

DEPARTMENT OF ENVIRONMENT & LEISURE

An overview of volunteering inspired by London 2012 Olympic and Paralympic Games

4 April 2013

Background

In February 2011 the Olympic delivery board signed of a vision for capitalising on the London 2012 Olympic and Paralympic Games. The vision specifically included the following:

Volunteering and employment – Supporting residents and business

London 2012 means major regeneration for the capital and there are over 80,000 volunteering opportunities linked with London 2012. Working with our partners we will support local business to access this investment, maximise job opportunities and promote all the London 2012 volunteering programmes alongside local projects and initiatives.

Our priorities are:

- *To support and drive a volunteering legacy from the Olympics*
- *To support Southwark's volunteers for the Olympics.*
- *Maximise and promote Inspire mark opportunities.*

Several delivery board working groups were created to deliver towards this vision. The volunteering and employment working group was chaired by Clive Pankhurst, CEX of Volunteer Centre Southwark (VCS). The group was made up of partners from both Council services and organisations across Southwark including, LBS Youth Service, LBS Community Engagement, Southwark Arts Forum and Southbank and Bankside Cultural Quarter.

The purpose of the working group was to create a volunteering legacy and ensure Southwark's communities are able to take advantage of employment and business opportunities.

The group worked along the themes of:

- Supporting Gamesmakers and London Ambassador schemes
- Developing local volunteering strategies
- Maximising training opportunities
- Maximising pathways to employment
- Maximising opportunities for local business involvement

The working group devised an action plan (appendix 1) that mirrored the Councils agreed vision. Each objective was owned by a member of the group and the members reported back every four to six weeks to the rest of the group.

Achievements

Volunteering strategy

Led by the Community Engagement Team, this London 2012 inspired strategy outlines what the Council will do to create a lasting volunteering legacy in Southwark given that the London 2012 Olympic and Paralympic Games will give a significant and welcome boost to volunteering and taking advantage of that boost to bring real benefits to Southwark communities.

The strategy can be seen at appendix 2, and outlines context, current activity, opportunities and an actions moving forward.

25 voluntary groups attended the first consultation into the Volunteer Strategy, **30** groups attending a follow up meeting

Volunteer Centre Southwark

A new online portal that brought together Olympic and Paralympic themed opportunities was created with VCS as part of their existing website. Launched on 2011 the portal had about 2500 hits. This signposting continued with an Olympic volunteering fair that **90** people attended. It is difficult to know how many people who viewed the portal then went on to take up opportunities.

VCS also facilitated and supported with partners consultation around the development of the volunteer strategy and Southwark Sport Makers workshop at Canada Water Library.

130 volunteers supported the makeover day at Herne Hill Velodrome in a VCS initiated programme.

Youth volunteer programme

This new youth service led programme aimed to place 120 new young volunteers into placements over the 12 months leading up to and during the Games.

In total **143** new young volunteers signed up taking placements as varied as with the Teenage Pregnancy Unit, the Community Sports Team, Carl Campbell Dance 7 and Rahala, the Bengali women's group project.

Statistically this was made up from:

60% female 40% male

14% 14 to 15 years old

49% 16 to 19 years old

37% 20 to 25 years old

Bermondsey and Rotherhithe 21%

Borough, Bankside and Walworth 17%

Peckham and Nunhead	18%
Camberwell	17%
Dulwich	6%
Outside of Southwark Council	23%

Additional info specified included:

17% were NEET
6% declared a disability

Young volunteers in libraries

Led by the libraries team young volunteers were recruited and were tasked with assisting library staff with the summer reading challenge by:

- Promoting the challenge
- Joining up new members
- Listen to children talk about books read
- Give prizes to children

41 young volunteers between the ages of 13 and 18 years old were recruited. 27% were male and 73% were female and together they worked for 1389 hours in July through to early September.

Adult volunteers in libraries

There are currently **47** adult volunteers who supported activities throughout the year. They have completed 2465 volunteer hours up to December 31st 2012. and they have helped with the following events and activities during the year:

- Homework club
- Baby and toddler session
- Chatter Books
- Baby Rhyme Time
- ESOL reading group
- Story Stop
- Games club
- Art and craft event
- Summer Reading Challenge
- CIPA plus adult customer satisfaction survey
- Canada Water Library travel survey
- Volunteer open days
- Maths Challenge
- Adult poetry groups
- Adult reading groups
- Family learning sessions
- Film club
- Baby Book Crawl
- Baby Mandarin group

Sports volunteers

Community Sport volunteers programme was awarded the London 2012 “Inspired By” mark in January 2012.

The community sports team had **3** volunteers working with them over the summer on their Summer of Sport programme.

26 volunteers were directly managed by the Community Sport Team in supporting London Youth Games.

In reality there are a lot more volunteers supporting individual athletes and clubs but this figure is unknown.

Boundless Sports that took place at Surrey Docks watersports Centre and focussed on disability sports had **9** volunteers.

A one day certificate in Sports Leadership was delivered at Damilola Taylor Centre in Peckham 13th – 17th February 2012 for **11** young people aged 14-16yrs.

Community Sports Leaders Award Level 2 with **7** young people with learning disabilities, 16+ yr olds in 9th -13th January 2012.

A Southwark Sport Makers workshop took place at Canada Water Library on Thursday 29 March 2012 and was a great success with **25** attendees.

Volunteer stewards at events

The events team recruited a total of **117** volunteers to support events over the summer of which 46 were Council staff.

101 worked on the Olympic Torch Relay

40 worked on Paralympic Torch Relay

20 worked at The Elephant and the Nun

Southwark Arts Forum recruited **33** volunteers to support Boundless Arts a disability arts focussed festival in Peckham Square.

London Ambassadors

London Ambassadors programme was created and coordinated by the Mayor of London to welcome visitors from all over the world during the 2012 Olympic and Paralympic Games. In total there were 7200 Ambassadors with **214** (3%) being residents of Southwark.

Gamesmakers

No information has been provided by LOCOG on the amount of Gamesmakers that resided in Southwark. Anecdotally it was that a relatively high percentage of Gamemakers came from Southwark.

Volunteer engagement summary

Below is a numerical summary of the figures outlined above bringing together the number of volunteers and volunteering opportunities as part of Southwark's Olympic programme.

Volunteer engagement	Numbers
Herne Hill Velodrome make over day	130
Sportmakers Awards	25
Olympic volunteering Fair	90
Volunteer strategy consultations	55
Youth volunteer programme	143
Young volunteers in libraries	41
Adult volunteers in libraries	47
Summer of Sport programme	3
Team Southwark @ London Youth Games	26
Boundless Sports	9
Sport leadership certificate	11
Community Sports Leaders Award	7
Olympic Torch Relay stewards	101
Paralympic Torch Relay stewards	40
The Elephant and the Nun stewards	20
Council staff as events stewards	71
Boundless Arts stewards	33
London Ambassadors	214
Total	1082

Olympic Legacy

Southwark's Olympic Legacy Board is committed to continuing the excellent work that was started by the Olympic Delivery Board and partners in the creation of volunteering opportunities for young people and adults alike. With volunteering in libraries, community sports, events and the youth service mainstreamed the Legacy Board will be continuing to monitor challenges and successes and focus on three different projects below.

Volunteer Strategy

Having achieved all the outcomes in the first stage of the volunteering strategy (appendix 2) stage 2 will now be developed to harness the energy created by the increase in volunteering created by and inspired by London 2012. This is done in consultation with Volunteer Centre Southwark and other partners and internal departments led by the Community Engagement team.

Volunteer Passport

This scheme supports BME volunteers in the arts and culture sector in Lambeth and Southwark

The Volunteer Passport aims to provide volunteers living in Southwark and Lambeth with a package of support whilst promoting diversity within the borough's arts and cultural venues.

Funded by the National Institute of Adult Continuing Education (NIACE) the Volunteer Passport provides participants with:

- An introductory meeting to personal goals and discuss potential opportunities
- Placement in an arts or cultural organisation
- Training and support throughout the placement
- CV workshops
- Interview skills workshops
- Sessions on networking

In February, a series of free recruitment and training volunteer events in Southwark and Lambeth are being held for those interested in the opportunity to find out more.

Young volunteers

Young volunteers who took part in the 2012 programme have been offered the opportunity to become volunteering ambassadors for the Y-Volunteer programme.

This will enable the promotion of volunteering to young people as a genuine pathway to capacity building and skills development.

2013 – 2018 Volunteering Strategy

A five year Southwark Volunteering Strategy is being developed in order to ensure that the council, Volunteer Centre Southwark, Southwark Arts Forum, South Bank and Bankside Cultural Quarter, and other key volunteer hosting or volunteer supporting organisations continue their collaborations and continue the good work developed due to the 2012 programme.

Workshops have already taken place with volunteer managers and council department volunteering leads to develop the strategy, an on-line survey is underway now (March 2013), and a partnership steering group has been organised; all aimed at getting a strategy document in place by the end of April 2013.

So far it has been identified that young people, especially young men, could be a focus of extra efforts by all relevant organisations in the first year of the strategy, with subsequent priorities being developed on an annual basis. Key achievements from 2012, such as the additional volunteering support for sports volunteers and volunteers in the arts/cultural sector will be continued. The council will also play a role in developing internal volunteering opportunities, using the successful model of the apprenticeship scheme, although obviously adapted to unpaid volunteering, as feedback from key informants is that this will be seen as a part of our “leadership” role on this topic.

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