

VOLUNTEER ANNUAL REPORT 2025-26



Coastline



Executive Statement

The past year has been truly transformative for Coastline's Volunteer Programme, reinforcing our commitment to Great Homes, Great Services, Great People. Building on our Investing in Volunteers accreditation, we have expanded opportunities, strengthened community engagement, and delivered measurable social value.

A new three-year Volunteer Growth Plan (2025-28) and the appointment of a dedicated Volunteer Coordinator were key milestones, ensuring a strategic focus on embedding volunteering across all services and creating inclusive roles that reflect our values.

Volunteer engagement reached exceptional levels, with 98% of volunteers reporting satisfaction, 100% feeling appreciated, and 98% stating they would recommend the programme. These figures highlight the strength of our approach and the positive experience we strive to deliver.

Our impact extended into communities through initiatives such as Wellbeing Wednesday sessions at Housing for Older People schemes and Engagement Days in underrepresented areas, reducing isolation and promoting wellbeing.

Recognition remained central to our culture, with volunteers celebrated at the Customer at the Heart Awards and during National Volunteers Week, both of which continue to be key events for appreciation and engagement.

Finally, we strengthened our approach to measuring social value, introducing enhanced reporting through quarterly data input and collaboration with HACT, ensuring robust evidence of the difference our volunteers make.

As we look ahead, we remain committed to growing and supporting our volunteer community, embedding volunteering at the heart of Coastline, and continuing to deliver meaningful impact for our customers and communities.



Louise Beard

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



Our Volunteer Scheme

Coastline is proud to champion volunteering across all areas of the organisation, recognising the invaluable contributions volunteers make to customers and local communities. We also support volunteers in achieving their own personal development goals, creating a mutually beneficial and empowering experience.

Established in 2013, the volunteer scheme has grown and evolved to include the following range of opportunities under its umbrella of support:

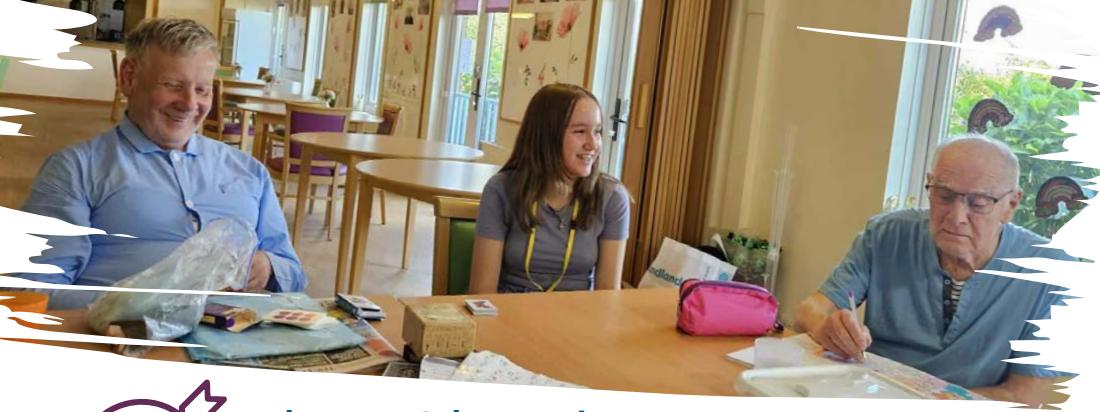
'Coastline Volunteer Opportunities', providing voluntary roles across a number of Coastline's teams and projects. These roles are open to all, including customers and members of the wider community.

The **'Partner Programme'**, which empowers individuals accessing Coastline's Homeless Service to volunteer within the service. The programme offers additional guidance and helps participants develop essential employability skills, while also providing a positive focus during their support journey.

The **'Miners Minders'**, a group of customers within our Miners Court Extra Care scheme who are supported to donate their time in a variety of ways. Their contributions range from befriending new customers, to assisting with events and helping Coastline colleagues deliver activities.

'Coastline Conversation & Customer Voice members', are customers that are supported to donate their time by getting involved in scrutiny reviews and shaping service design & delivery. These volunteers play a vital role in Coastline's wider involvement and engagement model by making recommendations to the Customer Experience Committee (CEC).

Following our initial accreditation by Investing in Volunteers in 2015, and its successful renewals, Coastline has continued to strengthen its commitment to volunteering by embedding robust policies and procedures that support a stable, well-supported base of regular volunteers. Our Volunteer Annual Report reflects the ongoing positive impact of the scheme, celebrates the achievements we've shared, and outlines the strategic direction for 2026 -27.



Volunteer Scheme Aims

Recruitment: Attract committed and enthusiastic volunteers who want to make a difference.

Support & development: Provide volunteers with the guidance, training and opportunities they need to grow and succeed.

Inclusive opportunities: Ensure equal access to volunteering, with roles tailored to individual's skills, interests and needs. Promoting social inclusion for customers and communities.

Community impact: Empower volunteers to make a positive impact on the community, and influence how services are shaped and delivered.

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.

Professional standards: Maintain best practices in line with the Investing in Volunteers standards.



Our Commitment to Volunteers

Coastline is committed to creating a positive, rewarding and well-supported volunteer experience. As part of our commitment, volunteers can expect to:

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 procedure.

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

Data privacy: Have their personal information treated with care and discretion, in line with GDPR.

Right to decline: Have the right to decline any requests that are beyond their role or outside their skill set, without feeling pressure or judgement.

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



Investing in Volunteers

Investing in Volunteers (iIV) is the UK's quality standard for excellence in volunteer management. It helps organisations assess and improve how they support and involve volunteers, while giving volunteers confidence in the quality of their experience.

Coastline uses the iIV framework to ensure our volunteer programme remains inclusive, effective, and well-managed. Accreditation is awarded only when clear evidence shows that all standards have been met. We're proud to have achieved our fourth iIV accreditation in December 2023, a reflection of our continued commitment to delivering a high-quality volunteering experience.

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.

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.



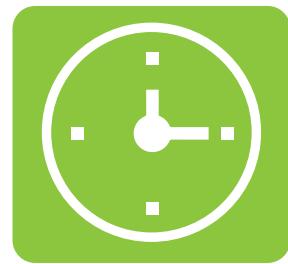
Strive To Be The Best

Volunteer Facts and Figures

2025

89

Total number of volunteers who have donated their time



Hours donated

5,224

Social Value of Volunteering

£624,061



10

volunteers progressed into employment with external companies, and

1

started their own business.



41

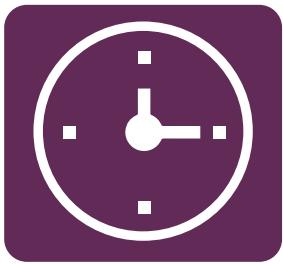
of the volunteers accessed training in 2025



2024

76

Total number of volunteers who have donated their time



Hours donated

4,955



Social Value of Volunteering

£337,533



8

volunteers progressed into employment with external companies



43

of the volunteers accessed training in 2024

The Impact on Coastline Customers & Communities



Over the past year, Coastline volunteers have made a meaningful and lasting difference in the lives of our customers and within the communities we serve, through a variety of impactful initiatives.

Joint Garden Project: Growing Connections Through Gardening

In summer 2025, Coastline's Homeless Service and Extra Care garden volunteers joined forces to enhance the communal garden at Miners Court, responding to customer feedback and making it even more welcoming and inclusive. Their collaboration led to the addition of two raised beds for residents and day centre customers and the revitalisation of an overgrown bank into a striking tribute to the Miners Court community, featuring a bold 'M' and 'C' crafted from stones. Activities were adapted for all abilities, ensuring everyone could contribute, from digging and planting to painting and decorating.

This project strengthened connections across services, promoted wellbeing, and created a space that encourages social interaction and outdoor activity. Customers and volunteers described feeling uplifted, valued, and proud of their contributions, with one volunteer sharing, *"It's good to be able to share my skills, they were pleasantly surprised how quick I cut the wood!"* The enhanced garden now stands as a symbol of unity, showing how volunteering can reduce isolation, improve mental health, and create a sense of belonging.

"I like being part of the garden because it's great getting to be involved in projects and getting outside. I've gardened all my life, and it is nice I can continue here." **Day Centre Customer**





Peer Learning: Sharing Skills, Building Connections

At Coastline's Homeless Service, volunteering isn't just about giving time - it's also about sharing knowledge and creating opportunities for others to learn. Through our Partner Programme, residents have stepped forward as fishing, cooking, gardening and activity volunteers, using their skills to support and inspire their peers.

Fishing trips led by volunteers like Reece and Stephen have become a regular highlight, offering residents the chance to learn techniques, enjoy the outdoors and get active. These sessions are more than just about catching fish, they foster patience, teamwork and confidence, with customers reporting improved mental health and a sense of achievement after each outing.

In the kitchen, volunteers Grace and Joe have turned cooking sessions into fun, interactive learning experiences, teaching everything from simple recipes to food hygiene skills. Meanwhile, gardening volunteers Kingsley and Alasdair have utilised the weekly gardening session to share tips on planting and get hands-on with projects like creating garden furniture from spare wood and improving the garden spaces.

Peer learning at Coastline demonstrates how volunteering builds inclusive communities where everyone's experience matters. By transforming lived experience into shared knowledge, our volunteers empower others to grow.

Kingsley's Volunteer Story

What does your volunteer role involve?

My role is very hands-on, which suits my strengths. I've co-led sessions in the Chi Winder Garden alongside fellow volunteer Ophelia, where we regularly tidy the raised beds, forage fresh vegetables, and keep everything well-maintained. I also work in the Polytunnel in Camborne, managing the gardening there, and recently helped teach others how to repair bikes and fix punctures the traditional way. Additionally, I've joined volunteers at Miners Court to help improve their garden by working together with the Miners Garden Volunteers to create two new raised beds out of donated scaffolding boards and cleared an overgrown bank.

Why did you decide to become a Coastline volunteer?

After taking part in activities run by the Homeless Service team such as gardening, wellbeing walks, and trips to 7th Rise, I had the chance to showcase my creative skills. Leah then invited me to become a partner. At first, I was hesitant, but I realised it would give me something meaningful to do, help me get out of the house, and positively impact my mental health.

What impact do you feel your volunteer role has had?

I believe my role has brought positivity and encouragement to residents in both settings. Seeing people happy and engaged because of what we've accomplished is incredibly fulfilling for me.

What do you enjoy about your role?

I find great satisfaction in seeing the results of my efforts, especially at Miners Court, where we transformed the garden from a blank canvas into something beautiful and functional.





Young Coastline Volunteers: Continue to Make a Difference

Intergenerational volunteering remains a vital part of Coastline's community work, and this year our young volunteers (Esther, Evan, Grace, Haydn & Lily) have continued to make a big impact. During school and college holidays, they have supported customers at Miners Court with activities such as arts and crafts, interactive games, and themed events including Easter and Halloween parties. Lily also gives her time fortnightly to befriend a customer with a keen interest in chess. This intergenerational volunteering helps bring people together, reduce isolation, and boost wellbeing. Without the extra help from our young volunteers, we couldn't offer such a wide range of experiences or provide one-to-one support that promotes inclusivity. Beyond Miners Court, young volunteers have also supported community events, such as Neighbourhood Action Days by engaging customers and promoting involvement opportunities.

Volunteering not only benefits customers but also creates opportunities for young people, and we are thrilled to share that Grace has secured an apprenticeship at Miners Court, and Esther now works weekends in the Miners Court kitchen.

These outcomes show how volunteering builds confidence, skills, and pathways into employment, while making a real difference in our communities.

"I've really enjoyed meeting people and giving back to the community."

Young Volunteer

"It has boosted my confidence and boosted the customer's confidence as well."

Young Volunteer

"All the young volunteers worked so well together, they weren't afraid to get on with things and were always very proactive and so friendly with the customers."

Day Centre Volunteer

"Young volunteers especially bring another perspective, it's lovely when they share their music and interests with us customers, it makes people think about their families." **Customer**



Overall satisfaction

Esther's Volunteer Story



At 14 years old, Esther decided to enrol in the Bronze Duke of Edinburgh Award through her secondary school. A key component of the award involves dedicating time to volunteering, and Esther was inspired to join Coastline after hearing positive experiences from her mum and brother, both of whom have volunteered with the organisation.

With a passion for art and craft, Esther saw an opportunity to bring her creativity to Miners Court Day Centre, where such activities are a regular and valued part of the customer experience. During the Easter 2025 school holidays, Esther began volunteering, supporting customers with varying care and mobility needs to take part in arts and crafts sessions. She then returned in the summer school holidays to continue to help with a range of activities.



Through this role, Esther has gained meaningful insight into the challenges older people face, particularly around mobility and participation. She quickly learned the importance of adapting activities to ensure everyone could be included, regardless of ability. Day Centre colleagues described Esther as having a quiet, thoughtful, and caring nature, showing great patience and empathy in her interactions.

"Esther is brilliant! She has built a really good rapport with the customers, and they all love her. She is great at using her own initiative and nothing is too much trouble. Esther has been helping with arts/crafts as well as other activities and has been especially wonderful in supporting a customer with higher needs on a one-to-one basis." **Day Centre Worker**

Esther's presence at the Day Centre has not only enriched her own experience but has also made a real difference to the customers. Many of them attend the centre to combat feelings of isolation and loneliness, and Esther's warm, engaging approach has helped create a welcoming and inclusive environment.

"Volunteering at Miners has been amazing! I've really enjoyed interacting and socialising with the customers, especially helping the Day Centre Workers in the main day room with delivering activities." **Esther, Volunteer**

Esther's commitment and enthusiasm haven't gone unnoticed. In addition to successfully completing her Bronze Duke of Edinburgh Award, Esther impressed the kitchen manager at Miners Court and was offered a weekend job with the kitchen business. This opportunity provides her with valuable work experience outside of school and is a testament to the positive impact of her volunteering journey





New Customer Voice Chair: Shaping Service Delivery

This year, our Coastline Conversation and Customer Voice volunteers have continued to play an instrumental role in shaping how we deliver services. Through regular reviews and scrutiny activities, they have assessed performance, identified areas for improvement, and made recommendations that have been taken forward to the Customer Experience Committee (CEC).

A major milestone was the appointment of involved customer Steve Curtis as Customer Voice Chair, strengthening the link between the Customer Voice Group and the CEC and ensuring decisions remain truly customer led.



Steve Curtis,
Customer Voice Chair

Scrutiny activities carried out this year include:

- Antisocial behaviour action plan and risk assessment scrutiny
- Communication relating to repairs scrutiny
- Sustainability Fund scrutiny
- OK Each Day deep dive review
- Complaints scrutiny and mystery shop
- Housing Perks mystery shop

Volunteers have also been involved in:

- The Regulator of Social Housing's inspection of Coastline – resulting in a top, C1 rating.
- Reviewing Community Impact Funding applications, leading to 4 successful applications including: funding for community benches for Porthleven & Camborne communities and equipment for communal gardens at Miners Court and Veor House.
- A site visit to Coastline's new development in St Erth.
- 37 void property inspections,
- Colleague interviews,
- Community events to promote involvement,
- Reviewing policies and documents across Tenancy, Property maintenance, Leasehold and Service Charge, Communication and Community Investment Teams.

Customer Voice and Coastline Conversation volunteers ensure that services reflect what matters most to customers. Their involvement has led to tangible improvements, strengthened accountability, and created opportunities for communities to influence decisions. By donating their time and expertise, these volunteers help Coastline deliver services that are fairer, clearer and more responsive to customer needs.



Dawn's Volunteer Story



What does your volunteer role involve?

I'm involved in attending the quarterly Customer Voice meetings, Customer Void Inspections, and I also help the Community Investment Team with the Community Collaboration sessions.



Why did you decide to become a Coastline volunteer?

I live in the depths of St Keverne and felt our area was underrepresented when it came to having our voices heard. My husband used to volunteer with Coastline until he passed away, and after five years I decided I wanted to step up. I wanted to use my time meaningfully. I truly believe in Coastline and the vision of providing good homes for people and ensuring happy tenants. I wanted to contribute to that while representing my local community and making sure our voices are heard.

What impact do you feel your volunteer role has had?

I believe it helps make Coastline better by holding them accountable, which ultimately benefits customers. Changing policies and challenging things leads to improvements that directly help tenants.

What do you enjoy about your role?

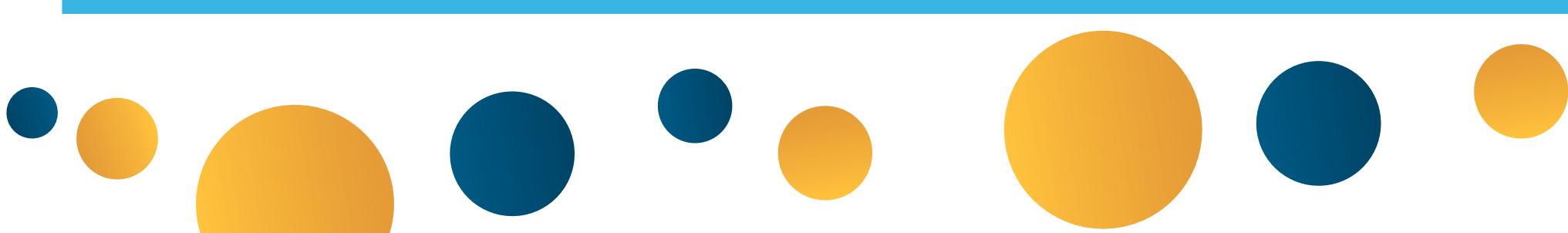
Meeting other volunteers. We're all here for similar reasons, we want to help shape the future. It's great to work as a team, share ideas, and support one another. It's rewarding to be involved in scrutiny, shaping the future, and influencing policy.

What would you say to someone thinking about volunteering?

You'd be amazed at the variety of roles available, there's something for everyone, from big commitments to smaller ones. We need a mix of people to fill these roles because if you only have the same voices, nothing changes. Different experiences and circumstances bring different perspectives, and that's how we can better shape the future.

Dawn's commitment as a volunteer is a fantastic example of how customer voice strengthens Coastline. By giving her time to attend Customer Voice meetings, carry out void inspections, and support community sessions, Dawn helps ensure that decisions reflect real customer experiences.

Community Investment Team Manager





Bringing People Together: Volunteer Led Wellbeing at Trelawny Court

One of the most rewarding initiatives this year has been the launch of **Wellbeing Wednesday Sessions** at Trelawny Court. This weekly coffee morning, co-designed with customers, brings people together in a relaxed and friendly environment. It is much more than just coffee; residents enjoy activities such as darts, knitting, chair yoga, puzzles, as well as visits from external groups such as the local police who recently shared valuable advice on cybercrime and personal safety. Every session is shaped by what the residents themselves want to do, ensuring that their interests and passions are at the centre of everything.

These mornings are led by a fantastic group of volunteers who give their time and energy to make each session special. Their commitment has created a warm, welcoming atmosphere where friendships can flourish, and residents feel truly part of a community.

Since introducing Wellbeing Wednesday, we have seen a significant increase of **80%** in attendance. This growth shows how much these gatherings mean to residents, offering not only social interaction but also a sense of belonging and purpose.

Looking ahead, we are excited to expand this initiative across all Housing for Older People schemes. We know many more residents would benefit from these opportunities to connect, share, and thrive. Our goal is to create vibrant communities where everyone feels supported and engaged.

"The fun isn't all in the questions for the quiz but it's all the talking and the laughs that it brings."

"It brings everyone together, I really enjoy the talking and company."

"I love coming down, doing my knitting, and just listening to everyone."

"I look forward to coming, doing crafts and chatting with everyone."

"I make an effort to come down and socialise because it makes my week."

**Trelawny Court
Customers**





Volunteer Scheme Growth: Expanding Our Impact

This year, Coastline launched the Volunteer Scheme Growth Plan 2025-28 to build on the success of our existing volunteer programme, which had reached full capacity during the previous Coastline Plan period. The new plan aims to welcome **25-30** additional volunteers over the next three years, starting with **10-15** new volunteers in year one.

Growing our volunteer team means more support for customers, stronger community connections, and fresh ideas to improve services. It's also expected to generate an extra **£106,000** in annual social value, taking the predicted total to over **£400,000** each year. We're already on track to meet our first-year target, with volunteer numbers rising compared to last year (see page 6), and every new volunteer brings skills, energy, and kindness that make a real difference.



Introducing Our New Volunteer Co-ordinator



As part of the Volunteer Scheme Growth Plan, Coastline has invested in additional resources to support the expansion of our volunteer team. Following a recruitment process, that included the valued input of three volunteers, we are delighted to welcome Jes Lowe as our new Volunteer Coordinator, a role created to help us grow and strengthen the scheme.



Hi, I'm Jes Lowe, the new Volunteer Coordinator at Coastline. I joined back in June 2025, bringing experience from five years at the British Red Cross, where I worked primarily in internal communications. A secondment during the COVID-19 vaccine rollout as a Volunteer Coordinator, sparked my passion and got me interested in this as a career path.

Since joining Coastline, I've led the initiative aimed at enhancing wellbeing and reducing social isolation within our Housing for Older People (HFOP) schemes which has resulted in the launch of the volunteer-led "Wellbeing Wednesdays" at Trelawny Court as highlighted on page 13. These sessions have been incredibly rewarding, allowing me to collaborate closely with both volunteers and customers to tailor events that truly meet their needs. I'm excited to expand this initiative across all our HFOP schemes in the near future.

Alongside this we have been focusing on increasing volunteer numbers and I'm so pleased with what we have achieved in the short time I have been here. I'm really excited to continue working with the volunteers and the Community Investment Team.



Impact for Volunteers

Volunteering doesn't solely make a difference to others; it brings real benefits to those who give their time. Here we share the positive experiences and impact reported by Coastline volunteers, drawn from exit surveys, satisfaction polls, and regular supervisions throughout the year.

Sense of Purpose and Making a Difference

“It’s kept me mentally stimulated, feeling that I am doing something worthwhile and making a positive difference. ”

“I feel valued and able to make changes. ”

“Volunteering has enabled me to assist people with their queries and see it through to conclusion. Helping them to cut through jargon and simplify things. In essence using my time in retirement helping other customers. ”

Social Connection and Meeting People

“I’ve enjoyed meeting new people and feel that I have achieved something in my life. ”

“I’ve made lifelong friends which is just amazing. It’s given me a whole new area for my social life. ”

“Volunteering has helped me in meeting other customers and making new friends, giving me a feeling of satisfaction when we achieve success for customers. ”

“Volunteering has made me happier. ”

Personal Growth and Confidence

“It’s helped me with my confidence and motivation, helped me feel like I belong and am part of a team, on the back of that it’s given me the confidence to start my own business. ”

Community and Belonging

“For me, even though I also work for Coastline, the fact that I can still be recognised as a customer volunteer means a lot. I feel it shows we are still valued as customers and can still be heard as such. ”

“Being able to give back, helping my community, gaining new skills. ”

Enjoyment and Satisfaction

“I find joy in seeing people enjoying themselves. ”

“It has introduced me to a lot of likeminded people and made me a little more outgoing. It has built up my confidence again. ”

Routine and Structure

“It has given me an extra focus to the week as I enjoy meeting the residents on a regular basis. I have also enjoyed getting to know the staff, both receptionists, carers & the management team, and greatly appreciate their support for residents & volunteers. ”

“Volunteering gives me something to look forward to each week. ”

“Volunteering has allowed me to feel like I’m contributing to something meaningful. ”



Lynne's Volunteer Story

 I decided to start volunteering after retiring from fifteen years of work at the hospital. When I first retired, I found myself feeling quite lonely and withdrawn. I was spending a lot of time in my flat with very little interaction, and it began to take a toll on me. One day, I attended a Coastline coffee morning where I live, and during that visit a staff member encouraged me to give volunteering a try. At first, I was unsure, but I thought to myself, why not? If I do not enjoy it, I can always look for something else. That simple decision turned out to be one of the best choices I have ever made.



My volunteer role involves being friendly and welcoming to Miners Court Day Centre customers and making sure everyone has what they need. Sometimes that means offering a cup of tea, preparing some toast, serving a hot meal, or simply sitting down for a chat. I help with whatever needs doing, and I always try to make people feel comfortable and cared for. Over time, this role has made a real difference not only to me but, I hope, to others as well. I have built wonderful relationships with the people I meet, and we often share a good giggle together. Those moments of laughter bring a little joy to everyone's day, and that is something I truly value.

What I enjoy most about volunteering is coming in and seeing all the smiley faces. It feels like being part of a big, welcoming family. I have gotten to know so many residents, including those who do not attend the day centre, and those connections mean a lot to me. Every day I volunteer, I feel a sense of belonging and purpose that I did not have before. It has completely changed how I feel about life. I am no longer sitting alone in my flat feeling miserable. Instead, I am surrounded by people, sharing stories, laughter, and kindness.

To anyone who is thinking about volunteering, I would say come and see what we do. You might be surprised by how much fun it is and how rewarding it can be. Volunteering is not just about helping others; it is also about helping yourself. It gives you a reason to get up in the morning, to connect with people, and to feel part of something bigger. As for me, I can honestly say that volunteering has lifted my spirits and changed my life for the better. I am happier, more confident, and more engaged than I have been in years. If you are considering it, take that first step. You will not regret it.

"Lynne is a great part of the daycentre, she always makes people happy and laugh with her humour, Lynne is "my work Mum" and I couldn't imagine her not being part of the team."

Miners Court Colleague

"Lynne is there for everybody, she can tell what people need before they even do, and she's there with a smile!" Miners Court Customer



New Volunteer Roles: Built Around Individual Skills & Experience

Another important aspect of Coastline's volunteer scheme is that we strive to create roles around a person's unique skills, experience and personal goals. We believe volunteering should be meaningful and rewarding, so we work closely with individuals and teams to design opportunities that align with what they want to achieve.



Grounds Maintenance Volunteer

Dan joined Coastline as a volunteer in January 2025 for 5 months, bringing valuable experience from his time with Cormac's grounds team. Dan wanted to use his skills to fill his time productively whilst also giving back to the community. In response, we created a tailored role that allowed him to assist our Grounds Maintenance team every Friday with tasks such as de-weeding and litter picking across Coastline communities.



Marketing Volunteer

We also welcomed Rinad to the Community Investment Team as a Marketing Volunteer. Having recently graduated with a master's degree, Rinad wanted to gain practical experience in marketing to strengthen her career prospects. During her time with us, she contributed weekly by creating video content and promotional materials that encouraged greater customer involvement and engagement. Her experience as a volunteer helped her build valuable experience, paving the way for a successful transition to full-time employment beyond Coastline.



Celebrating and Recognising Coastline Volunteers

Ensuring every volunteer feels valued, supported, and able to make a meaningful impact is central to our delivery of the volunteer scheme. This year's survey results demonstrate that commitment:

98% of volunteers feel satisfied with their volunteering experience at Coastline

98% believe their volunteering has had a positive impact on Coastline customers, communities, and teams - reflected in feedback from both customers and colleagues.

80% of volunteers had their expectations fully met and 20% were partly met

98% of volunteers would promote/ recommend the volunteer scheme to a friend and/or family member.

100% of volunteers feel appreciated, reinforcing our dedication to recognition and support.

*"Volunteers have had a powerful impact, especially around support for vulnerable people. It's not just what they do, it's the spirit they bring. The sense of 'we're in this together'." **Coastline Customer***

Here we showcase how Coastline continues to uphold Investing in Volunteers standards by recognising and celebrating volunteers throughout the year.

(Results from Volunteer Satisfaction & Exit Surveys, Colleague Survey and Customer Involvement & Engagement Survey Sept 2025)



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

Coastline proudly celebrated the annual Customer at the Heart Awards (CATH) on October 15th at the Penventon Hotel in Redruth. These awards honour individuals whose actions through kindness, commitment, and creativity make a real difference to customers and communities. This year, several Coastline volunteers were recognised for their outstanding contributions:



Community Volunteer of the Year – Eric

"Eric transformed the Miners Court Day Centre garden into an inclusive space for customers and residents. His expertise and dedication have improved wellbeing and created opportunities for everyone to get involved."



Partner Programme Volunteer of the Year – Kingsley

"Kingsley brings creativity and enthusiasm to every project, from allotment gardening to collaborative work at Miners Court. His reliability and encouragement inspire others to join in (see page 8 for Kingsley's full volunteer story)."



Special Recognition – Steve Curtis

"Steve was recognised for his outstanding commitment to shaping Coastline's services. As a long-standing member of the Customer Experience Committee (CEC) and, more recently, as Chair of Customer Voice, he has championed meaningful improvements that keep the customer perspective at the heart of decision-making. Steve also played an active role during the Housing Regulator's assessment, attending key meetings and providing valuable insight that reinforced Coastline's commitment to customer experience and compliance."

Miners Minder of the Year – Ivan

"Ivan's positivity and willingness to help have made a big impact at Miners Court. His ideas and hands-on support have strengthened the scheme and brightened the day centre."



Young Hero of the Year – Lily

"At just 17, Lily volunteers at Miners Court alongside college and work commitments. Her regular chess sessions with a customer have boosted mental wellbeing and provided valued companionship."



Green Champion of the Year – Alasdair

"Alasdair has supported Coastline's environmental projects, from allotment work to building raised beds for accessible gardening. His efforts promote sustainability and community involvement."





Quarterly Prize Draw: Thanking Volunteers

As an extra way to show appreciation, Coastline runs a quarterly prize draw for volunteers. The draw gives volunteers the chance to win a **£50 shopping voucher** every three months, offering a flexible reward that can be used locally or online. This year's winners include:

- **Andy, Co-production & Newsletter Partner Programme Volunteer**
- **Dan, Grounds Maintenance Volunteer**
- **Jan, Befriending Volunteer**
- **Ivan, Miners Minder Volunteer**

"What a lovely surprise to win the prize draw, thank you so much!" Jan

"It's lots of fun to have a chance to win a voucher, it makes volunteering even better" Ivan



From Credits to Perks: A New Approach to Recognition

Since 2018, Coastline has utilised Cornwall's Tempo Time Credits as a way to thank volunteers, and these could be redeemed for free entry to local and national attractions. Over the years, more than 9,000 credits have been distributed to Coastline volunteers and while some have enjoyed the scheme, overall usage has remained low with only 16% of credits redeemed. When the Cornwall Time Credit programme ended in April 2025, we took the opportunity to review feedback and design a more practical, inclusive way to recognise volunteers.

Following consultation, we introduced two new additions to our recognition offer:

Annual Vouchers – Tiered vouchers (£20–£50) based on hours volunteered, redeemable at supermarkets, restaurants, and everyday services.

Housing Perks App – Offering free access to discounts at over 100 retailers.

These changes make rewards more accessible, flexible, and meaningful, with the option for volunteers to opt out if they prefer. In addition, Coastline continues to celebrate volunteers through events such as **Volunteers Week**, the annual **Christmas Lunch**, and the **CATH Awards**, remaining committed to listening and adapting so every volunteer feels valued and appreciated.

"I like the vouchers received, even through the Housing perks app as it's easy to download."

Customer Voice Chair



Celebrating Volunteer Achievements: Beyond Coastline

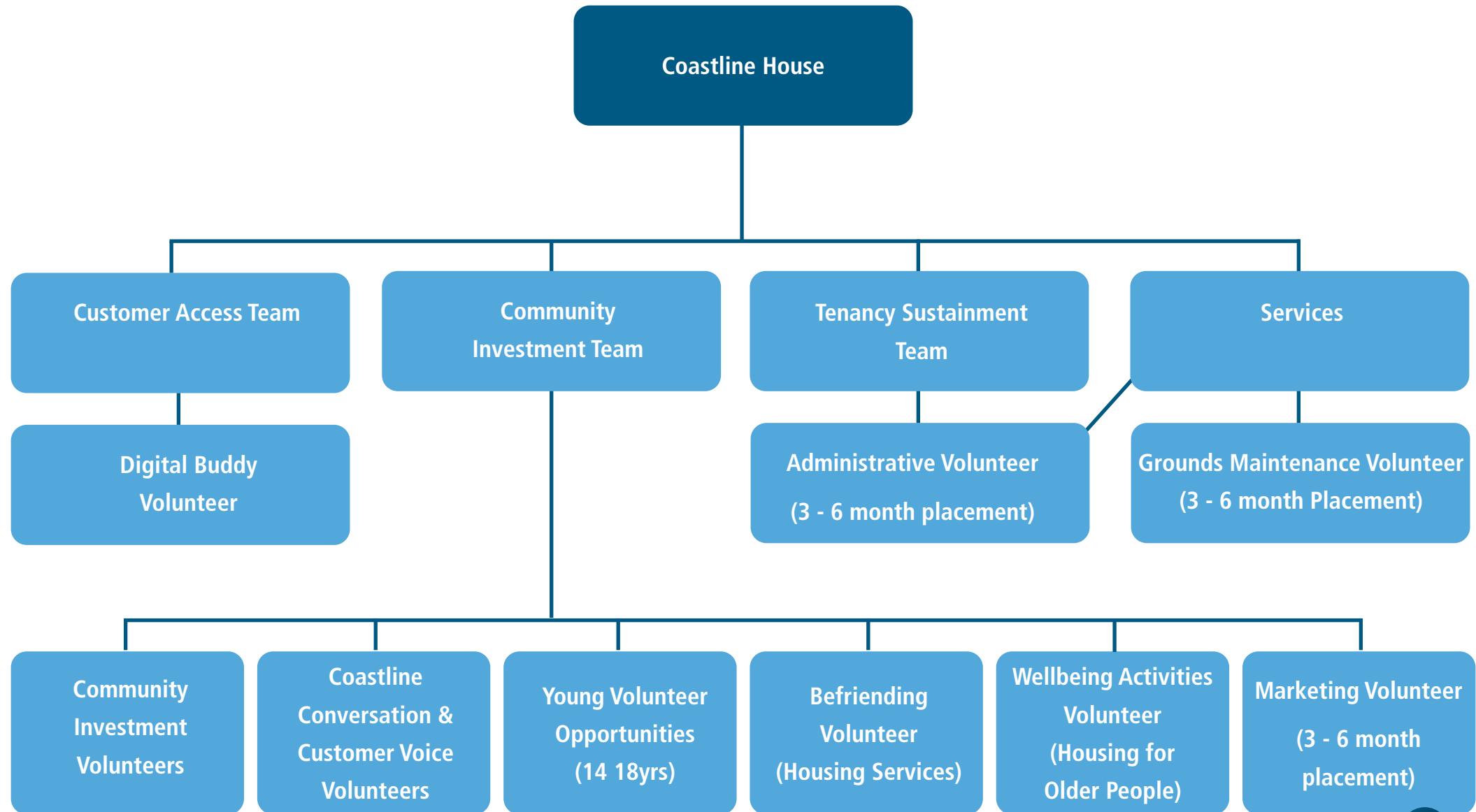
Recognising the incredible contributions of our volunteers is a priority at Coastline, not only through our own awards but also by championing them for external recognition. We are proud to share that Day Centre Volunteer Grace won **Young Person of the Year** at the annual Redruth Specsavers Local Hero Awards in early 2025.

Grace was nominated for her outstanding work at the Miners Court Extra Care scheme. Her friendly and compassionate approach has helped reduce social isolation and loneliness among customers. She ensures everyone feels included in activities, bridging generations by finding shared interests and creating meaningful connections.

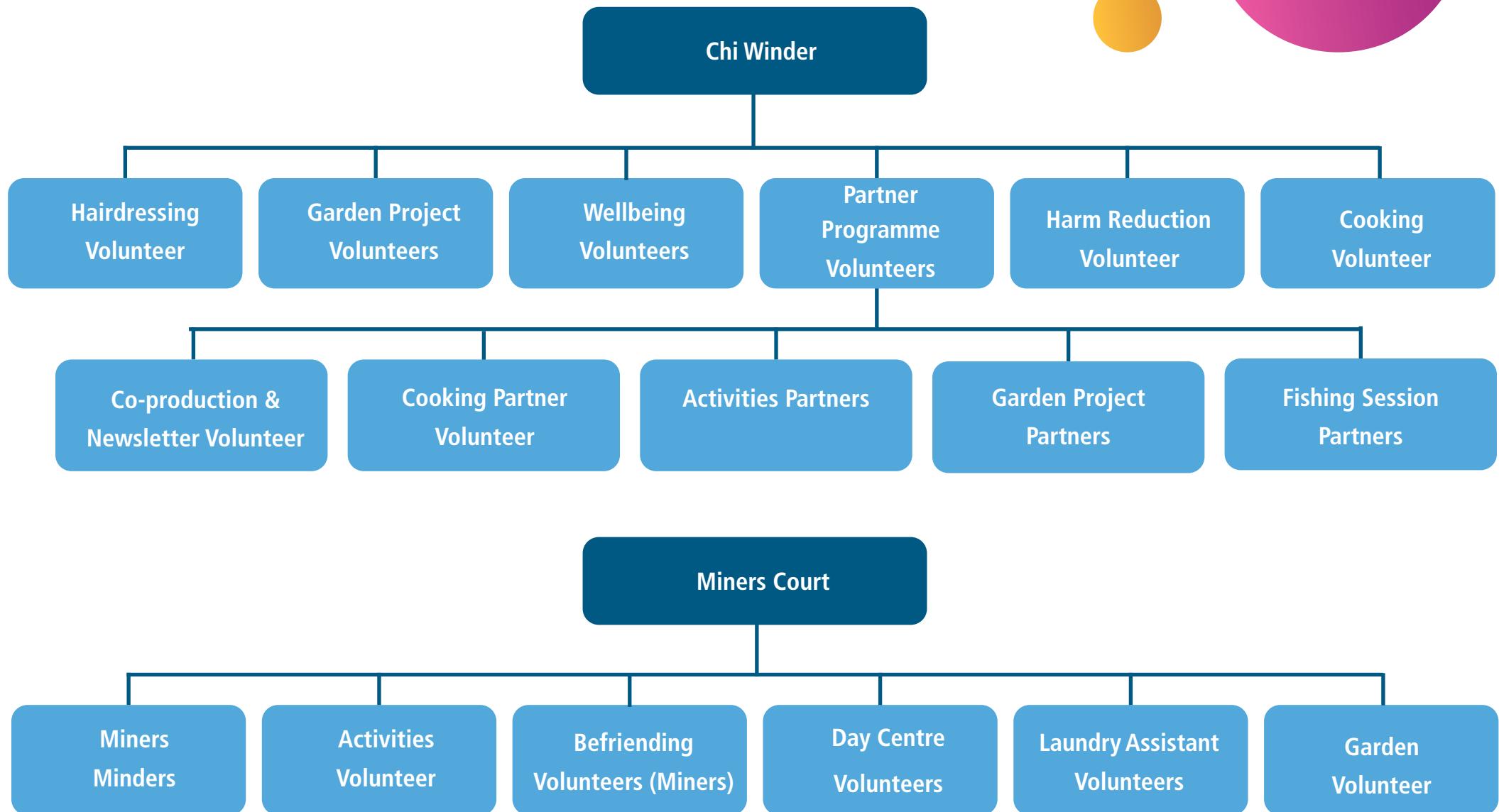
"Grace's contribution as a volunteer has been invaluable to the Day Centre team. She will be a tremendous asset to the Health & Social Care sector in her new role as an Apprentice at Miners Court, building on a solid foundation for a successful career. Well done Grace!"

Volunteer Manager

Our range of volunteer roles



Our range of volunteer roles



In addition to the range of volunteer roles mentioned above, as discussed on page 17, we can also tailor roles to match a potential volunteer's skills and experience. If you are interested in joining Coastline's Volunteer Team, please contact the Community Investment Team via **01209 200200** or email getinvolved@coastlinehousing.co.uk



We're Listening and Acting

“ 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. ”

The introduction of the Volunteer Coordinator role, alongside collaborative efforts with Coastline's Communication Team and external partners have significantly enhanced the visibility and reach of the volunteer scheme. Regular promotional content across social media, websites, digital newsletters and partner networks has led to; an increase in volunteer recruitment compared to last year, strengthened customer representation through new Customer Voice leadership, and expanded engagement opportunities for young people and individuals with Special Educational Needs and Disabilities. Internal processes have also been aligned to ensure volunteer opportunities are considered as alternatives to work experience placements, further embedding volunteering across Coastline.

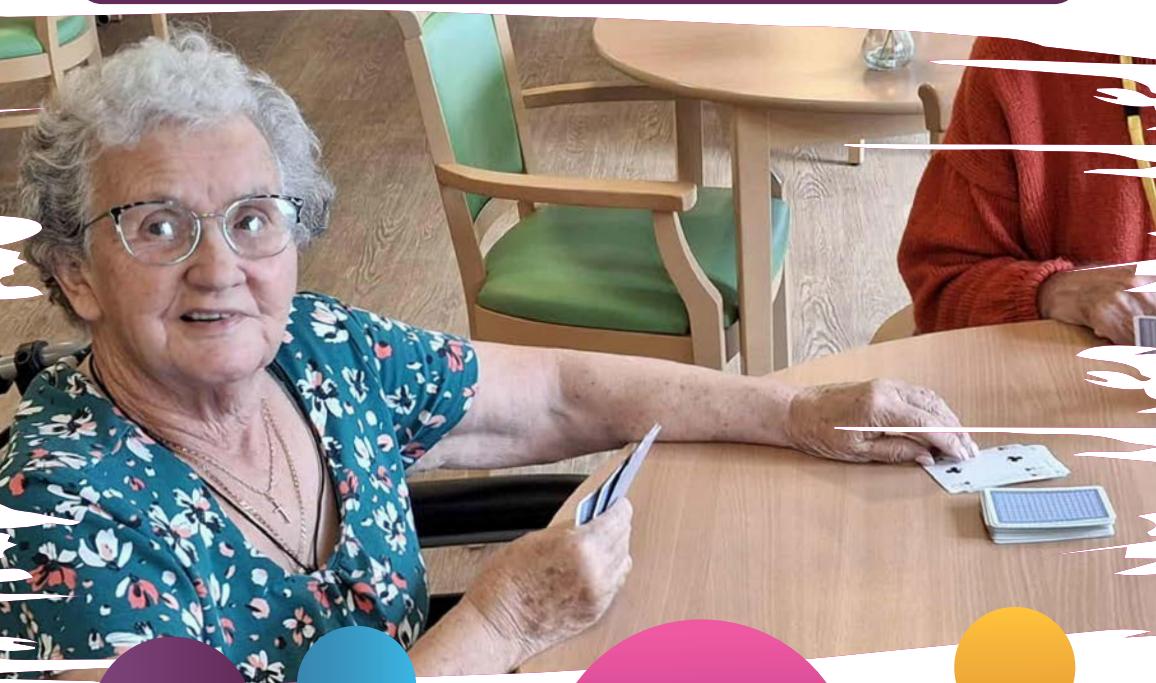


“ Review volunteer training/ shadowing opportunities as part of a wider review by the Community Investment Team. ”

On reviewing Coastline's training/ shadowing opportunities, volunteers expressed satisfaction with the current in-person training offer and welcomed the option to request additional courses through local external providers such as Healthy Cornwall. Promotion of this offer has led to increased volunteer requests for specialist training, including Dementia Awareness and Mental Health Awareness. These sessions have been made available to all volunteers across the organisation, rather than only those who initially requested them.

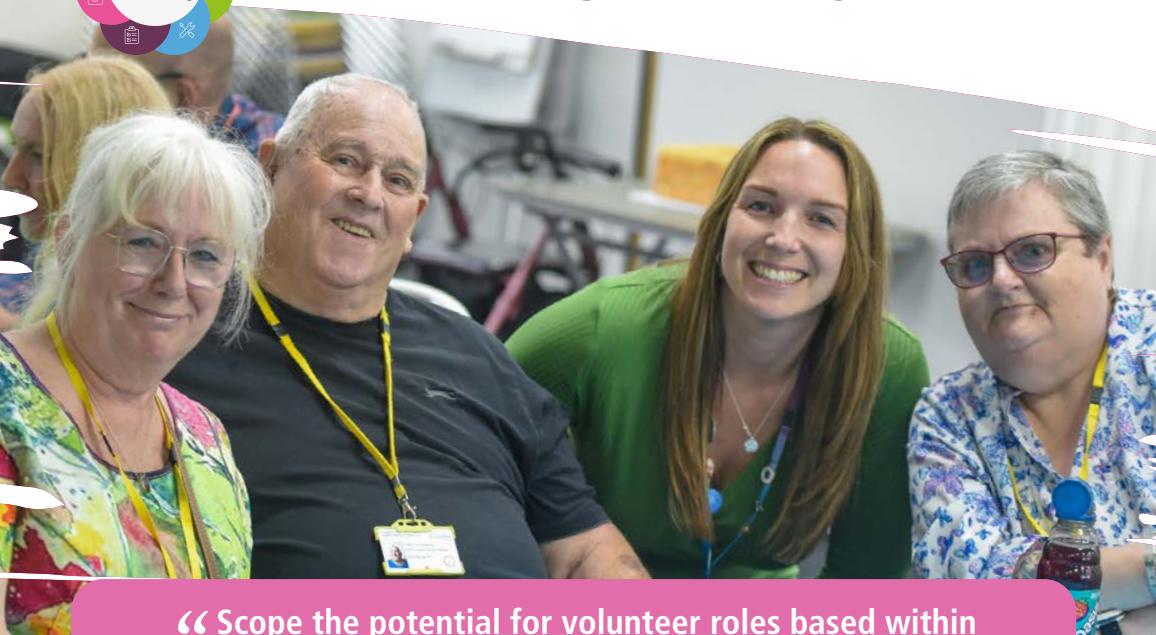


This inclusive approach has also resulted in the trial of the new online training platform *Video Arts* by eight volunteers. The platform received positive feedback for its accessibility, engaging format, and value for money. Volunteers supported its wider rollout, and it is now available to both volunteers and Coastline customers. This inclusive and responsive training approach has strengthened Coastline's employability offer by increasing access to relevant, high-quality learning opportunities supporting both volunteers and customers in developing transferable skills for future employment.





We're Listening and Acting



“ 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. ”

Following discussions with Services Management and the People & Culture teams, it has been agreed that work experience placements for year 10 and 11 students will be offered in June and July. These placements will provide young volunteers aged 14–16 with the opportunity to explore roles across Services teams. For adult volunteers actively seeking employment, the apprenticeship pathway will be promoted. Those who are unable to work but wish to contribute their time and have relevant sector skills, they will be considered on an ad hoc basis subject to team capacity. As part of this approach, a new Grounds Maintenance volunteer role was introduced this year, which is outlined in more detail on page 17.



“ 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. ”

Promotional emails for external agencies and new customers have been refreshed, with volunteer stories and vacancies set to feature in a new digital newsletter launching in early 2026. The Volunteer Annual Statement was published and widely shared both online and in print. The Community Investment Team also distributed updated promotional materials for use at events and in local communities, while continuing outreach to partners such as Trelyva Penzance and United Response. Working closely with the Communications Team, engaging video content showcasing volunteers across different service areas was launched during Volunteers Week via social media and the Coastline website. This work was further supported by a three-month Marketing Volunteer placement within the Community Investment Team as detailed on page 17.





The Next 12 Months

Looking ahead, the Investing in Volunteers Steering Group has identified continued delivery of the Volunteer Growth Plan 2025-28 as a key focus for the next 12 months. The plan's aims and outcomes have been shaped by feedback gathered throughout the year from volunteers, colleagues, and customers, and align with the objectives set out in the new Housing, Communities and Customer Experience Strategy 2025-28.



Continue to grow the volunteer base to 75 - 80 volunteers by April 2028.



Increase volunteers supporting Coastline's Housing for Older Persons (HFOP) schemes through the delivery of activities to reduce social isolation and increase health, wellbeing and social cohesion.



Develop new volunteer roles across the Coastline Group, with a focus on the development of opportunities that support our most vulnerable customers and promote health, wellbeing and social inclusion.



Utilise volunteer and customer data to develop effective methods of volunteer recruitment to ensure a diverse and representative volunteer base.



Ensure clear and effective reporting on the social value of the volunteer scheme and its growth.



In collaboration with the Investing in Volunteers (iIV) Steering Group prepare for the re-accreditation of the iIV standard.



Coastline

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01209 200200



www.coastlinehousing.co.uk

Coastline House, 4 Barncoose Gateway Park, Redruth, Cornwall, TR15 3RQ