

Community Impact Assessment Volunteer Annual Statement 2023 – 2024



Coastline
together
with tenants

Great Homes, Great Services, Great People





Executive Summary

It's time again to present the Annual Statement and I'm pleased to say that the Volunteer Scheme continues to grow and improve with age. It makes me extremely proud to confirm that for the fourth time we have completed the accreditation process and received the award for Investors in Volunteers which covers the scheme for the next three years.

We have a steering group that monitors the scheme and always looks for ongoing improvements. The most important element of success for the group is the diversity in membership. We have volunteers, colleagues and Board members who work hard to monitor the scheme, receive feedback from volunteers and customers to really listen to what's important, the positives and areas for improvement, so we can learn and make a real difference.

The annual survey confirmed that awareness of volunteering has increased across Coastline and that the Volunteer Manager works tirelessly to support all of our amazing volunteers. So this year I would like to say thank you to all of our fabulous volunteers and a special thank you to Tamsyn Pegler, Volunteer Manager on behalf of our volunteers and colleagues for the incredible energy and enthusiasm she brings to her role every day!

Louise Beard, Deputy CEO with responsibility for Housing, Assets & Communities.



Background

Coastline encourages and celebrates volunteering in all areas of the organisation and recognises the positive contribution volunteers make, while also supporting volunteers to achieve their own personal development goals.

Established in 2013 the volunteer scheme has continuously developed, expanding to include the following under its umbrella of support:



'Coastline Volunteer Opportunities', providing voluntary roles across a number of Coastline's teams and projects. These roles are open to all, including customers and members of the community.



The 'Partner Programme', which enables individuals accessing Coastline's Homeless Service to volunteer within the service with additional support, providing them with essential employability skills and a positive focus during their journey through the service.



The 'Miners Minders', who are a group of customers within our Miners Court Extra Care scheme that are supported to donate their time. Miners Minders' tasks range from befriending new customers, to assisting with events and helping Coastline colleagues with the delivery of activities.



'Customer Voice', who are customers that are supported to donate their time by getting involved in the scrutiny of the organisation, and shaping service design & delivery as part of the wider involvement and engagement model, by making recommendations to the Customer Experience Committee (CEC).

Following the accreditation by Investing in Volunteers in 2015 and its subsequent renewals, Coastline has worked continuously to embed policies and procedures to maintain a stable and healthy base of regular, well supported volunteers. Our 2023/2024 Volunteer Statement shows the wide range of successes we have celebrated together and sets the strategic direction for the programme over the next 12 months.



Volunteer Statement

*"We as volunteers enjoy what we do.
It enables us to empower you."*













Volunteer Scheme Aims

-  To recruit dedicated and enthusiastic volunteers;
-  To provide volunteers with appropriate support, guidance, training and personal development opportunities;
-  To provide opportunities for the socially excluded to build employability skills, and work towards social inclusion;
-  To provide opportunities for people to make a positive contribution to the community;
-  To provide a more effective value for money service for customers; and
-  To maintain best practice in line with the Investing in Volunteer (iV) standards.



Our offer to Volunteers

Volunteers will:

-  Be treated with respect by colleagues, other volunteers and customers;
-  Have equality of opportunity;
-  Be given a clear role description and for adaptations to the role to be considered to meet their individual needs, abilities and interests;
-  Receive a full induction into their role and training appropriate to their role;
-  Be supported by colleagues in the tasks they undertake, and provided with regular supervision;
-  Receive appropriate acknowledgement for their contribution to the service;
-  Be consulted on the delivery of the volunteer scheme and kept up to date with any changes to the service;
-  Be reimbursed any travelling expenses incurred as a volunteer in accordance with the Volunteer Expenses Procedure;
-  Have any problems or complaints dealt with sensitively in accordance with the complaints procedure;
-  Have their personal information treated with care and discretion, in line with GDPR. Such information will be shared within the organisation only on a 'need to know' basis;
-  Have the right to decline any requests that they feel are unrealistic, beyond their role, or that they do not have the skills to carry out, without feeling uncomfortable or having an onward impact on their involvement with the organisation; and
-  Be given the opportunity and support to apply for external/internal vacancies with the Coastline Group; and receive a reference on request.

The Value of Volunteering

Volunteer Quotes

“I always feel consulted, part of the team and know that my ideas and suggestions are listened to and acted on. My role is dependent on service user needs and therefore flexible which I enjoy.”

“ Makes me feel wanted and useful.”



“Feeling part of a community, having my voice listened to and making a difference.”

“ Volunteering has built my confidence and my anxiety has improved.”

“Being able to help people and connect with others.”

“Volunteering gets me out and about.”

“It’s good to feel we may have helped some customers to understand how Coastline works, and offer insights from our experience.”

“It’s made a huge difference to my life. I’ve made some very good friends, enhanced my social life and I feel that I’m doing something worthwhile.”

“The satisfaction of being able to make a positive difference.”



“ I used to feel embarrassed to go out with my stick, but Coastline made me feel so included and welcome I feel confident walking around the office.”

“To help me enjoy life more instead of sitting at home on my own, since my husband went into a care home.”

Customer Quotes

“ Brings communities together. ”

“Helps communities to feel heard, uncovers opportunities and brings people together.”

“ Enhances Coastline’s communication with their tenants.” ”



“I only have experience of the impact they have with the homeless community, this I feel is immense and invaluable.”



“Working with staff to improve and continue to carry out activities and prevent/ reduce the possibility of loneliness or poor mental health is a good way to raise awareness of any possible issues.”

“ The befriending service is something I didn’t know about and I’d say it would go a long way to helping residents that may be lonely, struggling with day-to-day activities. ”

“ Helps people to gain knowledge and skills.”

“ A lot of impact to improving communities and helping families in need.”

“Helps include customers in the day to day running of the business, offers great support, and helps improve things.”

“ Effective and quicker solutions to local problems and establishing team spirit.” ”



“ Helps communities to feel heard, uncovers opportunities and brings people together. ”

“Volunteers are always positive, they get a better understanding of what’s important to Coastline and spread the word, everyone always needs help and it’s good communication.”

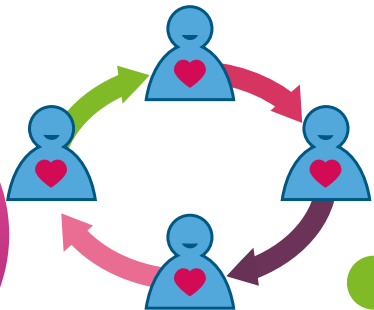
“Improves people’s wellbeing.”

Colleague Quotes

“Volunteers are a vital part of the service helping clients with daily aspects of living i.e. cooking and gardening. Some have become volunteers themselves.”

“Work experience for them, a diverse workforce for us, help for people who need it”

“Volunteers become part of the teams they are with and I know how much value it brings them as well as the teams.”



“I work very closely with volunteers in the day centre they are amazing and I feel super lucky to have them as part of our team.”

“They bring valuable experience and skills, if they are young volunteers that have never worked it's a great stepping stone for going into employment.”

“They may also notice things from an outside perspective, and are able to offer suggestions for improvements or gaps that need addressing.”

“Having a different perspective on things.”

“Developing individual skills; additional support for colleagues and teams and companionship for our customers.”

“Helps bring us closer to the community.”

“Volunteers connect with customers in different ways to colleagues, enabling them to build different working relationships and peer support.”



Volunteer Stories

Lynne

Lynne retired in 2020 after working for 15 years in the catering department at Treliske Hospital. Over the next 18 months, Lynne noticed that she had started to become more reclusive, not venturing far from her home or socialising with others, and as a result had become quite low in mood. After a discussion with a Coastline colleague at a customer coffee morning, Lynne learnt about our volunteering opportunities at Miners Court and felt this could be a great way to get back out into the community and give something back.

Lynne was successful in obtaining a volunteer role in the Miners Court Day Centre in the summer of 2022, and has been an amazing asset to the Day Centre team. Lynne plays a pivotal role in the organisation and running of activities for customers two to three days per week. In particular, she takes a lead in the planning and delivery of the Thursday morning cooking sessions, utilising and sharing her knowledge from her time catering professionally. These sessions would not be the same without Lynne.

"Lynne is an amazing volunteer who gives her time, energy and skills to make a positive difference to the Day Centre and its customers. She is always willing to go above and beyond in the delivery of activities, ensuring these remain accessible to all customers attending. She is a very kind and caring individual who has inspired others to volunteer, taking new volunteers under her supportive wing."

Tamsyn Pegler - Volunteer Manager

Alongside her volunteering at Miners Court, Lynne has also played an important role in launching a weekly coffee afternoon at one of our Housing for Older People venues. This enables a place for residents to come and socialise, which breaks down social barriers and promotes inclusion. The overall impact Lynne has had as a volunteer was recently recognised at the Customer At The Heart (CATH) awards, where she very deservedly won Volunteer of the Year.

"I feel like volunteering at Miners Court has completely changed my life. Before I started I was feeling down and depressed, but now I can't wait to come in to volunteer. I love chatting with customers and I really enjoy running the weekly cooking sessions."

Lynne - Day Centre Volunteer



Volunteer Stories

Gareth

Gareth moved into Coastline's crisis accommodation in December 2021. Initially Gareth lacked the confidence to get to know other people, mainly keeping himself to himself and found it hard to keep busy. Over time the Activities and Inclusion (A&I) team began to encourage Gareth along to activities that they felt would be beneficial in building his confidence, such as one-to-one sessions with Coastline's Wellbeing Volunteer. From this Gareth soon started to engage in other activities including regular fishing trips, games and social events, weekly exploring Cornwall walks, and gardening sessions. With the encouragement of the Wellbeing Volunteer, Gareth also began a short volunteering stint at the British Heart Foundation charity shop in Camborne.

Gareth's dedication in particular to attending the gardening sessions led to the A&I team approaching Gareth about becoming a Partner Programme Garden Projects volunteer. Gareth snapped up this opportunity, and significantly contributed to the development of the Camborne Garden project, as well as the Homeless Service's allotments in Illogan. The Camborne project had become neglected over time, and Gareth has worked hard to weed and rotate the raised beds, and clear through some of the pathways in between to enable residents to access the space. At the allotments, Gareth has also been instrumental in helping to build the fire pit, as well as tending to the beds there and helping to organise a celebration BBQ.

Gareth explains that he started volunteering 'to give something back' and that it 'gives me a reason to get out of bed'. Gareth would recommend to others to 'get your hands dirty at the allotments or poly tunnel and go and enjoy yourself'.

As part of his volunteer role, Gareth has also undertaken accredited training courses that have been available to him, including First Aid at Work, CSCS, Health & Safety at Work and GDPR: Data Protection training. In recognition of his dedication to his volunteering, Gareth was nominated for the Green Champion of the Year award at the recent Customer at The Heart (CATH) awards, for his efforts in the garden projects.

"Gareth has proved to be a consistent and hardworking volunteer that takes his role very seriously. He has made a significant contribution to our garden projects and it has been a pleasure to have Gareth as a member of the Partner Programme volunteer scheme."

Samantha Wortley - Volunteer and Partner Worker

Gareth has recently been successful in acquiring a two-year tenancy with Coastline's Move On accommodation, and remains dedicated to continuing his Partner Volunteer role.



Volunteer Stories

Haydn

In recent years, Coastline's Volunteer Scheme has expanded its offer by enabling young people between the ages of 14 – 18 to join the volunteer team, allowing them an opportunity to regularly donate their time in Coastline communities. Haydn was the first young person (aged 15) to express an interest in volunteering at Coastline, having just finished year 10 in July 2023. Haydn's goal was to fill his time productively during the school holidays, prior to starting his final GCSE year in September. Haydn's plan is to eventually study Psychology at college and therefore he felt volunteering would help to build his confidence, social skills and provide him with an important experience of working with a range of people.

Following his induction, Haydn started volunteering one day per week at Miners Court Extra Care scheme. Here he assisted colleagues in making refreshments for customers as well as helping to deliver activities and chatting with customers in the Day Centre. As well as volunteering his time at Miners Court, Haydn was also keen to join the Community Investment Team on days out in the community. During these days, Haydn helped the team to engage members of the local community, and hand out information and activities' packs to customers, as well as assisting in keeping our communities clean through litter picking.

"Haydn was attentive and quick to get involved at the community events and litter picks. It was great to have a young person involved, and we were really pleased with how he interacted with customers from day one, making sure to put the customer first which is a brilliant demonstration of Coastline's values."

Laura Benbow - Community Navigator

Haydn's keen commitment to volunteering across Coastline teams was recognised at the Customer At The Heart (CATH) awards, where he was nominated as Young Hero of the Year and came runner up, receiving a certificate and gift in recognition of the impact his volunteering has had. Haydn has enjoyed his time so much as a volunteer, that he has offered to help the Community Investment Team during future school holidays. We look forward to working alongside Haydn in 2024, and wish him good luck in with his GCSEs.

"I've found my time volunteering for Coastline to be incredible. Not only has it taught me many valuable things for my future but it's also been an amazing working environment. I've been overjoyed to help out the community and I look forward to volunteering with them again soon."

Haydn



Volunteer Stories

Patricia

I first started my journey as a Coastline customer in 2017, when I moved into my property in Falmouth. However, it wasn't until early 2021, once I had retired, that I decided to get involved as a Coastline volunteer. I've always liked to fill my time and keep busy, having previously helped at Link into Learning, Victim Support, and spent time as a School Governor. Therefore, when I saw an advert for the Customer Voice group it interested me in particular, as I like to know how things work. If something isn't working well or I feel there is an injustice, I like to speak up and champion the voice of those that might not find it easy to be heard. I'm forever an optimist, a glass half full type person, and feel that a solution to a situation can always be found.

In 2021, I applied and was successful in becoming a Customer Voice member. What I've really enjoyed about being a part of the group is the friendships I have made with other members, as well as having the opportunity to meet a wide range of customers from different backgrounds and circumstances through the various tasks I have undertaken as a Customer Voice Member. These have included: Mystery Shops around Coastline's Complaints and Gesture of Goodwill process, attending properties as a Customer Voids Inspector, supporting customers through the complaint process as a Complaints Mentor, and undertaking Scrutiny Reviews.

Being involved in the Damp and Mould scrutiny last year was one of my highlights as I feel it led to important changes, and the videos we created helped to share important information with other customers. Being a part of the group, I really feel I am making a difference as a customer and feel it is a safe place where we as customers are allowed to have a different opinion to someone else without fear of feeling ostracised; our voices are still heard.

I'm looking forward to getting involved in more scrutiny reviews and consultations in 2024, and ask that younger customers get involved in Customer Voice. I feel it is a great opportunity for young people to learn and gain new skills, setting young people up for their future education and employment, especially with all the development opportunities that Coastline has to offer.

"Patricia's involvement in Customer Voice has been invaluable. She brings such energy and passion to the projects she gets involved with, and is always keen to ensure that recommendations for improvements are made with our most vulnerable customers in mind. Her knowledge, pragmatism, kindness and good humour mean that she has established herself as a highly thought of and well-respected member of the group, by customers and colleagues alike. And her acting skills for the Damp and Mould information videos were Oscar-worthy! Her call for younger members is seconded by colleagues, and I hope her story inspires others to get involved."

Bee Rowley - Community Investment Manager



12 Months of Success

Celebrating 10 Years

Volunteers, customers and colleagues came together during Volunteers Week 2023 (1st – 7th June) to celebrate the **10 year anniversary** of Coastline's Volunteer Scheme. The scheme was first launched in May 2013 within Coastline's Homeless Service, and has since grown and been embedded right across the Coastline Group. Over the past 10 years 434 volunteers have donated their time, with over **39,887** hours given. During this time we have supported all volunteers to access a wide range of training and development opportunities. **49** volunteers have been successful in obtaining employment, and of these, **21** have gained employment within Coastline. This highlights the significant role volunteering can play in helping people into employment.



The overall social value of Coastline's Volunteer Scheme currently stands at **£1,621,658** (and that's only from when we started recorded social value in 2019, so the total overall figure is a lot higher). As you can see, the impact of the volunteer scheme on local communities has been substantial, and we look forward to seeing what the scheme will achieve over the next 10 years.

Specsavers Local Hero Awards recognises Coastline Volunteers

In April 2023, the Specsavers Local Hero Awards took place at Penventon Hotel, to recognise individuals, businesses and projects that make a big difference to the Redruth community.



Coastline Volunteer Jan was nominated for Volunteer of the Year, for the positive impact she has had in her role as a Befriending Volunteer at Miners Court and we are very happy to announce that Jan was a winner on the night!



"Jan is one of our unsung heroes. She comes in every Monday and gives each customer the time and space to talk about their past, what's going on in their lives currently, and any worries or concerns they may have. Jan goes about her volunteering quietly but her impact on customers has been enormous. We are very lucky to have her as part of the Miners Court team."

Tamsyn Pegler - Volunteer Manager.

Investing in Volunteer (IiV) Re-accreditation

We are extremely proud to have renewed our Investing in Volunteers accreditation for a third time! It demonstrates our continued commitment to the involvement of volunteers within the organisation, and provides standards which we can benchmark ourselves against, ensuring our volunteers are valued and supported. This has been essential as the volunteer scheme has grown over the past 10 years, guaranteeing best practice is maintained and the volunteer experience a positive one. The impact of our IiV status and volunteer scheme ethos is that we have a **50** strong volunteer team, who in a recent survey (Sept 2023) highlighted a **100% satisfaction rate** and who are dedicated to helping meet the changing needs of Coastline customers.

More information regarding the IiV standards can be found on pages 17.



12 Months of Success

Coastline's Customer at the Heart (CATH) Awards recognises Volunteers

In October 2023, Coastline also held the annual Customer at the Heart awards which celebrates the achievements and kindness of customers, volunteers, communities and partner agencies across Cornwall over the past year. The ceremony is a chance to acknowledge the added value that customers and partners provide for Coastline customers and communities.

The event took place at Heartlands in Redruth, where a number of Coastline volunteers were recognised, including:



Kevin as Partner Programme Volunteer of the Year, for his dedication and efforts in transforming the Coastline Homeless Service allotments. This has provided a peaceful space in nature which residents of the Homeless Service can enjoy. During the transformation, Kevin has supported others who attend the allotments sessions, guiding them through planting and maintaining the space. Not only is this area welcoming and functional, but pretty with willow arches and plenty of recycled pallets which Kevin has decorated. He has also created a seating area from tree stumps, which provides a place for residents to sit and have support sessions if preferred.

Nigel as Miners Minder Volunteer of the Year, for his commitment to improving the customer experience at Miners Court. Initially Nigel became a Miners Minder to help befriend new customers moving into the scheme to help them to settle in. However, over time, Nigel identified that customers wanted more activities in the evenings, and volunteered to take the lead on a weekly games night. As the year progressed, Nigel also got involved in helping with the weekly coffee mornings and various fundraising events. As well as his role as a Miners Minder, Nigel also signed up to Coastline's Customer Voice group, who have a voice in shaping and improving Coastline services. As a resident of Miners Court Nigel is able to represent the voice of customers within Extra Care, and highlight their experiences and priorities.



Lynne as Community Volunteer of the Year, for the positive impact she has had in her role as Day Centre Volunteer. You can read Lynne's full volunteer journey on page 8.



John and Wendy presented with **Long Service Awards**, recognising that they have each committed over 10 years of involvement! They are well respected by customers and colleagues alike, and their skills and experience in scrutiny review projects have ensured that newly involved customers are supported and benefit from their mentoring. Both have different lived experiences and points of view, but one thing they have in common is a passion for advocating for all Coastline customers, and ensuring that services are as good as they can possibly be.



Each year, the CATH Awards brings together customers who may not have been involved before, who attend due to their nomination for categories such as Good Neighbour, or Young Hero. The event is impactful as it enables connections to grow between customers across diverse communities and locations, and harbours a sense of belonging and promotes the power of volunteering, alongside celebrating achievements.



12 Months of Success

Quarterly Volunteer Prize Draw

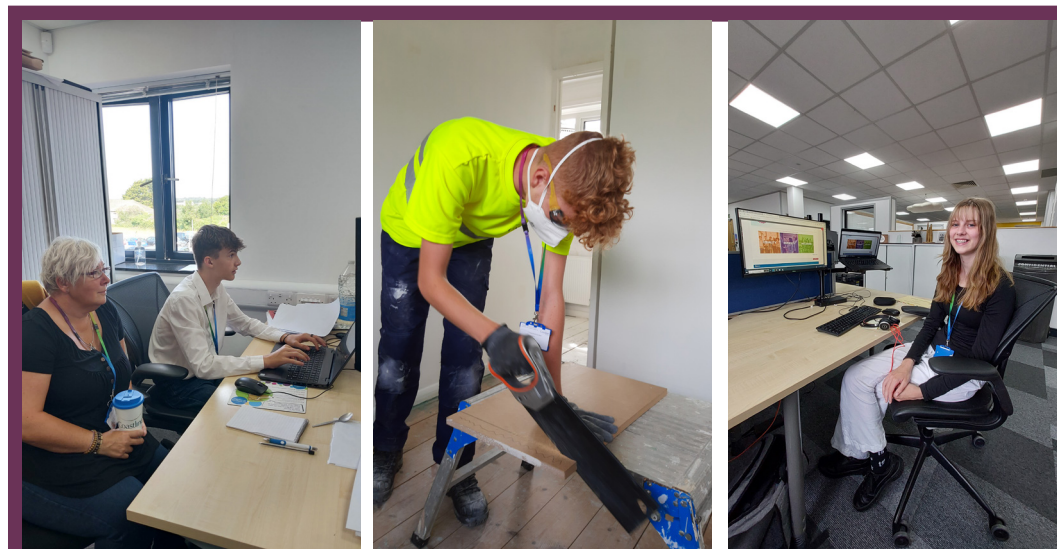
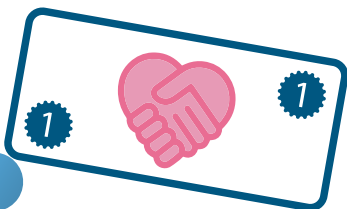
The quarterly prize draw takes place throughout the year, as an additional opportunity for Coastline to say thank you to volunteers, following feedback that a proportion of volunteers found that the Tempo Time Credits reward scheme's spend opportunities were either not of interest to them or were not accessible due to location. The prize draw provides the opportunity for volunteers to win a **£50 shopping voucher** every three months. The lucky winners for this year include:

- Jan, Miners Court Befriending Volunteer
- Claire, Community Investment Volunteer
- Lynne, Miners Court Day Centre Volunteer
- Linda, Miners Court Day Centre Volunteer



“ I was shocked to win the prize draw, and then a month later Volunteer of the Year! It was lovely to be recognised, I've treated myself to a new coat with the voucher. ”

Lynne



Young Volunteers & Work Experience

In July, Coastline had the pleasure of hosting nine year 10 students from Redruth, Pool and Helston secondary schools as well as a student from a secondary school in Lincolnshire, who was on holiday locally at the time. The students had opportunities to learn from and shadow teams across the Coastline Group, and fed back that it was a really positive experience, with one student now considering an apprenticeship with Coastline when they leave school. We also welcomed our first Young Volunteer, Hayden (see his full story on page 10, who regularly donated his time throughout the school holidays within the Miners Court and Community Investment teams.



Providing work experience placements is important as it helps students develop essential skills and apply their academic knowledge in practical ways. It also provides young people with a greater understanding of what it's like to work for Coastline, which we hope will lead to young people thinking of Coastline when they are making decisions regarding future employment. The new work experience offer has proved popular amongst students as we have already started to receive requests for work experience placements for next year!

12 Months of Success

Self- Employment Success



In 2019, Claire initially expressed an interest in joining our work placement programme as a step back into work. Claire trained in holistic therapy over 15 years ago, however due to hydrocephalus she lost her sight in 2007 and was unable to pursue her career at that time. Claire was therefore looking to regain her confidence and felt a volunteer role that could be moulded to her skills and abilities would be what she needed.

Due to Claire’s friendly and personable nature a volunteer role was created which would involve Claire supporting our Together for Families (TfF) Workers in facilitating a six week parenting group. Claire acted as a mentor to the parents

that attended, putting them at ease and sharing her own experiences as a mum of two. Claire explained that her involvement as a volunteer and feeling part of the Coastline team really helped to boost her confidence and when our TfF contract came to an end Claire expressed an interest in starting her own holistic therapy business but wanted an opportunity to practice and develop her skills.

“ Volunteering has helped me to build my confidence, helping me to realise and achieve my goal of starting my own business. I really love it at Coastline, one of the great things about volunteering here is you feel part of the team and there is no us and them situation, I plan to continue to donate my time to the coffee mornings as I really enjoy it so much. ”

Claire

As a result Claire’s volunteer role was adapted, and throughout 2023 Claire has been volunteering to deliver free hand massages to customers at coffee mornings in Coastline’s over older person’s housing, with support from the Community Investment Team. This has been met with positive feedback from customers and has been part of a larger piece of work focused on reducing social isolation within these schemes.

With this increased confidence in her skills and support from the European Social Funded Building Futures project, which Coastline delivered in partnership with other agencies, Claire successfully became self-employed in September 2023 and has set up her own business – Blissful Balance Holistic Therapy.

The volunteer scheme is impactful as it enables opportunities for people to gain skills and confidence at their own pace, and use their time volunteering, and their supervision sessions, to explore what they would like to achieve in the future. The flexibility of the scheme allows for success stories such as Claire’s, in which an unexpected outcome, such as self-employment, becomes a reality.



“ I really enjoy seeing Claire every couple of months, it’s always such a relaxing experience and we always have a good laugh. ”

Customer

12 Months of Success

Customer
Voice

Customer Voice Scrutiny

The Customer Voice has continued to review Coastline's performance and conduct scrutiny reviews of various service areas throughout the year, leading to recommendations for improvements being taken forward to the Customer Experience Committee. These scrutiny tasks have included:

- Representativeness & Diversity Scrutiny Review
- Blue Flame Scrutiny Review
- OK Each Day Mystery Shop
- Complaints and Gestures of Good Will Mystery Shop, and
- Website Mystery Shop

In addition to this, Customer Voice members have taken part in consultation on:

- Consumer Standards and Tenant Satisfaction Measures
- Kitchen Procurement
- Carpet Consultation – Over 50s Schemes
- Out of Hours phone system
- Policy reviews and,
- Reviewed feedback from Chi Winder & Miners Court customer meetings.

They have also had involvement in:

- Colleague Interviews
- Re-launching Customer Void Inspectors
- Launching Customer Condensation, Damp & Mould videos, and
- Neighbourhood Action Days.



Customer Voice have a direct impact on customer service experience, by having a central role in making recommendations, and their voluntary involvement in Coastline ensures that the Community Investment Team's vision of 'a clear line of sight between customers, the community, and the Board' is upheld.

You can read the quarterly Customer Voice reports via our website to keep up-to-date with what the group are involved with in the coming year.

If you are interested in becoming a Customer Voice member then please contact the Volunteer Manager on **01209 200200** or email getinvolved@coastlinehousing.co.uk.

Investing in Volunteers (IiV)

Investing in Volunteers (IiV) is the UK quality standard for good practice in volunteer management. It guides us on how to effectively self-assess the quality of our volunteer management and involvement, prove and improve the effectiveness of how we support volunteers, and shows volunteers – and potential volunteers – how much they are valued, giving them confidence in our ability to provide an outstanding volunteer experience. Following self-assessment, the accreditation is awarded only when evidence is provided that set standards have been met. We are proud to have received our third IiV re-accreditation in 2023.

The IiV Standard includes 6 Quality Areas for Investing in Volunteers:

1: Vision for volunteering

Volunteering is embedded within the overall vision, values, culture and aims of the organisation and its impact is recognised and communicated. Organisations understand why they involve volunteers.

2: Planning for volunteers

People, policies and procedures have been put in place to ensure volunteering is well-managed.

3: Volunteer inclusion

There is a positive approach to inclusion, equity and diversity and a proactive approach to making volunteering accessible.

4: Recruiting and welcoming volunteers

It is easy for people to find out about opportunities, explore whether they are right for them, and get involved.

5: Supporting volunteers

Volunteers feel supported at all times, that they are a part of the organisation and that their contribution makes a difference.

6: Valuing and developing volunteers

Volunteers are valued and there are opportunities for volunteers to develop and grow through their experience.



Volunteer Facts and Figures

2022

Total number of volunteers who have donated their time in 2022



Hours donated **3,636**

Social Value of Volunteering

£325,314



7 volunteers progressed into employment with external companies



2 within Coastline, and
5 with external companies

27 of the volunteers accessed training in 2023



A total of **2,702** Time credits earned

2023



Total number of volunteers who have donated their time in 2023



Hours donated **4,064**

Social Value of Volunteering

£291,530



6 volunteers progressed into employment with external companies

30 of the volunteers accessed training in 2023



A total of **2,459** Time credits earned



Although there were slightly fewer people who volunteered during 2023, we have seen an increase in the number of hours donated.



The decrease in Time Credits is due to some volunteers making the decision to opt out of collecting credits, preferring the quarterly volunteer prize draw.

You Told Us, We Listened, *Together We Achieved*

“ Research and scope whether Coastline can introduce Community Volunteers, with a focus on reducing social isolation and increasing community cohesion, whilst ensuring volunteers can be effectively supported in line with IiV standards.”

Following discussions with organisations that manage volunteers that lone work in communities (e.g. Age Concern, Volunteer Cornwall); a trial and review of lone volunteering processes in Coastline’s Homeless and Extra Care schemes; and conversations with our People & Culture Team, we have identified the appropriate procedures, support and equipment that need to be put in place to enable the introduction of Community Volunteers in 2024.

Prior to this introduction, existing Community Investment Volunteers, supported by the Volunteer Manager, have been attending Housing for Older People on a quarterly basis to gain customer feedback on how volunteers could make a difference in the future. These consultations have already identified a need for external volunteers to assist with and deliver activities within these schemes to ensure all customers feel welcome to attend, with the aim of increasing social inclusion. This feedback will inform the creation of the Community Volunteers role profiles and duties in 2024.

“ Promote and deliver Coastline’s Young Volunteer offer ”

Partnerships have been created with local youth groups to increase the promotion of Coastline’s work experience and young volunteer offer, as well as with local secondary schools via the attendance of the Community Investment Team at school career fayres.

A structured programme for year 10 work experience students was launched in 2023, leading to 9 students undertaking placements across teams, including: Grounds Maintenance, Voids, Community Investment, Tenancy Management, Customer Access, People & Culture, Extra Care, Finance, Services and Kitchen & Bathrooms. A central digital location has been created for teams to store work placement information and obtain advice/guidance on support arrangements, ensuring a better overall experience for students.

Summer 2023 also saw the recruitment of our first Young Volunteer, regularly donating their time in the school holidays. You can read more about their volunteer experience on page 10.



You Told Us, We Listened, *Together We Achieved*

“ Continue to adapt and improve methods of communications to ensure effective promotion of the volunteer scheme amongst colleagues, customers, external agencies and other volunteers.”

Coastline’s new website was launched in Spring 2023 and the ‘Volunteering’ section of the website has been updated to ensure there is clear information regarding Coastline’s Volunteer Scheme. The page features a number of up-to-date volunteer stories and videos which highlight the volunteer experience. A video was also created by the Volunteer Manager to promote the benefits of volunteering, the breadth of volunteer roles, and highlight that the scheme is liV accredited. In addition, there have been various social media campaigns throughout the year to highlight the range of volunteer roles available, including a particular focus on young volunteer and work experience opportunities in the approach to school holidays.

In regards to internal promotion, volunteer photo boards have been introduced across Coastline sites to raise the profile of the volunteer scheme amongst all colleagues. The Volunteer Manager has also started attending bi-annual new starter events and corporate inductions so that new colleagues can gain an understanding of the scheme.



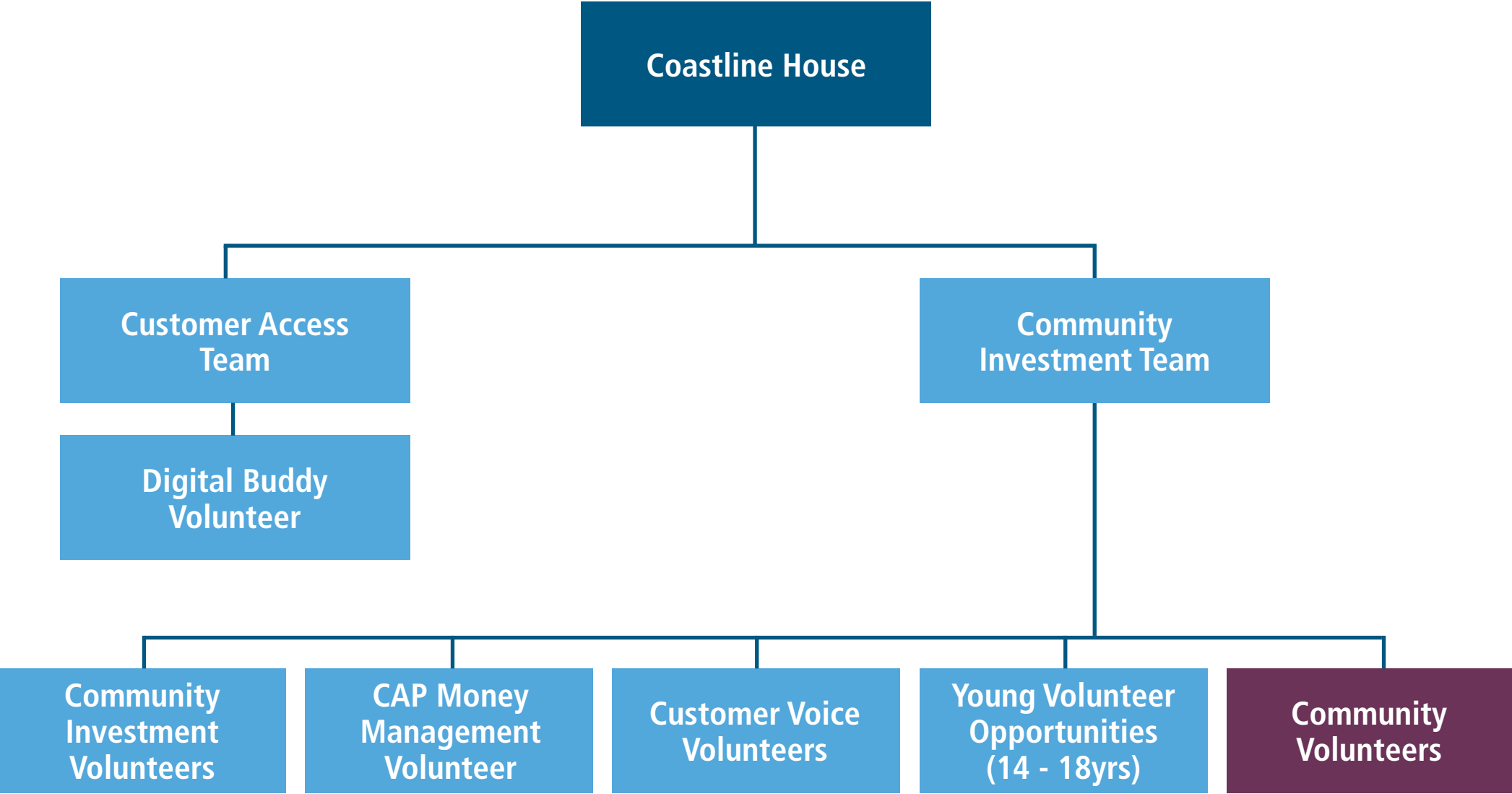
“ Work in partnership with the liV Steering Group to achieve the Investing in Volunteers re-accreditation, due in January 2024.”

The re-accreditation process started in March 2023, and has been overseen by the liV Steering Group, which has volunteer, colleague, and Board membership. A self-assessment against the six new liV quality standards was completed in June 2023, with the assessor highlighting that an improving practice plan was not required. The liV assessor therefore conducted the final assessment in October and confirmed our success in achieving the re-accreditation in November 2023.

As part of the process, the assessor in her final report highlights potential areas to continue to develop between now and the next liV renewal in 3 years’ time. These suggested areas will be incorporated into our development plan for 2024 (see page 23).



Coastline Structure Chart

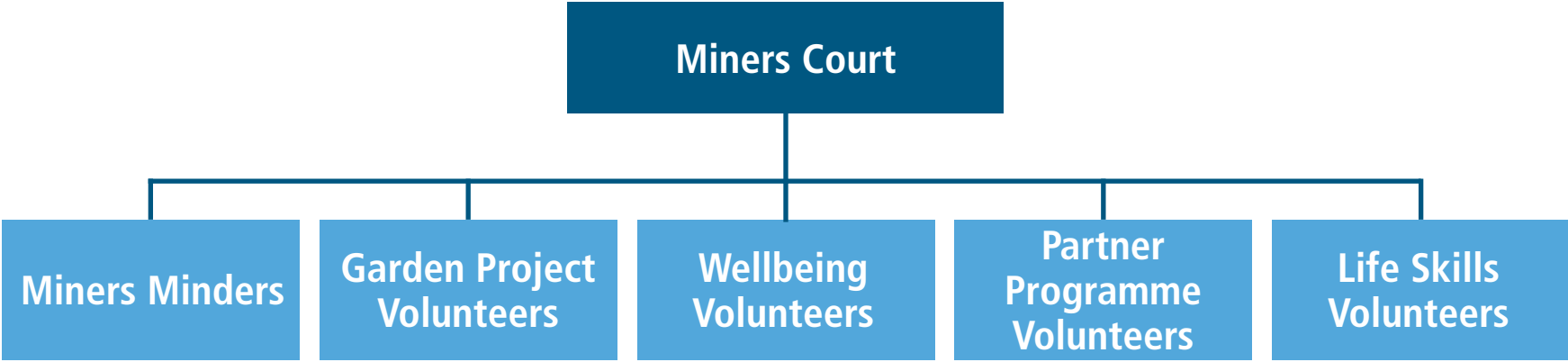
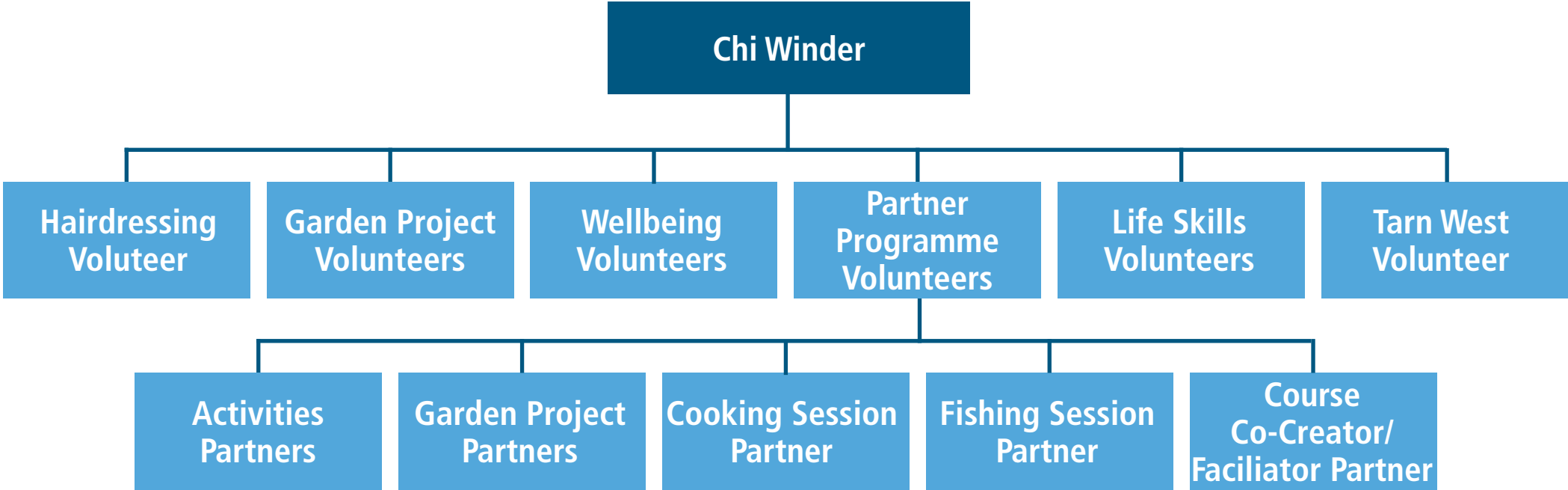


Key:

Blue – Current Volunteer Roles

Purple – Future Volunteer Roles

Coastline Structure Chart



Key:

Blue – Current Volunteer Roles

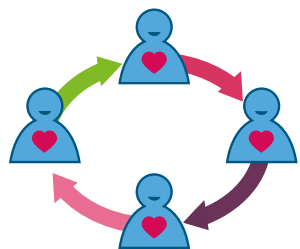
Purple – Future Volunteer Roles

The Next 12 Months

Looking forward to the next 12 months, the following areas have been highlighted for development by the liV Steering Group members. These have been decided by taking into account the feedback gathered throughout the year from volunteers, colleagues and customers, alongside the objectives set out in the Housing, Communities and Customer Experience Strategy 2021 – 2025.



1) Assist in the creation of a Community Investment Framework which will encompass involvement activities that are accessible across demographics, including youth engagement. Ensure that ad hoc & one-off involvement is appropriately supported in-line with liV standards.



2) Create and recruit community volunteer roles which focus on reducing social isolation and increasing community cohesion within our Housing for Older People.



3) Further expand the liV Steering Group's Equality, Diversity, and Inclusion analysis, to explore if there are any communities who might be deterred from applying / engaging. Conduct consultation and co-creation with groups who identify barriers to volunteering to make the scheme more accessible.



4) Review how we communicate with volunteers, colleagues, customers and community members to continue to raise the profile of volunteering and ensure our messaging is effectively conveyed to all.






Coastline

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