

Summary of Corporate Culture findings

Audience:

86% of the 14-24 year old males (39%) and females (61%) surveyed were white. 40% had part-time jobs. 22% were in full-time employment. 14% were from ethnic groups. 8% were NEETs and 2% had disabilities. All were interviewed in September 2013.

Volunteer types:

Based on the evidence, there is plenty of room to increase the frequency of youth volunteering. 23% of respondents had not volunteered in the last month. 26% had not volunteered in the last year. 30% used to volunteer but don't anymore. 21% said they had never volunteered before. Females are more likely to volunteer than males. 14-15s are more likely to volunteer, whereas a larger number of 22-24s used to volunteer but don't anymore.

Habits of volunteers:

Affluent respondents, those in education, employed interviewees and BMEs are the most active formal volunteers. Not many of the unemployed have formally volunteered in the last month but a greater number have volunteered over the last year, or in the past.

Formal volunteering vs. informal volunteering:

There are significant overlaps between formal and informal volunteering. Current volunteers are more likely to be female, aged under 18, at school/college, or from "other" ethnic groups. Informal volunteers are likely to be 16-18, ABC1s, at school, college or University and from "other" ethnic groups.

Lapsed volunteers were made up mainly of females, respondents aged between 22-24, ABC1s, students at University, the young employed, unemployed participants and interviewees from white groups. Non-volunteers were made up of males, C2DEs, respondents aged 14-15, young people at school and participants from white groups.

Attitudes and motivations:

The main reason for volunteering was to gain experience (especially males and 14-15 year olds), build and improve skills (especially with non-volunteers), as well as improving their prospects (especially among University students). Altruism was a secondary motivation. However females, non-volunteers, lapsed volunteers and older people are more motivated to give something back.

Males and people at school/college see volunteering as an opportunity to build confidence. Older respondents cared more about altruism and a personal connection with the cause.

Non-volunteers recognised both personal and altruistic benefits but these have not encouraged action. They also see benefits in gaining experience/building skills but less so than other groups.

Barriers:

One of the biggest barriers for volunteering is lack of time, confidence, low expectations of enjoyment/coolness, shortage of interesting opportunities and the cost of travel.

Awareness:

Although attitudes are positive towards volunteering, many of the respondents said they were not aware of opportunities available to them, or found them difficult to find - especially among males. Knowledge is poorest among non-volunteers. No lapsed or non-volunteers reported knowing a lot about available opportunities. Most people want to do more to help their community and were interested in "bite size" opportunities.

Benefits:

Most respondents like the idea of flexible "bite size" opportunities being available to them. Recognition is particularly important to those at school or college. A CV reference is the preferred way to be recognised for their contribution by everybody.

Involvement and consideration of volunteering strands:

Most respondents showed strong interest in working with children and young people, especially among lapsed volunteers, as well as school/college and University respondents. Activities, such as helping with fundraising efforts, sponsored events, community groups, sports clubs, one-off events, animals, charity shops and challenging opportunities were also popular. In regards to challenging opportunities, interest was shown in working with ex-offenders, families in need and people who have suffered domestic abuse.

Focus on challenging types of volunteering:

At the moment, C2DEs have a higher current participation rate in challenging roles than ABC1s - as do BME respondents. C2DEs are more likely than ABC1s to work in most areas, except with the disabled.

However, ABC1s, females, those aged 19-21, people at University, those who are unemployed, plus ethnic groups, are more interested than C2DEs when it comes to working on all challenging areas in the future, such as with older people and families in need.

Information and support channels:

Most people find out about volunteering opportunities through personal contacts (including involvement with the cause), such as schools, friends, community groups, local events and family members. People were most interested in finding local volunteering opportunities via the Internet, Social Media, emails and an App. - especially those in education.

Overall, 7 in 10 would prefer to hear about volunteering opportunities through all types of education establishments

Adverts, local radio, a telephone helpline, road-shows and one off events were not so popular. Females were also interested in Volunteer Centres and the unemployed considered seeking opportunities via the Job Centre. Although road-shows were not popular overall, those at school or college were relatively more interested.

Media and events were less popular among all groups.

A central website and mobile app were strongly preferred, whereas a telephone helpline and text messages were the least popular.

Reactions to potential interventions:

Community Organisers is a scheme designed to help young people set-up their own group, or project, to help others in the community. So long as the scheme benefits the community in some way, there is support, advice and training available.

- 85% of respondents think that the Community Organisers scheme is a good idea.
- 65% of the sample reported wanting to know more about the scheme.
- However, 57% felt that it would take too much time and effort.
- And only 54% felt that this would encourage them to volunteer more.
- The Community Organisers scheme is liked by current volunteers but it is not likely to encourage non-volunteers to do so.
- 14% of respondents said they preferred this scheme to the others.

Better Together is a scheme designed to help friends get more involved in helping others in the community together. There are loads of opportunities to choose from, which have all been designed with mates in mind. For instance, young people can choose from a wide variety of opportunities, such as painting a children's centre, or planting trees in the park, to walking dogs together. Volunteers can join up with just their best-friend, or in small groups.

- 85% thought that the Better Together scheme was a good idea.
- 71% of the sample would like to find out more about the scheme.
- 72% felt that this would be an easy scheme for them to do.
- 66% of the sample felt that this would encourage them to volunteer more.
- Better Together is seen as a good idea by all and has the potential to overcome the time barrier.
- 29% of respondents said they preferred this scheme to the others.

Good For Everyone is a scheme that rewards volunteers for the time and effort they put into helping others. When you sign up, you are given a card and you get reward points for every hour you volunteer in the community. Reward points can be traded in for discounts and free stuff at a range of places, such as High Street shop vouchers, cheap cinema tickets, public transport or sessions at the leisure centre.

- 89% consider the Good for Everyone scheme to be a good idea.
- 83% would like to find out more about the scheme.
- 78% of the sample felt that this was something easy that they could do.
- 79% felt that Good for Everyone would encourage them to volunteer more.
- Good for Everyone is well liked among all groups and has most potential to encourage new volunteers.
- 57% of respondents preferred this scheme to the other ones.

Recommendations for tailoring solutions to the audience:

Audience	Behaviours	Motivators	Intervention	Messages and channels
Current volunteers.	Continue volunteering. Recommended a friend. Try a more challenging opportunity (older, personal connection).	Benefits to me/ others. Social norm. Easy to act.	Model behaviour. Incentivise to bring friends. Recognise effort. CV reference, wall of thanks.	Thanks. Social Media. Peer to peer. Existing community networks.
Lapsed volunteers.	Volunteer again	Benefits to me/others. Easy to act.	Flexibility and bite size opportunities to volunteer with friends. Incentives to encourage re-trial.	University and workplace resources. Single website, mobile app. to find opportunities. Digital media.
Never volunteered.	Try out volunteering.	Benefits to me/others. Easy to act.	Incentive scheme to encourage trial. Interesting types of volunteering – e.g. pets, festivals and events.	Help yourself by helping others. Education packs. Single website, mobile app. to find opportunities. Digital media.

Overall recommendations:

- Make it easy to act and find opportunities – single website, mobile app.
- Focus messaging primarily on personal benefit of improved prospects for volunteers – helping yourself by helping others.
- Communicate through grassroots channels, particularly education establishments.
- Highlight social norms and leverage word of mouth – peer to peer, bring along a friend schemes.
- Promote a wide range of flexible, “bite sized” opportunities that can be carried out with friends.
- Target types of volunteering to audience need – e.g. one off events, animals for C2DE non-volunteers and challenging opportunities for older current volunteers.
- Formalise volunteering pathways among those already engaged with personal causes, in particular for challenging opportunities.
- Develop an incentive scheme to encourage trials, increase volunteering and overcome travel cost barriers.
- Ensure volunteers are recognised with a guarantee of a reference for CV.