

Compassionate Employers – testing ourselves against a ‘standard’.

**Results** Early stages so data is not yet available but income generating activities are more integrated in the hospice’s work:

- Shops – space to enable the community to connect to the hospice and with each other.
- Lottery – provide social interaction and signpost people back to the community.
- Fundraisers – community connectors exploring the concept of compassionate fundraising.

**Conclusions** Building social networks of care that empower people to support each other, break down barriers and build resilience is long term. Working out of an organisation provides a foundation but it can be difficult to align it with traditional models of hospice care. Frameworks, pathways and outcome measurement are important for services, but not more important than social relationships and informal networks of support.

**P-213 VOLUNTEERING – ‘THE BIG GIVE BACK’; THE LANDSCAPE IS CHANGING**

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**Background** Not too dissimilar to the ‘Great Re-Engagement’ faced by employers nationally, since emerging from the pandemic, we have clearly recognised the need to re-engage our focus in supporting the recruitment and retention of our volunteers. As a hospice, we recognised that there has never been a more relevant time to ‘blue sky’ think, in providing a progressive strategy that visibly gives back to our volunteer community and, also capitalises on the legacy of ‘The Big Help Out’ introduced by King Charles III.

We have recognised through developing this project that there are specific barriers and complexities affecting why and how people volunteer. By introducing ‘The Great Give Back’ our ambition and commitment is to not only address these issues, but also to future-proof and safeguard our community of volunteers, who are vital to the hospice and its work.

**Aim(s)** We believe ‘The Great Give Back’ strategy will aim to secure the long-term future and stability of our volunteers. This forward-thinking project will deliver a different perspective, by offering a range of support and wellbeing, enhancing the overall experience and nurturing a true community of volunteers.

**Methods** April 2022 – March 2023, Volunteer Survey and Skills Audit undertaken, Volunteer Task and Finish Group established, benchmarked through accreditations, developed links with community agencies, developed a recovery plan formulating the need for ‘The Big Give Back’, embedding the project at senior management level, capturing information on our volunteer management reporting, developed and now implementing a Volunteer Recruitment Strategy and standardised mandatory training.

**Results** Although the project implementation is ongoing, progress has been made, identified through our recent Volunteer Survey highlighting:

- Proud to be a volunteer 99%.
- Feel valued and respected 99%.
- Feel they make a difference 98%.

Moving forward the project will become part of our cultural and operational constant, leading to significant improvements and growth in our volunteer experience.

**P-214 INTERNATIONAL ‘ETHICAL’ RECRUITMENT – KERALA, INDIA**

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**Background** In recent years, our local mental health organisation, now in conjunction with the DoH and NHSE and our system partners managed to negotiate the first trial of a major careers festival, India November 2022, after signing a government ethical agreement between both countries, July 2022. Our ICB have since been working with Kerala in support of aiding our clinical vacancies. Our Board agreed to participate in this initial one year’s project, scoping the possibilities of what international recruitment had to offer.

**Aims/purpose** By taking part in this ground-breaking venture we aimed to:

- Aid the recruitment of clinical staff.
- Understand the palliative care sector in Kerala.

**Method** Two staff from our organisation went out to Kerala for 8 days – November 2022. The hospice was one of 10 organisations that took part in a 5-day Careers Festival. 794 interviews collectively took place. 568 candidates collectively were offered positions. We personally interviewed 200 candidates. We met with various Palliative care teams – 3 doctors, Care Centre, Government Hospital, Community Outreach, Community Physiotherapy Centre and Hospice.

**Results** Three registered nurses and a social worker all with palliative care experience were offered positions. We continued to build strong relationships with Palliative Care Team in Kerala.

Returning in May 2023, spending 10 days, attending another Careers Festival and enhanced our relationship with the palliative care doctors – identifying a collaborative approach to training.

**Conclusion** From our first visit we quickly realised that Kerala had a robust palliative care system, and that future recruitment possibilities existed. We have established an international joint training programme, looking at how we can support and develop and extension of their current training programmes. Our initial scoping works could prove beneficial to other hospices in the UK, in sharing our experiences and knowledge gained from this project.

**P-215 SUPPORT LIFE: BUILDING THE KIRKWOOD MOVEMENT THROUGH A REFRESHED IDENTITY**

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In our 30th year, The Kirkwood undertook a market research project to test a number of hypotheses about how local people and healthcare professionals viewed the care we offered and our need for support. In many ways, the results were unsurprising and reinforced anecdotal evidence from conversations with our community over many years.