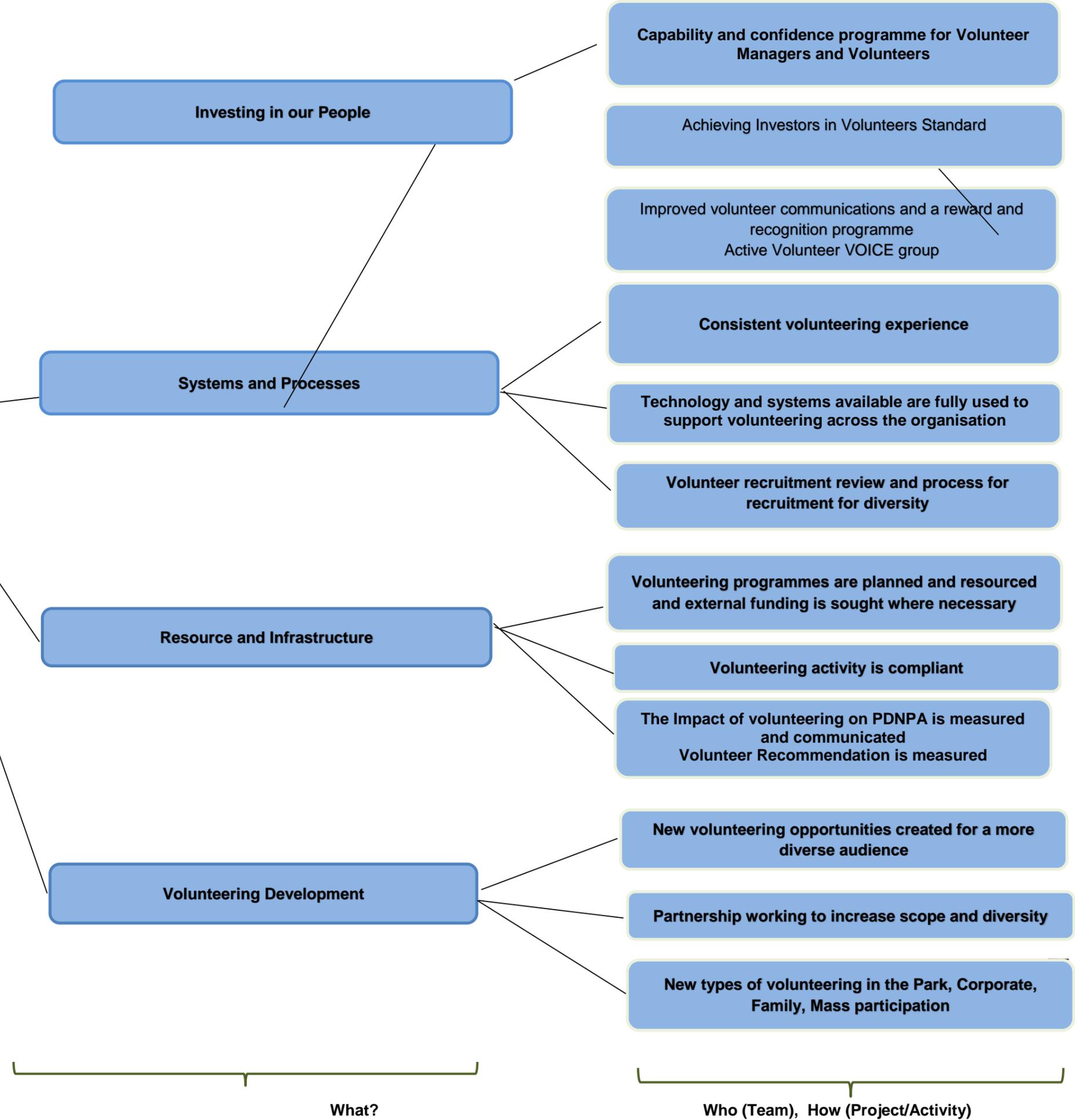


## Volunteering Programme: Our ambition and scope of current activities

**Volunteering Vision:**  
That the PDNPA is recognised for offering a rewarding and enjoyable volunteering experience. Where volunteers are a valued, integral part of a diverse team, whose contribution as ambassadors for the place and to delivering our purposes is recognised, celebrated and rewarded.



Why?

What?

Who (Team), How (Project/Activity)

### Volunteering: Targets and Timescales in Corporate Strategy



<b>CS 2024</b>	<b>KPI 15: An extra £250,000 in volunteer support</b>	<b>KPI 11:</b> PDNP audience reach is 30% closer to demographics of those within an hour's travel	<b>KPI 12:</b> Peak District National Park connection is increased by 20%	<b>KPI 4:</b> Restoration activities on 1,500 hectares of degraded blanket bog
----------------	---	---	---	--



<b>CS 2024</b>	<b>KPI 8:</b> 5% increase in audiences actively engaging with cultural heritage	<b>KPI 6:</b> At least 400 hectares of new native woodland created	<b>KPI 23:</b> Workforce closer to the demographics of those within an hour's travel time of the PDNP	<b>KPI 18:</b> 1,000 PDNPA interventions facilitating community development
----------------	---	--	---	---

### Indicative Timescale For Member Engagement – Shaping<sup>1</sup>, decision making<sup>2</sup> and informing/updating<sup>3</sup>

Committee, Forum or Meeting Dates	Project or Activity
6th December 2019 Programmes and Resources Committee	Volunteering Programme 2019-2024 (2) Introduction to the volunteer action plan 2019-20 (2)
20 <sup>th</sup> March 2020 Programmes and Resources Committee	Volunteer Vision (1) Volunteer Managers Capability and Confidence programme (3) Volunteer Engagement Plan (3)
1 <sup>st</sup> May 2020 Programmes and Resources Committee	Investors in Volunteers accreditation plan (1)

## Volunteering Programme

### Volunteering Vision

Our vision is:

*That the PDNPA is recognised for offering a rewarding and enjoyable volunteering experience. Where volunteers are a valued, integral part of a diverse workforce, whose contribution as ambassadors for the place and to delivering our purposes is recognised, celebrated and rewarded.*

We will do this by:

- Providing training and support for volunteers and volunteer managers.
- Working to overcome barriers to volunteering such as accessibility and transport.
- Providing a range of volunteering opportunities to suit our audiences, and ensuring our volunteers are aware of all opportunities across the PDNPA.
- Involving volunteers in decision making processes that affect their roles.
- Having a clear 'volunteer journey' including recruitment induction and ongoing support.
- Providing good communication (coordinated, consistent, continuous and appropriate)

**By 2024 the volunteering programme will help deliver the corporate strategy in the following ways:**

**KPI 15: An extra £250,000 in volunteer support:** Volunteering will deliver 10,000 volunteering days pa with a value of over £1million.

**KPI 11: PDNP audience reach is 30% closer to demographics of those within an hour's travel:** New and varied volunteering opportunities will be available to attract more diverse volunteers.

**KPI 12: Peak District National Park connection is increased by 20%:** We will recognise and celebrate the enormous value our volunteers bring to the PDNPA and deepen their support as our ambassadors.

**KPI 4: Restoration activities on 1,500 hectares of degraded blanket bog:** Volunteering programmes will be strengthened and developed on a landscape scale working with South West Peak, Moors for the future project and other landowners.

**KPI 8: 5% increase in audiences actively engaging with cultural heritage:** New volunteering roles and projects will be developed to engage individuals and groups in cultural heritage.

**KPI 6: At least 400 hectares of new native woodland created:** Volunteer programmes will be created to support tree planting through regular volunteering, corporate volunteering, and partnerships.

**KPI 23: Workforce closer to the demographics of those within an hour's travel time of the PDNP:** The volunteer profile will clearly reflect the national demographic and be an integral part of our team.

**KPI 18: 1,000 PDNPA interventions facilitating community development:** Volunteering activities will support community aspirations

### Background

The PDNP has a large volunteer force mainly across two directorates. However, there are inconsistencies in how volunteers are managed and in the offer different volunteers receive. There is a great potential to work with volunteers to support the work of the National park and enable us to do far more than we could with just paid staff. Our volunteer offer is currently focused on practical conservation activities, and there is huge scope to widen this offer that will also appeal to a wider volunteer pool. A large proportion of the volunteer body is aged 65 + and there is a need to plan for the future to diversify our people and volunteering offer.

### Programme Proposal

The four main elements of volunteer programme are set out in the diagram above. This illustrates our ambition and scope of activities that are currently assisting in achieving this. The main elements to the programme are divided as:

- Investing in our people- to ensure volunteers and volunteer managers are supported
- Systems and processes- to ensure a consistent experience
- Resource and infrastructure- to ensure that volunteering is planned for
- Volunteering development- to ensure that we diversify our offer and are fit for the future.

This work will be led by the volunteer coordinator supported by the CDO directorate, HR, the volunteer VOICE group and relevant staff. The ambition is that the volunteering programmes will involve all directorates of the PDNPA by 2024.

### Member Engagement

The activities outlined above are all at different stages of development, however, there are opportunities for Members to engage with volunteering development through attending volunteer VOICE meetings, the Ranger Information day in Feb 2020 or conservation volunteering events in 2020 as part of encouraging the wider PDNPA team to get involved.

### Funding

The scope of current activities set out in the diagram above will be delivered by the Volunteer Coordinator working with Heads of service to identify and plan for volunteer programmes in their departments. Current volunteering activity (travel expenses, clothing and training) is funded through individual departmental budgets and this resource will need to be budgeted for annually. A Core PDNPA volunteering budget will need to be established to support training and development, volunteer management systems (Better Impact), improving communication and volunteer engagement (to include reward and recognition). The annual budget to support volunteering activities across the PDNPA (outside day to day operational requirements) would be approximately 15-20k. External funding and partnerships will be actively sought to support further volunteering development and programmes.