



# **Co-produced Volunteer Badge Designs**

**Derby Museums Trust**

**Andrew Thornton / Jenn Layton / Graeme Smith**

# Background

Working as volunteers at Derby Museum and Art Gallery we became aware of the difficulties with volunteer badges. A supply of plastic generic badges has been purchased some time ago and these had broken or been lost. No money was available to buy any more.

As a solution, museum staff were printing out cardboard versions and inserting them into plastic pockets. This was costly, time consuming and visually displeasing. The badges themselves were fragile and tended to get caught on the clothing of the wearer.

As DMT volunteers and makers we wanted to find a solution to this issue.



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# Challenge

Any solution we created must fit within the ethos of DMT practice; co-creation, sustainability and creating with 'Head, Heart, Hands'. The brief for ourselves was to create a low cost/ no cost design that could be made in-house at the Silk Mill as much of the museum furniture already was. As there is always a degree of waste from laser cutting larger items, ideally this could be utilised to make the badges from.

More importantly, we wanted to demonstrate the breadth and diversity of the Trust's collection and sites, allow volunteers to demonstrate their area of interest or speciality, and act as a marketing tool to prompt conversation with visitors and signpost to social media.



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# Solution

14 original illustrations were created by Super Nature Ambassador Andrew Thornton, based upon an original idea by Jenn Layton. Prototyping and laser cutting was completed with the assistance of Maker-in-Residence Graeme Smith.

The designs were inspired by aspects of the Trust's Collection, and via conversations with museum staff, the new 'Curator's Trail' and visits to the sites themselves.

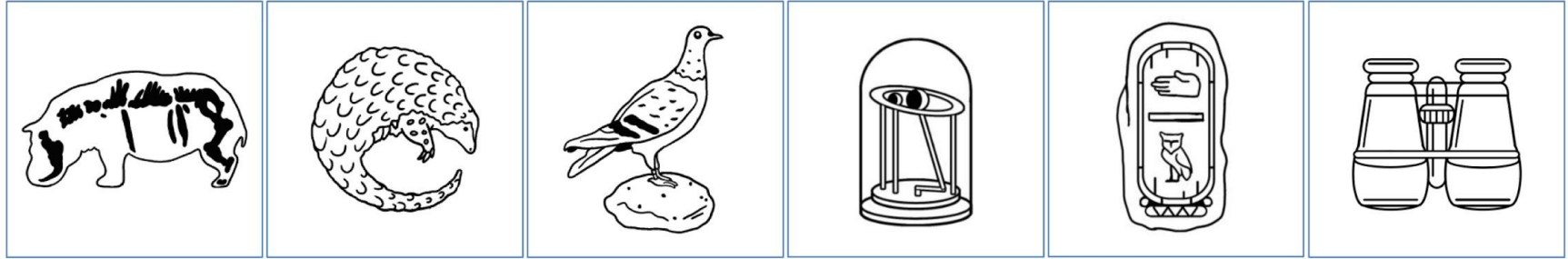
Several iterations were created and reviewed by Andrea Hadley-Johnson and Janine Derbyshire who consulted on the practical requirements of the badges.



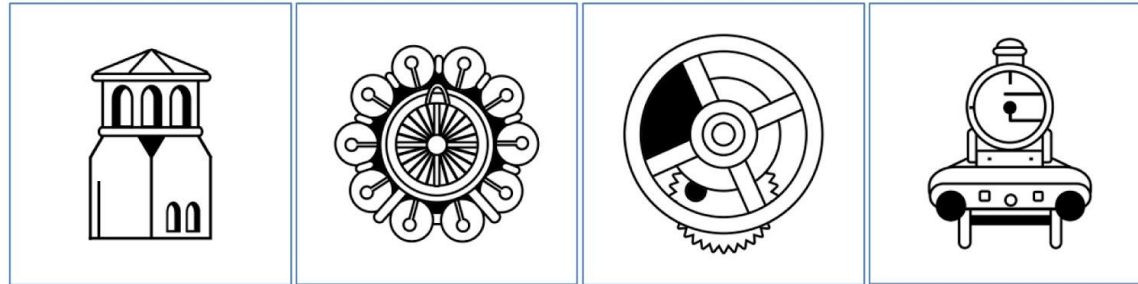
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## Museum and Art Gallery



## Silk Mill



## Pickfords House





# Marketing and Engagement

The badges have been created to be visually distinctive from 3 to 4 metres away. The designs are creative and unique, to prompt visitors to ask what they are, leading to visitor engagement with volunteers and opportunities to share information on the collection objects and signpost to different sites.

On the reverse is the Derby Museum Trust logo, together with the twitter account names for both the Museum and Art Gallery and the Silk Mill. Having these to hand will enable volunteers to encourage visitors to share content from their visit whilst in venue, as well as gather more engagement online post-visit.



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# How do we know if it works?

To launch the volunteer badges we would like to co-ordinate with Jane Hardstaff to develop an audience engagement activity, tracking the number of engagements volunteers working in the public spaces have with the old badges and then with the new designs.

Points we would propose measuring would include the number of interactions with volunteers during a given time and space, topics discussed and if anyone followed museum accounts online. These two data sets can be compared to discover the real effect of the new designs as a practical tool for engagement and marketing.



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