



## **2. Minutes and Matters Arising**

The minutes of the meeting held on 7 December 2016 were agreed as a fair record.

The Chair confirmed the actions from the December away day are all in progress.

The Partnership will be putting together a housing summit in 2017 and will invite a wider audience.

There has been some success in terms of Sustainability and Transformation Plan (STP) engagement. A Stakeholder Board has been set up to engage with plans before they are signed off. Graham Creelman has been elected as Chair of this Board and therefore the Partnership are at the heart of the process.

David Button advised that Community Action Norfolk and Health have a series of meetings set up to provide an opportunity to feed into the STP process.

The Chair advised that the Partnership need to find out the direction of travel and then put in ideas to have a meaningful contribution.

Verity Gibson asked if an interim report on the Strategy objectives could be published. Agreed this would be completed by the end of the year.

**Action: Publish interim report by the end of 2017**

## **3. Updates**

### **STP Stakeholder Board**

The Chair outlined that a Stakeholder Board which he will be chairing has been established to engage with the creation of the STP for Norfolk. This is the plan to bring the planning and delivery of health and social care in Norfolk closer together and to look at the most efficient way to provide services across the county. The consumers of health and social care need to be engaged at the point when these proposals are being created and not merely consulted when they have been drawn up. The Stakeholder Board is made up of a wide range of interests and will be pushing to make sure this happens.

An STP reference Group has also been set up with membership from across the Partnership's representative organisations and Forums. Plans will be taken to the Reference Group for views to feed back into the Stakeholder Board, this will be in addition to views from individual groups feeding back themselves.

### **Non-emergency Patient Transport Leaflet**

Carole Williams on behalf of the Partnership has been involved in the drafting of a new non-emergency patient transport leaflet. She reported that she had attended two meetings and version 6 of the leaflet has been circulated to Forum Chairs for comment. Carole wanted to pay tribute to how the CCG and ERS Medical had worked in a collaborative way to achieve a good outcome. Laura McCartney Gray of Norwich CCG said they would not have been able to do the work without Carole and thanked her for her involvement. A non-emergency patient transport policy is also being developed with a draft ready by mid-April. Consultation on the policy will begin following the May local elections.

#### **4. Making a difference; the increasing importance of volunteers**

The Chair introduced the theme of the Board talking about the current pressures in health and social care and within this climate how the role of the volunteer is becoming increasingly important. He outlined that the theme for this Board will look at how volunteers could be better recruited; how organisations can retain them; and how volunteers can get the maximum benefit from being engaged.

#### **5. Attracting and keeping volunteers**

**Alan Hopley, Chief Executive, Voluntary Norfolk**

The Board received a presentation from Alan Hopley. Alan outlined that six years ago, Voluntary Norfolk were recruiting 3,000 volunteers a year but that last year this had fallen to 750. Voluntary organisations are saying it is getting more difficult and just expecting people to volunteer is no longer adequate.

Currently a huge effort is going into volunteering in Norfolk. There are advertising campaigns and recently in the Eastern Daily Press "Time to Change" promoted more about the impact and benefits of volunteering.

The development of an online portal will develop opportunities for matching people with roles.

Voluntary Norfolk are encouraging other voluntary organisations to work with them and to hold taster events to get people to try out volunteering.

Word and mouth of existing volunteers is very powerful and can be motivating when they talk about their own positive experience.

Organisations are encouraged to have a volunteer coordinator to carry out recruitment, induction, support/supervision and developing the roles and skills.

Matching volunteers to the right opportunity is important. If volunteers do not have a good experience they leave but if they have a good start and are well supported they may continue to volunteer for many years.

Organisations are encouraged to have a supporting framework in place. This can cover where to go for advice and information; ongoing support and supervision and out of pocket expenses.

Support and supervision allows time, attention, praise, recognition and an opportunity to look at training needs for the volunteer.

It is important to identify the motivation of the volunteer and to recognise and value their contribution. Feedback is important in showing appreciation.

Factors that can stop people volunteering are: Perception of volunteering; location, roles that are not clearly defined and poor experiences can put people off volunteering again. There can be time constraints with people working for longer, work taking longer and caring responsibilities. Transport in a rural county can be an issue in connecting a volunteer with someone who needs support. Sometimes criminal records can be an issue.

With the strain on health and social care and the challenges of an ageing population volunteers can provide better support than ever before if volunteering is undertaken in the right way.

The following points were raised during the discussion and in response to questions asked by Board members:

- a) Voluntary Norfolk are working with organisations like Aviva to give younger people a taste of volunteering and to encourage people to see that volunteering means a whole different range of things. Also, looking at new approaches like time swapping for example: if we can find a volunteer to support your parent 200 miles away would you support someone near where you live?
- b) People may be less reluctant to come forward on their own and could be encouraged to have a buddy so not left on their own as a volunteer.
- c) Taster events can help and volunteer coordinators can provide or support buddying.
- d) More work needs to be done with colleges.
- e) Swaffham Support Services are working with high school students.
- f) In answer to the question of how to avoid advantage being taken of volunteers an approach should be looking at how they can add value to a paid role. For example, within a care home the paid staff provide the day to day care but may not have time to take the person out to make links in their local community.
- g) Norfolk Police are using volunteers in a range of situations and are developing a volunteer strategy due out later this year that will be shared with the Partnership.

## **6 Volunteers in the NHS**

**Sally Knights, Voluntary /services Manager, NNUH**

**Beryl Best, Volunteer NNUH**

**Neil Ogilvie, Volunteer, NNUH**

The Board received a presentation from Sally Knights who talked about volunteering at the Norfolk and Norwich University Hospital.

The NNUH has 675 volunteers and delivers 3,000 voluntary hours a week. 71% of the volunteers are over 55.

The NNUH took a strategic approach towards volunteering with a clear vision of how volunteers would help meet organizational objectives and benefit patients and the local community.

Volunteers are recruited in line with NHS employment check standards and all complete a mandatory training programme.

There is a rolling recruitment programme that is a two-way, self-perpetuating process. There are a wide range of roles on the wards, clinics, supporting people with Dementia, way finding, patient experience surveys, administration. There are a variety of ways that a volunteer's own

skills and interests can be used and current examples include music therapy and showing patients the highlights of Norwich City football matches on an iPad.

Currently targeting volunteer roles towards older people's medicine and dementia support and a community "settling in service". The service helps people return home from hospital with confidence, preventing delayed discharge and prevent readmission.

Volunteers come from a wide variety of backgrounds, retired, bereaved, those wanting a career change, people returning to work or recovering from illness, students, people unable to work and employed people on their day off.

To ensure long term retention volunteers are given a high level of support. They have meaningful and stimulating roles using their experience and life skills.

There is "buy in" from staff who will be managing the volunteers as part of their teams on a day to day basis.

Buddy opportunities are provided for new volunteers who work alongside existing volunteers.

They are recognized and thanked through awards, parties, coffee and cake get togethers, publicity and regular "thank you's".

The NNUH benefits because the volunteers have time to spend with patients, can be a vital communication link between patient and staff and can improve patients experience of their stay in hospital. They can offer signposting to community support reducing social isolation and re-admittance to hospital.

Volunteers contribute towards a timely discharge process.

For volunteers the experience provides companionship, self-esteem, social engagement, mental stimulation, fitness and general wellbeing.

Sally gives presentations to potential retirees in large organisations across Norfolk in addition to schools, colleges and the UEA and now has a constant trickle of volunteers from most of the areas.

The following points were raised during the discussion and in response to questions asked by Board members:

- a) If all the volunteers did not come in for a day the NNUH would not grind to a halt but they would feel the impact and staff would have to work harder.
- b) Neil Ogilvie has been volunteering at the NNUH for 18 years and Beryl Best for 15 years. They describe it as fulfilling. Beryl said she works on the desk and gives people directions and sometimes takes them to where they need to go. Neil volunteers on a ward and undertakes patient surveys and finds it interesting to listen and talk to people. He has time to spend with patients that the nurses do not have. Neil said he feels very appreciated, the nurses say how grateful they are and the volunteer department supports him well.
- c) In describing the importance of the awards party Neil said it was a lovely 2 or 3 hours, the Chairman presents the long service awards and they feel valued. Neil said he

started volunteering when his late first wife suggested he give it a go and he has loved it.

- d) Neil described the most difficult part of his role as talking to people who are terminally ill or people with Dementia.
- e) Responses from Neil show how powerful word of mouth can be with someone suggesting giving volunteering a try. For Age UK Norwich word of mouth has proved very powerful.
- f) Word of mouth can be less effective where there is less awareness of need.
- g) There is a sense that as a body of organisations everyone is playing a “Hungry Hippos” game, trying to attract volunteers. Could organisations work together?
- h) Voluntary Norfolk are working with Norfolk County Council on the development of an integrated approach. Some organisations do not have the means or profile to do what the NNUH can do.
- i) The NNUH actively recruits and is a popular organization but they also take an active approach in linking volunteers with other organisations particularly where a person’s skills or passion would be better used elsewhere for example Age UK and the Mental Health Trust.
- j) When asked whether now that he knows more about volunteering he would go to a central place to find an opportunity or approach an organization Neil said that he would go to a central place.

## **7 What’s in it for me? The volunteering experience at Age UK Norwich**

**Bob Russell, Community Outreach Manager, Age UK Norwich**  
**Peter Kelly, Volunteer, Age UK Norwich**

The Board received a presentation from Bob Russell and Peter Kelly giving a perspective from a voluntary organisation.

Age UK Norwich have 250 volunteers across a range of projects from day centre activities to befriending to the information and advice service and more.

At Age UK Norwich activities are built around people and people are encouraged to look at different opportunities.

Showing appreciation, coffee mornings and just picking up the phone to tell people you appreciate what they are doing keeps volunteers happy.

There is increasing need for specialist volunteers and it can be difficult in terms of what you ask people to do and so they are bringing people in slowly.

Volunteers are treated the same as a member of paid staff they have good supervision and appraisal and importance is given to developing people.

Peter explained that he retired as a journalist two years ago and wanted to be stretched in different ways. He said Age UK let him try things no one would have paid him to do and there

is training. He has volunteered for sing a long at a day centre, taken minutes at a meeting, undertaken a project, had shifts on the advice centre desk and translating what Age UK does into Tweets. He has recently trained to help people fill in attendance allowance forms and has become a trustee.

Age UK work hard to make sure volunteers do not become isolated in their roles. The organisation is not waiting with a “you” shaped role and it can take some time to explore and try to work out what is best for the person.

The following points were raised during the discussion and in response to questions asked by Board members:

- a) Today’s Evening news front page covered that Age UK Norwich were leading on Norwich becoming a Dementia friendly city. Newspapers like a campaign and will have an ongoing relationship with what an organisation is wanting to do. Because of the campaign organisations are coming back and asking to volunteer.
- b) One area Age UK Norwich are looking at is how to encourage employees to volunteer and are working with John Lewis around their staff volunteering linked to befriending and IT skills. Now working with partners they would not have traditionally worked with.
- c) Fire Service has 35 volunteers and one of the roles is to do home fire safety checks, particularly in rural areas and complimenting the work of the fire officers. As well as the home fire safety checks the volunteers look at other areas for example falls risks and find that people will open up to volunteers in a different way.
- d) Volunteers are a precious resource and there is a need to be creative and make volunteering more fulfilling. Need to work at joining organisations together to look at how volunteering can be developed jointly for example joint training.
- e) Need to start with educating children so that as they grow up they volunteer if they see something is needed.

## 8 Any other business

Carole Williams reported that at Age UK Norfolk they are receiving 4/5 calls a day from older people who are being told they are eligible for a new boiler. The rules about warm homes initiative varies between energy providers.

Lesley Bonshor reported that BT have introduced a call blocking service for customers.

Nikki Park advised that leaflets are now available for Transport Plus the new community transport service.

Discussion followed about the difficulties of parking and getting to County Hall. Agreed that we would investigate other venues for the September meeting.

**Action: Ann to investigate options for Board meetings held in Norwich.**

The Chair advised that as part of Dying Matters Week an event is being held at The Forum on 9<sup>th</sup> May 2017 from 9.30 – 4 pm.

Sarah Maclean from Macmillan has a report on volunteering services and will send to Ann for circulation.

**Actions for the Partnership following this Board:**

The Partnership will campaign/influence the development of a clearing house structure for volunteers to increase the knowledge of volunteering opportunities.

Agreed that an information sheet would be produced from today's board to include contact information

The Chair thanked the speakers and everyone for attending and the meeting closed at 1pm for lunch and informal discussions.

The next Board will be held on **15th June 2017 in the Anglia Room, Conference Suite, Breckland District Council Offices, Dereham.**