



# **Volunteering Strategy**

**Hadrian's Wall Heritage Ltd**

**2007-2012**

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## 1. Introduction

### HWHL Vision

Hadrian's Wall will be world-renowned for best practice in World Heritage Site (WHS) management, for the quality of the visitor experience and for its contribution to the local and regional economy through sustainable tourism.

### HWHL Mission

To maximize the contribution Hadrian's Wall can make to the social, economic and environmental regeneration and well-being of local communities through sustainable tourism development.

### HWHL Aims

- Make Hadrian's Wall and the corridor a world-class destination
- Deliver Wall-wide regeneration and economic benefit, from South Shields to Ravenglass
- To be a one stop shop and a centre of expertise in World Heritage Site management and sustainable tourism development

The two key drivers of HWHL's work are the WHS Management Plan and the dynamics of the Visitor Economy.

### HWHL Volunteering Strategy

This Volunteering Strategy is a framework for the future involvement of volunteers and promoting links between local people and the heritage of the Hadrian's Wall WHS corridor. The Volunteering Strategy will help achieve the vision of the Hadrian's Wall Heritage Ltd Strategic Plan.

## 2. Past and Present Volunteering Opportunities

### *Hadrian's Wall National Trail Path Volunteer Wardens*

Currently we have 65 NTV who act as 'walking guide books' along the National Trail reporting back on any problems with trail furniture, path condition or visitor queries. The scheme has been extremely successful and has made good progress in connecting local communities with the Hadrian's Wall WHS. This team have also been involved with some small practical trail maintenance tasks as well as carrying out National Trail User Questionnaires.

### *Hadrians Wall Circular Walk Volunteer Wardens*

To relieve pressure off the National Trail path and to offer alternative walking routes in the winter months, a small number of circular walks were established and/or re-branded. Most circular walks volunteers are National Trail Wardens but not all. There is huge scope for expanding this opportunity.

### 3. The Vision

To offer a diverse yet sympathetic programme of volunteering opportunities in the Hadrian's Wall corridor, to support HWHL's Community Engagement Strategic plan and help achieve the vision of the Hadrian's Wall WHS Management Plan.

### 4. Key Objectives

#### Objective 1

##### ***Creativity***

To expand the variety of opportunities for volunteer involvement by offering a diverse and innovative range of volunteer programmes and activities, to facilitate the awareness and conservation of the Hadrian's Wall corridor.

#### ACTION

- Inspire positive action in volunteering across HW partners/stakeholders.
- Providing learning opportunities.
- Act as a signposting agency for potential volunteers.

#### Objective 2

##### ***Diversity***

To develop innovative volunteer opportunities to inspire, motivate and mobilise previously unengaged audiences within both the local and regional communities.

#### ACTION

- Promoting opportunities in HW corridor for heritage/environmental career development and youth volunteers, to update their Personal Skills Portfolio.
- Highlighting, addressing and making steps to remove, any potential and real barriers to volunteering in the HW corridor, felt by previously socially excluded groups.
- Encourage volunteer diversity across all HW partners/stakeholders.

#### Objective 3

##### ***Sense of Community***

To recognise the value of engaging local communities in the HW corridor with volunteering to foster community pride in their relationship with the Hadrian's Wall WHS and to encourage greater understanding and support for all HWHL activities.

#### ACTION

- Actively promoting the idea of volunteer 'Community Connectors'.
- Liaising closely with communities on potential volunteering projects in their local area.
- Providing learning opportunities.

#### **Objective 4**

##### ***Support***

To develop HWHL's volunteer management and support structures.

##### **ACTION**

- Develop a comprehensive approach to volunteer recruitment, retention and recognition within HWHL.
- Promote and support partnership working and sharing of good practise in volunteer management across the HW corridor.

#### **Objective 5**

##### ***Sustainability***

To ensure the long-term viability of the benefits of volunteer projects, activities and programmes in the HW corridor

##### **ACTION**

- Secure external funding to support new and existing volunteering initiatives.
- Ensure this Volunteer Strategy is accepted and implemented after 2012.
- Develop and support volunteering projects in the HW corridor which have added value.

#### **Objective 6**

##### ***Personal Empowerment***

To provide opportunities for personal capacity building of engaged communities/individuals, to empower and instil confidence in skill and ability.

##### **ACTION**

- Develop vibrant heritage-related training and learning opportunities.
- Improve access in acquiring transferable workplace skills and personal confidence.
- Encourage stakeholders to improve and/or diversify volunteering opportunities to contribute towards pathways into employment.

## 5. Key Performance Indicators

*\*To be changed once amendments have been made\* (LT)*

- Greater sense of involvement and/or ownership among local communities
- Increased knowledge of activities of HWHL among local communities
- Increased [unprompted] enquiries from local communities to HWHL – either on an individual level or a group/organisational level
- Increased number of local community contacts
- Attendance at road-show and consultation events
- Levels of VFR visitation

*Strategic Added Value through engagement in activities and synergy by improving information, knowledge exchange and influencing behavior.*

## 6. Implementation and Review

The success of achieving these objectives depends on the strength of the partnerships between volunteer-involving organisations in the HW corridor, and the levels of support offered by HWHL.

The strategy will be reviewed annually to ensure compliance and that Key Performance Indicators are being achieved.

## 7. Conclusions

This strategy can only be effective if both HWHL's strategic aims are being met alongside empowering local people and providing *worthwhile* experiences for volunteers. HWHL must be forward thinking and responsive to change whilst also being opportunistic with this Volunteering Strategy.