

Mosaic

A MODEL FOR VOLUNTEER ENGAGEMENT FROM THE NATIONAL PARKS

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Presentation overview

A MODEL FOR VOLUNTEER ENGAGEMENT FROM THE NATIONAL PARKS

- Introduction
- The Mosaic model: an overview
- Community Champions:
A structured approach to volunteer management
- What we expect from Champions
- What do Champions get out of it?
- What we have learned from delivering the Mosaic model
- Mosaic and its adaptability to the Arts Sector
- Questions and contact details



Introduction

- **The National Parks**
- **National Park Authorities**
- **The Campaign for National Parks**
- **The Mosaic model of engaging new audiences**
 - History
 - Target Audiences
 - Successes in 2009-2011:
 - 212 Champions recruited
 - 8,164 new people introduced to National Parks
 - 2,616 volunteer days given



The Mosaic model: an overview

Project Aim: *Long term and sustainable* engagement between new audiences and National Parks

Outcomes:

- 1) Leadership capacity, training and skills
- 2) Organisational change of the National Park Authorities
- 1) Relationships and networks
- 2) Influencing and changing



Project Timeline: January 2009 – June 2012 (3.5 years)

Project Budget: £1m in cash; £575k in-kind (staff and volunteer time)

Project Staffing: 3.5 Project Officers, 1 Project Coordinator, 1 Project Manager

Community Champions: A structured approach to volunteer management

THE MOSAIC PROCESS:

- Recruitment and induction of volunteer Champions
- Personal Development Plan and Skills Audit
- Group Leader Visits – overnight residential
- Training – with minimum requirement
- Champion-led activity
- Influencing, e.g. through a Regional Feedback Forum
- Work shadowing and mentoring
- Mystery shopping
- Annual Event, newsletter and ongoing support



What we expect from Champions

GREEN PATHWAY - "Visiting & experiencing"

**Helping your community to experience
all that National Parks have to offer**

BLUE PATHWAY - "Promoting"

**Raising your community's awareness of the benefits
National Parks have to offer them**

RED PATHWAY - "Training & instructing"

Supporting the involvement of other Community Champions

ORANGE PATHWAY - "Changing"

**Influencing the management of National Parks
and their provision of services to the wider community**

What do Champions get out of it?

CHAMPION FEEDBACK:

- Access to the countryside
- Training and learning
- New networks, relationships and friendships
- Recognition
- Helping their community access the benefits
- Evidence of volunteering and improved job prospects
- Inspiration and sharing stories/ideas
- Language and improvement in communication skills
- Confidence



What we have learned from delivering the Mosaic model

- It's imperative to get out into communities and meet people face-to-face
- Building personal relationships is the most important factor of success
- It takes a lot of time and effort to build trust and profile in community; adequate time and resources are required
- There is a snowball effect that only takes hold after 1-2 years
- There is a huge interest from individuals to be Champions; a willingness to give
- A key challenge is to activate Champions to do things independently; a "Let's Do It!" Fund can help with this
- There are vast geographic and social differences across the country that require local variations and flexibility
- Be clear on what kind of leaders you want to target
- The fundamental principle is to empower people



Mosaic and its adaptability to the Arts Sector

- **Mosaic track record of transferability (with adaptations)**
- **Could the following elements of the Mosaic model be adapted to the Arts Sector?**
 - Recruitment and induction of volunteer Champions
 - Personal Development Plan and Skills Audit
 - Group Leader Visits – overnight residential
 - Training – with minimum requirement
 - Champion-led activity
 - Influencing, e.g. through a Regional Feedback Forum
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 - Mystery shopping
 - Annual Event, newsletter and ongoing support



Questions?

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