



# IAM RoadSmart Volunteer Strategy

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#### **Introduction**

IAM RoadSmart welcomes volunteers to join us in improving driver and rider skills. We value the unique role volunteers provide working alongside employees, so we can be the best, most recognised provider of coaching and advice for all post licence driver and riders and to work together to help make our roads safer for all.

Volunteers are at the heart of IAM RoadSmart and are vital to our success, freely giving their expertise, skills, and time. Without our volunteers we simply wouldn't be able to achieve our mission of making roads safer for everyone in the UK. Our courses are run by dedicated volunteers who have a real passion for road safety, and they work tirelessly to make this passion a reality.

The Volunteer Strategy will support our overall goal of increasing the impact of our work. We must build on our existing successes and think more strategically about the involvement and engagement of volunteers, to provide a high-quality volunteer experience and make volunteering at IAM RoadSmart sustainable.

This strategy confirms the direction of our work and where we will focus our energy and resources over the next 3 years. This is aligned with being an effective volunteer involving organisation and responding to the needs of our volunteers as well as ensuring the advancement of road safety for all users.

We recognise that together with our volunteers we can be more effective in all that we do, and we want volunteers to get the most out of their experience. We are committed to making volunteering inclusive, meaningful, and impactful.

#### **Investing in Volunteers Accreditation**

IAM RoadSmart was delighted to achieve accreditation with the *Investing in Volunteers* award standard in December 2024.

Investing in Volunteers is the UK quality standard for all charities and organisations working with volunteers. As a standard, it helps improve the quality of the volunteering experience for all volunteers and helps recognise volunteer contributions. It highlights our dedication to fostering an environment where volunteers feel valued, appreciated, and supported to make a meaningful impact in our work.

Investing in Volunteers is delivered by the national volunteering infrastructure bodies in England, Wales, Scotland, and Northern Ireland. Together they enable organisations across the UK to achieve the standard.

IAM RoadSmart was assessed against six quality areas, and we proved to excel in all aspects of working with our volunteers.

Investing in Volunteers is unique in that it is the only standard that focuses on volunteers. It is based on the following six quality areas:

- Vision for Volunteering
- Planning for Volunteers
- Volunteer inclusion
- Recruiting and welcoming volunteers
- Supporting volunteers
- Valuing and developing volunteers

This accomplishment is a testament to the hard work, passion, and dedication of everyone involved in managing and supporting our volunteers.

### **The difference volunteers make**

Why do people volunteer with us? First, it helps to prevent on-road incidents in their local area, giving them the chance to contribute to their community and make a real difference. Second, our volunteers form strong bonds and friendships with like-minded people who share the same goal of making our roads safer.

At IAM RoadSmart, we offer a range of different roles for our volunteers, including Group Chairs, Observers, and Examiners. There are also other roles available, such as running websites and social media accounts, photography, first aid, and acting as ambassadors for the cause.'

Volunteers valuably give their time and expertise to key roles which involves training associates, organising, and supporting group meetings and representing IAM RoadSmart at events.

Volunteers are significant in helping us achieve more in our work; truly adding value and supporting our mission to be a force for good with education and skills development at the core. Importantly, they extend our reach within communities across the UK to create a strong local presence and build on existing activity.

Our plan has a focus on measuring impact to collect and meaningfully demonstrate these outcomes and continue to celebrate the fantastic contribution of all our volunteers.

### **Our Strategy**

We recognise that we need a clear direction to meet the needs of our volunteers, staff members and our organisational strategy, and to develop volunteering in line with the advancement of road safety for all users.

To achieve both our volunteering vision and the organisation's, we need to strengthen and grow the volunteering role and community. However, this is not solely about involving new volunteers and creating new opportunities but making sure that we do so more effectively.

Over the next 3 years our volunteer strategy focus on three priorities:

1. Strengthen the volunteering infrastructure to create a consistent approach to volunteer management across the organisation.
2. Making IAM RoadSmart a rewarding place to volunteer by providing an enriching volunteer experience.
3. Expanding our volunteering opportunities and recruitment activity to extend our diversity and reach in communities across UK and achieve our organisational goals.

***Strengthen the volunteering infrastructure to create a consistent approach to volunteer management across the organisation.***

To build on the existing successes of our volunteering programme, we need to create a consistent, collaborative, and supportive approach to volunteering across the organisation.

We want to make sure IAM RoadSmart's volunteering programme is sustainable.

To do this, we need an effective volunteering infrastructure in place, with sufficient resource and systems to support volunteers now and in the future.

We will achieve this by:

- Creating a culture that engages, encourages, and supports volunteer involvement across the organisation.
- Adopting a centralised approach to volunteer management, with the right systems and resources in place to support volunteers.
- Promoting a coordinated and collaborative approach to best practice.
- Reviewing, revising, and implementing clear policies, procedures, and guidance to support volunteers to carry out their roles and responsibilities safely and effectively.
- Maintaining and enhancing the Investing in Volunteers accreditation to demonstrate our commitment as a volunteer-involving organisation.

***Making IAM RoadSmart a rewarding place to volunteer by providing an enriching volunteer experience.***

It's important to us that volunteers know that we are invested in providing a high-quality volunteer experience.

To fulfil our commitment of volunteering being inclusive, meaningful, and impactful, we will involve volunteers in shaping their experience and understand the difference they are making. We want volunteers to feel connected to IAM RoadSmart and part of a valued volunteer community. We also want to understand the needs of our volunteers and their motivations for volunteering to make sure they get the most out of their experience with us.

We will achieve this by:

- Involving volunteers in shaping their experience and adding value to our work in developing the volunteering programme.
- Building a volunteer community that promotes shared learning and connecting with others, to support volunteers in undertaking their roles and responsibilities effectively.
- Introducing a recognition programme to celebrate and thank the valuable contribution of our volunteers.
- Developing learning and training opportunities that meet the needs of our volunteers and their roles, complementing their existing skills and increasing their understanding of IAM RoadSmart.
- Improving our volunteer communications to inform and connect volunteers to the work of IAM RoadSmart, and the difference they've made, which enhances their engagement and support.
- Developing a streamlined and personalised volunteer joining experience to effectively involve and retain volunteers, providing a consistent and high-quality experience for all.

***Expanding our volunteering opportunities and recruitment activity to extend our diversity and reach in communities across UK and achieve our organisational goals.***

Volunteers reflect our vision, mission and values in their roles and their contribution enables us to develop and increase our reach in local communities across the UK. However, the Investing in Volunteers Survey identified that our volunteer diversity is limited and presence in some areas is low, and these are things we want to improve.

We will achieve this by:

- Identifying and developing volunteering roles that will maximise the impact for delivering our products and services.
- Reflecting the communities we work in across the UK by broadening our recruitment activity to diversify the age, ethnicity and locality of our volunteers and engaging with people outside of our current community.
- Inspiring people to get involved with flexible and accessible opportunities that suit their time commitments, motivations, interests, skills, and experience.
- Harnessing the diverse skills and expertise of our volunteers in delivering activities that benefit road safety.
- Providing opportunities for volunteers to get involved in other activities that supplement and increase their existing involvement.

**Moving forward**

The Volunteer Strategy will be delivered through a plan of specific and measurable key activities over the next 3 years.

It will be delivered flexibly to respond to emerging operational needs and external trends in the voluntary sector.

We will measure the progress and success of our goals through regular monitoring and reporting of key information and data, such as volunteer activity reporting.

As we introduce our approach to volunteering, we can move forward with a clear direction and purpose, prioritising what is important to meet the needs of our volunteers, members, staff and IAM RoadSmart.

We have a clear commitment to make volunteering inclusive, meaningful, and impactful so that together we can make roads safer for all.