



Recruitment and Supporting Volunteers



At a glance

Volunteers play a vital role in strengthening communities and enriching civic life. By engaging volunteers meaningfully, councils not only enhance their events and projects but also contribute to the wider goals of well-being and community cohesion.

Principles of Good Volunteering

- **Choice:** Volunteering is freely undertaken
- **Inclusivity:** Open to everyone
- **Recognition:** Volunteers are valued
- **Support:** Volunteers are provided with guidance and resources

Why involve volunteers?

Involving volunteers strengthens communities by bringing people together to share their time, skills, and passion for local life. Volunteers help councils deliver more for residents, add fresh ideas and energy, and build a stronger sense of belonging and pride in the community.

By working alongside volunteers, councils can extend their reach, enhance local projects, and ensure that community services truly reflect the needs and strengths of local people.

Getting started

Volunteers bring valuable skills, energy, and local insight — but to thrive, they need clarity, support, and appreciation.

- ✓ Decide where volunteers can help (e.g. marshalling at events, planting trees, helping at community hubs).
- ✓ Agree clear aims for their involvement.
- ✓ Consider risks, insurance, GDPR and safeguarding needs from the outset.
- ✓ Guidance and Model Policies can be found on the [WCVA website](#)
- ✓ Contact your local [CVC](#) for support and advice.

Recruiting

- Start by clearly defining volunteer roles and the difference they'll make in the community.
- Use a mix of channels, newsletters, noticeboards, social media, council websites, and local events, to reach people.
- Personal invitations and word-of-mouth are often most effective, so encourage councillors and current volunteers to use their networks.
- Keep sign-up processes simple and accessible to make getting involved easy.

Volunteens is an online platform connecting young people, parents, and educators with volunteer opportunities

Volunteering Wales connects volunteers and organisations who need them.

Safeguarding

Creating a safe and welcoming environment, where everyone is respected and valued, is at the heart of safeguarding.

Safeguarding policies should be tailored to the specific needs of each council and directly relevant to the activities and services they provide, ensuring effective protection for all participants

NCVO have lots of guidance on how to do Safeguarding well



CAVS Free Online Courses



The New Approach to Volunteering



Wales Safeguarding Procedures

Recognising & Retaining Volunteers



Recognising volunteer contributions is essential to maintaining motivation, building loyalty, and fostering a sense of belonging. Recognition doesn't always need to be formal or costly, it's about appreciation and visibility. From a handwritten note, badge, or thank-you card to annual volunteer awards to mark key milestones or exceptional service it's important to acknowledge the work and dedication of volunteers.

Retaining volunteers depends on creating a positive, inclusive, and purposeful volunteer experience. Volunteers stay when they feel valued, supported, and effective. Providing regular appreciation, good communication, and opportunities for development helps ensure they remain motivated and committed to their roles.

Investing in Volunteers
Quality Standard

Legislation & Powers

All community and town councils in Wales need specific legal powers that enable them to provide various services and support for their local communities.

Powers & justifications can differ, councils should consider their specific circumstances. For advice & guidance, councils may wish to contact their One Voice Wales Development Officer. admin@onevoicewales.wales

Examples of Good Practice



Pembrey & Burryport Town Council's Meals on Wheels are delivered by volunteers

Llannon Community Council weekly Lunch Club is supported by volunteers

Volunteers are vital to the provision of Welshpool Town Council's Community Hub

Blaenavon Town Council host an annual Civic Awards which recognises and celebrates their community

Penarth Town Council's Youth Action Council get involved in projects and activities to make things better for young people in their community



Watch our volunteers share what makes volunteering meaningful

Funding Information & Potential Opportunities



National Lottery Awards for All
Volunteering Wales Grants

One Voice Wales offer a training module on Making effective Grant Applications

Want to Find Out More?

For more information on the One Voice Wales Cost-of-Living Crisis project contact the team at:



CoLC@onevoicewales.wales



<https://bit.ly/3KYHftK>



[One Voice Wales Website](#)