

Community Impact Assessment Volunteer Annual Statement 2024 – 2025



Great Homes, Great Services, Great People





Executive Summary

Coastline's vision and mission is for 'Great Homes, Great Services, Great People'. At Coastline we always do our best to put customers first. Our aims are to listen to our customers and "do the right thing", to earn and maintain trust, to provide helpful joined up services, and to continue to learn and improve. To support the people that live in our homes and communities, to work collaboratively to maximise our resources, and to build on our positive culture and values, so that Coastline can be a great place to work and volunteer. Our volunteer scheme is intrinsic in achieving these aspirations.

Our volunteers have an enormous impact on the engagement and support for our customers. They make a difference to people's lives and are very much part of the Coastline family.

Our continued Investors in Volunteers Accreditation ensures that we continue to attract volunteers, invest in and support our volunteers to achieve their goals. Our volunteers bring skills and experience in a variety of areas from gardening to activities and hairdressing. We have volunteers undertaking health and social care qualifications, befriending and providing wellbeing support including holistic hand massages.

I would therefore like to take this opportunity to thank everyone that has volunteered at Coastline for the wonderful work that you all do, the time that you give up in supporting our customers and for the amazing difference that you make to people's lives. THANK YOU.

Louise Beard
Deputy CEO (with responsibility for Housing, Assets & Communities)



Background

Coastline encourages and celebrates volunteering in all areas of the organisation, recognising the positive contribution volunteers make to Coastline customers and communities, whilst also supporting volunteers to achieve their own personal development goals.

Established in 2013 the volunteer scheme has continuously developed, expanding to include the following under its umbrella of support:



'Coastline Volunteer Opportunities', providing voluntary roles across a number of Coastline's teams and projects. These roles are open to all, including customers and members of the community.



The **'Partner Programme'**, which enables individuals accessing Coastline's Homeless Service to volunteer within the service with additional support, providing them with essential employability skills and a positive focus during their journey through the service.



The **'Miners Minders'**, who are a group of customers within our Miners Court Extra Care scheme that are supported in donating their time. Miners Minders' tasks range from befriending new customers, to assisting with events and helping Coastline colleagues with the delivery of activities.

Customer
Voice

'Customer Voice', who are customers that are supported to donate their time by getting involved in the scrutiny of the organisation, and shaping service design & delivery as part of the wider involvement and engagement model by making recommendations to the Customer Experience Committee (CEC).

Following the accreditation by Investing in Volunteers in 2015 and its subsequent renewals, Coastline has worked continuously to embed policies and procedures to maintain a stable and healthy base of regular, well supported volunteers.

Our 2024/2025 Volunteer Statement demonstrates the positive impact the volunteer scheme has made, the successes we have celebrated together, and sets the strategic direction for the programme over the next 12 months.



Volunteer Statement

*"We as volunteers enjoy what we do.
It enables us to empower you."*

Volunteer Scheme Aims

Recruitment: Attract dedicated and enthusiastic volunteers.

Support & development: Offer appropriate support, guidance, training, and personal development opportunities for volunteers.

Social inclusion: Provide equal opportunities for volunteers, tailoring roles around individual's needs/skills and working towards social inclusion.

Community contribution & engagement: Enable individuals to make a positive impact on the community and have a voice in service delivery.

Value for money: Deliver a cost-effective service that enhances community health and wellbeing, and strengthens social connections.

Adaptive roles: Create volunteer roles that respond to the evolving needs of customers and local communities.

Best practice: Uphold best practices in line with the Investing in Volunteers (IIV) standards.



Our Commitment to Volunteers

Volunteers will:

Respect: Be treated with respect by colleagues, other volunteers, and customers.

Equality: Have equality of opportunity.

Role clarity: Receive a clear role description, with adaptations considered to meet individual needs, abilities and interests.

Induction & training: Undergo a full induction and receive training appropriate to their role.

Support & supervision: Be supported by colleagues in their tasks and provided with regular supervision.

Acknowledgement: Receive appropriate recognition for their contributions to the service.

Consultation: Be consulted on the delivery of the volunteer scheme and kept informed of any service changes.

Expense reimbursement: Be reimbursed for any travel expenses incurred as a volunteer, in line with the Volunteer Expenses Procedure.

Problem resolution: Have any problems or complaints addressed sensitively, in accordance with the complaints procedure.

Data privacy: Have their personal information treated with care and discretion, in line with GDPR, shared within the organisation only on a 'need to know' basis.

Right to decline: Have the right to decline any requests that are unrealistic, beyond their role, or outside their skill set, without feeling uncomfortable or impacting their involvement with the organisation.

Career opportunities: Be given the opportunity and support to apply for external/internal vacancies within Coastline and receive a reference upon request.



Investing in Volunteers (IiV)

Investing in Volunteers (IiV) is the UK quality standard for good practice in volunteer management. It guides us on how to effectively self-assess the quality of our volunteer management and involvement, prove and improve the effectiveness of how we support volunteers, and shows volunteers – and potential volunteers – how much they are valued, giving them confidence in our ability to provide an outstanding volunteer experience. Following self-assessment, the accreditation is awarded only when evidence is provided that set standards have been met. We are proud to have received our fourth IiV accreditation in December 2023.



The IiV Standard includes 6 Quality Areas for Investing in Volunteers:

1: Vision for volunteering

Volunteering is embedded within the overall vision, values, culture and aims of the organisation and its impact is recognised and communicated. Organisations understand why they involve volunteers.

2: Planning for volunteers

People, policies and procedures have been put in place to ensure volunteering is well-managed.

3: Volunteer inclusion

There is a positive approach to inclusion, equity and diversity and a proactive approach to making volunteering accessible.

4: Recruiting and welcoming volunteers

It is easy for people to find out about opportunities, explore whether they are right for them and get involved.

5: Supporting volunteers

Volunteers feel supported at all times, that they are a part of the organisation and that their contribution makes a difference.

6: Valuing and developing volunteers

Volunteers are valued and there are opportunities for volunteers to develop and grow through their experience.



The Impact on Coastline Customers & Communities

Over the past 12 months, Coastline volunteers have had a profound impact on both customers and communities in several significant ways:

Increase in Intergenerational Volunteering

This year, Coastline has seen an increase in young volunteers engaging in formal volunteer opportunities, driven by targeted recruitment efforts. The number of young volunteers has risen from one in 2023 to five in 2024!

Intergenerational volunteering helps to bring together people of different ages, fostering a sense of community. It also creates opportunities for generations to share skills, knowledge and experiences. Younger volunteers benefit from the wisdom and life experiences of older adults, while older customers and volunteers gain fresh perspectives and new skills from the younger generation. Below customers, colleagues and young volunteers highlight the difference this has made:

“It’s great to have all generations together; we all learn from each other.”

Customer

“They’ve been so helpful. Last week, I wasn’t feeling too great, and they picked up on that straight away, checking on me throughout the day. They do a brilliant job.”

Customer

“Not only has it taught me many valuable things for my future, but it’s also been an amazing working environment. I’ve been overjoyed to help out the community and look forward to volunteering again soon.”

Community Investment Team Volunteer

“It’s helped me to achieve my Duke of Edinburgh award.”

Day Centre Volunteer



“The young volunteers help with activities and making drinks, allowing us to offer different activities in each room based on what customers feel like doing.”

Day Centre Colleague

“I’ve enjoyed meeting new people. One of the customers I visit when I drop back their laundry seems lonely and always looks happier when he sees me. I stay to have a chat, and it makes me feel good.”

Laundry Volunteer



Grace's Young Volunteer Story

Why did you decide to become a Coastline volunteer?

I decided to become a Coastline volunteer at 15 years old because I wanted to help people and brighten their days. It was also a great way to build my confidence and gain some experience.

What does your volunteer role involve?

My role involves being patient and respectful to all customers. I help set up activities, listen to customers, and talk with them to ensure they have the best experience possible.

What do you enjoy about your role?

I enjoy helping people and seeing their confidence and happiness grow. The smallest things to us can mean the world to them, and I find my role incredibly rewarding.

What impact do you feel your volunteer role has had on customers?

I believe my role has had a very positive impact on customers. When we do exciting or group activities, it lifts their spirits. I also feel having a place to go or a familiar person to talk to has also helped combat loneliness among older people.

What would you say to someone thinking about volunteering?

I would say, just go for it. Volunteering is the most rewarding role and offers so many amazing opportunities. You become part of a big friend group and seeing the positive changes in customers' attitudes after you've supported them is so fulfilling. Being a volunteer is amazing, and I would highly recommend it to anyone.

'I could go on forever about how great Grace is! She is so friendly, engaging, encouraging and compassionate with our customers. Seeing two generations coming together over common interests is heart-warming and is why it's so important to have young volunteers such as Grace involved.' Day Centre Colleague



“The customers love her, and I can't believe she is only 15 as she is so confident in her role. Grace is happy to take on any task given to her and is always happy to take the lead on activities such as games & quizzes. She's fab!”

Day Centre Colleague

Shaping Service Delivery

This year our Customer Voice volunteers have continued to review Coastline's performance and conduct scrutiny reviews of various service areas throughout the year, leading to recommendations for improvements being taken forward to the Customer Experience Committee.

These scrutiny tasks have included:

- Communications relating to repairs
- Lettings & Voids Process Mystery Shop
- Gestures of Goodwill Mystery Shop

In addition to this, Customer Voice volunteers have taken part in consultation on:

- Interactive Voice Response (IVR) telephone system
- Bathroom panel materials
- Community Investment Commitment Statement
- Coastline's 5 Year Plan
- Customer letters relating to – rent, service charge and booking stock condition surveys
- Customer information guides on topics including – kitchen refurbishments, permissions, ventilation, anti-social behaviour flowchart, customer handbook, and scrutiny scoping document
- Policy reviews including – Permissions Policy, Complaints Policy and Vulnerable Customer Policy, and
- Reviewed feedback from Chi Winder & Miners Court customer meetings.

They have also had involvement in:

- Colleague interviews
- Customer welcome events
- New development site visits
- Neighbourhood action days
- Void inspections, and
- Mentoring customers going through Coastline's complaint process



Elaine - Development & Environmental Customer Group Lead



Joy - Complaint Mentor Group Lead



Tammy - Development & Environmental Customer Group Lead



Dawn - Communications & Consultation Customer Group Lead



Patricia - Communications & Consultation Customer Group Lead



Sue - Void Inspectors Customer Group Lead



John - Customer Void Inspectors Group Lead



Customer Voice directly impacts the customer service experience by playing a central role in making recommendations, and their voluntary involvement with Coastline ensures that the Community Investment Team's vision of 'a clear line of sight between customers, the community, and the Board' is upheld.

This year, Customer Voice volunteers have taken on more of a leadership role within our wider customer involvement groups, to ensure customer feedback is entirely customer lead.

Joy's Volunteer Story

What does your volunteer role involve?

I have several volunteer roles at Coastline:

Void Inspector – Inspecting properties during the Voids process with Coastline's Voids Team to ensure high standards for re-lets.

Complaint Mentor – Helping mentor customers through their complaint journey, providing information about the process and offering a listening ear.

Customer Voice Lead – Ensuring wider customer voices are heard to shape and improve Coastline's services.



Why did you decide to become a Coastline volunteer?

During the sign-up process for my property, the team asked if I would be interested in getting involved and I thought it would be a good way as a new customer to learn more about how Coastline works. I had also found as a new customer some areas where communication had not been the best and was interested in contributing to improve services. As a retired counsellor and psychotherapist, I felt I had skills and experience that would be of use.

What impact do you feel your volunteer role has had on service delivery?

I believe the volunteer scheme truly makes a difference. Every customer group I engage with provides feedback that improves the customer experience. While some changes take time, it's a process that leads to eventual improvement.

What do you enjoy about volunteering?

I love it! I especially enjoy attending involvement groups, hearing other customers' experiences and meeting others involved with Coastline.

What would you say to someone thinking about volunteering?

Give it a go! You will be surprised how much you love being involved.

Facilitating Co-production within Coastline's Homeless Service

This year, we introduced two exciting new volunteer roles within Coastline's Homeless Service, based on residents' skills and experiences: Co-production Volunteer and Newsletter Creator Volunteer. These roles aim to improve and enhance service delivery by ensuring the voices of homeless service residents are heard.

The Co-production Volunteer actively collects feedback from residents in our crisis and supported accommodations and shares it with the quarterly collaboration focus group. An action plan is then created to address the issues raised and implement suggested improvements.

The Newsletter Creator Volunteer writes content to showcase the achievements and changes in service delivery based on residents' feedback. Previously, there was no formal way to update Homeless Service customers on the outcomes of their feedback. The creation of these roles has ensured that Homeless Service customers are now part of the broader Coastline Conversation, with their voices heard and being kept informed about the service improvements that matter to them.

You can read more about our Newsletter Creator Volunteer's story on the following page.



Customer Feedback leads to the Introduction of Activities Volunteer

At the end of 2023, the Miners Minders volunteers highlighted in their monthly meeting that attendance at resident-led activities was very low, despite increased promotion over the months. It was therefore decided by the group to co-produce a survey in early 2024, consulting customers on the provision of resident-led activities.

As a result of the feedback collected an Activities Volunteer role was created with the aim to run activities for customers on days the Day Centre is not open, to encourage greater involvement & social inclusion and to offer a more affordable option to customers who feel they cannot afford to attend the Day Centre.

The new volunteer role was implemented in June and has had a positive impact on customers' health & wellbeing with customers commenting that it has enabled them an opportunity to socialise more with their neighbours and increased their feelings of being part of the Miners Court community.

“ I really enjoy it – makes my day better and we all look forward to it ”



“ It helps get me out the flat for a bit, and it's good to come together.”



Andy's Volunteer Story

Andy moved into Coastline's Supported Accommodation in June 2023 after experiencing homelessness. At that time, he was struggling with his mental health and alcohol use, and did not feel ready to engage in the activities offered by Coastline's Activities & Inclusion team. However, with the support of the service and external agencies, Andy gradually began to participate. He started joining trips with other residents to places like Bodmin Moor and a foraging workshop, becoming a friendly and supportive peer who made others feel at ease.

In February 2024, Andy joined the wellbeing group run by Wellbeing Volunteer Denise. This led to invaluable one-on-one wellbeing sessions in the community, where Andy found a safe space to offload his worries and always had a listening ear. Since then, he has been actively involved in activities organised by the team, such as weekly walks, garden projects, CPD Brick Laying, and CPD Bike Maintenance Repair. He also joined the Homeless Services' Quarterly Collaboration Focus group, contributing to service improvements.

Andy expressed a strong desire to promote and highlight the positive aspects of the Homeless Service to local communities. In October 2024, he signed up as a Newsletter Creator Partner Volunteer and has been fully engaged in planning meetings, content creation and design. He is an invaluable member of the team, assisting the Activities & Engagement Worker with the creation of the Homeless Service newsletter, ensuring it is packed with news and information about the amazing work happening every week. This includes sharing the positive changes resulting from resident feedback, ensuring that service delivery is resident-led. Providing an outlet to share this with customers in a "you said, we did" format is important because it fosters transparency, builds trust and demonstrates that their voices are heard and valued.

'Andy is a vital part of our volunteer team and it has been a pleasure to work with him over the years and see how he uses his passion and skills to help others. We are lucky to have his creativity and focus which has elevated the newsletter into a must read across the service and wider community. Andy always brings a joke and sense of fun to everything he does spreading his positivity to others. I am extremely impressed with everything he has accomplished.'

Activities and Engagement Worker



“ With the support of Coastline and Key Workers, I am sober today, and wouldn't be without their help. I just want to give back what was given to me and volunteering allows me to do that. It gives me purpose in life and something to aim for. ”

Fostering Community Cohesion in Older Persons Accommodation

Last year, residents of our Camborne-based older persons accommodation noted that the sense of community within their schemes had reduced since the COVID-19 pandemic. They felt that having a Community Volunteer who could deliver regular weekly social activities could help bring people together again. While looking for someone to fill this new volunteer role, the Community Investment Team enlisted current volunteers Steve and Claire to help boost social cohesion.



Claire, a qualified holistic therapist, promoted health and well-being by offering free hand massages. **100%** of participants** reported a positive impact on their well-being.

“The chat during the hand massage is good for your mental health. It’s a bit of quality time which is appreciated.”

Steve, a Digital Volunteer, empowered residents to use online services, assisting **14** customers throughout the year with tasks like applying for bus passes, downloading the Housing Perks app, creating promotional posters for a charity coffee morning, storing family photos and accessing emails.



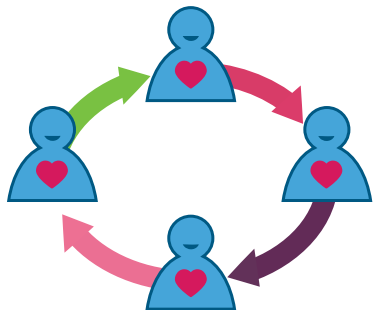
“I’ve never found the time to look after my hands, so it always feels like a lovely treat. Claire also chats about her life, and I can chat about mine. It’s really great”



“It’s been a good way to meet new people who live in the building.”

“Great opportunity to meet up with other residents and the staff from Coastline.”

“It’s a chance to talk to someone different, providing company and conversation.”



By the end of the year, **94%** of participants felt these activities positively impacted their mood, and **75%** reported reduced feelings of loneliness and isolation.

These efforts have significantly contributed to rebuilding a sense of community and improving the overall well-being of residents within Camborne’s older person accommodation.

David W's Volunteer Story

What does your volunteer role involve?

I am a befriending volunteer at Miners Court, which involves visiting customers who have asked for such visits, some perhaps through loneliness or lack of other social interaction.

Why did you decide to become a Coastline volunteer?

I decided to become a Coastline volunteer because I had relevant training, such as listening skills, and it felt like a natural progression after working in social housing for many years before retiring. Additionally, my previous voluntary role had naturally concluded, and I was seeking a new opportunity to contribute to the community.

What do you enjoy about your role?

One of the most rewarding parts of being a befriending volunteer is listening to people's life stories and feeling part of the caring team at Miners Court. It is also rewarding to develop relationships with customers over time.

What impact do you feel your volunteer role has had on customers?

The impacts on customers include reducing loneliness, making them feel heard regarding their current experiences, and encouraging them to participate in community activities at Miners Court, within their limitations. Having a regular befriending visit each week also helps customers establish a structured weekly routine and provides them with something to look forward to.

What would you say to someone thinking about volunteering?

I would advise anyone considering volunteering to reflect on their motives, both in terms of what they can offer and how it can meet their own needs, such as boosting confidence, aiding personal development, or even enhancing career prospects. Coastline offers plenty of relevant training courses, and the Volunteer Manager provides ongoing support through regular supervisory meetings. Having a natural empathy for people is very beneficial and can make the experience extremely rewarding. At 75 years old, I can assure you that you can volunteer at any age!



“ I enjoy talking to David about the world and growing up in Singapore, we tend to put the world to rights each week! David's visits have helped give me something to look forward to on a Wednesday and made a positive difference. ”

Customer

Impact for Volunteers

As well as helping others, volunteering has been shown to have various benefits for volunteers themselves.

This section highlights the positive impact and experiences individuals have reported from participating in Coastline's volunteer scheme - as gathered from exit surveys, satisfaction polls and their supervisions throughout the year.



Increased confidence/ self esteem

“I have got my mojo back and finally feel better in myself.”

“It's given me an uplift, having extra things to get involved with like watering the plants and helping with washing up at the end of the day centre.”

“I'm more confident, it's brought me out of my shell and made it easier to get to know people.”

“I've gained confidence, skills and a whole new direction in my career.”

A sense of purpose & making a difference

“It's inspiring working with the people who use the service, who engage and are improving their lives.”

“It is good for me to feel I am making a contribution however small!”

“Volunteering gives me a buzz and makes me feel as though I've done something worthwhile.”

Improved mental/ physical wellbeing

“Volunteering has helped my mental health and helps reduce my anxiety. I am a people person so connecting and helping others is enjoyable.”

“It's helped me to better my life, I have been clean from drugs since taking the role on. It's truly helped me get my life back on track and help others, the way I have been helped. Thank you for this opportunity.”

“Volunteering has helped to give me my life back, keeping me busy, and able to help others.”



Impact for Volunteers

Increased social inclusion & community cohesion

“ I really enjoy meeting new people; I’ve made some true friends.”

“ Volunteering makes me feel part of the team and valued. I’ve gained confidence as a result.”

“ It’s helped me to meet others in similar situations to myself.”

“ Meeting new people and learning not all people are the same, and that everyone has different needs has been a valuable experience for me.”

Influencing service delivery and having an input

“ I think it allows one to be a small cog in an important enterprise.”

“ It is good to meet up with other volunteers from all areas at events, to catch up and exchange views.”

“ Feeling able to encourage others to use their voice and feel part of a team, using mutual respect to question their housing provider.”



100%

of volunteers are satisfied with their volunteer experience.



90%

happily would promote/recommend the volunteer scheme to a friend and/or family member.



100%

Feel their volunteering has positively impacted Coastline customers, communities and teams.

93%

felt their expectations of volunteering have been met



Sahar's Volunteer Story

Why did you decide to become a Coastline volunteer?

My family and I came to the UK from Sudan in 2023. I am a qualified architect, but I am currently unable to work while waiting for my work permit. Eager to use my skills and experience, I sought out volunteer opportunities. Initially, I approached local architects, but they couldn't offer any volunteering roles. In late 2023, I reached out to Coastline, and they were able to create a new volunteer position that matched my skills and experience, and I have been volunteering within their Development & Sales team since the beginning of 2024.

What does your volunteer role involve?

I assist the Development and Sales teams with a range of tasks such as:- attending site visits, assisting with the defect process, ensuring works are completed, data analysis and gaining customer feedback.

What do you enjoy about your role?

I've never been someone who stays at home, so being able to stay busy and do something useful has been incredibly valuable to me. The tasks I receive are always varied and challenging, allowing me to learn something new every day at Coastline. I find the role very exciting, and everyone on the Development team is welcoming and helpful. Additionally, I've had the opportunity to complete several training courses that have greatly interested me. With the support of the Head of Development & Sales, I've also recently secured a work placement with an architecture firm in Plymouth for two days a week, which will help me prepare for my Architects Registration Board examination enabling me to work as an architect in the UK once my work permit is attained.

What would you say to someone thinking about volunteering?

I would recommend it to anyone, you get to learn new skills, meet new people, be part of a team and it's very rewarding.



“Sahar has proved to be a vibrant and positive member of our team. Her ability to become acquainted with any activity has been remarkable and her input and knowledge has been extremely useful.”

Head of Development and Sales

David R's Volunteer Story

Before joining Miners Court Day Centre in 2023, David was struggling with low mood after losing his wife and adjusting to living alone. Despite having support from his son and daughter-in-law, David's social circle was limited, and his wife's passing had left him feeling lonely and isolated in his community. After learning about Miners Court Day Centre from a Coastline colleague, David began attending for half a day each week. Initially, he was very quiet, withdrawn, and reluctant to participate in activities. However, with the encouragement and support of the Day Centre workers and volunteers, David gradually gained confidence and built a good rapport with other customers. This coincided with an increase in his funding from Adult Social Care, allowing him to attend the Day Centre three full days per week, significantly improving his overall health and wellbeing.

"I was at zero before coming to Miners Court, but now I have my confidence and sense of humour back! With the staff and volunteers, I always feel supported and cared for when I'm here. I really enjoy it, and my wellbeing has drastically improved. I get a lot of satisfaction from coming here, meeting and chatting with people – I've made lots of friends." **David.**

As David's sense of wellbeing improved, he became more engaged in Day Centre activities such as chair exercises, cooking, crafts, games, and listening to various talks from outside agencies. When a volunteer called in sick one day, David's newfound self-confidence enabled him to step up and lead the Day Centre bingo session. Initially uncertain, he soon settled into the role with the encouragement and support of his peers, and his bingo delivery became very popular with the Day Centre customers. This led to David being encouraged to join Coastline's volunteer scheme, which supports Coastline customers in volunteering at Miners Court and acknowledges their contributions. Since then, David has devoted his time to running not only the Day Centre bingo sessions but also charity bingo evenings at Miners Court, raising funds to support more activities within the Day Centre.

"Volunteering gives me a sense of achievement and confidence that I didn't have 18 months ago. I feel like I'm making a difference to others who attend, and that's the most important thing." **David.**

"David has a great sense of humour, makes us laugh, lifts the mood of other customers, and brightens our day!" **Day Centre Customer**



When would you say to someone thinking about volunteering?

“ Give it a try, and see how you get on, you will end up enjoying it and staying! ”

Volunteer Facts and Figures

2024

Total number of volunteers who have donated their time in 2024



Hours donated

5,955

Social Value of Volunteering

£337,533



8 volunteers progressed into employment with external companies



43 of the volunteers accessed training in 2024



A total of Time credits earned

2,486

2023



Total number of volunteers who have donated their time in 2023



Hours donated

4,064

Social Value of Volunteering

£291,530



6 volunteers progressed into employment with external companies

30 of the volunteers accessed training in 2023



A total of Time credits earned

2,459

Celebrating and Recognising Coastline Volunteers

A key aspect of Coastline's volunteer scheme is recognising and celebrating our incredible volunteer team, to ensure a positive volunteer experience for those involved.

This year, we've achieved this, with **100%** of volunteers* reporting that they felt valued and supported, highlighting support from the Volunteer Manager, colleagues, and social events as the most important factors to them. Our colleagues also echoed these sentiments, with **100%**** of those surveyed feeling that volunteers are valued and appreciated by Coastline.

This section showcases how we have celebrated and recognised our volunteers over the past 12 months.



(*Results from Volunteer Exit surveys & Volunteer Satisfaction polls Sept 2024)
(**Results from Colleague Survey Sept 2024)

Coastline's Customer at the Heart (CATH) Awards recognises Volunteers

In September 2024, Coastline hosted the annual Customer at the Heart Awards, celebrating the achievements and kindness of customers, volunteers, communities, and partner agencies across Cornwall over the past year. This ceremony provides an opportunity to acknowledge the significant contributions that volunteers, customers and partners make to Coastline communities.

This year, the event was held at a new venue, the Penventon Hotel in Redruth, where several Coastline volunteers were recognised, including:



Tim as Community Volunteer of the Year, for the positive impact he has made as a Wellbeing Volunteer at Coastline's Homeless Service since 2019.

Tim assists colleagues in organising local walks, encouraging people to stay active and enjoy nature. These walks have become very popular, evolving into weekly 'Explore Cornwall' walks, where the group explores different areas of the county. Customers have expressed their enjoyment of these sessions, both for the exercise and the engaging conversations. Tim has a natural ability to make everyone feel relaxed and is always ready to listen to people's individual stories. His role as a volunteer has positively impacted the health and wellbeing of customers.

“Tim is easy to talk to, has a good knowledge of different subjects, is approachable, a good laugh, and always willing to join in with all activities.”

Homeless Service Customer



Coastline's Customer at the Heart (CATH) Awards recognises Volunteers

Jan as Miners Minders of the Year, in recognition of her efforts in bringing Miners Court customers together through a shared interest.



A resident at Miners Court for five years, Jan is an avid card player. When several day centre customers expressed interest in learning card games, she generously offered to lead a few sessions on Monday afternoons. These sessions became so popular that Jan continued them weekly, much to the customers' delight as it has allowed for multiple activities to take place on Monday afternoons, expanding our offer to customers and promoting social integration. Customers have also

highlighted how great it is to be able to learn something new, with the help of one of their peers.

“Jan is very good at cards and has taught me how to play new, easy games. I really enjoy it and couldn't do it on my own, but with Jan's help, I take part every Monday and play along with three others”

Miners Court Customer



Hussain as Partner Programme Volunteer of the Year, for his dedication to enhancing Coastline Homeless Service's delivery.

Hussain actively participates in quarterly focus groups, sharing valuable insights on what works well and areas for improvement, and collaborates with colleagues to implement his ideas. As a Co-production Partner Volunteer, Hussain has been pro-active in helping to create a new newsletter for the Homeless Service and has become a representative voice for those not yet ready to engage in customer involvement opportunities. All of which has a positive impact for customers that use Coastline's Homeless Services.



“Hussain is a valued member of the volunteer team and his contributions at the focus groups have led to positive changes within the service. The introduction of the newsletter, which we didn't have before, now informs residents about how their feedback has led to these improvements.”

Homeless Service Activities & Engagement Worker



Each year, the CATH Awards gather customers who may not have previously participated, drawn by their nominations in categories like Good Neighbour or Young Hero. This impactful event fosters connections among customers from diverse communities and locations, nurturing a sense of belonging and highlighting the power of volunteering, while celebrating their achievements.

Thanking Volunteers via the Quarterly Volunteer Prize Draw



Throughout the year, Coastline holds a quarterly prize draw as an extra way to thank our volunteers. This initiative was introduced after some volunteers shared that the Tempo Time Credits reward scheme didn't appeal to them or wasn't easily accessible due to the location of venues. The prize draw offers volunteers a chance to win a **£50 shopping voucher** every three months. This year's lucky winners include:

Linda, Miners Court Day Centre Volunteer

Kim, Fishing Partner Programme Volunteer

Haydn, Community Investment Volunteer

David, Miners Minder Volunteer

'Thank you so much for the voucher, it has made my day!' **Haydn**

'Winning is a bonus to volunteering and if I don't use all the voucher for myself I can use it to gift others.' **David**



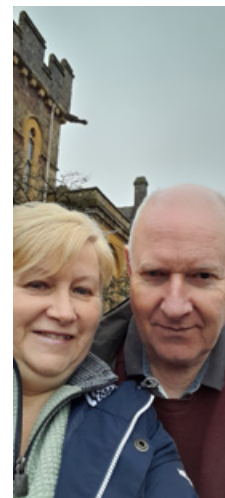
Recognising Volunteers With a Break Away

One way we thank our volunteers for their time is by distributing Tempo Time Credits, which they can use to access local and national attractions for free. This year, we've distributed **2,486** digital time credits to Coastline volunteers, which they've used to visit the local cinema, Newquay Zoo, Eden Project, as well as to purchase bus tickets and gift credits to family and friends.

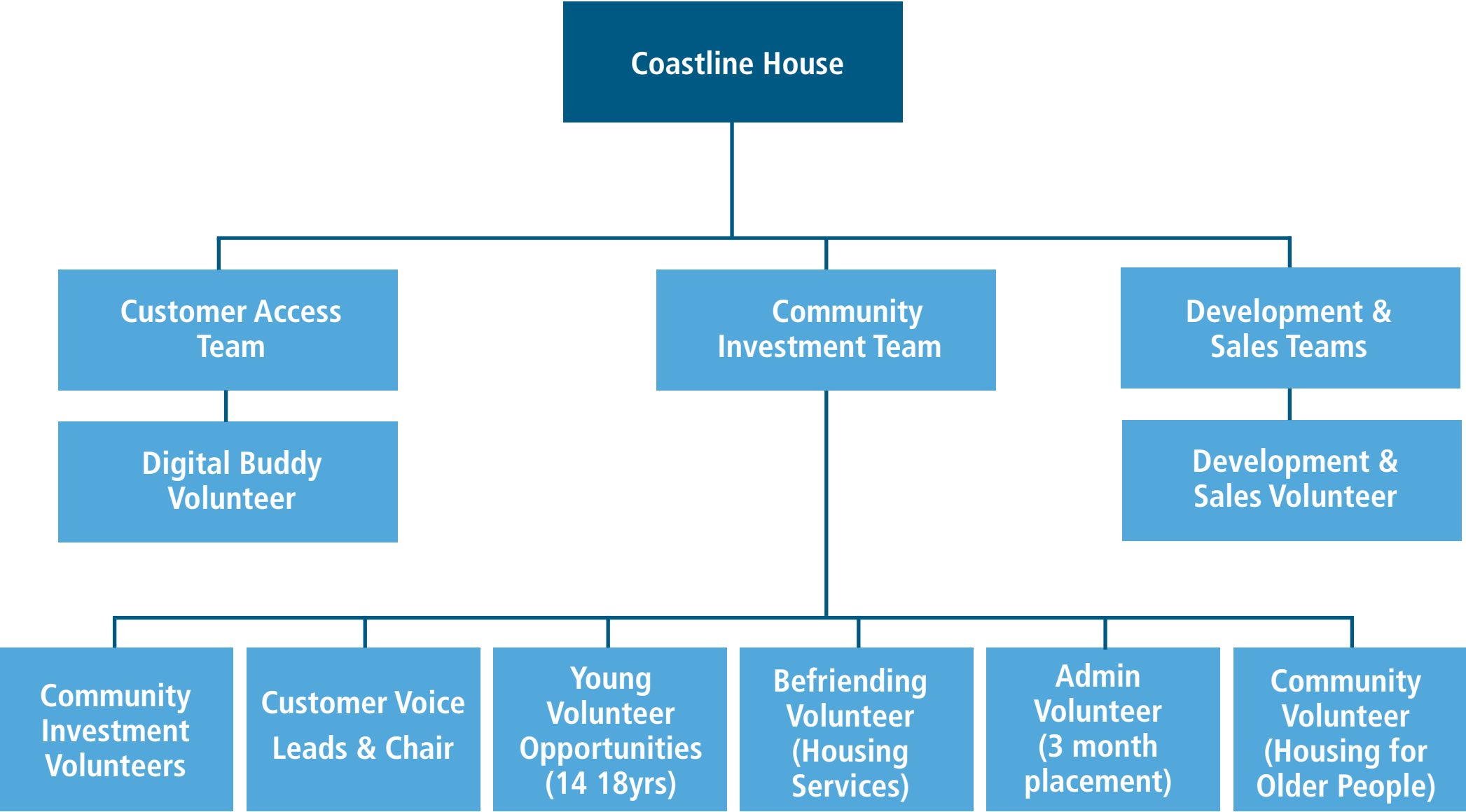
Additionally, this year we had the opportunity to nominate volunteers for **'Room to Reward'** through Tempo. This unique charity recognises inspirational volunteers by offering them a well-deserved break. Room to Reward partners with hotels across the country that donate unsold rooms, allowing charities and community groups to nominate their hidden heroes.

We were thrilled to learn that our nomination for Befriending Volunteer Janet was successful, recognising her dedication and commitment to reducing social isolation for housebound customers through her weekly befriending visits.

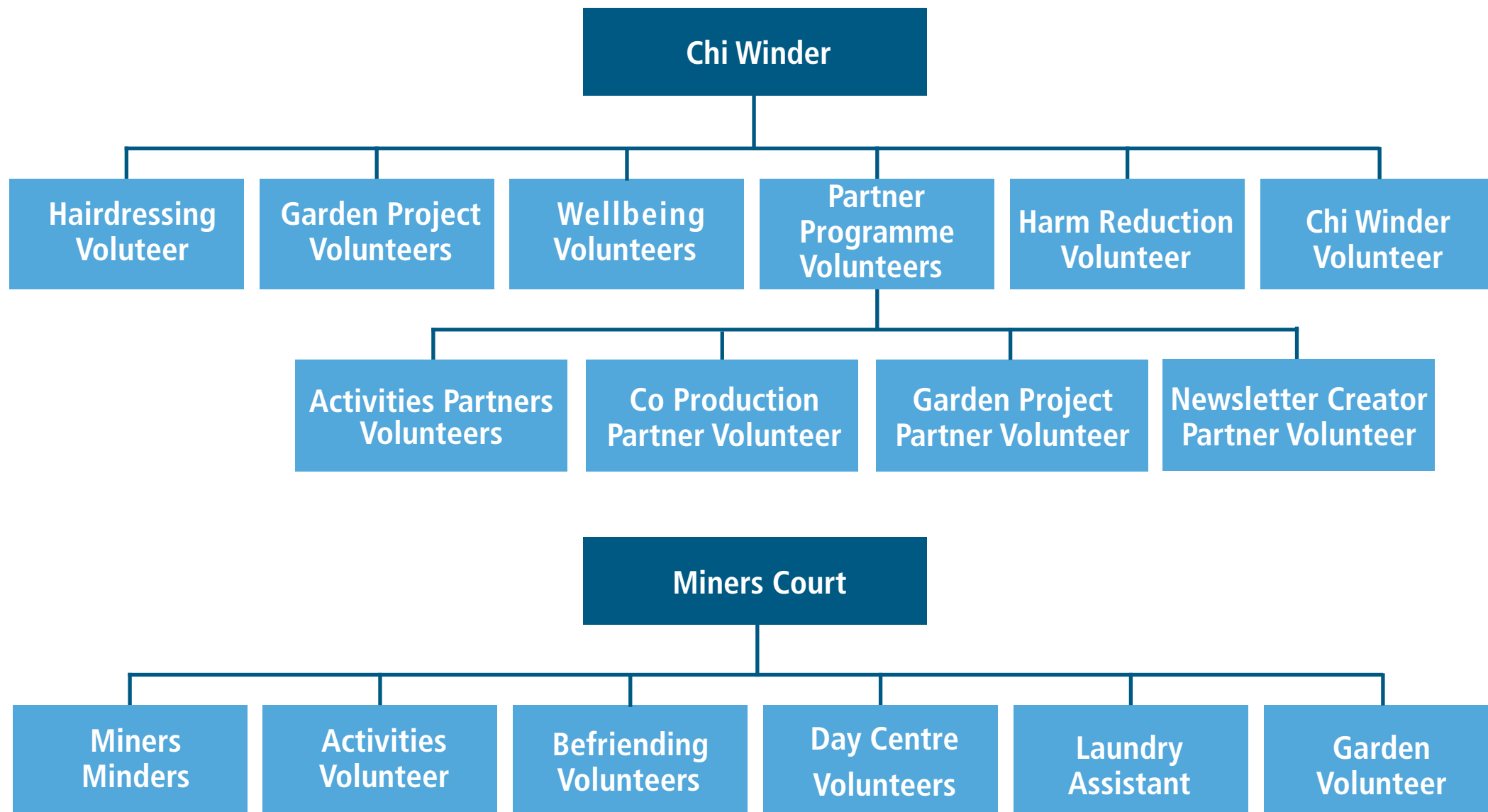
'I was nominated for a short break & won several nights away at a hotel of my choice. I had a fantastic 3 day break with my husband in Exeter. We don't go away very often so it was extra special for us.' **Janet**



Coastline Structure Chart



Coastline Structure Chart



In addition to the volunteer roles mentioned above, we can also tailor roles to match a potential volunteer's skills and experience and by utilising their strengths, we can create tasks and duties that best suit their capabilities. If you are interested in joining Coastline's Volunteer Team, please contact the Community Investment Team at **01209 200200** or email getinvolved@coastlinehousing.co.uk.

You Told Us, We Listened, Together We Achieved

“ Assist in the creation of a Community Investment Framework which will encompass involvement activities that are accessible across demographics, including youth engagement. Ensure that ad hoc & one-off involvement is appropriately supported in-line with liV standards. ”

In collaboration with our involved customers, we have developed the Customer Involvement Commitment Statement, previously named the Community Investment Framework. This statement outlines Coastline’s commitment to ensuring customers can get involved, have a say and make a difference in ways that are accessible and convenient to them. Ensuring there is a clear line of sight between customers and the Board.

As part of this commitment, we have supported current Customer Voice members to become leads of our wider customer groups, ensuring feedback is genuinely customer driven (see page 8 for details on our customer leads). We have also been working to recruit a customer Chair for the quarterly Customer Voice meetings. Although we have not yet found a suitable candidate, the Customer Voice members plan to explore the possibility of a colleague who is a Coastline customer taking on this role in early 2025.

Ad hoc volunteering is now supported in line with liV standards by the Community Involvement & Engagement Co-ordinators, with systems in place to ensure this type of informal volunteering is adequately supported and recognised. Regarding youth engagement, targeted recruitment of individuals under 35 by the Community Investment Team this year has led to increased participation from younger people, as detailed on page 6. Additionally, with the introduction of our new event tracker this year, we have the ability to record all ad hoc involvement and engagement activities in one place. This tool will help us identify underrepresented customer groups and plan future activities and promotions tailored to their needs and preferences, ensuring their voices are heard.



“ Create and recruit community volunteer roles which focus on reducing social isolation and increasing community cohesion within our Housing for Older People ”

A Community Volunteer role profile has been created, the tasks and duties of which take into consideration customer feedback. In collaboration with the Asset & Facilities Manager, it has been decided to initially trial this role within our Camborne-based Housing for Older People schemes, as customers in these schemes expressed a strong desire for increased social activities.

We have successfully recruited a candidate who will start in January 2025. Following this initial trial in Camborne, our goal is to introduce more community volunteers to our Housing for Older People in other locations around Cornwall where there is a demonstrated need. The impact of involving volunteers in this type of accommodation is detailed on pages 10 & 12, and we hope to achieve similar positive outcomes through these new community roles.



“ Further expand the liV Steering Group’s Equality, Diversity, and Inclusion analysis, to explore if there are any communities who might be deterred from applying / engaging. Conduct consultation and co-creation with groups who identify barriers to volunteering to make the scheme more accessible. ”

A standing agenda item was added to the bi-annual liV Steering Group meetings to review data on volunteers who did not complete their applications with Coastline and identify any common themes. This information was reviewed at the meetings held in April and October. However, no common themes or significant barriers to volunteering were identified at this time. The Steering Group agreed to continue reviewing this information at each meeting, along with volunteer exit surveys. If any common themes are identified in the future, the group will agree on actions to address these barriers, and these actions will be incorporated into the volunteer development plan.



You Told Us, We Listened, Together We Achieved

“ Review how we communicate with volunteers, colleagues, customers and community members to continue to raise the profile of volunteering and ensure our messaging is effectively conveyed to all. ”

To continue promoting Coastline's volunteer scheme, the following initiatives have been undertaken this year, in addition to our usual promotion efforts:



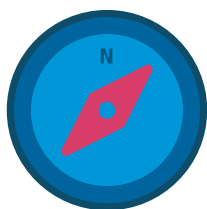
- The Volunteer Manager has started attending new colleague starter events and volunteer representatives have also been invited to come along to meet new colleagues and share what they do.
- Based on feedback from the liV assessor feedback, an information sheet was co-produced with our Befriending Volunteers to promote and clarify their role to current and future befriendees.
- A new suite of Coastline Annual Reports was launched, making strategic information and the impact of volunteering more accessible to customers in our public facing documents.
- Following liV assessor feedback the volunteer section on our website relocated to make it easier to find.
- Social media and website content were created to promote Customer Groups and the new Lead roles.
- The Community Investment Team has actively promoted the volunteer scheme to internal teams as well customers and local communities during their regular visits to CRP Food Banks, Camborne Clothes Bank and through interactions with Redruth & Camborne Libraries.
- A partnership with The People Hub was established which helps raise the profile of the volunteer scheme with external agencies.

Effective communication is an ongoing priority to ensure the volunteer scheme remains highly visible. We will continue to adapt and improve our communication strategies over the next 12 months.



The Next 12 Months

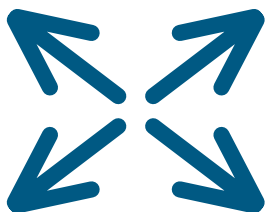
Looking ahead to the next 12 months, the following areas have been highlighted for development by the liV Steering Group members. These have been decided by taking into account the feedback gathered throughout the year from volunteers, colleagues and customers, alongside the objectives set out in the Housing, Communities and Customer Experience Strategy 2021 – 2025.



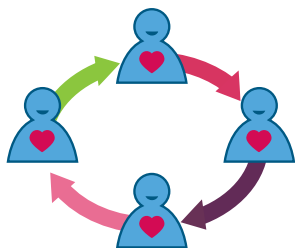
Explore and expand volunteer recruitment methods to ensure volunteer positions are filled, including potential partnerships with organisations such as Carefree and Proper Job Conserv Care.



Review volunteer training/ shadowing opportunities as part of a wider review by the Community Investment Team.



Scope the potential for volunteer roles based within our Services team at Coastline House and/ or Drump Road which will enhance service delivery and offer work experience/ skills within the sector.




Collaborate with Coastline's Communication Team to ensure regular, engaging visual and written content to continue to raise awareness of Coastline's Volunteer Scheme amongst customers.





Coastline

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