

Northumbria Healthcare NHS Foundation Trust

Brenda Longstaff

ORGANISATION SIZE / Large/Corporate (1001+)

Unit 7-8 Silver Fox Way,
Cobalt Business Park,
North Tyneside
NE27 0QJ

BRIEF SYNOPSIS OF YOUR CSR APPLICATION

Northumbria Healthcare NHS Foundation Trust is a top performing 'outstanding' rated healthcare provider, serving one of the largest geographical areas of any NHS Trust in England. We are focused on delivering the best possible care with the best health outcomes to its local population, being responsive to the needs of the local community, developing strong relationships across public, private and the voluntary sector, supporting local communities and supporting staff to achieve their personal goals. Our approach is set out by our vision and values: <https://www.northumbria.nhs.uk/wp-content/uploads/2017/04/Trust-values.pdf>

As well as providing vital healthcare services to the communities we serve, we are committed to wider social responsibilities as a major organization. We employ over 11,000 people, many of whom live in the local communities served by its hospitals, community and social care services. Their development is at the heart of the Trust's success and, is why we invest heavily in nurturing and empowering staff to set the quality standards within the organisation. All who work in the Trust, whatever their role, strive for excellence in all that they do and believe that the focus of the organisation is on providing safe, caring, high quality health care to the local population.

We are also committed to being a sustainable provider and making best use of resources and maximizing our positive impact, now and in future, across our organization.

OVERALL SUMMARY

1.0 CSR Environment - Energy:

The trust has an Energy, Water and Carbon Emissions policy which is part of a trilogy of policies which also include a Waste Management Policy and an overarching Environmental Management Policy. The trust also has a Sustainability Management Plan which covers a five-year period, this is currently in the last year of its second plan, with the third plan currently being developed by the Sustainability Management Group.

The targets are set within each strategy document and are aligned with the Climate Change Act 2008. Although based on a baseline of 2007 rather than 1990, as this closely aligns with the NHS carbon emissions of that period. In 2016 the trust baseline was revalued to include the construction of a new hospital which increased its baseline significantly.

The carbon reduction targets set for energy were 15% by 2015, which was achieved in 2014 and 34% for 2020 with the trust achieving a 40% reduction 1 year early. The cost savings of energy are set within each individual project and are valued at the pertaining cost at that time, the overall savings do not get revalued if tariffs change.

The trust was successful in gaining a grant from Salix finance to be used as a self-financing recycling fund to invest in carbon reduction by reducing gas and electricity consumption.

The trust regularly carries out awareness surrounding sustainability as a whole rather than just focusing on energy and utilities, this includes waste and travel/transport as well. Staff have demonstrated their commitment and this is measured more accurately via recycling and the take up of low/green travel initiatives. Measuring energy initiatives is difficult as carbon

reduction investment is carried out in parallel.

All of the trust initiatives can be implemented by other organisations and we work with other trusts and the wider public sector to share knowledge and assist via groups such as the HEFMA Energy Group, Green North Tyneside and other relationships with Northumberland County Council and North of Tyne.

The trust has successfully applied to become accredited by Investors in the Environment and was awarded the Green and highest level on completion of its external audit.

1.2 CSR Environment - Natural resources:

The trust has a water saving policy integral to energy and carbon emissions. Specialists have been engaged on a few occasions to identify areas that use excessive water. These engagements found that water is

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well managed with little savings to be made due to the requirements of a healthcare environment and the need to carefully manage the water supplies with respect to legionellosis and pseudomonas. Investment was made into reducing water in our office block, Northumbria house. Integral to our wider sustainability awareness campaigns, water has featured on several occasions supported by Northumbria Water.

In terms of the wider environment the trust has recently had an environmental survey carried out on its two larger sites to identify how it can improve in that area, the findings will inform the next sustainability management plan.

1.3 CSR Environment - Travel: Sustainable Commuting

Travel and transport play a vital role when it comes to climate change, carbon emissions and sustainability. Our efforts were focused on promoting a shift towards more environmentally friendly forms of transport in 2019-2020. Cycle to work scheme, car sharing projects & Increasing EV infrastructure trust wide were the key projects looked at in detail in 2019-2020.

All transport for the trust in 2019-2020 accounted for 15,922 tCO₂e. Although the NHS guidance for carbon emissions is for a 34% reduction by 2020 based on the 2007 baseline, however the geographical area covered by the trust makes this a significant challenge compared to organisations operating in more urban areas. The target set at 15% was still challenging given the increase in both service provision and patient contact so the resultant reduction of 15.4% is extremely laudable. Notable, the travel emissions increased significantly in line with increased patient contact episode in 2016_17 although that trend has now been reversed in achieving the target set.

This statement highlights the aspects of travel and transport across the trust. It demonstrates current position of sustainable travel activities and transport movement across the trust. It also provides an annual update against the annual plan for the travel stream within trusts sustainability plans:

Highlights from 2019/2020

Cycle Scheme

- Green Commute Initiative & Cycle to Work scheme are available for staff to purchase bikes through salary sacrifice with 12 months and 18 months payback
- Green Commute Initiative cycle scheme was promoted for both mechanical bikes and electrical bikes. The maximum value was set to £3000 which helped staff to purchase electric bikes. During 2018/19 and 2019/20 the number of bikes purchased via the scheme were 5 & 23 respectively.
- We are continuing to promote cycling as a part of the green travel plan.
- Discounted Public Transport Scheme
- We continue to promote this scheme and encourage staff to use as an alternative mode transport for commuting.
- Electric Vehicle Charging
- There was an increase in electric charging points infrastructure in 2019/20. The trust's electric charging point journey started in 2012.
- 2012- 10 EV Spaces (NTGH, WGH, HGH, ALN & BER)
- 2019- 53 EV Spaces (NTGH, WGH, HGH, NSECH, Cobalt, NSECH, ALN & BER)
- Electric Vehicle Charging sessions across the trust in 2018/19 were 17,991 and in 2019-2020 its increased to 48,741 charging sessions. The estimated carbon savings were 240.29 tonnes
- Additional 24 EV charging points to be installed at NTGH, WGH & NSECH. This will consist of 8 additional charging bays on each site, these will be additional parking bays so will not impact upon current parking pressures.
- The trust has received £350 grant for each charge point from Office of low emissions vehicle.
- The Trust has now 15 Zero emission fully electric vans which operate from 5 different sites

- Microsoft Teams & Video Conferencing Facilities
- Audio & Video Conferencing facilities were improved in order to reduce the staff travelling between sites for meetings
- NHS Sustainability Award-2019-2020
- Travel and transport project picked up the NHS Sustainability Award for its work on improving the electric vehicle charging infrastructure trust wide for Staff, Patients and Visitors.

Northumbria Blood Bikes

Northumbria Blood Bikes has carried out journeys for the trust in 2019-2020 during out of hours from 07:00- 07:00

AM (Including public holidays and bank holidays), collected and delivered urgent samples, pharmacy items, medical records from different trust sites. The journeys were carried out in motorbikes which has contributed a huge savings for the trust.

Health Business Award 2019-2020

The trust transport project also got shortlisted for Health Business Awards and received a commended award for the work carried out on introduction of Hubsta - EV charging solutions for staff to charge their EV Cars at work. The trust also receives the data on usage from the software which helps to identify the trends and peaks.

1.4 CSR Environment - Environmental supply chain management:

During the course of this year all documentation includes a standard sustainability requirement from all contractors who want to work with the Trust aligned to the Trust's sustainability strategy. This documentation has been added to an online platform for all procurement staff, across Northumbria and Northumberland County Council to access and include in all tender and contract documents. New projects undergo a Sustainability Impact Assessment (SIA), the score of this will help inform how environmental, social and economic factors are included within the specification and evaluation of procurement activity. To ensure that the sustainable procedures have been

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undertaken a Sustainable Procurement Policy has been written, this policy underpins the documentation and the SIA tool embedding; carbon reduction, social value, targeted recruitment and training, ethical trading and regional development considerations throughout.

Northumbria Healthcare has been looking into helping the environment and reducing the amount of products that should be recycled going into the general waste. We have sourced the following products that go into the general waste and degrade over time.

All of the following products are classed as biodegradable products:

- Wood Knives
- Wood Forks
- Wood Spoons
- All the takeaway boxes
- Straws

Next Year Goals

Biodegradable products are currently used by the catering department across the Trust; we are planning to provide these products to the wards in future. The Trust is gathering information on salad boxes, paper cups (for water machine and hot beverages) and napkins.

The catering department is also looking into providing reusable cups that staff can purchase over the counter to reduce the general and recyclable waste.

PPE Supplies

In 2020, to support efforts around the COVID 19 pandemic, Northumbria also recognized the opportunity to manufacture and supply protective clothing and equipment to staff. As well as providing sustainable support the wider NHS to make over 30,000 gowns a day for healthcare organisations across the North East and Yorkshire, the factory employs 35 machinists, supporting the local economy:

<https://www.northumbria.nhs.uk/nhs-local-community-and-businesses-stitch-together-to-boost-supplies-of-gowns-and-other-ppe-equipment/>

An internal communications strategy has been developed to support the aims of the sustainability strategy 2016-2021. A dedicated communications resource is available to support the work of the sustainability team, developing campaigns and promotional material to increase staff awareness of and engagement with the three key overarching themes of the sustainability Strategy: energy, waste and travel & transport. The strategy is supported by a robust action plan, including the development of the agreed sustainability branding. Progress on the plan is reported to the quarterly sustainability management improvement group. Regular internal communication is included in the weekly staff update e-newsletter which is accessible to all Trust staff, via Team Brief and other established Trust media.

Future Plans and Objectives

- Further investment in energy efficient schemes
- Work to further increase recycling and reduce waste streams
- Up to date information on sustainability website and intranet pages
- Increase sustainability awareness through Trust induction/training programmes.

1.5 CSR Environment - Waste:

The Trust continues to aim to improve and introduce new waste management procedures resulting in increased waste prevention, minimisation, re-use and recycling, thus contributing towards sustainability.

During 2019-20 the Trust recycled 309 tonnes of material diverted from its waste streams.

The Trust continues to work with staff to influence them in recycling. Various methods have been used to encourage staff to minimise and recycle waste including trust screen savers, waste awareness days, recycling posters 'what to put in your recycling' and also the waste intranet site.

Our aim is to continue to promote the following:

- Introduction of recycling with Aim to Recycle - Theatre plastics. The Trust has started a trial to recycle certain types of single use plastics from our Theatre Departments
- Introduction of recycling single use metal instruments in our Theatre Departments
- Introduction of recycling box for Canon Printer & Toner Cartridges in our Supplies Department
- To introduce glass only bins for broken crockery, glass coffee jars
- To introduce recycling bins to our outside areas on our Main Sites
- Continue working with our waste providers to improve recycling on all sites Trustwide.

Our alternative and high temperature waste streams continue to reduce significantly as we focus on further segregation of waste into the offensive waste stream. We have seen an increase in the offensive waste stream of 39.29 in 2019/20.

File Upload <https://csr-accreditation.co.uk/wp-content/uploads/vfb/2020/09/RMP-39-V04.1-Energy-Water-and-Carbon-Emissions-Policy.pdf>

File Upload <https://csr-accreditation.co.uk/wp-content/uploads/vfb/2020/09/RMP06-V06-Waste-Management-Policy.pdf>

2. CSR Workplace

Our workplace

We believe our staff are our greatest asset. We recognise that a positive staff experience is essential for good patient outcomes and we are committed to improving the working environment and opportunities available to staff. We aim to attract, develop and retain the best talent available in every area of our organisation regardless of age, gender, disability, race or sexuality. We invest heavily in nurturing our people which means leaders are born at all levels in a culture where staff feel empowered to set the quality standard and strive for excellence whatever their role. Our aim is for staff to be able to lead healthier and happier lives as a direct result of working for Northumbria. This is reflected in the policies and initiatives

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we undertake to monitor, set out and develop our workforce approach, such as:

- Annual patient and staff experience surveys (our employees are some of the most satisfied in the NHS with 94% feeling their role makes a difference to patients).
- Reservists policy
- Equality, diversity and human rights policy
- Health at work policy
- Psychological wellbeing policy
- A comprehensive staff health and wellbeing programme offering support across a range of topics, including mental health, musculoskeletal health, weight, physical activity, healthy eating, alcohol, smoking and much more.

Whilst staff are required to attain and maintain many national training standards, as set by NHS England and relevant professional awarding bodies, we take a proactive approach in offering a variety of programmes and initiatives providing additional support and opportunities for staff to progress in an inclusive and engaging workplace, for example:

Apprenticeships

Apprentices are a key part of our organisation and we're passionate about offering opportunities for them to join us and take their first steps on the road to a promising career in the healthcare sector with the right help and support.

We have been committed to apprenticeship programmes for many years with apprentices considered an integral part of our workforce. It's part of our commitment to grow our own workforce and more than 77% of our externally recruited apprentices subsequently gain employment with the trust or within the wider NHS.

Our focus is on delivering apprenticeships across both clinical and non-clinical areas and in contributing to the development of new apprenticeship standards to support future workforce needs. At entry level our apprentices work in two key roles, of either healthcare support worker or customer service practitioner, working in

our hospitals, the community and office environments, helping us to deliver first-class care to people across Northumberland and North Tyneside. However, we also offer a broader range of apprenticeship opportunities beyond the level 2 entry level ones, where existing staff become apprentices and learn the knowledge, skills and behaviors important to their roles.

We are actively involved in developing apprenticeships nationally and regionally, being one of the first NHS organisations to join the North East Apprenticeship Ambassador Network where we contribute to a variety of events and feedback to Government to help influence policy. Our apprentices also take part in National Apprenticeship Week each year to raise the profile of apprenticeships and celebrate apprenticeship successes and achievements. Through our participation in regional and national networks we also share best practice with other NHS providers and employers, offering the benefits of apprenticeship schemes to others and supporting the development of wider healthcare settings.

Our externally recruited, entry level apprentices are provided with full support and training, receiving a full detailed induction to the Trust on starting followed by a tailored induction specifically for their roles and then opportunities to attend a wide range of on-the-job training courses and resources throughout their apprenticeship programme. All level 2 apprentices have pastoral meetings and progress review meetings every eight weeks confirming the importance of focusing not just on their work and placement but their health and wellbeing too. On completion of the programme, apprentices will receive a formal apprenticeship qualification.

The majority of apprentices go into employment within the trust and progress with their educational and professional development. We are particularly proud to offer our healthcare support workers the opportunity to be able to apply for guaranteed jobs within our services as 'nursing assistants'. As part of their further development they will have the opportunity to complete the Level 3 Senior Healthcare Support Worker apprenticeship, or if they meet the requirements, they could

potentially complete the Nursing Associate apprenticeship and progress into this role. The Nursing Associate role is NMC registered, and bridges the gap between existing nursing assistants (healthcare support workers) and fully qualified registered nurses to deliver hands-on care for patients. Our apprenticeship roles are outlined in our routes to progression leaflets, as attached.

Our apprenticeship programme also prides itself on inclusivity and accessibility. Whilst we recruit nationally, the opportunities are extensively promoted within our local communities amongst local schools and networks. We accept a broader range of eligibility criteria than many other NHS providers which enables us to attract a suitably diverse workforce. For example, our apprenticeships are open to anyone aged 16+ (uncapped) and the required qualifications are 5 GCSEs grades A-E (9-2) inclusive, as opposed to national standards of A-C. To support this, we also offer functional skills training and tuition to support apprentices to progress and develop in their role. Our apprenticeship programme is also actively linked with a wide range of Trust networks including the Black, Asian and Minority Ethnic and Enable Disabled Staff group networks. We are also passionate about celebrating and sharing the success of our apprentices, sharing case studies online and a special awards ceremony dedicated to showcasing their achievements.

Other key achievements of our apprenticeships programme includes:

- 77% completion rate, exceeding national standard rates.
- 77% of our apprentices gain employment with the trust or the wider NHS
- Awarded the Skills for Health Quality Mark in recognition of the high quality of the delivery of education and training to the health sector (2019).
- We received Regional Highly commend in the Apprentice Champion category in the Apprenticeship regional awards 2019 for Excellence in Apprenticeships
- We are in the process of developing an apprenticeship policy which will

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outline our future plans and goals as well as the governance of our apprenticeship programme.

- Awarded a silver award as part of the 'Step into Health' employer recognition scheme for the support to the armed forces community in the North East

Reservists

Northumbria are part of the 'Step Into Health' programme which aims to support all service leavers, veterans and their families who are considering joining the NHS. Those that access the programme are able to undertake an unpaid placement for up to four weeks. This placement can encompass both clinical and non-clinical areas, depending on the interests of the application. We encourage applicants to consider a placement in a variety of areas to allow for the individual to experience a wide range of our services. It is a great opportunity for those in the armed forces to explore how their transferable skills and experiences could enable them to build a new career within the organisation.

Staff Engagement and Inclusivity

The Trust is committed to making our organisation truly inclusive and engaging for both our staff and volunteers, patients and visitors and we have introduced several new measures to embed equality and diversity in all we do, both internally and externally for the communities we serve.

New digital communication channels have been created to enable greater access to information and the ability to personalise that accordingly via an online 'Anywhere' tool, as well as creating a staff Facebook page as a platform for staff communications. Staff can also share their views as part of the national staff survey, friends and family test, staff experience programme and through our staff network groups: <https://www.northumbria.nhs.uk/northumbria-healthcare-ranked-top-in-country-in-nhs-staff-survey/>. The national Staff Survey 2019 results were released in February 2020 and the Trust results were overwhelmingly positive. Some of the key highlights were:

- 76% of those asked to take part responded to the survey - this was the highest score in the NHS

- 11 key themes for 2019 – new theme is 'Team Working'
- Benchmarked against 21 Combined Acute Community Trusts - we ranked 1st on overall positive score compared to other Combined Acute Community Trusts (out of 21)
- We are 'best' in category for 7 (of 11) themes:
 1. Equality, diversity & inclusion;
 2. Health & Wellbeing;
 3. Morale;
 4. Quality of Care;
 5. Safety Culture;
 6. Staff Engagement;
 7. Team Working.
- 90% of staff surveyed said they felt care of patients is the organisation's top priority, an increase of 4.9% from last year.
- 81% of staff surveyed said they would recommend the organisation as a place to work.

In 2018/19 we created an Engagement and Inclusion role in conjunction with Northumberland County Council which has enabled a sustained focus on a staff engagement strategy as well as advancing staff inclusion in re-vitalising existing staff network groups and creating new ones in keeping with our diversity ambitions and intentions. We currently have seven staff networks run in collaboration with Northumberland County Council including BAME, LGBT+, ASD, Enable Disabled Staff (ESD) group, mental health, menopause and carers who all meet regularly and who work to provide support for staff as well as advice to the organisation. A prime example of staff initiated and led support systems include the establishment of the menopause / andropause staff network group. Further details about the purpose and remit of these groups are provided in the Terms of Reference, as attached.

We have carried out a great deal of work to support, attract and retain LGBT+ and BAME staff, in particular including introducing a key HR link for trans applicants, raising awareness of our mentoring and coaching

offer to LGBT+ and BAME staff and managers. Our joint staff network groups help with the development of policies and procedures to ensure they meet the requirements of the Equality Act 2010 and reflect our aim to be the best place to work and deliver care across both organisations. We are also delighted to engage with so many from diverse LGBT+ and BAME communities by sponsoring and participating in local Pride events and the MELA Asian cultural festival each year. We have established a community role models' network for people who identify as lesbian gay bisexual and transgender (LGBT) or Black and Minority Ethnic (BAME) to help improve access to healthcare and promote positive roles, and raising awareness of the Equality and Diversity support available for staff. In addition, we have worked closely with neighboring trusts to target recruitment from local BAME communities with a plan to extend this to engage with disabled potential candidates.

D/Deaf Awareness

As part of our commitment to inclusivity and equality and diversity, our Bright charity funds an innovative D/Deaf awareness programme which equips staff with valuable skills to communicate with people living with hearing loss. One in six people in the UK have a hearing loss and at Northumbria, we respond to the needs of all of our patients and service users.

Our trust values state that we show compassion, empathy and respect to enable patients to be included in every discussion made about their own healthcare. Through our innovative D/Deaf awareness training programme our staff can learn valuable skills in D/Deaf awareness. Our aim is to improve communications methods for staff who interact with our D/deaf and hard of hearing patients and service users.

D/deaf awareness classes have been funded by our Bright Charity since February 2018 when the trust first introduced the role. It became clear very soon that staff were keen to learn about the challenges that D/deaf patients and staff face. They embraced the training and the role has continued to develop to introduce more bespoke service-specific training courses.

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Initially, classes were designed to explain to staff the difference between patients that are 100% Deaf, Children of Deaf Adults (CODAS) who have no voice, and patients with hearing loss who are born to hearing parents. Their needs are very different. Staff also learnt about the different cultures within the D/deaf community in order to help develop the service provided to our patients and improve staff and patient experience. Staff learnt how to sign the alphabet, and their names, and how to hold a with a D/deaf patient. To date 1,237 staff have attended training. More than 45 bespoke sessions have been developed and delivered to a number of staff groups from Midwives in Alnwick Infirmary to Domestic in Haltwhistle Cottage Hospital.

Staff feel more confident with the knowledge that they have obtained from the training and both staff and patients have a better experience as our services become more D/deaf friendly.

Staff Health and Well-being

• Since 2013, the Trust has taken part in the North East Better Health at Work Award (coordinated by the TUC) and in November 2019 achieved the continuing excellence+ level of the award. We are now working towards the highest possible level of the award, maintaining excellence:

<https://www.northumbria.nhs.uk/northumbria-continues-excellence-in-staff-health-and-wellbeing/>.

• From 2015-2017, the Trust was a pilot site for NHS England's staff wellbeing work due to our existing strong position in this arena. We contributed to the development of the NHSE health and wellbeing framework and we are featured as examples of best practice throughout the document:

https://www.nhsemployers.org/-/media/Employers/Publications/Health-and-wellbeing/NHS-Workforce-HWB-Framework_updated-July-18.pdf.

• This year, we scored the highest in the country for the health and wellbeing theme of the NHS Staff Survey: <https://www.northumbria.nhs.uk/northumbria-healthcare-ranked-top-in-country-in-nhs-staff-survey/>

• NHS Employers published us as a case study in relation to our approach to staff wellbeing: <https://www.nhsemployers.org/case-studies-and-resources/2017/11/health-and-wellbeing-as-part-of-the-reward-offer>

• The staff psychology and counselling team recorded a podcast for NHS Employers about the resilience training: <https://www.nhsemployers.org/case-studies-and-resources/2017/06/northumbria-healthcare-resilience-training-podcast>

• We've spoken at a few national events; one example was talking about our approach to healthy weight amongst staff at this conference in 2017:

<https://www.openforumevents.co.uk/speakers/kylie-murrell/>

• Throughout lockdown, the staff experience team ran the Corona Voice survey with staff and the results of this fed into our emergency staff wellbeing plan.

• In response to the covid-19 pandemic we initiated a wide range of new initiatives to support staff. This included creating a new staff wellbeing website that staff can access outside of work; a wellbeing line (made over 1000 calls to staff not at work due to covid and also took incoming calls from staff); a leaders pack (an example of using feedback from Corona Voice); setting up calm zones; two initiatives in conjunction with Bright, the trust's charity – the wellbeing boxes and the keeping the NHS running t-shirts; the staff psychology and counselling team did a great deal of work with managers and teams, including reflective practice groups

• We have a partnership with Northumberland Community Bank who offer our staff ethical savings and loans via salary deduction

• We are working with a local VCS organisation (Bikes4Health) to increase the uptake of cycling amongst our staff

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File Upload <https://csr-accreditation.co.uk/wp-content/uploads/vfb/2020/09/PP19-V06.1-Occupation-Health-and-Wellbeing-Services.pdf>

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[wp-content/uploads/vfb/2020/09/PP26-V06-Equality-Diversity-and-Human-Rights-Policy.pdf](https://csr-accreditation.co.uk/wp-content/uploads/vfb/2020/09/PP26-V06-Equality-Diversity-and-Human-Rights-Policy.pdf)

File Upload <https://csr-accreditation.co.uk/wp-content/uploads/vfb/2020/09/PP57-V01-Reserve-Forces-Training-Mobilisation-Policy.pdf>

3. CSR Community

Northumbria Volunteer Service (NVS)

We have a highly successful and dynamic volunteer service, which has run for over 16 years, which provides valuable support to our ten hospitals and community services in a number of ways. Our volunteers provide a valuable service, enhancing and enriching the services and care we provide. We have lots of opportunities to get involved and each hospital has different activities.

We currently have over 800 volunteers registered with the trust.

There are lots of opportunities to volunteer at Northumbria with around 32 different roles available and many more in development, helping us to respond to service needs and demands. Each hospital has different activities and roles include:

- Meet and greet service
- Volunteer shop/café
- Ward based volunteers – helping at meal times.
- Sweet trolley
- Music in hospital
- Buggy service
- Sweet trolley
- Healing arts – helping to look after our healing arts exhibitions in hospitals
- Fundraising

We have become the first trust in the North East to achieve the investing in volunteers (IiV) quality standard. We are one of only eight NHS organisations in the country to be accredited with the standard, which recognises the way we manage our incredible volunteering service. We have recently submitted our self-assessment for renewal of the quality standard this year and are awaiting the outcome.

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Being part of the volunteering service brings many benefits to individuals – it's a special opportunity to meet new friends, learn new skills and try something different and benefits a person mental, emotional and physical health and wellbeing by enabling people to engage with other, keep active and make a positive contribution to their community. On recruiting volunteers, we strive to place them in the service in a role which best suits their skills and strengths and will enable their personal and professional development.

We work proactively to recruit and retain volunteers, engaging with a number of key groups in local communities by attending and hosting events and working with key partners to develop opportunities. For example, as well as talking to people in the local communities by hosting stands in local shopping centers, we work alongside HR to identify and attend BAME events and with charities, such as the Percy Hedley Foundation, to involve children with disabilities and complex needs. We also work alongside public sector organisations including schools and local Job centers to engage young people and people not in employment and education, looking to enhance their skills and gain work experience. Opportunities are long and short term, enabling our volunteer service to be accessible to a wide range of individuals with different availability and needs. Our volunteer service is also promoted internally in the hospital, through our shops, advertising opportunities to our patients, staff and visitors and we promote externally too through issuing press releases, social media and our website, enabling us to engage with a wide range of audiences.

Our volunteers are incredibly valued and supported in their roles and we offer a number of tailored support packages and a wide range of training opportunities to enable personal and professional development. As part of our recruitment process, all volunteers attend a formal induction specifically for the NVS and are 'buddied' with an existing volunteer to help them prepare for and settle in to their role. Volunteers are also provided with a volunteer handbook and opportunities to attend additional training courses, such

as dementia friendly and bereavement training, helping to equip them with the skills and confidence to carry out their roles confidently hospital environments. Our dedicated volunteer management team are always on hand and at the end of a phone to provide advice, support and assistance to our volunteers where needed.

Volunteers with additional needs or disabilities are offered a recruitment process, particularly at the interview and induction stage, which takes in to account the needs for supporting the individual so that they can hopefully join the NVS and enjoy the process. People in need of addition support are given the option to bring a family member or carer to all meetings, offered a 1:1 informal interview, a site visit and are appointed a fellow volunteer, where appropriate to support them in role. The NVS Organiser at the site is also made aware of any additional needs the volunteer has. Matching the volunteer to a role is carried out in the same way, we look at the strengths the individual has and place them in the service in the role that best suits their skills.

We recognize and celebrate the work of our volunteers throughout the year. As a way of saying thank you, the Trust holds volunteering evenings to enable volunteers to socialise and get to know each other. We also hold a prestigious Long Service Awards ceremony each year to pay tribute to the volunteers who have given their time generously and have a dedicated 'Volunteer of the Year' Award as part of our annual staff awards ceremony. We also celebrate our volunteers through national and international special events such as Volunteer Week (in June), VE day and the NHS Birthday. We also currently deliver a volunteer newsletter to all our volunteers and keep them updated via social media and our NVS Steering Group. The Steering Group has representation from member volunteers from each of our sites and are an opportunity for volunteers to bring discussion points they feel need addressing or ideas to improve the service. Actions from these meetings are then acted upon and taken forward by the trust's Volunteer management team. After each 5-year period of service a volunteer contributes they are rewarded with a long service badge

and certificate show the length of service attained, in a formal award ceremony.

In recent months, our volunteer service has also expanded and flexed to help support our hospitals and local communities in the event of the coronavirus outbreak. To respond to the evolving demands and needs of the situation and individuals affected, our volunteer service set up a new, fast-track, recruitment process to enable people on furlough schemes or who were unable to attend school or college etc. to be able to undertake roles quickly and efficiently and to work in areas which suited their skills and interests. Roles were also set up on an optional temporary or permanent basis with many signing up as 'COVID volunteers' so they can remain registered with us after they return to work/their usual role and can re-join us as a volunteer should a COVID outbreak occur again. There were multiple roles set up to support the trust and our local communities in responding to the crisis. For example, we established provision channels to local foodbanks and community services and provided befriending support and a 'drop off' service for pharmacy items to elderly and vulnerable in the community.

Press releases:

<https://www.northumbria.nhs.uk/northumberland-leads-the-way-on-creating-opportunities-for-young-people-to-volunteer/>

<https://www.northumbria.nhs.uk/northumbria-healthcare-nhs-foundation-trust-and-dac-beachcroft-partner-up-to-boost-volunteer-numbers-for-the-nhs/>

<https://www.northumbria.nhs.uk/north-east-launch-major-national-volunteering-project/>

Healing Arts Programme

For the past 20 years, our charity Bright Northumbria, has funded the development of an award-winning 'healing arts programme' which uses art as a therapeutic medium to improve the patient environment.

We know from research that this has a hugely important positive impact on recovery for our patients and supports the healing process.

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As part of the programme, we use the public spaces in our hospitals to show exhibitions by local artists, community groups, staff, patients, schools and universities.

We actively involve the local community and frequently hold events and workshops. A most recent example of this, is the regional photography competition and workshop held in conjunction with plans for Berwick Infirmary: <https://www.northumbria.nhs.uk/blog/33751/>

In addition, we have a varied programme of music and dance. We have joined forces with the Music in Hospitals & Care charity, whose vision is 'putting music at the heart of healthcare', to promote the inclusion of musical entertainment in healthcare settings which have proved immensely popular with our older patients:

<https://www.northumbria.nhs.uk/music-hospitals-wards-away-blues/>

There is also a Christmas music programme, which involves local schools, choirs and musicians performing at our hospitals across the region. Children from local dance schools have also performed to mark special events – such as the 70th birthday of the NHS:

<https://www.northumbria.nhs.uk/live-choir-performance-at-hexham-hospital-to-mark-nhs-birthday/>

Many of the charity projects involve the local community, for example, the community garden at Wansbeck General Hospital involved local schools who created a large-scale mural and also assisted with the design and planting of the garden.

We also provide opportunities for local artists and when undertaking major art commissions, involve the public, for example, by providing opportunities to view art proposals, meet the artists, and gather important feedback.

For more information about the arts programme, please see:

<https://www.northumbria.nhs.uk/get-involved/support-our-bright-charity/our-healing-arts-programme/>

WAG & Co. – community befriending service for the elderly

Launched in July 2018, our Bright Northumbria charity has a partnership with Wag & Co – a service which enables professionally assessed volunteers and their dogs to visit older dog lovers in their own homes or in care and medical establishments across the North East of England. The service refers elderly people in the community, over the age of 65, who miss friendship and the company of a dog. The strong belief, supported by medical evidence, is that loneliness and social isolation have a detrimental effect on health and wellbeing. The programme badged 'Doggies on prescription' is endorsed by specialists in older and social care. Providing a befriending service, the programme improves the health and wellbeing of older people, offering opportunities for social interaction to people who miss the friendship of a dog. The programme has consequently generate significant media attention and many applicants from the local community requesting to access the service.

To read more about the service go to:

<https://www.wagandcompany.co.uk/>

<https://www.northumbria.nhs.uk/hospital-roll-out-for-four-legged-scheme-to-combat-loneliness/>

File Upload <https://csr-accreditation.co.uk/wp-content/uploads/vfb/2020/09/RMP-28-V06-Volunteering-Policy-DRAFT-May-2020-1.pdf>

4. CSR Philanthropic

Bright Northumbria charity

Northumbria healthcare has its own charity, Bright Northumbria (registration number 1083122), which provides support to the hospitals and community health services managed by the trust. The charity undertakes and funds a number of projects that make a difference to our patients, including:

- Enhancing the patient experience through additional therapies, services and comforts
- Helping to improve the hospital environment
- Developing special areas to step away from the clinical environment

- Providing state of the art medical equipment
- Investing in staff training and research to improve treatments and care
- Supporting projects in our community to improve health and wellbeing

For example, recent projects include creating gardens amongst our hospital settings and respite rooms, to provide comforting, calm and relaxing environments for patients and their loved ones and funding bereavement bags for families who have lost a loved one during the coronavirus pandemic. Bright charity supports three key programmes: Bright healing arts, Bright International and D/Deaf Awareness. Further information about these is provided in our charity leaflet, as attached.

The charity also works with and supports a number of external charity and community organisations, such as WAG & Co. (<https://www.wagandcompany.co.uk/>), Legacare (<http://www.legacare.org/>) and Hoops for Health (<https://newcastle-eagles.com/tag/hoops-4-health/>) to provide additional services for our patients and their families in their local community, including pet therapy and be-friending to the vulnerable and elderly, providing professional legal advice and promoting healthy eating and exercise.

The impact of these projects, and the work of Bright charity, is reported and communicated widely internally and externally. Charity projects are communicated via regular staff bulletins and newsletters as well as in press releases and online on our website and social media platforms. The charity is managed by a charity team and funds are delivered and overseen through charity development groups and a charitable funds committee, which provides staff with opportunities to come along to charitable fund meetings to request projects and suggest ideas to help improve and enrich the patient experience. The impact and work of the charity is also reported on through these groups, ensuring it delivers valuable and transformative projects.

Bright International

As aforementioned, the charity supports a philanthropic international programme

Northumbria Healthcare NHS Foundation Trust

'Bright International' – an award-winning international health link which sees us work in partnership with Kilimanjaro Christian Medical Centre (KCMC), a hospital in Tanzania. Each year, Bright International supports our international volunteers, teams of healthcare professionals, to visit KCMC to undertake a number of healthcare projects, giving their time and sharing their skills and knowledge with the aim of improving healthcare in the country.

Our partnership with KCMC celebrated its 20th anniversary in 2019 and together we have achieved so much over the years. We have undertaken ground-breaking research in to a number of the world's leading causes of illness and mortality, introduced a range of new health services to KCMC including day case surgery, laparoscopic surgery, burns management and ultrasound and hosted medical students and fellowships from Tanzania to support their personal and professional development. The international link continues to gain momentum with a new orthopaedic project and an award of funding from the Commonwealth Partnership on Antimicrobial stewardship to study the use of antibiotics in Northern Tanzania.

As well as improving healthcare in Tanzania, the work of Bright International helps to bring valuable skills and expertise back to the UK healthcare system as volunteers return to practice with a wide-range of improved and advanced professional and personal skills: <https://www.hsj.co.uk/how-international-health-links-can-help-the-nhs-workforce-develop/5044915.article> This is captured in a Toolkit, designed by Northumbria (see document below). Our international health link is recognised as a leading example of international health patronship working: <http://www.thejournal.co.uk/news/health/north-east-set-establish-itself-8331996>

It is for this reason, for example, that our international programme is requested by Health Education England to deliver a leadership training programme for trainee medical practitioners to help build skills such as resilience, leadership and decision-making.

Further information about our international programme can be found on our website: <https://www.northumbria.nhs.uk/get-involved/support-our-bright-charity/our-work-around-the-world/tanzania/>

File Upload <https://csr-accreditation.co.uk/wp-content/uploads/vfb/2020/09/Toolkit.pdf>

File Upload <https://csr-accreditation.co.uk/wp-content/uploads/vfb/2020/09/Bright-Charity-leaflet-FINAL.pdf>