

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

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A snap shot of sports volunteering in the UK

Why does volunteering start, continue and stop?

What is the impact of sports volunteering?

The road ahead for sport volunteering?



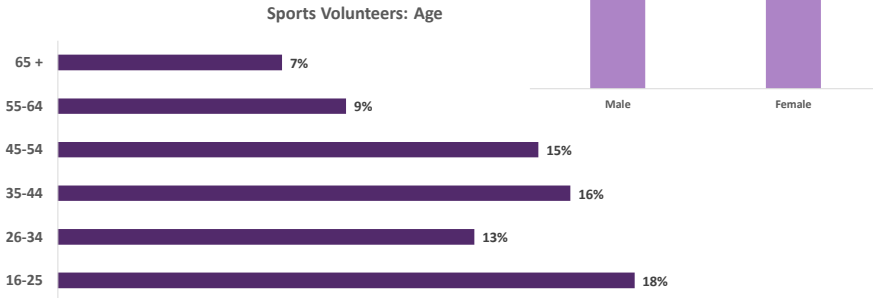
## A SNAPSHOT OF SPORTS VOLUNTEERING

**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



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

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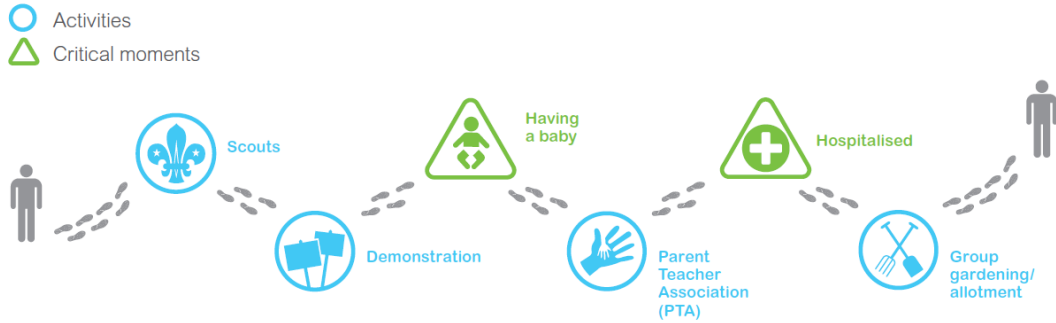
## A SPECTRUM OF SPORTS VOLUNTEERING

Formal, structured

Informal



## PATHWAYS THROUGH VOLUNTEERING



*Close connection with participation in sport*

*Connection with particular sports and organisational settings*

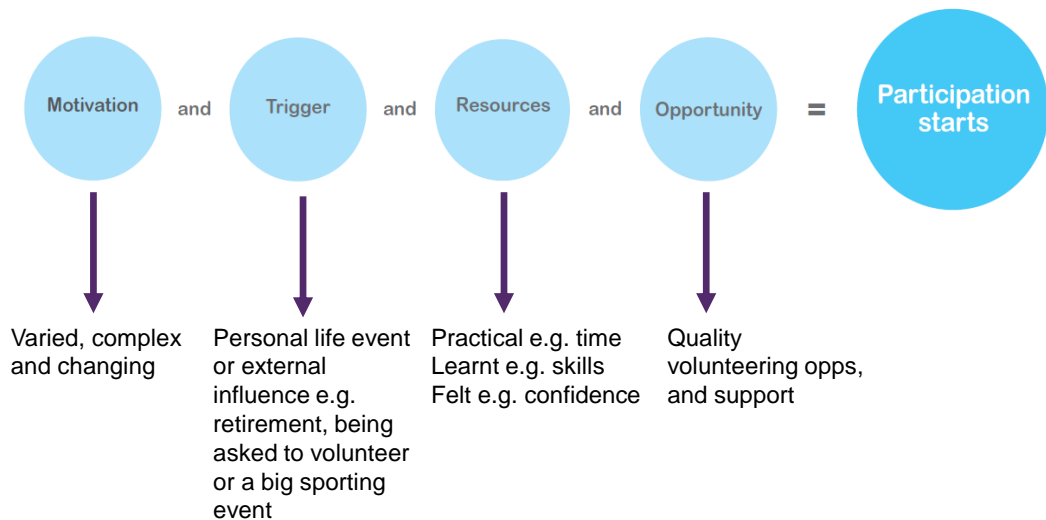
Source: Pathways through Participation, 2011, NCVO, IVR and Evolve

## WHY DOES VOLUNTEERING START?



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

## WHY DOES VOLUNTEERING START?



## SO WHAT?

Implications for recruitment:

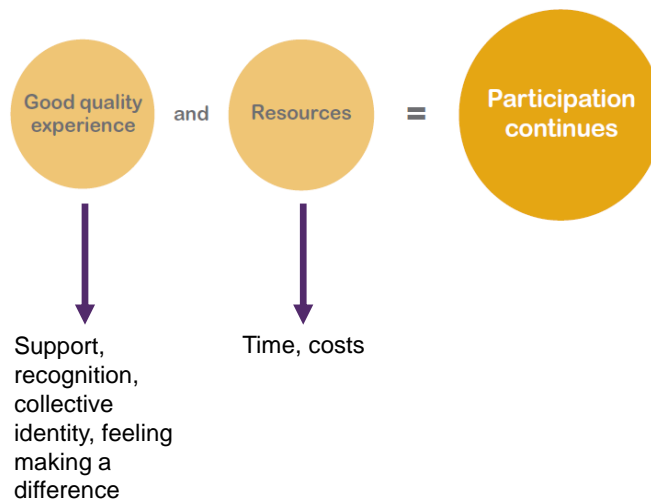
- Developing recruitment opportunities
- Appealing to motivations in recruitment messages
- Making the ask
- Reducing resource barriers – flexible opps, taster sessions, family and friends
- Signposting, information and support

## WHY DOES VOLUNTEERING CONTINUE?

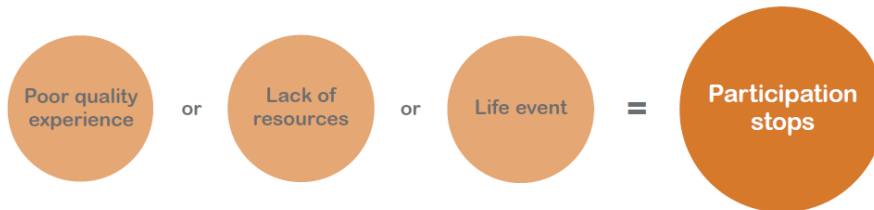


Source: Pathways through Participation, 2011, NCVO, IVR and Evolve

## WHY DOES VOLUNTEERING CONTINUE?

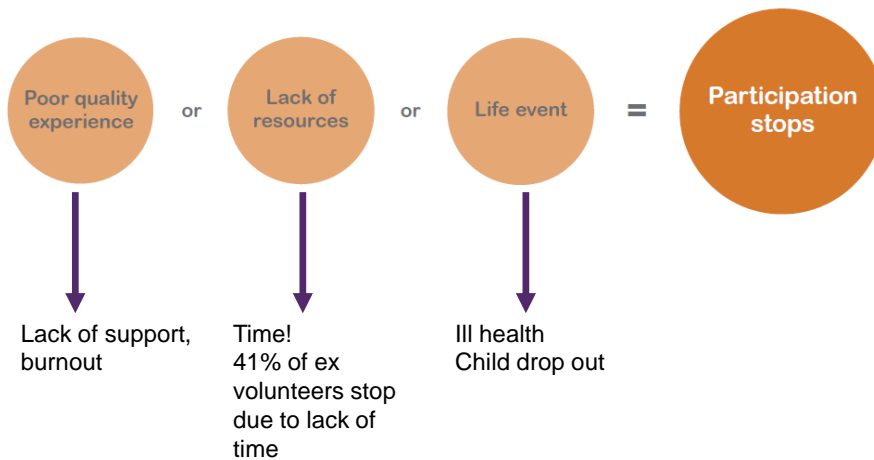


## WHY DOES VOLUNTEERING STOP?



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

## WHY DOES VOLUNTEERING STOP?




## 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)



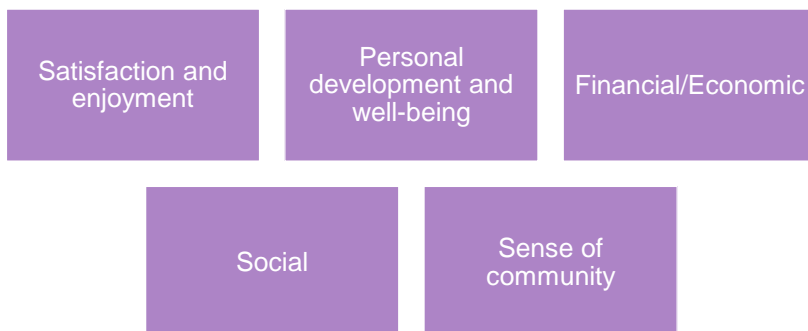
Sports  
volunteering worth  
£53 billion  
(Join In)

Source: Hidden Diamonds, 2015, Join In

## WHAT IS THE IMPACT OF SPORTS VOLUNTEERING?

<b>Volunteers</b>	<ul style="list-style-type: none"> <li>• Social – friendships and networks</li> <li>• Enjoyment and satisfaction – ‘giving something back’ and helping others</li> <li>• Health and well being</li> <li>• Skills and confidence</li> </ul>
<b>Clubs, groups and organisations</b>	<ul style="list-style-type: none"> <li>• Enable or help organisation to function</li> <li>• Provide opportunities</li> <li>• Bring experience, skills</li> </ul>
<b>Participants and players</b>	<ul style="list-style-type: none"> <li>• Enable activities and increase opportunities</li> <li>• Develop sporting skills and social skills</li> <li>• Enjoyment</li> <li>• Improve health and fitness</li> </ul>
<b>Community</b>	<ul style="list-style-type: none"> <li>• Develop grassroots sports</li> <li>• Promotes sport in the community</li> <li>• Develop sense of community</li> <li>• Community integration, inclusion</li> </ul>

## WHAT IS THE IMPACT OF SPORTS VOLUNTEERING?





## VOLUNTEERS QUESTIONNAIRE: PERSONAL DEVELOPMENT

<i>Volunteering has increased:</i>	<b>A</b> Strongly agree	<b>B</b> Agree	<b>C</b> Neither agree nor disagree	<b>D</b> Disagree	<b>E</b> Strongly disagree	<b>F</b> Don't know
i) My confidence and self-esteem						
ii) My sense of making a useful contribution						
iii) My awareness of the effects of my actions on others						
iv) My sense of motivation						
v) My willingness to take on or try new things						
vi) My personal qualities such as patience or tolerance						
vii) My sense of status or importance						

## VOLUNTEERS QUESTIONNAIRE: HEALTH

	<b>A</b> Strongly agree	<b>B</b> Agree	<b>C</b> Neither agree nor disagree	<b>D</b> Disagree	<b>E</b> Strongly disagree	<b>F</b> Don't know
i) Volunteering benefits my physical health and well-being						
ii) If I didn't volunteer, I wouldn't be so physically active						
iii) Volunteering has helped me maintain or increase my fitness levels						
iv) Volunteering helps with my strength, agility or co-ordination						
v) Volunteering is good for my psychological or mental health and well-being						
vi) The stresses of volunteering sometimes outweigh the health benefits						

## 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!**

**Introduction to Help From Home**

**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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<http://www.ivr.org.uk/ivr-evidence-bank>

