



VOLUNTEER STRATEGY

2025 - 2028



Foreword our Charity



Ian Tierney
Chief Executive
Officer



At Wheels for All we are dedicated to helping disabled people gain access to cycling, enabling them to stay fit and active, improve their confidence and socialise with others.

Our volunteers play a vital role in helping us to facilitate these high quality, inclusive cycling sessions. It is their fantastic work across delivery, development and governance that underpins the strength of our services, thus enabling us to attract new partnerships and to deliver activities in new locations.

As a charity we are in an exciting period of growth, increasing our reach through adding to our number of hubs and expanding the capacity of our existing ones. Our family of volunteers will now be as integral to our success as ever before helping us to have a positive impact on even more people's lives.

Volunteering impact

On our vision

Our Vision

We dream of a world where every disabled person and those with long-term health conditions can feel the exhilaration, joy, and empowerment of cycling.

Our Mission

Our goal is to ensure every local authority area in England has an inclusive cycling offer. To achieve this, we will:

- Establish a Centre of Excellence in every region.
- Collaborate with a nationwide network of passionate partners who share our vision.
- Provide our partners with the unwavering support, guidance, specialised equipment and resources needed to champion inclusive cycling.

Our Volunteer Impact

Our family of volunteers create a welcoming and nurturing environment for our participants that helps them feel the exhilaration, joy, and empowerment of cycling. The expertise of our volunteers ensures the delivery of safe and enjoyable sessions. This builds the confidence in potential partners and attracts them to work with us in new geographical areas, and will help ensure every local authority area in England has an inclusive cycling offer.



Rhys Phillips

**National Volunteer
Manager**



Our volunteers are at the heart of Wheels for All and essential to everything we do. They bring our sessions to life, make sure everyone feels included, boost confidence, inspire others, and ensure that cycling is truly inclusive!

We can deliver high quality inclusive cycling sessions for our service users due to the wide range of skills, abilities, and enthusiasm that our dedicated volunteers possess. We simply could not operate to the extent we do throughout the country without the support of our family of passionate volunteers.

Our volunteers' support will continue to be fundamental to the growth of Wheels for All, helping us to future proof our current hubs, explore running sessions for longer duration, additional days, and in new geographical opportunities. In return, we want to ensure the time volunteers spend with us is enjoyable, meaningful and rewarding.

This strategy is the first of its kind for Wheels for All and demonstrates our commitment to making our volunteers' experience the best it can possibly be.

It's time to meet just one of our amazing volunteers

I got involved in Wheels for All five years ago when my wife passed away. I do two or three sessions a week now. When you have kids turn up and they're all made up, that's what it's all about.

The best thing about volunteering is seeing the happy faces! A group will arrive and either you go out with them or you set them up on the cycles with helmets and watch them head off. When they come back, they are so appreciative,



GRAHAM

And their impact on people is ...

Graham, a 76-year-old man with Motor Neurone Disease (MND) got in touch, as he wanted to find a cycle that he could ride with one leg for a sponsored cycle ride.

DAVE



laughing, and just having a great time. Volunteering has had a significant impact on my life, and the participants who attend my sessions have become friends, it's been a great opportunity to meet new people.

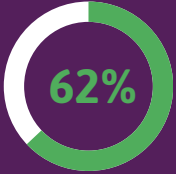
Graham visited Kendal Wheels for All and tried a few different cycles. The best fit for him was a four-wheeled cycle with short, fixed cranks and a wide, supportive seat. He started to come to Kendal Wheels for All every week to improve his fitness.

Graham says "I thoroughly enjoy cycling and I am so grateful to Christine and the volunteers at Kendal Wheels for All for their help in building my confidence and developing my skills. Now I would like to do a fundraiser every year, with half of the proceeds going to Wheels for All and half supporting the work of MND charities."

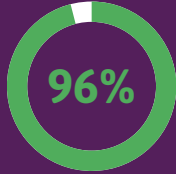
Where are We now?



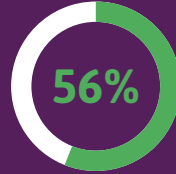
134 active volunteers



of volunteers
are male



of volunteers
are white



of volunteers
are aged 66+



of volunteers
are d/Deaf,
disabled,
neurodivergent
or have a
longterm
health
condition

Our volunteering benefits

91%

Feel part of a community

88%

Have made new friends

79%

Have developed relationships with people
from different backgrounds/communities

59%

Feel their mental well-being has improved

Our volunteer impact

Our volunteers gave over 10,000
hours of their own time to support us
(That's over 80 hours per volunteer!)

10,582



What our volunteers have told us



Our volunteers would like to see:



Access Wheels for All training quicker after starting to volunteer

Training opportunities available around wider knowledge areas that will support their role

Opportunities to network with other volunteers and share best practice

Better connection to the charities vision, mission and other hubs in their region rather than just their local hub

Communicate more thoroughly to help understanding of any changes of direction, policies or process

More opportunities to have their say and be consulted in key decisions involving volunteers

Our Plan



Prior to releasing this strategy, as a charity we have already made some great strides in improving the experience for our volunteers through:

- Recruiting our National Volunteer Manager
- Streamlining our volunteer application process
- Developing a more informed volunteer on-boarding process
- Rolling out our 'ways of working' framework
- Launching our quarterly volunteer newsletter
- Conducting our first annual survey for staff, trustees and session volunteers
- Providing appropriate clothing to all our volunteers

However, it is crucial that we continue this momentum by outlining our commitment to our volunteers across all our programmes over the next 3 years.

This plan will address the key areas our volunteers have highlighted across the four main parts of our volunteering experience, these are:

- 1 Recruitment
- 2 Training
- 3 Retention
- 4 Recognition



We would like to thank all our volunteers for their help in honing the direction of this strategy through their feedback and survey responses.

Volunteer Recruitment

Attracting more volunteers to help Wheels for All is fundamental in supporting our growth as a charity.

In this period of growth, it is essential we continue striving towards a volunteer team who are representative of society and reflective of the communities we serve. A diverse volunteer workforce of people with a range of skills, community connections and lived experience is vital to our work. This will help us to fulfill the needs of local communities through providing high quality inclusive cycling sessions.



Soon after my wife and I arrived in Manchester after moving from Hong Kong, we wanted to get involved in our new community. We came across the volunteering opportunity with Wheels for All via the Manchester Volunteer Centre. We were deeply impressed by their aim and the work they are doing. Now working and chatting with the people at the Wheels for All sessions is definitely the best part of our new life in the UK.

Willey and Suki
Greater Manchester



Our volunteer Recruitment objectives

- Increase our number of active volunteers by 15%
- Increase the diversity of volunteers to be more reflective of society inline with the latest UK census regarding age, gender, ethnicity and disability*

*Hyperlinks to 2021 census data

Increase awareness

- Update and refresh our volunteering website page
- Design a National volunteer recruitment campaign
- Develop audience specific content
- Trial targeted adverts i.e. social media
- Diversity methods of promoting opportunities
- Host our volunteer opportunities on more volunteer matching websites
- Continue to engage with National campaigns such as the big help out



Increase accessibility

- Understand the barriers to volunteering for currently underrepresented groups
- Explore how best to offer short term roles, digital and project based opportunities
- Develop a policy for involving young volunteers
- Create and trial a young volunteer award
- Printed volunteer applications at all hubs
- We will communicate the physical and mental health benefits of volunteering





Empower our regions

- Mechanism to report on volunteer demographics and activity
- Create a volunteer recruitment toolkit with resources and templates to help attract new volunteers
- Develop a volunteer recruitment plan for each region

Form new partnerships

- Explore new partnerships such as:
 - Duke of Edinburgh
 - Cycling clubs
 - Corporate organisations
 - Educational institutions
 - Organisations supporting asylum seekers/refugees
 - Job centres
 - Volunteer centres
 - Community organisations
 - National volunteering support organisations



Volunteer training and Personal development

We are working towards creating a more flexible volunteering offer to welcome and cater for all, regardless of the amount of time they have available. Therefore, we need training that can be delivered in more agile ways to reflect and help support our new approach.

Quality assurance and the safety of our sessions is something we pride ourselves on. Finding ways of empowering volunteers with knowledge earlier in their volunteer journey will help raise the bar even further.



The Wheels for All training course was very useful to hear about the various disabilities/capabilities of the participants we would potentially be supporting at sessions & I have found this useful in my time volunteering. The safety aspect was also very informative as it made me think more about how I needed to be aware of the environment, riders clothing and that the cycles are safe to use.

**Richard
Cheshire**

OUR VOLUNTEER TRAINING AND PERSONAL DEVELOPMENT OBJECTIVES

- Ensure all our volunteers are trained to carry out their role safely and to a high standard
- Ensure currency of our volunteers skills
- Reduce the period of time between volunteer becoming active and a training opportunity

Accessible and flexible training

- Create an induction resources to inform how to operate safely before receiving formal training
- Deliver the theory element of the Wheels for All training course online
- Empower coordinators to deliver the face-to-face Wheels for All training course
- Update our training to reflect new policies/procedures/ways of working
- Create a suite of training modules



Conduct training audit

- Create a training matrix outlining all available training areas showing those essential for volunteers and those that can be accessed as optional learning
- Highlight external training that can be signposted to compliment our offer



Formalise process for quality assurance

- Better tracking of volunteer screening, training and qualifications
- Develop a Logbook of experience post training
- Back to volunteering assessment after extended periods of inactivity
- Refresher resources available during our hub's winter closure period
- Ensure coordinators are aware of managing volunteers best practice

Empower personal development

- Community of practice webinars where volunteers can access optional training on wider relevant topics
- Supporting resource to webinars with extra information and signposting to relevant external training
- Peer to peer support network
 - List of volunteers with a particular skill set that they can offer support in



Volunteer Retention

Where we are currently as a charity is, in part, down to the reliable and skilled family of volunteers who have supported Wheels for All for a number of years. It is paramount that we continue to place an importance on preserving the skills, abilities, and passion of our current volunteers within the charity. Whether long term volunteers or people just starting to get involved, we would like everyone to feel happy and engaged to join us on our next exciting chapter as a charity.



I am thrilled to have seen the way the charity has grown since it's inception. With our different personal backgrounds and experiences each volunteer brings a variety of skills to the group, but ultimately it's the desire to help others have fun that drives us. Personally, I experience a great deal of satisfaction sharing Wheels for All activities with others. It's just great!

Sheila

Kendal Wheels for All



OUR VOLUNTEER

RETENTION OBJECTIVES

- Improve how connected volunteers feel to the charity's mission goals.
- Improve the flexibility of our volunteer offer making it easy to operate in multiple roles, centres, programmes and to return after a period of inactivity.
- Develop our new regional structure to foster a culture of community across hubs within our regions.

Simple processes and operations

- A volunteer portal that:
 - Manages volunteer applications
 - A profile volunteers can manage themselves
 - Allows volunteer to sign up to support sessions
 - Track volunteer hours - scan in/out of sessions
 - Logs volunteer training and qualifications



Keep volunteers more informed

- Key updates from our National leads to be included in the volunteer newsletter
- Volunteer briefings before sessions to provide wider charity updates/check in with volunteers
- Review and develop our volunteer documents to ensure up to date with current policies/information



Strengthen our regional network

- Support at a local level from regional managers and coordinators
- Connect volunteers across our hubs within each region
- Develop systems to allow volunteers to support multiple hubs and programmes
- Promote collaboration as a region working together to achieve impact on a regional scale rather than by individual hub
- Organisation of volunteer appreciation events

Increase scope for personalisation

- Look to further develop suite of volunteer roles to ensure there is something for everyone regardless of ability or time
- Tailor volunteer opportunities to meet individual needs and wants, considering capability, motivation, and commitment.
- Signpost opportunities better to transfer between roles, hubs, and programmes



Volunteer Recognition

Our volunteers are essential to our charity and so, we want to ensure their support is recognised and celebrated. Through our network of coordinators and across our regional hubs we can recognise our volunteers on a local level at key times throughout the year to say thank you for all their efforts.

We aim to work towards having a formalised recognition framework to provide more structure in how recognise our volunteers, whilst keeping flexibility for meaningful messages of thanks.



I just wanted to say thank you for our lovely curry night at the Cinnamon Lounge - it was great to see you, meet the board members and so many volunteers from far afield.

Thank you also for the brill Christmas card and loved the design!!

Jenny

Knowlsey Pedal Away



OUR VOLUNTEER RECOGNITION OBJECTIVES

- Volunteers feel more valued and appreciated by Wheels for All.
- Wheels for All volunteers feel they have opportunity to feedback and are listened to.
- Empower volunteers to shape the organisation and contribute to a quality volunteering experience.

Highlight volunteer impact

- Scope and develop a framework for volunteer awards (regional, and national)
- Put our volunteers at the heart of our decision making
- Develop a framework for recognition of key volunteer milestones
- Investigate partnerships to provide further benefits for volunteers



Regularly saying thank you

- Pass on any thanks from participants/carers/organisations received by coordinators or head office to volunteers
- Establish an annual volunteer communication plan
- Provide a mechanism for fellow volunteers, staff, participants and carers to submit a thank you for us to share
- Ensure thank you messages are personal and meaningful





Develop our formal recognition

- Volunteer portal to bring to life a volunteer's impact through live data of number of sessions supported, number of sessions upcoming and total volunteer hours
- Highlight a volunteers' story in each volunteer newsletter
- Provide a mechanism for easily submitting of volunteer stories
- National and regional social media regularly celebrating volunteers' impact

Let our volunteers have their say

- Set up a volunteer forum to better understand volunteer's needs and views
- Engage with volunteers to understand what works best for them and what could be improved, then implementing improvements
- Make a better connection between volunteer feedback and the changes implemented from this



How will we measure Our success?

Recruitment

- 1 Increased number of volunteer applications compared to 2024
- 2 Compare our number of active volunteers against our baseline data (2024)
- 3 Benchmark our volunteer demographics against the national statistics reported in the latest England/Wales census (2021)
 - 20% of people are from diverse backgrounds
 - 51% are Female and 49% are Male
 - The proportion of disabled people is 18%



Training and personal development

- 1 More volunteers report through the volunteer survey that they feel equipped to carry out their volunteering safely and effectively
- 2 Monitoring of volunteer engagement in both our compulsory and optional training modules against our baselines and over the 3 years
- 3 Comparing volunteer the average time from volunteers who joined us prior to 2025 and from 2025 onward regarding time taken to access their Wheels for All training (volunteer survey)

How will we measure Our success?

Retention

- 1 We will monitor the number of our volunteers staying with us for 6+ weeks
- 2 Our volunteers will report greater understanding of our vision, mission and their role in working towards these
- 3 Monitoring the number of volunteers supporting multiple hubs, transferring between hubs when relocating and returning after periods of inactivity



Recognition

- 1 The number of volunteers who feel appreciated to by Wheels for All will have increased through our annual survey
- 2 More of our volunteers will feel listened to by Wheels for All through our annual survey
- 3 A greater number of our volunteers would recommend volunteering with Wheels for All through our annual survey

Heather Clatworthy

Trustee



It is a great honour to be a part of and watch Wheels for All grow and continue to upscale its operations across nations, reaching and benefiting more people every year. We rely upon volunteers in order to deliver our charitable operations to give people the opportunity to cycle on a regular basis; through their help, support and guidance.

This strategy demonstrates our commitment to ensure that those who volunteer their time with us will be welcomed and supported through a positive journey, and we hope will feel empowered and motivated to deliver in their role in the best way possible. We are actively working to ensure that Wheels for All is an inclusive charity, providing opportunities for all those who do and could use our services, and for those who volunteer with us.

I look forward to identifying further ways in which we can be even more effective in our volunteering operational delivery and welcome any feedback and ideas.

Thank you to all volunteers who are on this journey with us, for your commitment, drive and passion.

Thanks to you we are influencing peoples lives for the better.



Wheels for All

If you would like to get involved or find out more information about volunteering with Wheels for All, please scan the QR code or check out our website:



www.wheelsforall.org.uk/volunteering



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