



Proposed changes to naming of Centre Councils

CIWM Volunteer Strategy 2024

Background

Over the last two years CIWM has been investigating alternative options for delivering our volunteering experience to increase the benefits of volunteering both for the volunteers and the members. As part of this the Volunteer Strategy Steering Group have looked at all elements of the volunteering offer including the structures and processes that support it. This document outlines changes to one of those areas.

Any changes to the structures or processes which are outlined in CIWM Practice Directions can be changed by the CIWM Trustee Board (General Council). Any changes to the structures or processes which are outlined in other parts of the CIWM Constitution will be subject to a vote by members at an Extraordinary General Meeting (EGM).

What are the current names of the Centre Council and roles?

CIWM has ten Centre Councils across the UK and Ireland. They provide an extensive programme of webinars, events, site visits, mentoring and support to members looking to upgrade and social events. All CIWM Members automatically become a member of their local CIWM Centre when they join.

Centre Councils are made up of up to 18 individuals in official roles plus additional supporting observers and informal roles. The official roles are variations on the term 'Centre Councillor' plus a Treasurer and Secretary.

Why is a change recommended?

The work of the Volunteer Strategy Steering Group has suggested that the current terminology is not attracting members to get involved with their Centre Council and would like to look at more modern terminology.

In particular, the term 'Council' is seen to be more connected to administrative work and governance rather than providing members with exciting benefits such as events and getting involved in work to move the sector forward.

In addition the word 'Centre' is confused with the CIWM staff team and not reflective of the regional work that the Centre Councils undertake. It also suggests some kind of elite or exclusive group.

The term 'Centre Councillor' was also seen to be old fashioned, uninspiring and exclusive for the same reasons.



What are the suggested changes?

The Volunteer Strategy Steering group are open to alternative suggestions but the current recommendations are –

- Centre becomes – Region
- Centre Council becomes – Regional Committee
- Centre Councillors become – Regional Committee Member
- Centre Chair becomes – Regional Chair
- Centre Secretary becomes – Regional Coordinator
- Centre Treasurer becomes – Regional Treasurer

As an example, here is how this terminology could be used on ciwm.co.uk -

CIWM has ten *Regions* across the UK and Ireland. They provide an extensive programme of webinars, events, site visits and support to members looking to upgrade and social events. All CIWM Members automatically become a member of their local CIWM *Region* when they join.

Regions are led by *Regional Committees* who are made up of up to 18 individuals in official roles plus additional supporting observers and informal roles. The official roles are variations on the term *Regional Committee Member* plus a *Regional Treasurer* and *Regional Coordinator*.

What are the benefits of these changes?

- Simplifies the language increasing the appeal to a wider group of Members
- Makes it easier to understand what Centre Councils do
- Reduces confusion with other groups and structures at CIWM
- Is aligned to the structures of other professional bodies
- Reflects the work of Centre Councils in being regionally focused

What are the risks with these changes and how will these be mitigated?

Current Centre Councillors may not like the new terminology and so stop volunteering for CIWM – no names will be changed without the approval of Members and this document forms part of the consultation process with Members.

The new terminology may not attract new volunteers – this new terminology will be launched to members alongside a bigger campaign around the benefits of volunteering.

How can I feedback my views on these proposals?

Views can be emailed to volunteers@ciwm.co.uk and these will then be shared with the steering group when they meet in December 2024.

What are the next steps?

Once the Volunteer Strategy Steering Group have completed the consultation process they will determine whether to proceed with the proposals or to change them. Once the proposals are agreed these will either be planned for implementation or, if they require a vote of the members, an Extraordinary General Meeting will be held.