



Go Volunteer Glos

Strategy

2025 - 30

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Vision

“A Gloucestershire where everyone feels empowered to volunteer in a way that is meaningful and enjoyable to them, supported by a trusted and accessible county-wide platform and a VCSE sector modelling best practice in volunteer management.”

Mission

“Go Volunteer Glos is the digital home of volunteering in Gloucestershire.

We work with others to make Gloucestershire a great place to volunteer.”

Our Values

1. Integrity:

We are committed to providing fair, transparent and high-quality support to the VCSE sector. We ensure organisations - particularly smaller, grassroots groups - have the tools and resources they need to recruit and retain volunteers effectively.

2. Collaboration:

We work in partnership across Gloucestershire's VCSE sector, sharing best practice and learning. We actively listen to our service users and use their insight to shape and improve our offer.

3. Innovation:

We take a forward-thinking approach to volunteering, using digital tools, new partnerships and creative solutions to make volunteering accessible and relevant to everyone.

4. Facilitation:

We act as a connector and catalyst, bringing together partners to raise awareness of volunteering and strengthen opportunities across Gloucestershire.

Strategic Aims

1. Advocate

We champion volunteering across Gloucestershire, promoting its value to communities, employers and statutory partners. We position volunteering as a tool for social connection, wellbeing and positive social change.

2. Build

We strengthen the volunteering infrastructure across Gloucestershire by building capacity within VCSE organisations and continuously improving our platform and support offer.

3. Connect

We connect volunteers, organisations and partners to create meaningful opportunities, share learning and celebrate the impact of volunteering.

4. Develop

We work with VCSE organisations and statutory partners to develop new and inclusive volunteering opportunities that respond to emerging needs and reflect the diversity of Gloucestershire's communities.

What it means

1. Advocate

We champion volunteering across Gloucestershire, promoting its value to communities, employers and statutory partners. We position volunteering as a tool for social connection, wellbeing and positive social change.

We will:

- Generate timely and robust data on volunteering within Gloucestershire. We will share this information to support volunteering being used as a tool for social change.
- Develop our communications to provide commentary and analysis on national and local volunteering initiatives to share best practice and inform organisations to enable their planning.
- Support the work of the Gloucestershire Volunteering Collaborative through data sharing and insights.
- Support grassroots and community-led initiatives to find volunteers and manage them well.

2. Build

We strengthen the volunteering infrastructure across Gloucestershire by building capacity within VCSE organisations and continuously improving our platform and support offer.

We will:

- Provide practical support to organisations to help them to fill their volunteer vacancies in a resource-effective way.
- Act as brokers between volunteers and organisations for activities such as Employer Supported Volunteering, Corporate Volunteering and school placements.
- Promote volunteer vacancies through our communications, using our wide audience to maximise engagement.

3. Connect

We connect volunteers, organisations and partners to create meaningful opportunities, share learning and celebrate the impact of volunteering.

We will:

- Provide newsletters for organisations and volunteers, building a sense of community.
- Host the annual Gloucester Volunteer Awards, bringing together volunteers, organisations and wider communities to celebrate the impact of volunteering in Gloucestershire.
- Develop relationships with volunteer managers across Gloucestershire to share best practice and resources.

4. Develop

We work with VCSE organisations and statutory partners to develop new and inclusive volunteering opportunities that respond to emerging needs and reflect the diversity of Gloucestershire's communities.

We will:

- Monitor listings and suggest improvements to increase accessibility.
- Work with VCSE organisations to provide volunteering opportunities that are accessible to those with special access requirements.

Three-Year Operations Plans

1. 2025/2026	
Advocate	Conduct a “Volunteering and Health” survey, capturing data on the benefits of volunteering in Gloucestershire.
	Commence commentary on national and local volunteering initiatives.
	Inform the work of the Gloucestershire Volunteering Collaborative.
	Promote grassroots and community-led action through our communications via weekly posts highlighting these opportunities and spotlighting organisations in our newsletters.
Build	Maintain the Go Volunteer Glos platform, providing guidance and support to organisations.
	Promote low-take-up volunteering opportunities through our communications.
	Liaise with organisations seeking corporate volunteering opportunities to connect with appropriate organisations.
Connect	Launch the “Volunteering Insight” newsletter for organisations and “Go Volunteer!” newsletter for volunteers
	Host the Gloucestershire Volunteer Awards 2025
	Provide six training sessions for volunteer managers
Develop	Advise organisations on the accessibility of their listings
	Provide training videos & guidance for organisations thinking about the accessibility of their roles

2. 2026/2027

Advocate	Publish a report sharing the findings of the Volunteering and Health survey.
	Provide commentary on national and local volunteering initiatives.
	Inform the work of the Gloucestershire Volunteering Collaborative.
	Provide a weekly round-up of new volunteering opportunities, focussing on those from grassroots organisations with low take-up.
Build	Maintain the Go Volunteer Glos platform, providing guidance and support to organisations.
	Create new resources for the platform, including safeguarding training videos.
	Build and promote a cohesive corporate volunteering and school placement offer.
Connect	Provide quarterly newsletters for volunteers and organisations.
	Host the Gloucestershire Volunteer Awards 2026.
Develop	Advise organisations on the accessibility of their listings
	Provide training videos & guidance for organisations thinking about the accessibility of their roles
	Highlight the possibilities for accessible roles through “Inclusivity Matters” mailing

3. 2027/2028

Advocate	Work with partners to develop an accreditation for organisations for volunteer management.
	Provide commentary on national and local volunteering initiatives.
	Inform the work of the Gloucestershire Volunteering Collaborative.
	Provide a weekly round-up of new volunteering opportunities, focussing on those from grassroots organisations with low take-up.
Build	Maintain the Go Volunteer Glos platform, providing guidance and support to organisations.
	Create new resources for the platform, including a “Volunteer Pathway” offer.
	Continue to promote corporate volunteering and school placement offers.
Connect	Provide quarterly newsletters for volunteers and organisations.
	Host the Gloucestershire Volunteer Awards 2027.
Develop	Advise organisations on the accessibility of their listings.
	Provide training videos & guidance for organisations thinking about the accessibility of their roles.
	Highlight the possibilities for accessible roles through “Inclusivity Matters” mailing.