



Conducted by Brennan Research Ltd
on behalf of HEY! Volunteering



COASTAL HERITAGE VOLUNTEERING PROGRAMME: A FEASIBILITY STUDY

AUGUST 2023



HEY! Volunteering in partnership with



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This report was produced by Brennan Research Ltd on behalf of HEY! Volunteering.

Brennan Research would like to place on record their thanks to all the volunteers, community organisations and heritage groups who shared their views and suggestions as part of this research. We would also like to thank the team at HEY! Volunteering, Hull City Council and East Riding Council for their help and support in pulling the findings together.

If you would like to find out more about the research that has been undertaken or next steps, please contact:

Tom Brennan, Brennan Research Ltd
tom@brennanresearch.com

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Abi Bell, Volunteer Programme Manager, HEY! Volunteering
abi@heyvolunteering.co.uk

EXECUTIVE SUMMARY

In response to the Heritage Innovation Fund's request for proposals, this document presents findings from research into the potential opportunities and barriers of extending the HEY! Volunteering Programme to incorporate a new bespoke Coastal Heritage Volunteer Programme around the East Yorkshire coast and hinterland region, including locations such as Bridlington, Hornsea, Withernsea, and Goole.



THE OPPORTUNITIES

Along the East Yorkshire coast and hinterland region there are:

- **20+ built or natural heritage assets** that rely on volunteers
- **25+ regular events** that rely on volunteers



Across all venues, events and projects in the East Yorkshire coastal and hinterland region (not including Hull and Beverley), there are currently **more than 600 volunteer opportunities linked directly to heritage** with further upcoming opportunities around climate change, nature recovery, coastal transition and habitat enhancement projects.



Pride in local place is evident in communities across the East Yorkshire coast and hinterlands, which has been a key stimulus for the volunteering programme in Hull.



Demand for heritage volunteering opportunities amongst existing HEY! Volunteers is high: **95% expressed interest in heritage volunteering** (59% very interested).



Heritage venues and particularly events linked to heritage are crying out for new volunteers to help maintain and extend their operations, whilst **volunteer training and management is an area which requires improvement.**



THE CHALLENGES

Many groups & organisations linked to heritage **don't have the time or resources to recruit, train and manage volunteers effectively**, and aren't fully aware of the support available from HEY! Volunteering.



HEY! Volunteering is not an established or well-known entity in some areas of the East Riding which has made volunteer recruitment difficult in the past. The East Riding of Yorkshire is a rural county in which towns are dispersed and public transport links are relatively poor.



Inflation and the cost-of-living crisis is significantly affecting heritage venues and projects and putting events at risk.

There is a **lack of diversity within the East Riding population generally**, which is predominantly White British with an older-than-average population.

WHAT NEXT?

Relationship-building with venues, events and organisations through direct approaches and the creation of a HEY! Volunteering information pack.



Volunteer recruitment drives in coastal towns, driven by current HEY! Volunteers with a focus on HTR groups.



Free workshops / training offered to venues, events and organisations around volunteer management & policies.



Working closely with conservation groups to provide sustained opportunities for existing HEY! Volunteers interested in natural heritage and/or archaeology.

Expanded free masterclass programme with a focus on history and heritage to be delivered free to existing Volunteers and local residents in coastal areas.



Travel considerations for HEY! Volunteers interested in supporting coastal events.



BACKGROUND

Visit Hull and East Yorkshire (VHEY) is the Local Visitor Economy Partnership between Hull City Council, East Riding of Yorkshire Council and the private sector visitor economy businesses across the sub-region. Created in 2006 the partnership has been the catalyst for driving growth in the local visitor, cultural and heritage economies. The Partnership's approach to delivery provides clarity of purpose, reduces duplication of effort and enables greater effectiveness through an existing and mature relationship.

The framework for the VHEY Strategy has been sector-led and recognises the challenges the local economies now face with an adaptable approach to four core priorities:

- **Business Growth & Support**
- **Employment & Skills**
- **Quality Destination**
- **Digital Destination**



BACKGROUND

The VHEY partnership provides a sustainable and resilient basis for further economic and social development, having an excellent track record of delivery and successfully attracting external monies to deliver projects. In September 2021 VHEY embedded the successful volunteering legacy programme established during Hull's year as UK City of Culture 2017, now re-branded as HEY! Volunteering. The strategic direction aims to expand the geographical coverage of the initial programme across East Yorkshire, resulting in the amplification of opportunities and benefits of delivering a free to access volunteer programme, which focuses on volunteering, enrichment and empowerment opportunities across the Cultural, Heritage, Arts and Visitor Economy landscapes. By combining the visitor economy strategic development plans and introducing a significant and nationally recognised volunteer programme, VHEY are committed to delivering the sub-region's priority projects:

1

In collective local, regional and nation partnership support continuous growth of the Visitor Economy across Hull and East Yorkshire, achieving a visitor economy of £1 billion+ by 2028.

**PRIORITY 1
GROW VALUE**

2

Develop and present a destination of distinctiveness through animation, pride of place, inclusivity, accessibility and sustainability.

**PRIORITY 2
QUALITY LOCATIONS**

3

Develop and deliver a new targeted business support package that will offer a range of tailored activity to ensure our local businesses maximise on opportunity and develop resilience to adapt and grow within an ever-changing economic climate.

**PRIORITY 3
SUPPORT PRODUCTIVITY**

4

In partnership with local private and public sector stakeholders, work with VisitEngland, DCMS, Government Departments and delivery agencies that contribute to the Levelling Up agenda and relevant national strategic frameworks.

**PRIORITY 4
EMBRACING A NEW LANDSCAPE**

At a strategic level, the partnership brings together Hull City Council and East Riding of Yorkshire Council Tourism, Heritage & Culture Portfolio Holders, Local Authority Corporate Directors, the third sector and private sector representatives, to oversee the agreed VHEY and HEY! Volunteering outputs and outcomes, with Hull City Council being the accountable body.



METHODOLOGY

The approach taken to the 'Explore' phase consisted of two stages, the findings from which have been drawn together and presented within this document:

- 1. Desk Research & Heritage Asset Mapping**
- 2. Consultation with Key Stakeholders**

DEFINING THE SCOPE OF THE PROJECT

The starting point for the research was to define the scope of the project through gaining a deeper understanding of:

- **What constitutes ‘heritage volunteering’**
- **Places along the East Yorkshire coast and hinterland**
- **How the current HEY! Volunteering Programme operates and the scope for expansion / limitations**

During this phase we explored other models of heritage volunteering and collected data on the impact of heritage volunteering on people and places.

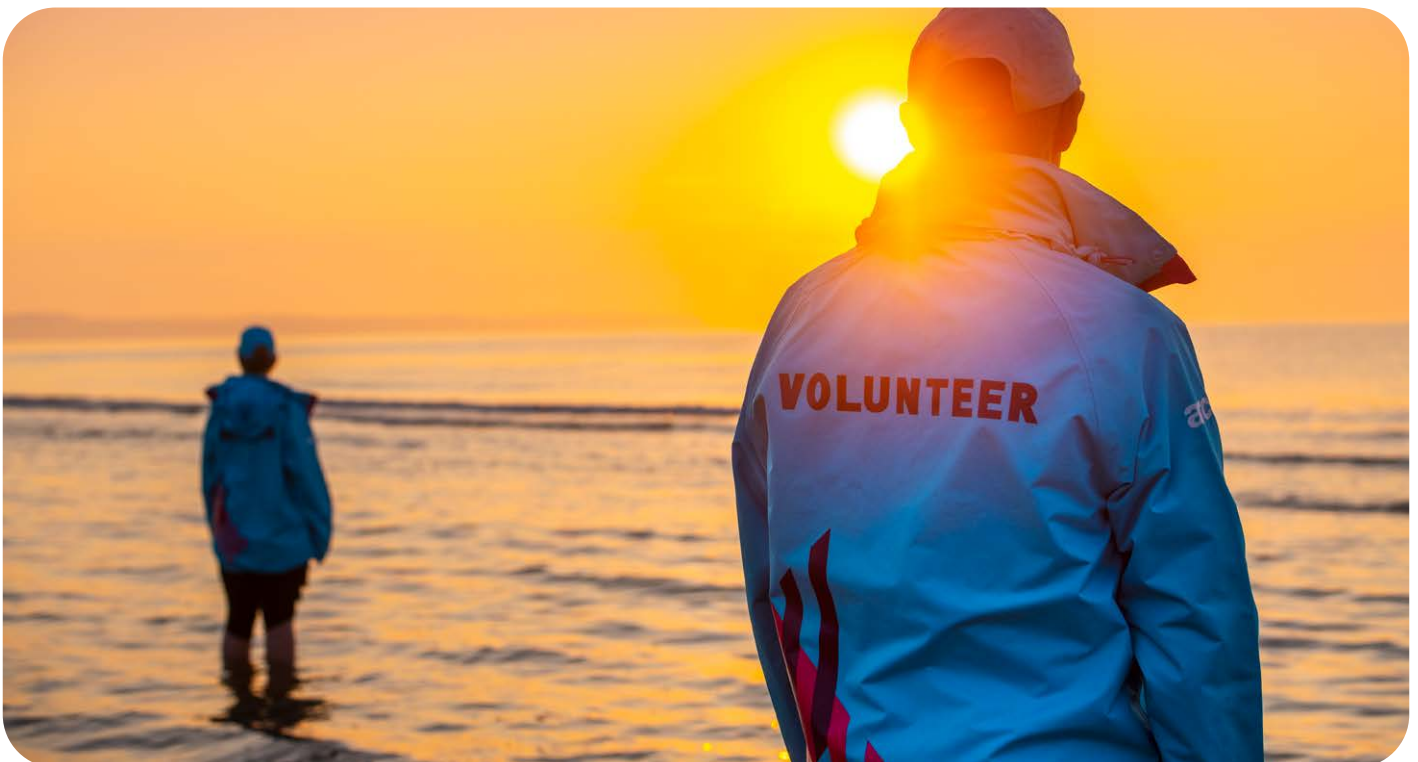
Given the size of the East Yorkshire coastal region and the timescales of this project, the research focused on areas less well-known to the HEY! Volunteering team, who already have a strong understanding of the heritage assets and opportunities in and around Hull – knowledge of which has provided the foundation on which to analyse and interpret the research findings.

HERITAGE ASSET MAPPING

With a clear definition of coastal heritage volunteering derived from the initial exploratory work, we mapped heritage ‘assets’ through the National Heritage List for England (NHLE), web searches, site visits and direct contact with venues and organisations.

Heritage assets were defined as buildings, monuments, museums, places, events, projects, organisations and groups with a link to heritage, either designated or non-designated.

Given the sheer number of NHLE listings within the East Riding of Yorkshire, we focused on heritage assets which used, or had the potential to use, volunteers. This excluded, for example, privately-owned listed buildings, war memorials and disused railway stations and cinemas. Places of worship were also not included.



CONSULTATION WITH HERITAGE VENUES & ORGANISATIONS

We reached out to heritage organisations and venues on the list to gain a better understanding of the work they deliver, number of active volunteers, volunteer management, challenges and opportunities. Respondents were asked directly if they would be interested in additional support to recruit, retain or manage volunteers, and to what extent they would be willing to be associated with the HEY! Volunteering Programme.

Through a series of telephone interviews, email conversations and the distribution of an online form, further information was collected on 19 of the 42 Heritage Assets.

Local stakeholders and groups associated with traditional 'hard-to-reach' groups were also engaged to gain a deeper understanding of their attitudes to heritage and volunteering in general.

CONSULTATION WITH HEY! VOLUNTEERS

To understand the barriers & drivers to heritage volunteering amongst current local volunteers, we conducted a survey covering the following topics:

- Interest in heritage volunteering opportunities
- Willingness to travel to various East Yorkshire locations
- Factors that would encourage them to get involved in heritage volunteering

The survey was open to everyone to complete including non-volunteers. The digital survey link was shared with current HEY! Volunteers via their online management platform, Better Impact, and via HEY! Volunteering social media channels. Hard copy questionnaires were also distributed at a volunteering event in Hull.



In total **451 people took the survey**, including 350 current HEY! Volunteers.

Two focus groups were later held with HEY! Volunteers. The main purpose of these groups was to test emerging concepts of what a coastal heritage volunteering programme might look like and how it might be made sustainable.

15 people took part across both focus groups.



INTERNAL DEBRIEF AND PLANNING SESSION WITH THE HEY! VOLUNTEERING TEAM

Building on the findings from the previous consultation, we met with the HEY! Volunteering management team to discuss the implications of the emerging findings and discussed appropriate actions and recommendations for future activity.

FURTHER RESEARCH

To provide further insight and context to the consultation, we reviewed East Riding of Yorkshire demography using Census 2021 data and conducted a literature review of relevant studies including:

- Volunteering participation statistics from the 2021/22 Community Life Survey
- Heritage, Health and Wellbeing – a 2020 report by The Heritage Alliance
- Wellbeing in Volunteers on Heritage at Risk Projects – a 2021 report by Historic England
- Previous research and evaluation of the Hull Volunteer Programme
- Various resident engagement surveys, research and consultations commissioned by East Riding Council.



MAKING A CASE FOR HERITAGE VOLUNTEERING

There is a rich evidence base to support the notion that preservation of heritage and heritage volunteering can help people and places thrive.

In terms of general engagement with heritage, a 2015 study led by Daniel Fujiwara estimated that visiting heritage sites saves the NHS over £193.2 million through reductions in GP and psychotherapy appointments, with a further contribution of £105.1 million from museums. Heritage has a varied offer which provides many opportunities for engagement and therefore wellbeing. As such, there is a suggestion that overall wellbeing outcomes for heritage may be more significant than sport or arts alone.



Volunteering on heritage projects and at heritage sites has been shown to support the **Five Ways to Wellbeing** (a framework developed by the New Economics Foundation in 2008 and supported by the NHS), offering people a range of opportunities to:

1

Connect with other people

- build social connections and engage with others socially in a safe environment



2

Be active

- such as gardening, building, interviewing, walking, dancing, guiding, hedge-laying or film-making



3

Take notice (or be mindful)

- of surroundings and landscapes



4

Learn - to gain knowledge, skills and have new experiences



5

Give back to society



Heritage and Society, produced by Historic England in 2019, found that engaging with or living near heritage is associated with higher life satisfaction and quality of life. The research highlighted the therapeutic effects of historic landscapes and 'blue' and 'green' spaces (such as canals, rivers, and historic parks), and the importance of shared identity and connection.



VOLUNTEERING BENEFITS

Volunteers have reported a wide range of benefits as a direct result of volunteering with HEY! Volunteering (and previously as Absolutely Cultured and Hull UK City of Culture volunteers). Since 2017 volunteers have been surveyed at regular periods to measure the health and social impact of their volunteering activity. This has demonstrated significant development in personal and professional skills (including heritage), a widening of social networks, increased confidence and self-esteem, and increased life satisfaction.

Evidence suggests that the programme has also acted as a springboard to find other volunteering opportunities or increase the frequency of volunteering. In a 2019 survey of volunteers, 60% of respondents said they had volunteered for other organisations since joining the programme, and 31% had been introduced to them directly as a result of their role with HEY!.

Our research has also shown that volunteering leads to a heightened sense of engagement with the local community and an increased likelihood to take action. In areas where volunteers were involved in social action projects, participating residents reported increased and improved levels of wellbeing, social connectedness and personal development.

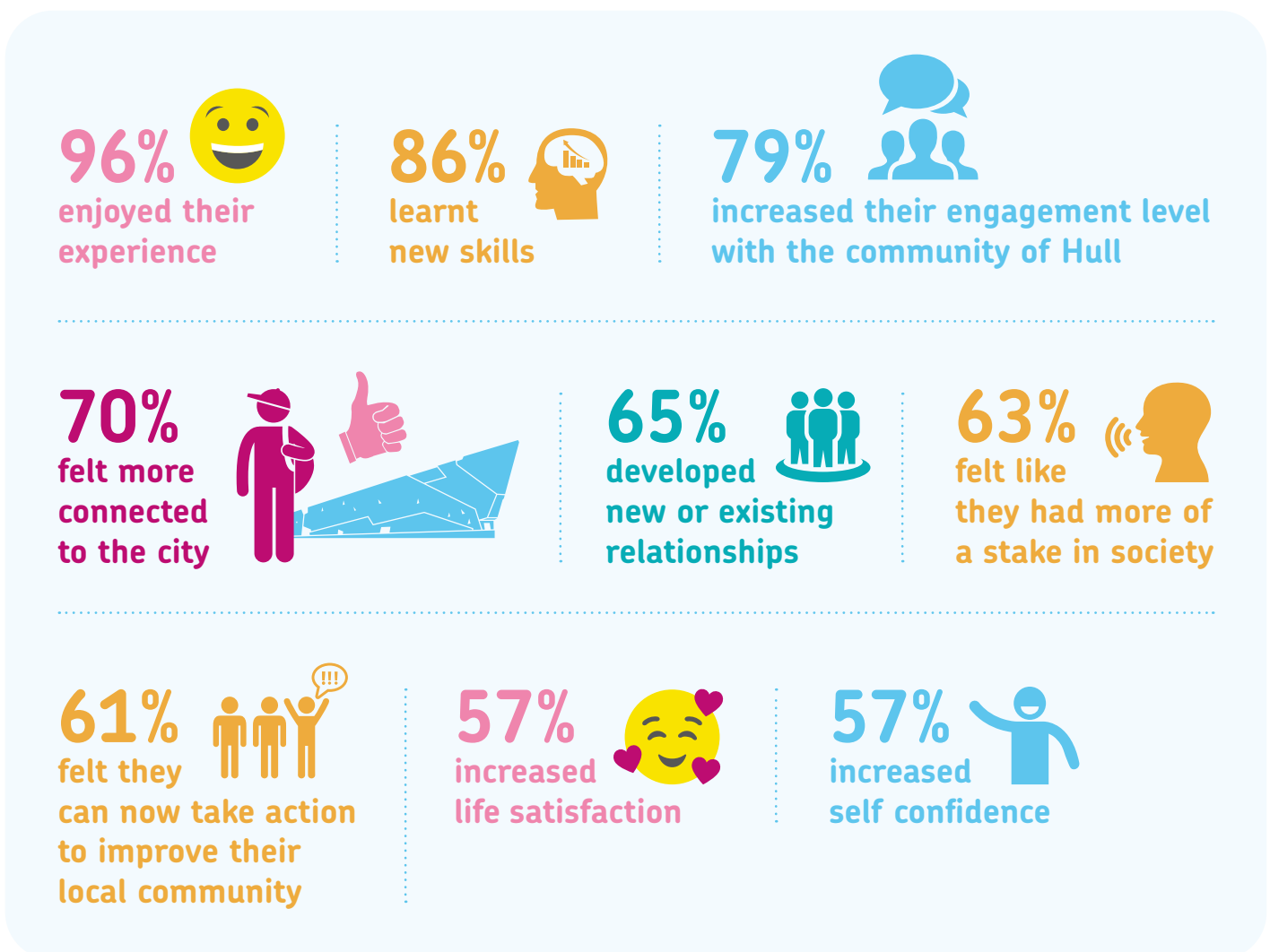


Figure 1: Outcomes from Volunteering through HEY! (previously Absolutely Cultured and Hull UK City of Culture 2017)

HERITAGE VOLUNTEERING

The evidence around heritage volunteering, which accounts for 5.5% of all voluntary work undertaken in England, paints a similar picture. Interest in heritage unites people: an investigation of 32 East Anglian voluntary conservation groups found that interest in heritage was the common denominator that brought people together on projects. Heritage sites offer volunteers opportunities to develop new skills, connect with new people and places, access enjoyable physical activity, and give back to the community. The Inspiring Futures project, a training and volunteering programme which ran across ten heritage sites in Greater Manchester, calculated an SROI of £3.50 for every £1 invested. 75% of volunteers reported a significant increase in wellbeing after a year, and 60% reported sustained wellbeing for 2-3 years afterwards. 30% of volunteers soon found employment as a result of skills gained, which is itself a key determinant of wellbeing.

Another example of recent research proving the wellbeing benefits of heritage volunteering is Historic England's 'Wellbeing in Volunteers on Heritage at Risk (HAR) Projects' from 2022, which found a clear association between HAR volunteering and a diverse range of positive wellbeing impacts across the following themes:

- 1 Purpose:** HAR volunteering met a need for purposeful activity which simultaneously gave altruistically to others and to heritage, and benefitted volunteers by enabling them to nurture their interest in history and/or archaeology.
- 2 Being:** HAR volunteering provided opportunities for people to express their identity as individuals who cared about contributing to heritage, place and community and to nurture their emotional attachments in ways which felt true to themselves.
- 3 Capacity:** Gaining new skills, knowledge and/or experience was associated with wellbeing in HAR volunteering even when the benefits were primarily socially rather than transactionally beneficial, as in late-career or retired volunteers.
- 4 Sharing:** HAR projects offered the wellbeing from connecting in a meaningful way with other people involving two-way engagement, both within volunteers' own communities and by extending networks with other communities, including by increasing diversity and inclusion.
- 5 Self-nurture:** HAR volunteering provided opportunities for people to bolster their physical, psychological and social resilience and provided reassurance derived from awareness that volunteers were taking positive steps to support their health and wellbeing.
- 6 Self-actualisation:** HAR volunteering provided opportunities for volunteers to fulfil aspirations; to grow personally; to create a legacy by making a positive difference to people, place and heritage in ways which are valued by themselves and by others; and to think about what else they would like to achieve.

The study also found that volunteering on sites which were rural and/or ruinous, on activities which were outside and/or made a difference (to the asset or in other ways), and/or were physically demanding and/or engaged local (non-volunteer) communities had strong associations with wellbeing, but that all types of project had some association with wellbeing.

HERITAGE ASSETS IN THE EAST RIDING OF YORKSHIRE

PHYSICAL ASSETS

Desk research has revealed that there are more than 20 built and natural heritage assets located around the East Riding of Yorkshire coastline and hinterland that use or rely on volunteers. These are shown in Figure 2.

Please note that the map does not include assets located in Hull or Beverley; HEY! Volunteering has an established relationship with many heritage venues and organisations in these places already, including Hull Minster, the National Picture Theatre preserved bomb site and Hull Maritime Museum.

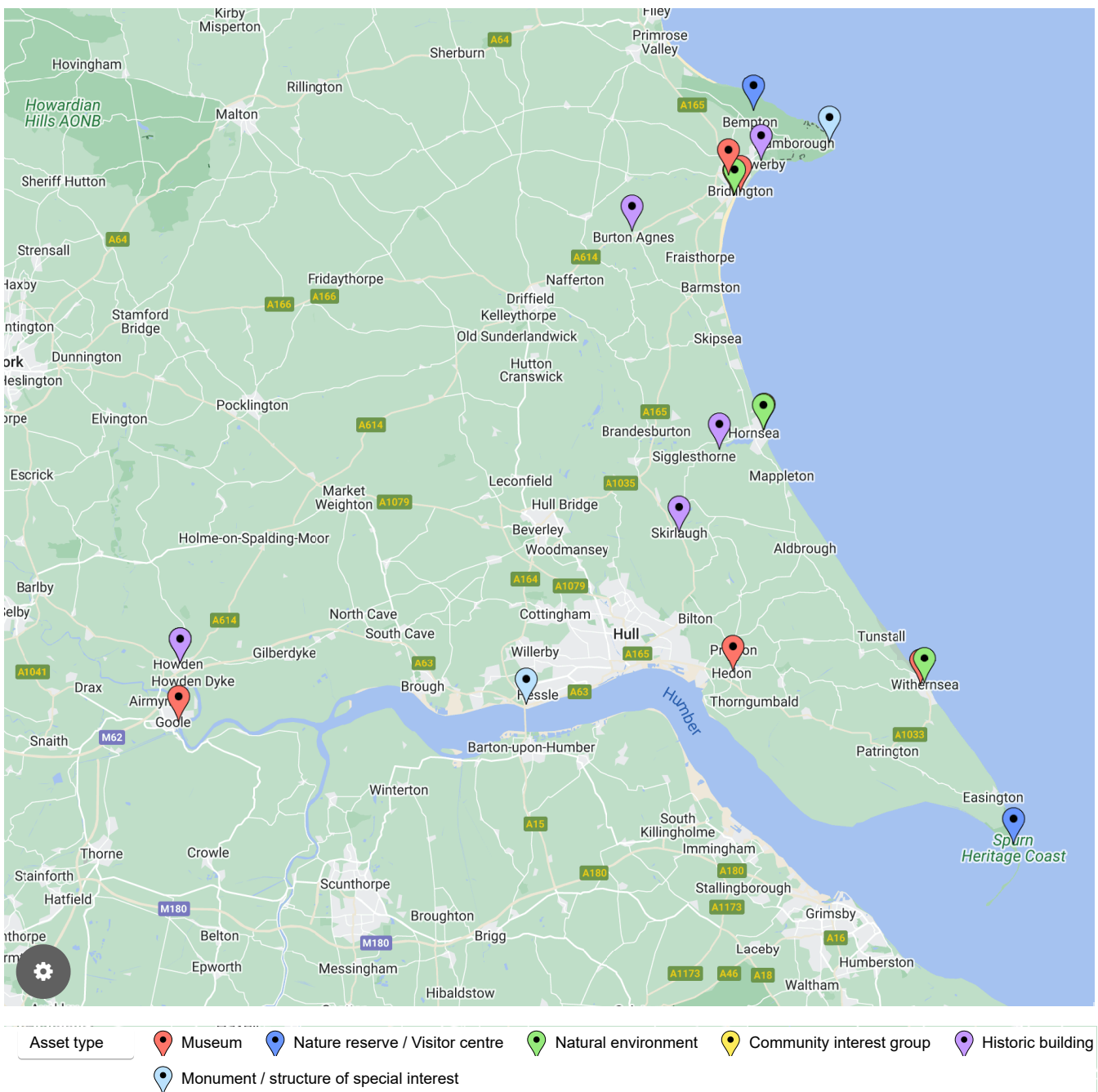


Figure 2: East Riding heritage assets that use or rely on volunteer support

In Bridlington and the surrounding area this includes:

- Bayle Museum
- Bridlington Harbour Heritage Museum
- Bridlington Beach
- Sewerby Hall
- Bempton Cliffs

In Hornsea and the surrounding area this includes:

- Hornsea Museum
- Burton Agnes
- Wassand Hall

Other assets to the east of Hull include:

- Withernsea Lighthouse Museum and Visitor Centre
- Spurn Point Nature Reserve and Lighthouse
- Hedon Museum

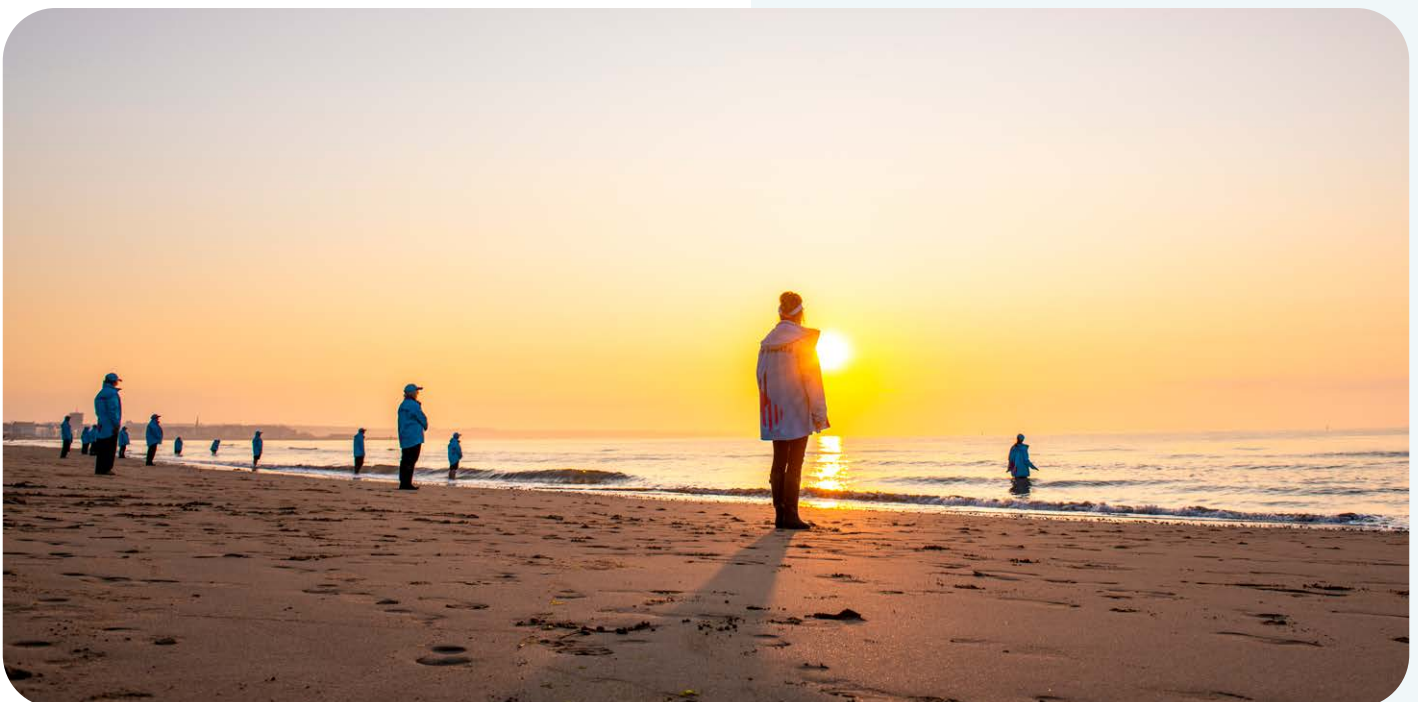
Assets to the west of Hull include:

- Hessle Mill
- Goole Museum

Towns like Bridlington, Hornsea and Withernsea have a rich and fascinating social history as thriving seaside resorts during the 19th and 20th centuries. Of further historical interest, there is evidence of Neolithic human activity and Bronze Age settlements in Hornsea, whilst the famous Bridlington Priory dates back to the 12th century.

To the west of Hull, Hessle was featured as an important landing point and ferry crossing, when, after the Romans had left England in AD420, there were many invading forces of Saxons, Angles and Danes. The port town of Goole was established in 1826 by the Aire and Calder Navigation Company, which built the docks for the export of coal, transported along the canal network by strings of barges known as Tom Puddings. While it is less than 200 years old, the town has a rich architectural and industrial heritage from its Victorian heyday. Many local groups and societies seek to preserve and celebrate the fascinating history and natural landscape of the coastal region, including:

- Hessle History Society
- Howdenshire Archaeology Society
- Goole Civic Society
- Bridlington History Group (2.6k members on Facebook)
- Hornsea & District Heritage Archive (109 followers on Facebook)
- Hessle Photos and History (6.3k members on Facebook)
- Bridlington Then and Now (9k members on Facebook)



More than 25 events are held regularly in this region that rely on volunteers – see Figure 3. Whilst the events themselves are not directly linked to traditional heritage, many are held at historic venues such as Sewerby Hall (Bridlington), Burton Agnes (Driffield), Burton Constable (Skirlaugh) and Wassand Hall (Hornsea).

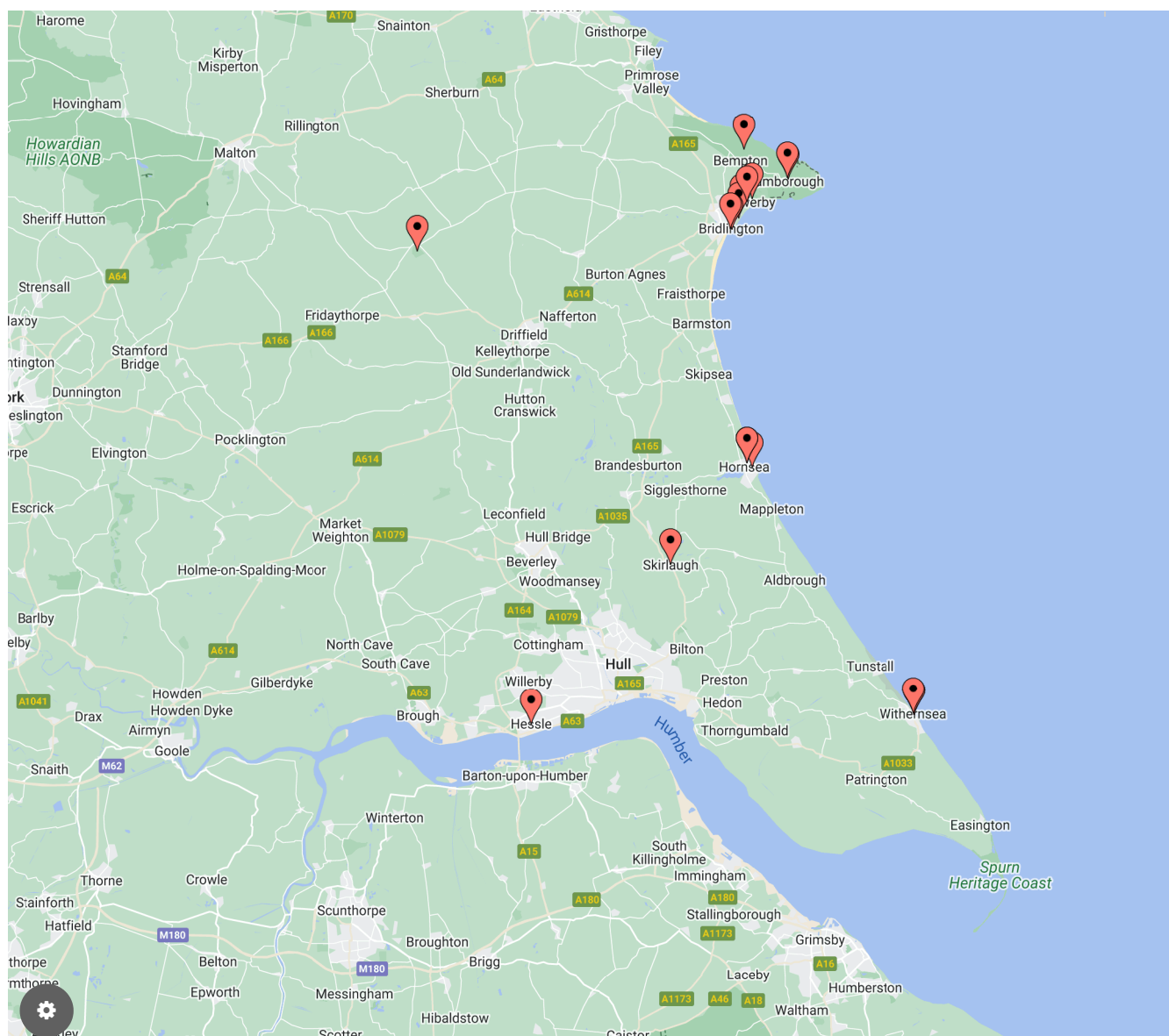


Figure 3: East Riding events that use or rely on volunteer support

Other events are held in public spaces such as parks and beaches. Whilst not directly linked to heritage, they are celebrations of place and identity, bringing visitors to the region and helping to highlight what the region has to offer:

- Land Stone Art Festival: a unique celebration of Bridlington's coastline through creative connections to nature.
- Hesse Feast: activities for all the family to enjoy, including dog show, morris dancers, and a whole host of stalls.
- Hornsea Carnival: the largest and longest running free carnival in East Yorkshire, the event draws on average over 25,000 visitors during the three days.
- Withernsea Carnival: an August weekend of free family activities for all ages, including some good old-fashioned family seaside fun, all in aid of our emergency services. Activities include a local history tour.
- Bridlington Kite Festival: some of the world's largest inflatable kites take to the skies above the dramatic cliffs of the East Yorkshire coast for the annual Bridlington Kite Festival.

Historic England's Heritage Register indicates that the East Yorkshire coastal region is home to more than one thousand listed buildings and other protected sites including war monuments, ruins and disused railway stations.

The list of Heritage Open Days provides a more detailed picture of heritage assets accessible to members of the public, albeit some are only open for a limited period in September. These include:

- Chalk Tower, Flamborough
- Bridlington Priory Church
- Early Baptist Chapel, Bridlington
- Hebblethwaite House, Bridlington
- Priory Rooms Exhibition, Bridlington
- Spotlight Theatre, Bridlington
- Victorian & Edwardian Goole
- St Augustine's Church, Hedon
- Bronze Age Ferriby Boats found at North Ferriby
- Swanland Heritage Centre

SCALE OF VOLUNTEER OPPORTUNITIES

It is estimated that across all venues, events and projects in the East Yorkshire coastal and hinterland region (not including Hull and Beverley), there are currently more than 600 volunteer opportunities linked directly to heritage. This excludes community interest / Facebook groups and Heritage Open Days.

Plans for upcoming projects and programmes linked to climate change, nature recovery, coastal transition and habitat enhancement indicate that the volume of volunteer opportunities could increase significantly over the coming months.

Taking into account the 'heritage-friendly' events listed in the section above, all of which appear to rely on volunteers, it is estimated that the total number of volunteering opportunities is well over 1,000. For at least 75% of these opportunities there appears to be an open call for volunteers.



Case Study: Spurn National Nature Reserve

Managed by Yorkshire Wildlife Trust, Spurn National Nature Reserve is Yorkshire's very own Lands End – an iconic and constantly moving peninsula which curves between the North Sea and the Humber Estuary. At over three miles long but as little as 50 metres wide, this landscape is unique and ever-changing.

Spurn has an extensive human history, leaving a legacy of fascinating but derelict buildings and hidden structures, including an Iron Age roundhouse eroding out of the beach which is yet to be excavated due to a lack of resources.

Around 60 volunteers currently provide support to maintain and welcome visitors to the site. The historic Spurn Lighthouse, a Grade II listed building and the tallest lighthouse in the North of England, is manned exclusively by volunteers who take admissions, sell food and drink, and give guided tours. Volunteers at Spurn are managed by a Volunteer Co-ordinator. Despite a sizeable core of regular volunteers, they are always looking additional support with events, maintenance and, particularly, tours of the Spurn Lighthouse. Retention is a challenge, given the remoteness of the site, with most travelling from Hull or Hedon. Volunteers are regularly offered the chance to attend educational sessions run by Yorkshire Wildlife Trust but more diverse training opportunities would be welcomed.

Case Study: Humber Field Archaeology

Humber Field Archaeology is a professional archaeological consultancy operating within Hull City Council. The team regularly work with a wide range of groups to raise interest and awareness in local history, including special interest amateur groups.

Last year they used over 80 HEY! Volunteers to support the excavation of South Blockhouse in Hull, a Scheduled Ancient Monument of both national and local importance which was used to support military campaigns and to protect Hull as a vital port from internal and external threats. Volunteers gave over 4,000 hours to support the excavation, which was part of a wider project that included art and technology workshops with community groups and young people. Feedback from both volunteers and the Humber Field Archaeology team was overwhelmingly positive.

With a small staff team and around 40 active volunteers, there is strong interest in the potential opportunities presented by the expansion of the HEY! Volunteering Programme, including being able to respond to archaeological finds along the East Yorkshire coast at risk of disappearing into the North Sea. They have also offered to deliver workshops as part of the Masterclass programme – a series of free and varied learning opportunities available to all HEY! Volunteers.

Case Study: Withernsea Lighthouse Museum

Withernsea's Lighthouse is one of only a handful of lighthouses built inland, standing 127 feet high in the middle of the seaside town. It closed in 1976 after 82 years' service and now serves as a memorial to local resident Kay Kendal, a 1950s famous film star.

The Lighthouse has 12 volunteers who welcome visitors and operate the café. They also support visits from schools and groups throughout the year.

Despite a core of dedicated and reliable volunteers, the team are always looking for new volunteers to support the Lighthouse, as well as new training and learning opportunities for the volunteers themselves. Last year the team took their volunteers on a trip to Spurn Point which has helped to build a sense of community amongst the group.

Case Study: Burton Constable Hall & Grounds

Burton Constable is situated in Holderness in East Yorkshire, 10 miles north east of Hull and 15 miles east of Beverley. The hall is home to historic collections, and the grounds contain stables and parkland and many walks and trails. With a year-round programme of events, exhibitions, talks and roadshows, it is one of the region's most popular attractions.

Currently there are approximately 80 volunteers who support the Hall & Grounds split between three main roles:

- House guides
- Gardeners
- Researchers

Whilst most volunteers are retired and from affluent backgrounds, they also attract some students that want to gain work experience in conservation, history or horticulture.

Retention of volunteers at Burton Constable is high, attributed to the quality of opportunities and the ability to work in serene surroundings. Volunteers are paid travel expenses and are given plenty of notice to plan shifts as the full year rota is distributed in February.

Case Study: Yorkshire Marine Nature Partnership

The Yorkshire Marine Nature Partnership (YMNP) brings people & organisations together to share expertise, skills and local knowledge for the benefit of East Yorkshire's marine and coastal environment.

Currently they are supporting a collaboration between Yorkshire Wildlife Trust and Marine Conservation Society to conduct microplastic surveys on beaches up and down the Yorkshire coast. Individually the organisations also conduct regular beach cleans and plastic surveys. There are also individual groups doing similar things, such as Plastic Free Hornsea and Brighten up Brid.

The Yorkshire Marine Nature Partnership also asks for volunteers to carry out recreational activity monitoring around Flamborough and Bempton each summer. Volunteers record the different types of activities they see and whether or not these activities disturb the nesting seabirds. The data gathered then helps with managing activities and engaging with the public.

Looking ahead to 2024 and beyond, there may be new volunteering opportunities coming through linked to East Riding Council's work around climate change, nature recovery, coastal transition and habitat enhancement. This could range from citizen science activities to supporting public workshops and engagement events.



CONSULTATION THEMES

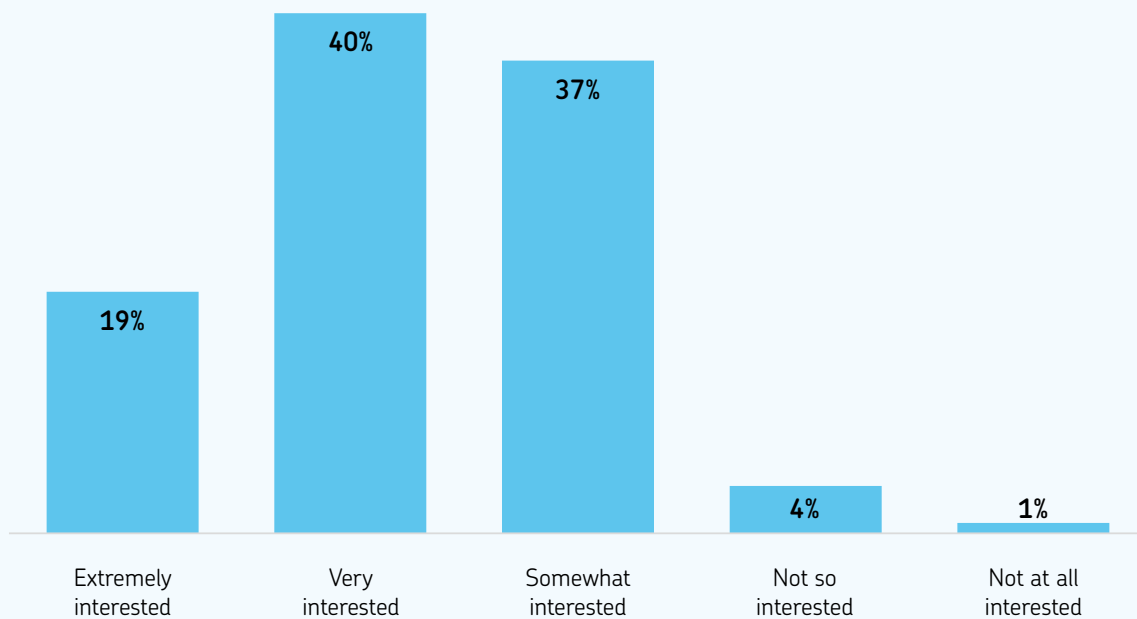
The prospect of a new Coastal Heritage Volunteering Programme was discussed with all stakeholder groups including host organisations, events organisers, current volunteers and the HEY! Volunteering management team. Feedback and recommendations from this consultation have been grouped into key themes and are explored in the following section.



DEMAND FOR HERITAGE VOLUNTEERING OPPORTUNITIES

Interest in heritage volunteering amongst existing volunteers is high, with 95% showing at least some interest in these types of opportunities.

Q: Overall, how interested would you say you are in heritage volunteering? (n=380)



Levels of interest were high across all groups, including younger people and those with a disability or long-term health problem.

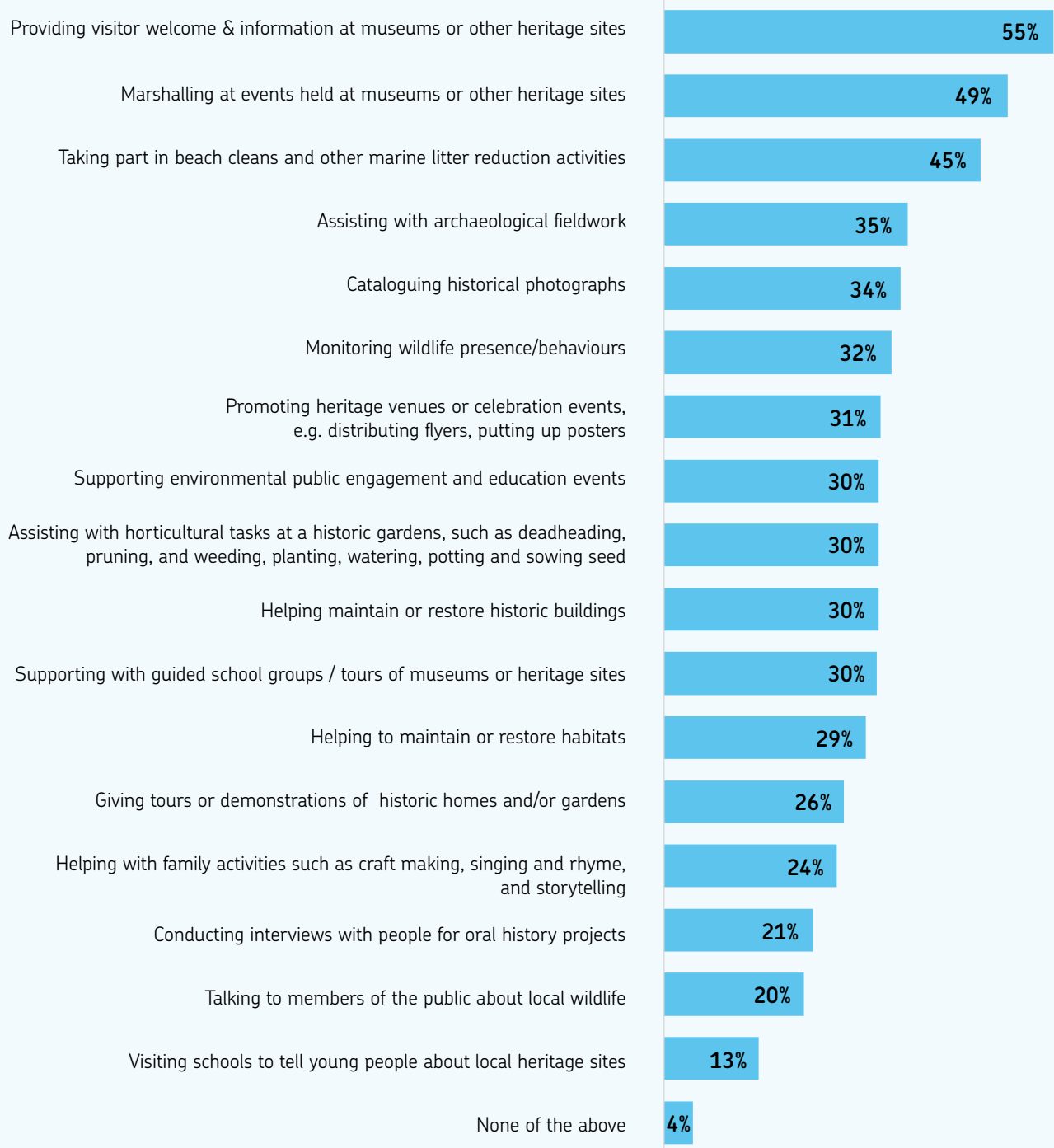
Interest in specific heritage volunteering roles amongst existing volunteers was broad, yet three opportunities stood out as the most popular: visitor welcome at museums and other heritage sites; marshalling at events held at museums and other heritage sites; and taking part in beach cleans and other marine litter reduction activities.

Several volunteers who took part in the focus groups were interested in White Badge training, designed for people thinking of taking up paid or voluntary employment guiding visitors around an attraction such as a stately home, cathedral, museum or theme park, or even a business or industrial estate. This has recently been offered through HEY! Volunteering for Hull Museums – however spaces are limited.

We know from experience (and confirmed by this survey) that most HEY! Volunteers tend to look for outdoor events, visitor welcome, and roles connected to museums and galleries. Opportunities linked to natural heritage are less common, yet our survey found that beach cleans, monitoring wildlife presence or behaviours, and maintaining / restoring natural habitats generated significant levels of interest amongst respondents.

Understanding volunteer preferences will help to prioritise groups and organisations who could offer these opportunities, and to focus recruitment messages around opportunities likely to resonate with potential new volunteers.

**Q: Are you interested in any of the following volunteering opportunities?
Tick all that apply. (n=388)**



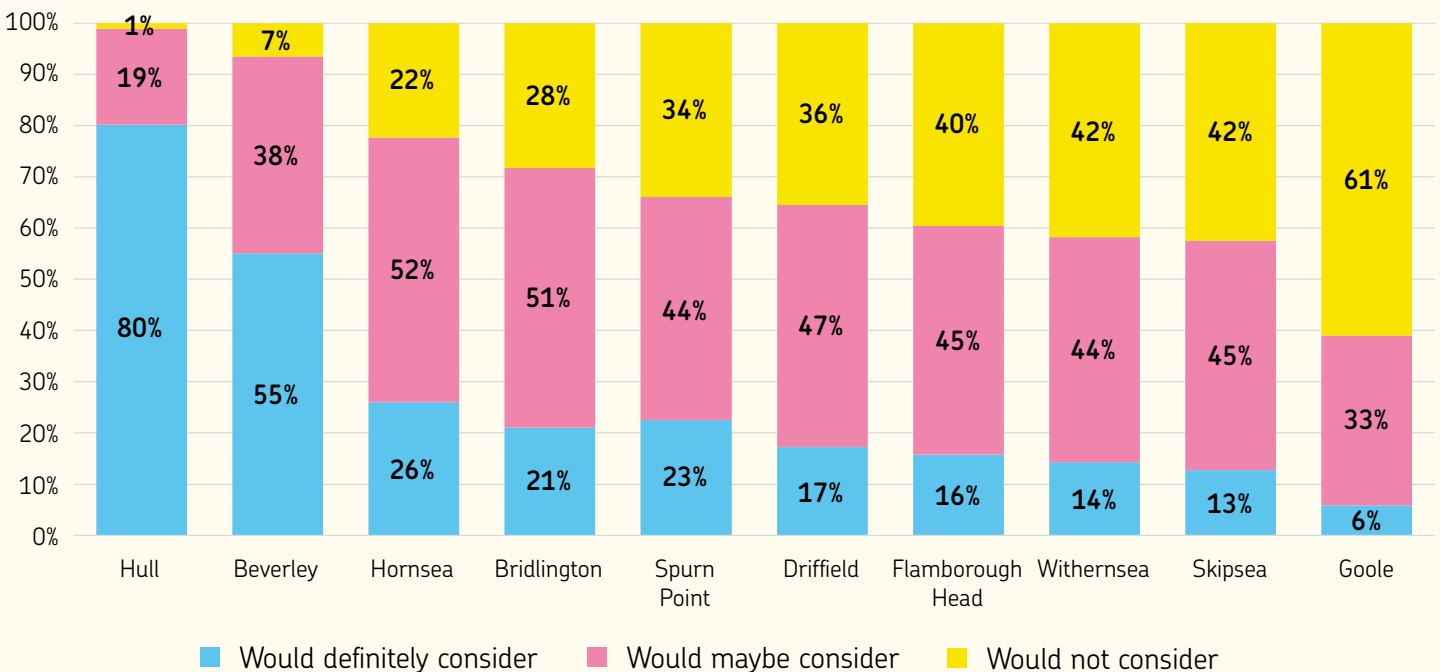
Our survey found that more than half of respondents would at least consider volunteer opportunities in various locations along the East Yorkshire coast, including Skipsea (58%), Withernsea (58%), Flamborough (60%), Spurn Point (66%), Bridlington (72%) and Hornsea (78%). Likelihood to volunteer in these places is not necessarily linked to the distance away from their home, but a combination of factors which include:

- How easy it is to access by public transport
- The time and duration of the shift
- The overall appeal of the volunteering opportunity
- Whether other volunteers can give them a lift, or share fuel costs
- Car parking availability and cost

Support with travel and transport was deemed to be a critical factor amongst current HEY! Volunteers based in and around Hull.

Goole would only be considered as a volunteering destination by 39% of respondents, of whom only 6% said they would 'definitely consider' a volunteer shift there.

Q: Would you consider volunteering at heritage sites / events in any of the following locations? (n=384)



Qualitative research with volunteers revealed that travel and transport was the most significant barrier to accessing **regular** coastal heritage volunteering opportunities. Public transport links exist between Hull and coastal towns to the East, but trains are infrequent and expensive, and bus routes are slow and often require multiple changes. For most coastal places, driving offers the quickest, cheapest and most convenient method of transport, yet many volunteers don't have access to a car.

Should the new programme require the support (at least initially) of current HEY! Volunteers, a number of suggestions were made on how to overcome these issues, including:

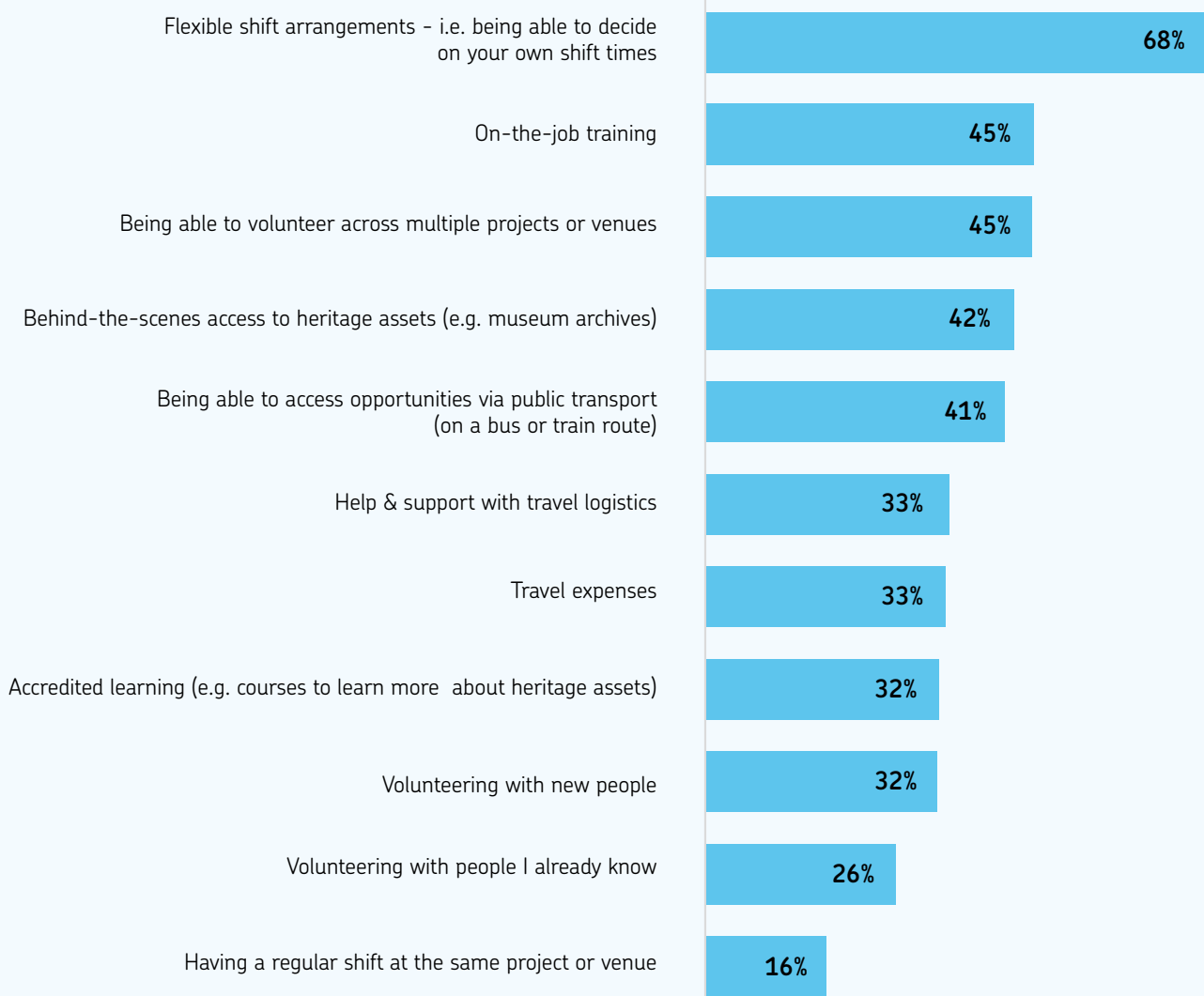
- Introduction of a formalised lift-sharing service through Better Impact
- Full or subsidised travel expenses
- Free parking in coastal towns
- Minibus travel (for events)

INCENTIVISING HERITAGE VOLUNTEERING

In terms of incentives to volunteer on heritage projects, offering flexible shift arrangements is key. On-the-job training, access to a variety of roles/opportunities, behind-the-scenes access and public transport access are also appealing factors.

For non-volunteers (16% of the total sample of this survey), flexible shift arrangements and behind-the-scenes access to heritage assets, such as museum archives, were the most popular incentives to volunteer or return to volunteering. Securing access to exclusive and behind-the-scenes experiences is therefore a priority as this could be used to effectively sell the programme to potential new volunteers.

Q: Which of the following things would make you more likely to get involved in heritage volunteering? Tick all that apply. (n=370)



Q: And which of these things do you feel would make the biggest difference in terms of your likelihood to volunteer? Please select up to three.

Flexible shift arrangements - i.e. being able to decide on your own shift times	46%
Being able to access opportunities via public transport (on a bus or train route)	24%
On-the-job training	23%
Behind-the-scenes access to heritage assets (e.g. museum archives)	23%
Help & support with travel logistics	19%
Travel expenses	19%
Being able to volunteer across multiple projects or venues	18%

According to our survey, younger respondents (under 55s) are most interested in heritage events marshalling and beach cleans, and more widely have a preference for volunteer opportunities at outdoor events, festivals and community projects. They are significantly more likely to want help & support with travel arrangements (including travel expenses).

Disabled people are most interested in visitor welcome and events marshalling, and more generally have a preference for museums, art galleries and exhibitions. Like younger people, they are also significantly more likely to want help and support with travel arrangements.

GENERAL VOLUNTEER CHALLENGES FACED BY ORGANISATIONS

Many local organisations told us that finding and retaining volunteers is one of the biggest challenges they face alongside rising operational costs, finding and writing funding applications, and the cost-of-living crisis, which is having a significant effect on visitor numbers. Event organisers also indicated that significantly higher charges for road closures had put their events in jeopardy.

In most cases we found that venues and organisations had an active call-out for volunteers, even when they told us that volunteer numbers were healthy, due to high turnover. In part this is linked to the fact that volunteers tend to be older people or living in rural areas with limited transport options.

Some of the larger organisations, such as historic houses and environmental agencies, said they had a group of regular 'core' of volunteers who were attracted by the opportunity to work in beautiful surroundings (and were also paid travel expenses) but lacked the resources to provide additional training or supervision beyond a simple induction.

In all cases, almost all volunteers were reportedly from similar backgrounds: retired, middle-class and White British. Some organisations mentioned that they had worked with education providers to offer work experience placements to students for a short period of time, but a lack of time and resource had prevented this from becoming a longer-term partnership.

This lack of diversity and training has created a skills gap within the volunteer workforce. Digital marketing and graphic design were identified as two such areas that would enable organisations reach new audiences, yet these skills are lacking amongst current staff and volunteers.

MISCONCEPTIONS OF HEY! VOLUNTEERING

A common theme that emerged from our conversations with venues and organisations in coastal areas was a lack of knowledge or understanding of HEY! Volunteering. Some confused the programme with the HEY Smile Foundation (another community organisation), and others were completely unaware that the programme had continued after 2017. The vast majority of people we spoke to – including those within East Riding of Yorkshire Council – were unaware that the programme could provide volunteering support to venues and events in the region.

There also appeared to be a general misunderstanding about the level of training required for volunteers, and the importance of providing meaningful volunteering roles / opportunities linked to individuals' own experiences, interests and expertise. This could be one of the reasons why venues and organisations struggle to retain volunteers. Support in this area is likely to have the dual effect of adding value to projects, as well as making volunteers feel more valued themselves.

POTENTIAL CONCERNS

Some of the issues that concerned organisations about the concept of a new Coastal Heritage Volunteering Programme linked to a lack of understanding about its purpose and a fear of upsetting or losing their existing volunteer workforce, specifically:

- Volunteers would be 'poached' from existing roles
- Volunteering resources would be spread too thinly across the region
- Participation in the programme would require significant extra time and resources
- Current volunteers would be required to take part in additional training that would interrupt their usual shifts
- Volunteers from Hull would lack the local knowledge and enthusiasm for the area



PRIDE IN PLACE

As a core part of Hull's bid for UK City of Culture status, the volunteering programme was borne from an ambition to recruit a large-scale volunteer taskforce to represent the city and take ownership of the cultural programme as proud and passionate residents. As such, the programme attracted – and continues to attract – people with broadly similar ambitions: to share and celebrate the city's unique culture and heritage, to raise its appeal as a tourist destination, and to support its ongoing economic regeneration.

These ambitions are clearly driven by a strong sense of pride in Hull, which is reflected in the passion and enthusiasm for volunteering opportunities that contribute to raising and improving the city's profile. Whilst for some HEY! Volunteers this pride extends to the East Riding of Yorkshire, there is also recognition that local residents would be more passionate, knowledgeable and therefore more inclined to support initiatives which promote and celebrate place through heritage.

This was supported by feedback from organisations with sustained volunteer opportunities, many of whom expressed concern about using Hull-based volunteers due largely to a perceived lack of local knowledge and/or enthusiasm for the area, and the expectation that travel time and costs would eventually put them off. It should be noted that most organisations expected to pay volunteers travel expenses.

For people and organisations running one-off or annual events linked to heritage, the concept of using Hull-based volunteers was welcomed as a way to ensure the events run smoothly and at full-scale. However, given that many of these events are run by volunteers themselves, there appears to be a lack of capacity to recruit and manage volunteers effectively amongst the various other tasks they have to undertake such as fundraising, advertising and programming.

INVESTMENT IN LEARNING

A key part of the success of the HEY! Volunteering Programme in attracting and retaining such a high number of volunteers is the extensive training and development offer which includes induction training, role and venue-specific training, and the Masterclass programme, providing an opportunity for volunteers to enhance their skills and knowledge in a wide range of topic areas – all for free. Indeed, the programme has successfully achieved the 'Investing in Volunteers' quality mark on multiple occasions, demonstrating a commitment to good practice in volunteer management and delivering an exceptional volunteering experience.

Aside from new skills and knowledge, training and development has been shown to contribute to improved physical health & wellbeing and higher levels of motivation to volunteer. Furthermore, regular engagement with these events enables volunteers to be kept informed about a wide range of activity including local development / regeneration work, helping them to become knowledgeable and effective advocates for their place.

Our research found that some stately homes and nature reserves offered training / learning opportunities to their volunteers, but nothing comparable to the HEY! Volunteering offer. The vast majority of smaller organisations and venues indicated that volunteers received only basic training as part of their induction and, for some, this consisted of 'shadowing' current volunteers due to a lack of capacity to deliver formal training themselves.

Everyone we spoke to, including organisations already offering training / learning opportunities (e.g. Yorkshire Wildlife Trust), recognised its value as a way to show appreciation for the work delivered by volunteers and as a way to build a stronger, happier and more resilient volunteer workforce. There was a high level of interest in the diversity of training offered through the Masterclass programme, which many considered to be the main selling point of any proposed partnership.

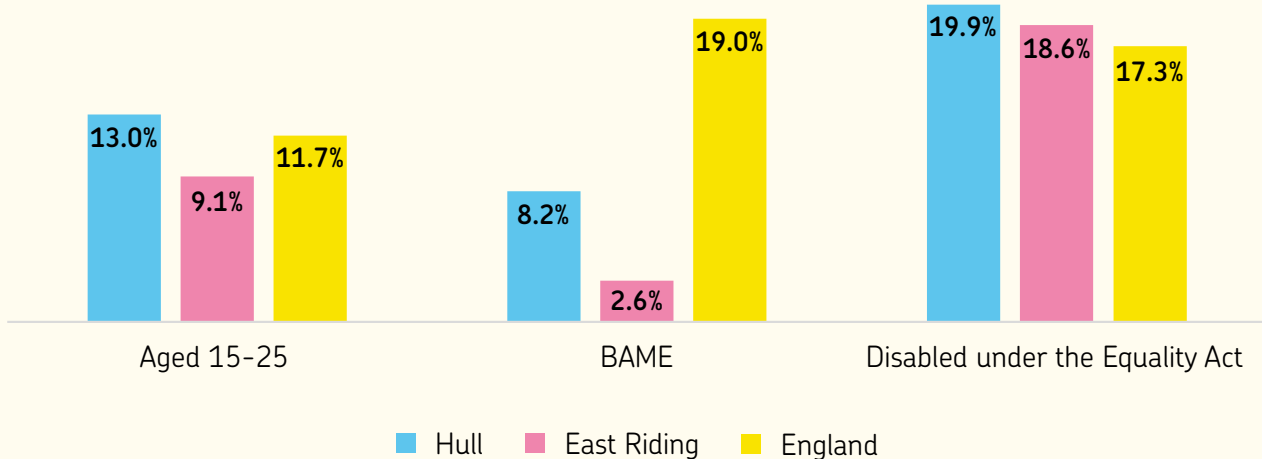
DIVERSITY & INCLUSION

All of the heritage organisations and projects that we spoke to indicated that their current volunteers were predominantly from the same socioeconomic background: White British, middle class and retired. Greater diversity within the volunteer workforce is seen as desirable, but is not an immediate priority given the lack of volunteers generally.

This is all compounded by the fact that the East Riding of Yorkshire is much less ethnically diverse than the rest of the UK. Just 2.6% of the population are classed as ethnic minority groups, compared to 8.2% in Hull and 19.0% across England.

The East Riding of Yorkshire also has a lower proportion of 15-25 year olds, although rates of disability are broadly similar.

Volunteering HTR groups as a share of total population



The wider evidence base indicates that certain groups are more likely to volunteer than others. The Community Life Survey 2020/21 found that those in the 25-34 age group showed lower participation in volunteering at least once a month compared to respondents in every other age group.

Respondents identifying as being from an Asian ethnic group were significantly less likely to participate in formal volunteering at least once a month compared to respondents identifying as from a mixed or white ethnic groups.

Furthermore, formal volunteering at least once a month was higher for those economically inactive (21%) compared to employed respondents (15%).

Those from the least deprived areas showed higher participation than those from the most deprived areas (22% vs 10% at least once a month).

More promising is that people living in rural areas showed higher participation in volunteering than those in urban areas (22% vs 15% at least once a month).

ENGAGING HARD-TO-REACH GROUPS

As part of this consultation we reviewed existing evidence and engaged directly with local stakeholders working directly with one or more of the hard-to-reach (HTR) groups to understand more about the barriers to volunteering that exist amongst underrepresented groups. This identified the following insights:

- Amongst the minority ethnic groups in particular, the concept of volunteering is not well-known and therefore often misunderstood as 'working for free'.
- Discrimination – and fear of discrimination – is a significant barrier. Examples of discrimination include being made to feel unwelcome by other volunteers, a lack of consideration for cultural / religious practices, or a lack of action taken against discriminatory comments.
- HTR groups tend to have less disposable income and spare time to spend on volunteering. Recent migrants are also more likely to lack the necessary language/communication skills.

To address the underrepresentation of these groups within the current volunteer cohort, HEY! Volunteering have put in place a number of strategies in recent years including:

- Building a working relationship with Hull College and their work experience department, delivering presentations and specific training sessions with their young people.
- Meetings with community groups that work with minority ethnic groups including refugees and asylum seekers to present the opportunities available through the HEY! Volunteering Programme,
- Working with disability support groups to ensure the programme is as accessible as possible, adapting training and application requirements for those who have additional needs.
- Implementing a 'buddy' system to support volunteers who have additional access needs.
- Using targeted advertising on social media to reach and engage with people in the HTR category.

Equality, Diversity and Inclusion is part of all core volunteer training and is a key component of the HEY! Volunteering handbook which provides a reference point for all volunteers. Host organisations are also made aware of these principles and, where appropriate, are encouraged to adopt and implement a similar policy themselves.

HEY! Volunteering Equality, Diversity & Inclusion Statement:

At HEY! Volunteering, we believe equity and inclusion unleashes the gift of diversity. We strive to foster a safe and welcoming space for all of our staff, volunteers and everyone we meet. We are committed to continuously learning and evolving as an organisation; shaping and tailoring our approaches to embrace and empower the impressive diversity our community offers. We will listen and learn from the experiences of people from marginalised and under-represented communities and act accordingly, nurturing the spirit of HEY! Volunteering and our sense of belonging.

BRANDING & IDENTITY

HEY! Volunteers and their iconic blue uniform are well-known in and around Hull, and are widely recognised as knowledgeable, reliable and trustworthy individuals with a passion for the local region. Despite its affiliation with Hull UK City of Culture 2017, the programme has evolved to provide support to venues, events and organisations across a wide range of sectors, including arts and culture, community engagement, sport and heritage.

Amongst current HEY! Volunteers and the HEY! Volunteering team, there was a strong feeling that any extension of the programme should retain the key elements of the HEY! Volunteering programme 'brand' associated with these positive attributes, rather than attempting to build a reputation from scratch. This included the blue uniform, training, Masterclass programme and the Better Impact volunteer management system.

There was, however, recognition that HEY! Volunteering (or, at least, Blue Uniform volunteers) are less well-known in places along the East Yorkshire coast and hinterland, amongst both local organisations and the general public. Indeed, this was identified as a key piece of learning from previous attempts to recruit new volunteers in places like Bridlington and Hornsea, and through our own consultation with venues and organisations who rely on volunteers. Awareness of the HEY! Volunteering offer is low and this presents a significant challenge.

Another factor is that places like Bridlington, Hornsea, Withernsea, Hedon and Goole are geographically isolated and have therefore developed their own distinct identities, of which locals are proud. Whilst there is some sense of connection between coastal towns (perhaps linked to similar socioeconomic circumstances), the rural nature of the county has prevented an East Riding 'identity' from developing. Residents appear unlikely to have a sense of connection to Hull, and in some cases have a negative view of the city linked to the perception that the city draws resources and funding away from the rest of the county.

HERITAGE & BEYOND

Heritage represents only a share of the volunteering opportunities along the East Yorkshire coastline and therefore it was suggested that the extended programme should consider working with other venues and events to create a wider and therefore more sustainable offer. This would have the effect of creating more and varied opportunities for volunteers, in turn increasing the programme's visibility and potentially attracting more interest from potential volunteers. This approach would play to HEY! Volunteering's strengths in terms of their expertise in supporting projects across various sectors.





SUMMARY OF CHALLENGES & OPPORTUNITIES

In summary the key workforce challenge is that most groups & organisations linked to heritage:

1. Often struggle to find volunteers to support their operations, particularly for events throughout the summer.
2. Don't have the time to offer regular training or support to volunteers (beyond an initial induction) - this is true even where there are volunteer co-ordinators in place.
3. Tend to get the same types of people volunteering (like HEY! Volunteering), creating a skills gap, e.g. digital literacy.
4. Haven't heard of HEY! Volunteering and therefore aren't aware that support is available.

Further challenges in relation to the implementation of a new Coastal Heritage Volunteering Programme include:

- **Rurality** – towns are dispersed and public transport links are relatively poor.
- **Lack of diversity** – East Riding is predominantly White British with an older-than-average population.
- **East Riding vs Hull** – some HEY! Volunteers are reluctant to support projects in the East Riding.
- **Inflation and the cost-of-living crisis** is significantly affecting heritage venues and projects and putting events at risk.

However, the opportunities are clear:

- Pride in local place is evident in communities across the East Yorkshire coast and hinterlands, which has been a key stimulus for the volunteering programme in Hull
- Heritage is an area that interests many current HEY! Volunteers
- Heritage venues and particularly events linked to heritage are crying out for new volunteers to help maintain and extend their operations
- Volunteer training and management is an area which requires improvement
- As well as hundreds of existing volunteer roles and opportunities, new and upcoming heritage projects represent new ways for volunteers to get involved
- The strain being put on heritage venues and projects represents an opportunity to reinforce the value of a substantial, motivated and skilled volunteer workforce



ACTION PLAN & RECOMMENDATIONS

Exploratory work into the feasibility of a new Coastal Heritage Volunteering Programme suggests that such an initiative would be welcomed by a large proportion of heritage groups and organisations who currently experience challenges in finding and managing volunteers. It is recommended that the new programme, whilst forging a new identity as a programme to celebrate the East Yorkshire coast, is embedded within the existing HEY! Volunteering structure in order to benefit from the team's expertise in delivering a large-scale and effective volunteering programme. This model would also support the development of new and existing heritage volunteering opportunities in Hull, a city with a rich and diverse past.

Using the insights collected through this research we have identified a series of recommended actions to inform subsequent activity, anticipated outcomes from which are summarised in the Theory of Change Model on page 40.



RAISE AWARENESS & UNDERSTANDING OF HEY! VOLUNTEERING

Evidence / Problem: Lack of awareness & understanding of HEY! Volunteering

Solution: Build relationships with heritage venues and groups through direct approaches, site visits, increased volunteer activity in coastal areas & supporting events. The outcome would be the creation of a Network of Coastal Heritage Partners providing support and advice through regular events and regional training opportunities co-ordinated by HEY! Volunteering.

To support this approach, we would recommend creating a HEY! Volunteering information pack to address potential concerns and outline support available to hosts, e.g.:

- A bank of existing HEY! Volunteers to support with larger events
- Training for hosts and volunteers on public engagement, GDPR, safeguarding (areas identified as most needed)
- Support with recruitment of new volunteers
- Support with volunteer management / retention
- Access to Masterclass programme for existing volunteers

As a HEY! Volunteering ‘heritage partner’, venues and organisations would be required to:

- Sign up to the HEY! Volunteering Charter which outlines expected behaviours and core principles of the programme
- Implement relevant systems, procedures and policies e.g. diversity & inclusion, health & safety
- Submit shift opportunities to be shared across the cohort and where appropriate, encourage existing volunteers to sign up to the Better Impact system
- Contribute to the Masterclass programme
- Take an active role as a member of the East Yorkshire Coastal Heritage Network – this might include attending meetings / conferences or sharing learning with other members



SUPPORT HERITAGE TO ATTRACT NEW AND DIVERSE VOLUNTEERS

Evidence / Problem: Lack of volunteers generally and particularly from diverse backgrounds

Solution: Targeted recruitment driven by current HEY! Volunteers

Whilst there is clearly a demand for coastal heritage opportunities amongst existing HEY! Volunteers, distance, time and transport are barriers to regular participation, meaning this is not a long-term sustainable model. Equally, venues and organisations recognise the need to recruit local people as a long-term solution to volunteer provision.

Current HEY! Volunteers are well-placed to lead recruitment drives in coastal towns: they are passionate advocates for volunteering, understand current systems, and are highly skilled in talking to members of the public. Many have previous experience of recruitment drives in Hull and understand the approaches that resonate with HTR groups such as young people and minority ethnic groups.

We would also recommend that HEY! works closely with local organisations (including town councils) to target voluntary / community interest groups exhibiting pride in the local area and/or with an interest in history and heritage. History / heritage tours, workshops and talks could be used as an effective way to attract and engage with people interested in these areas.

As part of this approach we would suggest developing a sub-brand of the HEY! Volunteering Programme to ensure the Coastal Heritage Programme has its own distinct identity that appeals to local people. This might include a new name (e.g. Blue Wave Division) and modified uniform (e.g. badges, hats).

Summary Recommendations around New Volunteer Recruitment in East Riding of Yorkshire

Be Visible - Ensure a physical presence in target areas over a sustained period of time, giving people plenty of notice of upcoming engagement activities

Have Conversations
- facilitate opportunities for people to speak directly to current volunteers about their experience of volunteering, the potential benefits it can bring to health & wellbeing, employment prospects, soft & hard skills, and to address any questions or concerns they might have

Target Activity - Seek out people or groups with a pre-existing interest in heritage and/or interest in the local area, education providers that could facilitate opportunities for students to gain valuable voluntary experience, and employers with a community outreach programme such as Arco and Barclays

Be Clear - Provide clarity on what people are signing up for. This could be communicated via a leaflet or handbook outlining the opportunities available and the key selling points of getting involved: flexibility, supporting their local area, free learning and training, new experiences, uniform.

Empower - Use current HEY! Volunteers to lead on community engagement initiatives and empower them to take a lead on the recruitment strategy of new volunteers

OPEN UP THE MASTERCLASS PROGRAMME TO ALL

Evidence / Problem: Lack of training & learning opportunities delivered by / available to heritage venues and groups, lack of interest in heritage volunteering generally.

Solution: Making the Masterclass programme freely available would help to identify local people with an interest in history / heritage.

To aid recruitment of new volunteers, the Masterclass programme could be expanded to coastal areas with a focus on heritage – e.g. guided walks, local history talks, archaeology in action. This has the potential to generate significant interest in local communities and provide opportunities to engage directly with people about the new programme.

SUPPORT HERITAGE TO BETTER MANAGE & PROVIDE TRAINING FOR VOLUNTEERS

Evidence / Problem: Heritage venues and organisations lack capacity and expertise to manage & train volunteers effectively

Solution: Encourage groups to become heritage partners and utilise existing HEY! Volunteering infrastructure

An example of this is Better Impact, the centralised online management system used by HEY! Volunteering that gives volunteers flexibility around the shifts they choose and allows them to search depending on their availability and wider interests. It ensures fair and equal access to all opportunities and supports the development of community amongst volunteers. The system also looks after the administrative functions of shift management, secure database of volunteer data, attendance registers, and contains multiple reporting functions. This could be a major selling point to organisations seeking to enhance and streamline volunteer management systems.

Similarly, the extensive training and development programme could provide significant appeal to venues and organisations looking to upskill, engage and show appreciation for their current volunteer workforce.



IDENTIFY NEW AND SUSTAINABLE OPPORTUNITIES FOR CURRENT VOLUNTEERS LINKED TO HERITAGE

Evidence / Problem: Some of the most popular volunteering opportunities and roles linked to heritage are already filled, and successful recruitment will require new opportunities to meet demand.

Solution: Work closely with conservation groups to provide sustained opportunities for existing HEY! Volunteering interested in natural heritage and/or archaeology. This would be complemented by the existing arts & culture volunteering offer.

The creation of a new Coastal Heritage Volunteer programme is of particular interest to Humber Field Archaeology, who report that the East Yorkshire coast is littered with archaeological artefacts which they are often unable to salvage before they are eroded by the tide. Volunteers could be used to support local groups and organisations to excavate these artefacts before it's too late.

Other opportunities also exist with East Riding Council as they work with wildlife and conversation groups to deliver new projects around climate change, nature recovery, coastal transition and habitat enhancement.

SUPPORT ANNUAL EVENTS AND PROJECTS THAT SUPPORT HERITAGE AND / OR TOURISM

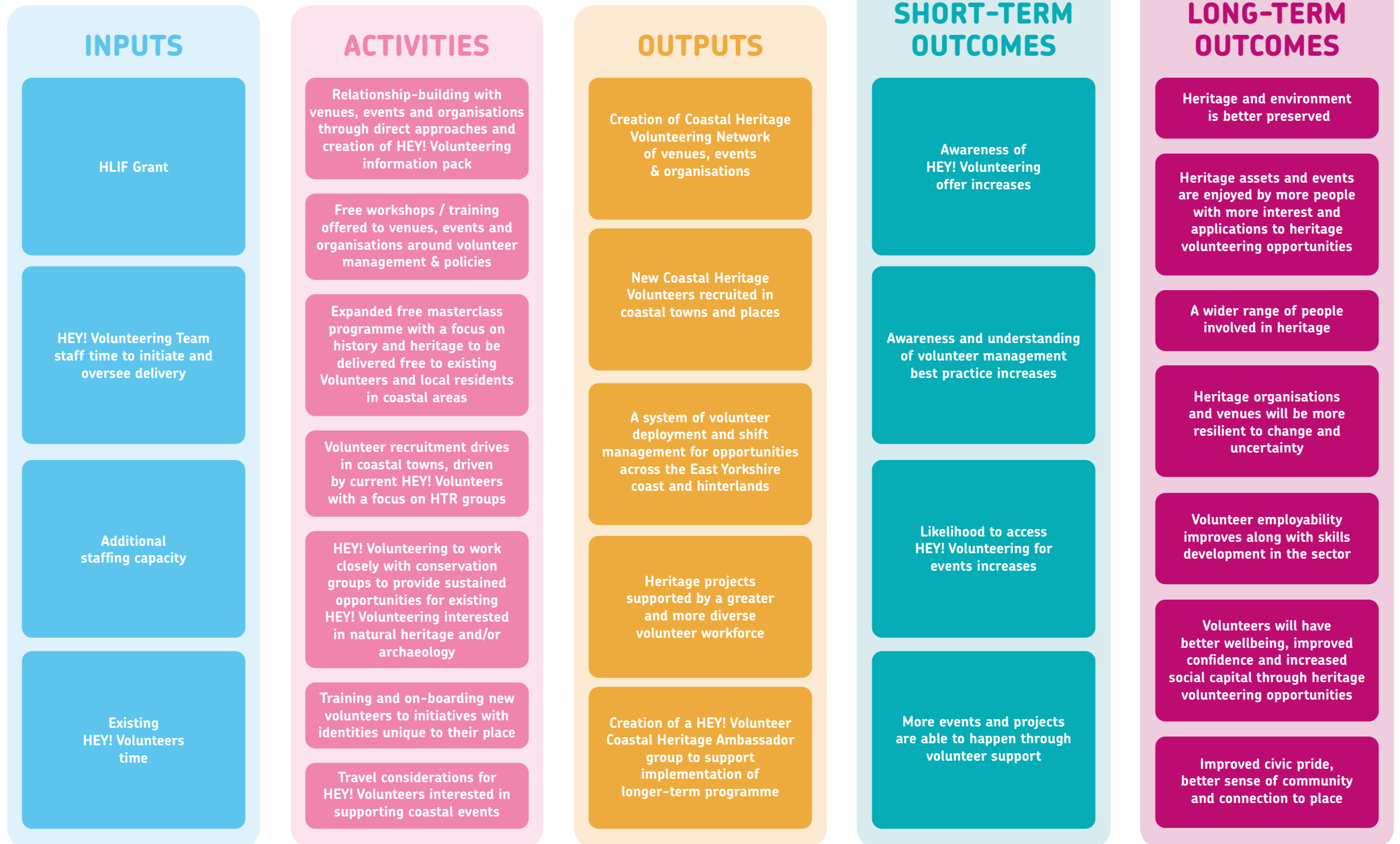
Evidence / Problem: There is a more urgent need for volunteers to support with annual events. Yet it appears that HEY! Volunteers are very interested in these opportunities.

Solution: Focus on building relationships and understanding the needs of events organisers, with provision for more volunteers during the summer.

Due to the rurality of the East Yorkshire coastal region it would be impractical to create a bank of volunteers to be shared regularly across locations (due to the significant distances), but HEY! Volunteers could be deployed to support with events such as Hornsea Carnival, Withernsea Blue Light Festival, and Bridlington Fire Festival. This would require additional resources for travel and accommodation but bring significant tourism benefits to the region as a whole, potentially opening up new heritage experiences for visitors.



THEORY OF CHANGE MODEL





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HEY! Volunteering in partnership with

