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| **Strategic Aim** | **Outcome (Core Function)** |
| **Short term:**   * To achieve accreditation with NCVO by October 2015 | VCK is the only accredited Volunteer Centre in the Borough and can demonstrate commitment to a quality service  **(Good practice development)**  **(Strategic development of volunteering)** |
| * To find ways of responding to increased demand for services as a result of new Government initiatives, legislation and policy e.g. employer supported volunteering by March 2017 | VCK can capitalize on new challenges and be more sustainable  **(Strategic development of volunteering)** |
| **Medium / Long term:**   * To increase awareness and promote volunteering across the Borough by March 2017 | Awareness is raised across the Borough about the benefits of volunteering **(Voice of Volunteering)** |
| * To seek to increase the range and diversity of volunteers and opportunities by March 2018 | There is a more diverse range of volunteers and volunteering opportunities on offer in Knowsley and volunteers can be better matched  **(Brokerage)**  **(Developing volunteering opportunities)** |
| * To enhance skills, knowledge and capabilities amongst those who recruit and manage volunteers across the borough of Knowsley by March 2017 | Volunteer Managers in Knowsley are more skilled and knowledgeable and better equipped to do their job  **(Developing volunteering opportunities)**  **(Good practice development)** |
| * To ensure delivery of a quality service across all core functions and to act as a model of good practice to volunteer involving organisations in Knowsley by March 2017 | VCK is a model of good practice and leads by example for local VIOs  **(Good practice development)** |
| * To work in partnership with strategic partners and stakeholders to highlight issues relating to volunteer management by March 2017 | VCK has improved and increased partnership working and a louder voice on issues relating to volunteer management  **(Strategic Development of Volunteering)**  **(Voice of Volunteering)** |
| * To develop a consistent approach, by building on One Approach and establishing a local, accredited standard for the support and development of volunteering within the borough by March 2017. | There is greater consistency in supporting and developing volunteering within the borough.  **(Strategic development of volunteering)** |