



2017 Volunteering Plan

Overview

A lack of volunteers - whether it is marshals, officials or club committee members - is a well acknowledged challenge throughout our sport. In addition, it is widely accepted that we have an aging volunteering population. These two challenges undoubtedly have the potential to impact the future sustainability of our sport but it is worth noting that they are not challenges unique to motorsport; the increased demands on our time and the increased amount of leisure choices available in modern society mean the vast majority of sports are struggling to recruit and retain volunteers.

This paper sets out our plan to support Scottish clubs to recruit more volunteers in 2017.

1. Attract new and younger volunteers

In today's increasingly competitive job market, employers are always looking for candidates to demonstrate more than just qualifications. Whilst there are many volunteering opportunities that provide valuable skills and experience, motorsport arguably has the edge when it comes to teaching some of the most desirable skills for employers. For example, a motorsport marshal needs to be able to work under pressure and work well as part of a team, as well as possessing strong organisational and communication skills.

Volunteering in motorsport undoubtedly offers practical experience that is desirable to employers. It's not hard to imagine how such experience could help to provide engaging answers to a variety of competency based questions in a job interview situation!

With this in mind, a volunteer recruitment campaign that highlights the employability benefits of volunteering in motorsport could be beneficial and by default would also help attract younger people into voluntary roles within the sport.

Outcome: organise two marshal taster sessions

SMS will create promotional materials on volunteering in motorsport, highlighting the potential CV benefits it can offer.

We will partner with the organisers of two big events near the start of 2017 (such as the Snowman Rally and the Scottish Six Day Trials) and communicate volunteering opportunities at these events to our network of student motorsport clubs.

This process will involve working with the event organising team to ensure that there is capacity to mentor, train and support an influx of new volunteers.

We will then create a database of students that have tried marshalling / expressed an interest and will offer clubs the opportunity to advertise volunteering opportunities to the students through a monthly bulletin that we will send out.

From this process, a template of best practice will be created that can be shared and repeated at other events throughout the country.

2. Build capacity in club committee's

The shortage of marshals and officials is a fairly well publicised challenge within the sport, but the lack of volunteers to look after the day to day running of clubs is potentially a more serious challenge.

Every club is different, with different volunteer requirements and different resources within their local communities from which to source new recruits. For this reason, it is difficult to run one national initiative that will help all committee's across the country to recruit new volunteers; a more bespoke support service is required.

We have recently begun working with a group of eight MSA and SACU clubs, to support them in all aspects of their development. Unsurprisingly, one of the common challenges identified within these partner clubs is a lack of club volunteers.

Outcome: development officer support to create recruitment drives within partner clubs

SMS will work with our partner clubs to develop volunteer recruitment drives within each club. This will include the development of role descriptions for vacant committee positions which will then be advertised internally within the clubs and externally through local organisations such as local sports councils, schools or colleges.

We acknowledge that this initially only impacts a small proportion of clubs. However, we believe that this focussed approach is the only way that we will be able to help make a meaningful impact. Further, this work will help us to develop best practice examples that can be shared and adopted throughout the wider club network.

Conclusion

There is of course no magic solution that will see our clubs inundated with willing and youthful individuals; the planned activity in 2017 aims to introduce younger generations to the concept of volunteering in motorsport by emphasising the employability benefits that such roles offer.

At a local level, we intend to build capacity in partner clubs through working closely with committee's to identify their individual volunteer requirements and then creating a tailored recruitment drive to suit.

This plan may not result in hundreds of new regular volunteers initially but it will help to introduce a more structured approach to volunteer recruitment and it should start to introduce new younger audiences to the idea of volunteering in motorsport. By focussing efforts on students, using the hook of enhanced employability, it is the intention that we will begin to instil a culture of volunteering into the next generation that will see new people filter into various voluntary roles within the sport in the long run.