



**Volunteer Centre**  
Kensington & Chelsea

**Together is better**  
*Achieving more for communities*

# Audience Profile; Local residents – existing & potential volunteers

*People looking for general volunteering opportunities, Unemployed people, People who are isolated, People with mental health issues, Ex-offenders, People looking to get back into work, Potential trustees, Skilled-professionals wanting to 'give back', Retired locals*

**Characteristics**

- Community minded – want to 'give back'
- People wanting to gain opportunities for themselves
- Likely to value community activity
- Varied degrees of skills/education
- Some will have an interest in local politics and the make-up of the local area (both physically and socially)
- Some will be forthcoming
- Some will be hard to reach
- Users of local community facilities
- Service users of local voluntary/community organisations

**Methods of communication**

- |  |                       |
|--|-----------------------|
| Through existing networks  | Local media           |
| Personal interaction   | Outreach work         |
| Existing social media platforms, community sites, community groups, web-based networks | Events and networking |
|  | E-comms               |

**Additional info/notes**

Hard to define generic characteristics due to the diverse make-up of this audience and individual needs

**Questions? Concerns?**

- Why do you get so much money from the taxpayer when you are not delivering front line services?
- What difference do you make to local life?
- What's in it for me?
- How can I get involved?

**Key messages**

- We will enable greater local participation and action
- We will provide volunteering opportunities and support for volunteers
- We will provide opportunities to meet new people, learn new skills, develop existing skills, make a difference in your local community or in a specific social issue.
- We will offer targeted support for informal groups or self-help groups who are addressing a specific need in the community
- We will offer tailored and on-going support for volunteers who have specific needs/concerns
- We will offer local advocacy and the tools to influence broader change