

# “Relevance, Link and Legacy of the Olympics 2012”

Good practice for all organisations in Worcestershire that use the power of the Games 2012 to inspire people into volunteering

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**on behalf of** Worcestershire Infrastructure Consortium




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## THE VOLUNTEERING FORUM

This autumn, over forty Volunteer Coordinators from organisations across the county have been invited to Worcester University to discuss the “Relevance, Link and Legacy of the Olympics 2012”





The Forum was organised by the Volunteering Hub, on behalf of Worcestershire Infrastructure Consortium.

### **Our aims** for this event:

-  to inform volunteer coordinators about the existing national and local plans & opportunities relating to the 2012 Olympic & Paralympic Games
-  to inspire Volunteer Coordinators to tap into the opportunities that the Games bring to Worcestershire
-  to support any organisation that wants to tap into the power of the Games with access to good practice to recruit new volunteers and retain them beyond the end of the Games.

The key note speaker was Peter Turvey, Worcestershire Opportunities Coordinator 2012 Games.

The workshops that followed the main speaker harvested and developed ideas on practical issues such as:

-  **Volunteer workforce:** “What do you need to get right to recruit new volunteers”? “Is your organisation prepared to attract new volunteers with the aid of the Olympic events?”
-  **Olympic themed events:** “What other opportunities are there”? “Any opportunities for volunteers to work from home?” “How can you make the Olympics relevant to you”? “Step up to your own podium”
-  **Specific training:** under “Raising Our Games”, “Quality of your organisation”, “What support does your organisation need to give your volunteers”?
-  **Legacy:** creating long term opportunities for the volunteers attracted and recruited throughout the Olympics. “How to retain volunteers beyond the Olympics”, “Legacy Trust”.

At the end of the workshops there was an ample opportunity for the participants to share ideas and to network over lunch.



### OLYMPICS 2012 – THE BIGGER PICTURE

*We wanted to flag up that the Olympics and Paralympic games and particularly the Cultural Olympiad can open opportunities for any organisation that is prepared to take them. We encourage and support organisations to use the Games to inspire people locally, to offer before, throughout and after the Olympics meaningful and exciting volunteering opportunities to all, here in Worcestershire.*

According to the official London 2012 Games [website](#), London 2012 will depend on up to 70,000 volunteers to make sure the Olympic Games and Paralympic Games run smoothly and successfully. London 2012 is an opportunity to inspire everyone to develop their interests and volunteer – in sport and also more widely within their community.

The London 2012 Games are not just about sport. They will also celebrate cultures, people and languages.

The four-year [Cultural Olympiad](#) kicked off in September '08 with a huge range of inspirational programmes. This is an entirely new scheme, not tried at previous Olympic or Paralympic Games. New opportunities are being created to inspire young people in particular and to encourage participation from communities across the UK.

Chosen projects will be granted the right to use the '[Inspire mark](#)' on various project materials, such as posters, brochures and websites. (This will be subject to standard license agreement being signed and approval processes being followed.) The Inspire mark is part of the London 2012 [brand family](#). It recognises that a project has been 'inspired by London 2012' and reflects the values of the Olympic and Paralympic Movements.

There is huge scope to link into a programme of national and/or regional events. **"How can you make the Olympics and the cultural Olympiad relevant to your organisation?"** was one of the main questions that we addressed during the Forum.

*Peter Turvey offered a comprehensive summary of the plans & opportunities relating to the 2012 Olympic & Paralympic Games. You can find a copy of his presentation attached.*

WORKSHOP NOTES

## 1. Volunteer Workforce

We asked participant to the forum to consider: “What do you need to get right to recruit new volunteers”? “Is your organisation prepared to attract new volunteers with the aid of the Olympic events”?

**First Group came up with the following:**

- Message needs to be clear and contextual
- Use Do It. Org
- Recognising what volunteering is ... (cleaning rugby kit)
- Parish Magazines –reaching rural communities
- What’s in it for them? (cv, ucas form, qualifications progress)
- Poster –specific to area in P.O., shops “have a visually impaired lady in your area”
- Clear roles for volunteers: role descriptions, volunteers’ policy. Effective communication
- Pay for volunteers to train + gain qualifications.
- Advertise to students on certain courses
- Use the right form of media to recruit. Facebook?
- Promotion of Volunteer Centres

**Second Group:**

- Leaflets/ Information
- I.D. need Job description
- What’s in it for the Volunteer
- Attracting volunteers locally

Change the word “volunteer”?

Cross section campaign for Worcestershire

Web site? Find groups

- “try it” taster sessions
- Peer support?

## 2. Step Up to Your Own Podium

We asked the participants to consider Olympic themed events: “What other opportunities are there?” “Any opportunities for volunteers to work from home?” “How can you make the Olympics relevant to you?” “Step up to your own podium.”

Below are the notes from the discussion groups:

### How can you make the Olympics relevant to you?

- Sport competitions
- Arts competitions
- Publicity/promotion of activities =participation
- Olympic themed events-use sports language to promote events
- Craft activities
- Reminiscences
- Skills relay
- Healthy living courses-themed

**THINK LATERALLY - BROADEN YOUR APPROACH**

### Does your organisation have opportunities for volunteers to work from home?

- Use above activities
- Fundraising events- Olympic themes

**DEVELOP YOURSELF - RAISE OWN ASPIRATIONS**

\*cherry picking + make the event fit your organisation\*

- Recognise each individual’s aspiration and support them
- Encouraging older generations to recount memories of past games

\*Find the personal best in each one of us \*

### 3. Legacy

We asked the participants to consider the legacy of the Olympics, creating long term opportunities for the volunteers attracted and recruited throughout the Olympics. "How to retain volunteers beyond the Olympics", "Legacy Trust".

The main points from the two groups are as follows:

The key point that was raised by both groups is that volunteers need to be valued and to have a good experience of volunteering. If they have a bad experience then no amount of effort on our part will get them volunteering again!

To make the most of any legacy that the excitement the Olympics may bring to volunteering we will need to follow up each volunteer and help them access a new volunteering opportunity or to continue with the ones they have. It was noted that this would be very time consuming for the volunteer co-ordinators so it was suggested that it might be better to mail everyone with details of other volunteering opportunities and hope they take them up. If there was sufficient funding for extra help then the follow up option would be far more beneficial as far as legacy goes.

We could use volunteers who have helped during the Olympics to talk to young people in schools and inspire them to want to volunteer.

The group felt that it would be good to have lots of follow up events to try to recreate the 'Olympic atmosphere'.

It was felt that there should be some sort of 'task force' to spring into action and keep the interest of specific Olympic events so that we don't lose those volunteers. By specific Olympic events we meant things that were not obviously to continue after the games.

We need to show people that skills they have already are easily transferred to a volunteering role. The skills will also go the other way as well so if they have been trained for a specific Olympic event we need to be able to help them transfer that skill to a community project.

We need to be aware that not all Olympic related volunteering will be sports related and volunteers will be needed right the way through the system.

Investment will be needed to be put into the voluntary sector to be able to recruit more volunteers before the games as most Volunteer centres are already working to full capacity.

More work is needed with existing volunteers to help them sell volunteering to younger people. At the moment youngsters may not be aware that their coach/helper/kit washer etc is actually a volunteer and that this is something good to aspire to. Most young people see these people as role models and aspire to be like them so we should tap into this.



In both groups, there was a general worry about the legacy that the Olympics will bring to do with funding. The groups thought that it would be great to set up new groups and get everything working well but the concern was that once the Olympics finished that the funders will take their money to new ventures and leave groups unable to support themselves.

With this in mind the groups felt that it was important that this was raised and as much as possible sorted out long before 2012.

It was suggested that there may be some training on how to secure funding post 2012 and also the government need to think about how money is used after the event.

**MAKE THE OPPORTUNITY A POSITIVE ONE**

**NOT ALL OLYMPIC RELATED VOLUNTEERING IS SPORTS  
RELATED**

### FEED BACK FROM PARTICIPANTS

The Forum proved a great success; the feedback from the participants was excellent. Participants felt that the Forum was informative and that sharing experience with colleagues from across the county is highly inspirational.

“The Forum is a great opportunity to bring everyone together countywide. I would like follow up session on the Olympics to look at more practical/logistical aspects as decisions are made nationally”

“It was great to meet different people from across the sector. I am already looking forward to the next one.”

### SUCCESS STUDY

Many thanks to Diane Bellamy, Upton in Bloom Secretary, for this marvellous success story that she shared with some us at the Forum.

### **Upton’s Olympic Experience!**

Every August Bank Holiday, Upton upon Severn holds a Water Festival to celebrate the river’s continued importance to the trade and prosperity of the town.

This year, 2008, the festival coincided with the closing ceremony of the Beijing Olympics and the hand-over of the Olympic flag to London. It was decided that Upton would participate in the “Sing



the Nation” event that was being orchestrated throughout the country and hold a flag-raising ceremony at the same time.

A scratch choir of volunteers was enlisted and taught the three songs they sang on the day. The town was sent an Olympic flag which was handed over by the Mayor to a group of junior rowers, who raised it on the flagpole on the waterfront. The whole event was broadcast by BBC Hereford and Worcester and had a backdrop of the closing ceremony in Beijing on a large screen – a real global link-up!

Unfortunately, the flag was stolen that night, which really put a dampener on what had been a truly memorable volunteering event.

But never ones to let a mishap ruin an occasion, the organisers procured a second flag and by this time, our own Olympic Gold hero – Zac Purchase - was back in the country and agreed to come and repeat the flag-raising ceremony! He was welcomed by the young rowers from his old Upton club, members of the junior football team and, despite flood barriers and rainy weather, a good crowd of well-wishers.

I think that Zac was rather surprised by the fans that he’d gathered already but, as he has since said, many people want to have sight of his medal and have a small share in the success that the British athletes achieved.

I believe that meeting Zac and being part of a local celebration will inspire many that were there to aim higher in their own ambitions, or, at least, to participate in other local events. This Christmas will see the choir leading the town’s carol singing down by the riverside – so even that may have life after the event too!



**FOR MORE INFORMATION AND SUPPORT:**

*On good practice in working with volunteers:*

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