

# NHS Volunteering find and apply service Recruiter engagement event July 2025

Jack McCluskey & Sharon Battersby  
Stakeholder Engagement Leads (NHSBSA)  
[nhsvolunteeringengagement@nhsbsa.nhs.uk](mailto:nhsvolunteeringengagement@nhsbsa.nhs.uk)

# 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 30<sup>th</sup> July the Volunteering Stakeholder Engagement Team (Sharon & Jack) will be contactable via [nhsvolunteeringengagement@nhsbsa.nhs.uk](mailto:nhsvolunteeringengagement@nhsbsa.nhs.uk)
- **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: [NHS Volunteering Research 2025](#)

## 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



NHS Jobs

Tue 27/5/2025 2:42 pm BST

NHS Volunteering opportunity spotlight! 📣  
Carlton Court Hospital for East Coast Comm  
someone or engage in a shared activity such



## 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?



@NHS\_Jobs

Tue 24/6/2025 11:00 am BST

NHS Volunteering opportunity spotlight 📣  
[@locala](#) are looking for volunteers to give  
valuable company to patients who are socia



# 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



**Knowledge base:**

<https://nhsbsa-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](http://www.nhsbsa.nhs.uk/help-and-support-recruiters)



**Help and support for volunteers:**

[www.nhsbsa.nhs.uk/help-and-support-volunteers](http://www.nhsbsa.nhs.uk/help-and-support-volunteers)



**NHS Volunteering website:**

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

# Thank you

[nhsvolunteeringengagement@nhsbsa.nhs.uk](mailto:nhsvolunteeringengagement@nhsbsa.nhs.uk)



[www.nhsbsa.nhs.uk](http://www.nhsbsa.nhs.uk)



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NHS Business Services Authority