



Scottish Rugby Club Development Conference

Volunteer Recruitment

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A Challenge for All Clubs

Club Development Plan Diagnostic results make this evident.

The following table shows the top 5 Action Plan Actions across the 76 club reviews

Category	Question	Weakness	Strengths	Total	% Of Completed Reviews
People	Great clubs are able to recruit, support and develop people across all areas of the club, harnessing the right skills and are representative of their members and community.	52	8	60	77
Facilities	Great clubs provide access to high quality facilities which are safe and affordable, meets the needs of the club and their participants and ensures the capacity for growth.	47	13	60	77
Organisation	Well organised clubs have a clear Vision and Mission which is supported by the membership	41	16	57	73
Sustainability	Well connected clubs have good recruitment, progression and retention of players and coaches.	30	13	43	55
Promotion	Well promoted clubs are highly visible in their local community and information is distributed to a range of audiences using a variety of methods.	27	14	41	53

A Challenge for All Clubs

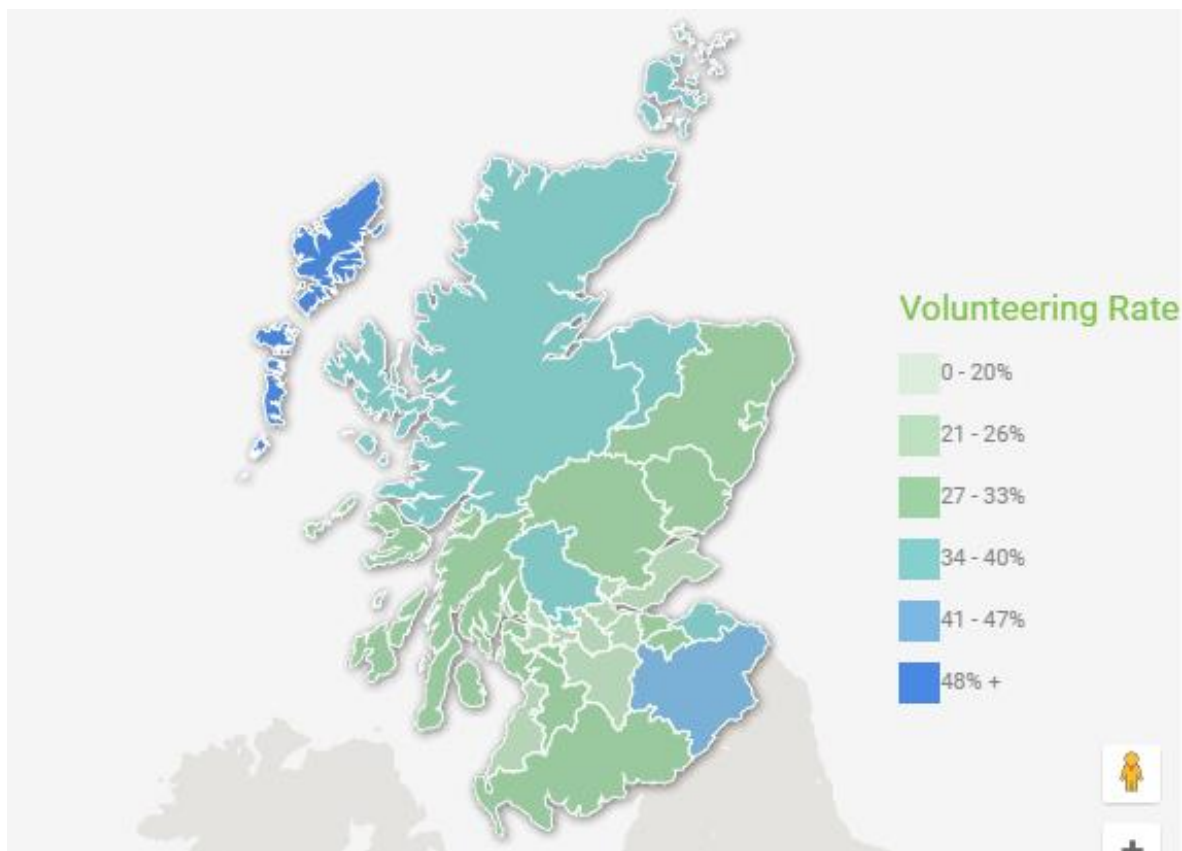
Historically those who would volunteer are no longer there.

Important Findings:-

- Overall levels of volunteering have been declining - from 31% in 2010 to 28% in 2013; but the stable numbers of regular volunteers is promising
- The majority (72%) of people are not currently volunteering, but some do have past experience to build on
- A core group of people (6%) contribute the majority (66%) of all volunteer hours

Source: Volunteer Scotland

Being in the Right Location!



Source: data from Scottish Household Survey 2013

A Challenge for All Clubs

- Those who volunteer don't always have the right skill set for what needs done.
- As people's lives become busier the number of people who wanted to volunteer for the roles available has dwindled.
- It's a challenge everywhere, you are in a competitive market place so it's important to have a plan and do it right.

Are we doing the basics right?



- Have a Plan!
- Appoint a Volunteer coordinator.
- Role descriptions, broken into tasks.
- Who are we asking? Open Night.
- Does it need to be a big commitment?
- Are we matching jobs to skillsets?
- Are we scaring people off?
- What do they get back?



Targeting New People

- ‘Do you want to enhance your CV?’
- Universities, colleges, schools
- Duke of Edinburgh Award, Prince’s Trust.
- Mothers – women are more likely to volunteer!
- Retired – grandchildren playing? Have more free time?



So Why Volunteer?

- Develop new skills and stay connected
- Take on a new challenge
- Social benefits – meet new people
- Health benefits





Good Practice

- North Berwick
- Livingston
- Ayr
- Haddington

North Berwick Video

- Questions for Ian?
- What can we learn from this?
- Do we have any untapped resources?



Discussion

Any other good ideas for recruiting volunteers?

- Discuss and then feedback



Support



Information for Clubs



Organisation



Connections



Promotion



Sustainability



People



Facilities

People

#AsOne



KEEP
CALM
AND
VOLUNTEER

Thank you

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