



- 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:**

A high-angle, black and white photograph showing a massive crowd of people, mostly young adults, gathered on a grassy field. They are arranged in loose, winding lines, suggesting a large-scale community activity or event. The people are dressed in casual summer attire like t-shirts and shorts. The sheer number of individuals fills the entire frame, emphasizing the scale of the event.

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:

Young men...

Suicide:

Leading cause of death in under 35s is suicide

3 times more likely than young women to die by suicide

Alcohol:

50% more likely to drink problematically

3 times more likely than young women to be alcohol dependent

Crime:

9 times more likely to commit a criminal offence

Two-thirds of all male offenders are between 18 and 30

Mental health:

Depression is equally common in both sexes, but women are diagnosed and treated twice as often

More than 1 in 3 would "smash something up" instead of talking about their feelings

Education:

Over half do not have 5 A-C grade GCSEs

Young males 18-24 are one third more likely to be not in education, employment or training than young females

Risky behaviours:

More likely to seek and use illegal drugs

Four times more likely to die through accidents than young women

1 in 5

18-25 males are unemployed



x7

times more likely to sleep rough



1 in 2

are regular smokers



x2

times more likely to be the victim of violent crime



1 in 7

have taken illegal drugs in the last week



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

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

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

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

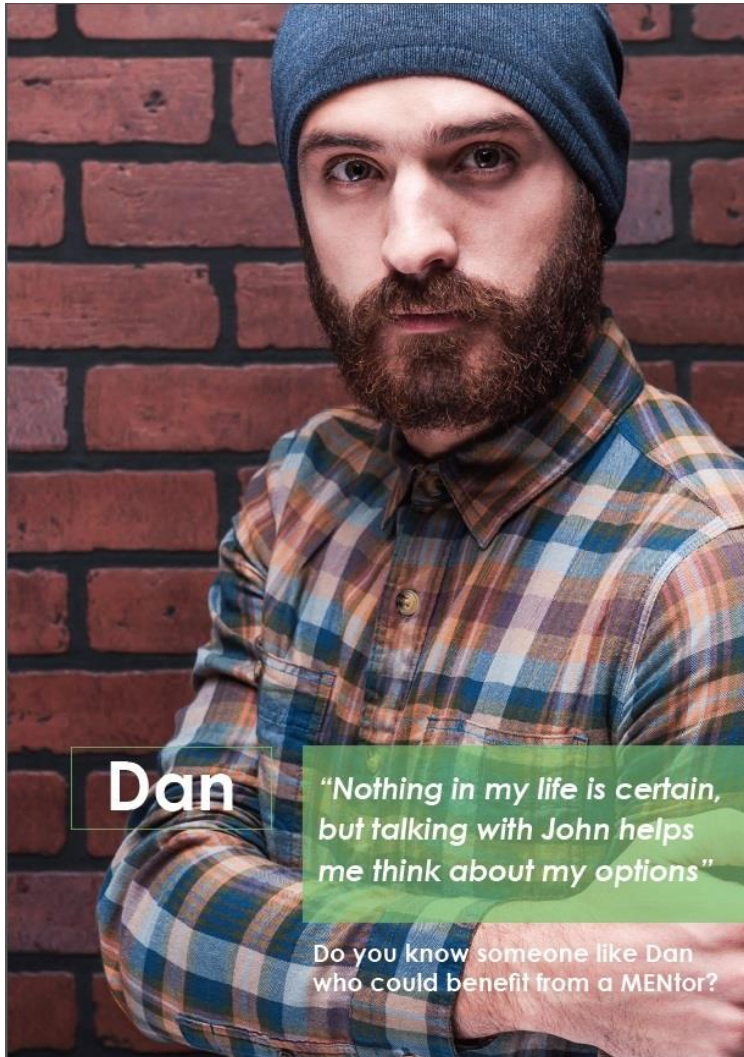


Impact Volunteering:

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





Dan

*"Nothing in my life is certain,
but talking with John helps
me think about my options"*

Do you know someone like Dan
who could benefit from a MENTor?



Lizzie

*"Getting out and about
on Tuesday with Jane is
the highlight of my week."*

Could you give a little time to
help tackle loneliness in Kirklees?





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”

I'm in

Search

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 'I'm 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”

