

VisitBradford Volunteer Policy

Version 1: 2019



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About VisitBradford

VisitBradford is the Tourism team for Bradford Council whose purpose is to promote the Bradford district and the region as a desirable holiday and leisure based destination.

Our aim is encourage the positive economic impact of Tourism to the district by encouraging visitors to stay longer, return and recommend.

We do this through our frontline teams, social media, marketing campaigns and print. We promote the district through our website www.visitbradford.com and also through Facebook, Twitter and Instagram @VisitBradford. We produce an annual visitor guide and four Discover guides for the district: Bradford, Haworth, Ilkley and Saltaire. Plus we are involved with campaigns through the year, working closely with industry partners.

We operate two Visitor Information Centres in Bradford and Ilkley and have a small team of Visitor Ambassadors. We also support the volunteer Visitor Information point in Haworth and the unmanned Visitor Information point in Saltaire.

Through the Visitor Ambassador team we work to provide an excellent, knowledgeable and customer focused visitor welcome to the Bradford District and an excellent first impression to all our visitors from the first time they contact us.

Our Volunteering Policy

Why do we need the support of volunteers?

We are looking for volunteers who are positive and enthusiastic about Bradford and district, including Bradford, Haworth, Ilkley and Saltaire, in order to support the Tourism team in promoting Bradford and district as a visitor destination.

Our service needs to be able to work flexibly and proactively in order to take visitor information to the customer, in locations to meet customer demand for example in destination, at pop up locations and events.

The assistance of volunteers at peak times and in locations where we have no Visitor Information Centre presence will help us meet the needs of our visitors and provide a positive first impression.

Our ambition is to provide a service to meet customer demand across the district, focussing on peak periods including weekends, school holidays and event times.

What would we be asking of volunteers?

We are asking volunteers to take on the role of a Volunteer Ambassador.

This is a vital role in welcoming visitors to the district and in providing an excellent first impression to the area.

We are looking for local residents, who are enthusiastic and passionate about the district who would like to share their local knowledge with our visitors. Experience in customer service would be desirable however training will be provided.

Our key expectations of volunteers are to:

Handle customer enquiries in a professional manner and with a customer orientated approach

Take the information out to the visitor, you may be working outdoors within a small team or providing visitor information from our point in Haworth station.

To provide local visitor information, examples include, providing directions, attraction and event information, and information about the local services such as shops, cafes and bars, this may be in person or on occasion by email or telephone.

Recruitment

All potential volunteers will be asked to:

Complete a Volunteer Application form.

Attend an informal interview with a member of the Tourism Team, to ensure our expectations match.

When selecting volunteers we will consider the needs of both the potential volunteer and our customers, ensuring we safeguard the wellbeing of both parties.

For potential volunteers who are also seeking benefits, we suggest that you check your eligibility to volunteer with the Department for Work and Pensions.

We welcome applications from all volunteers aged over 18.

If you are aged 16-18 there may be opportunities for work experience, please get in touch for more details.

Induction, Training and Support

All volunteers will be welcomed into our team and will receive an induction from the Volunteer Coordinator, who will also provide regular support.

The induction will include training around product knowledge and customer service and each volunteer will complete the World Host course.

The individual needs of each potential volunteer will be assessed and reasonable adjustments may be made where appropriate in conjunction with the Volunteer Coordinator.

Equalities

Visit Bradford and our partners are committed to ensuring that the recruitment and treatment of our volunteers is carried out in accordance with Bradford Council Equal Opportunities.

<https://www.bradford.gov.uk/your-council/equality-and-diversity/bradford-councils-equality-and-diversity-statement/>

Volunteers must adhere to this commitment in respect of working with customers and with colleagues.

Equal Opportunities

We are inclusive in our approach to volunteering and aim to represent the diversity of the local community in our involvement of volunteers. We are committed to developing and maintaining an organisation where differing ideas, abilities, backgrounds and needs are valued and where those with diverse backgrounds and experiences are able to participate and contribute.

Insurance

Bradford Council will provide public liability insurance for damage caused by equipment supplied by Bradford Council, and against any claims made which are due to the negligence or acts/omissions of any Tourism volunteer.

Health and Safety

Bradford Council and our partners understand that we have a duty of care to our volunteers to minimise risks to themselves and others. Appropriate health and safety information is given as part of the induction.

Volunteer Concerns

If a volunteer is unhappy with any aspect of their voluntary work they should speak to the Ambassador Coordinator or Visitor Engagement Manager as soon as possible. In addition, if there is a concern about a volunteer's actions and behaviour this will be addressed through an informal volunteer review meeting.

Information Security and GDPR

Visit Bradford will fulfil its duty to safeguard the information contained within your expression of interest form, and any other personal information.

When dealing with customer enquiries we require you to treat any personal information inline with the councils data security requirement and in line with GDPR.

Policy Review

This policy is a working document and will be changed where needed. Otherwise, it will be reviewed on an annual basis.

Why volunteer for VisitBradford

What's in it for me?

- Gain new skills, meet new people
- Share your knowledge and learn more!
- Make a difference
- Be part of your community
- Gain confidence
- Have fun!
- Support a World Heritage Site, a City of Film and your local community

How will we support you ...

A dedicated induction and training to the role.

Introduction to the site and health and safety induction.

Role specific training, including World Host – a recognised qualification – to provide an introduction to Tourism in the Bradford district and key customer service skills.

On-going support in keeping up to date with local events, attractions etc.

Regular updates with information which affects you.

Face to face reviews of your volunteering.

A basic uniform, so you are easily identified as a Visitor Ambassador.

Reasonable adjustments for volunteers with additional needs.

VisitBradford Volunteer Induction and Training

Induction

You will undergo an interactive induction programme

While the information given may vary depending on your volunteering location, the Induction Pack together with support from the VisitBradford team includes opportunities to learn about:

Services provided by VisitBradford

Local visitor information – focused on things to do / getting around / etc.

Advice on useful sources of information and how to use them

Confidentiality and data protection

Identification of training needs

A meet and greet with others in the workplace

Workplace tour e.g toilets / where to get a drink / take a break

Introduction to the main task and roles

Introduction to and training on any equipment or systems you may be using

An agreement on your expected commitment

Support

Support, supervision and training are as much a part of a volunteer's role as they are those of an employee. The following are the Volunteer Coordinator responsibilities in all cases.

To undertake an annual review meeting with the volunteer. It should be an opportunity to check that the quality of the work is maintained to an acceptable standard and to ensure that the needs of the volunteer are being met.

Ensure that a written record of the interview is signed and agreed with the volunteer. The volunteer and Volunteer Coordinator will retain a copy.

Maintain a volunteer portfolio record of training, skills learnt / achievements etc. for the whole of the volunteers tenure.

The Volunteer Coordinator will maintain information on personal contact details and emergency contacts.

VisitBradford Volunteer Agreement

Volunteers are an important and valued part of the VisitBradford team. We hope that you enjoy your volunteering with us and feel part of the Tourism service. This agreement tells you what you can expect from VisitBradford, and what is expected from you.

We will provide

An induction to the role of Volunteer Ambassador, your responsibilities and how this sits within the Visitor Information service as a whole.

We will explain the standards we expect from our frontline team and encourage and support you in achieving and maintaining them.

We will meet with you regularly to discuss your volunteering to find out what is working well, or any problems you may face.

Provide adequate training and feedback in order to ensure a safe working environment.

Ensure all volunteers are dealt with on a fair and equal basis.

Aim to ensure we try to resolve fairly any problems, grievances and difficulties you may have while you volunteer.

You will:

Undertake your volunteering role to the best of your ability.

Know why you are being involved, what it will entail and how your contribution will improve the visitor experience.

Have an initial trial period so that you and your Volunteer Coordinator can review how things have been going and agree any action that you both feel may be necessary.

Follow the organisation's procedures, policies and standards.

Maintain the confidential information of the organisation and its customers.

Meet time commitment and standards agreed to, except in exceptional circumstances, and to give reasonable notice so other arrangements can be made.

My agreed voluntary time commitment is:

Location		Day (s)	
Hours		Frequency	
Volunteer name		Volunteer signature	
Ambassador Coordinator name		Ambassador Coordinator signature	

This agreement is binding in honour only, is not intended to be a legally binding contract between us and may be cancelled at any time at the discretion of either party. Neither of us intend any employment relationship to be created now or at any time in the future.