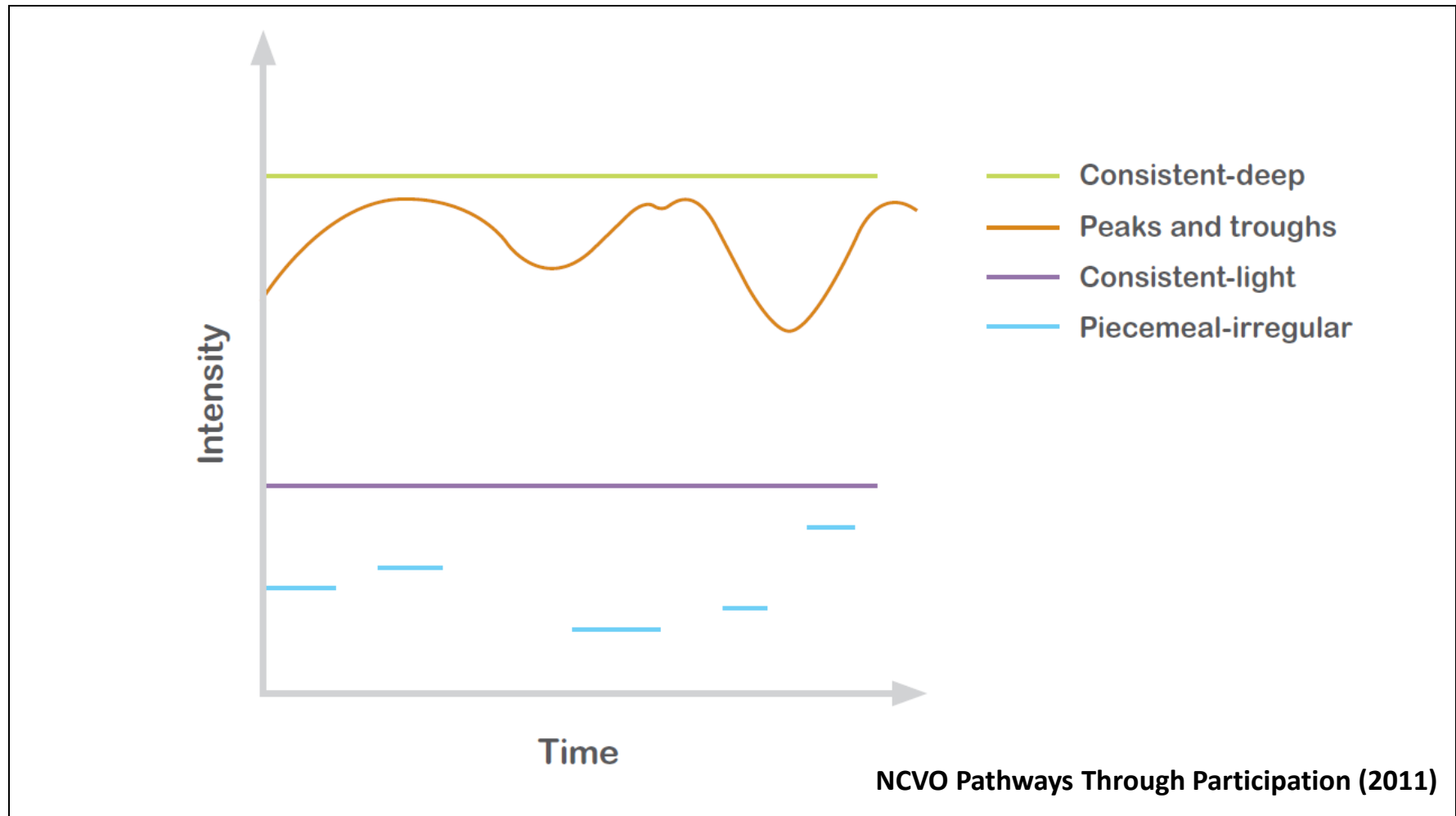











Volunteering, Participation & Inclusion  
Tiger de Souza





 <h3>Citizenship</h3> <p>People are tackling issues closer to home, supporting their local community economy, and making it work for them.</p>	 <h3>Nurture</h3> <p>Busy lives are opening new opportunities for escaping the noise and indulging in cultural and spiritual 'me time'.</p>	 <h3>Control</h3> <p>People are trusting less, questioning more, and demanding greater control, transparency and value.</p>
 <h3>Connection</h3> <p>We are more connected than ever digitally, but as social beings, we continue to strive for ways to connect in person.</p>	 <h3>Narrative &amp; Identity</h3> <p>Identities are becoming more polarised, as people seek out extremes of opinion. Geographic identity is also changing with the increased mobility of work and home.</p>	 <h3>Automation</h3> <p>Technology was once seen as the antithesis to human interaction, but people are increasingly demanding tech with a more human touch.</p>

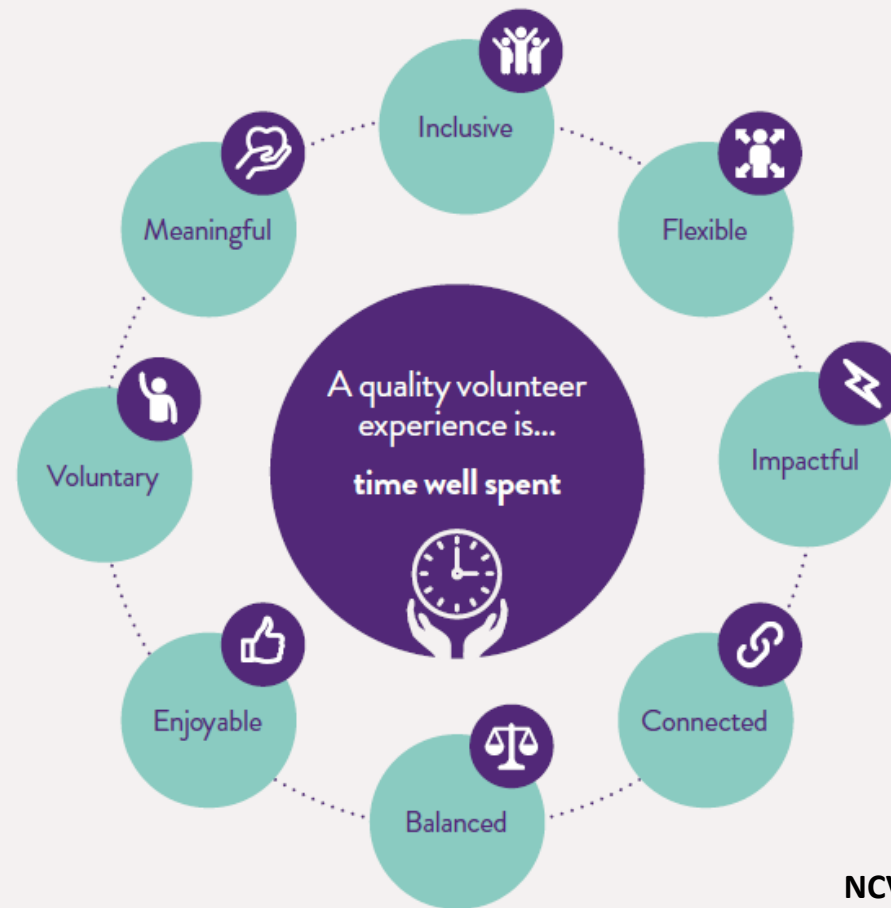


So, we did some research – some of you will have seen this before.

Trends told us how the world and people's attitudes are changing.

Our approach is two-fold. Transformational cultural change at an organisation level and a rethink about our volunteering offer.

Lucky for me I have accountability for both parts



NCVO Time Well Spent (2019)



Greater pressure on our civic core

Flexibility of time commitment MOST likely to encourage people who have not volunteered before

Nudge theory

See themselves

## Flexible volunteering at NT

We had **53000** active volunteers on 27 Nov 19. **62000** volunteers had given us time that year

As many as **9000** volunteers have undertaken event or one-off opportunities in 2019

Number of regular volunteers is plateauing but we are seeing them **do more**

**30%** of new volunteers joining us this year are **under 18**



Plateau is a problem

- Extended opening etc. Fewer people doing more...
- Didn't speak to volunteers about this just implemented...

Slide 7



Like most organisations the pandemic has hit us hard and forced us into painful and difficult decisions

Far too easy for us to focus on the job in hand of safeguarding the future of our beloved organisation and not engaged our loyal, dedicated and hardworking volunteers

Engagement approach

- c. 7500 pieces of individual feedback

- Analysed and fed into considerations

- Volunteer specific comms on outcomes

- Positively received Adult- Adult (voice and listened to)

Slide 8



It isn't all about us

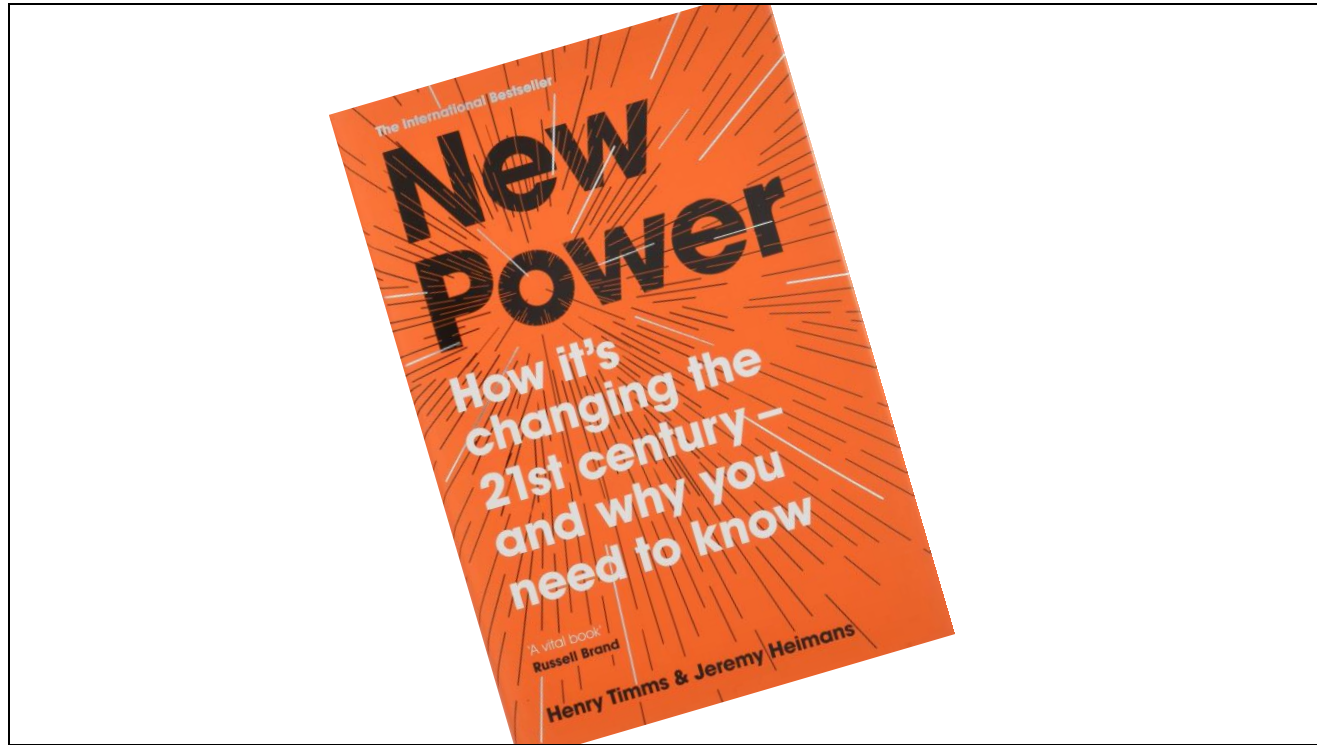


No one will protect what they don't care about, and  
no one will care about what they have never experienced

Sir David Attenborough

Futures research - Citizenship – understanding the role of the National Trust in environment and conservation  
Many unaware of what is on their doorstep  
Engaging people on their terms

Slide 10



If you do not already own a copy of this book – why not?

If you haven't heard of this book – where have you been?

Growth of mutual aid groups through the pandemic is the most pertinent current reminder that the way people want to and choose to mobilise themselves is changing. Before the pandemic we had the climate change strikes. Before that “me too”

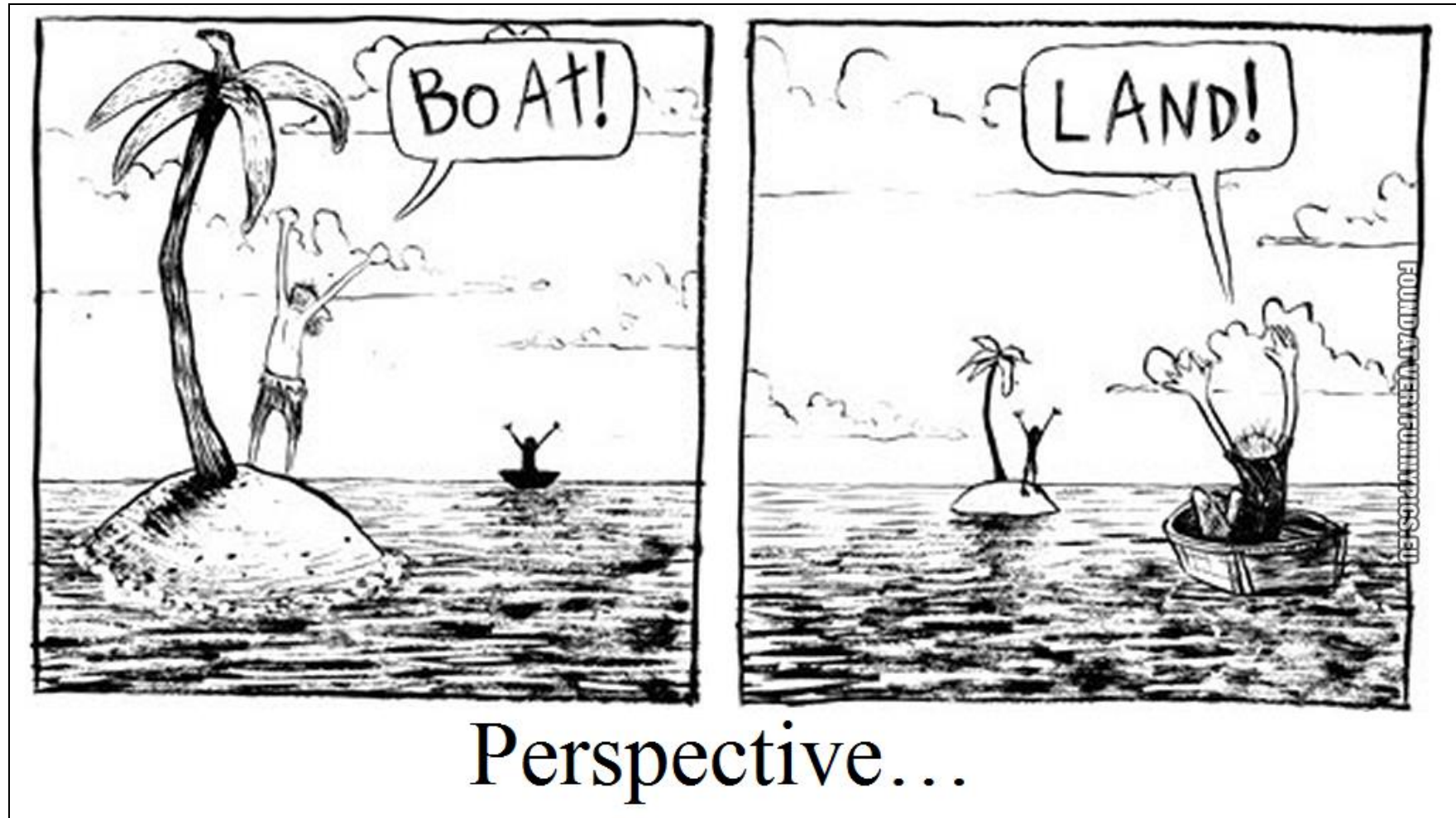
Slide 11

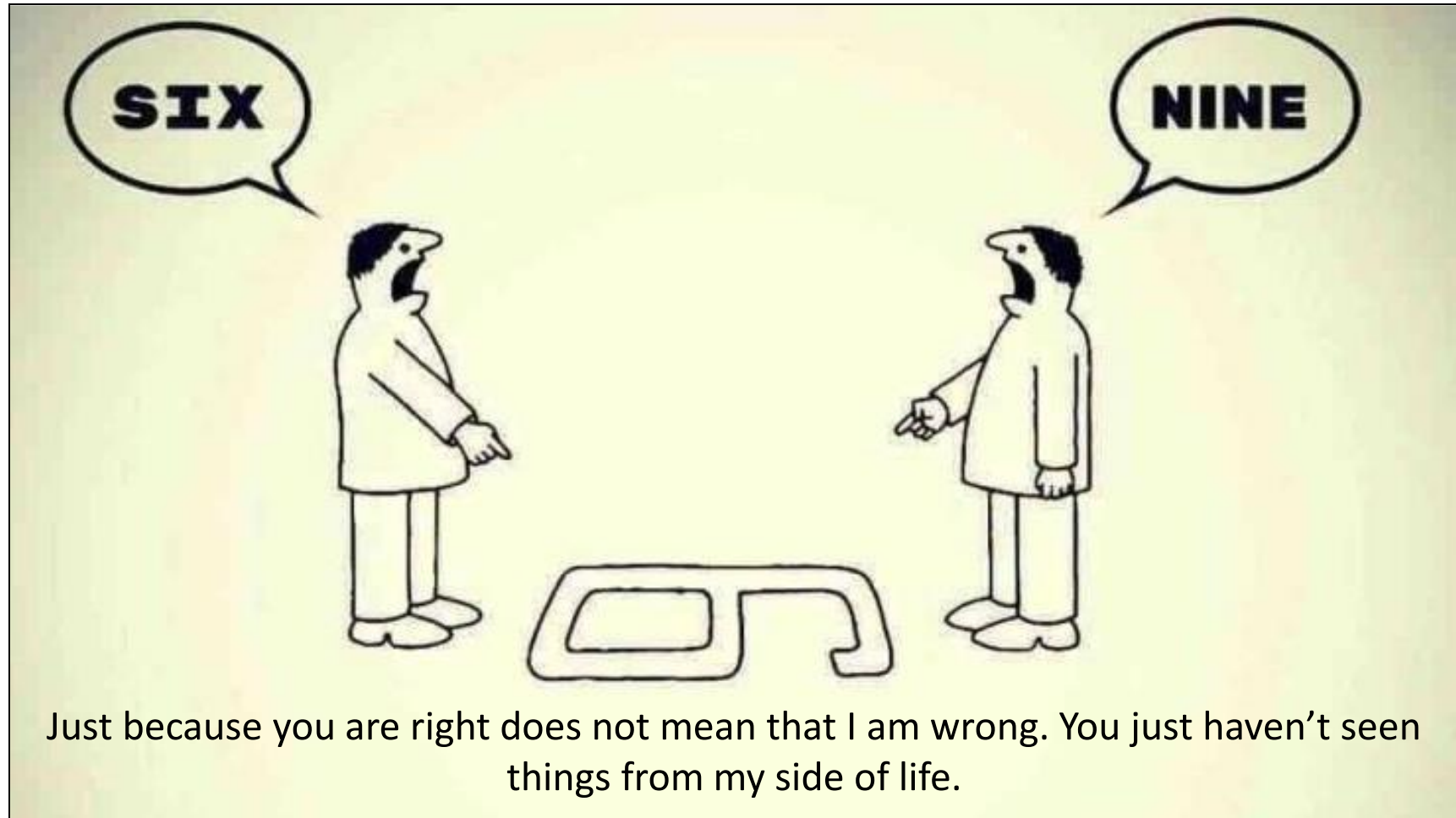


Amidst all of that we had the tale of Boaty McBoatface . . .  
Not enough to give people a voice it has to come with meaningful purpose









# Participation



## Theory of Change

### Ambition

To be inclusive and welcoming;  
connecting and inspiring people to  
make a difference

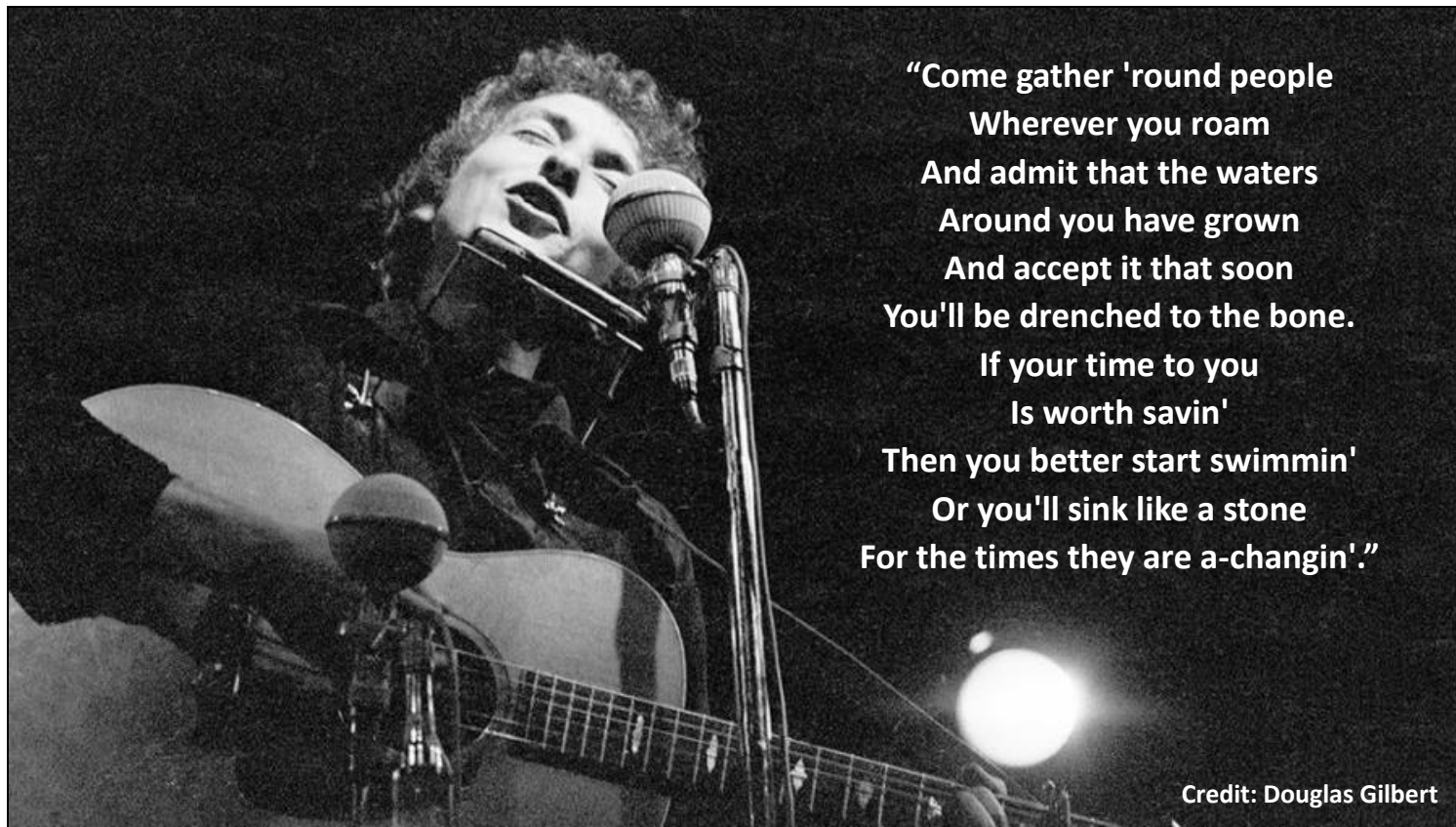


### Outcomes / Goals

We have built a culture  
and environment where  
everyone feels welcome

We have greater  
relevance to all parts  
of a changing society

We have increased  
the diversity of our  
people and  
supporter base



Our biggest opportunity lies not in directing and carefully managing social action

BUT

In creating the right environment that enables people to drive forward their own ideas in support of our cause



Thank you  
I look forward to answering your  
questions

Tiger de Souza  
@whyofthetiger

