



Employer Supported Volunteering – The Bibby Line Group

What happened?

The Bibby Line Group contacted the volunteer centre in July last year, enquiring about ESV volunteering for some of their employees who wanted to 'Donate a Day' as part of their award-winning 'Giving Something Back' (GSB) programme; the social responsibility programme supports employees in making a difference in the community and is an important part of the values of the organisation.

Having had a really positive experience last July, volunteering at Wardley Hall, a few more of their employees based in the Salford Quays office asked us to look into similar volunteer opportunities for November 2023. Emma, their Corporate and Social Responsibility Coordinator, got in touch to see what other roles were available, looking for something where their employees felt they were having a real impact.

“It is great that companies take time out to do this.”
Heather, Aspire

“I feel a sense of accomplishment here and I feel proud of myself”
Volunteer



Ideas for their Employer Supported Volunteering

There are many ways that employees can support in the community and one of those means utilising their specific skills to support organisations on short-term projects or even as a training offer.

Although this was a good option for Bibby Line, it was felt that the employees wanted to **step out of their everyday office life** and really get stuck into supporting a charity at a more humble but practical level.

During the **Salford CVS Annual Conference 2023** in October, I had the opportunity to catch up with Heather from Aspire in Salford. Heather was speaking enthusiastically about her hopes to restore the sensory gardens at one of their sites, in Swinton. There was a lot of clearing up to do as the place had unfortunately become overrun during COVID.

I mentioned The Bibby Line volunteers' offer, to support organisations, and asked whether they could potentially support in clearing up this special space. (I never underestimate what positive things can come from a good CVS conference.)

“It feels really great, contributing to the happiness of others”
Volunteer

“It is really important to give back to others”
Volunteer

If you would like to know more about how we can support with individual employee volunteering, please visit our page or contact us via volunteer@salfordcvs.co.uk



What did they do?

On 14th November, I met up with the volunteers at Aspire, to see how they were getting on. Heather was absolutely delighted with their help. Dressed with wellies, coats and gloves for the very mixed British weather, the volunteers all got stuck in, with Heather on site to assist and support them. By the time I arrived, the volunteers were well on the way and had already made a huge impact on the garden. The little walkways were cleared, allowing for future wheel chair access, and beds were starting to become clearer, for planting later in spring. Heather said “it is great that companies take time out to do this” and she could see that, part of the success of Bibby Line was in the way they treat their staff, allowing them time, to participate in social value days like this one.

The employees themselves seemed to have a great time and although it was physically demanding, they worked at their own pace and could see the difference they had made. Heather spoke to us all about her hopes to develop the sensory garden further, building a forest school for young adults with autism and making the whole area accessible to all. It is an ongoing project and Heather could see the benefit of engaging other employee volunteers to help support in the spring. Speaking to the volunteers afterwards, they fed back that they had really enjoyed their morning and were happy to come back again in the future.

Although Employee Volunteering is a small part of what the Volunteer Centre does, it is really wonderful when we see volunteers engage in projects for a day and come away with pride in their contribution to the community. Bibby Line really enjoyed their time ‘giving back’ and we look forward to supporting their employees again in 2024.

“Thank you for the wonderful support you have given Bibby with the volunteering last year – it is very much appreciated 😊”
(Emma, CSR Coordinator, Bibby Line Group)



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