

19 ИЮНЯ В 14:00 (МСК)

MUSEUM

CHALLENGES OF OUR TIME
AND VISION FOR THE FUTURE

МУЗЕЙ

VOLUNTEER

ВОЛОНТЕР

SOCIETY

ВЫЗОВЫ СОВРЕМЕННОСТИ
И ПЕРСПЕКТИВЫ БУДУЩЕГО

ОБЩЕСТВО

МЕЖДУНАРОДНАЯ ОНЛАЙН-ДИСКУССИЯ

TRENDS IN HERITAGE VOLUNTEERING IN THE U.K.

MATTHEW HICK

HEAD OF VOLUNTEERING, SCIENCE MUSEUM GROUP
CHAIR OF THE HERITAGE VOLUNTEERING GROUP





FS 02

SCIENCE
MUSEUM
GROUP

CONTRIBUTION OF HERITAGE VOLUNTEERS

- Volunteers contribute £520m to the heritage sector
- The average museum has 92 volunteers
- Provide 7,500 hours hours of support a year
- Support collections, administration and visitor facing activities

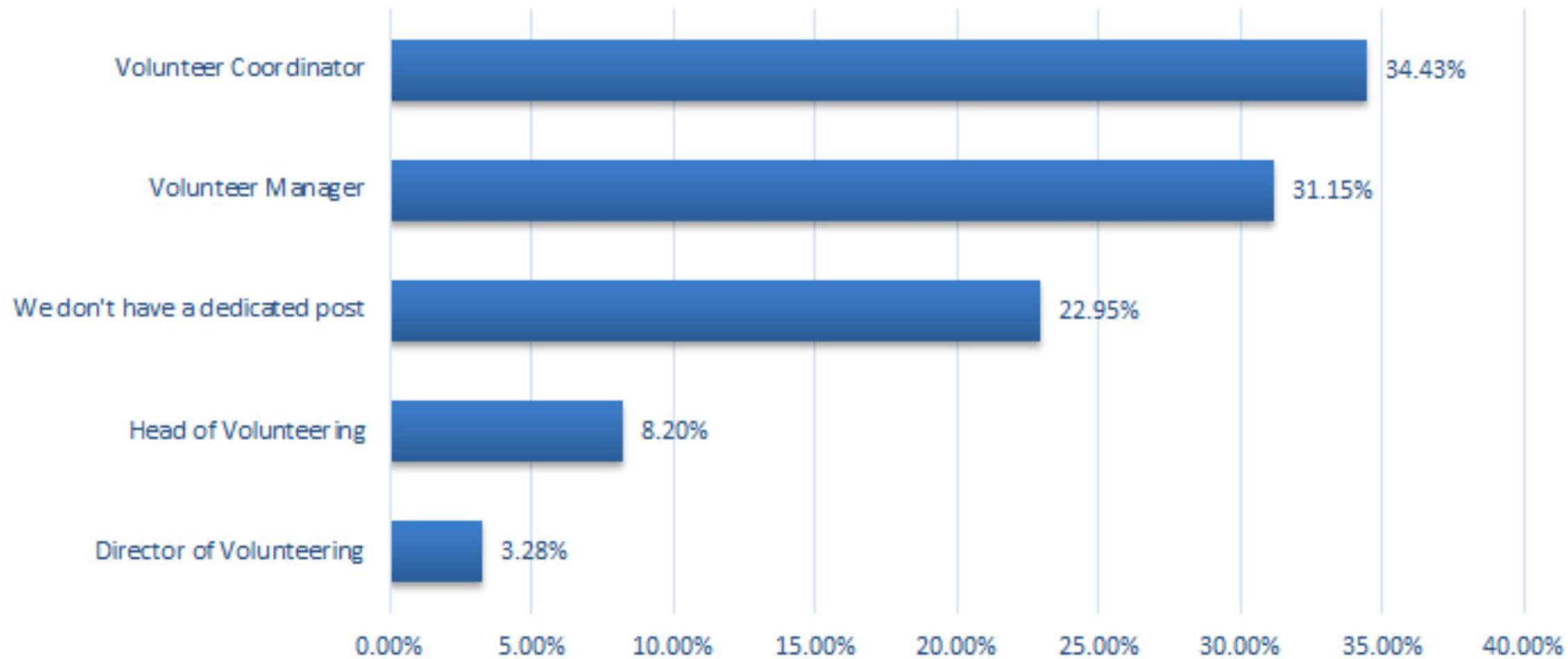




VALUE OF HERITAGE VOLUNTEERS

- Volunteering is worth an average of **£61,000** per year to each heritage organisation
- Spend per year on volunteering **£2,600**
- Or 61p per hour
- This represents **significant under investment**

Volunteer Management Posts





VOLUNTEER DEMOGRAPHICS

- We lack diversity
- We create traditional roles, that reinforce our current programme
- We make it difficult for people to get involved
- We have a one size fits all programme

WHY DO WE NEED TO THINK DIFFERENTLY?

Diversity creates more resilient volunteer programmes:

The impact of Covid-19 means that many of our older volunteers will be unable to return for health reasons, putting the operation of some organisations at risk. Having more, younger volunteers would remove this problem.



WHY DO WE NEED TO THINK DIFFERENTLY?

It make us more relevant to the communities we serve

By working with charities and community groups, we can provide opportunities to the unemployed, the socially isolated and the disenfranchised that will enhance their life chances and meet our operational needs



WHY DO WE NEED TO THINK DIFFERENTLY?

Enables us to contribute to our organisations strategic objectives

By considering not only how people volunteer, but who volunteers, we can ensure volunteering serves our strategic objectives. At Science Museum, we might for example look to work with people with limited academic qualifications, so we can provide them with experiences that help build their Science Capital – one of our strategic objectives





HOW DO WE DO THIS?

- 1. Work with local charities and community groups** to create roles and recruit from their client base. This means working collaboratively to develop different models of volunteering that work for the individual as much as us
- 2. Strip back our processes** and make it easier for people to volunteer. When you can go on Amazon and buy a book in 30 seconds, it's no longer acceptable for us to have a recruitment process that takes 2 months of application, interviews, vetting and training
- 3. Create experiences that meet the needs of our new audiences** by providing training and events that are of interest to them



VOLUNTEER ENGAGEMENT, AND SUPPORT FOR VOLUNTEERING, NEEDS TO BECOME MORE STRATEGIC:

- ⌚ 20% of organisations who say volunteers are critical do not have a dedicated volunteer manager, this rises to c.23% for the wider sector, suggesting rhetoric around the value of volunteers doesn't match action
- ⌚ Senior roles leading volunteer engagement are rare, implying volunteering is seen as an operational not a strategic issue
- ⌚ The above is reinforced by almost 40% of organisations not having a volunteer strategy





SUPPORT IS NEEDED TO DEVELOP VOLUNTEERING AND CREATE LASTING CULTURAL CHANGE:

The lack of strategic engagement at a senior level and professional capacity means that organisations are not well equipped to develop new models of volunteering that will create a more diverse volunteer workforce that the current crisis demands

RESPONDENTS FEEL GENERALLY CONFIDENT TO REDEPLOY VOLUNTEERS BUT HAVE SOME CONCERNS:

- ⌚ Respondents are concerned about the impact of shielding on the scale and capacity of the volunteer workforce and the implications this will have on the operation of a site
- ⌚ Long term, there are concerns about job substitution





THREE KEY RECOMENDATIONS

1. **Volunteer Management must be considered a strategic function** in order to maximise the effectiveness of volunteering
2. Support should focus on enabling organisations to develop **new models of volunteering** and recruit a more diverse volunteer workforce
3. Sectoral **change should be driven through existing networks** and infrastructure organisations to maximise limited resource

