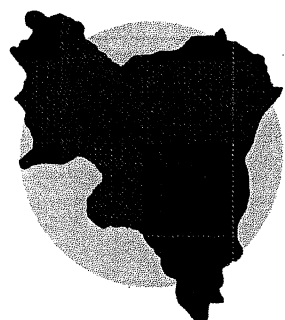


2013-14

Work Plan



Voluntary Action
South Lanarkshire
Putting the Voluntary Sector FIRST

OUTCOME 1A: MORE PEOPLE HAVE INCREASED OPPORTUNITY AND ENTHUSIASM TO VOLUNTEER

Service/Activity	Outcome and Common Service	Performance Indicators	Target/Timescale	6/12 month output
All volunteer opportunities available online to view and apply for on (www.volunteerscotland.org.uk); www.vaslan.org.uk and a selection each week will be promoted in the E-bulletin	1.1, 1.2, 1.4, 1.6	# Opportunities registered (Circa 300 'Active' at present)	10 refreshed opportunities per month	60/120
Incorporation of MILO capabilities to enhance the take up of local positions utilising the VASLan Website	1.1, 1.7, 1.8	Increased success rate of filling local opportunities: Increased operational capacity producing positive feedback.	Local vacancies filled within 6 weeks 80% completion of positive feedback returns	80% 80%
All volunteer opportunities available in paper format in Directories, one for each area (Cambuslang; East Kilbride; Hamilton & Clydesdale)	1.1, 1.2, 1.4, 1.6, 1.7, 1.8	# opportunities registered (Circa 300 'Active' at present)	10 new opportunities per month	60/120
Appointments or Drop In appointments available in all 4 areas (Cambuslang; East Kilbride; Hamilton and Clydesdale) or via telephone	1.1, 1.2, 1.5, 1.7, 1.8	# Appointments made # Drop Ins	20 appointments per week 5 per week Over 48 weeks (appropriate to seasonal variation)	480/960 over 48 wks 120/240 over 48 weeks
Increase number of volunteers registered (either through Website, Appointments or Events)	1.1, 1.2, 1.4, 1.5, 1.7, 1.8	Number of Registration Forms received	Average 60 - 70 new volunteers per month (appropriate to seasonal variation)	390/780

Recruit, train and support volunteer advisors to provide volunteer appointments and promote volunteering.	1.5, 1.6, 1.7, 1.8	8 volunteer advisers trained. Increase in numbers of volunteer appointments	By September 2013 Transfer responsibilities by core staff into volunteers by March 2014	Sept 2013 March 2014
Volunteer surveys to gain feedback on our service and provide help/support where required. Tracking to include use of Survey Monkey, Telephone and Paper based returns.	1.3	Rolling programme of surveys # surveys returned Quarterly analysis of surveys	Introduce rolling programme 150 returned per Quarter- (Once Milo report system is in place) Analytical report of volunteers	April 2013 300/600
Promotion and development of Volunteering towards employment	1.4, 1.7, 1.8	# Events # Registration Forms # Enquiries actions	12 events per year 100 Registrations 150 Enquiries supported	6/12 50/100 75/150
Promotion and development of volunteering towards health organisations/services	1.7, 1.8	# Events	4 per year	2/4
Introduce and update VASLan website and Facebook to provide more up to date information/advice to volunteers	1.1, 1.7, 1.8	# hits on website # 'likes' on Facebook Quarterly analysis report	Social media monitoring Analytical evidence	By April 2013 2/4
Produce updated leaflets and publicity materials for volunteers	1.1, 1.2, 1.7, 1.8	# leaflets and publicity Survey sector on publicity materials	By end May 2013 Analytical evidence of surveys	By end May 2013 1/2
Youth Volunteering – promote volunteering and benefits to personal development.	1.2, 1.5, 1.6, 1.7, 1.8	Targeted events; # young people taking up opportunities;	6 events	3/6

Offer information sessions to potential young volunteers about Saltire awards through schools and local youth service providers	1.2, 1.8,	# of sessions per year # of young people registered for Saltire # High Schools supported # Youth Service providers supported	10% increase on base point at March 2013 Continue to work with 9 High Schools but also target 4 additional High Schools in Hamilton to become involved. Continue to support 35 local youth service providers and target any new providers in South Lanarkshire.	By end March 2014
Continue to grow and develop the Saltire Awards Ceremony to ensure that our young people's achievements are celebrated in the best possible way.	1.2	# Challenge Awards Issued # Approach Awards issued # Ascent Awards issued # Summit Awards issued	Challenge Awards: 30 Approach Awards: 150 Ascent Awards: 300 Summit Awards: 6 (50+% increase in 2013/14)	By end of March 2014

OUTCOME 1B: VOLUNTEER INVOLVING ORGANISATIONS ARE BETTER ABLE TO RECRUIT, MANAGE AND RETAIN VOLUNTEERS

Service/Activity	Outcome and Common Service	Performance Indicators	Target/Timescale	6/12 month output
Volunteer survey to identify opportunity gap across South Lanarkshire. Specific targeting of organisations to secure opportunities which in turn closes the gaps identified.	1.9, 1.10, 1.15	# Quarterly survey # new opportunities	Quarterly survey on volunteering 10 new opportunities per month	Quarterly 60/120
Provide support to organisations to: <ul style="list-style-type: none"> Develop new volunteer opportunities Encourage networking and collaborative working Meet their volunteering needs 	1.9, 1.10, 1.11, 1.15	# New opportunities # Networking events # Organisations supported	20 new opportunities per year 2 networking events per year 15+ organisations supported each month	20 per year 2 per year 90/180
Provide information and guidance on policies, good practice etc., available through website and introduce Health Check System for Volunteering with Organisations	1.9, 1.12	# hits on website # information downloaded # health checks	Analytical evidence from website 5 health checks per month with volunteering organisations	Quarterly 30/60
Target groups to fill volunteer opportunities through publicity & campaigns to encourage volunteering from a wider range of backgrounds and experiences.	1.13, 1.14	# Opportunities filled # Volunteering campaigns	20 new volunteering positions filled each year 2 x volunteering campaign across South Lanarkshire	20 per year 2 per year

Use MILO matching functionality to help identify suitable volunteering opportunities and help organisations find volunteers	1.9, 1.13, 1.15	# Organisations who successfully take on volunteers following match through MILO	10 successful matches/ placements per month	60/120
Update VASLan website and Facebook to provide more up to date information/advice to volunteer organisations	1.9, 1.13	# hits on website # 'likes' on Facebook	Analytical social media report	Quarterly report
Provide customised volunteer training to organisations	1.9, 1.10, 1.11, 1.12	# organisations trained # training courses developed	Using information from health checks & surveys, prepare training depending on organisations requirements	Review on quarterly basis
Develop and introduce 'Volunteer Friendly' awards in South Lanarkshire	1.9, 1.12,	# taking up the process # awarded	Develop and Roll-out programme over the year.	By end March 2014
Volunteering needs analysis form to be developed and included within organisation development plans	1.10	# Volunteering Needs Analysis form	Develop and roll-out to volunteering organisations over the year	By end March 2014
Promote employer supported volunteering	1.15	# Publicity campaigns # Challenges identified and supported	2 x Campaigns promoting employer supported volunteering across South Lanarkshire 4 x Challenges	End March 2014 2/6; 4/12

OUTCOME 2: SOCIAL ENTERPRISE DEVELOPS AND GROWS

Service/Activity	Outcome and Common Service	Performance Indicators	Target/Timescale	6/12 month output
Continue to develop and support social enterprise thematic network to support, inform and develop the needs of its members.	2.1, 2.2, 2.3, 2.7, 2.9	Increase members of network # new enterprises # agencies involved # events # taking part in training events # surveys returned # organisations supported	10% growth in membership 4 SEN meetings per year 4 networking opportunities per year 2 SE market events per year 6 training opportunities per year Quarterly surveys 20% growth in 2013-14	By March 2014 2/4 2/4 1/2 3/6 2/4 By March 2014
Develop social enterprise website to highlight SEs locally and create a platform for inter-trading activity within the voluntary sector.	2.1, 2.5, 2.8, 2.9	# hits to website # inter-trading opportunities	Introduction of website Statistical evidence from website	By end May 2013 Quarterly report
Continue to develop the social enterprise network joint marketing plan, finding additional funding where necessary to fulfil the plan.	2.1, 2.5, 2.8,	% Increased business from baseline survey	Increase in business recorded through surveys on a quarterly basis	Quarterly
Revitalise Social enterprise toolkit and support materials and introduce links to other websites	2.4	# organisations accessing toolkit	Toolkit and materials (training, guidance) available Target 100 hits per month	By June 2013

Social Enterprise market place events developed locally.	2.5	# market place opportunities # organisations taking part # business opportunities generated	2 SE market place events per year 10 organisations per event 4 business opportunities per event	1/2 10/20 4/8
'What is Social Enterprise?' information sessions	2.5	# sessions # participants # follow ups	2 sessions per year With a minimum of 10 participants per session 3 x follow-ups per session	1/2 10/20 3/6
Develop a 'live' database of potential enterprising voluntary organisations, link them to the network and support them to develop enterprising activity.	2.6	Increased growth # new enterprises	20% growth SE in South Lanarkshire 10 new social enterprises per year	5/10
SE training developed in response to the gaps identified by the sector	2.2	# SE training # development events	6 per year 2 per year	3/6 1/2
Ongoing development reviews, options, appraisals/business health checks	2.2; 2.3; 2.4; 2.5; 2.6, 2.7	# organisations identified for future development # business plans prepared	Identify 3 per month and pass to SE Team Complete full business action plan (3 per month)	18/36 18/36
Facilitate dialogue between public partners and third sector organisations on commissioning/ procurement agenda within SE	2.1; 2.8	# increased business activity	1 x Tender per year	1/year

OUTCOME 3: THIRD SECTOR ORGANISATIONS ARE WELL MANAGED AND DELIVER QUALITY SERVICES

Service/Activity	Outcome and Common Service	Performance Indicators	Target/Timescale	6/12 month output
Continue with development plans for new organisations; review/ health checks for existing organisations - with targeted action points and time scales agreed by both parties	3.1, 3.2; 3.3; 3.4, 3.5, 3.6, 3.7, 3.8, 3.10	# new groups # health check reviews # orgs becoming charities # orgs supported	48 new start-ups per year 25 health checks per month 24 organisations becoming charities per year 20% increase in organisations supported in 2013/14	24/48 150/300 12/24 By end March 2013
Refresh and Update Online tool kit available through the website	3.1, 3.3, 3.2, 3.4, 3.5; 3.6; 3.7; 3.8; 3.10	# people accessing toolkit # downloading files	Toolkit updated by end June 2013 Analytical evidence quarterly	June 2013 Quarterly
Deliver training in line with the needs of the sector.	3.1, 3.2, 3.4, 3.5, 3.6, 3.7, 3.10	# training courses # participants	Quarterly training plan developed from analysis of health checks & surveys	Quarterly
Localised sector support surgeries across South Lanarkshire	3.1; 3.2, 3.3, 3.4; 3.5; 3.6; 3.7; 3.10	# surgeries # participants	20 surgeries per year 120 organisations per year	10/20 60/120
Develop and increase membership of VASLan	3.1; 3.2; 3.3; 3.4; 3.5; 3.7; 3.7; 3.8; 3.10	# organisations who become members	30% increase in membership over the year	30% increase in year

Develop and support Funding road shows and events to increase the amount of funding coming into South Lanarkshire	3.2, 3.3, 3.4; 3.5	# events # participants Amount of funding supported	3 events per year 20 organisations in attendance at each event 20% increase in funding coming into South Lanarkshire	3 events/yr 60 orgs/yr By end March 2014
Continue to develop media, marketing and communications strands to enable us to update and inform the sector.	3.1; 3.2, 3.3, 3.6; 3.7; 3.11	Increased footfall on both website and social media # accessing information # newsletter subscription	Quarterly analytical report on website/social media	2/4
Produce funding advice pack in partnership with SLC to be used at events/surgeries and also available on-line through website	3.2, 3.3,	Pack completion and cascaded to the sector.	Available to development teams in May 2013	May 2013
Develop research and consultation opportunities within the sector. Monitor and evaluate our impact on third sector development.	3.9; 3.11	# research/surveys/ Consultations # surveys returned # reports	2 research/consultation per year Quarterly surveys 6 month review Report Annual Report	1/2 2/4 Oct 2013 Apr 2014
To retain Committed to Excellence award by:				September 2013
EFQM – Introduce Volunteering Friendly Awards in South Lanarkshire.	3.4; 3.6, 3.7; 3.10	# organisations to be recognised with Volunteer Friendly Awards	Identify 6 organisations initially by August 2013 Expand coverage across 24 organisations	September 2013 March 2014

EFQM Increase visible presence of VASLan in the local community.	3.1; 3.2; 3.3; 3.6; 3.9.	Communications & Marketing Plan established. # survey and social media evidence # articles submitted to press and published	<ul style="list-style-type: none"> Website re-launch Analytical evidence of social media on monthly basis. Newsletter – Ebulletins and bi annual hard copy Regular press coverage 	Evidence needs to be complete by September 2013 for EFQM
EFQM To improve electronic timesheets and increase use by all staff.	3.6	# timesheets completed satisfactorily.	All staff to Use technology including IT enabled processes to support and improve the effective operation	August 2013
Reshaping Care for Older People				
Develop a Model of Sustainability for third sector community groups in South Lanarkshire	3.2; 3.3; 3.4; 3.5; 3.6; 3.7	# of organisations who adopt the model	<ul style="list-style-type: none"> Role out Model to the sector within the identified 4 localities Work with individual groups – 20 per quarter. 	By Sept 2013 40/80

OUTCOME 4: THIRD SECTOR ORGANISATIONS FEEL BETTER CONNECTED AND ARE ABLE TO INFLUENCE AND CONTRIBUTE TO PUBLIC POLICY

Service/Activity	Outcome and Common Service	Performance Indicators	Target/Timescale	6/12 month output
THEMATIC NETWORKS				
Continue to promote, support and develop thematic networks as vehicle to highlight issues within the sector and submit solution papers at CPP level.	4.1, 4.2, 4.3, 4.4, 4.5, 4.8	# papers submitted to CPP # organisations participating within thematic networks # thematic network meetings	4 papers submitted to CPP per year 10% increase in active members 3 meetings per year of each theme	4 per year By end March 2014 15 meetings per year
Develop the South Lanarkshire Compact	4.1, 4.2, 4.3, 4.5	# Compact Summits	2 summit meetings per year	1/2
Continue to harness the relationship between public sector procurement and the sector through the thematic networks, compact development and community planning.	4.1; 4.5; 4.7; 4.8; 4.9	Increased business # joint commissioning # tenders submitted	3 guest speakers per year through SE network 2 consultations per year and quarterly reviews 3 strategic group meeting per year	3 per year 2 per year 2/4 3 per year
Continue to develop media, marketing and communications strands to enable us to update and inform the sector.	4.1, 4.2, 4.4, 4.5, 4.6	# people accessing information # articles produced	50% rise in social media audience by March 2014 30 articles printed in local and national press per year	15/30

Continue to develop key partnerships, Public Social Partnerships, forums and networks within the third/voluntary/private sectors that bring real benefit to the sector and local community.	4.7, 4.8, 4.9	# key partnerships # public social partnerships # thematic showcase events	8 key partnerships per year 1 PSP 2 showcase events per year	8 per year 1 per year 1/2
Use evidence gathered from surveys and training evaluations to identify issues and provide evidence to feed into papers to CPP on specific topics	4.5, 4.7	# of organisations that wish to contribute and provide evidence	2 x Sector Surveys per year	2 per year
Communicate relevant information via weekly E-Bulletin & Networks	4.6, 4.9	# of people/ organisations signed up or who comment on the e-bulletin # hits on ebuletin	Production of weekly E-bulletin Analytical evidence of website/E-bulletin	Weekly Quarterly 4/12
RESHAPING CARE FOR OLDER PEOPLE				
Assist third sector organisations in identifying and investigating opportunities for service development, both new and the expansion of existing services, including partnership working.	4.3, 4.8, 4.9	# of organisations who are looking to expand or develop services # gaps in service identified by South Lanarkshire Partnership	Ongoing development work: Transport; Lunch Clubs; Befriending; Sustainability Model papers to be produced	
Develop community capacity to support ongoing engagement and involvement in service redesign activity and ensure that older people's agenda forms included.	4.1; 4.2; 4.3; 4.5; 4.7	# organisations involved # groups supporting older people who will get involved.	Ongoing development work as prescribed through South Lanarkshire Partnership.	

Act as the link between local integrated community support teams and local third sector in South Lanarkshire.	4.1; 4.3; 4.7; 4.8; 4.9	<ul style="list-style-type: none"> • Develop understanding of third sector • Ongoing mapping and development of local communities (including Locator database maintenance) 	<ul style="list-style-type: none"> • Increased engagement via formal communication lines on a quarterly basis • Quarterly Review with Partners • Analytical review of database and its usage • Role out of Locator Tool (interactive web tool) to partners & communities 	<div>2/4</div> <div>2/4</div> <div>2/4</div> <div>April 2013</div>
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OUTCOME 5: THE THIRD SECTOR INTERFACE IS WELL MANAGED AND EFFECTIVE

	We will:	Approach	Status/Plan
5.1	Understand the landscape of community, third sector and volunteering activities in our local area by collecting intelligence and maintaining a database of local third sector organisations, volunteers and volunteering opportunities, including the MILO Core Minimum Fields.	<ul style="list-style-type: none"> Quarterly surveys to sector/partners with appropriate analysis, and continue to report and act in accordance with findings. Ongoing volunteering surveys on rolling programme with appropriate analysis and feedback. Inform development workers of policy change to cascade to sector, as well as providing information through website/E-bulletin to sector and partners. Update and continue to develop MILO and 'Locator' database (interactive mapping of sector by service) available to partners and sector. 	<ul style="list-style-type: none"> Introduced from April 2013 Ongoing Ongoing Ongoing
5.2	Use the intelligence to develop and deliver services in response to community need.	<ul style="list-style-type: none"> Mainstream survey analysis to produce baseline Continual health checks of voluntary organisations in sector Facilitate identification of gaps/target services/resources Conduct analysis and act accordingly for service delivery. 	<ul style="list-style-type: none"> Ongoing Ongoing Ongoing Ongoing
5.3	Engage relevant stakeholders in the design, delivery and review of policies and services.	<ul style="list-style-type: none"> Developed a 'Strategic Group' (made up of voluntary sector across South Lanarkshire and public partners) who will meet 6 times per year. They will assist in directing and shaping services. Integration of Board of VASLan with Chairs of Thematic Networks to influence and shape direction of services across South Lanarkshire. Seek contribution of Compact Partners to influence and shape services complementary to the delivery of public services. 	<ul style="list-style-type: none"> Ongoing Planned for 2013 Ongoing
	Communication and Promotion		

5.4	Develop communications strategy and plans to improve our reach to stakeholders, to raise our profile, to promote our services and values. The communications plans will take consideration of the range of needs of different audience groups.	<ul style="list-style-type: none"> Developed a communications and marketing plan for 2013/14 which includes: Social Media; Website; Ebulletin; Surveys; Leaflets; Campaigns; Brand recognition; Events Calendar and Planning etc. Introduced Position of Communications & Marketing Officer secured through Graduate Employment program for 1 year. 	<ul style="list-style-type: none"> Plan developed and work ongoing Ongoing to Oct 2013.
5.5	Promote the impact the sector has on the communities we live in.	<ul style="list-style-type: none"> This is included in the communications and marketing plan for 2013/14, and includes highlighting through Thematic Networks; providing information to stakeholders; using various forms of media (Facebook; Twitter; Website; DVD's; E-bulletins). 'Copy-taker' Facility available to all members. Annual Report available to sector and partners. 	<ul style="list-style-type: none"> Plan developed and work ongoing Planned Ongoing
Partnership Working			
5.6	Communicate the interests of communities to wider stakeholders	<ul style="list-style-type: none"> Thematic Networks will carry out showcase events on a yearly basis. Each Network can invite a guest speaker and have opportunities to involve wider stakeholders. Networking events Papers being developed from Thematic Networks will inform/influence and possibly determine public services. Collecting and disseminating good practice examples and successful innovations amongst all partners on a quarterly basis through a variety of articles. Distribution of 6-Monthly Report and Annual Report to wider stakeholders. 	<ul style="list-style-type: none"> Event planned Ongoing Ongoing Planned from April 2013 Planned
5.7	Develop partnership approaches and identify opportunities for partnership working locally, regionally and nationally to achieve better outcomes.	<ul style="list-style-type: none"> Thematic Networks (input at highest levels) Fully involved in Reshaping Care for Older People agenda Fully involved in Community Planning Partnership structure Fully involved with Early Years Collaborative Partnership Also involved in several strategic partnerships underpinning these structures. 	<ul style="list-style-type: none"> All ongoing

		<ul style="list-style-type: none"> • About to embark on first Public Social Partnership model with South Lanarkshire Council around reducing offending • Continue to look at funding opportunities for the development of the organisation. 	
5.8	Engage local community representatives, Councillors, MSPs, MPs and others.	<ul style="list-style-type: none"> • Active/open involvement at all levels of VASLan with a range of community representatives; councillors; MSP's/MPs and others. This is evidenced through feedback on our weekly E-bulletin and Social Media networking. 	<ul style="list-style-type: none"> • Ongoing
5.9	Work positively with Voluntary Action Scotland and our peers in the network.	<ul style="list-style-type: none"> • Actively participate in TSI Networks; and also in several partnerships with VANL, and work with other TSI's. 	<ul style="list-style-type: none"> • Ongoing
	Equalities		
5.10	Develop flexible responses to meet different needs; e.g. opening times, drop-in facility, outreach locations, telephone helplines and online facilities	<ul style="list-style-type: none"> • Services are delivered 9 am – 9 pm on weekdays. Also extended opening on Saturdays to facilitate external requests. • On-line facilities/telephone support reviewed and updated as required. • 20+ Outreach locations are supported in both rural and urban areas of South Lanarkshire. 	<ul style="list-style-type: none"> • Ongoing • Ongoing • Ongoing
5.11	Make our services, publicity materials and premises as accessible as possible.	<ul style="list-style-type: none"> • Premises as above. Also have wheelchair access. • Staff regularly work evenings/weekends to support sector's needs • Website – available in different font sizes • Calendar of Events promoted through website • Develop database of Press Contacts • Publicity materials available in different font sizes. 	<ul style="list-style-type: none"> • Ongoing • Ongoing • Ongoing • Planned • Ongoing
5.12	Be proactive in engaging all of our stakeholders.	<ul style="list-style-type: none"> • Regular surveys to stakeholders • Open door policy • Weekly E-bulletin • Website • Locator Tool – interactive mapping tool of the voluntary sector in South Lanarkshire used by stakeholders and sector 	<ul style="list-style-type: none"> • Ongoing • Ongoing • Ongoing • Relaunched • April 2013 • Planned

		<ul style="list-style-type: none"> • Events – AGM; Funding Events; Surgeries; Conferences; Awards; Training 	
5.13	Focus limited resources toward those who need them most	<ul style="list-style-type: none"> • Fully involved in welfare reform agenda. • Active partner in 'Tackling Poverty' agenda. • Working closely with young people furthest from employment market through our employability programs • Reducing Reoffending as active partner in possible Public Social Partnership • Train and support volunteer mentors 	<ul style="list-style-type: none"> • All ongoing
	Internal Management		
5.14	Implement monitoring and evaluation procedures for continuous improvement.	<ul style="list-style-type: none"> • Secured EFQM in September 2011 and seeking to review EFQM accreditation in September 2013. • Surveys to sector and partners • Analytical evidence via website/database/social media and surveys and will revisit monitoring tools to include new questions 	<ul style="list-style-type: none"> • Sept 2013 • Ongoing • Ongoing and planned
5.15	Treat our people well, ensuring a good working environment, good conditions of employment and recognition for people's contribution.	<ul style="list-style-type: none"> • Planning days • Team building & social activities with staff • Supervision and Annual Reviews • Staffing Sub – regular meetings with Team Leaders and staff. 	<ul style="list-style-type: none"> • All ongoing