

To: Healthwatch Surrey Board

From: Zoe Harris

Date: January 2019

Healthwatch Surrey Volunteer Strategy

Purpose of this paper: To update the Board on the progress of the volunteer strategy (last presented January 2018)

The Board is asked to: Endorse the approach to continue building the volunteer groups and the associated next steps as outlined in this paper

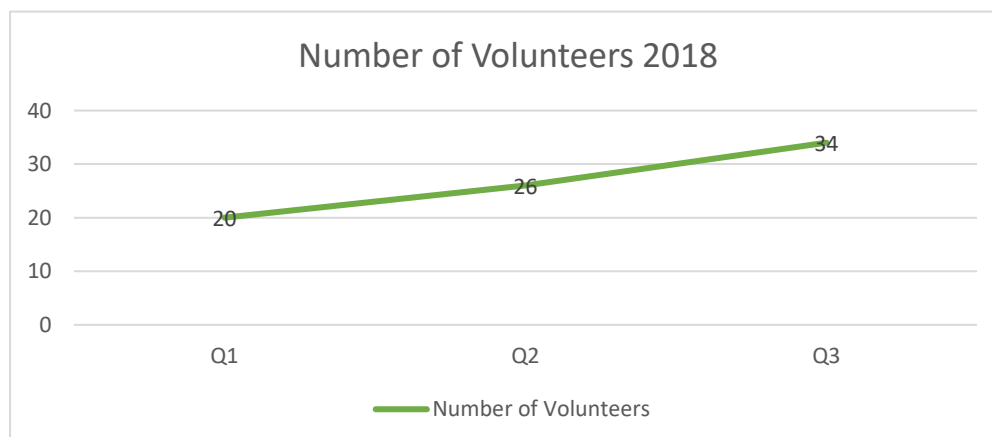
Background

Aims and objectives outlined in the 2018 strategy:

- Create a volunteer scheme structure that meets the needs of both volunteers and the organisation.
- Build a pool of motivated, well supported volunteers.
- Develop a clear recruitment process, new volunteer literature and clearly defined volunteer roles.
- Develop a structured volunteer induction and training programme.
- Increase the number of volunteers fulfilling meaningful volunteering opportunities.
- Develop, support, manage and retain existing volunteers.
- Develop ways to recognise and reward volunteers.
- Trial a new structure for volunteer groups in our CCG areas.

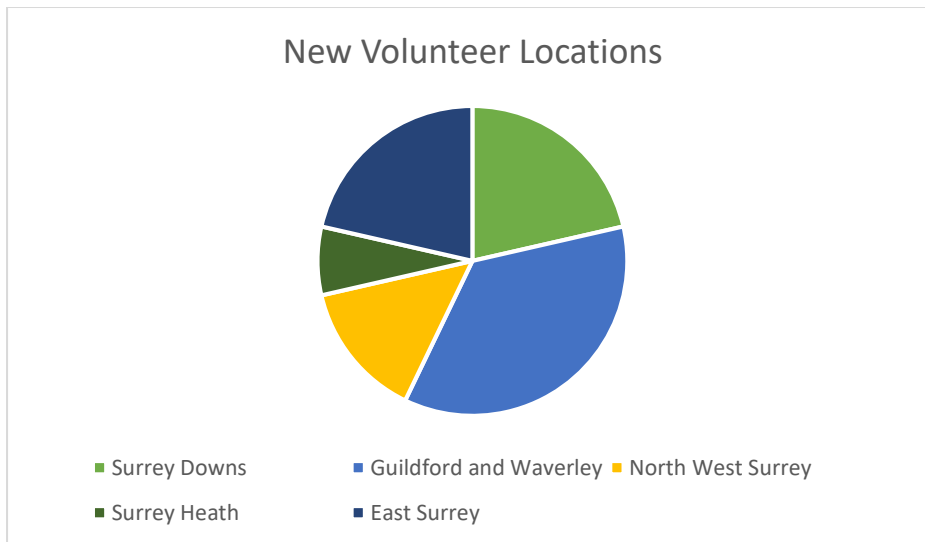
What we have done in 2018

Volunteer Recruitment



- We recruited 14 new volunteers this year to date, increasing the total number of volunteers who support us by 41%.
- Six of these volunteers joined us in Q2.
- Eight joined us in Q3.

Where are our new volunteers based?



- 3 are based in Surrey Downs
- 2 in North West Surrey
- 3 in East Surrey
- 5 in Guildford and Waverley
- 1 in Surrey Heath

Developing New Relationships

- We met with each of the 6 Councils for Voluntary Service (CVS) in Surrey in Q2.
- We worked closely with the CVSs to develop 3 new volunteer role profiles.
[See Appendix 1]
 - Community Listeners
 - Community Promoters
 - Community Influencers
- All 6 CVS are promoting our opportunities to the people who access their websites, social media and branch offices across Surrey.

Supporting us at listening events

- Volunteers have supported us at 40% of our listening events in Q2 and Q3.

Developing New and Existing Volunteer Groups

- The Guildford and Waverley volunteer group was set up in Q3 and has 6 volunteer members. An inaugural meeting was held in October 2018.
- We aim to set up groups in East Surrey, Surrey Downs and North West Surrey ahead of the re-tender bid (date TBC).
- Each group will use and adapt the Terms of Reference developed by the Surrey Heath volunteer group. [See Appendix 2]

The Surrey Heath Volunteer Group have:

- Supported us at all listening events that took place in Surrey Heath CCG in Q2 & Q3.
- Created a Voluntary, Community and Faith Sector (VCFS) directory for Surrey Heath, that informs the volunteer led engagement they are delivering.
- Represented HWSy at public meetings, such as the Surrey Heath CCG public meeting.
- Attended the November What We've Heard meeting with Surrey Heath CCG.

Surrey Heath Volunteer Led Engagement

- The Surrey Heath volunteer group led their own Healthwatch Surrey events without staff attending this quarter. They visited the Pine Ridge Sure Start Children's Centre and the Smarties Mother and Toddler group in Camberley, where they collected 51 unique experiences.
- These experiences formed part of the data reviewed at the escalations panel for the first time. The Surrey Heath volunteers plan to visit more VCFS groups to collect the experiences of local people in Q4.
- Volunteers also attended the last escalations panel, which gave them insight into how these experiences go through our internal processes and are then shared back with the system.

Source of experiences



Creating New Volunteer Literature

- We have reviewed the existing volunteer literature and have updated our Expression of Interest Form, and website information.
- We have created a new Volunteer Handbook and Induction Pack.
- We have produced a new volunteering leaflet ahead of our volunteer recruitment campaign in February.

Improving the Induction Process

The new volunteer handbook and induction pack provides a comprehensive introduction to Healthwatch Surrey, the staff team and their roles, our volunteer roles and all relevant policies, procedures and forms.

Volunteer training

All volunteers are given online, 1 to 1 and group training. This includes training in safeguarding procedures.

18 volunteers, including 6 new volunteers, attended a Healthwatch Surrey Engagement training workshop on 11th December 2018. The workshop covered:

- How to approach members of the public with confidence and describe what we do at listening events
- Signposting to local services
- How to record an experience
- Confidentiality and GDPR

The event was also a great opportunity for our volunteers to network and get to know one another.

We plan to hold further training and CPD for new and existing volunteers after the recruitment campaign in February 2019. This will include training for all volunteers in the new data protection policy.

Volunteer Satisfaction Survey:

We conducted a Volunteer Satisfaction Survey in September 2018. The survey captures the sentiment of our volunteers before Volunteer Officer Zoe Harris was in post. There were 12 respondents.

Summary of findings

- Our volunteers' primary motivation is a desire to make a difference to health and social care services in Surrey.
- They are generally satisfied with the communication they receive from staff but would like to receive more information about our projects.
- They feel that the outcomes of projects, escalations and engagements they have been involved with could be better communicated to them. They want to see that the work they have been involved in has had an impact.
- They feel that the training and briefing they receive could be improved.
- Specifically, they asked for face to face training, and an engagement training refresher course.
- Some respondents said that they don't feel like there is a strong sense of being part of a team. As the responses were anonymous, we do not know whether the Surrey Heath volunteer group feel this way.
- Our volunteers are keen to establish more of a collaborative relationship between the staff and volunteer teams, where we make use of their expertise and experience, and involve them in all aspects of our work.
- They would like to be able to feedback and comment on what we do and offer their own ideas and suggestions. They have said that this would make them feel more valued as volunteers than parties, awards, prizes or incentives.

Volunteer Survey: Actions taken

What actions have we taken in response to the issues raised in the survey?

- We have a consistent point of contact who manages our relationship with volunteers.
- We are ensuring that volunteers are sufficiently trained and briefed on the projects and engagement work they're helping with.
- We have set up a Monthly Volunteer Newsletter, so that volunteers feel connected with what is going on, and with each other - build a sense of a supportive volunteer community.
- We are feeding back outcomes of projects, escalations and engagement work to volunteers.
- We are making better use of volunteers' expertise and experience by involving them in all stages of our project work.
- We will set up additional volunteer groups in North West Surrey, Surrey Downs, and East Surrey so all volunteers can be part of a group, if they so wish. Provide sufficient support to groups to build their confidence and independence ahead of volunteer led engagement work.
- We will put additional measures in place to check in with volunteers who do not want to be part of volunteer groups e.g. monthly 1 to 1 catch up.

Improving Communication with Volunteers:

A Volunteer Newsletter was launched in October 2018. The email newsletter includes regular project updates tailored to the volunteers. It also celebrates volunteer successes, advertises upcoming volunteering opportunities, and creates a sense of community and a network of volunteers.

The newsletter has been well received, with over 75% of volunteers reading the December newsletter.

Having a full time Volunteer Officer in post means that our volunteers now have a regular point of contact, who will get to know them as individuals, and therefore match new volunteer opportunities to their skills, interests and expertise.

Our learnings from 2018

Volunteer Groups

Our volunteer groups need support and direction. We have made plans to provide help in filling chair roles and admin support. The Terms of Reference developed by the Surrey Heath group can be adapted to be used by other groups and revised as we continue to learn how to best support our volunteer groups.

Recruitment Learning

We are beginning to understand where new volunteers are hearing about us, but further work needs to be done in this area. New volunteers have heard about opportunities with us via Google search, our recent staff recruitment campaigns and advertising with websites such as charity jobs.

Communications Learning

As part of the volunteer satisfaction survey we asked our volunteers how often they would like to receive communication from us. Our volunteers prefer to receive a monthly newsletter, and general updates via email as and when we have information to share. Our Volunteer Officer recently attended a Healthwatch England training workshop on the Accessible Information Standard. The workshop explored ways to address volunteer communication and access needs. This is now something that will be addressed as part of our volunteering offer in 2019.

Our ambitions for 2019

- Continue to implement our volunteer strategy so we can increase our capacity to reach more people in Surrey.
- Establish volunteer groups in all CCG areas.
- Nurture and learn from Surrey Heath and Guildford and Waverley volunteer groups.
- Board members to help facilitate the groups setting up; specifically providing help with finding suitable chairs.
- Continue momentum for the Surrey Heath volunteer group.
- All volunteer groups doing volunteer led engagement.
- Establish terms of reference, clear aims and targets with input from volunteer groups
- Ensure we have the resource in the staff team to support the volunteer groups.
- Develop a recruitment and communications strategy to build our volunteer groups.
- Run a successful recruitment campaign in February (radio, social media, internet and video)
- Hold volunteer recruitment events, like a listening tour, aimed at recruiting younger volunteers
- Produce new literature - leaflet, bound recruitment packs.
- Develop mechanisms to ensure effective two-way communications between volunteer groups and the HWSy staff team; and for the groups to communicate and network with each other.
- Ensure volunteers have been assigned ownership of relationships with key influencers in local areas and feel confident in their roles
- Carry out annual survey of satisfaction amongst volunteers
- Establish a baseline retention rate for volunteers in order to set target for next year.
- Explore “Investors in Volunteers” accreditation.
- Deliver regular CPD for volunteers.

Ambitions for the volunteer groups

- To establish and have them meeting regularly.
- To have them running awareness events and making community connections - feeding into. our VCFS contact database.
- Volunteer led engagement events, where useable experiences are gathered.
- To have happy, motivated volunteers who are advocates for HWSy.
- To ensure we have a rigorous recruitment process to ensure we can match volunteer skills and interests to opportunities.
- All volunteers in our groups to be trained in data protection, safeguarding and engagement and gathering experiences.

How will we measure success in 2019

- A volunteer satisfaction survey.
- All volunteer groups up and running - holding regular meetings, participating in local intelligence gathering, awareness raising and engagement events.
- Increasing our number of volunteers.
- Training volunteers in engagement, so we increase the number of useable experiences collected.
- Increase volunteer hours.
- More volunteer involvement in all areas of our work.

Next steps

- Board to endorse continuation of the strategy to build the groups/teams
- Particular Board members to assist with the setting up of the 3 remaining groups
- Consider admin support to help with the 2019 ambitions for volunteers
- More resource within the team to be allocated to training, supporting new and existing volunteers as required.

Volunteer Role Profile

Community Listener

Do you want to improve health and social care services in Surrey, and ensure that local people have a say in how services that affect them are run?

- Healthwatch Surrey listens to what local people have to say about the health and social care services they access.
- We take their concerns to decision makers, to influence and improve how local services are run.
- We keep an eye on changes to services and make sure that local people are consulted in decision making and in the design of local health and social care services.

We couldn't do this without the help and support of our dedicated team of Community Listeners.

Role Summary:

What will I do as a Community Listener?

- Our Community Listeners talk to people in a variety of settings, including hospitals, GP surgeries, community centres, and on the high street.
- They listen to what local people have to say about the health and care services they use, and accurately record their personal experiences, good and bad, and identify key themes.
- They also provide information about local health and care services available in the area, and how to access them.

How does this make a difference?

We feed all the personal experiences our Community Listeners have collected into our database and look for trends.

We might find that local people are experiencing similar problems with a service, surgery or provider, or that some sections of the community are facing barriers when it comes to accessing the care they need.

We sit down with commissioners and service providers and present them with the evidence our Community Listeners have collected, to make them aware of local issues and to influence change.

This role will suit someone who:

- Is interested in health and social care
- Has a caring attitude
- Enjoys talking to people
- Is a good listener
- Is confident and outgoing
- Can accurately record information
- Enjoys working as part of a team
- Is organised and reliable

Practical Considerations:

Where will I be volunteering?

We are currently looking for Community Listeners to support us out in the community in Guildford and Waverley, Surrey Heath, Surrey Downs, Northwest Surrey, and East Surrey. Please let us know which location you are interested in volunteering in on your Expression of Interest form.

What time commitment will I be expected to make?

Our Community Listening events take place all year round, on weekday mornings between 10-12am.

Our volunteers typically help with one or two of these events each month, however you can help with more if you would like - Volunteering with us is flexible.

Will my expenses be paid?

We reimburse volunteers for travel expenses.

What training will I need?

Full training and support will be provided.

Will I need a DBS check?

You may be required to undergo an enhanced DBS check (formerly referred to as a Criminal Records Bureau check) to complete your volunteer role.

What are the next steps?

To apply to become a Community Listener, download and complete an [Expression of Interest form](#) and return it to Zoe Harris: zoe.harris@healthwatchesurrey.co.uk

Volunteer Role Profile

Community Influencer

Do you want to improve health and social care services in Surrey, and ensure that local people have a say in how services that affect them are run?

- Healthwatch Surrey listens to what local people have to say about the health and social care services they access.
- We take their concerns to decision makers, to influence and improve how local services are run.
- We keep an eye on changes to services and make sure that local people are consulted in decision making and in the design of local health and social care services.

We couldn't do this without the help and support of our dedicated team of Community Influencers.

Role Summary:

What will I do as a Community Influencer?

- Gather intelligence on local issues in health and social care, by attending public meetings, monitoring publications (policies/reports) of bodies with an interest in local issues and undertaking desk-based research.
- Regularly sharing intelligence on the issue with other volunteers and staff members by providing summaries of reports, papers and meetings and by briefing Healthwatch Surrey staff on your findings.
- Assisting Healthwatch Surrey staff with our project work, and with pulling together information for reports. You can find information about our recent projects here: <https://www.healthwatchesurrey.co.uk/our-work/reports-and-papers/project-reports/>

This role will suit someone who:

- Is interested in health and social care
- Has good interpersonal skills
- Is confident and proactive
- Has good research skills
- Can summarise information effectively
- Has good ICT skills; specifically, the ability to use email
- Can work well as part of a team

Practical Considerations:

Where will I be volunteering?

We are currently looking for Community Influencers to support us out in the community in Guildford and Waverley, Surrey Heath, Surrey Downs, Northwest Surrey, and East Surrey. Please let us know which location you are interested in volunteering in on your Expression of Interest form.

What time commitment will I be expected to make?

There is no minimum commitment, although our Community Influencers typically give 6-10 hours of their time each month. Please let us know your availability on your Expression of Interest form.

Will my expenses be paid?

We reimburse volunteers for travel expenses.

What training will I need?

Full training and support will be provided.

What are the next steps?

To apply to become a Community Influencer, download and complete an Expression of Interest form and return it to Zoe Harris: Zoe.harris@healthwatchesurrey.co.uk

Volunteer Role Profile

Community Promoter

Do you want to improve health and social care services in Surrey and ensure that local people have a say in how services that affect them are run?

- Healthwatch Surrey listens to what local people have to say about the health and social care services they access.
- We take their concerns to decision makers, to influence and improve how local services are run.
- We keep an eye on changes to services and make sure that local people are consulted in decision making and in the design of local health and social care services.

We couldn't do this without the help and support of our dedicated team of Community Promoters.

Role Summary:

What will I do as a Community Promoter?

- Support our engagement team in talking to local people about what we do on our Healthwatch stands at events and fayres.
- Support our team in delivering our presentation to local community groups, charities and other organisations who would benefit from knowing about us.
- Help us to create videos and social media content that can be used to show others what we do.
- Take leaflets and posters out to public places in your local area.
- Research and identify groups who meet in Surrey who may want to know more about us.

This role will suit someone who:

- Is interested in health and social care.
- Enjoys talking to people.
- Is confident and outgoing.
- Is creative.
- Can work under pressure.
- Enjoys working as part of a team.
- Is organised and reliable.

Practical Considerations:

Where will I be volunteering?

We are currently looking for Community Promoters to support us out in the community in Guildford and Waverley, Surrey Heath, Surrey Downs, Northwest Surrey, and East Surrey. Please let us know which location you are interested in volunteering in on your Expression of Interest form.

What time commitment will I be expected to make?

Our Community Promoters typically help with one or two events each month however you can do more, or less if you wish. Volunteering with us is flexible.

Will my expenses be paid?

We reimburse volunteers for travel expenses.

What training will I need?

Full training and support will be provided.

What are the next steps?

To apply to become a Community Promoter, download and complete an Expression of Interest form and return it to Zoe Harris: Zoe.harris@healthwatchesurrey.co.uk

Appendix 2

Healthwatch Surrey Volunteer Groups

Principles for group and Terms of reference

Name of group: Healthwatch Surrey, Surrey Heath Group.

Purpose:

The purpose of Healthwatch Surrey Volunteer Groups is to establish a local area volunteer team which will share knowledge and expertise working together to raise awareness of Healthwatch Surrey and deliver a programme of engagement events within its area. To develop a work plan in line with Healthwatch Surrey (HWSy) priorities and local needs.

Membership:

All Healthwatch authorised volunteers are invited to be part of their local area volunteer group. External persons may be invited to attend meetings at the request of members or Healthwatch Surrey staff to provide advice, information and assistance.

Being part of a volunteer group does not exclude you from volunteering for other Healthwatch Surrey activities outside of your group.

The role of the local Volunteer Group

Engagement

1. To carry out a programme of engagement with local people, without HWSy staff present.
2. To capture experiences ready for HWSy staff to input onto our database, with training and support provided by HWSy's Evidence & Insight Officer.
3. To agree an engagement programme with the Volunteer Officer, who will liaise with the Evidence and Insight Manager to ensure it fits with Healthwatch's overall strategy.

Targets for amount of engagement OR number of experiences captured to be set by the group in line with work plan.

Awareness-raising

- 1) To identify local community groups which would benefit from knowing more about HWSy
Examples of groups are PPGs, local voluntary groups, WI, self-help groups, Parish councils, local councillors etc.
 - a) because they might have experiences of health and social care to share and
 - b) because they might include people who would volunteer for us.
 - c) because they may have AGM, meetings, forums or awareness raising events that we could attend/have a presence at.
- 2) To carry out a programme of visits to these local groups to do a standard HWSy presentation and distribute literature and to keep a log of groups visited. Admin support to be provided by HWSy.
- 3) To identify local events that may be an opportunity for us to have a presence and raise awareness e.g. Local mental health awareness week, summer family fun days, school fetes, and to help represent HWSy at these events; to keep the Volunteer Officer informed of

plans, who will feedback to the Evidence and Insight Manager so that we have overall picture of engagement across the county.

Targets for number of presentations done/events to be set by the group in line with work plan

Feeding back

- 4) To build the capacity of HWSy to feed back to the system by attending What We've Heard meetings with the CCG (quarterly) with the HWSy staff CCG lead, and helping the staff lead to prepare in advance of the meeting – to feedback themes from our database and issues identified by the Escalations Panel supported by HWSY CCG Lead.
- 5) To escalate serious cases of concern as and when they arise to the an appropriate HWSy officer, the CCG or providers and to liaise with HWSy about follow up
- 6) To attend Patient Public Involvement Forum at CCG (or equivalent) and network with other participants to build contacts
- 7) To work with the staff lead to build and maintain relationships with the CCG

Frimley Park Hospital

- 8) To be the lead Volunteer Group which support HWSy's relationship with Frimley Park Hospital. This will include:
 - a) Attending Royal Surrey Board meetings in public and keep track of relevant papers around patient experience, performance etc.
 - b) Work with HWSy to establish which groups we need to be represented at i.e. Qtly Public Involvement group. To nominate a volunteer to attend if appropriate.
 - c) Attend Healthwatch/Hospital liaison group (with staff team if appropriate)
 - d) Attend Patient Experience monitoring group or equivalent
 - e) Support PLACE assessment
 - f) Consider whether involvement in Quality Accounts would be appropriate

Frimley STP

- 9) To be the lead Volunteer Group on HWSy's involvement with Royal Surrey STP – to work with HWSy to establish what groups we need to be represented on and to liaise with other local HW over this e.g. Comms and Engagement work and stakeholder events.

Feeding back to staff team and keeping in touch

- 10) Main point of contact for Volunteer Group keeping in touch is the Volunteer Officer followed by the CCG lead within the staff team.
- 11) A member of the Group to attend HWSy monthly team meeting (as often as possible) to ensure two-way flow of information.
- 12) A regular Volunteer Newsletter, to include details of upcoming events.
- 13) Email/ in person check-ins with Volunteer Officer.

Healthwatch Role:

To provide the group with:

- Volunteer handbook
- Timely communications and updates. Including regular updates on anything happening within the group's area.
- Relevant training and induction to be tailored to meet individuals needs and in consideration of the project
- To be provided with full briefing in preparation for any meetings attended as a representative for HWSy
- Relevant local contacts
- Legal guidance
- Help recruit new volunteers
- Marketing materials
- Marketing support
- Process for recording and reporting back experiences
- Process for recording hours and expenses
- Process for Healthwatch Surrey staff to inform the group of events and activities they would like help with
- A process for reporting back to Healthwatch Surrey on work they are doing, events they are planning to attend etc so there are not any clashes.
- Relevant data that will support the groups engagement activities
- Administrative support to the group
- Feedback of how effective the group is and its added value to HWSy
- Contact details for the chair and other volunteers in your volunteer group, shared with the permission of all members.

General Section

Working methods / ways of working:

- An annual rolling chair and will be appointed by each group.
- The group will adopt a shared approach. The group will work collectively to achieve common objectives. Team members will share knowledge and complement each other's skills.
- Group to be supported by a HW officer, the support required will be determined by Chair in consultation with the group.

Meetings:

- Meetings will be held every month at a time agreed by the group.
- Members will determine the dates of the meetings.
- Meetings will be held at venues local to the geographical area covered.

Communication:

- Volunteer SharePoint and group e-mail to be set up for each group for easy communication.
- All copyrights and confidentiality will be observed according to the law and our confidentiality policy and procedures.

Accountability:

- The group will report to Healthwatch Surrey
- All volunteers will adhere to the Nolan principles of public life i.e. Selflessness, Integrity, Objectivity, Accountability, Openness, Honesty, Leadership

Review:

- There will be an annual review of the group's work, in two phases a self-assessment and a review by HWSy.
- The Principles and Terms of Reference will be reviewed annually. **Next up for review: September 2019.**