SPORTS VOLUNTEERING RESEARCH: WHAT DO WE KNOW AND HOW CAN WE USE IT?

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A SNAPSHOT OF SPORTS VOLUNTEERING

13% of all adults (16+) volunteer regularly in sport

54% of all formal volunteers are involved with a sports/exercise group or organisation in the last year

Sports Volunteers: Gender
- Male: 16%
- Female: 10%

Sports Volunteers: Age
- 16+: 7%
- 55-64: 9%
- 45-54: 15%
- 35-44: 16%
- 26-34: 13%
- 16-25: 18%

Source: Community Life survey 2014-15, Cabinet Office; Active People Survey 9, 2014 – 2015, Sport England,

A SPECTRUM OF SPORTS VOLUNTEERING

Formal, structured
- Trustee and committee roles
- Mega event volunteering
- Coach

Informal
- Fundraising
- Park-run volunteers
- 5 aside team organiser
Close connection with participation in sport

Connection with particular sports and organisational settings

WHY DOES VOLUNTEERING START?

Motivation and Trigger and Resources and Opportunity = Participation starts

Source: Pathways through Participation, 2011, NCVO, IVR and Evolve
WHY DOES VOLUNTEERING START?

Motivation and Trigger and Resources and Opportunity = Participation starts

Varied, complex and changing

Personal life event or external influence e.g. retirement, being asked to volunteer or a big sporting event

Practical e.g. time Learnt e.g. skills Felt e.g. confidence

Quality volunteering opps, and support

SO WHAT?

Implications for recruitment:

• Developing recruitment opportunities
• Appealing to motivations in recruitment messages
• Making the ask
• Reducing resource barriers – flexible opps, taster sessions, family and friends
• Signposting, information and support
WHY DOES VOLUNTEERING CONTINUE?

Good quality experience and Resources = Participation continues

Support, recognition, collective identity, feeling making a difference

Time, costs

Source: Pathways through Participation, 2011, NCVO, IVR and Evolve
WHY DOES VOLUNTEERING STOP?

- Poor quality experience
- Lack of resources
- Life event

Participation stops

Source: Pathways through Participation, 2011, NCVO, IVR and Evolve

WHY DOES VOLUNTEERING STOP?

- Poor quality experience
- Lack of resources
- Life event

Participation stops

Lack of support, burnout

Time! 41% of ex volunteers stop due to lack of time

Ill health
Child drop out
SO WHAT?

Implications for retention:

• ‘Well organised’ volunteering – support, recognition, not over burdening
• Relationships and group dynamics
• Letting volunteers go!

WHAT IS THE IMPACT OF SPORTS VOLUNTEERING?

One volunteer creates the capacity for 8.5 more people to play
(Join In)

Sports volunteering worth £53 billion
(Join In)

Source: Hidden Diamonds, 2015, Join In
## WHAT IS THE IMPACT OF SPORTS VOLUNTEERING?

| Volunteers | • Social – friendships and networks  
| • Enjoyment and satisfaction – ‘giving something back’ and helping others  
| • Health and well being  
| • Skills and confidence |
| Clubs, groups and organisations | • Enable or help organisation to function  
| • Provide opportunities  
| • Bring experience, skills |
| Participants and players | • Enable activities and increase opportunities  
| • Develop sporting skills and social skills  
| • Enjoyment  
| • Improve health and fitness |
| Community | • Develop grassroots sports  
| • Promotes sport in the community  
| • Develop sense of community  
| • Community integration, inclusion |

### WHAT IS THE IMPACT OF SPORTS VOLUNTEERING?

- **Satisfaction and enjoyment**
- **Personal development and well-being**
- **Financial/Economic**
- **Social**
- **Sense of community**
**VOLUNTEERS QUESTIONNAIRE: PERSONAL DEVELOPMENT**

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<th>Volunteering has increased:</th>
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<td>i) My confidence and self-esteem</td>
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<td>ii) My sense of making a useful contribution</td>
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<td>iii) My awareness of the effects of my actions on others</td>
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<td>iv) My sense of motivation</td>
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<td>v) My willingness to take on or try new things</td>
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<td>vi) My personal qualities such as patience or tolerance</td>
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<td>vii) My sense of status or importance</td>
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**VOLUNTEERS QUESTIONNAIRE: HEALTH**

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<td>i) Volunteering benefits my physical health and well-being</td>
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<td>ii) If I didn’t volunteer, I wouldn’t be so physically active</td>
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<td>iii) Volunteering has helped me maintain or increase my fitness levels</td>
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<td>iv) Volunteering helps with my strength, agility or coordination</td>
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<td>v) Volunteering is good for my psychological or mental health and well-being</td>
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<td>vi) The stresses of volunteering sometimes outweigh the health benefits</td>
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THE ROAD AHEAD?

POLITICAL – new DCMS strategy - volunteering as a specific form of engagement, Sport England to publish a new volunteering strategy for sport and physical activity

ECONOMIC
Continued income volatility and financial challenges, particularly for small organisations

SOCIAL
Ageing population and longer working lives – opportunities to engage more older people in sports volunteering

Demand for flexible volunteering opportunities – micro volunteering

TECHNOLOGY
Digital platforms for recruitment, tools for self organising, apps for management

Average club surplus 39% lower than in 2007.

By 2034, 23% of population will be over 65.

CHANGE THE WORLD IN JUST YOUR PYJAMAS!

How To Micro!
1) Choose category via 'Action' menus above
2) Choose action
3) Click big red button
4) Read instructions
5) Microvolunteer!
6) Tweet & FB your deed

Sit back & say, “I changed the world. Wow!”

Quickies!
All the action, all the fun in mini moments of glorious goodness!

Under 1 minute
Under 5 minutes
Under 10 minutes
Under 20 minutes
Under 30 minutes
Multiple 30 minutes
THANK YOU

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www.ivr.org.uk

http://www.ivr.org.uk/ivr-evidence-bank