

NHS Volunteering find and apply service Recruiter engagement event July 2025

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Agenda

- Welcome
- Recently on NHS Volunteering
 - News
 - New features demo
- User research findings (volunteers)
- Spotlight pilot initial findings
- Over to you
- Thanks and close

Latest news

NHS Volunteering news

- New features
 - Account management
- Developing communications activity for GP surgeries: details to follow.
- Promotional video for recruiters
 - share with networks and anyone who would find the service helpful
 - What is NHS Volunteering?

New email address for Volunteering engagement team

- NHS Volunteering will be using Dynamics as an Email Management System.
- From 30th July the Volunteering Stakeholder Engagement Team (Sharon & Jack) will be contactable via <u>nhsvolunteeringengagement@nhsbsa.nhs.uk</u>
- Benefits:
- Your queries will be logged centrally regardless of which NHS Volunteering team you contact.
- All contacts are visible across the wider NHS Volunteering team.
- We can categorise queries and report on this to identify issues/trends.
- We have SLAs to ensure responses are sent promptly.

Demo: improved functionality

Wayne Liddle

Training & Support Manager – NHS Volunteering

Updating the website URL and 'About' details for your organisation:

How to view and manage your organisation's details

Adding and managing users for your organisation:

Adding and managing users in NHS Volunteering

User research insights: Volunteers

User research insights

Research objective:

To further understand volunteer users and their needs

Two distinct groups of participants

- A) Group who haven't used NHSV to understand their expectations of the service
- B) Group who had used NHSV to understand their end-to-end experience
- 15 users' total (10 women, 5 men),
- 6 spoke English as a second language,
- Based across different regions in England
- 3 users with access needs

User research insights

Insights so far

- NHS Volunteering is seen as 'professional volunteering', due to the amount of process surrounding getting started
- Expectations of volunteers impacted by their previous experience (if any) of volunteering
- Time taken to complete checks seen as frustrating.
- Research continuing still looking for volunteers who have used NHS Volunteering
 - Volunteers can register interest at: <u>NHS Volunteering Research 2025</u>

Appetite for a dedicated session to:

- Look at the findings in more detail (and ongoing research)
- Share any observations as a group
- September use existing session or plan a separate one?

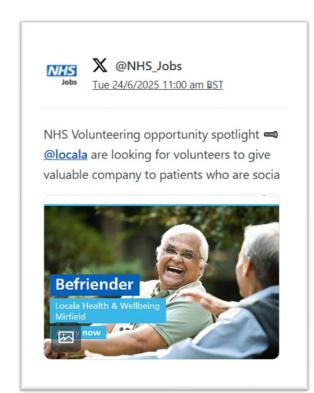
Spotlight pilot: initial results

Spotlight pilot



What we did

- Featured a selection of NHS Volunteering opportunities on the NHS Jobs Facebook and X channels.
- Did this drive traffic to the adverts?
- Did this lead to an increase in applicants?



Spotlight pilot

Initial insights

- Facebook gathered a better response than X
- No evidence of an increase in applications (so far)
- Operational lessons (to make the process smoother)

Next steps

- Repeat the activity on another set of channels (Student Services)
- Optimise the time we send them out & monitor the results

Over to you

Help and guidance



https://nhsbsaKnowledge base: live.powerapps

live.powerappsportals.com/knowledgebase/category/?articlecategory=NHS%20Volunteering&id=CAT-05626&parentid=



Help and support for recruiters:

www.nhsbsa.nhs.uk/help-and-support-recruiters



Help and support for volunteers:

www.nhsbsa.nhs.uk/help-and-support-volunteers



NHS Volunteering website:

https://volunteering.england.nhs.uk/volunteer

Thank you

nhsvolunteeringengagement@nhsbsa.nhs.uk



www.nhsbsa.nhs.uk



@NHSBSA



NHS Business Services Authority