



Sport and Physical Activity Workforce Network

24th March, 2021

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Welcome – David Reader, *London Sport*

Today's Session Outline

- 11.00-11.05 Welcome and Session Outline- *David Reader, London Sport*
- 11.05-11.15 Supporting Network Members -*David Reader, London Sport*
- 11.15-11.55 Volunteering in Sport and Physical Activity in a Modern World – *Jennie Arthur, Sport England*
- 11.55-12.15 Discussion groups
- 12.15-12.45 Feedback and concluding thoughts

Background

We want to support the sport and physical activity workforce sector as best we can and one way in which we are going to do that is to establish a new Network for all those that are responsible for a sport and physical activity workforce.

‘Workforce Leaders’

What's in it?

- Every six months we shall hold a new Workforce Network Event which will look to offer the following:
 - ✓ Insight and support through workforce related talks, presentations and workshops.
 - ✓ A platform to share and discuss ideas, explore workforce sector issues, etc.
 - ✓ Discussion on future opportunities for the workforce.
 - ✓ A chance to use the House of Sport for workforce events free or at a reduced rate.
 - ✓ An opportunity to shape future activity of the Network.
 - ✓ Practical ways in which to personally develop and become a better leader.

Who can get involved?

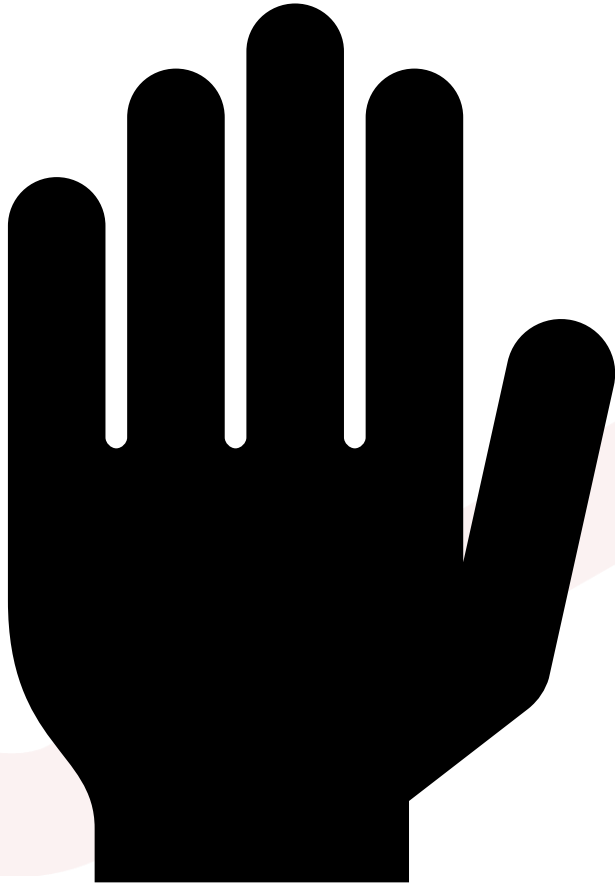
- Those who are responsible for a sport and physical activity workforce – volunteers or paid staff.
- Those who have a special interest in sport and physical activity workforce issues
- Those who are seeking to develop a career in this area



When will the Network meet?

- Initially two Network events each year will be held, but there may be other smaller events throughout the year. Attendance will be free of charge but places must be booked in advance.
- Outside of Network events, we are also looking at creating a virtual hub to better support the London sport and physical activity workforce.
- Events will be online in the current situation, but when we are back to normal events will be held at the House of Sport.

Make sure you register your interest...



- https://forms.office.com/Pages/ResponsePage.aspx?id=nHkhZz1jYki1ZLm4_F7Kg0JkSgTN2n9Em1E9lN56kU9UOEZaODY4REo1TDlaRzBCNU5XODNJNfc4NC4u



David Reader
Strategic Advisor, London Sport
Supporting Network Members

Emerging themes

- Last time....
- CIMPSA –
 - Sector recruitment and retention issues
 - Sector skills deficiencies
 - Career progression
- Sport England Strategy–
 - Broadening the diversity of leaders within the sector whilst **supporting existing and aspiring leaders to develop the skills, relationships and knowledge** they need to lead effectively both now and in the future.

Can we play a role?

- In supporting Workforce Leaders and their development?
 - Our relationship with CIMPSA and membership?
 - Helping Workforce Leaders increase their skills?

CIMPSA

- Snapshot survey:
- https://forms.office.com/Pages/ResponsePage.aspx?id=nHkhZz1jYki1ZLm4_F7Kg0JkSgTN2n9Em1E9IN56kU9UMk0zVFZTRjdBMThYR0U4NEhOWFZWsjVZTC4u

Skills Development Pilot

- By the next Network Session we hope to bring you a new *Skills Development Pilot for Workforce Leaders*



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ENGLAND***

Jennie Arthur
Senior Project Manager, Sport England
**Volunteering in Sport and Physical
Activity in a Modern World**

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A background image showing several women in a sports hall. In the foreground, a woman in a bright pink athletic top is looking upwards and to the left. Behind her, another woman in a pink polo shirt is visible, and to the left, a woman in a dark blue polo shirt. The setting appears to be an indoor sports facility with a wooden floor and white walls.

Volunteering in Sport- a time of change?

Volunteering is changing...

- ☐ Decline in formal volunteering
- ☐ Decline in sports volunteering
- ☐ Increase in self-organisation/ de-centralisation
- ☐ Wave of enthusiasm in last 12 months
- ☐ Increased role of technology

BUT: there are some stubborn barriers and inequalities



Background to Research

Volunteer and member surveys conducted
July- August 2020

Objective- explore feelings and attitudes and
understand support needs

Total: 1,293 volunteers responded

Demographics: broadly representative of age
and gender, over represented on those with
disability and White British



Impact of Covid on Volunteers Behaviour

The Pandemic has demonstrated the commitment and value of volunteers.

Those who traditionally give significant time each week and / or have been volunteering for an extended timeframe have responded positively and stepped up not out during the pandemic.

71% continued to volunteer in some capacity

More likely to have continued:

- Those who have been involved for 5+ years.
- Those who volunteer the most (10+ hrs).

24% paused specifically due to Covid-19

More likely to have stopped/paused:

- Women.
- People with a disability or LTHC.
- Under 35s (note: 55% are coaches/leaders).
- Those that volunteer least (<1hr pw).

Most Volunteers are likely to return... but 14% are 'at risk'

86 % likely to return

46%

Already
returned

40%

Very Likely /
Likely to
return

14 % At Risk'

6%

Unsure

2%

Unlikely to
return

6%

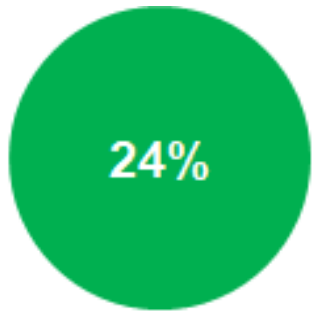
Very unlikely
to return

Rising to 16% for coaches.... in comparison,
8% of participants/members 'at risk'

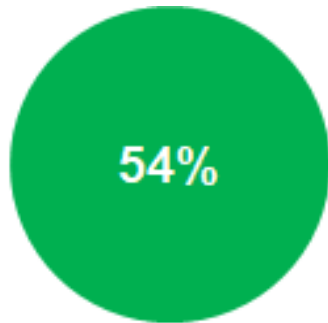
43% of volunteers expect the amount of time they give to change

78% expect same/ bigger commitment

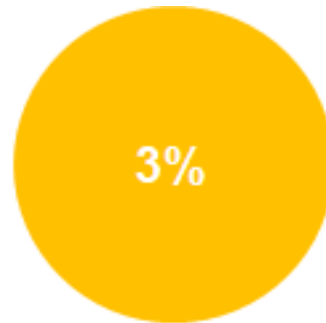
19% expect to do less



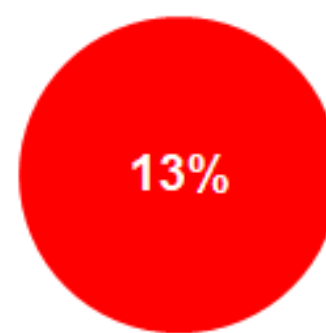
Expect to do
more



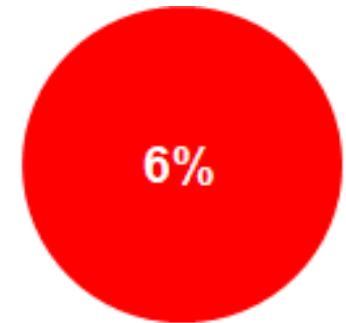
Expect to do
the same



Undecided



Expect to do
less



Expect to
stop

Characteristics of 'At Risk' Volunteers

More likely to be 'at risk':

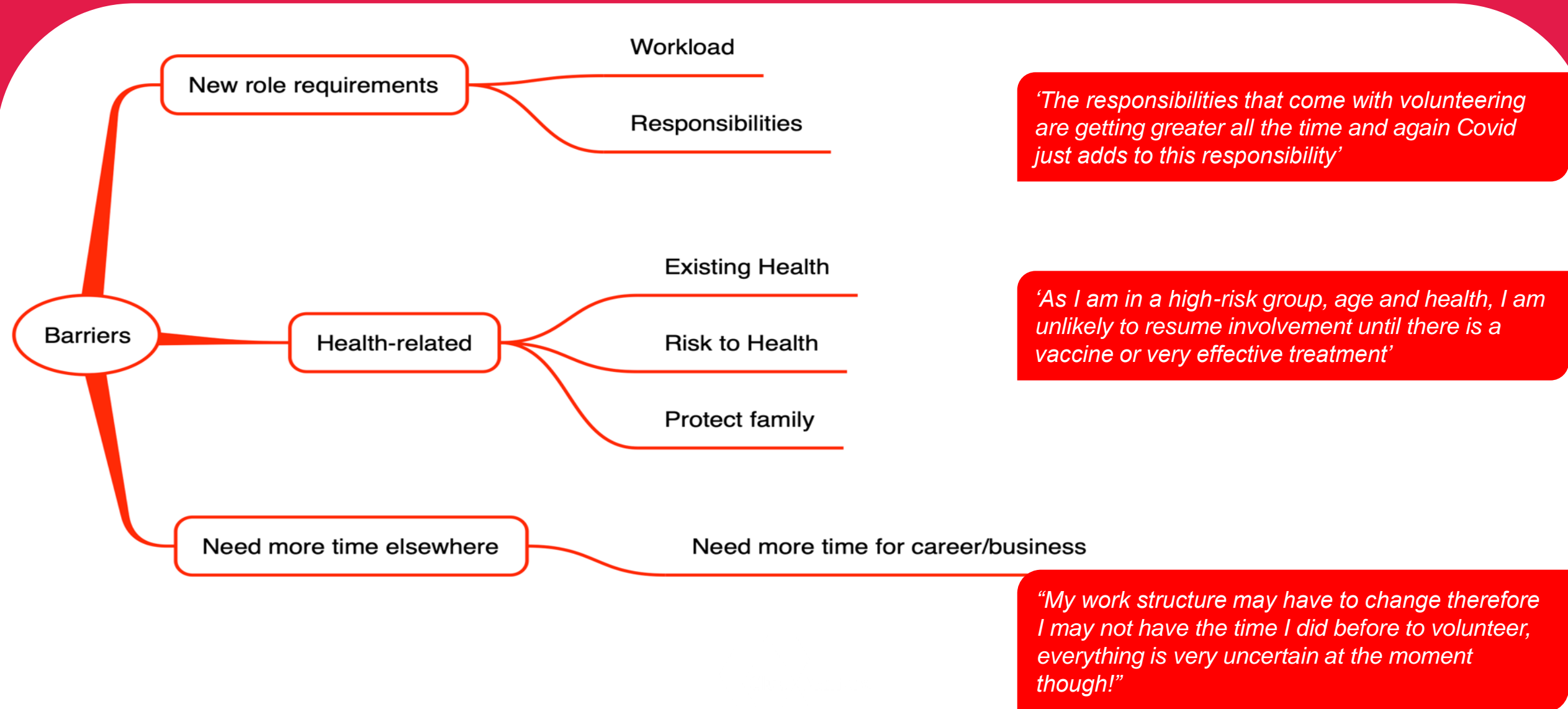
- People concerned about health – theirs or others'.
- People who stopped/paused during lockdown
- Individual indoor sports have the highest proportion of volunteers at risk (20%)
- Those who usually commit the least time
- People who were dissatisfied with club/group communications during lockdown
- **Coaches**
- Those with significant levels of anxiety

14%

of volunteers are at risk of not returning.



What are volunteers' main barriers to returning?



Maxmising Re-engagement

Communication is Key...

- Strong correlation between good comms and liklihood to return to volunteering
 - ☐ Highlighting what's new/ changed- clarity on guidelines and impact
 - ☐ Show you care- helping to overcome or manage anxiety
 - ☐ Offering flexibility- open to new approaches/ opportunities
 - ☐ Reminding of value and appreciation
 - ☐ Helping people feel emotionally and socially connected- people are looking forwad to being with other people again

An opportunity for change and innovation...

"We need more volunteers..."

"I'd like to help, but I don't have the right skills..."

"It's too big a commitment..."

"I don't feel valued..."

"I don't have the time..."

"Volunteering in sport isn't for people like me..."

Ensuring a positive volunteer experience

Understand your target audiences and their barriers to volunteering

- Not interested in stereotypical roles
- “Volunteering not for me”
- low confidence or self-esteem, language barriers
- poor IT skills
- lack of flexibility
- lack of time or money to undertake volunteering activities
- Doesn't meet cultural needs or preferences

Build trust and work with the right partners

- Allow time to build trust
- Build relationships with local organisations or groups that your target audience has existing relationships with
- Use organic recruitment networks-word of mouth, recommendations from friends, family and referrals from trusted partners

Continually improve and adapt the volunteer experience

- On-going consultation and co-design
- Give volunteers a sense of ownership and belonging

Build in flexibility

- Local, easily accessible, flexible opportunities not focused on specific times or demanding regular commitment.
- Volunteering that adapts to respond to changing availability or life changes.

Early Reflections and Opportunities

- Burn- out is a real risk, as is risk of complacency
- Quality comms needs to be maintained
- Lots of unknowns....
- Opportunity for innovation and thinking differently

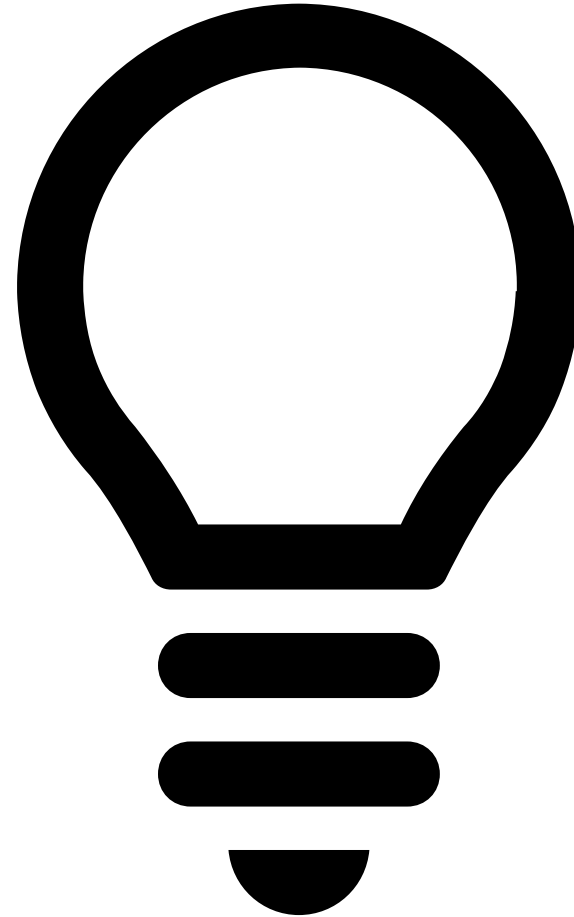
Further Information

- [Sport England Volunteering Insight Guide 2020](#)
- [Club Matters Return to Play Research](#)

Thank you

Share your thoughts...

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Group Discussion

Do the headlines from the Return to Play research resonate with you?

- What are you seeing and hearing on the ground?
- Do you anticipate a drop in volunteer numbers when activity resumes?
- Is there excitement/ appetite amongst volunteers to return?
- Is volunteer burn out an issue/ concern?
- Are there any particular audiences you anticipate seeing a reduction of volunteering from?

Volunteering in Sport- a time of change?

Thanks for attending



Make sure you are
registered



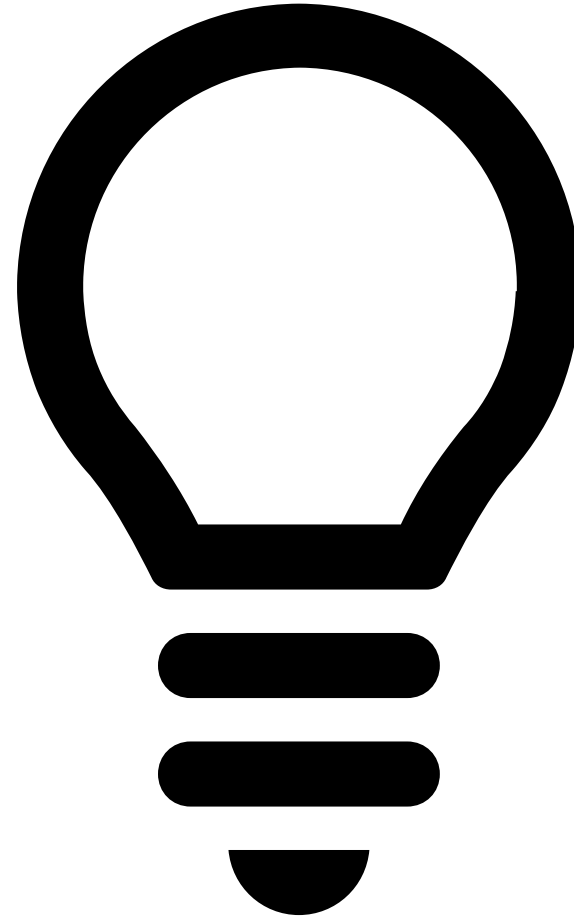
Tell your colleagues



Share your thoughts

Share your thoughts...

- https://forms.office.com/Pages/ResponsePage.aspx?id=nHkhZz1jYki1ZLm4_F7Kg0JkSgTN2n9Em1E9IN56kU9UNIA3WktPTIQ2SDk0Tzg5Q1QwVVJXTktJSi4u



The logo features the words "LONDON" and "SPORT" in a bold, red, sans-serif font, stacked vertically. This text is centered within a white shield-shaped background that has rounded corners at the top and a pointed bottom. The shield is set against a solid red background.

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