

- Bristol, Kirklees, Plymouth, Portsmouth
- Barnsley, Telford and Wrekin, Swindon

- Strong Executive Leadership:



- **Strong Executive Leadership:**



**Volunteer Laura talks to Ambassador, Cllr Jean Calvert and Champion, Chief Executive, Adrian Lythgo**

- Effective Service leader in local government:



Experienced US Chief Service Officers: Marcia Hope-Goodwin, Orlando Cares; Laurel Creech, Impact Nashville; Michael Drake, Love Little Rock; Catey Wolfgang, Serve Philadelphia

- Effective Service leader in local government:



The UK's first 4 Chief Service Officers: Brian Bracher, Plymouth Together; Rachael Loftus, I'm In – Kirklees; Dominic Murphy, Team Bristol; Darin Halifax, Our Plymouth

- Strong partnerships:



Corporate volunteers from Cummins Turbochargers,  
Nashville planting rain gardens with school volunteers

- Strong partnerships:



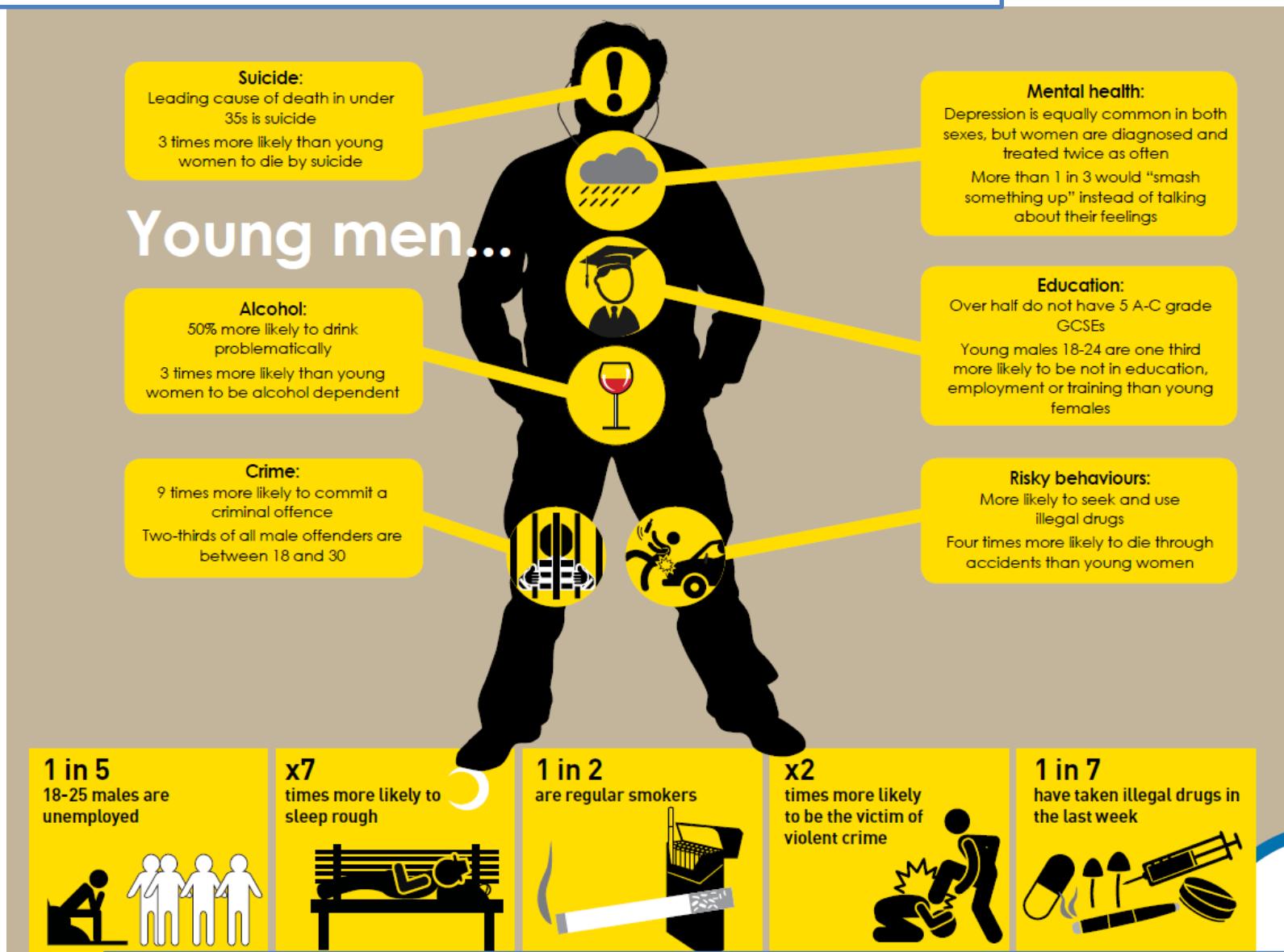
**Pete Spark, Cummins Turbochargers (Huddersfield); Craig Turner (First Bus) and Hilary Thompson (Age UK) interviewing older people about their transport challenges to feed a corporate Six Sigma logistic challenge**

- **City Challenges: clear evidence and data:**



**Nashville – immediate flood response, 10 000 volunteers in 10 days; flood alleviation projects, 10 000 in 4 years planting rain gardens**

## ▪ City Challenges: clear evidence and data:



**Kirklees MENTors: Know what impact you are intending, the scale of your ambition. Make it clear to all talking part.**

- Ability to document and measure outcomes:



**240** INCREASED muscle mass  
**120** DECREASED body fat

Little Rock Serves: Love Your School

- Ability to document and measure outcomes:



Older participants are getting out and about more, feeling less lonely, more connected and overall happier.



Kirklees Out and About: reduced loneliness in all participants

# So... what are we learning?



# Common

British  
English

*And*

American  
English

Vocabulary

Meanings



# Culture of Service:

- We consistently get the basics right
  - BEFORE we start to work with volunteers, we have clear arrangements for:

## Quality Volunteer Management

All volunteers working with Council services and projects should have clarity on policies and procedures for:

Insurance

Health  
and  
Safety

Induction  
Support  
and  
Supervisi  
on

Equalities

Confidenti  
ality  
including  
Media/Soc  
ial Media  
and ICT

Safeguardi  
ng

Expenses

# Impact Volunteering:

## Identification of Our Most Pressing Challenges

- Identifying and quantifying the exact challenge we want to address – through working with volunteers
- Clearly articulating the need to act and the difference that can be made



# Loneliness...



## Dementia:

Greater risk of all forms of dementia  
64% greater chance of developing clinical dementia in over 70s

## Depression:

Loneliness causes depression and depression causes loneliness

An estimated 15% of adults over 60 have symptoms of depression. 5 out of 6 say they are unlikely to talk to anyone about this

## Alcohol abuse:

In England in the past 5 years there has been a 62% increase in alcohol-related admissions for the over-65s  
A key reason given was loneliness

## Health:

Significant risk of early death, more visits to GPs, increased use of medication

The negative impact of loneliness on health compares to smoking 15 cigarettes a day

## Physical mobility:

Higher incidence of falls  
43% in those saying they are lonely compared to 26% of all over 65s

## Maintaining independence:

Increased risk of needing long term residential care

Loneliness increases the risk of early admission to residential or nursing care by up to 33%

# In Kirklees...

**1 in 2**

people aged 75+ lives alone



**1 in 5**

aged 65+ said they feel lonely *"always or most of the time"*



**1 in 3**

say a visit to the shops is their main source of social interaction



**1 in 4**

aged 65+ say they no longer have a best friend



**2 in 5**

say the TV or radio is their main source of company



# IMPACT

## NASHVILLE

DAVIDSON COUNTY'S  
CITIES OF SERVICE PLAN  
MAYOR KARL F. DEAN

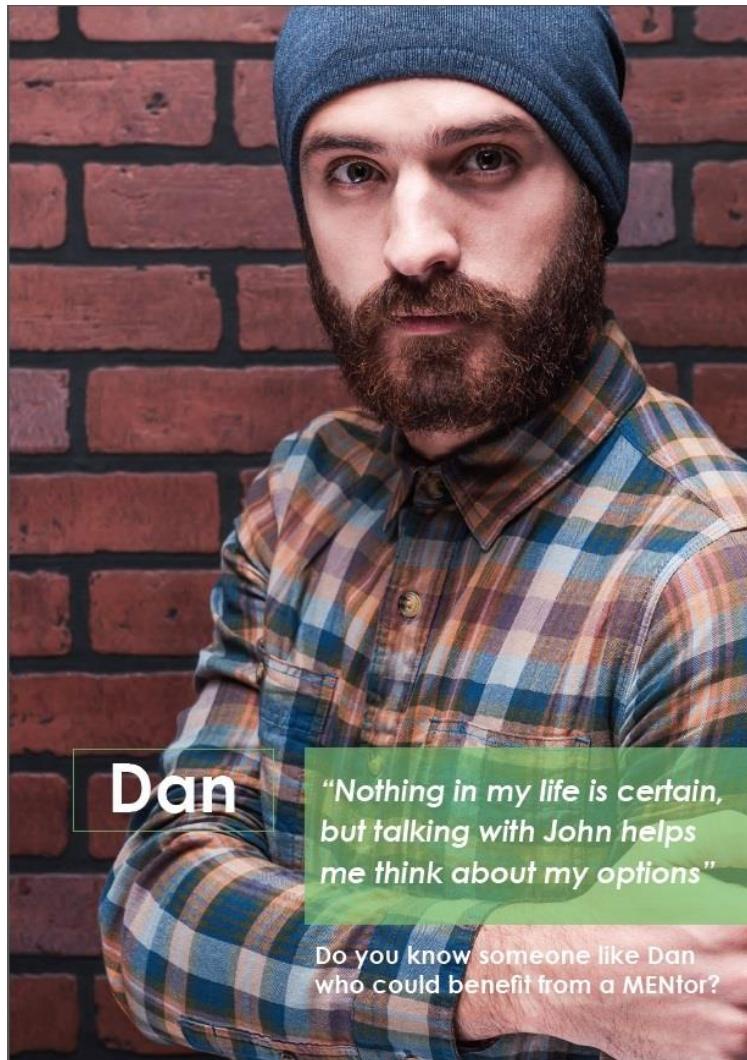


# Impact Volunteering:

## Targeted Volunteer Recruitment

- The “right” volunteers are matched by:
  - THEIR availability
  - THEIR skills
  - THEIR passions; and
- OUR ability to find them and tell them why they’re needed







# Impact Volunteering:

## Impact Measurement

- The ability to document and measure outcomes
- Use the right metric
- Tell the real story
- Learn how to 'narrate' from collective stories





**-720 tons**  
REDUCTION in carbon  
annually in New York City



# Culture of Service:

- Making easier for people take part in their own way, that unlocks their time and skills
- Makes it clear that they *are* needed to contribute
- Makes the benefits of taking part clear, but doesn't oversell



## Social and Media campaign: “everyone has something they can do”

Home About us Get involved Out and About MENTors Volunteer stories Blog Photos Contact us

Get involved

There are thousands of opportunities across Kirklees for people to take part, volunteer or get involved in community projects and activities.

What is "Tim in Kirklees"?

Out and About

MENTors

Get involved

# The Good Year multiplier

If everyone in Kirklees, aged 16 and over gave 1 hour ...	Extra days for every day of the year	Extra hours for every day of the year
 a year	124	932
 a month	1,491	11,188
 a week	6,464	17,695,600
If only 1 in 5 of us gave 1 hour...	Extra days for every day of the year	Extra hours for every day of the year
 a month	2015	816,720

# MicroVolunteering / Speed Volunteering: “a little time to do a lot of good”

