



# Kirklees Museums & Galleries

Measuring the wellbeing impacts of volunteering

## Context - Why?

Reduction in  
funding

Health &  
Wellbeing 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





# The Audience Agency

**Not-for-profit, independent agency supporting 1,000+ cultural organisations to understand, engage and grow audiences.**

Our purpose: To lead insight-driven, audience-focused practice and policy.

We deliver advice & support, research & intelligence, bespoke products & consultancy.

## Evaluation aims

- Measure the impact of Kirklees Museums and Galleries on health and wellbeing
- Identify the unique attributes of Kirklees Museums and 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



# Five Ways to Wellbeing

## Connect...

*With the people around you. With family, friends, colleagues and neighbours. At home, work, school or in your local community. Think of these as the cornerstones of your life and invest time in developing them. Building these connections will support and enrich you every day.*

Volunteers connect and spend time with others

Volunteers feel involved and part of a community

Volunteers feel they are in an inclusive and supportive environment







## Be active...

*Go for a walk or run. Step outside. Cycle. Play a game. Garden. Dance. Exercising makes you feel good. Most importantly, discover a physical activity you enjoy and that suits your level of mobility and fitness.*

Volunteers increase their physical activity

## Take notice...

*Be curious. Catch sight of the beautiful. Remark on the unusual. Notice the changing seasons. Savour the moment, whether you are walking to work, eating lunch or talking to friends. Be aware of the world around you and what you are feeling. Reflecting on your experiences will help you appreciate what matters to you.*

Volunteers enjoy engaging with their local heritage and the natural environment



## Keep learning...

*Try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Fix a bike. Learn to play an instrument or how to cook your favourite food. Set a challenge you will enjoy achieving. Learning new things will make you more confident as well as being fun.*

Volunteers develop and gain new skills and knowledge

Volunteers' confidence and self-esteem grows

## Give...

*Do something nice for a friend, or a stranger. Thank someone. Smile. Volunteer your time. Join a community group. Look out, as well as in. Seeing yourself, and your happiness, linked to the wider community can be incredibly rewarding and creates connections with the people around you.*

KMAG understand types of people volunteering

Impacts of the work of volunteers on KMAG established

Volunteers are proud of their contribution

# Methodology

- **Survey with existing volunteers**, mix of quant and qual, explored:
  - Type and length of volunteering
  - Motivations
  - Quantitative Five Ways to Wellbeing statements e.g.

Through volunteering for KMAG, I have increased the amount of physical activity I do.

- Strongly agree
- Agree
- Neither agree or disagree
- Disagree
- Strongly disagree

- Satisfaction
- Demographics



# Methodology

- **Before and after survey with new, short term collections volunteers:**
  - Aligned with existing volunteer survey.
  - SWEMWBS



# Methodology

- **Semi-structured 1-2-1 interviews** (existing and new volunteers)
- **Volunteer value and hours calculations** - basic and VIVA methods



# Reporting the findings

- Detailed report
- Summary report published
- Film made alongside the evaluation
- Reporting workshop with stakeholders



## 5 Ways: Connect

- 95% agree or strongly agree that they **enjoy the company of other people** when they volunteer with KMAG.
- 84% agree or strongly agree that they **increased their opportunity to spend time with other people**.
- 94% agree or strongly agree that through volunteering with KMAG they **feel part of their community**.

It adds to my life in friendship which at the moment is very important for me. It also gives a sense of satisfaction, achievement.

I like working with the volunteers, because there's this sort of camaraderie you get when you work with people, but also with the general public, they're always asking for advice and saying 'What are you doing there?'

## 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.

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



# Volunteer stories film





**Any Questions?**

# Find out more?

Download the summary report at

<http://www.kirklees.gov.uk/museums>

Becky Bracey, Volunteer Support Officer:

[rebecca.bracey@kirklees.gov.uk](mailto:rebecca.bracey@kirklees.gov.uk)

Catherine Bradley, Consultant:

[catherine.bradley@theaudienceagency.org](mailto:catherine.bradley@theaudienceagency.org)

 the audience agency