

Volunteer to Career Programme

Findings report

Bradford District and Craven Health and Care Partnership

June– 2024

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Our VtC Career Pathway

- 1. Volunteer induction and resource pack:** Provide an initial meet and greet forum; receive a welcome resource pack with information about the role, organisation and pathways available to them. It's also an opportunity for new volunteers to meet their peers, hear from clinicians and ask questions. The volunteer will receive a VTC booklet – designed to be completed throughout the programme. The booklet has areas for feedback, areas to document 1:1's with clinical lead, SMART goals for career progression and abbreviations for the area of the pathway. There is also a section of the booklet to help with applying for NHS jobs.
- 2. Initial career goals discussion/interview:** The career conversation is important to have early on with the volunteer to establish their career ambitions. Working with the clinical lead, the volunteer will identify their career goals and agree on the steps needed to support them to achieve them through the VtC pathway.
- 3: Employability support:** Provision of employment skills such as interview techniques and CV writing will be offered to volunteers through HR and/or local community providers.
- 4. Mentoring and ongoing career support:** Ongoing opportunity for volunteers to receive a mix of information and more structured career-based conversations with relevant identified mentors and the VtC clinical lead. Clinical lead will offer fortnightly VTC support package – covering a new subject each meeting. 30-minute structured session, and 30 minute open safe space for discussion.
- 5. Securing employment or education:** Volunteers will be supported to undertake applications to identified relevant employment opportunities or further education. The volunteer will achieve their National Volunteer Certificate after successfully completing 60 hours.

VTC PATHWAY

Volunteer To Career June 2024



Programme overview

The **Helpforce Volunteer to Career (VtC) programme** is designed to support volunteers to take up a career in health and care. Helpforce has worked alongside health and care organisations to set up and implement volunteering projects which incorporate career pathways for volunteers. They have worked in partnership with organisations, such as ours, to implement the Volunteer to Career Pathway and to provide support in evaluating its impact. The VtC programme has been designed to support **organisational** improvement across **three key strategic components, identified as essential to achieving systemic change**:

- **Clinical/health and care leadership** - Developing a network of senior clinical/health and care leaders to harness their expertise to positively influence wider effective engagement, and ultimately adoption of, VtC projects.
- **Environment and culture** - utilise best practices to raise the value of the volunteer workforce in the health and care environment to enhance the likelihood of volunteers wanting to adopt a career in health and care.
- **Volunteer to Career Pathways** - Develop innovative and impactful volunteer roles and career pathways, linked to local recruitment needs, to encourage and enable volunteers to use this as a route to a career in the NHS.

Bradford District and Craven Health and Care Partnership programme overview and objectives :

The aim of this project is to identify workforce needs and design a pathway to positively impact a volunteer's experiences, aligning their career goals and interests by allowing the volunteers to explore their health and care career interests. The VtC pathway is scalable and this project in maternity will allow us to identify workforce gaps and how volunteers can support the workforce whilst gaining the experience to pursue a career within healthcare. To undertake the volunteer role, individuals must go through a structured application, vetting and training process, this will include applying for the role on Assemble, an informal interview, completion of National Volunteer Certificate (NVC) training modules, DBS check, and attending a welcome workshop.

Working alongside the Better Births Programme, we propose a place-based approach to implementing the Volunteer to Career (VtC) initiative. After initial completion of working across trusts at either maternity unit at Bradford Teaching Hospitals NHS Foundation Trust (BTHFT) or Airedale Hospitals NHS Foundations Trust (ANSHFT) volunteers could volunteer at multiple Voluntary Care Sector (VCS) and NHS organisations who provide voluntary positions which directly benefit the maternity services pathway from preconception through to infancy

Improve patient satisfaction – volunteers can act as a friendly face to greet patients or orientate them to the wards. Someone to communicate with or interact with. Improving the experience for patients and providing the volunteer with experiences to increase their communication skills. Reducing interruptions to staff, one example would be answering the doorbell, and escorting visitors to the correct patient bedside. This in turn will reduce staff interruption's and waiting time for visitors to be shown into the ward. It will increase staff performance – giving them more time for patient contact or clinical duties, hopefully increasing job satisfaction.

The VtC pilot project will help volunteers to gain experience in Maternity services. The role is designed to align with volunteer's career goals and/ or trigger a career interest. The project enables the volunteers to explore their career interests, whilst simultaneously building a skilled potential workforce for and/ or the wider health and care.

This VtC pilot provides a unique opportunity to develop collaborative working in the deployment of volunteers across Bradford District Care NHS Foundation Trust, Bradford Teaching Hospitals NHS Trust and Airedale NHS Foundation Trust and relevant VCSE organisations.

Our VtC programme objectives

The VtC programme began in March 2023, and the initial programme ran until May 2024. With programme management and evaluation support provided by [Helpforce](#), we implemented and delivered our VtC programme to achieve these programme objectives.

1. **Deliver a sustainable VtC Pathway** that is ready to scale to address wider workforce needs by the end of the project. Success measures included: an increase in positive volunteering culture, integration of volunteers within workforce planning strategies, clinical sponsorship of volunteering programmes, community integration and partnerships, integration of volunteering within strategic and operational priorities, and volunteer to career pathways. All of these measures will be assessed via the VtC self assessment tools (more details on this are provided within the evaluation approach slide).
2. Produce and distribute an **advert for the volunteer role** that will provide the experience, exposure, skills and confidence needed to develop a pipeline of volunteers interested in a health and care career. Success measured included: role live, successful recruitment of volunteers, evidence of the role positively impacting volunteer career goals.
3. **Steering group in place** to support the delivery of the project. Success measures included: steering group in place, Terms of Reference agreed, evidence of value to the project demonstrated and documented.
4. Identify and **establish key relationships/partnerships** to support the delivery of the project, including internal and external connections. Success measures included: community organisations established as a source for recruiting volunteers to the pathway, provision of training and employment support by internal colleagues.
5. **Organisational agreement to sustain** the VtC pathway following the completion of the initial delivery period, with ambitions to scale the programme to support wider workforce needs. Success measures included: VtC built into workforce strategy and people planning, funding secured for resource to support the pathway after the initial delivery period, VtC pathway processes embedded into business as usual.

Helpforce's evaluation approach

Using its established [*Insight and Impact*](#) evaluation service, Helpforce follows a consistent methodology to determine the impact of volunteering roles on health outcomes. Target outcomes are identified across a range of beneficiaries representing the people and organisations involved, and then the necessary data is collected to prove and evidence the outcomes.

The evaluation sought to answer three key questions.

- What was the impact of the VtC programme on:
 - Corporate behaviours towards volunteering?
 - Enabling individual volunteers to progress towards a career in health and care?
 - The attitudes of front-line staff towards volunteer services?

The outcomes the evaluation aimed to measure included...



Note: The analysis in this report is provided by the Helpforce Insight and Impact team, and the contextual information has been provided by Bradford District and Craven Health and Care Partnership's Volunteer to Career team.

Evaluation approach: methodology

Within the VtC programme, Helpforce utilises three data collection methods:

- A **'VtC Self-Assessment Tool'** (referred to as SAT) was completed by the project's clinical/health and care lead at the start and then again near the end of the project. The tool measures the organisation against a series of identified categories and questions associated with their volunteering strategy. Also, as part of the SAT, volunteers and staff are invited to complete some additional feedback surveys to provide insight into their perceptions of organisational change.
- **Volunteer surveys** were designed to capture data around the volunteers' level of interest in a health/care career, how they are finding their volunteer role and the VtC programme. The surveys were completed twice, both at the beginning of their volunteering and at a later period (referred to as 'start' and 'latest').
- **Staff surveys** were completed at the start and near the end of the VtC project (referred to as pre and post surveys).

During the course of the VtC programme the following surveys were completed:



Volunteering activity

Across the duration of the initial delivery period, there was a great deal of volunteering activity within our organisation:



The volunteer role was delivered by 20 volunteers undertaking their maternity volunteering role, delivering 630 hours of volunteering support.

Staff and patient support tasks included:

Supporting patients, ensuring there is a warm and welcoming environment on the ward Talking to patients and answering their call bells. Escalating any concerns, the patient or you may have to the midwifery staff. Support staff to ensure the ward areas and equipment are kept dean and tidy. Support with refreshments and meals where required. Support the clerical staff, ensuring notice boards tidy and paperwork replenished. Support ward staff, with setting up rooms or bed areas. Answering the door intercom and allowing visitor access to the unit during visiting times folbwing policy guidelines.

Evaluation findings: volunteers

At the time of evaluation, 18 volunteers had completed the VtC career pathway. Through the pathway and career support provided, volunteers applied for jobs and attended interviews. These applications resulted in 3 of the 18 **volunteers securing employment**, into roles such as a Maternity Support Worker. In addition 8 **volunteers secured places on further education courses** related to health and care, including nursing and midwifery courses.

3

volunteers have taken up
employment in the NHS

8

volunteers secured further
education or training related
to health and care

61%

of volunteers who completed
the VtC pathway secured
employment or FE/training

A volunteer provided some additional insights into their experience of being a VtC volunteer...

"I hope and wish that this opportunity is available throughout the year because people like me, without a background of employment, would not have been able to get work experience if this opportunity was not offered in the first place. I am stay at home mother and was unemployed for a long time. I know that without any experience, I was not going to get a job. Through volunteering, I was able to work and gain experience as well as apply for a job."

Evaluation findings: organisation

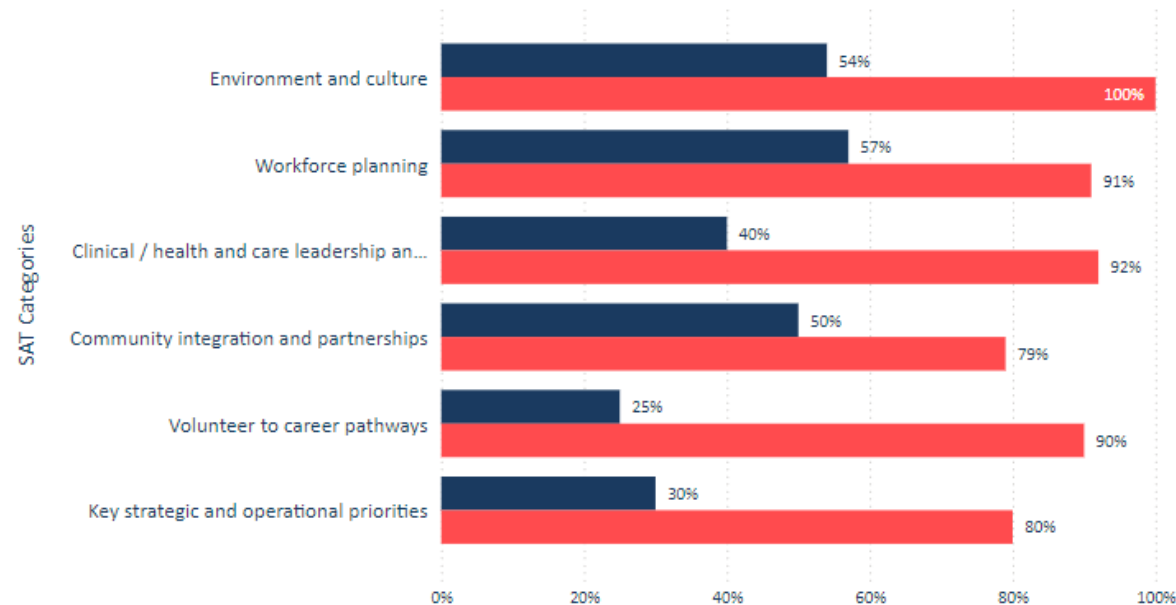


After completing the VtC programme, there was an **increase in the overall SAT score, which improved from 46% to 90%.**

Similar to the positive change in the overall SAT score result, **we have observed an improvement in the scores for all individual elements of organisational improvement for volunteering.**

First and Second Average SAT Scores Overview

Submission ● First ● Last



Evaluation findings – Volunteers

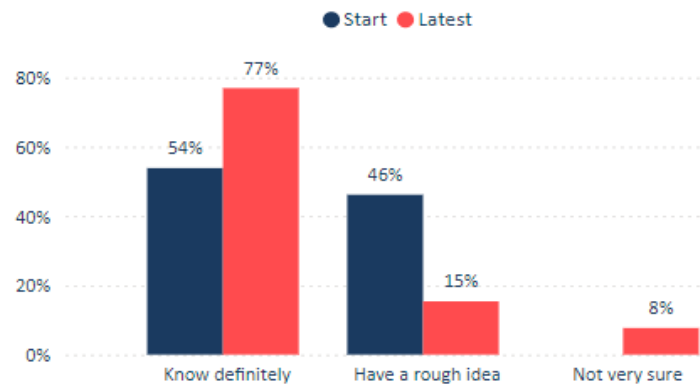
After the VtC programme, the proportion of volunteers who **knew definitely what they wanted to do with their working lives increased from 54% to 77%**. Additionally, **92% of volunteers maintained or increased their certainty** in their ambitions through the VtC programme.

The proportion of volunteers who had **perfect certainty in their career ambitions increased by 23%** by the end of the programme (0% to 23%). In addition, **92% of volunteers maintained or increased their confidence in achieving these ambitions** through the VtC programme.

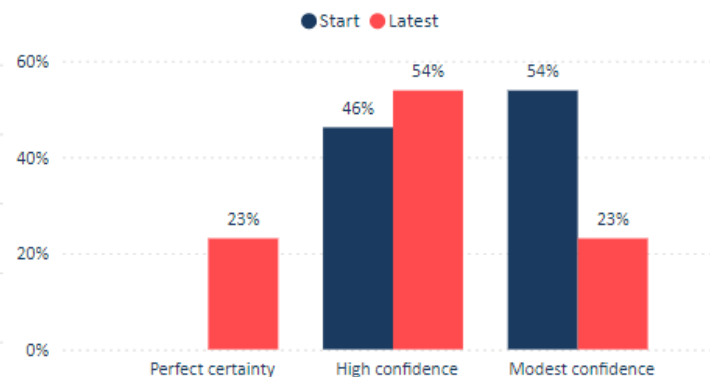
After the VtC programme, the proportion of volunteers who were **very interested in an NHS or social care career slightly decreased from 100% to 92%**. **92% of volunteers maintained their interest** in this career pathway as a result of participating in the VtC programme.

N= 13 pre- and post-surveys

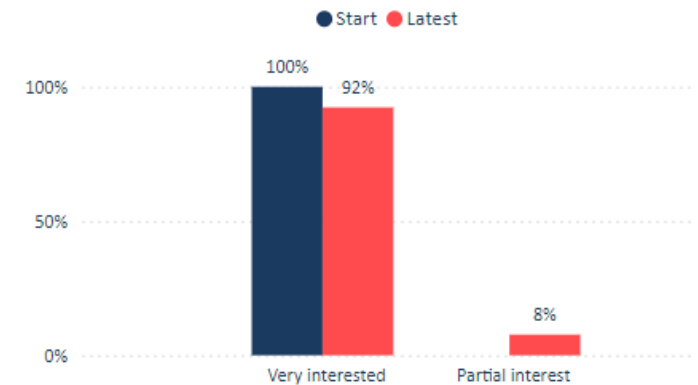
Ambitions for working life over the next 5 years



Confidence in career ambitions



Level of interest in NHS or social care career



Evaluation findings – Volunteers

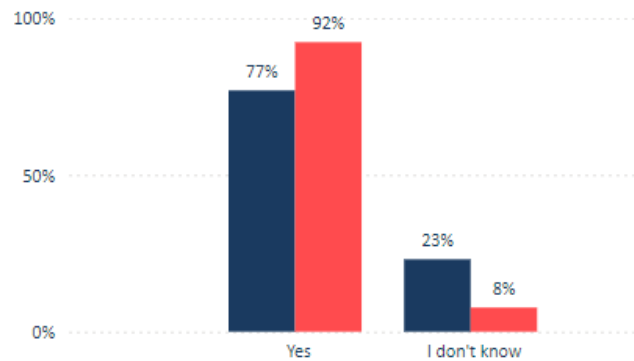
Volunteers were also asked about their hopes and if they wished their volunteering role would result in certain outcomes related to their careers, future education, and training:

- **12 volunteers** hoped their volunteering role would lead to employment with our organisation.
- **10 volunteers** hoped their volunteering role would lead to employment in a similar health or care organisation.
- **12 volunteers** hoped their volunteering role would lead to further education aligned to their career goals.

N= 13 pre- and post-surveys

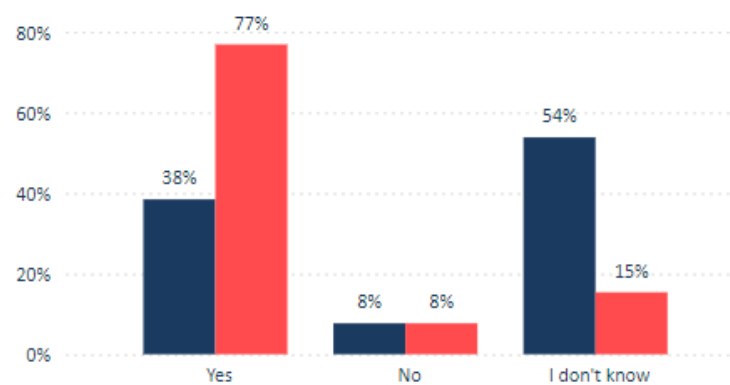
Hopes to work in this organisation

Submission ● Start ● Latest



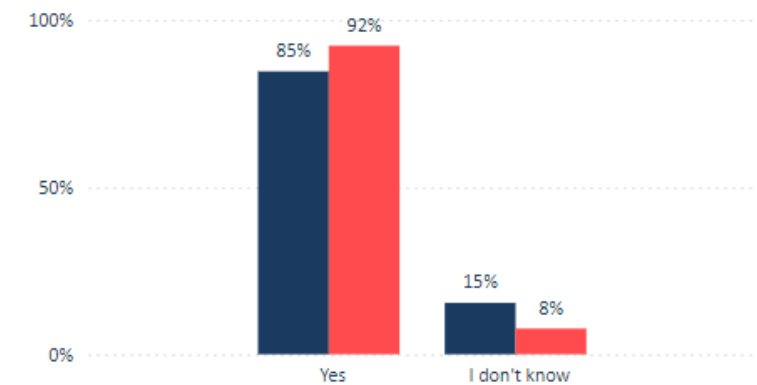
Hopes to work in a similar organisation

Submission ● Start ● Latest



Hopes to secure further education

Submission ● Start ● Latest



Evaluation findings – Volunteer case study - Georgia

ABOUT ME

My name is Georgia I'm 26 years old, I enjoy socializing and helping others. I would describe myself as a bubbly person. I have chosen VTC because I would love some ward-based experience so that I know what to expect in day-to-day ward life and have more knowledge in the midwifery field. My dream career is to be a midwife I would love to support birthing people during the most special time of their life.



WHAT SKILLS HAVE YOU LEARNED THROUGH VOLUNTEERING?

Through out my time volunteering I have learnt that everyday on the ward is different and to expect the unexpected. Everybody is different in their own way and have had different life experiences so everyone's care is different depending on their wants and needs.

WHAT'S IT LIKE TO BE PART OF THE VTC PROGRAMME?

Being part of the VTC programme has been a very good experience for me, learning new things and having experiences that I wouldn't have ordinarily. The part that I enjoy the most about the program is feeling like part of the team and gaining knowledge and understanding every time I am on the ward.

HOW HAS THE VTC PROGRAMME HELPED YOU?

The VTC programme has helped me with my confidence and communication skills when conversing with patients. Having the communication skills to talk to patients in a calm caring manner is very important so putting it into practice physically on the wards has been a great learning experience for me.

Evaluation findings – Volunteer case study - Georgia



WHAT IS THE BEST THING ABOUT VTC?

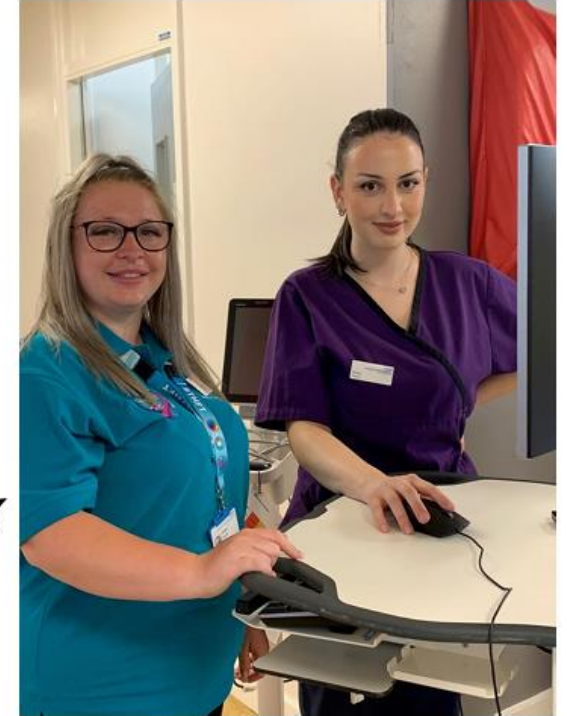
One of the best things about the VTC is the support you get from the volunteering services and also from all staff on the ward, having a friendly environment where you are able to learn, progress and ask questions has really helped me with my understanding of day-to-day life on the ward and learning all the new maternity abbreviations.

WOULD YOU RECOMMEND VTC TO OTHER PEOPLE THINKING ABOUT VOLUNTEERING?

I would highly recommend the vtc programme to anyone that wants to better their career and be part of a friendly and welcoming team of people willing to help build your knowledge, skills and understanding.

HAVE YOU FOUND THE EXPERIENCE REWARDING?

This experience has been very rewarding helping people in such a life charging event in their lives has been brilliant to be apart of.

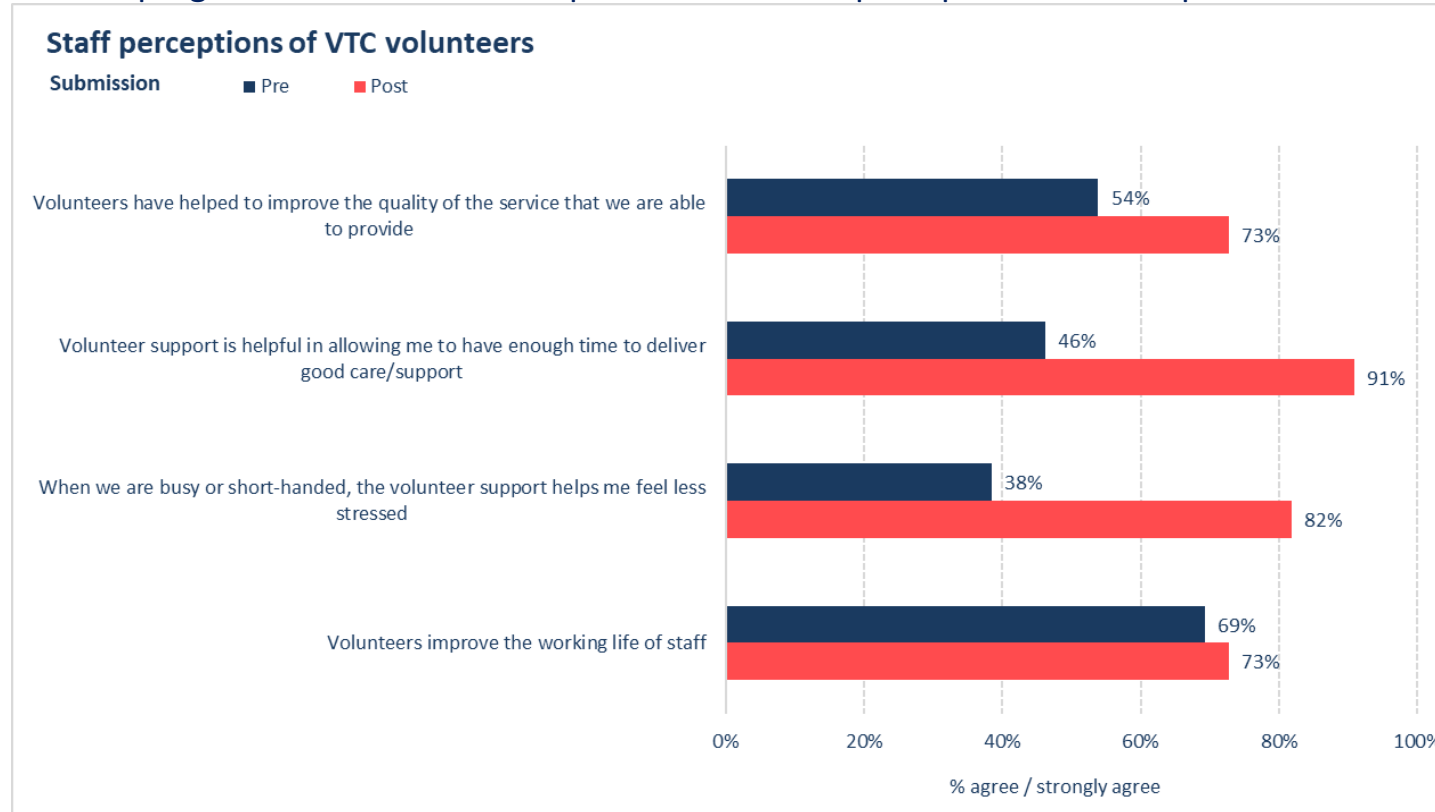


HOW DO YOU INTEND TO USE YOUR VOLUNTEERING EXPERIENCE IN THE FUTURE?

In the future I intend to use all my knowledge and experience's I have gained while volunteering to better my career.

Evaluation findings: staff

The VtC programme illustrated an improvement in staff perceptions of the impact volunteers can have for them and their organisation.



n= 13 pre-surveys, 11 post-surveys

A staff member reflected upon the difference VtC volunteers had made to patients and staff...

“The whole team have really enjoyed having the volunteers working with us, this has been greatly appreciated, especially as we work on such a busy ward with high patient flow”

Deputy ward manager

Evaluation findings: staff case study

Maternity VTC Case Study

Clinical Lead



ABOUT ME

My name is Jade, I am a registered Midwife I qualified in 2017 and have worked in numerous maternity settings. I applied for the VTC clinical lead role because my career started volunteering on a postnatal ward, and with the amazing support I received I progressed into a healthcare assistant and then into Midwifery. I have loved this opportunity to support others in similar circumstances and have learnt so much from within the voluntary sector.

HOW DO THE VOLUNTEERS SUPPORT YOUR SERVICE?

The VTC programme I developed was a ward based maternity role, across two NHS trusts over 3 wards. The volunteers supported the maternity service by: Assisting staff and patients with daily tasks, answering patient call bells, helping with meal times, restocking equipment, creating a welcoming environment for new mothers and their families. Over the duration of the programme many of the volunteers have observed a wide range of clinical skills from the staff, this includes watching Newborn Examinations, Induction of labour, blood samples been taken from mum and babies, feeding support, and also caesarean sections!

WOULD YOU RECOMMEND THE PROGRAMME TO OTHER HOSPITALS/TRUSTS/COMMUNITY SERVICES?

I would recommend the VTC programme to all trusts/community services. The programme has enabled the volunteers to develop their knowledge and confidence within the maternity services. It has enabled the volunteers to experience working within the NHS and consider if they would like a career within the NHS or healthcare. The programme has also given support to the staff in the clinical areas, it has given staff the opportunity to work alongside volunteers and increased their appreciation of volunteering, patient and staff satisfaction has increased with volunteer interactions.

Have you considered a career in Midwifery?

Could you offer 3-4 hours a week volunteering within our Maternity services at Bradford Royal Infirmary?

Receive 1:1 support, guidance & group support sessions to achieve your dream career.

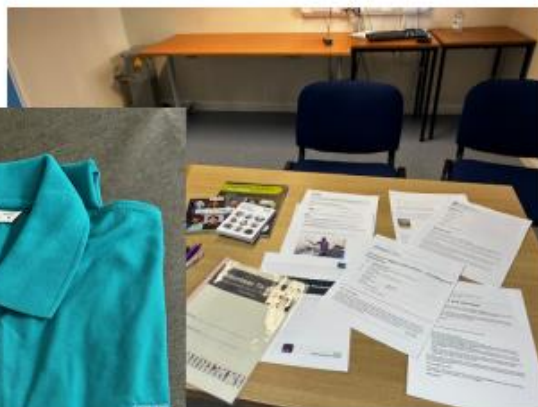
No experience or qualifications required!

If you are interested in applying or would like more information, please register for our free information evening on the 22nd of August at 7pm by scanning the QR code



VTC BADGE

We create a VTC badge to identify our volunteer to career volunteers. This enables staff to identify the volunteers that are interested in a career within the NHS or healthcare environment.



HOW HAS THE PROGRAMME SUPPORTED YOUR VOLUNTEERS? HAS IT HELPED RECRUIT VOLUNTEERS TO YOUR SERVICE?

We have offered all volunteers on the VTC programme career discussions and arranged a series of learning opportunities we held,
1:1 career support drop in session
Cultural Competency & Humility Training
Genetics and Cousin Marriage
Ready to relate (online training)
Tier 1, Trauma informed practice

We have attended career fayres, university and college open days, and local job fayres to promote our roles. We also advertised on social media to increase our target audience, aiming to reach out local communities.



DIGITAL BADGE

We are the first Trust/Programme to develop a digital badge.
Our first volunteer has been issued with the digital badge in May 2024.



VOLUNTEER OUTCOMES

Our amazing maternity VTC volunteers have successfully secured:

- 3 University places for Midwifery 2024
- 1 university place for Nursing 2024
- 1 place on a Ambulance support worker programme
- 1 Volunteer has gained employment within NHS as a maternity support worker (different trust)
- 4 have applied for MSW role at BRI.



HOURS

Our volunteers have successfully volunteered 400 hours since the February 2024.

NVC

Two of our amazing volunteers have already completed their National Volunteer Certificate - this means they have volunteered a massive 60 hours and all 11 modules of their mandatory training.

FEEDBACK

I am so incredibly grateful and honored to have this opportunity. This is like a dream. I thank you a million. You have supported me through out my entire time as a volunteer and I believe my journey wasn't possible without your help and guidance.

Volunteer 27/5/24

WHAT I HAVE LEARNT

The VTC programme has enabled me to develop my leadership and managerial skills. I have successfully learnt new skills for the recruitment, training and mentoring of volunteers. I have been able to attend a variety of training sessions to increase my knowledge within the volunteering sector.

Success



Digital Badges :

We are the first trust to issue a digital badge. Volunteers receive the badge once they have completed their mandatory training, local induction, and a min of 60 hours volunteering. We have already issued 6 of the digital badges.



NVC :

9 of the Maternity VtC volunteers have successfully achieved their NVC.



West Yorkshire
Health and Care Partnership



Certificate Of Attendance

THIS CERTIFICATE IS AWARDED TO

Cultural Competency & Humility Training

DATE 20/3/2024

SIGNATURE *Jade Beesley*

Face to face sessions :

Maternity VTC programme has offered the following in the last 7 months to our volunteers

- Cultural Competency & Humility Training : 2 hours 20/3/24
- Genetics and Cousin Marriage – 1.5 hours
- Ready to relate (online training) - 2.5 hours
- Tier 1, Trauma informed practice - 3.5 hours

Conclusions and recommendations

Conclusions:

- The implementation of the VtC programme in Bradford District and Craven Health and Care Partnership has been successful in organisational improvement related to volunteering, increasing volunteer's confidence in their career ambitions, volunteers securing employment and further education and improving staff perceptions of the impact that volunteers can have.
- The programme has helped the Trust to further integrate volunteering into workforce strategies and aided the development of effective career pathways for volunteers which have resulted in relevant paid employment in the NHS and volunteers securing further education.
- The maternity VtC has successfully seen the implementation of a support programme for volunteers interested in a career within the NHS, this is now run fortnightly with a range of topics covered and the opportunity for reflection.
- A VtC booklet has been created to support volunteers during their journey.
- Badges to identify volunteers interested within a career have been created.
- Successful collaboration between trusts to allow portability for volunteers and sharing of resources/training to give the volunteers more access.

Recommendations:

- To scale and continue to improve and support the programme it would be highly recommended to identify funding to secure a clinical lead to support and oversee the programme. It has been evident that the help of a clinical lead with experience in the clinical environment can have a greater impact on the programme outcomes.
- Additional funding would allow for development of the programme, this could include additional training to the maternity volunteers. Training such as infant feeding support, observation support. This additional support could have a greater impact on the workforce.
- The next plans if funding was secured would include increasing the number of volunteers within the maternity pathway and extending the areas of volunteering. Possible areas would include, neonatal services, antenatal day unit and labour ward. There could also be consideration for community volunteers for maternity services.

Acknowledgements:

Our Volunteer to Career (VtC) programme was carried out in partnership between our organisation and Helpforce, with funding from NHS England.

Helpforce has been an invaluable partner in helping us set up and deliver this programme and has also supported us in analysing the data, setting out the impact evidence of this programme.

The support from the Maternity staff at Bradford Teaching Hospitals NHS FT and Airedale NHS FT, and the volunteer services at Bradford Teaching Hospitals NHS FT and Bradford District Care NHS FT.

All findings, conclusions and recommendations are from the Volunteer service team at Bradford Teaching Hospitals NHS FT and Bradford District Care NHS FT.

About Helpforce:

Helpforce works with health and care organisations across the UK to accelerate the growth and impact of volunteering to keep people healthy in their communities and support them during treatment and after. It is an independent, not-for-profit innovator, focused on co-creating on and evaluating volunteering projects, and rapidly sharing insights and best practice. To learn more about the charity, visit www.helpforce.community.

Thank you
in partnership with
helpforce



Analysis completed by Helpforce, 2023.



Volunteer to Career