

Joint Cross Party Group on Sport & Cross Party Group on Volunteering and the Voluntary Sector

Tuesday 6th October 2015 17.30 – 19.30

Committee Room 2, Scottish Parliament

Present

| First Name | Surname | Organisation |
|-------------------|-----------------|---------------------------------------|
| Craig | Allardice | South Lanarkshire Leisure and Culture |
| Kim | Atkinson | SSA |
| Oliver | Barsby | Scottish Target Shooting |
| Jenny | Bloomfield | SCVO |
| Dougi | Bryce | JudoScotland |
| Neil | Campion | Scottish FA |
| Harriet | Eadie | Volunteer Edinburgh |
| Peter | Faassen de Heer | Scottish Touch Association |
| Mark | Findlay | Active Stirling |
| Stuart | Gallagher | North Lanarkshire Leisure |
| Rick | Kenney | SALSC |
| David | Laing | |
| Angus | Louden | Scottish Target Shooting |
| Margaret | MacDougall | MSP |
| Jim | McIntosh | Scottish Target Shooting |
| Jim | Moffat | North Lanarkshire Leisure |
| Susan | Murray | SCVO |
| Claire | Nelson | Netball Scotland |
| Paul | Okroj | Chest, Heart and Stroke Scotland |
| Cllr. Lenny | Pirie | Aberdeenshire Council |
| Gail | Prince | SALSC |
| Charlie | Raeburn | |
| Paul | Reddish | Project Scotland |
| Fiona | Reid | Glasgow Caledonian University |
| Catherine | Ronald | SSA |
| Campbell | Roy | Sported |
| Roger | Scrutton | Scottish Orienteering |
| Chris | Sellar | Oriam |
| Ronnie | Sloan | SportsAid Scotland |
| Liz | Smith | MSP |
| Paul | Stark | West Lothian Council |
| David | Sweetman | Scottish Hockey |
| Kathryn | Wane | SCVO |
| Liz | Watson | Befriending Networks |
| Keith | Wimbles | Voluntary Action Fund |
| Shelagh | Young | |
| Richard | Yule | Table Tennis Scotland |

Apologies

| First Name | Surname | Organisation |
|-------------------|----------------------|--|
| David | Arnott | SALSC |
| Roger | Binks | Scottish Croquet Association |
| Tom | Bishop | Scottish Cycling |
| Darryl | Broadfoot | Scottish FA |
| Craig | Burn | Scottish Cycling |
| Jane | Campbell Morrison | Snowsport Scotland |
| John | Clayton | |
| Lee | Cousins | SSA |
| Bruce | Crawford | Royal Caledonian Curling Club |
| Kirsty | Cumming | Sporta |
| Jess | Dolan | Ramblers Scotland |
| Cllr Bob | Ellis | SALSC |
| David | Ferguson | Sporta |
| Jim | Fleeting | Scottish FA |
| Cllr Jim | Harte | |
| Ian | Hooper | Glasgow Life |
| Flora | Jackson | NHS Health Scotland |
| Alison | Johnstone | MSP |
| Bill | Knox | Bowls Scotland |
| Liza | Linton | RYAS |
| David | Marshall | Tennis Scotland |
| Cllr Ron | McKail | Aberdeenshire Council |
| Ruth | Mendel | SCIS |
| John | Park | SSA |
| Colin | Rennie | Fields in Trust |
| Prof. Brian | Robinson | ABRS |
| Chris | Sellar | South-West Edinburgh Community Sport Hub (at Heriot-Watt University) |
| Rebecca | Simpson | Youth Scotland |
| Ron | Sutherland | |

Introduction to joint Cross Party Group and CPG on Sport AGM

Liz Smith MSP welcomed all attendees and speakers to this joint CPG between the CPG on Sport and the CPG on Volunteering and the Voluntary Sector.

She especially welcomed Margaret MacDougall MSP, Convenor of the CPG on Volunteering and the Voluntary Sector.

Liz explained that there would be two parts to the evening – the AGM of the CPG on Sport and then the joint CPG looking at ‘Volunteering: The Case for Change’.

Liz noted apologies for the evening – there were no others to be added to this list on the night. CPG on Sport Co-Convenor Alison Johnstone MSP sent her apologies for the AGM.

Minutes

The minutes of the 2014 AGM were approved by the Group (proposed by Jim McIntosh and seconded by Dougi Bryce).

Election of Office Bearers

- Convenors

Liz confirmed that both she and Alison Johnstone MSP were happy to re-stand as Co-Convenors if the Group was in agreement with this. The Group approved re-election of the Co-Convenors.

- Deputy Convenors

The Group approved re-election of the Deputy Convenors (James Kelly MSP, Jim Hume MSP & Mark McDonald MSP)

- Group Officers

The Group approved re-election of the Group Officers (Nanette Milne MSP, Patricia Ferguson MSP, Tavish Scott MSP, Clare Adamson MSP & Rhoda Grant MSP)

- Secretariat

The Group approved re-election of a joint Secretariat between the Co-Convenors' offices and the SSA.

Matters Arising

Liz explained that following the CPG on Sport meeting in March at which Fiona Hyslop MSP, Cabinet Secretary for Culture, Europe and External Affairs, presented, the consultation on the BBC Charter Renewal will conclude on 8 October (information has been circulated to CPG on Sport Group members). She explained that more information was now available on the Charter Review and that the SSA had responded on behalf of governing bodies to the consultation.

END OF AGM.

Next Meeting Date

Amended to 13 January 2016.

Opening of CPG

Liz Smith MSP (Co-convenor) opened the joint CPG part of the meeting, welcoming attendees and speakers. She introduced the topic, 'Volunteering: The Case for Change' as an area of much common ground for the groups. Liz then introduced the evening's speakers from the Scottish Volunteering Forum, a group of voluntary organisations working collaboratively for the overall benefit of volunteering in Scotland. She introduced the Forum's Chair, Paul Okroj, who was first of the evening's speakers.

Paul Okroj – Chair, Scottish Volunteering Forum (and Volunteer Development Manager at Chest, Heart & Stroke Scotland)

Paul began by explaining the current picture of volunteering in Scotland, noting that the number of volunteers has remained pretty static over the last few years (1.3million). 60% of all volunteering is completed by 6% of the population. He said that those wanting to volunteer today are different to those who traditionally volunteered – people tend to come into volunteering now knowing what they

want to get out of it. While 40% of people wouldn't volunteer again because they didn't have a positive experience.

He explained, therefore, that the purpose of the Forum is about looking at how we can increase the number of people volunteering, especially in a time when the pool of volunteers is getting less and less.

He highlighted that 50,811 people applied to volunteer at Glasgow 2014 – which is more than applied for the Commonwealth Games in Manchester and Melbourne combined - which shows there is an appetite for volunteering. However, despite the excitement around volunteering at this event, volunteering numbers continue to remain static.

Paul explained that the Forum's document, 'Why Volunteering Matters – The Case for Change' comes from wanting to develop a set of key asks around volunteering in Scotland. Paul proceeded to go through the document, summarising the key benefits of volunteering and the asks within it. The presenters then went on to say more about each of the asks.

Ask 1: Be the Change – Paul Reddish (also a member of the forum – and CEO at Project Scotland) clarified that this is about organisations prioritising volunteering and the needs of volunteers within strategic and operational planning. With this in place everyone should be encouraged and supported to contribute to their communities through volunteering. He reinforced that this is about focusing on the individual, what they want out of volunteering and thinking about volunteering strategically. Do we have leverage opportunities to support and encourage volunteering within our organisations?

Fellow Forum member, Susan Murray – Assistant Director of Public Affairs at SCVO – expanded on Ask 2: A Culture of Volunteering for All – this is about every person realising the benefits of volunteering. The Forum wants more people to see volunteering as a solution – a norm. Susan explained that it's about a big cultural change; eg do organisations have volunteering policies? She emphasised that a commitment to this cultural change will lead to progress. For example – if your parents volunteer, you are more likely to volunteer. She clarified that an increase in participation is predicated upon an increase in volunteering and, therefore, that increasing volunteering rates needs to be a government priority.

Susan also shared a significant success from within the Scout Association by way of an example; their hugely successful campaign to increase their volunteer numbers was to ask all volunteers to ask someone else to volunteer too.

Paul R then expanded on Ask 3 of the document: Employer Supported Volunteering – which asks that everyone is supported as a volunteer and able to contribute to their communities through volunteering. Paul explained that employers need to think about how they release/provide flexibility to support volunteers and that for that to happen, the case needs to be made to employers.

Q&A Session

- 1) Liz Smith MSP (Co-convenor) opened up the Q&A session, asking whether having to meet PVG requirements was putting some people off volunteering.
 - A: Paul Okroj said that this shouldn't be an issue, as most voluntary sector organisations will get that cost covered by the Scottish Government.
 - A: Paul Reddish talked also of the issue where past criminal convictions are completely ruling someone out of a volunteering opportunity when that should not be the case. Strictly ruling someone out because of a past criminal conviction goes against the document's sentiment of an entitlement for all to volunteer.

2) Margaret MacDougall MSP queried what has happened to all the Glasgow 2014 volunteers. She noted that, given there isn't really one sector that doesn't rely on volunteers, how can we then better support volunteers?

A: Paul Okroj emphasised that training is imperative and that organisations need to look at value-auditing to assess the full system of support currently in place and then assess what needs to be put in place to provide more support in the future.

A: Based on experience from Glasgow 2014, Neil Campion – Scottish FA – suggested that it's about focusing on getting the right people in the right role. He said that recognition is the most important thing and there's a need to make sure that organisations with volunteers are making sure they feel good. Lessons from Glasgow 2014 can be applied to everyday volunteering. Neil also explained that data on volunteers from Glasgow 2014 (who were willing to be contacted about volunteering in the future) was passed on to Volunteer Scotland.

A: Paul Okroj explained that 'Volunteer Week' takes place every year and that so far, Scotland hasn't done enough on this. This could be better used in promoting support for volunteers.

A: Harriet Eadie – Volunteer Edinburgh – said that the most common motivation for volunteers in her experience is that desire to make a purposeful contribution. Harriet also drew the Group's attention to the fact that it was the Volunteer Edinburgh Recruitment Fair the day after the CPG and that this event would be showcasing a whole range of volunteering opportunities.

A: Shelagh Young suggested that it's very difficult for organisations to provide support for volunteers and that more investment is needed. She also reminded attendees that everyone has a legal right to request flexible working for any reason. Such a request can only be refused by an employer on business grounds.

A: Susan Murray explained that the key thing is listening to volunteers. She re-emphasised the statistic that 40% of people that volunteer never volunteer again. She noted too, the need to support volunteers who have additional support needs and that this requires financial support.

3) Liz queried why there is an issue getting those in the 25-45 age group volunteering.

A: Paul Reddish said that largely, the reason is lack of time, noting that in a recent survey, 9 out of 10 of this age group said they didn't have the time.

A: Richard Yule – Table Tennis Scotland – said that from his experience, many people get into volunteering through their workplace. He supported the premise that employers should facilitate this and suggested that government could provide tax breaks for employers that do so.

4) Liz asked the panel's views on how employers could help.

A: Paul Reddish suggested that employers need more guidance on what kind of volunteering is available and can make a difference. Although some companies may have a token one day a year for volunteering policy, when teams do community projects, these one-off initiatives are likely to be less helpful than, for example, the releasing for an hour a month of a finance professional to assist a small community group with their accounts. He said that it's not that businesses don't want to help, we just need to better explain what kind of volunteering can make the biggest difference.

A: Susan Murray agreed, saying that the sector has a huge job to do in this area as, like Paul said, one day initiatives don't lead to long-term partnerships. The voluntary sector needs to be more creative in turning offers of help around.

5) Neil Campion asked the panel if enough is being done to support organisations in advising how best to approach businesses.

A: Paul Reddish said that at the moment, things aren't joined-up enough, but some fundraisers make it work for them.

A: Paul Okroj emphasised that we need to be looking at all employers, not just the larger ones. He agreed that there could be a much more coordinated approach.

- 6) Ronnie Sloan – SportsAid Scotland – suggested there’s a need for things to be more defined, as at the moment it seems like quite mixed messaging. He was interested to hear from the panel what kind of volunteer roles are currently needed.

A: Paul Reddish suggested that it’s less about specific roles and more about what companies can offer people – not everyone is motivated only by altruistic reasons.

Shelagh Young noted that people are reported to be working longer and longer hours, perhaps organisations could give people their own time back. She also suggested that explaining the advantages of freeing up employees for volunteering isn’t always easy as there are often internal walls to breach.

Harriet Eadie emphasised that employers are a big part of the required culture change. She said too that we tend to get hung up on corporate business and that it’s worth remembering that volunteering is for all levels of staff.

Angus Loudon – Scottish Target Shooting – suggested that the culture’s got to be about how volunteering is encouraged throughout life.

Paul Okroj explained that The Case for Change looks at inclusion of all ages in volunteering. He explained that organisations – such as those in attendance – need to be ambassadors and help to create ambassadors. The biggest ask of all is about improving the long-term picture of volunteering.

- 7) Liz Smith asked whether we are at the stage in schools where volunteering on CVs is a genuine commitment rather than a one-day thing – is the Curriculum for Excellence encouraging more than one-off volunteer opportunities?

A: Paul Reddish said that the Curriculum for Excellence has provided a structure to help people do more out of schools, but there is a long way to go.

A: Liz mentioned that the International Baccalaureate assesses volunteering in the community and queried whether Scotland could benefit from incorporating volunteering into qualifications.

A: Paul Reddish said that he doesn’t see the need for this to happen.

Shelagh Young reminded the group of the recognition that the Saltire Awards provide – it allows most students, independent of academic achievements, to be rewarded for their time and commitment.

Paul Reddish emphasised that, compared to some countries, Scotland is ahead in regard to progressing volunteering.

- 8) Charles Raeburn queried whether the world of sport links well to the structures in volunteering. He questioned whether the Community Empowerment Bill could help facilitate more volunteering opportunities. He suggested that we need to be clear on what kind of volunteering we need.

A: Stew Fowlie – Scottish Student Sport – suggested that people don’t identify volunteering as a macro-concept. He said that his experience in student sport is that people want to be involved when they can have a say in decision-making. He emphasised too that clubs and organisations must benefit from the knowledge of the tools that make supporting volunteers easier.

A: Paul Okroj agreed that there is a real lack of resource that people/organisations can go to for support on this topic. However, he did note that we shouldn’t lose sight of informal volunteering, which requires less formalised structures.

A: Chris Sellar – Herriot Watt University – was in agreement that the Saltire Awards are under-valued and under-used. He said that they use them as a form of volunteer recognition. Chris noted too that more resource directed at IT systems would be really helpful from an administrative perspective. He mentioned that there have been frustrations around the Volunteer Scotland website and recruitment via the site. At the moment he thinks that many IT systems are making it too hard for people to sign up and get involved.

Keith Wimbles – Voluntary Action Fund – suggested that lots of volunteering goes unnoticed. He said that there are lots of things happening without a lot of money in place and more recognition is needed. Keith suggested that we don't celebrate volunteering enough.

- 9) David Sweetman – Scottish Hockey – explained that sports clubs don't tend to be great at succession planning and more creative thinking is needed around this. He queried whether the Scottish Government is monitoring if Glasgow 2014 volunteers are still volunteering.
Kate Wane – SCVO – raised the issue of how we can better support people with disabilities who want to volunteer.

A: Paul Reddish said that about 10% of those organisations that work with Project Scotland are in a position to take people with disabilities. He did emphasise that there are real practical difficulties and that organisations need supported, not criticised, in order to better support people with disabilities. He suggested that most organisations are not resourced to provide this support and that significant investment is required.

A: Susan Murray explained that the My Volunteer Account portal was set up for the ~45,000 that volunteered at the Games and were happy for their contact details to be passed to Volunteer Scotland. From the last known update, only 6% of these people have registered their account on this portal.

A: Fiona Reid – Glasgow Caledonian University – said that there is currently a piece of research due to report at the end of the year which looks at what Glasgow 2014 volunteers are doing now – this includes all of those that applied, not just successful applicants.

- 10) Campbell Roy – Sported – asked whether there is any research which demonstrates why people don't volunteer again.

A: Paul Reddish explained that past research and experience shows that people don't feel included enough. He suggested that volunteer motivations are changing and that those recruiting volunteers aren't asking – what can we do to keep you as a volunteer?

A: Neil Champion suggested that the profiling of volunteering needs an image change. He emphasised that it's not necessary to leave the house to volunteer – social media is the new word of mouth, to the point that websites are almost out-dated. He suggested that it's time for volunteering to move into the 21st century. He noted that Glasgow 2014 had lots of resource at its disposal as regards its volunteers – most groups don't have this resource.

A: Claire Nelson – Netball Scotland – said that Netball Scotland has put a great deal of work into researching why people want to get involved. She said they've found that saying thank you is key. She emphasised that volunteers have helped Netball Scotland grow and that it would be good to share best practice ideas between sports.

A: Peter Faassen de Heer – Scottish Touch – explained that having a volunteering strategy in place has helped them a lot. He'd also be very keen for sharing of good practice to take place.

Richard Yule suggested that events are effective drivers to recruit volunteers and they provide an effective way of recruiting people for longer term volunteer roles.

Shelagh Young asked that we don't forget about older volunteers and the importance of accessibility and diversity. Many clubs can have old-fashioned attitudes in place and more work

needs done on keeping recruitment diverse and current. Shelagh again re-iterated that employment law states that everybody has the right to request flexible working and requesting this for volunteering is a legitimate request. It's the responsibility of the employer to take these requests seriously and as said earlier, a request can only be refused on business grounds.

11) Liz then asked the panel to state the one thing they'd like to see happen to advance the progress of volunteering:

A: Paul Okroj said there is a need for a more structure approach towards volunteering in Scotland and to better celebrate volunteering in Scotland. He wants to see volunteering moved into the 21st century and would like to see the Scottish Government create a national volunteering indicator.

A: Paul Reddish said he'd like to see individual organisations asked how important they think volunteering is and based on this, ask them how much time they'd be willing to commit to it. He wants organisations of all sizes to see it as an important issue.

A: Susan Murray questioned whether we're really listening to what volunteers want. She said there is a need to challenge bad practice e.g. do things like 'My Volunteer Account' really work? She challenged everyone to take volunteering, use it, talk about it, do more succession planning and encourage more people to help out other people.

Liz Smith MSP thanked all panellists and attendees for their contributions. The Scottish Volunteering Forum's 'Case for Change' document is available here: <https://scottishvolunteeringforum.files.wordpress.com/2015/10/why-volunteering-matters-the-case-for-change.pdf>

She indicated the dates of the next meetings of the respective CPG groups as follows:

CPG on Sport: 13 January 2016.

CPG on Volunteering & the Voluntary Sector: 24th November 2015.

*The Cross Party Group on Sport is co-convened by Alison Johnstone MSP & Liz Smith MSP.
It is jointly administered by the offices of these MSPs and the Scottish Sports Association.*