

# Working with volunteers in Sports & Leisure

Sharon Wheeler - Group Manager: Cultural Strategy & Leisure Development  
Southend-on-Sea Borough Council

Lisa Wright – Active Women & She's Ready Project Co-ordinator, Active Life

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# Outline

- Context
- Engaging with volunteers – recruitment, relationships & resourcing
- The difference a volunteer makes
- Volunteering support for sporting initiatives in Southend – “She’s Ready”

# Context

- 2011/12 in depth scrutiny study on Volunteering in Cultural Services.
- Adoption of a Council wide Volunteering Policy
- Introduction of a Volunteer Co-ordinator (Libraries / Museums)
- Strategic objective – service plan
- Achieved Investors in Volunteers (IiV) accreditation - 2016

# Recruitment

- Varied approach depending on the volunteer role – proportionality
  - Long-term volunteer roles
  - Event based volunteers
- Role description
- Volunteer agreement - manage expectations from both sides
- Appropriate training

# Relationships & resourcing

- Relationship with paid staff – can require attention
- Volunteer Recognition
- Not a free resource
  - Reimburse appropriate expenses
  - On-going support – 1:1s, performance management
  - Insurance
  - Uniforms
  - Promotional activities

# Some of our projects

- **Make Southend Sparkle**
  - *Volunteer led*
  - *Community clean ups*
    - *Residential streets*
    - *Parks*
    - *Beaches*
  - *Projects with HARP, Project 49 etc*
  - *Responsible Dog Owner days*
  - *Instilling pride in local communities*
  - *Helping people to take ownership & action*





# Some of our projects

Summer 2017 NCS (national citizenship service)





# Arts & events

A regular Sunday afternoon at  
the Bandstand





# Poppies:Wave



# Poppies Volunteers

We couldn't have done it  
without them – all 250!!



# Value

- Added value
- Specific skills
- Community engagement
- Creating capacity
- Without volunteers many events / activities simply wouldn't happen

# Sport specific volunteering opportunities

## “She’s Ready”

Lisa Wright – Active Women & She’s Ready Co-ordinator





SPORT  
ENGLAND



ActiveLife



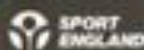
ActiveEssex

# She's Ready.

# Are you?

#sheisready





FACEBOOK: ACTIVE WOMEN SOUTHBEND  
INSTAGRAM: SHESREADYSOUTHBEND

#sheisready

## She's Ready.

Are you?

READY TO

### CONNECT?

Enjoy fitness sessions,  
love talking to people  
& making them feel  
welcome & at ease?

We'd love you to be part of our  
sessions, be part of the Active  
Life team and develop your skills  
and reach your potential

READY TO

### EMPOWER?

Are you passionate  
about keeping active,  
love the classes & always  
at the front?

We can provide training and  
support around marketing,  
social media, design or similar  
and help you utilise your skills to  
promote physical activity.

READY TO

### LEAD?

Want to lead the shimmy  
in a Zumba class or  
show some moves in a  
boxercise class?

We can help you become fully  
qualified, with the support of  
a mentor and local training  
opportunities you can be leading  
a class before you know it!

Be part of the revolution at [she-is-ready.co.uk](http://she-is-ready.co.uk)

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# Want to be part of the revolution? Email now for more information

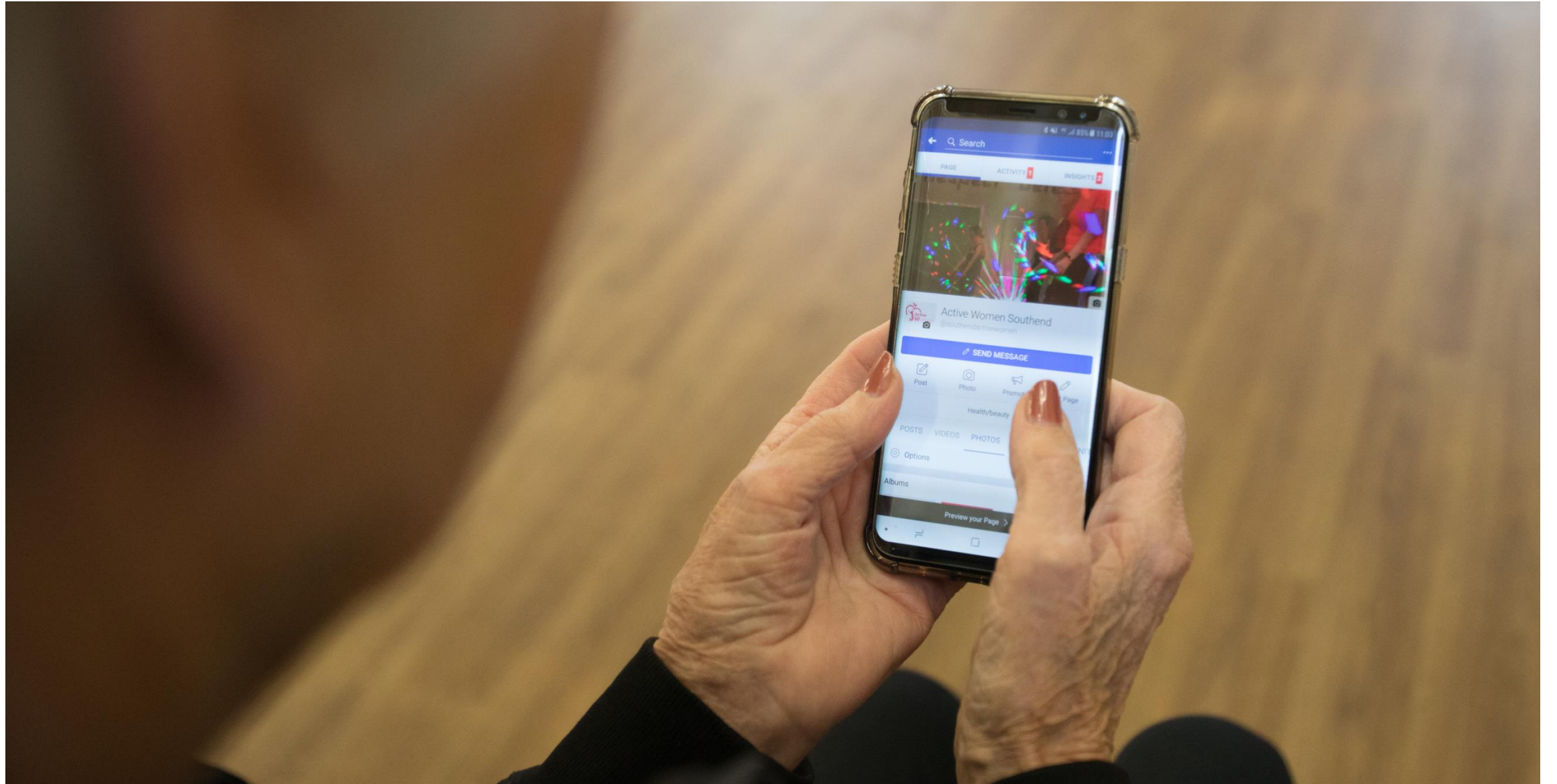
She's Ready is a volunteer, training and development programme for ladies who want to be part of the fitness industry. Funded by Sport England with mentoring to help you achieve your potential.

















# She's Ready.

## Social Media Assistant

Can you spare 1 hour a week to create and schedule social media posts to help attract women to our sessions?

We are looking for an enthusiastic and social media savvy lady to help us promote our sessions and create a community that looks to our social media for inspiration and opportunities

This is a voluntary role, in return we can help you by offering mentor support, access to our full range of classes at a discounted rate and access to a training courses.

As you would expect, this role is subject to Terms and Conditions, for further information please email [hello@she-is-ready.co.uk](mailto:hello@she-is-ready.co.uk)

Empowered  
Women,  
Empower  
Women



# She's Ready.

Empowered  
women,  
empower  
women

## Event Assistant

Do you attend any of our regular Active Women/50+ sessions/events? Would you like to be more involved and help our lovely ladies at one of the many events we run throughout the year?

We are looking for friendly, enthusiastic and organised ladies to help at events.

This is a voluntary role, in return we can help you by offering mentor support, access to our full range of classes at a discounted rate and access to a training.

As you would expect, this role is subject to terms and conditions, for further information please email [hello@she-is-ready.co.uk](mailto:hello@she-is-ready.co.uk)