

Communications.

We asked respondents to rate 1= poor, 5 = excellent.

| Question | Ave response |
|---|--------------|
| How well did your 1st choice organisation inform your community about volunteering for 2023 F1 Parking? | 4.6 |
| How well did your 2nd choice organisation inform your community about volunteering for 2023 F1 Parking? | 4.5 |
| How well did Silverstone Parking CIC communicate with you about your role(s) in 2023 F1 GP Parking. | 4.1 |
| How easy was the volunteer sign up form to use? | 4.8 |

We asked volunteers to summarise their experience as part of the 2023 F1 GP Parking team. They said:

- It's great that other local youth groups and organisations can be involved.
- Considering it's all organised by volunteers, it was incredibly well run and brilliantly implemented.
- My first experience of helping was very positive.
- Everyone was very friendly.
- It was a welcoming and friendly atmosphere.
- I really enjoyed helping. Everyone was very happy, and I had many great comments about the organisation and parking from customers. I'd do it again:)

We received anecdotal feedback about volunteer recruitment.

| Feedback | What have we done with this feedback? |
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| "Unfortunately people just don't volunteer" "I'm surprised by the lack of support for this excellent fund raising chance" "I'm sure involving other organisations helps with finding volunteers, who seem to be thin on the ground for everyone these days." | Volunteer recruitment is a struggle for many charities and not for profits. We're hoping our planned changes in how we'll communicate with volunteers along with our approach of partnership working with local organisations and keeping in touch with previous volunteers will help address this. We'll also be asking all community members to encourage their friends and family to volunteer too! |
| "Maybe start the recruitment of volunteers earlier?" | From previous experience we know volunteer recruitment is more effective when launched after Easter, in the run up to half term. This is when the circuit timetable is released which helps finalise our operating times / volunteer requirements. |
| I think some people are scared off as they don't know exactly what they'll be doing. Maybe being very clear about roles might get more volunteers?' "We don't highlight enough that GP Parking volunteering it's easy and fun..." | We've completely redesigned the information we give to volunteers – we hope it'll be informative and reflect the fun, inclusive and welcoming atmosphere of GP Parking. |
| "Would definitely volunteer again but communication and support to volunteers is really important." | We completely agree which is why we have resigned the volunteer section of our website and are seeking a Volunteer coordinator to help improve communications. |

We asked for volunteer feedback about CIC communication.

| Feedback | What have we done with this feedback? |
|---|--|
| <p>“As it was the first time I had helped, it would have been nice to have a bit more information of what is expected in each activity”.</p> <p>“Some detail about roles and responsibilities when the rota was first shared would have been useful”.</p> <p>“Perhaps a list of timings and activity options up front before starting to fill the form in.”</p> | <p>Our new volunteer portal will serve as an information hub for all volunteering tasks and activities.</p> <p>Volunteers can find summaries of roles, activities and timings here and this information will also be shared with the volunteer sign-up sheet link.</p> |
| <p>“All early communication was very clear but when things started to change, I was missed out of emails.”</p> | <p>Unfortunately, this can happen – the new volunteer portal however will greatly reduce the risk of people not receiving up to date information.</p> |
| <p>“I know this is a challenge due to last min volunteers being recruited, but it’d be good to know earlier where and when you’ll be volunteering.”</p> | <p>The new volunteer portal will enable volunteers to know earlier, with a caveat that things may change nearer the event.</p> |
| <p>“It was not made clear about how the money for volunteer(ing) was being allocated.”</p> | <p>Charity partners will be responsible for updating their communities about their agreement with the CIC.</p> |

We asked for volunteer feedback about improvements to our operations.

| Feedback | What have we done with this feedback? |
|---|---|
| <p>“Friday: Green Lane needed more volunteers...”</p> | <p>Volunteer numbers have been reviewed considering this point, but this will be dependent on community engagement and participation.</p> |
| <p>“It seemed that the early shift on Sunday was over staffed...”</p> | <p>Our car parks open ½ hours before the main circuit gates open.</p> <p>We have no historical check in data so must plan for all roles to be filled in each location.</p> <p>In 2024 we will be asking the early morning shift teams to complete all early morning car park set-up tasks (gazebo, refreshments etc) unlike last year.</p> |
| <p>“Did go quiet towards the end of late morning shift...”</p> | <p>Our car parks were advertised as ‘staffed’ until 2 hours before the start of the main F1 event and this remains unchanged as we lack historical check-in data to help plan differently.</p> <p>In 2024 each car park lead will know the expected number of pre-booked vehicles and, with the new Wi-Fi and scanning technology, can confirm real-time check-ins. Using this information they, and the on-call director, will be able to determine when to close the car park / send people home.</p> |

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| <p>"I was the only person on evening duty."</p> | <p>Ideally, we would not want any volunteer to be in a location on their own for H&S reasons but unfortunately this is dependent on community engagement and participation. In 2024 the on-call director will check in with all early morning and evening volunteers.</p> |
| <p>"Might be worth a "dos" and "dont's" list for volunteers.." "Ideally I'd have liked a basic information sheet ..."</p> | <p>Our new volunteer portal will serve as an information hub for all volunteering tasks and activities. As in 2023 we will also ensure:</p> <ul style="list-style-type: none"> • New volunteers paired (where possible) with experienced volunteers. • Mid and late morning car park day shifts will have a 15-minute hand over and the on-call director will check in with early morning and evening volunteers. • Route signage, car park layout, volunteer wellbeing and big tidy up teams will receive team briefings from the lead co-ordinator on day(s) of activities. |
| <p>"Seems that morning volunteers are well catered for but not the evening volunteers..."</p> | <p>We would agree with this. Last year was the first year there were volunteers on site to help customers in the evening and we could have planned it better. All the feedback has been taken on board.</p> |
| <p>"Could we have somewhere to sit down with a pot of tea? My back hasn't recovered yet"</p> | <p>As in 2023 our car park volunteer numbers are planned to give an opportunity for those on longer shifts to have a short break. In 2024 the designated car park leads will be responsible for this.</p> |
| <p>"Some of us have to bring the children along,... could the children have a safe role scanning things, or perhaps being inside preparing something, or indeed should we have a mini creche ? ! The school has the MUGA we could have an organised basketball or football or something ..."</p> | <p>We would not want any parent to feel that they are excluded from volunteering because of childcare, however it is not feasible for childcare to be provided by the CIC or its charity partners. All volunteers with children accompanying them are assigned roles which we know are safe for children to perform, however they will be asked to move tasks or locations if there becomes an obvious safety issue. All our car parking activities will have periods of inactivity, busy traffic, noise and crowds and we would ask parents to consider if this environment is suitable for their child before volunteering.</p> |
| <p>"My destination changed the night before..."</p> | <p>Unfortunately, rotas will change in response to operational issues, known absences etc.</p> |
| <p>"...knowing who the designated person is to report to upon arrival..."</p> | <p>In 2024 car park leads will be nominated, and their names communicated.</p> |