

**Introduction** The organisation has been involved for some time with Employer Supported Volunteering. In recent years we have seen a significant increase in the number of requests for Employer Supported Volunteering projects. At the same time, the fundraising team was tasked with further developing corporate relationships.

**Aims** The aims were to:

- develop a more professional response,
- develop creative and interesting opportunities
- use ESV as a springboard for further engagement with companies.

**Methods** The Voluntary Services and Corporate Relationships teams developed an approach which included clear policy and procedures and a project bank across the organisation. All enquires are channelled through the Corporate Relationships team, and visits to companies are made before and after each activity to manage expectations and develop the relationship further.

Activities in the hospices include gardening, wrapping Christmas presents, and putting up or taking down Christmas decorations. Whilst in retail ESV volunteers became involved in window dressing challenges, as secret shoppers, or taking part in sorting challenges which are also involve the collection of donated goods from the participating company.

The Fundraising team also seek support from companies with bucket shakes, bag packs, and marshalling at large events.

**Outcomes** Outcomes from the project include:

- Completion of much needed organisational projects, eg development of play areas, sorting of stock for retail
- Stronger, more productive partnerships with companies
- Long term relationships - companies want to come back
- Individuals becoming regular volunteers

**Conclusion** The organisation is committed to further investment in this work and acknowledges that developing these relationships takes time and energy. The organisation has benefited greatly from creative and engaging projects that have provided benefit to children, young people and families and have helped develop strong corporate partnerships through volunteering.

## P27 VOLUNTEER HOSTS

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**Background** Autumn 2013 the hospice relocates to its new 20-bedded facility. To offer a more worthwhile and less segregated volunteering experience, a generic volunteer role was created to replace Ward Helpers, Receptionists and Day Therapy Helpers.

**Aim**

- Offer a positive, friendly greeting to visitors via a well-informed, approachable "Host"
- Create a volunteer 'workforce' aligned to the vision of the hospice as a community resource
- Develop a flexible team able to respond to changing demands
- Provide peer support and integration.

**Approach**

- Consultation meetings: (i) volunteers affected and (ii) wider volunteer community. Meeting 1: Design and vision for the new building; Meeting 2: Potential role changes and consultation; Meeting 3: New roles and invitation to express interest.
- Consultation with a volunteer focus group resulting in:
  - creation of volunteer Host Liaison role (to oversee the volunteer Hosts on duty)
  - weekly rotation of Hosts
  - Host 'uniform'.
- Visits to the new hospice.

**Outcomes**

- 77 existing volunteers have applied and been offered Host roles
- 49 unsolicited external applications received.
- Feedback:
  - "I now feel very excited and privileged to be part of the beginning of the new life of the Hospice."
  - the "meeting did a good job of clarifying what's proposed and is another step towards the new set-up.... All feeling very positive"
  - "... having walked around the new build today, and with your input as to how life will probably be I cannot think of anything better to offer our town and neighbourhood".

**Application** "Volunteers: Vital to the future of Hospice Care" (2012), states that volunteers are vital to the high quality experience of those who seek help from hospices. The role of volunteer Hosts demonstrates a new approach to volunteering and offers volunteers a rewarding and life enhancing experience.

## P28 ENGAGING VOLUNTEERS IN DATA COLLECTION TO EVIDENCE SERVICE ACCOUNTABILITY

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Hospices are required to measure performance as evidence in making a difference to the lives of the communities they serve and to use this data to improve service delivery. This demands workforce capacity and capability as well as sustainability in data collection processes. In an innovative approach, a hospice successfully widened the scope for volunteers within their organisation, by engaging them in data collection using the St Christopher's Hospice Patient Priorities Measure (SKIPP), a validated outcome measure for use in specialist palliative care settings. SKIPP was piloted for 3 months across the day and inpatient unit. A project lead trained and managed volunteers in the agreed pilot process. Key clinical champions were identified in each department to support the volunteers administering the questionnaires and to discuss any emerging 'surprise' concerns requiring a more immediate clinical response. Supervision/support meetings were agreed monthly for volunteers, facilitated by the project lead. The volunteers were very committed, evidenced by the 82% rate of returned initial questionnaires. All trained volunteers remained with the programme and reported feeling very positive, valued and recognized for the life skills and experience they brought and for being able to contribute to hospice service evaluation. The pilot proved very successful as volunteer engagement limited the opportunity for bias through nurse 'gate-keeping' and reduced the need for the nursing capacity to undertake this additional work. The volunteer's feedback contributed