

SVRN Newsletter December 2011

Synopsis of presentation to SVRN meeting; 26/10/2011; Sheffield

George Wood, Director of Development, Badminton England
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George described the way in which National Governing Bodies play a key role in synthesizing government / national level targets and presenting them in a way that is relevant and meaningful to volunteers within their sport. To do this effectively, NGBs need to understand the reasons that volunteers get involved in sport and crucially, why they continue. Examples of performance centres and regional networks in badminton were used to demonstrate the synthesising of national policy and local enthusiasms.

Syann Cox, SARA. Results of the 2011 survey of sport clubs.
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The 2011 survey was able to compare results to the 2009 survey to pick out trends: both surveys asked for information in the year of the survey, and the previous year. Trends included:

Club surpluses fell by almost half, to an average of £1,091, from 2008 – 2010.

Annual incomes fell 15% 2008 – 2010.

Annual membership fees rose by 9%, 2008 – 2010.

Adult membership levels declined 11%, 2008 – 2011.

Attracting and retaining new members is seen as a major challenge for 64% of clubs.

84% of clubs do not see the 2012 Olympic Games as an opportunity.

Lisa Thompson – Assistant Race Director, London Marathon Limited.
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Girish Ramchandani – Sport Industry Research Centre, SHU.
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Virgin London Marathon 2010 - Volunteers & the Economic Impact

The marathon uses 6000 volunteers. Many volunteer in teams of 20 – 130 and these teams have been volunteering for several years - NB corporate and university teams. This makes organisation and communication easy – through a team leader at the volunteering organisation. The marathon creates an additional flow of £27.1 million new money into the London economy, half of which comes from spectators. It is estimated that volunteers contribute 39,400 hours to sustain the event, equivalent to £0.5 million of paid labour.

Chris Porter, facility manager

Use of Volunteers at Tadcaster Swimming Pool

www.tadcasterpool.org.uk

This pool was opened in 1994 by a charitable trust established by the local community. There was no other local facility. From the outset it was planned to use volunteer staff. Currently there are five volunteer trustees, twenty paid staff, and over 100 volunteers. Volunteers provide a range of roles, including swimming instructors, lifeguards and receptionists. They contribute to a good atmosphere, because of their enthusiasm, and they bring equivalent cost savings of £80,000 p.a. In 2011 more volunteers than ever were recruited. Is this the model for the Big Society? Volunteers were built into the plans for the pool at the outset – the pool was created by the local community. The relationship between volunteers and paid staff is accepted. This might be different if a pool was forced to replace paid staff with volunteers as a result of funding cuts.

**Geoff Nichols and Joanne Padmore: Sheffield University Management School
Peter Taylor and David Barrett: Sport Industry Research Centre**

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Which type of sports club offers the best option for growing participation?

A statistical cluster analysis of clubs in the 2009 SARA survey sample showed that they could be grouped into three types:

- Group 1 clubs (termed ‘formal’) were bigger and more likely to have formal registration as CASC or a charity, to own or lease facilities, to have paid staff, and to have a junior section.
- Group 2 clubs (termed ‘semi-formal’) were of medium size and all had a junior section. While unlikely to have CASC or charity status, over half had Clubmark accreditation. They did not own or lease playing facilities but hired them. They were less likely to have paid staff.
- Group 3 clubs (termed ‘informal’) were smaller, none had a junior section and few had Clubmark registration. They were very unlikely to have CASC or charity status. They hired playing facilities rather than owning or leasing them. They were less likely to have paid staff.

It was difficult to calculate the percentages to clubs of each type in England as a whole, as the sample from the survey had an unrepresentatively high proportion of Clubmark clubs in it. Practically, Sport England and County Sport Partnerships are more likely to work with Group 1 and 2 clubs

**Peter Taylor, Richard Moore & Simon Goldsmith,
Sport Industry Research Centre, Sheffield Hallam University.
Geoff Nichols, Management School, University of Sheffield**

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Developing guidance to help clubs recruit new volunteers from outside the club

These guidance notes were the product of a European Year of Volunteering funded project. They were developed from successful examples of clubs recruiting volunteers from outside the club, and a review of previous advice and sources of information. Unlike previous advice the notes were guided by the principle that a balance was required between the clubs identifying roles and attempting to fill them with volunteers; and the clubs recognising that volunteers came to them with different aspirations and motivations. Thus the clubs had to accept what the volunteers had to offer them, as well as having a plan of how they’d like to use them. Further, the recruitment of new volunteers had to recognise the great importance of good personal relationships - much more important than in recruitment to paid employment. The guidance notes will shortly be available on the Running Sport web site.

Presentations of research from meetings up to April 2011 are on the web site of the Sport and Recreation Alliance:

<http://www.sportandrecreation.org.uk/campaigning/policy-areas/community-sports-clubs/sports-volunteering-research-network>

The next meeting will be on 18th April in London, either at Sport England, or another venue.

The 1st European Conference on Volunteers in Sports was held in Valencia on 17-18 November 2011

<http://www.voluntariadodeportivo.com/conference/>

The conference web site includes conclusions from the conference. It will hopefully be developed to include individual papers.

LOGOC, 2012 Olympic and Paralympic Games Knowledge Transfer Project

Vassil Griginov (Brunel University) has negotiated with LOCOG a project to capture and disseminate knowledge about the process of creating the London 2012 Olympic & Paralympic Games from a LOCOG point of view. Twelve researchers have been allocated to functional areas of the Games and given access – through a series of interviews. This includes the area of volunteer management. The outcome will be a report produced in November 2012, which will be made public, and will hopefully give more guidance than previous games' reports to future organizing committees. At the same time Vassil is editing a two volume book, for Routledge, on the 2012 Games.

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Manchester Event Volunteers

Geoff Nichols (University of Sheffield) and Rita Ralston (Manchester Metropolitan University) have completed a report on Manchester Event Volunteers, a volunteer legacy organization established after the 2002 Commonwealth Games and which continues to provide a volunteering legacy from this event. It was able to channel the euphoria and camaraderie experienced by volunteers at the Games into a core of volunteers who could be matched to other events coming to Manchester. The organisation developed into a volunteer / event broker, which also developed good practice in volunteer management. There are implications for the 2012 Olympic Games and 2014 Commonwealth Games.

The report is available at: http://www.mgt.dept.shef.ac.uk/ResearchReports/2011-11MEV_REPORT.pdf

Other work from this research includes:

Nichols, G. and Ralston R. (2011) Social inclusion through volunteering – a potential legacy of the 2012 Olympic Games. *Sociology*. 45 (5) 900-914.

(This uses interviews to show the benefits of volunteering for the volunteers.)

Nichols, G. and Ralston R. (2011) Lessons from the Volunteering Legacy of the 2002 Commonwealth Games. *Urban Studies*. Volume 49 Issue 1 January 2012 pp. 165 - 180. [Published online before print March 31, 2011, doi: 10.1177/0042098010397400]

(This summarises how and why a volunteering legacy was achieved from the 2002 Commonwealth Games.)

Sports Coach UK

- **have two current research projects**

Coach Tracking Study in the final stages

After four years of fieldwork the Coach Tracking Study is nearly complete. Over 400 coaches have taken part in the study by completing a survey each year that looks at their motivations, development and coaching experiences. Looking through the data there are some interesting stories emerging and the report will be well worth a read when it comes out in mid-February.

Engaging entry level participants

We are working on a joint project with the [Women's Sport and Fitness Foundation](#) to explore what returning participants in sport want from a coach or leader. The research looks at the role played by the coach (their skills, experience and personal attributes), the facilities used and the sporting experience.

Three sports (athletics, badminton and hockey) are involved, in particular looking at their social based programmes – Run England, No Strings Badminton and Back to Hockey.

The research is being carried out by Market Research Agency Opinion Leader with a final report is expected to be ready by the middle of January.

Information is available at:

<http://www.sportscoachuk.org/blog/research-update-december-2011>