



Resource Guide in:

Volunteers in Sport and Leisure

INTRODUCTION

In recent years, the role of volunteers and their contribution to sport and leisure has received much greater attention and scrutiny. The value of volunteers has been measured and various opportunities and schemes have been developed to offer some form of training and support to volunteers within sport and leisure related fields. There is now far greater recognition of the time, effort and contributions made by volunteers. This coincides with the growth in opportunities to study sport at further, higher, and most recently, foundation level. The popularity of volunteering and opportunities available, along with the increase in opportunities to study sport, has however highlighted a lack of academic resources in the subject area. What follows is an annotated bibliography listing resources that may prove helpful in module / course design and in so doing, raise further awareness of volunteers in sport and leisure. As the study of volunteers in sport and leisure is not easily identified in any one discipline area or medium of publication, this resource guide has been structured via modes of publication, but attempts to cover the following themes:

- The voluntary sports sector
- Case studies of sport / leisure volunteer schemes, initiatives and opportunities
- Sport / Leisure volunteers – demographics, definitions, roles and value, why volunteer?
- Sport / Leisure volunteer training and resources
- Voluntary activity – the work vs leisure debate
- Voluntary sport / leisure agencies and organisations
- Volunteers at international sports events
- Management of sport / leisure volunteers

ANNOTATED BIBLIOGRAPHY

International Centre for Research and Consultancy at Manchester Metropolitan University and UK Sport (2003) *Sports Development Impact of the Commonwealth Games: Study of Volunteers (Pre-Games) Executive Summary*. Manchester: ICRC (MMU). (Internet)

www.hollings.mmu.ac.uk/faculty/fcthm/industry/icrc/icrc_pub.php

This executive summary provides an evaluation of the motivations and expectations of volunteers, prior to the XVII Commonwealth Games in Manchester 2002. Although somewhat brief, the summary can be downloaded free from the web, is informative and provides a clear, at a glance, overview of the research. A CD-Rom that can be purchased separately contains two reports, one quantitative and the other qualitative, providing full details of the research. Both reports have detailed literature reviews that provide valuable conceptual frameworks from which the analysis has been undertaken. The reports are logically structured and written concisely, such that they read clearly and fluidly. Investing in the CD-Rom is highly recommended.

Jackson, D and Nesti, M (2001) Resources for Sport, Volunteering and Developing Sport. In K Hylton, P Braham, D Jackson and M Nesti (eds) *Sports Development: Policy, Process and Practice*. London: Routledge, 152-155.

This edited text provides students with an excellent introduction to the sports development subject area. Written by experienced former practitioners, the content consists of a detailed analysis of the sports development industry and related initiatives. Within chapter eight, there is a brief section on volunteering and developing sport. Reference is made to the history of volunteering, why volunteering has received greater attention since the 1990s, links to coaching and the financial value of volunteers. The Sport England Running Sport and Volunteer Investment Programmes are mentioned. This section, although short, would provide students with a useful starting point regarding volunteers in British Sport.

Manchester 2002 Ltd (2002) *The XVII Commonwealth Games, Official Souvenir Magazine*. Manchester: Citroen Wolf Communications.

Within this souvenir book on the XVII Commonwealth Games, there is a very brief insight into the roles undertaken by some of the individuals who volunteered. There is also mention of the Pre-Volunteer Programme (PVP), a unique project targeting groups and communities from regeneration areas in the North West, who traditionally would not have volunteered to be involved in such an event.

Sport England (1996) *Valuing Volunteers in UK Sport: a Sports Council Survey into the voluntary sector in UK Sport*. London: English Sports Council.

This was the first attempt to quantify the value of volunteers in the UK and to identify the various roles undertaken by individuals. The findings have been superseded by the 2003 study.

Sport England (2003) *Sports Volunteering in England 2002*. Sheffield: Leisure Industries Research Centre. (Internet)

www.sportengland.org/volunteer_full_report.pdf

This research report proves that volunteers are a hugely important resource for sport in England. It identifies the breadth and depth of contributions made, estimating the value of sport volunteers to be over £14 billion. The research identifies that there are increasing pressures on volunteers and the contribution they make should not be taken for granted. The study concludes that voluntary sports clubs should receive more support from central and local government agencies and overall that volunteering in sport needs to be taken more seriously. The appendices contain useful details of the research methods used to collect the data. Overall, a vitally useful document, available free on the web.

Stebbins, R A and Graham, M (2004) *Volunteering as Leisure, Leisure as Volunteering: An International Assessment*. Wallingford: CABI Publishing.

This edited text provides a detailed overview of international volunteering opportunities and initiatives. The chapters are structured into four sections: (1) establishing long-term commitment: event volunteering; (2) changing volunteer lifestyles: motivation and satisfaction; (3) politics of volunteering and active citizenship: policy issues and (4) encouraging the next generation: sustainability and youth volunteering. The format of the chapters is particularly student friendly. All begin with an introduction, conclude with a summary and have a reference list. The text is theoretically underpinned, provides a detailed insight to the issues facing volunteers and is testament to the growing role of this area in academia. It would serve students well as an essential textbook.

Torkildsen, G (1999) *Leisure and Recreation Management* (4th edn). London: E and FN Spon, 282-313.

This is a renowned, undergraduate text in the sport and leisure field. Chapter ten 'Leisure Provision in the voluntary sector' provides a thoroughly detailed introduction to the clubs, organisations and agencies comprising the voluntary sector in the UK. A brief history of the sector is provided along with an analysis of the role of voluntary groups in society. The concept of volunteerism is debated, illustrating how the contributions individuals make can be significantly different depending on whether the 'work' is structured or unstructured. The question 'is volunteering leisure?' is addressed.

Watt, D C (2003) *Sports Management and Administration* (2nd edn). London: Routledge. Chapter 3 - The Voluntary Sector, 47 – 64.

This chapter provides a background to the organisations and structures within which sport and leisure volunteers operate. The conservative management of voluntary sports organisations is highlighted, emphasising that often there are dominant cliques or powerful individuals involved. The 'middle-aged' dominance of volunteers is acknowledged. The chapter is written in a clear style, from a management perspective. It is informative, however for students, the inclusion of a reference list at the end of the chapter may have been advantageous. Also, it is not explicitly clear how the case study and self-assessment question link to the rest of the chapter's contents and to have integrated some more sophisticated analysis of the roles volunteers undertake within Voluntary Sports Organisations, in order to go beyond simply administration, may have added more depth.

ANNOTATED GUIDE TO JOURNALS AND PERIODICALS

At the time of compiling this resource guide (early 2005), there is no specific journal for volunteers in leisure and sport. Authors identifying initiatives or researching the area have tended to publish in a variety of mediums. For example, souvenir brochures, industry related magazines and edited peer review journals ranging, from national to international multi-disciplinary perspectives. Despite the fact that it is only in recent years that the role of volunteers and their contribution to sport and leisure has received much greater attention and scrutiny, there exists a fairly extensive range of resources available. For instance the following edited, peer review journals frequently contain a selection of sport and leisure related articles:

- *World Leisure and Recreation*
- *Non Profit and Voluntary Sector Quarterly*
- *Managing Leisure*
- *Voluntary Action*
- *Leisure Management*
- *Recreation: The Journal of the ISRM*

The following are useful, introductory articles:

Coleman, R (2002) Characteristics of volunteering in UK Sport: Lessons from cricket. *Managing Leisure* 7(4), October, 220-238.

This paper compares data on the characteristics exhibited by volunteer managers of county youth cricket teams, with the findings of the Leisure Industries Research Centre (1996) study on sports club volunteers. It is a clearly written article providing a logical overview of the volunteers' demographics, the amount of time dedicated and different roles undertaken. The tables of data are easy to interpret. Overall, a paper

which would provide a good introduction for students who have a limited awareness of volunteers in British Sport.

Cuskelly, G and Harrington, M (1997) Volunteers and Leisure: Evidence of marginal and career volunteerism in sport. *World, Leisure and Recreation* 39(3), 11-18.

This article focuses on volunteers within local, regional and state level not-for-profit sports organisations in Queensland, Australia. It examines the motives for volunteering using a work/leisure framework. A number of volunteer types are identified: marginal volunteers; obliges and role dependees; leisure careerists; altruistic leisure careerists and self-interested leisure careerists.

The authors suggest that social and personal rewards are important benefits for all types of volunteer, however notable differences were observed between each category. In conclusion, the article argues that for some, volunteering is a serious form of leisure, whereas for others it is a form of obligation.

Gratton, C and Kokolakis, T (1999) Show of hands. *Leisure Management* 17(10), October, 11.

This article summarises the demographics of volunteers in UK Sport and their economic value to the industry.

Jones, M and Stokes, T (2003) The Commonwealth Games and urban regeneration: an investigation into training initiatives and partnerships and their effects on disadvantaged groups in East Manchester. *Managing Leisure* 8(4), 198-211.

In this article the authors review two initiatives connected to the XVII Commonwealth Games in 2002 which targeted disadvantaged groups in East Manchester. A detailed overview of the Pre-Volunteer Programme (PVP) and Wired Up Communities (WUC) schemes are provided. It identifies the tangible and intangible successes, plus challenges of both programmes, via consultation with those involved. This article lacks a theoretical focus and specific methodological detail. For example, no sample size is identified or direct quotes from the interviewees presented, but it does provide excellent background detail for those seeking to understand how volunteer initiatives can be used to tackle social exclusion.

Manchester 2002 Ltd (2002) Volunteers: You've got it! *Our Games*, 6, 8-9.

This article highlights the successes of the Pre-Volunteer Programme (PVP), a scheme aimed at getting people living in regeneration areas in the North West of the UK involved as volunteers.

Nichols, G, Taylor, P, Shibli, S and Gratton, C (1998) Can the Sports Council rely on volunteers? *Recreation*, June, 14-16.

In this article the authors report the key findings of research conducted by the Leisure Industries Research Centre (LIRC) on volunteers in sport in the UK. The estimated number of volunteers in UK sport and the type of contributions made are highlighted, along with study limitations. The findings are compared to data from the National Survey of volunteering, to show that there is a divergence in the propensity to volunteer between older and younger people. In summary, the authors are concerned about the future role of sports volunteers and the contribution that they will be able to make.

Nichols, G, Taylor, P, James, M, Garrett, R, Holmes, K, King, L, Gratton, C and Kokolakis, T (2004) Voluntary activity in UK Sport. *Voluntary Action* 6(2), Spring, 31-54.

This paper compares and contrasts seven independent studies in an attempt to quantify the size, scale and significance of voluntary sporting activity in the UK. The fragmented nature of the voluntary sector is identified along with the inherent difficulties of measuring voluntary activity in sport. By analysing the current situation, the article highlights that considerable further research is needed to measure the impact the voluntary sector has on sport in the UK and particularly its contribution to the government's policy objectives.

Solberg, A H (2003) Major sporting events: assessing the value of volunteers' work. *Managing Leisure* 8(1), 17-27.

This paper assesses the economic value of the contribution from volunteers at major sporting events, based on two different theoretical approaches: the opportunity cost approach (OCA) and the Market Price Equivalency (MPE) model. It would be useful for those seeking to quantify the 'worth' of sports volunteers, however the article gives no background to the strengths or weaknesses of either the OCA or MPE models.

Warrior, B (2001) Count Yourself in! *Recreation: The Journal of the ISRM*, November, 14 -16.

This article provides an update on the progress of the Pre Volunteer Programme (PVP), a local Manchester initiative feeding into the Commonwealth Games Volunteer programme. It describes what the PVP is, where and how it is delivered, plus gives an indication of the initial outcomes.

The following articles place sport and leisure volunteering into a wider social context:

Arai, S (1997) Volunteers within a changing society: the use of empowerment theory in understanding serious leisure, *World Leisure and Recreation* 39(3), 19-22.

Bright, C (2002) Unsung heroes. In N Cheek (ed) *The XVII Commonwealth Games Official Souvenir Magazine 25 July–4 August*. London: Citroen Wolf Communications, 82-83.

Brown, E (1999) Assessing the value of Volunteer Activity. *Non Profit and Voluntary Sector Quarterly* 28(1), March, 3-17.

Brudney, J L and Kellough, J E (2000) Volunteers in State Government: Involvement, Management and Benefits. *Non Profit and Voluntary Sector Quarterly* 29(1), March, 111-130.

Chinman, M J and Wandersman, A (1999) The Benefits and Costs of Volunteering in Community Organisations; Review and Practical Implications. *Non Profit and Voluntary Sector Quarterly* 28(1), March, 46-64.

Cnaan, R A, Handy, F and Wadsworth, M (1996) Defining Who is a Volunteer: Conceptual and Empirical Considerations. *Non Profit and Voluntary Sector Quarterly* 25(3), September, 364-389.

Davis Smith, J (2000) Volunteering and social development. *Voluntary Action* 3(1), Winter, 9-23.

Dingle, A and Heath, J (2001) Volunteering matters – or does it? A UK parliamentary study of the role of voluntary action in the twenty-first century. *Voluntary Action* 3(2), Spring, 11-25.

Eley, D (2001) The impact of volunteering on citizenship qualities in young people. *Voluntary Action* 4(1), Winter, 65-82.

Gaskin, K (1999) Valuing Volunteers in Europe: a comparative study of the Volunteer Investment and Value Audit. *Voluntary Action* 2(1), Winter, 35-49.

Gay, P (2000) Delivering the goods: The work and future direction of volunteer management. *Voluntary Action* 2(2), Spring, 45-57.

Goss, K A (1999) Volunteering and the Long Civic Generation. *Non Profit and Voluntary Sector Quarterly* 28(4), December, 378-415.

Hall, M (2001) Measurement Issues in Surveys of Giving and Volunteering and Strategies Applied in the Design of Canada's National Survey of Giving, Volunteering and Participating. *Non Profit and Voluntary Sector Quarterly* 30(3), September, 515-526.

Healey, R (2000) Jos Sheard: A memoir. *Voluntary Action* 2(2), Spring, 11-14.

Hustinx, L (2001) Individualisation and new styles of youth volunteering: an empirical exploration. *Voluntary Action* 3(2), Spring, 57-76.

Jarvis, N and King, L (1997) Volunteers in Uniformed Youth Organisations. *World Leisure and Recreation* 39(3), 6-10.

- Lukka, P and Ellis, A (2001) An Exclusive Construct? Exploring different cultural concepts of volunteering. *Voluntary Action* 3(3), 87-109.
- McDonald, C and Warburton, J (2001) The invisibility of volunteers and the need for research: an Australian perspective. *Voluntary Action* 4(1), Winter, 49-64.
- Nichols, G and King, L (1998) Volunteers in the Guide Association: Problems and Solutions. *Voluntary Action* 1(1), Winter, 21-31.
- Nylund, M (1999) Action and togetherness: volunteers in associations of unemployed people. *Voluntary Action* 2(1), Winter, 51-64.
- Reed, P B and Selbee (2000) Distinguishing characteristics of Active Volunteers in Canada. *Non Profit and Voluntary Sector Quarterly* 29(4), December, 571-592.
- Rochester, C (1999) One size does not fit all: four models of involving volunteers in small voluntary organisations. *Voluntary Action* 1(2), Spring, 7-21.
- Stebbins, R (1996) Volunteering: A Serious Leisure Perspective. *Non Profit and Voluntary Sector Quarterly* 25(2), June, 211-224.
- Tiehen, L (2000) Has working more caused married women to volunteer less? Evidence from time Diary Data, 1965-1993. *Non Profit and Voluntary Sector Quarterly* 29(4), December, 505-529.

ANNOTATED GUIDE TO WEB RESOURCES

Millennium Volunteers

www.dfes.gov.uk/research/data/uploadfiles/RB357.pdf

Millennium Volunteers is a UK-wide initiative that was introduced in 1999 to promote a commitment to 200 hours of volunteering a year by young people aged 16-24. Many of the roles undertaken by the young people are linked to sport. An evaluation of the scheme, undertaken by the Institute for Volunteering Research can be downloaded.

Running Sports

<http://www.runningsports.org/>

Running Sport is Sport England's club development programme. It is designed to help sports clubs and sports volunteers run their clubs as effectively as possible. There are various workshops and publications offered and the Volunteer Management one is aimed specifically at making the most of a sports club's volunteer workforce.

Volunteer Investment Programme (VIP)

www.sportenglandpublications.org.uk/

The Volunteer Investment Programme (VIP), managed and delivered by Sport England, was set up to offer training and advice to improve opportunities for all those who take part in sport in England. A free information pack about the programme, including details of the VIP Network and the VIP Recognition Awards, with prizes for clubs, governing bodies and university sports associations that demonstrate best practice in volunteer management can be obtained. The VIP's focus was to help sports clubs, organisations and individuals plan for the:

- Recruitment of volunteers - getting the right people to do the right job
- Retention of volunteers - keeping them once you've got them
- Recognition of volunteers - recognising and valuing the work they do

The VIP was under review in December 2004.

Do-it

www.do-it.org.uk

Launched in 2001 this site offers a comprehensive database of voluntary opportunities and sport can be selected. The site caters for potential volunteers of all ages. Visitors to the site can search by types of activity, organisation or postcode. The site is simple to use and produces detailed information on volunteer jobs available.

Institute for Volunteering Research

www.ivr.org.uk

This site is very useful for anyone trying to find the latest facts and figures on volunteering. It provides access to recent detailed research, for example the National Survey of Volunteering. There are links to the Institute's journal, *Voluntary Action*, from which abstracts and full articles can be downloaded. For example the following article can be obtained:

Nichols, G, Taylor, P, James, M, Garrett, R, Holmes, K, King, L, Gratton, C and Kokolakis, T (2004) Voluntary activity in UK Sport. *Voluntary Action* 6(2), Spring, 31-54.

Volunteering England

www.volunteering.org.uk

This page contains a wealth of information on volunteering issues. Within the 'I want to volunteer' section there is a sport volunteering option with links to further information and organisations. In the site's 'Campaigns and Policies' section there

are details of recent policy developments and announcements such as the recent campaign on age discrimination. Pick the links option on the 'Managing Volunteers' page and an extensive list of related organisations, agencies and web addresses are available.

TimeBank

www.timebank.org.uk

This site offers very similar support to the do-it site in terms of finding opportunities for potential volunteers. However, it is possible to access sports and leisure volunteering opportunities through TimeBank's sports partners and to receive a free Sports TimeGuide. The Sports TimeGuide contains detailed advice on how best to go about giving time to community sports organisations as well as how to contact Sports Governing Bodies and other National Organisations who always need volunteers for events and ongoing activities.

VolResource

www.volresource.org.uk

VolResource aims to make it quick and easy to get useful information on anything to do with running a voluntary organisation, such as a sports club. There are news pages, information resources, management, administration and finance pages, plus briefings on legal matters, tax and a host of related topics, the 'Sector Glossary' is particularly useful.

Other Useful Sites

National Council for Voluntary Organisations

www.ncvo-vol.org.uk

Information and guidance for the charity sector in England. NCVO works with and for the voluntary sector by providing information, advice and support and by representing the views of the sector to government and policy-makers. As some practices and legislation may differ with England the other home nation's equivalent sites should also be consulted as appropriate.

Scottish Council for Voluntary Organisations

www.scvo.org.uk

This site includes some useful research findings and a comprehensive links page to Scottish voluntary organisations and their own resources.

Wales Council for Voluntary Action

http://www.wcva.org.uk/main/dsp_home.cfm

The volunteering area on this site contains a vast array of information. For example a training and events calendar, free downloadable fact sheets on managing volunteers, links to other websites, a frequently asked questions area, plus details of volunteer opportunities and schemes.

Northern Ireland Council for Voluntary Action

www.nicva.org

This site provides information and guidance on voluntary, community and charitable groups in Northern Ireland.

Business Community Connections

www.bcconnections.org.uk

A useful site for charities looking for business support.

The Charity Commission

www.charity-commission.gov.uk

The Charity Commission acts as the regulator and registrar for charities in England and Wales. The site provides guidance on registering as a charity, legislation, effective performance, strategies, planning and reports.

Higher Education Funding Council for England

<http://hefce.ac.uk/reachout/heacf/volunteer.asp>

Within the Business and Community section of this site, there are details of the role HEFCE plays by providing funds for students and staff to participate in local community volunteering opportunities. The case studies of good practice are particularly useful as they cover a broad range of activities and aim to provide a sound resource for practitioners or managers regarding volunteering in HE.

ANNOTATED GUIDE TO CONFERENCE PROCEEDINGS

Graham, N and Foley, M (eds) (2001) *Leisure Volunteering: Marginal or Inclusive?* Eastbourne, Leisure Studies Association.

This is an edited collection of seven articles by different authors, focusing on a range of volunteering schemes and initiatives. The papers originate from presentations to the Leisure Studies Association Conference entitled *Leisure: Centres and Peripheries*, hosted by Glasgow Caledonian University in July 2000. Collectively, the articles challenge common assumptions and attitudes towards volunteers and those who participate in unpaid work within the voluntary sector. The contributors identify the need for more information about volunteers and their 'work' responsibilities. As the title of the collection suggests, the views expressed are contradictory, with volunteers being both discouraged and encouraged in relation to their roles and responsibilities.

Nichols, G (2003) *Volunteers in Sport*, Eastbourne, Leisure Studies Association.

This is an edited collection of papers, given at a one-day conference hosted by Sheffield University in 2002.

- Wilson, B - Modelling the decision to become a coach
This paper focuses on the author's PhD research, using logistical regression to model the decision of volunteers to enter an athletics coach education programme.
- Nichols, G, Taylor, P and James, M - Volunteering in English Sport: an Interim Discussion in Relation to National Governing Bodies of Sport (NGBs).
This article reports the interim findings of research into the number of volunteers in NGBs in England as a part of a larger research project investigating volunteers in sport.
- Ralston, R, Downward, P and Lumsdon, L - The XVII Commonwealth Games – An Initial Overview of the Expectations and Experiences of Volunteers.
This paper focuses on the initial findings of the motives, roles and expectations of volunteers at the XVII Commonwealth Games, held in Manchester, UK between 25th July and 4th August 2002.
- Garrett, R - The response of Voluntary Sports Clubs to Sport England's Lottery funding: Cases of Compliance, Change and Resistance.
This paper identifies four case studies on the reaction of voluntary sports clubs to the award of Lottery Funding.

CCPR (2004) *Volunteers in Sport and Recreation Conference*. London: CCPR (Internet).

www.ccpr.org.uk/nlstory.cfm?ID=10847%NLID=50264

This web page provides electronic access to some of the presentations made at a one-day conference on 20th October 2004 hosted by the Central Council of Physical Recreation. Presenters and Paper Titles available include:

Talbot, M - Volunteers in sport and recreation and their organisations - the pressures of risk and blame.

Nichols, G - Issues arising from the Sport England survey of volunteers in sport 2002/2003.

Anderson, J, Hodges, D and Savill, T - Development of support for volunteers through website resources developed for the Royal Yachting Association.

Schultz, J - Paid staff in voluntary sporting organisations: Do they help or hinder?

Adams, A and Deane, J - Sports volunteering – from formal to informal – who benefits?

Collins, M - The relationship between voluntary sports clubs and social capital.

ANNOTATED GUIDE TO NEWSPAPER ARTICLES

Crookes, D (2002) Games will live on for the special volunteers. *This is Bolton: Bolton Evening News*, 20th March, (Internet).

www.thisislancashire.co.uk/Lancashire/Bolton/sport/games_volunteer3.html

This is an informative, descriptive article detailing the benefits of the Pre-Volunteer Programme. Two case studies of individuals from Bolton, are included to highlight what the scheme has meant to two local people. The content has a very positive focus, highlighting how sport and volunteering can be used as a tool to bring about change for the better in people's lives.

Wallace, S (2002) Commonwealth Games: 'Unparalleled human-experience' awaits for Manchester volunteers. *Daily Telegraph*, 29th August, (Internet).

www.sport.telegraph.co.uk

This is a descriptive article speculating on the volunteers uniform at the Manchester 2002 Commonwealth Games and what role the author will be allocated. The application process is briefly critiqued. Comments from Amy Parish-Ret, an American recruited to manage the volunteers, are also included. This article has little academic value because it simply describes and speculates on the volunteer recruitment process.

ANNOTATED GUIDE TO AUDIO VISUAL RESOURCES

L2 Productions Ltd (2002) *The Unnamed Heroes*. Manchester: L2 Productions (video: VHS).

This video provides a short (approximately 20 minutes) insight to the volunteers and their different roles at the XVII Commonwealth Games, in Manchester, in 2002. The footage contains a unique behind the scenes account of the recruitment process, the Queen's baton relay, plus interviews with athletes, celebrities and Amy Parish-Ret, the Volunteer Manager, about the dedication, enthusiasm and commitment of the Games' volunteers.

SUGGESTED DELIVERY

Teaching Approaches

From a teaching perspective volunteers in sport and leisure is likely to fit within a number of fields, for example sports development, events management, sociology and community studies. Additionally, there will be links to related areas such as crime, education, social inclusion, urban regeneration and citizenship. Volunteers in sport and leisure would thus fit within the subject benchmark statements for sport typically involving one or more of the following: history, social, political, economic and cultural diffusion, distribution and impact of sport, policy, planning, management and delivery of sporting opportunities.

It is unlikely that students studying sport will not have volunteered to help out at some point, in some capacity. Therefore, it would be expected that they could contribute via personal experiences in the first instance. However for most students, volunteers as a topic will be a new area of academic study. It will therefore be important for students to engage in appropriate theoretical perspectives in order to enhance their applied understanding.

The following is a list of possible topic areas that could be integrated into a module:

- Introduction to volunteers: key themes – conceptual definitions
- Why volunteer? – What are the motivations for volunteering?
- The value of volunteers – economic measures in terms of value to the sport and leisure industry; benefits to society in terms of regeneration, citizenship, education, social inclusion, functionalist sociology
- The voluntary sector in the UK – club structures, functions and funding, how does this compare with other countries?
- Development opportunities for volunteers – what training and support is out there? For example: Running Sport, VIP, Millennium Volunteers etc

- Mega Events and volunteers – case studies. For example: Why was Manchester such a success?
- Volunteer demographics – gender, socio-economic status, age, ethnicity and ability; work-life balance
- Volunteers and the future – who is going to volunteer?

Assessment

This could occur in a variety of forms, such as traditional essays or case study examinations. However, a volunteer-based project/report, incorporating some type of placement opportunity or experience would perhaps be valuable.

ABOUT THE AUTHOR

Becky Warrior is a Senior Lecturer in Sports Sociology and Head of Programme for the BA (Hons) Sports Studies and Physical Education degree at York St John College. Her interest in volunteers in sport is underpinned by committee membership in canoe clubs and as a costume assistant for the opening and closing ceremonies, at the XVII Commonwealth Games in Manchester, in 2002.



This work is licensed under a [Creative Commons Attribution-NonCommercial 3.0 Unported License](https://creativecommons.org/licenses/by-nc/3.0/).