

# NET ZERO NOW

Session 7: Managing Groups  
Wednesday 6th October 2021, 19:00-21:00



# Agenda - update

- Welcome back 19:00-19:05
- Volunteering experience 19:05-19:30
- Engaging volunteers - Nicole Barton 19:30-19:50

## Break

19:50-20:00

- Q&A and discussion with Nicole 20:00-20:30
- Team roles 15-20 min 20:30-20:50
- Wrap up 20:50-21:00

Welcome back and recap

# Timeline

Session	Date	Time	Topic (note that exact topics may change)
Session 1	Wednesday 9th June	19:00-21:00	Climate change and carbon reduction
Session 2	Wednesday 23rd June	19:00-21:00	Understanding solutions and the local context
Session 3	Wednesday 21st July	19:00-21:00	Changing behaviour
Session 4	Wednesday 28th July	19:00-21:00	Communicating climate change
<b>Summer break</b>			
Session 5	Wednesday 8th September	19:00-21:00	Shaping your initiative
Session 6	Wednesday 22nd September	19:00-21:00	Managing projects
Session 7	Wednesday 6th October	19:00-21:00	Managing groups
Session 8	Wednesday 20th October	19:00-21:00	Communication

# Your volunteering experience

The good and the bad

# Your good & bad volunteering experiences

Thinking about your experiences with volunteering, consider

- What were the reasons you volunteered?
- What were the reasons you stopped?

# Managing and recruiting volunteers

Nicole Barton, CCF



Nicole Barton, Volunteer and Events Co-ordinator  
**Finding and keeping people**



# Time Out

London's living guide  
August 9-16 2000 No.1564 £1.95

Pretty boy Craig David  
Price-less shopping gu  
TO Travel Writing Comp

## ENGLISH OUTSIDERS YOUTH CLUB



ANTI-SPRINGS CHAIRMAN  
ZAINAB ABDULLA-WILLIAMS

On the run-down estates around Shadwell, one of the poorest parts of London, gangs of tough-looking kids

'When you get one person to stop taking drugs, ten more seem to take their place.'

Council. She offers drug advice sessions for five- to 18-year-olds and organises activities to keep them off the streets. Her latest project trains up teams of young outreach workers to try and broker peace between the rival gangs operating locally.

'Not all of our kids have got problems,' she says. 'But many have. They have drug problems; cannabis, heroin, crack, Charlie. By the time they're 14 most of them are into something unless they're very sensible. They have issues with their parents. They have housing issues. They have normal growing up issues.'

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icipate in the ar. They learn the nance in a uilding and erent to other e all given training eracy, e the opportunity s. emembers ntations to local e like that - and e was the NIMBY e we wanted to put

the workshop objected to the planning application. The editor of the local paper came down and he was one of the worst sceptics, but I said to him: 'Look, if you give us bad publicity it will kill us. Clearly we are going to have some offenders who are going to continue offending, but the vast majority are going to come out reintegrated into society. Please focus on them.'

The courses are offered to offenders from all over east London, and to local school pupils considered at risk of offending or truanting. 'A number of those who have attended - who you thought would have no chance of getting a job - have got jobs, and a number have gone into full-time education because their appetites have been whetted,' says Stonehouse. 'They are not all success stories, but there are enough.' Ruth Bloomfield



## SULTAN OF SATIRE CHRIS MORRIS

Chris Morris seems to have constantly striven to remain an outsider. Like a trapped bird, he has a history of throwing himself against the windows when the walls start closing in. You suspect that even his current home on C4 is only as good as his latest project after his notorious 'Michael Grade is a cunt' antics (a subliminal message to Michael Jackson's predecessor, pasted into the credits of 'Brass Eye' as a protest against the channel having held the series back for so long). The legend goes that Morris was sacked from a string of radio stations (including Radio 1) for pranks like editing tapes of the Queen, announcing the premature demise of Jimmy Saville and Michael Heseltine and shouting 'Christ's fat cock' at Cliff Richard. 'Brass Eye' was 'retired' after causing many red faces among the celebrity contingent. He even made it into Hansard when questions were raised in Parliament over non-existent drugs. The pranks took a back seat with bleakly hilarious C4 sketch show 'Jam', but with that series fading in our memories, we can only be certain of one thing: Morris is as Morris does. Emma Perry



## VETERAN VOLUNTEER ACTION SOUTHWARK

From befriending refugees to helping kids make Christmas cards, Action Southwark's wide-ranging projects offer 16- to 24-year-olds a chance to indulge their passions while putting something back into the community. 'The refugee thing came about because we wanted to show them another side to the depressing environments they usually see,' Nicole Barton, manager of the four-year-old project, explains. The 32-year-old is on a mission to

revamp the worthy image of volunteering - and make local residents realise that youngsters, however disadvantaged, can have a positive influence on their lives.

Barton herself is a veteran volunteer, a graduate in green politics, and joined Action Southwark after returning from teaching in Pakistan. 'Everyone needs to be needed, and I feel very strongly that we all have something to offer. We've seen unemployed volunteers go on to get jobs their confidence is so boosted. Our motto is that we help ordinary people to do extraordinary things, and we hope to continue doing so for a long time.' Judy Kern If you'd like to get involved with the work of Action Southwark, call 020 7358 065

'It's not about getting there, it's the adventure that counts'

## Revenge of the outsider

Guest editor Guy Ritchie heads up a celebration of London's rebels

## CAR-MAD COPPER INSPECTOR DAVIS STONEHOUSE

It's easy to imagine the gossip in the canteen of Havering Police Station when word leaked out about Inspector David Stonehouse's pet project. He, together with a group of social workers and educationalists, wanted to work with young offenders. Specifically, they believed that tinkering with cars would distract them from a life of crime.

Stonehouse diplomatically says his police colleagues were broadly supportive, and the scheme has now been up and running for three years. 'It was





- Dame Elizabeth Hoodless was passionate the societal change could be brought about by bridging the gap between the huge need that exists in society and people's need to feel valued, useful and empowered to have an impact on the things they care about. She believed that volunteering was transformative 'Let those who say it can't be done, let those of us doing it, get on with it.'
- 'It's all about *people Nicole*'.... listening to their motivations and interests, the relationships, feeling like they're making a difference and enjoying themselves

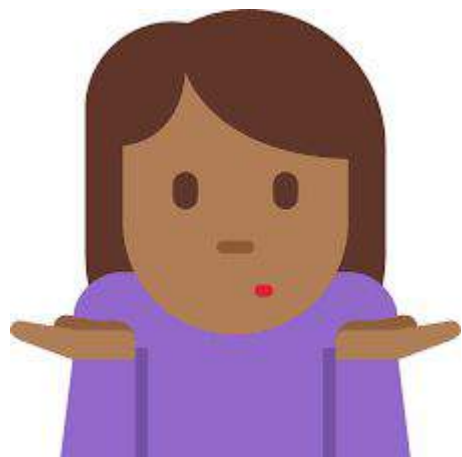




- So if you have 3000 in your village, 30 might be leaders like you who will take on responsibility
- There'll be 270 who will get involved when asked
- The environment is a key concern for people, your people are there



No1



No2



# 3 R's

1. Recruit
2. Retain
3. Reward

Recruiting is easier than retaining so in planning, skip to thinking about 2 first. In general people tend to be time poor – if their skills and interests don't match the tasks, if they're not enjoying what they're doing and/or they don't feel its making a difference....they'll stop!



*But saying that, there are two useful things you can do before diving into retention ...*

# 2021 YEAR OF SPECIAL DAYS



## January

Waste

20 Penguin Awareness day  
26 World Environmental Education day <sup>4</sup>

## February

Water

2 World Wetland day <sup>15</sup>  
15 World Whale day <sup>16</sup>  
27 Polar Bear day

## March

Energy

3 World Wildlife day <sup>15</sup>  
8 Int Women day <sup>5</sup>  
15-22 National Water week <sup>6</sup>  
18 World Recycling day  
21 International day of Forests  
21 Human Rights day  
23 World Meteorological day <sup>13</sup>  
27 Earth Hour <sup>13</sup>

## April

Climate Change

7 World Health day <sup>3</sup>  
13 Int Plant Appreciation day <sup>15</sup>  
14 Dolphin day <sup>14</sup>  
22 Earth day <sup>15</sup>

## May

School Grounds

2-8 Int Compost week  
8 National Bird day  
8 World Migratory day  
22 Int day for Biological Diversity <sup>15</sup>  
23 World Turtle day  
25 Africa day <sup>11</sup>

## June

Biodiversity & Nature

5 World Environment day <sup>15</sup>  
8 World Oceans day <sup>14</sup>  
16 Youth day <sup>16</sup>  
17 World day to Combat Desertification and Drought <sup>13</sup>  
22 World Rainforest day

## July

Plastic Free Month

11 World Population day <sup>8</sup>  
14 Shark Awareness day  
15 World Youth Skills day <sup>4</sup>  
31 Int Ranger day

## August

Eco-Tourism

9 Women's day <sup>5</sup>  
10 World Lion day  
12 Elephant day <sup>15</sup>  
20 African Traditional Medicine day  
23-27 World Water week <sup>6</sup>  
30-5 Arbour week <sup>15</sup>

## September

Arbour Month

30-5 Arbour week <sup>15</sup>  
1 Spring day  
2-6 National Parks week  
16 World Ozone day <sup>15</sup>  
18 International Coastal Clean-up day  
18 World Water Monitoring day <sup>14</sup>  
22 World Rhino day  
27 World Tourism day, and <sup>8</sup>  
World Rivers day <sup>14</sup>  
28 Green Consumer day <sup>12</sup>

## October

Marine Month

4 World Animal day  
5 Worlds Teachers' day <sup>4</sup>  
7-11 National Marine week <sup>14</sup>  
10 African Penguin day  
16 World Food day <sup>2</sup>  
24 Int day of Climate Action <sup>13</sup>  
21 Earth Worm day  
16 World Hunger day <sup>2</sup>

## November

Health & Wellbeing

6 Int Children's day  
19 World Toilet day <sup>6</sup>  
21 World Fisheries day <sup>14</sup>

## December

Community & Heritage

4 Wildlife Conservation day <sup>15</sup>  
5 World Soil day  
11 Int Mountain day

### SUSTAINABLE DEVELOPMENT GOALS

The numbers refer to the relevant SDGs, helping you to align any planned activities to these important goals

- Key national/global and local dates – summer or winter fairs, tie in with local initiatives/gatherings of parish council, wellbeing and health groups, biodiversity/litter picking, car free days, food festivals etc.....
- Not only useful to tie in with others to benefit from their footfall and publicity but it can really help with pulling your volunteers to the next level.

**WESSA**  
 PEOPLE CARING FOR THE EARTH  
 f t i n y  
[www.wessa.org.za](http://www.wessa.org.za)

# LISTEN

SURVEY



FEEDBACK



*...and do ask for their contact details and whether they might be interested in finding out more about becoming actively involved.*



## **Retention**

Agree an overarching vision that you can share with recruits and examples of the sorts of events and activities you might run as a group to achieve your aims.

### **Key roles with a basic role description**

(RD's help people feel confident about what's expected of them and allays the fear of being sucked in!)

**Comms** – social media, draft a newsletter, basic wordpress skills and ok to write some copy to go in other's newsletters etc

**Admin** – add sign-ups to a contact list, take some basic minutes/record actions, handle any donations, reporting and constitutional matters

**Events organisers** – plan, schedule, approach people, licences, recruit volunteers, risk assessments, help co-ordinate publicity

**Broader 'as and when' team:** fundraisers/tin shakers, bakers and cooks, stewards, photographers, artists, people with transport and other equipment, subject experts/public speakers etc.

**Roles for later** – volunteer co-ordinator/treasurer/fundraiser/chair



<b>Cambridge Carbon Footprint (CCF)</b> <b>Role Description</b> <b>Role title:</b> <b>Reporting to:</b> <b>Principle function:</b>  <b>Expenses:</b> <b>Location:</b>	Cambridge Sustainable Fashion Festival Intern Nicole Barton (Volunteer and Events Organiser) To help Nicole organise all aspects of Cambridge Carbon Footprint's (CCF) second Sustainable Fashion Festival, scheduled for Sat 21 <sup>st</sup> March, 2020. Agreed in advance for lunch and travel CCF, The Bike Depot, 140 Cowley Road, Cambridge, CB4 0DL
<b>Days and hours (plse be as specific as possible giving days and am/pm)</b>	2 – 3 days a week (pref Tues-Thurs but flexible) 10:00am – 5pm. Ideally we'd have an introductory day before the Christmas break.
<b>Duration (on-going or fixed period)</b> <b>Description of the Role</b>	Start Jan 2020 – end March 2020 <ul style="list-style-type: none"> <li>• Helping to create an engaging timetable of events for the day</li> <li>• Securing a range of sustainable brands for the pop-up market</li> <li>• Securing and liaising with event speakers and workshop facilitators</li> <li>• Helping in all aspects of promotion and marketing including writing blogs, coming up with interesting copy, visuals, case studies and social media</li> <li>• Supporting the press work, including print, online, TV, radio</li> <li>• Helping keep CCF's website up to date</li> <li>• Helping recruit and manage a team of ~70 volunteers in the lead up to the event and on the day</li> <li>• Liaising with the venue on health and safety, facilities, schedules etc.</li> <li>• Helping fundraise and find sponsors for the event</li> <li>• Responding to queries around the Festival</li> <li>• Help with monitoring and evaluation of the Festival</li> </ul>
<b>The benefits and/or difference the volunteers commitment will bring:</b>  <b>Skills and/or qualifications and experience required:</b>	The Festival has helped put Cambridge on the sustainable fashion map and is a key event in the CCF calendar. The Sustainable Fashion Festival intern will help ensure that the event is headline grabbing, well attended and engages people on the critical issues of waste, resource use, the circular economy and the impact of global fashion on the climate crisis. <ul style="list-style-type: none"> <li>• A strong interest in sustainability is essential and an interest in sustainable fashion and/or the circular economy would be great</li> <li>• Good IT skills</li> <li>• Strong partnership building/stakeholder management skills</li> </ul>

# DEMAIN

UN FILM DE  
CYRIL DION ET MÉLANIE LAURENT



Talks and social events to meet people interested in getting involved:

- Ocean Plastics
- XR
- Recycling and waste

Sign-up sheets, ideas for activities, skills they'd like to share, receive newsletter?

A promotional poster for a 'Vegan Feast' event. The background is a collage of images showing hands preparing various plant-based dishes, including a bowl of purple beetroot soup, a beetroot on a wooden board, and fresh vegetables like spinach and carrots. The text is overlaid on this background.

JOIN HI SUSTAINABILITY AS PART OF VEGANUARY, FOR A

## Vegan Feast

*An evening of delicious vegan dishes and an opportunity to learn about this low carbon way of eating.*

SATURDAY 18TH JANUARY 2020  
£25 PER PERSON, BYO BOTTLE  
(BOOKING ESSENTIAL, PLACES LIMITED, GO TO [WWW.HISUSTAINABILITY.UK](http://WWW.HISUSTAINABILITY.UK))  
7-9.30PM (FOR 7.30PM START) ST ANDREW'S CENTRE SMALL HALL, HISTON

## **Retain and reward**

- Meet in nice settings (ask what suits people)
- Be friendly, welcoming and stick to time
- Ensure those who want to feel included in planning/decisions are
- Go with the energy
- Say thank you verbally, by email, a card or public recognition via social media, the local press, nominate for awards.
- Have summer and or festive social to 'get to know one anothers', reflect on the year gone by.

## **Take time to celebrate achievements, not just lurch from one thing to the next**

- Report successes and difference made in your newsletters, social media and share any public accolades/thanks
- Share positive feedback

# Thank you

**Please get in touch for further info, chats about the 3R's  
or anything else volunteer/event related**

[nicole@cambridgecarbonfootprint.org](mailto:nicole@cambridgecarbonfootprint.org)

## Q&A - Volunteering & Groups

Break

## Break-out: Your group

# Take action on recruiting and managing your group

- Grouped into pairs
- Identify some team and volunteer roles you may need for your project
- Make a note of your thoughts using the worksheet provided



## Wrap up and next steps

# Take away activities

- Create a volunteer document - see worksheets
  - Volunteer role description
  - Volunteer advert
  - Volunteering policy
- Review reading & resource lists for sessions 7 & 8