

Volunteering Strategy: Options Appraisal

Options	Details	Estimated Costs	Advantages	Disadvantages	Notes
Option A: Time credits platform	<p>Time credits platform provided by Tempo Time Credits, plus support with set-up and recruitment of local organisations offering volunteering opportunities and businesses where time credits can be spent. Focus on increasing uptake of volunteering among new and emerging communities and within low-income neighbourhoods, in line with Stronger Communities strategy.</p>	£30, 000- £100, 000	<p>A unique opportunity to pilot this innovative approach to volunteering and to deliver a project of real impact for Stronger Communities objectives: tackling poverty and engaging with emerging communities.</p> <p>If successful, various opportunities to up-scale model to have wider reach across Brent.</p> <p>A time credits system provides concrete rewards for volunteering and has proven effective in increasing diversity of people volunteering (49% of time credits spenders had never volunteered before).</p> <p>Provides unique Brent Time Credit notes.</p>	<p>Does not provide a traditional volunteering platform that is unique to Brent. Other councils using time credits tend to offer this in addition to a mainstream volunteering platform.</p> <p>A small-scale project (within our budget) must be tailored to serve specific parts of the community, rather than cater for the whole.</p> <p>Requires significant time investment to become properly established.</p>	<p>Consulted with City of Westminster who currently have a Tempo Time Credits platform. They said Tempo have been "remarkable" contractors, responded very well to their brief and exceeded engagement targets within one year. The platform has contributed to increasing diversity among Westminster volunteers. However, this was for a much larger scale project that included Tempo working in-house at Westminster 2-3 days a week during set-up. Westminster also use this platform in addition to a customised do-it.org platform which caters for traditional volunteering opportunities.</p> <p>Example platform: https://timecredits.com/</p> <p>For more info see "Tempo Time Credits for Brent" in "Volunteering Strategy supporting documents" folder.</p>
Option B: Volunteering platform developed in collaboration with Transformation	<p>Volunteering platform developed in collaboration with the Transformation team. Transformation to include proposal in their business case for new digital investment.</p> <p>Platform may be developed internally or provided by external provider. Software can be linked to a webpage within the council's website or a separate site created. Provides full database of local volunteering opportunities. Local organisations can register their opportunities, which are vetted by the administrator (council-based) before posting.</p> <p>Platform may be used in conjunction with existing volunteer management software (Better Impact) purchased by LBoC.</p>	Circa £30, 000 for external purchase	<p>Provides a volunteering platform unique to Brent. Popular option for local VCS organisations, who can advertise their opportunities.</p> <p>In-house and external opportunities listed in same place.</p> <p>Makes good use of existing resources</p>	<p>Does not reward volunteering like Time Credits.</p> <p>No special focus on meeting Stronger Communities objectives.</p>	<p>High-level estimate from Transformation for in-house development of a platform is £120, 000 to £150, 000. Off-the-shelf software packages are available from £30, 000. A full appraisal of this options will be carried out if this option is chosen.</p> <p>Consideration to be made for staff time needed as this would be significant during development and launch stages.</p> <p>Experience from LBoC suggests that face-to-face interaction plays a crucial role in volunteer recruitment. (LBoC reported that not a single application came through via website referral alone.) Consideration to be made of how to provide this human element through our existing volunteering projects.</p> <p>Simply Connect provide software for an online volunteering portal, currently used by over 50 local authorities. http://www.simplyconnectsolutions.co.uk/our-reach/</p> <p>Other providers to be researched if an external purchase is judged to be the best option.</p> <p>Upgrade of Better Impact software may be necessary if used by all council projects with volunteers.</p>
Option C: Volunteering brokerage service via an external agency	<p>Contracted VCS organisation to deliver volunteering brokerage. Similar model to previous provision by Groundwork with an external agency providing volunteering recruitment and management services and taking lead on promotional activity.</p>	£50, 000/ year	<p>Provides full volunteering brokerage service and support for VCS organisations.</p> <p>Can also provide employee volunteering service.</p> <p>Minimal support required from council staff.</p>	<p>Very similar to previous provision in Brent.</p> <p>Less control over service delivery than if it were in-house.</p> <p>Does not budget for additional staff time to deliver remaining aspects of the strategy (e.g. in-house volunteering, employee volunteering, streamlining the council's volunteering practices)</p> <p>Does not reward volunteering like Time Credits.</p>	<p>Further research into alternative platform partners needed if we wish to pursue this option.</p> <p>Example: https://volunteeringbarnet.org.uk/</p>