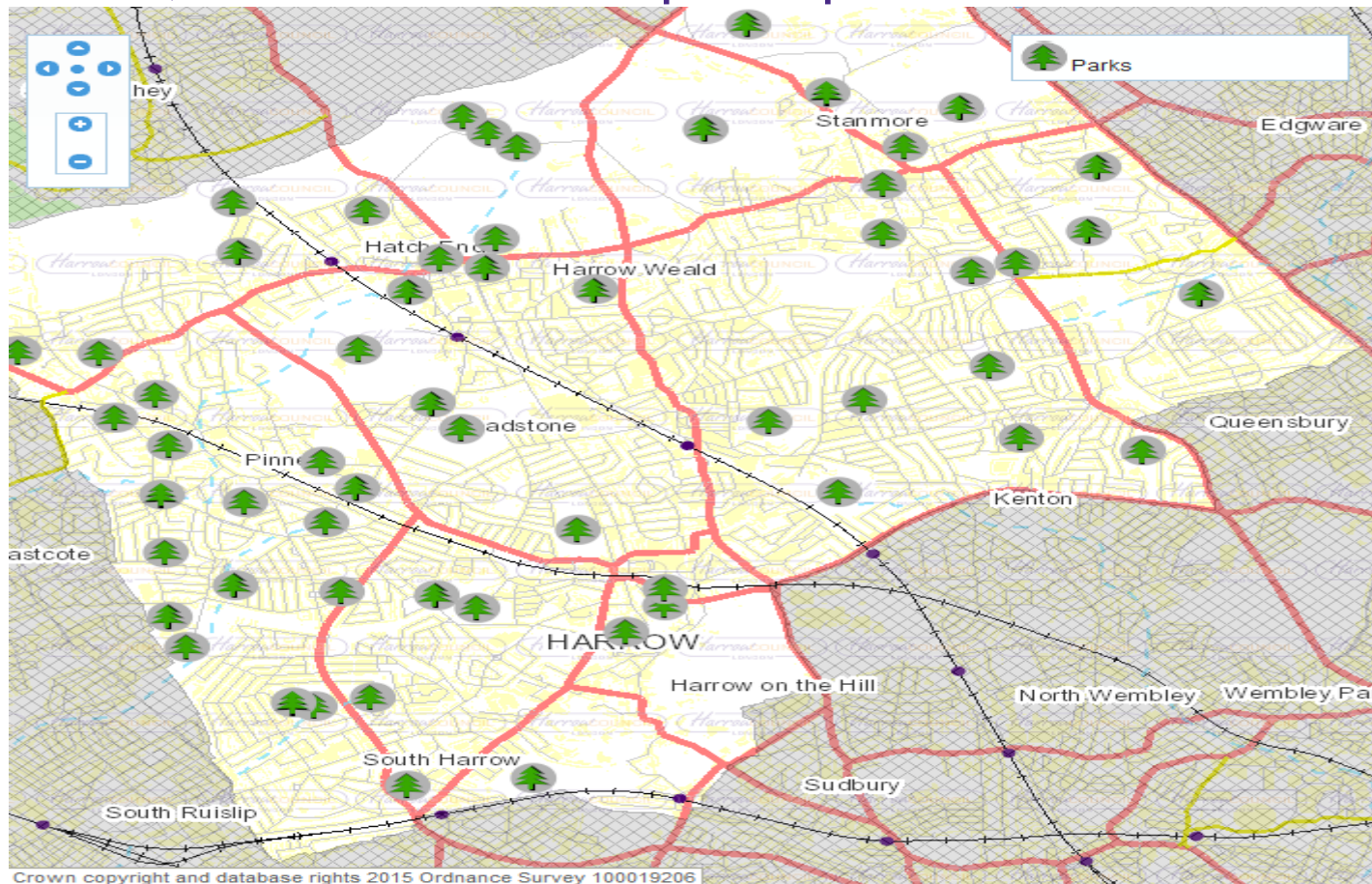


# Making Our Assets Work for You

- Drivers for Volunteering
- Relationships
- Establishment
- Governance
- Support
- Project planning



- 44 Parks, Parklands and Open Space



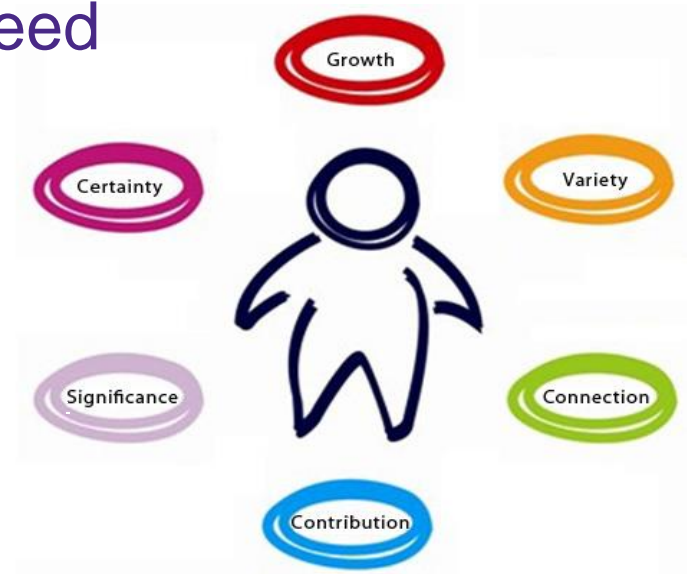
- Volunteering is described as an altruistic activity, which has the goal of providing 'help to others, a group, an organisation, a cause, or the community at large, without expectation of material reward'

*Musick and Wilson (2008, p. 1)*



- Relationship – Human Need

- Being part of a tribe
- Feeling needed
- Still feeling important
- Having a cause
- Status - Power
- Bored – need activity



- Personal Benefits

- Stepping stone
- Networking
- Governor (helping their child)
- Internship

- Belief to the Cause

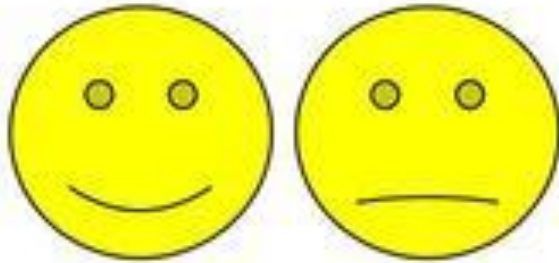
- Inner Passion
- Make the area look nice
- Become an expert

# Why Do Organisations Want Volunteers

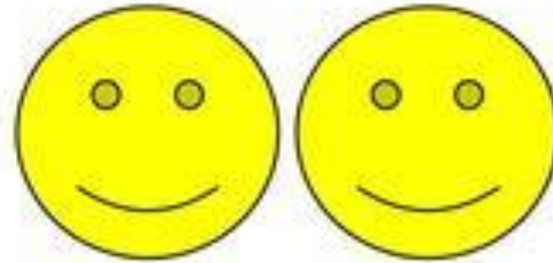
- Today resource starvation is the main driver
- Wide spectrum of people involving the community
- Helping with maintenance and development
- Partner decision making
  - Tailored realistic outcomes
  - Associated in decision making
- Joint problem solving
- Effective sharing model



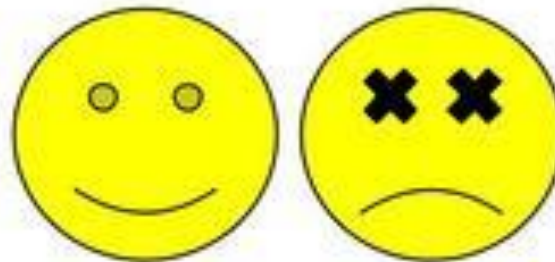
- **Group Symbiosis**



Commensalism



Mutualism



Parasitism



- Voluntary effort targeted to achieve a measurable impact
- Joining together the delivery of actions that help to deliver a whole place vision,
- Outcomes and benefits of volunteering for the organisation and volunteer are clearly understood
- Achievements measured to ensure best use of the volunteers and their impact
- Volunteers are selected, in many cases self selected on basis of what they would like to achieve, with clear aims and support to enable them to do so

- **Council Commitment**
- **Statement of values and principles**
- **Training & Development**
- **Support, Supervision and Recognition**
- **Insurance**
- **Settling Differences**

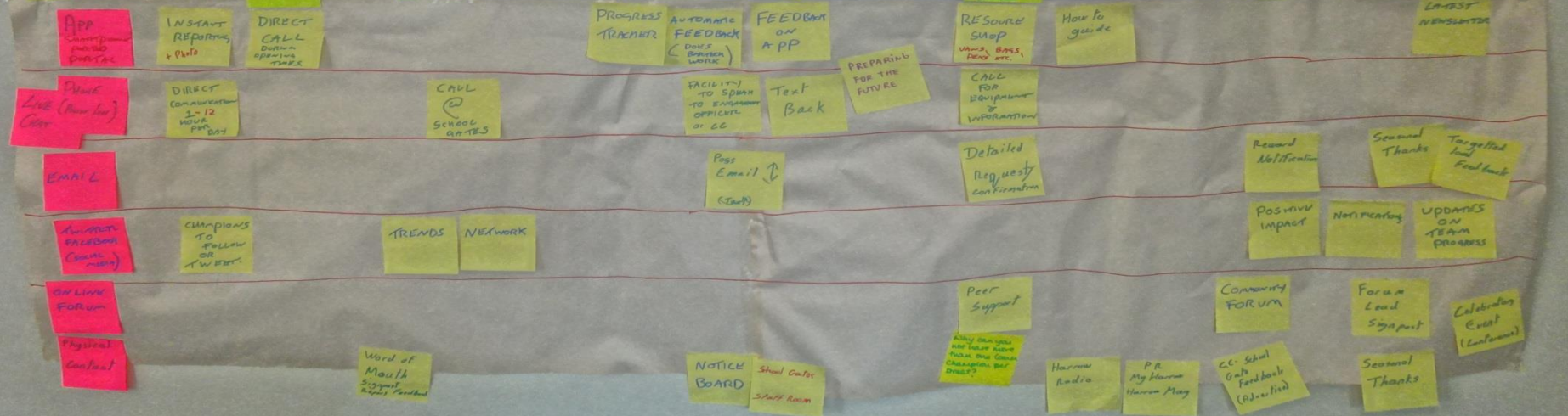
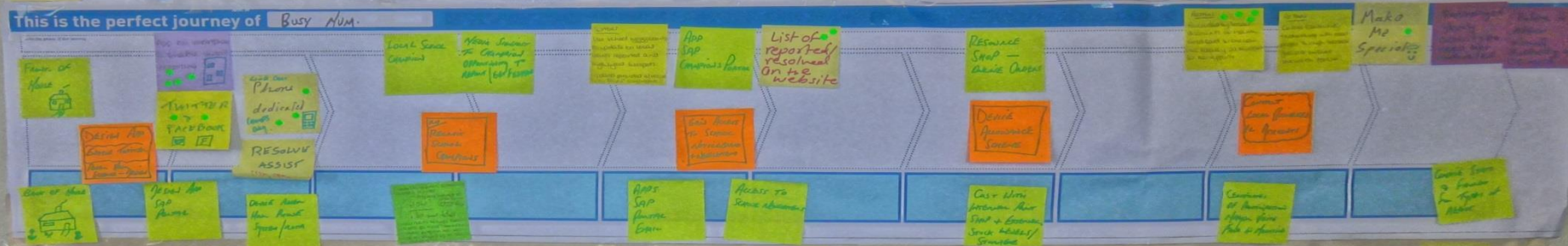




- General Invite to the community
- Post-it lottery on Green Flag criteria
- Clustering
- Priorities
- Feedback



- Useful Green Flag headlines
  - Welcoming place
  - Healthy, safe & secure
  - Well maintained & clean
  - Environmental management
  - Biodiversity, landscape & heritage
  - Marketing & communications



- Visioning feedback
- Quick wins from the visioning



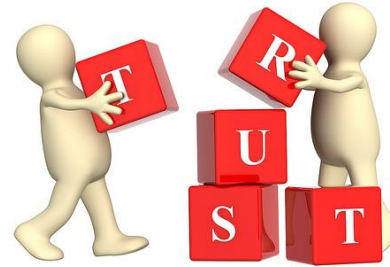
- Forward Plan discussion
- Look for a leader and 1<sup>st</sup> followers



- Don't be afraid to drop the group

## Volunteers should :

- Know what is (and what is not) expected of them
- Have adequate support in their volunteering
- Receive appreciation
- Have safe working conditions
- Be insured
- Know what to do if something goes wrong
- Receive relevant out-of-pocket expenses
- Receive appropriate training



## The organisation expects volunteers to:

- Be reliable
- Be honest
- Respect confidentiality
- Respect differences
- Make the most of training and support opportunities
- Carry out tasks in a way that reflects the aims and values of the organisation
- Work within agreed guidelines
- Respect the work of the organisation and not bring it into disrepute
- Comply with the organisation's policies



**General**



**Management and Funding**



**Asset Usage**



- Aim
- Objectives
- Membership
- Nominations and Elections
- Meetings
- Finance
- Roles and Responsibilities
- Amendments to the Constitution
- Ratification and Dissolution



## Disposal of land or assets at less than best consideration

Economic well-being;

Social well-being;

Environmental well-being

and less than £2,000,000



- Eligibility
  - Sustainability
  - Governance
  - Inclusion
  - Social Return
- SLA for maintenance & letting
- Occupancy Arrangements
- Asset Lock Provisions
- Due diligence

You're **more likely to achieve** what you want if you are planning to get there...

- **Create focus** on our priorities - visioning
- **Say no** to things that won't help you reach your goals
- Show **where you need to change** things
- **Innovation v realistic?**
- **What's possible** so you don't get overwhelmed and fail
- **Motivation** to get where you want to go.
- **Track each year** whether you are on course or whether things need to change





## Pinner Village Gardens - 5-Year Action Plan (1st April 2016 to 31st March 2020) as at 20th May 2018

### Development

Item	Objective	Sub-Item	Description	Current Status	Resource Required	Year					Deliverable
						2016	2017	2018	2019	2020	
1	Improve young people's play areas	A	Enhance the area between the climbing wall and the lodge so that it becomes a 5-a-side football pitch	To be started	FoPVG			*			Project plan
		B	The main playground should be considerably improved.	<p>As at 23-Apr-18:</p> <ul style="list-style-type: none"> <li>* a willow den has been built and a large, ugly concrete slab removed and grassed-over;</li> <li>* said willow den is now filling out;</li> <li>* £7,398.59 has now been fundraised, with another £5,598.25 to come in from Tesco Bags of Help, Metropolitan Public Gardens Association etc.;</li> <li>* a 'railway sleeper' bench will soon be installed;</li> <li>* engagement is taking place with the Council re. the purchase of 3 pieces of equipment t/w the requisite safety flooring.</li> </ul>	FoPVG		*	*	*		Installation of a 'railway sleeper' bench
2	Refurbish tennis courts	A	<p>They're 'tired' to say the least, and need the following:</p> <ul style="list-style-type: none"> <li>* resetting of posts;</li> <li>* new nets;</li> <li>* complete clearance of the surfaces;</li> <li>* repainting the white lines on the court.</li> </ul>	The courts have been refurbished.							<b>COMPLETED</b>



## Section 106 and Community Infrastructure Levy

5 year plan

## Help and assist in bid writing

Skilling up

Finding the right fund

Adapting to funders needs

## Community Fund

Sourced from community benefits from contracts

Criteria to support local initiatives, projects, groups and societies

Need to be registered as a user group



- Vision for a forum
  - Sharing ideas with other groups
  - Common and joined up approach across the Borough
  - Modus Operandi shared and replicated
  - To make contact with one another
  - To support one another in seeking to improve parks and green open spaces
  - To promote best practice
  - Represent user groups by providing a unified voice for parks
  - Help establish new Friends Groups
  - Strategically manage joined up approach with internal partners
    - Health - Sports - Harrow Pride - Arts

- Sets boundaries for both sides
- Defines responsibilities
- Covers liability
- Standardised working model

- **Personal Benefit**

- Training and reward
- Networking
- Personal investment into local area



- **Relationship**

- Belonging and importance
- Reason to get up in the morning
- Positive stroking

- **Belief to the Cause**

- Empowering
- Influencing decision making

# Ethnographic Research in West Harrow



## What could your community do with £10,000?

we've put money aside to improve where you live. How it's spent is up to you.



facebook search 'my south harrow'  
[www.harrow.gov.uk/myharrowfund](http://www.harrow.gov.uk/myharrowfund)



**TYPE**  
**Lonely Parent**

## **DEMOGRAPHIC**

35-45

Parent of Primary  
school children

Economic with  
finance

First time  
householder

Working partner

## **PEN PORTRAIT – Busy Mum Bev**

- A busy parent whose day revolves around childcare and household economics.
- Intelligent and held a good job before children but is now vegetating “Nappy Brain”.
- Lives in NW of Ward, the area is considered somewhat bohemian.
- Tends to stick in the local area within walking of the house.
- Likes to know what is happening locally,

## **CURRENT LEVEL OF ENGAGEMENT**

- Small social engagement
- Opportunistic notices
- Few socialisation opportunities
- Targeted web browsing

## **OPPORTUNITIES**

- Link into feeder points
  - Nursery Rhyme Time - Schools - Local shops
- Recognition of skills - Link to self esteem
- Is unsure on what the Council is responsible for
- Is unsure of the opportunities that would be available to her given her current lifestyle



## **PEN PORTRAIT - Cycling Simon**

- Had active previous life with good socialisation, physical activity and financially sound.
- Well trained in a job role and trade, worked in local region
- Suffered recent redundancy, job loss or early retirement.
- Time poor due to needing to achieve small income generation,
- Likes the area and has family living in vicinity, may childcare for grandchildren
- Has low self esteem and dim view of the future
- Ranges out in the region with a loose network of colleagues.
- Good sense of social justice

### **TYPE**

**Skilled – Out of Work**

### **DEMOGRAPHIC**

- Age 48 – 66
- Well off but now on reduced income

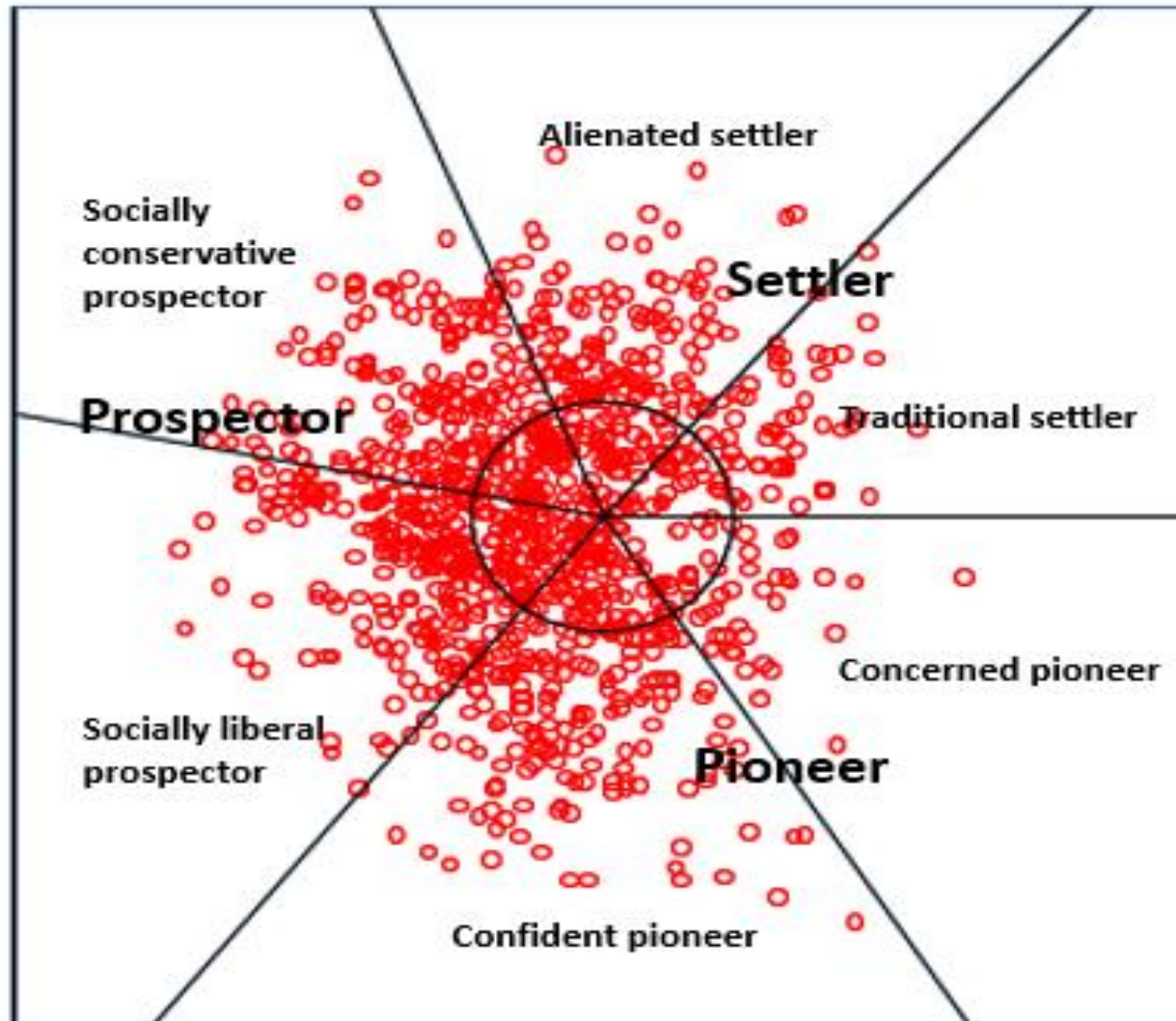
### **CURRENT LEVEL OF ENGAGEMENT**

Internet savvy, online but selective  
 Good local knowledge  
 Opportunistic notices  
 Interested in environment  
 Keen to be active but doesn't know how

### **OPPORTUNITIES**

Opportunity to gain employment  
 Reskilling  
 Validation of skills  
 Keen to share skills (master trainer)

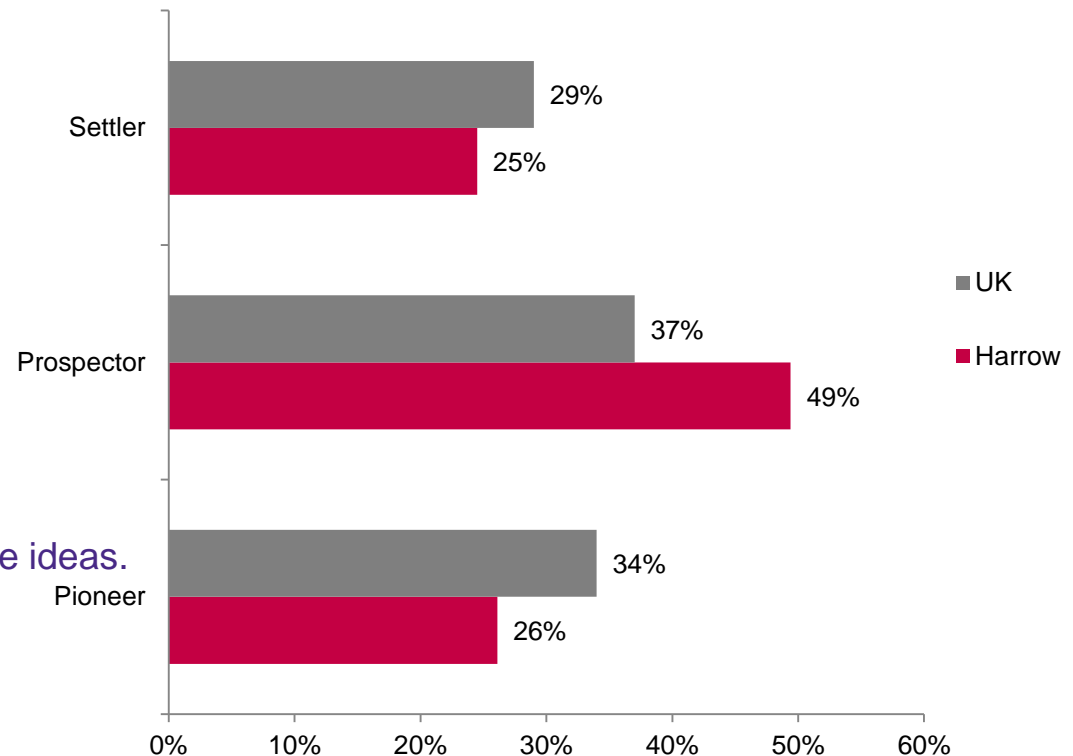




Need for security driven;  
Safety; security; identity belonging;  
Keep things small, local, avoid risk

Outer directed:  
Need for success; esteem of others;  
Acquire and display symbols of wealth

Inner directed  
Need to connect actions with values, explore ideas.  
Networking, interests, ethics, innovation



Source: TCC March 2015 Base: 990

Thank You