

Consumer Voice Volunteer

Giving older people a voice in Age UK's Social Enterprise

Role Description

Consumer Voice Volunteers are people in mid to later life who will serve as members of the Consumer Sounding Board Pilot and who have an understanding of Age UK the Charity benefiting from money raised by the Social Enterprise e.g. via financial services, independent living products and charity shop sales.

In this role, volunteers will inform social enterprise decision-making on strategy, products & service developments and Age UK charity shop operations. Volunteers will also contribute to the review of the pilot and share their views on being involved. The Sounding Board will consider a wide range of topics which may include:

- Shopping motivations & behaviours
- Role of friends & family in purchasing decisions
- Using price comparison websites
- Product development
- Gaps in the market
- Future proofing products
- Marketing & communications
- Customer service & bugbears
- Volunteering in charity shops
- Donating to charity shops

What is involved?

- Attend an introductory meeting on the 4th December 2018, which will inform your understanding of Age UK, the Social Enterprise and the volunteer role
- Attend four full Sounding Board meetings in 2019, taking place on: 6th February, 2nd May, 10th September and Tuesday 3rd December
- Consider in advance of each meeting 3 - 4 discussion papers (hard copy and email)
- Contribute your personal views and experiences to develop diverse perspectives
- Attend a Sounding Board pilot review as part of the final meeting on the 3rd of December 2019.
- Travel to meetings which will all take place in London usually between 10.15am – 3.15pm

Qualities and skills required

- Appreciative of Age UK's need as a charity to raise money via tailored financial services, independent living products and charity shop sales
- A desire to be a part of developing products/services with older people in mind
- Informed experience or interest in products/services developed for those aged 50yrs+
- A desire to influence how the social enterprise lives out its values in practice
- At ease in communicating and participating in a group setting
- Comfortable contributing your personal views and lived experience to develop diverse perspectives

Additional information

- Please refer to Age UK's Consumer Sounding Board Pilot Terms of Reference.
- All reasonable expenses and overnight accommodation incurred in attending meetings will be reimbursed in line with Age UK's policy.
- Contribution to costs of an attendant or replacement carer will be provided.
- We create an inclusive environment and value diversity of membership.
- Membership of the pilot will be until late 2019 and members are able to opt out at any stage. Members of the pilot will also be able to opt in to share their voices via other Age UK Engagement opportunities.