

Welcome to our Expo webinar series

- Every year, more than 90% of our Health and Care Innovation Expo attendees tell us they will share what they have learned with their colleagues, and half say they will make changes in their own teams and organisations after being inspired by attending the event.
- For Expo 2018, we are making it even easier to take part in Expo-related learning through a series of webinars before and after the event.

Health and Care Innovation Expo 2018 will be held at Manchester Central on 5 and 6 September 2018 – we hope to see you there!

NHS 70 – Get on Board with a volunteering Strategy!

- **Jane Fox** – Senior Strategy Advisor – Volunteering - NHS England
- **Jim Smith** – Strategic Volunteering Manager – NHS England
- **With contributions from several partners:**
 - **NCVO**
 - **NESTA**
 - **NAVSM**

Outline of today's webinar

- Context and importance of volunteering in the NHS
- The national drivers for volunteering
- The importance of measuring impact
- What we already know about the impact and benefits
- Tools and Resources

Interactive - we want to hear from you too...

NHS England's commitment to support volunteering

- Senior level support for the integration of volunteering across the NHS
- Additionality never job substitution
- Focus on growing volunteering by demonstrating the impact and benefits of volunteering:
 - To patient experience
 - To staff
 - To services
 - To volunteers
- Supporting activity to ensure volunteering is recognised strategically in the NHS; to develop the infrastructure; and to support spread of good practice.

Key policy and strategic drivers

Appendix 1. The case for volunteering in health and care: strategy and policy

This section identifies some of the key policy and strategic drivers for the development of volunteering in health and care. This intends to place volunteering in the national strategic and policy context which may be helpful when developing a business case for volunteering. Ensuring that you can identify the strategic relevance of volunteering at the highest level will be important in order to influence senior stakeholders.

Five Year Forward View and Next Steps

The [Five Year Forward View](#) (2014) is the vision for the future of the NHS.

Chapter 2 'What will the future look like? A new relationship with people and communities' includes the following which supports the case for the role of volunteering:

- Need to engage with communities and citizens in new ways, involving them directly in decisions about the future of health and care services.
- Creating new options for health-related volunteering; designing easier ways for voluntary organisations to work alongside the NHS; and using the role of the NHS as an employer to achieve wider health goals.
- Encouraging community volunteering. Volunteers are crucial in both health and social care. Three million volunteers already make a critical contribution [...] The NHS can go further, accrediting volunteers and devising ways to help them become part of the extended NHS family – not as substitutes for but as partners with our skilled employed staff.

Find out more

[The Five Year Forward View](#)

In March 2017 the [Next Steps on the Five Year Forward View](#) was published and the involvement of communities and citizens is integrated throughout the delivery plan.



Context

- To involve volunteers effectively there needs to be a high-level, formal commitment to volunteering in the organisation
- Identifying a lead on the board for volunteering expresses the organisation's commitment to volunteering and embeds it in your governance process
- A positive volunteering culture is set by the board and they play a role in embedding volunteering – making it integral to what the organisation does

Key actions for your board?

- Knowledge of your own volunteering programmes
- Support, with resourcing, for your volunteering infrastructure
- Measuring impact – with regular reporting to the Board
- Capturing the benefits and growing volunteering
- Celebrating and thanking volunteers
- Sharing learning

Why Measure impact?

- Better understand how volunteering makes a difference to your organisation
- Provide evidence that can be used to gain additional support for volunteering within your organisation
- Provide evidence to funders on the difference volunteers make

Nesta 'Helping in Hospitals'

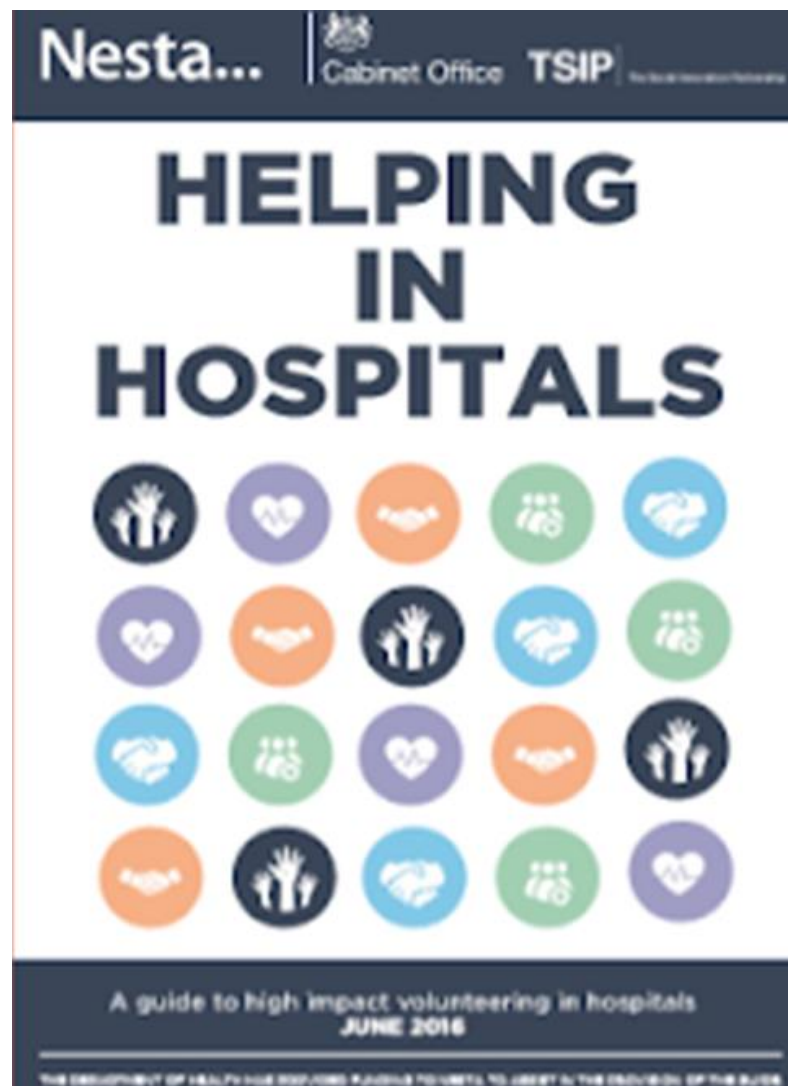
Measuring impact is vital. Robust evidence can:

- Improve – Identify ways to improve the volunteering service and maximise your impact
- Prove – Robustly show the impact of the service to others
- Sustain – Increase chances of securing ongoing funding for your volunteering service (e.g. building the case for ongoing involvement)

Volunteering Matters - Driving appropriate savings

The *Institute for Volunteering Research* calculated return on investment across a sample of NHS organisations using the *Volunteer Investment and Value Audit Toolkit*. They propose that:

- In hospital trusts, the value of volunteering was on average £700K per annum
- In mental health trusts, it was £500K per annum
- In primary care trusts, this amounted to £250K per annum.
- For every £1 invested in a volunteering programme, there was an average return of up to £6.10.





ALIGN

- Align with trust goals
- Engage your champions

➤ Understanding your trust's goals and objectives and mapping them to what your volunteering service can offer

"The Patient Improvement Framework (PIF) priorities for 2014/2015 identifies improving patient mealtime experience as well as improving patient experience through listening and acting as key objectives. It was determined that the two selected role activities (i.e., mealtime assistants and befrienders) offered the greatest potential to achieve significant beneficial outcomes involving younger volunteers in particular."

University Hospital Southampton

➤ Building a business case to support your vision

➤ Engaging your board and frontline teams

"Volunteering seems to be at its best when a need is identified by a clinical team and then a volunteer role is co-designed (drawing on the experience and knowledge from the volunteer team about the limits of a volunteer role) to address this need. Across the organisation, we aim to work with our wider team of colleagues to identify where volunteers can make a difference."

Barts Health

➤ Raise the profile for volunteering

MEASURE

MEASURE

- Analyse and communicate impact

- **Generating and analysing impact evidence**
- **Measurement should be at each stage of the 4 step framework**
- **Evolving your volunteer service based on impact and priorities**

“Roles can develop and evolve and shoot off at tangents and the wider needs of the trust can overtake your original plans. Being reactive to these needs with a receptive and keen workforce of volunteers can take your volunteering service on a different trajectory to that expected.”

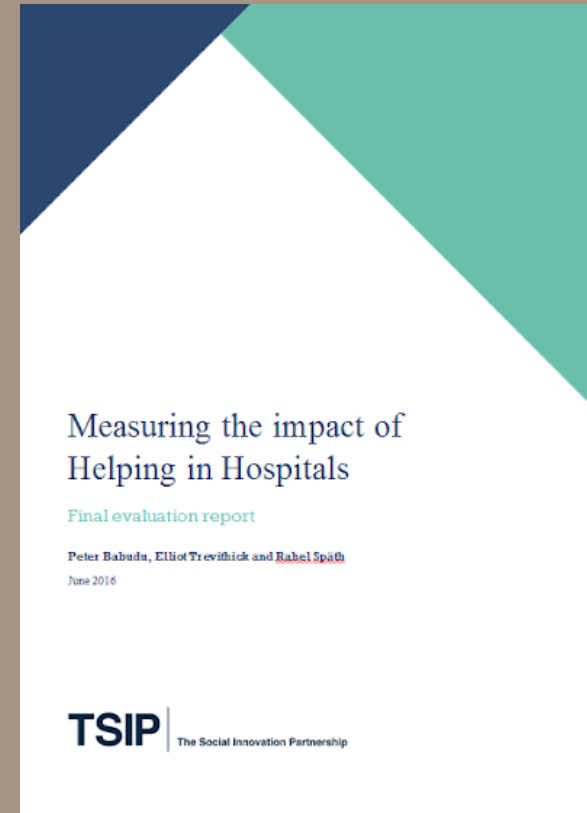
University Southampton Hospital

The Impact

The evaluation of the programme found that hospital impact volunteering shows **promise** as a way to **maintain or improve patient experience and well-being outcomes** and has the **potential** to **relieve pressures on the healthcare system**.

In particular, the majority of hospital trusts found **statistically significant** positive results on:

- **patient mood**
- **nutrition and hydration levels**
- **releasing time to care**



MEASURING IMPACT



WHAT WE KNOW

IMPACT ON SERVICE USERS

- Improved satisfaction levels of service users
- Higher self-esteem, wellbeing and mood
- Lower social exclusion, isolation, anxiety and loneliness
- Improved health behaviours such as disease management, parenting skills, nutrition and hydration
- Peer support leads to significant improvements for people with long-term physical and mental health conditions
- Improved social, emotional, mental and physical wellbeing of residents in care homes
- Weaker evidence of impact on clinical outcomes

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WHAT WE KNOW

IMPACT ON SERVICES

- Significant positive impact on releasing nurses' time
- Can help providers be more responsive to local needs
- Peer support can reduce patient time in hospital
- Reducing winter pressures: Volunteers helped reduced isolation of older people and 'put them on the radar'
- Financial value to trusts between £250k and £700k
- Mixed evidence on the impact on service demand
- It is often assumed that involving volunteers results in cost savings, but this is not always true

WHAT WE KNOW

IMPACT ON VOLUNTEERS

- Well evidenced impact on the improvement of social and emotional wellbeing, self-confidence and self-esteem of volunteers, especially as age increases
- Improved social relationships
- Volunteering can help people to adhere to NEF's a part of the five ways to wellbeing: Connect, Be active, Take notice, Keep learning, Give
- The causal direction between volunteering and health not firmly established

WHAT WE KNOW

IMPACT ON COMMUNITIES

- Enhanced social cohesion and reduced antisocial behaviour among young people
- Placement opportunities that may lead to employment
- Formal volunteering can encourage people to get involved in other activities in their communities
- Social networks can increase social capital - the quality and quantity of complex relationships has an impact on mortality and morbidity comparable to smoking and alcohol consumption

IMPACT IN THE NHS

- **To people, patients and service users**

- enhances patient experience and outcomes
- enables people to take control and manage their own health and wellbeing

- **To services and staff**

- extends and adds value to service
- facilitates new approaches to health and care including community centred approaches and social prescribing
- helps the NHS to engage with communities and citizens in new ways
- helps to connect up services and provide more integrated care
- engages hard to reach groups and tackles health inequalities

- helps change the culture of organisations and the way they operate

- supports governance and accountability

- brings unique perspectives and credibility

- helps access new skills, knowledge and experience

- helps free up staff time

- improves staff satisfaction

- **To volunteers**

- supports the health and wellbeing of the volunteer

- provides opportunities to meet people and get to know the community

- develops skills and experience through volunteering

Key Resources:

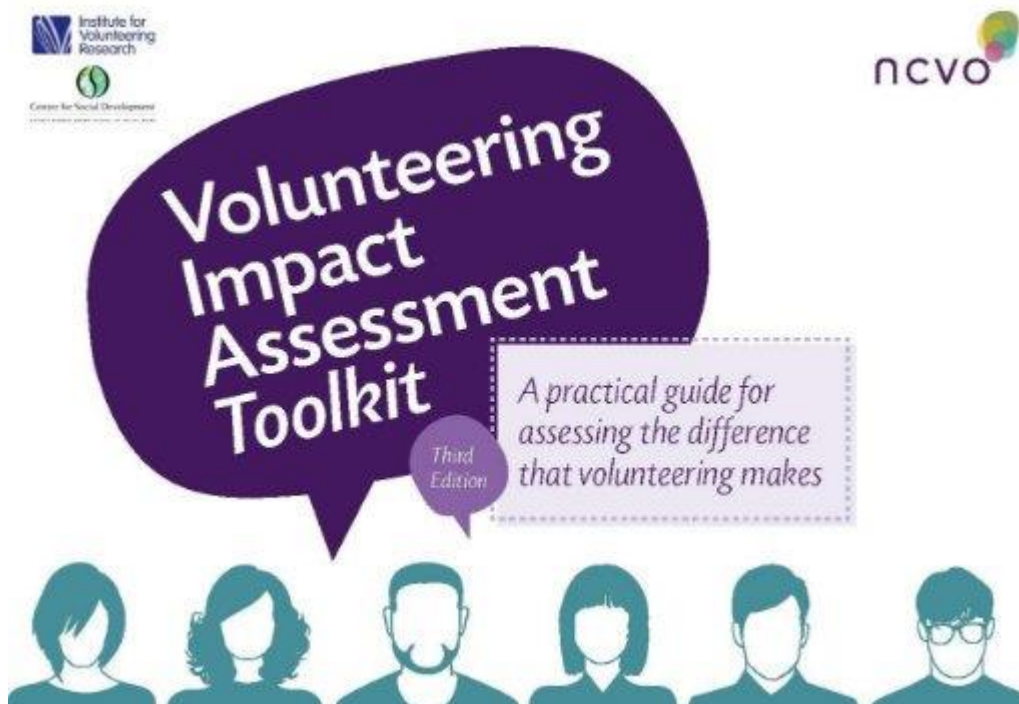
- Practical guidance
- Impact and measurement tools
- National bodies working in partnership:
 - National Volunteering Action Group
 - Helpforce

Recruiting and managing **volunteers** in NHS providers
a practical guide

NHS England September 2017

VOLUNTEERING IMPACT ASSESSMENT

- thinking about what 'making a difference' means
- identifying to whom volunteering makes a difference
- identifying how volunteering makes a difference
- providing a set of tools to assess the difference that volunteering makes



BUSINESS CASE TEMPLATE

OVERVIEW

What's happening in your organisation?



Why volunteers?



What do you need?

PURPOSE OF THIS TOOL

1. To look at the strategic potential of volunteering
2. To highlight the impact of volunteering in health
3. To make the case for enhanced and supported volunteering, and gain support for further action

- *Adapt these to fit your own goals*

1. VOLUNTEERS CAN HELP US MEET OUR STRATEGIC OBJECTIVES

- *Add here the challenges faced by the service*
- *Add here your service level strategic objectives*
- *Add here STP objectives for your area (find out more here: <https://www.england.nhs.uk/systemchange/view-stps/>)*

Helpforce

- A relatively new organisation – born out of the NHS to support the NHS
- Working with existing national volunteering organisations
- Working across the NHS to bring together best practice and share learning
- To catalyse action to spread high impact volunteering roles, to strengthen the infrastructure and to increase support for volunteering

Helpforce vision



Patient

"I get more..."

- Time, attention & care
- Company and conversation
- Information
- Assistance so I do not get weaker in hospital
- Help getting out of hospital and back home quicker



Staff

"What I am seeing is..."

- Patients better supported
- Staff can focus on core role
- Volunteers part of the team
- More feedback on patients and how system is working
- Role of volunteers valued and our 'right hand'
- Colleagues proposing new volunteer roles



Volunteer

"We feel we have..."

- Fulfilling, supported roles with purpose and impact
- A range of opportunities
- Smoother processes for joining, vetting & matching
- Strong relationships with patients & staff
- Greater recognition
- More of a voice & say



Provider

"Our organisation has..."

- Volunteering integral part of our strategy
- Seen measurable benefit from investing in volunteer services
- Improvements in patient & staff satisfaction
- A greater connection with our local community

Useful links #1:

- NHSE's Recruiting and Managing Volunteers a practical guide
<https://www.england.nhs.uk/publication/recruiting-and-managing-volunteers-in-nhs-providers-a-practical-guide/>
- Helping in Hospitals report <https://www.nesta.org.uk/publications/helping-hospitals-guide-high-impact-volunteering-hospitals>
- NCVO Impact Assessment Toolkit <https://www.ncvo.org.uk/volunteering-management/themes/20-volunteer-management/P160-volunteering-impact-assessment-toolkit-resource-pack>
- Volunteering Matters Toolkit
<https://volunteeringmatters.org.uk/project/developing-youth-volunteering-in-health-and-care/>

<https://volunteeringmatters.org.uk/report/barriers-benefits/>

Useful links #2:

- Helping in Hospitals report <https://www.nesta.org.uk/publications/helping-hospitals-guide-high-impact-volunteering-hospitals>
- NCVO Impact Assessment Toolkit <https://www.ncvo.org.uk/volunteering-management/themes/20-volunteer-management/P160-volunteering-impact-assessment-toolkit-resource-pack>
- Volunteering Matters Breaking Barrier Report <https://volunteermatters.org.uk/report/barriers-benefits/>

What will you do?

- To involve volunteers effectively there needs to be a high-level, formal commitment to volunteering in the organisation
- Identifying a lead on the board for volunteering expresses the organisation's commitment to volunteering and embeds it in your governance process
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Any questions?



Register now for Health and Care Innovation Expo 2018!

- More than 140 hours of main-stage plenaries, theatre seminars and pop-up university workshops throughout the two days
- Five feature zones focused on key topics: Digital Health, Mental Health, Improving Care, Diabetes and Obesity, and Integrating Care
- Senior leaders from across the NHS and social care

Complimentary tickets available for NHS and public sector staff – register online using the ticket code EXPO18