

## **Pulse surveys: helping us create a better volunteering environment for everyone**

### **About pulse surveys**

Pulse surveys are where we ask a random sample volunteers and staff set of questions to understand how people feel about the things that matter to them, so that we can understand where we are doing well as where we can do better.

Twice a year a random sample of 500 employees (across all Directorates) and 510 volunteers (across all volunteer areas) will be asked for their views by completing a short SurveyMonkey questionnaire which they'll receive by email.

Once a year the questions will focus on culture and engagement and once a year we'll survey engagement with our strategy. Each culture and engagement and strategy engagement survey will ask the same questions so that we can measure changes over time.

We have a list of [the top 10 actions](#) we commit to taking to respond to what we hear in these surveys. This list is regularly maintained and when an action is complete, it's added to the 'you said, we did' tracker. Every action in this ten-point plan will move us to building a more positive working environment for everyone.

View the highlights from our recent pulse surveys:

- July 2020 culture pulse survey
- September 2019 strategy pulse survey

### **July 2020 pulse survey: what you think about working here**

#### **Our culture**

Our culture is overwhelmingly described as supportive, friendly, inclusive and caring. What you said you enjoy about working here:

- the difference we make for children
- all working towards one shared vision
- the people we work with.

#### **Highlights**

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# NSPCC

Our workforce engagement index has increased for employees (+4.8%), volunteers (+1.8%) and overall (+2.5%).

- 93% of volunteers feel valued and recognised for doing a good job.
- 97% of volunteers and 91% of employees feel proud to work/volunteer here.
- Our handling of the Covid-19 pandemic has helped you to feel connected and protected (78% of volunteers and 76% of employees agreed with this statement).

## How we're doing in our three focus areas

Since the first pulse survey we've been working hard on improving the three most important areas in which you told us we can improve:

- greater CEO and Executive Board connection with our people
- a better and more inclusive and collective approach to change
- greater and more equal opportunity for personal development.

The ['You said, we did' tracker](#) shows we're delivering lots of good work in these areas and it's encouraging to see that progress reflected in the latest feedback:

- 25% increase amongst employees feeling that communication is shared in an open and honest way (there was a 3% drop in this for volunteers)
- 17% increase amongst employees and 19% amongst volunteers feeling that CEO and Executive Board are in touch with people and how they're feeling
- 7% increase amongst employees and 16% amongst volunteers feeling that change is managed well
- 9% increase amongst employees recommending the NSPCC as a great place to work (no change for volunteers)
- 4% increase amongst volunteers and 1% amongst employees feeling that there are sufficient opportunities for personal development.

## Room for further improvement

- The response rate has fallen for volunteers (down to 58 from 95 in Nov19). This is likely to reflect the changes the Covid-19 pandemic has had on our volunteer workforce. Employee responses are up to 221 from 199 in November 2019.
- Concerns about siloed working and poor communication between management is leading to a perceived inconsistency in people's experiences depending on where they are in the organisation.
- Improvement of personal development opportunities and how these are accessed transparently and fairly remains a key theme for action planning

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with only a 1% increase in the amount of employees who feel they have sufficient access to personal development and this score being significantly below the benchmark median. This score is up for volunteers and could be attributed to the launch of the Academy for volunteers.

### **New for this round: wellbeing**

We added some new questions to this survey to understand how we're doing - and crucially to understand where we can do more - in supporting your wellbeing. This topic is more important now than ever, and we wanted to ensure that everyone knows about the tools and resources available including [NSPCC inMind and our Employee Assistance Programme](#) - 94% of you said you did which is great news.

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## September 2019 strategy pulse survey

Here are the key findings from the strategy pulse survey about our engagement with our current strategy. Feedback and insight from our pulse surveys ensures we focus on the things which will have the biggest impact to you.

The general sense is that we have the right strategy to make the biggest impact towards preventing child abuse and neglect and helping children to recover from abuse. Both volunteers and employees felt the most positive thing we at the NSPCC have delivered or achieved in the past year is our *Speak out Stay safe.* programme.

### Results at a glance

- More employees than volunteers know what our strategy goals are, the part they play towards achieving the goals and know the team's priorities.
- Volunteers scores have dipped in this strategy engagement survey, compared to the last one undertaken in December 2018. We can take only limited insight from this part of the survey due to the very low response rate – only 33 volunteers responded. We are looking at how to address this and drive this figure back up to previous levels. We are also aware that some volunteers were new to the organisation as they stated in the comments of the questions and didn't know enough about the strategy or felt confident saying something about it. That said, these scores re-impress on us the need to find meaningful ways to engage our volunteers and equip and enable them to act as active, authentic ambassadors of the NSPCC and all we do.
- Proportionately, more employees can name our organisational values than our volunteers, but both employees (71%) and volunteers (78%) can see our values demonstrated in the behaviour of others.

Overall the response rate is lower for employees and volunteers compared to the previous pulse surveys. We will evaluate our approach and format and work together with volunteer facing teams to increase volunteers' engagement.

If you want to read more about our pulse surveys, please email [internalcommunications@nspcc.org.uk](mailto:internalcommunications@nspcc.org.uk).

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