coordinator programmes, community sports coaches programmes, and in the Partnerships themselves in a supporting role;
- project-specific volunteer role – local projects identify potential volunteer role, perhaps across 2 or 3 different projects.

What support would the young volunteers need?

- Local Youth Volunteer Development Managers with sports expertise would be needed to identify the opportunities and match to the young person’s needs;
- Ongoing support and mentoring would be needed locally outside of the volunteer placement organisation;
- Volunteer involving organisations would require training and support in order to provide a quality opportunity.

YOUNG VOLUNTEERS AND FAITH-BASED ORGANISATIONS

The Commission received a number of responses to the consultation from faith-based organisations involved in providing opportunities for youth action and engagement. Faith-based organisations play a valuable role within the context of youth action and engagement in the UK. Faith communities have a longstanding voluntary tradition, inspired and motivated by principles such as helping people in need and concern for social justice. They generally have considerable contacts amongst the local community, and “can be effective in helping to tackle social exclusion as they can often provide access to some of the most marginalised groups in society.”

52 'Faith and voluntary action: community, values and resources', Institute for Volunteering Research, 2002.
Many faith-based organisations have expertise in enabling young people to volunteer, and faith-based youth workers could help enable more youth-led opportunities. One consultation respondent noted that “many churches and other faith-based organisations within our communities already have very high levels of participation from young people of Black and Minority Ethnic backgrounds. They will be critical to future success in youth recruitment.”

Case Study – Oasis Trust full-time opportunities
Oasis has been involved in the management of gap-year programmes for almost 20 years. Oasis provides gap-year volunteering opportunities for approximately 200 young people a year aged 18-25 years in the UK and abroad, with a further 350 participating in short term community volunteering nationally and globally.

The UK-based programme, known as Frontline, is a full-time 10-month volunteering scheme. Oasis Frontline combines training and practical experience with a programme of supervision and support for participants. Participants work alongside a local church, delivering a broad range of youth and community work across local communities including working with young people, children, the homeless, asylum seekers, schools work, IT skills training, mentoring, as well as initiating locally-led community development programmes. Placements are predominately located in areas of urban deprivation across four UK cities: London, Leeds, Glasgow and Birmingham.

A recent team spent their 10 months based in London’s East End being involved in mentoring and helping to develop a group of young people from the area who form a now highly successful Cheerleading team. The team also volunteered in the local community café and schools. Wherever a team is based, the purpose is to bring a sense of hope and inclusion to those they work alongside.

In this respect, the dedicated implementation body should, when implementing the framework and contracting for opportunities, be open to applications from faith-based organisations alongside secular-based organisations. While some organisations may not wish to engage with the framework, preferring to retain their distinctive approach to voluntary action, equal access to funding should be given to those organisations that wish to engage, as long as they are able to demonstrate that projects fulfil the criteria required by the framework, such as meeting the quality standards required, as well as respecting government principles that funds be used for serving the wider community.

This funding principle can be applied to all agencies that organise their volunteering programmes around specific categories, including ethnicity, gender, age, religion, ability or sexuality.

---

YOUNG VOLUNTEERS AND THE PUBLIC SECTOR

The Commission strongly believes that there is untapped potential for young people to volunteer within the public sector, and that exciting new opportunities could be opened up for young volunteers in our schools, hospitals, parks, leisure and arts centres.

This would be consistent with the general thrust of policy for greater involvement of the voluntary and community sector in public service delivery, and in keeping with ideas around building service users into the delivery of services (co-production) and active citizenship. One consultation respondent observed that creating more opportunities to volunteer within the public sector would offer significant learning opportunities: “young people could add value by sitting on panels of stakeholders, representing young people more generally, and at the same time learning about how structures being developed around public services (and the role of community groups within them) work. Young people could act as mystery shoppers of such services, again providing feedback on these services from a young person’s point of view.”

Volunteering already takes place within the public sector. But for young volunteers it is not systematically mainstreamed into the work of our public services. Analysis undertaken on behalf of the Commission showed a national picture of volunteer involvement that is inconsistent. There is variation between social, education and health services, within services, and from one local authority or NHS Trust to another.

The Commission identified relatively few examples of good practice in UK, although we were impressed by the use of volunteers in the Aintree hospital Accident & Emergency department and in the ‘Run a Muck’ Community Composting initiative in Birmingham.

Case Study – ‘Run a Muck’ Community Composting

This scheme covers 30,000 households in Birmingham. It depends on members of the local community to be volunteers and give practical help. Volunteers help with the kerbside collection and sorting of the green garden waste and to act as coordinators to give out information and bags in their roads. The scheme has the potential to remove a considerable tonnage of green waste from the conventional waste stream and return cheap, peat free, soil improver to the local community. Volunteers have the opportunity to work towards a NVQ Level 2 in Environmental Conservation.

There are international examples of what could be achieved – the City of San Diego in California has volunteer programmes across twelve of their departments and services, ranging from libraries and parks to the police and attorney’s office. Many of its volunteer opportunities are posted on its website at www.sannet.gov/volunteer-program/opportunities.

The public services most successful in involving young volunteers have often put an organisational culture in place in which volunteers are welcomed and their

---

contribution appreciated for the additional value they bring for clients, service users and customers.

### Volunteer roles in the public sector

Examples of best practice in the UK and internationally indicate the potential to involve young volunteer in the public sector. New opportunities could achieve a much greater impact, and more consistent coverage, than is currently the case. These opportunities should be additional to existing activity, and provide young volunteers with a satisfactory level of responsibility.

Potential roles include:

- befriending and buddying in the health service;
- providing peer to peer health education on healthy eating and exercise, sexual health and substance abuse;
- involvement in crime reduction programmes on community safety and anti-bullying;
- support for GPs in domiciliary care and home support;
- working with children in Sure Start centres and Extended and Community schools;
- environmental clean-ups and recycling, energy saving and waste reduction;
- befriending, helping and involving young immigrant new arrivals.

While vision, encouragement and exhortation from the top are important, they cannot alone make things happen. Without clear policies, it is often left to the enthusiasm, interest or commitment of a lone individual to involve volunteers.

Key factors that are required to engage volunteers within a supportive organisational culture could include:

- a volunteer involvement policy;
- professional staff who are trained to supervise volunteers and to involve them effectively as co-workers;
- reimbursement of volunteers’ expenses promptly;
- member and senior officer support for volunteers, including their public appreciation and recognition of volunteers efforts;
- imaginative, distinctive and complementary roles for volunteers alongside paid staff that bring clear added value to services and quality of life improvements to service users;
- overcoming employee resistance to volunteers through training and by staff involvement in planning;
- accepting that volunteers make a distinctive and different contribution in their own right as compared with paid staff;
- having a range of partnerships with different agencies and service providers.
There is a strong case for government to take a systematic look at the scope for volunteer roles for young people in the public sector. Market research shows that many young people would like to volunteer in roles working with young children, and these are likely to take place in schools and other settings within the public sector.

A major motivator for young people is to improve their employability, build experience that will help them secure a job in their chosen career; and public sector settings will help young people test out and gain valuable experience for their career choices as nurses, midwives, doctors, teachers, administrators and other public sector roles.

Young volunteers could play a valuable role as the co-producers of services, helping public services shape their delivery towards the needs of young people. There are examples, like Lambeth Youth council, where young volunteers play a vital role in providing peer inspection.

The opportunity to create genuinely new opportunities will help manage the risk of ‘deadweight’ that results when new funding is provided for an existing activity. The risk is that existing activity absorbs that funding, without generating new activity. The public sector is an area ready for expansion, and it will be easier to demonstrate that opportunities are new and additional.

There are clear benefits to public sector organisations from an expansion of youth volunteering. The increased capacity provided by young volunteers allows an organisation more flexibility in meeting the competing demands placed upon them. Volunteers could take on many of the face-to-face and customer-facing activities that allow staff to get on with the strategic, managerial and specialist tasks for which they and their professional skills are needed.

The ideas and innovations that young people will bring to the organisations could introduce a new perspective, leading to learning benefits for existing staff. Young volunteers could also be the employees of the future, and a period of volunteering allows both sides to learn more about each other.

A systematic look into this area would need to take account of whether:

- young people would like to volunteer in public sector roles. There is evidence from AmeriCorps of popular roles for young volunteers in schools, including mentoring, running out of schools sports clubs, and providing IT training for the wider community;
- the opportunities are new and additional. In developing new programmes of public sector volunteering, it will be important to ensure that the young volunteers add value to existing services, and that they do not become a convenient source of labour for certain tasks;
- the public sector has the capacity to create high quality opportunities. Evaluation is required to determine the capacity of public sector organisations to create new volunteering opportunities and absorb a significant growth in number of young volunteers.

Following a systematic look at the scope for encouraging young people to volunteer in the public services, pilot projects should be set up to examine the most effective approaches. Government has said that the voluntary sector will be a more significant
player than in the past in delivering public services. It would be entirely consistent with this intention for the public sector organisations to partner with voluntary and community sector organisations to deliver these pilots.

To ensure the success of these pilots, consideration will need to be given to training for both professional staff and volunteer managers, the need to set targets, careful monitoring and evaluation, quality assurance and above all the involvement of young people in the design and development.

With the evolving structures for public sector delivery, and the emergence of new structures, like Extended Schools in England, there are clear opportunities.

**YOUTH-LED VOLUNTEERING**

Youth-led volunteering is a popular and powerful form of action for young people. Many are keen to take an active role in leading and managing their own volunteering experiences to respond to the needs of their peers and communities. Consultation respondents argued for greater involvement of young people in the design and delivery of volunteering activities: “More offers are needed that enable young people to identify and take action on community issues – that identify a ‘project’ they can develop and own rather than rely on a ‘placement’ model where young people are matched to pre-existing opportunities designed by adults.”

Organisations such as Youth Action Network, Changemakers and Student Volunteering England have developed expertise in facilitating youth-led volunteering, and provide support to enable young people to plan, deliver, and evaluate projects. In order to support the growth of youth-led volunteering initiatives, many consultation respondents suggested that specific funding streams should be made available. The Commission’s youth consultation also demonstrated significant support for youth-controlled funding, with 71% of young people expressing an interest in accessing funding to set up and run their own projects. The experience of The Prince’s Trust suggests that young people, particularly those at risk of exclusion, respond best when they are empowered to generate their own ideas for voluntary activity: “Financial support invested in projects identified by young people themselves is a powerful means of sustaining the motivation of the hardest to reach, and demonstrates commitment to their ideas. Further, evaluation shows that initial engagement is secured when young people are encouraged to generate the resources for their own project.”

There are already a number of successful models for allocating funding to young people, helping to inspire positive community action. YouthBank UK, is a youth-led grant-making initiative, and The Prince’s Trust Group Award scheme provides cash awards to young people who are developing projects in their local communities.

---

56 Commission consultation: MORI analysis of responses.
Chapter 2 Expanding volunteering opportunities

The Big Lottery’s £200 million Young People’s Fund places young people at the centre of creating, planning and delivering projects under five themes – being healthy, staying safe, enjoying and achieving, making a positive contribution, and economic well-being. A key criterion for projects applying for funding is that they have fully involved young people throughout the process of project development, implementation, review and evaluation.

The Commission acknowledges the similarity in these objectives with our key principle of placing the young volunteer at the heart of the national framework. We recommend that the implementation body should explore opportunities for partnership with existing agencies including Youth Action Network, Changemakers and Student Volunteering England in order to provide training, support and resources to organisations interested in supporting youth-led volunteering.

The implementation body should take responsibility to establish a new Youth Fund, under the direction of young people, to facilitate youth-led volunteering projects. The fund should be delivered in partnership with existing youth-led funding initiatives, including the Big Lottery Fund, YouthBank UK and The Prince's Trust, and draw on their expertise in involving young people in the decision-making process. By involving young people in peer grant-making initiatives, and making it easy for young community champions to access financial support, the Commission believes that youth-led volunteering projects will flourish, providing young people with real opportunities to develop their role as active citizens and make a lasting difference in their communities.

Case Study – YouthBank UK

Launched in 1999, YouthBank is an innovative grant-making initiative run by young people for young people. Young people themselves make decisions about who receives money and about how their YouthBank is managed and run.

YouthBank puts money directly into the hands of young people, enabling them to benefit their own communities and to ensure that young people’s priorities are being met. Local YouthBanks are managed by young volunteers who provide small grants, averaging from £50 to £2500 to fund young people’s good ideas to benefit their communities. Young people set criteria for grants, devise application processes, interview grant applicants, make decisions about who gets their money and also raise their own funds. The national organisation is also managed by a Youth Board which is responsible for directing the UK-wide programme.

YouthBank aims to improve the quality of life in communities by enabling the active involvement of young people as members of those communities. As Kabeer from Bradford YouthBank says, “The real reward is seeing projects through to the end, really making a difference and being given the opportunity to be responsible for something so important.”

The Big Lottery’s £200 million Young People’s Fund places young people at the centre of creating, planning and delivering projects under five themes – being healthy, staying safe, enjoying and achieving, making a positive contribution, and economic well-being. A key criterion for projects applying for funding is that they have fully involved young people throughout the process of project development, implementation, review and evaluation.

The Commission acknowledges the similarity in these objectives with our key principle of placing the young volunteer at the heart of the national framework. We recommend that the implementation body should explore opportunities for partnership with existing agencies including Youth Action Network, Changemakers and Student Volunteering England in order to provide training, support and resources to organisations interested in supporting youth-led volunteering.

The implementation body should take responsibility to establish a new Youth Fund, under the direction of young people, to facilitate youth-led volunteering projects. The fund should be delivered in partnership with existing youth-led funding initiatives, including the Big Lottery Fund, YouthBank UK and The Prince's Trust, and draw on their expertise in involving young people in the decision-making process. By involving young people in peer grant-making initiatives, and making it easy for young community champions to access financial support, the Commission believes that youth-led volunteering projects will flourish, providing young people with real opportunities to develop their role as active citizens and make a lasting difference in their communities.
Chapter 2 Expanding volunteering opportunities

IMPROVING THE QUALITY OF THE VOLUNTEERING EXPERIENCE

Many young people volunteer because they want to make a difference. They are also motivated by the quality of the volunteering activity in offering them support and training, as well as opportunities to meet challenges and develop their confidence and skills. Their experience can determine whether they volunteer again, volunteer more, or choose to involve family and friends in volunteering activity.

Existing volunteering opportunities for young people can vary enormously in quality and accessibility. As one consultation respondent noted: “The most common criticism from young people involved in ‘organised’ volunteering is that it isn’t – that levels of organisation fall below the levels they expect and deserve. If early experiences are viewed as a waste of time there will be little incentive to try again. Quality is therefore critical – at every level.”

The national framework should have at its heart measures to safeguard the quality of a volunteering experience. Building on best practice, the framework should develop levels of assured quality for all volunteering placements offered through the national youth portal, in order to ensure that young volunteers enjoy volunteering experiences that inspire their continued engagement.

Young Volunteers In Action 6

Helen – 20

“I am currently in my final year at Exeter University where I have been studying Psychology. Being six months away from finals I was concerned about life after university and competition for graduate placements. I knew of TheSite.org and so sent the team an e-mail enquiring whether they needed any voluntary help in their marketing and communications department and was delighted after an initial interview to be taken on for three weeks. I had a great introduction into how the media works from both a marketing and communication perspective. I spent time with members from each team helping them with their day to day work. I was shown different writing techniques and was taught how to approach journalists. By the end of my three weeks I had written my first press release and gained my first ever piece of coverage! Working at YouthNet has given me a clearer idea of the direction I would like to take my career in. I also made some great friends and enjoy keeping in touch.”

Quality is essential in ensuring that opportunities are safe, well-resourced and well-managed, enabling brokers to refer with confidence and building trust in volunteering providers. Quality assurance is also essential in ensuring that young people are afforded meaningful opportunities to participate in activities which promote their personal development, encourage them to stay involved and to involve others.

Clear quality standards could also provide significant reassurance to volunteers, stakeholders, funders and service users that the contribution of young volunteers is valued and that they will be well managed and supported. They would provide young

people with a clear structure for support and development during their placement, and assurance on issues such as personal safety and the qualifications of supervising staff.

The Commission aims to create an environment in which all volunteering organisations provide high quality opportunities to young volunteers. We believe that the development of a kitemark standard of quality for volunteering opportunities offered within the national framework would be a major step towards this goal of driving up standards.

A Volunteering Kitemark

There are a large number of quality standards and kitemark initiatives currently operating across the public, private and voluntary sectors, including:

- Investors in People
- Investing in Volunteers
- The MV Quality Framework
- Reach! Youth Action Quality Framework
- Practical Quality Assurance for Small Organisations (PQASSO)

These quality assurance initiatives are designed for application in different settings and test a wide range of competencies, from volunteer management to organisational performance, and from customer service to youth action. Each standard articulates a different set of quality criteria, often reflecting the focus or priorities of particular types of organisations. The standards are also evaluated differently, combining a range of approaches from informal self-assessment and action planning to rigorous external assessment and accreditation. Costs also vary significantly, with some quality assurance models delivered free as part of membership package, whilst others relate to the size of the organisation and the anticipated resource needed for assessment.

There was significant support from consultation respondents for the inclusion of quality standards as an essential feature of the new national framework. Respondents highlighted the importance of building on existing quality frameworks, and ensuring that the recommended standard is not financially prohibitive or administratively burdensome. The importance of support to enable organisations with limited resources to work towards the achievement of a quality mark was also emphasised.

Some respondents expressed a preference for a generic volunteering kitemark, as opposed to a youth specific quality standard, thereby enabling organisations to apply for one standard which will be applicable to all their volunteers. Respondents have also suggested that organisations should be appropriately incentivised to participate in the kitemarking process, ensuring that there are tangible rewards for organisations that attain the quality standard.

Young people were also consulted regarding ways in which they could be involved in developing the quality of volunteering opportunities. 77% expressed a strong interest in rating their volunteering experiences, and identified peer review as a credible source of opinion on the quality of individual volunteering opportunities. Other popular suggestions included the development of young mystery shoppers, who would

---

Commission consultation: MORI analysis of responses.
provide ‘undercover’ assessments of volunteering opportunities and share their results with their peers. Whilst peer review clearly has more meaning and impact for young people, many are still interested in the perceived quality of the volunteering opportunity, reflecting the importance of standards which improve the overall quality of the volunteering experience.

The Commission believes that a proportionate and appropriately tested kitemark scheme will perform an important role within the national framework for youth action and engagement. It will drive up standards, offer young volunteers and volunteering organisations a clearer set of expected outcomes, and enhance the credibility and value of volunteering opportunities.

The Commission would like to build on the strengths of existing quality standards. It is important to ensure that any quality standard takes account of the needs of young volunteers, whilst still being sufficiently generic to be applicable in the wider context of good practice in volunteer management.

Most externally accredited quality marks require some financial investment, and this investment often reflects the high standards of assessment, and therefore the credibility and integrity of the award. The Commission also recognises that these costs may be financially prohibitive to some organisations, and proposes to address this through the provision of bursaries for eligible organisations who wish to work towards a quality standard.

Having reviewed the quality standards available, we believe it is appropriate to recommend the Investing in Volunteers Award (IIV), the UK quality standard for all organisations which involve volunteers in their work. It has been specifically designed for volunteer-involving organisations and is currently delivered through the national volunteering infrastructure organisations.

IIV enables organisations to review their volunteer management, and to demonstrate publicly their commitment to volunteering. The standard comprises of ten indicators of volunteer management best practice, supported by 55 practices. These are based on four key areas of volunteer management: planning for volunteer involvement; recruiting volunteers; selecting and matching volunteers; and supporting and retaining volunteers.

Although the award is relatively new, pilot projects undertaken with a wide cross-section of volunteer-involving organisations have had extremely favourable results. For those participating in the programme, benefits have included improved volunteer policies and practices, greater clarity regarding the roles of volunteers, improved volunteer retention rates and greater success in funding bids.

As the IIV standard does not currently include any specific reference to involving or supporting young people, the Commission believes the implementation body should work in partnership with IIV managers and volunteering infrastructure organisations to develop specific criteria for the involvement of young people.
Chapter 2 Expanding volunteering opportunities

Case Study – Victim Support Merton

 Victim Support Merton was the first Victim Support Scheme to achieve Investing In Volunteers. Borough Manager Margaret Jones says, “I would certainly encourage anyone thinking of participating in this award to do so. When we were first invited to participate we saw it as an opportunity to measure our performance in the way we recruit, train, manage, support, develop and value our volunteers. We quickly identified the hard work involved but we were promised help and support throughout the process. Indeed we were supported and encouraged and our hard work was ultimately rewarded.

“The process gave us the opportunity to measure our performance against set standards. We were able to identify any gaps and we were helped to fill these gaps through the assessment process. Much of what we were providing already met the set standards and this was very reassuring. One of the many positive outcomes was that now we have everything documented and obtainable for everyone involved in the organisation to see, rather than essential information being known to one person only. We have been able to ensure that we now have effective policies and procedures in place and these are regularly reviewed and updated.

“The assessment process has helped the whole organisation, looking closely at every aspect of our work, which involves volunteers. It has given us a valuable opportunity to actively involve all staff, trustees and volunteers. Everyone at Victim Support Merton is proud of their achievement and we now have an award that recognises our good practice.”

Existing models of good practice which could prove useful in the development of youth criteria for IIV include the Youth Action Network REACH! quality standards model. The involvement of young people in assessing the quality of volunteering opportunities should also be considered. For example, it may be useful to appoint Young Assessors to participate in the initial assessment process, who could inform and influence organisational policy and practice. Young Assessors would also assist organisations in creating and developing their youth volunteering programmes, enabling them to be at the heart of improving the quality of opportunities for their peers.

The IIV award is delivered through the four national volunteering infrastructure organisations, namely Volunteering England, the Wales Council for Voluntary Action, Volunteer Development Scotland, and the Volunteer Development Agency in Northern Ireland. These organisations have given their express support for the development of the IIV standard, promoting it among their members and providing training and funding advice for organisations interested in undertaking the award process.

Applying for the award requires a financial investment of approximately £1000 per organisation, although organisations have found that they quickly reaped the rewards of this investment through improved volunteer management and retention and greater success in attracting new funding to support their work.

The attainment of the award would entitle organisations to apply for funding and contracts from the dedicated implementation body, thus recognising and rewarding their investment in quality standards. For example, the Commission currently estimates that organisations supporting full-time volunteers will be able to apply for up to £7000 per volunteer, providing significant financial rewards for those
organisations demonstrating their readiness to engage young volunteers in quality volunteering opportunities. The IIV standard should assist organisations in securing substantial additional funding to support the development of their youth volunteering programmes.

The cost of applying for IIV may present difficulties for some small voluntary and community organisations. The issue of affordability should not prevent organisations from attaining the award, and where possible the commitment to encouraging quality should be matched with resources to enable organisations to participate. The Commission recommends that the dedicated implementation body develop a means-tested targeted bursary scheme for those organisations unable to afford the IIV fees but wish to obtain the award and participate in the framework. Alternatively, the implementation body may wish to consider ways of increasing the overall capacity of Investing in Volunteers, in order to enable it to deliver the award at a reduced price for smaller organisations.

Many volunteer-involving organisations may have already acquired a quality assurance mark via other quality standard frameworks. The Commission has no wish to duplicate their efforts, particularly where existing quality standards reflect elements of the IIV award. The implementation body should work in partnership with Investing in Volunteers to develop a quality standards ‘passport’ scheme, which identifies where existing quality standards contribute to the IIV award and enables organisations to ‘fast-track’ through the assessment process without compromising the IIV standard.

CHAPTER TWO: RECOMMENDATIONS

RECOMMENDATION 6

Young people should have access to a ‘menu of opportunity’, with details of the full range of volunteering activities, including:

- the range of choice available matching young people’s desire to make a contribution with community needs;
- peer ratings of opportunities and organisations that provide them;
- the pathways between different volunteering experiences – from one type of opportunity to another by activity, organisation or time committed;
- the links between volunteering opportunities and different qualifications and recognition schemes;
- peer e-mentors providing advice and information to young people around developing their own ideas for action and taking them forward within their communities.

The menu would also function as a framework for assessing the provision of opportunities at a local and national level. It would be available via the national portal, from local advisors and accessible in educational institutions.
RECOMMENDATION 7

There should be a step change in the number of young people volunteering and the diversity of young volunteers. This will require a significant expansion in the number of available opportunities – short-term, part-time and full-time – with effective targeting to ensure that young people from disadvantaged backgrounds are more likely to volunteer.

Careful piloting and evaluation will be necessary to determine the appropriate mix of opportunities – by activity, organisation and the time committed (short-term, part-time and full-time). An assessment would need to take account of the costs, benefits and demand for different types of opportunity. After this assessment the balance of opportunities would be determined. Subject to that assessment, the Commission’s view is that there should be a significant expansion of:

- **up to 300,000 short-term, group-based volunteering opportunities per annum within the first five years of the national framework.**
  - the establishment of local ‘task forces’ of young volunteers that come together on an ad hoc basis to address community challenges.

- **up to 80,000 part-time volunteering opportunities per annum, achieved through:**
  - the reform, re-branding and expansion of Millennium Volunteers.

**additional opportunities** will be created:

- by enabling the many volunteer involving organisations with existing part-time opportunities to affiliate to the framework and benefit from the promotion of opportunities, accreditation and quality frameworks, and access to funding to assist with travel and subsistence costs;

- through a new ‘virtual volunteering’ scheme in which young people can provide support and help via the internet and their PC;

- with a specific focus on the creation of young people led opportunities, and new volunteer roles would help ensure that young people are able to contribute fully to the development of opportunities in their local areas.

- **up to 12,000 full-time volunteering opportunities per annum delivered within the first five years of the framework.**

The full-time programme should feature:

- a weekly living allowance of around £60 to cover travel and subsistence costs;

- contribution towards accommodation costs for all volunteers living away from home;
Chapter 2 Expanding volunteering opportunities

- an education partner for those full-time volunteers who wish to link their activity to a qualification, or towards a Youth Achievement Award;
- young volunteers who lead, develop and deliver and recruit for projects involving part-time and short-term volunteers.

**RECOMMENDATION 8**

A national framework should recognise the popularity and worth of international volunteering, by offering up to 1,000 overseas volunteering opportunities. These opportunities offered should be structured programmes, which:

- have a clear link to UK volunteering, involving training or volunteering in preparation for going overseas;
- respond directly to real community needs, taking into account the particular sensitivities in developing countries;
- encourage greater diversity in participants by ensuring opportunities are made accessible to all young people regardless of financial background;
- take full advantage of private sector funding, levered in as part of wider corporate social responsibility strategies or as sponsorship.

**RECOMMENDATION 9**

There is untapped potential for young volunteers to give additional help within the public sector, for example in hospitals, schools, parks and sports, leisure and arts centres, to gain valuable experience and deliver tangible community benefit. There are particular opportunities to involve young people in shaping local services and as active citizens in local democracy.

- Government should develop and implement strategies to encourage greater levels of volunteering within public services taking into account the need for additionality and quality opportunities that are attractive to young people;
- Government should involve young people at the highest level to help establish the types of roles that would appeal to them;
- Government should consider the possibility of establishing a series of pilot projects in 2006-07 to examine the most appropriate ways to involve young volunteers, and set targets for their involvement.
RECOMMENDATION 10

The quality of volunteering opportunities would benefit from greater assurance on a set of clearly stated criteria. Volunteering organisations should be encouraged to meet minimum standards governing the access, involvement, development and reward of young volunteers. The dedicated implementation body for youth volunteering should:

- use the new Investing in Volunteers (IIV) as its quality assurance framework;
- develop the framework to include a youth specific module;
- consult with volunteer involving organisations on the timeframe for implementing IIV and a ‘passport’ system for accrediting existing quality assurance frameworks to IIV to minimise additional bureaucracy or disproportionate burdens for small organisations;
- involve young people in the IIV assessment process as paid assessors;
- ultimately provide access to funding from the framework to organisations holding the Investing in Volunteers kitemark;
- consider how best to help smaller voluntary and community sector organisations achieve the standard, including the possibility of grants.
This chapter sets out the Commission’s views on how to best maximise the benefits of youth volunteering, for the individual volunteer, the local community, and wider society. We examine how the skills young people develop in the course of their volunteering could be more fully recognised through appropriate forms of accreditation, and indicate the barriers to volunteering which need to be overcome.

PERSONAL DEVELOPMENT AND ACCREDITATION

One of the most powerful incentives for young people to volunteer is the opportunity to improve their skills and employability. Accreditation and wider recognition for their volunteering activity rank high in the considerations of many young people, with 46% saying they could be persuaded to do more volunteering if they knew it would help them to improve their skills or get a qualification.60

Volunteering provides young people with opportunities to enhance their personal and social skills, including communication, planning, problem-solving and effective team work. The hands-on approach of much volunteering enables young people to engage in challenging and stimulating activities which enhance their learning and build up their confidence and self-esteem.

Strengthening the link between volunteering and accreditation will not only encourage more young people to volunteer. It will also increase the profile of volunteering amongst educational organisations and employers, improving recognition of volunteering as a valuable experience.

Volunteering also plays a key role in developing active citizens, allowing young people to develop their skills to speak out about issues that matter to them, and giving them the personal drive to effect change. Volunteering activity gives young people a stake in their communities, and can inspire them to remain active and involved throughout their lives.

For some young people, particularly those who have not succeeded in formal education, volunteering can be a first opportunity to gain recognition and accreditation for their achievements. It is important that this recognition reflects not only vocational or academic outcomes, but also captures the personal attributes and skills gained through the volunteering journey. As one young person has explained: “For me, it was having a certificate. A chance to take something to an employer. I’ve got no qualifications. Most of my time I was involved with drugs. I’ve never had a job in my life. But having a certificate changed everything.” 61

---

Chapter 3 Maximising the benefits of volunteering

Volunteering can provide valuable extra-curricular opportunities which complement formal education experience and assist young people in developing their roles as employees and active citizens. One consultation respondent observed, “There is no doubt that volunteering can accelerate the development of the kinds of skills that are increasingly in demand in the modern labour market. Emotional intelligence and interpersonal skills are increasingly relevant to the many public-facing and team based jobs young people are destined to experience. Volunteering can also embed practices that can become hugely important later on – the ability to project plan for example, to adapt to changing circumstances, to trouble-shoot, to manage endings, to report on what they have done and to recommend change. Volunteers are of course the best advocates for their own experiences but they need appropriate devices in which to be able to frame their experiences and learning.” 62

Framing young people’s learning experiences is a challenging task, particularly as volunteering encompasses such a wide range of activities. There is an equally wide range of accreditation models to recognise young people’s achievements. These include simple local certificates for the completion of an activity through to formal externally awarded accreditation which links to vocational qualifications, such as the ASDAN Certificate in Community Volunteering, which counts towards a NVQ/SVQ at levels 1 and 2, and a British Trust for Conservation Volunteers programme which links to the NVQ/SVQ level 2 in Environmental Conservation.

At present, many organisations offer accreditation for volunteering, although this is mostly done on an in-house basis and with varying degrees of formality. Few organisations engage in more structured external accreditation, for reasons of cost, the complexity of the process, and a lack of capacity to provide the training and support function required.

Consultation respondents from both the voluntary and community sector and business observed that existing accreditation arrangements are often confusing, with many different approaches taken to recognising the learning and achievements of young volunteers. The Commission would like to build upon the success of existing models of accreditation, but we acknowledge the need to raise awareness and recognition of volunteer accreditation, in order to ensure that qualifications obtained by young volunteers have currency in the fields of education, training and employment.

No one form of accreditation will fit all types of volunteering activity. However, we are keen to ensure that the models of accreditation promoted through the framework recognise the personal and social skills which young people gain through their volunteering, by providing opportunities for them to reflect on and learn from their experiences. We recognise that individual volunteers will seek to pursue forms of recognition and accreditation which are relevant to their own goals and aspirations, and it is important to offer a flexible approach to accreditation for volunteering which is responsive to the needs of individual young people.

A complementary framework of accreditation and awards should be introduced to recognise young volunteers’ activities and achievements. This framework should allow volunteers’ commitment and skills to be recognised as well as reflect the progression taken by young people as they engage in different types of volunteering.

Chapter 3 Maximising the benefits of volunteering

The Commission therefore recommends the following accreditation structure for youth volunteering in the UK:

1. **Personal Development & Progression Plan**

All young volunteers should have the opportunity to undertake a personal development and progression plan. This plan would form part of the basic model of quality assurance, ensuring that all young volunteers are given the opportunity to identify their skills and interests and be matched to an appropriate volunteering opportunity, which supports their learning and development. Where possible, the plan should enable the young person to record their learning and reflect on the personal and community benefits of their activity. Young people should be appropriately supported in progressing to new volunteering activity once they have completed their initial placement.

The personal development and progression plan is based on existing good practice in youth volunteering, and is designed to ensure that delivery organisations have appropriate arrangements in place to recognise young people’s achievements.

2. **Youth Achievement Award**

The Youth Achievement Award (YAA) provides the next level of progression in the accreditation of young volunteers. This award encourages a peer education approach to recognising and accrediting young people’s achievements, and is applicable across the full range of volunteering activities available through the new national framework.

---

**Young Volunteers In Action 7**

**Neil – 21**

“When I started volunteering with LGBT Youth Scotland a year ago I had no intention of attempting to go for a Youth Achievement Award. However, as the year progressed it became obvious that in the course of our activities as volunteers we were doing a lot of work that could go towards a Youth Achievement Award. I therefore decided to undertake an award. The work progressed through a lot of stages. The work I undertook for the first challenge was used during the second; indeed it was used in several challenges. All in all, it has been extremely enjoyable taking part in this award and I look forward to undertaking the Platinum Award next year.” Neil went on to become a full-time administrator with the LGBT Centre for Health and Wellbeing, Edinburgh.

---

As well as building on the Personal Development and Progression Plan the key strengths of the YAA include:

- **Peer leadership**: the YAA provides young people with the opportunity to lead and manage the accreditation process. The award has a strong focus on peer education and mentoring, with young people supporting, reviewing and assessing each other’s challenges.
• **Flexibility:** the YAA recognises the diversity of volunteering activity in which young people participate, and provides a flexible accreditation framework which can be easily adapted to suit the needs of individual volunteering placements. The award is also transferable, enabling the young person to undertake challenges in a number of different settings including formal volunteering placements, extra-curricular school activities, youth participation projects, short-term community projects and youth-led action.

• **Progression:** the award is structured progressively, allowing young people to increase their levels of participation and responsibility in line with their volunteering activities. Young people can select one of four award levels – Bronze, Silver, Gold or Platinum.

• **Recognition:** The personal and social skills young people develop through their volunteering are recognised, and there are opportunities for them to reflect on what they have learned. Participants are supported in compiling a personal portfolio, which can include written evaluations, testimonials, photos, minutes and video recordings, in order to build a profile of their volunteering activity which can be used in education or job interviews.

• **Accreditation:** The YAA is managed by UK Youth and accredited by the educational charity ASDAN, and provides UK-wide external accreditation for all participants. Currently, over 1000 organisations deliver the award, including voluntary and community organisations, educational institutions and pupil referral units, youth and Connexions services, young offender institutes, and training providers.
Case Study – Youth Achievement Award

The Youth Achievement Award is a peer education approach to recognising and accrediting young people’s achievements. Launched in 1997 by UK Youth, it has rapidly become recognised as a key framework for accrediting young people’s achievements, and is now delivered in over 1000 organisations across the UK.

The award is designed to encourage young people to take a more active role in the activities that interest them, enabling young people to:

- develop essential life skills, such as team work, communication and problem-solving;
- improve study skills, such as organisation, portfolio building, planning and reviewing;
- enable young people to identify and share their learning, as well as providing informal mentoring and peer support to other members of their award group;
- increase young people’s participation in decision making and develop greater ownership over their activities and learning.

The award is structured to reflect the level of young people’s participation and responsibility within their volunteering activities. Young people can therefore select a level of accreditation which is appropriate to their current volunteering role:

- Bronze – taking part in volunteering activities;
- Silver – helping to plan and organise volunteering activities;
- Gold – taking responsibility to plan, organise and run volunteering;
- Platinum – undertaking a leadership award, enabling young people to hone their skills in youth-led volunteering and to develop projects which benefit their host organisation or local community.

Having selected an appropriate level for their award, young people then come together and form an Award Group. Members of the Award Group, guided by their Award Group Worker, are responsible for supporting each other to set and plan appropriate challenges and to identify learning targets within them.

Once the young person has completed a challenge, they review the experience and identify their learning. Young people record their experience in their challenge booklets and organise portfolios of evidence, to demonstrate their achievements.

The portfolios are then submitted for assessment, firstly by a local assessor who reviews the portfolios of evidence, offering feedback and support to ensure that young people meet the required standards. The portfolios are then submitted for external assessment and verification, with all successful candidates receiving a Youth Achievement Award certificate.

The YAA has a demonstrable track record of success in a range of youth settings. It provides a progressive and supportive model of accreditation for young people, and its generic nature lends the award to the diversity of volunteering activity and the particular learning needs of individual young people. This would help to develop an inclusive framework which allows young people to progress at a pace matching their skills and abilities. The award addresses some of the restrictions of the Millennium Volunteers Award, by providing a qualitative evidence base for young people’s learning, while still allowing them to count hours and gain recognition for time spent volunteering.
Chapter 3 Maximising the benefits of volunteering

Access to the award has been an important priority for UK Youth, with award materials now translated into over 10 different languages and formats including Arabic, Kurdish, Mandarin and Somali as well as in Braille, large print, pictures/symbols, audio and a British Sign Language video. More recently, UK Youth have focused on promoting the Award within organisations working with young disabled people, providing training and support and sharing good practice, to enable more young people with disabilities to participate in the award.

Some of the award materials are already available on the internet, enabling young people to contribute to their portfolios online. The Commission would like to further develop the scope for web-based portfolio development, in order to encourage young volunteers to provide interactive mentoring and support to their peers.

Recognition of the award amongst employers is another priority. High profile organisations, including Accenture and J.P. Morgan, already support the award, and UK Youth have ambitious targets to gain support and recognition from over 100 more employers by 2006. Strong partnerships between the implementation body and the private sector could support this brand recognition, ensuring that the YAA is widely acknowledged in employer recruitment practices.

The cost of running the award varies according to the desired status of individual agencies. Some agencies, particularly those who support a membership network, may opt for Operating Agency Status, whilst smaller independent organisations are more likely to opt for Participant Unit status, linking to an umbrella Operating agency for training, support and access to internal moderators. Participating Units pay an initial fee of £45 to join the award, and then an annual renewal fee of £30 to continue delivering the award. Training and advice is also available for organisations registering to run the award, with tailor-made training for individual organisations, or regional multi-agency training events for smaller organisations. Award booklets and materials can also be purchased directly from UK Youth, or via Operating Agencies.

UK Youth and ASDAN are currently working with the Scottish Executive to pilot the development of the Youth Achievement Award in a variety of youth volunteering projects. A full evaluation of these pilots would provide insights for the successful implementation of the Youth Achievement Award within the new national framework, and the implementation body should liaise with the Scottish Executive to integrate this learning when rolling out the YAA.

3. Volunteering, Vocational Preparation & Qualifications

The final tier of the accreditation structure proposes a direct link between full-time volunteering and vocational qualifications. This will allow young people participating in full-time volunteering to gain specific sector-related qualifications, which accredit their learning and are recognised by employers and education and training providers.

Full-time volunteering placements are an opportunity to gain valuable work experience, and can assist young people to define their career aspirations and gain insights into their chosen profession. These opportunities can be particularly valuable in fields where hands-on experience is required to bridge the gap between theory and practice, such as social work, medicine or environmental work.
Chapter 3 Maximising the benefits of volunteering

Full-time volunteers can develop knowledge and skills which are often directly transferable to employment. The Commission believes it is appropriate to enable all full-time volunteers to undertake vocational qualifications which recognise their learning and equip them with a form of accreditation that will contribute to their personal development and enhance their career prospects.

S/NVQs are already established in sports and recreation, health care, arts and entertainment, community justice, play work, early years care and education and environmental conservation. Others are being developed in areas such as trusteeship and mentoring. It is possible for organisations to link their activities directly with suitable qualifications, which recognise and reflect the breadth and depth of vocational learning achieved within full-time volunteering. S/NVQ’s may also be applicable to some part-time opportunities. Where a sector specific S/NVQ is inappropriate, then more generic volunteering qualifications such as the Level 1 or Level 2 Certificate in Community Volunteering could be used.

In partnership with local education providers, volunteer-involving organisations will be encouraged to structure their full-time volunteering placements to accommodate college attendance and portfolio development, and to support young people in achieving various NVQ competencies. The costs associated with the training would be met by the implementation body, through special bursaries for full-time volunteers.

S/NVQs will not be appropriate for all full-time volunteers. In some cases, a Gold or Platinum Youth Achievement Award may be more relevant for the individual volunteer. Some young people may be engaged in qualifications or accreditation initiatives which do not match our proposals, and it may be appropriate to consider the development of a ‘passport’ system which would enable other forms of accreditation or qualifications to be mapped onto the Youth Achievement Award or recognised within S/NVQ modules. This flexible approach to accreditation would ensure that young people can select the most attractive accreditation option to capture and reflect their learning.

The opportunity to improve skills and employability is a powerful incentive for young people to volunteer. It is important to mark the contribution made by young volunteers, and to recognise the skills they learn in the course of their activity. This can be achieved most effectively through a flexible system of award and accreditation. The personal development and progression plan, combined with an extension of the Youth Achievement Award to cover all volunteering activities and a system of formal vocational accreditation for full-time volunteering opportunities, would ensure that all young volunteers enjoy a high standard of training and accreditation.

ENTITLEMENT CARD

The Commission has explored the potential to introduce a form of recognition that would particularly benefit young people who volunteer on a part-time basis by providing ‘rewards’ on the basis of hours volunteered. This was considered important for volunteers who were not interested in acquiring more formal accreditation of their commitment, but whose contribution should be recognised in some way.
The Commission considered a version of a ‘loyalty card’ scheme, in which young people were awarded points linked to the number of hours they volunteered. This was a popular concept with young people responding to our consultation, with over 60% in favour of a scheme which allowed points to be redeemed against a range of goods and services. There was also support for such a scheme to provide access to learning facilities.

However, the existence of a number of similar cards has led the Commission to conclude that a separate card for youth volunteering is not justified. On the basis of our consultation with young people, the Commission makes the following reflections:

• a distinct volunteering element could be incorporated into similar cards to acknowledge the time and commitment shown by young volunteers. A ‘gold’ or ‘platinum’ card for volunteers could show that the card holders were doing something above and beyond that to which they were entitled;

• young people’s card schemes are more effective if they are aspirational, work in association with commercial youth brands, and operate at a distance from government;

• the card could offer discounts and access to goods and services that young people want, such as fashion, music and leisure activities, rather than solely offering what adults think young people should have;

• particular attention should be paid to the marketing and distribution of the card. The use of innovative marketing techniques could ensure greater interest than simply distributing cards in the classroom.

BARRIERS TO VOLUNTEERING: BENEFITS ISSUES

A fundamental principle of the national framework is to be inclusive. It should encourage and enable all young people to engage in volunteering, regardless of their background – including young people on low incomes or in receipt of benefits, or whose families are on benefit.

Unemployed young people and young people with disabilities are currently under-represented in volunteering activities. Yet volunteering is generally considered a valuable way back into the labour force, assisting in personal and skills development and helping to strengthen social networks and improve employability. Young people on benefits should not be penalised for their voluntary activity, nor discouraged from becoming engaged.

A range of barriers – some real, some perceived – within the benefits system currently prevent certain young people from pursuing volunteering opportunities. Individual circumstances of young people on benefits vary depending on whether the young person is in the 16 to 19 or 19 to 25 age bracket, whether they live at home with parents or independently, and whether the volunteering opportunities which the young people wish to engage in are part-time or full-time. The benefits received range from Jobseekers Allowance (JSA), Income Support and Incapacity Benefit to Housing

---

63 Commission consultation: MORI analysis of responses.

64 Ibid.
and Council Tax Benefits, Disability Living Allowances and ‘passported’ benefits such as free prescriptions, free school meals and access to the Social Fund. 16 to 19 year olds may be in receipt of Educational Maintenance Allowances (EMAs) if they are still in education and their families may be receiving Child Benefit and Child Tax Credits.

The Commission has identified two generic types of barriers: barriers in terms of communication of existing rules and more technical barriers surrounding full-time opportunities. The current Year of the Volunteer provides government with a clear opportunity to engage and address these issues.

Many of the barriers which discourage young people from volunteering arise from a lack of communication of the existing rules, which do in fact allow volunteering whilst on benefits. The Commission found considerable confusion amongst young people, volunteering organisations, and even benefits advisers themselves about whether volunteering on benefits is possible. The consultation highlighted these misconceptions, with some respondents believing that benefits regulations did not permit volunteering at all, or that there were restrictions that imposed a particular maximum number of hours per week. As one consultation respondent noted, “a lot of the barriers to volunteering for young homeless people are around benefits. There is a perception that if they volunteer they will lose JSA or Incapacity benefit and Housing benefit. Unfortunately this view is wrongly perpetuated by numerous Jobcentre Plus advisers who tell people that their benefits will be slashed if they volunteer for over 16 hours a week, volunteer with an organisation that is not a registered charity, or sometimes, volunteer at all. Sadly, this misinformation is stopping a lot of people from volunteering.”

Volunteering whilst on benefits is permitted, as long as the voluntary work is unpaid, and there are no set limits on the number of hours of voluntary work that may be undertaken. JSA recipients can volunteer unpaid for any number of hours provided they are actively seeking work and able to begin work within seven days, although the Commission found during the consultation that this was not necessarily communicated across the board to young people by their benefits advisers. Recipients of Incapacity Benefit may also volunteer unpaid for as many hours as they wish, since the 16 hour per week limit that relates to ‘permitted work’ only applies to paid work.

The fact that voluntary work is only allowed on benefits if it is unpaid does not mean that volunteers should be out of pocket. The benefit rules do allow for reimbursement of out-of-pocket expenses, such as travel, and do not regard these payments as income. Crucially, this can take place in advance to ease the volunteers’ cash-flow situation, providing that the volunteer returns any money that is not actually spent. Benefits payments do already cover meals and so care must be taken when claiming expenses to ensure only out-of-pocket expenses are claimed, otherwise benefits advisors have the discretion to make deductions.

---

65 Commission consultation: MORI analysis of responses.
66 Commission consultation: Off the Streets and Into Work submission.
67 Volunteering England website.
Chapter 3 Maximising the benefits of volunteering

It is important for these existing rules to be better communicated to young people on benefits. Without a better knowledge of the rules, young people may be apprehensive, particularly those on Incapacity Benefit, that any voluntary work could lead to the legitimacy of their claim being investigated. Consistent application of these rules by benefit advisers is also important, and their buy-in is crucial.

Some organisations responding to the consultation felt that the current system appears to favour immediate employment over longer-term skill development through volunteering. Benefits advisers should be made more aware of the skills and personal development advantages that young people can derive from voluntary work - while it is important that volunteering does not prevent job-seeking (particularly for JSA claimants), it is clear that voluntary activity can help to improve skills and confidence, thereby improving employment prospects.

The Department of Work and Pensions (DWP) and Jobcentre Plus have taken steps to improve knowledge of the rules amongst staff and to encourage those on benefits to volunteer. In August 2004 Jobcentre Plus published a leaflet aimed at benefit recipients and issued guidance in October 2004 to all Jobcentre Plus staff together with a new volunteering registration form which makes it clear that voluntary work is allowed. Comprehensive change on the ground has not yet been seen. Ministers should continue to drive forward a shift in the position of DWP and Jobcentre Plus on volunteering, towards a stance that actively encourages young people to volunteer, across the board.

Existing DWP policy should be communicated more effectively to Jobcentre Plus frontline staff, who should make it clear to young people that there is no time limit on activity, apart from the restrictions mentioned earlier surrounding JSA. Staff should promote volunteering as a route into employment, in recognition of the social and skills benefits to the young person. Posters could be put up in every Jobcentre Plus, directing young people to do-it, their local Volunteer Centre and other organisations. Jobcentre Plus could also nominate a volunteering lead among the staff of each office with responsibility for promoting and advocating volunteering opportunities, and staff from Volunteer Centres could be invited to conduct presentations on Jobcentre Plus premises.

Finally, it is important not only for Jobcentre Plus staff and young people on benefits to be clear about the existing rules, but also voluntary sector organisations, local authorities and other interested parties. Government should consider compiling a guide to volunteering along the lines of the Disability Rights Handbook, which would set out clearly the existing rules.

For part-time volunteering, better communication and application of the existing rules and guidance should resolve many of the barriers faced by young volunteers on benefits. Additionally, increased provision of taster and part-time opportunities should help those on JSA to engage in volunteering while continuing to seek work.

Technical issues

For part-time volunteering, better communication and application of the existing rules and guidance should resolve many of the barriers faced by young volunteers on benefits. Additionally, increased provision of taster and part-time opportunities should help those on JSA to engage in volunteering while continuing to seek work.

---

Commission consultation: MORI analysis of responses.
Full-time volunteering poses more significant difficulties that cannot simply be rectified by the better distribution of guidance. It is not possible for those on benefits to receive a living allowance, as the allowance would be classed as income and reduce the level of benefits received. Figure 8 sets out certain scenarios faced by young people over the age of 19 on JSA, Income Support, and Incapacity Benefit, who wish to volunteer full-time.

**Figure 8. Worst case scenarios for young people on JSA, Income Support, and Incapacity Benefit, who wish to volunteer full-time.**

<table>
<thead>
<tr>
<th>Over 19s</th>
<th>Financial impact of becoming full-time volunteer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young person on JSA (not on New Deal), Comes off JSA to commence a full-time volunteering opportunity in their local area, where they remain living in the same house.</td>
<td>Without any allowance: Forego JSA of £44.50 a week. Therefore lose passport HB/CTB and range of other benefits. Would be eligible for income-assessed HB but this would be at reduced rate and may take time for application to be processed.</td>
</tr>
<tr>
<td>With £60 allowance (assuming £60 Housing Benefit): Allowance £15.50 above JSA rate. Eligible for income-assessed HB /CTB at reduced rate – may take time for application to be processed. Taking HB/CTB combined withdrawal rate will leave volunteer £2.17 better off, but having lost entitlement to a range of other passported benefits (free prescriptions et al).</td>
<td></td>
</tr>
<tr>
<td>1) Living independently and in receipt of Housing &amp; Council Tax Benefits.</td>
<td>£15.50 more than JSA, with £7.40 NDD from parents HB, £2.30 CTB and loss of passports. Possibly £4.70 a week better off, but having lost entitlement to a range of other passported benefits (free prescriptions et al).</td>
</tr>
<tr>
<td>2) Living at home with parents who receive HB/CTB.</td>
<td>£15.50 more than JSA, with £7.40 NDD from parents HB, £2.30 CTB and loss of passports. Possibly £4.70 a week better off, but having lost entitlement to a range of other passported benefits (free prescriptions et al).</td>
</tr>
<tr>
<td>Young person (Lone Parent) on Income Support, living independently and in receipt of Housing &amp; Council Tax Benefits. Decides to participate in a full-time volunteering opportunity in the local area.</td>
<td>IS (and therefore HB/CTB) and Child Tax Credit entitlement unaffected but mother could need childcare support and no entitlement available.</td>
</tr>
<tr>
<td>Young mother receives £60 allowance instead of £56.20 from IS. Income based HB/CTB could be applied, leaving lone parent 57p a week better off (not counting lost passports). Childcare remains an issue.</td>
<td></td>
</tr>
<tr>
<td>Young person on Incapacity Benefit, living independently and in receipt of Housing &amp; Council Tax Benefits. Decides to participate in a full-time volunteering opportunity (specially chosen to accommodate their disability).</td>
<td>IB (and therefore HB/CTB) unaffected but obviously full-time opportunity would need to be suitable and not cast doubt on young person's eligibility for IB in the first place. (16 hours restriction only applies to paid work so restriction doesn't apply if no allowance received). If a residential placement over 13 weeks, Housing Benefit may be stopped after 13 weeks.</td>
</tr>
<tr>
<td>If only lower rate of IB, receives £60 allowance instead of £55.90 from IB. Income based HB/CTB could be applied, leaving young person 61p better off (not counting lost passports). For higher rates of IB (£66.15 and £89.70) there would be no incentive to swap for a £60 allowance. (The £60 allowance couldn't be counted as permitted work as only 16 hours per week of permitted work is allowed).</td>
<td></td>
</tr>
</tbody>
</table>
Young people on Income Support or Incapacity Benefit could take up appropriate full-
time volunteering opportunities while remaining on benefits, as long as they forego the living allowance. Those on JSA cannot remain on benefit if they wish to take up the kind of full-time (30 hours a week) volunteering opportunity being proposed by the Commission, since recipients have to remain actively seeking work, and be able to attend interviews with 48 hours’ notice and to start work with seven days’ notice. They would have to leave the benefits system and receive the £60 full-time allowance instead, as was required in the Young Volunteer Challenge scheme piloted recently by the Department for Education and Skills.

A key barrier arises from the fact that JSA acts as a critical gateway to other passported benefits, such as Housing Benefit, Council Tax Benefit, free prescriptions, free school meals and access to the Social Fund, which can be a substantial amount. By coming off JSA, the young person would lose their automatic entitlement to these benefits and could become substantially worse off.

The most significant, and complex, of these passported benefits is Housing Benefit, which is administered by local authorities. If a young person has been receiving full Housing Benefit, the loss of automatic entitlement to this would be a huge barrier to participating in a full-time opportunity. If they were to receive an allowance instead of JSA they may still be able to claim income-based Housing Benefit but this would be at a lower rate. If they were to receive an allowance instead of JSA they may still be able to claim income-based Housing Benefit but this would be at a lower rate. However, new rules introduced in April 2004 should now at least make changes to the lower rate and back a “change of circumstances” rather than a new claim, making such a transition easier. Housing costs may not necessarily be a factor if a full-time volunteering opportunity is residential and of a number of months’ duration. For local opportunities and those of short duration, costs would need to be met.

Having researched a number of options, the Commission recommends that the implementation body should make available a discretionary fund for providers of full-time opportunities to have access to for individual cases where housing costs constitute a key barrier. This would be a more effective and targeted solution than the alternatives of claiming income-based Housing Benefit, or for government to seek to include the opportunities in the New Deal programme.

The Young Volunteer Challenge pilots highlighted the impact on family benefits where the volunteer received an allowance while living with other family members in receipt of benefits such as Housing Benefit. If the volunteer receiving the allowance is 19 or over, deductions, known as ‘non dependent deductions’, are made from the family members’ benefits. The discretionary fund proposed by the Commission could also be used to cover individual cases when this issue arises. The discretionary fund could also be made available for childcare costs for any parents engaging in full-time volunteering while on income support, and for housing costs in case of hardship for those not on benefits but from other low income backgrounds.
Chapter 3 Maximising the benefits of volunteering

Incapacity Benefit and Income Support recipients engaged in full-time opportunities would continue to receive passported benefits including Housing Benefit, but if they are participating in residential opportunities away from home Housing Benefit can only be received for up to 13 weeks. Organisations and volunteers should be aware of this in order to avoid situations where Housing Benefit is withdrawn. Government is currently engaged in a review of the Housing Benefit system and the Commission recommends that the opportunity is taken to look at the Housing Benefit situation for volunteers in general.

Government is also looking at the issue of financial support for 16 to 19 year olds. The Review of Financial Support for 16 to 19 year olds, currently being conducted by HM Treasury, the Department of Work and Pensions and Department for Education and Skills, could be an appropriate vehicle for determining the entitlement of 16-19 year old volunteers.

National Insurance Credits are not awarded for volunteering, unlike for activities such as training and caring for a sick or disabled person. Credits are available for all young people for the tax years in which their 16th and 18th birthdays fall, but these only cover them for basic state pension and bereavement benefits. Although not generally an issue for most young people, lack of NI credits can affect entitlement to benefits such as Incapacity Benefit and Jobseekers Allowance which may need to be claimed in the future. Government should consider extending NI credits to full-time volunteering in order to reflect the fact that full-time volunteering is a worthwhile activity for young people, alongside training, caring or work.

The Commission notes that under current legislation, an allowance paid for full-time volunteering could be subject to income tax. However, in most cases the living allowance would be more than covered by a young person’s Personal Allowance and there would be no tax to pay, as long as the person had no other income to take them above the tax threshold and other expenses, such as meals and travel, were paid out of the allowance and not claimed in addition. The allowance would be below the threshold for National Insurance deductions.

Employment legislation may have a bearing on volunteers who receive a living allowance for full-time volunteering. In implementing an allowance the implementation body should seek clarification to ensure that the allowance fell within the National Minimum Wage exemptions.

As the UK Year of the Volunteer, 2005 provides a clear opportunity for government departments and agencies and volunteering organisations to engage on the issues of benefit entitlement for young volunteers. Guidance on eligibility and entitlement should be distributed widely and applied consistently.

**BARRIERS TO VOLUNTEERING: ACCESS ISSUES**

The Commission is committed to involving more young people with disabilities in volunteering activities. Responses to the consultation identified barriers which affect the participation of disabled young people in accessing volunteering opportunities.
Many organisations make considerable efforts to ensure their services are accessible, but the Disability Discrimination Act currently places no obligation on host organisations to make provisions for disabled people to access volunteering opportunities. Financial support to provide accessible and inclusive volunteering opportunities is an issue which creates significant barriers, both for disabled volunteers and the organisations keen to involve them.

The costs of making reasonable adjustments can be financially prohibitive for volunteer-involving organisations, with one consultation respondent expressing the common view that “organisations offering volunteering opportunities do not always have the resources to make buildings accessible. Neither do they necessarily have the staff to offer extra support where needed.” 70 Although costs vary in relation to the nature of the volunteer’s disability, various measures, including structural building work to improve access, specially adapted IT equipment, interpreter support and personal care assistants can be expensive. Many organisations simply do not have the resources to afford these adjustments. This can mean that organisations feel restricted from actively recruiting disabled volunteers, on the grounds that necessary adjustments are not financially viable. Addressing the financial barriers associated with creating accessible placements is essential in engaging disabled volunteers. As one respondent noted, “this is especially crucial for young disabled volunteers who are embarking on their first volunteering role – if they are turned away on the basis of their impairment the chances are they will never apply to volunteer again.” 71

Current measures to promote equality and accessibility include the Government’s Compact Code of Good Practice in Volunteering 72 which articulates a key principle that “volunteering should be open to everyone.” As part of the Code, there is an undertaking to “work to eliminate current barriers including funding barriers to volunteering,” demonstrating a broad commitment to improving accessibility and ensuring that more disabled people have access to volunteering opportunities. This commitment has been borne out by the £4m Volunteer Recruitment Fund administered by the Home Office, which is designed to support a diverse range of organisations in engaging people who are currently under-represented in volunteering. 16% of the funding was allocated to organisations working to involve disabled people as volunteers.

Other government initiatives include the Access to Work scheme (AtW) 73 which provides funding to assist the recruitment and employment of paid staff. AtW provides a comprehensive grants programme which offers up to 100% of the approved costs that arise because of an individual’s disability, including communication support at interviews, support worker costs, special aids equipment, adaptation to premises and help with the additional costs of travel for those who are unable to access public transport. Although AtW is an excellent model of good practice for employers, the scheme currently makes no provision to facilitate reasonable adjustments for volunteers.

---

70 Commission consultation: Volunteering England submission.
71 Commission consultation: Scope submission.
72 Compact Code of Good Practice in Volunteering.
73 Access to Work (AtW) is a grants scheme, administered via the JobCentre Plus network, which provides financial support for organisations interviewing and employing staff with disabilities.
Chapter 3 Maximising the benefits of volunteering

Some organisations, such as Scope, operate their own internal fund to pay for reasonable adjustments, enabling many disabled people, some with high level support needs, to volunteer. However, many volunteer-involving organisations do not currently have the capacity to offer similar funds, and this can create inequalities in opportunity. The Millennium Volunteer programme actively supports the inclusion of young disabled volunteers through the provision of a differentiated payment scheme. This recognises the additional costs necessary to provide full and effective support to young people with disabilities. MV offers differentiated payments for disabled volunteers at 177% of the costs associated with able-bodied volunteers, reflecting a significant additional investment in young people with particular support needs. The scheme has been particularly successful in engaging and supporting young disabled volunteers, who currently make up 8% of the total Millennium Volunteer cohort.74

As well as significant access barriers, the Commission has identified attitudinal barriers which impact upon the experiences of disabled volunteers. Respondents note that negative images of disabled people as the passive beneficiaries of volunteering often reinforce prejudice and discrimination, resulting in a mismatch between the volunteer’s capabilities and the demands of the volunteering role. As one consultation respondent observed, “disabled volunteers also face a degree of unconscious prejudice – volunteers and non-volunteers reported feeling that un-skilled jobs were given to them because their disability was seen as meaning they could not do other tasks.”75

Young people with disabilities should be offered opportunities that match their motivation to volunteer, and not their disability. In order to facilitate the change in attitude required, it is necessary to provide organisations with support and guidance to involve disabled volunteers effectively. Organisations should be aware of the practical steps they can take to make their premises and volunteer management practices more accessible and inclusive for disabled volunteers.

The Commission has identified two important issues on the involvement and inclusion of young people with disabilities. The first relates to access and the importance of removing financial barriers which prevent organisations from making appropriate provision to support disabled volunteers. The second relates to capacity building and training, to challenge discrimination and ensure that more organisations provide a welcoming and inclusive volunteering environment.

In taking account of the financial barriers associated with supporting disabled volunteers, the Commission recommends a differentiated funding model, similar to MV, which provides additional financial resources to organisations involving or seeking to involve young people with disabilities. This funding would enable volunteer-involving organisations to provide comprehensive personal support to disabled volunteers, ensuring that their volunteer placement is facilitated effectively.

It is possible to extend the differentiated funding model to support the involvement of other groups of young people at risk of exclusion. For example, the costs associated with childcare prevent many young parents from participating in volunteering activities. Recent findings from a report by The Prince’s Trust highlighted this issue,

74 DfES Youth Volunteering Team, March 2004.
75 Commission consultation: Volunteering England submission.
with 43% of young women aged between 22 and 25 years old reporting parenthood as a significant obstacle to participation.\textsuperscript{76} A differentiated funding model which recognised the additional costs associated with involving young people with particular support needs would help to develop the inclusiveness of the framework, not just for disabled young people, but for all young people facing financial barriers.

In responding to capacity building and training issues, the Commission recommends that government explore the case for a cross-departmental initiative to facilitate organisations in applying for financial support to undertake a disability audit, which would identify barriers to participation and allow them to develop an ‘Access Action Plan’ to address those barriers. The initiative should also look at how to subsidise the costs of Disability Awareness & Equality training, enabling organisations to equip their staff and volunteers with the knowledge, skills and attitudes to involve disabled volunteers effectively. The initiative should explore how the costs associated with structural renovation, making buildings accessible for volunteers with mobility impairments, could be facilitated.

The Commission recommends that the implementation body works in partnership with disability organisations and volunteering infrastructure organisations to develop toolkits and resources to support organisations in involving young people with disabilities effectively. SKILL, the National Bureau for Students with Disabilities, has recently published a resource entitled ‘Access to volunteering’ which provides a ‘how to’ manual for volunteering organisations.\textsuperscript{77} The manual includes sections on good practice and the Disability Discrimination Act, recruitment action planning, support strategies for volunteers, staff and organisations, and policies and procedures. It also provides useful resources and interesting case studies written by voluntary organisations on their experiences of recruiting and supporting disabled volunteers. Similar toolkits could be made widely available via the youth volunteering portal, enabling organisations to access support and resources as well as promoting and sharing good practice.

In considering the particular needs of young disabled volunteers, the Commission recommends that only organisations which demonstrate a commitment to involving disabled volunteers should be considered for inclusion in the new national framework. This reflects the Commission’s commitment to raising the quality and accessibility of volunteering opportunities for all young people.

**BARRIERS TO VOLUNTEERING: ADMINISTRATIVE ISSUES**

There are a number of significant administrative burdens affecting volunteering organisations, falling into three principal categories:

- legislation – compliance with legislation such as the Health and Safety, Police, and Child Protection Acts can be burdensome;
- insurance – recent steep increases in premiums have had a significant impact;

\textsuperscript{76} ‘Reaching the Hardest to Reach’, The Prince’s Trust, 2004.
Chapter 3 Maximising the benefits of volunteering

- regulation – the amount of administration to be completed to comply with funders’ requirements, including initial fund applications, monitoring and evaluation needs, and audit requirements, has to be addressed.

The issues which fall into these categories are complex, often longstanding, and admit little clear consensus. They have been the subject of controversy and review in the past, and will continue to be in the future. In considering these questions, the Commission has had to balance the needs of volunteering organisations with the wider social contexts in which they operate. We have also taken careful note of recent attempts to resolve some of these difficulties, such as Julian Brazier MP’s recent Private Member’s Bill.78

Legislation

On fears that legislation can act as a barrier to volunteering and volunteer involving organisations, we understand the case put forward by some small organisations about the disproportionate burden placed on them by some pieces of legislation. Recent attempts to remove the sector from the obligations of the Data Protection Act 1998, the Financial Services Act 2000, and the Police Act 1997, have failed. The Police Act 1997 established the Criminal Records Bureau to improve access to criminal records for employment-related and volunteering purposes. Disclosures are free for volunteers, although there are associated registration costs, which can prove disproportionately onerous. Initial delays in the processing of some record checks were also regarded as a disincentive to volunteers.

The Commission is aware that government has set up a Voluntary and Community Sector Working Group to discuss issues relating to the Criminal Records Bureau. This Working Group has wide representation from the sector, including NCVO, NCVYS and NCVCCO, and its work is ongoing.

We also note the lack of clear agreement within the sector on how to resolve these matters, and have found no consensus in our consultation on a way forward to the general issues raised by the Brazier Bill. We accept the concern expressed by Parliamentary Under-Secretary of State for the Home Department, Fiona Mactaggart MP, in setting out the Government’s response: “We need to guard against making provisions that create an imbalance of responsibility and duty between the voluntary sector and public and private sectors ... the voluntary and community sectors should be considered on the same footing.”79

This argument remains valid for other pieces of legislation subject to objections by some in the sector. We see no case for amendment to the Health and Safety At Work Act 1974, which imposes a duty on every employer “to ensure, as far as reasonably practicable, that persons not in their employment, who may be affected by their undertaking, are not exposed to risks to their health or safety” and “to give to persons (not being their employees) who may be affected in a prescribed manner information as might affect their health or safety.”

78 Promotion of Volunteering Bill, Session 2003-04.
79 Debate on the 2nd Reading of the Promotion of Volunteering Bill, 5 March 2004.
Chapter 3 Maximising the benefits of volunteering

Insurance

Two types of insurance – employers’ liability and third party motor insurance – are mandatory for voluntary and community sector organisations to obtain, where applicable. In addition to these, the Accounting and Reporting by Charities Statement of Recommended Practice requires charities, if their actions directly impact on members of the public, to get cover for public liability.

Over the last few years the sector has experienced steep increases in their insurance premiums, with the National Council for Voluntary Youth Services stating that members had reported rises of 300%.

In some cases, organisations have had difficulty in securing renewed cover. This issue is compounded for organisations which involve young volunteers, as insurance companies can set lower age limits for cover and sometimes determine that the risk of involving young people could be too high due to the types of activity involved. Given the nature of the sector, it is difficult for voluntary and community sector organisations to pass on these increases.

In 2002 the Home Office Active Community Unit established the Insurance Cover Working Group to investigate these difficulties. Its June 2003 Report found that increases in premiums and difficulties with renewal were being faced across the board, not purely in the voluntary sector. In response, government set out a Programme of Action, which included:

- the Home Office Minister responsible for Communities championing the cause of insurance for the voluntary and community sector;
- taking forward ongoing work on employers’ liability insurance, legal costs and full cost recovery, ensuring the interests of the voluntary and community sector are taken into account;
- drawing together sources of practical advice and expertise in order to increase the capacity of the sector to deal with insurance issues;
- making better practical arrangements for working with local government; and
- an ongoing dialogue between the voluntary and community sector, the insurance industry and government, facilitated by the Home Office.

Work on the programme of action is ongoing. The voluntary sector has also been working to address this issue and the Commission understands that the sector is establishing a not-for-profit insurer, with reports that the new organisation will seek to register as a charity and only serve voluntary organisations, aiming to offer discounts to charities with no claims starting at 20 per cent after one year, rising to 50 per cent after five years.

The Commission notes the potential for organisations to come together to form their own insurance company. We support the more widespread use of ‘bulk-buying’, and believe that organisations could be better supported in facilitating these commercial practices. The introduction of our proposals for a kitemark to offer quality assurance of volunteering opportunities should seek to win the confidence of insurance companies, and may go some way to addressing concerns about health and safety and risk management.

Commission consultation: National Council for Voluntary Youth Services submission.
Chapter 3 Maximising the benefits of volunteering

Regulation  In the State of the Sector Panel’s December 2004 newsletter, government regulation was the third most commonly cited factor holding back volunteering organisations’ activities, as Figure 9 shows. Although significantly behind concerns about funding, there is a clear need to examine the regulatory responsibilities of volunteering organisations.

Figure 9: Most important factors affecting organisations’ activities

The implementation body for the national framework should act as an exemplar in reducing the burden on organisations while maintaining high standards of accountability and performance monitoring. The Commission would like it to modernise the application process for funding, by introducing an expression of interest round, which can be less burdensome.

The Compact between government and the voluntary and community sector could be given a wider remit in mediation. At present the Compact mediation scheme can be accessed only for disputes relating to Local Compacts between the sector and local public sector bodies. By opening up access to central government departments, organisations would have a course of action when central funding was concerned. This could help to resolve difficulties caused by decisions to delay funding, and would provide a degree of greater redress to the sector.

The standardisation – across grant-making bodies, or at least across government – of auditing processes which organisations have to complete would reduce their administrative burden, particularly for those involved in projects with multiple funders. In addition to the certainty provided by more sustainable funding mechanisms, there are bureaucratic advantages in increasing the proportion of funding provided to already established projects, as organisations would be able to devote less time to coinciding innovation with 3-yearly funding plans. The implementation body could ensure funding is accounted for in ways that do not overburden organisations, yet still provide sufficient levels of monitoring.
CHAPTER THREE: RECOMMENDATIONS

RECOMMENDATION 11

The opportunity to improve skills and employability is a powerful incentive for young people to volunteer. It is important to mark the contribution made by young volunteers, and to recognise the skills they learn in the course of their activity.

The aspirations of young people will be met best through a progression of awards and accreditation that recognises the commitment they show and the skills they gain in the course of their volunteering:

- a personal appraisal system to ensure that young people have clear objectives, support and a record of achievement;
- wider use of the Youth Achievement Award to recognise young people’s personal development through volunteering;
- (S)NVQ modules for those volunteering opportunities – part and full-time - where more formal vocational accreditation is appropriate.

RECOMMENDATION 12

Young people on benefits, and their families, should not suffer a financial barrier when they volunteer. To make it easier for young people on benefits to volunteer:

- a rulebook should be published by the Department of Work and Pensions to communicate existing rules more effectively to staff in Jobcentre Plus, and for interested parties such as volunteer involving organisations and local authorities, with a short summary guide to be widely distributed for volunteer involving organisations and young volunteers;
- the implementation body should make available a discretionary fund that providers of full-time opportunities in the framework could access for individual cases of hardship due to housing costs, loss of family benefits or childcare costs;
- government should consider looking at the general Housing Benefit interactions for volunteers within its current review of Housing Benefit as a whole;
- within its wider Review of Financial Support for 16-19 year olds, government should extend the same entitlements received by those in education or training to those who engage in full-time volunteering opportunities.
Chapter 3 Maximising the benefits of volunteering

RECOMMENDATION 13

In order to build the capacity of organisations to engage groups which historically have found it difficult to access volunteering, specifically disabled volunteers, the Commission recommends that government explore the case for the establishment of a cross-departmental initiative to facilitate:

- disability audits, to identify barriers to volunteering and enable organisations to develop appropriate action plans;
- disability awareness and equality training for staff and volunteers; and
- structural renovations to make buildings more accessible.
Chapter 4 Making the step change happen

This chapter addresses the organisational issues which surround the introduction of the framework, and presents the Commission’s view on how it can be delivered most effectively.

A DEDICATED IMPLEMENTATION BODY

The Commission sees a need for a dedicated implementation body to be responsible and accountable for the new national framework. The body should be focussed on delivering a step change in the diversity of young people who volunteer, in the quality and impact of their voluntary work, and in their numbers. In keeping with the Commission’s key theme of youth-led volunteering, young people should have a strong role in the body’s governance, decision-making and character.

The body would not be expected to deliver the recommended activities itself, but would contract with existing organisations, either on an individual basis or which came together to form partnerships.

The Commission has received representations from leading voluntary and community sector organisations calling for a dedicated body to implement the framework. The case for such a body is that:

- the successful implementation of the framework is more likely in an organisation with an exclusive focus, where its aims are not diluted in a wider set of organisational objectives or at risk of conflicts of interest;
- a youth-led approach requires governance and decision-making structures that fully involve young people;
- current arrangements for encouraging young people to volunteer are fragmented. Working across government departments, the voluntary and community sector, and the private sector, a dedicated body would be able to take a strategic overview;
- there are bodies with an exclusive focus on young people’s volunteering, but individually these bodies do not have the capacity, or governance structures, to manage the flows of funds – both public and private – necessary to deliver it.

RESPONSIBILITIES AND FUNCTIONS

The implementation body would:

- involve young people in funding decisions and the design of programmes;
• develop priorities - consulting key stakeholders - funding criteria and tender documents. It would enter into contractual relationships for the delivery of the Commission’s recommendations;

• ensure a cross government approach bringing together key government departments - the Department for Education and Skills leading on young people, the Home Office leading on volunteering and the Department of Culture, Media and Sport leading on sports volunteering - and other departments and non-departmental public bodies, including the Qualifications and Curriculum Authority;

• provide the private sector via a partnership with a new national focus for enhanced support, securing cash and in-kind support and in particular, support for volunteering that is led, designed and delivered by young people;

• provide a strategic forum for all stakeholders including voluntary and community sector organisations providing brokerage and volunteering opportunities, but reaching further into sport, local government and the public sector to ensure a more joined-up approach.

The body would enter into contractual relationships for the delivery of:

• a branded framework, national communications strategy and awareness campaign;

• a database of opportunities and participants;

• a new network of Youth Volunteer Advisers and Youth Volunteer Development Managers;

• information, training and resources for practitioners;

• volunteering opportunities, through a mixture of competitive tender and grant-making;

• measures to recognise young volunteers’ achievements;

• oversight of accreditation and quality issues;

• the design and funding of a research and evaluation programme, including the measurement of outcomes and impacts, including cost-benefit analysis and longitudinal studies.

Figure 10 represents how the dedicated implementation body’s remit would be to join up the collective efforts of the voluntary and community sector, government, business and young people, in order to get more young people active and engaged in their communities.
The Commission has taken account of a number of factors in considering the legal form of a dedicated implementation body. There is a legitimate concern about the influence of government on volunteering. The consultation showed that most voluntary and community sector organisations welcomed government support for volunteering, so long as that support did not become intrusive and threaten the strong principles upon which voluntary and community organisations are founded and draw their strength. This translated into a widespread recognition of government’s role as an enabler. A key consideration is therefore the extent to which the dedicated implementation body should be independent of government.

There is a strong case for the dedicated implementation body having a close relationship with government, as there is for a close relationship with other key stakeholders. That case is based on:

- the need for a single channel for the public funding of volunteering activities combining public and private sector funding, and the associated need for accountability to government Ministers, and through Ministers to Parliament, for the proper and efficient use of public money;
- the capacity to maximise the dedicated implementation body’s influence with the public sector, for example, with the Qualifications and Curriculum Authority to improve accreditation, and with NHS Trusts to increase the supply of opportunities;
• the desirability of attracting matched funding from government departments, such as from the Department for Environment, Food and Rural Affairs to run volunteering projects in areas of rural deprivation.

The Commission has looked at potential models for the dedicated implementation body. There are four possible models, offering varying degrees of independence from government:

• a new non-departmental government body;

• a model like Futurebuilders, a company limited by guarantee, which manages under contract a loan and grant fund to improve the delivery of public services by the voluntary and community sector. Futurebuilders was established following a procurement exercise, with the contract awarded to a Charity Bank-led consortium, which is accountable to the Home Office for the propriety and efficiency of the Futurebuilders fund;

• a Community Interest Company operating for community benefit and not for profit, with an asset lock that means that dividends are not payable on shares. CICs are a new legal form and untested as a vehicle for managing public funds, but the model offers independence from government and a membership structure;

• an existing organisation adapted to offer a legal or administrative umbrella for the body, as the Charities Aid Foundation did for the Giving Campaign.

Given the need to manage considerable flows of public funds, the legal form of the dedicated implementation body will be determined by its accountability for the proper and efficient use of public funds. The body will have a close relationship with government, and would be accountable to Ministers for public money, but it should operate at arm’s length, within a wider partnership with young people, the voluntary and community sector, and the corporate sector. It will be important for the body to give young people a strong role in governance and decision-making structures.

To ensure the partnership approach:

• the composition of the board should include representatives from the key stakeholder groups, no fewer than 25% of the Board should be made up of young people aged 16-25 years old\textsuperscript{82} and a core group of corporate supporters should be formed;

• young people should be given a strong voice in an advisory capacity through a young people’s advisory group;

• the body’s decision-making processes should take account of the views of young people, and seek young people’s views through market research and wider consultation exercises;

• the delivery of the framework should be led by non-public sector organisations although public sector organisations could form part of a consortium.

\textsuperscript{82} The Russell Commission Youth Advisory Board has four seats on the Independent Advisory Group, around 25% of the total.
Chapter 4 Making the step change happen

APPLICATION ACROSS THE UK

The Commission’s terms of reference direct us to propose a framework that could be applicable across the UK, whilst taking into account the devolved nature of volunteering programmes. The intention is that all aspects of the framework could be applied throughout the UK, but that each administration would decide on the implementation.

This is an important principle which merits emphasis – each administration will consider the report against its own strategies for volunteering and young people.

There are important differences between each of the countries in the UK. Public sector and voluntary sector structures and education systems can differ, as can approaches to youth volunteering – such as the way in which Millennium Volunteers is delivered. We believe there is a general similarity in the issues young volunteers face: the motivations, barriers and attitudes to volunteering do not vary significantly by region.

During the consultation exercise, the Commission held events in Belfast, Cardiff and Stirling. We are grateful to the Volunteer Development Agency and the Voluntary and Community Unit, Department of Social Development (Northern Ireland), the Welsh Assembly and the Volunteer Development Agency Scotland for their help in staging these events and to those who came along, including the many young people, to share their views.

We found a similar range of views expressed by young people across the UK. Whilst we have not undertaken a detailed country by country analysis, we are reasonably confident that young people across the UK experience broadly the same issues getting involved in volunteering, undertaking the activity and securing the benefits. The motivations, barriers and attitudes to volunteering do not appear to vary according to the country you live in.

The most striking and welcome feature of the consultation is the cross-UK support for the Commission’s high level ambition to encourage a step change in the diversity, quality and quantity of young people’s volunteering, and the extent of young people-led volunteering. Indeed, each administration is already taking positive steps to encourage young people to volunteer.

There are also a range of other common features in the UK volunteering landscape – organisations that work across the UK like the Prince’s Trust and CSV, programmes like Millennium Volunteers, a common benefits system, a broadly common infrastructure of volunteer centres/agencies and statutory services for young people. The rates of volunteering by young people across the UK are broadly comparable, although the rate in Scotland is higher at 47%.
There are of course quite profound differences too – in culture, language and traditions; in education systems; in government and administration. In Northern Ireland, we were struck by the particular challenges facing the community in working towards reconciliation and overcoming division.

We also found different approaches to encouraging volunteering, for example:

- in Northern Ireland, the Volunteer Development Agency is responsible for delivering Millennium Volunteers;
- in Scotland, the VDA also deliver Millennium Volunteers, a Volunteer Strategy published in 2004, and Project Scotland – a new full-time volunteering programme launches later this year; and
- in Wales, the Wales Council for Voluntary Action delivers Millennium Volunteers.

These approaches have informed the Commission’s thinking, and we have been able to draw on the analysis and evidence that has informed them, and draw on the emerging experience.

There is a different public policy context in each country with differences in the approaches to policy on the voluntary and community sector, education and other statutory services for young people, including the youth service.

These differences offer a great opportunity for the development of different approaches, sharing learning and determining best practice. Project Scotland will provide a rich source of insight into full-time volunteering. The requirement for community participation on the Welsh pilot Baccalaureate and 14-19 Learning Pathways will provide insights into how to link community participation and qualifications.

The Commission’s report will be sent to each administration and we would urge them to assess and consider the overall ambition, the applicability of the framework and the individual recommendations. In the consultation, several responses drew attention to the distinction between a national framework and broad approaches and the need for local flexibility in the implementation: “the Millennium Volunteers programme and the recent Active Community Initiative (both of which were UK) have had success in Northern Ireland because they were tailored and administered to fit local circumstances and needs.”

At the heart of our analysis of young people’s volunteering is its diversity. The downside of this great strength is that for the young person, volunteering can seem fragmented. In implementing the framework, it is important that the administrations across the UK work together to overcome this fragmentation.

83 Volunteer Development Agency, Northern Ireland.
Chapter 4 Making the step change happen

The Commission’s broad assessment is that there are clear benefits from maximising the extent to which the framework is applied consistently across the UK. It fully recognises that the decisions on the recommendations will be for each administration to take having made its own assessment.

Against this background, we are not persuaded that implementation of the framework needs a UK-wide body. We do however think there should be a UK wide forum for ensuring that best practice is shared. At a minimum, we see a strong case for a common approach to the development of opportunities within the framework, their quality and accreditation.

**FUNDING OF THE FRAMEWORK**

There are a number of potential funding sources. Current government funding for young people’s volunteering should be consolidated into a single funding stream, with potential administrative and efficiency savings. Recognising the value of pooling funding for volunteering in this way, the dedicated implementation body should assume control of the funds for delivering young people’s volunteering, including Millennium Volunteers and any generic volunteering programme. A review should be undertaken to consider whether other funds to encourage young people to volunteer should fall within the remit of the implementation body, or whether they are more efficiently delivered through current departmental arrangements. A full assessment of current funding and the scope for consolidation could be carried out at the time of the next Spending Review.

New funding for the framework could be delivered by the public sector, and support could be found in the private sector. The illustrative costings in Annex 2 set out different steady state scenarios with overall implementation costs in the range of £81.7 million to £143.8 million. If the recommendations set out in this report are to be delivered, any increased funding made available to departments and devolved administrations should not be diverted to other spending priorities.

Other funding programmes could contribute to support for the framework. The Big Lottery Fund, launched in June 2004, has a legacy of providing programmes and funding projects that inspire and enable young people to make a positive contribution to their communities. Under the Community Fund – one of the two National Lottery distributors whose work was brought together to form the Big Lottery Fund – projects based on youth volunteering received over £1 million of funding.

Big Lottery’s new £200 million Young People’s Fund programme aims to continue encouraging young people to volunteer and participate by placing them at the centre of creating, planning and delivering projects under five themes. These are: being healthy (examples include sports training and peer support); staying safe (after-school clubs); enjoying and achieving (theatre groups); making a positive contribution (clean up your park schemes); and economic well-being. Grants are available to young individuals or small groups of young people to help them make a difference in their communities, as well as to voluntary and community organisations which run local youth projects and to national voluntary organisations which fund projects of wider significance.
The Young People’s Fund builds in young people’s involvement and participation at every stage of the programme. Young people were consulted during the policy development stage, and young people (and facilitators) sit on the decision-making committees for the two strands already operating (Grants to Organisations and National Grants). A key criterion for all projects applying to those strands is that they have full involvement of young people at all stages of the project – in its development, implementation, and review and evaluation.

The Big Lottery Fund’s wider funding framework falls under three broad themes - community learning and creating opportunity; promoting community safety and cohesion; and promoting well-being – which leave the Big Lottery Fund plenty of scope to add value and to develop effective programmes in consultation with communities and stakeholders such as government and the voluntary and community sector, and the Fund has committed to providing 60% of its funding through voluntary and community sector organisations.

The Commission recognises this similarity in objectives and believes that the implementation body should engage in future consultation with the Big Lottery Fund and its Young People’s Fund in order to realise the potential for the development and implementation of more diverse and youth-led opportunities for young people, drawing in particular on the Young People’s Fund’s expertise in involving young people in the decision-making process. Opportunities for joint funding of projects could be explored which both respect the Big Lottery’s principles, including its separation from government, but which also make the most of the role that the Fund could play in achieving the national framework’s vision of a step change in young people’s volunteering.

The Commission would also encourage the devolved administrations, if they adopt our recommendations, to work in consultation with the devolved country committees of the Big Lottery Fund.

There are some important principles that should inform the implementation body’s funding methodology:

- the involvement of young people in the direction of funding to ensure the creation of young people-led opportunities through contract criteria that require bidding organisations to demonstrate the involvement of young people in putting together their proposal;

- rewarding success, so that organisations that successfully create new young people-led opportunities, recruit and retain volunteers, and receive positive reviews from young volunteers, secure more funding. A significant element of the funding should reflect the number of volunteers recruited, with greater funding available to those who attract volunteers from hard-to-reach and disadvantaged groups, such as people with disabilities.

Funding should be medium-term and sustainable to avoid a stop-go funding cycle that introduces uncertainty and inefficiency. The build up in opportunities should be steady, in order to accommodate the practical difficulties of creating new and additional high quality volunteering places.
Chapter 4 Making the step change happen

DELIVERY OF THE FRAMEWORK

There are some aspects of the framework that could be contracted on a national basis with national organisations, such as the national portal, promotional activities, and full-time opportunities. Some of the part-time and taster opportunities could also be contracted at a national level.

The expansion in part-time and taster opportunities could also be contracted for on a local basis, in order to create a mixed economy of organisations offering opportunities. It will be important to ensure the involvement of smaller voluntary and community sector organisations who would benefit from the additional capacity young volunteers offer.

Local delivery will need to take account of differences in community need, local structures and the strengths and weaknesses of existing arrangements for supporting young people’s volunteering. The Commission recognises the need for local flexibility to ensure the best fit between the framework and local circumstances.

There are some clear objectives that local delivery of the framework will need to deliver:

- integration with the wider services for young people, including the statutory and non-statutory youth services, so that volunteering is not isolated or marginalised as a positive choice for young people. The Commission recognises the efficiencies that derive from joining up services to young people and that government policy is moving towards devolving decision-making to a local level;

- integration with the local voluntary and community sector where many of the volunteering opportunities will exist. There are clear moves towards building a stronger role for local authorities in the delivery of public services;

- a joined up approach to disadvantaged young people so that volunteering becomes a more natural choice for these groups. This will require close relationships with the local statutory services for disadvantaged young people.

The challenge is that the contractual arrangements need to ensure that young people’s volunteering is integrated with both local services for young people and the local arrangements for encouraging volunteering by all age groups.

A key question is whether the implementation body will contract at a regional level. There are nine regions in England, and we believe that a regional intermediary would add a level of unnecessary bureaucracy to the delivery structure.

The Commission has considered whether youth volunteering could be delivered through local authority Children’s Trusts in England. It is government policy to bring key services for children and young people up to the age of 19, including those routed through local education authorities, social services and community and acute health services into a single organisational focus. Children’s Trusts will jointly plan, commission, finance and deliver these services. There are currently 35 pathfinder Children’s Trusts in England, with an ambition that most English local authorities will have one in place by 2006.
There are some clear advantages in joining young people’s volunteering up with a wider youth offer, linking volunteering with those services that are tasked with developing young people and using an existing delivery structure, rather than inventing a new one.

There are however some difficulties:

- young people expressed a strong preference that volunteering should be independent of government;
- the private sector is less likely to be involved with or supportive of the framework if it is perceived as a public service or programme;
- an important principle of Children’s Trusts is control over the budget for young people’s services. They are focussed on outcomes and have choice about how they fund services to meet these outcomes. Funding for young people’s volunteering could be vulnerable in these circumstances;
- there would need to be an extension in the age range to cover young volunteers up to the age of 25 years.

On the other hand, there are several areas where Children’s Trusts could make a major difference in England to the successful implementation of the framework and ensure a close fit between local community strategies and young people’s needs:

- mapping the provision of local volunteering opportunities for young people; the possibility of creating new opportunities and aligning young people’s voluntary work to community need;
- encouraging the involvement of young people in decision-making about volunteering to build on the involvement of young people in the local young people’s councils and governance structures for wider services for young people;
- the delivery of local advice and guidance ensuring that advice on volunteering is mainstreamed into local advisory services;
- the creation of opportunities for young people to volunteer in local public service delivery and local civic engagement.

A key objective for Children’s Trusts is to harness the resources of the voluntary and community sector in England more effectively. Volunteering by young people will provide fertile ground for new partnerships.

Government will need to look closely at how to involve Children’s Trusts in the delivery of the framework in England. There are likely to be different models depending on existing local partnerships and the existing arrangements for supporting volunteering by young people. It will be important to encourage Children’s Trusts to be part of the local consortia contracting with the dedicated implementation body for the delivery of local aspects of the framework.
PRIVATE SECTOR SUPPORT

For the new framework to have maximum impact, its aims should have the broad support of the business community. Business support would encourage more young people to volunteer, ensure that the benefits accrued from volunteering are more fully appreciated, and help to contribute resources to make the framework as effective as possible.

During the Commission’s consultation, many young people indicated that one of the reasons they participated in volunteering activities was to increase their employability and enhance their CV.

Our recommendations around streamlining the qualifications achieved through volunteering (Recommendation 11), as well as the increased profile of volunteering as a result of the awareness campaigns (Recommendation 1), are designed in part to help employers understand the difference volunteering makes to the employability of young people.

A number of employers, including KPMG, already consider the volunteering experiences of job candidates when making recruitment decisions. We would encourage employers to consider the skills developed and commitment demonstrated by young volunteers in their company’s recruitment and selection policies and procedures.

The involvement by employees in their local communities can also provide innovative and rich development opportunities, as well as increasing the motivation and commitment of staff. Such programmes can provide valuable skills to the projects in which employees volunteer, thus providing clear benefits for business, the local community, and in aggregate society at large. We encourage an increase in employers’ participation in such programmes, which can be supported through business brokers such as Business in the Community; volunteering umbrellas such as Volunteering England and Volunteer Development Scotland; and other volunteer involving organisations, such as BTCV, CSV and The Prince’s Trust.

There is already a significant amount of support for young people through private sector sponsorship and in-kind support. There are many examples of such support at a national level – for example, BT’s sponsorship of Childline, and Barclays’ sponsorship of CSV’s ‘Make a Difference Day’, private sector support for The Prince’s Trust, and the Vodafone UK Foundation’s support for YouthNet – as well as significant local support for specific initiatives, much of which is provided through in-kind support. The creation of a national framework will build on existing activities, allowing the overall level of support – financial and in-kind – to increase significantly.

The Commission has identified opportunities for private sector financial and in-kind support for our recommendations in three distinct categories:

- support to help build the infrastructure that will deliver a step change in volunteering. These relate to the web-based portal, the national telephone helpline, and the establishment of the kitemark to assure quality standards;
• sponsorship opportunities attached to the awareness programme designed
to attract young people into a range of volunteering activities; and

• commercial sponsorship opportunities for specific volunteering
programmes or opportunities.

The most immediate challenge for the dedicated implementation body will be to build
the infrastructure that will help to deliver our key recommendations. We believe that
it will be possible to engage companies in supporting the following infrastructure
developments:

• the creation of web-based portal;
• support for the national telephone helpline; and
• the development of the kitemark.

This support is most likely to be in-kind rather than straight cash sponsorship.

There may also be opportunities for private sector support for awareness and
advertising campaigns around volunteering more generally. It may be possible to
engage the private sector to put together a creative campaign idea on an in-kind
basis. Sponsorship opportunities may be best approached through support for
awareness programmes for specific types of volunteering.

Corporate benefit from and support for volunteering activities will be maximised if they
are put at the heart of taking forward the implementation of the framework.

To achieve this, it will be important to involve private sector supporters fully in a
partnership to develop the framework. This could be done through:

• the formation of a core group of supporters. During the final phase of
the Commission’s work it became clear that the Commission’s
recommendations have general support across a broad section of the
corporate sector;

• involving private sector supporters in the governance and decision
making of the dedicated implementation body, so that the private sector
goals, for example on staff development, marketing and corporate social
responsibility, are fully embedded into the implementation of the
framework; and

• developing the shape and design of opportunities with the private
sector;

• requiring organisations/consortia bidding for contracts for the delivery
of the framework, at national and local levels, to have matched funding.
This would incentivise bidders to secure private sector support and
involve them in the development of their proposals.

The implementation body could be set targets to secure private sector support. It
would need to develop a sophisticated approach to private sector involvement,
recognising its diversity, basing its approach on careful research and analysis of those
companies needing to reach the youth market, and working with organisations like
Business in the Community and Heart of the City.
Over time, as the framework becomes established and acquires a track record in delivery against targets and measures, private sector support should grow. It is difficult to predict precisely the level of support, and public sector funding will be a necessary pump primer in the first few years.

MEASURING THE IMPACT OF THE FRAMEWORK

The overall targets for the framework are to:

• raise the number of young people volunteering with a formal organisation at least once a year from 41% to 51% by 2010;

• establish a baseline for the volunteering rates of different groups of young people and show a measurable decrease between those groups less likely to volunteer and the average rate of volunteering;

• establish a definition and baseline for young people-led opportunities and show a year on year increase.

An important challenge for the implementation body will be to improve the underlying evidence base and data on the impact of young people’s volunteering. The Commission has greatly valued the research conducted by the Institute for Volunteering Research. Questions remain to be asked, reflecting the volunteering landscape, and the nature of volunteering itself, where measurement is often inappropriate and impractical. We recognise there is a tension between introducing a measurable framework and the informality of voluntary work. On the other hand, funding and public support for young people’s volunteering will rest on a clear demonstration of its benefit to young people, the voluntary and community sector organisations and wider society.

The implementation body will need to measure the impact of the framework, and contract for a research and evaluation programme. It will need to demonstrate impacts on volunteers, organisations, where appropriate service users and the community. During the life of the Commission the Institute for Volunteering Research launched the ‘Volunteer Impact Assessment Framework’, which is intended as a practical guide for measuring the impact of volunteering. The framework provides various tools to measure impact, gather data and evidence and practical techniques for assessing the contribution made through volunteering. The body will also collect data through the portal on volunteer registrations and opportunities.

In broad terms, a new measurement framework should include:

• longitudinal studies assessing the impact of volunteering on young people;[84]

• the specific impact of volunteering projects on measurable community needs and existing local strategies, for example, educational and health outcomes, sports participation and crime rates;

• measures of improved social capital, especially the new networks built by young people transcending the boundaries of class, location and ethnic group and educational background;

• data on the relative cost-effectiveness of different approaches to attract, place and reward young volunteers. This will include looking at the effectiveness of different types of opportunities funded by the implementation body. Evaluation will inform the judgement on the appropriate mix of opportunities;

• data on the different groups of young people who volunteer, to measure the step change in the diversity of young volunteers;

• data on the number of young people-led opportunities.

CHAPTER FOUR: RECOMMENDATIONS

RECOMMENDATION 14

A dedicated implementation body should commission, through a series of contracts, the delivery of the framework. The body should:

• be a partnership between young people, the voluntary and community sector, business and government. It should give young people a strong voice in its decision-making processes and a significant advisory role in its governance;

• be set up by government working with other partners including the private sector, in 2005-06, to operate at arm’s length from government;

• be small, drawing on secondees from partner organisations and young volunteers to bear down on running costs;

• follow best practice in minimising the administrative burdens it places on voluntary and community sector organisations consistent with delivering high quality outcomes and high standards of accountability and propriety.

RECOMMENDATION 15

On funding:

• public funding for young people’s volunteering should be ring-fenced and routed through the implementation body including the funding for Millennium Volunteers. Government should review the potential for administrative and efficiency savings in Government and streamlining for the voluntary and community sector in a merged funding stream for young people’s volunteering as part of the 2006 Spending Review. A merged funding stream will allow government to assess the relative value for money of the different interventions, and provide for a more joined-up strategic approach to funding youth volunteering;
• a significant element of the funding should reflect the number of volunteers recruited with greater funding available to those organisations which attract more volunteers and a greater proportion from disadvantaged and harder to reach groups of young people;

• the private sector should be fully involved as a partner in the development of the framework to maximise the potential for its support. The Government should aim to secure a significant proportion of the funding from the private sector;

• a good understanding of effective involvement of young people in project development and delivery should be a key feature of any decisions made around funding;

• young people involved in the governance of the implementation body should be trained and supported to be involved in the funding processes for the framework, contributing to key decisions regarding the allocation of funding and contracts;

• the implementation body should establish a new youth fund, under the direction of young people, to facilitate youth-led volunteering projects. The fund could be delivered in partnership with existing youth-led funding such as the Big Lottery Fund, YouthBank UK and The Prince’s Trust;

• the framework should be implemented on a sustainable basis with a gradual build-up in funding.

**RECOMMENDATION 16**

The implementation body will need to measure the impact of the framework and ensure that there is constant learning and evaluation, using tools like the Institute for Volunteering Research’s Volunteer Impact Assessment Framework.

Measurement and evaluation should form an integral part of the implementation, to develop a firm evidence base for decision-making comprising:

• longitudinal studies;

• the impact on the community;

• data on the diversity of young volunteers;

• cost-effectiveness measures.
Annex 1 Summary of Recommendations

The Commission’s overarching recommendation is the creation of a new national framework for youth action and engagement to enhance the diversity, quality and quantity of volunteering opportunities for young people.

A dedicated implementation body will need to take the lead in delivering the framework, bringing together young people, business, the voluntary and community sector, business and government as partners to make volunteering a valued part of the lives of most young people.

**RECOMMENDATION 1**

**A series of campaigns should promote awareness of volunteering**, in order to establish volunteering nationally as a powerful force for change and an activity that all young people should aim to pursue.

Elements of these campaigns could include:

- promoting the benefits of volunteering and encouraging young people to register on the national portal;
- targeting specific groups of young people, particularly those who are currently under-represented in volunteering, and/or promote specific types of volunteering opportunities;
- challenging the media to help create new public attitudes to young people’s volunteering by celebrating and recognising their achievements;
- maximising exposure to volunteering messages within the education system, at pre-16 level as well as in secondary schools, sixth forms, Further Education and Higher Education to ensure that all students have the opportunity to volunteer;
- running targeted campaigns to recruit volunteers for voluntary and community sector organisations at a national and local level;
- ensuring young people are involved in the development and delivery of any campaign.
RECOMMENDATION 2

A national volunteering portal will ensure that young people have ready access to information on volunteering opportunities through:

- a new website linked to mobile messaging facilities and available via interactive digital TV platforms;
- an ‘online community’ where young people can promote their interests or skills to both volunteering providers and young people looking to set up community projects;
- a new volunteering hotline to refer young people to volunteering opportunities;
- a youth focused database of volunteering opportunities that brings together existing data sources including do-it, and WorldWide Volunteering and possibly similar services in Scotland, Wales and Northern Ireland;
- advice, guidance and training resources for volunteering practitioners and youth workers, including resources to involve young people from disadvantaged backgrounds;
- involving young people at all levels of delivery of the national portal. A concerted effort should be made to employ young people with relevant experience for key positions and a range of voluntary roles should be devised for young people to engage in online or face to face on a part-time and/or full-time basis.

RECOMMENDATION 3

To ensure that young people receive high quality advice and guidance on volunteering, the implementation body should contract to put in place 200 Youth Volunteer Advisers.

These Advisers will:

- provide advice, guidance and placement for young people liaising with local statutory services so that volunteering becomes a more natural choice for disadvantaged young people;
- ensure access to advice and information on volunteering options via established youth service networks and advisory services;
- champion youth-led volunteering through the creation and management of Youth Action Teams, enabling young volunteers to engage and support their peers in voluntary activity.

To build the capacity of volunteer-involving organisations to engage and support young volunteers, the implementation body should contract to put in place a further 200 Youth Volunteer Development Managers.
Development Managers will be responsible for:

- providing training, support and capacity building services to youth brokers and volunteer involving organisations to increase the quality and availability of opportunities for young people;
- plugging into local and regional networks to promote youth volunteering, develop positive partnerships and identify available resources.

RECOMMENDATION 4

It should be commonplace for young people to volunteer whilst they are at school, college or in higher education. All education institutions should have a volunteering ethos. This will require:

- better information on volunteering opportunities through access to the “portal” and targeted awareness campaigns;
- a stronger emphasis on volunteering within the citizenship curriculum and training for citizenship teachers;
- making the most of the opportunities for volunteers within extended schools, community schools, and their equivalents, providing leadership on new volunteering roles for the schools sector as a whole;
- a new role for young volunteers working with local advisors to link schools, sixth-forms, further education colleges and higher education institutions with volunteer centres and local opportunity providers.

RECOMMENDATION 5

To celebrate the achievements of young volunteers, the implementation body should facilitate an annual youth volunteering award ceremony, to recognise and reward young people for their contributions to UK society. The national award ceremony should:

- be designed, organised and judged by young people, with support from the implementation body;
- recognise volunteering in all its diversity, and reward both distance-travelled and achievements;
- have a strong regional component, enabling local and regional recognition of young volunteers;
- regional events should also provide opportunities for young people to nominate their peers for national awards;
- attract corporate sponsorship, celebrity support and high profile media coverage;
- utilise internet, mobile and digital platforms to facilitate interactive voting.
RECOMMENDATION 6

Young people should have access to a ‘menu of opportunity’, with details of the full range of volunteering activities, including:

- the range of choice available matching young people’s desire to make a contribution with community needs;
- peer ratings of opportunities and organisations that provide them;
- the pathways between different volunteering experiences – from one type of opportunity to another by activity, organisation or time committed;
- the links between volunteering opportunities and different qualifications and recognition schemes;
- peer e-mentors providing advice and information to young people around developing their own ideas for action and taking them forward within their communities.

The menu would also function as a framework for assessing the provision of opportunities at a local and national level. It would be available via the national portal, from local advisors and accessible in educational institutions.

RECOMMENDATION 7

There should be a step change in the number of young people volunteering and the diversity of young volunteers. This will require a significant expansion in the number of available opportunities – short-term, part-time and full-time – with effective targeting to ensure that young people from disadvantaged backgrounds are more likely to volunteer.

Careful piloting and evaluation will be necessary to determine the appropriate mix of opportunities – by activity, organisation and the time committed (short-term, part-time and full-time). An assessment would need to take account of the costs, benefits and demand for different types of opportunity. After this assessment the balance of opportunities would be determined. Subject to that assessment, the Commission’s view is that there should be a significant expansion of:

- up to 300,000 short-term, group-based volunteering opportunities per annum within the first five years of the national framework.
- the establishment of local ‘task forces’ of young volunteers that come together on an ad hoc basis to address community challenges.
- up to 80,000 part-time volunteering opportunities per annum, achieved through:
  - the reform, re-branding and expansion of Millennium Volunteers;
  - additional opportunities will be created:
by enabling the many volunteer involving organisations with existing part-time opportunities to affiliate to the framework and benefit from the promotion of opportunities, accreditation and quality frameworks, and access to funding to assist with travel and subsistence costs;

through a new ‘virtual volunteering’ scheme in which young people can provide support and help via the internet and their PC;

with a specific focus on the creation of young people led opportunities, and new volunteer roles would help ensure that young people are able to contribute fully to the development of opportunities in their local areas.

**up to 12,000 full-time volunteering opportunities per annum delivered within the first five years of the framework.**

The full-time programme should feature:

- a weekly living allowance of around £60 to cover travel and subsistence costs;
- contribution towards accommodation costs for all volunteers living away from home;
- an education partner for those full-time volunteers who wish to link their activity to a qualification, or towards a Youth Achievement Award;
- young volunteers who lead, develop and deliver and recruit for projects involving part-time and short-term volunteers.

**RECOMMENDATION 8**

A national framework should recognise the popularity and worth of international volunteering, by offering up to 1,000 overseas volunteering opportunities. These opportunities offered should be structured programmes, which:

- have a clear link to UK volunteering, involving training or volunteering in preparation for going overseas;
- respond directly to real community needs, taking into account the particular sensitivities in developing countries;
- encourage greater diversity in participants by ensuring opportunities are made accessible to all young people regardless of financial background;
- take full advantage of private sector funding, levered in as part of wider corporate social responsibility strategies or as sponsorship.
RECOMMENDATION 9

There is untapped potential for young volunteers to give additional help within the public sector, for example in hospitals, schools, parks and sports, leisure and arts centres, to gain valuable experience and deliver tangible community benefit. There are particular opportunities to involve young people in shaping local services and as active citizens in local democracy.

- Government should develop and implement strategies to encourage greater levels of volunteering within public services taking account of the need for additionality and quality opportunities that are attractive to young people;
- Government should involve young people at the highest level to help establish the types of roles that would appeal to them;
- Government should consider the possibility of establishing a series of pilot projects in 2006-07 to examine the most appropriate ways to involve young volunteers, and set targets for their involvement.

RECOMMENDATION 10

The quality of volunteering opportunities would benefit from greater assurance on a set of clearly stated criteria. Volunteering organisations should be encouraged to meet minimum standards governing the access, involvement, development and reward of young volunteers. The dedicated implementation body for youth volunteering should:

- use the new Investing in Volunteers (IIV) as its quality assurance framework;
- develop the framework to include a youth specific module;
- consult with volunteer involving organisations on the timeframe for implementing IIV and a ‘passport’ system for accrediting existing quality assurance frameworks to IIV to minimise additional bureaucracy or disproportionate burdens for small organisations;
- involve young people in the IIV assessment process as paid assessors;
- ultimately provide access to funding from the framework to organisations holding the Investing in Volunteers kitemark;
- consider how best to help smaller voluntary and community sector organisations achieve the standard, including the possibility of grants.
RECOMMENDATION 11

The opportunity to improve skills and employability is a powerful incentive for young people to volunteer. It is important to mark the contribution made by young volunteers, and to recognise the skills they learn in the course of their activity.

The aspirations of young people will be met best through a progression of awards and accreditation that recognises the commitment they show and the skills they gain in the course of their volunteering:

- a personal appraisal system to ensure that young people have clear objectives, support and a record of achievement;
- wider use of the Youth Achievement Award to recognise young people’s personal development through volunteering;
- (S)NVQ modules for those volunteering opportunities – part and full-time – where more formal vocational accreditation is appropriate.

RECOMMENDATION 12

Young people on benefits, and their families, should not suffer a financial barrier when they volunteer. To make it easier for young people on benefits to volunteer:

- a rulebook should be published by the Department of Work and Pensions to communicate existing rules more effectively to staff in Jobcentre Plus, and for interested parties such as volunteer involving organisations and local authorities, with a short summary guide to be widely distributed for volunteer involving organisations and young volunteers;
- the implementation body should make available a discretionary fund that providers of full-time opportunities in the framework could access for individual cases of hardship due to housing costs, loss of family benefits or childcare costs;
- government should consider looking at the general Housing Benefit interactions for volunteers within its current review of Housing Benefit as a whole;
- within its wider Review of Financial Support for 16-19 year olds, government should extend the same entitlements received by those in education or training to those who engage in full-time volunteering opportunities.
RECOMMENDATION 13

In order to build the capacity of organisations to engage groups which historically have found it difficult to access volunteering, specifically disabled volunteers, the Commission recommends that government explore the case for the establishment of a cross-departmental initiative to facilitate:

- disability audits, to identify barriers to volunteering and enable organisations to develop appropriate action plans;
- disability awareness and equality training for staff and volunteers; and
- structural renovations to make buildings more accessible.

RECOMMENDATION 14

A dedicated implementation body should commission, through a series of contracts, the delivery of the framework. The body should:

- be a partnership between young people, the voluntary and community sector, business and government. It should give young people a strong voice in its decision-making processes and a significant advisory role in its governance;
- be set up by government working with other partners including the private sector in 2005-06, to operate at arm’s length from government;
- be small, drawing on secondees from partner organisations and young volunteers to bear down on running costs;
- follow best practice in minimising the administrative burdens it places on voluntary and community organisations consistent with delivering high quality outcomes and high standards of accountability and propriety.

RECOMMENDATION 15

On funding:

- public funding for young people’s volunteering should be ring-fenced and routed through the implementation body including the funding for Millennium Volunteers. Government should review the potential for administrative and efficiency savings in Government and streamlining for the voluntary and community sector in a merged funding stream for young people’s volunteering as part of the 2006 Spending Review. A merged funding stream will allow government to assess the relative value for money of the different interventions, and provide for a more joined-up strategic approach to funding youth volunteering;
- a significant element of the funding should reflect the number of volunteers recruited with greater funding available to those organisations which attract more volunteers and a greater proportion from disadvantaged and harder to reach groups of young people;
• the private sector should be fully involved as a partner in the development of the framework to maximise the potential for its support. The Government should aim to secure a significant proportion of the funding from the private sector;

• a good understanding of effective involvement of young people in project development and delivery should be a key feature of any decisions made around funding;

• young people involved in the governance of the implementation body should be trained and supported to be involved in the funding processes for the framework, contributing to key decisions regarding the allocation of funding and contracts;

• the implementation body should establish a new youth fund, under the direction of young people, to facilitate youth-led volunteering projects. The fund could be delivered in partnership with existing youth-led funding such as the Big Lottery Fund, YouthBank UK and The Prince's Trust;

• the framework should be implemented on a sustainable basis with a gradual build-up in funding.

RECOMMENDATION 16

The implementation body will need to measure the impact of the framework and ensure that there is constant learning and evaluation, using tools like the Institute for Volunteering Research’s Volunteer Impact Assessment Framework.

Measurement and evaluation should form an integral part of the implementation, to develop a firm evidence base for decision-making comprising:

• longitudinal studies;

• the impact on the community;

• data on the diversity of young volunteers;

• cost-effectiveness measures.
Annex 2 A national framework: illustrative steady state costing

There are over 7 million young people across the UK in the 16-25 age group (Source: 2001 Census). Around 41% of young people have volunteered with an organisation at least once during the last 12 months.\(^{102}\)

- Around 2.8 million young people volunteer each year.

The Commission would like to see a step change in the levels of youth volunteering. This could be defined as:

- More than 50% of young people volunteering. It would become commonplace to volunteer.
- An additional 700,000 to 1 million young people volunteering at least once per year.

There are broadly three types of volunteering opportunity – taster, part-time (from 1 hour to 2 or 3 days per week), and full-time. The average unit costs are £50, £500 to £1500 and £6,900 respectively. Most of the framework costs would be incurred through an increase in the number of opportunities. The taster opportunities are a way of introducing young people to volunteering, whereas the part-time and full-time opportunities are forms of more intense regular volunteering experience.

In the Commission’s view, a national rollout for the framework implies a lower limit on the number of full-time opportunities of at least 3,000.

The framework is an integrated model, allowing progression into more intensive commitments, and with full-time volunteers playing an important role in leading and recruiting for projects. Whilst full-time opportunities are the most costly element of the framework – and the key variable – there are different ways of looking at costs. Looked at another way, on a cost per hour basis, tasters are the most expensive form of volunteering, and full-time the least expensive. But there are also different measures of their effectiveness – for instance, tasters are more effective in getting young people involved and are quite likely to lead to subsequent volunteering activities, whereas full-time experiences provide a deeper sense of the value of volunteering.

The table below sets out three scenarios – holding all other costs constant:

- Scenario A assumes a full-time programme of 12,000 opportunities, which would be equivalent in scale, by population, AmeriCorps or Project Scotland. Up to 1,000 of these opportunities could be overseas volunteering opportunities. Under this scenario, the cost of the full-time programme would equal £82.8 million.
- Scenario B assumes a full-time programme of 5,000 opportunities,

\(^{102}\) Home Office Citizenship Survey 2003 (England and Wales).
equivalent pro rata to under 50% of AmeriCorps, with an increase in part-time and occasional opportunities. Under this scenario, the cost of the full-time programme would equal £34.5 million, including an overseas element.

- Scenario C assumes a full-time programme of 3,000 opportunities, equivalent in scale to 25% of AmeriCorps or Project Scotland, with an increase in part-time and occasional opportunities. Under this scenario, the cost of full-time programme would equal £20.7 million including an overseas element.
### TABLE A2.1: COSTING SCENARIOS FOR THE NATIONAL FRAMEWORK

<table>
<thead>
<tr>
<th>PROPOSAL (all figures £1 million)</th>
<th>SCENARIO A</th>
<th>SCENARIO B</th>
<th>SCENARIO C</th>
<th>DETAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implementation body</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>10-20 staff</td>
</tr>
<tr>
<td>Local advice and guidance</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>400 “new advice and development staff”, advising and guiding young people on volunteering and developing projects within the existing infrastructure.</td>
</tr>
<tr>
<td>A web based portal, help line on young people’s volunteering, and advice/training for practitioners</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>Costs of comparable services indicate £3 million in development costs and running costs of a further £3 million.</td>
</tr>
<tr>
<td>Awareness and promotional campaigns</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Short-term, group based volunteering opportunities</td>
<td>15</td>
<td>15</td>
<td>15</td>
<td>CSV estimate the cost of short-term opportunities based on Go London at £50-75. Over 60% of new volunteers get involved again. Costings assume average unit cost of £50.</td>
</tr>
<tr>
<td>Part-time opportunities</td>
<td>21</td>
<td>35</td>
<td>21</td>
<td>Millennium Volunteers costs range from £500 to £1500 per volunteer (the costs of places for harder to reach young people are at the higher end). The costs show 80% of places at £500 and 20% at £1500</td>
</tr>
<tr>
<td>Full-time opportunities – total</td>
<td>82.8</td>
<td>34.5</td>
<td>20.7</td>
<td>A weekly allowance of £60 per week for 40 weeks. £2,400 p.a.</td>
</tr>
<tr>
<td>Consists of:</td>
<td>28.8</td>
<td>12</td>
<td>7.2</td>
<td>Project costs, such as staff, equipment, insurance, transport, telephones. £3,000 per 9 month placement, based on figures from leading providers</td>
</tr>
<tr>
<td></td>
<td>36</td>
<td>15</td>
<td>9</td>
<td>Accommodation – assuming 50% of full-time volunteers away from home and weekly accommodation costs of £50 x 40 weeks.</td>
</tr>
<tr>
<td></td>
<td>12</td>
<td>5</td>
<td>3</td>
<td>Other – induction training costs; linking volunteering to an accredited qualification, a completion celebration etc</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>2.5</td>
<td>1.5</td>
<td></td>
</tr>
<tr>
<td>TOTAL COSTS</td>
<td>143.8</td>
<td>109.5</td>
<td>81.7</td>
<td></td>
</tr>
</tbody>
</table>
Whether these proposals will deliver the step change of one million new young people volunteering over the next five years depends on a number of factors: the level of funding; the pace at which it builds up; the demand from young people for different types of opportunity; and the way those opportunities are flexed (for example, more young people opting for 3 month modules than those weaving together 3 modules into a full 9 months’ volunteering, or taster sessions lasting a day or half a day). Other measures in the framework – such as awareness raising campaigns, the youth volunteering portal, and the provision of enhanced advice – would also have an effect in generating volunteering outside the framework.

In assessing new numbers of volunteers, account also has to be taken of deadweight and displacement, where new funding substitutes existing funding. On the other hand, powerful multiplier effects would result from the framework’s emphasis on peer-to-peer (word of mouth) recruitment. There should also be a fall in drop out rates resulting from a more joined up framework showing pathways for young volunteers to move between volunteering experiences. This should raise retention rates and enable more young people to develop a volunteering "habit".

To model the impact of these factors the Commission made the following assumptions:

- Growth in newly commissioned opportunities:

  The number of new volunteering opportunities directly commissioned under the framework grows by 20% a year over the first five years and levels off thereafter. (So, for example, the number of taster opportunities in all three scenarios grows by 60,000 a year up to 300,000 by year 5).

- Repeat volunteering:

  10% of volunteers recruited into new full-time opportunities in any one year go on to volunteer on a part-time basis the following year. 85% of volunteers recruited into new part-time opportunities continue volunteering on a part-time basis the following year. 60% of volunteers recruited into new taster opportunities go on to volunteer on a part-time basis the following year.

<table>
<thead>
<tr>
<th>Position at year 5</th>
<th>Scenario A</th>
<th>Scenario B</th>
<th>Scenario C</th>
</tr>
</thead>
<tbody>
<tr>
<td>New volunteers recruited through growth in opportunities and repeat volunteering</td>
<td>697,900</td>
<td>739,000</td>
<td>687,400</td>
</tr>
</tbody>
</table>

- Word of mouth recruitment:

  Every 100 new full-time volunteers recruit 10 further full-time volunteers. Every 100 new part-time volunteers recruit 25 further part-time volunteers. Every 100 new taster volunteers recruit 50 further taster volunteers.
• Halo effects (created though publicity, advisers, matching improvements, etc):

Every 100 new full-time opportunities commissioned by the implementation body leads to the creation of 5 further full-time opportunities. Every 100 new part-time time opportunities commissioned leads to 10 further part-time opportunities. Every 100 new taster opportunities commissioned leads to 20 further taster opportunities.

• Displacement:

Every 100 new full-time volunteer opportunities commissioned by the implementation body includes 1 existing full-time opportunity. Every 100 new part-time volunteer opportunities commissioned includes 5 existing part-time opportunities. Every 100 new taster volunteer opportunities commissioned includes 10 existing taster opportunities.

<table>
<thead>
<tr>
<th>Position at year 5</th>
<th>Scenario A</th>
<th>Scenario B</th>
<th>Scenario C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net new volunteers recruited through word of mouth and halo effect, less displacement</td>
<td>587,200</td>
<td>616,400</td>
<td>584,800</td>
</tr>
<tr>
<td>Total new volunteers recruited</td>
<td>1,285,100</td>
<td>1,355,400</td>
<td>1,272,200</td>
</tr>
</tbody>
</table>

On this basis all three scenarios generate over 1 million new volunteers, with around one third of opportunities (333,000–355,000) directly commissioned by the implementation body:

Consultation would be necessary to establish the capacity of volunteer involving organisations to achieve growth of this scale, and to determine the demand from young people for these additional opportunities.

A figure of one million new young volunteers is a strong ambition. It is a shared ambition, and an expression of the cultural change in youth action and engagement which is now required; an ambition for young people and their parents, and for the public, private, and voluntary and community sectors. A shared national ambition to create a new movement of young volunteers.

In addition to an aspiration of one million young volunteers, it is very important for the commissioning body to have other measures of success, including targets for diversity and quality.

A new culture of volunteering by young people in the UK will benefit us all and we should strive together to make it a reality; not at some distant point in the future, but within five years.
Annex 3 Advisory Groups and Review Team

In the completion of this report, the Commission has been grateful for the support and direction of the Youth Advisory Board and the Independent Advisory Group, and the work of the Review Team.

Members of the Youth Advisory Board (YAB)

Rhenna Al Jabban
Nidal Al Juzi
Charlie Brown
Nicola Chrisp
Nat De Freitas
Kirsty Fowler
Vicky Hughes
Tom Humpage
Rachel Hucknall
Kevin Johnston
Frances Kelly
Mustapha Kurtuldu
Will L’Heveder
Ruben Montes
Arash Nassir Pour
Nisha Patel
Philippa Ravn
Ashley Sweetland
Tasha Trotman
Natasha Williams

Members of the Independent Advisory Group (IAG)

Nicola Chrisp Also a member of the YAB
Justin Davis Smith Institute for Volunteering Research
<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nat De Freitas</td>
<td>Also a member of the YAB</td>
</tr>
<tr>
<td>John Hannett</td>
<td>USDAW</td>
</tr>
<tr>
<td>Kevin Johnston</td>
<td>Also a member of the YAB</td>
</tr>
<tr>
<td>Mustapha Kurtuldu</td>
<td>Also a member of the YAB</td>
</tr>
<tr>
<td>Tim Mason</td>
<td>Tesco Plc</td>
</tr>
<tr>
<td>Martin Mosley</td>
<td>Barclays Bank Plc</td>
</tr>
<tr>
<td>Vince Nolan</td>
<td>2CV</td>
</tr>
<tr>
<td>Julia Ogilvy</td>
<td>Project Scotland</td>
</tr>
<tr>
<td>Lianne Picot</td>
<td>Youth Action Network</td>
</tr>
<tr>
<td>Jeff Randall</td>
<td>BBC</td>
</tr>
<tr>
<td>Neil Sherlock</td>
<td>KPMG</td>
</tr>
<tr>
<td>Susan E Stroud</td>
<td>Innovations in Civic Participation</td>
</tr>
<tr>
<td>Andy Thornton</td>
<td>Giving Nation</td>
</tr>
<tr>
<td>John Varley</td>
<td>Barclays Bank Plc</td>
</tr>
<tr>
<td>Will Venters</td>
<td>Student Volunteering England</td>
</tr>
<tr>
<td>Georgina Watts</td>
<td>Youth Action Network</td>
</tr>
</tbody>
</table>

**Review Team Members**

- Lynne Barker
- Julia Clements
- Stephen Curtis
- Tracey Herald
- Phillip Mind
- Anna Quayle
- Jackie Tainsh
- Jamie Thomas
- Mark Wigglesworth
- Catharine Worsley
The Commission would also like to thank the following for their support:

Jitinder Kohli and colleagues at the Active Communities Directorate, Home Office
Pat Samuel and the Voluntary Community Sector team, HM Treasury
Richard Parsons and colleagues, Department for Education and Skills
Miranda Lam, Department for Culture, Media and Sport
Abi Ekoku and Ranjit Sondhi, members of the Race Equality Advisory Panel, Home Office
Neil Almond and the team at Kikass
The Stationery Office
COI
Digital Outlook

We are very grateful to the following organisations for their support during the consultation, and for their help in organising Commission events and activity:

AmeriCorps
Award Scheme Development and Accreditation Network
Business in the Community
British Trust for Conservation Volunteers
Changemakers
CSV
Department of Social Development, Northern Ireland
The Media Trust
National Family and Parenting Institute
National Youth Agency
The Prince’s Trust
Scottish Executive
Sport England
Student Volunteering England
UK Youth
UK Youth Parliament
Volunteer Development Agency, Northern Ireland
Volunteer Development Scotland
Volunteering England
Welsh Assembly Government
Welsh Council for Voluntary Action
Youth Action Network
Annex 4 List of consultation responses

The Commission is extremely grateful to the following individuals and organisations for their contributions to the consultation.

121 Youth Befriending
Action Sunderland CSV
Action with Communities in Rural England (ACRE)
ActiveYork
Advisory Board on Naturalisation and Integration
Africa and Asia Adventure
After Adoption
Age Concern England
Age Concern Herefordshire & Worcestershire
Age Concern Weymouth
Allsorts Youth Project (LGBT Youth)
Amateur Athletic Association
Amateur Swimming Association
Andy Bowland
Anlaby Youth Initiative
Archway Foundation
Armagh and Dungannon Volunteer Bureau
Arsenal Double Club
Arts Council England
Arts Council South East
Arts Council Wales
Arts Development, Borough Council of King’s Lynn & West Norfolk
Ashford & District Volunteer Bureau
Association of British Riding Schools
Award Scheme Development and Accreditation Network (ASDAN)
Annex 4

Aylesbury Youth Action
Badminton Association of England
Dr George M.P. Bailey
Ballymena & Larne Volunteer Bureau
Ballymena Youth Council
Banbury Young Homeless Project (BYHP)
Bangladeshi Sewing Club (Prince's Trust Project)
Baptist Union of Great Britain
Barclays plc
Barnardo's
Barnardo's Blackford Brae Project
Barrow & District Council for Voluntary Service
Barrow Community Regeneration Company (ALFA Project)
Basingstoke Voluntary Services
BBC
Beckton Table Tennis Club
Beeston Volunteer Centre
Berkshire Association of Clubs for Young People
Bexley Council
Bexley Youth Service
Big Lottery Fund
Birkbeck College
Birmingham Active Sports
Birmingham Association of Youth Clubs (BAYC)
Birmingham University
Birmingham Voluntary Service Council (BVSC)
Bishop's Forum
Black Country Youth Volunteering Forum
Black Ethnic Minority Infrastructure in Scotland
Blythswood Care
Bournemouth Council for Voluntary Services
Alex Bowden
Bradford Award Association
Bradford Environmental Action Trust (BEAT)
Bradford Youth Volunteering Partnership
Brainchild UK
Braintree District Voluntary Support Agency
Bramley and Rodley Community Action (BARCA)
Brighton & Sussex University Hospital NHS Trust
British Association of Settlements and Social Action Centres (BASSAC)
British Canoe Union
British Equestrian Federation
British Gymnastics Association
British Orienteering Federation
British Red Cross
British Show Jumping Association
British Triathlon Association
British Youth Council
Broads Authority
BSkyB
BSS
BTCV – British Trust for Conservation Volunteers
BTCV and Young Volunteer Challenge Ipswich
BTCV International - Oxfordshire
BTCV Scotland
Buckinghamshire County Council
Bully Free Zone
BUPA
Business in the Community
Butterwick Hospice
Calderdale College Millennium Volunteer Project
Calderdale Metropolitan Borough Council
Calderdale Youth Service
Cambridgeshire and Peterborough Council for Voluntary Youth Services (CCVYS)
Camden Community & Police Consultative Group
Campaigners
Campitor St Catherine’s
Cancer Research UK
Capital Radio Group
Cardiff Council
Careers Wales Association
Careforce
Castle Morpeth & Wansbeck Volunteer Bureau
Causeway Volunteer Bureau
CBI
The Cedar Foundation
Central Council of Physical Recreation (CCPR)
Central Surrey Community Voluntary Service
Centrepoint
Ceredigion County Council
Changemakers
Channel 4
Charity Times
Charity Trustee Networks
Cheltenham Volunteer Centre
Cheshire Fire Service
Chester-le-street & District CVS & Volunteer Bureau
Childline
Children in Wales
Children’s Rights Alliance for England (CRAE)
Chorley and South Ribble Primary Care Trust
Chorley Community Service Volunteers
Christ Church
Citizens Advice
Citizens Advice - Cymru
City Hospital Sunderland
CLIC Sargent
Clubs for Young People
Clubs for Young People -10-2 CLUB
Cobwebs
College of West Anglia
Commission for Racial Equality
Communities First Briton Ferry West
Communities United Project
Community Action Network - The Hub!
Community Befriending Scheme, Nottinghamshire Healthcare NHS Trust
Community Campus 87
Community Channel
Community Focus
Community Service Volunteers (CSV)
Community Volunteer Project
Connects & Co
Connexions - Berkshire
Connexions - Birkenhead
Connexions - Black Country
Connexions - Cornwall and Devon
Connexions - County Durham
Connexions - Derbyshire
Connexions - Herefordshire & Worcestershire
Connexions - Humberside
Connexions - Kent and Medway
Connexions - Lincolnshire & Rutland
Connexions - Norfolk
Connexions - Portsmouth
Connexions - Royal Borough of Kensington & Chelsea
Connexions - Shropshire, Telford and Wrekin
Connexions - Somerset
Connexions - South London
Connexions - South Yorkshire
Connexions - Sussex
Connexions - Taunton
Connexions - Tees Valley
Connexions - Tyne & Wear
Connexions - West of England
Connexions - West Yorkshire MV
Contact Student Volunteers (University of Leicester)
Continyou
Conway Volunteer Bureau
Cornwall Centre for Volunteers (CCFV)
Cornwall Rural Community Council
Cornwall Youth Service
Corporate Culture
Council for Wales of Voluntary Youth Services (CWVYS)
Council of Ethnic Minority Voluntary Organisations (CEMVO)
Coventry Voluntary Service Council
Creative Partnerships
Crime Concern
Crossfire Youth Club
CSV Media Club House - Ipswich
Culture South West
Cushman & Wakefield Healey & Baker
Cwmbran Centre for Young People (CCYP)
Cycling Projects
Cyrenions Young Persons Drop In
Danson Youth Trust
Dartford Volunteer Bureau
Davenant Youth Centre of Excellence
Daventry District Council
De Montfort University
Department for Culture, Media and Sport
Department for Education and Skills
Department for International Development
Department for Social Development, Northern Ireland
Department for Work and Pensions
Department of Education, Northern Ireland
Department of Health
Department of Trade and Industry
Derbyshire County Council
Derwentside North East Council on Addictions (NECA)
Deutsche Bank
Developing Initiatives Supporting Communities (DISC)
Devon & Cornwall Police
Devon Youth Service
Dewis
DFGW
Diana Princess of Wales Memorial Award for Young People
Diocese of Chelmsford Youth Service
Discovery - Student Volunteering Swansea
Down District Volunteer Bureau
Olivia Drennan
Duke of Edinburgh’s Award Scheme
Duke of Edinburgh’s Award - Buckinghamshire
Ealing Volunteer Centre
Earshot
East Kent Council for Voluntary Service
East Midlands Regional Youth Work Unit
Annex 4

East Potential
East Riding Youth Service
Eastleigh Community Services
Eastleigh Council
Eating Disorders Association
Education in the Community
Eltham Youth Experience
Endemol UK
Engage
England and Wales Cricket Board
England Netball
England Squash
English Federation of Disability Sport
English Lacrosse Association
English Ladies' Golf Association
English Martyrs School
English Outdoor Council
English Secondary Student Association
Enterprise Insight
Environment Centre on Holywell Mead
Envision
Epsom & St Helier NHS Trust
Essex Council of Voluntary Youth Services
Essex County Council
Ethical Shopper
Exeter Council for Voluntary Service
Exeter Volunteer Bureau
Farnham Royal Cricket Club Youth Section
FATIMA Women’s Network
Federation of Eastern Sport
Fermanagh Volunteer Bureau
Fishing Rod Experience
Fitzrovia Youth in Action
FOCUS
Football Association
Football Foundation
Football Unites Racism Divides
Forest Youth Forum
Forthspring
Foyer Federation
Frecheville Connexions Centre
Freshfields Bruckhaus Deringer
Frontier Youth Trust
Funky Dragon
Future Voices
Galleywood Parish Council
Gap Activity Projects
Gay & Lesbian Youth Northern Ireland
Geronimo PR
GFS Platform
Girlguiding Devon’s Junior Council
Girlguiding UK
Girlguiding Ulster
Glasgow Museums
Glimmer of Hope UK
Glossop Volunteer Bureau
Goole and Howdenshire Youth Initiative
Gosport Volunteer Centre
Government Office for East of England
Government Office for London
Government Office for West Midlands
Government Office for Yorkshire & the Humber
Grand National Archery Society
Greater Manchester Sports Partnership
Greater Manchester Youth Network
Bernard Green
Green Estate
Greggs plc
Graham Griffiths
Grimsby & Cleethorpes Volunteer Bureau
Groundwork
Guide Dogs for the Blind Association
Guild of Students
Hallam Volunteering
Hammersmith & Fulham Volunteer Development Agency
Hampshire & Isle of Wight Sports Partnership
Hampshire County Youth Service
Harrogate Borough Council - Department of Leisure and Amenity Services
Hartlepool Youth Service
Harvest Community Network & Pray Haringey
Hastings & Rother Volunteer Police Cadets
Headlight Vision
Heat Magazine (Emap)
Help the Aged
Help the Hospices
Hereford Sports Partnership
Heritage Link
Heritage Lottery Fund
Hertfordshire Rugby Football Union
Hilden Charitable Fund
HM Treasury
Home Office
Huddersfield Plus Point
Huddersfield Pride
Hull CVS & Hull Council for Voluntary Youth Service
Hull Federation of Community Organisations
Hull University Students’ Union
Iffracombe Volunteer Bureau
Imperial Medicals RFC
Imperial War Museum - North
Include Youth
INDIGO Dyslexia Services
Interlink
International Voluntary Service
Involve
Isle of Wight Council
Islington Primary Care Trust
IVY Project
Jewish Care
Jewish Lads' & Girls' Brigade (JLGB) Hand-in-Hand
John Moores University
Joseph Weld & Trimar Hospice & Cancer Care Dorset
Keep Fit Association
Kensington & Chelsea Volunteer Bureau
Kent Downs Area of Outstanding Natural Beauty
Kent Sports Development Unit
Kent Volunteers
Kikass
King’s Lynn and Wisbech Hospitals
Kingsbury High School
Kingsway Centre, Wellingborough
Kirklees Metropolitan Council - Community Support
KPMG
Lakenham & Tuckswood 5 Centres Project
Lambeth Youth Council
Lampeter Students Union
Lawn Tennis Association
Learning Partnerships
Leeds College of Technology
Leeds Faith in Schools
Leeds Mental Health Teaching NHS Trust
Leeds Metropolitan University
Leeds Social Services
Leeds Voluntary Action
Leicester Lesbian, Gay & Bisexual Centre
Leicestershire Clubs for Young People
Leicestershire Community Services
Leicestershire Council for Voluntary Youth Services
Leicestershire Education Business Company
Lewes Youth Action Millennium Volunteers
Local Aid
Local Government Association
Local Skills Development Agency
London Active Partnership
London Borough of Newham
London Community Sports Network
London Youth
Macmillan Cancer Relief
Fiona Mactaggart MP
Madison House
Maidstone Volunteer Bureau
Make a Difference Volunteering
Making Music
Making Space
Manchester Youth Network
Manchester Youth Volunteering Project
Manningham Toy Library
Marakon Associates
Marie Curie Cancer Care
Marsh Ltd
Mayday Healthcare NHS Trust
Mears Group plc
Media Trust
Medical Foundation for the Care of Victims of Torture
Mencap
Merseyside Sports Partnership
Mid Beds District Council
Millennium Volunteers - Bradford
Millennium Volunteers - Brent
Millennium Volunteers - Cornwall & Devon
Millennium Volunteers - Croydon
Millennium Volunteers - Dearne Valley
Millennium Volunteers - Devon Youth Association
Millennium Volunteers - East Sussex, Brighton & Hove
Millennium Volunteers - Eastleigh
Millennium Volunteers - Hackney Voluntary Action
Millennium Volunteers - Hammersmith & Fulham
Millennium Volunteers - Ipswich
Millennium Volunteers - King’s Lynn
Millennium Volunteers - Lincolnshire & Rutland
Millennium Volunteers - Lowestoft
Millennium Volunteers - Middlesbrough
Millennium Volunteers - Milton Keynes
Millennium Volunteers - Northamptonshire
Millennium Volunteers - Northants
Millennium Volunteers - Nottingham City
Millennium Volunteers - Poole
Millennium Volunteers - Sefton
Millennium Volunteers - Sheffield
Millennium Volunteers - Shipley and Bradford
Millennium Volunteers - Shropshire
Millennium Volunteers - South Worcestershire
Millennium Volunteers - Suffolk
Millennium Volunteers – Toucan Group
Millennium Volunteers - VSU
Millennium Volunteers - Warrington
Millennium Volunteers - Windsor & Maidenhead
Morwen Millson
Milton Keynes Parks Trust
Ministry of Defence
Mobex - North East
Mole Valley Volunteering Centre
Motor Neurone Disease Association
Mudiad Ysgolion Meithrin
Museums, Libraries and Archives Council
Museums, Libraries and Archives Council - North West
Museums, Libraries and Archives Council - South East
Muslim Youth Helpline
National Art Collections Fund
National Association for Care and Resettlement of Offenders (NACRO)
National Association of Clubs for Young People (NACYP)
National Association of Connexions Partnerships (NACP)
National Association of Hospital & Community Friends
National Autistic Society
National Children's Bureau
National Council for School Sport
National Council for Voluntary Organisations (NCVO)
National Council for Voluntary Youth Services (NCVYS)
National Deaf Children's Society
National Eisteddfod of Wales
National Family and Parenting Institute
National Federation of Anglers
National Federation of Young Farmers' Clubs
National House Building Council
National Mentoring Network
National Network of Volunteer Involving Agencies (NNVIA)
National Trust
National Trust - North East Regional Office
National Union of Students
National Youth Agency
NCH
Neath Port Talbot Council for Voluntary Service
Neath Port Talbot Youth Service
Neighbourhood Initiative Foundation
Neighbourhood Management Pathfinder
New Economics Foundation
New Tidings Community Outreach Group
Newbury Volunteer Bureau
Newcastle YMCA
Newcastle Young People's Association
Newport Young People's Partnership
Newry & Mourne Volunteer Bureau
North Lincolnshire Council
North Lincolnshire Youth Service
North of England Refugee Service
North Shropshire Voluntary Action
North Somerset Volunteer Centre
North Wales Community Justice Partnership
North West Cultural Consortium
North West Leicestershire Community Voluntary Service
North West Network
North Yorkshire Sports Partnership
Northern Ireland Assembly
Northern Ireland Tenants Action Project
Northern Ireland Youth Forum
Northumberland Sport
Norwich & Norfolk Voluntary Services
Norwich City Council
Norwich Volunteer Bureau
Nottingham Healthcare Trust
Nottinghamshire Clubs for Young People
National Youth Counselling and Information Service - The Lowdown
Oasis Trust
Ocean Youth Trust North West
Off the Streets and Into Work
Office of the Deputy Prime Minister
Okehampton & District Council
Omagh District Volunteer Bureau
Outset Youth Action
Outward Bound Trust
Oxfam
Partners in Advocacy
Peace Alliance
Peer Support Project
Perry Common's Community Shop
Pershore Riverside Youth Centre
Personal Service Society (PSS)
Pilotlight
Poetry Cubicle / Creative Arts East
Pony Club
Port Talbot Women’s Aid
Positive Place
Praxis Care Group
Prince’s Trust
Prince’s Trust - Exeter
Prince’s Trust - Exmouth
Private Sector - International Volunteer Travel
Project Scotland
Project Trust
Proud City
Providence Row Charity
Rainbow Services - Harlow
Rainey Kelly Campbell & Roalfe
Raleigh International
Rathbone
Rhonnda Cynon Taf Council and Young People’s Partnership
REACH
Reading Agency
Red Cross
Redcar & Cleveland Volunteer Development Agency (RCVDA)
Rees Youth and Community Centre
Refugee Action
Rhema Youth Works
Rhyl Youth Action Group
RNIB Transcription Centre South West
Holly Robertson
Rolls Royce
Rotherham Metropolitan Borough Council
Royal Bank of Scotland
Royal Borough of Kensington & Chelsea Community Learning and Arts
Royal Borough of Kensington & Chelsea Youth Forum
Royal Borough of Kingston upon Thames
Royal Lifesaving Society
Royal Yachting Association
RPS Rainer
RSPB
RSPB Cymru
Rugby Football League
Rugby Football Union
Rugby Football Union for Women
Rural Youth Network
Rushcliffe CVS
SAI School of Harrow
Saint Martin’s Community Action Group
Salford Business Education Partnership (Greater Manchester MV)
Salvation Army
Salvation Army - ALOVE Anglia
Salvation Army - ALOVE Central North
Salvation Army - ALOVE Surrey
Salvation Army - Cheetham Hill
Salvation Army - Liverpool Walton
Salvation Army - North-West
Salvation Army - West Midlands
Samaritans
Save the Children UK
Scarman Trust
School Governors’ One Stop Shop
Scottish Executive
Scottish Sports Association
Scout Association
Scout Association Avon
Annex 4

Scout Association Lincolnshire
Sefton Council for Voluntary Service
Sefton Volunteer Bureau
Seventh-day Adventist Church
Seymon Electronic Solutions
Sgowtiaid Cymru
Shelter Northern Ireland
Shipley & Baildon Volunteer Bureau
Shropshire Youth Association
Sinai Synagogue
Sir William Perkis School
Sixty Plus
Skill: National Bureau for Students with Disabilities
SkillsActive
Social Exclusion Unit
Société Générale
Solihull Council for Voluntary Youth Services
Somerset Activity and Sport Partnership
Somerset House Trust
Somerset Youth Volunteering Network
South Cambridgeshire District Council
South Central Connexions Partnership
South Eastern Education & Library Board
South Holland Youth Council
South Norfolk Council
South Shropshire Voluntary Action
South Tyneside Council
South Yorkshire Clubs for Young People
South Yorkshire Sport
Southend Youth & Connexions
Southend-on-Sea Borough Council Youth & Connexions Service and SAVS
Southern Education & Library Board
SpeakersBank
Spirit of Enniskillen
Sport Cheshire
Sport England
Sport England North West
Springfield Charitable Association Ltd
Sports Coach UK
Sports Council for Wales
Sports Scotland
St John Ambulance
St Martin's Youth Centre
St MacNissi’s College
Staffordshire County Council
Stalham Brass Band and Stalham Jubilee Training Band
Stamford Volunteer Bureau
Ian Steed
Stockport CVS Volunteer Centre
Stockton Youth Service
Stoke Citizens Advice Bureau
Stroud & District Volunteer Bureau
Student Action for Refugees
Student Community Action Department - Southampton University Student Union
Student Community Action Newcastle (SCAN)
Student Volunteering England
Student Volunteering Scotland
Students Union Lampeter
Suffolk Sports Partnership
Suffolk Volunteering Federation
Supporting Others Through Volunteer Action (SOVA)
Sussex Clubs for Young People
Annex 4

Sussex Police Millennium Volunteers
Sussex Sports Partnership
Sutton Volunteer Bureau
Swansea Council for Voluntary Service
Swansea Young Singles Homeless Project
Tabeisa Book 4 Life Appeal
Talkback Thames
Tameside Association of Voluntary Youth Organisations
Tamworth Borough Council
Tapping House Hospice
Tearfund
Tees Valley Rural Community Council
Teignbridge Youth Council
Tendring Primary Care NHS Trust
Thames Water plc
Time 2 Talk
Time Banks
Time for God
TimeBank
Toc H
Torbay Council
Torridge Voluntary Services
Trafford Youth Service
Transport Advisory Service Cymru
Trinity Centre
Tunbridge Wells Borough Council
Ty Hafan Children’s Hospice in Wales
Uckfield Volunteer Bureau
UCKG Help Centre
UK Athletics & Amateur Athletic Association of England
UK Sport
UK Youth
UK Youth Parliament
United Nations Development Programme (UNDP)
University College Sport/British Universities Sports Association
University of Central Lancashire
University of Huddersfield
University of Lancashire
University of Leicester
University of Wolverhampton
University of York (and representing York Millennium Volunteers)
Upper Andersonstown Community Forum
Vale of Glamorgan Council
Valleys Kids
Victim Support
Vitalise (formerly Winged Fellowship Trust)
Voicing Our Issues and Struggles (VOIS)
Voluntary Action Kirklees
Voluntary Arts Ireland
Voluntary Arts Network
Voluntary Arts Wales
Voluntary Organisations Development Agency
Voluntary Sector Initiative for Professional Development (VSIPD)
Voluntary Service Bureau, Belfast
Voluntary Service Bureau, Lisburn
Voluntary Service Overseas (VSO)
Volunteer Centre Dundee
Volunteer Centre Edinburgh
Volunteer Centre North Lanarkshire
Volunteer Centre Scarborough
Volunteer Centre Shipley
Volunteer Centre South Lakeland
Volunteer Centre Waltham Forest
Volunteer Connections
Volunteer Development Agency NI
Volunteer Development Scotland
Volunteer Network Centre
Volunteer Policy Forum
Volunteering England
Volunteering First Midlothian
Volunteering in the Arts London (VITAL)
Volunteering Tynedale
Volunteers Greenwich
Volunteers in Action - Southwark
Volunteers Support Project
Vox Project
VSU Youth In Action
Wakefield Young Volunteers Project
Wales Council for Voluntary Action
Wales Youth Agency
Walsall Volunteering Bureau
Wansbeck Community Voluntary Service
Warrington Volunteer Bureau
Warwickshire Association of Youth Clubs
Warwickshire Rugby Football Union
Wateraid
Wealden Youth Action
Welsh Assembly Government
Welsh Refugee Council
Welsh Tenants Federation
Wesley Hall Community Centre
West Belfast Partnership Board
West Oxfordshire Volunteer Bureau
West Sussex County Council
West Yorkshire County Scouts
Westminster Volunteer Centre
Whitbread Young Achievers Award
Whitemoss Club for Young People
The Who Cares? Trust
Wildlife Trust
Wimbledon Arts Trust
Windsor Women’s Centre
Wolverhampton Children’s Fund
Wolverhampton Volunteer Centre
Woolworths plc
Wordsworth Trust
Workers in Student Community Volunteering (WiSCV)
World Wide Volunteering for Young People
Wrightington Wigan & Leigh NHS Trust
WRVS
WRVS - North East Regional Volunteering
Year Out Group
Yes Cyber
YMCA England
YMCA Student Project
Yo! Maz (part of Youth Music)
Young Citizens in Action
Young Volunteer Challenge
Young Volunteers Agency
Youth-Net
Youth Action Bedfordshire
Youth Action Network
Youth Action Northern Ireland
Youth Community Media
Youth Culture Television (YCTV)
Youth Development Service
Youth Federation
Youth Focus
Youth for Christ
Youth Hostel Association
Youth Initiatives
Youth Justice Board
Youth Music
Youth Sport Trust
Youth Voice
Youth Works - Brighter Future for Young People
YouthBank UK
Youthlink - Coventry Voluntary Service Council
Youthlink - Wales
YouthNet UK
Annex 5 Consultation event calendar

<table>
<thead>
<tr>
<th>Date</th>
<th>Event/Conference</th>
</tr>
</thead>
<tbody>
<tr>
<td>19-22 July 2004</td>
<td>UK Youth Parliament 4th Annual Sitting, Lancaster</td>
</tr>
<tr>
<td>Thursday 9 September 2004</td>
<td>Youth Action Network Conference, Birmingham</td>
</tr>
<tr>
<td>Monday 4 October 2004</td>
<td>Launch of Russell Commission Consultation, Chelsea FC</td>
</tr>
<tr>
<td>Tuesday 19 October 2004</td>
<td>‘Something2Say’ UK Youth Parliament and NCYVS Event, Birmingham</td>
</tr>
<tr>
<td>Tuesday 26 October 2004</td>
<td>London Regional Consultation Event</td>
</tr>
<tr>
<td>Wednesday 3 November 2004</td>
<td>Sport England National Consultation Event, Twickenham RFC</td>
</tr>
<tr>
<td>Wednesday 3 November 2004</td>
<td>North West Regional Consultation Event, Bolton</td>
</tr>
<tr>
<td>Thursday 4 November 2004</td>
<td>Key Youth Agencies Consultation Meeting, ScottishPower, London</td>
</tr>
<tr>
<td>Thursday 4 November 2004</td>
<td>North East Regional Consultation Event, Middlesbrough</td>
</tr>
<tr>
<td>6-9 November 2004</td>
<td>Eurofestation Volunteering Conference, Maastricht</td>
</tr>
<tr>
<td>Monday 8 November 2004</td>
<td>Millennium Volunteers Conference: Beyond the Millennium, Birmingham</td>
</tr>
<tr>
<td>Tuesday 9 November 2004</td>
<td>West Midlands Regional Consultation Event, Birmingham</td>
</tr>
<tr>
<td>Thursday 11 November 2004</td>
<td>Charities Aid Foundation Annual Conference</td>
</tr>
<tr>
<td>Tuesday 16 November 2004</td>
<td>South East Regional Consultation Event, Brighton</td>
</tr>
<tr>
<td>Thursday 18 November 2004</td>
<td>East Midlands Regional Consultation Event, Leicester</td>
</tr>
<tr>
<td>Monday 22 November 2004</td>
<td>South West Regional Consultation Event, Exeter</td>
</tr>
<tr>
<td>Tuesday 23 November 2004</td>
<td>Yorks and Humber Regional Consultation Event, Huddersfield</td>
</tr>
</tbody>
</table>
Thursday 25 November 2004  Northern Ireland Consultation Event, Belfast
Monday 29 November 2004  Interdepartmental Consultation Workshop, London
Monday 29 November 2004  Welsh Consultation Event, Neath
Tuesday 30 November 2004  Eastern Regional Consultation Event, Norwich
Wednesday 1 December 2004  England Volunteering Development Council Meeting, London
Thursday 2 December 2004  Scottish Consultation Event, Stirling
Wednesday 8 December 2004  Crime Concern Conference: Volunteering for Safer Communities, London
Wednesday 8 December 2004  Youth Summit, Wales
Thursday 9 December 2004  Year Out Group Conference, London
Saturday 11 December 2004  Youth Summit, Manchester
Monday 13 December 2004  Youth Summit, London
Monday 17 January 2005  Northern Ireland Young People’s Focus Group, Belfast
Monday 31 January 2005  Volunteering Conference: Pre-budget Consultation, HM Treasury
Friday 4 February 2005  Key Media Professionals Meeting, Channel 4, London
Annex 6 Bibliography and references

Bibliography


Bandow, Doug and Wofford, Harris: ‘Does AmeriCorps Work?’


CSV: ‘Citizenship and the Curriculum 2 years on’, September 2004

CSV: ‘Community Service Volunteers Annual review 2003-04’


Drake, Kelly A and Davis Smith, Justin: ‘Young People and Volunteering: a map of the range and scope of current opportunities in England’; Institute for Volunteering Research, June 2004

Ellis, Angela: ‘Generation V – Young people speak out on volunteering 2004’; Institute for Volunteering Research, 2004


Fox, Dr Ruth and Besselink, Thieu: ‘Connecting People: A proposal for a youth community service scheme’; The Fabian Society, March 2004

Gaskin, Katharine: ‘Young people, volunteering and civic service – a review of the literature’; Institute for Volunteering Research, May 2004

Gaskin, Katharine: ‘Young People, Volunteering and Civic Service’; Institute for Volunteering Research, 2004

Hirst, Andy: ‘Links Between Volunteering And Employability’; Cambridge Policy Consultants, October 2001

Home Office: ‘Home Office Citizenship Survey 2003’

Home Office: ‘Home Office Citizenship Survey 2001’

Home Office: ‘The Young Volunteer Development Programme’; Active Communities Unit
Independent Sector & Youth Service America: ‘Engaging Youth in Lifelong Service’


Institute for Volunteering Research: ‘Young People and Volunteering: Preliminary finding and emerging lessons from primary research’; June 2000

Jones, Dr Andrew: ‘Review of Gap Year Provision, 2004’; DfES Publications, July 2004

Munton, Tony and Zurawan, Andrew: ‘Active Communities: Headline Findings from the 2003 Home Office Citizenship Survey’; Home Office, 2004


Sport England: ‘Young Volunteers: Making a Difference to Sport in England’; November/December 2004

Stanley, Kate: ‘Something for Something: a national youth action programme’; Institute for Public Policy Research, March 2004


**Weblinks to Case Studies**

- UN definition of volunteering: www.worldvolunteerweb.org/development/soc_dev
- V4UK: www.russellmission.com
- Community Channel: www.communitychannel.org
- Deptford Green School: www.deptfordgreen.lewisham.sch.uk
- Wallasey High School, Wirral: www.wallasey.wirral.sch.uk
- Leeds University: www.leeds.ac.uk
- Imperial War Museum North: www.iwm.org.uk
- CSV Go London: www.csv.org.uk
Muslim Youth Helpline | www.myh.org.uk
--- | ---
TimeBank | www.timebank.org
AmeriCorps | www.americorps.org
Project Scotland | www.scotland.gov.uk
BTCV International | www.btcv.org
VSO World Youth Programme | www.vso.org.uk
Raleigh International | www.raleigh.org.uk
CSV | www.csv.org.uk
Step Into Sport | www.sportengland.org
Oasis Trust | www.oasistrust.org
‘Run A Muck’ Community Composting | www.csvenvironment.org.uk/runamuck.html
YouthBank UK | www.youthbank.org.uk
Victim Support, Merton | www.merton.gov.uk/crimeandsafety/victimsupport.asp
Youth Achievement Award | www.ukyouth.org
Annex 7 The Youth Advisory Board

Young people have been involved in the Russell Commission’s consultation from day one. The Youth Advisory Board, a twenty-strong group of 16 to 25 year olds, was set up before the launch in May 2004 to work alongside the Commission’s Independent Advisory Group. The Board acted as an invaluable sounding board for key ideas for the Commission.

The group, who named themselves ‘YABsters’ for short, came from all parts of the country, both rural and urban, and generously volunteered their time to help drive the Commission’s work. Representing a wide range of occupations, including photography, marketing, teaching and full-time study, they brought a huge amount of varying skills, talent and experience to the Commission.

The YABsters’ volunteering experience was similarly diverse. Before joining the group, one member had set up an anti-bullying campaign, another was Chair of the UK Youth Parliament, while others had little or no previous volunteering experience. They all shared a dedication to help the Commission to develop sound recommendations for Ministers.

“I decided to get involved with the Youth Advisory Group as I’ve seen that by volunteering for a few hours a week you can really help change people’s lives for the better.”

Kirsty Fowler, YABster
Once the group was signed up and the Commission launched, regular meetings with Ian Russell and the Commission Review Team took place. With the youth agency Kikass facilitating the group, these meetings were designed to be creative and constructive in order to generate ideas and discussion within the group. With each meeting lasting between three and four hours, the YABsters committed a huge amount of time and effort to the Commission and their input was invaluable.

As the Russell Commission was committed to seeking the views of young people during its entire consultation process, a key element of the YABsters’ work was leading on the involvement of other young people from across the UK.

“It is really important that all young people’s views and opinions are listened to and taken seriously. I hope we can make a positive influence on other young people and get them to volunteer but first we need to switch from telling young people what they should do, to asking them what they would like to do.”

*Rhenna Al-Jabban, YABster*

The YABsters proposed that a ‘youth version’ of the consultation document should be made available to young people in order to test ideas and seek their views in a fun and relevant format. A series of eye-catching freepost cards were designed and developed by members of the group and were distributed through key youth agencies, events and conferences.

Young people were also encouraged to input into the consultation via the YABsters’ website www.russellmission.com. Links were developed with appropriate virtual communities, and young people were encouraged to share their views on the future of youth volunteering by the chance of winning a fashionable mini iPOD. This successful approach was extended through competitions on five popular youth websites including www.playlouder.com, www.funky.co.uk and www.studentuk.com. Together, these competitions generated nearly 6,000 responses from young people.

www.russellmission.com was a central tool for the YABsters in rallying the support of other young people across the UK. In an attempt to encourage participation from non-volunteers, the YABsters worked with Kikass to develop a series of nationwide street stunts. Groups of YABsters took to the streets, dressed up as ‘Super Grannies’ to reflect the ‘baton’ of volunteering being passed on to the younger generation, and targeted young people queuing in non-volunteering environments such as tube stations and music stores. A stunt toolkit was produced and downloadable from the website so that young people across the country could also get involved. As a result of this, hundreds of postcards were completed.

Alongside this activity, the YABsters helped organise three youth consultation summits in London, Manchester and Cardiff. Targeting up to 140 young people, the summits aimed to engage young people in the consultation and the Commission’s developing recommendations. It was felt that the summits should be light, creative and fun in order to maximise the creativity of the audience. At each summit the young people present were offered training by media representatives from Virgin D3, Channel 4 and Art/Theatre World, on how to develop an innovative idea and present it effectively. They were then able to discuss individual proposals and work together in developing new ideas creatively and successfully.
In addition to this, the Commission, with input from the YABsters and Kikass, developed kits for youth organisations and youth leaders to arrange their own consultations and summits. This proved effective in ensuring as many young people as possible got involved in the Commission influencing the future of volunteering in the UK.

All data received via each of these methods was fed into the final report and helped Ian Russell to make robust recommendations to government. The YABsters, through their commitment and energy, were a key influence in not only recruiting and involving an amazing amount of young people in the consultation, but also ensuring the Commission’s recommendations were understood by, and relevant to, young people.