

**HAMPSHIRE COUNTY COUNCIL****Report**

<b>Committee:</b>	Culture and Communities Select Committee
<b>Date:</b>	20 January 2014
<b>Title:</b>	Volunteering – the contribution, sustainability and value of volunteering to the cultural and communities sector of Culture, Communities and Business Services
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<b>Report From:</b>	Director of Culture, Communities and Business Services

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## **1. Summary**

- 1.1. The purpose of this paper is to report on volunteering across the cultural and recreational services; the activities supported through the use of volunteers in different roles; their value and contribution to the service. The paper also explores some of the issues of working with and managing volunteers and considers the future sustainability and ways of working with volunteers to support these services in the future within the Culture, Communities and Business Services Department (CCBS).
- 1.2. The report focuses on the use of volunteers by the Archives, Arts and Museums, Countryside and Library Services.

## **2. Contextual information**

- 2.1. The use of volunteers is significant within the culture, heritage and communities services of CCBS with over 32,000 volunteer days recorded in 2012/13. There has been a 48% increase in volunteer hours from 2011/12 to 2012/13 (Appendix 1). The increase is a consequence of positive decisions to seek to increase volunteering as part of service reviews to achieve transformation and efficiencies, and it continues to rise. The increases in volunteer hours are also due in part to the improved recording of volunteer time – previously some of the contribution was not fully recorded.
- 2.2. The use of volunteers is now essential to the continued delivery of a number of areas of service provision, helping to deliver added value activities and enhanced provision that would otherwise be unsustainable through paid employees. For example, the Arts and Museums Service volunteer hours increased by 81% from 17,422 volunteer hours in 2011/12 to 31,687 in

2012/13 and the community museums would not be able to open their doors to the public without volunteers now.

- 2.3. It is estimated that the value of the 193,161 volunteer hours across the cultural and heritage services is a minimum of £1.2 million (see Appendix 1).

### **3. Volunteering activity**

- 3.1. Volunteers take part in a very wide range of activities (see Appendix 2 for a list of activities and Appendix 3 for case studies by Service) from shop assistants to tour guide, Home Library Service volunteers to collections management, visitor services to rights of way maintenance. The duties are specific to the service with volunteers playing an important role working alongside professional staff to support the service - librarians, archivists, museums curators, ecologists, rangers etc.
- 3.2. While the dependence on volunteers is manifest, volunteers also create opportunities and enable events or activities to take place that achieve beneficial outcomes for communities. For example, there are several established Friends Groups at countryside sites who play an important role in raising funds to support conservation projects to protect and enhance the environment that may not otherwise be funded by the Service.

### **4. Performance: case studies – financial and social value**

- 4.1. Volunteers are now an integral part of service delivery, not only for the value they bring to the service, enabling the continued delivery of services that might otherwise end, such as the Home Library Service; but also for the health, wellbeing and social value - the associated cost saving achieved as a result of individuals leading an active life, keeping in contact with their communities e.g. avoiding the social isolation of older age. Volunteering brings benefits to the individual and to the community.
- 4.2. The case studies in Appendix 3 explain some reasons why people volunteer, what they get out of it and the benefits to the services. Some are motivated by serving their local community, giving something back, or by a desire for social interaction. Others are enthusiasts or experts in a subject and want to make use of, or develop, their knowledge and skills.
- 4.3. The contribution of volunteers is mostly celebrated locally within services, often funded through local budgets or the manager's own pocket. The Chairman's Volunteering Awards 2013/14 will celebrate Good Neighbours – Young and Old, combining the Youth Awards and Good Neighbour Awards. Most services are unaware of the opportunity to nominate their volunteers and raise awareness of this valuable contribution to communities.

### **5. Other key issues**

- 5.1. In 2012/13 an internal audit of volunteering looked at the effectiveness of the controls in place to ensure that volunteers are properly recruited and

appropriate screening checks undertaken, that training needs are identified and volunteers are adequately managed. There are risks associated with the increasing use of volunteers if the correct recruitment and management guidance are not followed; in the wider national debate there has been concern about 'job substitution' in the deployment of volunteers in various roles perceived by staff and Unions as taking away paid jobs. Working alongside volunteers is a culture change for staff in some instances, learning to work in partnership, to share and collaborate.

- 5.2. The management of volunteers is a significant demand for services requiring many of the same checks and processes and day-to-day management as for paid employees e.g. Home Library Service volunteers require a DBS check (previously known as CRB check). The growth in the number of volunteers has required services to develop their own support and guidance to supplement the corporate guidance and there is some good practice. The Library Service has devised its own Information pack for volunteers with the relevant forms and the Museum Service has a Volunteer induction pack and a CD used locally for training.
- 5.3. The aims of the Council's Volunteer Policy are to; encourage greater participation; and encourage a more diverse group of people to volunteer. Services are doing well at the former but have not previously collated diversity data, but this is now changing. Anecdotally, the socio-economic make-up of those volunteering tends to include a large cohort of early retired middle-class, but some young people are also attracted to the volunteering opportunities available as well as people seeking access to work or careers. There is scope to develop and to encourage a more diverse group of people to volunteer.
- 5.4. The management of volunteers has many challenges. Despite the training, maintaining the quality of welcome and customer service can be difficult with unpaid staff. The recruitment processes, time for applications and interviews is time-consuming and some services have recruited paid volunteer coordinators or, in some cases, use some volunteers to lead other groups of volunteers. Managing the expectations of volunteers and working with them to understand the nature of the service delivery they are entering into when becoming a volunteer with the service is difficult and requires considerable effort. Volunteers will sometimes have strong ideas about what the Service should be doing, for example Friends Groups can have a sense of ownership and influence that it is not always easy to reconcile with the strategic priorities of the services.

## **6. Future direction**

- 6.1. The Council's Volunteers Policy and Guidance for Managers is currently being reviewed to continue to simplify and make further improvements in the efficient recruitment of volunteers. The policy improvements have focussed on ensuring that the appropriate records are maintained to ensure the correct levels of safeguarding, health and safety and risk management for the use of volunteers across the services. CCBS Managers have

contributed to the development of these policies to ensure all of the above is operationally efficient and practical.

6.2. Volunteers are not going to solve budget pressures, but they are and will continue to be part of the solution. All of the culture, heritage and community services are changing the way they work, exploring different models of working with volunteers or voluntary organisations to protect and maintain future service delivery. Volunteers still need induction, training and managing and there are costs associated with managing volunteer work that still have to be met. Planning budgets and building structures to support this is essential, for example;

- The Library Service has 3 full time Volunteer coordinators working primarily on the Home Library Service,
- The Countryside Service works in partnership with an organisation called The Conservation Volunteers through a grant funding arrangement and it has worked on a programme to help manage recruitment and how the service works with volunteers

6.3. In the current economic climate, it could become more difficult for people wishing to volunteer because of the travel costs. Services generally pay expenses if the service requires them to travel e.g. Home Library Service volunteers who use their own car (though many do not claim) or asks them to work off-site at an event. Paying expenses to volunteers is unaffordable for the services. However, currently levels of recruitment are good (though occasionally volunteers are put off by paper work and checks). Volunteers come forward through word of mouth, web adverts, or locally advertised opportunities. The nationally available 'Do-it' website is supported by the corporate policy, but there is little evidence of success through use of this by services.

## **7. Conclusion**

7.1. While volunteering may once have been a nice to do or ad-hoc activity, it often relied on the discretion and enthusiasm of local managers. It is now far more structured, focussed and essential to service delivery. That said, there is still scope to develop greater clarity around the use of volunteers, so that all parties understand the relationship and outcomes needed.

## **8. Recommendation**

8.1 It is recommended that Members of the Culture and Communities Select Committee recognise and acknowledge the significant contribution of volunteering to the successful and efficient delivery of the community, cultural and recreational services and support the further development of this successful collaboration in the future.

**CORPORATE OR LEGAL INFORMATION:****Links to the Corporate Strategy**

<b>Hampshire safer and more secure for all:</b>	no
Corporate Improvement plan link number (if appropriate):	
<b>Maximising well-being:</b>	yes
Corporate Improvement plan link number (if appropriate):	
<b>Enhancing our quality of place:</b>	yes
Corporate Improvement plan link number (if appropriate):	

**Section 100 D - Local Government Act 1972 - background documents**

The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)

DocumentLocation

None

## **IMPACT ASSESSMENTS:**

### **1. Equalities Impact Assessment:**

- 1.1. This is an information report for the Select Committee. No decision is requested and an equality impact assessment is not relevant to the purpose of this report.

### **2. Impact on Crime and Disorder:**

- 2.1.

### **3. Climate Change:**

- a) How does what is being proposed impact on our carbon footprint / energy consumption?
- b) How does what is being proposed consider the need to adapt to climate change, and be resilient to its longer term impacts?

## Volunteering data

## Appendix 1

### Volunteer hours by Service

	Annual total	2011/12	2012/13	Increase	% increase
Library & Information Service	Number of volunteers		993		
	Number of volunteer hours	19,450	26,034	6,584	33.8%
Countryside Service	Number of volunteers				
	<b>Total volunteer days</b>	15,158	22,088	6,930	45.7%
<i>Estimated at 6 hours per day</i>	<i>Number of volunteer hours<sup>1</sup></i>	<i>90,948</i>	<i>132,528</i>	<i>41,580</i>	
Archives & Local Studies	Number of volunteers		92		
	Number of volunteer hours	2,752	2,912	160	5.8%
Arts & Museums	Number of volunteers				
	Number of volunteer hours	17,422	31,687 <sup>2</sup>	14,265	81.8%
<b>Total</b>	<b>Volunteer hours</b>	<b>130,572</b>	<b>193,161</b>	<b>62,589</b>	<b>48%</b>

<sup>1</sup>The Countryside Service has previously recorded volunteer time in days rather than hours. The calculation into hours is an estimate for 2011/12 and 2012/13. For 2013/14 all services will be recording volunteer hours.

<sup>2</sup> Volunteer hours in the Arts & Museums Service continue to increase in 2012/13 due to the introduction of front-of-house volunteers at six community museums and the inclusion of Arts Centre volunteers which were not reported in 2011/12.

### Financial value of volunteering

Taking the national minimum wage as £6.31 (After 1<sup>st</sup> October 2013 for 21+)  
 £6.31 per hour X 193,161 Volunteer hours = £ 1,218,845)

The current contribution valued at more than £1.2 million pounds.

## Appendix 2

<b>Volunteering opportunities:</b> A list of the range of volunteer activities in the Library & Information Service, Countryside, Arts & Museums and Archive services.	
Volunteer Role	Duty
<b>Countryside Service</b>	
Conservation/Ranger	Traditional countryside volunteer role.
Horticulture/Gardener	General garden maintenance
Maintenance	Maintaining site structures including litter picking
Animal Husbandry/ Lookerer	Daily checks of livestock. Managing livestock at specific sites
Rights of Way management	Maintenance including surfacing, structures and vegetation clearance
Survey/research – wildlife, people, heritage	Complete research on the natural and historical environment, as well as people using our sites. This could involve Rights of Way e.g. PATHH (Providing Access to Hampshire's Heritage)
Education and Youth work	Support staff to deliver education activities for schools. Work with young people to involve them in the countryside service.
Shop assistant	General shop duties.
Office assistant	General office duties, minute taking, photocopying, research, data input, etc.
Meet and greet / promotion / Event support	Helping with visitors arriving at sites. Assisting with setting up events as well as stewarding.
Tour guides, social history demonstrator	Providing tours and an historical “experience” for visitors - bringing history to life.
Way marking	Way marking and surveying rights of way
Guided walks	Lead a variety of guided walks
Volunteer supervisor/coordinator	Volunteers that can supervise volunteers and groups.
Advisory, consultation, support	Management groups, friends of, Hampshire Countryside Access Forum
<b>Library Service</b>	
Home Library Service	Visiting people in their own homes to deliver books and other media
Summer Reading Challenge	Administering the reading scheme and listening to children talk about their reading
Library Support Volunteers	Working alongside staff to increase library opening hours
Events and activities in libraries	Welcoming people, providing refreshments and general support
Exhibitions and events	Support volunteers e.g. manning the Gosport Discovery Centre Gallery

**Volunteering opportunities (continued)**

Volunteer Role	Duty
<b>Archive Service</b>	
Working with collection and records	Transcribing, indexing, cataloguing, preservation cleaning, preservation packaging, editing/proof reading
Outreach work and events	Supporting workshops, fairs, evening/social events, Film shows
Hampshire Archives Trust	Arranging events and mailings
<b>Arts &amp; Museums Service</b>	
Collections work	Low level conservation work and collections management activities
Visitor services functions	A front of house customer facing Welcome host role in the Community museums
<b>County Sports Partnership (SHIOW)</b>	
Sport Makers/Games Makers	Provide encouragement and organisation e.g. arrange fun events for groups
	Helping out at local sports club or event e.g. marshal a cycle ride, attract new members to a sports club
	Use sporting knowledge and ability to help others - skills training
	Set up and lead regular sessions and friendly competitions e.g. workplace sports or local tournaments

## Appendix 3

### Case Studies and quotes from volunteers about their experience

#### Museums Service

“I enjoy volunteering at Rockbourne because you meet a variety of people from around the world who share the same interests. The atmosphere is friendly and we always enjoy the time spent looking after History. I feel involved and that I am providing a service to the community. I feel like I am helping to preserve the past for future generations.”

– Louise Barnes – Volunteer at Rockbourne Roman Villa

#### Hampshire Record Office volunteers

“I have worked as a volunteer for about 6 years now. I work on a Thursday evening for a few hours. Some of the work I have undertaken has been cataloguing slides, theatre programmes, photographs, wills, indentures etc. onto their CALM system as well as learning to read old hand writing, investigating problems, using the internet for maps and finding out the necessary information. I really love working on lots of interesting archive material and I have learnt so much from doing this role. Also the great choice of historical books, microfiche and maps etc. to explore and learn about has been fantastic. I have also helped with some evening events which have been very exciting and I have met some very interesting people.”

“I am cleaning and making file boxes for manorial court papers that date from 1600 to 1800. Volunteering for Hampshire Archives has enabled me to work alongside the conservation team, develop my skills for handling paper and increase my knowledge of the process of preservation”.

#### Countryside Service volunteers

<http://www3.hants.gov.uk/countryside/countryside-service/countrysidevolunteering.htm>

<http://www3.hants.gov.uk/countryside/countryside-service/countrysidevolunteering/cv-newskills.htm>

<http://www3.hants.gov.uk/countryside/countryside-service/countrysidevolunteering/cv-newfriends.htm>

<http://www3.hants.gov.uk/countryside/countryside-service/countrysidevolunteering/cv-healthy.htm>

<http://www3.hants.gov.uk/countryside/countryside-service/countrysidevolunteering/cv-community.htm>

<http://www3.hants.gov.uk/countryside/countryside-service/countrysidevolunteering/cv-environment.htm>

<http://www3.hants.gov.uk/countryside/countryside-service/countrysidevolunteering/cv-workexperience.htm>

## Museum Service volunteer

### Hampshire community focus: Meet Sue Snow, museum volunteer



Many of Hampshire's community museums rely on volunteers who give up some of their free time to help ensure these important local facilities remain open. Here we meet Sue Snow, a volunteer at Westbury Manor Museum in Fareham.

#### Why did you volunteer to work in a museum and what are your duties?

It gets me out and meeting people. I serve tea and coffee, show visitors around and answer their questions. I also help with research and putting together exhibitions. I've always had an interest in history and I recently helped to procure a number of artefacts for an exhibition here about the Knowle

Mental Hospital. I also help with archiving some of the books we have. So my duties here are really varied and interesting.

#### What hours do you work?

I volunteer every Thursday afternoon and alternate Saturdays. It is very hard to get volunteers for weekend work.

#### As a disabled person, do you encounter any problem working as a volunteer?

Obviously, there are a few things I can't do; carrying a tray of tea, for example. But having a disability is no barrier at all to becoming a volunteer. We have just had a new volunteer start today who has brain injuries. There is work here for people of any ability.

#### What do you enjoy most about working here?

I enjoy meeting the public. A lot of older people like to come in regularly to the tea room to have a chat. This month we have a Lego event so we are overrun with children and Lego bricks! It's a real community venue and I love the social interaction.

#### Do you want to help your local community museum and meet new people? Or enhance your CV and receive free training?

Community museums in Andover, Basingstoke, Fareham, Christchurch and Aldershot are now recruiting volunteers. We are also seeking volunteers for Bursledon Windmill and Rockbourne Roman Villa.

## **Sport Hampshire & Isle of Wight – Sport Makers**

### **SPORT MAKER OF THE MONTH: ALEX LAKE**

Alex Lake has been named Sport Hampshire & IOW's Sport Maker of the Month for December in recognition of his work organising informal sports opportunities for his friends in and around Basingstoke. 17-year-old Alex has got his friends playing football, basketball and going to the gym as well as undertaking some formal coaching and organising a football tournament, with well in excess of 50-hours of Sport Making logged. Alex is the proud owner of one of our limited edition Sport Makers Rain jackets. We caught up with Alex to find out a bit more about what he's been doing...

#### **Why did you become a Sport Maker?**

I became a Sport Maker during my first year of college through my Community Sports Leaders Award course. Queen Mary's College hosted a convention for both first and second years at our college. During this convention we received talks from Tom Davis (GB Judo) and Tom Dickson, who both motivated me and provided me with an opportunity to encourage people around me and my friends to carry on or take up sport. Sport is a massive part of my life and Sport Makers has given me the push I needed to encourage others to get involved.



#### **What activities have you supported so far?**

I have mainly helped people to take part in football, from casual kick-around sessions with some mates to organised coaching with a football team. I have also helped coach basketball and encouraged some friends to join me in going to the gym. I have also been part of a group responsible for organising and running a football tournament.

#### **Have the participants enjoyed the activities?**

I would like to think that the participants have enjoyed the sessions I've helped organise. I would imagine that they have due to most of them being regular attendees. The idea that they have enjoyed the sessions I would regard as a success.

#### **Have you enjoyed being a Sport Maker?**

Yes. That question could easily be answered in that one word. Being a Sport Maker means that I am meant to organize sporting opportunities for others, which for me sounded like a perfect scenario. There is nothing I love more than taking part in sport and this is what I'm doing as a Sport Maker.

#### **What do you have planned next?**

Well my overall goal in life is to go on and teach Sport & PE at a Secondary School Level so Sport Makers is not only something I enjoy but also practice for this goal. For now though I plan to continue doing as I'm doing, and I, as ever, will try to undertake different roles and encourage people to different sports when opportunities arise.