

# Strategic Update

## People

### Enhanced Volunteering Experience

July 2026



#### **Priority objective: Nurturing talent within the Society to be ambitious, creative and resilient**

To ensure volunteering with the Society is a positive and rewarding experience for everyone.

This priority focuses on:

- Providing volunteers with the support and information they need to carry out their roles confidently.
- Offering increased and improved training and development opportunities.
- Recognising and celebrating volunteer contributions.
- Attracting new volunteers and encouraging long-term involvement.

#### **What work has been done to date on this priority?**

##### **Listening to volunteers**

The first step to enhancing our volunteer experience was to benchmark the opportunities offered by the Society against similar organisations across the UK. This helped identify potential improvements.

In November 2024, a Volunteer Working Group (VWG) was set up to drive forward recommendations and enhancement opportunities. They have continued to meet regularly to review the journey for volunteers, their supporting resources and future recruitment needs.

We also invited our volunteers to provide their feedback and suggestions through a survey in 2025. The results were reviewed by the VWG and have already been used to implement positive changes.

##### **Providing greater support and clarity**

To help volunteers feel confident in their roles, role descriptions were developed for the Royal Ulster Premier Beef & Lamb Championships and the Royal Ulster Winter Fair.

These provide clearer guidance on responsibilities and expectations while helping ensure a consistent approach across our events.

The Society also developed a [dedicated Stewarding section on the RUAS website](#) to act as a hub for guidelines, essential information and updates for volunteers.



### **Investing in volunteer development**

To encourage and support new volunteers, the Society has launched an [Assistant Steward Programme](#). The programme commenced with an induction day in February 2026 where participants were given an overview of the Society's heritage and procedures alongside essential health & safety, communication and disability awareness training.



Training opportunities have also been developed for existing volunteers. Bespoke health and safety training now forms part of the Balmoral Show Chief Steward, Deputy Chief Steward and Steward Information Evenings, helping volunteers carry out their roles safely, effectively and with confidence.