



WELCOME

What leaders of volunteer engagement can learn from Pete Tong?

AVM conference
London
17 October 2019



In this session

- Three panellist presentations
- Brief Q&A
- Discussion in small groups
- Wrap up



Your presenters

- Donna Bennett, Head of Volunteering, The Scouts
- Andy Broomhead, Head of Volunteering, Diabetes UK
- Annabel Smith, Head of Volunteering Development, National Trust





Scouts

#SkillsForLife

**We're doers and
give-it-a goers.
We ignore the butterflies and
go for it.**

#SkillsForLife

Scouts 

The UK's largest mixed youth movement...

- Now 640,000 members including over 460,000 young people aged 6-18
- Over 160,000 adult volunteers
- Over a quarter of our movement is female
- 55,000 young people on waiting lists
- Opened 1,280 sections in areas of deprivation since 2014
- New skills for life strategy and brand launched in May 2018
- Aim to attract 50,000 more young people, 10,000 more leaders and 5,000 more Young Leaders by 2023



We give young people skills for life.



Volunteer Management

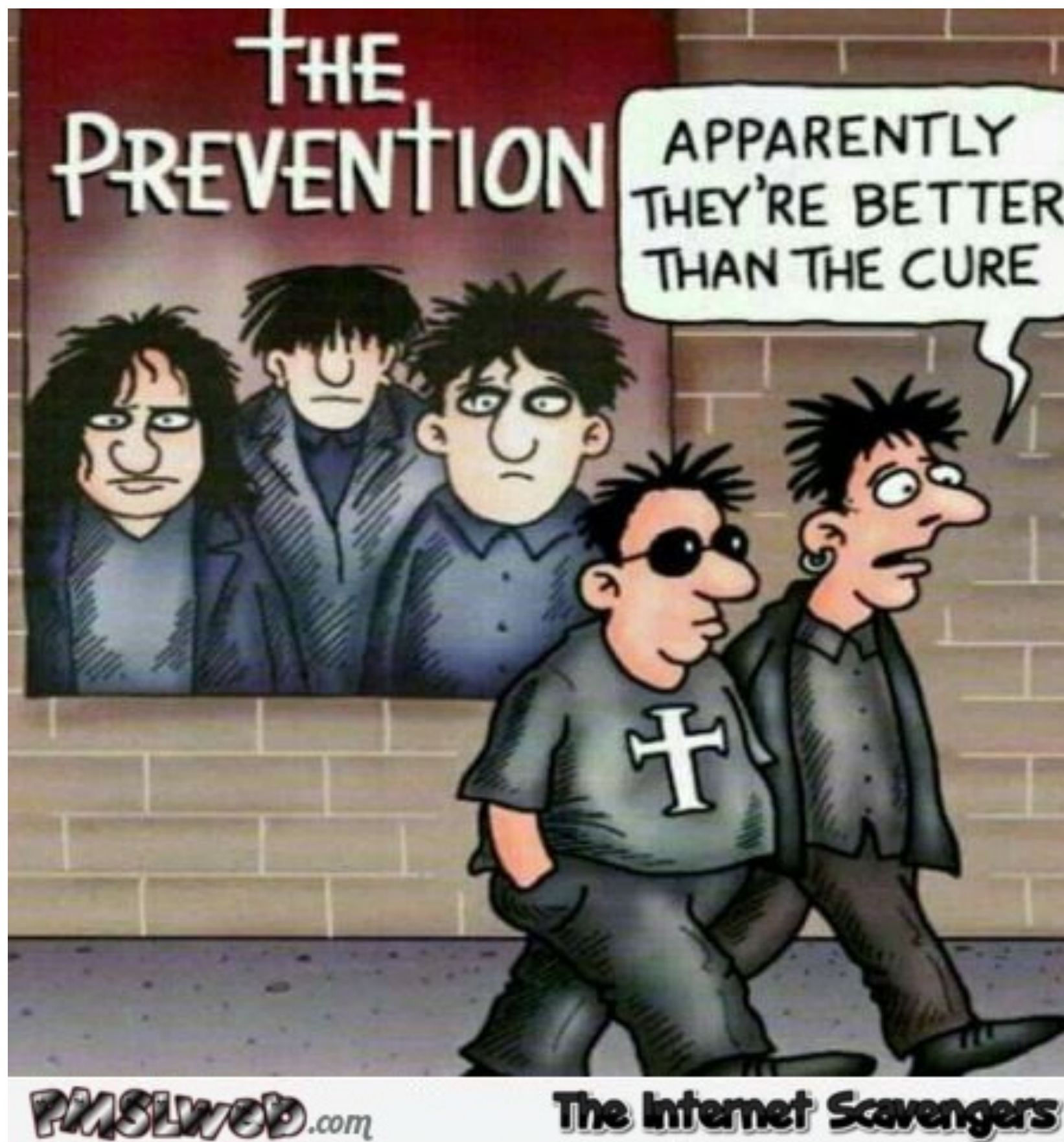
8,000 Scout Groups,
800 Scout Districts
70+ Scout Counties/Areas

Nearly 10,000 volunteer
volunteer managers

No paid volunteer managers

No staff member manages a
volunteer

Everything is done in
Partnership



Scouts 

National volunteers & staff working together

- a) A **policy statement** on effective working between national volunteers and staff.
- b) Our approach to **training and supporting** national volunteers and staff to ensure working relationships are effective.
- c) A **National Volunteer / Staff Protocol** that outlines what should happen when relationships break down.
- d) Clear policies and processes for all volunteers from sign up



Working Together for Staff and Volunteers

Training Notes

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As Scouts we sign up to these values:

Integrity - We act with integrity; we are honest, trustworthy and loyal.

Respect - We have self-respect and respect for others.

Care - We support others and take care of the world in which we live.

Belief - We explore our faiths, beliefs and attitudes.

Cooperation - We make a positive difference; we cooperate with others and make friends.







**Delivering skills for life.
Bringing people together.**

Helping young people find their place in the world

Are you at risk
of Type 2 diabetes?

Type 2 diabetes is serious.



Come to our Know Your Risk
event to find out your risk.
It only takes a few minutes.

- Over 40?
- Overweight?
- Large around the middle?
- African-Caribbean, Black African, Chinese or South Asian?
- Diabetes in your family?

TYPE 2 DIABETES
KNOW YOUR
RISK

For more information go to
diabetes.org.uk/knowyourrisk

Are you at risk
of Type 2 diabetes?

Type 2 diabetes is serious.



Come to our Know Your Risk
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It only takes a few minutes.

Location:

Date:

Time:

For more information go to
diabetes.org.uk/knowyourrisk

When it goes Pete
Tong

17th October 2019

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.

**A WORLD
WHERE DIABETES
CAN DO
NO HARM**



Volunteering with Diabetes UK

A blue tablecloth with white text for Diabetes UK. The table is set up on a wooden floor, and there are stacks of brochures on top. In the background, people are visible, some wearing blue shirts, and a globe logo is partially seen on the left.

DiABETES UK

KNOW DIABETES. FIGHT DIABETES.

diabetes.org.uk

When it does go Pete Tong...



XXX



**WE DON'T RECEIVE
MANY VOLUNTEER COMPLAINTS**

**BUT WHEN WE DO,
THEY'RE COMPLICATED**

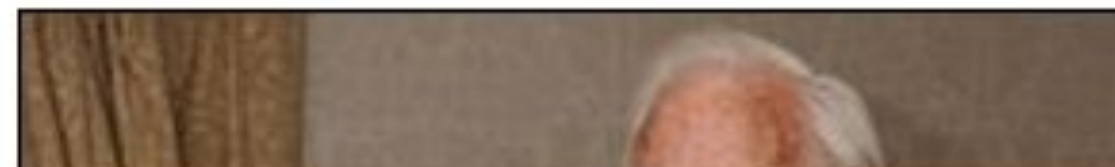
Mutiny at the National Trust: Dozens of volunteers quit or refuse to work after being told to wear Gay Pride badges

- Volunteers accused the National Trust of forcing them to wear gay pride badges
- Dozens of guides have quit or refused to work following the ceremonial diktat
- Over 75 volunteers at Felbrigg Hall, Norfolk are said to be in revolt over the order
- Badges are meant to mark 50 years since the decriminalisation of homosexuality

By [ANDREW LEVY](#) and [LARISA BROWN](#) and [SAM GREENHILL FOR THE DAILY MAIL](#)

PUBLISHED: 22:05, 4 August 2017 | **UPDATED:** 00:11, 5 August 2017

Volunteers last night accused the National Trust of trampling on their rights by making them wear gay pride badges.





"Wonderful thing is hindsight - why didn't we have the foresight to use it earlier?"



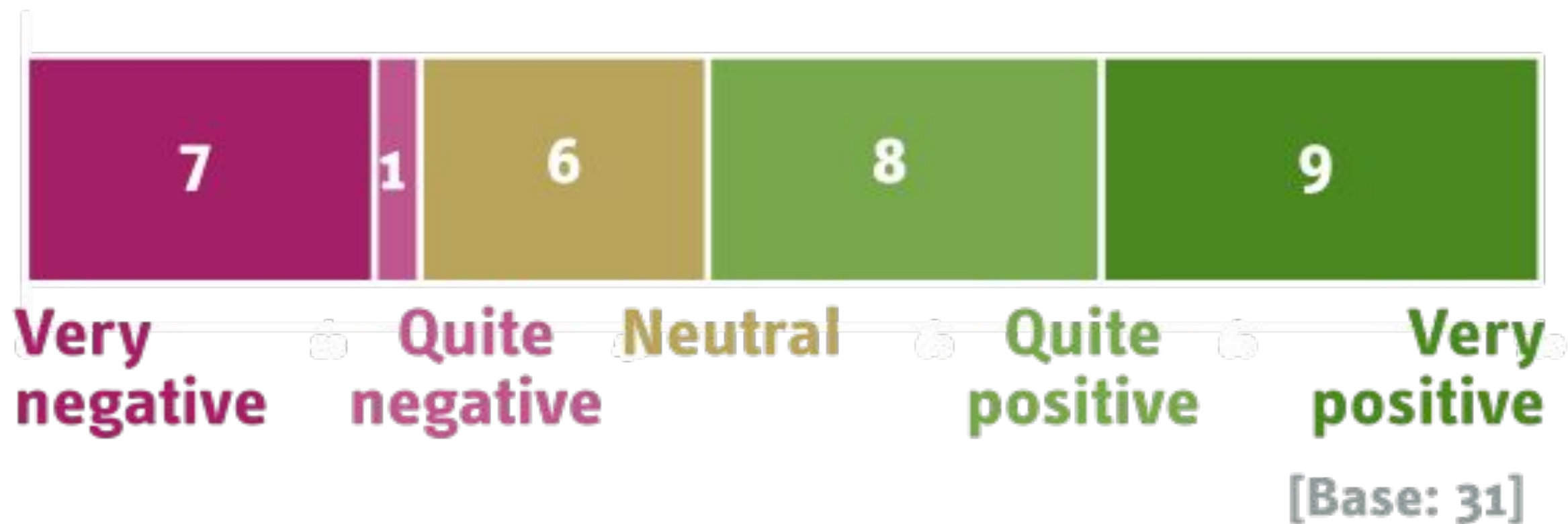
Taking pride

Evaluating *Prejudice and Pride* for the National Trust

19 March 2018

► morris
► hargreaves
► mcintyre

Overall, how would you rate your experience of the programme as a volunteer?



Perceived alignment to the Trust's cause had an impact

‘It is critical to the standing and profile of the National Trust that [it] is in the forefront of bringing important issues to the attention of visitors.’

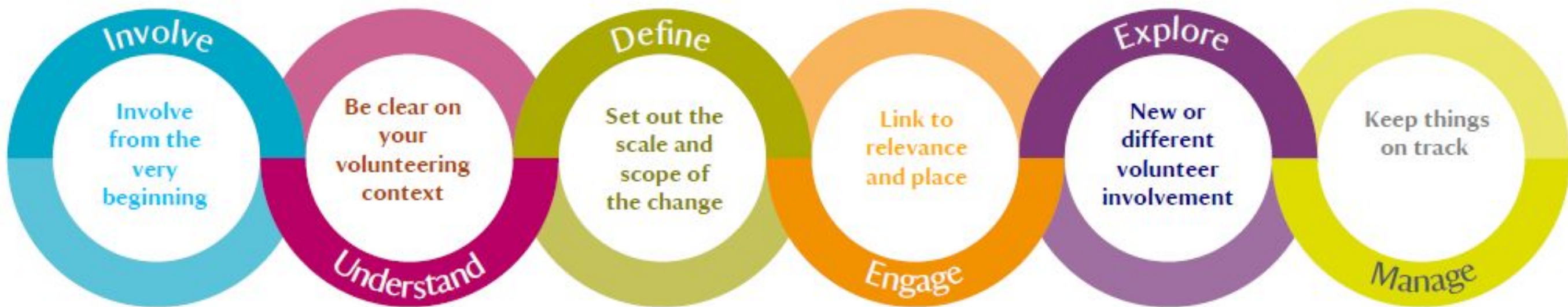
Volunteer



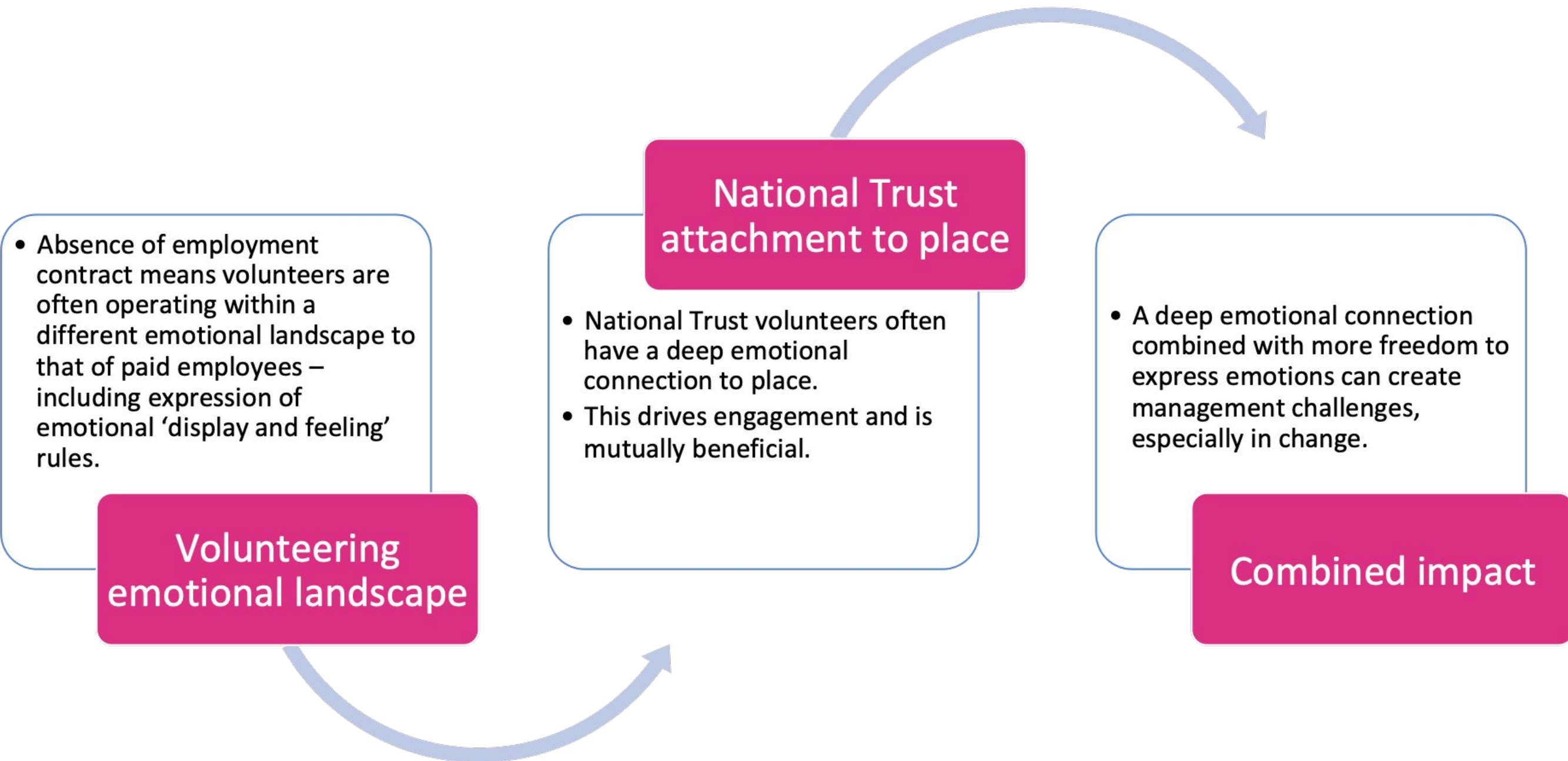
Matrix of initial volunteer responses to programme: range of personal reactions and perception of P&P alignment to the Trust's cause

Alignment to the Trust's cause	Range of personal reactions	
	Positive	Negative
Aligned	‘Excited’ ‘Anticipation’ ‘Interested’	‘Apprehensive’
Not aligned	‘It was a positive and important programme for the NT to run.’ ‘It was politically correct’	‘Horrificed’ ‘It was not the job of the NT to throw this in the public’s face.’

6 steps to successful volunteer involvement in change



Emotions – in summary



“I’m new to the National Trust – the emotional side of volunteering is so evident here. Such a strong connection to places and I’m struck by how this shows up in relationships between managers and volunteers.

We’re great at operational process but tend to struggle when facing into challenging situations, and building the skills so we get into less of those situations.”

1e. That's not in the job spec!

Who is this for?
People who manage or lead volunteers

What do I need?
Pen and paper

How is it run?
Group activity

This activity will help you to:
Bust some myths about what volunteer managers should put up with

How long will it take?
45 minutes

2c. Understanding emotions at work

Who is this for?
Staff and volunteers

What do I need?
To have completed activities 2a and 2b
Pen and paper

How is it run?
Individual self-reflection or pair activity

This activity will help you to:
Recognise the impact of your own emotions on your relationships

How long will it take?
30-60 minutes

3d. Connecting with things that matter

Who is this for?
Anyone who works with volunteers

What do I need?
Pen and paper and/or smart phone
Materials for a 'connections box'

How is it run?
Individually, pair activity or group activity

This activity will help you to:
Develop techniques and strategies to help you cope with challenging emotions.

How long will it take?
15-60 minutes and this activity can be dipped in and out of over time.

4c. Understanding the role of love and passion to place

Who is this for?
Volunteers and staff

This activity will help you to:
Understand the role that love and passion play in difficult interactions.

How long will it take?
45 minutes

5d. Being an active listener

Who is this for?
Staff and volunteers

This activity will help you to:
Listen more actively to other people when in close interaction.

How long will it take?
30-45 minutes



Activity overview

Volunteering has been described as a relationship of trust and mutual benefit – it's not the same as being paid staff. As such, leading volunteers requires additional empathy, openness and understanding of emotions.

However, this doesn't mean that we should put up with aggressive or hostile behaviour.

What stories do we tell ourselves about volunteer management and leadership?

Does this help or hinder us and our volunteers?



Activity overview

Understanding the way we perform and manage leadership and management skill.

The way you feel, perceive and behave is unique and what is meant by an emotional landscape.

Here you are asked to think about your own emotional landscape and how it affects your interactions with others.



Activity overview

Thinking positively about your work and your place is an important part of learning to cope with challenging emotions and building your own emotional resilience.

Connecting with things that matter to you about your work and your place is helpful in regaining and retaining a positive view about your work, your place and your relationships.

This can re-orientate your perspective and remind you why you love what you do.

Activity overview

Interactions between volunteers and paid managers can be awkward and challenging. You are presented with a scenario of such an interaction between a volunteer and a manager, where love and passion to place was tested. You are asked to consider what emotions and responses are expressed and suggest alternative ways of handling the interaction to lead to positive outcomes.

Activity overview

When you feel listened to they might not feel that you are.

Just within a team involves making team members' opinions and views matter and that you have to say. Learning skills of active listening with relationships between staff and volunteers can improve buy-in to and resilience in teams.

QUESTIONS?

Discuss on tables

- To what extent is fear of a bad reaction getting in the way of the change you need to make in your organisation?
- To what extent do we as a profession really engage with 'failure' in order to progress and grow?
- How might we work differently together to share and learn from our failures to get better results?



FEEDBACK





Wrap up