RESEARCHING MAJOR EVENT VOLUNTEERING

Final report

September 2019
# Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROJECT AIMS AND APPROACH</td>
<td>4</td>
</tr>
<tr>
<td>UNDERSTANDING THE AUDIENCE:</td>
<td>6</td>
</tr>
<tr>
<td>- What does a major event volunteer look like? Demographics &amp; experience</td>
<td></td>
</tr>
<tr>
<td>ASSESSING THE OPPORTUNITY:</td>
<td>16</td>
</tr>
<tr>
<td>- Can we convert major event volunteers to grassroots volunteering?</td>
<td></td>
</tr>
<tr>
<td>EXPANDING THE POOL:</td>
<td>25</td>
</tr>
<tr>
<td>- Is there also appetite amongst unsuccessful volunteers?</td>
<td></td>
</tr>
<tr>
<td>CAPITALISING ON THE OPPORTUNITY:</td>
<td>28</td>
</tr>
<tr>
<td>- How do we build pathways between major event &amp; grassroots volunteering?</td>
<td></td>
</tr>
<tr>
<td>TAKING THE 360° APPROACH:</td>
<td>41</td>
</tr>
<tr>
<td>- What are the views of those working within stakeholder organisations?</td>
<td></td>
</tr>
<tr>
<td>EXECUTIVE SUMMARY &amp; RECOMMENDATIONS</td>
<td>46</td>
</tr>
<tr>
<td>APPENDIX</td>
<td>56</td>
</tr>
<tr>
<td>- The major event volunteer experience</td>
<td></td>
</tr>
<tr>
<td>- The grassroots volunteer experience</td>
<td></td>
</tr>
<tr>
<td>- Additional London 2012 analysis</td>
<td></td>
</tr>
<tr>
<td>- Methodology</td>
<td></td>
</tr>
</tbody>
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Project Aims

To explore the appetite and feasibility for major sport event volunteers (and unsuccessful event applicants) to successfully transition from the event to community-level opportunities

Culminating in a report & best practice recommendations on how to maximise volunteer retention / pathways into community sport

We know that:
• There is a strong appetite to volunteer at major sports events, which are often heavily oversubscribed.
• Major events offer a fantastic opportunity to showcase sports volunteering & have the potential to engage new audiences
• Insight from major event hosts indicate that the quality of experience for volunteers is generally good, with high satisfaction with the experience
• Enthusiasm to do more volunteering after an event is often high
But there have been few studies to understand whether initial enthusiasm translates into action, and if not, why not
Overview of approach

Stage 1: immersion & data analysis

Stakeholder workshop

Stage 2: quantitative research

Stakeholder workshop

Stage 3: qualitative research

Shared via Goodform, Sport England and Stakeholder databases

Focus groups with event volunteers 1:1 telephone interviews with stakeholders
UNDERSTANDING THE AUDIENCE:
WHAT DOES A MAJOR EVENT VOLUNTEER LOOK LIKE?
- DEMOGRAPHICS & EXPERIENCE
Out of 3470 survey respondents, just over half previously volunteered at a major sporting event:

<table>
<thead>
<tr>
<th>Current major events volunteering status</th>
<th></th>
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<tbody>
<tr>
<td>Previous major event volunteer</td>
<td>51%</td>
</tr>
<tr>
<td>Volunteer at upcoming major event</td>
<td>10%</td>
</tr>
<tr>
<td>Unsuccessful applicant</td>
<td>15%</td>
</tr>
<tr>
<td>Neither applied nor volunteered at a major event</td>
<td>39%</td>
</tr>
</tbody>
</table>

Throughout the report, the focus is on the previous major event volunteers unless otherwise stated.

Which of the following best describes you? n=3470 total respondents

The majority (86%) of those who were volunteering in an upcoming event (at the time of the survey) had already volunteered in a previous major event. 9% are unsuccessful volunteers only (applied and been unsuccessful, no major event experience).
What are the demographics of major event volunteers?

Demographics from 1757 survey respondents who have volunteered at major events

See appendix for demographic breakdown of all survey respondents

Gender:

- 53% Female
- 47% Male

Age:

- 7% Under 35
- 10% 35-44
- 19% 45-54
- 33% 55-64
- 32% 65 or over

Employment status:

- 38% working full time
- 36% retired
- 12% working part time
- 8% semi-retired

- 99% UK residents
- 89% are White or White British
- 91% do not consider themselves to have a disability
What are the demographics of major event volunteers?

The above demographics may be reflective not purely of the major event volunteer as a whole, but of those whom we were able to reach with the survey, and who were willing to complete the survey. Due to very disparate data sets, many of which no longer exist due to GDPR, it is difficult to pull together an overall picture of major event volunteers in the UK. Additionally, the lack of demographic information collected by some organisations is also a barrier. In the first phase of the project, we explored the basic demographics in the volunteer data sets for some major events. The breakdown of age is shown below. NB varying base sizes for each event. It is a known trend within market research that the older demographic are more likely to participate in research, so we would expect some skew in the sample towards this group.

Team London data suggests an older demographic for their events including London Marathon

The gender balance varied across events (CWC2019: 75% male; RWC2016; 64% male; British Athletics 35% male) suggesting that the overall gender split in our survey sample is representative
There is a high concentration of major event volunteers living in London, followed by Birmingham & Manchester areas.
Lower socio-economic groups are under-represented based on the Index of Multiple Deprivation

Major event volunteers deprivation level by postcode (England):

Less than 10% in each of these deciles indicates that more deprived areas are under-represented

Index of Multiple Deprivation
Decile 1: most deprived
Decile 10: least deprived
Major events attract a proportion of volunteers who are not fans of that particular sport

70% of those who volunteered at Rugby World Cup 2015 are Rugby Union fans
35% were current or previous Rugby Union participants

70% of those who volunteered at ICC Champions Trophy 2017 are cricket fans
42% were current or previous cricket participants

66% of those who volunteered at IAAF World Athletics Championships 2017 are athletics fans
28% were current or previous athletics participants

47% of those who volunteered at Rugby League World Cup 2013 are Rugby League fans
14% were Rugby League coaches

How would you describe your level of involvement / interest in each of the following sports? n=1757 previous major event volunteers

“I’m not sporty at all. I mean I don’t participate in any sport. But this is the way I get involved in sport, you know.”
Focus group participant, London

“I don’t know much about water polo and diving and I wanted to find out the behind the scenes and the intricacies … I’d never thought about it before!”
Focus group participant, London
Over half have volunteered at more than one event

69%  
20%  
14%

12%  
10%  
7%

51%  
10% have volunteered at two or more events EXCLUDING the Olympics

Average number of events volunteered at: 2.03

Which of these major events have you previously volunteered at? n=1757 previous major events volunteers

Other events include:
- Ride London (7%)
- ICC Champions Trophy 2017 (6%)
- Hockey Women’s World Cup 2018 (6%)
- Cycling event e.g. Tour de France (5%)
- Other Athletics events (5%)
27% of major events volunteers surveyed only volunteered at the Olympics – but the majority of Olympic volunteers have gone on to volunteer at other events.

Volunteered at 2012 Olympics as well as other major events

Only volunteered at 2012 Olympics

27%

42%

31%

Only volunteered at other major events

69% volunteered at the Olympics

This represents 61% of 2012 volunteers surveyed

Which of these major events have you previously volunteered at? n=1757 previous major events volunteers
More than 2 in 3 of those who didn’t volunteer at the Olympics have volunteered at only one major event

ONLY volunteered at other major events:

31% haven’t volunteered at Olympics and ONLY volunteered at other major events

Which of these major events have you previously volunteered at? n=551 Other events ONLY volunteers

- Multiple major events: 31%
- One major event: 69%
ASSESSING THE OPPORTUNITY:
CAN WE CONVERT MAJOR EVENT VOLUNTEERS TO GRASSROOTS VOLUNTEERING?
22% of major event volunteers who do not currently volunteer at grassroots level would consider doing so

_Grassroots sport volunteering amongst major events volunteers:_
- I currently volunteer - started before major event
- I currently volunteer - started after major event
- I currently volunteer - unsure when I started
- Do not volunteer and would consider
- Do not volunteer and do not wish to

Which of the following best applies to you currently? Is the volunteering that you [do/did/are considering] in sport, or another area? n=1757 previous major event volunteers, n=389 who would consider volunteering
For a future major event, you might expect that for every 100 volunteers...

- **29 will be existing grassroots volunteers**
- **7 will go on to become grassroots volunteers**
- **22 will consider volunteering in grassroots sport but not go on to do so**

So the size of the opportunity centres around maximising conversions amongst this group.
Only 9% of the potential pool are currently converting, but a further 35% would consider it

Grassroots sport volunteering amongst major events volunteers:

- 37% currently volunteer in grassroots sport
- 29% Started before ME
- 7% started after ME
- 63% Do not volunteer
- 1% Unsure, when started
- 70% didn’t volunteer in grassroots sport at the time they first volunteered at a major event
- Of these, ONLY 9% went on to volunteer in grassroots following their major event experience

Which of the following best applies to you currently? Is the volunteering that you [do/did/are considering] in sport, or another area? n=1757 previous major event volunteers
In short – there is currently limited transition from major events to grassroots volunteering

70% of major event volunteers did not volunteer in grassroots sport at the time they first volunteered at a major event.

And of these, 9% went on to volunteer in grassroots following their major event experience.

This highlights that major events are already playing a role in attracting volunteers to grassroots sport – but that they could contribute more.
When we exclude Olympic volunteers, we see a greater pre-existing level of involvement in grassroots sport – but a similar level of consideration amongst those not involved.

- I currently volunteer - started before major event
- I currently volunteer - started after major event
- I currently volunteer - unsure when I started
- Do not volunteer and would consider
- Do not volunteer and do not wish to

**2012 Olympics ONLY**

- 28% started before major event
- 18% started after major event
- 7% unsure when they started
- 47% did not volunteer and would not consider

**Other events only**

- 7% started before major event
- 3% started after major event
- 21% unsure when they started
- 34% did not volunteer and would not consider

**Olympics and other events**

- 6% started before major event
- 19% started after major event
- 19% unsure when they started
- 43% did not volunteer and would not consider

38% of those who don’t volunteer within grassroots sport would consider it.

39% of those who don’t volunteer within grassroots sport would consider it.

30% of those who don’t volunteer within grassroots sport would consider it.
Nearly 70% who began volunteering in grassroots after volunteering at a major event said that the major event had some influence on their decision.

Drivers to get involved in grassroots sport – after volunteering at major event:

- **71%**
  To support the sport
  (23% selected as the main reason)

- **54%**
  I have enjoyed previous volunteering
  (19% selected as the main reason)

- **40%**
  Wanting to improve things / help people
  (10% selected as the main reason)

To what extent did your experience volunteering at [major event] influence your decision to give more of your time to community or grassroots sport?  n=114 who made the transition

Which of the following, if any, encouraged you to consider volunteering in grassroots sport? / And which of the reasons you selected was the biggest driver in encouraging you to give more of your time to community or grassroots sport?  n=114 filtered on those who made the transition.
...with 72% of those who made the transition finding it easy

How easy was the transition:

- Very easy: 52%
- Quite easy: 47%
- Neither difficult nor easy: 25%
- Quite difficult: 25%

Reasons for the transition to be easy one:

- Being aware of the opportunities that are available: 52%
- Clear information on available roles & time commitment involved: 41%
- Quick & clear communication from the grassroots organisation: 30%
- Help from a particular individual who was already involved in the grassroots organisation: 22%
- A personal contact introducing you to the club: 20%

Other reasons (e.g. friends, outreach from the club, opportunity to chat & hear more; a range of local options) were selected by <20%

But this is likely a self-fulfilling prophecy: those who do not find it easy are unlikely to successfully transition

How easy did you find it to transition from being a volunteer at a major event into volunteering in grassroots sport? n=114 who began volunteering at grassroots after volunteering at a major event.

Which of the following, if any, meant that the transition from major event volunteering to grassroots volunteering was an easy one? n=82 who found the transition easy
...and many consider getting involved in grassroots sport after volunteering at a major event, but do not go on to do so

**KEY STAT**

36% of those who volunteered at a major event but didn’t go on to volunteer in grassroots sport stated that they had considered doing so with a further 34% unsure whether they did or not

31% of those volunteering at an upcoming event who do not currently volunteer in grassroots sport say that they will consider doing so afterwards – with a 36% currently unsure

This level of consideration highlights that there’s appetite for grassroots volunteering amongst this group – so what are the barriers to actually getting involved, and how can they be overcome?

Having volunteered at [major event], did you/will you consider volunteering in grassroots sport? n=667 previous major events volunteers, n=116 volunteers at upcoming major event
EXPANDING THE POOL:
IS THERE ALSO APPETITE AMONGST UNSUCCESSFUL VOLUNTEERS?
Identifying a missed opportunity: unsuccessful volunteers

15% of those surveyed reported being unsuccessful in at least one application to volunteer at a major event

See appendix for full breakdown of events

1 in 5 of these report that they were never even contacted about their application

"I went up to Glasgow, paid to go up there, had the interview and never heard another thing."
Focus group participant: Leamington

"It’s the fact that you’ve sent something into a black hole and you never hear again."
Focus group participant: London

Notification by email is the most common way to hear about unsuccessful applications

However, stakeholders report that all unsuccessful volunteer applicants are notified, usually via email

DISAPPOINTMENT is the primary emotion upon receiving news of an unsuccessful application
These unsuccessful applicants are not currently signposted anywhere – but have not been put off getting involved by being unsuccessful

Information received when unsuccessful:

- A thank you for taking the time & effort to apply: 64%
- Encouragement to apply again to volunteer in the future: 24%
- Information about other ways to become involved in the sport: 16%
- Personalised feedback as to why I was unsuccessful: 4%
- Can't remember / none of the above: 30%

17% of unsuccessful applicants said that it made them more likely to consider volunteering in grassroots sport – and for a further 69%, it had no effect

See appendix for full breakdown

Therefore unsuccessful volunteers should also be considered as a potential group to encourage towards grassroots volunteering

It is just a generic letter, isn’t it, that is sent out.”  
Focus group participant; Leamington

“I don’t know what the reason was for them saying you’re not suitable. Never get that feedback.”  
Focus group participant; London

Which of the following, if any, did you receive as part of informing you that your application was unsuccessful? n=417 unsuccessful applicants who were contacted
CAPITALISING ON THE OPPORTUNITY:

HOW DO WE BUILD PATHWAYS BETWEEN MAJOR EVENT & GRASSROOTS VOLUNTEERING?
Currently, some information is being shared to encourage major event volunteers to become involved in grassroots sport.

Receipt of information about ongoing volunteering opportunities:

- **Yes**: 72%
- **No**: 15%
- **Unsure**: 13%

70% by email
3% in person
2% via post
1% by phone

Most focus group participants recall receiving info about further opportunities – signposting towards other major events (local as well as national), but very few received any information about involvement at grassroots level.

“Be inspired tends to be volunteering at national level.”
Focus group participant: Leamington

“In general anyone that helped with the Commonwealth Games got all the information for years from MEV.”
Focus group participant: Manchester

“I was never once asked in that process, did I want to volunteer at any local clubs?”
Focus group participant: Leamington

**After volunteering at [major event], did you receive information about ongoing volunteering opportunities within the sport? n=1757 major events volunteers**

*Manchester Event Volunteers*
A range of barriers prevented this cohort from making the transition – with opting to volunteer outside of sport common

Reasons that prevented those who were considering getting involved in grassroots volunteering:

- I volunteered outside of sport instead: 30%
- I have work, study or family commitments: 25%
- It involved more time than I could commit: 20%
- I was not contacted / asked to be involved: 18%
- There weren’t any opportunities available that matched my interest/skills/experience: 17%
- The opportunities were not flexible enough to fit my lifestyle: 17%
- I did not know about what opportunities were available: 15%
- I now do other things with my spare time: 15%

“I do some volunteering at home for like dog charities and local hospices and things like that. So my time is taken up quite a lot really.”
Focus group participant: Learminton

“I wouldn’t mind doing them but it’s finding the time being in full-time work to be able to do them.”
Focus group participant: London

Having considered volunteering in sport on a more regular basis, what prevented you from doing so? n=239 previous major events volunteers who considered volunteering in grassroots sport
Similar barriers to grassroots volunteering are clear amongst those who have not previously considered it

**Reasons preventing getting involved in grassroots volunteering:**

- I do other things with my spare time: 49%
- I have work, study or family commitments: 42%
- I don't want to make an ongoing commitment: 27%
- I volunteer outside of sport instead: 24%
- The time commitment would be too much: 23%
- I have not been asked: 21%

**KEY STAT**

Only 11% of the cohort who didn’t even consider getting involved in grassroots sport stated that they are only interested in volunteering at major events – again highlighting the opportunity

Which of these reasons, if any, currently prevent you from volunteering in grassroots sport? n=2098 not currently volunteering and not considering volunteering in grassroots sport

NOTE: Showing top 6 most selected
However, when we look at the motivations for volunteering in each, there is some clear overlap

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<thead>
<tr>
<th>Major events</th>
<th>Grassroots</th>
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<tr>
<td>1. To feel part of something (2)</td>
<td>1. To support the sport (1)</td>
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<tr>
<td>2. To feel good/get satisfaction from being able to help (3)</td>
<td>2. Wanting to improve things/help people (2)</td>
</tr>
<tr>
<td>3. For an exciting experience (8)</td>
<td>3. I have enjoyed previous volunteering (3)</td>
</tr>
<tr>
<td>4. For a once in a lifetime experience (1)</td>
<td>4. Having the spare time to do it (4)</td>
</tr>
<tr>
<td>5. I love sport generally (5)</td>
<td>5. For the chance to use existing skills (9)</td>
</tr>
<tr>
<td>6. To give something back to that sport (4)</td>
<td>6. Someone asked me to give help (8)</td>
</tr>
<tr>
<td>7. I love that particular sport (6)</td>
<td>7. I felt there was need in my community (7)</td>
</tr>
<tr>
<td>8. To meet people / make new friends (11)</td>
<td>8. To meet people / make new friends (11)</td>
</tr>
</tbody>
</table>

(xx) in brackets indicates single most important factor

What were the main reasons you chose to apply to volunteer at a major event? And which was the single most important reason? n=2102 previous, future and unsuccessful major events volunteers
Which of the following, if any, encouraged you to consider volunteering in grassroots sport? And which was the biggest driver? n=1,133 current grassroots sport volunteers

Tapping into these overlapping motivations may encourage more major event volunteers to get involved at grassroots
But motivations in grassroots sport also tend to lean more towards a love of the sport, wanting to give something back and to keep the sport running

**Major events**

“There is something really satisfying and fulfilling about making sure that your team are all right and they are all happy and that they are helping people and you can come in and help people and I just found that really satisfying.” [2012 Olympics]
Focus group participant; London

“I thought you know what that’s a once in a lifetime thing I can do.” [2012 Olympics]
Focus group participant; London

“Because of having a lot of extensive time off and it is nice to be around people and I like sport, you know, like watching sport even though I can’t really take part in sport I do, you know, enjoy that. So I thought, well why not give this a go.” [grassroots sport]
Focus group participant; Leamington

**Grassroots**

“I mean I love cheering people on as well so I like both; I like participating and I also like cheering people on and marshalling.” [Park Run]
Focus group participant; London

“You kind of thought it was an opportunity that it was too good to miss. I like being either close to or inside the ropes at these events you know. It’s a nice feeling. You feel as though you’re a bit privileged.” [Tour de France]
Focus group participant; Manchester

“If you are a parent whose child is participating in the sport that is why you volunteer and then when their child moves on you are doing something for you, that you enjoy and that is your volunteering experience for your own personal benefit.” [grassroots sport]
Focus group participant; Leamington
We see these factors featuring more prominently for major event volunteering if we exclude the ‘mega event’ of 2012

Motivations to volunteer at major events:

- To give something back to that sport: 29% (2012 Olympics ONLY), 21% (Other events ONLY), 43% (Olympics and other events)
- I love that particular sport: 21% (2012 Olympics ONLY), 22% (Other events ONLY), 43% (Olympics and other events)
- I have played/participated in that sport: 22% (2012 Olympics ONLY), 22% (Other events ONLY), 37% (Olympics and other events)

See appendix for full breakdown of motivations split as above (p84)

This indicates that those volunteering outside of London 2012 in major events are a more likely target audience for conversion to grassroots volunteering, based on a more similar profile of motivating factors between major event volunteering and grassroots.

What were the main reasons you chose to apply to volunteer at a major event? n=474 London Olympics ONLY volunteers, n=551 Other events ONLY volunteers, n=732 Olympics and other events
There is a lack of awareness around available opportunities in grassroots sport

Knowledge of the opportunities available within grassroots sport locally:

- 51% I know a lot about available local opportunities
- 43% I know a little about available local opportunities
- 7% I don't know anything about available local opportunities

“So, is there a shortage of volunteers at grassroots level, then?”
Focus group participant, London

“But there is no way for someone like me to find out what's available in my area. I've got time available. I'd like to give something back to sport. What do I do?”
Focus group participant, London

How would you describe your level of knowledge of the opportunities available within grassroots sport locally? n=2337 not currently volunteering in grassroots sport
Plugging this information gap would drive consideration

Ways to encourage considering volunteering in grassroots sport:

- Clear information on available roles & time commitment involved: 47%
- Being aware of the opportunities that are available: 45%
- A range of options in my local area: 35%
- Quick & clear communication from the grassroots organisation: 28%
- Help in identifying opportunities that match my skillset: 23%
- Friends also choosing to volunteer with the same organisation: 18%
- Opportunity to have a chat to hear more: 18%
- Help from a particular individual who is already involved with the grassroots organisation: 14%
- A personal contact introducing you to the club: 14%
- Outreach from the club: 10%

Personal contact is also important for some

Which of the following, if any, would encourage you to consider volunteering in grassroots sport? n=2337 not currently volunteering in grassroots sport
Clearly definition of roles and time commitment involved is vital – and part of the appeal of major events!

“There are so many roles that, and I think sometimes the roles are not advertised, and only some people are aware that there are those roles.”
Focus group participant: Leamington

“The kind of volunteer roles that you get at major events they’re not the kind of volunteer roles that you get in clubs.”
Focus group participant: Manchester

“One point I would like to make is I’m not always sure that local events are aware of the skill sets that volunteers can bring.”
Focus group participant: London

“I certainly didn’t know that one could volunteer for instance at the local Tennis Club; I didn’t know you could volunteer. Was thinking, I would like to do something and get more involved but I didn’t know that actually that was a route.”
Focus group participant: London

“I certainly know the football club that I’m involved with there’s a big barrier that people don’t want to commit because they think they’re going to have to commit a lot of time each week”
Focus group participant: London

“I always think volunteering at a grass roots level is you would have to be good at the sport to do coaching or stuff like that; that is what I would think. I don’t think they necessarily want people to be standing there with cups of water.”
Focus group participant: London
Those considering getting involved would like to volunteer less frequently compared to current grassroots volunteers

Frequency of grassroots sport volunteering:

<table>
<thead>
<tr>
<th>Current grassroots volunteers</th>
<th>Considering grassroots volunteering</th>
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<tbody>
<tr>
<td>Once a week or more</td>
<td>54%</td>
</tr>
<tr>
<td>Once a month or more</td>
<td>26%</td>
</tr>
<tr>
<td>Less than once a month</td>
<td>17%</td>
</tr>
<tr>
<td>Unsure</td>
<td>3%</td>
</tr>
<tr>
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69% of grassroots volunteers report having been involved for 6 or more years – consider how to avoid this longevity being a potential turn-off for major events volunteers, who enjoy the defined time period of a major event volunteering role.

This highlights a need to reduce the workload associated with some roles, or for flexible approaches, in order to broaden the potential pool of volunteers and attract major event volunteers to grassroots.
Directly linking potential volunteers with the organisation where the opportunity is would play the biggest role

Ways of communicating further volunteering opportunities in sport:

- From the organisation where the volunteering opportunity is: 58%
- From the sport’s governing body or event organiser: 43%
- From the major event(s) I have volunteered / will volunteer at: 36%
- Through an opportunity finder website: 27%
- From the local council: 18%
- From Facebook: 18%
- Don’t know: 15%

"At major sporting events you would give the volunteers an opportunity to sign up to a national website rather than the Team London one. And then you would find, Sport England would find vehicles locally to transmit this information and then they can get on with communicating to people locally.”
Focus group participant; London

"Or here is a list of clubs across the country that are looking for volunteers. And for each of those clubs this is the name of the volunteer co-ordinator or this is the person in each club who’s put themselves forward to be the point of contact for new volunteers.”
Focus group participant; Manchester

"It could be local information that may have been given by local sports groups or something or it could be just an information leaflet saying where you can go from here to volunteer at a local level if you are interested. And they could give you some email addresses or some websites to go on.”
Focus group participant; London

How would you want opportunities for further volunteering in sport to be communicated to you? n=2337 not currently volunteering in grassroots sport
...and may help overcome the potential barrier of individuals without a connection to a grassroots organisation not feeling welcome there as a volunteer

"It is really difficult to get people without that sort of link. It is hard enough just to get parents of kids who are already there and you would think would be easy for them to say I am coming along every week. But you can't even get those people so it is very difficult.”
Focus group participant; Leamington

"Unless you knew someone you didn't necessarily have to know about the sport to be part of the sport but if you knew people that were involved in the sport and they say why don't you come along one day or something."
Focus group participant; London

"Wouldn't dream of rocking up at any of my local sports clubs unless I was personally asked by somebody I knew already and was there and I was invited. I wouldn't dream of just rocking up. Even through that be inspired where they put on local clubs who want people. I don't know anybody there. I imagine it would be quite cliquey and everybody would know everybody and it is all the parents who know everybody. There is no way I am going to.”
Focus group participant; Leamington
TAKING THE 360° APPROACH:
WHAT ARE THE VIEWS OF THOSE WORKING WITHIN STAKEHOLDER ORGANISATIONS?
Stakeholder views: transitioning major event volunteers into grassroots volunteering

The majority believe that there is an opportunity to transition more major event volunteers into grassroots opportunity, but the caveat that the opportunity is likely to lie with a specific minority of volunteers. This is due to:

- The time specific nature of major event volunteering being one of its big appeals – grassroots volunteering being ongoing / less defined will therefore be a barrier for many
- Many major event volunteers being attracted to it because it’s a big event, rather than because of a love of a particular sport – which is perceived to be a driver to become involved in the grassroots,
Stakeholder views: transitioning major event volunteers into grassroots volunteering

There is also a perception amongst most that they do look to signpost major event volunteers to other opportunities, but that this is something that could be done better. Barriers to doing so currently include:

- Internal resource limitations
- Silos between event organisers (focused on operational delivery of event) vs NGB staff (longer term focus)
- GDPR / other concerns around data privacy & ongoing communications
- Difficulty understanding to what extent any investment in supporting the transition would deliver ROI
- In some cases, a lack of planning around volunteer legacy ahead of the event itself
- For some smaller events, the majority of volunteers may already be recruited from within the grassroots
Stakeholder views: transitioning major event volunteers into grassroots volunteering

Many stakeholders also expressed concern around the ability of clubs / grassroots organisations to willingly accept or cater for new volunteers, despite being in need of extra volunteer support. These concerns include:

- Gatekeepers on committees & at local level being reluctant to relinquish responsibilities or elements of their role
- Scepticism around the motivations or utility of someone from outside the sport / club environment getting involved
- Lack of clarity on what support is required (and in some cases, a reluctance to use support materials, e.g. role definitions, provided by NGB)
Stakeholder views: transitioning major event volunteers into grassroots volunteering

With the above, and existing resources that are in place, the support that would be most welcomed from stakeholders centres specifically around processes and best practice for major event volunteers (rather than recruiting to grassroots more generally).

<table>
<thead>
<tr>
<th>Volunteer Recruitment</th>
<th>Data &amp; Systems</th>
<th>Engagement</th>
<th>Collaboration</th>
</tr>
</thead>
<tbody>
<tr>
<td>· How the volunteer base can be expanded beyond those already involved in the sport, or on the volunteering ‘circuit’</td>
<td>· Guidance on what permissions should be captured, and when</td>
<td>· Examples of best-practice engagement to maximise uptake (e.g. in-event, post-event etc)</td>
<td>· Given the importance of locality to encourage involvement, how can organisations (inc local councils) be more collaborative to ensure that ME volunteers become a potential resource for local opportunities across multiple sports?</td>
</tr>
<tr>
<td>· Effective signposting of unsuccessful volunteers</td>
<td>· What platforms can assist in presenting targeted opportunities to volunteers, to remove any manual or case-by-case approaches?</td>
<td>· Guidance on post-event communications &amp; follow up; e.g. suggested survey wording to understand opportunity &amp; identify individuals to target</td>
<td></td>
</tr>
</tbody>
</table>


EXECUTIVE SUMMARY & RECOMMENDATIONS
There is a clear opportunity to convert more major event volunteers into volunteering at grassroots sport

The majority of major event volunteers currently do not go on to volunteer in sport on a more regular basis at local level, despite a really positive experience. Whilst there is clearly a minority who are only interested in volunteering at major events, this is not the case across the board.

Evidence collected across all stages of this project suggests that with increased awareness of local / grassroots opportunities, and a tailoring of these opportunities to the needs of those who may be interested, there is certainly a cohort of major event volunteers who could be encouraged to get involved in the grassroots.

“We’ve reached a bit of a thing of treating major event volunteers very differently to grassroots volunteers – but I think that’s a bit of a lazy option.”

Stakeholder
3,470 SURVEY RESPONSES

MAJOR EVENT VOLUNTEERING EXPERIENCE
51% Previous major event volunteer
10% Volunteer at upcoming major event
15% Unsuccessful applicant
39% Neither applied nor volunteered at a major event

70% of major event volunteers were not involved in grassroots sport at the time of their major event
Only 9% of these went on to get involved in grassroots sport volunteering afterwards

TOP 3 MAJOR EVENTS PREVIOUSLY VOLUNTEERED AT
- Olympics: 69%
- World Cup: 20%
- Rugby World Cup: 14%

74% rated their experience as ‘very positive’
with 23% rating it as ‘quite positive’

TOP REASONS FOR ENJOYMENT
1. Being a part of the action
2. Part of an important moment in sporting history
3. Getting on well with fellow volunteers
4. Enjoying the experience

MOTIVATIONS TO VOLUNTEER
1. To feel part of something
2. To feel good / get satisfaction from being able to help
3. For an exciting experience
4. For a once in a lifetime experience
5. I love sport generally

MAJOR EVENTS
1. To support the sport
2. Wanting to improve things / help people
3. I have enjoyed previous volunteering
4. Having the spare time to do it
5. For the chance to use existing skills

GRASS ROOTS

ENCOURAGING THE TRANSITION
47%
Clear information on roles available and time commitment involved
45%
Being aware of the opportunities that are available
35%
A range of options in the local area
28%
Quick & clear communication from the grassroots organisation
23%
Help in identifying opportunities that match my skillset

AWAWARENESS OF OPPORTUNITIES IS KEY:
51% of those who don’t volunteer in grassroots sport know nothing about available local opportunities
Recommendation: improve transparency and follow up for unsuccessful volunteers

At the moment, little attention is given to follow up with unsuccessful volunteers, and the potential to encourage them into other volunteering opportunities.

When volunteers are unsuccessful, notification via email is understandably the most efficient way to follow up. However, some unsuccessful volunteers report not being notified at all. This is at odds with feedback from those working for major events, NGBs etc. who state that unsuccessful volunteers are always notified. Have they missed an email?

- Can organisations send a second email to those who do not open the first, to ensure that a higher proportion of potential volunteers are aware that their application has been acknowledged?

Some unsuccessful volunteers reported being asked to apply again in the future, but organisations should consider signposting towards grassroots volunteering opportunities, as well as future major events.

This is particularly important given that the majority report that being unsuccessful has in no way put them off volunteering in sport (grassroots or major events) in the future.

“...”

“I don’t know what the reason was for them saying you’re not suitable. Never get that feedback.”
Focus group participant, London

“You just think, if they are over subscribed they must have to have some criteria. I mean there are always rumours that go around that they want you to say a specific word.”
Focus group participant, London
Recommendation: create time-specific, finite opportunities for local volunteering

One of the big appeals of major event volunteering is that it is the time commitment is clearly defined, and it’s for a finite period. In contrast, major event volunteers often view grassroots sport as something that they need to be able to commit to twice a week, on an ongoing basis, and that may spread into a larger role than they first anticipated.

Consider using smaller, local events as a ‘transition’ to the grassroots, for example a one-off schools event that requires extra pairs of hands, or opportunities such as Parkrun. For someone without a personal connection to any particular sports club or even particular sport, these may well prove to be a springboard to further involvement.

Ahead of the conclusion of a major event, organisations should be encouraged to reach out to local sporting organisations to understand what small scale events will be held in the upcoming weeks and months, and distribute targeted information about how to get involved in these (see successful LTA example on the right).

"To think that someone’s going to go from a major event straight to a committee role - it’s too much of an ask. But domestic or local events would be of more interest to this group - major events to local events seems less of a leap."

Stakeholder

EXAMPLE

The LTA recently recruited a number of volunteers for a grassroots/community event at Queens at short notice, by going out to those who had volunteered at a major event earlier in the summer. The uptake was positive with many expressing interest in being invited to volunteer at small, local events more often.
Recommendation: clearly defining volunteer roles is key

Those working for NGBs repeatedly reported that often clubs and organisations know that they need volunteers, but they struggle to identify what they actually require volunteers to do. Many already provide clubs with role descriptions, etc that they can use, but it’s unclear how widely they are employed.

By considering what available roles are best suited to the ‘major event volunteer’, and devising short and simple explanations of these roles, that could be shared with major event volunteers after the event, there would be an opportunity to highlight the variety of roles available, and challenge a perception held by some that grassroots volunteering is all about coaching or refereeing/umpiring.

There is clearly a trend in grassroots sport for a small minority to do the majority of the leg work – with many taking on several roles. Encouraging organisations to split roles into more manageable chunks would support in the recruitment of more volunteers.

“We’ve written role descriptions and shared them with clubs and counties – but lots wouldn’t, and don’t, use them.”
Stakeholder

“I love being in the kitchen and I could cook food for them, I would really enjoy that and I love baking so I bring cakes in for breaks or whatever. But if I was able to do that I would get as much out of doing that as standing on a touch line.”
Focus group participant; London
**Recommendation: raise awareness of the shortage of grassroots volunteers amongst major events volunteers, and where opportunities can be found**

Many focus group participants, who were often actively involved in local communities and were volunteers in capacities other than at major events, were surprised to learn that there was a shortage of volunteers in grassroots sport.

There was also a low level of knowledge of platforms that were already out there to find opportunities, e.g. many not being aware of Team London (if they weren’t already a part of it); low awareness of doit.org, etc. Stakeholders also reported anecdotal evidence of grassroots clubs etc having limited success when advertising for volunteers on doit.org previously, with one possible reason for this being a lack of the critical volume of site visitors required to effectively signpost people towards positions.

In light of this, could Sport England and the SRA work more closely with major event organisers and NGBs to recommend doit.org or a similar platform, as something that they should a) encourage major event volunteers to look at and b) encourage grassroots organisations to advertise on, with the timing to coincide with the end of an event when enthusiasm is high? It is also worth considering ways that event organisers could push the message that grassroots sport needs help too, at the end of an event, to ensure the shortage is clearly communicated.

*Focus group participant: London*
Recommendation: ensure that volunteer strategy and recruitment process has ongoing opportunity in mind

Whilst the above approach of signposting people to opportunities is a cost-effective, easily implemented methodology to drive some increased awareness, the evidence suggests that presenting people with tailored opportunities directly would have more cut-through. There are therefore two key considerations for organising bodies when recruiting volunteers:

- The ‘legacy’ of volunteer data should be considered from the offset. With volunteers having a preference for direct contact from the organisation where the opportunity is, or at least from the event organiser, ensure that appropriate data permissions are collected at the start of the recruitment process for event volunteers to ensure GDPR compliance for future communications.

- NGBs should ensure a joined up approach internally between their event teams and their volunteer/club teams to support the transition opportunity. This is particularly pertinent for large-scale events (e.g. Cricket World Cup; Rugby World Cup) where separate organising committees are appointed and the risk of a siloed approach therefore increases.

The following slide suggests ways in which specific opportunities could be tailored to individual preferences in this way.
Recommendation: understand preferences and signpost appropriately

Whilst some signposting currently happens, there is a lack of targeting with regards to what is shared with whom. Some reported previously receiving large amounts of information via channels such as BeInspired, but finding that none of it was relevant to them in terms of location, skill set etc – which leads to disengagement.

Post-event surveys for volunteers tend to be sent out as standard, but the focus is largely on operational elements of the volunteer experience – feedback on training, refreshments, the roles themselves, volunteer leaders, etc. Sport England should consider developing a suite of survey questions around interest in grassroots volunteering opportunities, and guidelines on how the information collected via these should be used, in order to encourage events to focus on understanding volunteer preference, and taking a more tailored approach to signposting individuals to relevant opportunities.

At scale, this will involve collecting necessary opt ins and doing more targeted email sends and data work; for smaller organisations, this may provide opportunities for individual area managers or similar to follow up directly.

“I enjoy playing tennis. I’ve not seen any encouragement to volunteer in the field of tennis. I mean I don’t know what opportunities there are.”
Focus group participant; London

“If you get an email that is targeted about local events, you know nine out of ten will most likely go oh no but the one out of ten person will look at it and think, oh yeah I’m free that day.”
Focus group participant; Manchester
Recommendation: facilitate direct contact where possible

There is understandable reticence around direct approaches from potential volunteers to clubs or organisations locally where they have no connection, and do not know whether there will be opportunity. Stakeholders also recognise, anecdotally, that in some cases a lack of direct contact or warm welcomes from the organisation requiring volunteers can be a barrier.

Being asked directly to ‘help out’ is often an entry point to involvement at local level. How can the success of this approach be replicated amongst those who do not have a link with the club?

Consider utilising volunteer events - from recruitment days, to at the event itself (e.g. if volunteers have a room for their breaks etc), to after the event ‘thank-yous’ and similar to encourage local clubs and organisations to send representatives to meet with the major event volunteers.

Consider also ‘ambassador’ programmes at major events, whereby those volunteers already volunteering in grassroots sports are encouraged to promote this to fellow volunteers and potentially introduce those who are interested to other organisations locally.

“After a major event, there’s a bit of a vacuum. People go back to their normal lives, and unless someone is going to hold their hand and take them to the opportunity, it may not happen.”

Stakeholder

“I wouldn’t dream of rocking up at any of my local sports clubs unless I was personally asked by somebody I knew already and was there and I was invited. [...] I don’t know anybody there. I imagine it would be quite cliquey and everybody would know everybody.”

Focus group participant; Leamington
APPENDIX
THE MAJOR EVENT VOLUNTEER EXPERIENCE
Upcoming major event volunteering

36%  
ICC Cricket World Cup

13%  
British Athletics

13%  
UCI 2019 Road World Championships

8%  
Netball World Cup

Other events include:
- MLB London
- Eventing (e.g. Blenheim Horse Trials)

Some are also volunteering in several upcoming major events:

33%  
of those who will volunteer at the Netball World Cup will also volunteer at the Cricket World Cup

Average number of events selected: 1.27

Which upcoming major sporting event(s) have you been selected to volunteer at? n=360 volunteers at upcoming major event
To feel part of something is the most commonly mentioned driver to volunteering at a major event

<table>
<thead>
<tr>
<th>Drivers to volunteer at a major event:</th>
<th>Single most important reason</th>
<th>Main reason(s)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>To feel part of something</td>
<td>13%</td>
<td>57%</td>
<td>70%</td>
</tr>
<tr>
<td>To feel good/get satisfaction from being able to help</td>
<td>13%</td>
<td>51%</td>
<td>64%</td>
</tr>
<tr>
<td>For an exciting experience</td>
<td>6%</td>
<td>57%</td>
<td>63%</td>
</tr>
<tr>
<td>For a once in a lifetime experience</td>
<td>21%</td>
<td>42%</td>
<td>63%</td>
</tr>
<tr>
<td>I love sport generally</td>
<td>99%</td>
<td>47%</td>
<td>57%</td>
</tr>
<tr>
<td>To give something back to that sport</td>
<td>11%</td>
<td>47%</td>
<td>47%</td>
</tr>
<tr>
<td>I love that particular sport</td>
<td>8%</td>
<td>36%</td>
<td>43%</td>
</tr>
<tr>
<td>To meet people/make new friends</td>
<td>6%</td>
<td>35%</td>
<td>43%</td>
</tr>
<tr>
<td>Positive previous major event volunteering experience</td>
<td>6%</td>
<td>36%</td>
<td>42%</td>
</tr>
<tr>
<td>To try something new</td>
<td>1%</td>
<td>36%</td>
<td>37%</td>
</tr>
<tr>
<td>To give something back to my local community</td>
<td>5%</td>
<td>36%</td>
<td>36%</td>
</tr>
<tr>
<td>I have played/participated in that sport</td>
<td>2%</td>
<td>35%</td>
<td>35%</td>
</tr>
</tbody>
</table>

What were the main reasons you chose to apply to volunteer at a major event? / And of these reasons you selected, which do you think was the single most important reason why you decided to apply to volunteer? n=2102 previous, future and unsuccessful major events volunteers
### Drivers to volunteer at a major event: full breakdown

<table>
<thead>
<tr>
<th>Single most important reason</th>
<th>Main reason(s)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
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<td>63%</td>
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<td>57%</td>
</tr>
<tr>
<td>To give something back to that sport</td>
<td></td>
<td>51%</td>
</tr>
<tr>
<td>I love that particular sport</td>
<td></td>
<td>51%</td>
</tr>
<tr>
<td>To meet people/make new friends</td>
<td></td>
<td>47%</td>
</tr>
<tr>
<td>Positive previous major event volunteering experience</td>
<td></td>
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</tr>
<tr>
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<td>42%</td>
</tr>
<tr>
<td>To give something back to my local community</td>
<td></td>
<td>37%</td>
</tr>
<tr>
<td>I have played/participated in that sport</td>
<td></td>
<td>37%</td>
</tr>
<tr>
<td>I had spare time</td>
<td></td>
<td>36%</td>
</tr>
<tr>
<td>To see top sports people</td>
<td></td>
<td>36%</td>
</tr>
<tr>
<td>It was close to where I live / in a convenient location</td>
<td></td>
<td>35%</td>
</tr>
<tr>
<td>To learn new skills</td>
<td></td>
<td>35%</td>
</tr>
<tr>
<td>I knew people who have been involved in volunteering</td>
<td></td>
<td>31%</td>
</tr>
<tr>
<td>I felt obliged to help/a sense of duty</td>
<td></td>
<td>31%</td>
</tr>
<tr>
<td>To improve my CV or employment prospects</td>
<td></td>
<td>28%</td>
</tr>
<tr>
<td>My child plays/participates in that sport</td>
<td></td>
<td>26%</td>
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<tr>
<td></td>
<td></td>
<td>24%</td>
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<td>12%</td>
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<td>7%</td>
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<td>7%</td>
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<td></td>
<td></td>
<td>7%</td>
</tr>
</tbody>
</table>

What were the main reasons you chose to apply to volunteer at a major event? / And of these reasons you selected, which do you think was the single most important reason why you decided to apply to volunteer? n=2102 previous, future and unsuccessful major events volunteers.
Feeling good about doing a good job, meeting new people and participate in a event of the sport they participated in were other drive mentioned by focus group participants

“You get a lot of enthusiasm out of it; and when you have done it you have killed yourself for two or three hours but at the end of the day you think actually I have done a good job.”
Focus group participant; London

“I think for me in my childish dreams I would always have wanted to compete at the very highest level but knew that that was never ever going to happen. So in some ways it was the closest that you were going to get to actually physically be a part of the whole event. You know something substantial. Like a seat on the outside rather than just purely spectating. And that was definitely the kind of motivator for me to go for this kind of event.”
Focus group participant; Manchester

“I have met people that I would never have met in any other circumstance because they are from a completely different background and way of thinking to me. But because you have that thing about volunteering in common that brings you together. I have met some really nice people that I would never have met otherwise.”
Focus group participant; Leamington
The experience of volunteering at major events is overwhelmingly positive – for multiple reasons

Rating of the major event(s) volunteering experience:

- 5 - very positive: 23%
- 4 - quite positive: 74%
- 3 - neither: 2%
- 2 - quite negative: 1%

Reasons for a positive major event(s) volunteering experience:

- I enjoyed being a part of the action: 75%
- I felt like I was part of an important moment in sporting history: 73%
- I got on well with my fellow volunteers: 70%
- I felt good being able to help people: 70%
- It’s brought me once in a lifetime opportunities: 53%
- I felt I was making a difference to the sport: 35%
- I saw top sports people: 33%
- I learnt new skills: 30%
- I felt I was making a difference to my local community: 23%

Overall, how would you rate your major event(s) volunteering experience on a scale of 1 to 5 where 1 = very negative and 5 = very positive? n=1757 previous major events volunteers
Which of these reason(s) best describe why you have found your experience volunteering at major events a positive one? n=1706 previous major events volunteers who rated the experience positively

4.6 reasons selected on average by each person
Volunteering at major events fulfils the initial motivations

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>For a once in a lifetime experience (n=1115)</td>
<td>82%</td>
</tr>
<tr>
<td>To feel good/get satisfaction from being able to help (n=1149)</td>
<td>80%</td>
</tr>
<tr>
<td>To feel part of something (n=1251)</td>
<td>79%</td>
</tr>
<tr>
<td>For an exciting experience (n=1126)</td>
<td>73%</td>
</tr>
<tr>
<td>To meet people/make new friends (n=768)</td>
<td>70%</td>
</tr>
<tr>
<td>To see top sports people (n=478)</td>
<td>69%</td>
</tr>
<tr>
<td>To give something back to that sport (n=818)</td>
<td>68%</td>
</tr>
<tr>
<td>To improve my CV or employment prospects (n=125)</td>
<td>64%</td>
</tr>
<tr>
<td>To learn new skills (n=438)</td>
<td>60%</td>
</tr>
<tr>
<td>To give something back to my local community (n=645)</td>
<td>56%</td>
</tr>
</tbody>
</table>

Thinking about your original motivations to volunteer, which of them did your volunteering go on to fulfil?

Only 1% felt none of their motivations were fulfilled.
For the majority the experience volunteering at major event exceeded their expectations and they would recommend it.

Expectations of major event volunteering:
- Greatly exceeded my expectations: 21%
- Slightly exceeded my expectations: 53%
- Met my expectations: 22%
- Slightly missed my expectations: 8%
- Greatly missed my expectations: 8%

Likelihood to recommend major event volunteering (NPS):
- Very likely (9-10): 26%
- Neutral (7-8): 8%
- Not very likely (0-6): 58%

Mean score: 8.82

To what extent did your experience volunteering meet your expectations? / How likely are you to recommend volunteering in sport to a friend, family member or colleague on a scale of 0 to 10 where 0=not at all likely and 10=extremely likely? – At a major event n=1757 previous major events volunteers.
Support with a travel and accommodation costs would help improving their major event volunteering experience

Improving the major event volunteering experience

Having more to do

More information

Help with travel/accommodation costs

Roles defined more clearly

Feel more valued

Nothing

Skills better utilised

More involvement with the event

Better management/organisation

More training

Only a very small number of attendees (n=15) said that their experience of volunteering at major event was negative. Main reason cited:

- Did not feel valued as a volunteer
- Poor organisation of volunteers
- Didn’t feel as though they were making a difference

What, if anything, would you have liked to improve about your experiences to date of volunteering at major events?

n=803 who answered

Which of these reason(s) best describe why you have found your experience of volunteering at major events a negative one? n=15 previous major events volunteers who rated the experience negatively
Unsuccessful major sporting event applications

37% London 2012
20% World Para Athletics Championships London 2017
18% Rugby World Cup 2015
12% ICC Cricket World Cup England & Wales 2019
11% British Athletics
10% Glasgow 2014
9% Athletics World Cup London 2019

33% applied unsuccessfully to more than 1 event

Other events include:
- London Marathon, World Indoor Athletics Championships Birmingham 2018, Rugby League World Cup 2013, various tennis tournaments, various golf tournaments, Commonwealth Games outside of the UK, ...

Which event(s) have you previously applied to volunteer at but been unsuccessful? n=530 unsuccessful applicants
1 in 5 unsuccessful volunteers were not contacted about their application

Ways to be contacted if unsuccessful:

- Contact by email: 76%
- Contact by another means: 2%
- Not contacted at all: 21%

How were you informed that your application to volunteer had been unsuccessful? n=530 unsuccessful applicants

However, stakeholders report that all unsuccessful volunteer applicants are notified, usually via email.

“I went up to Glasgow, paid to go up there, had the interview and never heard another thing.”
Focus group participant; Learmington

“But it’s the fact that you’ve sent something into a black hole and you never hear again.”
Focus group participant; London
Mostly people only received a ‘thank you for applying’, with only 16% signposted to other ways to become involved.

Information received when unsuccessful:

- A thank you for taking the time & effort to apply: 64%
- Encouragement to apply again to volunteer in the future: 24%
- Information about other ways to become involved in the sport: 16%
- Personalised feedback as to why I was unsuccessful: 4%
- Can't remember / none of the above: 30%

Focus groups participants couldn’t recall receiving any information or reason why they were unsuccessful.

““It is just a generic letter, isn’t it, that is sent out.”
Focus group participant: Leamington

“I don’t know what the reason was for them saying you’re not suitable. Never get that feedback.”
Focus group participant: London

Which of the following, if any, did you receive as part of informing you that your application was unsuccessful? n=417 unsuccessful applicants who were contacted.
Disappointed is the most commonly mentioned feeling when told their application was unsuccessful

Three words to describe feelings when unsuccessful:

- Disappointed: 72%
- Sad/unhappy: 17%
- Upset: 6%

Other words mentioned:
- Annoyed (5%)
- Frustrated (5%)
- Surprised (4%)
- Rejected (4%)
- Gutted (4%)

Please describe how you felt when you were told your application was unsuccessful, using up to three words. n=530 unsuccessful applicants
Fewer than half of unsuccessful volunteers stated that their experience of applying was ‘good’

Overall experience throughout the application process:

- 10% 5 - very good
- 32% 4 - good
- 30% 3 - okay
- 11% 2 - poor
- 11% 1 - very poor

Those who volunteered or are about to volunteer (both 49%) at major event were slightly more positive about the process (rating 4 or 5) compared with those who have never been successful (35%)

The majority of focus group participants considered the process to be fine. They suggested that the application forms are similar and therefore they know what to expect as questions repeat. Few mentioned a slight issue around repeated DBS checks/H&S training that are not transferable and cause extra work/spend.

“Same sort of questions […] Yes, you just cut and paste it from a Word document.”
Focus group participant; London

“Even though they say that they have streamlined it. I have a DBS for this. I have a DBS for that. At one time I think I had seven.”
Focus group participant; Leamington

Despite the outcome, how would you describe the overall experience you received throughout the process of applying to be a major event volunteer? n=530 unsuccessful applicants
But most are not put off volunteering at a major event or in grassroots sport in the future

Impact of unsuccessful application on future volunteering:

<table>
<thead>
<tr>
<th></th>
<th>Much more likely</th>
<th>Slightly more likely</th>
<th>No effect</th>
<th>Slightly less likely</th>
<th>Much less likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>In grassroots sport</td>
<td>10%</td>
<td>7%</td>
<td>69%</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>At a major event</td>
<td>10%</td>
<td>5%</td>
<td>58%</td>
<td>18%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Those who have only been unsuccessful are less likely to volunteer at future major events and in grassroots compared with those who volunteered at major event before.

32% of women are less likely to volunteer at a future major event (vs 20% of men)

To what extent did your unsuccessful application change how likely you are to volunteer in the future, either at a major event or in grassroots sport? n=530 unsuccessful applicants
Unsuccessful application did not put off focus group participants to apply and volunteer at future major events

But it’s worth noting that these are people who had experienced volunteering at few major events (the majority more than one), so seemed prepared to take rejections with the successes, and put it down to events being oversubscribed

“I mean in a way, I know on the Cricket World Cup they alleged that they wanted to introduce more people into cricket and therefore experienced cricket volunteers perhaps was a slight disadvantage. That was the excuse.”
Focus group participant; London

“Didn’t put me off. I mean the World Indoor Athletics at Birmingham both my husband and I applied because we thought oh we’ll go up for it together sort of thing and he got it and I didn’t.”
Focus group participant; London

“Oh no because you just think, if they are over subscribed they must have to have some criteria. I mean there are always rumours that go around that they want you to say a specific word.”
Focus group participant; London
Major event volunteers who get involved in grassroots sport also live in less deprived areas overall

Major event volunteers who volunteer in grassroots sport deprivation level by postcode (England):

Index of Multiple Deprivation (IMD)—7 metrics (income, employment, education, health, crime, barriers to housing & services, living environment)
Please enter your postcode. n=552 previous major event volunteers who volunteer in grassroots sport

- Decile 1: most deprived
- Decile 10: least deprived
Around two thirds of those who currently volunteer do that within grassroots / community sport

NB reference information only: feedback based on total sample – including those who have never volunteered at a major event

Current volunteering status (not only within sport; excluding major events):

- I currently volunteer
- I used to volunteer and would consider doing it again
- I used to volunteer but can't see myself doing it again
- I've never volunteered but am considering doing so in the future
- I've never volunteered and can't see myself ever doing it

65% of current volunteers volunteer within grassroots sport (33% of overall sample)
56% volunteer in another sector

Which of the following best applies to you currently? n=3470 total respondents
Is the volunteering that you [do/did/are considering] in sport, or another area? n=3091 current, previous and those who consider grassroots volunteering

55% of non-volunteers would consider doing so in the future
80% of previous volunteers would consider doing so again

Other areas include volunteering with:
- Various charities
- In education (e.g. school governor)
- Local community/village/council
- Church
- Girl Guiding/Scouting
Around half of those currently volunteering in grassroots sport volunteer at events, and over 2 in 5 hold an administrative roles like club secretary or treasurer.

Roles within grassroots / community sport:

- Volunteering at events: 49%
- Administrative support to a local club, league or event: 42%
- Stewarding or marshalling: 37%
- Coaching role: 34%
- Refereeing or umpiring: 24%
- Fundraising: 20%
- Practical support role: 20%
- Marketing or recruitment support for a club or organisation: 14%
- Other: 10%

68% hold more than 1 role in grassroots sport

Nearly 1/4 (23%) hold more than 3 roles in grassroots sport

54% of those who volunteer at events does stewarding or marshalling

53% of those who do refereeing or umpiring also have a coaching role
Most volunteer in grassroots sport for more than 5 years

Length of grassroots sport volunteering:

- Less than a year: 4%
- 1 to 2 years: 9%
- 3 to 5 years: 19%
- 6 to 10 years: 22%
- 11 or more years: 47%

35% of women volunteer between 1 to 5 years (vs 21% of men)

54% of men volunteer 11 or more years (vs 40% of women)

Jump report: 5.85 years average length of volunteering

Length of grassroots sport volunteering by type of volunteering:

- Less than a year: 2%
- 1 to 2 years: 12%
- 3 to 5 years: 20%
- 6 to 10 years: 22%
- 11 or more years: 45%

- Major events (previous/upcoming only) AND GR - Before (n=435)
- Major events (previous/upcoming only) AND GR - After (n=102)
- GR BUT NOT Major events (previous/upcoming/unsucc) (n=391)

For how many years have you volunteered in grassroots sport? n=1133 current grassroots sport volunteers
Over half volunteer once a week or more

Frequency of grassroots sport volunteering:

- 54% Once a week or more
- 26% Once a month or more (but less than once a week)
- 17% Less than once a month
- 3% Unsure

Frequency of grassroots sport volunteering by type of volunteering:

- 63% of men volunteer once a week or more (vs. 44% of women)
- 61% of those aged 35 to 54 years old volunteer once a week or more

Which of these best summaries how often you volunteer in grassroots / community sport? n=1133 current grassroots sport volunteers

- Major events (previous/upcoming only) AND GR - Before (n=435)
- Major events (previous/upcoming only) AND GR - After (n=102)
- GR BUT NOT Major events (previous/upcoming/unsucc) (n=391)
Those who volunteer in grassroots sport are very positive about the experience, giving it a high Net Promoter Score

Likelihood to recommend volunteering in sport at community level on an ongoing basis (NPS):

- Very likely (9-10)
- Neutral (7-8)
- Not very likely (0-6)

Mean score: 8.66

64% of women are very likely to recommend volunteering in sport at community level (vs 56% of men)

How likely are you to recommend volunteering in sport to a friend, family member or colleague on a scale of 0 to 10 where 0=not at all likely and 10=extremely likely? - On an ongoing basis at community level n=1133 current grassroots sport volunteers
More than 2 in five used to volunteer once a week or more. Over half of those considering it would like to volunteer once a month or more often.

**Frequency of previous grassroots sport volunteering:**
- Once a week or more: 27%
- Once a month or more: 44%
- Less than once a month: 9%
- Unsure: 10%

**Frequency of considered grassroots sport volunteering in the future:**
- Once a week or more: 18%
- Once a month or more: 26%
- Less than once a month: 21%
- Unsure: 34%

Which of these best summaries how often you volunteered in grassroots / community sport? n=635 previous grassroots sport volunteers
When considering volunteering in the future, how often would you like to volunteer? n=401 of those considering grassroots volunteering in future
Those who consider volunteering would like to volunteer considerably less often (not weekly) when compared with current and previous volunteers.

Frequency of grassroots sport volunteering:

<table>
<thead>
<tr>
<th></th>
<th>Once a week or more</th>
<th>Once a month or more</th>
<th>Less than once a month</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Previous grassroots volunteers</td>
<td>44%</td>
<td>9%</td>
<td>27%</td>
<td>10%</td>
</tr>
<tr>
<td>Current grassroots volunteers</td>
<td>54%</td>
<td>26%</td>
<td>17%</td>
<td>8%</td>
</tr>
<tr>
<td>Considering grassroots volunteering</td>
<td>18%</td>
<td>34%</td>
<td>21%</td>
<td>26%</td>
</tr>
</tbody>
</table>

Which of these best summaries how often you volunteer in grassroots / community sport? n=1133 current grassroots sport volunteers
Which of these best summaries how often you volunteered in grassroots / community sport? n=635 previous grassroots sport volunteers
When considering volunteering in the future, how often would you like to volunteer? n=401 of those considering grassroots volunteering in future
Encouraging grassroots volunteering: full list

Ways to encourage considering volunteering in grassroots sport:

- Clear information on available roles & time commitment involved: 47%
- Being aware of the opportunities that are available: 45%
- A range of options in my local area: 35%
- Quick & clear communication from the grassroots organisation: 28%
- Help in identifying opportunities that match my skillset: 23%
- Friends also choosing to volunteer with the same organisation: 18%
- Opportunity to have a chat to hear more: 18%
- Help from a particular individual who is already involved with the grassroots organisation: 14%
- A personal contact introducing you to the club: 14%
- Outreach from the club: 10%
- Support from the National Governing Body: 9%
- Case studies / feedback from those who currently volunteer: 8%
- Other: 2%

Which of the following, if any, would encourage you to consider volunteering in grassroots sport? n=2337 not currently volunteering in grassroots sport
APPENDIX:
ADDITIONAL LONDON 2012 ANALYSIS
There are differences in motivations to volunteer at Olympics or other major sport events...

Motivations to volunteer at major events:

- To feel part of something: 73% (Olympics and other events), 69% (Other events ONLY), 75% (2012 Olympics ONLY)
- To feel good/get satisfaction from being able to help: 71% (Olympics and other events), 60% (Other events ONLY), 71% (2012 Olympics ONLY)
- For an exciting experience: 69% (Olympics and other events), 60% (Other events ONLY), 64% (2012 Olympics ONLY)
- For a once in a lifetime experience: 68% (Olympics and other events), 60% (Other events ONLY), 80% (2012 Olympics ONLY)
- I love sport generally: 61% (Olympics and other events), 55% (Other events ONLY), 61% (2012 Olympics ONLY)
- To give something back to that sport: 52% (Olympics and other events), 32% (Other events ONLY), 56% (2012 Olympics ONLY)
- I love that particular sport: 60% (Olympics and other events), 48% (Other events ONLY), 60% (2012 Olympics ONLY)
- To meet people/make new friends: 48% (Olympics and other events), 43% (Other events ONLY), 48% (2012 Olympics ONLY)
- Positive previous major event volunteering experience: 73% (Olympics and other events), 41% (Other events ONLY), 73% (2012 Olympics ONLY)
- I have played/participated in that sport: 43% (Olympics and other events), 37% (Other events ONLY), 43% (2012 Olympics ONLY)

What were the main reasons you chose to apply to volunteer at a major event? n=474 London Olympics ONLY volunteers, n=551 Other events ONLY volunteers, n=732 Olympics and other events
...but when it comes to reasons to volunteer in sport at grassroots level, the motivations are not dissimilar amongst those who volunteered at Olympics and those who didn’t.

Motivations to volunteer at grassroots sport:

- To support the sport: 76% (Olympics and other events), 72% (Olympics only)
- Wanting to improve things / help people: 46% (Other events ONLY), 47% (Olympics only)
- I have enjoyed previous volunteering: 61% (Olympics and other events), 51% (Olympics only)
- Having the spare time to do it: 35% (Olympics and other events), 28% (Other events ONLY), 43% (Olympics only)
- I thought it would give me a chance to use my existing skills: 32% (Olympics and other events), 28% (Other events ONLY), 39% (Olympics only)
- Someone asked me to give help: 25% (Olympics and other events), 50% (Other events ONLY), 31% (Olympics only)
- I felt there was a need in my community: 24% (Olympics and other events), 28% (Other events ONLY), 25% (Olympics only)
- I wanted to meet people / make friends: 18% (Olympics and other events), 28% (Other events ONLY), 23% (Olympics only)
- I thought it would give me a chance to learn new skills: 8% (Olympics and other events), 21% (Other events ONLY), 18% (Olympics only)
- My friend(s)/family member(s) were already involved: 8% (Olympics and other events), 15% (Other events ONLY), 21% (Olympics only)

Which of the following, if any, encouraged you to consider volunteering in grassroots sport? n=120 London Olympics ONLY volunteers, n=248 Other events ONLY, n=276 Olympics and other events volunteers who volunteer at grassroots sport.
A higher proportion of those who volunteered only at other major sport events or in combination with Olympics already volunteer at grassroots sport. However the appetite to consider volunteering is similar for those who volunteered only at Olympics or other events...

**Grassroots sport volunteering amongst major events volunteers:**

### 2012 Olympics ONLY

- 75% I currently volunteer
- 25% Do not volunteer
- 38% of those who don’t volunteer within grassroots sport would consider it

### Other events only

- 55% I currently volunteer
- 45% Do not volunteer
- 39% of those who don’t volunteer within grassroots sport would consider it

### Olympics and other events

- 62% I currently volunteer
- 38% Do not volunteer
- 30% of those who don’t volunteer within grassroots sport would consider it

69% of other events only volunteers volunteered at one event only

Which of the following best applies to you currently? Is the volunteering that you [do/did/are considering] in sport, or another area? n=474 London Olympics ONLY, n=551 Other events ONLY, n=732 Olympics and other events.
....it is rather the extent of major events experience – if volunteered once or multiple times that suggests to have a bigger impact on consideration of grassroots sport volunteering on those who don’t do currently

Grassroots sport volunteering amongst major events volunteers:

One major event

- 33% I currently volunteer
- 67% Do not volunteer
- 38% of those who don’t volunteer within grassroots sport would consider it

Multiple major events

- 40% I currently volunteer
- 60% Do not volunteer
- 32% of those who don’t volunteer within grassroots sport would consider it

Which of the following best applies to you currently? Is the volunteering that you [do/did/are considering] in sport, or another area? n=902 multiple major events, n=855 one major event
APPENDIX: METHODOLOGY
Online survey methodology

- Online survey live from 6th June 2019 to 1st July 2019
- Distributed via the following channels:
  - NGB & Stakeholder mailing lists: major event volunteers & unsuccessful applicants
  - Sport England BeInspired database
  - Goodform’s SPORTSFAN PANEL

- Total of 3470 responses received
- Incentivised via a prize draw of 5x £100 Amazon vouchers
Who responded to the survey?

3470 responses

Gender:

- 47% Female
- 53% Male

Age:

- 7% Under 35
- 12% 35-44
- 23% 45-54
- 33% 55-64
- 25% 65 or over

UK residents: 99%

- 90% are White or White British
- 89% do not consider themselves to have a disability

Employment status:

- 44% Working full time
- 30% Retired
- 13% Working part time
- 6% semi-retired

Please select your gender / Please select your age range / Are you a UK resident? / Please indicate your ethnic group / Which of the following best describes your employment status? n=3470
Qualitative research methodology

- 11x focus groups with 79 volunteers recruited from online survey
- The groups were a mix of audience – major event volunteers (some unsuccessful applicants) some with grassroots sport experience and some not
- Took place in 3 locations (Leamington Spa, Manchester and London) between 16th July and 1st August
- 90 minutes in length
- Incentivised with £30 in cash

- **London**
  - 6x focus groups run in Sport England offices
  - 47 participants

- **Manchester**
  - 2x focus groups run in the National Squash Centre
  - 14 participants

- **Leamington Spa**
  - 3x focus groups run in Goodform offices
  - 18 participants
Who took part in the focus groups?

Gender:
- Women: 46%
- Men: 54%

Age:
- 18-24: 1%
- 25-34: 0%
- 35-44: 6%
- 45-54: 18%
- 55-64: 43%
- 65+: 32%

Major event volunteering experience:
- 97% Previous major event volunteers
- 68% Olympic Games
- 27% Commonwealth Games
- 19% World Championships
- 12% World Cup
- 12% GBR World Athletics Championships
- 12% Prudential RideLondon

Grassroot volunteering:
- I currently volunteer: 63%
- I used to volunteer and would consider doing it again: 18%
- I used to volunteer but can’t see myself doing it again: 9%
- I’ve never volunteered but am considering doing so in the future: 9%
- I’ve never volunteered and can’t see myself ever doing it: 1%

59% do not currently volunteer in grassroots/community sport

Please select your gender. Please select your age range. Which of the following best describes you? Which of these major events have you previously volunteered at? Which of the following best applies to you currently? n=79
Stakeholder interviews

Following the online survey and focus groups, calls were undertaken with stakeholders at each of the following organisations*:

Calls were c. 30 minutes in length with a view to getting 360° input on the project, allowing us to discuss potential recommendations, experiences to date and hypotheses that emerged from the focus groups with stakeholders. They also allowed us to understand in more depth some of the challenges faced by organisations in attracting and retaining volunteers, and in particular in transitioning volunteers from major events into grassroots volunteering.

*As of 22nd August 2019
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Always collaborating...