



Age Action Alliance

South West

Introduction to the group

What do we want to do:

Increase the number of people who want to volunteer with people over 55

Increase the number of people aged over 55 who volunteer

How:

Raise the profile of the benefits of volunteering and the real range of opportunities

Make volunteering easy, accessible and encourage more cross agency referral

Look at how we can encourage positive long term habits of volunteering (students, organisations etc)

Why:

Lots of volunteering opportunities with people over 55 that aren't being filled

With current financial climate – more volunteering opportunities are being generated

Want to ensure greater collaboration and partnership working to ensure that the right volunteer is matched with the right opportunity

Additional – more of an older person focus

Celebrate the talent of age

Skills match

Role development

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Build the case

Raise the profile around the benefits of volunteering

- 1) Case studies on the impact it has had on the volunteer
 - Fun
 - Impact
 - Benefit
 - Unusual stories (*perhaps things that people wouldn't expect*)
 - *WHY SHOULD PEOPLE VOLUNTEER?*
- 2) Positive photographs depicting a wide range of volunteering opportunities
- 3) Positive quotes and sound bites
- 4) Begin to build up an understanding of the cost savings as a result of volunteering (support a business case)
- 5) Begin to build up examples of why volunteering is important for businesses/organisations (CSR and public profile)
- 6) Put this into a useable and accessible format (would require funding)
 - Leaflet
 - Press releases
 - Website content
 - Presentation format for companies
 - Other

Transparency around volunteering opportunities

Transparency and mapping of opportunities

- 1) Ensure that we are doing something that is useful and unique (we aren't duplicating what existing organisations are already doing – e.g. Do It.)
- 2) Map volunteering opportunities around working with people over 55.
- 3) Pool information on a database/website (would need to be split by county or similar).
- 4) Encourage local referrals between agencies – more collaborative working around working with volunteers (help to ensure that the people that step forward to volunteer have a meaningful experience).
- 5) Look at resourcing these developments through a funding bid (project manager and IT hosting)
- 6) Look at where to host this and who manages this on an ongoing basis (is there anyway that people inputting opportunities have a log on and can amend edit their entries?)
- 7) Agree how we measure impact and success of the project (what does success look like?) Could include:
 - Take up rate of volunteering
 - Referral rate between organisations
 - Hits on a website
 - Public awareness
 - Media coverage attained
 - Number of universities/employers who engage/support
 - Number of agencies engaging with SW AAA
 - Who engages on a CSR level and what they do

Launch and implementation

Launch a public campaign encouraging volunteering with people over 55

- 1) Communication strategy to engage:
 - Press and media
 - Wider public
 - Students (and encourage longer term volunteering) –focus on universities and colleges
 - Companies – around developing a retirement plan that includes volunteering (pilot with a few specific companies and if successful look at rolling out more widely)
- 2) Monitor impact and success.

Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	J	J	A	S	O	N	D	J	F	M
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Tony to create a case study template ASAP and circulate to the group

Amanda available to support until Nov.

Simon to circulate the template to AAA on 11th August

All case studies sent back to Amanda by 25th August – with photo

Tony and Amanda meet up to choose the best and collate them

Begin to look at hosting the project on the SWSN website

Tony to speak to Catherine Stephens about the possibility of a Big Lottery Bid – Awards for All

Would be good to access £10k from Lottery and £10k from corporate? – project management and database development

If there is potential with the Big Lottery Bid – Russell, Liz and Amanda meet up to complete application - Sept

Ensure that we are not duplicating existing services e.g. Do It. Need someone to take this forward.

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