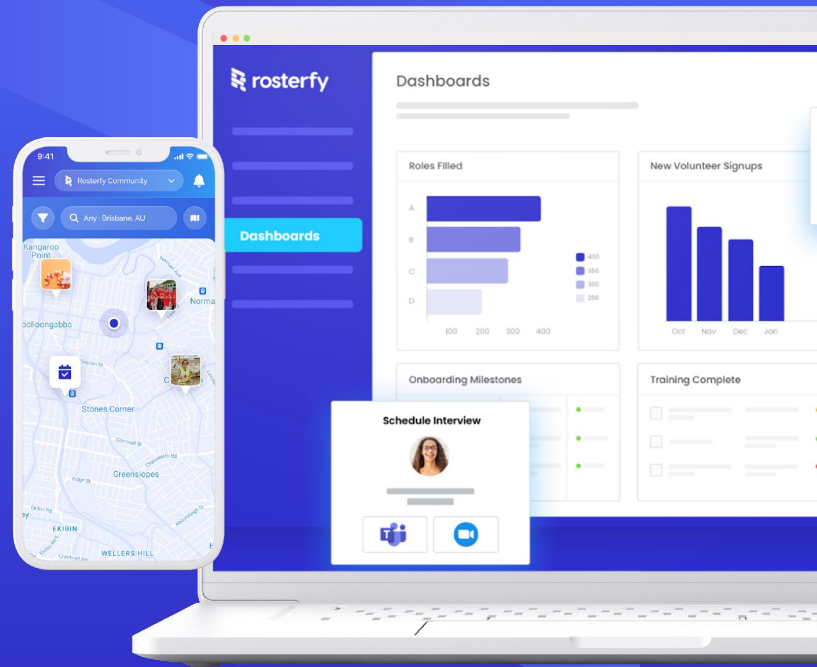




How diverse and inclusive is your volunteer programme?

John Strawson-Rooney, Bradford 2025

Sam Bennett, Rosterfy



A DIVERSE VOLUNTEERING STORY ABOUT...

Bradford 2025

- Youngest City in the UK and by some measures the youngest in Europe.
- Most ethnically diverse city outside of London.
- 13 major languages spoken here.
- First legislation for both free comprehensive education, and free school dinners.
- Independent Labour Party formed here in 1893
- UNESCO City of Film & Saltaire World Heritage Site
- Home of the Brontë sisters, David Hockney, JB Priestly plus Zayn Malik and Dynamo (BD25 Ambassadors)



1000

Events made possible by volunteers

2103

Volunteers

13

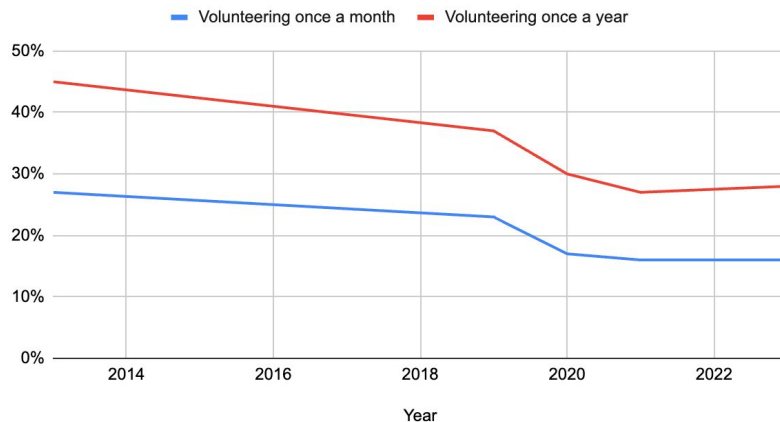
Languages supported

SETTING THE SCENE

The Supply Story

The number of people who claim to volunteer formally at least once a month has **fallen from 27% in 2013 to 16% in 2024**.

Volunteering once a month and Volunteering once a year



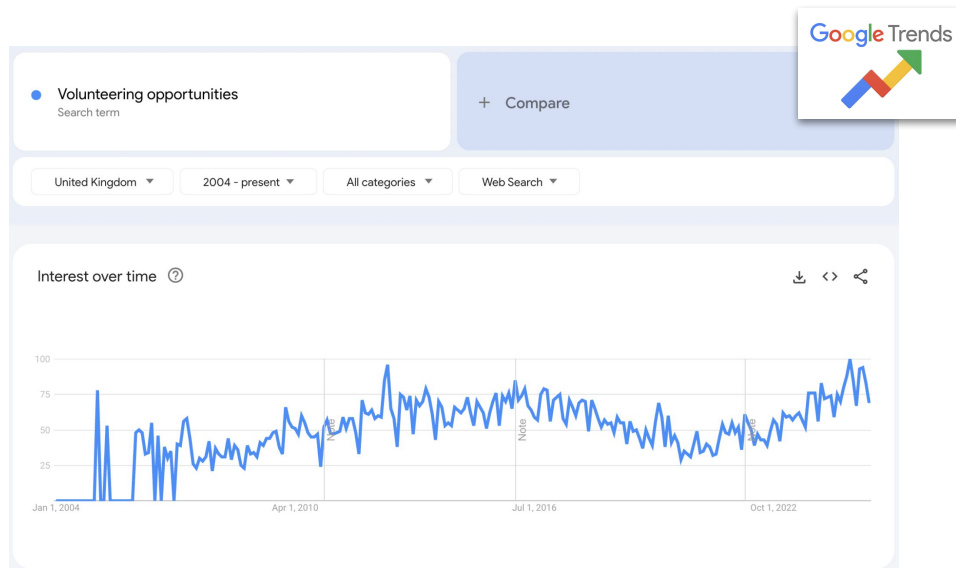
Barriers to UK Volunteering

- **Cultural** & Organisational Issues
- Time, financial costs (transport/childcare), physical accessibility, rigid role structures, and **Intimidating recruitment** are key deterrents
- For groups like asylum seekers, **legal uncertainties** and scheduling conflicts create specific barriers
- **Remote volunteering** is on the rise, increasing access for people with mobility issues, caring duties, and those in remote areas
- **Micro- and skills-based opportunities** add flexibility and relevance, appealing to diverse volunteers including corporate participants .
- **Community-based strategies** (e.g., Bradford 2025) recruit via word-of-mouth through local cultural groups

SEARCHING FOR SOME WAY TO HELP

UK Demand for volunteering

Demand for volunteering roles has risen steadily since 2004 with the occasional spikes and dips in interest during disasters, global economic situations and the pandemic.



Source: gov.uk, National Lottery Community Fund, Civil Society, UK Fundraising

Bradford 2025 calls out for culture year volunteers

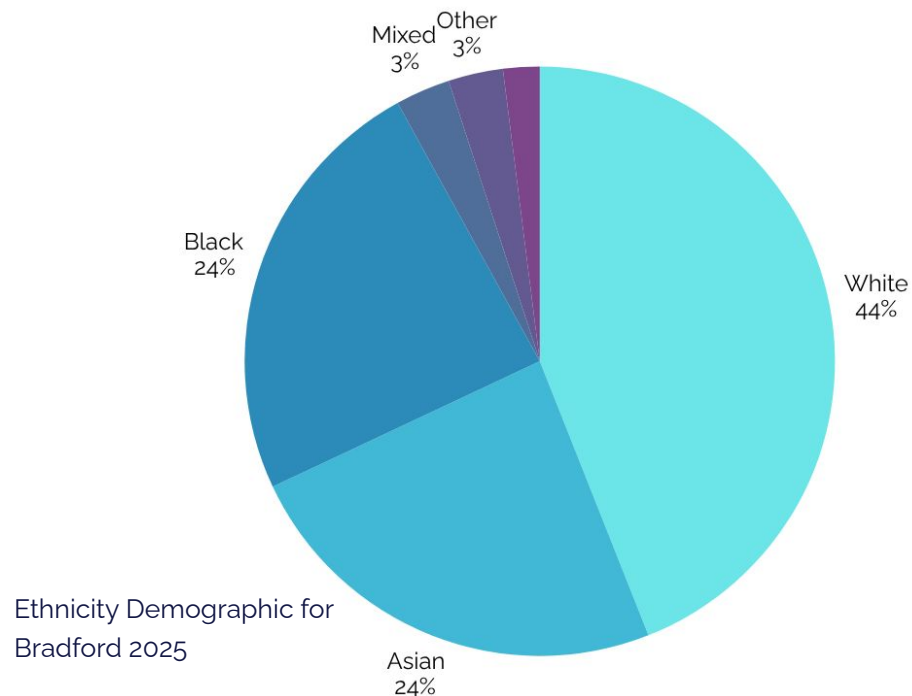
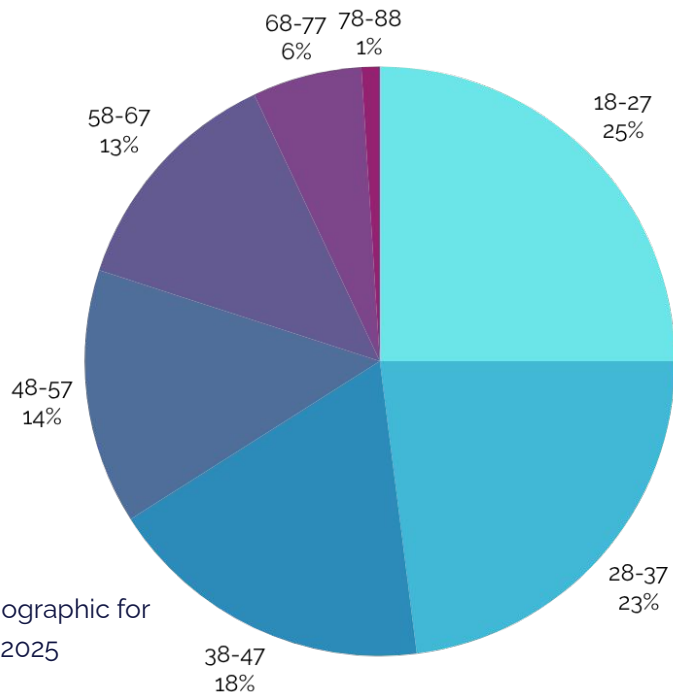


Bradford 2025 volunteers will have travel and food expenses covered

15 April 2024

More than 3,500 volunteers are needed to help out during Bradford's year as UK City of Culture, organisers have said.

Identifying and overcoming key barriers within your programme



Identifying and overcoming key barriers within your programme

Languages other than English			
Spanish	Urdu	Panjabi	German
Gujurati	Arabic	Bengali	Japanese
Polish	Italian	Pahari	Kurdish
Latvian	Russian	Lithuanian	Portugese
Farsi	Pashto	Finnish	British Sign
Hungarian	Slovak	Czech	Romanian

Lessons learned from Bradford 2025



Communicating your diversity efforts with authenticity and impact



Time for questions



**Enter our prize draw for
£200 Amazon Voucher!**

**Join the UK's largest Volunteer
Management Survey**

Findings will be published in August 2025



Thank You

