

GLASGOW:

HOST CITY GLASGOW PROJECT

1. Background: Host City Glasgow Project

A 3-year project, lead by Glasgow Life, to help maximise the potential impact of Glasgow 2014 Commonwealth Games on civic pride, volunteering legacy aspirations, and communities in the host city of Glasgow. Two key components:

- Host City Volunteers;
- *Altogether Glasgow* flexible learning programme.

Funding support has been confirmed from Big Lottery Fund and Glasgow City Council – with Glasgow Life providing in-kind support through provision of staffing resource, which will include a number of development opportunities for staff.

2. Host City Volunteers



Background

Host City Volunteers (HCV) will be managed by Glasgow Life and deployed in the high footfall thoroughfares and 'live zones' in the city centre during Games Time. Complementing the support provided by the OC's volunteers (clyde-siders) in and around Games' venues, approximately 1,500 volunteers will be required.

As the host city, Glasgow is keen to maximise opportunities for local people to feel connected with and play an active part in delivery of the Games. Discussions with the OC indicate that the level of applications to their programme from those living within Glasgow city was lower than had perhaps been anticipated by GCC and city partners. In particular, lower levels of Glasgow city applications

from the following groups (compared to population level): disabled people, older people (60 years+), and those living in deprived wards.

There are also some people who were unable to apply to the OC's programme due to eligibility criteria - e.g. age (people had to be 16 years of age at the time of application, effectively meaning they will be 17.5 – 18 years by Games Time); or identification/security requirements (i.e. asylum seekers were unable to apply as most would not have access to the required documentation for security vetting).

Finally, the Glasgow Household Survey suggests that whilst the vast majority of residents feel that the Games will be positive for the city, many do not feel it will impact directly on them and their families.

Role

Host City Volunteers will assist with wayfinding and general information for spectators and visitors to the city during Games-time (including information on: games venues; event times; transport links; the 2014 cultural programme; as well as other city attractions and amenities).

Eligibility Criteria

The HCV programme provides an opportunity for us to try and proactively address some or all of the aforementioned issues re under-representation of Glaswegians in actively supporting delivery of the Games. In order to be eligible for the HCV programme, participants must meet the following criteria:

- § live, work, study, or already volunteer in Glasgow city;
- § are 16 years of age as at 1 January 2014 (N.B. there may be limited opportunities for 14-15 year olds to participate as part of appropriately supervised groups within live zones, which will offer a more controlled environment)
- § will be prioritised if they have membership of one or more of the identified target groups (60 yrs +; disabled people;

those living in deprived wards in the city). We will also explore whether asylum seekers can be supported to participate.

Recruitment

Initial recruitment focussed on a targeted approach, working in conjunction with GL Area Teams, local networks and community partners (e.g. Glasgow Disability Alliance; Enable Glasgow; Volunteer Glasgow; GCC SWS supported employment programme; GCC SWS looked after & accommodated children's services; Age Scotland; GHA; Jobs & Business Glasgow; and others) in order to encourage applications from priority groups. A wider recruitment drive, employing social media and mainstream media, has followed in order to help achieve overall target numbers.

Key Project Milestones

Jan – Feb 2014	Briefing of community stakeholders
Feb – March 2014	Recruitment (HCV Team Leaders)
Feb – May 2014 (HCV general)	Recruitment
7 & 8 March 2014	OC's Orientation events (150 places have been offered to HCV for team leaders)
April 2014 (HCV Team Leaders)	Training 1
21 st May 2014 Orientation event	HCV
7-8 June 2014 Event: MELA	Test
June 2014	Training 2

(HCV Team Leaders)

17 June – 3 July 2014

20 – 23 July 2014

Glasgow

23 July – 3 Aug 2014

Post – event

Training (HCV general)

QBR in

Games-Time Deployment
of Volunteers

Recognition, including
community exhibition in 3 x
cultural hubs (Nov 2014 –
Jan 2015) and main People's
Palace exhibition (from Jan
2015)

3. ***Altogether Glasgow: Flexible learning programme***



Altogether Glasgow aims to enable Glasgow's communities to better engage with the delivery of the 2014 Commonwealth Games and future major event opportunities via a programme of flexible learning, citizenship, and volunteering. The programme intends to achieve the following outcomes:

- Increased learning opportunities for Glaswegians to understand, develop and sustain local and city-wide concepts of identity and civic pride;
- Increased awareness of and engagement with the city's cultural and sporting assets;
- Increased uptake and active participation by Glaswegians in volunteering and delivery opportunities associated with major cultural and sporting events

The focus of the first year's activity will be development and delivery of an online flexible learning programme to include

content based around the following themes: Discovering Glasgow; Exploring the Commonwealth Games; Introducing Commonwealth visitors. Programme content will also be available through delivery of parallel workshops for those for whom the digital medium may create a barrier. The website has just been launched (May 2014) and can be accessed at: www.altogetherglasgow.com

Years 2 & 3 of the project will develop support to encourage people to become increasingly active in terms of their engagement in the city, including through trying new activities, and sharing their learning – for some through active involvement in formal volunteering activities. Participants will be encouraged to generate content (e.g. photographs, blogs) that can be uploaded to the website.

ÖSTERSUND:

PRIDE, JOY AND SURPLUS VALUE

Project summary:

The aim of this project is to encourage, promote and facilitate volunteering at cultural heritage institutions in the Nordic and Baltic countries, nationally and across the borders. Volunteering is seen as a form of informal learning and a positive contribution to the community. A mapping of volunteer activities and experiences at the participating institutions will be carried out in order to give a deeper knowledge of the individual and organisational values of volunteers in cultural heritage institutions in relation to personal growth, lifelong learning, job creation, social inclusion, cultural diversity, and regional development. A comparison of practices and regulations in the participating countries will be carried out in order to develop joint methods and produce guidelines that can be acknowledged and applied by cultural heritage institutions, volunteer organisations, trade unions and local, regional and national governments.

Purpose:

In this time of economic crisis and its negative impact on the cultural sector, there is an increasing need for support and funding to ensure that all services at the cultural heritage institutions are well maintained. The contributions of volunteers might be necessary in order for the cultural heritage institutions to continue their activities, preserve their collections and provide the visitors with memorable experiences. However, the use of volunteers is not unproblematic and there are many things to take in to consideration. The benefits and challenges must be closely examined. Volunteering has been viewed as unpaid work and an act of altruism, but recently there has been a visible shift in attitudes towards volunteering as an informal learning experience and a means of personal growth. Cultural heritage institutions must assert their role as arenas for lifelong learning and employability. This is the main reason why this project was initiated.

There is little previous research on volunteers and cultural heritage in the Nordic and Baltic countries. This project seeks to narrow that gap by providing a comparative analysis of volunteering at cultural heritage institutions in the participating countries. The project has a two-fold purpose. First, it examines the value of volunteering, both on the individual and the organisational level. Secondly, it evaluates the regulations governing the use of volunteers and suggests a set of recommendations for future implementation. Ultimately, the main goal is to encourage, promote and facilitate volunteering at cultural heritage institutions, nationally and across the borders.

Background

There are many reasons for volunteering or to involve volunteers in an organisation. Volunteers commonly cite altruistic motives for their reason to participate, like supporting an organisation they appreciate or giving something back to their community, but volunteering can also be a way to learn new things, improve skills, gain work experience, widen social circles or just to have fun. The effects may go even deeper, bringing health and psychological benefits as well. Organisations are said to benefit from the volunteers' work, knowledge and financial contribution, but at the same time the use of volunteers can strengthen the relation to the

community and enhance the cultural identity. On a larger scale, there might be benefits for the whole community, such as greater prosperity, cultural diversity and social cohesion. Therefore it is essential to gain a deeper understanding of the different values of volunteering in cultural heritage institutions in order to entice more people into taking part.

The extent and practices of adult volunteering varies across the world. In Sweden volunteering is mainly connected to being a member in a club or an association and getting involved in their activities. However, these people rarely regard themselves as volunteers, but rather as active members. In other countries, such as the UK and the US, there is a long tradition of voluntary work, and not uncommonly at cultural heritage institutions. In Sweden, on the other hand, the use of volunteers in that type of organisations is often viewed with suspicion as it is believed to reduce job opportunities for paid staff. An advanced welfare system and strong trade unions have made the use of unpaid work difficult and therefore volunteering often becomes a legal and ethical dilemma. Similar attitudes are prevalent in the other Nordic countries. [something about the situation in the Baltic countries] For this reason it is important to investigate existing practices and regulations in relation to duties, functions and responsibilities, and to develop joint methods and recommendations for the stakeholders, such as cultural institutions, volunteer organisations, trade unions and local, regional and national governments.

Project description

The project is based on the emerging need to identify and analyse experiences, practices and legislations in order to encourage, promote and facilitate volunteering at cultural heritage institutions in the Nordic-Baltic countries, nationally and across the borders. The emphasis is on volunteering as an informal learning experience and a means of personal growth. There are few previous studies in this area and there is also a lack of data, which means that the participating cultural heritage institutions will have to produce their own data. Possible research techniques to be employed are interviews, surveys and observations, as well as documentary and

policy analysis. The study will then draw on existing and new data to compare the different situations in the participating countries. All the collected data and knowledge exchange will contribute to the development of joint methods on how to involve volunteers, and a set of recommendations that can be acknowledged and applied by cultural heritage institutions, volunteer organisations, trade unions and local, regional and national governments [in the participating countries].

The project will start [date and year] and end [date and year]. It will consist of [number] activities. NCK will coordinate the activities, assist the partners, and manage the internal and external communication. Communication and active participation will be an essential part of the project. All participants will contribute to the study by collecting data, attending project meetings and help disseminating the results. The result of the study – methods and recommendations – will be implemented in the participating institutions.

Planned activities

The first activity is a start-up meeting in [insert date]. The meeting will be held in Östersund, Sweden. At the meeting all partners participate and contribute with their ideas and opinions. The meeting will result in a research guideline for the subsequent case studies.

The second activity is to carry out case studies on the volunteer activities and experiences at the participating institutions. Each partner assesses the situation in their organisation. Partners in the same sector will collaborate and assist each other. Suggested research techniques are interviews, surveys and observations. Findings will be compiled in a report to be distributed to all participants and presented at the interim meeting.

The third activity is the national investigations on the practices and regulations of volunteering. In this activity, partners from the same country will work together to collect data. Suggested research techniques are documentary and policy analysis. Additional

interviews with stakeholders can also be a source of information. Findings will be compiled in a report to be distributed to all participants and presented at the interim meeting.

The fourth activity is the comparative analysis. This activity will be carried out by NCK. Differences and similarities are regarded and possible reasons are identified. A first draft of the comparative analysis will be distributed to all participants and presented at the interim meeting.

The fifth activity is the interim meeting. This meeting will be held in [date and location]. At the meeting the findings of the case studies and the national investigations are presented and discussed with representatives from the cultural heritage sector, the volunteer organisations and the cultural policy realm. The discussions will be the starting point for developing methods that can be used by archives, museums and other cultural heritage institutions and recommendations that can be acknowledged and applied by institutions, volunteer organisations, trade unions and local, regional and national governments.

The sixth activity is to produce a set of recommendations. This activity will be carried out by NCK in close collaboration with the other partners. The recommendations will be included in a final report, along with a summary of the comparative analysis.

The seventh activity is a final meeting for the project partners in [date and location]. At this meeting the results of the study will be further discussed. Also, the implementation and dissemination of the results are to be discussed.

The eighth activity is the dissemination of the project results.