

Volunteering In Sport

A case study of The
University of Manchester

Alison G. Odell
Director of Sport



December 2002



Background

- Government focus on *Widening Participation* and *PAT 10*
- Incredible success of volunteers in the *XVIIth Commonwealth Games*
- University of Manchester access to £0.5 million of HEACF funding
- The Directorate of Sport applied to the fund with a proposed Sports Volunteer Scheme (SVS)
- The primary vision was to initiate community development through the personal development of students

Community and Personal Development

- *Community Development* is about promoting the social, economic and environmental well being of an area
- The primary geographical focus of the SVS is in East Manchester, an area of extreme deprivation
- *Personal Development* is the advancement of an individual's learning and interaction skills
- There is evidence to show that sport is a great medium for both these processes

Why Sport?

- An escape from everyday routine - diversionary
- Transcends all barriers of race, gender, sexuality or religious belief
- Enjoyable
- Physically and mentally challenging
- A vehicle for instilling moral values and common rules

SVS – The story so far...

- Original funding produced these additional community based projects:
 - Careers Service for school children
 - Free legal advice centre for local community
 - Charity fundraising project
- University of Manchester's Directorate of Sport received £70,000 to develop the scheme
- A Community Sport Volunteer Development Officer was appointed to coordinate the scheme

The first 3 months...

- Volunteer Management Plan produced
- Child Protection Policy written and quality assured
- Key partners identified and met with...

Key Partners

- East Manchester Sport Action Zone
- Sport England North West
- GreaterSport
- Sports Network North West
- Commonwealth Games Volunteer Programme
- Football Association
- Manchester Leisure
- Local Schools (Secondary and Primary)
- Area Child Protection Committee
- SERCO Leisure
- University Community Work Unit

The first 3 months...

- Volunteer Management Plan produced
- Child Protection Policy written and quality assured
- Key partners identified and met with...
- Volunteer website developed:
www.sportsvolunteer.man.ac.uk
- Students applied, interviewed, inducted and undergoing disclosure
- Volunteer Handbook produced and distributed

The next 2 years...

- Train all volunteers in sport specific qualifications and also generic courses such as Child Protection in Sport
- Integrate all volunteers into existing sport based initiatives
- Regular assessments of volunteers' training needs and opportunity developments
- Local businesses/organisations approached to support a volunteer of the month award

The next 2 years...

- Distribution of SVS membership card with entitlements to discounts in the local area
- Certification process established through Millennium Volunteers and University Work Placement Certificate
- Continual contact with partners and volunteers with the aim of producing an annual review/evaluation
- Report of this process produced and utilised in the sustainability of the scheme for the following year

Sustaining the SVS

Development of Volunteer Management Plan for next academic year

Monthly meetings with volunteers and partners

Continual Networking

Maintain positive aspects of the report and implement changes to areas in need of development



Attend last few sessions to cement relationship between SVS, volunteer and partner

Report consultation process

Produce report from volunteer and partner evaluations

Review SVS with volunteers and partners

Summary

- The work being done by the University of Manchester is unique
- The government is encouraging HE/FE to become more involved in the local community
- Growing number of educational institutions are developing similar community based work to the University of Manchester
- Currently the University of Manchester is leading the way and is consistently working hard to stay at the forefront of engaging in its local community