

Kirklees Museums & Galleries

**Volunteer + Culture =
Wellbeing?**



 the audience agency

Understand who your audiences are.
Discover who they could be.

Context - Why?

Reduction in
funding

H&W and
Economic
Resilience

Early
Intervention &
Prevention

Communities
doing more for
themselves

Intelligence-
led
commissioning

Context - Where?



Context - Who?



ACE funding through Museum Resilience Programme

- Health and Wellbeing and Volunteers Strands

Volunteer Support Officer

- Support and develop existing Volunteers and Friends
- Test and learn from new Volunteer programmes

Commissioned the Audience Agency

- 2 Year Evaluation programme

Context - What?

Evaluation aims

- Measure the impact of Kirklees Museums and Galleries on health and wellbeing
- Identify the unique attributes of Kirklees Museums & Galleries on health and wellbeing.
- Determine the tangible impacts of Kirklees Museums and Galleries Volunteer Programme



Our approach

Wellbeing impacts underpinned by the NEF Five Ways to Wellbeing

Connect...

Be active...

Take notice...

Keep learning...

Give...

Also looked at motivations, satisfaction, demographics and the value of volunteering hours



Methodology

- Survey with existing volunteers Five Ways, motivations, satisfaction, demographic info
- Volunteer value and hours calculations
- Semi-structured 1-2-1 interviews (existing and new volunteers)
- Before and after survey with new, short term volunteers - Five Ways, SWEMWBS, motivations, satisfaction, demographic info

**Year One findings:
Existing, longer-term volunteers**

Motivations for volunteering with KMAG

- Altruistic, giving back to society
- Sense of achievement
- To learn

Volunteering helps me meet other people and learn about the Museum and the history of Huddersfield and its surrounding area.

- Social interaction/to meet new people
- Anticipated direct physical or mental health benefits

After 2nd mental breakdown, needed a reason to get out of bed



Five Ways to Wellbeing: Headlines

- Of 20 volunteers, 12 access **all Five Ways to Wellbeing** through the volunteering activities with KMAG.

Connect...

Be active...

Take notice...

Keep learning...

Give...

- All volunteers access **at least two of the Five Ways to Wellbeing**

5 Ways: Connect

- Almost all volunteers (95%) strongly agree or agree that they **enjoy the company of other people** when they volunteer with KMAG.



Whether it's the people within the group, whether it's the general public I meet when I'm walking round the park doing things, or working in the Hall as a guide, I just enjoy talking to people...being part of a unit that works is important.

5 Ways: Take Notice

- 80% of volunteers strongly agree or agree that they **enjoy engaging with local heritage** when they volunteer with KMAG.



I think that it's tremendously important that our heritage is not lost. I hope that I am helping to preserve that heritage

5 Ways: Be Active

- Almost two thirds (63%) of volunteers have **increased the amount of physical activity they do** through their volunteering role with KMAG.



Yes, I can do a lot of physical activity. I feel a lot fitter and a lot stronger than I was before. Coming here has given me a better purpose.

Five Ways: Keep Learning

- The vast majority (90%) of existing volunteers agree that they have **learnt new things** through their role.



I get a sense of achievement in undertaking tasks and activities and learning new skills.
Keeps me fit - mentally & physically

Five Ways: Give

- 100% strongly agree or agree that they believe they **make a worthwhile contribution to society** through their volunteering work.



I'm proud of what we've achieved on this site and what we can achieve and what we hope to achieve in the future.
I think we've made a tremendous contribution

Economic Impact

Over the 12 months,
K MAG volunteers
delivered an estimated
8247 hours of activity.

The economic value of
these hours is estimated
to be worth over
£89,000.



Direct health benefits

I had to finish work because I had a couple of breakdowns in a space of a couple of years, and I couldn't really work and I was just sitting in the house and slowly going daft, really, and it was getting out, just something to do, give me a purpose when sometimes in life there doesn't seem to be a purpose.

I wasn't as bad as some after my stroke [...] But like I say, you just build up your physical stamina [...] Because I'm interacting with people and there are quite a variety of things so I don't get bored. It gives me exercise, and another thing, it keeps my brain active because having a stroke it does affect the brain in a big way, a lot more than most people might imagine.

Unique attributes of volunteering with KMAG

- Heritage
- Outdoor space
- Male friendly
- Excellent volunteer management



Year Two



- Continue new volunteer before and after survey
- Positive SWEMWBS results so far:
 - “Before” score 23.82,
 - “After” score 26.18
 - (English average 23.6)
- Community programmes
 - Pop up Museum - visitor survey
 - Museum in a Box - survey and 1-2-1 interviews





Any Questions?

Workshop Activity



5 Ways to Wellbeing

Find out more?

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