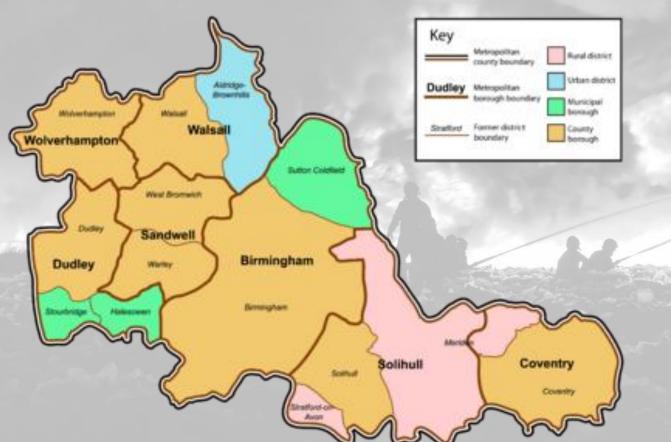
Recruiting, Retaining and Training a Diverse Volunteer team





Changing Populations

34% of West Midlands population are from an ethnic group (18.8% Asian) 47% of Birmingham's population are from an Ethnic group (26% Asian).

14% of WMFS employees identify themselves as being from an ethnic minority with 2.5% of WMFS identifying as Asian

6.7% of West Midlands are Muslim but this rises to 21.8% in Birmingham. Muslim and Sikh communities have increased by 33% since the 2001 census.

Changing Population

- 9.5% of the West Midlands have a disability which limits their everyday activities a lot(3.3% of WMFS declare a disability)
- 1.28 million people in the West Midlands are over 60 (23%), with 123,000 being 85 years or older
- 18% of the West Midlands are on means tested benefits, this increases to nearly 29% in Birmingham
- The average age of a WMFS employee is 42, the average age in the West Midlands is 39.



Religious Affiliations in West Midlands 2001/ 2011

Religion	West Mids (2001)	West Mids (2011)
Christian	72.58	60.2%
Muslim	4.10	6.7%
Sikh	1.97	2.4%
Hindu	1.08	1.3%
Buddhist	0.19	0.3%
Jewish	0.09	0.1%
Other	0.21	0.5%
None	12.3	22%
No answer	7.48	6.6%



Our journey Recruitment and Retention

In 2008 WMFS had only 1 volunteer from ethic background

In 2014, 35% of the volunteers are from an ethnic background

During the five years that SafeSide has been opened we have taken on volunteers from the following countries:

Afghanistan France

Algeria Portugal

Pakistan > Jamaica

Bangladesh > China

Nigeria

Zimbabwe Mauritius

Latvia Poland

Kenya Philippines

Greece Indian

Estonia



How we did it

Breaking down barriers

Perusing a good rapport with individuals from the 1st point of contact.

How we did it

- Taking theirs needs into consideration e.g. prayer facilities, dietary requirements etc.
- Actively addressing any issues relating to discrimination etc including Equality and Diversity training for all volunteers
 - Promotion of organisations Core Values and stressing they are part of the organisation



Training

- 2 Shadowing visits (min)
- 2 Sharing visits (min) with 2 different mentors
- At there own pace,
 - a step by step nurturing approach,
 - Deliver Areas they are comfortable with first
 - Mentors assess, discuss how they feel

Community Volunteers

Community Volunteers

- Are also trained to deliver
 - Home Safety Checks
 - General safety advice
 - Heart start first aid
 - Welcome to the West Midlands tour
 - Can access other courses and gain accreditation
 - Support Fire crews with community events

Ensuring that volunteers feel welcome and included and valued

- Uniform, giving a sense of belonging and corporate identity
- Social, Volunteer lounge and kitchen where they can eat and socialise
- Valued, travel expenses, meal voucher for main bistro if do a full day, badges and awards for 50, 100, tours and qualifying as a guide



Support

- Support from Role model mentors
- Debriefs after every session
 - Ensure that any concerns and issues are raised before they go home
- Volunteer Manager and Volunteer support officer,
 - full time staff who they can approach with any issues
 - An environment where any concerns can be openly raised and discussed



Questions?

Janet Wilson Volunteer Manager

Sally Hitchman

Volunteer support officer

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- Tristan Dugdale-Pointon
- Equality and diversity advisor
- 0121 380 6239

