

UNIVERSITY OF STRATHCLYDE
INSTITUTE FOR
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Longer-term legacies of sport event volunteering?

Dr Robert Rogerson (Strathclyde)
Dr Fiona Reid and Dr Raf Nicholson (Glasgow Caledonian)
Bridget Sly (Glasgow Life)

Volunteering legacy



- increased volunteer support for other special events in the community
- enhanced volunteerism in the community in general,
- in terms of positive attitudes towards volunteering,
- increased level of involvement.

Doherty (2010)



What if event volunteering makes little material difference in future?



generating legacy is not easy, it does not happen by chance and to be effective (or at least a chance to be effective) it has to be well planned and prepared for

Usual assumptions

- Engagement in event volunteering will bring about change (in attitudes and behaviour) in relation to volunteering,
- This change is likely to be expressed as volunteering in future, and
- This behavioural/attitude change can be impacted by the experience and nature of the event volunteering



Previous studies

Focus	Benefits
Motivations for volunteering	help foster more effective volunteer recruitment and management strategies (eg Giannoulakis et al, 2007) on Athens 2004 Summer Olympics
Experience of event volunteering and lessons to help future	helping to fill a gap identified as what influence those events have on future voluntary action, if any (Cuskelly et al., 2006).
Volunteering impact and intentions in the immediate aftermath of event	Eg Doherty (2010) and the experience of 2001 Canada Summer Games



HCV Project Aims

- Civic Pride
- Community Engagement
- The Volunteer Journey

We're not the Clyde-siders, we don't go to the venues to help people, we're around town helping people when they're not at the events, showing them stuff going on around town, stuff in Glasgow

HCV project designed to reduce barriers to participation:

- Application process – digital exclusion
- Perceptions about who volunteers
- Minimum time commitment
- Economic barriers
- ID / security





Two HCV stories

Contacted via Young Scot and encouraged to sign up

"I'm quite shy, this is something different..."

"I'm 100% going for it now... It was all about confidence before, I wouldn't do anything without know someone else there... but that has changed now"

Now involved with Girl Guides

First time volunteer who is deaf

Convinced herself she could 'do it'

Struggled in early stages to find her way in role

"the experience gave me so much confidence, more understanding in myself... it has definitely encouraged me to do more"



Researching the experiences of HCVs

- Pre-Games survey (n = 838)
- Post-Games survey (n = 209)
- Longitudinal study (n = 27)



Follow-on study of HCVs

Three key objectives:

- To identify the post-HCV experiences of participants in terms of subsequent volunteering, and in their involvement within their local communities
 - To examine what factors have assisted them to undertake such social connectedness where they have been involved
 - To identify the barriers or inhibitors which have restricted their subsequent involvement.
- +
- ADD to the existing academic research on if and how episodic volunteering, impacts on volunteer and their engagement in their own local contexts
 - offer NEW insights to event volunteering organisers on what actions might be taken to enhance future volunteering if this is viewed as part of the recruitment and training of event volunteers.

In the last 12 months, have you been involved in any of the following organisations?

1. Hobbies/social clubs
2. Sports/exercise groups, including taking part, coaching or going to watch
3. Local community or neighbourhood groups
4. Groups for children or young people
5. Adult education groups
6. Groups for older people
7. Environmental groups
8. Health, disability and welfare groups
9. Political groups
10. Trade union groups
11. Religious groups, including going to a place of worship or belonging to a religious based group
12. Other group (please specify)
13. **None of these**

In the last 12 months, have you been involved in any social groups or clubs?

No Yes

If yes, which of the following?

1. Hobbies/social clubs
2. Sports/exercise groups, including taking part, coaching or going to watch
3. Local community or neighbourhood groups
4. Groups for children or young people
5. Adult education groups
6. Groups for older people
7. Environmental groups
8. Health, disability and welfare groups
9. Political groups
10. Trade union groups
11. Religious groups, including going to a place of worship or belonging to a religious based group
12. Other group (please specify)

Methodological challenges (1)

Standard questions used in surveys such as General Household Survey, the British Household Panel Survey and the Home Office Citizenship Survey, are designed to explore what people do, assuming that they are volunteering.



Methodological challenges (2)

Few surveys have sought to find out what is preventing volunteering – without an inference that 'not volunteering' is negative.



There are various reasons why people don't give unpaid help to groups, clubs or organisations, even when they feel they might like to. Which of the following reasons best describes why you do not?

- Not had time
- No opportunities available
- Too expensive
- Nobody has asked
- Don't want to
- Other, please specify:



Methodological challenges (3)

Volunteering may be only one expression (of change in attitude and behaviour) as an event legacy. Similar values could be expressed in social connectedness and/or social capital



Which of the following terms best describes how you feel about your local community?

Proud Excited Happy Indifferent Disappointed Sad Don't know

Compared with 3 years ago, at the time of the Commonwealth Games, do you feel more or less able now to influence decisions affecting your local area?

More Equally able Less Don't know

Some consequences and discussion points

Q1: Should we expect any impact from event volunteering to be expressed in terms of future volunteering? Are there other ways in which changes in attitude could be expressed?

Q2: If being part of a one-off sporting event does not generate significant change in behaviour and attitude to volunteering, what legacy roles does event volunteering have?

Q3: In what ways can the experience of event volunteering be shaped to increase the chances of it bringing about behaviour change amongst those who have little prior experience of volunteering?

