

## **11. DCDP Case Study: Voluntary Gateway Dundee**

Our role at Voluntary Gateway Dundee is to support and connect the sector. Early in the year, and as the result of a detailed review and discussion with partners, it was agreed that the 'One Stop Shop' was not meeting the needs of the voluntary sector in Dundee. What was needed was more of a knowledge hub. We wanted people to come to us for a service, but for us to get something back in return. We also wanted to develop relationships and provide an 'all round' experience of working in the sector.

We are now investing in the development of a Voluntary Gateway website which will include information on representation, sector events, a training calendar, a blog and downloadable documents, such as policy templates. Through this website, we will be able to support the sector by providing accessible information on services and expertise. At the same time, we will promote and market the excellent work the sector does and the difference it makes to thousands of people in Dundee.

Alongside the work on the website, we are close to launching an e-bulletin for the sector.

During the year, we have been involved in organising the Third Sector Manifesto event, which included engagement sessions prior to the event. We have also run two networking sessions: Dundee's Third Sector MatchUP events, one general and one with a focus on funding.

In future, we are also interested in developing a corporate volunteering project. Having carried out some initial research and engagement with voluntary sector organisations in Dundee, including other Rank-funded projects, we understand that the needs of many small organisations is support with key development areas such as Marketing, HR and governance. Small organisations often cannot afford dedicated staff members to cover these areas of work; often one staff member will wear 'many hats'.

Many private sector organisations approach Volunteer Dundee hoping to offer their staff the opportunity to volunteer for a day. The reality is that small charities often can't respond to this offer, as they lack the resource to manage the relationship and the volunteering activity. Our plan is that we offer a service matching up corporate employees with a voluntary sector organisation to provide valuable support such as 'HR for a day' as opposed to fence painting.

Key learning from the project so far is the need to keep things simple, whether through producing a joint business card, setting up a partnership meeting or developing our communications strategy. It is essential that everything is simple and clear, in jargon-free language, easily understandable and relatable. We have 'customers' both internally and externally (in the form of Volunteer Gateway Dundee staff, and the rest of the voluntary sector in Dundee) and we need to be clear about what they want from us and how they want to receive support and information.

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