



# European Championships Glasgow 2018 Volunteer Programme:

survey of 'Team 2018' applicants

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## **Executive summary**

This report presents findings from a survey issued to 'Team 2018' volunteer applicants after the Glasgow 2018 European Championships. Additional information collected through the application process is also included in the report. In total, 10,506 people applied to become 'Team 2018' volunteers, with 8,386 of these providing a valid email address and indicating that they were willing to be contacted to take part in further research. Of these applicants, 2,362 (28%) completed the survey. Findings are presented on the profile of applicants (their demographic characteristics and behaviour traits deemed relevant to volunteering and health), their experience as volunteers or volunteer applicants (i.e. those who applied but did not go on to become Team 2018 volunteers) and the impact of their participation.

Building on the GCPH study of the 2014 Commonwealth Games Clyde-Sider volunteer programme, findings from the survey have shown that progress has been made in attracting a more demographically diverse pool of applicants, however, mega-event volunteering opportunities continue to be taken up by people from more affluent areas and by people with existing volunteer experience. Applicants were motivated for a variety of reasons, most of which can be categorised as making a 'contribution' to the experience or being a 'consumer' of it.

Three quarters of respondents were satisfied with the application process, with positive comments on the experience being straightforward, of friendly support staff and of the flexible nature of the approach. Conversely, 25% of applicants were not satisfied with the application process. Criticisms included a lack of communication, the length of time taken by organisers to allocate roles and mismatches between the roles allocated and the skills of volunteers.

The financial and logistical support provided for volunteers to participate was widely welcomed and recognised as being an important factor in enabling participation. Key to this was the flexible nature of the application process (e.g. when interviews took place and having the option to do so by telephone or via Skype). However, the availability of financial support was not widely known, meaning that some eligible volunteers missed out. Another issue of contention was that travel cards only covered the Glasgow area, rather than encompassing all venues across Scotland.

Volunteers described their role as fun, enjoyable and a unique opportunity. Positive social aspects of the role were commonly described, such as being part of a team and of the camaraderie that they felt with their peers. Negative accounts of the experience, meanwhile,

included being isolated, of poor communication from the organisers and of being unchallenged, especially where they felt they had skills that could be put to use.

This evaluation seeks to build on existing learning to advance understanding on how mega-event volunteering can shape subsequent volunteering and more broadly, population health. For Glasgow, the successful delivery of the 2014 Commonwealth Games and the 2018 European Championships have enhanced the city's reputation as a positive destination for the delivery of mega-events and the volunteering programmes that accompany them. This pattern of attracting large sporting and cultural events to the city is set to continue with the LEN European Short Course Swimming Championships 2019, the LGT World Men's Curling Championship 2020, UEFA EURO 2020 and the UCI Cycling World Championships in 2023 – an event that brings together 13 World Championships for different cycling events to a single country for the first time<sup>1</sup>. Concerted effort is therefore required to ensure that learning from each major event is used positively to shape how future volunteering programmes are delivered. Overall, Glasgow's low volunteering rate – which is shaped largely by under-representation from particular demographic groups – is unlikely to be reversed by a succession of big events. Further effort is needed at a community level to enable and encourage participation from people in the most deprived areas, those not currently in employment and people from ethnic minority groups.

## **1. Introduction**

Mega-events provide a unique opportunity for mass-participation volunteering programmes to be delivered. People within a host population have the chance to represent their area, contribute to the success of the event and to experience the multiple benefits of volunteering<sup>2</sup>. The GCPH are keen to ensure that such benefits are experienced by those with the most to gain from the experience by encouraging increased participation from population groups that are under-represented in volunteering and which face socioeconomic barriers.

In August 2018, Glasgow co-hosted the European Championships (EC) with Berlin. Over 10,000 applications to become a Glasgow-based 'Team 2018' volunteer were received by the organisers. Applicants were recruited to volunteer in a variety of areas, including: accreditation; cultural programmes; events and hospitality; media operations; protocol; spectator services; sport services, technology; transport and travel; and accommodation.

The volunteer programme for the EC was shaped by learning from the Glasgow 2014 Commonwealth Games volunteer programme. While this programme provided a positive and rewarding experience for most participants<sup>3</sup>, it did not attract a demographically diverse pool of applicants. Therefore, to ensure increased participation from groups that tend to be under-represented in volunteering, applications were encouraged from men, people under the age of 25, Glasgow-based applicants, people with an ethnic minority background and anyone who identified themselves as have a life-limiting illness or disability. In addition to these demographic characteristics, the organisers sought applications from people with no previous volunteering experience.

## **2. Study design and methods**

This section briefly outlines the study design and data collection methods used for the report. It covers how participants were recruited, the design of the questionnaire and how the results have been analysed.

### **2.1 Study design**

Building on the GCPH study of the clyde-sider volunteer programme for the Glasgow 2014 Commonwealth Games, the GCPH agreed to develop and issue a survey to 'Team 2018' volunteer applicants. Both applicants who went on to volunteer at the EC and those who were unsuccessful in their application were invited to participate. The purpose of the study was to merge information obtained during the application phase with responses to an online questionnaire exploring expectations, experiences and potential influence of the volunteer programme on volunteer applicants and to reflect on how learning from the Glasgow 2014 Commonwealth Games recruitment strategy shaped this.

### **2.2 Survey design**

A draft questionnaire was developed predominately using questions tested in previous studies and validated scales. The questionnaire covered a variety of topics exploring experiences and potential impact of the EC on volunteer applicants. The Glasgow 2018 European Championship Volunteer steering group – which included members from the Scottish Government, Glasgow City Council, Glasgow Life, Volunteer Glasgow and Volunteer Scotland – provided input and advice on the development of the questionnaire. A summary of the topics covered in the survey is provided in an appendix. It should be noted that some questions were posed of all applicants and others were posed of those who went on to become volunteers. Throughout the report percentages in charts have been rounded up or down to whole numbers. Total percentages may therefore amount to more or less than 100%.

### **2.3 Recruitment**

There were 10,506 volunteer applicants and 8,386 gave permission to be contacted to take part in research about their experience. Emails were sent to all who granted permission inviting them to participate in this study. In total, 2,362 people completed the online questionnaire resulting in a 28% response rate. Respondents included a combination of 'Team 2018' volunteers (75%) and those who did not go on to become volunteers (25%).

## 2.4 Data merging and analysis

Data collected during the application process was matched to the survey data by email address. Unless stated as being collected at the application stage, findings reported on here are based on data collected through the survey. 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). For the purpose of cross tabulations, gender was coded as male/female with “other” set as missing, age was coded as 16-24 / 25-44 / 45-64 / 65+, and area was coded as Glasgow / Scotland (excluding Glasgow) / UK (excluding Scotland) with “Outwith the UK” set as missing. Differences are only reported in the text if statistically significant<sup>a</sup>. For the open-ended survey questions, thematic analysis was carried out to establish common response themes.

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<sup>a</sup> p values indicate statistical significance. By convention, results are only considered statistically significant if  $p < .05$ . For  $p < .05$  the probability of the observed results occurring by chance are less than 5 out of a 100. For  $p < .01$ , the probability is less than 1 out of a 100 and for  $p < .001$ , the probability is less than 1 out of a 1,000.

### **3. Profile of respondents**

Demographic information was captured to create a profile of respondents. Postcode data was also collected to enable the population of applicants to be matched to a deprivation category. Questions on self-reported health and wellbeing, physical activity and community participation (including volunteering participation in the past 12 months) were also included to provide a more comprehensive picture of those that applied to become a volunteer.

#### **3.1. Demographic characteristics**

The demographic characteristics of respondents are presented in Table 1. This shows that 75% of respondents went on to become 'Team 2018' volunteers. Nearly two thirds (63%) were women and 36% were men, with the remaining 1% selecting 'other' or 'prefer not to say'. Five percent were under 19, 33% were 18-34, 45% were 45-64 and 17% were 65 and older. A third (33%) were from Glasgow and nearly half were from other parts of Scotland (46%). The rest of the UK accounted for 16% of the respondents and the remaining 5% were from outwith the UK. Fifteen percent reported having a long-term illness or condition.

The most common response in relation to employment was full-time (63%), followed by retired or pensioner (28%) and part-time (13%). Ten percent were full-time pupils or students and 3% were unemployed. The majority of respondents were White Scottish (63%), White English (12%) or White British (11%). Eleven other categories of ethnicity made up the remainder of the sample, all of which accounted for 1% or less. Additional ethnicity categories were listed but are not included here as they were not selected by any participants.

UK postcodes were matched to deprivation quintile using the relevant Index of Multiple Deprivation (Scottish, English or Welsh). Combining the results of the matching for the three indices of deprivation resulted in a composite variable that served as a proxy for relative deprivation throughout the UK. The composite variable was recoded to three categories; the 20% most deprived, the middle 60% and the 20% least deprived. Respondents living outwith the UK (7%) were not included in analyses. Nearly twice as many respondents lived in a 20% most affluent area as a 20% most deprived area (30% versus 16%). Given that a third of the respondents came from Glasgow – where almost half of the population reside in one of the 20% most deprived data zones in Scotland<sup>4</sup> – it is clear that applicants from the most deprived areas are under-represented. Within Glasgow, 25% of respondents are from the most deprived quintile in Scotland. This percentage is much higher than for respondents from the rest of Scotland (11%) or those from outside Scotland (10%).

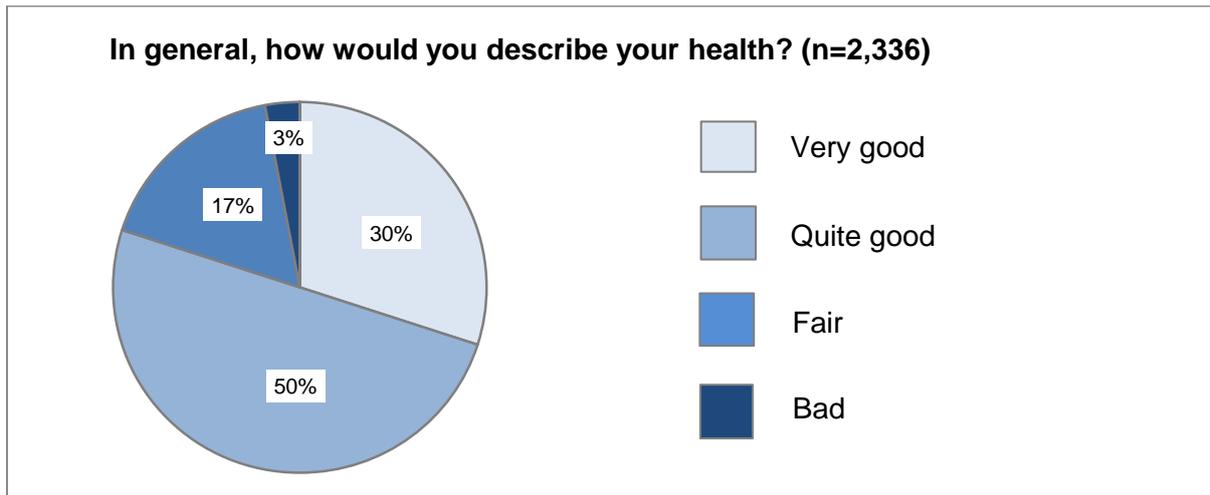
**Table 1. Demographic characteristics of respondents.**

<b>Variable</b>	<b>Responses</b>
<b>Team 2018 volunteer (n=2,349)</b>	
Yes	75%
No	25%
<b>Gender (n=2,335)</b>	
Female	63%
Male	36%
Other/prefer not to say	1%
<b>Age (n=2,339)</b>	
16-18	5%
19-25	10%
26-34	10%
35-44	13%
45-64	45%
65+	17%
<b>Place of residence (n=2,340)</b>	
Glasgow	33%
Scotland (excluding Glasgow)	46%
UK (excluding Scotland)	16%
Outwith the UK	5%
<b>Long-term condition or illness (n=2,331)</b>	
Yes	15%
No	85%
<b>Employment (n=2,341)</b>	
Employed full time (including self-employed)	39%
Employed part time (including self-employed)	13%
Employed casually (e.g. temporary contract)	2%
Retired or pensioner	28%
Unemployed and/or looking for employment	3%
Full-time pupil or student	10%
Full-time carer or parent	1%
Other	4%
<b>Ethnicity (n=2,344)</b>	
White Scottish	63%
White English	12%
White Welsh	<1%
White Northern Irish	<1%
White British	11%
White Irish	1%
White Polish	<1%
White (other)	4%
European Roma	<1%
Mixed or multiple ethnic groups	1%
Indian/Indian Scottish/Indian British	1%
Chinese/Chinese Scottish/Chinese British Asian (other)	1%
African/African Scottish/African British	1%
African (other)	1%
Black/Black Scottish/Black British	1%
Other	<1%
Prefer not to say	1%
<b>Deprivation category (n=2,286)</b>	
Most deprived 20%	16%
Middle 60%	54%
Least deprived 20%	30%

### 3.2. Health and wellbeing

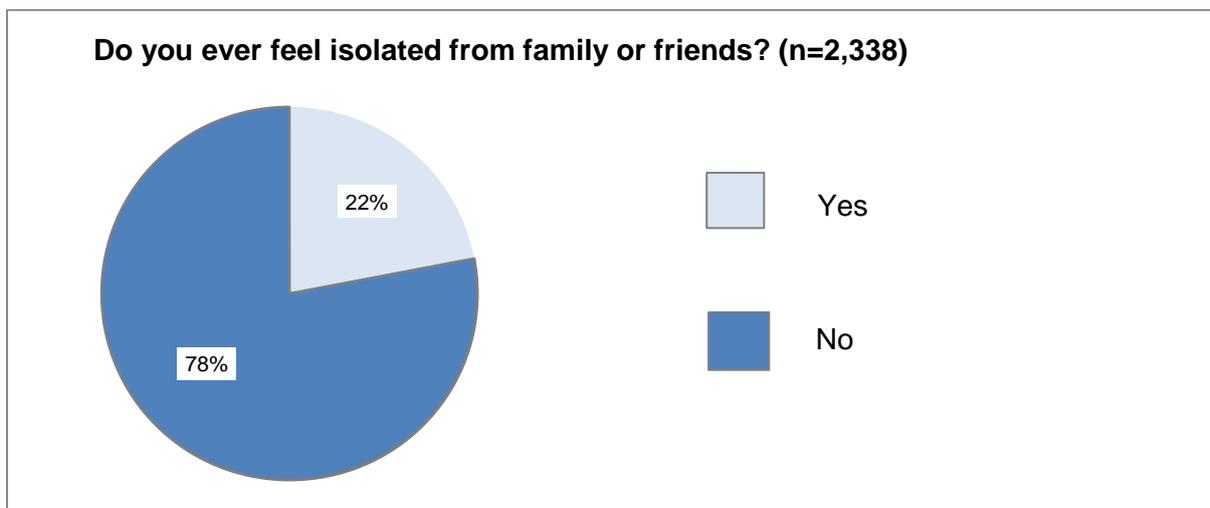
In total, 80% of participants described their health as 'quite good' or 'very good' (Figure 1) compared with 73% of the Scottish population<sup>5</sup>. It is important to note that self-assessed health tends to decline over the age of 45, and that this sample contains a large proportion of people over this age.

**Figure 1: Self-reported health.**



Over one fifth of respondents (22%) felt isolated from family and friends at times (Figure 2). To put this into context, 15% of respondents to the 2018 NHS Greater Glasgow and Clyde Health and Wellbeing Survey reported feeling isolated<sup>6</sup>. This suggests that reducing feelings of isolation may have been a motivation for some applicants.

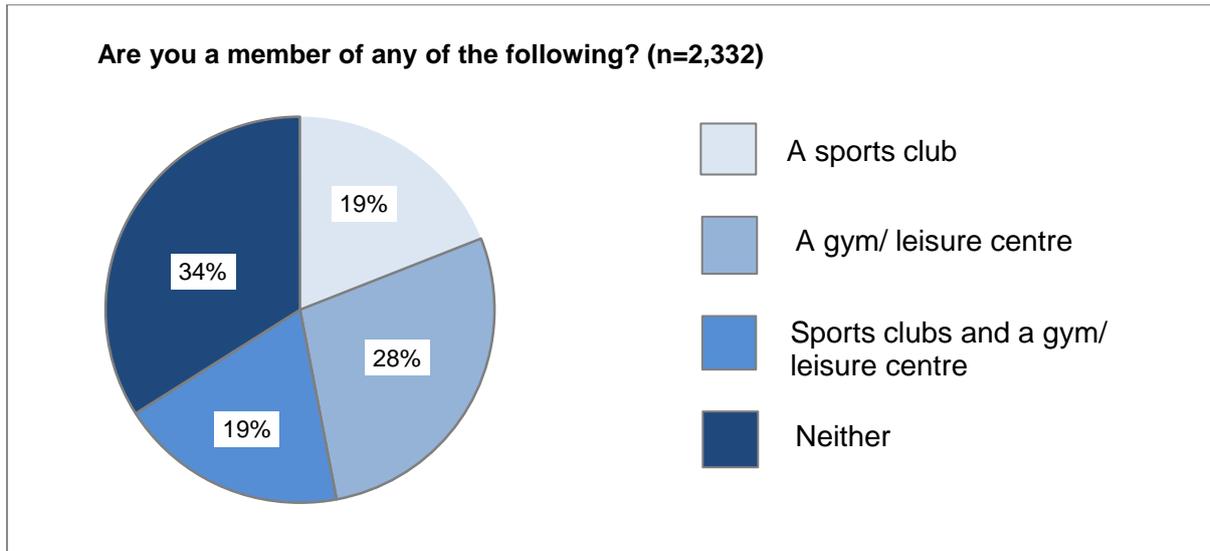
**Figure 2: Isolation from family or friends.**



### 3.3. Involvement in sport/ physical activity

A third (34%) of applicants were not members of a sports club or a gym at the time of responding to the survey (Figure 3). This suggests that although many applicants may have wanted to be involved as volunteers for sporting reasons, non-sporting motivations may also have been important. It should also be noted, however, that not being a member of a gym or a sports club does not necessarily indicate a lack of interest in sport.

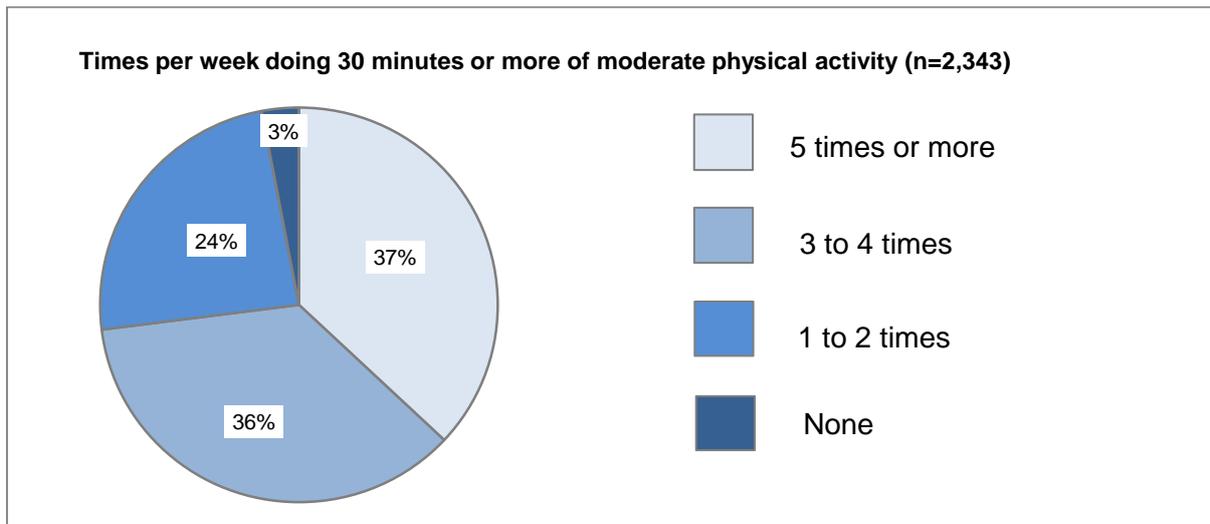
**Figure 3: Sports club/ gym membership.**



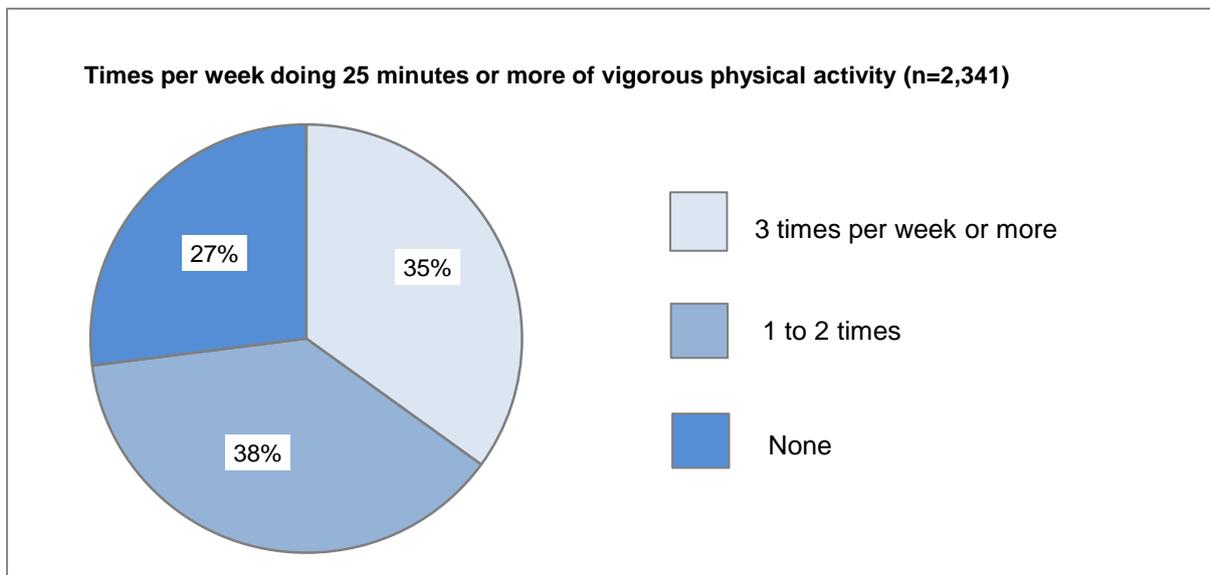
Figures 4 and 5 show typical levels of physical activity for all applicants. In total, 37% met the current physical activity guidelines through moderate activity and 35% through vigorous activity. Forty-nine percent met the guidelines through either one or the other; however, those who met the guidelines through a combination of moderate and vigorous activity (potentially as much as 37%) cannot be determined because of the wording of responses for these questions. We can definitively say that 15% did not achieve the recommended levels, of which 3% engaged in no physical activity at all<sup>b</sup>. In Scotland, 65% of the population are meeting the physical activity guidelines through moderate or vigorous physical activity<sup>7</sup>.

<sup>b</sup> The Physical Activity Guidelines state that people should undertake at least 150 minutes of moderate activity or 75 minutes of vigorous activity per week (or an equivalent combination of these).

**Figure 4: Moderate physical activity levels per week.**



**Figure 5: Vigorous physical activity levels per week.**



### 3.4. Volunteering and community participation

Information on volunteering activity and involvement with community groups were captured through the application form and afterwards through the survey. At the application stage, respondents were asked a question from the Scottish Household Survey about their volunteering in the past 12 months:

*“Have you given up time to help any clubs, charities, campaigns or organisations in an unpaid capacity in the past 12 months?”*

The online survey used a slightly adapted version of this question:

*“Thinking back over the last 12 months before the Glasgow 2018 European Championships, have you given up any time to help any clubs, charities, campaigns or organisations in an unpaid capacity?”*

Table 2 compares volunteering rates for participants in this study, the Glasgow 2014 Commonwealth Games’ Clyde-Sider programme, the Scottish population, the Glasgow population and Scotland’s 20% most deprived and 20% least deprived areas. Information obtained during the application stage shows that 68% of respondents had volunteered in the past 12 months. This figure rose to 78% in the online survey conducted afterwards, showing that some applicants undertook volunteering in preparation for becoming a Championship volunteer. The percentage with previous volunteering experience was slightly higher for those who went on to become ‘Team 2018’ volunteers (81%) than it was for those who did not (77%). This is considerably higher than the Scottish (28%)<sup>8</sup> and Glasgow volunteering rates (21%)<sup>9</sup> but is lower than the percentage of applicants with recent volunteering experience at the Glasgow 2014 Commonwealth Games (83%)<sup>10</sup>. This suggests that although the programme was predominantly appealing to people already involved in volunteering, some progress was made in attracting first time volunteers.

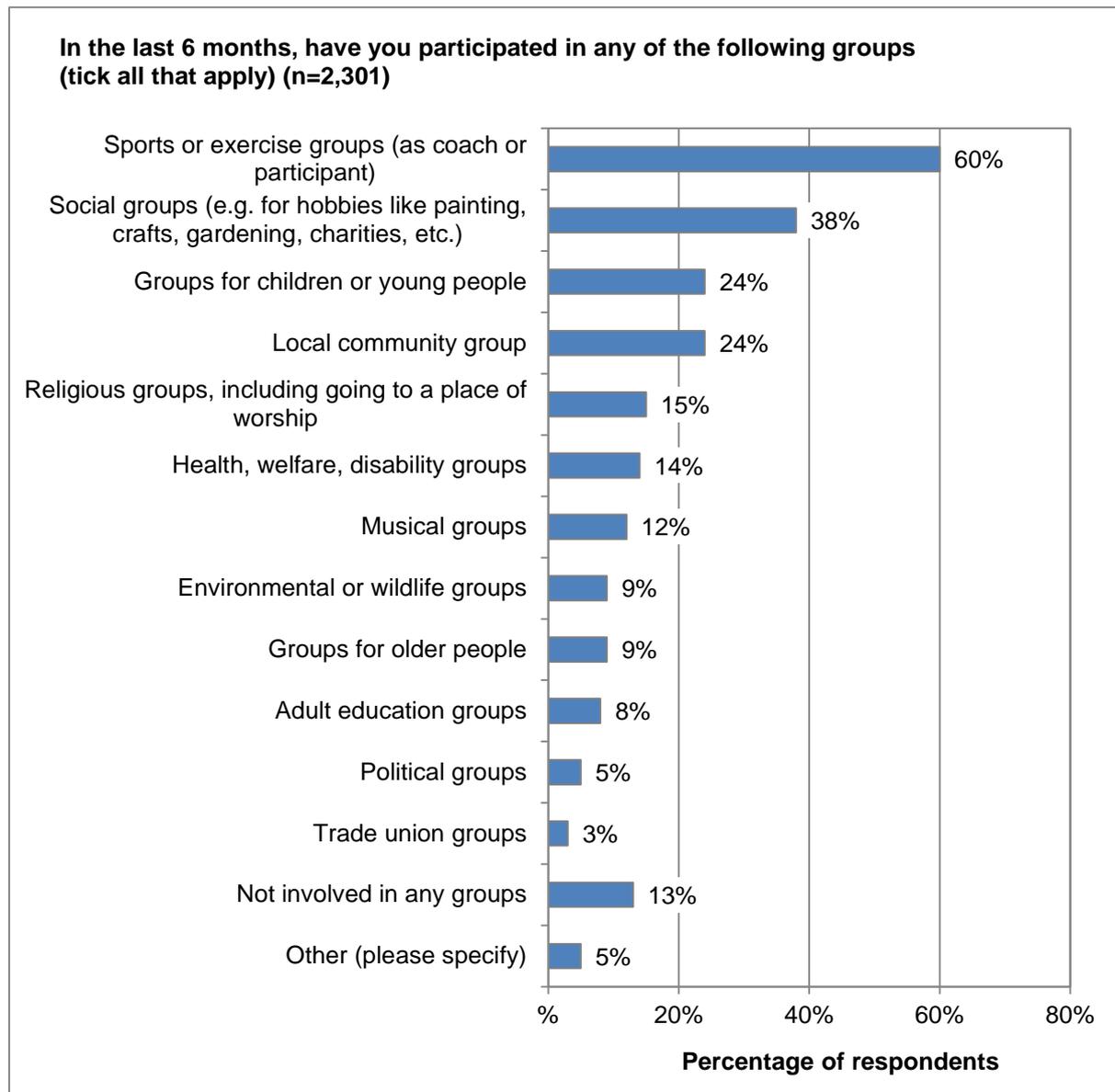
**Table 2. Volunteering rates across different Scottish cohorts and events.**

<b>Given up time to help any clubs, charities, campaigns or organisations in an unpaid capacity in the past 12 months</b>		
<b>Cohort</b>	<b>Source</b>	<b>Percentage</b>
European Championship volunteer programme	Application form (n=2,286)	68%
	Follow-up survey (n=2,335)	78%
Glasgow 2014 CWG applicants	Pre-games survey (n=7,722)	83%
Scottish population (2017)	Scottish Household Survey	28%
Glasgow population (2017)	Scottish Household Survey	21%
20% most deprived Scottish area (2017)	Scottish Household Survey	19%
20% least deprived Scottish area (2017)	Scottish Household Survey	37%

Applicant data shows that 42% of the respondents to the European Championships study had volunteered at the Commonwealth Games and just over half (51%) had experience of volunteering at other sporting events. Looking at participation more broadly, Figure 6 shows that many respondents were involved in a range of different groups in the six months leading up to the Championships, and that the most common of these were sports or exercise

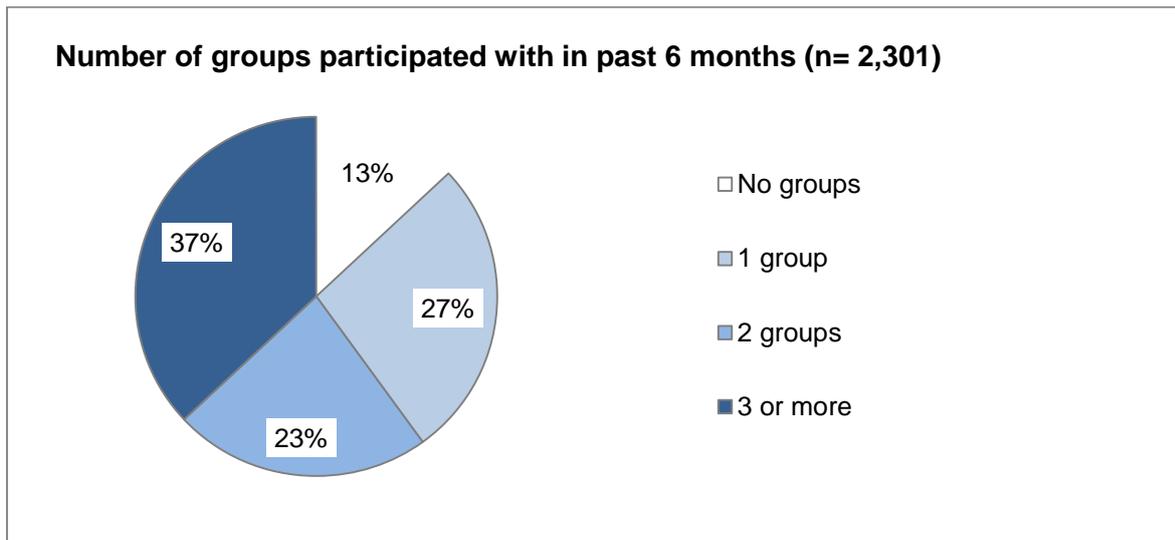
groups (60%), social groups (38%), local community groups (24%) and groups for young children (24%). Only 13% of applicants answered that they had not been involved in any types of groups over this period.

**Figure 6: Participation with groups.**



Respondents were also asked to select how many groups they had participated in over the past six months (Figure 7). Thirteen percent had not participated in a group, 27% had participated with one, 23% with two and 37% with three or more. As perhaps expected, first time volunteers were less likely to have participated with a group in the past six months than those had volunteered in the past (71% versus 89%).

**Figure 7: Number of groups participated with.**



### **3.5. Motivations for taking part**

Study participants were asked to select their motivations for applying to become a 'Team 2018' volunteer, choosing all that applied from a range of pre-determined options. Figure 8 shows that every listed motivation was selected by at least 50% of applicants.

Motivations selected by the highest percentage of applicants were 'contributing to the success of the Games' and 'taking part in a unique event'. 'Trying something new' and 'developing an understanding of major events' were the least commonly selected options. A comparison of these motivations with those cited by clyde-sider volunteer applicants ahead of the Glasgow 2014 Commonwealth Games reveals similarities. Although the response options were slightly different, clyde-siders cited 'the excitement of the Games' (89%), 'to use their skills' (61%) and 'to make a positive contribution to their community' (59%) as the most important motivations. Socialising appeared to be a less important motivation (44%) for Commonwealth Games applicants. Overall, 'Team 2018' volunteers were likely to be motivated by a range of factors. It is worth noting that this question was asked as part of the application form rather than the questionnaire. Respondents may therefore have answered in a way that they felt was most likely to support their application.

**Figure 8: Motivations for applying.**

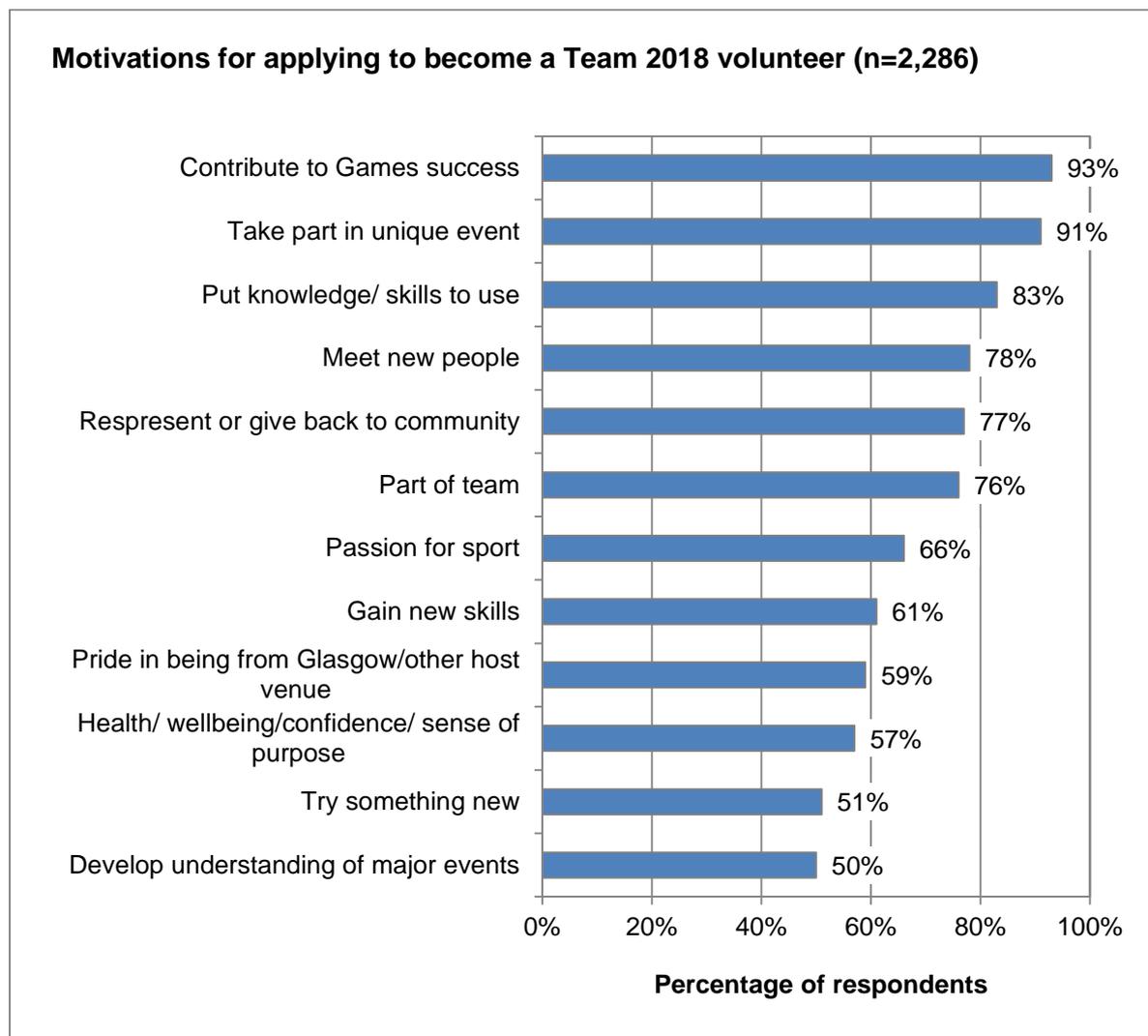


Table 3 illustrates the importance of demographic factors in shaping participant motivations. This shows that women were more likely to be motivated by being part of a team or trying something new than men. By age, younger respondents were more likely to be motivated by factors that would enable them to gain from the experience, while older volunteers were more motivated to contribute to its success. Respondents from Glasgow were less motivated to be part of a team or to fulfil a passion for sport. Respondents from the most deprived areas were more likely to want to gain new skills and less likely to want to put existing skills to use.

**Table 3. Motivations by demographic group.**

<b>Motivation</b>	<b>Gender</b>	<b>Age</b>	<b>Area</b>	<b>SIMD</b>
To be part of a team	Men (72%) Women (78%)	16-25 (67%) 26-44 (71%) 45-64 (79%) 65+ (82%)	Glasgow (70%) Scotland ex. Glasgow (77%) UK ex. Scotland (83%)	NS*
Try something new	Men (45%) Women (54%)	16-25 (65%) 26-44 (50%) 45-64 (52%) 65+ (97%)	Glasgow (55%) Scotland ex. Glasgow (51%) UK ex. Scotland (46%)	NS
Passion for sport	NS	NS	Glasgow (56%) Scotland ex. Glasgow (63%) UK ex. Scotland (85%)	NS
Understanding of major events	NS	16-25 (64%) 26-44 (57%) 45-64 (48%) 65+ (35%)	NS	Least deprived 20% (54%) Most deprived 20% (44%)
Contribute to success of Games	NS	16-25 (84%) 26-44 (91%) 45-64 (95%) 65+ (97%)	NS	NS
Gain new skills	NS	16-25 (89%) 26-44 (76%) 45-64 (56%) 65+ (31%)	NS	Least deprived 20% (55%) Most deprived 20% (71%)
Put knowledge/skills to use	NS	16-25 (75%) 26-44 (80%) 45-64 (87%) 65+ (85%)	NS	Least deprived 20% (85%) Most deprived 20% (77%)

\* NS = no significant difference

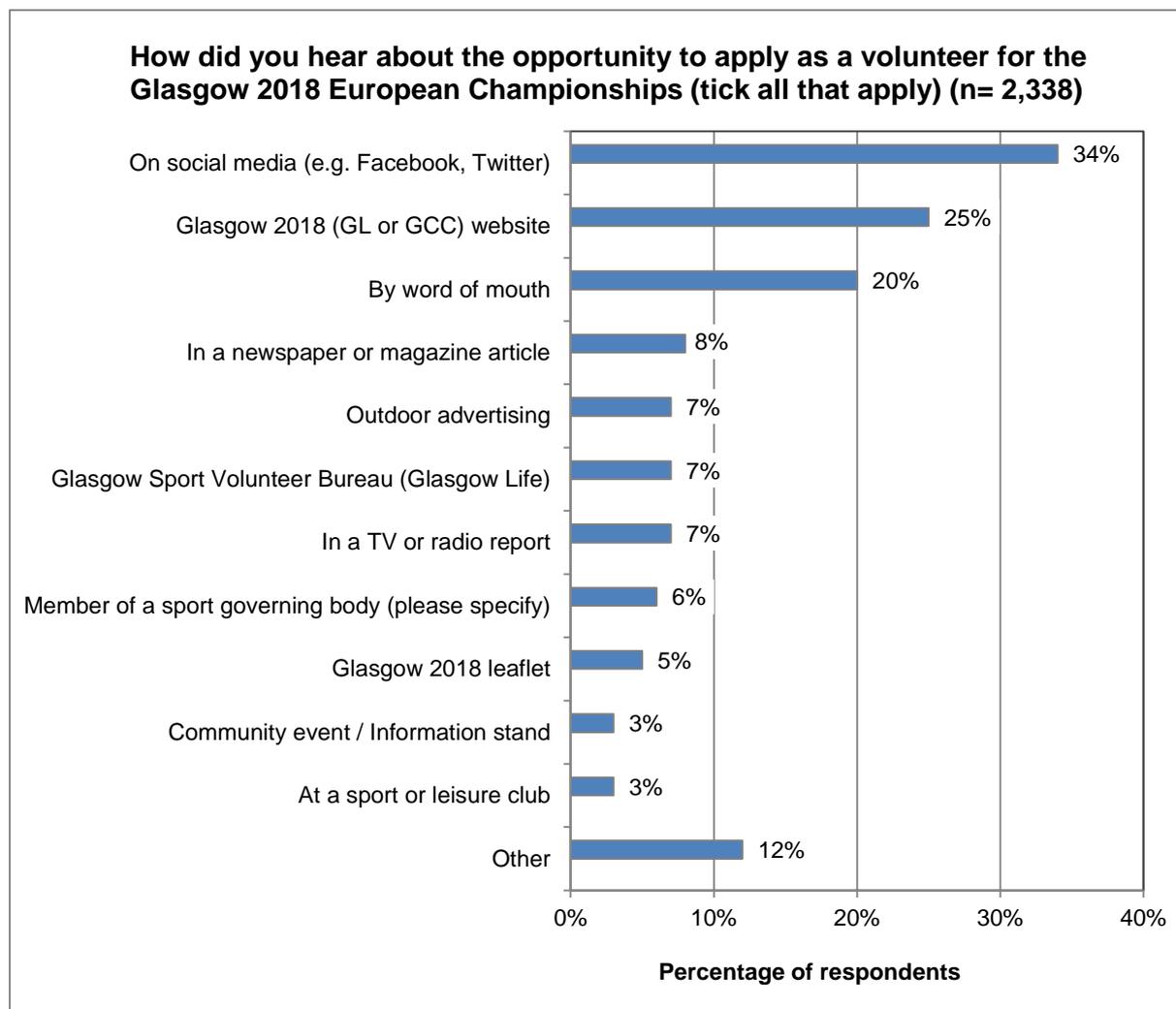
#### 4. Application process and volunteer roles

This section covers aspects of the application process, including publicity of the programme, satisfaction with the applications process, role allocation and feedback on the number of shifts completed and their length.

##### 4.1. Applying to become a volunteer

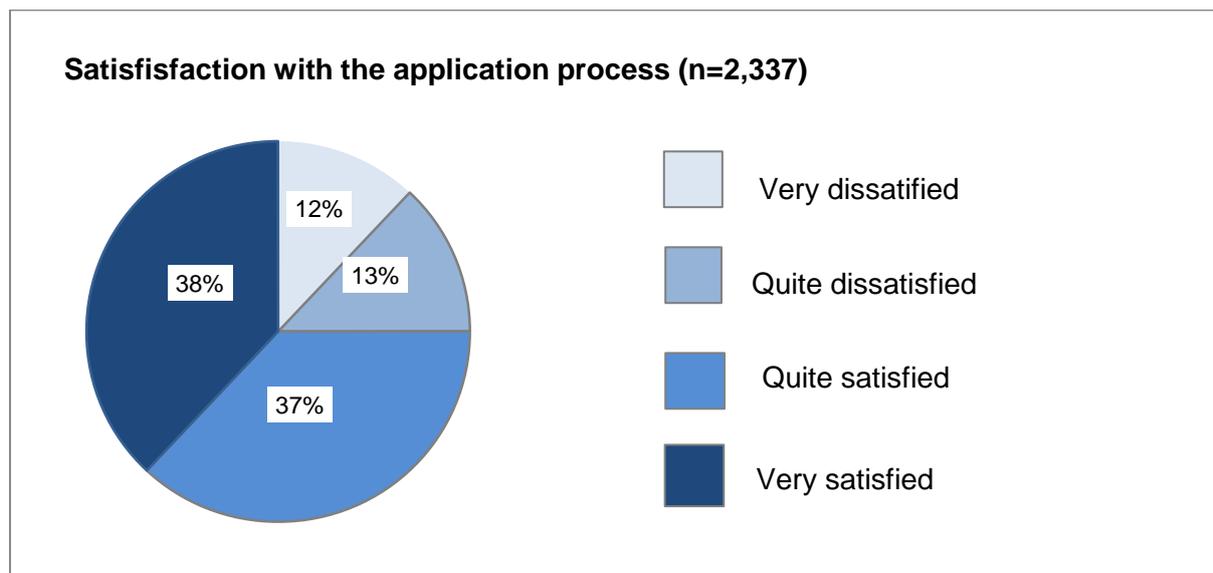
All applicants were asked where they heard about the opportunity to become a Glasgow 2018 European Championships volunteer (Figure 9). The most common responses were 'social media', 'Glasgow 2018 website' and 'word of mouth'. All other options were selected by fewer than 10% of respondents, except for 'other', which was selected by 12%. Where comments were provided under 'other', most responses fell under the category of a sports governing body (e.g. Scottish Cycling), while the remainder included work, a place of study, by email, past events or through websites that are not listed.

**Figure 9: Publicity of Team 2018 volunteering opportunity.**



Respondents were also asked how satisfied they were with the application process. Seventy-five percent were at least 'quite satisfied' with the application process to become a 'Team 2018' volunteer (Figure 10). The percentage of satisfied respondents was higher for volunteers (78%) than it was for non-volunteers (63%), and was higher for respondents aged 16-25 (83%) than those over 25 (73%).

**Figure 10: Satisfaction with application process.**



Applicants were then asked if there was anything else that they would like to add about their experience of applying for the 2018 European Championships. The application process was, in the main, described as a satisfactory experience. Positive accounts were commonly offered in terms of it being straightforward or easy.

*“The application process was simple and straightforward; my only advice would be to add mini job descriptions of each of the roles because some of the names were vague and it was unclear what you would be doing.”*

*“Staff I spoke to at interview were friendly and helpful. Application process was straightforward.”*

Further positive comments were offered on the friendly and encouraging nature of the interviewers. Many respondents described the process as being comprehensive with timely and helpful feedback and information provided from the organisers.

*“I was nervous about it, but the members calmed me down and helped me.”*

*“I thought the application process was easy and the interview stage relaxed, informal and really enjoyable.”*

*“Although it was a lengthy process you were constantly updated through newsletters and emails which was good.”*

Several respondents commented on how much they valued the flexibility of the interview process, either in terms of being able to do a telephone interview or having options regarding when it took place.

*“Was given a great variety of dates and times for an interview and it was easy to change when I could not attend the 1st chosen date.”*

*“Really appreciated being able to have phone/Skype interview to save trip to Glasgow.”*

Despite predominantly positive experiences, some applicants provided more negative accounts of their experience. One criticism of the process was that organisers took a long time to inform them whether their application was successful.

*“I appreciate there were many applications, however the time in confirming roles was very long. A holding email was sent end of March and nothing was confirmed until June.”*

*“Everything was fine except the time taken to advise of the outcome. The website said I would hear early in 2018 but didn’t hear until May.”*

Other criticisms contrasted with the positive accounts reported previously regarding the ease and straightforwardness of the process and the quality of communication. Some respondents felt that it was unnecessarily complicated, while others felt that the communication was poor.

*“I thought it was quite complicated.”*

*“Due to the length of time of the application process there were large gaps with no communication. Clearer date guidelines would have been helpful.”*

These disparities suggest that applicants either had different expectations of the application process or that their experiences varied. Additional comments were offered in terms of matching roles to skills and the lack of feedback after the interview.

*“Skills could have been matched to role to better effect.”*

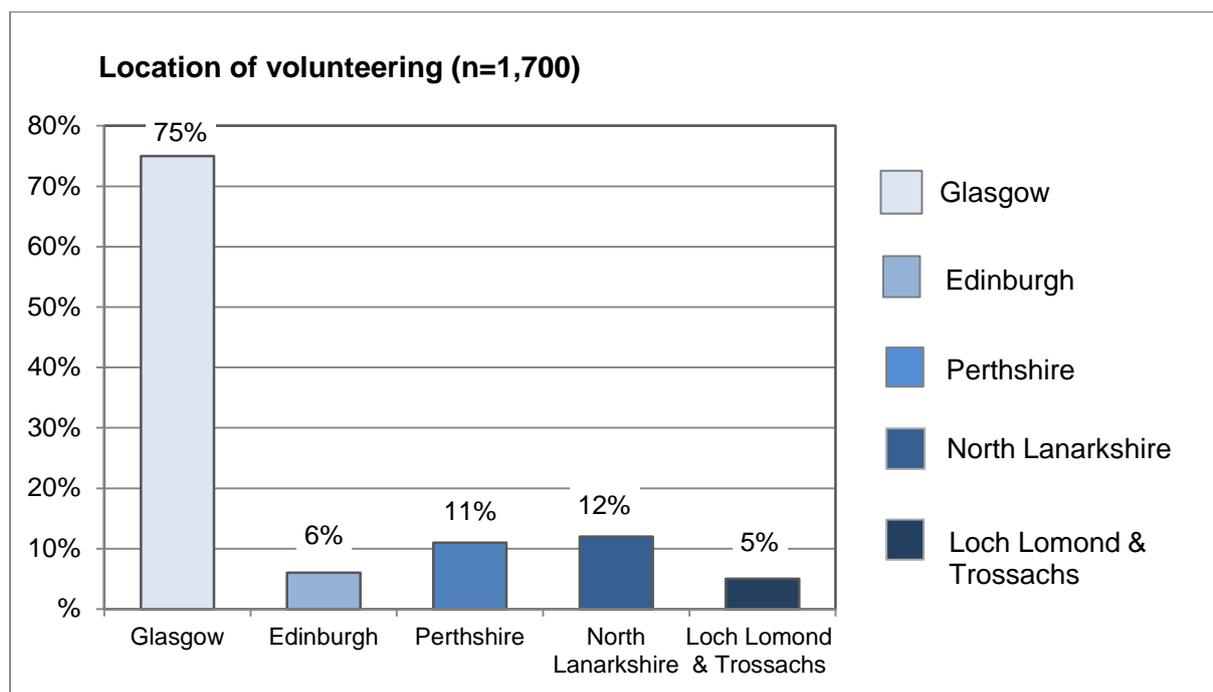
*“Didn't get a reason why I didn't get placed after telephone interview so can't learn for the future.”*

#### 4.2. Volunteering role and shifts

Team 2018 volunteers were asked to provide details of their volunteering experience, including where it took place, their role and the number of shifts that they undertook. Questions were also included on the cost of volunteering, the support provided and the experience of being a volunteer. This included feedback on the role undertaken and the extent to which it provided an opportunity for skills development.

Survey respondents who went on to become volunteers were then asked to indicate where they had spent their time completing their role (Figure 11). Glasgow was the most common place to have spent time volunteering (75%), followed by North Lanarkshire (12%), Perthshire (11%), Edinburgh (6%) and Loch Lomond and the Trossachs (5%). It should be noted that some respondents volunteered at more than one location.

**Figure 11: Location of volunteering.**



Respondents had participated in a wide variety of volunteer roles (Figure 12), with Spectator Services (15%), Sport Cycling (17%) and Transport (13%) being the most common. For those who stated 'other' (5%), examples of responses included the Workforce Team, Athlete Services, Uniforms, the Members Federation Team, Information Services and supporting activities at 'Go Live at the Green'.

**Figure 12: Distribution of volunteer roles.**

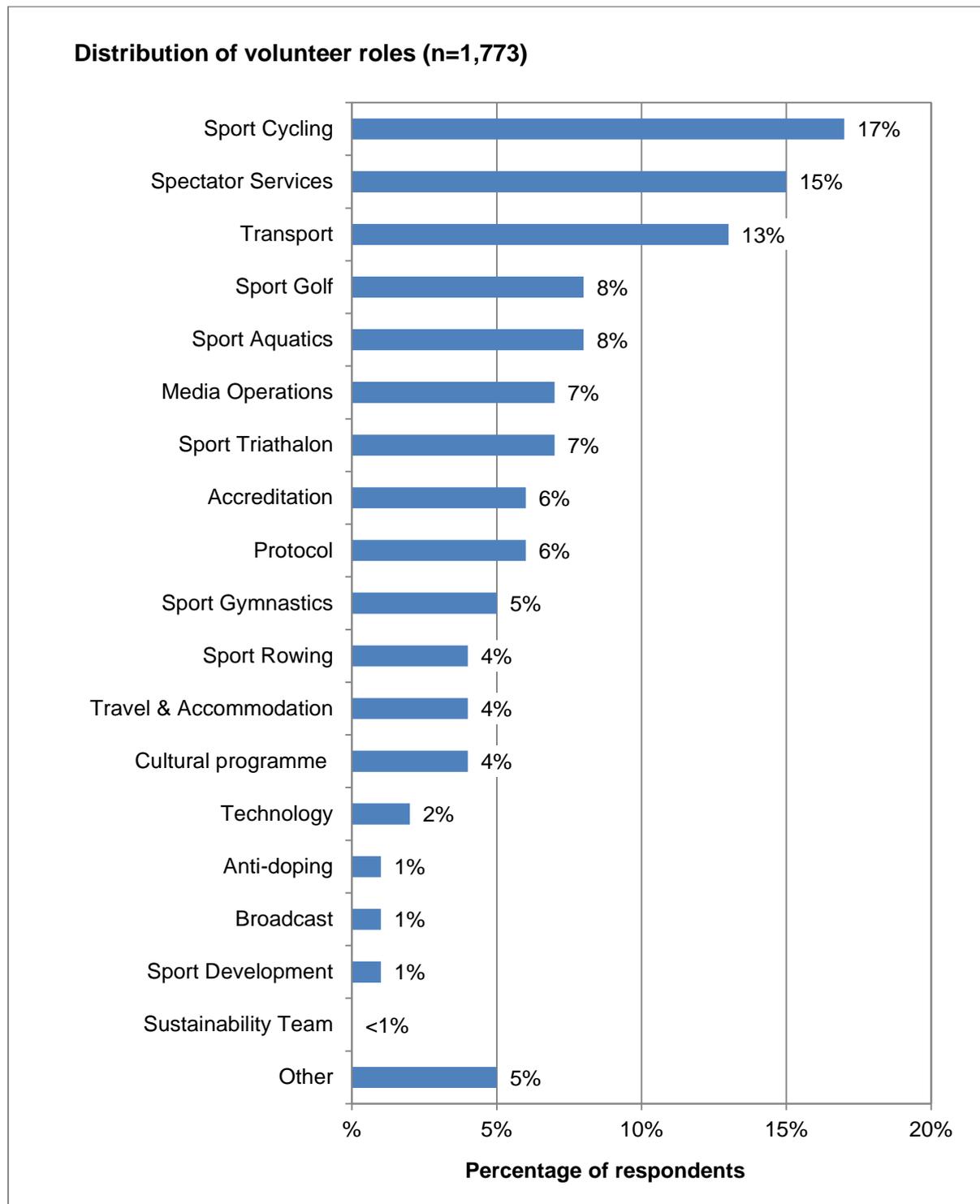
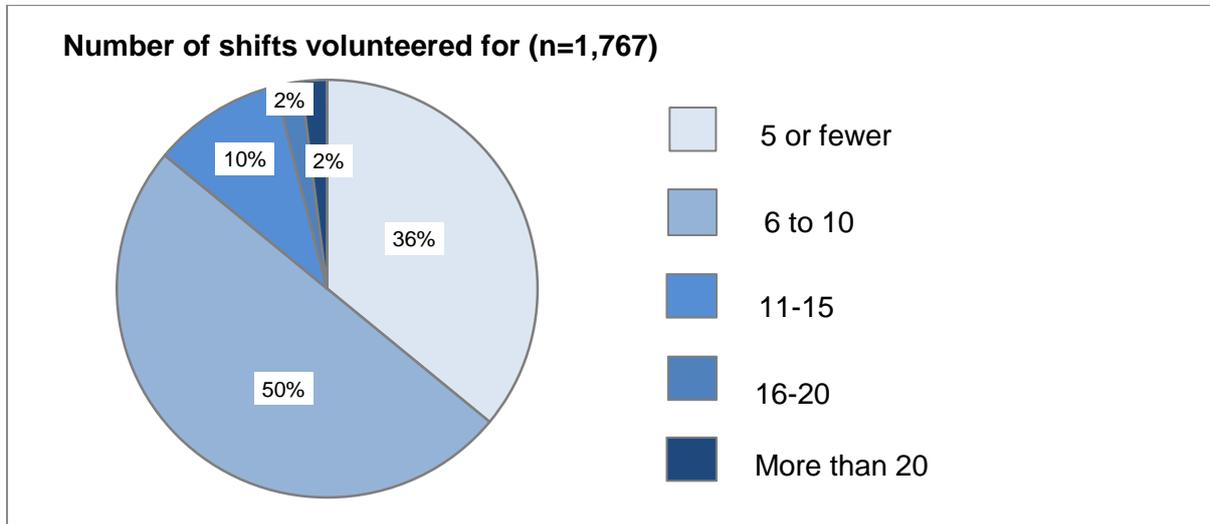
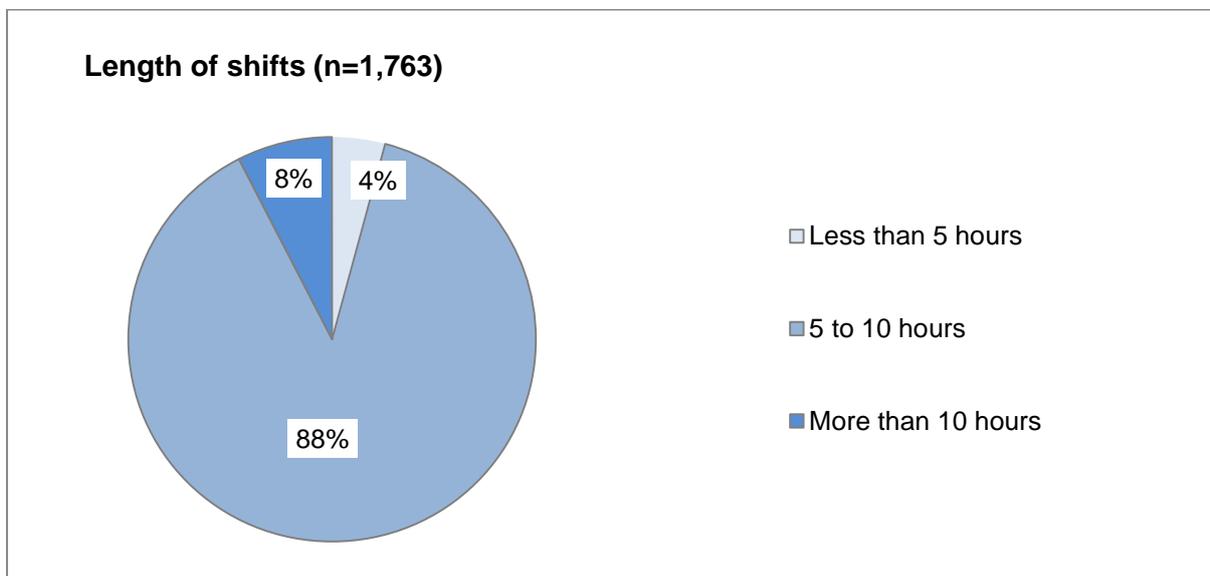


Figure 13 shows that respondents typically volunteered for ten shifts or fewer (86%). Most shifts lasted for an average of between 5-10 hours (88%), yet 8% lasted for more than ten hours (Figure 14).

**Figure 13: Number of shifts completed.**



**Figure 14: Length of shifts.**



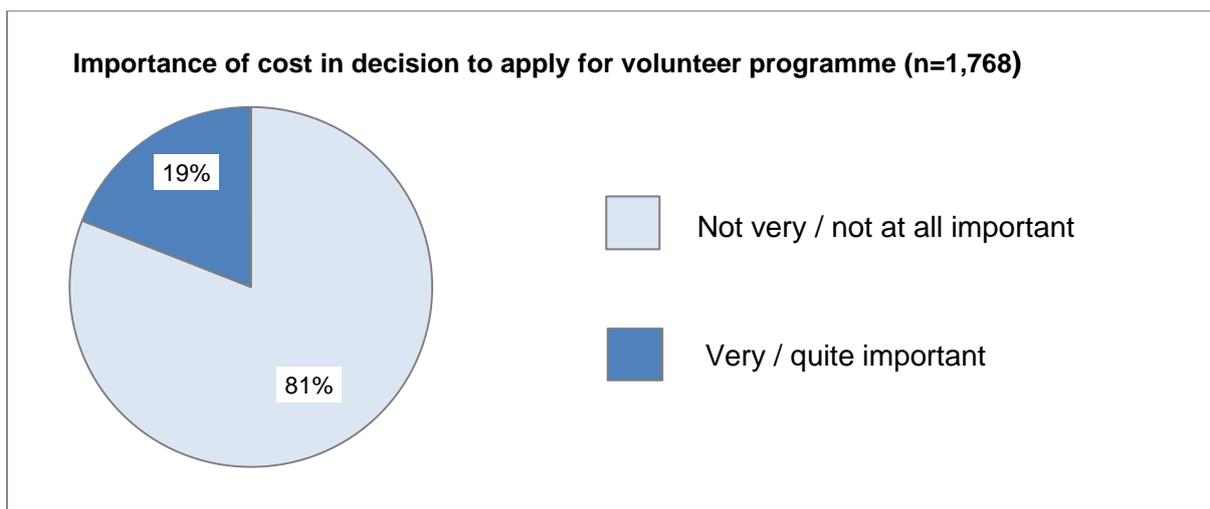
## 5. Cost, travel and support

This section includes feedback on the importance of the cost associated with the event and the availability of financial support and travel assistance. Some of the findings presented in section 5.2 on the Volunteer Support Fund (VSF) have been provided by Volunteer Scotland, who were responsible for administering the fund.

### 5.1. Importance of cost

Figure 15 shows that cost was an important factor in deciding about whether or not to apply for just 19% of respondents. However, women (21%) were more likely to say cost was an issue in their decision than men (15%) and younger age groups, i.e. those aged 16-25 (23%) and 26-44 (25%) were more likely to factor cost into their decision than those aged 45-64 (18%) or 65 + (10%).

**Figure 15: Importance of cost.**



Respondents were then asked to reply in their own words whether there was anything else they would like to say about the cost of volunteering for the 2018 European Championships. Travel was most commonly mentioned in relation to the costs incurred of being a volunteer. In a positive sense, the provision of a zone card offering free travel in Glasgow was widely welcomed.

*“The travel card was greatly appreciated. I had expected to pay for transport so it was an added bonus not to have the expense.”*

*“Zone card was fantastic! No money had to be spent the entire time.”*

Despite this, some people expressed disappointment that this card could not be used outwith Glasgow.

*“The travel card on my accreditation was not of any use as I was coming from Edinburgh.”*

*“I thought it was really shocking that Edinburgh was totally forgotten about for transport costs as we received no discounts or help.”*

There was also said to be a lack of awareness among volunteers that they were eligible to claim travel costs.

*“A lot of volunteers seemed unaware that even train fares would be covered if you were going to or from a volunteering shift, so this may have needed to be clearer.”*

*“Some people seemed to claim for their travel but we were not told that you could.”*

Several volunteers commented that they had to spend a lot of money on parking and fuel. This was felt by some to be unfair if no suitable public transport options were available.

*“I live in a place with no public transport to get me to Gleneagles in time for my shifts. If I had got the bus/train I would have been refunded. Because I had to drive I did not get refunded.”*

*“Due to the timings of my shifts I only had one out of five that I could use the zone card to cover my travel. The other shifts required me to drive.”*

Accommodation was less commonly cited as an issue as many stayed at home or stayed with people that they knew near their volunteering location. However, for those travelling from further afield and paying for accommodation, it was felt that further steps could have been taken to support them in doing so.

*“It would have been good if the organisers could have negotiated some cheap accommodation deals for volunteers....or encourage local volunteers to rent out rooms in their homes to other volunteers.”*

*“I thought it was a shame that there was no effort to offer support with accommodation for volunteers coming from outside Glasgow, particularly as this was offered at the Commonwealth Games.”*

## **5.2. Volunteer support fund**

Costs can be a barrier to volunteering, particularly for those on low incomes, with childcare or carer responsibilities or disability-associated costs. In response to this, a Volunteer Support Fund (VSF) was established to help volunteers who required financial support (and qualified for it) to take part in, and experience the 2018 European Championships. A total of £50,000 was made available by the Scottish Government to fund the VSF. The day-to-day running of the fund was outsourced to Volunteer Scotland who secured the contract to administer the VSF. However, Volunteer Scotland were not in control of the eligibility criteria nor the promotion of the fund.

The VSF was designed to provide a contribution towards the associated costs of attending the event for volunteers whose ability to participate was challenged. The following criteria were used for eligibility<sup>c</sup>:

- They were in receipt of **benefits**<sup>d</sup>.
- They were a young person (**16-18 years**).
- They were an **asylum seeker**.
- They had a **disability**.
- They were a **carer**.
- They had **childcare** responsibilities (and were in receipt of benefits).

Volunteers were invited to attend a ‘Skills Match’ interview, where there was an opportunity to discuss any support needs. If support needs were identified, then the intended process was that applicants would be made aware of the VSF and then be asked for their permission to be contacted by Volunteer Scotland about applying for the fund. Figure 16 shows that of the 687 VSF applicants<sup>e</sup>, 17% applied for funding and were eligible, 24% applied for funding

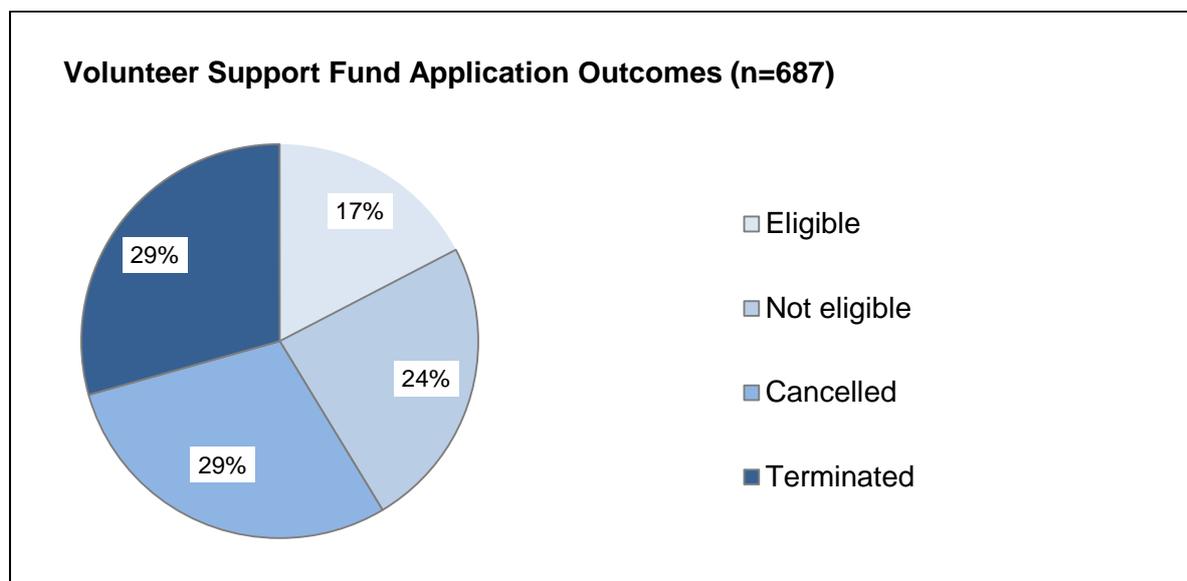
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<sup>c</sup> The VSF was a small discretionary fund that was not intended to cover all volunteer expenses. It was designed to help address barriers that may have prevented people from volunteering.

<sup>d</sup> These benefits included: Jobseeker’s Allowance/Universal Credit; Income Support; Housing Benefit; Care Allowance; Council Tax Benefit; Working Tax Credit; Employment Support Allowance; Incapacity Benefit; Disability Living/Working Allowance; War Disablement Pension; and State Pension (where this is the only source of income).

but were not eligible, 29% contacted Volunteer Scotland to 'cancel' their registered interest in the VSF and 29% of applicants had their registered interest in the VSF 'terminated' as they failed to respond to any correspondence from Volunteer Scotland, potentially as a result of not being eligible for funding. In total, 119 volunteers received funding through the VSF.

**Figure 16: Volunteer Support Fund application outcomes.**

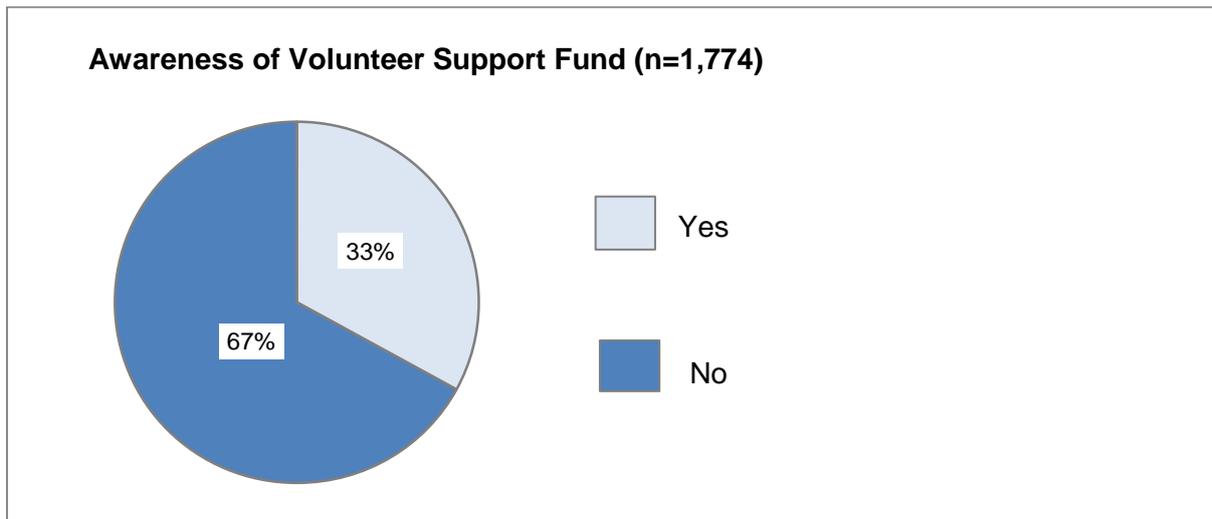


With more than half of applicants (58%) either 'cancelling' or having their registered interest in the VSF 'terminated', it is possible that the pre-information provided about the fund could perhaps have been clearer and more informative, helping to manage expectations about what the fund would cover and who was eligible from an early stage. Although there was a proposed referral route in place for the VSF, the approach to carrying out the 'Skills Match' interview was designed to be informal and no written script or information was provided to interviewers to refer to when talking about the VSF. It is therefore possible that some applicants who may have been eligible for the VSF were not identified during the assessment process and were not made aware of the fund. Indeed, Figure 17 shows that most respondents (67%) were not aware of the Volunteer Support Fund, with many commenting<sup>f</sup> that the fund "wasn't common knowledge" and "wasn't well publicised". It is clear from the responses that some people who may have been eligible for the fund, and would have benefited from it, missed out.

<sup>e</sup> Data obtained from Volunteer Scotland.

<sup>f</sup> All open-ended comments in section 5:2 are based on the following question: "Is there anything you would like to say about the Volunteer Support Fund?" A total of 404 responses were received for this question.

**Figure 17: Awareness of the volunteer support fund.**



*“I am single parent who loves to volunteer and have never used this resource as I didn't know it existed.”*

*“I was never told anything about it. Being someone who was disabled and on benefits it would have helped because transport was not available to my location.”*

*“I would have liked to have actually heard about this. Being a student, this was an incredibly costly experience that has put me off volunteering in Glasgow in the future.”*

The lack of awareness about the fund was further reflected through comments about the need to advertise it more widely.

*“It should be advertised, and it should be advised at recruitment as finance can influence decisions to participate and for how long.”*

*“It makes volunteering accessible to everyone but needs to be better advertised to let people know that it exists to help them make the decision to apply.”*

*“You need to advertise it. I can afford to volunteer but many can't, and I think more should be done to attract volunteers from other strata of society. Volunteers were mostly White, middle-aged or older professionals [at the event].”*

For those who did know about it, there was also some confusion around what it was and who it was for. Some people thought it was a fund seeking donations; some thought it was aimed at Scottish residents only (when in fact it was open to applicants outside of Scotland); others thought it was an open fund through which anyone could claim expenses, particularly fuel costs which were not generally covered by the event (only the cost of public transport was primarily covered); and there was some concern that applying for the fund would have a negative impact on being successfully selected as a volunteer for the event.

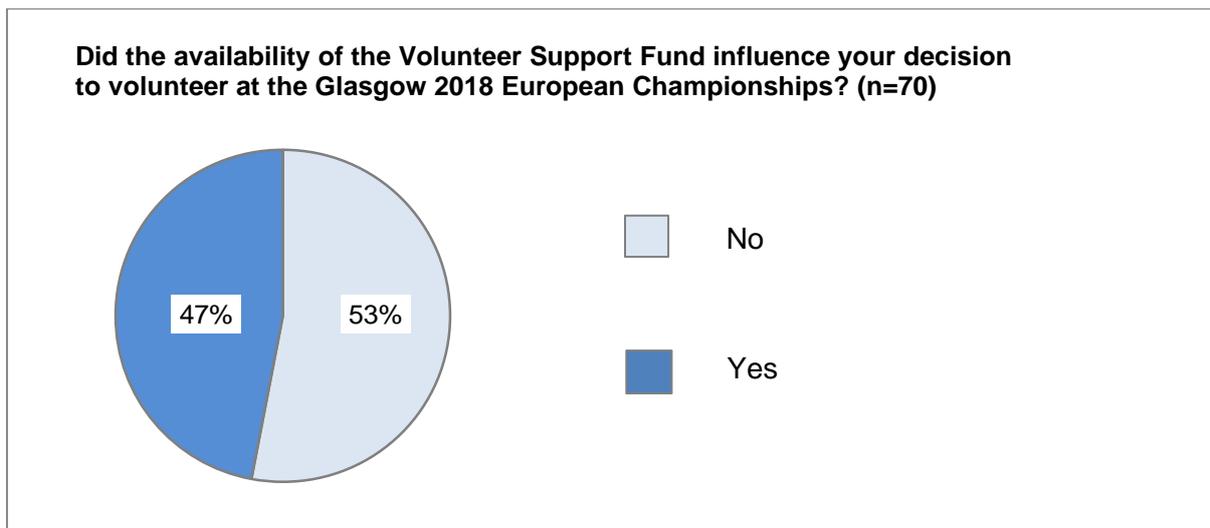
*“How do you qualify for the fund? What are the criteria?”*

*“Assume it would be for Scottish residents only. I live in England.”*

*“I did feel if I had asked for financial support this might have affected my application so I think this needs to be more widely known and available and seen as not something that would affect your application.”*

Despite a small sample (n=76), feedback on how money received through the VSF was used revealed that paying travel expenses was the most common expenditure (85%), followed by paying for accommodation (17%), childcare costs (8%) and paying for a carer (5%). Again, despite a small sample (n=70), Figure 18 shows that over half of the recipients of the VSF (53%) felt that it had been important to their decision to volunteer.

**Figure 18: Influence on decision to volunteer.**



Open-ended feedback on the VSF was typically positive about the application process and the support provided by staff.

*“It was a simple application process, great communication from the Volunteer Support Fund staff, and, fortunately, substantial assistance was provided.”*

*“Very good system and extremely helpful. Kept in contact throughout process and quick response to emails.”*

However, some respondents commented on the lateness of payments:

*“This was great, although we were notified of payments quite late, by which time I’d already had to commit to accommodation and hope I’d get the funding to go.”*

*“They did a good job although I didn’t hear until the last day they were open if I was getting any help financially which was a bit of a concern.”*

VSF recipients were asked to indicate how important it had been to their participation. Of those who responded (n=67), 21% said they would not have been able to complete their volunteering at the event without financial support and would have had to withdraw from taking part. Meanwhile 48% said they would have only partially been able to complete their role and the rest (31%) answered that that they would have been able to complete their role without it. The importance of the fund to participation was also reflected through open-ended comments, particularly for people on benefits or on a low income.

*“This was vital in my acceptance of the role as a volunteer – in receiving this amount of finance.”*

*“This was a welcome support that alleviated the stress of the financial cost of respite enabling me to volunteer.”*

*“I am on benefits and the cost to cover this would have been helpful to myself”.*

*“Had I known I would have thought about fuel costs, I am single parent who loves to volunteer and have never used this resource as I didn’t know it existed.”*

The idea of providing a fund to those who required financial support to volunteer also received support from other volunteers:

*“It is a fantastic idea to help encourage more people to get involved.”*

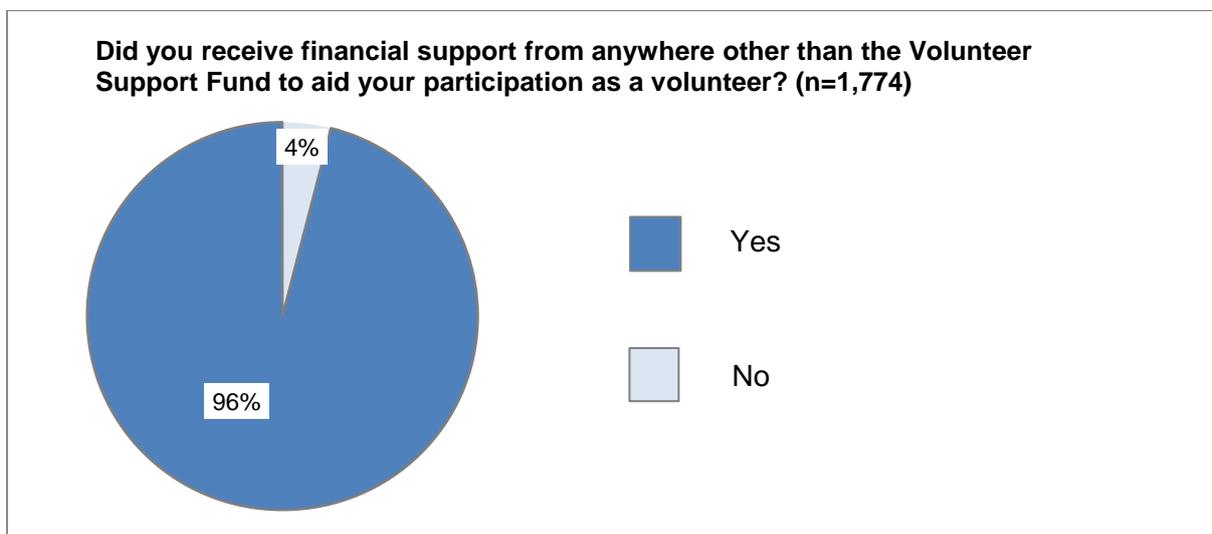
*“I’ve volunteered in the past for large multi-sport events and there was little to no funding available so having something like this in place helps ensure volunteering can be equitable and open to all.”*

*“It isn’t really relevant to my case but I’m glad of its existence for those who would need help.”*

### 5.3 Additional financial support

Figure 19 shows that 4% of volunteers received financial support from another source (i.e. not the Volunteer Support Fund).

**Figure 19: Additional financial support.**

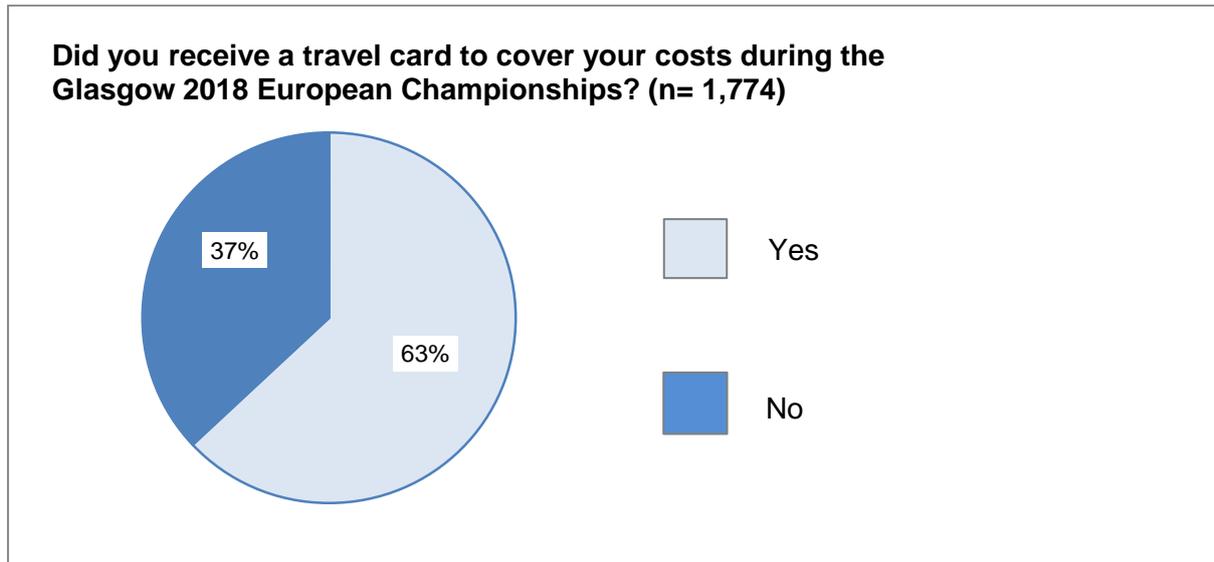


This support was most often given from family members, but was also offered by a handful of employers, Universities and sports clubs. The local authority and the event organisers were also credited with providing financial support by a small number of participants.

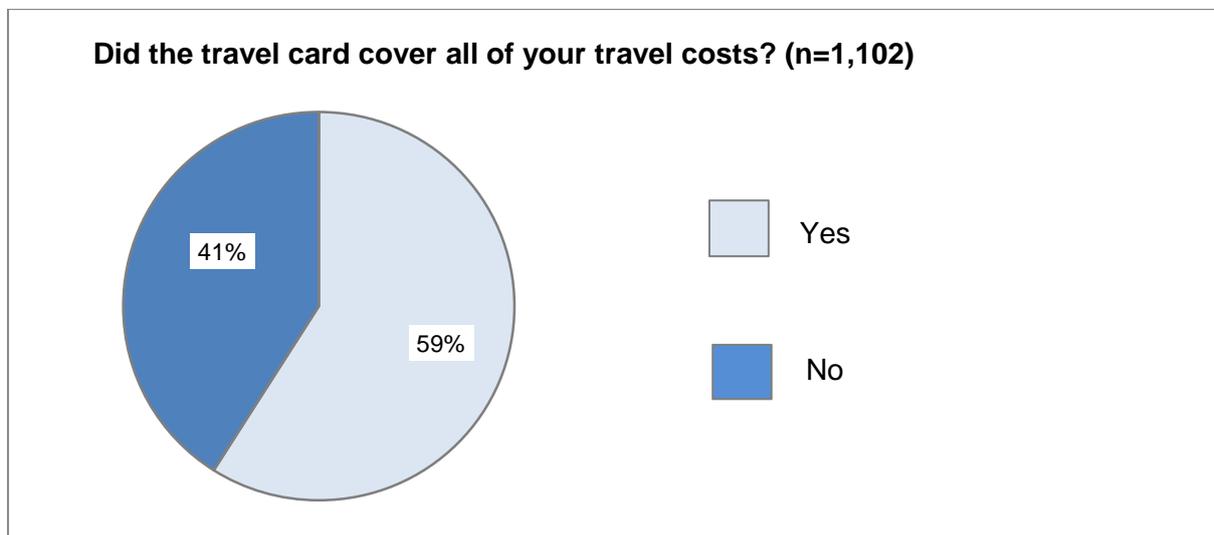
#### 5.4. Travel card

Some volunteers were issued with a travel card to cover their costs. Nearly two thirds of volunteers (63%) in the sample received a travel card during the Championships (Figure 20). For those who did receive a card, 59% said that it covered all of their costs (Figure 21).

**Figure 20: Received travel card.**



**Figure 21: Costs covered by travel card.**



## 6. The volunteering experience

Volunteers were asked about their experience of the 2018 European Championships, with questions covering skills development, role assignment and the overall experience. This feedback was collected through a combination of closed and open-ended questions.

### 6.1. Skills and interests

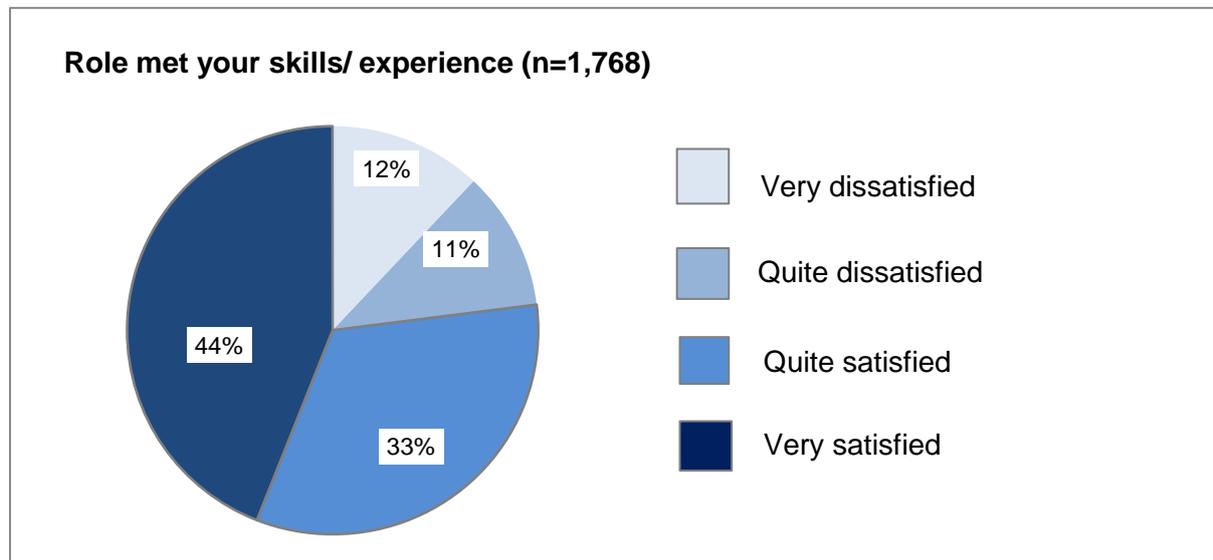
The application form included a list of skills and interests. Applicants we asked to select each skill/interest they already had or were proficient in. Later, through the survey, they were asked to state how much they felt they had further developed these skills through being a 'Team 2018' volunteer. Table 4 shows that most respondents felt that they already had a range of skills when they applied. Most felt that they had 'people skills' and were able to be 'part of a team'. Interestingly, these skills were also the ones that 'Team 2018' volunteers thought they had developed to the greatest extent. Fewer applicants believed that they had 'knowledge of Glasgow/other hosting areas' or an 'understanding other countries/cultures' at the time of application and fewer volunteers stated that they had developed these skills during the Championships. One skill that did not appear to follow this pattern was 'working under pressure'. Many applicants reported having this skill at application, but only 17% thought they had developed this skill 'to a great extent'.

**Table 4. Use and development of skills.**

Source	Application Form (n=2,286)	Survey (n=1,753)	
	Already had skill	Developed skill to some extent	Developed skill to great extent
Working under pressure	82%	62%	17%
People skills	95%	60%	31%
Knowledge of Glasgow / other hosting areas	60%	61%	20%
Understanding of other countries / cultures	51%	67%	14%
Being adaptable / flexible	88%	59%	29%
Being part of team	97%	49%	45%
Organising and co-ordinating tasks	76%	58%	26%

Most volunteers (77%) were quite or very satisfied that their assigned role met their skills and experience (Figure 22). This percentage was slightly higher than the percentage of clyde-siders who were satisfied with their role at the Commonwealth Games (74%)<sup>3</sup>.

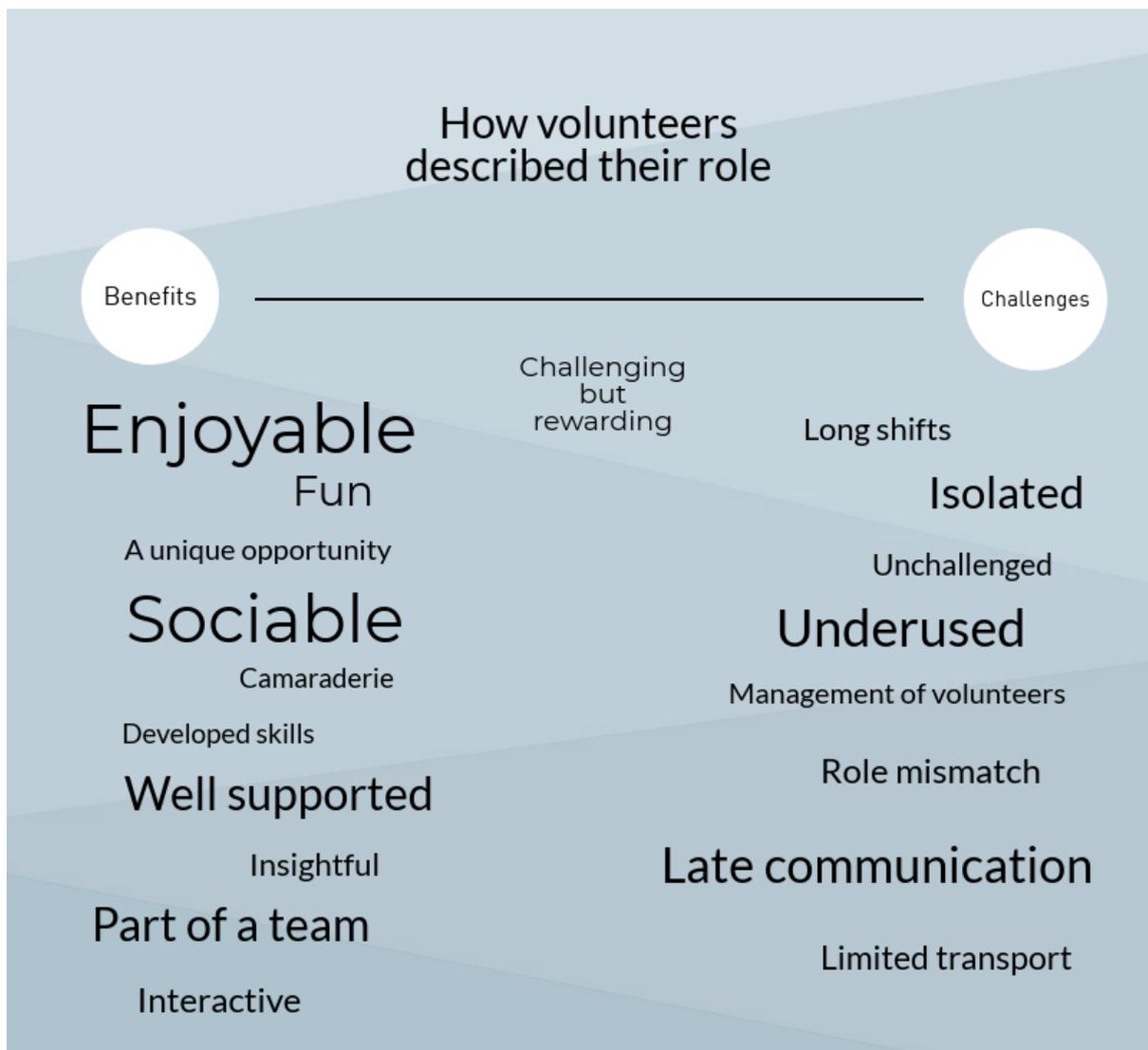
**Figure 22: Role matched with skills and experience.**



## 6.2. Experience of volunteer role

Figure 23 is a visual representation of how participants described their volunteer role. The diagram is for illustrative purposes rather than an exact depiction of the feedback. Analysis of the responses provided a list of adjectives and descriptive phrases that were used most commonly to describe the experience. A word cloud was created out of the most common of these, with the words/phrases that were used the most being illustrated in larger font. The most common and therefore largest words were taken from the word cloud to create the image below. Descriptions of volunteer roles varied, with positive, negative and mixed accounts being given. The words on the left represent the benefits or positive aspects of being involved, while those on the right represent aspects of the role that were challenging or which did not meet the expectations of the respondent.

Figure 23: How volunteers described their role.



The most commonly offered positive feedback was that the Games were **fun** or **enjoyable**.

*“It was a fantastic experience, a lot of fun.”*

*“It was a very enjoyable experience.”*

**Social** aspects of the role were also described in terms of meeting like-minded people and of the friendly nature of other volunteers and staff.

*“I met loads of friendly people volunteers and staff.”*

*“I enjoyed the experience, including meeting like-minded people who were also enthusiastic about what they were doing.”*

Being **part of a team** was also an important aspect of the role for helping to build confidence and for the enjoyment of working successfully with others.

*“I was delighted to volunteer and be part of the team.”*

*“It made me feel confident working in a team and helping the crowds enjoy their day out by helping them with the information they needed.”*

In keeping with the finding that most people felt that their role matched their **skillset**, positive comments were offered on this aspect of the role.

*“The role was a very good fit with my skillset.”*

*“I was delighted to be assigned to Medal Ceremonies, as it is a role I have done in the past and so suited my skillset well.”*

For people who were new to volunteering or unfamiliar with the role that they were assigned to, the **support** they received from the organisers and team leaders was valued.

*“The people in charge of my team were fantastic – always treating us well, guiding us and making the experience very enjoyable.”*

*“I appreciate how much you helped me get something I was happy with. Being disabled, with no car, I felt you went out of your way to help me.”*

A less common but important benefit of being a volunteer was the **insight** it offered into the management of a large event or an aspect of sport.

*“It was a fantastic role with great insights into the media operations of a sporting event.”*

*“Great opportunity to see behind the scenes.”*

Some roles were described as being both **challenging and rewarding**. These comments suggest that being challenged can be viewed positively, providing any obstacles can be overcome.

*“I loved working with the team it was daunting but got the hang of it eventually.”*

*“It was busy and challenging.”*

*“I was given more responsibility than I thought I would have which I really enjoyed and appreciated.”*

From a less positive perspective, **late communication** about selection and what the role would entail (if selected) were also highlighted.

*“Information of my role as a volunteer was left to last minute and not the one I applied for.”*

*“Communication wasn’t great, I didn’t find out I was successful until much later than anticipated.”*

**Transport options** were reported to be limited for some people, particularly for those who had no option other than to drive. This was regarded by some volunteers to be unfair.

*“No help to get there if you do not drive a car.”*

*“Transport to and from the venue was poor and the option of claiming mileage allowance was not available.”*

**Not being challenged** or not having enough to do during shifts were common criticisms. This highlights an important compromise between providing a rewarding volunteering experience and ensuring that the all necessary volunteering tasks are completed.

*“Really enjoyed my time as part of the team but not sure that my skills and experience were necessarily put to best use.”*

*“There were a large number of volunteers doing the same job so there was not always a lot of work to do.”*

A **lack of leadership** – or inconsistencies in leadership – was cited as an important influence on the experience. Many people described positive experiences, while others were

unhappy with the management. This inconsistency is perhaps inevitable given the various roles involved and the differences in management experience across volunteer leaders.

*“Very inconsistent leadership, some team leaders better than others, some volunteers had freedom to watch events and others didn’t.”*

*“The volunteer team leaders often did not seem to know where to send people or at what times to make changes.”*

In contrast to the positive accounts given about skills being well matched to a role, some people commented on there being a **role mismatch**. There was a feeling from some that individual needs or skills were not taken into account when assigning roles.

*“Selection team obviously didn’t take individual experience into consideration.”*

*“I was quite flexible with what I was prepared to do, and was very happy to be part of the team. However, I’m not sure how sophisticated the skills matching process was.”*

Finally, **long shifts** and feeling **isolated** could be negative aspects of the experience, even if the overall experience was a positive one.

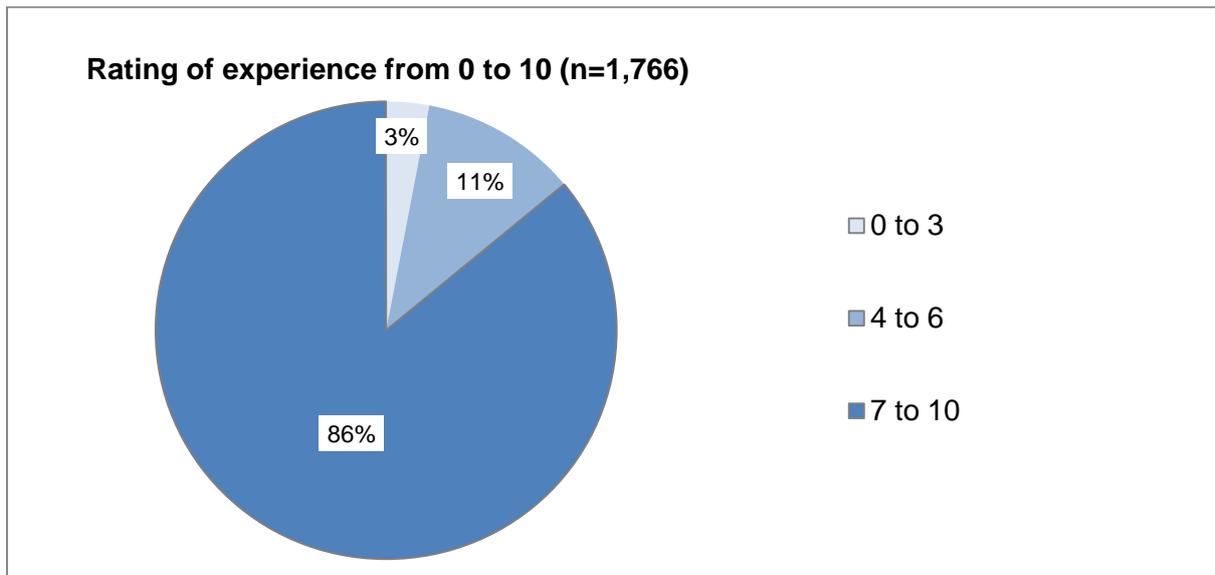
*“The volunteer role was good, although the shifts were long with very early starts.”*

*“Really enjoyed the experience; however I felt very isolated from the Championships as a whole.”*

### **6.3. The overall experience**

Volunteers were asked to rate their experience out of 10, with 0 indicating a ‘worst possible experience’ and 10 indicating the ‘best possible experience’ (Figure 24). Most respondents (86%) rated their volunteer experience at 7 or higher, with 11% providing a score between 4 and 6. Only 3% rated their experience between 0 and 3.

**Figure 24: Rating of experience.**



Respondents were then asked to indicate why they gave this score. Positive comments were made about how enjoyable the experience was, of having fun, being part of a team, the friendliness of other volunteers, good organisation and it being a great opportunity. Mixed comments were also offered, however, with some aspects of the experience exceeding expectations and others falling short.

*“Fantastic opportunity to share my city with visitors from far and wide. Made some great friends, but organisation and planning was disappointing.”*

*“The actual volunteering element was a 10 (score given out of 10). Some of the process and communication prior to that was a bit less perfect.”*

Negative comments referred mostly to being under-utilised or of poor management or organisation.

*“The role did not entail very much so included a lot of ‘hanging around’ and not being busy.”*

*“Too many volunteers resulted in a lot of sitting around, not being assigned tasks.”*

*“I really enjoyed my volunteering but some of the management of it could have been better handled.”*

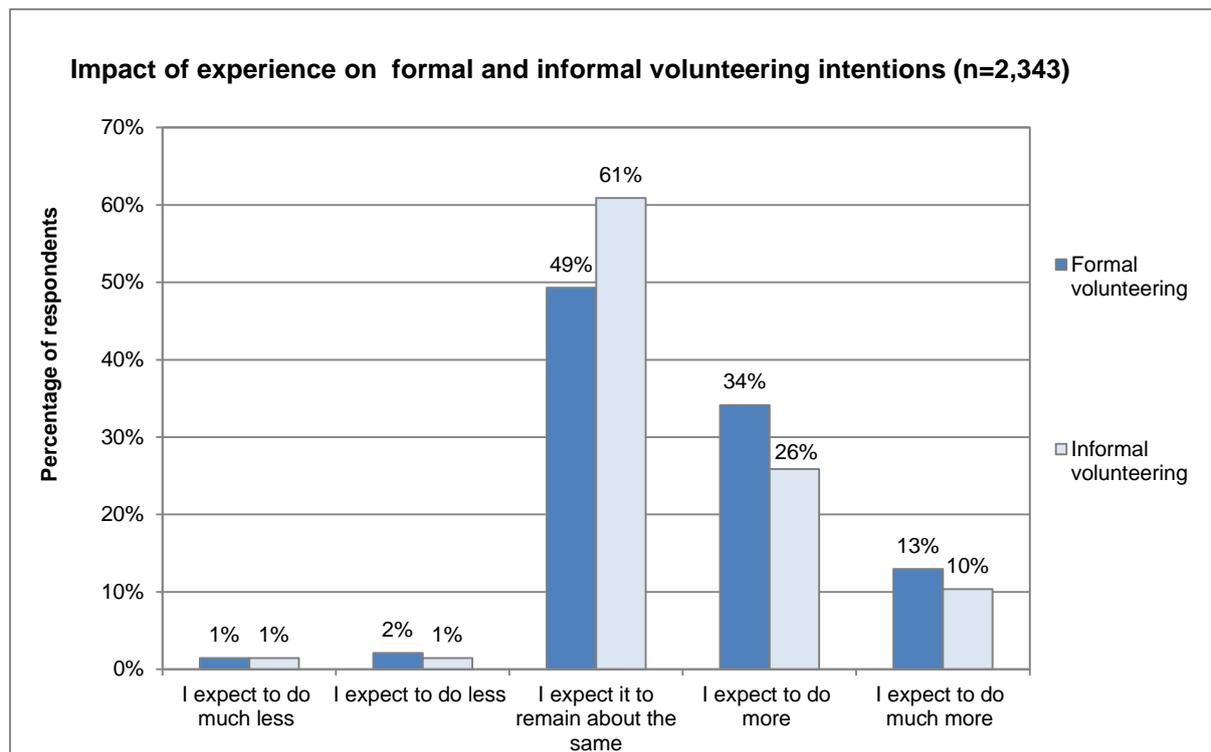
## 7. Impact of participation

The impact of participation in the 2018 European Championships was captured for everyone that applied and completed the survey. Expectations about future volunteering intentions, the likelihood of recommending volunteering to others and social aspects of participation were explored.

### 7.1. Impact on volunteering

For anticipated formal and informal volunteering in the future<sup>9</sup>, very few respondents expected to do less after their experience. Figure 25 shows that almost half (47%) of respondents expected to do more formal volunteering and over a third (36%) expected to do more informal volunteering. This is slightly higher than the percentage of clyde-siders who expected to do more formal (45%) or informal volunteering (32%)<sup>3</sup>. Analysis by volunteering experience shows that first time volunteers were more likely to expect to do more volunteering in the future (68%) than experienced volunteers (45%).

Figure 25: Impact on volunteering intentions.



Responses to an open-ended question on future volunteering intentions revealed that many were already involved in some form of volunteering – often with a charity or a sports group – and would continue to do so.

<sup>9</sup> **Formal volunteering** is defined as giving up time to help clubs, charities, organisations in an unpaid capacity. **Informal volunteering** is defined as giving up time to help people who are not relatives, like a neighbour.

*“I am currently involved in fund raising for a national charity.”*

*“I already do a lot of volunteering on my days off.”*

Others stated they were already pursuing other opportunities, with some suggesting that their enthusiasm for volunteering had been re-ignited by their experience and that they would pursue other opportunities as a result.

*“Volunteering was something I done a lot of in younger days when I didn’t have such a demanding job. The ‘feel good factor’ is incredible and it definitely reignited my enthusiasm for volunteering again.”*

*“This has definitely encouraged me to continue volunteering at sporting events.”*

Others, meanwhile, stressed that a lack of time, or work and family commitments would prevent them from volunteering regularly in the future.

*“The time I can volunteer is limited due to work commitments.”*

*“Work and young family restrict what I can do.”*

Other reasons for not continuing to volunteer – although offered less commonly – were poor health, getting older and affordability.

*“As long as I am fit and able to volunteer, I will.”*

*“Age will reduce my activity.”*

*“I will continue to volunteer as far as my health and finances in retirement allow.”*

For those reaching retirement age, a common response was that they would have more time on their hands and that they intended to use it to volunteer.

*“I am nearing retirement, and look forward to doing so much more volunteering then.”*

*“As I am taking retirement next year, I’ll be able to look for more opportunities and be able to travel more frequently.”*

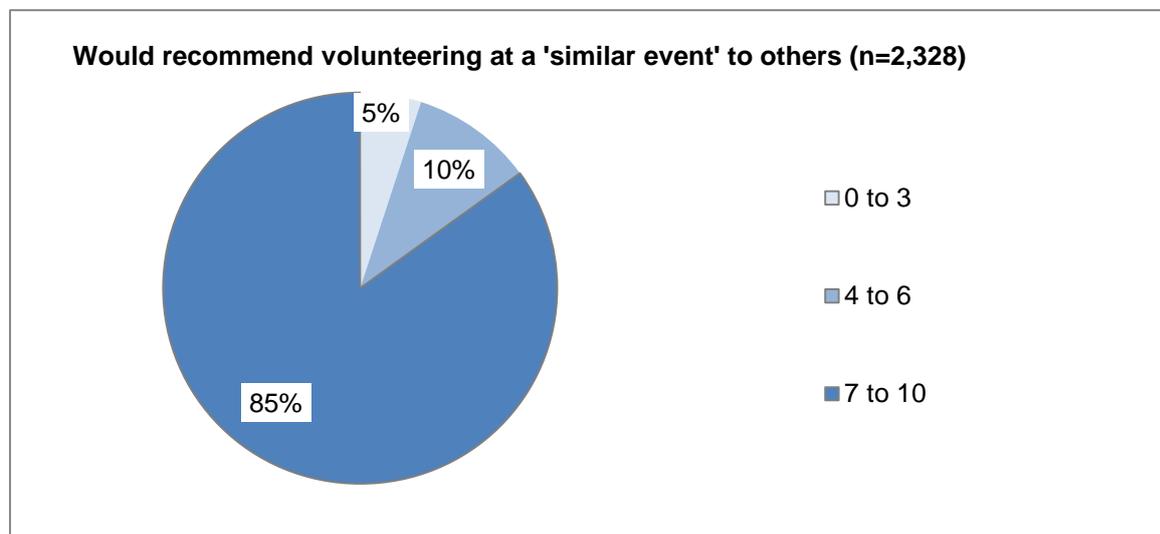
A few respondents commented that their negative experience of the Championships had put them off volunteering for other big events. However, most stressed that they would continue to pursue other forms of volunteering despite this (e.g. working with local charities).

*“I am lucky that I have had so many positive experiences of volunteering and the negative experience I had this time has not put me off, however it’s made me wary.”*

*“I would only volunteer for a role with a clear job description, and one that I felt properly trained for.”*

Everyone who applied to be a volunteer (and completed the survey) was asked whether they would recommend volunteering to others at a similar event in the future (Figure 26). Eighty-five percent gave a score of 7 out of 10 (10 being ‘very likely’), and just 15% gave a rating of 0 to 6. Fifty-seven percent gave a score of 10. Applicants who volunteered at the Championships were more likely to score 7 or more (92%) than those who applied but did not go on to become a volunteer (73%).

**Figure 26: Recommend volunteering at similar event.**



Responses to an open-ended question inviting further comment on why they would/would not recommend volunteering to others mainly offered positive answers such as it being a unique experience, the benefits of ‘giving back’, the ‘social aspects of involvement’ and for the possibility of ‘gaining new skills’. For those who were less positive or whom shared mixed feelings about their experience, reasons included the mismanagement of volunteers, poor communication and differences in experience based on the type of role offered. A number of respondents also suggested that volunteering may not be for everyone;

mentioning that it required them to have certain characteristics and realistic expectations about what volunteering would involve.

## 7.2. Social impacts

Almost three quarters of applicants (73%) met someone new through their experience (Figure 27). This percentage who said they met someone new was predictably lower for those who did not go on to become a Team 2018 volunteer (17%) as compared with those who volunteered at the Championships (91%).

**Figure 27: Met new people through European Championships experience.**

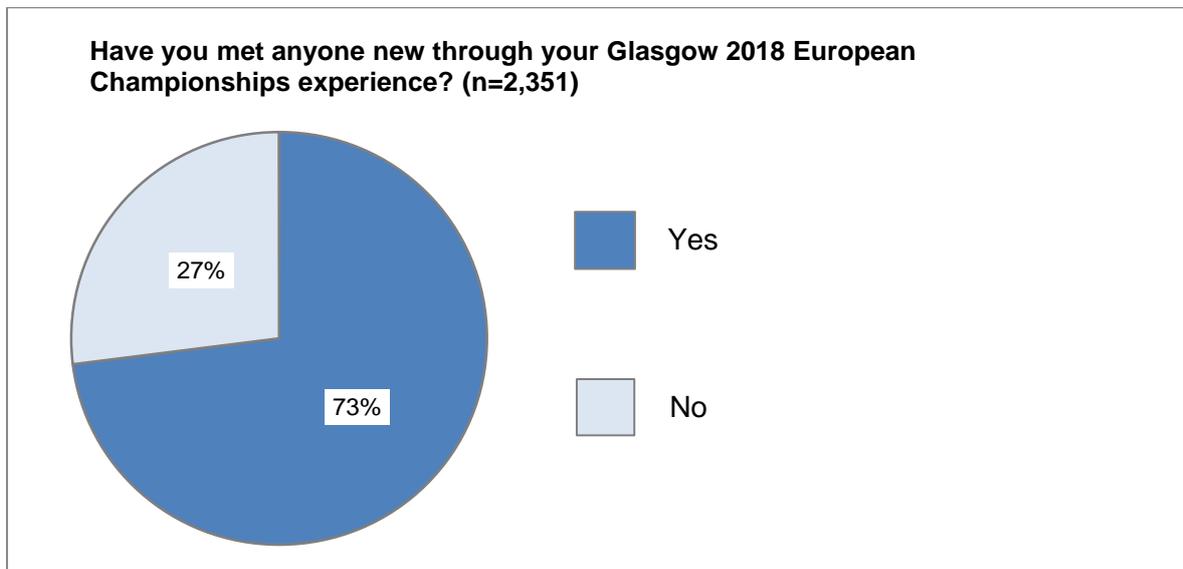


Figure 28 shows that for those who did meet new people, 73% intended to remain in touch.

**Figure 28: Staying in touch with people met through volunteering.**

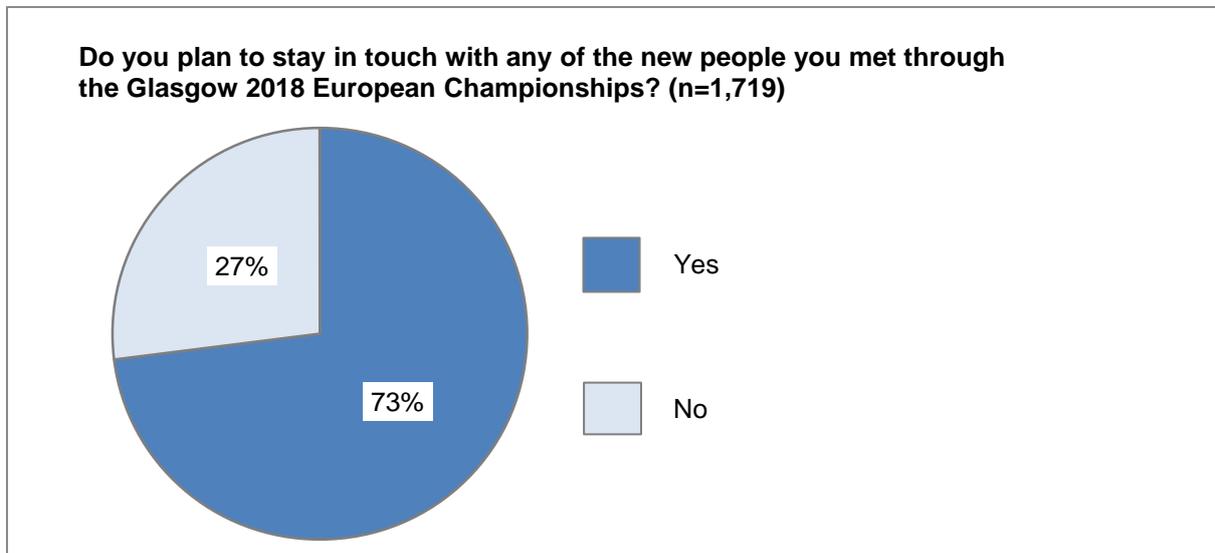
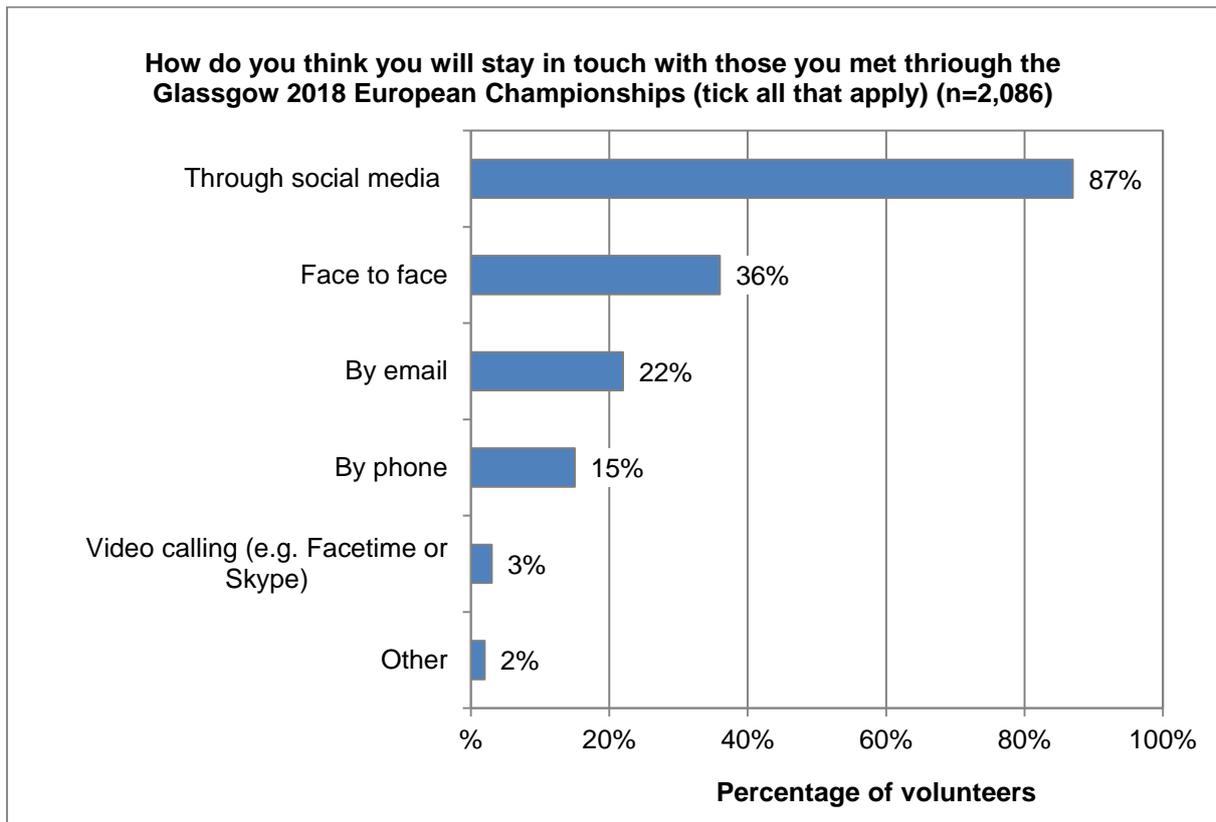


Figure 29 shows that the most common means of staying in touch with others was through social media (87%), followed by face-to-face (36%), email (22%) and telephone (15%). Two years after the 2014 Commonwealth Games volunteers were asked how they had kept in touch people whom they'd met through the experience. Similarly, social media was the most common response (71%) followed by face-to-face (48%), email (22%) and by telephone (14%)<sup>11</sup>. This indicates a continued shift towards social media as a means of social contact.

**Figure 29: Means of staying in touch.**



## **8. Discussion**

Learning from this study advances understanding on the demographic profile of volunteer applicants, their motivations, experience and subsequent behaviour. This has implications for the delivery of future mega-event volunteering programmes and how more local forms of volunteering can be promoted.

### **A more diverse profile of applicants**

Learning from the 2014 Commonwealth Games shaped the design and delivery of the 'Team 2018' volunteer programme. In particular, Key Performance Indicators were drawn up to target representation from a more diverse profile of applicants. While gender and age exhibited little change across events, 'Team 2018' applicants were more likely to be ethnically diverse (8% non-White versus 5% non-White), from Glasgow city (33% versus 13%) or to report having a long-term condition or illness (15% versus 5%). Progress was also made in encouraging applications from people who had not volunteered in the last 12 months (32% at the time of application versus 17% at the Commonwealth Games). Despite this, for both events just 3% of applicants were unemployed and in terms of deprivation, 'Team 2018' applicants from Scotland were much more likely to live in a 20% least deprived area than a 20% most deprived area.

### **Reducing social isolation through volunteering**

Responses to the survey show that applicants are typically healthy, that they participate widely in community groups and are likely to be a member of a sports club or a gym. However, almost a fifth of applicants said that they felt isolated from family and friends at times. This is much higher than that reported in the NHSGGC Health and Wellbeing survey of the Glasgow population (15%), suggesting that some applicants may undertake volunteering as a means of reducing feelings loneliness or isolation. With single adult households set to rise by 28% in Scotland over the next 25 years<sup>12</sup>, increasing opportunities for volunteering could be an important means of reducing isolation.

### **Gaining from the experience and contributing to it**

The motivations for applying to become a 'Team 2018' volunteer were similar to those described by clyde-siders. Applicants were broadly motivated by wanting to gain from the experience or to contribute to it (i.e. to have a positive impact on the event/other participants/the area). Motivations relating to the notion of gaining include the development of new skills, the wish to try something new or to take part in a unique event. Meanwhile more altruistic motivations included contributing to the success of the Games, giving back to the community or representing the host city/country. In general, altruistic motivations were

more common among older or more experienced volunteers, while motivations based on the wish to gain from the experience were more common for younger or less experienced volunteers. However, the picture is more nuanced and typically people were motivated by both personal and altruistic reasons.

### **Most applicants were satisfied with the application process**

Most volunteers were satisfied with the application process. This was backed up by comments about the experience being straightforward, of friendly support staff and of the flexible nature of the approach. Conversely, 25% of applicants were not satisfied with the application process. Additional comments here covered the time taken by organisers to allocate roles, mismatches between the roles allocated and the skills of volunteers and a lack of communication. These were also common criticisms provided by clyde-siders, and are perhaps to some extent inevitable when recruiting for such a large event.

### **Financial and logistical support was helpful, but not everyone knew about it**

The financial and logistical support provided for volunteers to participate was widely welcomed and was recognised as being an important factor in enabling participation. Key to this was the flexible nature of the application process (e.g. when interviews took place and having the option to do so by telephone or via Skype). However, two issues were highlighted in comments about the support provided. Firstly, that financial support was not widely publicised, meaning that some eligible volunteers missed out, and secondly, that travel cards only covered the Glasgow area, rather than all of the other venues across Scotland.

Feedback on the VSF highlights the need for funding initiatives to be publicised from the outset, particularly during any recruitment drive for volunteer involvement in the event. This is important to ensure that the right information reaches the right people at the right time, thus preventing potential volunteers from discounting themselves from applying on the grounds of financial hardship. The availability of the fund should also be promoted at further stages of the recruitment process to continue raising awareness, with the aim of helping to make volunteering open to all.

### **The skills that applicants felt they had were the ones that they tended to use the most**

Commonwealth Games volunteers generally described wanting to use existing skills rather than to develop new ones. Here, most applicants stated that they already had a number of skills before becoming a 'Team 2018' volunteer, but that the skills that the highest percentage of people already had also tended to be developed the most through volunteering (i.e. people skills, being part of a team and being adaptable). The general

pattern here is that volunteer applicants had a range of skills that they were able to put into practice in their role.

### **A positive and rewarding experience, despite some challenges**

Volunteers described their role as fun and enjoyable, as well as a unique opportunity. Positive social aspects of the role were also commonly described, such as being part of a team and the camaraderie that they felt with their peers. Negative accounts of the experience, meanwhile, included being isolated, of poor communication from the organisers and of being unchallenged. That most volunteers rated the experience at 7 out of 10 or more shows that it was largely a positive and rewarding experience, despite some challenges or aspects of the role that were not enjoyable. Some of the negative feedback relates directly to the organisation of the programme – and should therefore be considered for future events – while others aspects are perhaps inevitable given what’s required to deliver a successful event. Key to volunteer satisfaction is that expectations are met. That can be helped by providing information in advance about what the role will involve, including any potentially negative aspects. For example, if the role will involve standing alone for long periods then it is important that volunteers are made aware of this.

### **Making the most of future of mega-event volunteering**

This evaluation builds on existing learning to advance understanding on how mega-event volunteering can shape subsequent volunteering and more broadly, population health. For Glasgow, the advent of two major events in recent years has enhanced its reputation as a positive destination for mega-event volunteering and a city that can deliver successful sporting and cultural events. This pattern of attracting large sporting and cultural events to the city looks set to continue, as according to Glasgow City Council’s Strategic Plan 2017 to 2022, a priority for the Council is to:

*“Maintain Glasgow’s reputation as a world class city for heritage and events building on the legacy of 2014.”* <sup>13</sup>

With future events planned, including the new combined Cycling World Championships in 2023, there is an opportunity for past learning to shape the delivery and legacy of future events. In keeping with learning from the Glasgow 2014 Commonwealth Games, this volunteering programme has generally provided a valuable experience for those involved. However, more work needs to be done to increase volunteering rates in Glasgow, particularly in deprived areas. It may be beneficial to work with existing local organisations to encourage future participation from under-represented groups.

## Appendix

### Summary of survey

Theme		Summary
<b>1. Profile of applicants</b>	2.1. Demographic characteristics	<ul style="list-style-type: none"> <li>• Gender</li> <li>• Age</li> <li>• Place of residence</li> <li>• Long-term conditions or illness</li> <li>• Work status</li> <li>• Ethnicity</li> <li>• Deprivation category</li> </ul>
	2.2. Your health and wellbeing	<ul style="list-style-type: none"> <li>• General health</li> <li>• Social isolation</li> </ul>
	2.3. Involvement in sport/physical activity	<ul style="list-style-type: none"> <li>• Physical activity levels</li> <li>• Club membership</li> </ul>
	2.4. Volunteering and community participation	<ul style="list-style-type: none"> <li>• Current volunteering</li> <li>• Participation in groups</li> </ul>
<b>2. About the experience</b>	3.1. Becoming a Team 2018 volunteer	<ul style="list-style-type: none"> <li>• Location of volunteering</li> <li>• Distribution of roles</li> <li>• Number of shifts</li> <li>• The application process</li> </ul>
	3.2. Cost and support	<ul style="list-style-type: none"> <li>• Importance of cost</li> <li>• Volunteer Support Fund</li> <li>• Other financial support</li> <li>• Travel card</li> </ul>
	3.3. Experience of being a volunteer	<ul style="list-style-type: none"> <li>• Skills match</li> <li>• Development of skills</li> <li>• Feedback on role</li> <li>• Overall experience</li> </ul>
<b>4. Impact of experience</b>	4.1. Impact on volunteering	<ul style="list-style-type: none"> <li>• Future volunteering intentions</li> <li>• Recommend to others</li> </ul>
	4.2. Social impacts	<ul style="list-style-type: none"> <li>• Meeting new people</li> <li>• Staying in touch</li> </ul>

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