

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 ethnic 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
- Algeria
- Pakistan
- Bangladesh
- Nigeria
- Zimbabwe
- Latvia
- Kenya
- Greece
- France
- Portugal
- Jamaica
- China
- Vietnam
- Mauritius
- Poland
- Philippines
- 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 their 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?

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