VOLUNTEERING IN SPORT – UNITED KINGDOM

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1 GENERAL INFORMATION ABOUT VOLUNTEERING IN SPORT

There have been a number of key surveys carried out in relation to volunteering in sport in the UK. Most notably these include Valuing Volunteers in UK Sport published by the Sports Council in 1996; the Sports Volunteering in England 2002 report carried out by Taylor et al and published in 2003. Most recent surveys include the Active People Survey carried out by Sport England. These surveys have been used to inform this report. It should be noted that the focus of this report is on volunteering in sport in England only. Readers are directed to relevant research evidence in relation to volunteering in sport in Wales, Northern Ireland and Scotland throughout.

1.1 Tradition and contextual background

According to Nicols et al (2005) organised sport initially developed in the nineteenth century in the UK through voluntary sports clubs and the establishment of national governing bodies (NGBs)¹.

Over the years, the role of the volunteer in sport has received much attention. There are several reasons for this, with the most significant relating to the place occupied by volunteers in the development of sport in the UK. Here it is noted that historically, the provision of sport and physical recreation was primarily left by the state to the responsibility of unpaid dedicated, enthusiastic yet unpaid amateurs. Sport in the community beyond that offered in schools and a small number of professional clubs was provided by a disparate group of individuals who shared a common passion for sport in general and their own sport interest.

During the 1970s and 1980s there was a considerable expansion in local authority sport provision. The contribution of the voluntary sector and volunteers remained important despite its relatively low profile. As more money was allocated to sport provision and the development of new leisure centres, volunteers continued to supply the coaches, administrators, treasurers and club secretaries without which most clubs and formal competitive sport provision would have disappeared.

During the 1980s the government launched a number of initiatives that relied heavily on support from the voluntary sector, namely Champion Coaching. This represented the first initiative where volunteers were provided with assistance to gain coaching qualifications and in turn raised expectations amongst volunteers in terms of recognition of their role and the distinction between paid staff and unpaid volunteers.

The National Coaching Foundation (that later became sports coach UK) was established in 1983 and established a comprehensive coach-education programme throughout the UK. This marked a distinct point in history in the professionalisation of sport volunteering.

Due to budgetary constraints and financial pressures placed on local authorities during the 1990s, sport providers funded by local authorities were required to re-assess the role of the voluntary sector and the contribution of volunteers. This continued from 2000 as local authorities out of necessity embedded the contribution of the voluntary sector into regional

¹ See also Holt, 1990; McIntosh, 1987.
and local strategies for planning and delivering sport opportunities. At a national level this lead to increased support for sport volunteers and Sport England’s Volunteers Investment Programme aimed at increasing the recognition of the contribution made by sport volunteers.

The 17th Commonwealth Games held in Manchester between 25 July and 4 August 2002 was the largest multi-sport event ever held in the UK. One major element of the Games was the recruitment, training and management by Manchester 2002 Ltd (m2002) of the biggest volunteer force ever assembled in the UK during peacetime. When, on 17 May 2001, m2002 launched the volunteer recruitment campaign, “Count Yourself In”, over 22,000 members of the general public applied to be a volunteer. Some 10,500 individuals were eventually approved and assigned as Games volunteers; they supplemented over 6,000 full-time equivalent jobs that the Games is also estimated to have created. A part of the Commonwealth Games, a Pre Volunteer Programme (PVP) was established with the aim to raise the profile of volunteering among low-income or disadvantaged people and those furthest away from the labour market, and to use volunteering as a recognised means of improving skills, knowledge and experience.

Although the Manchester Volunteer Programme is widely considered a success, the impact on the overall ‘culture of volunteering’ in the North West is relatively modest. The proportion of people who spent time organising sport on a voluntary basis is slightly higher (3 percentage points) in Congleton and Liverpool in 2003 than it was at the same time in the previous year. It has remained the same in Manchester and declined in Blackburn (MORI 2004). A key criticism associated with the Commonwealth Games is that it was not possible to retain a database of volunteers as data protection requirements were not in place during the recruitment of volunteers. This meant that the pool of volunteers used to support m2002 could not be contacted after the event for future volunteering opportunities.

With the impending London Olympics of 2012, one of the five legacy commitment areas is to inspire a new generation of young people to take part in local volunteering, cultural and physical activity. It is anticipated that London 2012 will depend on up to 70,000 volunteers (during games time) plus an additional 30,000 volunteers for the Paralympics carrying out various roles in the fields of sport, medical, spectator services, technology, press operations, transport and accreditation. This compares to 35,000 volunteers in Barcelona 1992; 54,000 volunteers in Atlanta 1996; 60,000 in Sydney 2000 and 45,000 volunteers in Athens.

The impetus of the 2012 Olympics is widespread not only in terms of the lead up but also in terms of its legacy. The PVP used for m2002 is also being used for the 2012 Olympics. In summary, the PVP is an accredited training course providing units towards a Nationally Accredited Qualification (NVQ) in Generic Volunteering Level 1 (includes units such as customer service, health and safety, and equality and diversity). Volunteers are placed with local sports clubs, leisure centres, youth groups and community organisations. Each volunteer has their own support network of mentors and volunteer coordinators who maintain regular contact. The placement is organised so as to build on the volunteer’s educational achievements and employability skills. Most volunteer programmes offer four areas where volunteers can get involved – coaching, running the sports club, marketing and promotions, and sports events and development days.

To date over 250,000 individuals have registered to volunteer for the 2012 Olympics – 70,000 will volunteer during games time in London and others will volunteer in different locations across the UK – particularly in host cities such as Birmingham, Glasgow, Newcastle, Weymouth, Manchester, Cardiff and Glasgow.
The London Olympics has already generated significant interest in volunteering and is also being used as a catalyst to inspire the whole of the UK to be a part of the Games and ensure as wide a reach as possible through encouraging individuals and organisations to establish or participating in projects as part of the Inspire Programme.

A key priority for the UK government since 1997 in response to youth alienation and disaffection has been a growing number of policy directives and initiatives designed to encourage greater levels of civic engagement and social participation amongst young people. Youth volunteering has gained prominence as a policy mechanism in the UK where sport volunteering appears to offer a particularly appropriate form of sports involvement for achieving and developing social participation by young people. In 2005, the Russell Commission reported that sport plays a special part in young people’s volunteering. It is the most popular volunteering activity with 47% of young people’s volunteering takes place in sport.

The sports sector accounts for 26% of all volunteering, and volunteers continue to be vital to the success of the UK’s national sporting life – the London Marathon relies on 6000 volunteers, the Wimbledon Tennis Championship on 5000, Open Golf on 1200. As stated above, the Manchester Commonwealth Games involved 10,000 volunteers, and the role of volunteers will be integral to the 2012 London Olympics.

1.2 Definitions

There is no official definition for sport volunteering. The 2002 Sport England Survey defined volunteering in sport as individual volunteers helping others in sport and receiving either no remuneration or only expenses. More generally, the Compact definition is widely used in the UK. Here Volunteering is defined as ‘an activity that involves spending time, unpaid, doing something that aims to benefit the environment or individuals or groups other than (or in addition to) close relatives’.

Running Sport created and funded by Sport England define a volunteer as ‘someone who willingly gives their time and effort without any financial reward. Volunteers may however receive expenses’.

1.3 Number and profile of volunteers in sport

While difficulties of making an accurate estimate of the number of volunteers in sport are acknowledged, a range of surveys confirm the important of the size of the voluntary sector in sport. The Active People Survey (October 2005 – October 2006) and found that 2.7 million people put some voluntary time in sport. Of this figure 1.92 million people contributed at least one hour a week volunteering in sport. This represents 4.7% of the adult population.

Active People Survey (October 2007 – October 2008) survey found that there are now over 2 million adults in England who volunteer in sport for at least one hour a week,

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3 The Compact is the agreement between government and the voluntary and community sector in England to improve their relationship for mutual advantage. Further information on the Compact is available at http://www.thecompact.org.uk

4 http://www.runningsports.org/

5 http://www.sportengland.org/research/active_people_survey.aspx

6 http://www.sportengland.org/research/active_people_survey.aspx
representing 4.9% of the adult population. This has increased by 125,000 between 2005/6 and 2007/8 (from 1.92 million adults to 2.04 million adults).

**Trend**

The research evidence shows that the number of volunteers in sport has remained relatively consistent. To add to the data found in relation to the profile of volunteers, the Active People Survey 2 reports 3.5% of people from non-white communities volunteer compared to 5.1% of volunteers from white communities. Compared to the 2002 Sport England research evidence, adults who identified themselves as white were almost twice as likely to volunteer on a regular basis compared to those from Black and Ethnic minorities, 4% compared to 2% respectively.

Furthermore, Active People Survey 2 reports people without a disability (5.3%) are more likely to volunteer than those individuals with a limiting longstanding illness or disability (3.1%).

**Volume of voluntary work**

The Active People 1 found that over 2.7 million people contributed to an estimated 1.8 million hours unpaid support every week of the year. This equates to over 54,000 full time equivalent jobs. Research published by Sport England in March 2005 reported that ‘Volunteers make a big contribution to life in the UK, 22 million adults are involved in formal volunteering each year, 90 million hours of formal voluntary work takes place each week. This work is estimated to be worth about £40 billion a year’

**Age**

In 2002 Sport England research reported that the percentage of people volunteering in sports did not vary greatly with age, although there was a more noticeable decrease in the over sixties. 6% of the youngest age group (16-19 year olds) volunteered in sport in the previous 4 weeks compared to 3% in the 60-69 year olds and 1% in the 70 plus year olds age groups.

More recently, the Active People Survey 2 provides the following breakdown of sport volunteers by age:

- 16-19 8.5%
- 20-24 5.3%
- 25-29 4.0%
- 30-34 4.0%
- 35-44 6.2%
- 45-64 4.9%
- 65 plus 2.9%

According to previous Active People Surveys, volunteering has increased for the 35-44 (5.8%) and 65 plus (2.7%) age groups between 2005/6 and 2007/8.

**Gender**

Sport England research (2002) showed 67% of sport volunteers were male and 33% were female. This illustrates that sport volunteering rate for men is twice as high as that of women. It is interesting to note that this is different from volunteers in society generally - the 1997 National Survey of Volunteering suggests equal proportions of males and females volunteer.
More recently the Active People Survey 2 reports there are 6.5% male volunteers in sport compared to 3.5% women. The number of male volunteers has increased from 6.1% in 2005/06.

**Level of education**

Sport England research (2002) reported that for sports volunteers, according to the national population survey, 54% were educated to 17 years or above. There is no further information in relation to the prior education attainment levels of volunteers.

**Socio-professional status**

Sport England research (2002) showed the percentage of volunteers was higher in the higher end of the socio-economic classification groups with 6% of those in larger employer, managerial and professional occupations volunteering in sport in the previous four weeks compared to less than 1% of those who have never worked or are long-term unemployed.

The Active People Survey 2 reports individuals from higher socio-economic groups (5.6%) are more likely to volunteer than those from lower socio-economic groups (3.5%)

1.4 **Number and types of sport organisations engaging volunteers**

In the UK, the term ‘non-profit’ sport organisation covers sport organisations such as local community clubs, regional associations or leagues, national and regional governing bodies and other sport providers, such as leisure trusts.

Research published by Sport England in 2002 reports there were 106,432 sport clubs affiliated to national governing bodies. The scale of voluntary sport organisations is such that they range from small local clubs to large national/internationally linked organisations to the YMCA.

**Share of volunteers and paid staff in the sport sector**

As set out in Sport England’s Strategy (2008-2001), some 1.9m people volunteer in sport for at least an hour each week. This is equivalent to a full-time workforce of over 80,000 employees.

1.5 **Main voluntary activities**

**Level of volunteering in different sport segments**

It is important to highlight the significant role of volunteers in coaching provision in the UK. According to MacDougall (2007), volunteers provide the vast majority of the country’s coaching provision, making up 80-85% of the 1.2 million strong coaching community. Here it is noted that the UK’s coaching network and standards have generally been considered under strength by a series of reports; the latest being an analysis by Britain’s coaching provider, sports coach UK. The research evidence points to ongoing budget and accountability issues for sport coaching in the UK. A key issue linked to coaching is the cost of taking qualifications where every effort must be made that individuals and volunteers are not deterred from taking qualifications due to financial costs.

The significant number of volunteers in coaching is indicative of the government’s commitment to provide coaching education and training opportunities to volunteers. This is discussed in more detail under the policies and programmes section.

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7 http://www.sportengland.org/about_us/what_we_do.aspx
8 http://www.uksport.gov.uk/news/coaching_team_launched/
Level of volunteering in different sport disciplines

As set out in the Sport England 2002 report, football dominates in both the number of volunteers and the hours of volunteering, with over 400,000 volunteers and nearly 100 million volunteer hours contributed each year. Cricket is second on both measures, but only generates 28 million hours. However, some sports that are not among the largest in participation are large in terms of their volunteer support base, with notable examples being competitive swimming and motor racing in terms of the number of volunteers, and shooting in terms of the volunteer hours. These are illustrated in figure one below:

<table>
<thead>
<tr>
<th>Ten largest sports for volunteers and volunteering hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteers (ooo's)</td>
</tr>
<tr>
<td>---------------------</td>
</tr>
<tr>
<td>Football</td>
</tr>
<tr>
<td>Cricket</td>
</tr>
<tr>
<td>Bowls</td>
</tr>
<tr>
<td>Rugby Union</td>
</tr>
<tr>
<td>Swimming</td>
</tr>
<tr>
<td>Motor Racing</td>
</tr>
<tr>
<td>Hockey</td>
</tr>
<tr>
<td>Golf</td>
</tr>
<tr>
<td>Equestrian</td>
</tr>
<tr>
<td>Athletics</td>
</tr>
</tbody>
</table>

(Source: Sport England 2002).

Type of activities carried out by volunteers

The 2002 Sport England research reported that the activities which volunteers have undertaken during 2001 include:

Figure 2: Activities undertaken

<table>
<thead>
<tr>
<th>Activities undertaken in the previous year</th>
<th>% of all sport volunteers</th>
</tr>
</thead>
</table>


<table>
<thead>
<tr>
<th>Role Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coached members of a sports organisation</td>
<td>88</td>
</tr>
<tr>
<td>Administrative role for sports organisation</td>
<td>85</td>
</tr>
<tr>
<td>Referee/umpire/official for match/competition</td>
<td>82</td>
</tr>
<tr>
<td>Raised funds for sports organisation</td>
<td>75</td>
</tr>
<tr>
<td>Other practical help, e.g. transport, steward, refreshments, helping with kit, first aid</td>
<td>64</td>
</tr>
<tr>
<td>Helped own children/relatives</td>
<td>43</td>
</tr>
<tr>
<td>Other activities</td>
<td>28</td>
</tr>
</tbody>
</table>

In addition, the role of the Club Volunteer Coordinator is being promoted and developed within clubs. This is essentially a person within the club with the remit of recruiting, retaining, recognising and rewarding volunteers within the club.

2 INSTITUTIONAL FRAMEWORK FOR VOLUNTEERING IN SPORT

2.1 Main public bodies and other organisations involved in volunteering in sport

The institutional framework for volunteering in sport is complex and diverse. As stated above there are 106,432 sport clubs affiliated to their own national governing bodies of which there are 46 recognised and funded by Sport England. These NGBs form the focal point for their sport, providing the link between recreation and development, training and competition as well as facility and policy development. The NGBs are responsible for representing their members' interests to their sport's international federation, as well as implementing and overseeing new policies.

At the elite level, the NGBs work in close conjunction with not only the Sports Councils, but also specialist partner organisations such as the British Olympic Association, the British Paralympic Association and the Commonwealth Games Associations. These organisations work closely to co-ordinate team selection, preparation and logistical arrangements for British and Home Country teams competing in international competition.

At the local level the national governing bodies of sport work alongside local authorities, schools and colleges to provide access to sport and physical education.

Overall, the structure of sport in the UK is complex – because of this it is also difficult to present the institutional framework for volunteering in sport. For further information on the structure of sport in the UK, readers are directed to the Independent Sports Review (2005) and MacDougall (2007).

Main public body involved in volunteering in sport

The main public body responsible for sport in England is the Department for Culture Media and Sport. There are two Non-Departmental Public Bodies (NDPB) that exist in sport and these include Sport England and UK Sport. These organisations are responsible for looking after mass participation and elite sport respectively.

Though not officially recognised as an NDPB, The Youth Sport Trust is strongly influenced by government in its role in developing youth sport.
**Sport England** was formally known as the English Sports Council and works in partnership with UK Sport, which has responsibility for elite success, and the Youth Sport Trust, which is focused on PE and school sport. It is the government agency responsible for building the foundations of sporting success, by creating a world-leading community sport system of clubs, coaches, facilities and volunteers.

County Sports Partners (CSP’s) are key delivery partners of the Sport England programmes. Sport England has funded all 49 CSPs to provide a consistent set of services to support NGBs to deliver 09-13 plans at a local level. Sport England also works with the County Sports Partnerships Network (CSPN) to develop a set of tools and a simple engagement process for governing bodies to use when they are ready to access the services that are available to them.

**UK Sport** was established by Royal Charter in 1996 and is responsible for managing and distributing public investment and is a statutory distributor of funds raised by the National Lottery. As part of its wider remit, UK Sport looks toward increasing opportunities for volunteering and youth leadership through sport – such as such as the UK School Games and International Development Projects.

**The Youth Sport Trust** was established in 1994 and is focused on PE and school sport. One of its four key strands is to creating opportunities for young leaders and volunteers to become sport leaders, coaches and volunteers.

The Home Country Sports Councils for Scotland, Wales and Northern Ireland are:

- Sportscotland\(^9\)
- Sports Council for Wales\(^10\)
- Sports Council for Northern Ireland\(^11\)

The Sports Councils form an important link between Government policy-makers at both a national and local authority level and the numerous sports organisations, serving a diverse range of sports and specialist interests.

**National Governing Bodies (NGB)** There are 46 NGBs. These are umbrella bodies for sport clubs responsible for individual sport. Each NGB has a different structure - some have national, regional, county representation, while others have national representation only. Sport England funds the 46 NGBs directly and over the next four years (2009-2013) £480 million will be invested through governing bodies.

In addition, many NGBs now have their own sports specific Charitable Foundations attached to them, set up to boost investment in the grassroots of their sport. These range in their size, scope and scale of operation. The Cricket Foundation, for example, works closely with the England and Wales Cricket Board (ECB) to deliver community and secondary school cricketing opportunities. The research evidence reports the Foundation with the greatest ‘reach’ is the Football Foundation. It is the largest sports charity in the UK spending €545m across 117 different projects since 1997 – funded by the Premier League, the Football Association (FA), Sport England and the Government. Its mission is “to improve facilities, create opportunities and build communities throughout England”. It is

\(^9\) (http://www.sportni.net/)
\(^10\) (http://www.sports-council-wales.org.uk/)
\(^11\) (http://www.sportni.net/)
the country’s largest funder of grassroots football, and its community scheme aims to use football and other sports as a force for social change.

Other key organisations include:

**CCPR** is the national alliance of governing and representative bodies of sport and recreation. It was established in 1935 as the Central Council of Recreative Physical Training, later becoming the Central Council of Physical Recreation. Its 300 members represent 150,000 clubs across the UK and some 13 million regular participants.

**Do-it.org** was launched in 2001 and is the national database of volunteering opportunities in the UK. It is part of the registered charity YouthNet, a non-profit-making organisation.

- Child Protection In Sport Unit
- NSPCC National Training Centre
- Coaching Northern Ireland
- English Federation Of Disability Sport

**SkillsActive** is the Sector Skills Council for the active leisure and learning industry and is committed to helping people working in the sector to improve their level of skills. SkillsActive has an active programme of lobbying to support true recognition of the worth of volunteers in society. It has also developed national occupational standards for volunteering which have now been approved.

**sports coach UK** - as mentioned in the introductory section, sports coach UK began life as the National Coaching Foundation in 1983 as a sub-committee of the then (GB) Sports Council. It was formed to establish a comprehensive coach-education programme throughout the UK. In 2001 the National Coaching Foundation was rebranded as sports coach UK and shortly after, the Coaching Task Force report of 2002 identified the need to 'professionalise' coaching in England through the following recommendations:

- Development of a UK Coaching Certificate
- The creation of 3000 Community Sports coach posts
- The establishment of a network of Coach Development Officers
- Greater research into all aspects of coaching - to provide a more robust evidence base for future developments

The UK Coaching Framework is now in place and provides the reference point for developing a system to professionalize coaches in the UK.

The Sport's Strategic Partnership for Volunteering (SSPV) is made up of both sports volunteer-involving organisations and Government Departments who may use or promote volunteering in sport. NSP4VS aims to provide a single strategic voice to drive forward, promote and develop volunteering in sport and the wider voluntary sector.

**TimeBank** was launched as an online volunteer promotion and brokerage service. It is a national charity inspiring and connecting a new generation of people to volunteer in their communities, and enabling charitable organisations and businesses to develop innovative and effective volunteer recruitment programmes.

TimeBank has attracted over 220,000 people into the world of volunteering by creating new ways for people to get involved; connecting people and organisations to each other; and transforming the image of volunteering to reflect its vital role in a healthy society. It is
possible to access sport and leisure volunteering opportunities through TimeBank’s sports partners and to receive a Sport TimeGuide which contains detailed advice on how to contact Sports Governing Bodies and other National organisations who look for volunteers for events and ongoing activities.

**Clubmark** was introduced in 2002 by Sport England to:

- Ensure that accrediting partners apply core common criteria to ensure that consistent good practice and minimum operating standards are delivered through all club development and accreditation schemes.
- To empower parent(s)/carer(s) when choosing a club for their children.
- To ensure that Clubmark accredited clubs are recognised through a common approach to branding.
- To provide a focus around which all organisations involved in sport can come together to support good practice in sports clubs working with children and young people.

Clubs working towards accreditation can receive support and advice from their NGB and other partners such as county sports partnerships (CSPs). Circumstances vary between clubs and sports but the process of accreditation is the same.

**National Association for Voluntary and Community Action**\(^\text{12}\) (NAVCA) is the national voice of local third sector infrastructure in England. We aim to ensure communities are well served by the local third sector by supporting our members and their work with over 160,000 local groups and organisations. NAVCA is a funded partner of Sport England who have provided funding for a three year sports post within NAVCA.

**Volunteering England**\(^\text{13}\) (VE) is the national volunteering development agency for England, committed to supporting, enabling and celebrating volunteering in all its diversity. For the past three years Volunteering England has been a funded partner of Sport England.

**The Child Protection in Sport Unit** (CPSU)\(^\text{14}\) is a partnership between the NSPCC, Sport England, sportscotland, Sport Northern Ireland and the Sports Council for Wales. The Unit was founded in 2001 to work with UK Sports Councils, governing bodies and other organisations to help them minimise the risk of child abuse during sporting activities.

### 2.2 Policies

There is no specific national strategy/framework for volunteering in sport, however volunteering has been a feature in recent national sport strategies. In 2002, Department for Children Schools and Families (DCSF) and the Department for Culture, Media and Sport (DCMS) launched the National PE, School Sport and Club Links (PESSCL) Strategy that set out to transform the landscape of PE and sport in schools. As part of this strategy the ‘Step into Sport’ initiative encouraged greater involvement in sports leadership and

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14 [http://www.nspcc.org.uk/Inform/cpsu/AboutUs/AboutUs_wda60534.html](http://www.nspcc.org.uk/Inform/cpsu/AboutUs/AboutUs_wda60534.html)
volunteering. Step into Sport is discussed in more detail below. This strategy has since been replaced by the Physical Education and Sport Strategy for Young People (PESSYP).

More recently the DCMS published the strategy ‘Playing to Win – A New era for Sport’ in June 2008, which set out the Government’s ambition to become a world leading sporting nation, capitalising on the 2012 Olympic Games and Paralympic Games. This strategy also confirmed the crucial role of volunteers in sport.

Volunteering is also a strong feature of the Sport England Strategy 2008-2011. As part of this strategy, Sport England will maximise volunteering through working with National Governing Bodies to attract and retain more volunteers, reduce the burdens faced by volunteers and ensure professional support enhances voluntary systems. Sport England also anticipates working with the broader voluntary sector and partners such as Volunteering England to ensure that best practice is being appropriately deployed within the sport sector. In addition there will be specific initiatives such as ‘Recruit to Coach’ where Sport England will increase the voluntary coaching workforce by 4,000 people and work with the Youth Sport Trust to increase this by a further 4,000.

National government policy toward sport, as reflected in the present strategy (DCMS/Strategy Unit, 2002) is directed toward extrinsic benefits such as improved health; improved education; reduced crime; improved social cohesion; economic regeneration, and public euphoria at sporting success. As mentioned in the introductory section, it is also evident through current policy discourse that policy is also directed toward community development and young people, through which volunteering in sport plays a pivotal role.

According to Cutforth (2005) the policy framework for sport in England sets ambitious targets for increased participation on sport and active recreation (1% per annum), improved levels of performance in sport and for sport to play a significant role in improving health and well being, widening access, creating stronger and safer communities, improving education and benefiting the economy. Cutforth (2005) argues that if these targets and aspirations are to be achieved, it is vitally important that there are more, better trained and supported volunteers and a vibrant and well supported voluntary sports sector, and a voluntary sector which uses sport as a tool for development.

2.3 Programmes

There are a number of Government initiatives and programmes aimed at volunteering in general that have had a positive impact on sport volunteering. As mentioned in the general report on volunteering, the Change Up programme is currently exploring ways in which sport could be recognised as integral to the volunteering hub.

V programme As part of the ‘v’ programme, it is anticipated that more young people will be engaged in sport volunteering through involvement with sport clubs.

Compact15 is an agreement of good practice between the government and the voluntary sector. As part of the Compact MacDougall (2007) emphasises the need for government departments to comply with the Compact as well as the voluntary sector. Here it is argued that both government departments and NDPBs should be held accountable to the same level as voluntary organisations. Interestingly, Sport England is not required to be Compact compliant.

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15 The Compact is the agreement between the government and the voluntary and community sector made in 1998. It is designed to improve their relationship for mutual advantage. There are commitments by both sides. It includes principles such as recognising groups are independent and have the right to campaign. The national Compact’s principles have been elaborated in Codes of Practice on Funding, Consultation, Volunteering, Community Groups and Black and Minority Ethnic Community Groups.
Step into Sport (SiS) is funded by DCMS and DCSF as part of the PE, School Sport and Club Links strategy (PESSCL) and led by the Youth Sport Trust. The scheme is aimed at encouraging young people aged between 14–19 years to become involved in school based volunteering and community based volunteering. Young people can accumulate hours from a variety of different volunteering experiences. Volunteers are given the opportunity to achieve either a bronze, silver or gold awards and can log their progress on the SiS Volunteer Passport through the Youth Sport Trust. Since the programme was launched in 2002, over 16,000 young people have been engaged in volunteering.\footnote{http://www.youthsporttrust.org/page/sis-passport/index.html}

Volunteer Investment Programme was established by Sport England and was set up to offer training and advice to improve opportunities for those who take part in sport in England. The focus of the programme was to help sports clubs, organisation and individuals plan for the recruitment of volunteers; retention of volunteers and the recognition of volunteers.

Sports Leaders UK works to provide two generic leadership awards for young people that are gained in sports volunteering – the Junior Sports Leadership Award for the 14 – 16 year old age range and the Community Sports Leadership Award for young people aged 16+.

Running Sports is Sport England’s education and training programme to sports volunteers. It provides workshops and resources on good volunteer practices. A number of support resources around specific volunteer roles and volunteering in sport in general can be downloaded from www.runningsports.org.

3 REGULATORY FRAMEWORK FOR VOLUNTEERING IN SPORT

3.1 General legal framework

There is no one piece of legislation that refers explicitly to volunteers in the UK - as such there is no specific legal framework for volunteering in sport. Only general areas of law that apply to all UK citizens as individuals cover volunteers. Employment Law, which guarantees employees a certain set of rights, such as equal opportunities, rules on working hours, holiday, sickness and procedures for grievance and discipline etc. apply to employees only.

3.2 Legal framework for individual volunteers in sport

There is no specific legal framework for individual volunteers in sport. Volunteers in sport are loosely defined as the unpaid sports workforce to distinguish them from those paid workers. One of the realities for sport volunteering in England is that many sport volunteers do not view themselves as volunteers, rather they define their volunteering through the role they undertake i.e. they are a coach, a fixture secretary etc. Here it is noted this has implications for sport volunteering working in synergy and integrating with general voluntary and community sector agencies.

3.3 Legal framework for sport organisations engaging volunteers

Similarly, there is no specific legal framework for sport organisations engaging volunteers in sport, furthermore, there is no obligation for sport organisations to be part of a particular legal status, but many statuses are available to them such as unincorporated, charitable, trust or associate.

In the UK sport has recently been recognised as a charitable objective as such, sport organisations can apply for Community Amateur Sports Club status which is the only status...
MacDougall (2007) highlights specific examples of unintended consequences of legislation and their impact on sport organisations. For example the Licensing Act 2003 has increased the cost for sports clubs to run a bar; with fees often equivalent to local pubs. Estimates suggest sports clubs lost out by £2.6m in the first year of the Act.

The introduction of the Criminal Record Bureau checks and the associated costs and administrative burden has had an impact on volunteering in general. In relation to sport, volunteers who volunteer with young people and or vulnerable adults requires volunteers to obtain separate disclosures for each sport they coach and each local authority they coach in, passing substantial burdens to the volunteer, sports bodies and local authorities. As mentioned above the Child Protection in Sport Unit has also been established to safeguard children and young people in and through sport.

MacDougall (2007) also highlights the legislative impact of well intended legislation which has had an adverse effect on sport. Legislation which disproportionately adds a burden to non-profit volunteer sports clubs such as fire safety or water drainage will impact on the volunteer’s ability to supply core activities. Again, this is considered to present additional cost and resource implications.

There is a general concerns that smaller organisations are less equipped to adopt to risk assessment and to comply with regulatory aspects that govern them.

4 ECONOMIC DIMENSION OF VOLUNTEERING IN SPORT

4.1 Public financing of volunteering in sport

In the UK, the government has a high degree of funding influence over the voluntary sports sector, the principal means being funding from central government to NGBs, and Lottery funding to NGBs and voluntary clubs.

According to Game plan (DCMS/Strategy Unit, 2002), 22 per cent of exchequer and Lottery grants for sport in 2001–2002 were awarded to NGBs, and a further 12 per cent to voluntary clubs. This equates to a third of the total of £307 million went to the voluntary sector. In addition, local authorities provide a range of financial and in-kind assistance to voluntary sport (Nichols et al, 1998, Taylor et al, 2003).

The 2002 Sport England survey concludes that voluntary sports clubs should receive more support from central and local government agencies and overall that volunteering in sport needs to be taken more seriously.

4.2 Other support schemes and benefits

Charitable Status

Following revised Charity Commission guidance in April 2002 community amateur sports clubs are now eligible to apply for registered charity status. To qualify, clubs must demonstrate that they promote healthy recreation and have open membership policies. The main benefits to sports clubs of becoming a charity are: 80% mandatory rate relief, which can be topped up to 100% at the local authority’s discretion; tax exemption for fundraising
income (both trading and rental); payroll giving; Gift Aid and other tax relief for individual and corporate donations.

**Community Amateur Sports Clubs (CASCs)**

As briefly outlined above, since April 2002 a package of tax relief has been available to clubs that register with the Inland Revenue as Community Amateur Sports Clubs (CASCs). The main benefits of CASC are:

- 80% mandatory business rate relief, which local authorities can increase to 100% at their discretion.
- The ability to raise funds from individuals under Gift Aid. A registered CASC can reclaim up to 28p per pound – though it is noted this will reduce to 25% in 2010.
- Exemption from corporation tax on activities below £30,000 per year.
- Exemption from tax on property income of less than £20,000 per year.
- Tax returns are not required if these limits are not exceeded.
- The result of this scheme is that clubs benefit to the tune of approximately £4,000 per annum – £2,000 alone from business rates.

Tax reliefs are discussed in more detail below.

**Community Club Development programme**

The Community Club Development Programme (CCDP) commenced in 2003 and received £100 million of government funding up to March 2008. It provides funding to the National Governing Bodies of 19 sports to develop community projects that are the grassroots of sports development.

CCDP focuses on areas of sporting and social deprivation and is particularly concerned with increasing participation in sport by under-represented groups such as young people, people with disabilities, ethnic minorities and women.

**4.3 Economic value of volunteering in sport**

The value of the time contributed by sports volunteers in England is estimated at over £14 billion (£14,139,832,000), based on the average hourly earnings for all industries for 2002 of £11.69. An estimated 1,209,566,500 hours of sports volunteering in the year equates to 720,000 additional full time equivalent, paid workers in sport. This compares with the ‘paid’ labour force in sport in England in 2002 of about 400,000 full time equivalent workers.

**5 SOCIAL AND CULTURAL DIMENSIONS OF VOLUNTEERING IN SPORT**

**5.1 Key benefits of volunteering for sport volunteers, the community and direct beneficiaries**

As set out in the 2002 Sport England survey the benefits to the local community most commonly cited by club volunteers are similar to those claimed to represent the value of sport to society as a whole. The most important benefit reported was that without volunteers there would not be so many opportunities for people to participate in sport. The

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17 http://www.ccdprog.org/background.htm
opportunities for young people to participate were also felt to be particularly important to local communities, and this is often connected with the second most commonly cited benefit relating to positively engaging young people ‘keeping kids off the streets’.

Given the recent health concerns about inactive children, the health benefits afforded to communities by sports participation in voluntary clubs also comes high on the list. This is considered relevant to young people, but it also impacts favourably on all ages. Another perceived benefit is that volunteers are seen as custodians of sports facilities for future participants.

In their 2002 survey, Sport England also state that for individual club volunteers, it is the ‘social benefits’ that people get from volunteering that are dominant, with the related concept of ‘enjoyment’ being the second most cited benefit. These top two benefits for individual volunteers are important to acknowledge in the context of increasing pressures on volunteers in sports organisations to ‘perform’ more professionally in their voluntary roles. Enjoyment is closely followed by a set of satisfactions that are more altruistic in nature, including satisfaction from ‘giving something back’ from helping the club do well and from keeping the club going.

The Sport England 2002 survey also showed that voluntary sport organisations provide a safety net for individuals to participate in activities that tend to be niche-oriented that may not be considered viable investment opportunities for the private sector or where the public sector cannot justify investing in such specialised areas.

From a policy perspective, in summary the benefits of sport volunteering are evident in relation to:
- Healthier communities
- Safe, strong and sustainable communities
- Economic vitality and workforce development
- Meeting the needs of children and young people

**Volunteering and employability**

In relation to London 2012, the potential for the Games to inspire volunteering amongst young people is considered to be of significant importance, providing young people will opportunities to consider career opportunities and destinations in the future. In economic terms, volunteering is also an important way to upskill people and reduce barriers to the labour market, and the Games and other mega-events create good opportunities for volunteering.

Improving employment prospects is particularly important for volunteers from minority ethnic groups. A Cabinet Office survey found that 46% of Black and 39% of Asian volunteers agreed that an important benefit of volunteering was to improve their employment prospects, compared to 21% of white people (Low 2007).

As discussed in the introductory section, the programme implemented in the Manchester 2002 Commonwealth Games included a Pre-Volunteer Programme focused on engaging hard-to-reach groups and using the high profile of the Games as a trigger for people to get involved - in total 2,250 people gained a Level 1 qualification in event volunteering.

Important discussion about the extent to which volunteering has a part to play in building social capital and social outcomes is an issue of ongoing debate and is discussed in more
detail in the general report on volunteering. Concerns have been raised about the capacity of youth sports volunteering to engender social capital in its various forms.

5.2 Factors that motivate individuals to volunteer in sport

A study carried out by Manchester Metropolitan University provides an evaluation of the motivations and expectations of volunteers, prior to the XVII Commonwealth Games in Manchester 2002. The findings of this research reveal that the motivation for volunteering lay in a cluster of factors – being part of a team; supporting Manchester and the nation; taking advantage of a unique opportunity. The most common reasons for applying related to the idea that being a Games volunteer would be an exciting experience (96% of volunteers agreed or strongly agreed that this was a reason for volunteering); to the opportunity being “a chance of a lifetime” (94%); and to the satisfaction of helping others (91%). It is also clear that, as well as fulfilling a desire to serve the community, volunteers were looking to enhance their skills and personal development through voluntary work.

More generally, Sport England Research (2002) reported that the most commonly identified motivations for current volunteering amongst adults are intrinsic (e.g. a desire for social benefits; wanting to put something back into the club) and extrinsic (e.g. wanting to help as a parent). The most common motivations for young volunteers have been cited as personal and altruistic (e.g. interested, helping club needs) with material motivations (e.g. future work) and social reasons (e.g. making friends) less common.

6 EU POLICIES AND VOLUNTEERING IN SPORT

It is important to highlight potential challenges arising from unintended consequences of national and European legislation on sport. This includes the Working at Heights Directive (Rock Climbing) and European Air Harmonisation (Aero sports).

7 MAIN OPPORTUNITIES AND CHALLENGES FOR VOLUNTEERING IN SPORT

7.1 Main challenges

As set out in the 2002 Sport England survey, England, the three main challenges identified by NGBs and sports club volunteers were shortages of volunteers; a problem in recruiting new volunteers; and consequently the loading of the required voluntary tasks on to fewer people. Some 70% or more of the club volunteers surveyed acknowledged these issues.

Other challenges, cited by around a quarter of volunteers surveyed, were that work as a volunteer increasingly requires specialist skills, that there was little time left after paid work, and a conflict with family commitments.

Based on the research evidence similar and additional challenges for volunteering in sport also include competition for time and people, institutional pressure to ‘perform’ better, and the risk and legislation.

Competition for time and people

Sports organisations are increasingly required to compete for time, expenditure and enthusiasm in an increasingly competitive market. The requirement for volunteers to provide a ‘service’ that is more ‘professional’ is becoming increasingly evident.
Similar to Sport England findings, added pressures on individuals’ time affect both participants and volunteers. The groups most associated with volunteering in sport have been those most affected by increases in hours at work and increasing time spent on childcare. The research also points to young people feeling time pressures. These pressures of time in particular feed directly into the main challenge for many voluntary sports organisations in terms of shortages of volunteers and recruitment difficulties.

**Policy objectives**

The research also points to key challenges associated with Government and key agency policy objectives and their impact on volunteering in sport. Here it is argued that voluntary clubs and organisations are increasingly accountable for delivering Government objectives that, in turn, increase volunteers’ workloads.

More generally, an issue facing sport voluntary organisations has been that of the professionalisation of volunteering – this is discussed in more detail as part of the general report for volunteering in the UK. In relation to sport, Auld (1994) highlighted the dangers of the professionalisation of voluntary sport clubs. He suggested that professionals employed in voluntary organisations, need to be aware of the danger of pushing volunteers away from key jobs in the organisation and argued that a sensitivity to the needs of volunteers is required, as is the responsibility to manage the relationship between professionals and volunteers in order to avoid volunteer apathy. Here it is important to note that considerable funding has been allocated to support volunteer management programmes across the UK.

**Risk and legislation**

In general, volunteers are increasingly concerned about the risk of litigation. The research shows this has lead to legislation conditioning organisations, volunteers and their activities. Examples of new legislation are child protection (CRB) and food hygiene that imply additional administrative burdens for voluntary organisations but have also deterred individuals from volunteering. This is compounded by an increasing tendency to take legal action against organisations or individuals deemed to be ‘negligent’. As noted above, risk aversion and fear of litigation applies especially to sports where young people are involved.

### 7.2 Main opportunities

The research evidence shows the main opportunities for the future could be to:

- Enhance the provision of education and training opportunities for volunteers and opportunities to recognise the skills volunteers acquire as a result of volunteering in sport.
- Improve structures and opportunities for volunteer management with a focus on supporting volunteers, improving communication, recruitment and retention of volunteers.
- Ensure new legislation does not inadvertently impact on volunteering in sport or on clubs and organisations. For example, minimising administrative burdens and ensuring legislation does not create inadvertent barriers to volunteering.
- Promote and celebrate the significance of volunteering in sport.
SOURCES


MacDougall, J. (2007) Towards a better future for youth sport. Sport Think Tank


Interviews

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