



Welcome

Thank you for participating in this research. We hope by gaining greater insight about volunteering across the sector that we will be more able to support our members and volunteering in the sector.

In addition, we hope the insights and evidence gathered will enable individual organisations or volunteering departments to improve their volunteering practice in line with current sector approaches and best practice.

And finally, that we will be able to measure improvements over time through subsequent surveying.

For more information or if you have any questions then please email heritagevolunteeringgroup@gmail.com

Agenda Consulting

Agenda Consulting are delighted to support the Heritage Volunteering Group in this initiative which, like our own Volunteers Count 2019 study, enables benchmarking of key metrics on volunteers and volunteer management practices. We hope it provides people with a solid evidence base to inform their decision making and create strong volunteer strategies. Agenda is a People Research consultancy based in Oxford, helping not-for-profit organisations develop and sustain the highest levels of employee and volunteer engagement. We have expertise in the following areas:

- Employee and Volunteer Engagement Surveys
- Employee and Volunteer Safeguarding Surveys
- Pulse, On-boarding and Exit Surveys
- HR and Volunteer Management Benchmarking.

If you would be interested in discussing how we could work with you on a volunteer engagement survey please contact [Tim Walters](#).

If you are interested in learning more about Volunteers Count 2019 please contact [Daniel Kettle](#)

Confidentiality and Data Protection

The information you provide in this survey will be treated in strict confidence. We will not share information from an individual organisation with anyone outside Agenda. No information will be attributed to individual organisations in any published report. Furthermore: we will only publish aggregated results for measures where at least 5 participating organisations have provided data.

Please view the [Agenda Consulting Privacy Policy - Clients](#) for details on how we process your data.

Guidance on completing the survey

Navigation and saving your responses

To navigate through the survey you simply have to click the 'Next' button at the bottom of each screen. By doing so your responses on that page are automatically saved. If you wish to amend or review your responses you can navigate back through the survey using the 'Previous' button.

Once you click the *Submit Survey* button at the end of the survey you will not be able to return to amend your submission.

Definition of a volunteer

We define a volunteer as someone who gives their time, of their own free will, unpaid for your organisation. Please include trustees and employer supported volunteers. Please exclude anyone undertaking a compulsory community service order or anyone undertaking compulsory volunteering as part of a job seekers' allowance claim.

Good estimates

We recognise that for some questions you may not be in a position to know the precise answer. In such a case, we are happy for you to give an answer that represents a good estimate - for example accurate to 10%. This might be based on:

- a database of volunteers that you have
- a survey of volunteers you have undertaken
- your own general knowledge or that of others

So for example: if you don't know the total number of volunteers from an ethnic minority, but do know that in a recent survey in which a quarter of volunteers took part some 7% of volunteers were from an ethnic minority. Then we would encourage you to use this figure to estimate the total number for the organisation as a whole.

If you are not able to provide a good estimate, we would prefer you to leave the question blank. **All questions are optional.**

Zeros and blanks

The distinction between zeros and blanks is important. If you do not wish to answer a question please just leave the field blank, do not enter a zero.

Equally please do enter a zero if your answer really is '0' as opposed to leaving it blank. For example if you are answering a question on number of Volunteer Administrators and you do not have any people in such a role please do enter '0' as opposed to leaving the field blank.

Numbers not words!

For questions which ask you to input a number you will note that you can actually enter any characters that you wish! We ask that you please stick to entering just single numeric values in these questions and refrain from providing ranges or verbal clarifications.

Your Organisation

1	Organisation name		
2	<p>Which of the following options best describes your organisation's primary purpose</p> <p><i>What your organisation does first and foremost.</i></p> <p><i>If you choose Other there will be a space to add more information.</i></p> <p><i>For example, sector body or funder.</i></p>		<p>Archive</p> <p>Gallery</p> <p>Heritage Site</p> <p>Historic House</p> <p>Museum</p> <p>Zoo</p> <p>Other</p>
3	If 'Other', please specify:		
4	<p>Which of the following options best describes your organisation</p> <p><i>This is the type of your organisation, often associated with its governance or funding.</i></p> <p><i>If you choose Other there will be a space to add more information.</i></p> <p><i>For example, non-departmental public body, membership or arms-length organisation.</i></p>		<p>Independent</p> <p>Independent (formerly local authority)</p> <p>Local authority</p> <p>Military</p> <p>National</p> <p>University</p> <p>Other</p>
5	If 'Other', please specify:		
6	<p>In which nations does your organisation operate?</p> <p><i>The word operate relates to your mandate and remit, site locations or programming activities however frequently or infrequently. We are not interested in any international working.</i></p> <p><i>Tick all that apply</i></p>		<p>Channel Islands</p> <p>England</p> <p>Isle of Man</p> <p>Northern Ireland</p> <p>Scotland</p> <p>Wales</p>

7	<p>Which of the following best describes your organisation's location</p> <p><i>Tick all that apply</i></p> <p><i>Where your organisation is based and operates.</i></p>	Metropolitan
		Urban
		Suburban
		Rural
8	<p>What is your organisation's estimated annual income?</p> <p><i>Any money generated (commercial, endowments or interest), gifted (bequests or donations) or funded (annual, project or programme funding).</i></p>	<£50K
		£50k-100k
		£101k-500k
		£501k-1m
		£1.1m – 5m
		>£5.1m
9	<p>How many paid employees does your organisation have? (Headcount)</p> <p><i>The number of people within your organisation regardless of whether they are part time or full time paid employees, this does not include zero-hours contracts. Headcount should be taken at the point you complete the Survey.</i></p>	

Staffing your volunteer programme

How many of the following does your organisation have to manage your volunteer programme (Headcount)

Job titles may vary across organisations please choose the titles/ hierarchy that best fit. Where someone is responsible for volunteering although that is not their primary focus then please record this information within the final option below

10	Head/Director of Volunteering (paid) (Headcount)	
11	Volunteer Manager (paid) (Headcount)	
12	Volunteer Co-ordinator (paid) (Headcount)	
13	Volunteer Administrator (paid) (Headcount)	
14	Unpaid Volunteer Manager or Co-ordinator (Headcount)	
15	If you have none of the above, who has accountability for managing your volunteer programme? (Free text)	

Volunteer managers and budgets size

16	<p>How many people in your organisation directly supervise volunteers? (Headcount)</p> <p><i>The number of people who directly supervise volunteers, this can include supervision at distance where a volunteer works from home or at another site. Headcount should be taken at the point you complete the Survey.</i></p>	
17	<p>What is your organisation's annual budget for managing volunteers? (£)</p> <p><i>Include any money allocated to the recruitment, selection, training, reward or expenses. This does not include staff costs. This can be for 2018-19 or 2019-20 if you have it.</i></p>	
18	<p>What did your organisation spend on managing volunteers, excluding staff costs in 2018-2019? (£)</p> <p><i>Include all spend associated with volunteers - recruitment, selection, training, reward or expenses. This should not include staff costs.</i></p>	

Volunteer numbers

19	<p>How many volunteers does your organisation currently have? (Headcount)</p> <p><i>The number of volunteers in whatever capacity, hours or frequency they work. Headcount should be taken at the point you complete the Survey.</i></p>	
20	<p>In 2018-2019 how many volunteers did your organisation recruit? (Headcount)</p> <p><i>The number of volunteers you have recruited within this timeframe.</i></p>	
21	<p>What were the total number of volunteer hours in 2018-2019?</p> <p><i>Please round to a full number.</i></p>	

Frequency

How frequently do your volunteers volunteer for your organisation?

Please indicate as a % of your volunteer population and ensure it adds up to 100.

22	More than once a month	
23	A few times a year	
24	Once a year or less	
25	One off event	

Length of service

How long have your volunteers been with your organisation?

Please indicate as a % of your volunteer population and ensure it adds up to 100.

26	Less than six months	
27	6 months – 1 year	
28	1 – 4 years	
29	5 - 9 years	
30	10 – 19 years +	
31	20 years +	

Volunteering roles

Please indicate as a % of your organisation's volunteer population the areas in which they primarily volunteer?

Please ensure it adds up to 100.

32	Archives	
33	Audience Research/ Evaluation	
34	Broadcast/ Publishing/ Licensing	
35	Consulting/ Training	
36	Corporate Strategy/ Management	
37	Conservation /Preservation/ Collections Care	
38	Curatorial	
39	Development/ Sponsorship/ Fundraising	
40	Digital/ IT	
41	Education/ Engagement/Learning	
42	Estates/ Facilities Management	

43	Exhibitions, including touring	
44	Finance	
45	HR	
46	Marketing/ Communications	
47	Operations/ Front of House	
48	Retail/ Events/ Catering	
49	Other	
50	If you have classified any of your volunteer population as 'Other', please specify their role/s	

Volunteer base

Where are your volunteers based to do their volunteering?

Please indicate as a % of your volunteer population and ensure it adds up to 100.

51	On-site	
52	Off-site	
53	At home	

Employment status

How many of your volunteers are primarily:

Please indicate as a % of your volunteer population and ensure it adds up to 100.

54	Retired	
55	Self-employed	
56	Working Full Time	
57	Working Part Time	
58	Student	
59	Not Employed <i>Anyone is who is not retired, self-employed, working full time, working part time or a student.</i>	

Funding bids and direct income

Volunteer-led activities are defined as any activities that are undertaken by a volunteer that are directly chargeable for example a children's workshop or a guided tour.

60	Please indicate the number of successful funding bids awarded in 2018-19 that include volunteering <i>The number of funding bids awarded not the value of the funding bids.</i>	
61	Please indicate the direct income generated from volunteer-led activities in 2018-2019? (£) <i>Any activities that are undertaken by a volunteer that are directly chargeable for example a children's workshop or a guided tour.</i>	

Age profile

Please provide us with your volunteer profile on age.

Please indicate as a % of your volunteer population and ensure it adds up to 100.

Not all organisations capture volunteer demographic information, and even for the ones that do they may not capture information for all the characteristics. If you don't capture this information leave it blank.

If you do not have precise information you can provide a good estimate - for example accurate to 10%.

62	Under 16	
63	16-17	
64	18-24	
65	25-34	
66	35-44	
67	45-54	
68	55-64	
69	65-74	
70	75-84	
71	85-94	
72	95-104	
73	105+	

Profile for Gender, Sexual orientation, Disability and Ethnicity

Please indicate the % of your volunteer population which are:

Not all organisations capture volunteer demographic information, and even for the ones that do they may not capture information for all the characteristics. If you don't capture this information leave it blank.

If you do not have precise information you can provide a good estimate - for example accurate to 10%.

74	Female	
75	LGBTQ+	
76	<p>Who consider themselves to be disabled</p> <p><i>The Equality Act 2010 defines a person as disabled if they have a physical or mental impairment, which has a substantial and long-term (i.e. has lasted or is expected to last at least 12 months) and adverse effect on the person's ability to carry out normal day-to-day activities.</i></p>	
77	From an ethnic minority	

Religion profile

From the data you collect please provide us with your volunteer profile on religion and belief:

Please indicate as a % of your volunteer population and ensure it adds up to 100.

Not all organisations capture volunteer demographic information, and even for the ones that do they may not capture information for all the characteristics. If you don't capture this information leave it blank.

If you do not have precise information you can provide a good estimate - for example accurate to 10%.

78	No religion	
79	Buddhist	
80	Christian	
81	Hindu	
82	Jewish	
83	Muslim	
84	Sikh	
85	Other	

Open questions

86	What else could HVG do to support volunteering across the sector?	
87	Is there anything we could do to improve this Survey?	
88	What are the top 3 priorities for volunteering in your organisation in the year ahead?	

Thank you

Thank you for choosing to complete this Survey. The information you provide will help us better understand volunteering in our sector. The findings will be published at our [conference](#), on 10 May, and shared with members shortly after.