

IP Track staff volunteering

[Creating engaged employees] – a social performance case study

The project

When Network Rail's Infrastructure Projects (Track) department set a volunteering target for the year, staff became engaged and used 285 day's volunteer leave to support charities and local communities. At the same time last year, just 62 day's volunteering had been used. Employees have supported the 1,000 day volunteer challenge by giving their time to a local hospice, a heritage museum, numerous bake sales and gardening projects, as well as supporting Network Rail's Charity of Choice 2014-16: CLIC Sargent.



The key benefits delivered

Benefit to society: Charities and local communities have felt the benefit of 285 days of support from Network Rail IP Track staff in 2016. The department is providing support to people, communities and the environment where there is no funding, no public support and no local resource.

Benefit to the business: Providing each staff member with five days of volunteer leave creates engaged employees who remain loyal and motivated to work for an organisation that actively cares for its communities. Our communities are made up of passengers and lineside neighbours across the country and investing our time to support these groups creates positive relationships, improved reputation and provides positive social impact and lasting legacy.

Lessons learned

- A team approach has been useful to engage employees, as a day out of the office has created opportunities for team building and has improved relationships between colleagues.
- Give the staff an opportunity to select the activities/the charity, as people engage with the activity so much more when there is a personal connection.
- Since we started promoting volunteering, our staff survey has shown an increased engagement level of 10%.
- Setting a volunteer target has helped to focus the attention and speaks to those with a competitive nature. What gets measured gets delivered!

Who to contact for more information

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