




Evaluation of the roles, experiences and characteristics of Volunteer Co-ordinators within sports organisations in Wales

Carwyn Young
Sport Wales – Volunteering Lead




Context

Sport Wales Workforce Mission: *The best people leading and delivering sport in Wales*

Strategic Priority:
Improving peoples volunteering experience by putting the *"Give to Gain"* principles at the heart of our volunteering offer:

- Volunteers know exactly what's expected of them
- Volunteers are valued, developed and supported
- The mutual benefits of volunteering are clear to everyone



Focus of the presentation

- Who are our current volunteer co-ordinators?
- Key findings in relation to the Recruitment & Retention of volunteers
- What action is being taken with the findings



Evaluation Objectives

1. The identification of the conditions that are required within a sporting organisation to enable them to successfully appoint an individual to the role of volunteer co-ordinator
2. To identify best practice amongst existing volunteer co-ordinators in respect of:
 - a) The recruitment of volunteers
 - b) The support and development of volunteers
 - c) The retention of volunteers
 Within their respective sporting organisations.
3. Identification of the Behaviours, Skills and Knowledge required to successfully perform the role of a volunteer co-ordinator at a sports organisations
4. To identify what support and development volunteer co-ordinator at sports organisations would benefit from to successfully perform their role




Background

- 20 Degrees Consulting commissioned
- Partners involved:







Methodology

- Semi-structured interviews
- 3 approaches
- 54% response rate
- 30 mins/telephone – 45 mins so/f2f

NGB	No. contacts	No. responses (positive or negative)	Response rate	No. interviews conducted	Interview response rate (%)
Welsh Athletics	9	7	78%	7	78%
Welsh Gymnastics	52	28	54%	23	44%
Hockey Wales	25	13	52%	12	48%
Welsh Rugby Union	39	20	51%	10	30%
Total	125	68	54%	52	50%

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Gender patterning


Sport	Contacts		Interviews conducted	
	Male	Female	Male	Female
Athletics	3 (33%)	6 (67%)	2 (67%)	5 (83%)
Gymnastics	8 (15%)	44 (85%)	2 (25%)	21 (48%)
Hockey	4 (16%)	21 (84%)	2 (50%)	10 (48%)
Rugby	31 (79%)	8 (21%)	7 (23%)	3 (38%)
Total	46 (37%)	79 (63%)	13 (28%)	39 (49%)

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Age profile

	Athletics	Gymnastics	Hockey	Rugby	
18-25	0	2	1	0	3
25-30	0	1	0	0	1
31-35	0	3	2	0	5
36-40	1	0	1	1	3
41-45	0	2	1	1	4
46-50	1	3	2	2	8
51-55	2	1	1	1	5
56-60	0	0	1	1	2
61-65	1	0	1	1	3
66-70	0	1	1	1	3
71+	0	0	0	0	0
Did not reveal	2	10	1	2	15
Total	7	23	12	10	52

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- ### Motivations of existing volunteer co-ordinators
- Parents
 - Sport lovers
 - Interest in developing young people
 - Community activists
 - Guilt!
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- ### Key Findings: Existing Volunteer Co-ordinators
- Most people undertaking the role don't have the title but identify with the duties
 - They undertake other volunteering roles within their clubs
 - They've learnt about the role as they've gone along, making use of their experience in the sport or organisation
 - Majority are parents and are aged between 41 and 55

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- ### Key findings to assist in the recruitment of a Vol Co-ordinator
- What Organisations need to consider:
- Be clear about what you want the role to do
 - How does it relate to other roles? Have clear lines of responsibility
 - Provide a mentor / someone to provide advice

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- ### Key findings to assist in the recruitment of a Vol Co-ordinator
- Personal Characteristics:
- Organised
 - Approachable
 - Strong Communication Skills
 - Self Confident
 - Goal Orientated

The advice existing volunteer co-ordinators would give to new ones:

- Do one job well, not multi-roles
- Don't presume the level of knowledge people have about the organisation
- Look at what happens in other clubs
- Clearly articulate expectations to/from club
- Tell people they are valued
- Role descriptors are useful to address issues
- Talk to people - forget Facebook
- Contact NGB for advice

Key findings regarding: Recruitment of volunteers

- Getting to know people's skills and attributes were key to their successful recruitment as volunteers
- Asking people to undertake specific roles was the most successful approach to recruitment
- 'Fear of failure' is a barrier to some people volunteering

Key findings regarding: Retention of volunteers

- Make club an important part of someone's own social life
- Make volunteering as flexible as possible, explore rotas, role sharing
- Accept there will be a turnover of volunteers
- Recognise everyone not the few

Evaluation Recommendations

1. A template 'Role Description' for Volunteer Coordinator should be made available for organisations to tailor to their needs.
2. Organisations should provide the appropriate and necessary resource, advice and support to those carrying out a Volunteer Coordinator role.
3. A 'Volunteer Handbook' should be developed that can be adopted and utilised locally by clubs / other organisations
4. Organisations should consider ways in which to grow and develop their young / youth volunteering base, where this is not taking place already

Evaluation Recommendations continued

5. Organisations should schedule volunteer training and development opportunities across all areas of Wales as appropriate.
6. LAs & NGBs should consider the merits, and efficiencies, of collaborating to offer commonly required training across Wales (e.g. Safeguarding, First Aid, etc).
7. Sport Wales should consider organising regional best practice volunteering workshops or conferences.
8. NGBs might wish to consider proactively building databases of coaches/officials willing to support other clubs and share best/good practice

What actions are we taking?

- Increasing awareness of the [GivetoGain](#) principles
- Improving the "People in your club" section on www.clubolutions.wales
- Sharing the evaluation findings
- Working proactively with:




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Thank You for listening

Any Questions?

Carwyn Young

E-mail: carwyn.young@sport.wales

 carwynysport