

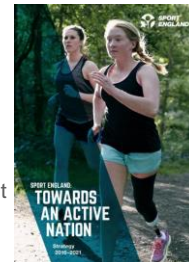


## A strategy for Volunteering through Sport and Physical Activity

20 October 2016

### Setting the Scene

- Create a new strategy
- More and more diverse volunteers
- A dual benefit for volunteering
- New attitude and approach to volunteering in sport
- Understand and apply the insight around the volunteering experience
- Updated Club Matters



### Understanding Volunteering

- Who Volunteers?
- The Volunteer Journey
- Why do people volunteer- enablers
- Why don't people volunteer- barriers
- The benefits of volunteering

What is a meaningful volunteering experience?

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### What change are we driving?

- More representative of society
- Increased number volunteering in sport
- More diverse supply of volunteering opportunities
- Better quality experience

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## WHAT DO WE KNOW

### Key Facts

- 5.6 million volunteers in sport and physical activity
- Most popular sector for volunteering
- Volunteering in sport has remained relatively stable over time
- 75% of sport volunteers are in Sport Clubs
- Most sport volunteers recruited from current/ex players or parents
- Most people start volunteering in sport to be part of child's participation or to help family/friends
- Sport volunteers are sporty: majority also participate in sport (61% at least once a week, additional 12% at least once a month)
- Average sports volunteer gives 12 hours p/m

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## How people volunteer: the journey

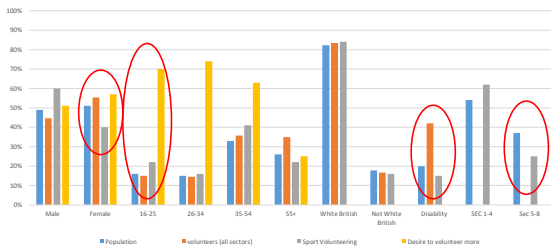


## UNDERSTANDING THE VOLUNTEER

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## Who Volunteers?

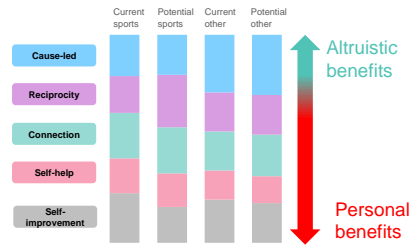


- Certain audiences are under-represented
- There is high demand from certain audiences

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## Why do volunteers give their time?

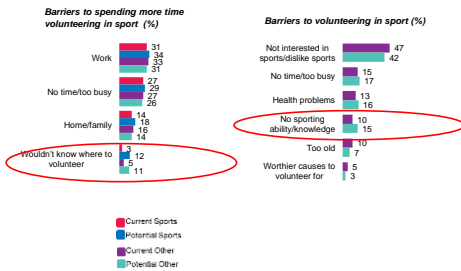
Motivations for volunteering in sports (%)



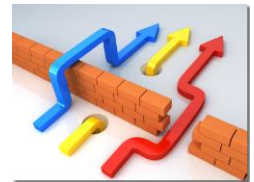
- Motivations for volunteering in sports differ from person to person

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## Barriers to volunteering in sport



## Challenges and Opportunities



### Challenges

- Certain demographics are under represented in sports volunteering
- Time, work and awareness are key barriers across all demographics
- Sports volunteers are largely 'sporty types', but sport is not an interest for many other volunteers

### Opportunities

- There are very big numbers volunteering in England and volunteering in sport
- There is a healthy appetite to volunteer (and volunteer more) from all segments
- Personal and social outcomes are key motivations to volunteer

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## UNDERSTANDING THE VOLUNTEER EXPERIENCE

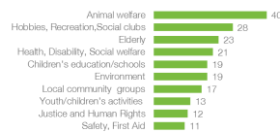
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## Where do People Volunteer?

Types of volunteering currently done outside of sports by Other Volunteers (%)



Types of volunteering would like to do outside of sports by Potential Volunteers (%)

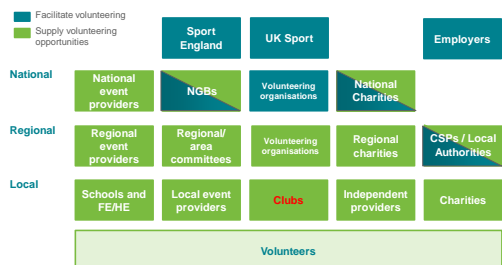


- Whilst sport is a very popular sector for volunteering, there are many others which attract large numbers

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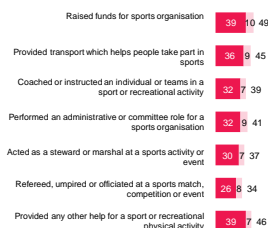
## Where do People Volunteer in sport?

There is a diverse range of organisations who facilitate or directly deliver volunteering

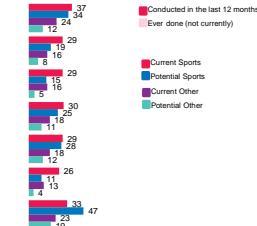


## Types of activities in sports volunteering

Volunteering activity taken part in in last 12 months/ ever taken part in (%)



Volunteering in sport would like to do in next 2 years (%)

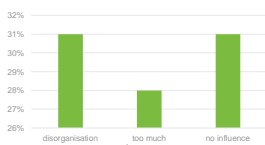


- Sports volunteering offers a wide-range of technical and non-technical roles, but there is misperception on requirements and skills.

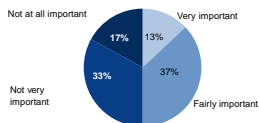
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## Improving the Experience

Issues with the volunteering in sport experience



Volunteers' perception of the importance of recognition



- 32% stopped or reduced their volunteering in last year compared with 17% of general volunteers
- Sports volunteers are x10 more likely to feel unrewarded
- Sports volunteers are X4 more likely to feel the organisation is badly organised

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## Challenges and Opportunities

### Challenges

- Recruitment methods and sport volunteering environments contribute to lack of diversity
- Lack of awareness on roles/ skills required
- Clubs are vital and need to provide a better experience
- Educating clubs on alternative ways of volunteering



### Opportunities

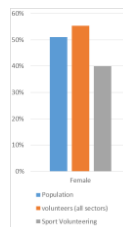
- Sport is popular and can meet the needs of volunteers, but motivations need to be understood
- Wide range of non-sport roles needed in the sector
- Opportunity to increase and diversify with other sectors

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## FOCUS ON KEY AUDIENCES

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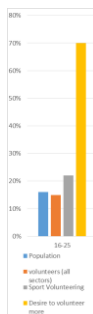
### Women



- Underrepresented: 58% want to do more
- More strongly motivated by altruism to volunteer than men (49% vs 38%)
- Children key: more mothers in sport volunteering than general volunteering (42% vs 30%)
- Big barrier for women in sport volunteering – after time and family – is a perceived skills gap
- Interested in non-technical roles but less interested by on-field roles (<10%)
- 16% don't know where to go to volunteer in sport
- 1/3 stop sport volunteering as they move to volunteer in schools (around age 35)

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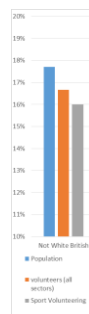
### Young people – 16-24



- Over represented however a huge appetite to do more
- C.10% increase in volunteering since 2011, coinciding with government agenda
- More motivated by self improvement than a cause
  - Biggest motivations: experience, skills + confidence
  - 27% get involved to help them get on in their career
  - Reward and recognition important (65%)
- Awareness is a significant issue - 'no-one has asked' (26%) and 'unaware of opportunities' (23%)
- Sport volunteers drop out (28% of sport vs 7% general volunteers) because they go on to volunteering linked to school / university

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### BAME



- Reasonably representative of society, but big differences within this- higher from Mixed, lower from Asian
- Strong appetite to volunteer more: Mixed (71%), Black (68%), White (53%)
- Motivated by 'giving back to the community' (40%), religious belief (38% Black and 34% Asian) and the needs of family and friends
- Sport committee members are more likely to be white compared to BME populations (30% compared to 17% for Asian, 24% for Black and 14% for Mixed)
- Interest is in 'entry-level' sport volunteering opportunities - 46% want to 'just help out' and 26% want an admin role
- Barriers include worried about not fitting in and a perception of not having the right skills - (50% Asian)

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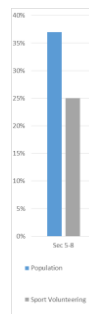
### Disability



- One of the least likely demographics to volunteer and underrepresented in sport by 5%
- Most likely to volunteer in Health and Disability (33%)
- Perceived benefits include:
  - Socialising/inclusion
  - Health and fitness
  - Empowerment
- Unclear demand however interest in entry-level/back office opportunities (event stewards, admin – both 25%)
- 50% not volunteering in sport because of health or age, work and time less of a barrier (14% and 11%)
- Suppliers lack confidence to support disabled volunteers

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### Lower Socio Economic Groups

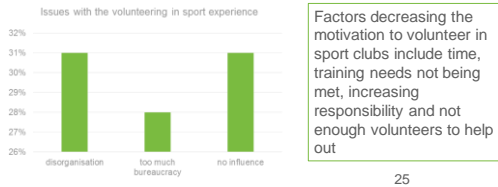


- Underrepresented and decreasing (-9% in 5 years)
- 51% of ABC1 volunteer monthly v.s 31% of C2DE
- More likely than average to be motivated to volunteer in sport by recognition, learning and self-esteem
- Those that are interested want to raise funds (36%), help out (57%), events (28%)
- Barriers include a lack of interest in sport (29%), health (c.33%) and not knowing where to volunteer (14%)

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## Clubs

- Clubs account for 75% of sports volunteering opportunities
- 55% of general public don't realise clubs are run by volunteers
- The experience is poor compared to non sport volunteering
  - Twice as likely to be stopping or reducing (32% vs 17%)
  - 4 times more likely to feel the group badly organised (18% vs 4%)
  - 10 times more likely to feel unappreciated



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## NEXT STEPS

## The implementation

- Broaden the environments: partner with experts in key audiences and key behaviours
- Open funding to smaller scale partners to reach key audiences and challenge perspectives of volunteering
- Support existing technology
- Improve the experience in the club sector

