

Item: 09

Title: Volunteer Strategy

Gweithredu / Action required	For consideration and approval by Board
Amseru / Timing	Routine
Argymhelliad / Recommendation	That the Board considers the strategy and, if content, agrees to its publication.
Risg / Risk	<p>Inability to recruit and retain volunteers will impact our operational reach and limit the levels of engagement we can deliver effectively. This is included in both corporate and regional risk registers.</p> <p>There is a cultural and reputational risk if our current volunteers are not properly invested in, engaged, and developed, consistently across Wales, in order to support their involvement.</p>
Cyllid / Finance	There are impacts on finances as the volunteer plan commits Llais to the commissioning and procurement of services and products. This is within the indicative budget and accounted for in the forecasts.
Amcan Cynllun Corfforaethol / Corporate Plan Objective	<p>5. Grow and improve as an organisation:</p> <p>Strategic plan objective - Involve and invest in our people (staff and volunteers): Develop more ways for our people to play an active role in the future of the organisation.</p> <p>Annual plan objective 24/25: Introduce our volunteer strategy, making volunteering with us even more rewarding and impactful. Creating more opportunities to volunteer than last year and more opportunities for development.</p>

Ecwiti, Amrywiaeth a Chynhwysiant / Equity, Diversity & Inclusion	An Integrated Impact Assessment and Data Protection Impact Assessment have been completed.
Cyfathrebu / Communications	Please tick one of the following boxes if this activity will have an impact on: Internal: our people <input checked="" type="checkbox"/> External: our customers/partners/stakeholders <input checked="" type="checkbox"/> External: our organisation's reputation <input checked="" type="checkbox"/>
Cymeradwyaeth / Approval/Clearance	Ben Eaton, Director of Strategic Engagement and Communication
Trafodaethau/ Penderfyniadau Blaenorol / Previous discussions/decisions	Regular discussions with, and agreement sought, from Tîm Arwain. Volunteers provided feedback to input into the development of the Volunteer Strategy.
Awdur/ Cyflwyno / Author/presenting	Ben Eaton, Director of Strategic Engagement and Communication
Dyddiad / Date	24 July 2024
Cefndir / Background	
<p>The Llais Volunteer Strategy has been developed over the last 15 months with engagement and involvement from a wide range of stakeholders. Whilst in development the volunteer development programme has continued.</p> <p>The focus of the work has been to put the core processes and documentation in place that enable us to attract, onboard, train and communicate with volunteers:</p> <p><u>Work completed:</u></p> <ul style="list-style-type: none"> ▪ A range of flexible role descriptions ▪ A clear, defined recruitment process ▪ A policy and process for Disclosure and Barring Service checks ▪ A process for identity cards ▪ Interim induction training programme ▪ Administrative forms e.g. Expenses, next of kin, role(s), time commitment ▪ An all-Wales database ▪ Regional communication/ workshops/ development days 	

- Key policies have been reviewed including safeguarding, expenses, behavioural standards
- Volunteers are able to participate across all the identified roles where they indicated a preference
- A volunteer handbook has been designed.
- Two-page information guide to further support new and existing volunteers to understand their role
- Volunteers online session to engage with the cultural assessment and development work (culture, vision, mission behaviours)
- An Artificial Intelligence tool called Synthesia has been procured, this will provide another platform to deliver innovative learning and informational videos
- Llais celebrated its volunteers during a Volunteer Week in March.
- A promotional video of what it is to volunteer for Llais has been procured. The video aims to inform potential volunteers what it is like to volunteer with us and celebrate our current volunteers.
- A marketing and recruitment campaign has been procured and was delivered in March. The campaign focused on trying to reach underrepresented communities and improve the diversity of our volunteers. The report from Golley Slater is expected the first week in August.
- The interim induction presentation has been developed into a more interactive presentation that volunteers can watch at their convenience.
- Intensive social care training programme for volunteers to help support their understanding of the social care sector.

Work in progress

- A volunteer communication plan is being produced alongside the external and internal communications plans to ensure integration and involvement of volunteers with the strategic work of Llais. (Completion – September 2024)
- Several of the listed documents are awaiting translation (Welsh and Easy Read) (Completion – on-going)
- Learning modules have been agreed (to include e-learning) and are currently being developed and produced (completion September 2024)
- The development of an intranet for volunteers is about to go live (completion July 2024)

- Further development of the volunteer programme 24/25 based on the content of the strategy. Some of the areas of focus will be attracting younger people to volunteer with us, better and more frequent communication and engagement events for volunteers, development of staff working closest to volunteers, and continuing to develop our values, behaviours, and culture.

We are aware that for some previous CHC members the transition to Llais volunteering has been a big change and adjusting to the new responsibilities has not always been clear and well understood. We are extremely thankful for those volunteers who have remained with us through the uncertainty whilst we put the foundations in place and for the flexible way in which many have taken to their new roles.

The volunteer strategy is attached and reflects with, and aligns to, the National Conversation 3-year strategic plan.

Manylion / Detail

The attached proposed volunteer strategy for Llais Wales aims to reimagine volunteering within our organisation, based on insights gathered over our first 15 months of operation. The insights have been gathered from our first 100 days work, directly from volunteers, from staff, Board meetings, and input from other organisations.

Volunteer strategy overview:

The proposed volunteer strategy aims to reimagine volunteering at Llais Wales, making it more inclusive, impactful, and aligned with our organisational goals. By focusing on these strategic aims, we can create a volunteer programme that benefits both our organisation and the communities we serve. This strategy is a living document, open to adaptation and improvement as we continue to learn and grow.

The strategy acknowledges that volunteers will further enhance what we do on a local, regional, and national basis around engagement, representations, complaints advocacy and communication and promotion of our services. It explains that everything we do is tied to our vision of a health and social care system where people get the services, they need in a way that works best for them and is ready for whatever the future holds.

To do this all of our activity will link back to one or more of our 5 strategic aims:

1. Drive a national conversation about the future of health and social care services.
2. Push for services that meet everyone's needs.
3. Work together better.
4. Help people and services to use technology in ways that work for them.
5. Grow and improve as an organisation.

To help make this a reality the volunteer strategy has 5 aims:

- **A new culture of volunteering:** Build a culture that reflects our values, ensuring volunteers feel prepared and valued.
- **Make a difference:** Provide volunteers with the tools, opportunities, and recognition to make a significant impact.
- **Be part of something bigger:** Foster a sense of belonging and community among volunteers.
- **Enabling communities:** Equip volunteers to inspire local communities to voice their opinions and get involved in shaping health and social care services now and in the future.
- **Action based on insights:** seek and consider feedback from our volunteers to make decisions that have a positive impact.

Lastly the strategy explains why volunteers are important to us and some of the ways in which volunteers support our work, such as:

- **Broadened reach:** Volunteers extend our voice and influence, helping gather diverse experiences and insights.
- **Community connection:** Volunteers connect us to local needs and build trust within communities.
- **Inspiration and local knowledge:** Volunteers bring passion, local knowledge, and long-term commitment to their areas.
- **Diversity:** A diverse volunteer base ensures all voices are heard and represented.