



Pre-Games expectations and past volunteering experiences of Glasgow 2014 clyde-sider applicants

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Executive summary

This report presents findings from an online baseline survey of volunteer applicants for the Glasgow 2014 Commonwealth Games. Participants were recruited through a variety of methods, including a bimonthly volunteer e-newsletter, the Glasgow 2014 Commonwealth Games volunteer portal, Facebook and a bespoke email. Data were collected between September and December 2013, achieving a response rate of 15% from 50,811 people contacted.

This is the first of several reports on volunteers for the Glasgow 2014 Commonwealth Games. In addition to the baseline questionnaire, a follow-up questionnaire was issued after the Games, qualitative research is ongoing and a potential additional follow-up is being considered. The aims of the research are to explore the impacts of the volunteering process on individuals (for both successful and unsuccessful applicants) and to inform future volunteering strategies.

Comparing demographics of the sample with data collected by the Glasgow 2014 Commonwealth Games Organising Committee on all applicants reveals that the sample reflects the applicant population in regards to gender, ethnicity, sexual orientation and area of residence. However, differences are notable by age, with the sample containing a smaller proportion of applicants under the age of 25 (15% versus 38% respectively). Respondents were predominately White (95%), were more likely to be female than male (63% versus 37%), and most commonly aged 45-64 (47%). Several respondents had attained a first degree or higher (58%) and were in full-time or part-time employment (60%). Most of the remainder by occupation were retired or full-time students, and just 3% were unemployed/seeking work. Two-thirds of the sample lived in Scotland (66%).

The most common motivations selected for applying to become a 'clyde-sider' volunteer were the excitement of being part of the Games (89%), to use their skills (61%) and to make a positive difference to the community (52%). The most common ways in which people heard about the opportunity to volunteer were through the Glasgow 2014 website (57%), word of mouth (36%), TV (27%) and newspapers (23%). Most volunteer applicants expected the Games to have a positive impact on Scotland (96%), and almost all expected it to have a positive impact on Glasgow (99%).

Most respondents were actively involved in volunteering, with 83% volunteering formally (e.g. helping organisations in an unpaid capacity) and 74% volunteering informally (e.g. giving up time to help a neighbour) over the past 12 months. Many had previous links to sport, with 35% volunteering in a sporting capacity in the past 12 months and 26% volunteering at the London 2012 Olympics. Of those who had volunteered formally in the past 12 months, 74% did so at least once a month and 61% had volunteered for over five hours in the past month. For those who had stopped volunteering in the past 12 months, reasons given were primarily related to

time constraints or changing circumstances (e.g. employment, moving house, having children or care responsibilities). For those who had volunteered informally in the past 12 months, 56% did so at least once a month and 28% had spent over five hours doing so in the past month.

Survey participants were asked to list up to three things that they hoped to gain from the Games. While a range of responses were given, most could be grouped under one of four categories:

- A unique experience.
- Personal development and improved future prospects.
- Representing the city and giving back.
- Social reasons.

Similarly, participants were asked to list up to three skills that they hoped to develop through participation in the Games. Most responses were grouped within one of four skill types/headings:

- Personal traits or characteristics.
- Generic or transferable skills.
- Knowledge-or experience-dependent skills.
- Task-specific skills.

These findings reveal that many volunteer applicants had a strong skillset, were already in employment and had past volunteering experience. This may be partly accounted for by the under-representation in the sample of younger applicants, and it is important to recognise that a more representative sample by age might reveal overall differences in terms of past volunteering experience, future intentions and motivations for applying (e.g. analysis by age showed that younger applicants were more likely to wish to develop new skills). While these findings highlight the challenge of attracting people outwith employment or with limited volunteering experience to high profile and potentially skill-dependent volunteering roles, it should be noted that the 'Host City' volunteering programme was specifically offered to support inclusion from individuals who may have encountered barriers to participation.

1. Introduction

Through both formal and informal activity, volunteering provides a route for people to contribute to society in meaningful and rewarding ways, such as developing new skills, using existing ones and contributing positively towards the lives of others. Although taking many forms, volunteering has also been found to have a protective impact on health, with positive effects of involvement being found in relation to depression, life satisfaction, wellbeing and mortality¹. While this demonstrates the potentially important role of volunteering in supporting population health, better understanding how different types of volunteering can influence health and health-related behaviours could help to shape future volunteering programmes. For instance, the experience of volunteering at a mega-sporting event – as considered in this study – is likely to be quite different to that of less high profile and celebratory forms of volunteering. This raises questions around whether volunteering for mega-sporting events can lead to more regular involvement in other forms of volunteering, whether applicants are likely to have volunteered previously and whether large events provide a realistic opportunity for first-time volunteers and unemployed people to gain experience.

Like the London 2012 Olympics, volunteers were a central and pivotal part of the Glasgow 2014 Commonwealth Games experience, both in ensuring its delivery and contributing directly to legacy. Through early planning and a strong financial commitment, Glasgow City Council and the Scottish Government were each able to draw up ambitious legacy frameworks^{2,3} to outline how key legacy benefits (i.e. positive impacts that remain after the event has ended³) could be achieved. Both frameworks set out visions for how targeted actions, programmes and policies could be implemented before, during and after the Games, up to 2019. Legacy projects were established by the Organising Committee, the Scottish Government and Glasgow City Council, as well as a range of community-led projects and initiatives supported by third sector organisations⁴.

For Glasgow, legacy ambitions were built around six themes: a prosperous Glasgow; an active Glasgow; an international Glasgow; a greener Glasgow; an accessible Glasgow; and an inclusive Glasgow. In relation to volunteering, two key targets under the ‘inclusive Glasgow’ theme are to improve opportunities for local people by:

- increasing the number of people registered as volunteers in Glasgow
- maximising the number of Glasgow residents registered as a potential volunteer for Glasgow 2014 with the Organising Committee.

To track the progress of legacy activity over time, a pre-Games evaluation report⁵ by Glasgow City Council provided examples of how volunteering opportunities had been strengthened or delivered in the run-up to the Games. Examples of progress in

relation to volunteering included significant increases in the number of people using Volunteer Glasgow's online volunteer portal, as well as the recruitment of 1,500 'Host City volunteers' by Glasgow Life to welcome and signpost Games visitors.

Meanwhile, a national legacy framework³ for Scotland outlined the need to provide opportunities for people to move into employment, training and volunteering. Built around the core themes of *active, connected, sustainable, and flourishing*, the plan offered examples of how the Games could help to deliver opportunities for people throughout Scotland to participate in volunteering, with particular attention paid to young people, over 55s and people that were long-term unemployed.

Despite the local and national commitment to delivering legacy benefits, few studies have demonstrated the legacy impacts of volunteering for mega-sporting events. This was highlighted in a Scottish Government pre-Games evaluation report⁶ in 2014, which summarised evidence from past sporting events to illustrate what legacy outcomes Glasgow and Scotland might realistically expect to achieve. In terms of the long-term effects on volunteering, the report highlighted that volunteers at past events often already had a range of skills, had volunteered previously at similar events and were likely to express interest in doing so again in the future. Although occurrences of poor communication or a lack of adequate supervision were reported in one study of volunteers for the Manchester 2002 Commonwealth Games, social benefits, increased confidence and being part of a special experience were more commonly reported⁷. Further positive experiences were found in a study of the London 2012 'Games Makers'⁸, where a high proportion of participants expressed that they had gained skills that were useful for employment or future volunteering, and that they intended to increase the amount of volunteering that they did in the future.

A number of studies have demonstrated a range of positive impacts that can be gained through volunteering at major events, with these primarily being experienced by people who already have volunteering experience, have an existing skillset and are currently in employment. This may be because people with limited volunteering experience or relevant skills are less likely to apply to become a volunteer, or because appointing less qualified volunteers may be at odds with the imperative to deliver a successful event^{9,10}. While previous studies have usefully generated findings around the experiences and future intentions of volunteers at mega-sporting events, evidence gaps remain around why certain population groups remain poorly represented, whether or not volunteers actually go on to participate in other forms of volunteering, and what impact participation can have on determinants of health and wellbeing.

The findings presented here are based on a study being conducted by the Glasgow Centre for Population Health (GCPH) at the request of Glasgow City Council and the Scottish Government. The purpose of the study is to explore a variety of themes with Glasgow 2014 Commonwealth Games volunteer applicants, including motivations, expectations, previous volunteering and experiences of volunteering at the Games. In addition to the findings presented here, follow-up questionnaires and qualitative research will contribute to a rich study on the expectations, experiences and attitudes of 'clyde-sider' applicants.

Around 15,000 volunteers were selected to assist in the delivery of the Games from 50,811 applicants. All applicants were invited to participate in the study, with data collected during the autumn of 2013. The baseline questionnaire achieved 7,722 unique responses, providing a response rate of 15%. This response rate is comparable with that achieved by the online questionnaire of the London 2012 Olympic Games Makers (16%). The findings from this report may be used to consider where action may be required to promote volunteering among certain population groups, as well as how to promote volunteering opportunities in the future. With volunteering rates being lower in Glasgow than in the rest of Scotland (24% versus 29%) and lower in the 15% most deprived parts of Scotland than the rest of the population (17% versus 30%), the 2014 Commonwealth Games was a unique opportunity to increase rates of volunteering throughout the city and across poorly represented population groups.

2. Survey design and data analysis

A steering group was formed with representation from the GCPH, the Scottish Government, Glasgow City Council, the University of Strathclyde, Glasgow Life, Volunteer Scotland and the Glasgow 2014 Commonwealth Games Organising Committee (OC) to advise on the focus of the study. A questionnaire was developed with questions on demographics, volunteering history, expectations and motivations, skill development, self-efficacy, social capital, physical activity, and health and wellbeing (see Appendix 1 for questions relevant to this report). Wherever possible, questions were drawn from tested questions used in previous studies, or from validated scales.

Descriptive analysis of demographic data highlights some of the key characteristics of respondents. Frequencies were run for each question included in the report, with cross tabulations developed to identify response differences by selected demographic variables (gender, age and area of residence). Gender was coded as male/female, age was coded as 16-24/25-44/45-64/65+, and area was coded as Glasgow/elsewhere. Glasgow residents were determined by responses to postcode. Differences are only reported in the text if statistically significant. For the open-ended survey questions, thematic analysis was carried out to establish common response themes. This approach was used to organise responses relating to expected skills and gains from participation.

3. Sample demographics

Table 1 summarises the demographic characteristics of survey respondents^a. Comparing these characteristics with data collected by the OC for all applicants indicates that the sample reflects the population with regards to gender, ethnicity and area of residence. Differences do exist regarding age, with the sample containing a smaller proportion of people aged under 25 than the breakdown for all applicants (15% versus 38% respectively).

In keeping with all applicants, survey respondents were more likely to be women (63%) than men (37%). Most people lived in the UK, with Glasgow residents comprising 13% of the sample, more than half (53%) living elsewhere in Scotland, and around one-third (32%) living in the rest of the UK. The remaining respondents (2%) resided in countries outwith the UK. The demographic breakdown of respondents by age shows that 15% were 16-24, 24% were 25-44, 47% were 45-64, and 13% were over 65.

Nearly three-fifths of respondents (58%) reported being either married, in a civil partnership or cohabiting with a partner. Thirty-one percent were either single or never married, and the remaining 11% were divorced, widowed or separated. Ninety-four percent of the sample reported being heterosexual, 3% were gay/lesbian and 1% were bisexual. The remainder selected 'other' or that they 'did not know'. By ethnicity, the majority of respondents were White (95%), with Asian or Asian British (2%), Black or Black British (1%), Mixed Race (1%) and those selecting 'other' (1%) making up the remainder of the sample.

Sixty percent of respondents reported being in full-time or part-time employment, 23% were retired, 11% were students and just 3% were unemployed/seeking employment. Most respondents reported having at least some education, with 58% being educated to first degree or higher. Six percent of the sample reported having a long-term condition or illness, with a third of these having a long-term illness (33%) and over a quarter having a disability (27%). Eleven percent had a mental or emotional health problem, and the remainder either didn't know what their long-term illness/condition was or selected 'other'.

^a Percentage totals may amount to more than 100% due to rounding.

Table 1. Demographic profile of respondents (n=7,722).

DEMOGRAPHIC VARIABLE	Percentage
Gender	
Male	37
Female	63
Area of residence	
Glasgow	13
Rest of Scotland	53
Rest of UK	32
Not in UK	2
Age	
16-24	15
25-44	24
45-64	47
65+	13
Marital status	
Married/civil partnership/cohabiting	58
Single/never married	31
Divorced/widowed/separated	11
Sexual orientation	
Heterosexual/straight	94
Gay or lesbian	3
Bisexual	1
Don't know	<1
Other	<1
Ethnicity	
White	95
Mixed	1
Asian/Asian British	2
Black/Black British	1
Other	1
Employment status	
Full time	43
Part time/casual employment	17
Retired/pensioner	23
Full-time student	11
Unemployed/seeking employment	3
Other	4
Educational status	
Some, but less than a 1st degree	42
1st degree or higher	58
None	<1
Long-term illness/condition	
Yes	6
Of those who said yes (n=471)	
Physical disability	27
Mental/emotional health problem	11
Long-term illness	33
Don't know	5
Other	24

4. Results

This section summarises the key findings from the survey. The results are presented in five sections, as follows:

- Becoming involved.
- Volunteering experience.
- Expected impact of the Games.
- Gains from volunteering.
- Skills developed through volunteering.

4.1 Becoming involved

Respondents were asked what motivated them to apply to become a volunteer for the Glasgow 2014 Commonwealth Games, selecting all options that applied (Table 2)^b.

Table 2. Motivations for applying as a volunteer (n=7,722).

MOTIVATION	Percentage
To participate in the excitement of the Commonwealth Games	89
I wanted to use my skills	61
To make a positive difference to the community	52
The Glasgow 2014 Commonwealth Games needed a lot of volunteers	45
Self improvement/personal development	44
To socialise and have fun	44
To put my spare time to good use	42
A way to become more involved in the community	36
I wanted to gain skills that I can use in future employment	24
To be able to see sporting events	20
My skills were needed	17
To improve health and wellbeing	14
Other	10

^b Response categories for Tables 2, 3 and 4, and Figures 1, 2 and 4 were not mutually exclusive.

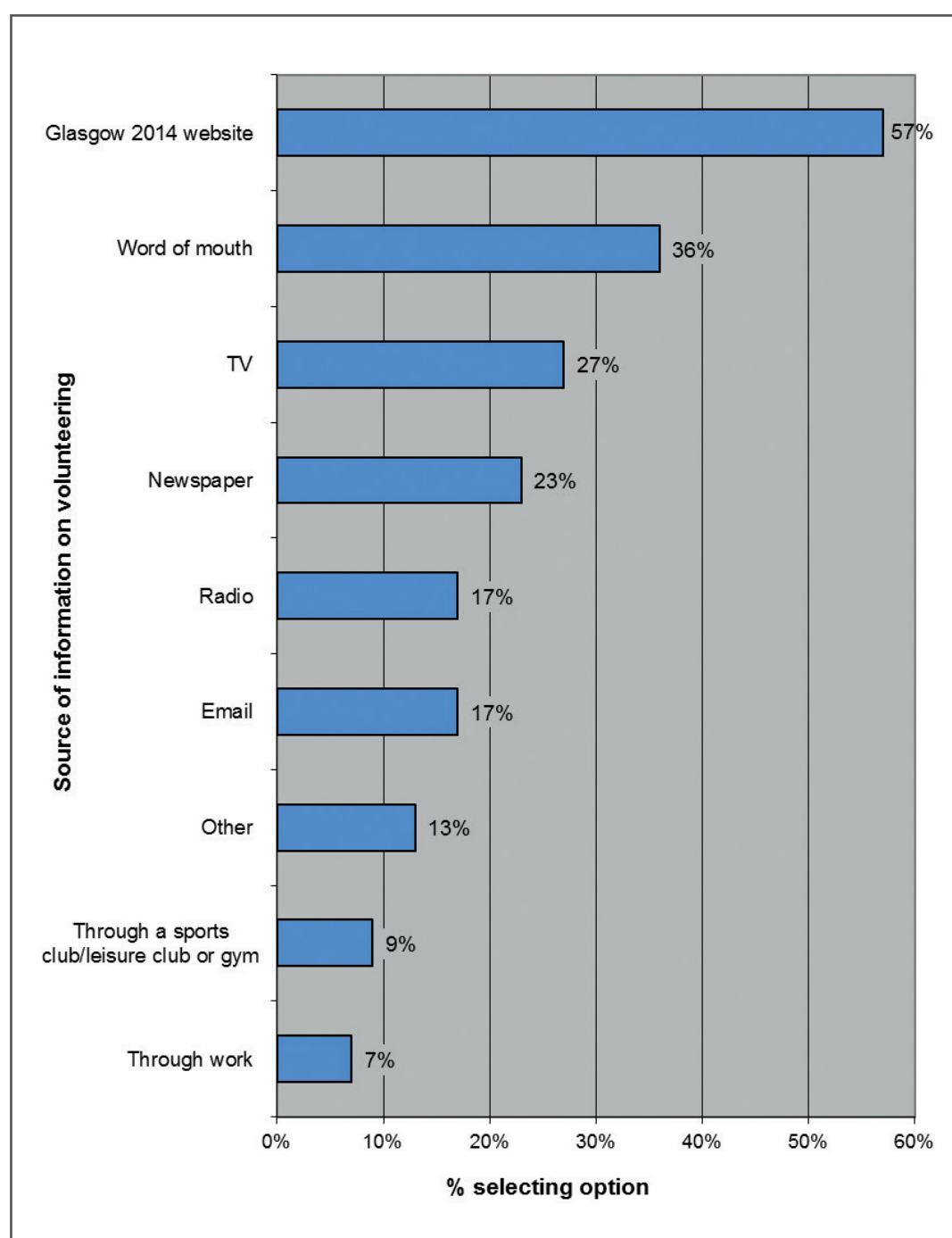
Most respondents (89%) indicated that they wanted to participate in the excitement of the Games. Around three-fifths (61%) indicated that they wanted to put their skills to use, and over half of the sample (52%) indicated that they wanted to make a positive difference to the community. Self improvement/personal development, socialising and having fun, and putting spare time to good use were also common responses (selected by between 42% and 44%). Becoming involved in the community was indicated by just over a third of respondents (36%), although people from Glasgow were more likely to consider this to be a motivation for applying than those from elsewhere (49% versus 34% [$p < .001$]^c). Few participants (14%) stated that they had become involved as a way of improving their health and wellbeing.

For those aged 16-24, gaining skills for use in future employment was a key motivational factor (73%), and this reason became a much less important consideration with increasing age (30% of those aged 25-44, 10% of those aged 45-64 and 3% of those aged 65+ [$p < .001$]). Another important motivational factor for those aged 16-24 was self-improvement/personal development (73%), which again decreased in terms of importance with increasing age (58% for those aged 25-44, 35% for those aged 45-64 and 18% for those aged 65+ [$p < .001$]).

Figure 1 shows how respondents became aware of the opportunity to volunteer at the Games. The response categories were not mutually exclusive, meaning that applicants completing this question could respond to more than one category. The Glasgow 2014 website was the most common place for people to have found out about the opportunity (57%), with word of mouth (36%) and TV (27%) being the next most popular responses. Other communication sources such as email, radio and a newspaper were the next most commonly selected options, with work and sports/leisure clubs selected by fewer than 10% of participants. People aged 16-24 (60%) were more likely to report hearing about the opportunity to volunteer by word of mouth than older age groups (38% for those aged 25-44, 30% for those aged 45-64 and 28% for those aged 65+ [$p < .001$]). This source of information was also more commonly reported by people from Glasgow (45%) than those from elsewhere (35%) [$p < .001$].

^c p values indicate statistical significance. For $p < .05$, the probability of the observed results occurring by chance is less than 5 out of 100. For $p < .01$, the probability is less than 1 out of 100 and for $p < .001$, the probability is less than 1 out of 1,000.

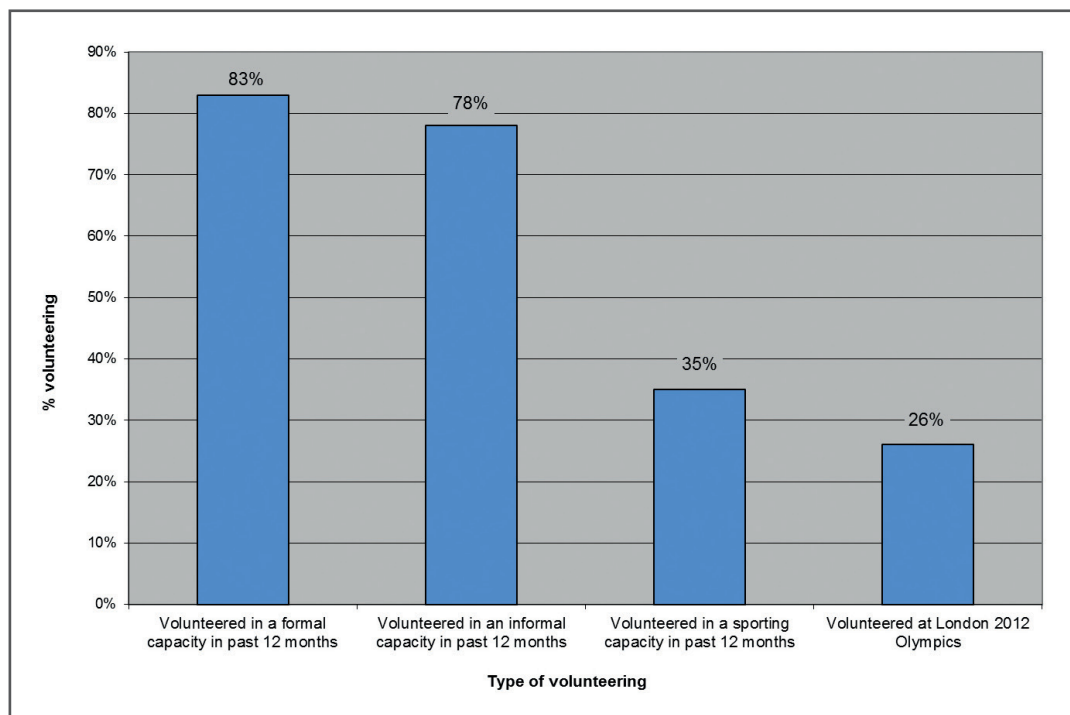
Figure 1: How respondents heard about the opportunity to apply to be a volunteer (n=7,722).



4.2 Volunteering experience

Respondents were asked to indicate what types of volunteering activity they had been involved in over the past 12 months, including whether or not they had volunteered at the London 2012 Olympics. Figure 2 shows that most survey participants had participated in formal^d or informal^e forms of activity in the past 12 months (83% and 78% respectively). However, the proportion of people engaged in formal volunteering over the past 12 months was significantly lower for people from Glasgow (76%) than those from elsewhere (85%) [$p < .001$]. Over a quarter (26%) of respondents had previously volunteered at the 2012 London Olympics, and over a third (35%) had volunteered at a sporting event in the past 12 months. Men were more likely than women to have volunteered in a sporting capacity (50% and 37% respectively [$p < .001$]) and slightly more likely to have volunteered for the London 2012 Olympics (29% and 25% respectively [$p < .001$]).

Figure 2: Recent volunteering experience of participants (n=7,722).

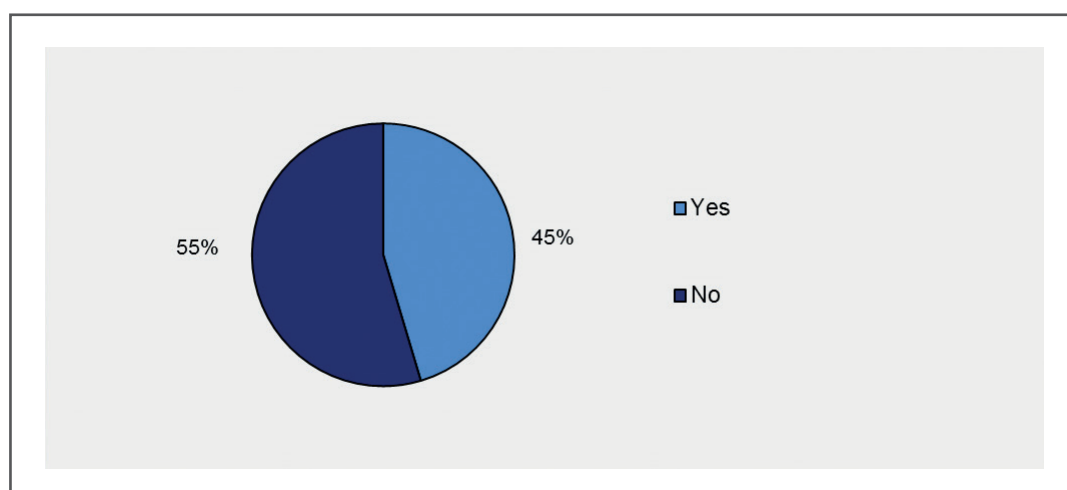


In terms of how volunteering for the Games influenced subsequent volunteering behaviour, 45% stated that they had volunteered for other events, groups or organisations (Figure 3). This proportion was highest for those aged 16-24 (61%), but similar for all other age groups (between 41% and 45% [$p < .001$]). The proportion saying 'yes' was also slightly lower for people from Glasgow (41%) than those from elsewhere (46%) [$p < .01$].

^d *Formal volunteering* is defined as giving up time to help any clubs, charities, campaigns or organisations in an unpaid capacity.

^e *Informal volunteering* is defined as giving up time to help non-relatives (e.g. helping a neighbour).

Figure 3: Have you volunteered for other events/groups since applying to volunteer at the Games? (n=7,722).



4.2.1 Formal volunteering experience

Respondents who indicated that they had volunteered in a formal capacity were asked to provide details of the types of groups that they had volunteered for in the past 12 months, selecting all that applied (Figure 4). Sports and exercising groups were the most common groups volunteered for (42%), with men more likely than women to volunteer for this type of group (50% and 37% respectively [$p < .001$]). Respondents from Glasgow (34%) were less likely than those from elsewhere (43%) [$p < .001$] to volunteer for sports and exercising groups, while younger people were more likely than older people to volunteer for sports and exercising groups (50% of those aged 16-24, 46% of those aged 25-44, 40% of those aged 45-64 and 34% of those 65 and older [$p < .001$]).

A significant proportion of respondents had also volunteered for youth and children's activities outside of school (30%) and inside of school (29%), which were both more common with women than men (32% and 28% respectively for activities outside school [$p < .001$]; 32% and 24% respectively for activities inside school [$p < .001$]). Younger people were also more likely to have volunteered for these groups, with 48% of those aged 16-24, 31% of those aged 25-44, 27% of those aged 45-64 and 19% of those 65 and older [$p < .001$] volunteering for youth/children's activities outside school. Similarly, 48% of respondents aged 16-24, 32% of those aged 25-44, 25% of those aged 45-64 and 17% of those 65 and older [$p < .001$] volunteered for youth/children's activities inside school. Other popular groups were local community or neighbourhood groups (25%) and those relating to hobbies, recreation and the arts (24%). Eighteen percent of participants stated that they had volunteered for a group that was best described as 'other', perhaps reflecting the difficulty of accounting for all types of voluntary groups through the use of predetermined categories.

Figure 4: Groups volunteered for in the past 12 months by type (n=6,429).

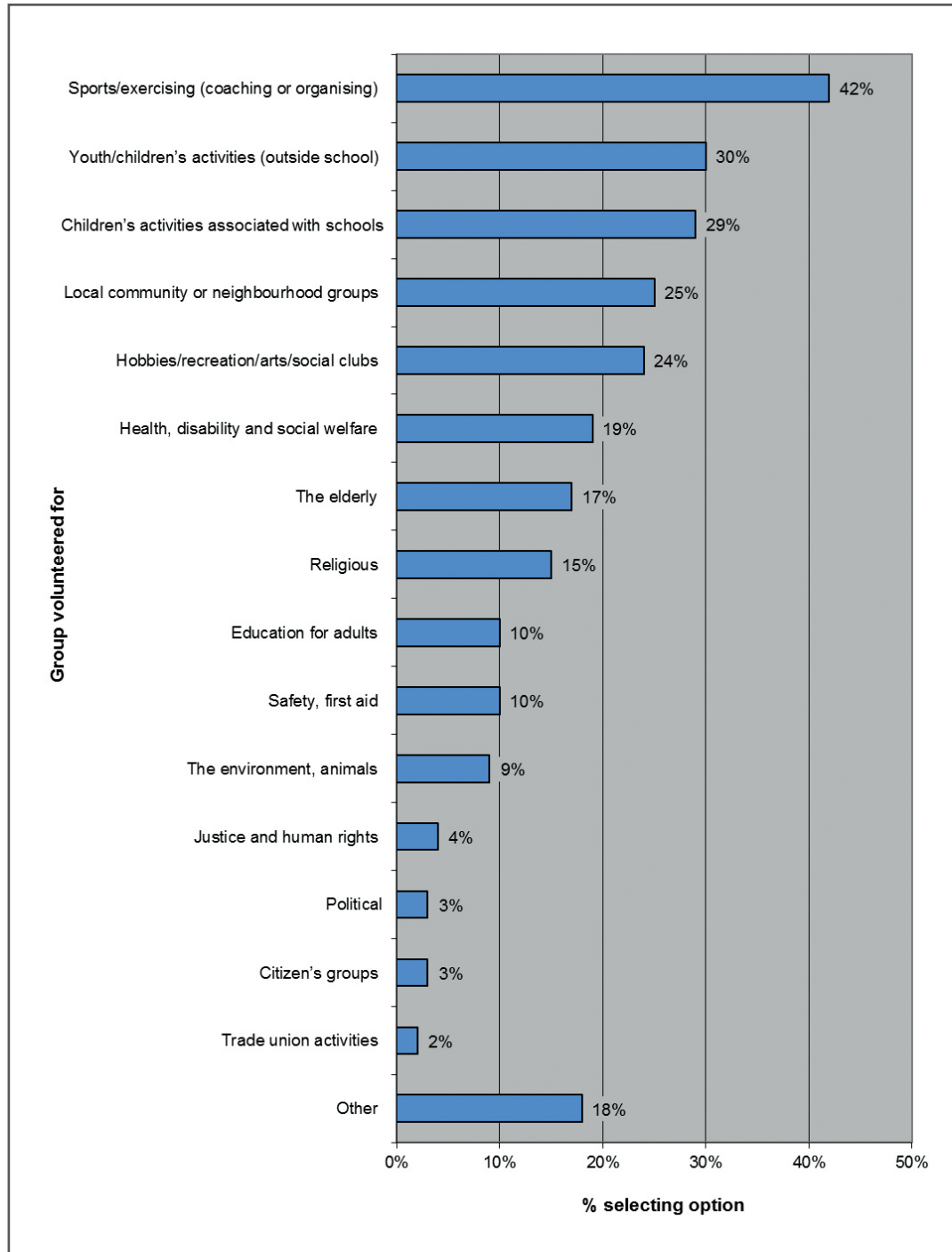


Table 3 shows the range of tasks that were completed by respondents when volunteering for groups over the past 12 months. These ranged from formal duties such as helping to organise events (45%), committee work (30%), education/training and coaching (30%) and office/administration work (19%), to those required on a more *ad hoc* basis such as generally helping out (38%), doing whatever is required (36%), and providing assistance to others (26%).

Table 3. What respondents did when volunteering in a formal capacity (n=6,429).

ACTIVITY	Percentage
Helping to organise/run activities or events	45
Generally helping out	38
Doing whatever is required	36
Committee work	30
Education/training/coaching	30
Raising money	28
Providing advice/assistance to others	26
Office work/administration	19
Managing/organising/co-ordinating other unpaid helpers	14
Visiting/buddying/befriending people	11
Providing transport/driving	10
Providing direct services (e.g. meals on wheels/odd jobs)	7
Representing others	6
Campaigning	6
IT support	5
Counselling	4
Advocacy	3
Other	9

The amount of time that people spent volunteering in a formal capacity in the past year is illustrated in Figure 5. Nearly three-fifths of respondents (57%) volunteered at least once a week, with 28% of these volunteering several times a week. Most respondents (98%) volunteered at least a few times a year. Those aged 16-24 (66%) and 65+ (69%) were the most likely to say that they volunteered once a week or more (compared with 46% for those aged 25-44 and 56% for those aged 45-64 [$p<.001$]).

To provide a more detailed picture of volunteering activity, respondents were also asked how many hours they had spent volunteering over the past month. Figure 6 shows that there was a spread of responses, with some people undertaking over 20 hours (18%) and others completing less than one hour (9%). Between 2-5 hours and 5-10 hours were the most common responses (21% and 20% respectively).

Respondents over 45 years of age were more likely to undertake over 20 hours of volunteering per week than younger respondents (14% of those aged 16-24, 14% of those aged 25-44, 20% of those aged 45-64 and 23% of those aged 65 and older [p<.001]).

Figure 5: Frequency formal volunteering (n=6,413).

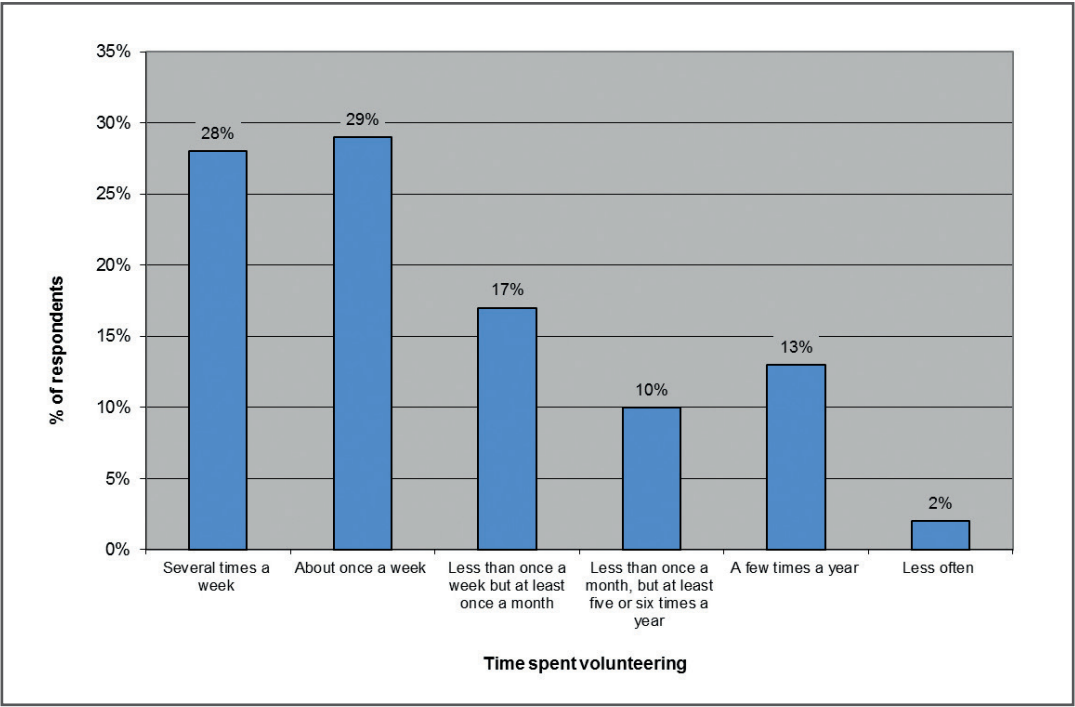
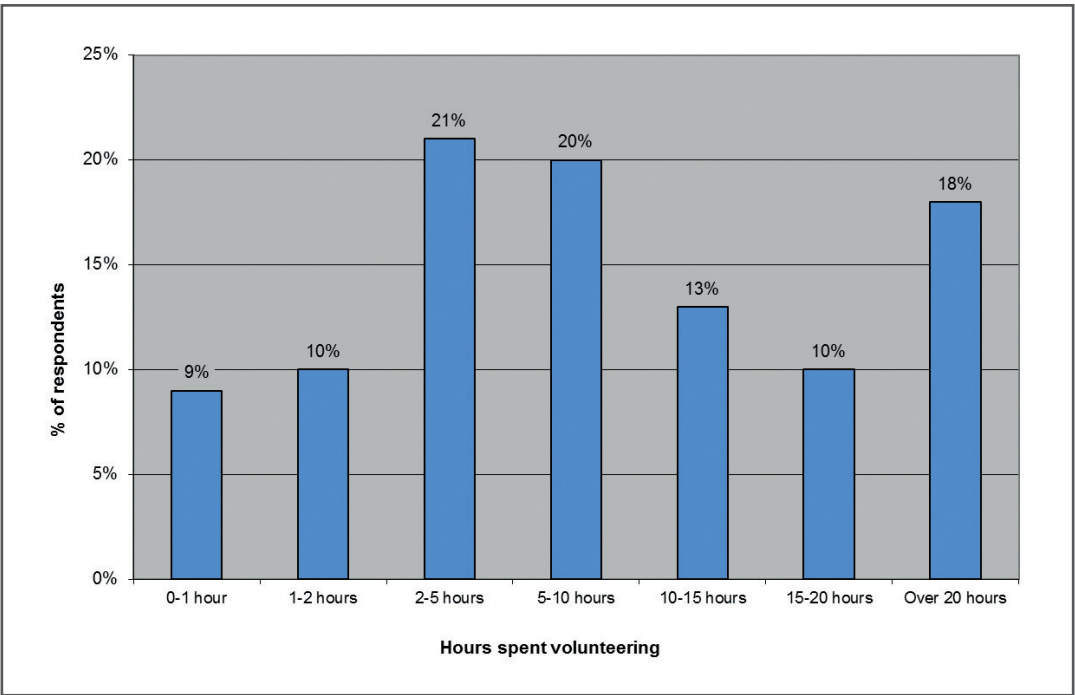


Figure 6: Hours spent formal volunteering in past month (n=6,413).



For those who indicated that they had not provided any formal unpaid help in the past 12 months (n=1,248), 81% stated that they had given unpaid help at some point previously. These participants were then asked to indicate why they had stopped volunteering (Table 4). Table 4 shows that a lack of time or changing circumstances (as indicated by several of the response categories) were key reasons for stopping volunteering. Caring responsibilities were selected by a relatively low proportion of respondents (9%), but were twice as high among people aged over 65 (18% [p<.001]). Meanwhile, reasons which could perhaps have been avoided or addressed such as ‘costing money’, ‘losing interest’ and ‘not feeling appreciated’ were less commonly expressed.

Table 4. Why participants stopped formal volunteering (n=1,009).

REASON	Percentage
I didn't have the time any longer	45
My circumstances changed	32
I had achieved what I wanted to	14
I started paid employment	13
I moved house	12
I had new caring responsibilities	9
I had children	8
Things could have better organised	6
I wanted a change	3
It was costing me money	3
Through illness	2
I got bored/lost interest	2
I didn't feel appreciated	2
Other	14

4.2.2 Informal volunteering experience

Several respondents indicated that they provide regular unpaid help to others throughout the year (Figure 7). Of the 6,015 people who had given up time to help people who were not relatives (78% of all respondents), over a third did so about once a week or more (34%) and 71% did so at least five or six times a year.

In terms of the number of hours that people gave up over the past month in an informal volunteering capacity, Figure 8 shows that most respondents undertook less than five hours (71%) and 16% undertook ten or more hours per week. This is considerably less than the number of hours that people reported giving up in a formal capacity (Figure 6).

Figure 7: Frequency of informal volunteering (n=6,015).

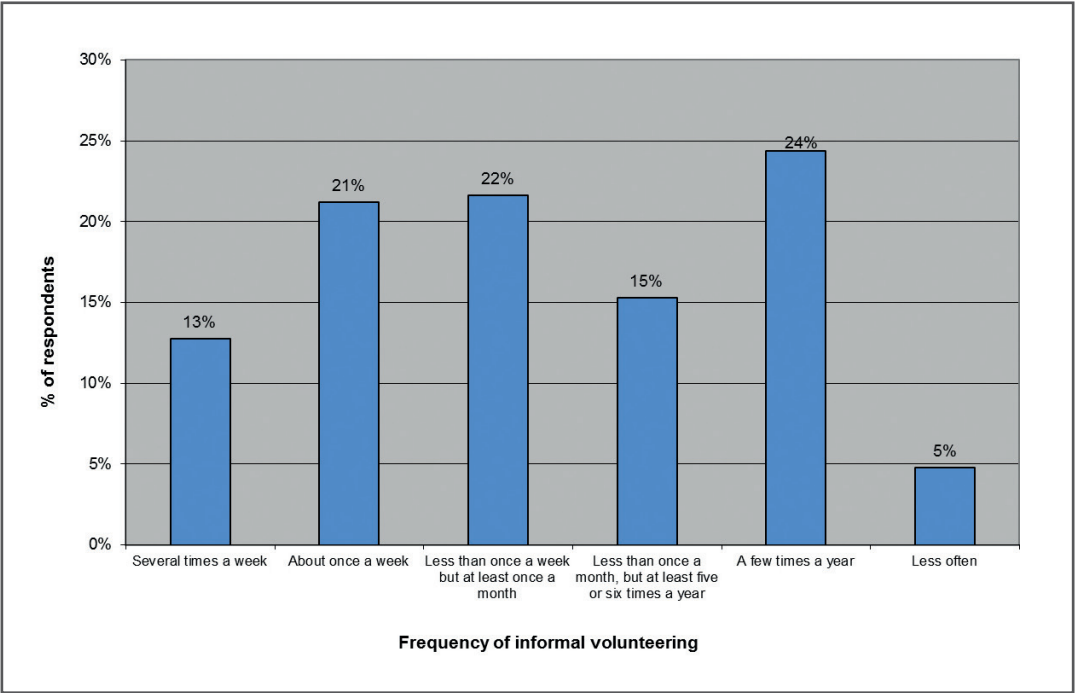
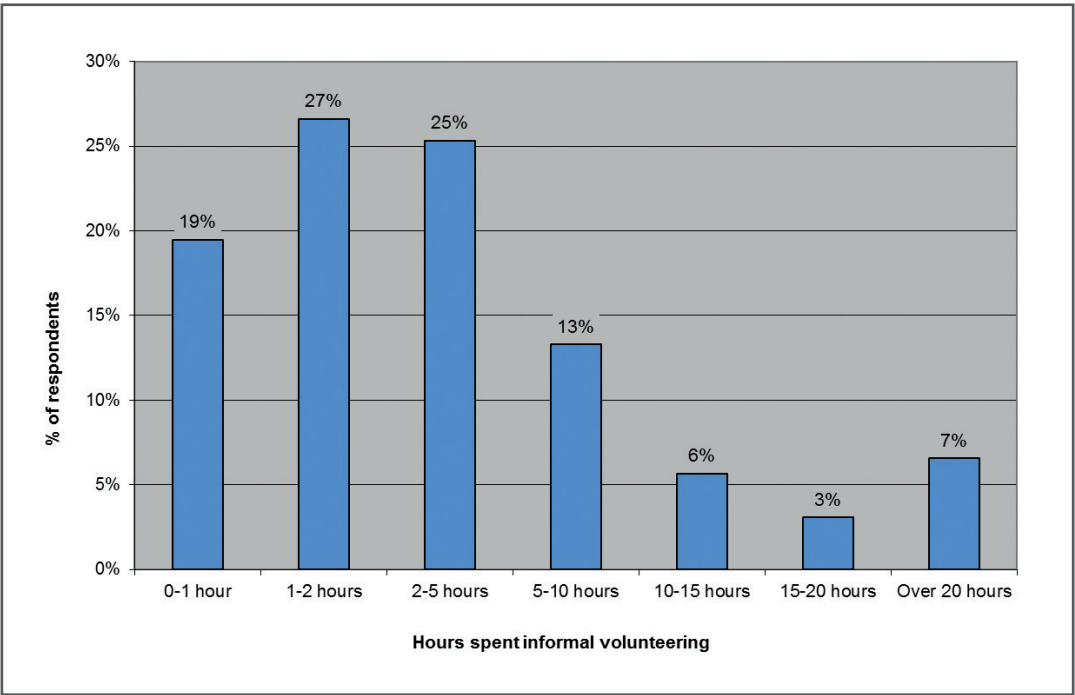


Figure 8: Hours spent informal volunteering in past month (n=6,015).



4.3 Expected impact of the Games

Almost all respondents (99%) expected the Games to have a positive impact on Glasgow. Similarly, most respondents stated that they expected the Games to have a positive effect on Scotland (96%). For those who thought it would not have a positive effect on Scotland, most felt that it would either have no impact or did not know if it would have an impact. Very few participants indicated that they thought the Games would have a negative impact on Glasgow or Scotland.

4.4 Expectations of the volunteering experience at the Games

Two open-ended questions were included in the survey to allow participants to express their expectations of volunteering (if selected) in their own words. These questions covered what people hoped to gain, as well as what skills they hoped to develop from the Games experience. Both questions were analysed thematically, using an iterative process of coding and recoding responses. Frequencies were also run to establish any commonly used words or phrases.

4.4.1 Gains from volunteering

Respondents were asked to list up to three things that they hoped to gain from volunteering at the Glasgow 2014 Commonwealth Games. This question was completed by 7,259 applicants (providing between one and three responses). Anticipated gains were not listed in order of importance, meaning that equal weight was accorded to each response. Figure 9 is a word cloud of the 50 most commonly expressed responses, with the larger words being those that were cited the most.

Figure 9: Word cloud of 50 most commonly expressed anticipated gains.



The most common gains were ‘*experience*’, ‘*part of*’, ‘*people*’, ‘*new*’, ‘*helping*’, ‘*skills*’. ‘*Glasgow*’ and ‘*Games*’. Although the word cloud provides a visual representation of the main words listed, it should be noted that most responses were more in-depth. Some examples of these common responses within their wider context are provided below.

- **Being part of** or **contributing to...** the success of the Games, something big, a positive experience, a team.
- **Experience in...** events, coaching, new cultures, life.
- **Giving back to...** Glasgow, Scotland, my community.
- **Helping to develop** or **improving my...** self esteem, confidence, communication skills, existing skills, networks.
- **Making...** new friends, contacts, memories.
- **A sense of...** achievement, being valued, fulfilment.

Detailed analysis of the data enabled the majority of responses to be grouped under one of four headings, as discussed below.

Making the most of an opportunity

Gains were commonly expressed as factors relating to the *satisfaction* and *enjoyment* that could be experienced through involvement. A number of gains were also expressed in relation to being part of something and making the most of a unique opportunity. This was also expressed through responses such as *being part of history*, *a unique opportunity*, *soaking it up*, *creating memories* or *to gain life experience*.

Representing the city and giving something back

Representing Glasgow or Scotland were common responses, and these were often conflated with *pride* or *giving something back*. *Contributing to the success of the Games* was also a common response, along with *making sure it runs smoothly* and *creating a feeling of positivity*.

Personal development and improving future prospects

Several respondents expressed gains relating to their own future, either through improving their career prospects or through personal growth. *Gaining confidence* was one of the most common responses, while related gains such as *self worth*, *getting a sense of fulfilment*, *having a sense of purpose* and *being valued* were also common.

In terms of career progression or development, *gaining new skills* or *putting existing skills into practice* were typical responses. *Communication skills* were listed frequently, while *to build up contacts or networks* and *to add to the CV* were expressed gains that might enhance the employment prospects of applicants. More specific responses in relation to future prospects were also provided such as *experience of events planning* and *improving understanding* of the sports taking place at the Games.

Social reasons

Many survey respondents indicated that they hoped to experience social gains from participation. *Being part of a team*, *meeting new people* and *making new friends* were all recurrent responses. The wish to meet new people was expressed in terms of *meeting like-minded and different people*, as well as *to meet people from around the world* and *to better understand other cultures*.

Other responses

Several respondents stated that they did not expect or hope to gain anything from volunteering, with some expressing their wish to contribute to the enjoyment of others instead.

4.4.2 Skills developed through volunteering

Respondents were asked to list up to four professional or interpersonal skills that they expected to develop through volunteering at the Games. This question was completed by 6,718 applicants, of which all listed between one and four skills. Responses show that some people viewed volunteering as an opportunity to gain life experience, while others saw it as a possible means to employment or a chance to develop skills that could assist them in their current role. The majority of responses – and those cited most frequently – were generic skills that could be applied to both employment and for life in general. It should be noted that some responses suggest that applicants wished to build on existing skills rather than to develop new ones. Only skills which were cited frequently or coded through combining similar responses into a theme have been included here.

The responses were grouped into four types of skill, with additional responses being covered by the heading 'reasons for taking part'. The skill types included are those which enable people to become more capable, competent and self-fulfilled (personal traits or characteristics), those which enable people to get on in life or gain employment (generic or transferable skills), those which, through better understanding an issue, environment or context, might enable people to make better judgments or decisions (knowledge- or experience-dependent), and those which could help people to fulfill a specific role or duty (task- or goal-specific). The five main skill types/thematic headings and examples of responses relating to them are summarised in Table 5, and a more detailed discussion of each is provided under the skill type heading.

Table 5. Skills by theme.

Skill type	Examples
<i>Personal traits or characteristics</i>	Confidence, self-esteem, social skills, becoming more outgoing, determination, dependability, assertiveness, empathy, understanding others, patience.
<i>Generic or transferable skills</i>	Communication, teamwork, working with others, leadership, organisation, problem-solving, listening, using judgement, dealing with the public, customer service skills, adaptability, being patient, time management, work ethic, coping under pressure.
<i>Knowledge- or experience-dependent skills</i>	Sport-specific, coaching techniques, the history and geography of Glasgow, skills required to organise a major sporting event, cultural capital, understanding of other countries and their cultures, working with the media.
<i>Task- or goal-specific skills</i>	First aid, IT, administration skills, driving skills, skills for CV, language skills.
<i>Reasons for volunteering</i>	Representing Glasgow, ensuring the success of the Games, being part of something, sense of pride, meeting new people, making new contacts, to have fun, to try something new, to feel good.

Personal traits or characteristics

Personal development can be an important precursor to successfully applying a range of skills, and it is clear from the volume of responses that many people saw volunteering as an opportunity for self-growth.

Personal development

Confidence and *self-esteem* were widely cited, as well as *determination*, *dependability*, *assertiveness* and *becoming more outgoing and positive*.

Helping others

In relation to developing skills to work with or assist others, *empathy*, *better understanding people* and *being able to help others* were frequent responses.

Generic or transferable skills

Generic or transferable skills are those which can be applied in a variety of circumstances, including most forms of employment and for getting on in life. These were the most commonly expressed types of skill that people wished to develop.

Communication

Communication was commonly expressed as a skill that people would like to develop. Additional responses relating to communication were also offered such as *dealing with people* and *social skills*.

Teamwork

Teamwork emerged as a key theme and was a common response on its own. This is perhaps unsurprising given that the ability to work as part of a team is a highly valued skill for many forms of employment.

Leadership and organisation

Leadership and *organisation* emerged as key themes through responses such as *people management*, *time management*, *sharing experience* and *motivating others*.

Problem-solving

Many people indicated that they hoped to be tested as part of their volunteering experience. This was indicated by responses such as *thinking on my feet*, *using initiative and judgement*, *customer service skills*, *dealing with the public*, *being adaptable* and *coping under pressure*.

Listening and being patient

Listening and *being patient* were cited on a number of occasions, although not as frequently as some other responses in this skill type.

Time management and work ethic

Other common responses were *time management* and *work ethic*, which are basic requirements for most forms of employment.

Knowledge- or experience-dependent skills

Knowledge-dependent skills are those which can be applied after a person has developed their understanding of a particular issue, culture or way of working. For example, having an improved understanding about a profession will enable an individual to apply appropriate skills within that particular working environment.

Knowledge and learning

Gaining knowledge and *having an opportunity to learn* were regularly cited by respondents. The main things that people wished to learn about were the *history* and *geography of Glasgow*, *sport-specific* and *coaching techniques*, *cultural factors* in relation to the *countries involved* in the Games, and the skills required to *organise a major sporting event*.

Task- or goal-specific skills

Task- or goal-specific skills are those which enable an individual to perform a specific task more competently or achieve a target. Task-specific skills are generally gained through training, and are often developed to improve an individual's employment prospects.

First aid, IT, administration and hospitality skills are important for many forms of employment, and all were cited on at least a handful of occasions. Many other skills relating to the roles that the volunteers might be expecting to fulfill were also cited, such as practising or learning *driving* or putting already developed *language skills* into use. Other responses were relevant to the role that applicants were currently working in or the roles that they hoped to fulfil in the future. A small number of respondents indicated that volunteering would help them to develop their *CV/resume*.

Reasons for volunteering

Some respondents answered this question by indicating why they had chosen to volunteer rather than what skills they hoped to develop.

Representing Glasgow and Scotland

It was clear from the responses that people considered volunteering to represent a good opportunity to *better understand Glasgow and/or Scotland*, as well as chance to *represent the city and the nation*. *Being part of something* and helping to make sure the Games were a success were also mentioned, suggesting that many people would feel proud to be involved.

Meeting new people

Responses around meeting new people were offered for professional reasons (networking and making new contacts) and personal reasons (meeting new people and making friends). Integrating with the spectators from competing countries was also commonly mentioned as a reason for volunteering.

Personal satisfaction or feeling good

A *sense of achievement, feeling good* and *having fun* were mentioned by a small number of respondents. This suggests that volunteering may be considered to be a life opportunity for some rather than a means to achieve something else.

Trying something new

It was apparent that many people viewed volunteering as a chance to try something new. This was illustrated by responses such as *broadening horizons, diversity* and *to gain new experiences*.

Not thinking about gaining new skills

Some respondents indicated that they were not looking to gain new skills or that they felt that they already had a range of skills. Some indicated their wish to pass these on to other volunteers by adopting a mentoring role. Many respondents stated that they *felt too old* to gain new skills, or that it was *not a priority at their age*.

Figure 10 shows the 50 most commonly expressed skills that people expected to gain through volunteering. As is clearly illustrated, ‘communication’ was the most common response. ‘People skills’, building ‘confidence’ and being part of a ‘team’ also appeared to be important for many respondents.

Figure 10: Word cloud of 50 most commonly expressed anticipated skills.



5. Discussion

Comparing demographic information on survey respondents with data collected on all applicants shows that the sample reflects the applicant population in regards to gender, ethnicity, sexual orientation and area of residence. Where differences do exist are by age, with fewer people in the sample being under the age of 25 (15% versus 38% respectively). To summarise the demographic characteristics of the sample, respondents were predominately White (95%), from Scotland (66%), were more commonly female (63%), and most likely to be aged 45-64 (47%). A high proportion had attained a first degree or higher (58%), and only 3% reported being unemployed/looking for work.

Although reflecting differences across all applicants, the gender split of respondents does not reflect differences in rates of formal volunteering throughout the general population, where women are only slightly more likely to report giving unpaid help to organisations than men (30% versus 25% in Scotland¹¹ and 41% versus 40% in England¹⁴ respectively). Meanwhile, although information for all applicants is not available for educational attainment and employment status, the sample does not reflect the Scottish population in relation to these demographic factors. This is illustrated by just a quarter of Scottish population (26%) having a first degree or higher¹² and the unemployment rate being twice that of the sample at 6%¹³.

Most respondents had experience of formal volunteering in the last year (83%), which is higher than the rate over the same period in Scotland (28%)¹¹ or England (41%)¹⁴. Many also had links to sport, with 35% of respondents volunteering in a sporting capacity in the past 12 months and 26% volunteering at the London 2012 Olympics. It is notable that although formal forms of volunteering were common among applicants from Glasgow, this type of volunteering was more common in applicants from elsewhere. Meanwhile, with almost half of respondents expressing that they had gone on to apply for other volunteering opportunities as a result of applying to become a clyde-sider, it would appear that the process of volunteering had a positive impact on many, even before the Games had taken place. This was particularly true of younger applicants, who were the most likely to have subsequently applied for other volunteering opportunities.

A range of reasons were considered to be important in terms of why people applied to become a volunteer (e.g. to participate in the excitement of the Games, to put skills to future use or to make a positive difference in the community), and motivational differences were particularly notable by age. For example, younger applicants were more likely to volunteer to develop their skills or to help build their confidence than older applicants. In terms of raising awareness about the opportunity to volunteer at the Games, findings from this study show that the Glasgow 2014 website was an effective source of information. A range of other sources also helped to raise

awareness, suggesting that a combination of approaches are important for reaching different population groups and for ensuring that opportunities are shared through word of mouth.

The expectation that the Games would have a positive impact on Glasgow (99%) is higher than the proportion of the Glasgow public who felt the Games would have a positive impact on the city in 2014 (88%)¹⁵. This finding is perhaps unsurprising given the willingness of applicants to be involved in the delivery of the Games. Follow up surveys will show the extent to which applicants felt that the Games had a positive impact on the city, as well as whether or not they believe it will continue to have an impact in the future.

In terms of anticipated gains through becoming a clyde-sider, there was a strong sense that people wanted to be part of a unique experience and that volunteering for the Games would be a once-in-a-lifetime opportunity. Allied to this sense of opportunity was the feeling of wanting to give back to their community, city or country, suggesting that many felt a strong sense of pride at being involved. Gains relating to personal growth such as greater confidence or self-esteem were also commonly expressed by participants, which is in keeping with survey responses from volunteers at the Manchester 2002 Commonwealth Games⁷. Finally, many respondents expressed that they were keen to benefit from the social opportunities that involvement would bring. This was expressed positively both in terms of meeting like-minded people and people from different backgrounds or cultures.

The skills that people hoped to gain through volunteering if selected were grouped as being personal traits/characteristics, generic or transferable skills, knowledge- or experience-dependent skills, task-specific skills and more broadly, reasons for taking part. Having a range of different skills is important for gaining employment and getting on in life, and volunteering is recognised as an important means for people to gain new skills and to use their existing skills¹⁶. Some of the responses here were similar to those offered around gains, with personal development and the ability to give something back emerging strongly. The most common types of skill listed were generic or transferable, with responses such as teamwork and communication being particularly common. Other skills which matched the type of work that applicants expected to be involved in were also commonly mentioned, while skills relating to the professions involved in delivering the event or supporting the athletes (e.g. events management or sports coaching) were also common.

In keeping with evidence from past sporting events, findings suggest that many volunteer applicants already had relevant experience and a strong skillset that could be readily applied^{17,18}. This is not to say that most participants did not wish to develop new skills, but instead that they may have wished to build on existing skills rather than develop them from a low base. Many volunteers were already in employment or were not looking for work, suggesting that involvement was likely to be important for them in terms of career progression or as a positive life experience. Although these findings point to there being challenges to providing opportunities for people furthest removed from employment through volunteering at mega-sporting events, it should be

noted that the recruitment of 1,500 Host City volunteers by Glasgow Life was more specifically geared towards enabling local involvement and encouraging participation from those not currently in employment¹⁹.

These results provide an insight into the demographic characteristics of clyde-sider volunteer applicants prior to the Games, their past experience of volunteering and their expectations of the Games prior to involvement. A follow-up post-Games survey will cover perceptions of the application process for both those who went on to become clyde-sider volunteers and those who did not, as well as exploring the extent to which involvement has impacted on future volunteering intentions and how applicants expect the Games to impact on Glasgow and Scotland in the future. In addition, work is ongoing to add richness and depth to the findings from the surveys through a variety of qualitative methods, which will be able to explore processes, experiences and impacts not captured by the questionnaires. The overall aim of the mixed methods study is to build the evidence base by assessing the impacts of volunteering in the Games to inform future volunteering approaches – both for large events and more generally.

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