

**Culture Guides – local pilot courses**

**Dates:** June 2014 (precise dates to be confirmed)

**Location:** Birmingham

**Duration:** two days

**Participants:** representatives of local project teams and selected volunteer Culture Guides

**Day one**

***Participants:*** *Voluntary Arts staff, local project teams*

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|  | **Topic** |
| 1 | Project overview |
| 2 | Introductions and background on each area   * Socio-cultural makeup * Local facilities and institutions * Nearby voluntary and amateur arts groups |
| 3 | Review of volunteer recruitment process   * Advertising and dissemination – successes and failures * Volunteer selection process * Volunteer induction |
| 4 | Good practice for managing volunteers   * The Volunteering in the Arts toolkit |
| 5 | The ongoing role of the local partner groups |
| 6 | Monitoring procedures |

**Day two**

***Participants:*** *Voluntary Arts staff, local project teams, volunteer Culture Guides*

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|  | **Topic** |
| 1 | Introductions |
| 2 | Recap on the project’s aim and objectives |
| 3 | Volunteering in the Arts – what the volunteer can expect |
| 4 | How to reach people who aren’t already accessing the arts:   * Where to find people – institutions and places * How to find people – conventional and social media |
| 5 | The public offering – appealing to non-participants |
| 6 | Selecting suitable participation opportunities |
| 7 | Capturing and disseminating results |
| 8 | Next steps |