

# Project : All In (Executive Summary)

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July 2022



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# Background to the research & summary of the approach

## WHY the research was needed...

The vision for Sport in Wales aims to deliver:

*‘An active nation where everyone can have a lifetime of enjoyment of sport’*

Whilst sports participation is a significant part of this vision, it is recognised that many of these goals are not as achievable without the dedication and support of volunteers. The past 2 years have brought unprecedented levels of change that have impacted the volunteering landscape and volunteering behaviours.

It is essential that Sport Wales better understand this, so that they (along with their delivery partners) can effectively engage with different types of volunteers across Wales and across a variety of sports to ensure their voices are heard and listened to.

This research has provided a crucial up-to-date review of the volunteering landscape in Wales

## HOW the research was conducted...

1

**QUANTIFY & MEASURE** – *Quantitative research* with 265 CURRENT VOLUNTEERS to measure and explore behaviours & motivations for volunteering as well as better understanding the likes and frustrations of the roles they carry out

2

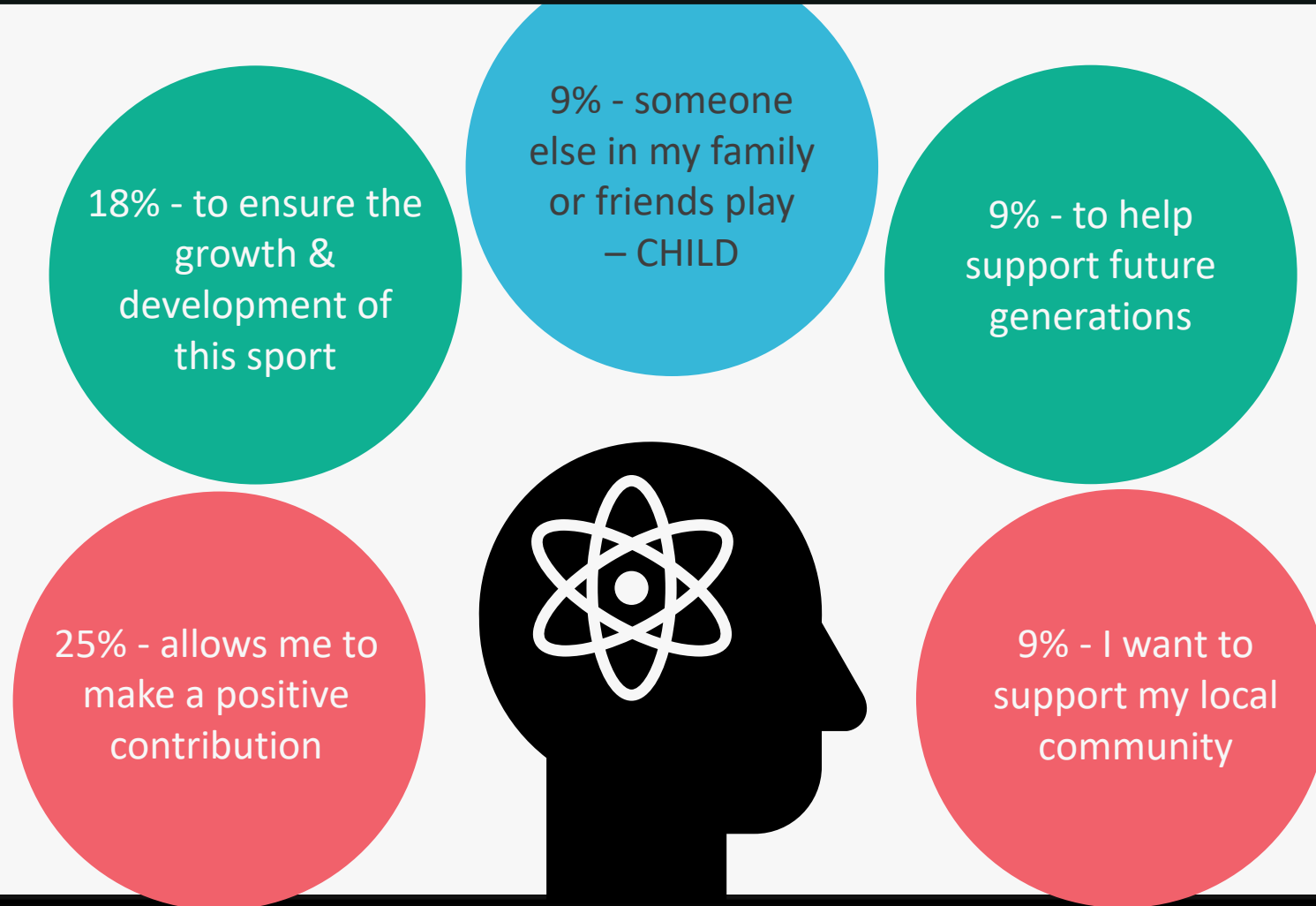
**EXPLORE** – *Qualitative research* to explore volunteering in sport with 12 KEY Sports Organisations. Representation from: Cycling/Athletics/Urdd/Park Run/ Football/ Gymnastics/Swimming/Tennis/Triathlon/Rugby Union /Street Games

# Volunteers are enthusiastic and generally enjoy the roles they undertake; recognizing the positive contribution they make to their sport

## Key summary stats...

- ✓ 96% **ENJOY** their current volunteering role (very much or somewhat)
- ✓ 92% were **SATISFIED** (very or somewhat) with their **FIRST IMPRESSION** of volunteering
- ✓ 90% would be **LIKELY** to **REFER A FRIEND** to become a volunteer
- ✓ 96% say it was **EASY** to become a volunteer in their sport
- ✓ 83% feel **SUPPORTED** in their current volunteering role
- ✓ 59% **AGREE** that volunteering has improved their **PHYSICAL HEALTH**
- ✓ 82% **AGREE** that volunteering has improved their **MENTAL HEALTH**
- ✓ 92% say it is **LIKELY** they will be in this volunteering role in **12 months**
- ✓ 83% say it is likely they will be in this volunteering role in **5+ years**
- ✓ 84% **AGREE** there are **EQUAL OPPORTUNITIES** for all volunteers to progress within their sport
- ✓ 88% **AGREE** that the volunteering roles on offer in their sport are **INCLUSIVE**

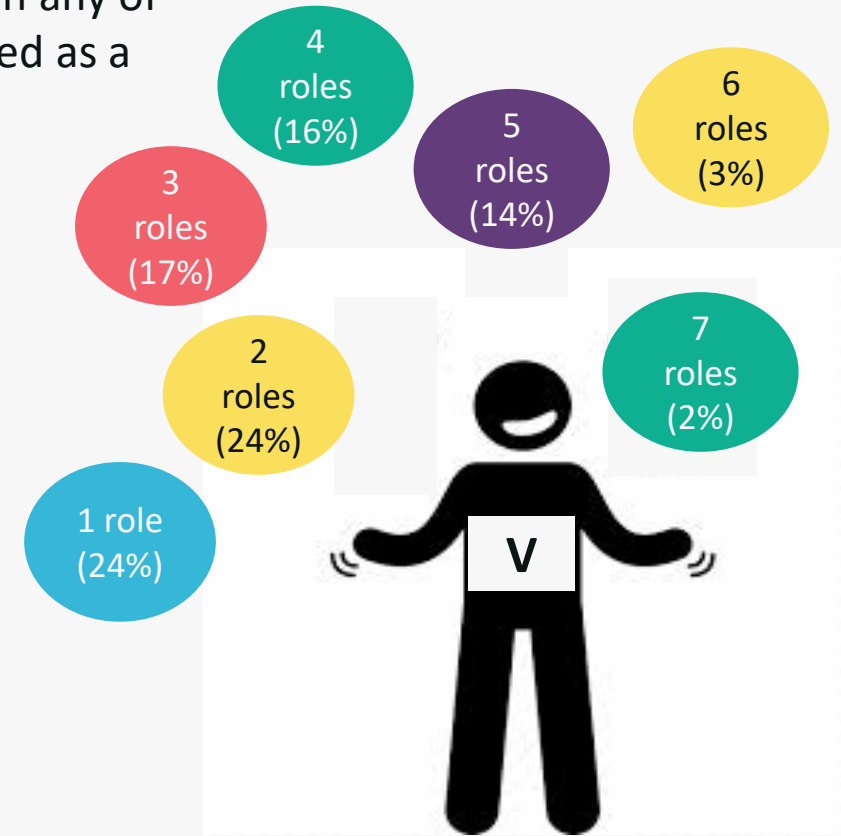
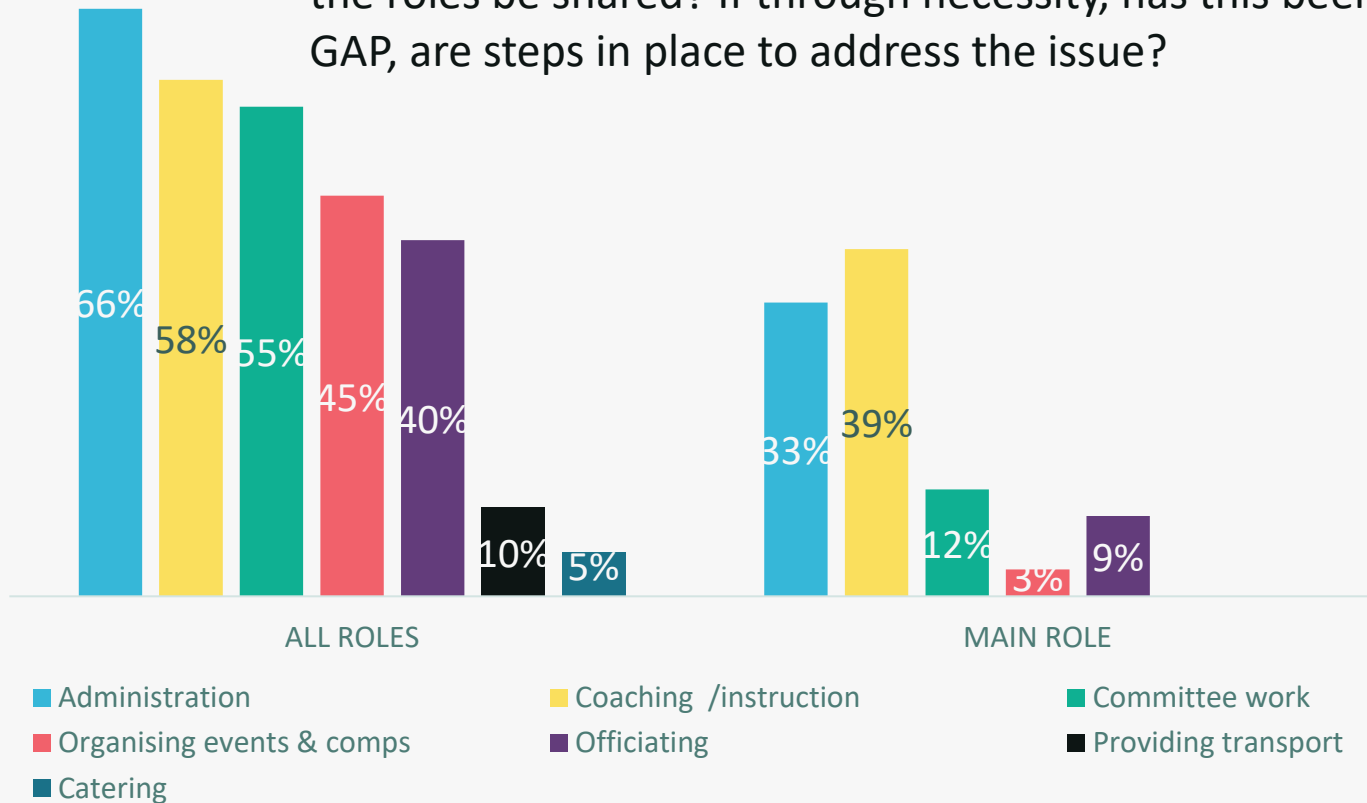
# The MAIN motivation for volunteering is the grow the sport they love, by making a positive contribution and helping future generations within their local area



# Volunteers typically hold more than 2 roles, and it is important that volunteers are listened to and that their goodwill is not taken advantage of

## Implications...

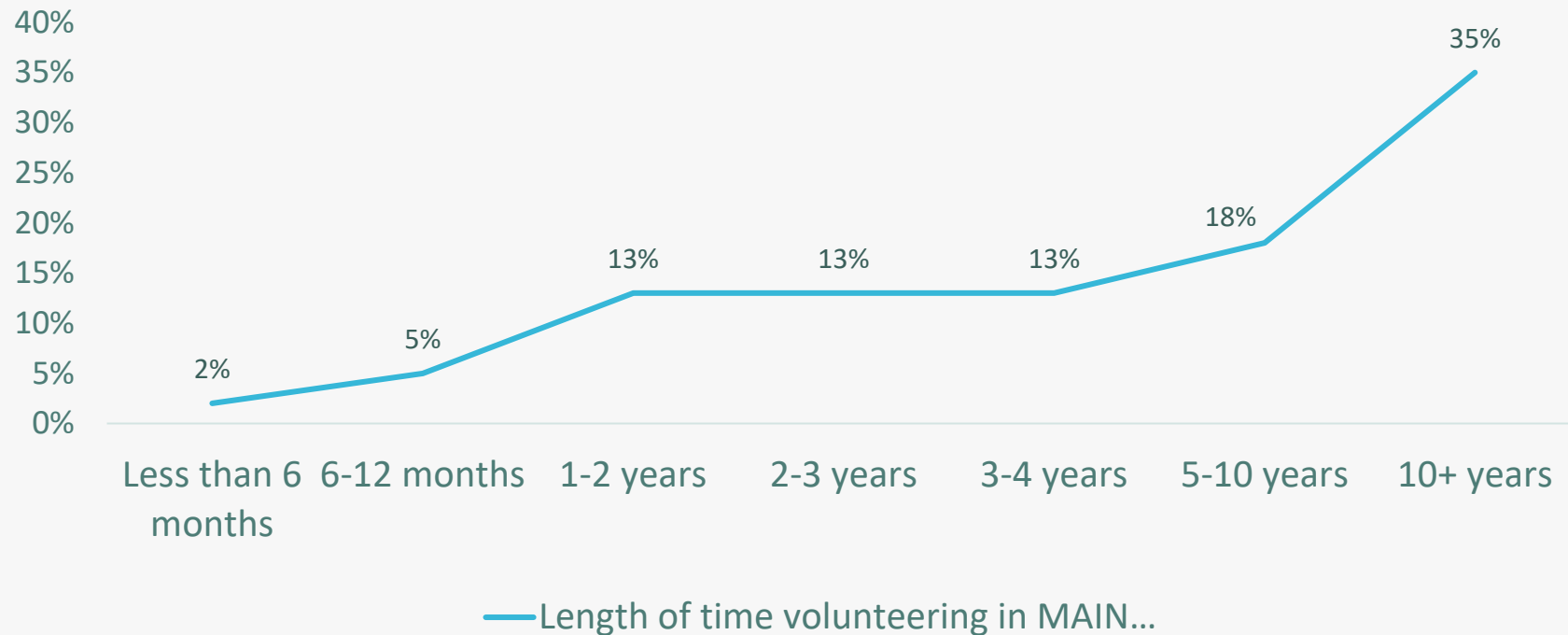
- If this is through choice, how can they be better supported / can any of the roles be shared? If through necessity, has this been identified as a GAP, are steps in place to address the issue?



# Certain roles are being filled by a specific volunteer profile, i.e. ADMIN/COMMITTEE work being conducted by older volunteers who have been doing the role for several years

## Implications...

- Will the necessary skilled volunteers be willing and available to take on these roles when current volunteers step down?
- AGE also has the biggest impact on likelihood of volunteering in 12 months/5+years time



Those who've been in the role for **10+ years** are **more likely to be...**

**OLDER** 65+ years 62% vs TOTAL sample (38%)

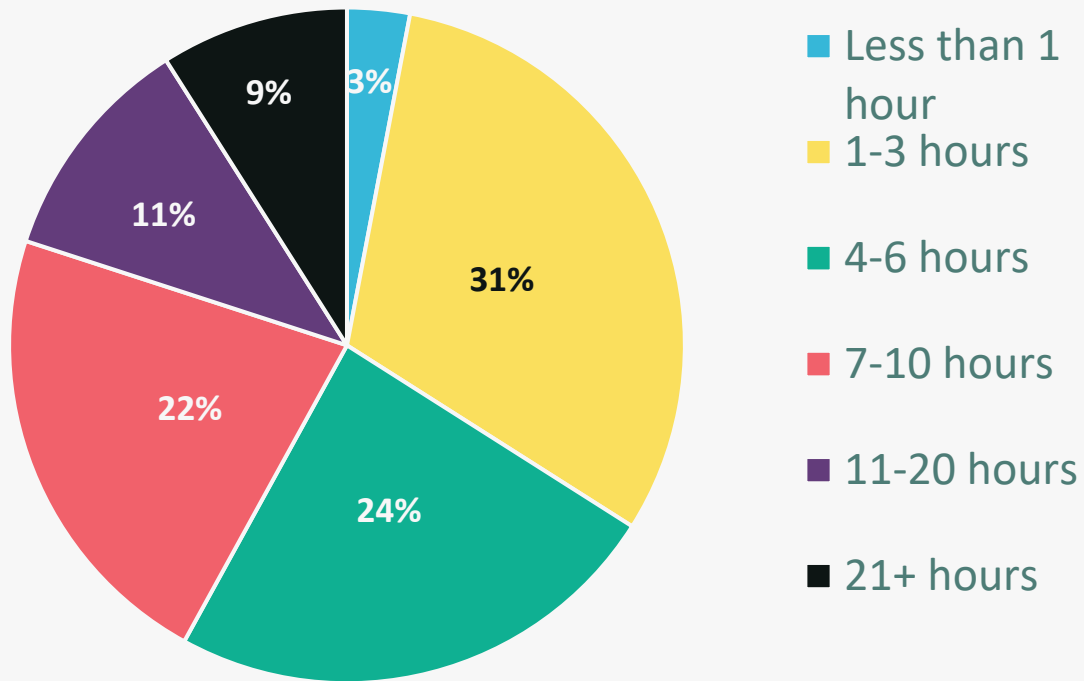
**RETIRED** 64% vs TOTAL sample (39%)

Enjoy volunteering **VERY MUCH** 74% vs TOTAL sample (60%)

# There is a lack of NEW (younger) volunteers coming in, especially into admin/committee roles

## Implications...

- There is a potential risk of decreased participation in these roles due to the demographic profile of volunteers – Clubs need to ensure new volunteers are trained, ready & able to take on these vital roles, especially considering the amount of time these volunteers contribute



### KEY differences of those in an admin role

#### **More likely to be male**

67% vs TOTAL sample (59%)

#### **More likely to be older**

62% aged 55+ vs TOTAL sample (48%)

#### **More likely to be retired**

39% vs TOTAL sample (28%)

# Coaching is being conducted by younger volunteers at the 'family' life-stage

## Implications...

- As parents/family members are often involved in coaching roles there is usually a willing army of volunteers to take these roles, albeit with a higher degree of 'churn'. Sports clubs and organisations need to think about what can be done to minimise this churn of volunteers in the sport, after their children have stopped participating/moved away from home



39% mainly involved in a  
COACHING role

### More likely to be male

67% vs TOTAL sample (59%)

### More likely to be younger

42% aged under 44 vs TOTAL sample (27%)

### More likely to have children

50% vs TOTAL sample (39%)



## HOW TO AVOID THE 'CHURN'

What opportunities exist beyond Coaching?

Can these volunteers progress into the admin/committee roles?

How can time pressures be eased?



# Lack of TIME is the biggest negative influence on the volunteering experience

## Implications...

- Existing volunteers (generally) are having to do MORE, which can lead to resentment. How can existing volunteers be better supported and how can new volunteers be recruited?
- Sports Clubs need to offer more flexible approaches towards volunteering, before resentment sets in

TIME involved plays a big part in future volunteering...

*"I have accomplished what I wanted to achieve, now I want more time to enjoy the sport myself" (Golf volunteer)*

*"If we could recruit a younger generation to take over committee responsibilities, the majority of us would have stood down years ago" (Rugby Union volunteer)*

*"It's no longer enjoyable due to the amount of work needed in the background that has tripled" (Athletics/Running volunteer)*

# When asked to focus on their one MAIN dislike, 'time involved' and 'lack of recognition' are the two key themes impacting lower levels of satisfaction



**38%**

**TIME** is the underlying driver of dissatisfaction

**22% Requires too much time**

9% *The role is more involved than I was anticipating*

6% *I feel under too much pressure*

1% *There's lack of flexibility on when/how I can volunteer*



**9%**

**OPPORTUNITIES** (lack of) is driving dissatisfaction

6% *There is not enough training*

3% *Lack of opportunity to progress/develop my skills*



**24%**

**RECOGNITION** (lack of) is driving dissatisfaction

**14% My role isn't recognised or rewarded**

10% *I don't feel appreciated*

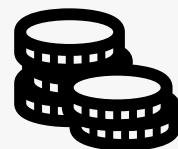


**12%**

**COMMUNICATION** (lack of) is driving dissatisfaction

10% *There is a lack of communication*

2% *I don't feel listened to*

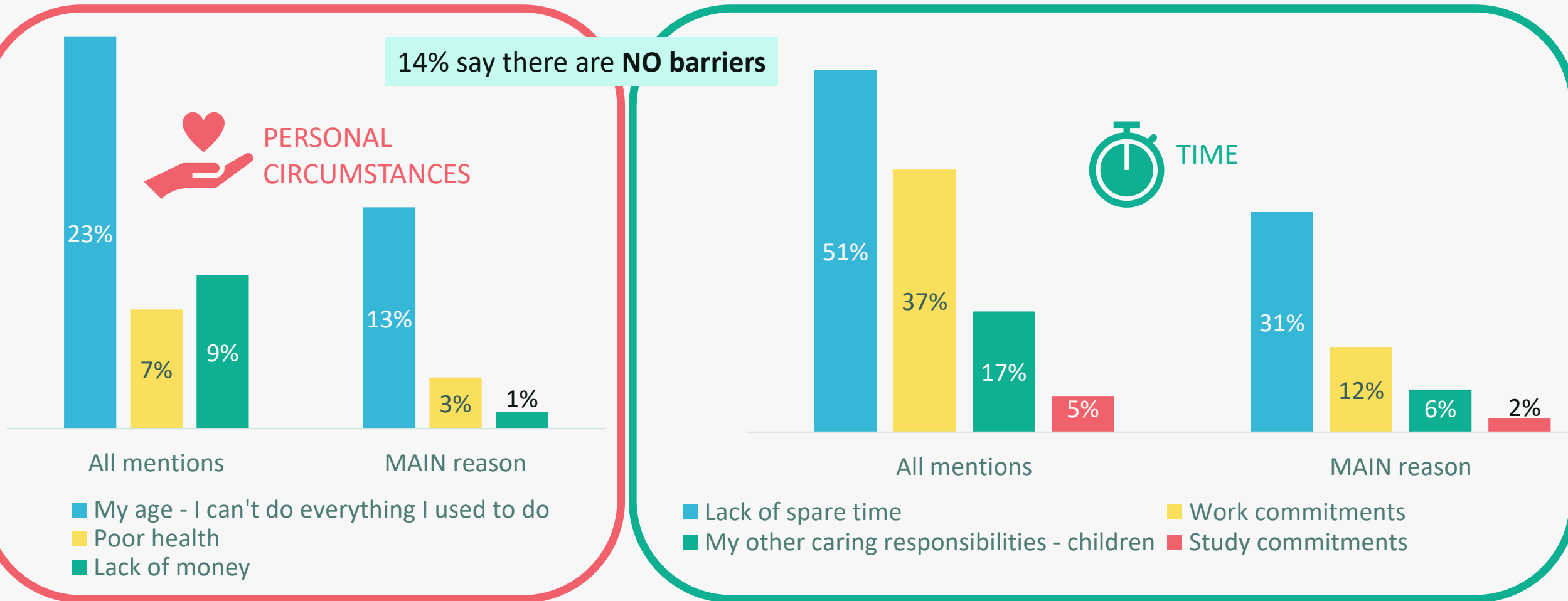


**3% COST** is driving dissatisfaction

3% *It costs too much to be involved*

- **14%** say they **DISLIKE** something else about their current volunteering role

# The main barriers to volunteering MORE centre around TIME and personal circumstance – Approx. ½ of all volunteers state time and other commitments are the main reason they don't volunteers more



**Not all volunteers feel valued and aren't recognised or rewarded for the work they do...  
Honest and open, two-way dialogue is crucial to ensure ALL volunteers are given a voice and  
their motivations and needs are supported, with just a simple thank being appreciated**

## Implications...

- There are opportunities to enhance the volunteering experience with a tailored response linked to the individuals' motivations to volunteer
- Irrespective of SPORT or DEMOGRAPHICS 61% AGREE that some form of reward/recognition would encourage more people to get involved in volunteering

Just 71% feel **VALUED**

I feel valued as a volunteer...

ALL OF THE TIME (20%)

MOST OF THE TIME (51%)

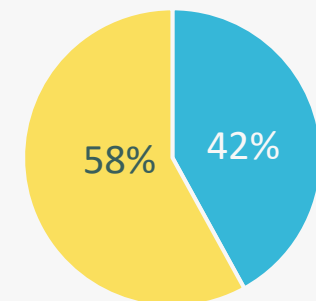
SOME OF THE TIME (28%)

NONE OF THE TIME (2%)

### Those who don't feel as valued...

- Aged 45-54 – 41% (vs 27%)
- Have children – 53% (vs 39%)
- Working full-time - 55% (vs 42%)
- ADMIN roles – 45% (vs 33%)
- Those who SOMEWHAT enjoy volunteering – 42% (vs 29%)
- Those who HAVEN'T been rewarded – 81% (vs 58%)

Have you received any recognition or  
been rewarded for the work you  
undertake as a volunteer?



■ Yes

■ No

V1. How important would you say volunteers are to the success of your sport? (Base: 265) / V2. Do you feel valued for everything you do as a volunteer? (Base 265) / V3. Have you received any recognition or been rewarded for the work you undertake as a volunteer? (Base: 265) / V9. Do you think rewards & recognition like this would encourage more people to get involved in volunteering? (Base: 265)

# OPPORTUNITIES exist around ensuring individual needs are better met

**12% DON'T believe their needs are met, but it's concerning to see that over 1/3 are 'unsure'**

This highlights a potential area of risk

How much do you agree that your individual needs & motivations as a volunteer are well managed?



**It is essential that Sports Organisations and clubs have open and frequent dialogue with their volunteers to establish what they are looking for from the role and how this can best be supported.**

**One potential issue when it comes to EQUALITY, is representation of people like them in the sport**  
**Some sports have a certain image in terms of participants which is mirrored in the profile of volunteers. Sports Clubs need to develop more inclusive approaches to recruitment – Role models and volunteer personas can help**

**This applies throughout the sport in terms of both PARTICIPATION and VOLUNTEERING**



*“The Club has a policy of equal opportunities. We have players ranging from boys and girls from the age of 7 through to youth. We have a strong women's team and run two senior men's teams. In addition we have a large walking rugby section with men and women of all ages over 50 participating. Our membership base is a cross section of all ages, gender and ethic backgrounds”*  
(Rugby union volunteer)

*“The door is open to all participants and people connected with the sport . Cultural barriers may come into play, and the feeling of not seeing 'someone like me' AND there also could be a barrier as hockey is quite a white middle class sport”* (Hockey volunteer)

*“More of a general observation of the sport as a whole and the lack of ethnic diversity within it”*  
(Hockey volunteer)

This was also raised as a potential issue by the Sporting Organisations:

- CYCLING
- TENNIS
- TRIATHLON

# There are some great examples out there of sports that are making positive inroads towards improved EDI, these can and should be used to attract more volunteers

“If we profiled our volunteers there would be a lot of similar characteristics and not much diversity...It’s something we’re working on” (Cycling)

## Great improvements in EDI for participants

- Some sports have EDI leads
- Specific inclusivity campaigns taking place
- Focus heavily on gender balance, but more is now being done in other areas (such as disability and ethnicity)
- Some sports need to work hard to challenge the associated ‘stereotypes’
- Investment & resource is essential to help make this a reality and build capacity



“Ethnicity of our volunteers is one area we could improve on, we need more diversity and better opportunities for disabled people” (Athletics)

The same level of commitment to EDI must now be carried through to volunteers.

ROLE MODELS and sharing of real life stories & experiences can help build this momentum

# Some volunteers express concerns about recruitment and a lack of new volunteers coming into their sport & this was echoed by the Sports Organisations and NGB's

This may be problematic for 2 reasons:

1. Lack of **NUMBERS** to get everything done (added pressure on current volunteers)
2. Lack of **NEW ENERGY** and perspective coming into the sport

## RECRUITMENT is therefore crucial

We know the current motivating factors amongst existing volunteers BUT need to consider

**What will engage the next generation?**



SPORTS  
ORGANISATIONS...

Clear **VOLUNTEER PATHWAYS** are crucial and individual need must be represented in marketing campaigns...

**SOCIAL** – Focus for older respondents who may be more 'time rich'

**PAID/PROGRESS** – Focus for younger who may be more 'time poor'



# Students and younger volunteers may have different motivations and reasons for volunteering from those who have children participating and compared to older/retired volunteers

## Implications...

- A tailored recruitment/retention/promotion approach is needed to meet the needs & motivations of different volunteers



### PERSONAL MOTIVATION

**I enjoyed playing this sport and wanted to get involved (42%)**

#### More likely to be...

OLDER aged 55+ 57% vs TOTAL sample (48%)

MALE 68% vs TOTAL sample (59%)

RETIRED 36% vs TOTAL sample (28%)

#### Less likely to...

Have NO CHILDREN 70% vs TOTAL SAMPLE (61%)

**POSSIBLY MORE TIME  
AVAILABLE?**



### HELPING OTHERS

**My Son/Daughter is involved in the sport and I wanted to help out (40%)**

#### More likely to be...

YOUNGER 35-54 63% vs TOTAL sample (44%)

MARRIED 82% vs TOTAL sample (70%)

WORKING (FT/PT) 68% vs TOTAL sample (54%)

HAVE CHILDREN 63% vs TOTAL sample (39%)

State 'work commitments' as a barrier to volunteering MORE 82% vs TOTAL sample (70%)

**POSSIBLY MORE TIME  
PRESSURED?**



### SUPPORTING THE CLUB / COMMUNITY

**Someone at the club asked if I could help out (36%)**

#### More likely to be...

State 'allows me to make a positive contribution' as main reason for volunteering 34% vs TOTAL sample (25%)

**POTENTIAL  
AMBASSADORS?**

# Volunteers want to make a difference and the 3 different motivational mindsets must be recognised. By asking the right questions, a more 'tailored' volunteering experience can be delivered

To keep these different mindsets happy and engaged it is important that Clubs & NGB's work in partnership to listen to and respond to the differing needs of volunteers

Some sporting organisations and NGB's are already doing this via satisfaction surveys

- BUT there are opportunities to **network and share 'best practice'** – e.g.



## PERSONAL MOTIVATION

What skills do you have that can help us develop the sport?

What skills do you want us to help you develop?

What are your ideas / how can we grow the reach of the sport?



## HELPING OTHERS

How can we make the volunteering experience work for you? What

FLEXIBILITY is needed?

What support do you need to help you conduct your role?



## SUPPORTING THE CLUB / COMMUNITY

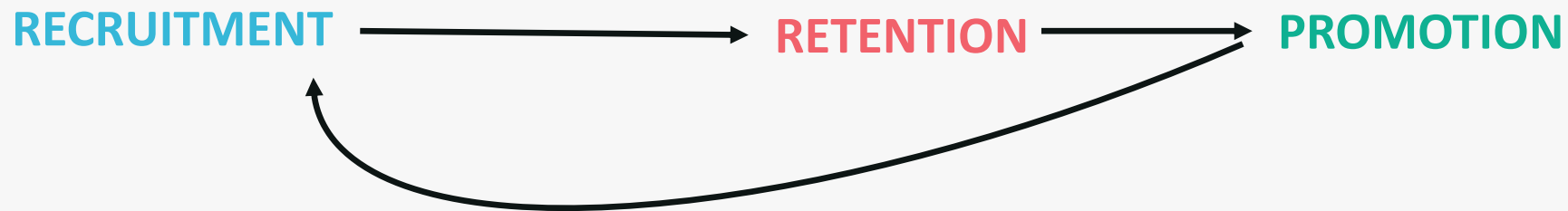
Is the experience as you thought it would be?

How can we better support you?

What is the best way to recognise your contribution? What would attract more volunteers to the club

# Volunteers need to be aware of the formal volunteer pathways available to them and they must be clear and easily identifiable

Clear messaging around the **BENEFITS** of volunteering (that link to the DIFFERENT mindsets) is critical. This will help get more people involved in volunteering/keep more people engaged/lead to more people recommending volunteering to others, so that volunteer numbers increase over time...



## YOUNG PEOPLE / STUDENTS

Focus on the benefits...

CPD/Training – pay for sporting qualifications  
Employment pathways

## OLDER PEOPLE

Recognise and link into their motivations...

FAMILY – helping their children & the next generation  
EMPTY NEST/RETIRED – positive contribution

## CONTINUAL DIALOGUE

Gain feedback – ask for opinions and act on responses...

Recognise & reward volunteers' efforts – ASK what is the most motivating / preferred

Regular THANK YOU is a must!

Make it EASY – Remove any barriers, i.e. be more flexible

## USE YOUR 'EXPERTS'

Volunteers know the role inside-out, let them help you to promote the idea of volunteering to others

Use 'ROLE MODELS' and personas to show that a wide range of volunteers are involved in the sport to remove any pre-conceptions



# Thank You

Any questions?

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