



VOLUNTARY ACTION HISTORY SEMINARS

VAHS seminar series at the Institute of Historical Research

SEMINAR ABSTRACT

1 June 2015

Professor Ian Bruce CBE

Witness: The voluntary organisation environment 1965-75 compared to 2005-15 – a personal account

Ian Bruce was an active arts campaigner, a Unilever manager, then assistant chief executive of Age Concern England, and finally chief executive of Volunteering England in the first referenced decade; and outgoing chief executive then vice president of RNIB, and founder director then president of the Centre for Charity Effectiveness at City University London's Cass Business School in the second. The first decade was Wilson and Heath; the second Blair, Brown and Cameron.

Professor Ian Bruce CBE will give some personal reflections on how the paradigms of charity management, service delivery, lobbying and campaigning, and fundraising have changed over this fifty-year period.