

## 6. HELPING OUT

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This section of the Place Survey aims to find out to what extent people help out in their local area, including regular and occasional volunteering with local groups, clubs or organisations and unpaid help given to individuals.

The National Indicator appropriate to this section is:

### **NI 6: Participation in Regular Volunteering**

#### **Across Staffordshire:**

**20.7%** of respondents gave unpaid help to a group, club or organisation at least once a month over the last 12 months.

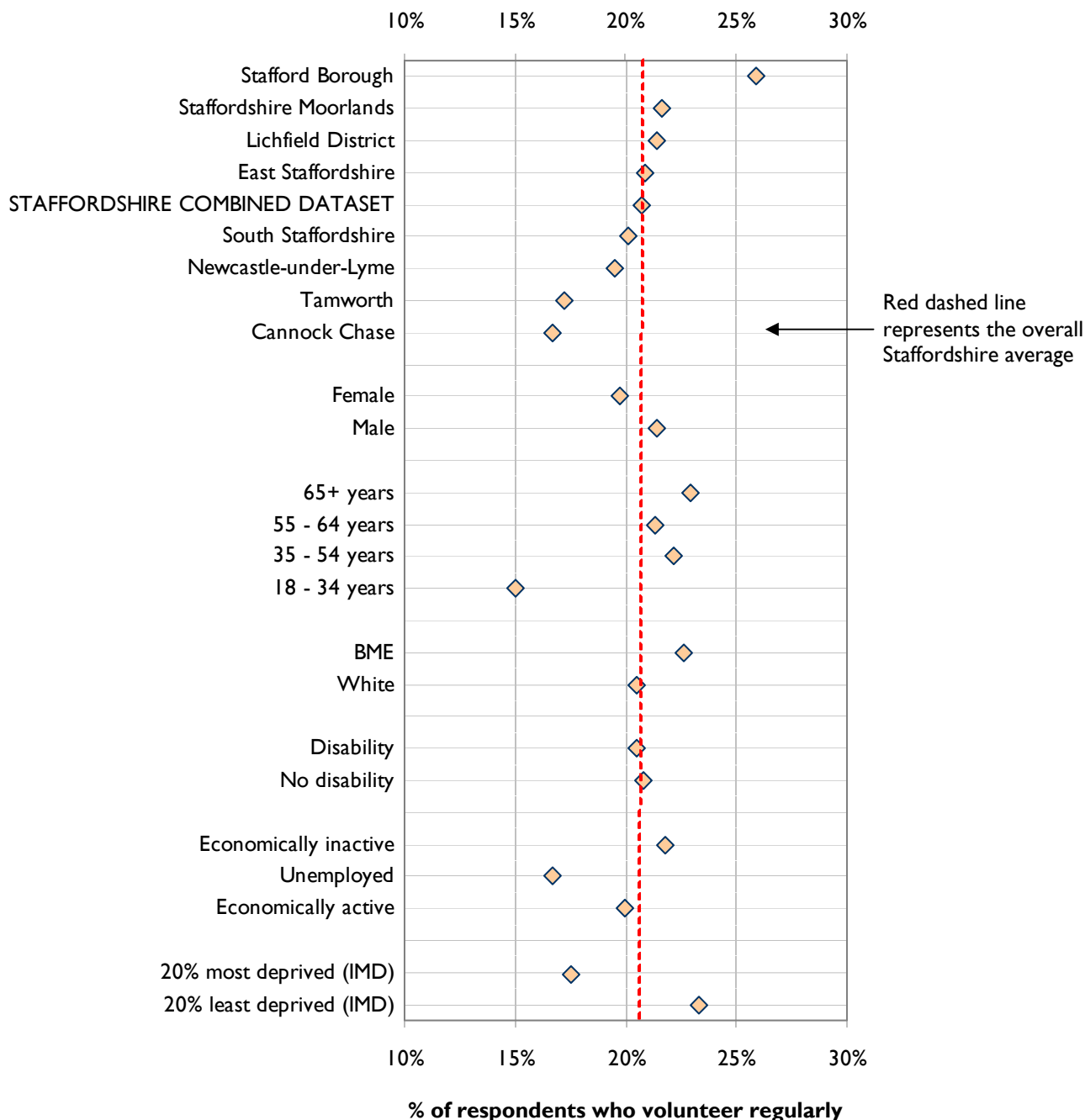
**7.6%** volunteered occasionally (less than once a month).

**11.2%** gave unpaid help as an individual.

## SUMMARY OF DIFFERENCES BY KEY DEMOGRAPHIC GROUPS

The following dot-plot shows a summary of how the responses to this question differ by district, gender, age, ethnicity, disability, economic status and level of deprivation. The red dashed line represents the results from the combined Staffordshire dataset.

**Figure 6.1: NI 6 % of people who participate in regular volunteering by district and key demographic groups**



In summary, the people who are more likely to participate in regular volunteering are male, over the age of 34, from the BME community, be economically inactive and live in the 20% least deprived areas of the county.

## PERSONAL CHARACTERISTICS

### Age and gender

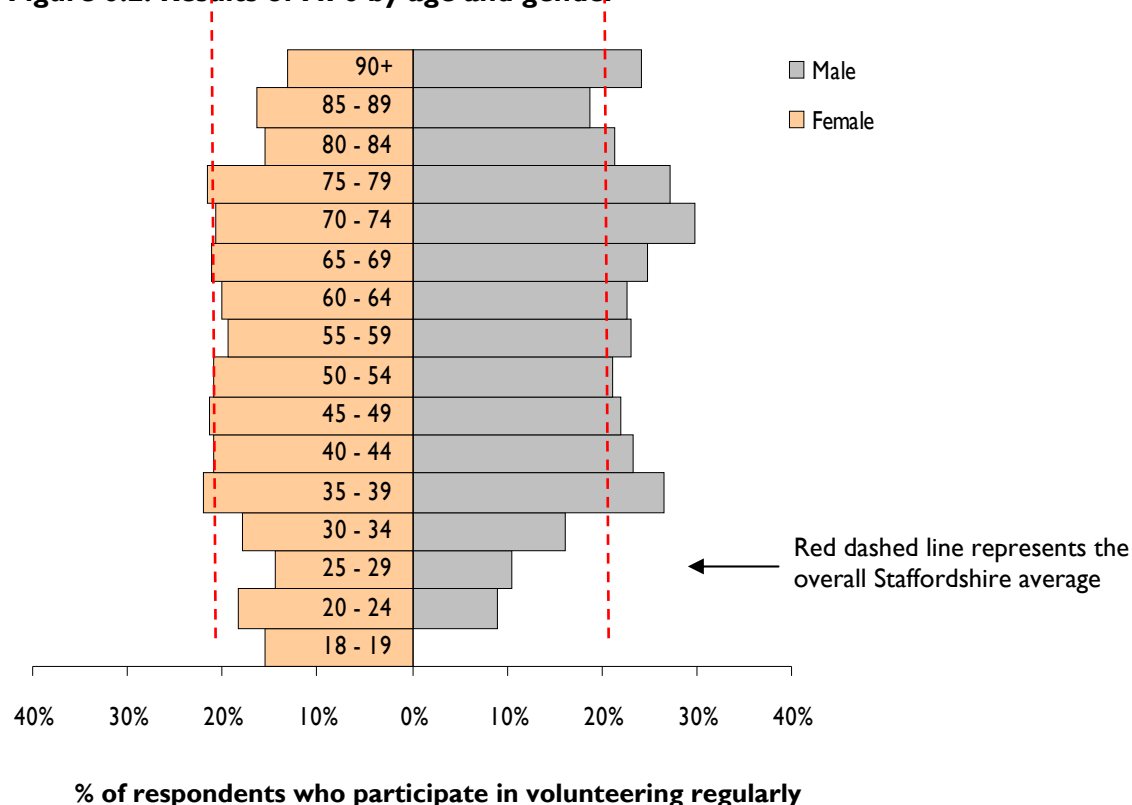
Table 6.1 demonstrates that there are some notable differences in the characteristics of volunteers, with men more likely to volunteer than females, 21.4% compared to 19.7%. People under the age of 35 are far less likely to volunteer, 15% participate compared to the county average of 20.7%. However, a slightly higher than average proportion of this age group volunteer occasionally. People aged 65 and over are most likely to volunteer, although this is closely followed by 35-54 year olds and 55-64 year olds. The 35-54 year olds are more likely to be volunteering less than once a month and the over 65s are more likely to give unpaid help as individuals.

**Table 6.1: Results of NI 6 by age and gender (%)**

Response	Age				Gender		Total
	18-34 years	35-54 years	55-64 years	65+ years	Male	Female	
Total—at least once a month (NI6)	15.0	22.2	21.3	22.9	21.4	19.7	20.7
Less often	9.7	10.5	7.5	5.7	8.6	8.8	7.6
I give unpaid help as an individual only	10.7	10.2	12.0	12.4	11.2	11.2	11.2
I have not given any unpaid help at all over the last 12 months	64.6	57.1	59.2	59.0	58.8	60.3	59.5

The following graph shows these results combined and breaks down the age of respondents into 5-year age bands. This allows us to see which respondents (based on age and gender) are more likely to volunteer. There is no clear pattern of volunteering, with the age groups under 35 least likely to participate. The groups most likely to volunteer are males aged 35-39 and aged 70-79. There is a relatively even spread of women who volunteer between the ages of 35 and 79.

**Figure 6.2: Results of NI 6 by age and gender**



## Employment status

Participation in volunteering is important as it can build confidence and help individuals to build skills and experiences that may lead on to formal training or employment. However only 16.7% of unemployed people participate in regular volunteering and over 65% have not given any unpaid help over the last 12 months. The economically inactive group is the one with the highest proportion of people who volunteer regularly. The unemployed group has the largest proportion of people who have not given any unpaid help over the last 12 months.

**Table 6.2: Participation in regular volunteering (NI 6) by economic status (%)**

	Economically active	Unemployed	Economically inactive	Total
At least once a month	20	16.7	21.8	20.6
Less often	9.8	8.8	6.5	8.6
I give unpaid help as an individual only	10.5	9.4	12.5	11.2
I have not given any unpaid help at all over the last 12 months	59.7	65.1	59.3	59.6

## AREA AND HOUSEHOLD CHARACTERISTICS

### Deprivation

Respondents living in the 20% least deprived areas of the county are more likely to participate in regular volunteering than those living in the 20% most deprived areas, 23.3% compared to 17.5%. In the 20% most deprived areas, 17.5% volunteer regularly and 64.7% have not given any unpaid help at all over the last 12 months.

**Table 6.3: Participation in regular volunteering by level of deprivation (%) (measured by the IMD 2007, DCLG)**

	20% most deprived	20-40% most deprived	40-60% most deprived	20-40% least deprived	20% least deprived	Total
At least once a month	17.5	15.5	19.8	22.4	23.3	20.6
Less often	7.5	7.9	9.3	8.0	9.9	8.7
I give unpaid help as an individual only	10.3	10.7	11.4	11.5	11.2	11.2
I have not given any unpaid help at all over the last 12 months	64.7	65.9	59.4	58.1	55.6	59.5

## Area characteristics

Analysis of the results using the ACORN classifications produces significant differences according to category. The proportion of respondents living in areas classified as 'Wealthy Achievers' who participate in regular volunteering is far higher than those living in 'Hard Pressed' areas. Those living in 'Comfortably Off' and 'Moderate Means' areas demonstrate lower than average rates of participation, although in 'Moderate Means' areas there are higher than average proportions of people who volunteer less than once a month or give unpaid help as an individual.

**Table 6.4: Participation in regular volunteering by ACORN classification (%) (ACORN 2008, CACI)**

	<b>Wealthy Achievers</b>	<b>Urban Prosperity</b>	<b>Comfortably Off</b>	<b>Moderate Means</b>	<b>Hard Pressed</b>	<b>Total</b>
At least once a month	25.5	21.0	18.4	16.2	15.1	20.6
Less often	9.4	11.1	8.0	10.9	7.0	8.7
I give unpaid help as an individual only	11.7	14.6	10.1	13.7	10.8	11.2
I have not given any unpaid help at all over the last 12 months	53.4	53.4	63.5	59.2	67.0	59.5

Table 6.5 illustrates the levels of volunteering by district. Above average levels of regular volunteering are seen in Stafford, Staffordshire Moorlands and Lichfield. Cannock Chase and Tamworth have the lowest levels of regular volunteering. Cannock Chase has the highest proportion of people who have not given any unpaid help over the last 12 months.

**Table 6.5: Participation in regular volunteering by district (%)**

	<b>At least once a month</b>	<b>Less often</b>	<b>Unpaid help as individual</b>	<b>Not given unpaid help in past 12 months</b>
Stafford	25.9	8.9	11.5	53.8
Staffordshire Moorlands	21.6	9.3	10.3	58.9
Lichfield	21.4	8.8	13.6	56.2
East Staffordshire	20.9	9.5	13.3	56.2
STAFFORDSHIRE	20.7	8.7	11.2	59.5
South Staffordshire	20.1	7.5	10.5	61.9
Newcastle-under-Lyme	19.5	11.0	10.0	59.6
Cannock Chase	16.7	5.4	10.9	67.0
Tamworth	17.2	8.5	9.2	65.1

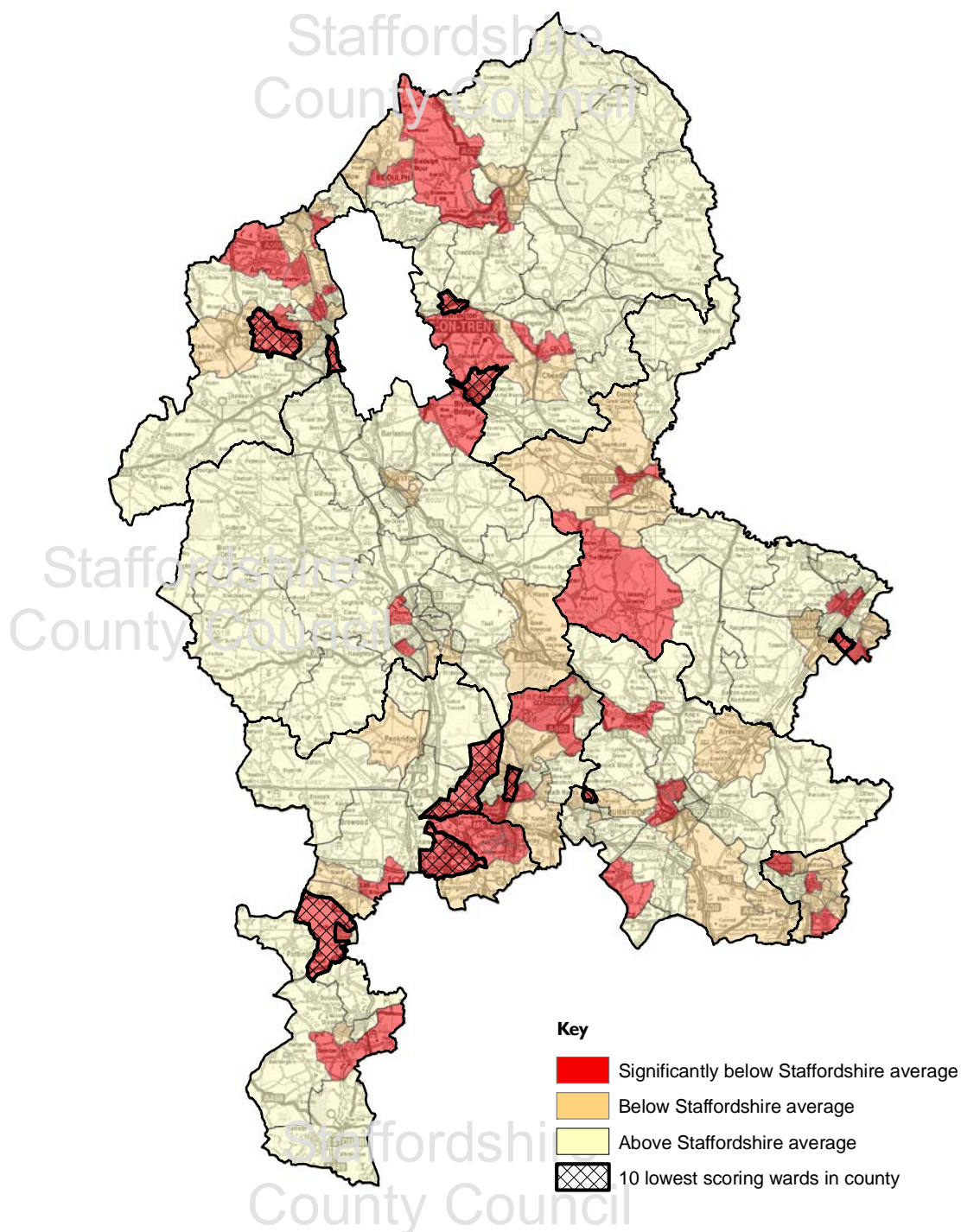
There are 10 wards across the county that have participation in regular volunteering rates of less than 10%. Keele and Clayton in Newcastle-under-Lyme and Perton Dippons in South Staffordshire have the lowest rates. Tamworth and Stafford are the only districts with no ward having a participation rate of less than 10%, with all other districts having at least one ward in this category.

**Table 6.6: Wards demonstrating the lowest levels of participation in regular volunteering**

<b>Ward code</b>	<b>Ward name</b>	<b>District</b>	<b>Participation in regular volunteering (%)</b>
41UEGJ	Keele	Newcastle-under-Lyme	<b>0</b>
41UEGE	Clayton	Newcastle-under-Lyme	<b>1.8</b>
41UFJF	Perton Dippons	South Staffordshire	<b>1.8</b>
41UHGQ	Cellarhead	Staffordshire Moorlands	<b>3.4</b>
41UDGJ	Boney Hay	Lichfield	<b>5.1</b>
41UFHZ	Huntington and Hatherton	South Staffordshire	<b>5.8</b>
41UFHU	Featherstone and Shareshill	South Staffordshire	<b>7.0</b>
41UHGZ	Forsbrook	Staffordshire Moorlands	<b>7.6</b>
41UCGD	Anglesey	East Staffordshire	<b>8.9</b>
41UBFS	Cannock East	Cannock Chase	<b>9.1</b>

Figure 6.3 on the following page shows how the volunteering rate varies across the county. There are no clear discernible patterns. Areas shaded red are those with the lowest rates of regular volunteering, which show coverage across the county, although less so in Stafford district. Areas shaded yellow have above average levels of regular volunteering. There is also no clear difference between the rate of volunteering between the rural and urban areas. The wards highlighted with cross hatching are the ten with the lowest rates of volunteering in the county, which again are spread across the county, although more so in the north and south.

**Figure 6.3: NI6 Percentage of respondents participating in regular volunteering**



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## Key messages of the 'Helping Out' section

This section highlights the key messages from this section, including comparison with national results and identifying the socio-demographic groups and areas that are not performing as strongly as the average or are 'sitting on the fence' in terms of their responses, thus providing a potential focus for action to improve results in the future.

- The proportion of people who had participated in formal volunteering at least once a month in the last twelve months in Staffordshire was slightly lower than the national proportion (21% compared to 23%).
- The groups that are least likely to volunteer at least once a month were aged 18-34, unemployed, living in the most deprived areas and living in Tamworth and Cannock Chase.
- The groups that were more likely to volunteer less than once a month were aged 35-54, economically active and live in the least deprived areas.
- The groups that are most likely to have given no unpaid help over the last twelve months were aged 18-34 and unemployed.