

Charter 11.6 – Increase Volunteering

Improvement Project Title:
Executive Sponsor Derek McGowan, Vice Chair of Resilient, Included, Supported Group
Project Lead: Jane Russell Job Role & Organisation: Partnership Manager, ACVO TSI
Aim statement Increase opportunities for people who are retired to continue and increase their contribution by 10% by 2021
Link to Local Outcome Improvement Plan: Stretch Outcome 11 Healthy Life expectancy (time lived in good health) is 5 years longer by 2026
Why is this important Meets key national objectives at a local level such as: <ul style="list-style-type: none">• Contributes to achieving key (LOIP) local priorities and outcomes e.g., Locality Partnership priorities (Northfield, Torry, Tillydrone, Seaton and Woodside)• A Connected Scotland- strategy for tackling social isolation and loneliness and building stronger social connections.• Volunteering for All, Our National Volunteering Framework: NHS Boards and Health & Social Care Partnerships should work consistently and collectively to ensure robust systems are in place to support safe, effective and person centred volunteering, engaging with Clear Pathway Guidance and Volunteering in NHS Scotland Programme as required. We should also highlight and encourage best practice in relation to the governance and associated management standards required for all volunteers and others to have a role to play within NHS settings, regardless of the source of recruitment• Supports the Scottish Government’s (2018) newly reviewed National Performance Framework (NPF), and has a role in supporting the 11 National Outcomes, which include: <i>‘We live in communities that are inclusive, empowered, resilient and safe’. We are well educated, skilled and able to contribute to society. ‘We grow up loved, safe and respected so that we realise our full potential’.</i> <p>There is substantial economic and social value in the act of volunteering: people use less services by contributing to their communities in ways they choose, this is proven by statistics and research around increased life expectancy and quality of life values/</p> <p>This project has the potential to coordinate new volunteering initiatives that are emerging to increase volunteering numbers such as ‘Good Gym’ and ‘Dog walking befriending’. The common link that connects them is ‘befriending’ in all its forms. We currently have 70+ volunteering opportunities on our database for befriending involving over 30+ organisations. We need to map and support this growing need in the city and this project could be an ideal vehicle to form such a catalyst for change, and improvement in people’s life outcomes.</p> <p>Within Aberdeen over 58 volunteer engaging organisations actively promote and have participated in surveys concerning the volunteering of older people, proving that the appetite and motivation to include our older generations is very much alive and well.</p> <p>25% of Aberdeen’s volunteering community of 73k are older people. The current volunteering cohort for older people consists of 18,250 individuals in Aberdeen. Economically, volunteering contributes over £2bn to the Scottish Economy every year https://www.gov.scot/policies/third-</p>

[sector/volunteering/](https://www.volunteerscotland.net/media/1436186/volunteering_health_welbeing_summary_report.pdf). Volunteering has a significant impact on mental well-being:
https://www.volunteerscotland.net/media/1436186/volunteering_health_welbeing_summary_report.pdf

References:

<https://www.gov.scot/publications/literature-review-inform-development-scotlands-volunteering-outcomes-framework>

Volunteering, Health & Wellbeing: Volunteer Scotland, Dec 2018

Research Summary and Literature Review for Volunteering Outcomes Framework 2019

<https://www.gov.scot/publications/research-summary-literature-review-scotlands-volunteering-outcomes-framework/pages/2/>

Measures: (How will we know if a change is an improvement?)

Outcome measures.

- No(%) of retired people who volunteer
- Uptake of Aberdeen Volunteers opportunities by retired people
- % of pre-retiral and retired individuals who are aware of volunteering opportunities
- % of pre-retiral and retired individuals who state they are motivated to volunteer

Process Measures.

- No. of retired people who volunteer as a result of receiving the resource pack
- No. of organisations who commit to sharing the resource pack with pre-retiral individuals

Change ideas (What can we do that will result in improvement?)

- Pre-retiral resource pack for employers which provide information on opportunities (volunteering and other) available for older people
- Targeted campaign to organisations specifically supporting older people to use resource pack and raise awareness of volunteering
- Expand 'Weekly Opportunities' Info shot' distribution list to a wider list of consisting of Volunteer Co-ordinators, Links Practitioners, GPs and other emerging roles.
- Aberdeen Volunteer Opportunity website details shared with employers and pre-retiral employees

Potential Barriers:

- Establishing a baseline.
- Engagement from Project team to dedicate staff time around data collection and measurement
- The ability to identify relevant staff from partner agencies (particularly NHS & Local Authority, AH&SCP staff currently missing from the project team) to be able to discuss and understand wider implications and impact of project.

Project Team:

- Jane Russell, ACVO TSI
- Isla Newcombe, CO, Organisational Development , ACC
- Judith McDonald, Branch Chair, CIPD North of Scotland and Islands
- Mike Melvin ACVO, Coordinator of Volunteer Coordinators Forum Aberdeen (392 individuals)
- Angela Taylor – 'Dog walking and Befriending' Project Lead
- Andrine Craig, Sport Aberdeen

Outline Project Plan		
Project Stage	Actions	Timescale
Getting Started (Project Score 1-3)	<ul style="list-style-type: none"> • Draft charter developed. • Charter submitted to CPA Board. • Project team established. • Initial baseline established. 	Complete Complete Complete Complete
Designing and Testing Changes (Project Score 4-7)	<ul style="list-style-type: none"> • Identify specific 'pre retirement' cohort to develop a 'pre-retiral' resource that can be used with employers across Aberdeen to increase older people's engagement by 10%. • Testing with initial cohort from ACC, working alongside Isla Newcombe and her team to design and produce a suitable, transferable resource. • Work alongside North West's Branch of CIPD (Chartered Institute of Professional Development – HR) following the small test of change with ACC staff, to improve the volunteering motivational resource for all retirement packs distributed by employers in Aberdeen. • Evaluate overall achievement to date and plan further PDSAs 	October 2019 Dec to May 2020 June 2020 Sep 2020
Implementing and sustaining changes that demonstrate improvement (Project Score 7-10)	<ul style="list-style-type: none"> • Agree which change ideas tested are proven to work that we will seek to embed permanently 	Dec 2020