AVSM
At the heart of volunteering in palliative care

KEYNOTE SPEAKERS

Dr Ros Scott
Volunteering Researcher and Consultant
Initially, Ros worked for some years as a Therapy Radiographer before moving into hospice volunteer management in both adult and children's hospice organisations. Currently she is a researcher and consultant in the field of volunteering, as well as an Honorary Research Fellow at the University of Dundee.

With over 25 years' experience in hospice and palliative care volunteer management, she is a national and international presenter in her field. She is the author and editor of a range of papers, chapters and books. Her research interests include the role and impact of volunteering in hospices, palliative care and bereavement, volunteering ethics, and governance.
Passionate about volunteering she has been a volunteer herself for many years. Ros is Co-Chair of the European Association for Palliative Care Task Force on Volunteering, Vice-Chair of Cruse Bereavement Care Scotland, a member of the Scottish Advisory Board for Marie Curie and formerly a Trustee of Hospice UK. She received a lifetime achievement award in 2013 for her work in palliative care volunteering.

Brian O'Donoghue
Head of HR (Marie Curie)
Brian has a passion for driving performance through people. He is a Senior Human Resources leader with over 15 years' experience planning and orchestrating major operational transformations, steering complex operational transitions and driving business growth initiatives right from the strategic level through to the hands-on implementation.

Brian acts as a business partner to Senior Executives and develops relationships and trust to enable him to act as a soundboard and adviser. Equipped with strong communication and interpersonal skills, Brian understands and positively influences employee representatives and trade unions, builds effective client relationships, and leads large teams to consistently meet objectives. He's adept at managing TUPE transfers and redesigning large operations and is skilled at developing and implementing effective process optimisation programmes.

WORKSHOPS A – Tuesday 1.30pm

Developing a volunteer team, maximising personal development and career progression in volunteer management: *Louise Eagle, Douglas Macmillan Hospice (Stoke-on-Trent*)
An interactive session with practical activities to explore personal development principles and business case development of a team.
There is no single formula to personal growth but together we will explore key principles for you to analyse the approach for your own development.
The session will take us through a journey of preparing a business plan for team development. The volunteer team plan needs to integrate into your organisations strategy. Together we will discuss and draw on experiences to each come away with tips and ideas to take back to our day jobs in our individual organisations.

Writing and Co-Designing a Volunteer Strategy: *Mark Jones, John Taylor Hospice (Birmingham)*
Writing a strategy is hard work.

Balancing strategic thinking with the day to day work of volunteer management is challenging enough. More often than not, it is down to you and you alone. How do you balance the needs of the organisation against the resources you have to hand? More importantly, how do you engage your workforce (both paid staff *and* volunteers) and involve them in developing a strategy?

This interactive workshop is your opportunity to see how John Taylor Hospice went about writing a volunteer strategy. Together we will look at the practicalities of designing and delivering a volunteer strategy, the challenges involved, and why/how you need to involve your workforce in the process. Delegates will also get the opportunity to experience the engagement process first-hand, taking part in a creative and 'hands on' engagement exercise.

You'll come away from this workshop with a practical understanding of the methodology and research behind the process, confidence to run your own engagement event, and how to turn this feedback into an accessible, workable, volunteer strategy.

P.S. There will be cake!

New in post – Hit the Ground Running & Overcome the Pitfalls: *Russell Cowan, St Peter's Hospice (Bristol)*
Join Russell (who was a newbie himself!) to look at some of the specific challenges those new in post encounter, and consider how to implement key principles to help overcome these.

This workshop will provide an opportunity to:

- meet others new in post
- explore shared situations (the good and the bad!) and possibilities relating to your role
- compare and contrast different approaches to tasks and
- consider successes and failures of others new to their role

Those who sign up for this workshop will be sent a short survey to complete, helping ensure the time is best used to meet your needs.

An inclusive approach to mental health and volunteering: ***Mike Jeffries, Birmingham MIND***

Volunteering can be a hugely successful way for people experiencing mental health issues to break through social isolation and re-connect with the world around them including the world of work. **"Evidence shows that helping others is actually beneficial for your own mental health and wellbeing. It can help reduce stress, improve your emotional wellbeing and even benefit your physical health" – Mental Health Foundation.**

Volunteers with mental health issues bring unlimited experience and understanding to any workplace and environment and can connect us to local communities, But they can also bring with them the heavy weight of generations of stigma around our mental health and wellbeing!

So, how can we encourage people with mental health issues to volunteer and how can we support them to maintain that volunteering? The objective of this workshop is to offer practical suggestions in an interactive way about how we can create a culture that supports both the volunteer and the Hospice.

Mike Jeffries is the Training Manager at Birmingham Mind, where he has worked for 15 years. He is an approved Instructor of the various forms of Adult Mental Health First Aid (MHFA) and 2 day Youth MHFA. He is very passionate about mental health awareness and draws from his own experience of mental health issues whilst delivering training and presentations in workplaces both large and small from Major High Street Banks to local Construction firms and all points in between!

WORKSHOPS B – Tuesday 3.15pm

Creating a community volunteering programme- the Compassionate Neighbours perspective: ***Carly Attridge & Richard Julian, St Joseph's Hospice (Hackney)***

Many hospices are thinking about different ways of engaging volunteers in their local communities, addressing loneliness and social isolation amongst their community members, engaging communities they have not previously worked with and building sustainable models for the future.

Join Carly Attridge, Head of Volunteering at St Joseph's Hospice, and Richard Julian, Compassionate Neighbours Project Manager to find out more about the award winning Compassionate Neighbours model, the principles and ethos that underpin our work, and some interactive activities to get you thinking about how you could develop a project in your local area. You'll come away from the session with some practical top tips, learning of our challenges and mistakes and further understanding of how the model works. Come and join the movement!

Volunteers and the Law: ***Jarina Choudhury, Volunteer Consultancy Development Officer (NCVO)***

An intense overview on 'Volunteers and the law' covering eligibility to volunteer, job substitution, data protection, safeguarding and DBS checks. This workshop will guide you to adopt good practices and operate within legislative and regulatory frameworks.

Designing a Training Programme for Delivering Volunteer Management Training: ***Charlotte Witteridge, Myton Hospice (West Midlands)***

An interactive workshop designed to give you some practical tools to help you to design a training programme around the management of volunteers. You will come away from the session with a variety of different training exercises that you can use to help you to put together a training programme. The session aims to provide you with some ideas around how you can share your knowledge of volunteer management with other line managers to help improve the volunteer experience and management of volunteers within your hospice.

Working with Retail towards a common goal: ***Jenn Bird, Thames Hospice (Windsor)***

One of the main challenges in Retail Volunteering is often getting a Retail team, including Shop Managers, Area Managers and Retail Directors, on-board to work towards a common goal of attracting and retaining Retail volunteers. This workshop examines the challenges we face and the different perspectives of all involved and includes tips on influencing, getting buy-in and evidence of the benefits of a whole-team approach towards volunteering.

WORKSHOPS C – Wednesday 11.00am

Engaging Young People – The Kirkwood Approach: ***John Johnson, Kirkwood Hospice (Huddersfield)***

The future of hospice care, individual hospices and the Hospice Movement overall, depends on the support of young people now and in future generations. While some young people are very aware of what hospices do and the volunteering opportunities on offer, experience suggests that their numbers are still very limited and that there is much we can do to extend our reach.

Engaging young people was first identified as a strategic priority within Kirkwood's Volunteer Strategy nearly 3 years ago. Since then, a coherent approach has been developed, which embraces national volunteering programmes (including the Duke of Edinburgh Award; National Citizen Service; Vinspired; and Do-it), while at the same time redefining how the Hospice itself relates to young people.

This workshop will provide an in-depth, detailed, 'warts and all' insight into an approach that has given local young people a rich mix of opportunities to get involved and one that has also resulted in a marked change in the age profile of new volunteer applicants. If you (and your hospice) want to develop a reputation for being 'young people friendly', then this workshop might just be what you've been looking for.

Internal & External Influence - Language for your audiences: ***Alastair McIver, Freelance Writer***

Come along to gain some practical steps to making your case and get people on board with your ideas.

- Contextualisation – setting the scene, setting the ground rules
- Gaining attention – gaining ground, gaining trust, gaining respect
- Thinking time – spontaneity,
- What to say, when to say, how to say, why to say
- Sure footing – what facts and experiences are you building your case upon

The Mind Matters – an introduction to building resilience within your working day: *Sue Jones & Claire Ross, 3B Coaching*

This workshop will help you to build a more healthy mindset, enabling you to respond rather than react and gain control over the choices you make for yourself. Come along to learn how to:

- Gain an overview of the 3b Mind Matters Model and how it enables greater mental well-being
- Discover how self-awareness can support a healthier working environment
- Identify negative patterns and recognise how to change them
- Learn specific tools that can build resilience and reduce stress

Marketing Principles & Social Media to engage volunteers: *David (JC Social Media)*

Key marketing principles

Using social media to engage and support current volunteers

Using social media to connect with the community

SHORT TALKS

Our short talks are fast becoming a favourite at conference, and it's all down to YOU.

We want to spotlight the expertise and challenges VSM's have already overcome, sharing their journeys or a specific project they have implemented and worked on. This inspires others and celebrates good practice within our work.

We already have some short talks planned but the conference team would be delighted to hear from delegates who could talk for 8-10 minutes on a specific topic, so others can approach them afterwards for discussion and questions.