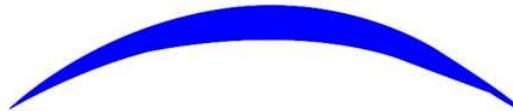




Wokingham Volunteer  
Centre



# **STRATEGIC PLAN**

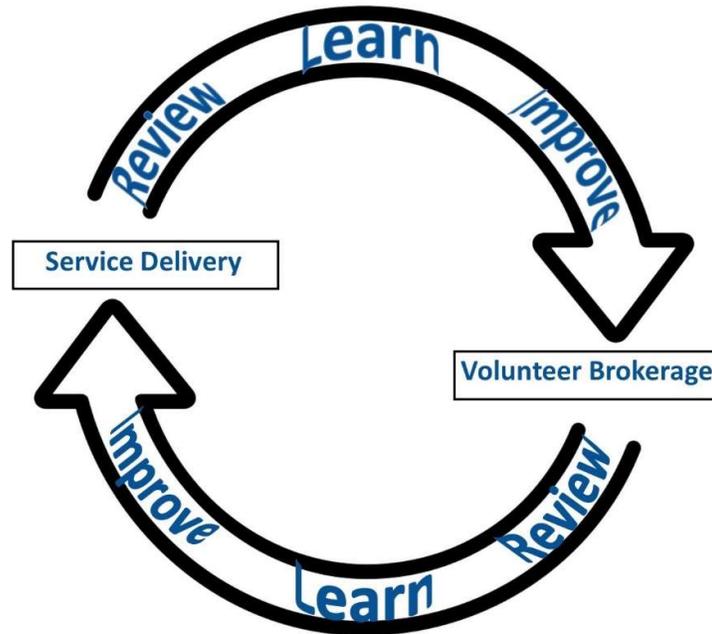
**2020 - 2025**

## **CONTENTS**

- 1. Introduction & context**
- 2. Charitable Objects**
- 3. Strategic priorities**
- 4. Goals**

## 1. INTRODUCTION & CONTEXT

The origin of The Wokingham Volunteer Centre was in 1974 when a small group of volunteers started a scheme to take elderly and disabled residents to medical appointments. Building on the experience and knowledge gained from running a volunteer-led service, volunteer recruitment, support for other organisations and a gardening service was added later. This virtuous circle has been the model for development and expansion ever since: Service Delivery informs Volunteer Brokerage informs Service Delivery.



The Volunteer Centre team has built a strong network of local, regional and national contacts and maintains a strong presence on key local groups. While building on the success of the past, the voluntary sector has to operate within the realities of the current economic and social climate. We go into the future with a strong team and an excellent working relationship, strategically and operationally, with our local statutory bodies as well as the wider voluntary and community sector.

## 2. CHARITABLE OBJECTS

2.1 The Wokingham Volunteer Centre is a Charitable Incorporated Organisation (CIO No. 1161498) whose published Objects are:

- The relief in need of vulnerable elderly and disabled people for the public benefit within, but not exclusively, the Wokingham Borough area in particular by the provision of basic, volunteer-based and subsidised, low cost services and signposting them to additional statutory and volunteer sources of help to enable them to continue living in their own homes and not require moving into care.
- To promote the efficiency and effectiveness in the charitable activities of not-for-profit organisations, voluntary groups and charities working for the benefit of the public in the fields of community health and social care.
- Activities in furtherance of this purpose will include the provision of a volunteer brokerage service to both potential volunteers and charitable/voluntary organisations wishing to recruit volunteer assistance.

- 2.2** To deliver against these Objects the organisation has developed a strategy that plays to its core principles and values as a respected and important member of the VCS in Wokingham Borough and beyond.

#### **VISION**

Our vision is to help make Wokingham Borough a better place to live by improving people's health, well-being and independence. We promise to do this whilst staying true to our values.

#### **MISSION**

Our mission is to provide the best service we can to those who need help and support in Wokingham Borough. We will do this by delivering existing services and looking to enhance and expand our services in line with identified needs and our areas of expertise.

#### **PURPOSE**

Our purpose is to provide support for vulnerable and elderly people within Wokingham Borough through the provision of volunteer led, low cost services to enable them to continue to live in their own homes and to provide volunteer brokerage for residents, voluntary and charitable organisations within the Borough.

#### **VALUES**

- **Empathy**  
We listen to our clients, volunteers and staff and understand how their circumstances, needs and views affect how they feel and we are careful to respond accordingly.
- **Integrity**  
We adopt values and create a culture in which our clients, volunteers, staff and partners can trust and support what we do and what we stand for.
- **Adaptable**  
We pride ourselves on being flexible when needed and responsive to any changes and challenges we may face. We are solution and outcome focussed and will make best use of our resources to meet identified needs.
- **Collaborative**  
We work very closely with our voluntary and statutory sector colleagues to enhance and improve what we do and the service we provide to our clients. We aim not to duplicate services but to work in a complementary way to ensure needs are met.
- **Respectful**  
We respect every individual's dignity and rights to privacy and confidentiality. We conduct ourselves in the way that we would want to be treated ourselves.

### **3. STRATEGIC PRIORITIES**

The Wokingham Volunteer Centre operates through three distinct pillars of service to the community as set out in the overarching Strategy.

#### **3.1 Volunteering**

Under the previous national structure for volunteering, TWVC was quality accredited by Volunteering England and continues to be fully committed to delivering the six core functions set out under that scheme.

### **3.1.1 Brokerage**

- We match both individuals and groups interested in volunteering with appropriate opportunities in the local community.
- We hold and publicise information on a comprehensive range of local, national and international opportunities.
- We offer potential volunteers support and advice matching their motivation to volunteer with appropriate volunteering opportunities.
- We target specific groups that face barriers to volunteering. We work creatively to develop new volunteering opportunities for local people.

### **3.1.2 Advocacy & Promoting volunteering**

- We stimulate and encourage local interest in volunteering and community activity.
- We advocate for, promote the benefits and raise awareness of the value of volunteering through local and regional events and campaigns.

### **3.1.3 Best practice development**

- We promote good practice in working with volunteers to all volunteer involving organisations including volunteer management training and through sector forums.
- We signpost potential and active volunteers, volunteer managers and their organisations to local providers of training and accreditation.
- We provide effective and comprehensive induction and training to our volunteers and to partner organisations where relevant and appropriate.

### **3.1.4 Develop volunteering opportunities**

- We work in close partnership with statutory, voluntary and private sector agencies, as well as community and faith groups, to develop local volunteering opportunities.
- We work closely with the local statutory and voluntary sector to identify opportunities for volunteers to be part of a coordinated solution to local needs.

### **3.1.5 Policy response and campaigning**

- We identify proposals or legislation that may impact on volunteering and respond appropriately using our knowledge base and practical experience.
- We participate in activities and campaigns on issues that affect volunteers and volunteering.

### **3.1.6 Strategic development of volunteering**

- As the local experts on volunteering, we inform strategic thinking and planning at a local, regional and national level.

## **3.2 Community services**

### **3.2.1 Wokingham Community Transport Scheme**

- A low-cost, volunteer-run membership-based service for residents unable to use public transport.
- Trips include hospitals, doctors' or dentists' surgeries, opticians, chiropodists, physiotherapy and assisted shopping.
- An extended service to provide social and shopping trips for scheme members.

### **3.2.2 Green 'n' Tidy Gardening Scheme**

- A subsidised, low-cost basic garden maintenance service aimed at keeping gardens safe and tidy so that residents may stay living in their own home for longer free of worry about keeping their garden under control and continuing to get pleasure from it

- A clearance service to reclaim a garden and bring it to the point that it becomes manageable for the resident, or to enable the regular gardening service to maintain it on their behalf
- Keeping gardens looking neat and tidy to avoid residents falling victim to opportunist 'rogue traders' (or worse) who see the sign of an unkempt garden as an opportunity to approach the resident and offer to do work for them at a high cost, or as an excuse to gain access to the property.

### **3.3 Special projects**

As part of a responsive and adaptable approach to community support and service delivery, TWVC is open-minded and agile enough to respond to or anticipate additional or new needs and is willing to apply its knowledge, experience and resources in appropriate ways to meet these needs, either singly or in collaboration with partner organisations.

Examples of special projects carried out currently or recently include:

- i) **Wokingham Borough Community Response**  
Working in partnership with WBC and the wider VCS in the Borough as an active member of the Voluntary Sector Action Group, working to maximise support in the face of the Coronavirus pandemic. This included establishing and running a prescription collection and delivery service across the Borough.
- ii) **Supported Volunteering project**  
Local people with any support needs, including mental health problems, learning or physical disabilities, are helped to find meaningful volunteering placements.
- iii) **Employer supported volunteering**  
Groups of employees take time out of work to help local charity or community groups (covered as part of Volunteer Services Manager's role).

## **4. GOALS**

The Strategic Plan guides the more detailed operational planning and goal-setting. Goals include:

- **Build Capacity**
- **Grow our Influence**
- **Develop our Partnerships and Relationships**
- **Enhance our Communications, Marketing & Promotion**
- **Ensure our financial sustainability through service contracts and fundraising**
- **Ensure our future through Good Governance and effective leadership**