UK Sports Volunteering Research Network

• Seminar on 19th March 2015
• Presentation from Will Watt, Join In.
• All material in these slides belongs to the authors.
• For more information about the SVRN please see the website http://svrn.group.shef.ac.uk or contact the secretary at Fiona.Reid@gcu.ac.uk.

Contents:

• What we do (Join In 2012 – 2015)
• How we do it
• Our results
• The value of volunteering in sport
• Join In 2015 and beyond
A simple thing people can do

Thousands of clubs across the UK need volunteers...
Put your postcode in to joininuk.org and find community sports volunteering opportunities near you.

joininuk.org

A simple, clear website that works

Join In has built an active community of engaged sports fans and volunteers

25,000 on the Join In volunteers database
8,000 on the Join In sports clubs database
57,000 followers on Join In’s social media channels
4.1M Join In helps to section edit the volunteer section on Be Inspired database

Join In email open rates of 38% Vs sports industry average of 17%
12% click through rates Vs sports industry average of 2%

joininuk.org
Supported, on the ground, by our own amazing army of Local Leaders

- 300 Join In Local Leaders
- Working across 44 networks with a volunteer co-ordinator leading each network
- Engaging induction and retention programme
- Supported 156 events involving 5,000 volunteers and over 50,000 participants in 2014.

Outcomes in 2014

- 250 Join In Local Leaders
- 114,000 new and retained volunteers
- 743,000 people supported into campaigns
- 8,5 people to take part
- 23,870+ volunteer opportunities in sport promoted
- £16,032 the annual social value of new sport volunteers as shown by Join In research

Annual value per volunteer
Old economics cost saving:

£484
HAPPINESS AND WELLBEING

Mel Woodards
“Volunteering changed my life”

Annual value per volunteer
Personal wellbeing and health value to the volunteer:

£2,974

PARTICIPATION

Capacity for

1 volunteer = 8.5 participants
Annual value per volunteer
Personal wellbeing and health value arising from sports participation enabled by volunteering:

£1,479 \times 8.5 = \text{£12,574}
Clubs and events
We continue to be inundated with requests from clubs, activity groups and local events for volunteers.

BBC, SPOTY & Unsung Heroes cont.
Join In will again be working with BBC Get Inspired on Sports Personality of The Year

Helping to run, running
Doing a lot of work in Running for 2015. An area of real growth...

Annual value per volunteer
Total benefits. **New value:**

£16,032

Annual value per volunteer
Across all UK sports volunteers

£53bn