



Tonbridge SLA Report – February 2023

Summary of activity delivered by Imago across Tonbridge and Malling District in 2022

- Imago Volunteer Centre continues to have NCVO Accredited Volunteer Centre status as well as with NAVCA.
- We have continued to support residents of Tonbridge and Malling District by providing a Volunteer Recruitment Service by liaising with local community groups and charities, running volunteer recruitment sessions within the district and are looking to increase these during 2023. We have continued with the Volunteer Centre Newsletter has been redesigned including case studies and articles to make it a more engaging read, alongside the usual volunteer role adverts.
- Imago have employed an additional member of staff to join the team in 2022, Louise Garner joined the Imago Volunteer Centre in June 2022 as the Volunteer Development Coordinator to work alongside Lysette D’Urso our Community Development Coordinator.
- We continue to recruit additional Dial 2 Drive volunteers and this has vastly increased following the downturn and reduction in service that happened during the height of the pandemic. We currently have 72 drivers.
- The Imago Volunteer Centre is now part of the Development Team, which includes Marketing, Publicity, Fundraising and Training, enabling the Volunteer Centre to work much closer with these departments. Benefits include an increase in social media and publicity.
- Post pandemic we have continued to offer brokerage sessions to potential volunteers online and over the phone. In early 2023 these will be increasing to in person and have made contact with location organisations to partner with, such as Tonbridge Job Centre, The Oast Theatre, Tonbridge Warm Spaces and more in the pipeline.



- We have continued to promote good practice by holding regular online forums, giving a variety of organisations the opportunity to network and speak to each other about volunteer recruitment, management and opportunities for networking and partnership. Topics of discussion include thanking of volunteers, recruiting the appropriate volunteers for roles, setting boundaries, supporting volunteers and events for Volunteers Week.
- Volunteers' Week information was circulated to groups with links to the downloadable certificates, bunting and other marketing materials. A special Volunteers' Week newsletter was created to highlight the wide variety of opportunities locally.
- A large local business contacted Imago as they were looking to offer their staff team time to volunteer at a cause that meant something to them, so dozens of causes were called and their roles discussed. These were fed back to the business to pass on to their staff team in due course.
- Plans for the 2023 year include Volunteer Fairs for Tonbridge groups to attend and promote their opportunities, this will be enhanced by a social media campaign and include networking opportunities. These will be free of charge for the organisation to attend.
- Events booked or being confirmed already for 2023 include Hadlow College Careers Fair, Tonbridge Job Centre West Kent Jobs Fair and the popular Tonbridge Lions Community Fete.
- New marketing materials have been purchased by Imago to further highlight the Imago Volunteer Centre when at external events. These include pull up banners.
- Support from local business including COOK have enabled free cakes to be available at public events, offering an opportunity to chat about volunteering and it's benefits for the individual and organisation.