

2017 -18
Volunteer
Satisfaction Survey
The key points





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Introduction

Volunteer Coordinator

Getting volunteers' input

Amongst Age UK Norfolk's seven key values are:

We are listening

We actively listen to and involve others and spend time to understand.

We are people focused

We strive to ensure that everyone receives an excellent service from us and place great value in our staff and volunteers and the skills and experience they provide.

This year we have taken a big step in employing our first dedicated Volunteering Coordinator who will aim to ensure our volunteering service is as supportive, effective and contemporary as it can be.

This will mean that a lot of volunteer resources and activities are due to be reviewed and, in accordance with the values listed here, we are eager to encourage volunteers' input as part of this process.

For this reason, we were keen to deliver a volunteer satisfaction survey that offered (and will continue to offer) volunteers an opportunity to feedback on their volunteering experience and shape how it develops in the future.

The feedback was fantastic, with results showing that we're already doing a great job, but there's plenty of room for improvement, as the results show in the next section.

Results

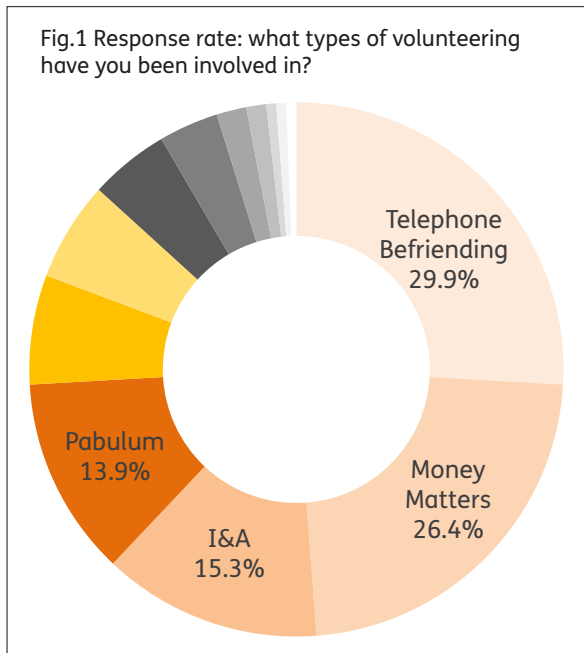
What are volunteers telling us about volunteering?

Response rate

A total of 144 volunteers provided us with their feedback out of the 268 that were sent a survey. This is a response rate of 54%.

Service type

The areas from which the most survey responses came were Telephone Befriending (43, 29.9%), Money Matters (38, 26.4%), Information & Advice (22, 15.3%) and Pabulum Café (20, 13.9%).



The services from which the least survey responses came were Day Care, Fundraising, Marketing (1 each), Attendance Allowance (2) and Lasting Powers of Attorney (3). These comparatively low response rates meant that results in these areas were more likely to vary significantly from average results.

Length of service

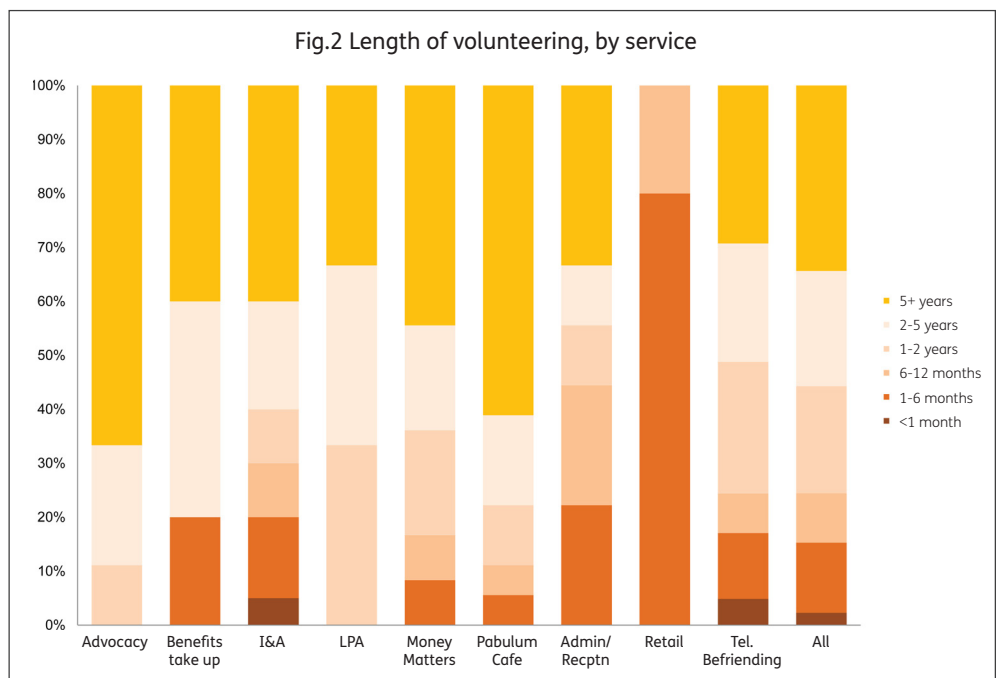
Out of all respondents, 3 said they'd been volunteering for less than 1 month, 17 said they'd been volunteering for 1-6 months, 12 said they'd been volunteering for 6-12 months, 26 said they'd been volunteering for 1-2 years, 28 said they'd been volunteering for 2-5 years and 45 said they'd been volunteering for over 5 years.

On average, the service with the longest serving volunteers was Advocacy where approximately 67% of volunteers said they'd been volunteering for over 5 years.

On average, the service with the shortest serving volunteers was Retail where approximately 80% of volunteers said they'd been volunteering for 1-6 months.

Volunteers who had been volunteering for a longer period were more satisfied by the number of opportunities they had to meet other volunteers. Almost 80% of volunteers who had been volunteering for 5 years or more felt they had enough opportunities to meet other volunteers. Comparatively, fewer than 50% of volunteers who had been volunteering for 1-6 months felt they had enough opportunities to meet other volunteers.

Volunteers who have been volunteering for a longer period were generally more satisfied. Volunteers who have been volunteering for 5 years or more were the highest rating for overall satisfaction (87%) and for feeling valued (88%).



Satisfaction

Overall satisfaction rate was 84% meaning that on average, volunteers rated their level of satisfaction as 84 out of 100.

Volunteers within Attendance Allowance were rated as being most satisfied at 96% and volunteers within Lasting Powers of Attorney were rated as being least satisfied at 77%.

Knowing what is expected

85% of volunteers rated themselves as being fully aware of what is expected of them in their volunteer role. Approximately 13% rated themselves as being roughly aware and around 2% rated themselves as not being aware of what is expected of them.

100% of volunteers within Attendance Allowance and Retail services rated themselves as being fully aware of what is expected of them in their volunteering roles.

Volunteers within Reception or Administration roles rated themselves as being least aware of what is expected of them.

Within this group, only 66% of volunteers rated themselves as being fully aware of what is expected of them with around 11% rating themselves as not being aware of what is expected of them.

Perceived impact

32% of volunteers rated the impact of their work as significant. Around 52% rated their work as having quite a lot of impact, 13% rated their work as having some impact and around 3% rated their work as having very little impact.

No volunteers rated their work as having no impact.

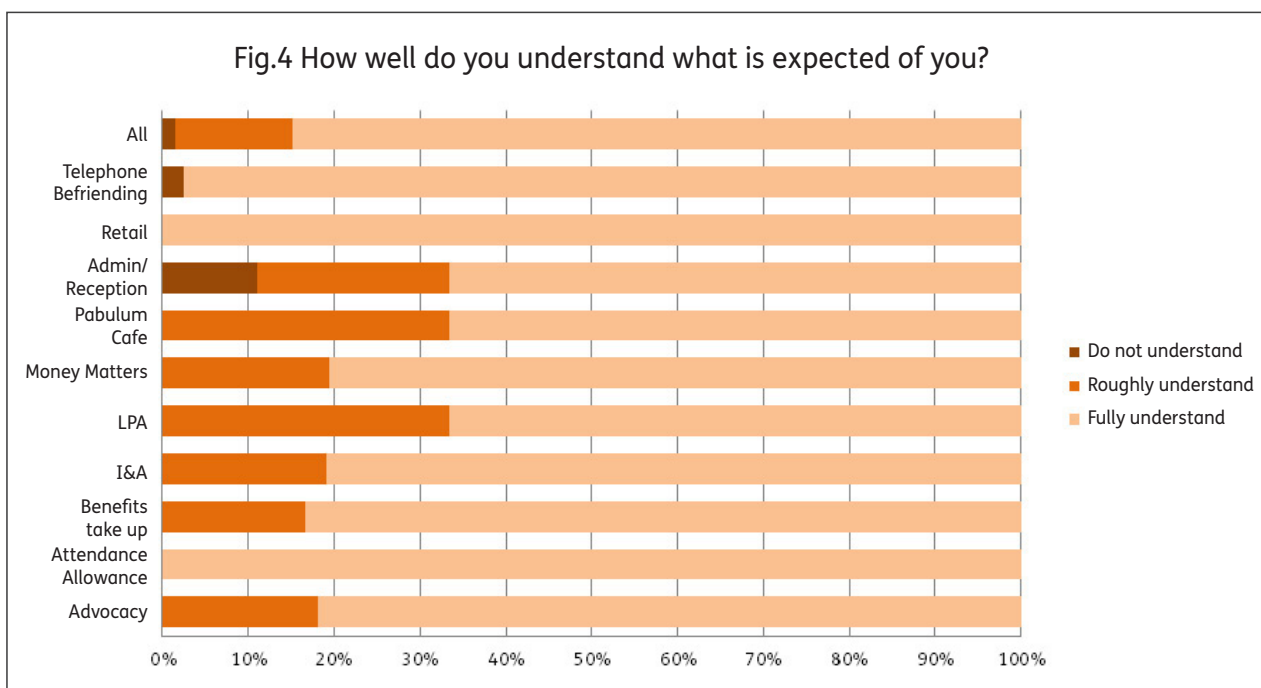
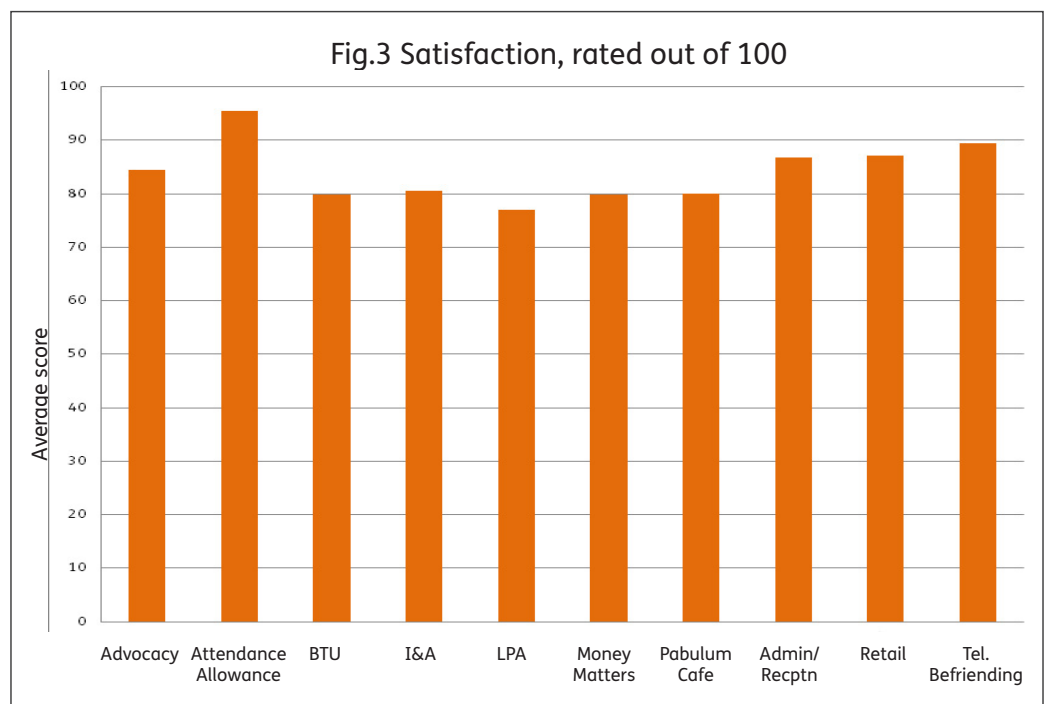
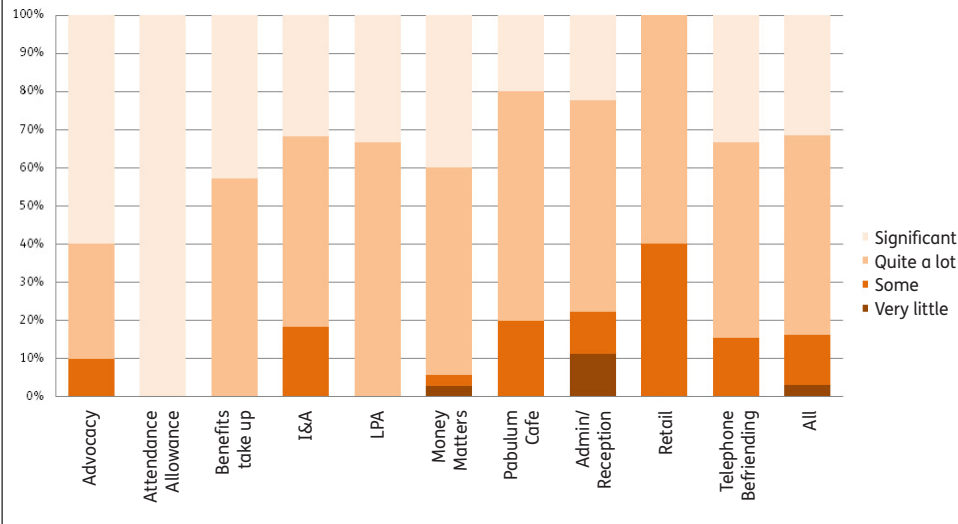


Fig.5 How much impact do you feel your work has?



Training (amount and relevance)

Volunteers were asked how they felt about the amount of volunteer training. A score of 0 would signify not enough training, 50 would signify an appropriate amount and 100 would signify too much.

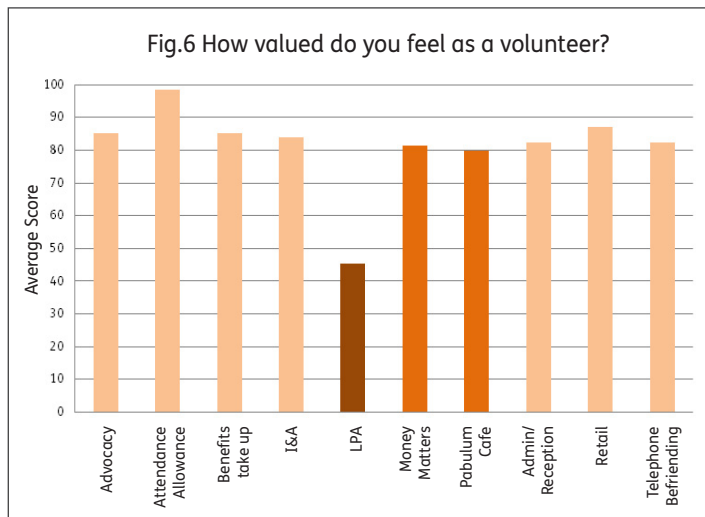
Overall, volunteers scored the amount of training at 55, meaning that they felt they received an appropriate amount of training (erring on the side of too much).

Volunteers were asked how they felt about the relevance of volunteer training. A score of 0 would signify that the training was irrelevant, 50 would signify that it was adequate and 100 would signify that it was very relevant. Overall, volunteers scored the relevance of training at 74, meaning that they felt it was adequate-to-very relevant. Volunteers within Retail rated their level of training at 57, meaning that they felt it was adequate but not particularly relevant.

Feeling valued

Volunteers were asked how valued they felt (on a score of 0-100) and overall they scored their feeling of value at 82.

Volunteers within Advocacy (85), Attendance Allowance (99), Benefits Take Up (85), Information & Advice (84) and Retail (87) scored above average.

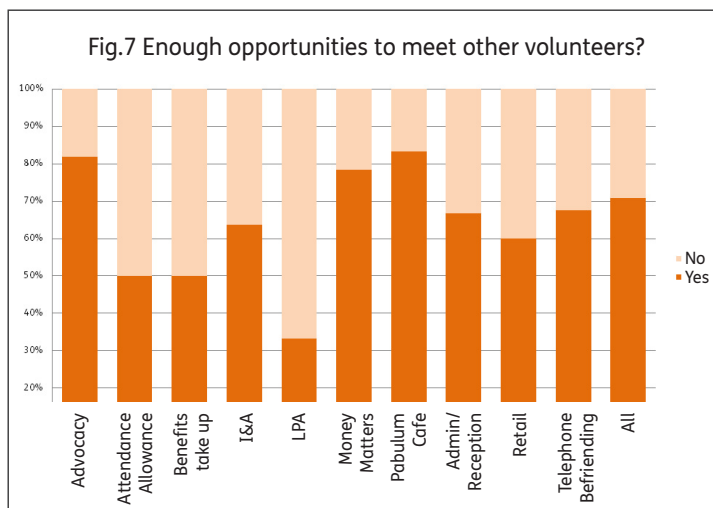


Meeting other volunteers

Approximately 70% of volunteers said they had enough opportunity to meet other volunteers meaning that around 30% said they didn't.

83% of volunteers within Pabulum Cafes said they had enough opportunity to meet others.

Comparatively, only 50% of those within Attendance Allowance and Benefits Take Up said they had enough opportunities to meet other volunteers.



Volunteers within Lasting Powers of Attorney scored themselves as having the least amount of opportunity to meet other volunteers - around 66% said they didn't have enough opportunity to do so.

Recommending Age UK Norfolk as place to volunteer

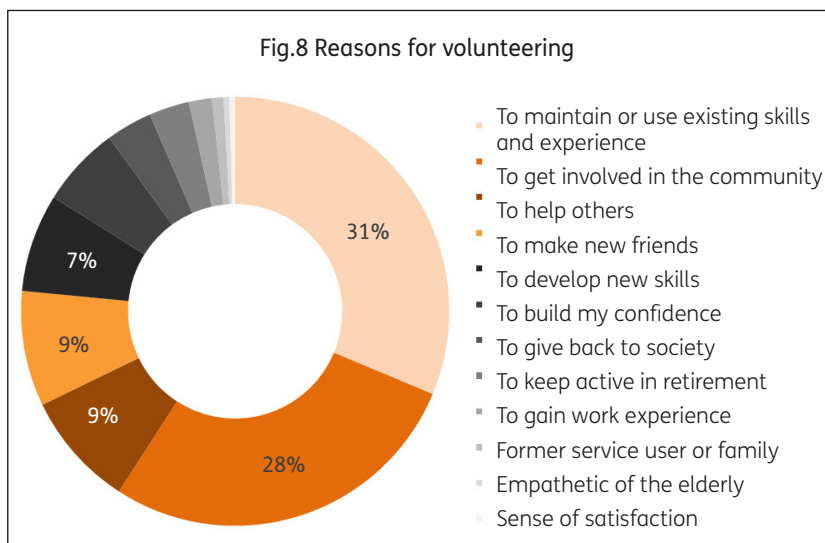
Volunteers were asked how likely (on a score of 0-100%) they would recommend Age UK Norfolk as a place to volunteer.

Overall, volunteers scored their likelihood of recommending us at 85%.

Reason for volunteering

Volunteers were asked why they initially engaged in volunteering at Age UK Norfolk.

The top five reasons volunteers got involved were to maintain or use existing skills and experience (31%), to get involved in the community (28%), to help others (9%), to make new friends (9%), to develop new skills (7%), to build my confidence (7%), to give back to society (7%), to keep active in retirement (7%), to gain work experience (7%), former service user or family (7%), empathetic of the elderly (7%), and sense of satisfaction (7%).



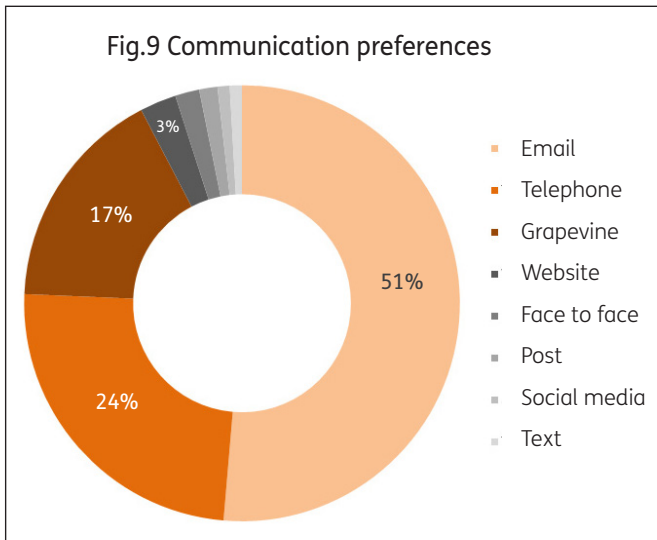
make new friends (9%) and to develop new skills (7%).

Preferred communication

Volunteers were asked what their preferred methods of communication were. Over half of respondents (51%) preferred to be contacted by email.

Nearly a quarter (24%) preferred to be contacted by telephone. 17% preferred to hear from us through Grapevine.

The least popular forms of communication were Social Media and Text (2 votes, 1% each)



Qualitative data

75% of respondents provided additional information in response to open questions.

Volunteers were asked what their best and worst volunteer experiences had been and were provided with the opportunity to give any other feedback at the end of the survey.

Most feedback was very positive - there were 94 examples of volunteers' best experiences compared to 66 examples of volunteers' worst experiences.

Most **'worst experiences'** referred to 'losing' service users to death and illness or to general awareness of dementia and its effects.

Below highlights some other feedback:

"I'm not utilised as much as I thought I would be"

"I'd like to have had more up front training about reporting to Head Office"

"Various staff didn't appreciate the work I was doing"

"The organisation's paperwork keeps changing"

Most **'best experiences'** referred to being appreciated and thanked and also to making a difference. Below highlights some other feedback:

"Hearing the pleasure in the voice of the recipient"

"Working with a lively and imaginative team, and meeting and interviewing some remarkable people"

"When a successful application has resulted with a benefit being awarded"

"Having management that know what the pressures are..."

Below highlights some of the feedback given in the **'Other comments'** section:

"I have met so many interesting and inspiring people and tried new activities"

"We can make such a difference to vulnerable older folk - just sad that there seems to be so many!"



Actions

Actions resulting from this year's
volunteer satisfaction survey

/01

To improve the number of volunteers who are fully aware of what is expected of them, we will be introducing a new Volunteer Welcome Pack which will be provided to all new and existing volunteers over the next year. This pack will include the volunteer's Role Description, guidance on how to provide feedback or report issues and a section to record priorities and targets.

/02

To improve how valued volunteers feel, we will be introducing a formal volunteer recognition scheme over the next year which will recognise and celebrate volunteers for their length of service, the amount of time they have dedicated to Age UK Norfolk and the significant impact they've made. We will additionally be encouraging employees and service users to provide feedback on the ways that volunteers have made a positive impact on their lives and work.

/03

For those who wish to have more opportunities to meet other volunteers, we will be coordinating a second annual social event in the next year. This will supplement the current annual December event.

/04

We will soon be going through a period of review around volunteer training in the hope that we can deliver a more tailored, relevant programme that will focus more on the skills and knowledge volunteers need to do their roles well.

/05

Using the feedback around communication preferences, in conjunction with improved recording processes, we are hoping to see more efficient communications. For example this survey highlighted that there is a portion of volunteers who prefer to be contacted by email but whose email address hadn't been recorded online.

/06

We will be looking at volunteers' reasons for getting involved in volunteering to better mould our roles. For instance, two of the top five reasons for volunteering referred to 'existing' or 'new skills', enabling us to prioritise this when considering the volunteer experience.


Communication

How are these results being communicated?

Alongside this 'Age UK Norfolk 2017 Volunteer Satisfaction Survey: Key Points' report (which is available on the Age UK Norfolk website and in print at Head Office), volunteers and staff will be contacted with a shorter overview of the key points as they relate to their service areas.

Respondents who provided their contact details, wishing to hear back about the survey will be contacted as soon as possible to discuss how their individual feedback will be used to develop the volunteering service.

These results will also be used in marketing material and used to integrate volunteers' views into strategic decisions and documents such as the volunteering recruitment strategy and volunteering policy.



Although the
Volunteer Satisfaction Survey
period has now closed for 2017, we are always
eager to get feedback from volunteers as well
as from staff and service users about their
interactions with volunteers.

Should you wish to provide some feedback
or report a volunteering-related issue, please
email volunteering@aguknorfolk.org.uk
or call the Volunteering Coordinator
on 01603 785 210.