

England and Wales Cricket Board

Volunteer Coordinator Workshop Resource



www.ecb.co.uk/vCricket



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"Without our vast army of volunteers Cricket could not function effectively and efficiently and with our clubs being more reliant on their unpaid professional workforce, it is critical that these people are well coordinated, supported and motivated."

Pete Ackerley
Head of Development, ECB



To help this process the England and Wales Cricket Board, through its V team have introduced this fantastic resource to help you the volunteer coordinator in helping delivering this.

Volunteers are generally defined as “those people who willingly give their time and effort without any financial reward”. They are an essential element of any cricket club. They dedicate hours of time and energy, working in a variety of ways. Without them, most clubs would cease to exist. Annually over 30,000 people give up their time, supporting over 61,000 roles within cricket clubs.

Volunteering and volunteer management is now firmly on the agenda for cricket, reflecting the importance of the role volunteers have in improving our clubs and communities. This resource along with the support and guidance that you'll receive from the V team will provide you with innovative ideas on how to make the most of your existing voluntary workforce whilst also opening up the club to provide opportunities to new volunteers.

The England and Wales Cricket Board have prioritised the need to get more young people aged 16-25 involved within volunteering. To meet this priority the ECB V team have been introduced to deliver vCricket. vCricket is here to introduce young people into cricket, offering a broad range of volunteering opportunities and providing enjoyable, enhancing and sustainable programmes for both volunteers and clubs. One of the best things about volunteering is that there are no barriers to taking part. There is such an array of opportunities linked to a club that there really is a job for everyone regardless of individual needs. Some roles can even be carried out without even leaving the house.

The key to good volunteer management in clubs is effective leadership. A successful leader will inspire, help volunteers accomplish their role successfully and will help volunteers become more and more committed to their role and to the club. Your volunteers should be viewed and managed as creative, motivated people who seek responsibility. The quality of leadership is critical to good practice in volunteer management.



Giving responsibility for volunteers to a specific person is the first step to success.

Ideally this role should be seen as sufficiently important to the club to be a management committee post. Clubs that have successfully introduced this role usually refer to this person as the club Volunteer Coordinator. A club's Volunteer Coordinator is as important as other traditional roles within a club, such as the Chairman, Treasurer and Secretary.

Volunteering does not simply happen on its own. Volunteers who are unsupported, uncoordinated and not well-managed can feel less positive about their volunteer experience. They need to be satisfied that their time and effort is useful and has made a difference. For organisations to achieve their goals efficiently volunteers need to be well coordinated. The appointment of a Volunteer Coordinator is recognition of the importance of volunteers to the effective operation of a club. A key role for Volunteer

Coordinators is matching the skills, experiences and expectations of volunteers to available positions within clubs.

The ECB understands that the pressures put upon volunteers are increasing in some areas. Current legislation means that volunteers must complete certain forms and attend various workshops and there can be no moving away from this if cricket is to continue to be one of the largest participation sports for young people. What can be done though to ease this pressure and help address over burden on one or two key volunteers is extra support to be given to the volunteer coordinator. This will enable clubs to have an existing workforce who are well coordinated and doing specific roles whilst recruiting more volunteers from outside of the club to ease the burden from the few.

"Volunteers may be the most valuable asset in your club, but they are often the least well managed."



Why do you need a Volunteer Coordinator?

- To do a 'stock take' of existing volunteers.
- To maintain a coordinated approach to volunteering, ensuring that people's time and energy is used effectively and work is not duplicated.
- To spread the club workload across a broad range of people.
- To increase the number of people volunteering/helping out at your club.
- To establish a representative for volunteers at your club.
- To welcome new volunteers to the club.
- To motivate volunteers.
- To attract more people wanting to be involved and help out on their own accord.
- To support young people in volunteering opportunities.
- To create a stronger more sustainable club.

Does your club need a Volunteer Coordinator?

Yes

Not Sure

No



What will the Volunteer Coordinator do?

The role of the Volunteer Coordinator will vary from club to club, but the main purpose of the Volunteer Coordinator is to act as a focal point for volunteers and volunteering within the club. With the assistance of other members within the club, your county board, your V manager and this resource, the Volunteer Coordinator could be involved with any of the following:

- Auditing existing volunteers and roles required.
- Identifying gaps where new volunteer roles could be created
- Recruiting new volunteers into the club from existing membership and from the local community.
- Inducting to new volunteers.
- Matching the right volunteers and their skills to suitable roles.
- Organising relevant training/workshops for volunteers.
- Providing support to new and existing volunteers.
- Making relevant links with volunteer organisations and programmes such as the local Volunteer Centre and Step into Sport.
- Helping to raise the profile of volunteers and volunteering within the club.
- Communicating regularly with volunteers and providing feedback on their role(s).
- Promoting recognition of volunteers e.g. presenting an award or organising an event.
- Being the contact person for volunteers and volunteering matters.
- Thanking and rewarding volunteers.

Is anyone in the club already doing this role?

Not sure

No

Yes



Who could be the Volunteer Coordinator?

Here are some of the key skills that you might wish to consider for the role of Volunteer Coordinator. If you are the Volunteer Coordinator why not go through each of these and rate where you think your skills are. With 1 being superb, 3 being adequate and 5 needing some help.

Are you:

- Friendly
- Good fun
- Reliable
- Responsible
- Enthusiastic
- Approachable
- Organised

Are you good at:

- Listening
- Communicating
- Delegating
- Motivating

- Have you got basic computer/IT skills?
- Have you got what it takes to be a leader?

Is the Volunteer Coordinator going to be you? Yes No

If not you, then do you have someone in mind? Yes No

Do you need help in finding someone? Yes No



Your Club Volunteer: Role description

You may find the following role description useful if you do not yet have a Volunteer Coordinator within your club, or if you are thinking of getting someone to help you with the role. You can of course adapt it to suit the needs of your club.

Main purpose of the Volunteer Coordinator: To ensure that, at the heart of the club, there is a group of people who are in the right place at the right time with the right skills to enable the club to achieve its goals.

The Volunteer Coordinator's main point of contact:

Tasks will include:
Creating role descriptions for volunteers
Identifying vacant roles
Recruiting volunteers
Talking to volunteers about their roles
Organising recognition events
Registering for CricketForce
+ Other relevant to your club

Other relevant information:
Liaison within the club
Liaison with external partners and organisations

Estimated time commitment:

Any training or support required:

Out of pocket expenses:

The role of Volunteer Coordinator offers the holder the opportunity to:

Special conditions:



Volunteer Coordinator case studies

'Littlehampton Cricket Club has really benefited from having a Volunteer Coordinator in post. Before, there was no structure to volunteering at the club and no means of both recruiting new individuals and ensuring that valuable contributions were properly recognised. Having a Volunteer Coordinator will also enable the club to build relationships with a variety of external bodies, such as schools and local volunteer centres.'

John Pyant, Volunteer Coordinator, Littlehampton cricket club

'The role of Volunteer Coordinator allows me to see the positive influence that volunteering has on the young volunteers aged 16-25 that are recruited in clubs around the county. Seeing young people making a real difference in their community and seeing the skills and confidence that they gain from it is inspirational.'

Laura Joyce, Volunteer Coordinator, Leicestershire and Rutland cricket board

'With a Volunteer Coordinator in place at Broadstone Cricket Club we have a more coherent and streamlined approach to volunteering at the club, thus ensuring we reward the current volunteers - but equally it has opened many new doors to aid the recruitment of volunteers through a range of partners we have links with.'

Will Brooks, Broadstone cricket club

" Seeing young people making a real difference in their community and seeing the skills and confidence that they gain from it is inspirational."



ECB Club Volunteers diagram

To build up a picture of who does what at the club you could start by completing the diagram on the next page. Ask people what roles they are currently doing, as you build up the picture you will soon see which roles are currently empty, who does a large number of roles and by talking to your volunteers, you will begin to understand, who may want a change and you may even discover some new volunteers. You may also want to add other roles.



Know your volunteers:

Club Chairman:

Treasurer:

Club Welfare Officer:

Official/Umpire:

Coach:

Assistant Coach:

Secretary:

Volunteer Coordinator:

Club Development Manager:

Scorer:

Groundsman:

Assistant Groundsman:

Bar Manager::

Club Caterer::

Club:

Date:

General Maintenance:

Fixtures secretary:

Events Coordinator:

Social Secretary:

PR and Media:

Schools Club Links Officer:

Junior Team Manager:

Fundraiser:

Photographer:

Website Administrator:

Disability Officer:

Women's and Girls Coordinator:



Recruit

To start recruiting you need to know what roles you need. Clearly people need to be asked to volunteer if an organisation is going to be successful in recruiting volunteers. Once asked, the recruitment process should provide potential volunteers with a realistic preview of what a role entails. When recruiting volunteers, it is important to emphasise the benefits for volunteers rather than the needs of the organisation.

This is particularly true when recruiting young volunteers; often they will volunteer because they want to enhance their CV or a university application. Volunteers need to feel valued by sporting organisations and not feel as though they are being recruited to fill a position that no-one else wants. The following list provides some examples of recruitment methods:

- Know what it is you are recruiting for: the audit will help identify this.
- Adapt the role descriptions on www.ecb.co.uk/beinvolved for your clubs needs.
- Advertise positions in different places - your club website, your county board, the local Count Sports Partnership, with a volunteer centre, local college, university or school or in the local newspaper
- Invite members of your community to support your club in the annual CricketForce weekend.
- Run the 'Introduction to Cricket - Be involved' course (as a follow-up to CricketForce) to maintain enthusiasm and interest.
- Ask members and parents to complete a volunteering profile form, to find out about their skills and interests.
- Write a club information leaflet explaining the roles.
- Think about role sharing.
- Recruit roles on short term agreements, often people will do it when they know it is not going to be for life.
- Hold an annual recruitment fair or event when people can come and try new things (scoring, helping behind the bar, the website)

Your V manager can help you with any of the above and you can look at www.ecb.co.uk/beinvolved

Once you have recruited someone new it is really important to provide them with information about the club. The ECB has developed a volunteer induction checklist to help you with this; you may want to cover some, all or more than the points below. It is important that the volunteer is made to feel welcome and that they fully understand their role within the club:

Give them information about these areas:

Your Club

- Where it is based.
- What sections it has.
- How they fit together.
- Which league(s).
- Who's who - introduce them to individuals you see most suitable.
- Contact list of key contacts within and external of the club.
- Dates of meetings they need to attend and social events.
- Where everything is within the club (i.e. first aid kit, stationery, toilets etc).
- External club contacts i.e. sponsors, caterers etc (if relevant).
- Club financial procedures (if relevant to the role).

The role

- What they will be doing.
- Who their contact is (include support meetings, mentor, supervision).
- Their responsibilities, including days, hours etc.
- How their work will be measured (include trial period).
- Qualifications needed (if relevant to post i.e. coaching, match officials).

Policies and procedures

- Clubmark policies.
- Safe Hands - Child Protection.
- Risk Assessment.
- Volunteer Policy/Guidelines.
- Fire instructions.
- Confidentiality.
- Claiming expenses.
- Health and Safety.
- Playing directives (for coaches, team managers & umpires)
- Grievances and problems.
- Witnessing poor practice or misconduct



Retain

Volunteer turnover can create opportunities for change but high rates of unexpected turnover can hinder the capacity of the club to deliver the quality and range of cricketing activity that members have come to expect. Clubs with high rates of volunteer turnover may have to divert large proportions of limited resources to recruiting, orientating and training new volunteers.

Here are some ways of retaining your volunteers:

- Complete a role agreement with volunteers; this will ensure clarity around the length of the role, the tasks required and any support required - a template can be found on www.ecb.co.uk/vCricket
- Produce a volunteer information pack for new and existing volunteers (to include contact numbers, role agreement form, applicable policies, key dates etc)
- Understand people's motivations for volunteering and respond to these where you can. For example a young person may be doing it for a CV and will want their volunteering hours verified.
- Help people to develop by providing training and development opportunities.
- Link a new volunteer with a more experienced volunteer using a 'buddy' system - this is a great idea for introducing young people into volunteering.
- Keep people motivated by asking them about their volunteering - regular chats with your volunteers will help to ensure that they are happy in their role and if anything can be done to help them in their role.

"Ideally you want to retain as many of your volunteers as possible."

Recognise and reward

Putting volunteers into the limelight occasionally not only makes them feel valued but also raises the profile of volunteering so that all members of the club can appreciate the value of volunteers. You might like to think about some of the following for existing and new volunteers:

- A thank you card, especially on the volunteer's birthday.
- Ensuring members are aware of the hard work carried out by the volunteers by putting a volunteer of the month award on the website or in the club newsletter.
- A thank you phone call.
- Provide goodies (e.g. kit bags, T-shirts, tickets to county or international matches).
- Hold a social evening just for the volunteers.
- Nominate volunteers for county OSCA's which will lead to the national OSCA's event.
- Give reduced or free membership rates to volunteers.



Useful contacts

Organisation:

Contact details:

ECB V Manager

County Cricket Board

County Sports Partnerships

Local Authority Sports Development Officer

Sports College

Partnership Development Manager

Schools

Further Education college

Higher Education college

Volunteer Centres

Local V Team

Others

Sport England

020 7273 1551 www.sportengland.org

*Volunteering England

0845 305 6979 www.volunteering.org.uk

National Skills Academy

020 7632 2002 www.sportactivensa.co.uk

Running Sports

0800 363373 www.runningsports.org

*Volunteering England is the national volunteering development agency for England. It works to support and increase the quality, quantity, impact and accessibility of volunteering throughout England. Volunteering England offers a range of services designed to help and support everyone who works with volunteers, this includes:

- A free information and advice service.
- A good practice bank with information on over 30 different themes of working with volunteers.
- Frequently asked questions.
- Information sheets on popular topics, for example, CRB disclosures, volunteer expenses, legal issues, health and safety and insurance.
- Publications giving practical advice.



Action plan

Throughout the session and in this resource you will have picked up lots of handy tips on how you can take this role forward in your club. You may want to use this table to capture your actions and ideas so that you don't forget them.

	Action	How	When	Who
Short Term				
Medium Term				
Long Term				





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