

Insight

BME Volunteering in Sport

September 2011

BME VOLUNTEERING IN SPORT

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1. Background

The purpose of this report is to provide advice and guidance to the sports sector, particularly National Governing Bodies, about black and minority ethnic (BME) involvement in sports volunteering and to assist the sector to diversify the pool of sports volunteers.

2. Methodology

This report has been compiled using a number of research methods including desktop research, focus group consultation and feedback from questionnaires.

3. Introduction

Volunteering as a concept can have a multitude of meanings dependant on who is asked and in what context. For example terms such as 'civic participation' or 'community engagement' are often used interchangeably with the term volunteering.¹ Volunteering can be either formal or informal. 'Formal volunteering' is giving unpaid help through groups, clubs or organisations to benefit other people or the environment. 'Informal volunteering' is giving unpaid help as an individual to people who are not relatives.

Black and minority ethnic (BME) individuals who engage in volunteering often also use the terms 'charity or community work' and even 'serving' as a description of their activities within the community. For example, research carried out among Muslim youth found that they did not always identify their community work as volunteering, partly because they tended to feel that volunteering was being defined as a more formal experience which was not clearly understood in their cultures.²

The notion of giving back to the community is particularly strong in BME people, who are often alert to social disadvantage and feel that they should use skills they have learnt for the benefit of others.³ Religious belief and the needs of family and friends are also motivating factors. In accordance with research carried out on behalf of the National Centre for Volunteering helping the community and religious reasons are particularly important motivations for community related volunteering.⁴

Volunteering brings many benefits to individuals and the community at large, including:

- Building a sense of community and promoting trust among people
- Breaking down barriers and encouraging interaction between different communities
- Encouraging individuals to participate in other activities
- Enhancing employability and performance
- Developing new skills and confidence

Informal volunteering is seen as an integral part of some BME communities and some positive sports volunteering is taking place within specific communities. There is, however, a preference for informal volunteering in a cultural or community environment which can exclude BME communities from broader volunteering. For example, research by the Joseph Rowntree Foundation found that 'most people will help out if they are directly asked but may not be able to commit to a long term 'formal role'.⁵

4. General Volunteering

This section draws on data from the 2007 'Helping Out Survey' which is the largest national survey about volunteering carried out by the National Centre for Social Research and Institute for Voluntary Research.⁴

The most common reason for getting involved in volunteering, given by 53% of current formal volunteers, was to improve things and/or to help people. The next two most common reasons were because the cause was important to the volunteer (41%) and because they had spare time on their hands (41%). The social aspect of volunteering was also important for 30%, who got involved to meet people or make new friends.

Ethnicity also made a difference to the reasons given for volunteering. For example, among White people, having spare time was the second most common reason for volunteering (43%), and they were more likely to identify this as a reason for getting involved than Black (37%) or Asian (28%) volunteers.

Levels of all formal volunteering do not vary significantly by ethnic origin. There were, however, lower rates of regular formal volunteering among those of Asian origin (29%). This may be related to the lower rates of participation among people born outside the UK as indicated by the Citizenship Surveys.⁶

Volunteering patterns for regular and formal help also varied by religious group, where lower rates of participation existed among those born outside the UK. These differences, however, may be linked to the higher rates of participation among those actively practicing their religion (which varied by religious group).

Women were more likely than men to volunteer in education (37% and 23% respectively) and in organisations concerned with health and disability (26% and 17% respectively). Men were more likely than women to volunteer in sports and exercise (30% and 16% respectively). Women were also more likely than men to be involved in organisations concerned with overseas aid and disaster relief (14% and 7% respectively).⁴

5. Faith Based Volunteering

The religious texts of all major world religions provide guidance on 'serving and giving' (although this is not necessarily coached in terms of 'volunteering'), and particularly the attitude with which this is to be done. Parallels exist in Christianity, Hinduism, Islam and Sikhism regarding the notions of contributing time and money to help the wider society.

Christianity

*'They are to do good, to be rich in good works, to be generous and ready to share...'*⁷

This verse is one among many within the New Testament advocating serving others and doing good works, a dominant theme throughout the Bible. All serving and giving is to stem from an attitude of charity or 'agape' love,⁸ which is clearly depicted in the life of Jesus, who scripture says came 'not to be served, but to serve'.⁷

Hinduism

*'Strive constantly to serve the welfare of the world; by devotion to selfless work one attains the supreme goal in life. Do your work with the welfare of others always in mind.'*⁹

Charity is to be part and parcel of everyday living, and is to stem from an attitude of self-sacrifice (Yajna). Hinduism teaches that giving (Dana) should be done with no expectation of return. The possession of wealth is acceptable if it is used to help others, and not for the gain of power.¹⁰

Islam

*'Do (good) deeds according to your capacity...God does not grow tired of giving rewards unless you tire of doing good...The (good) deeds most loved by God are those that are done regularly, even if they are small.'*¹¹

The Koran and texts recording the sayings and doings of the Prophet Muhammad (peace be upon him) (the Hadiths) contain numerous admonitions on charity and philanthropy and injunctions to do good, to serve God, and to serve one's fellow man.

Sikhism

*'Without selfless service are no objectives fulfilled; In service lies the purest action.'*¹²

'Seva' is an important aspect of Sikhism. There are 3 key types of seva in Sikh tradition: through the body (tan), through the mental faculties (man) and materially

(Dhan). True seva as per the Sikh scriptures ought to be undertaken selflessly, without desire (Nishkam), with no thought of getting anything in return.¹³

Religious Affiliation/Practice & the Link to Volunteering

Affiliation and identification with a faith community may reflect a deep personal conviction, but a religion may also simply be 'inherited' as part of an individual's identity and sense of belonging to a certain family or particular community group.¹

The research identified that people from Muslim, Sikh and Hindu backgrounds are more likely to be actively practising their religion than those who claim an affiliation with Christianity. In terms of the impact on civic engagement however, the evidence suggests there is a correlation between those who 'actively practice' a faith and volunteering. The 2007/08 Citizenship Survey found that across three of the four religions listed above those practising their faith were more likely to volunteer than those who simply had an affiliation to a religion.⁶

- The data shows that 43% of practising Christians take part in civic engagement or formal volunteering on a monthly basis, in comparison with 25% of non-practising Christians.
- A higher percentage of practising Muslims (23%) take part in regular volunteering than non-practising Muslims (17%).
- 23% of practicing Sikhs regularly volunteer in comparison to 13% of non-practising Sikhs.
- The only time where this does not appear to be the case is among Hindus, where a slightly higher percentage of volunteers come from the non-practising group (27%) than among practising Hindus (23%).

The role of belief and values on shaping the decisions and actions of individuals is not, of course, exclusive to religious faith. Political ideologies, secular viewpoints including humanism, personal life experiences, age, occupation and individual interests can also be motivating factors leading to volunteering.^{1, 14}

6. Sports Volunteering

The scale of sports volunteering in the UK is extensive involving both formal and informal types of volunteering. Volunteers contribute to sport at every level, from club, county, regional and national to European and World levels. Sports clubs and major events are seen to be the most common formal volunteering opportunities, with volunteering roles being identified as a significant part of the preparation and delivery of the London 2012 Olympic and Paralympic Games.^{15, 16}

Surveys in the late 1990s and early 2000s by Sport England and the Institute of Volunteering Research estimated similar numbers of sports volunteers of about 5.7 million.^{3, 17} A later Active People Survey (2005/06) conducted by Sport England,

however, suggested that figures were lower with approximately 2.7 million active sports volunteers.¹⁶

Different surveys have variously concluded that between 13 per cent and 26 per cent of the population participate in formal volunteering in sport.^{4,15,16} The 2007 National Survey of Volunteering found that 22 per cent of all current volunteers were involved in helping sports and exercise organisations.⁴ According to the Sport England 2006 Active People Survey, around five per cent of adults volunteer in sport for at least one hour a week and three per cent volunteer for up to four hours a week.¹⁶ Forty per cent of people involved in coaching, leadership and face-to-face work in community sports are volunteers.¹⁸

The presence of volunteers in sports clubs and groups often enables them to function successfully, or to exist at all. Most players express high levels of satisfaction with the quantity and usefulness of the help and support they get from volunteers, and club officers agree that volunteers ensure a satisfying and rewarding experience for all. Volunteers contribute significantly to the value of clubs' work, income and financial welfare, and to building and enhancing their profile and reputation.¹⁵

It should be noted, however, that these surveys measure formal volunteering activity which can often overlook the informal, non organisational sports volunteering which takes place in BME communities.

6.1 Volunteer Characteristics

Volunteering in sport attracts all kinds of people, although there is a strong tendency for males and younger people to volunteer. Men are more active in sport volunteering than in most other fields, outnumbering women by two to one.¹⁹ The 2007 National Survey of Volunteering, similarly, showed that 30 per cent of men volunteered in sports and exercise, and only 16 per cent of women.⁴ In community sports projects, coaches and face-to-face workers are nearly 70 per cent male, and managers 60 per cent male.¹⁸

Volunteers in sport tend to be of a relatively high socio-economic status, in terms of years in education, employment status and occupation, reflecting general patterns among all volunteers. Similarly, they are more likely to be white. Sport England found significant participation by people from other ethnic backgrounds, but the 2007 National Survey of Volunteering showed that, compared to White people, Asian and Black people volunteer in sport and exercise organisations at half, or less than half, the rate.^{4, 16} Volunteers of minority ethnic backgrounds tend to be more involved in coaching and face-to-face work (15 per cent of all volunteers) than in managing clubs (just three or four per cent).^{18, 20}

Comment [r1]: white or White British?

Comment [r2]: white or White British?

Sport England's survey found that there are potentially 1.5 million people who would be interested in volunteering in sport. But of these, more than 200,000 were not volunteering because they did not know how to get involved, or because no-one had ever asked them.¹⁷

6.2 Volunteer Dependence

A key issue for the sports sector is the dependence of clubs on a core nucleus of volunteers who often take on key roles within sporting establishments and are given a considerable amount of responsibility. However this dependence often leads to volunteer overload and problems when people leave or retire due to lack of succession planning for leadership roles.^{14, 15}

Three main problems facing sports clubs today is a shortage of volunteers, difficulties in recruiting new volunteers and the fact that work is increasingly left to fewer people.^{17,21} Most club administrators agree that 'a flow of new volunteers would really make a difference' but they 'didn't really know where to look for volunteers outside of our own organisation'.^{15,20} This reflects the predominant recruitment pool of club volunteers – people already involved with it, as members or those related to members. Open recruitment strategies, including advertising and using volunteer centres, have proved successful although the most common approach remains word of mouth and personal contacts.²²

Our insight research reinforces these problematic recruitment strategies and suggests that BME communities will often not be aware of opportunities with mainstream structures as they normally don't associate themselves within these social circles and therefore access is either not visible or not easily accessible. This is highlighted in greater detail in the next section of the report.

7. Sporting Equals *Insight* Research

As part of the Volunteer *Insight* research two focus groups were delivered and questionnaires were completed to investigate the key issues into volunteering amongst BME communities. ***The term 'participants' refers to those who took part in the focus groups and 'respondents' to those who completed research questionnaires. The term younger participant/respondent refers to those aged between 14-25 and older participant/respondent refers to those over the age of 30,***

Focus groups were delivered by Sporting Equals in partnership with the following organisations;

- Osmani Trust, London (19th September 2011). *The Osmani Trust offers a wide range of community, health and sporting initiatives tailored to the needs of the local BME community in a deprived area of London.*
- Black CARD, Sheffield (27th September 2011). *Black CARD is a strategic umbrella organisation established by the different BME communities of Sheffield. Its role is to create more effective and coherent economic regeneration and community development initiatives. A number of different organisations sit within the Black CARD umbrella body.*

7.1 Profiles

The respondent and focus group participants' age, ethnic and faith profiles are as follows:

	Focus group	Questionnaire
Ethnicity	Asian Bangladeshi (7) Pakistani (4) Mixed White/Asian (1) White & Black Caribbean (2) Black Caribbean (3) Black African (1) White British (1)	Bangladeshi (5) Indian (2)
Faith	Muslim (13) Christian (3) No religion (1) Not specified (2)	Muslim (5) Sikh (2)
Age	14-20 (11) 20+ (2) 30+ (2) 40+ (1) 50+ (3)	14-16 (1) 17-20 (5) 30+ (1)
Gender	male (19)	male (4) female (3)

Osmani Trust

This group involved 9 participants between the ages of 14 and 16. Five out of the nine volunteered at either the Osmani Trust or at a local youth club. All were interested in sports volunteering and had an interest in sports. Three out of the five, however, did not see themselves as 'formal' volunteers; the concept of 'helping out' was better understood.

Two boys were involved in assisting with coaching younger boys and helping staff with supervision. Again, this was not recognised as 'formal' volunteering but as 'helping the manager'. Both these volunteers had become involved through the encouragement of staff and older peers. Three volunteers are currently working towards their Duke of Edinburgh Awards. A number of volunteers have also been involved in events such as the Lord Mayor's Show.

Black CARD

This focus group primarily consisted of an older age group, with more than half the participants aged over 30. Volunteering experience ranged from a couple of years to almost two decades involving coaching, recruitment, refereeing and administration in

a range of sports (e.g. football, badminton, basketball, cricket, fitness instructing, boxing and netball). Nearly all were involved as sports participants as well as coaching and supervision. All volunteered at sports clubs and fitness venues primarily within the local area, with Black CARD providing support and advice.

Questionnaires

Among younger respondents, the period of volunteering ranged from 1 month to 2 years. About 50% of respondents volunteered in a sporting capacity. Activities ranged from volunteering as part of a football club and helping to run a local youth club. The eldest respondent had been volunteering for 5 years.

Respondents learnt about the opportunity to volunteer through a variety of means including website information, word of mouth, local community leaders and ethnic media.

7.2 Motivations

Among all participants the dominant motivating factor for volunteering was the desire to help others and make a positive contribution to the community. Nearly all respondents and participants indicated that they planned to continue in their current volunteer roles.

Some of the specific reasons given for volunteering include the following:

- Having a passion for sport
- Wanting to help out and give something back to the community
- To motivate and develop young people
- To promote healthy lifestyles
- To obtain a sense of achievement (e.g. participating in award ceremonies)
- To do something productive with spare time
- To develop skills and confidence
- To stay out of trouble
- To work towards a qualification

Older participants/respondents

Older participants, in particular, spoke about their passion for sport and wanting to motivate young people to do something positive with their lives by developing their talents and skills. Some saw sports volunteering as a means of preventing young people from becoming involved in crime and anti-social behaviour; others spoke about wanting to make available opportunities that would not otherwise exist within their specific communities. One participant spoke about how he started coaching to help his daughter progress in athletics due to the lack of support elsewhere.

Younger participants/respondents

Some younger participants saw volunteering as a means of enhancing future work prospects by learning new skills. Others were motivated out of a desire to progress in a specific sport. Staying out of trouble, however, was a notable motive particularly among the under 16s. On the whole, the family and community were seen as being supportive.

7.3 Barriers

Barriers ranged from general issues to those relating specifically to volunteering within 'mainstream clubs'.

General barriers which cut across all groups included:

- Lack of time/over-commitment of time to volunteering
- Needing an incentive (e.g. Duke of Edinburgh Awards)
- Requiring further experience/skills to volunteer more effectively
- Lack of community based facilities
- Travel issues (cost and distance)
- Exams/school work
- Lack of financial incentive
- Lack of encouragement by family over other priorities

Older participants/respondents

Time was a major issue. Many of the older participants have been active as volunteers over a few years and were undertaking several volunteering roles simultaneously, in addition to family and work responsibilities. As one respondent put it '*I sometimes feel that I am doing more volunteering than trying to earn some money*'.

Volunteering also brought financial pressures. Although passionate about their volunteering roles, some participants felt that sporting activities were often under resourced and almost too reliant on volunteer support. Some spoke about contributing 'out of their own pockets' to assist with initiatives to ensure that young people, in particular, could take part (e.g. paying for transport and arranging lifts).

Younger participants/respondents

The primary barriers related to issues of time and other priorities such as exams and schoolwork, costs and travel. The lack of a financial incentive was also an issue for some. In some cases, there was a suggestion that due to parental influence volunteering was seen as an interim measure until it could be replaced with paid employment. A female respondent indicated that her parents did not understand the concept of volunteering at first but were 'won over' after a little time and following a visit to the centre.

Participants and respondents said they either volunteered in the following sports, or would do so, if opportunities were available:

- Football
- Boxing
- Swimming
- Snooker
- Dodge ball
- Badminton
- Basketball
- Athletics
- Cricket

Younger participants, ie.those based at the Osmani Trust, however, would need training and mentoring by role models or an individual to support and encourage them.

7.4 Access to Mainstream Clubs

Younger participants

This group indicated that they did not access 'mainstream clubs' as they were not aware of the opportunities that existed, as well as the fact that many of these clubs were based outside of the local area.

Some, however, were clearly worried about 'racism' as mainstream clubs were seen to be primarily 'white' non-inclusive institutions. They felt that the lack of visible role models had a negative impact on young people from their communities.

Older participants/respondents

Issues of race and discrimination were felt to be major barriers. Participants spoke about difficulties in accessing 'mainstream clubs', although the definition of what is meant by a 'mainstream club' was contested. Both due to their experience and perception, they felt that young people from BME communities were 'not welcome' and their needs were not well understood. Issues of stereotyping were also highlighted, as well as the under representation of players, employees and volunteers from BME communities within clubs. Such factors were felt to perpetuate a general lack of engagement by BME communities.

Participants also spoke about the lack of partnership with 'mainstream clubs' to share resources, facilities and experience. They felt that often 'partnerships' with BME communities were established solely for the purpose of attracting funding with no long term objectives.

7.5 Challenges and Opportunities

The research highlighted the following challenges and opportunities relating to culture and ethnicity:

SPORTS CLUBS	<ul style="list-style-type: none"> • Sports clubs not reaching out to wider community. There is a general lack of awareness and opportunities for minority ethnic groups. • Worries about racism, particularly when playing with other teams and clubs. • Imagery and marketing needs to appeal to people from different BME groups. • Lack of confidence in the 'system' and lack of encouragement to take part either as participant or volunteer. • Lack of cultural awareness. Sports organisations need to be more aware of cultural requirements e.g. prayer and fasting during Ramadan. • Lack of role models e.g. lack of Asians in football portrays an all white non-inclusive establishment. More role models from diverse backgrounds are needed to encourage young people: 'if someone can relate to you and understands your background we would feel more comfortable'. • Equality needs to be visible. A key focus should be to build genuine trust and confidence over the longer term. • The approach to volunteer recruitment needs to change. Clubs need to actively 'reach out' and encourage the wider community to get involved.
PARENTAL INFLUENCE	<ul style="list-style-type: none"> • Parents tend to encourage volunteering as a means of keeping young people out of trouble. However, they need to be assured that environments are safe and supervised spaces. • Academic achievement is generally given higher importance. Parents, however, do recognise that volunteering helps build skills and confidence. (At the Osmani centre parental support has been forthcoming, largely due to the encouragement of staff and peers who support the young people being linked to wider community activity).
FEMALES	<ul style="list-style-type: none"> • Girls generally are not encouraged to get involved as sport is seen as a male activity, however, younger girls do want to both play sport and help out. • The role of girls is perceived as being home based in the evenings helping with household chores. Parents,

	<p>however, do also want them to stay out of trouble.</p> <ul style="list-style-type: none"> • Boys have more free time and are encouraged more. • Cultural issues may mean some girls will only get involved as long as spaces are female only environments and therefore opportunities may need to be segregated to allow girls to get involved. • Environments need to be seen as safe spaces by family and parents.
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7.6 How to get more BME groups involved in sports volunteering?

- Provide more culturally sensitive services
- Encourage sports participants to take up other volunteering roles within their sport
- Encourage and develop visible role models and mentoring opportunities
- Develop local community based facilities
- Establish links with schools and community centres
- Provide appropriately priced courses to build volunteer skills
- Work towards improved resources so that volunteers are not 'out of pocket'
- Work with parents to build confidence and awareness
- Undertake appropriate marketing initiatives e.g. leaflets, advertising, newspapers and newsletters using both mainstream and ethnic media channels
- Encourage word of mouth promotion to encourage family and friends to get involved
- Use social media networks such as Facebook
- Advertise more effectively 'female only' sessions to encourage more girls to take part

Key practical measures identified for attracting volunteers from diverse backgrounds are:

Schools/Faith Based Schools	Promote opportunities through schools to facilitate parental buy-in.
Partnership	Establish meaningful, long-term partnerships with community based sports clubs working towards shared objectives and outcomes.
Events	Put on events in areas with high BME profiles to help generate interest.
Promoting services in other boroughs	Advertise further afield to open up opportunities to a wider community.
Award Ceremonies/'Openings'	Recognise volunteer achievement/success and impact through award ceremonies.
Open Days	Put on open days and taster sessions

	to generate interest.
Facebook	Use social media to promote volunteering.
Community Hubs	Link to services via a community hub, such as the hub at the Osmani Centre, to attract interest.
Tournaments	Enable volunteers to get involved in big projects such as organising tournaments.
External Links	Develop external partnerships with the local community and community leaders.
Role Models	Encourage role models from within the community to help with recruitment.

7.7 Summary of Insight

Overall volunteering was seen to be a worthwhile and satisfying activity that made a real difference to individuals as well as organisations. It was also seen as a means of enhancing self confidence (particularly among younger people) and developing leadership and organisational skills.

There are considerable opportunities to engage more BME people within sports volunteering roles. The research suggests that younger people would volunteer more given the right encouragement and support e.g. if the opportunity was linked to the achievement of a qualification or award. In particular, sports participants are more likely to volunteer time to other activities as part of their contribution to the development of their sport or club.

The link from 'participant to volunteer' is a key one, particularly among older volunteers who often have a passion for motivating younger people to do something positive and to help develop their talents and skills. This may be key to growing the BME volunteering base as most people are unlikely to understand the opportunities which exist within sports clubs unless they are already part of it.

Alongside this, sports clubs need to take a proactive role in reaching out to the wider community to help grow their volunteer base. They should consider supporting outreach through mentoring programmes, in particular encouraging BME young people to get involved. The research suggests that more BME individuals would get involved if they knew how to access opportunities within mainstream clubs.

8. The Impacts of Sport Volunteering and the Link to BME Communities

The role of sports clubs and sports volunteering in increasing community cohesion and social capital is likely to become increasingly important as society becomes more diverse. Sports teams and clubs can bring people together who have shared interests, values and understandings and facilitate co-operation within groups.

Volunteering in sport has impact on clubs, members and players, the community, and volunteers themselves. Sport England notes that the community sport sector *'can make increasingly vital contributions to the health of the nation, community regeneration and cohesion, community safety and educational attainment'*.¹⁷ Sport can clearly contribute to government policy objectives such as active citizenship, improving health and reducing obesity.²³

Examples exist where the provision of sporting opportunities for young people, through various projects, raised young people's interest and performance levels, and contributed to improved behaviour and pupil performance.²⁴ Sport provides alternative options to sedentary activities such as television and computer games and is important in *'keeping kids off the streets'*.¹⁷ Being involved in sport can prevent a lapse into antisocial behaviour which is important for community safety and reduction of youth crime, and its associated costs to the wider community and state.

Volunteering can help support some of the aims of active citizenship and the findings of our *Insight* research demonstrate that parents would support any volunteering initiative which keeps their kids 'out of trouble'. Sports clubs can bring a lot of value to the community, but to do so they must reach out and support growth through participation and volunteer engagement.

9. Conclusion

Key issues from the *Insight* research highlight that BME communities do not relate to the term 'volunteering', which is perceived as a structured, defined role. They are more likely to relate to terms such as 'helping out' and 'assisting' and are more likely to get involved through informal roles and if they are encouraged through peers and role models. Research also suggests community and faith based volunteering is more prevalent within BME communities, however, sport based volunteering is less accessible as opportunities are not promoted effectively and/or BME groups are not connected to 'social circles' which promote sports volunteering.

The profile of sports volunteers tends to be those of higher socio-economic status, with Asian and Black people volunteering at half the rate or less compared to their white counterparts.⁴ There is also a widespread dependence on existing volunteers within club structures who tend to hold key positions. However this dependence often leads to volunteer overload and problems when people leave or retire due to lack of succession planning for leadership roles.^{14, 15} Despite this need most club administrators don't really know where to look for volunteers outside of their own organisation.^{2,4,15}

The usual barriers for BME groups exists such as time and motivation, however, our *Insight* findings have shown that 'confidence' is also a big issue. Younger respondents felt that they needed more experience/skill to carry out a volunteering role within a mainstream club, however, if they were provided with support, through a mentor or role model, that would encourage them to get involved.

Challenges relating to culture and ethnicity include lack of cultural awareness around issues such as prayers, festivals, periods of fasting etc. as well as developing culturally appropriate services to meet the needs of women and girls. The emphasis therefore should be on ensuring staff are adequately trained and are able to deliver services to meet the needs of BME groups and women. Having a diverse workforce and people employed from the community could help break down barriers and help in addressing this problem.

Parental influence is also a significant factor in trying to get more BME young people involved in sports volunteering. Often parents recognise the benefits of keeping young people engaged and out of trouble, however, clubs need to be seen as safe and supervised spaces. The benefits for volunteers, particularly around skills development, building confidence, fitness and personal satisfaction to be gained through helping others need to be promoted to bring parents on board, which in turn will assist in them encouraging their children to get involved.

The link between faith and contributing to society is an important one. If people can see the wider benefits around community cohesion, community safety, and getting young people off the streets they are more likely to contribute their time and support sports based volunteering. This aspect needs to be explored further by clubs so

they can effectively promote the wider social contribution that faith groups can make to the local community.

10. Recommendations

- Sports clubs should review how they promote and market opportunities with a move away from the term 'volunteering' and to use simple terms such as 'helping out' or 'giving something back' with an emphasis on informal volunteering opportunities.
- Faith is a motivating factor in civic participation and volunteering. Work with faith communities should highlight the ways in which sports volunteering is a valid and an important way for individuals to help and actively support their local community/young people.
- An important link to volunteering is the connection with 'participation'. People are more likely to volunteer if they are already taking part in sport or are part of a club. Clubs need to support people from BME backgrounds to get involved, both as participants and volunteers, and promote BME role models to help break down barriers and stereotypes.
- There is a need for more training for club administrators about community engagement initiatives to help support clubs to access BME volunteers through non traditional routes. Alongside this staff need to be culturally sensitive to the needs of BME groups and in particular BME women and girls.
- The social capital, citizenship and social inclusion agenda should be promoted to promote sport based volunteering to BME groups. The role of sport in developing well-rounded, responsible and healthy young people should be noted by policy makers and funders.

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