

North Norfolk Stories Young Ambassador Programme



Three young ambassadors research the content of the pop-up exhibition at the Norfolk Record Office

Case study	<p>The HLF-funded North Norfolk Stories project, which managed by Museums Norfolk, aims to engage more people with heritage by establishing a large-scale Museums at Night Festival in 20 venues across 11 North Norfolk towns and villages.</p> <p>We have created a volunteering programme for young people aged 16-24. The 'Young Ambassador' programme was designed to:</p> <ul style="list-style-type: none">• support local young people gain valuable skills that will improve their employability;• give young people the opportunity to take part in intergenerational activities;• empower young people to help shape the Festival and take an active role in supporting and promoting their local heritage; and• encourage more young people to volunteer for our partner venues in the long-term to help diversify their volunteer communities.
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	<p>Our 20 young ambassadors are:</p> <ul style="list-style-type: none"> • Creating a pop-up touring exhibition about the history of tourism in North Norfolk. After receiving historical research and text writing training, the volunteers chose the theme of the exhibition, researched the topic, sourced images, and wrote the exhibition text • Collecting oral history interviews about older people's memories of life in North Norfolk in the past • Helping plan and market the 2016 North Norfolk Stories Festival • Undertaking training in PR and marketing, event management, volunteer management, peer-to-peer mentoring, customer service, oral history, income generation, and employability e.g. interview skills and CV writing. Evaluation has demonstrated that the training sessions have significantly increased ambassadors' skills in these areas. <p>The programme, which has been in existence since March 2015, has already supported one of the ambassadors to gain employment. The ambassador had no previous experience of working in customer service but was given a job in a restaurant partially based on the fact they had learnt related skills in our customer service training session. Furthermore, three ambassadors recently applied for roles in museums, two of whom had not previously thought about working in the museum sector.</p> <p>We are evaluating the impact of the programme via the Generic Wellbeing Outcomes and the Generic Learning Outcomes. So far, we have found that volunteering for the project has:</p> <ul style="list-style-type: none"> • increased ambassadors' knowledge of North Norfolk's heritage; • improved their communication and organisation skills; • increased their overall confidence; • made the ambassadors feel more employable; • supported ambassadors' wellbeing – the team have told us us that they feel interested, lively, motivated and positive as a result of volunteering. <p>The programme will come to an end in July 2016 at which point we'll have in-depth evaluation about the impact of the programme, which I'm happy to share.</p>
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