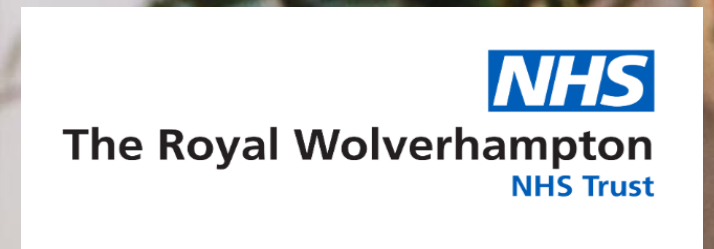


# How attracting, supporting and motivating young people can help your volunteer service thrive

## Webinar – 20<sup>th</sup> June 2024





Prince's Trust

**START  
SOMETHING**

## Almost one in six young people out of work after jobless rise

Unemployment rose to its highest since the three months to the end of September 2021, the ONS said.



 The Guardian

## Young people ditching ambitions over UK cost of living crisis, research finds

Survey of 18- to 24-year-olds for Prince's Trust found two-thirds had lowered their career expectations.



## Mental Health Crisis: 185,000 young people currently unable to work

In the last decade, the number of young people who are unable to work due to ill health has doubled from 94,000 to 185,000, according to a...



# PROGRAMME DATA (Participations to date)

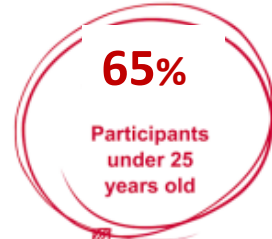


**14,233**

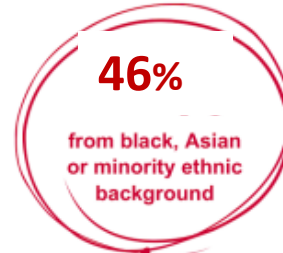
Young people supported across England



The programme is targeting the regions with the highest vacancy rates



Versus 6% in the NHS workforce and 8% adult social care.



Approaching double the rate of both the adult social care workforce and NHS workforce.



Distribution differs from the wider labour market, indicating success in enrolling participants from areas of higher deprivation



The programme is working with a cohort of young people who are more likely to report having a disability or disabilities

**“The Health and Social Care programme is supporting anchor institutions in developing their role and taking initial steps to realise their potential within communities. This extends to putting in place systems to support local people, including those from disadvantaged backgrounds and from under-represented groups in the workforce, to move into entry-level roles in the sector.”**

# YOUNG PERSON OUTCOMES



"I cannot express how grateful I am for you both. It honestly means the world to have people that are supportive and want me to do the best that I possibly can. If it wasn't for the Prince's Trust, I would not be a Healthcare Assistant, I would not be confident, I would not have relevant experience, and I 100% would not have got into university to do my dream course!"

-Josh, Get Into with Lancs Hospitals Trust



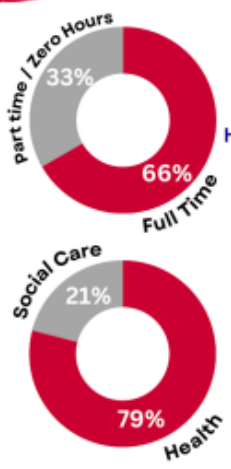
**50%** of those who completed the programme go on to achieve a job offer

**79%** of young people with an offer start their job

**79%** of those who start go on to sustain a job in health & social care for 3mths+

→ Over the next 3 years, we aim to increase the % of social care outcomes from 21% to 40%

## JOB TYPES



Young people from the most deprived areas of the UK (IMD1-3) are equally as likely to have a positive outcome as those from less-disadvantaged areas

Young people also said the programme helped develop their skills, provided personal development and enabled them to make informed career decisions

**59%** of young people who secured their own Health & Social Care job attributed their success very strongly to the PT programme

Source: data taken from internal data base and corroborated through Wavehill independent evaluation. Data is from September 2019 to present (May 2023).



# Our Programmes

- **Sector specific training for clinical & non-clinical roles e.g.** understanding your role, person centred care, EDI, infection prevention control, communication and handling information, awareness of mental health, dementia and learning disabilities, GDPR, how to deal with difficult situations, understanding your role.
- **Personal development e.g.** confidence building, communication, teamwork, decision making, resilience, mock interviews, CV and supporting statement workshops, personal finance, how to prepare for onboarding checks and starting a new job.
- **Guaranteed interview scheme** with H&SC employers.
- **Mentoring, Development Awards and MYNDUP:** Providing individuals with tailored coaching and mentoring support (up to 6 months) to enhance their personal and professional development. Financial bursaries up to £500. Mental health and wellbeing support.



# Our Aims

- 60% of sustained outcomes will come from deciles 1-3 on the Indices of Multiple Deprivation
- 38% of outcomes will be achieved by individuals from ethnic minority groups
- A focus on perm roles / apprenticeships
- 100% of sustained outcomes will be achieved by young people aged 16-30
- A focus on career development opportunities
- Outcomes within social care and health
- Collab with Universal Family Programme & Step Into Health



# Referral Partners

## → Health and Social Care

Candidates can self-refer [Free Courses in Health & Social Care | The Prince's Trust](https://princes-trust.org.uk/courses) ([princes-trust.org.uk](https://princes-trust.org.uk))

→ Referral partners can [Refer a young person to The Prince's Trust](https://princes-trust.org.uk) ([princes-trust.org.uk](https://princes-trust.org.uk))

The Prince's Trust

About Team Jobs Courses Feed

16 to 30-years-old?  
Get a job in

➤ **HEALTH &  
SOCIAL CARE**

Check out our free courses now

➔

Detailed description: This is a screenshot of a website banner for The Prince's Trust. The banner has a red background. At the top left is the Prince's Trust logo and a navigation menu with links for 'About', 'Team', 'Jobs', 'Courses', and 'Feed'. The main text reads '16 to 30-years-old? Get a job in' followed by a large white arrow pointing right and the words 'HEALTH & SOCIAL CARE' in large, bold, white capital letters. At the bottom, there is a dark blue button with the text 'Check out our free courses now' and a white arrow pointing right.







MYNDUP  
Same-day mental health  
support for *employees*



Corporate  
Partnerships



England

187 employer  
partners



# Working with Employers

## → Health and Social Care

If employers' have entry level vacancies in clinical and/or non-clinical roles, then we work with them to:

Promote their vacancies on our website, social media channels and through our referral partner networks to help find great talent for their interviews.

The employer attends our interview day(s), or invites the candidates to their own Open Days/Careers Days/Assessment Days with a guaranteed interview.

The support is completely FREE for employers and candidates as we're funded by the DHSC.

We provide pre, during and post interview support for every applicant to help them start and stay in employment (and up to 6-months post programme).



Prince's Trust



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**THANK  
YOU**



Prince's Trust

# Engaging Young People in Volunteering

Emily Sack – University of Bristol Students' Union



# Introduction

- University of Bristol Students' Union
- My job is to engage students in volunteering across the city
  - Support student-led volunteering projects
  - Promote volunteering opportunities with external organisations on our online brokerage site, the Volunteering Hub
  - Run flexible and accessible volunteering opportunities



**Emily Sack**  
**Volunteering and Skills  
Coordinator**

# Presentation Outline



What motivates young people to volunteer?



What prevents young people from volunteering?



How can we engage young people in volunteering?



Young people's experience of volunteering



# What motivates young people to volunteer?

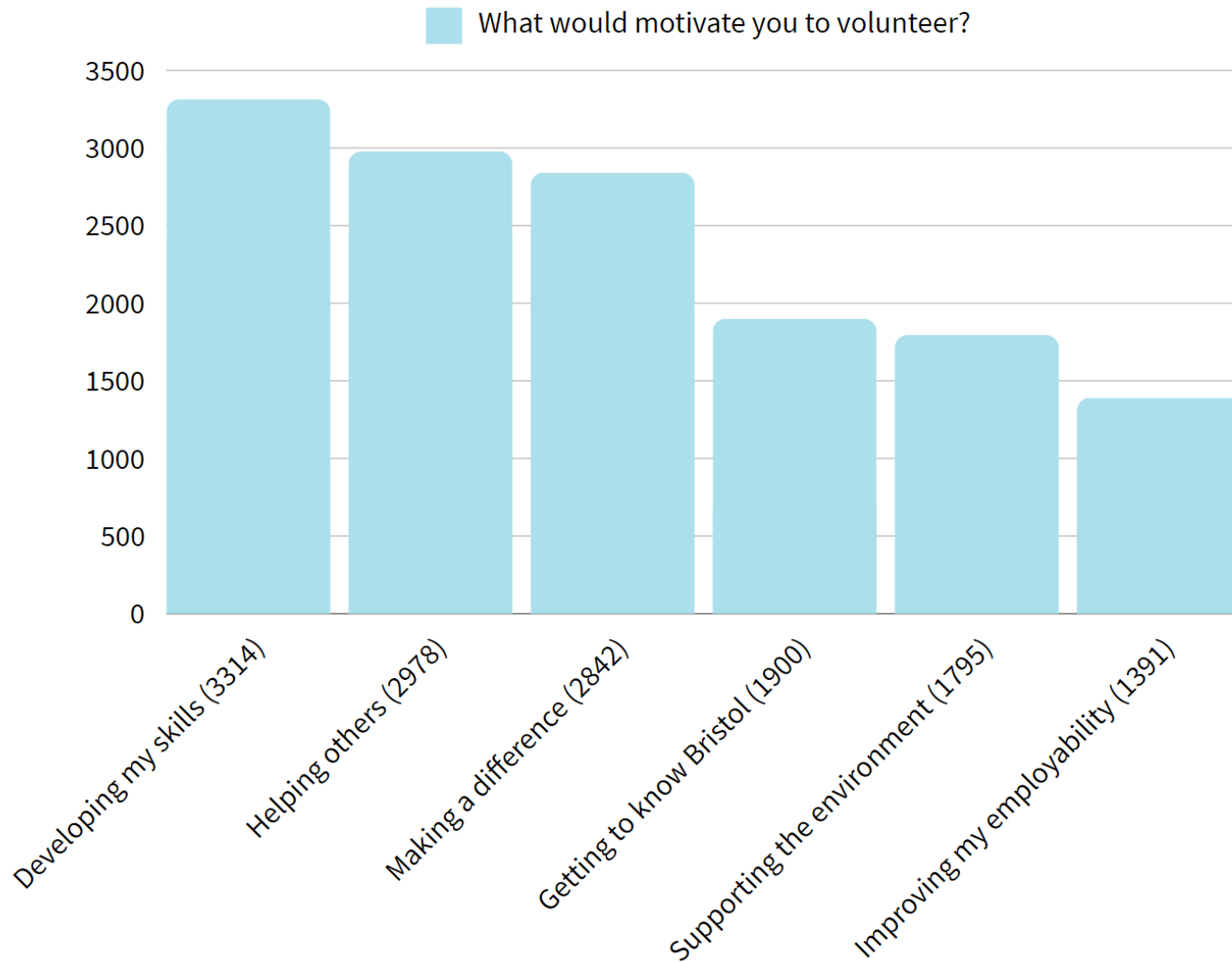
# What motivates young people to volunteer?\*

“I was interested in volunteering to give back and **contribute to my community**”

“The **social cause** is a big motivator and so is **looking good on your CV**”

“I think younger people are motivated to contribute to **social and worthy causes**”

“Young people are most motivated (to volunteer) by their **CV** and **the opportunity for fun!**”



In September 2022 we asked students their motivations for volunteering\*.

These were the most popular options:\*\*

**Developing my skills (3314)**

**Helping others (2978)**

**Making a difference (2842)**

# What prevents young people from volunteering?



Time constraints and commitments

“It’s mostly **time constraints** for me... and also balancing having a healthy lifestyle”



The perceived financial cost of volunteering

“I know people who are working part-time to fund their studies and can't afford university without this, so don't have the **time** and **money** to volunteer”



Lacking confidence

“I didn’t want to travel alone in the dark...**it didn’t feel safe** for me to go around the city alone”

# How can we engage young people in volunteering?

# Why do young people volunteer?\*



Skills Development

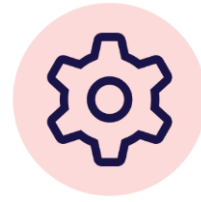


Helping others



Making a difference

# Skills development



**The Volunteering Hub** – Our online brokerage system for students to search through and apply for opportunities

1. When students create an account, they're asked to identify the skills they want to gain
2. Whilst searching through volunteering opportunities, they can filter by these skills
3. Once a student has volunteered, we remind them of the skills they may have gained

Making the link between:

- The skills someone would like to gain
- What is possible to achieve through volunteering

## Bristol SU Volunteering Hub

Find a local volunteering opportunity

What skills do you want to gain from volunteering?\*

Select...

Able to develop a positive mindset

How to analyse and present data

Confident in using digital tools

Ready to adapt to changing and challenging environments

How to develop ideas and solve problems

How to think creatively and innovatively

Recognise and value the views and differences of others

Engage positively with local communities

Engage positively with global issues

Work well as part of a team

Communicate confidently and appropriately in a range of settings

Develop and maintain healthy relationships

Organise myself effectively



# Helping others and making a difference



Second and third most popular motivation was reported as **helping others** and **making a difference**



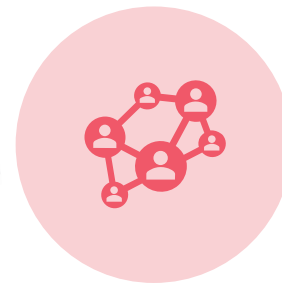
Young people are conscious of how their behaviours impact the environment and communities



Show young people that their actions can make a meaningful difference



Retain long-term volunteers that associate volunteering with a sense of belonging and purpose



Throughout a volunteer's journey, provide opportunities to build responsibilities



# A flexible approach to volunteering

We're seeing an increase in **flexible, easily accessible** volunteering opportunities

Sometimes referred to as 'micro-volunteering'

These **don't have to REPLACE** traditional volunteering roles, but could be included alongside them



# Volunteer stories

## What motivated you to volunteer with Bristol Hub's Social Innovation Programme?

"I wanted to enforce **positive change** in the community, develop my **transferable skills** and **gain professional consulting experience**."

## What has the team at Bristol Hub done to support you as a volunteer?

"Throughout the programme, we were provided with **training sessions** to help guide us through the process. The content included: leadership, project management, research design, public speaking and data analysis, which further helped to advance my skills.

Our project led to **other exciting opportunities**, such as assisting in a BBC Radio Bristol interview and having a journalist write a BBC news article about our research and its impacts.

I would highly this to anyone interested in **enforcing positive change** in the local community, as our work makes a **visible difference** and is **extremely rewarding**".



Charlotte took part in Bristol Hub's Social Innovation Programme in Spring 2024, acting as a student consultant for Bristol Mind charity.

She aims to give back to the community by using her consulting skills to make a positive difference.

# Building belonging and purpose

**Retain volunteers** by showing how their work is valuable.



Create a great first experience



Help volunteers to see the impact of their role



Be reliable and approachable



Listen to volunteers and work with their feedback



Provide opportunities to gain skills and responsibilities

# Summary

Encourage young people to volunteer by highlighting what they can gain:



Develop new skills



Help others



Make a difference

Provide flexible, easily accessible opportunities alongside regular volunteering roles

Retain long-term volunteer that associate their work with:



Feeling responsible and listened to



Further opportunities



A sense of belonging and purpose



Making a visible difference



# helpforce

## Thank you

[help@helpforce.community](mailto:help@helpforce.community)  
[www.helpforce.community](http://www.helpforce.community)

Mark Burrett Programme Manager email - [mrb@helpforce.Community](mailto:mrb@helpforce.Community)