

Executive Summary of the Vit C Newsletter Evaluation

An evaluation of the newsletter *Vit C* (Volunteers in the Countryside) was carried out in November 2004 to investigate whether *Vit C* was meeting its original objective of enabling communication between volunteers and staff.

Questionnaires were sent to all recipients of *Vit C* and this was followed up by a focus group.

Key Findings

- *Vit C* is acting as a communication link between volunteers and staff
- Volunteers currently learn about Countryside Service work through *Vit C* although ideas were put forward for new ways in which to do this. Volunteers want to be involved in the work of the Countryside Service and want to learn more about opportunities in the countryside.
- Staff are made more aware of the volunteers' work through reading *Vit C* and this leads to them being more aware of volunteer support needs.
- The Countryside Service staff also learn more about the work going on within the team through reading *Vit C*.
- *Vit C* should remain a volunteer newsletter for the Countryside service and should be written by staff, volunteers and other organisations with expertise in the countryside.
- *Vit C* should be made available to a wider audience as long as this does not create too big a workload.

Recommendations

- Articles should be written by both staff and volunteers
- Articles should explain the work of the Countryside Service
- Readers should be given information about opportunities in the countryside
- Encourage more staff members to write articles
- Send *Vit C* to community access groups
- Make *Vit C* available electronically