

Sports Volunteering Strategic Action Plan 2009 -13



**LEICESTER-SHIRE
& RUTLAND SPORT**
SPORT & PHYSICAL ACTIVITY
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Foreword

Throughout our work in Leicestershire, Leicester & Rutland we often see the impact that voluntary work has on local communities and individuals. We are constantly impressed by the dedication and professionalism of voluntary sector organisations, their volunteers and the difference they make, particularly to local community sport.

The Sports Volunteering Strategic Action Plan [2009-2013] has been developed by a number of key partners*, in-conjunction with many sporting and voluntary sector partners.

Volunteers and third sector organisations are central to the delivery of most sport and physical activity, and play a significant part in shaping the experience that drive sustained participation. Volunteers are key to maintaining voluntary sports clubs in Leicestershire, Leicester and Rutland and contribute towards the Government target of one million people doing more sport by 2013. National Governing Bodies of Sport are third sector organisations with approximately 2,000 community sport clubs throughout the sub-region, which provide the life blood of grass roots level sport engagement.

The hosting of the 2012 Olympic and Paralympic Games has provided a tremendous opportunity to harness the enthusiasm of volunteers. The challenge will be for Leicestershire, Leicester and Rutland to create a strong volunteering legacy which will result in lasting benefits to all our communities. As we saw at the 2009 Special Olympics in Leicester, it was the volunteers that made the event such a success.

The following plan aims to co-ordinate the work of key sports volunteering partners in order to support, inspire and celebrate our sporting volunteers.



Andy Reed MP [Chair of Leicester-Shire & Rutland Sport]



Kevan Liles [Chief Executive of Voluntary Action LeicesterShire]

* The Sports Volunteering Sub-group that has developed the Strategic Action Plan was made up of the following key partners - Leicester-Shire & Rutland Sport, Voluntary Action LeicesterShire, vinvolved, Active Rutland, b-inspired and representatives from Local Authorities and National Governing Bodies of Sport.



Introduction

The success of community sport is a result of a number of factors with volunteer support being the biggest. Each year 1.9m people volunteer in sport for at least an hour a week which is equivalent to a full-time workforce of over 80,000 employees.

In 2007 the Leicester-Shire & Rutland Sports Volunteering Sub-group was formed with its main purpose being to develop a collaborative approach, whilst maintaining a strategic overview, of sports volunteering in Leicestershire, Leicester and Rutland. The group contains representation from Leicester-Shire & Rutland Sport, Voluntary Action LeicesterShire, Local Authorities, National Governing Bodies of Sport, b-inspired, involved team [Leicestershire and Rutland] and involved project [Leicester City] both funded by v the national youth volunteering charity.

The Sub-group have developed the Strategic Action Plan in order to help encourage and support more people from a variety of communities to get involved with sports volunteering.

Sports volunteering can be defined as:

‘The giving of time and energy for the benefit of sport and physical activity. It is undertaken freely and by choice without concern for financial gain’

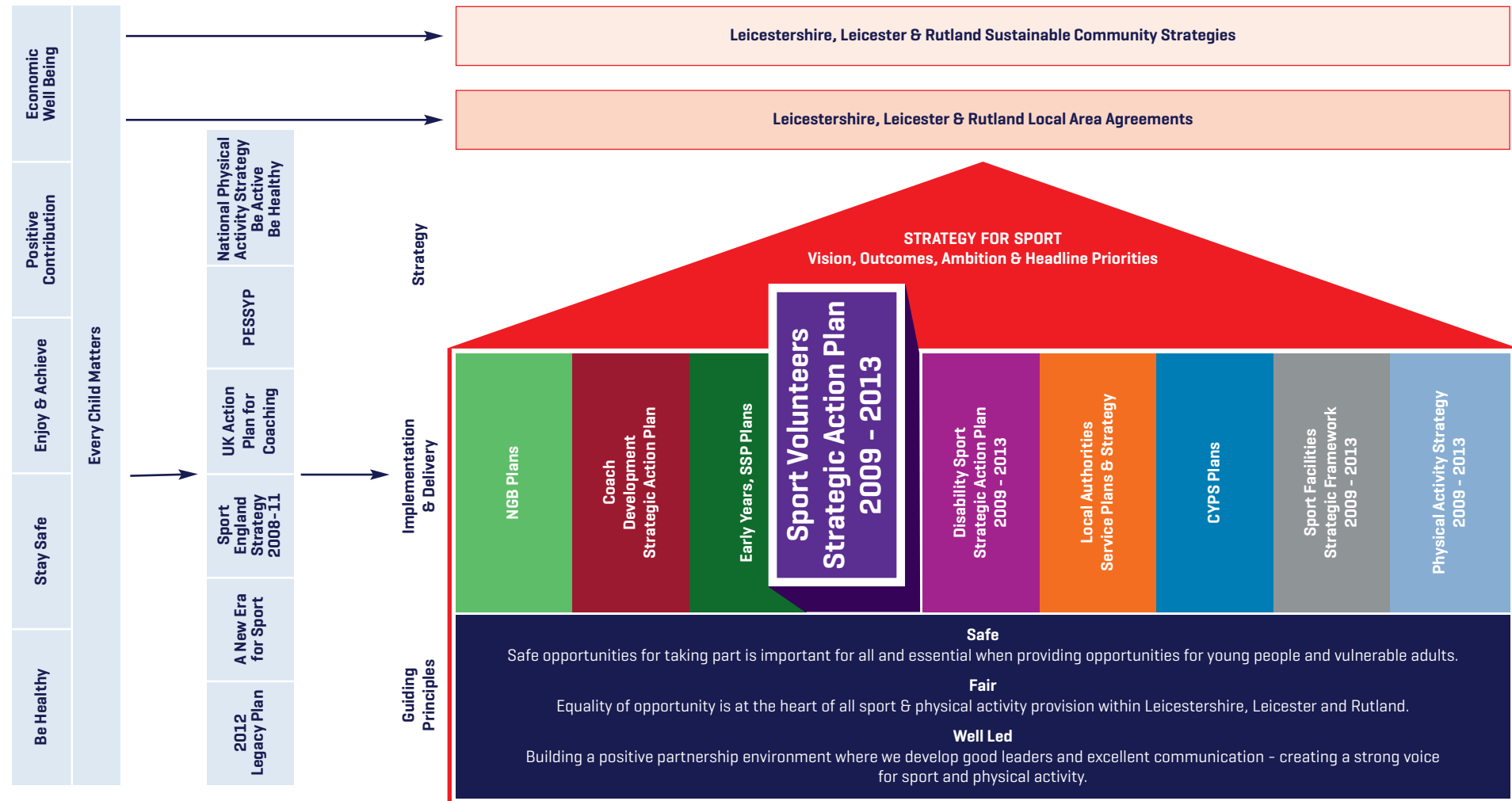
Background

Traditionally, links between sport and the voluntary sector infrastructure organisations have been weak. However, since starting work on the development of a sports volunteering strategy, and piloting a number of local joint projects, the reaction from both sectors has been overwhelmingly positive. There is now a genuine willingness to work in partnership to improve the service offered to voluntary sporting organisations and volunteers throughout Leicestershire, Leicester and Rutland.

Given this level of enthusiasm, and the recent investment locally to increase the sports volunteering workforce, there is now immense potential in the sub-region to make a real difference to the sport volunteer.

Sport England’s Active People Survey highlights that 4.4% of the adult population [aged 16 and over] in Leicestershire, Leicester and Rutland, contributes at least one hour a week to volunteering in sport. This is compared to a national average of 4.7% and a regional average of 5%, indicating that there is more work to be done to increase sports volunteering.

Where Does This Strategic Action Plan Fit?





Sports Volunteering Landscape

The Sports Volunteering Sub-group understands that to make volunteering a more enjoyable and rewarding experience, volunteers need to be supported by programmes and initiatives on clearly defined pathways, that provide a number of opportunities. Although there are many volunteering initiatives, we have been working hard as a partnership to support the following:

Step into Sport

Step into Sport is a national leadership and volunteering programme. It is a joint initiative between the Youth Sport Trust and Sport England and co-ordinated locally by Leicester-Shire & Rutland Sport in conjunction with School Sports Partnerships. It is part of the Government's PE and Sport Strategy for Young People (PESSYP) and focuses on young people aged 11-19 years. It aims to encourage young people to undertake an involvement in sports leadership and volunteering that will continue into later life. Step into Sport has a structured pathway in which young people can achieve certificates for carrying out 50 hours (bronze award), 100 hours (silver award) and 200 hours (gold award) of volunteering both in the school and the local community.

involved

In Leicestershire, Leicester and Rutland, there are dedicated involved Sports Development Officers, working to raise the profile of sports volunteering for young people (aged 16-25 years) to increase the number and quality of sports volunteering opportunities and to support young people in their volunteering. Part of v, the national youth volunteering programme, involved is utilised locally to act as the support for young people moving from education into community volunteering. involved has an accreditation scheme where by young people can work towards a v50 award (50 hours of volunteering) or vImpact award (100 hours of volunteering).

Personal Best

Personal Best is an exciting pre-employment programme designed to harness the unique motivating force of the 2012 Olympic and Paralympic Games to engage workless and socially excluded people with learning and opportunities in the labour market, lift their aspirations and create new life or career choices through volunteering. Personal Best is being managed jointly by Leicester College and b-inspired and supported by the Sports Volunteering Sub-group. Linked to this programme are the Recruit into Coaching and Achievement Projects which offer training, mentoring and employment opportunities to all volunteers throughout Leicester City.

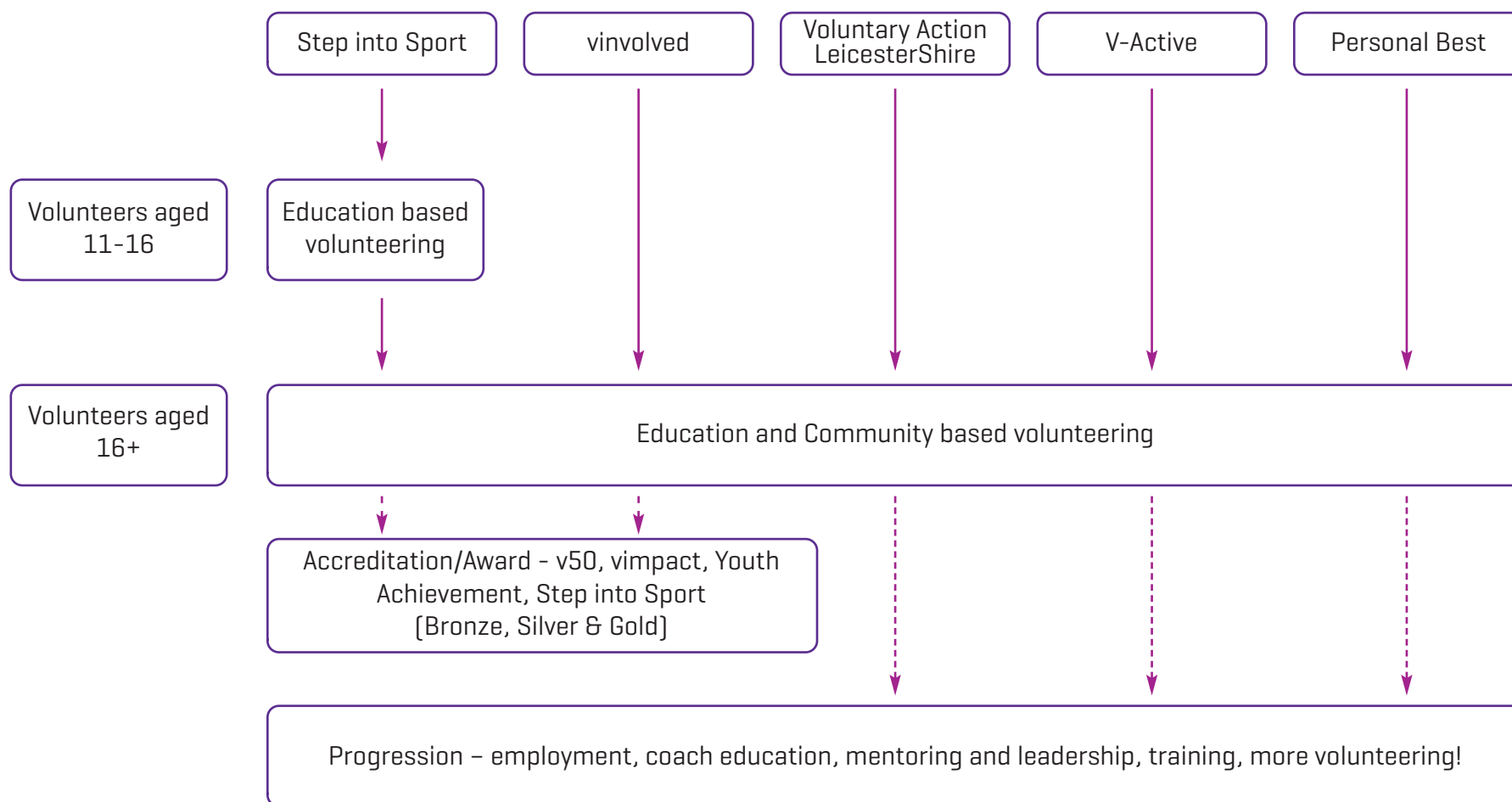
Sport@VAL

Is a project based at Voluntary Action LeicesterShire which aims to directly address the lower than average numbers of Leicester City residents who volunteer in sport. This is done through working with local clubs and organisations, community groups and National Governing Bodies of sport to raise the profile of sports volunteering and increase the number of sports opportunities available in the Leicester City. The project also recruits sports volunteers and provides advice and support to people wanting to volunteer in sport.

Sports Volunteering Landscape continued

V-Active

V-Active is an initiative in Rutland working towards developing sport and physical activity volunteering opportunities. Working with a number of partners to support the local community, it builds links into local sports clubs, providing opportunities for people of all ages to get the most out of volunteering.

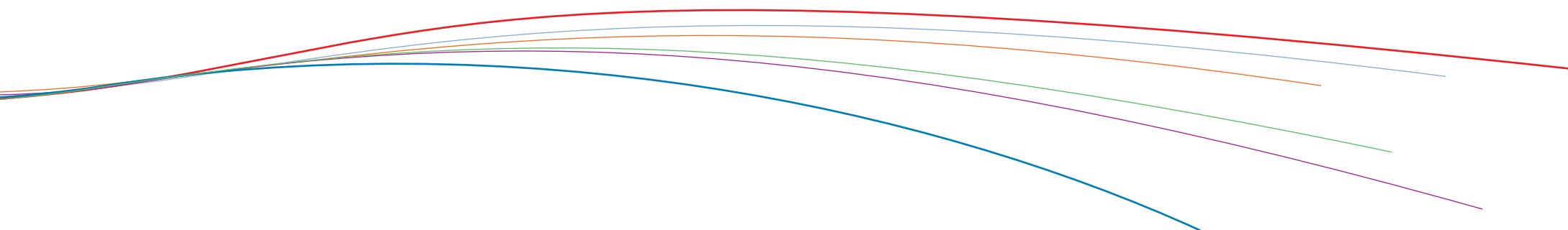


Ambition **There are high quality, active volunteers, qualified coaches and officials from all communities who support school, club and performance sport.**

Headline Priority 1 **To increase the number and diversity of people in Leicestershire, Leicester & Rutland volunteering in sport.**

Strategic Objective 1.1 **To maximise the potential of the Special Olympics Leicester, the London Olympic and Paralympic Games and other major sporting events to support local sport volunteers and volunteering opportunities.**

Actions	Target	Key Partner(s)
1.1.1 To retain the services of volunteers following the Special Olympics Leicester through a central, shared, database of sport volunteers for the benefit of local events.	1,500 volunteers 250 retained	Voluntary Action LeicesterShire
1.1.2 To ensure that there is easy access to information about how to volunteer at the London Olympic and Paralympic Games.	300 people informed & supported to volunteer at 2012	Voluntary Action LeicesterShire / b-inspired
1.1.3 To develop links with major sporting events to identify meaningful and high profile volunteer opportunities.	Opportunities created at 3 major sporting events	vinvolved / V-Active
1.1.4 To ensure that 'Personal Best' is co-ordinated sub-regionally to incorporate other volunteering projects and their volunteers.	75 volunteers going through the Personal Best programme	b-inspired
1.1.5 To promote local volunteering opportunities utilising the potential of the London Olympic and Paralympic Games.	9 events supported	Voluntary Action LeicesterShire / b-inspired



Ambition **There are high quality, active volunteers, qualified coaches and officials from all communities who support school, club and performance sport.**

Strategic Objective 1.2 Sports volunteering will be promoted and celebrated to raise the profile and awareness of local opportunities.

Actions	Target	Key Partner(s)
1.2.1 To promote local sports opportunities and encourage greater participation in volunteering.	To produce a Strategic Action Plan	Sports Volunteering Sub-group
1.2.2 To co-ordinate awards & celebration events for those who have supported community sport through local volunteering initiatives.	200 volunteers recognised and rewarded	Sports Volunteering Sub-group
1.2.3 To create a sub-regional logo that can be associated with sports volunteering.	To produce a logo utilised by local partners	Leicester-Shire & Rutland Sport
1.2.4 To ensure there is an effective volunteer representative on every Local Sport Alliance in order to influence local agendas and action planning.	9 volunteer representative in place	Leicester-Shire & Rutland Sport

If we had more resources we would also . . .

- Develop a young volunteering ambassadors scheme throughout schools and Youth Groups
- Develop a Sports Volunteering advertising campaign utilising local TV and radio
- Utilise existing sports awards to raise the profile and celebrate volunteering
- Develop a reward and recognition package for sports volunteers
- To explore the use of new technology to market, promote and match volunteers with sports opportunities

Ambition **There are high quality, active volunteers, qualified coaches and officials from all communities who support school, club and performance sport.**

Headline Priority 2 **To increase the quality of sports volunteering in Leicestershire, Leicester and Rutland.**

Strategic Objective 2.1 **Training for volunteers and clubs will be co-ordinated and actively encouraged.**

Actions	Target	Responsible
2.1.1 To produce an annual volunteer, coach and club education programme.	200 volunteers to benefit from the programme	Leicester-Shire & Rutland Sport
2.1.2 To support volunteers to access funding for relevant training.	30 volunteers receiving funding	Leicester-Shire & Rutland Sport
2.1.3 To support gifted & talented young volunteers in School Sports Partnerships Leadership Academies access relevant training.	9 Leadership Academies established 180 volunteers supported to attend training	School Sport Partnerships / Leicester-Shire & Rutland Sport
2.1.4 To support the development of clubs by offering information and training on recruiting, retaining and rewarding volunteers.	50 clubs supported	Sports Volunteering Sub-group
2.1.5 To ensure that third sector organisations receive relevant training and support to be able to offer advice to key partners and volunteers on sport.	10 organisations to receive training	Sports Volunteering Sub-group

Ambition

There are high quality, active volunteers, qualified coaches and officials from all communities who support school, club and performance sport.

Strategic Objectives 2.2 Clubs and organisations will be supported to develop good quality volunteering opportunities and experiences.

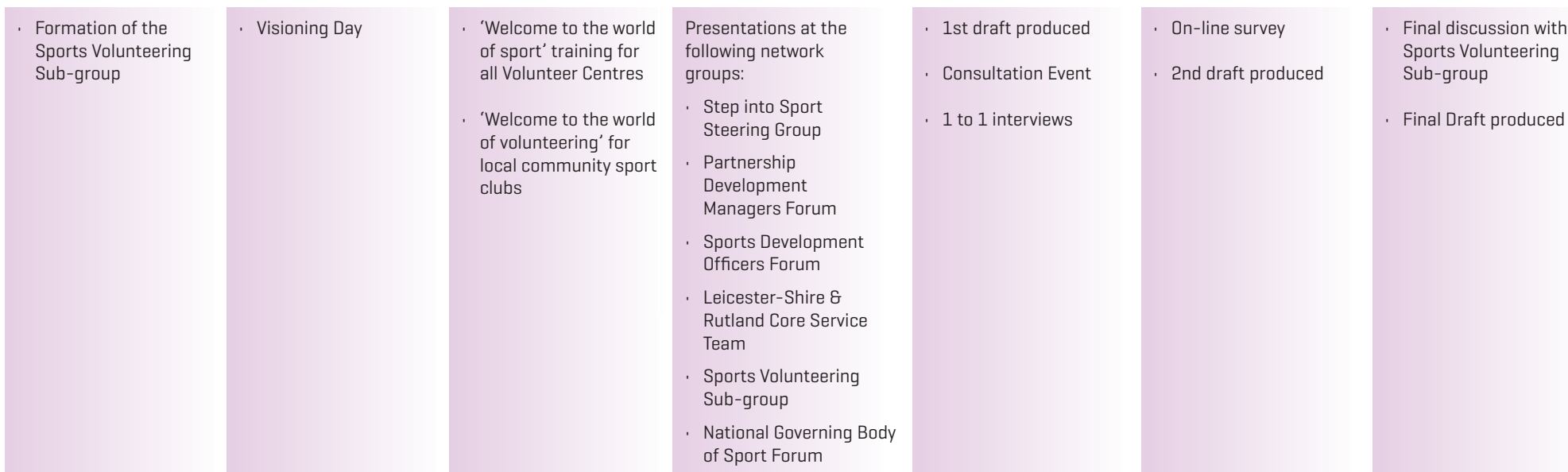
Actions	Target	Responsible
2.2.1 To develop links with National Governing Bodies, Local Authorities , School Sport Partnerships and professional sports clubs to identify meaningful and interesting volunteer opportunities.	100 sport volunteering opportunities established	Sports Volunteering Sub-group
2.2.2 To create a volunteering pathway from education to community, including managing the forums that represent sports volunteering for the sub-region.	A pathway agreed and in place	Leicester-Shire & Rutland Sport / involved
2.2.3 To organise a successful Step into Sport conference and programme.	200 young people attending the conference with 160 actively volunteering	Leicester-Shire & Rutland Sport
2.2.4 To co-ordinate a joint network event between Voluntary Action LeicesterShire, Local Authorities & School Sport Partnerships to plan future ways of working.	To pilot an event	Sports Volunteering Sub-group
2.2.5 To produce a resource for clubs and organisations to support their work with Volunteers, funding and CLUBMARK.	Folder produced and promoted	Leicester-Shire & Rutland Sport
2.2.6 To establish volunteering guidelines as an essential criteria within Leicester-Shire & Rutland Sport CLUBMARK accreditation scheme.	4 clubs to achieve Leicester-Shire & Rutland Sport CLUBMARK	Leicester-Shire & Rutland Sport
2.2.7 To work in partnership with the Disability Forum and Special Olympics Leicester to develop local initiatives to support disabled sport volunteers.	7 disabled sport volunteers supported	Voluntary Action LeicesterShire / Special Olympics Leicester Group

If we had more resources we would also . . .

- Develop a volunteering log book scheme that could be used to record all volunteering activity and record data.
- Employ an officer to audit existing training opportunities for volunteers, make recommendations and provide Training Needs Analysis service for all sports volunteers in order to influence and co-ordinate future training programmes.
- Develop one website in order to access all information on sports volunteering.
- Lobby for the inclusion of volunteer good practise in CLUBMARK.
- Develop a tracking system in order to monitor volunteers participation.
- Produce one simple form for clubs, organisations and volunteers to register with Step into Sport, involved and Voluntary Action LeicesterShire and other sport volunteering initiatives that come on board in our sub-region.

Consultation Process & Key Messages

We employed a variety of methods to assist with the development of the Action Plan. The engagement process will continue to ensure ownership and successful delivery of the action plan.



Consultation Methods

- On-line survey.
- Consultation events.
- Workshops and presentations at network groups.
- Training / Question & Answer sessions with Volunteer Centres, National Governing Bodies of Sport and community sport clubs.
- 1 to 1 interviews.
- Internal consultation within Leicester-Shire & Rutland Core Team and Sports Volunteering Sub-group.

Key Consultation Results

- 81% agreed or strongly agreed with Strategic Objective 1.1.
- 98% agreed or strongly agreed with Strategic Objective 1.2.
- 100% agreed or strongly agreed with Strategic Objective 2.1.
- 98% agreed or strongly agreed with Strategic Objective 2.2.

Key Messages

The Strategy Should. . . .

- Support volunteers so that cost is not a barrier for becoming properly trained.
- The Olympic and Paralympic Games in 2012 is a once in a life-time event for this country with volunteering being at the heart of it. We must not waste this opportunity.
- Support and encourage the recognition of volunteers.
- Support community sports clubs to utilise their volunteers better.
- Support the improved communication of information, particularly around volunteer opportunities and potential volunteers.

Key Contacts



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