



our values

Our values create a working environment
in which staff feel a strong sense of purpose
and belonging.





our mission

We support volunteers and community organisations to enable people to live happier, healthier and more fulfilling lives in North Tyneside.

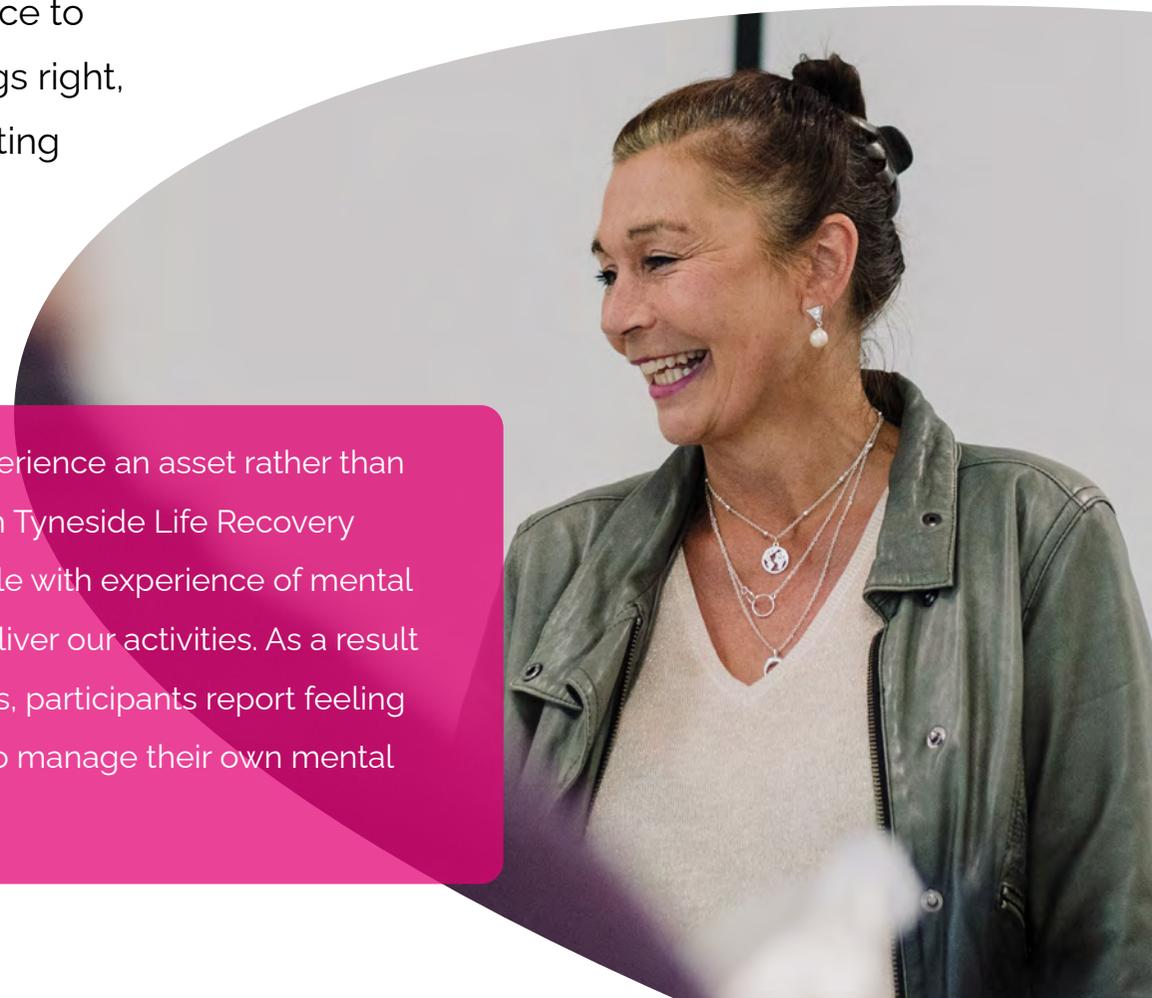
Accessible

We are approachable, inclusive and helpful, going the extra mile to adapt our services to meet the diverse needs of our members, beneficiaries and volunteers. We treat everyone who comes into contact with us, no matter who they are, with the same courtesy and respect.

When things don't go to plan our staff have the confidence to speak up, knowing that the focus will be on putting things right, rather than attributing blame. Understanding and accepting our own fallibility helps us to work alongside others on an equal footing.

NT Life We consider lived experience an asset rather than a barrier, which is why our North Tyneside Life Recovery College actively engages people with experience of mental ill-health to help design and deliver our activities. As a result of attending our NT Life courses, participants report feeling more positive and better able to manage their own mental health and wellbeing.

With the disproportionately negative impact of the pandemic on ethnic communities, we're working with community leaders to set up a local Covid-19 testing centre for the Bangladeshi community.



Collaborative

VODA exemplifies the saying, “none of us is as smart as all of us”. We actively encourage staff to work together and develop mutually supportive working relationships with colleagues, beneficiaries, partners and other stakeholders. By combining our skills and experience in this way we can make sure that every project is as effective as possible.

Whilst everyone has a specific role in the organisation, we all work together to share the load, communicating effectively and willingly helping other teams for the greater good. A strong team spirit is critical to our success – at VODA you are surrounded by trustworthy colleagues so, you need never feel alone.

Good Neighbours During the height of the Covid-19 pandemic the local authority and two other charities donated staff time towards our Good Neighbours project. It was a landmark moment where VODA, North Tyneside Council, LD North East and HealthWatch North Tyneside all came together to keep the most vulnerable people safe.

Have you ever done the team-building exercise about trust where you turn your back on your colleagues and fall back into their hands from a height? I'd do this without hesitation with any of the staff and volunteers at VODA.



Enabling

We believe independence and self-reliance can lead to stronger communities. We help groups and individuals to take ownership of their lives, showing people how to do something rather than simply doing it for them. We continue to support them until they are confident in operating independently and accomplishing their goals.

We then encourage them to share their newly acquired skills and knowledge with others in their community. It becomes a virtuous circle, where one community member supports another to become self-sufficient who then in turn helps others. The result is an improved quality of life and a sense of self-worth throughout the whole community.

It's all about supporting volunteers, helping them build their confidence so that they can move on to other things, whether that's another volunteering post or paid employment.

Funding and Finance Advice Most of the groups we support are run by local volunteers who don't yet have the confidence to manage their organisations on their own. We work with them to help increase their confidence and skills, training and supporting them in areas such as fundraising, bid writing and accounting. We help them until they are ready to work unaided – it's great to see them submit their own bids or take complete control of their finances.



Innovative

We are open to change and keen to explore new ideas and new ways of working to meet the evolving needs of our community. We encourage our workforce to look for improvements in the way we do things and the services we offer, and we don't like to be defeated. If we can't make something work the first time, we will look at the problem in a different way and find a more creative solution.

The voluntary sector is hugely challenging as there are always new problems and issues to deal with, so it is important not only to our success but to our survival that we are inventive, able to think outside the box and can act quickly.

At VODA we're encouraged to 'think big' and to take risks. That means sometimes we fail but we accept that and make sure that we learn from the experience and get even better at providing the support our community needs.



Good Neighbours shopping payment During the pandemic many people suddenly needed volunteer support with shopping, which meant we quickly needed to develop a safe and secure cashless payment method for residents. Working in partnership with North Tyneside Council, we developed a telephone system used by hundreds of residents to pay for over £60,000 worth of shopping, safely and securely.

Quality

Our culture is embodied in our values – they guide us in everything we do. They are critical to the successful delivery of our core purpose of supporting volunteers and community organisations to change people's lives for the better in North Tyneside.

We believe that by being collaborative, enabling, accessible and innovative we can offer a consistently high quality and highly effective service. Our values also support and inspire our people to feel a sense of purpose and belonging. I hope this is also true for those that work alongside us.



Robin Fry Chief Executive



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Quality

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