



Passport to your future

# Recruitment Process

## Local Volunteering



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*'PTYF has really challenged and changed the way we think about how we recruit volunteers'*

## Working with partners

As a host property for a PTYF placement, the recruitment process undertaken this year has given us a significant insight into how we could better inform the way we recruit our full time volunteers.

Historically FTV's have been recruited through the NT website, or more often through the Countryside Jobs Service (CJS) website. This has been because we have targeted an audience of recently qualified graduates, or undergraduates in a placement year or occasionally career changers who have planned to complete a conservation based course.

This process has to a large degree become embedded in our culture, we get motivated and focussed individuals who have a clear aim, the individuals we recruit get a structured process of experience and training and which is what they require, and by and large, this mutually beneficial relationship works very well.

The PTYF recruitment process showed extremely clearly that, by targeting very different audience groups which we have never

previously engaged with, that there are a whole range of individuals from within these audiences who - although having arrived via very different journeys to our traditional FTV's - are equally motivated to get involved with us. Their involvement in a similar way outlined above through a structured programme of FT or local volunteering, would provide them with the same life changing experience and opportunities, would give the Trust the engagement with a wider range of groups which it wants, and would deliver the mutual benefit which underpins the best voluntary experiences.

Plus there are significant wider and knock on benefits from building relationships with all the support groups and charities who serve these groups - again plenty of good results on that as well even at this early stage.

So, in essence, the PTYF has really challenged and changed the way we think about how we recruit volunteers, and clearly a broader awareness on our part of the barriers to participation is crucial in helping recruit from a wider range of groups

and individuals. We are building these lessons learnt into the way we recruit volunteers from next year, and have individuals from the process this year who are keen get involved.

And loads of other lessons learnt which we are writing down along the way.

**By Mike Hardy  
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