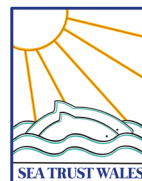
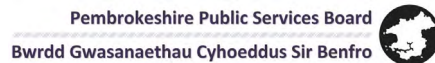




# Supporters



Gwirfoddoli dros  
Sir Benfro  
Volunteering for  
Pembrokeshire

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# Foreword

The Volunteering for Pembrokeshire Strategy has been developed thanks to the many individuals and organisations who have contributed their time and expertise.

Volunteers, voluntary sector organisations, members of Pembrokeshire Volunteer Organisers' Network (PVON), members of town and community councils, local communities, Pembrokeshire County Council and other Public Services Board (PSB) members plus many others have guided the Strategy. Collectively, they contribute to the volunteering ecosystem in Pembrokeshire: each play a distinctive role yet all are inter-related and important to the success of the Strategy. We would like to acknowledge the input from Rob Jackson Consulting Ltd and the members of the PSB Pembrokeshire Strengthening Communities volunteering sub-group, in providing insight and advice.

Everyone who participated shared their time, expertise, and lived experience with passion and enthusiasm. The Strategy is a testament to the power of collaboration towards a common goal and highlights the value that is placed on volunteering within Pembrokeshire.



“Volunteering is the heartbeat of our communities. The Volunteering Strategy for Pembrokeshire is not just a plan, it’s a promise to empower, include, and inspire. Together, we’re building opportunities - for individuals, community groups, voluntary organisations and employers - to do something special. PAVS is delighted to support the Strategy to raise the profile of volunteering and the benefits of getting involved. We look forward to encouraging and enabling people of all ages to be active volunteers in their communities - please join us! ”

Jess Bickerton, Chief Executive Officer PAVS

“Volunteering is an integral part of any healthy community, and we are proud to support this Strategy and the benefit these initiatives provide. We hope to see many more PCC staff and people across the county volunteering in the future for worthy causes around Pembrokeshire. So do something amazing – and volunteer! ”

Cllr Jon Harvey,  
Leader of Pembrokeshire County Council

“Volunteering made me feel a part of something, I felt like I belonged, it helped me to make friends when I moved into a new town. ”

A Pembrokeshire Volunteer



# Executive Summary



If so, this  
Strategy is  
for you.

# Volunteering plays a crucial role in Pembrokeshire, strengthening communities, fostering resilience, and enhancing social well-being.

This Volunteering Strategy (2025-2030) aims to support and inspire individuals, organisations, and businesses to engage in meaningful volunteer activities that benefit volunteers, the volunteering ecosystem and the wider community.

The Strategy envisions a Pembrokeshire where everyone is inspired and supported to volunteer their time and skills.  
To achieve this, there are eight strategic objectives:

1



## Community Spirit

Strengthening local engagement through volunteer-led initiatives.

5



## Spread the Word

Enhancing communication and awareness.

2



## Working Together

Encouraging collaboration across public, private, and voluntary sectors.

6



## Making it Happen

Increasing resources and capacity.

3



## Volunteering for All

Ensuring inclusivity and accessibility.

7



## Doing it Better

Providing continuous training and learning.

4



## Raising the Standard

Improving volunteer management and training.

8



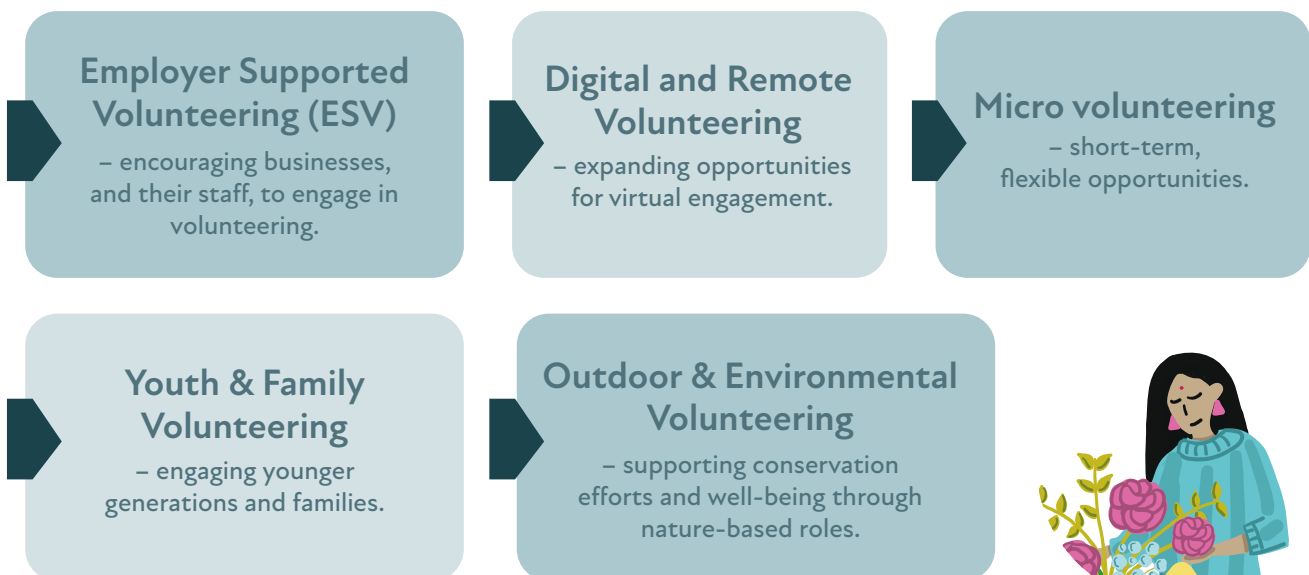
## Knowing You Count

Recognising and celebrating volunteer contributions.

# The volunteering landscape has shifted, and the Strategy acknowledges there is:

- ▶ **A decline in volunteering among older adults** with potential for increased participation among younger people.
- ▶ **A demand for flexible, short-term, and skills-based volunteering.**
- ▶ **A need for organisations to adapt** by offering diverse and inclusive opportunities.

## Accordingly, the Strategy will focus on a number of key areas, including:



The Strategy will be implemented through collaborative partnerships, including voluntary organisations, community groups, Pembrokeshire County Council, Hywel Dda University Health Board, and businesses. Pembrokeshire Association of Voluntary Services (PAVS) will play a key role in coordinating efforts and promoting best practice.

A framework will track progress and promote the impact of volunteering, and learning shared widely. The Strategy will adapt to emerging needs while ensuring volunteering remains a vibrant, accessible, and rewarding experience for all.

**This is a call to action for volunteers, organisations, and businesses to come together, strengthen communities, and create a lasting impact in Pembrokeshire.**

**We hope you will join us!**

# Introduction

The volunteering sector is experiencing significant change, largely driven by Covid and the subsequent cost of living crisis. The Volunteering for Pembrokeshire Strategy seeks to renew and refresh our approach across Pembrokeshire, taking account of the evolving context for volunteering. In developing the Strategy, we engaged with a wide range of individuals and organisations - from occasional neighbourly helpers to those with formal responsibilities as charity trustees. We also held conversations with people involved in digital volunteering, youth volunteering, outdoor volunteering and representative democracy (i.e. town and community councillors) as well as employer-supported volunteering schemes in both the public and private sectors.

Across our diverse county – with rural villages and coastal towns, where agriculture, tourism and the energy sector provide significant employment – individuals and communities face opportunities and challenges. Many of the challenges are shared with the rest of Wales and the United Kingdom: an aging population, areas of deprivation and poverty, a lack of skilled labour and transport. Yet there lie significant opportunities within Pembrokeshire - for example, around emerging industries and the potential for digitally enabled remote working. Underpinning the endeavours to make Pembrokeshire a great place to live and work, is a strong partnership between statutory organisations – themselves significant employers - such as Pembrokeshire County Council and Hywel Dda University Health Board, together with private sector businesses and the wide range of charitable and community organisations.

Indeed, the voluntary and community sector (often referred to as the ‘third’ sector) in Pembrokeshire is vibrant and well-established and has a reputation, particularly borne from the Covid-response, of rising up to meet the needs of the community.

PAVS has led the development of the Volunteering Strategy, with the support of the Public Services Board, to ensure that volunteering activity in Pembrokeshire is supported and guided, by a collaboratively developed, inclusive, multi-agency approach. The work has formed part of the Strengthening Communities Programme and has ensured close links to the Pembrokeshire Wellbeing<sup>1</sup> Plan and Pembrokeshire Poverty<sup>2</sup> Strategies. The PSB, as a key stakeholder, will help to review and monitor the implementation of the Strategy and will endeavour to ensure the Strategy is sufficiently resourced.



This Strategy is for everyone in Pembrokeshire, whether you are a volunteer, a volunteer involving organisation or an employer.

We hope that you will be inspired to be involved, to help out and to make a difference!

## A Young Volunteer in Pembrokeshire

I started volunteering with Paul Sartori in 2010 when I was 14, in their retail store in Narberth. The longer I was with them I gradually took on extra roles such as fundraising, marshalling at events and supporting at events. When I went to university I continued to volunteer during the holidays, helping when/where I was needed.

I live with Hypermobile Ehlers-Danlos Syndrome (EDS) which means I experience a range of symptoms that can impact my mobility and cause pain. This meant I could not undertake some of the more physical tasks associated with my volunteering. However I was able to take on more office-based tasks within Paul Sartori HQ such as admin and answering enquiries.

During the COVID pandemic I became the Chair of the Voting Members group and have been involved in compiling an environmental impact report for the charity.

I started volunteering for the 'community' element of my Duke of Edinburgh Bronze Award, I also went on to complete my Gold Award. In 2021 I won the Pembrokeshire Young Volunteer of the Year Award (Individual aged under 25).

Volunteering has increased my confidence and I have learned so many new things, I have developed my CV and it helped me with my university application. I can use many of the skills I have developed through volunteering in my employment. I like the adaptability and flexibility volunteering gives me to try something different.

It has given me the chance to try new things and push myself in a safe environment. Volunteering distracts me when I am experiencing pain and gives me a feeling that money can't buy – knowing I can give something back and help other people.

I feel part of a team of colleagues as well as part of the wider community, and I have had lots of fun.



# Volunteering ...in Pembrokeshire

There is a long-standing and rich tradition of volunteering and community action in Pembrokeshire. From beach cleans to befriending, charity shops to community gardens, dog walkers to drivers, food banks to fundraisers, safeguarding to suicide support, and telephone helplines to toddler groups, there is a wealth of opportunity for volunteers to commit their time, talents and energy for the benefit of themselves, their local community and wider society.

The voluntary sector in Pembrokeshire comprises a wealth of organisations, ranging in size, geography and across all sectors. Some of these are linked to regional, national or international organisations that provide guidance and support for administration and governance, others are connected to local networks and infrastructure support services, and some more local and informal, and may not be connected at all.

No matter whether they are a sports club or a faith organisation, a community council or disability group, they form an essential part of Pembrokeshire life, enhancing community spirit and social cohesion. Volunteers bring a richness of skills and experience and help organisations to thrive. They play an essential role in enhancing and extending services, filling gaps in need, and bringing a human touch.

For volunteers, who give their time freely, for community or public benefit and receive no remuneration, they develop their skills and pathways to employment, they make friends and have a sense of belonging, as well as improving their health and wellbeing through being active and helping others. People often become involved in these community groups via word of mouth or personal contacts.

For socially responsible employers, improved staff morale and loyalty are key assets when staff are encouraged and supported to volunteer, as well as enhancing social value.

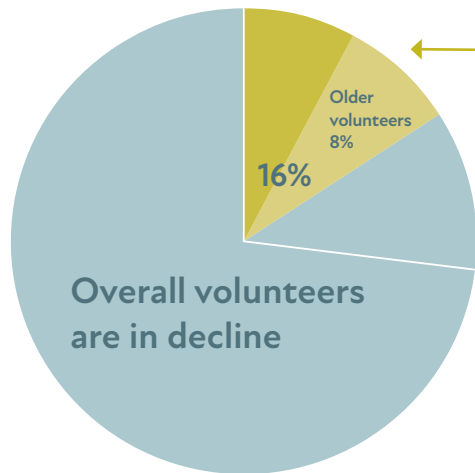


“Volunteering is a ray of light in your life and you feel like you make such a huge difference. Without volunteering, my life would be a lot emptier, quieter, and darker. I really believe that volunteering can give you a sense that you are doing something worthwhile and a real sense of achievement.”

A Pembrokeshire Volunteer



# Volunteering ...is Changing



Official data<sup>3</sup> indicates that around 16% of the population undertakes some form of volunteering – at least once a month, with 8% of the population (traditionally older, retired volunteers) providing half of the volunteer hours<sup>4</sup>.

However there has been a general decline since 2013/14 when around 27% undertook volunteering at least once a month.

## Who volunteers?



## Data from nfp Research

“...it is the under 35s where volunteering is growing, and it is the over 55s where volunteering is on the most decline. In particular, it is the over 65s where volunteering is on the fastest decline...For the over 65s the figures were 28% in 2012 and 17% in 2024.”

## Who are under represented?

Findings from the Volunteering for Pembrokeshire research in 2021 also noted that a number of key groups appeared under-represented in the research on formal volunteering.



**Men** are often involved in running amateur sports clubs, cultural groups and rural or agricultural initiatives, and as volunteer drivers but were less apparent in other volunteering roles.



**Young volunteers** are often engaged in sporting clubs, or membership groups such as Young Farmers Clubs, Scouts and Guides, Aelwyd yr Urdd and Duke of Edinburgh Awards. Some undertake volunteering roles in addition to their member activities.



**People who work** may be involved with opportunities linked to the activities their children engage with (e.g. sports clubs, or uniformed services) but generally find work – and family / care commitments can be a barrier to volunteering.

<sup>3</sup> [www.ncvo.org.uk/news-and-insights/news-index/key-findings-from-time-well-spent-2023](http://www.ncvo.org.uk/news-and-insights/news-index/key-findings-from-time-well-spent-2023) citing Community Life Survey, published by Department for Digital, Culture, Media and Sport (DCMS) 2021-22.

<sup>4</sup> According to both the UK's Charities Aid Foundation and the Third Sector Research Centre, 31% of the UK's adult population provide almost 90% of the volunteer hours given, with 8% providing over half the volunteer hours.



The Covid pandemic initially generated significant growth in informal, spontaneous volunteering. There was, due to lockdown restrictions, a decrease in formal volunteering, and a shift in the way volunteering was undertaken, with many volunteering from home, sometimes digitally. A large number of long-term volunteers stepped down from their volunteering commitments (often for age/ health related reasons), many did not return when it was safe to do so.

This trend is highlighted in official UK data<sup>5</sup> which shows that since **2020 formal volunteering has experienced a steady decline** and that the outpouring of community spirit through informal volunteering during Covid has not been sustained.

### What are the barriers to volunteering?

**Work commitments are, currently, the biggest barrier to volunteering with ‘other things to do in their spare time’ being the second most reported obstacle.**

**There is a gap between what people want from their volunteering and what organisations offer.** People may want short-term, project-based volunteer assignments, rather than long term, open-ended commitments, at least at first.

Retention is increasingly becoming about giving volunteers the flexibility to change roles, or to support the organisation/cause in other ways, or take a break. This requires a significant shift in the way organisations approach volunteering, including recruiting and supporting volunteers and how volunteering within an organisation is resourced.

In Pembrokeshire, the Covid response is frequently cited as a turning point for the voluntary and community sector as people stepped in to support their neighbours and local communities. This response, which catalysed the sector and demonstrated the capacity to deliver support in effective and responsive ways to people in need – in conjunction with a strong partnership with the local authority and health board – is recognised as one of the best efforts in Wales.

Notwithstanding this, the same trends seen within volunteering at a national level, both Covid and the subsequent cost of living crisis, are seen here in Pembrokeshire. **PAVS reports that prospective volunteers have less time to give to their volunteering.** Anecdotal evidence indicates that caring responsibilities, a need to stay in paid work and changing aspirations for how people want to spend their time (particularly retirees) are typically cited. **For young people, social isolation and poor emotional wellbeing can be barriers to volunteering, compounded by a lack of suitable roles and public transport links** (also the cost of transport can be a barrier/ perceived barrier).

The imperative for the Strategy is, therefore, to reflect changes in society and what people want from their volunteering, while also supporting the organisations that rely on volunteers. To learn from the outpouring of community spirit during COVID, to nurture voluntary organisations and support community facilities: investing in approaches that enable new volunteers to come forward.

# Volunteering .....Key Partners

Increasing the number of people volunteering, into quality opportunities, in Wales is seen as key to wellbeing, for individuals, communities, culture, the environment and for the nation<sup>6</sup>.

Third Sector Support Wales (TSSW) – the umbrella network for the voluntary sector in Wales – has volunteering as one of the four key pillars of activity that receives investment from the Welsh Government. TSSW provides a comprehensive range of free learning resources and digital information through the **Knowledge Hub**, as well as hosting the **Volunteering Wales website**.

In Pembrokeshire, voluntary sector organisations can access support and guidance from the county voluntary council **PAVS** which hosts the Volunteer Centre. The Volunteer Centre matches prospective volunteers with volunteer-involving organisations as well as offering organisations training and support. The **Volunteer Centre** can also provide support on good practice in volunteering, including recruitment, support and management of volunteers. It also facilitates **PVON** meetings and events, which provides a platform for Volunteer Managers to share information, network, support each other and hear from guest speakers. Similarly, the **Pembrokeshire Community Hub** and the **Community Connectors** play an essential role in promoting volunteering at community level and encouraging community participation – and are also based in PAVS. We estimate that there are over 700 voluntary sector organisations in Pembrokeshire – all of whom have an important role within the volunteering ecosystem.

At community level, the **10 Town and 67 Community Councils** (T&CCs) play a vital role in encouraging and supporting voluntary activity. As the first tier of government and democracy, T&CCs can be deeply connected and responsive to their communities.



**Community forums and associations**, where they exist, also play a role in bringing their community together for conversations about their future, often in conjunction with T&CCs.

The **public sector** has a key role, as partners in the Strategy but also supporters of community activities (and possibly even as commissioners / funders). Public services and their customers benefit from involving volunteers to enhance provision. Volunteers also benefit as they can access roles which may support them in their future career aspirations. As significant employers there are a number of potential volunteers amongst staff, who can utilise skills for community benefit. Organisations which have an Employer Supported Volunteering policy benefit from improved staff morale and loyalty as well as enhanced public perceptions of them as being socially responsible. Volunteering is also integral to the **Pembrokeshire Wellbeing Plan** and **Healthier Pembrokeshire Initiatives**.



<sup>6</sup> The Wellbeing of the Future Generations Act (2015), Social Services and Wellbeing Act (2014), Welsh Language (Wales) Measure 2011.

## Hywel Dda University Health Board – Volunteer Testimonial

“My time in both in my work placement and Volunteering has... made a positive impact on my own career and life as I have recently been offered a role within the Hywel Dda Health board in my dream role within Mental Health and Psychology and use both my academic knowledge and experience...

Diolch Yn fawr / Thank you...for allowing me to gain so much experience...from this I can give back to the health board and the wider community through my new role.”



Across the **private sector** there are strong supporters of the voluntary and community sector in Pembrokeshire, with many supporting activities through small grants, donations (of cash and items) as well as through Employer Supported Volunteering programmes. ESV programmes can vary, and there is usually something to suit every business model. Ranging from offering staff hours to volunteer in work time, encouraging staff to volunteer in their own time (reward through staff incentives, or donations / match funding to the charity where they volunteer), staff recognition awards, offering team days / team volunteering which benefits the community, offering ‘one-off’ support to organisations on ‘specialist’ topics pro-bono (e.g. writing policies, strategies / planning, employment / HR / Finance etc.) and so on.

“We, at Shalom House, support this Strategy because we feel it will ensure that volunteering is accessible to all; whilst also valuing the vital role volunteers play in our charity. It will encourage companies and charities to recognise, develop and reward their volunteers, no matter the size of the organisation. Together, we can make volunteering inspiring, inclusive, and unforgettable for the amazing people who keep our communities thriving! ”

Sam Wilson-Croft, Business Manager  
Pembrokeshire Hospice at Shalom House

## South Hook LNG

South Hook LNG promotes an active Community Engagement Programme, with the Company's application-based Community Fund having been supported by PAVS since 2014. This is now an established model and has been adopted by other local businesses. In addition to over £500,000 having been injected into the local community, a further £400,000 has been leveraged by community organisations, as a result of the donations made by South Hook. More than 200,000 people across Pembrokeshire have benefited from the funds through a range of initiatives.

As part of South Hook's Community Engagement Programme, staff are actively encouraged to volunteer with community initiatives, clubs and events that hold specific meaning to them – with the organisation then being gifted a financial amount by South Hook, in recognition of the volunteering hours. The Company has also held 'Community Days' which provide staff with an opportunity to experience the invaluable work of the Pembrokeshire voluntary sector. Participation in Community Days has been so inspirational that many staff have continued to volunteer in their own time.

Since 2019 South Hook LNG has supported the Pembrokeshire Volunteering Awards, to recognise and celebrate the impact volunteers make to communities in Pembrokeshire and to themselves. In addition, they have supported the voluntary sector to showcase what it offers, through Volunteering Fairs and the Community Zone at Pembrokeshire County Show.



# Volunteering .....our Vision

Recognising the strong foundation in Pembrokeshire and commitment to good practice in volunteering, we want to achieve growth in the number of volunteers who contribute positively and consistently to developing their communities.

So our vision for volunteering in Pembrokeshire is to bring energy and momentum to ensure:



Everyone in Pembrokeshire is inspired and supported to volunteer their time and skills in their community.

To deliver the vision, we have identified **eight strategic objectives** that will enable us to shift our approach to volunteering.

1



**Community Spirit:** Fostering community spirit and developing resilience. Our communities host village halls and playing fields, clubs, societies and places of worship where volunteer-led and community run initiatives are at the heart of Pembrokeshire life. We need to support existing and new community-led volunteering opportunities, including through the leadership of Town and Community Councils.

2



**Working Together:** Collaboration and partnership working. The Strategy is underpinned by a shared belief that local partnership, with local people and communities, supported by an enabling infrastructure and necessary resources, are the best way to strengthen communities.

3



**Volunteering for All:** Inclusive and accessible volunteering. Volunteering can increase social inclusion and wellbeing, and no one should be deterred from participating. Volunteering increases community cohesion, improves social contact between different groups and helps combat isolation and divisions within communities. We are committed to removing the barriers to volunteering and to treat volunteers as individuals.



4



**Raising the Standard:** Quality opportunities and good volunteer management. Developing new and different volunteering opportunities is essential to attract and retain volunteers. We recognise that support and training is needed for both volunteers and volunteer-involving organisations as they adjust to the evolving context.

5



**Spread the Word:** Communications and marketing. Word of mouth and personal invitation are the most common ways people find out about volunteering. Alongside this, we need to build awareness, improve perceptions of the importance, value and rewards of volunteering for individual and community life.

6



**Making it Happen:** Adding value to capacity and resources. By working together and making best use of resources, we can add value to our volunteering efforts. We want to build on existing networks of volunteers to share ideas, information, learning and tools, and ensure best practice is adopted.

7



**Doing it Better:** Training and learning. Equipping volunteer-involving organisations is central to recruiting, retaining and enhancing the volunteer experience. Volunteering can offer pathways to employment for some individuals, while many volunteers can impart their skills and experience to others. We want to ensure that volunteers are supported through training and development.

8



**Knowing You Count:** Recognition and reward. Motivations for volunteering vary enormously, from helping out or making a difference, to time banking, certificates and awards. Showing appreciation to volunteers means they are more likely to stay in their roles. We will celebrate their contributions and share the impact they make in Pembrokeshire.

“ PACTO wholeheartedly supports the Volunteering for Pembrokeshire Strategy. Volunteers are the life blood for many of our Community Transport Organisations in Pembrokeshire, from Coordinators to Drivers to Travel Buddies to name but a few. We must work together to ensure that community spirit is nurtured, raising standards and making volunteering available for everyone. We can't do it alone anymore. We must celebrate our Community Champions, together raising awareness and communicating their achievements to encourage future involvement. ”



Ady Poole,  
General Manager PACTO

# Volunteering .....our Approach

We recognise that we need a diverse and dynamic range of volunteering opportunities that are both relevant to people's lives, and respond to the level of need across Pembrokeshire. We want to make volunteering available and accessible to all. We have identified certain areas of volunteering activity that merit particular attention as they are both easily adopted and can appeal to new or different volunteers.



**Employer Supported Volunteering** enables businesses and organisations to increase their impact in the community through encouraging their staff to volunteer. The Volunteer Centre can support those setting up an ESV scheme and can also provide a matching service for team volunteering opportunities.



**Digital, virtual or remote volunteering** proved to be a powerful way to reduce social isolation during Covid. These types of opportunities often suit those with reduced mobility, who don't wish to volunteer in a community setting, or seek flexibility to volunteer around other commitments. We need to do more to promote this way of volunteering, for example through our Community Connectors who can support people to get online to volunteer through the tablet loan scheme.



**Micro volunteering** is an agile way for organisations to offer one-off or occasional volunteering opportunities that appeal to people with busy lives. Time poor, skills rich volunteers can become involved quickly, without barriers, on a short term or ad hoc basis.



**Family volunteering** is increasing in popularity, especially during school holidays. The benefits of inter-generational volunteering are huge, yet few organisations offer such opportunities. We will create a family volunteering information sheet to encourage groups and organisations to develop options, and provide information. Family fun days and special events can be a great way to increase engagement.



**Youth volunteering** is vital to the future of volunteering and for personal development. Yet there are considerably fewer opportunities for young people to get involved. We need to work on busting some of the ‘myths’ and misconceptions of why young people cannot be recruited as volunteers, as well as developing key opportunities that help young people develop critical skills, knowledge and personal qualities, and be part of a community.



**Outdoor volunteering** is a Pembrokeshire speciality, with a wide range of opportunities with environmental charities and the Pembrokeshire Coast National Park Authority. Wildlife monitoring, tree planting, conservation activities, beach cleans, citizen science and so on allow volunteers to develop practical skills. This lends itself well to supportive inclusive volunteering as well as potential pathways to employment. Access to green and blue spaces has recognised health and wellbeing benefits, as well as fostering a connection with nature.

## Pembrokeshire Coast National Park Authority

The biggest benefits people say are the combination of being outdoors and with other people and doing physical exercise. It’s not one thing above others, it’s a combination of these three things – that’s the magic ingredient of volunteering.



# Volunteering .....our Principles



All partners commit to:



## Community Spirit

Fostering community spirit  
and developing resilience

1.

**Understand the value of informal and formal volunteering roles** and how they can be used to attract different types of volunteers, increase the diversity of those volunteering and support community activity.

2.

**Implement different kinds of volunteering activity**, events/ one-off, micro volunteering, family volunteering, remote/ online volunteering.



## Working Together

Collaboration and  
partnership working

3.

**Support the Welsh Government's new approach to volunteering** where volunteering becomes an ever stronger part of our identity and culture in Wales.

4.

**Hold strategic discussions about the different ways to support and involve volunteers** that will help with their personal goals – and our collective vision.

5.

**Have a clear understanding of the difference between volunteers and staff\*.**



## Volunteering for All

Inclusive, accessible volunteering  
and addressing barriers

6.

**Support volunteers to access volunteering opportunities** of interest to them in a meaningful and safe way.

7.

**Access training and guidance** from local partners, and experts.

8.

**Adhere to - and promote - good practice in Equality, Equity, Diversity and Inclusion.**



## Raising the Standard

Quality opportunities and  
good volunteer management

9.

**Follow best practice in the recruitment and management of volunteers** including: selection, checking, induction, training, supervision, managing exits, reimbursement of expenses, safeguarding.

10.

**Develop best practice policies and procedures** to ensure volunteers are kept safe and feel supported in their roles.



### Spreading the Word

Communications  
and marketing

11. Proactively promote inclusivity and diversity in volunteering.
12. Provide clarity on the types of volunteering and different roles available.
13. Use existing free tools for promotion such as the <https://volunteering-wales.net> website.



### Making it Happen

Adding value to capacity  
and resources

14. Share current best practice, learning and tools.
15. Access networks and volunteering specialists for information, support and expertise on volunteering.
16. Collaborate on volunteering projects, and seek new resources / opportunities.



### Doing it Better

Training and learning

17. Invest in the management and support of volunteers, ensuring those who directly support volunteers undertake appropriate training and understand good practice.
18. Provide appropriate training to volunteers to support them in their role.
19. Support a shared approach to volunteer training.



### Knowing You Count

Recognition and reward

20. Provide support to volunteers and recognise the valuable contribution volunteers make.
21. Understand the motivations of volunteers and capture the impact of volunteering - collecting quality data about who is volunteering, and the difference volunteering makes to them and service delivery.
22. Actively seek feedback from volunteers, and service users, and respond to the feedback - provide opportunities for volunteer voices to be heard.

\*Additional support and guidance available in the Wales TUC and WCVA Charter for Strengthening Relations Between Paid Staff and Volunteers.

# Volunteering .....what next?

We will develop actions for each of our priority areas, creating an implementation plan, and with the support of partners, we will track and assess progress.

We want to capture the positive impact of volunteering – which is often underestimated or insufficiently valued. Through a combination of monitoring, research and evaluation, we will collect data on the activities of volunteers; the needs of those receiving support and how those needs are being met; and the impact on volunteers and the individuals whom they support. Through our partnerships, we will explore using various tools and techniques to support this (which could include, but is not limited to, WCVA Impact Framework, Social Value, Most Significant Change Technique, Qualitative Impact Assessment Protocol and the Social Return on Investment).





# Volunteering...

- ▶ is giving your time, freely and by choice
- ▶ is of public or community benefit
- ▶ is not undertaken for financial gain

is good for  
your health

makes you  
feel good

connects you to  
your community

can help you  
learn new things

helps the  
environment

makes a  
difference

supports people and  
strengthens communities

gives you  
confidence

makes  
Pembrokeshire a  
better place

helps you  
meet people



# Doing the small things, make a big difference



Graphic Design by lisadevonald.co.uk

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