



Sport and Physical Activity Workforce Network

18th November, 2021

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SPORT**



David Reader
Strategic Advisor, London Sport
Supporting Network Members

Welcome – David Reader, *London Sport*

Today's Session Outline

- 11.00-11.10 Welcome and Session Outline- **David Reader**, *London Sport*
- 11.10-11.50 **Sophie Epsley**, *Development Manager, Access Sport*
- 11.50-11.55 Break
- 11.55-12.35 **Ollie Holt**, *nimbol*
- 12.35-12.45 Sport England Together Fund
- Feedback and concluding thoughts

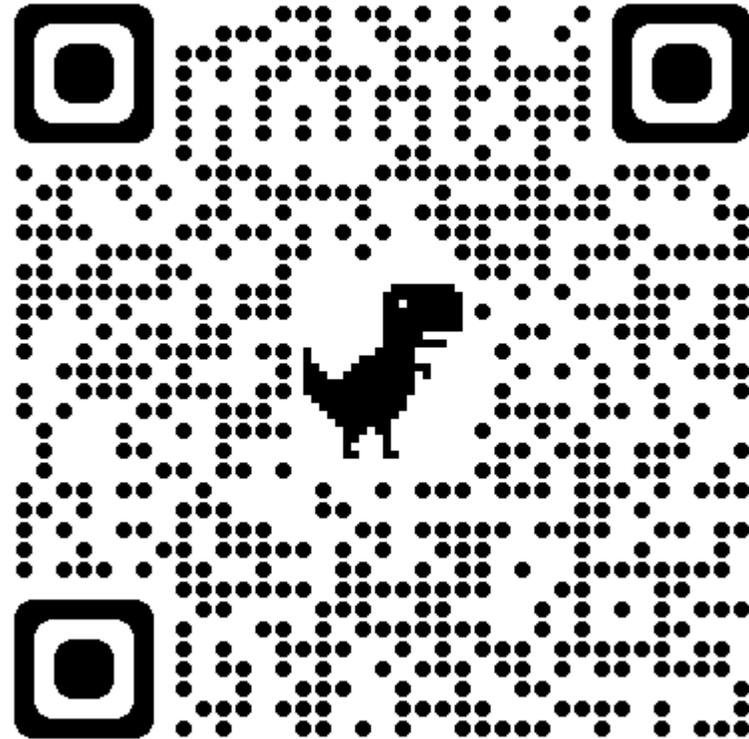
Sport and Physical Activity Workforce Network

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?

- ✓ 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.
- ✓ An opportunity to shape future activity of the Network.
- ✓ Practical ways in which to personally develop and become a better workforce leader.



Who can get involved?

- Those who are responsible for a sport and physical activity workforce – volunteers or paid staff.
- Do you co-ordinate, recruit, deploy a SPA workforce?
- Those who have a special interest in sport and physical activity workforce issues
- Those who are seeking to develop a career in this area



Temperature Check 1

- Post-pandemic - Returning to in-person events?

Temperature Check 2

- What are the most pressing issues you are seeing as the workforce return to activity?
- <https://forms.office.com/r/cBbRn0g3Um>



Sophie Epsley
Development Manager, Access Sport

**Getting more of the community involved
in the SPA workforce**

TEAM 100

A hyper local volunteering project empowering the most deprived communities



Overview

- About Access Sport
- The volunteering landscape and need for more inclusive volunteering
- Team100 overview
- Team100 headlines
- Team100 and the diversity of volunteers
- Activators
- Importance of diversity to the volunteers
- Learnings
- Next steps
- Questions



HOW WE WORK



1. **WE TRAIN, EQUIP AND SUPPORT**
local volunteers and their community organisations so they can grow, become sustainable and include and develop excluded local people.



2. **WE UNLEASH THE UNTAPPED POTENTIAL**
of community organisations to transform more lives and communities through sport and physical activity



3. **WE TURN OUR LEARNINGS INTO TOOLKITS**
and models that can be replicated across different sports and different geographies, and we advocate for their adoption across the sector.

WE ARE...



Vision

No one should be excluded from the transformational benefits of community sport

Mission

Unleashing the untapped potential of community organisations to make sure no one is excluded from sport



Volunteering is the golden thread that runs through everything we do as a Charity

We want to ensure volunteering is representative of the wider community and truly reflects each person

We want to make volunteering inclusive of everyone

The Need



6 million adults volunteer every year in sport and physical activity



11% of sports volunteers are from low socio-economic backgrounds



13% of disabled people volunteer compared to 21% of the population who have a disability



42% of females volunteer in sport compared to 58% men



84% of volunteers are White British



Particular groups of people are underrepresented in volunteering in sport because of different barriers and challenges

Team100

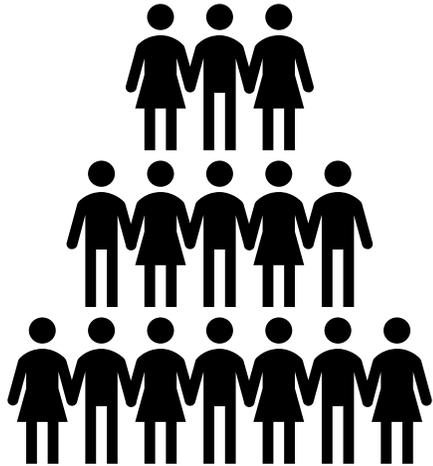


- Team100 is Access Sport's 3 year pilot project funded by Sport England in 2018 to empower and motivate volunteers from underrepresented communities to support sports clubs and groups in a variety of different opportunities
- The project created 3 'teams' across three regions and solely focused on developing a hyper local model which encompassed the volunteers but also the wider community including target audience gatekeepers, local champions and community groups
- The sustainability of each micro project was an important aspect in to developing ongoing and meaningful volunteering opportunities that are locally owned

Team100 Key Headlines (2018 – 2021)



287 volunteers



97 volunteers
upskilled



57% female
volunteers



35% volunteers from ethnically
diverse communities



45+ clubs and
groups



28% volunteers living in the
20% most deprived areas of
the country (as of July 2020)



6000+ volunteer
hours

How We Empowered More Representative Volunteers

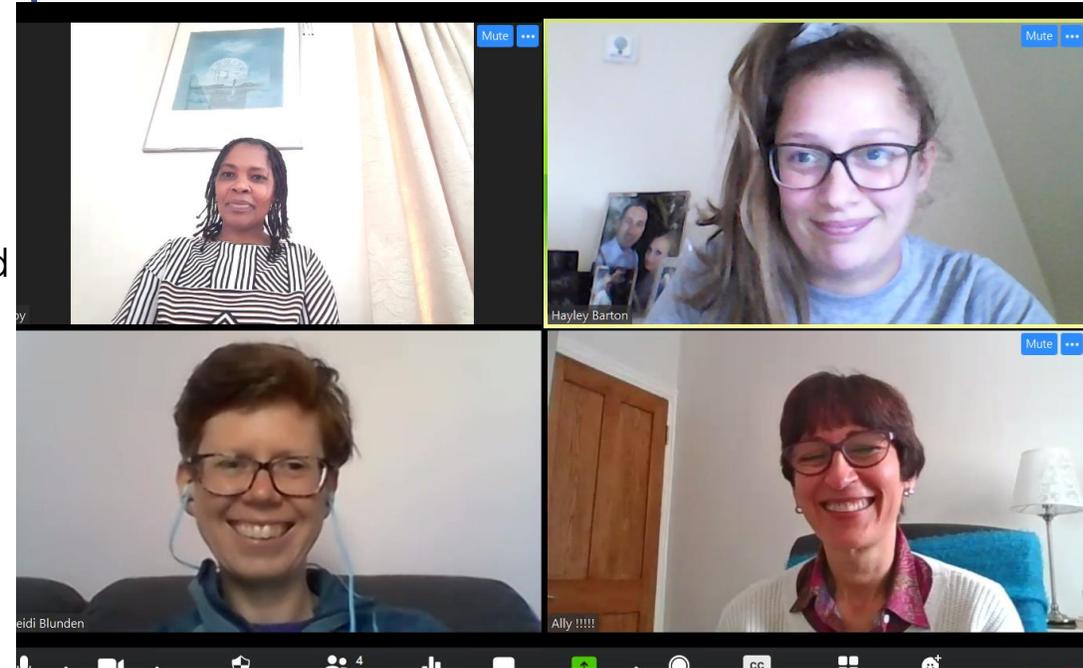


- We already worked across Southwark, Charlton and Easton and had existing connections with some community groups and sports clubs
- We understood the needs of the area and the audiences that lived there
- We explored how we could develop trusted relationships with the community and demonstrate the benefit of volunteering – much of this started by developing our Team100 matrix and encouraging local Councillors and other bodies to get involved in the project
- We believed in our model and brand



Activators

- Activators were a key asset to reaching different groups of people
- They had either connections with their local community groups or were represented individuals – they were female, from ethnically diverse communities
- Because of their local connections and values, they were able to build relationships with other community groups and individuals and motivate and inspire them to volunteer
- For many volunteers from different ethnic groups, they didn't understand what volunteering was – this enabled the activator to share with them and help them understand what volunteering is and inspire them to try but understand the existing barriers
- The activators built relationships with parent groups, faith groups and housing associations and developed trusted and meaningful relationships



The Diversity is Important to Volunteers

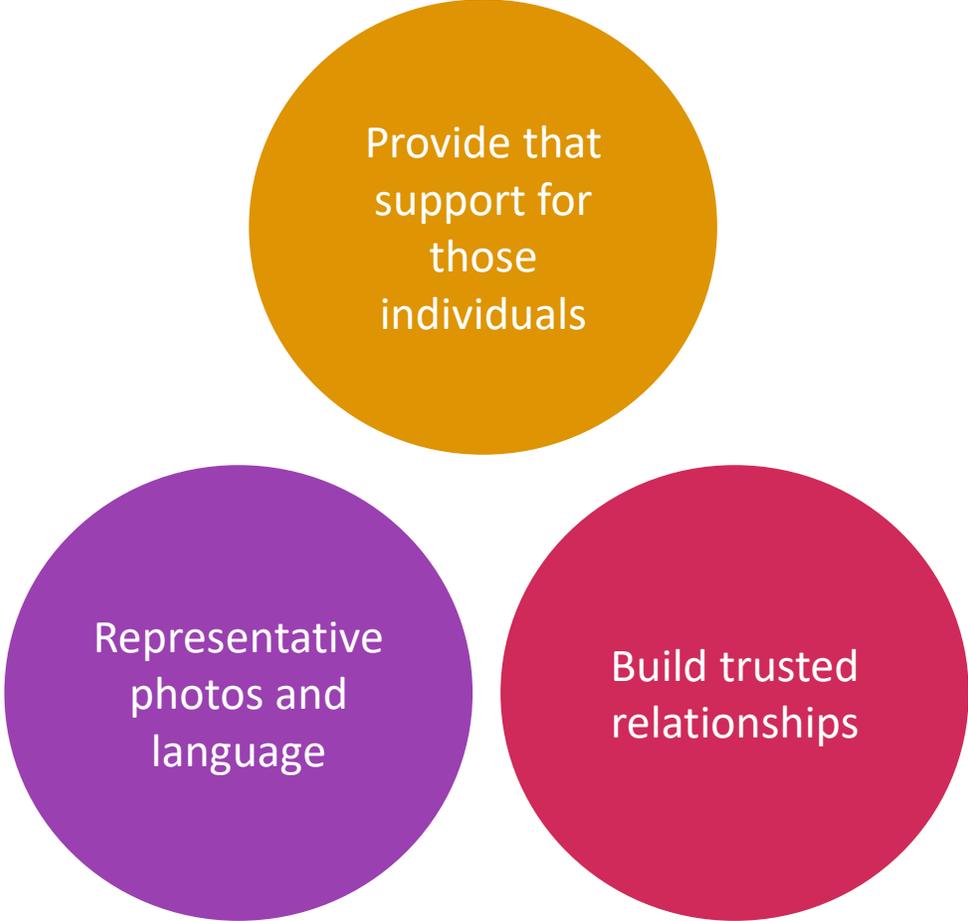
These individuals (volunteers from underrepresented groups) are being able to connect and give so much, so in a way they are like our role models for others in our communities.

I am shy and I am intimidated to speak English sometimes. So it helps to know people. And helping with Team100 really helped me feel useful in the area

Volunteering is really much embedded in the British culture. So when you have people from Asia, from Africa, they don't feel that's something that really represents them. (...) So I explain my own personal experience. When I moved to the UK (...) and how volunteering was a positive thing.

Diversity of Volunteers – Learnings

- A diverse group of volunteers brings different skills, abilities and experiences
- A diverse group of volunteers creates a longer sustainable workforce
- It helps volunteers to be role models to similar groups
- Enhances the awareness within the club/group
- Demonstrates the club/group being representative of the wider community
- More confidence in working with service users from different backgrounds
- More positive and inclusive profile



Provide that support for those individuals

Representative photos and language

Build trusted relationships

Our Next Steps

- We're embedding our Team100 learnings in to our wider delivery across the charity
- We're launching our volunteering strategy
- We're are creating resources to share with and support our clubs to support their recruitment and management of volunteers
- We're creating a volunteer working group and regularly talking about our learnings so we can create more inclusive opportunities across our community clubs



Questions?



Sophie Epsley
Development Manager (Disability and Volunteering)

Sophie.Epsley@AccessSport.co.uk

020 7993 9883





Sport and Physical Activity Workforce Network – 5 min break

18th November, 2021

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Ollie Holt
nimbol

The Digital Marketing Hub

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↖ Digital Marketing Hub

Why are we building the hub?

More people using digital marketing better
...to grow participation and income

Exploring the insight

80%

Finding new participants is very or extremely important

37%

Have a plan for attracting new participants

81%

No digital marketing budget or less than £1,000

Know more than a moderate amount about their participants

27%

The **solution**

The Digital Marketing Hub bridges the gap and **upskills** an entire sector by blending content from **experts** with the latest learning technology.

Digital Marketing Hub



Upskills sector with experts



Latest learning technology



Improve results and engagement



Drive participation

What is included?



Digital Marketing Playbook

Certificated on-demand learning programme shaped by the research and developed by the Digital Marketing Institute



Webinars

A series of weekly webinars featuring subject matter experts and members of the workforce who have experience in digital marketing



Peer to peer support

Support through a community of practice forum and regular hub hangout sessions where the learning is brought to life through interactive group work and discussion



Mentoring

Access 1 to 1 mentoring with Google



Additional benefits

Access to a raft of resources, discounts, offers and additional learning to help you put your new knowledge and skills into practice

The content pillars

**Digital
Marketing
Hub**

The Digital Marketing Hub focuses on 5 core pillars of content identified through the research.



**Content
Marketing**



**Social Media
Marketing**



**Website &
Metrics**



**Search
Marketing**



Email

↖ **Digital
Marketing
Hub**

Register & start
**your Digital
Marketing Hub
journey**

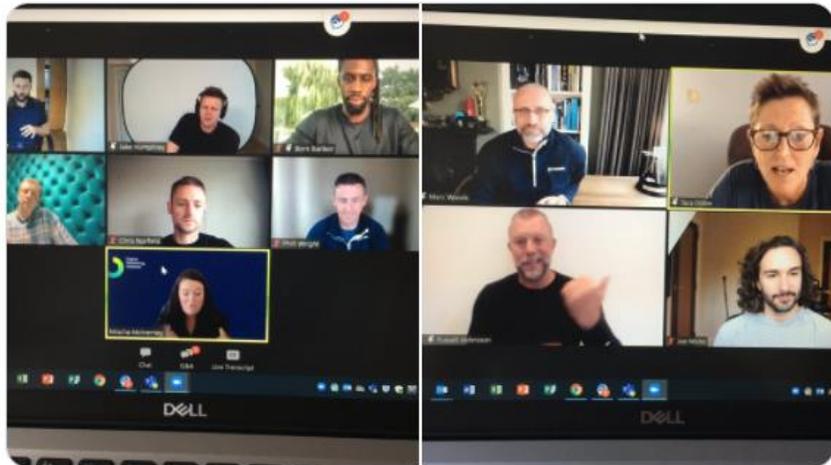


digital.cimspa.co.uk

How's it going?



Many thanks to @cimspa for the launch of the Digital Marketing Hub this week and the informative webinar with @thebodycoach A great resource for the sport and leisure sector 👍 @Sport_England @Taraldillon @Marc_Woods @mrjakehumphrey #DigitalMarketingHub



Blog: Is the digital marketing hub a game changer for sport and activity providers?



Posted 14th September 2021

Following the launch of the [Digital Marketing Hub this morning](#), Yorkshire Sport Foundation Media Manager, Andy Morgan, blogs on the role it can play in getting more people active.

After watching the excellent launch webinar for the digital marketing hub, it feels like it has the potential to be a game changer for the sport and physical activity sector.

It's been developed based on the results of research, so we know it's needed and the way it's been put together makes sense. The on-demand learning in particular is learning for the modern world. The peer-to-peer support will prove invaluable for so many people, I'm sure.

It's a cliché to say that there's lots of great work going on to get people active, but it is true. [Let's not forget that more people are active than are not in England](#). So as a sector we must be doing something right. But that doesn't mean we can't do things better; and digital marketing definitely falls into that bracket, in my opinion.

Share this news article



How's it going?

 **Rachel Stokes** • 2nd
Marketing Outreach Lead at ReferAll
1h • 

If you could create an atmosphere on a webinar **CIMSPA** you did it today.

Exciting, engaging, motivating and I loved hearing about the attendees and the varied services they run. Thank you! Looking forward to accessing the digital marketing tools. **#digitalmarketing #webinar #exercisemotivation #eor**

07:34   

 **CIMSPA | Stronger Together**
Shannon Booth · 5 m · 

So after listening to Joe Wicks yesterday I got brave and did a quick little video and posted on Facebook, then photos after the session and I have 1 new client plus more asking questions.

My new business will grow, one post and person at a time. Love my new job!



News Feed Marketplace Profile Groups Notifications Menu

How's it going?

 **Lulu76** @LouiseTollick · Sep 14

Great to be watching the launch webinar of the new, free [#DigitalMarketingHub](#) for people working in the sport & physical activity sector. Some great insights & tips from the speakers so far 👍

[@cimspa](#) [@GoogleUK](#) [@dmigroup](#) [@BornBarikor](#) [@mrjakehumphrey](#)
[@OurParksUK](#) [@LondonSport](#)



  3  14 

 **Lulu76**
@LouiseTollick

Great first 1-1 Mentoring session today with [@Google](#) - part of the [@cimspa](#) & [@Sport_England](#) Digital Marketing Hub 👍

A really useful session giving me lots of inspiration for moving our digital marketing strategy forward 🔥

[@sportforconf](#) [#DigitalMarketing](#)



Team up
and find your
digital partner

If you are in sport and physical activity receive free, tailored 1-to-1 mentoring from Google

5:33 PM · Nov 3, 2021 · Twitter for Android

The **opportunities**



Your staff and teams

- ➔ Professional development
- ➔ DMI certification with global recognition
- ➔ Mentoring from digital marketing experts
- ➔ Enhanced digital marketing skills and capabilities

The **opportunities**



Your clubs and members

- ➔ Free, 24/7 access to support, learning and resources
- ➔ Digital marketing case studies from our sector
- ➔ A likeminded and supportive network
- ➔ Helping clubs grow and increase their membership

Please share!

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David Reader
Strategic Advisor, London Sport
Quick updates



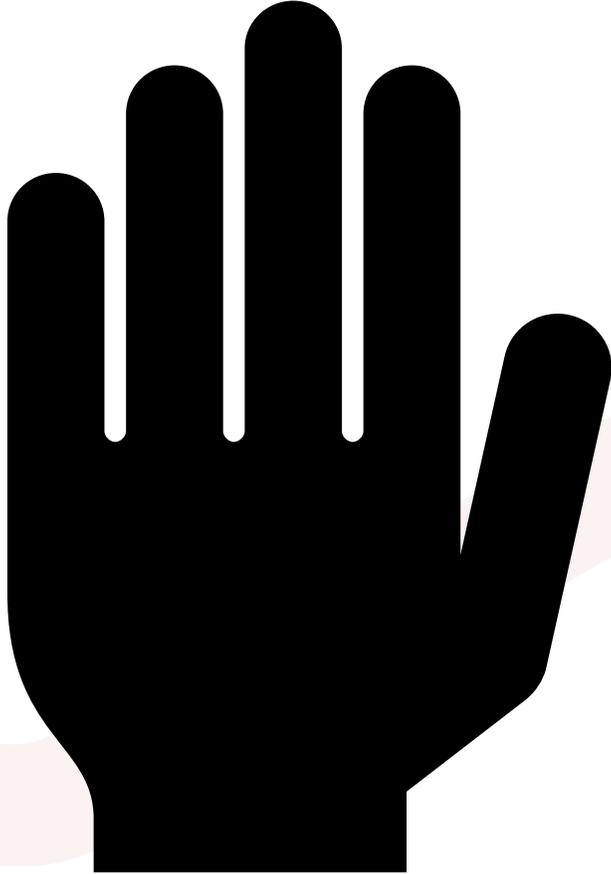
Sport England Together Fund

- *In supporting community organisations to recover and grow, we are keen to support further resilience work including opportunities to develop teams/workforce. This could include volunteering/coaching and leadership. We want to invest in ways that help strengthen the role community organisations play. This can form the basis of an application from a community body or it could form part of an application from you as a partner managing the fund around supporting resilience. (Sport England).*
- £10k per project although there is a possibility of devolving a larger amount of funding to a single organisation and entrusting them to distribute it.
- If we're successful, we should have our funding confirmed in late Feb/early March.

Sport England Together Fund

- Ideas?
- Resilience work including opportunities to develop teams/workforce
- https://forms.office.com/Pages/ResponsePage.aspx?id=nHkhZz1jYki1ZLm4_F7Kg0JkSgTN2n9Em1E9IN56kU9UNUxYNjNDNUgwVFpXUExSNEo1WEhEMVVJQi4u
- Timeframe: Our funding confirmed February/March, 2022.

Make sure you register your interest...



- https://forms.office.com/Pages/ResponsePage.aspx?id=nHkhZz1jYki1ZLm4_F7Kg0JkSgTN2n9Em1E9IN56kU9UOEZaODY4REo1TDIaRzBCNU5XODNJNfc4NC4u

Thanks for attending



Make sure you are registered



Tell your colleagues

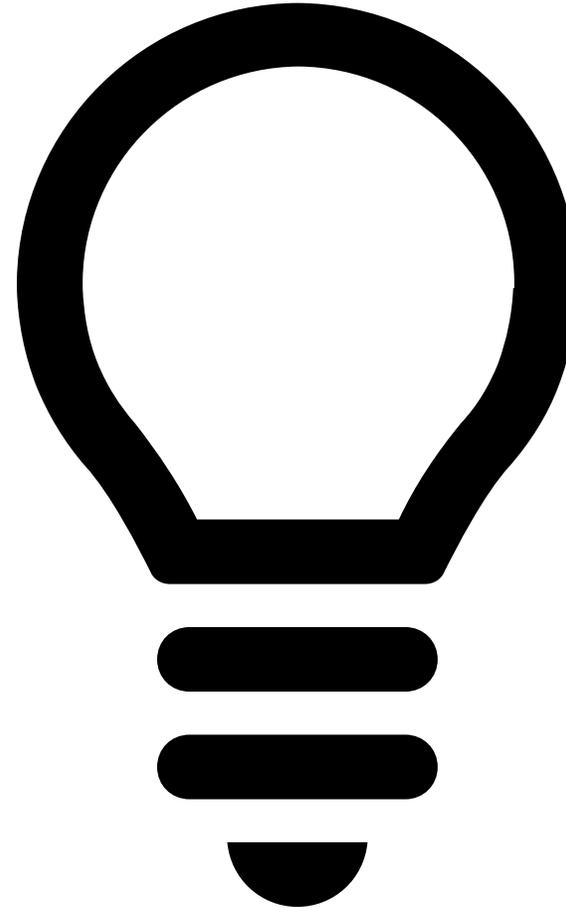


Share your thoughts



Share your thoughts...

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



The logo for London Sport is a white shield-shaped emblem with rounded corners and a pointed bottom. Inside the shield, the words "LONDON" and "SPORT" are stacked vertically in a bold, red, sans-serif font. The background of the entire image is a solid red color.

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