

# Volunteer Conference

## 8<sup>th</sup> May 2010



Mark Coups  
Director of Development and Coaching  
Steve McDermott  
East and South East Regional Officer

# Workshop 1: Recruiting Players

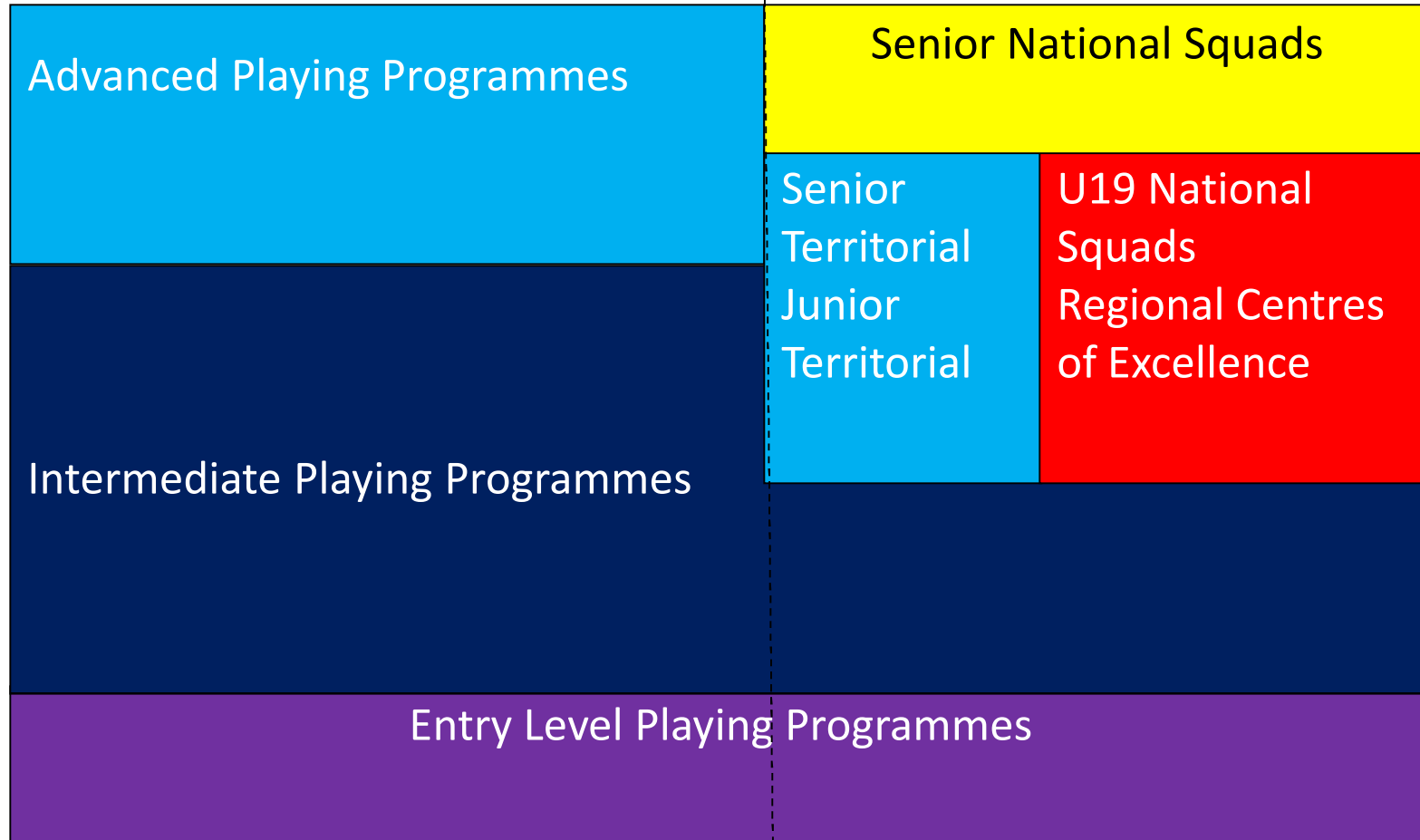
By the end of the workshop you should have a better understanding of:

- ” Player pathways
- ” the Sports Network
- ” different methods of recruitment
- ” marketing segmentation of the recruiting base
- ” new initiatives
- ” development of a recruitment strategy

# The Participation Pathway

**Participation**

**Performance**



# Participant Breakdown

Participant level	Participant Profile	Age Groups					
		7-16	16-21	21-25	25-35	35-45	45+
<b>Entry Level</b>	School based POP lacrosse, School based LAX or Field Lacrosse, University newcomers	X	X	X			
<b>Intermediate</b>	School based Field Lacrosse, University Lacrosse Clubs, Re-engagement Field Lacrosse, Junior Club member (11-16 year olds), Club Lacrosse member (18-35 year olds)	X	X	X	X	X	X
<b>Advanced</b>	U19 junior lacrosse club (club and school), club lacrosse	X	X	X	X		
<b>Regional Centre's of Excellence</b>	Talent outlets for Junior and Senior Lacrosse	X	X	X	X		
<b>Junior Territorial Squads</b>	Select teams formed from regional Centre's of Excellence Boys- U16 and U19 Girls- U18 A and B squads	X	X				
<b>Senior Territorial Squads</b>	Select teams formed from regional Centre's of Excellence		X	X	X		
<b>National U19</b>	Squads formed from regional Centre's of Excellence and Junior Territorial squads		X				
<b>Senior National</b>	Squads formed from Territorial squads and regional Centre's of Excellence		X	X	X		

# Task 1

- “ In pairs / groups of 3
- “ Do you have a club recruitment policy, if so what is it?
- “ What is your target market? Individuals to “post it” the participant pathway.
- “ What do you perceive your current obstacles to be?

# Task 2

“ Group work

“ Quiz

# Answers

## Name the Organisation

- “ SE – Sport England (Nationally funded through Department Culture Media and Sport to deliver community sport)
- “ YST – Youth Sport Trust (Nationally funded through DCMS to deliver state school sport)
- “ SSP – School Sport Partnership (a family of schools delivering 5 hours of PE per child)
- “ CSP – County Sports Partnership (oversees sport and activity in a group of Local Authorities)
- “ RDA – Regional Development Agency (regionally funded agency supporting growth for a specific region)
- “ SCUUK – Sports Coach UK (lead agency for coach education)
- “ SA – Skills Active (Sector Skills Agency for sport and leisure)

# Answers

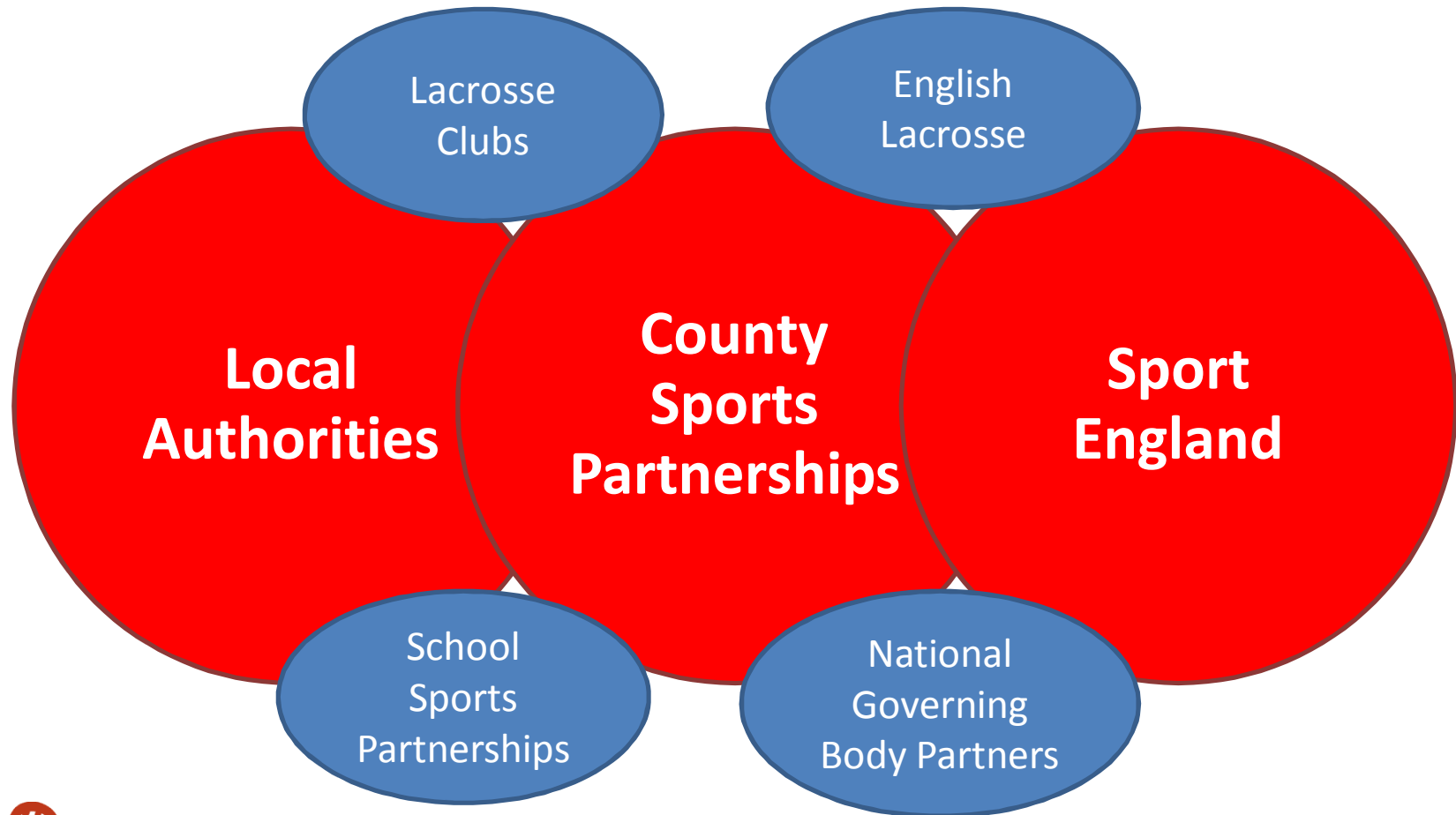
## Name the Person

- “ PDM – Partnership Development Manager (YST post heads up a SSP)
- “ SCM – Senior Competitions Manager (YST post heads up all comps in a SSP)
- “ SSCO – School Sports Coordinator (YST post reporting to PDM in charge of a family of schools)
- “ PLT – Primary Link Teacher (YST part of the SSCO team)

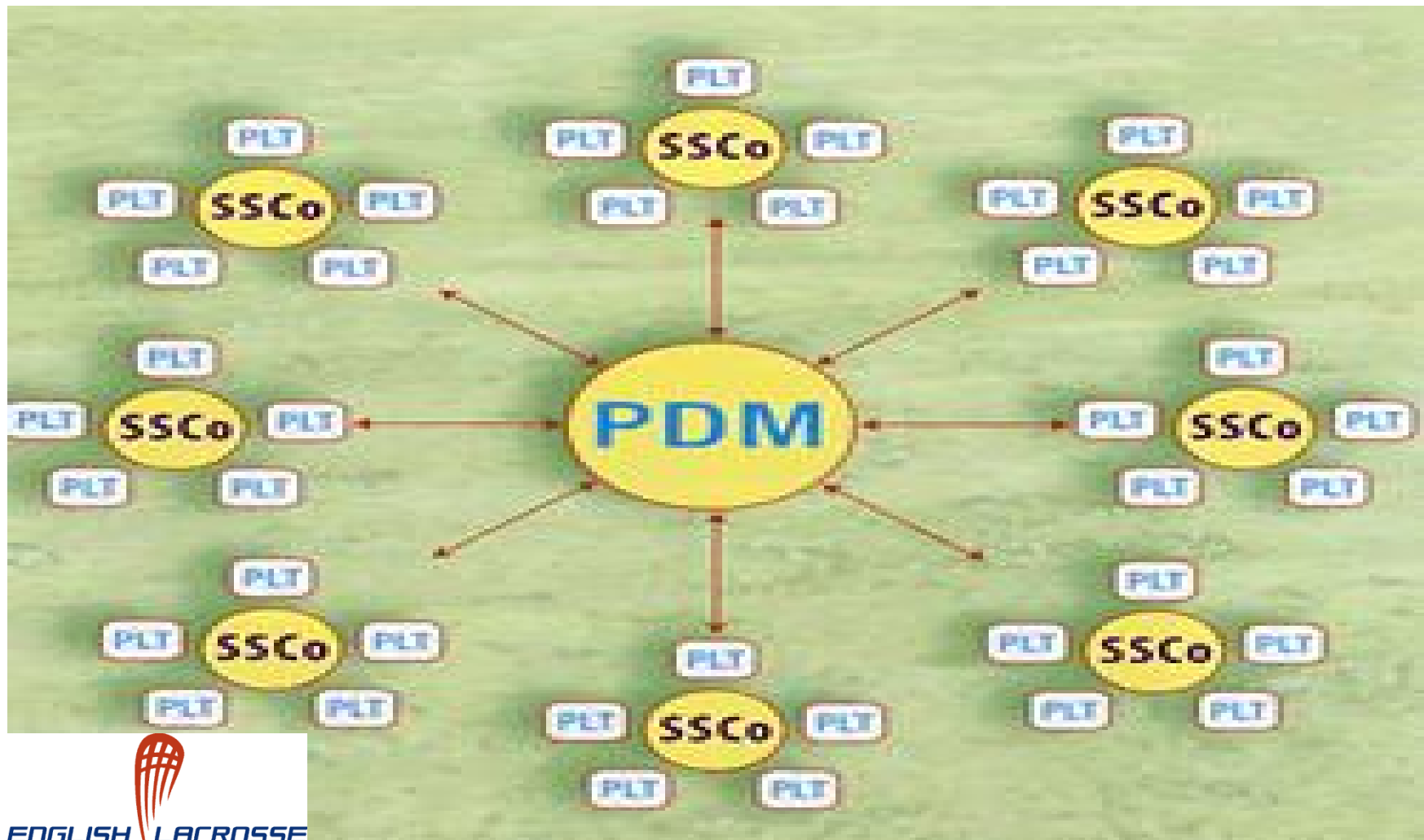
# The Sport Network

- “ Sport has created its own language
- “ Sport has created a network that assists the development of sport for different areas of the market.
- “ Youth Sport Trust – the school network
- “ Sport England – the community sport network

# World Class Community Sport



# SSP- “5 Hour Offer”



# Now and later?

- “ In pairs identify the numbers of participants you have in each segment of the participant pathway.
- “ identify the numbers of participants you would like to have in each segment of the participant pathway.

# Task 3

In your groups:

- “ Re- identify your target group
- “ How are we to recruit from this group?
- “ Who is recruiting?
- “ Where are we recruiting to?
- “ What other factors must we consider when planning a recruitment strategy?

# Summary

- “ Review from each table
- “ What next?
- “ Resources available –1:2:1 visits, assistance with action planning

# Volunteer Conference

## 8<sup>th</sup> May 2010



Paul Coups

Education and Skills

Emma Mooney

North West and National Competitions

# Workshop 3: Developing your Workforce

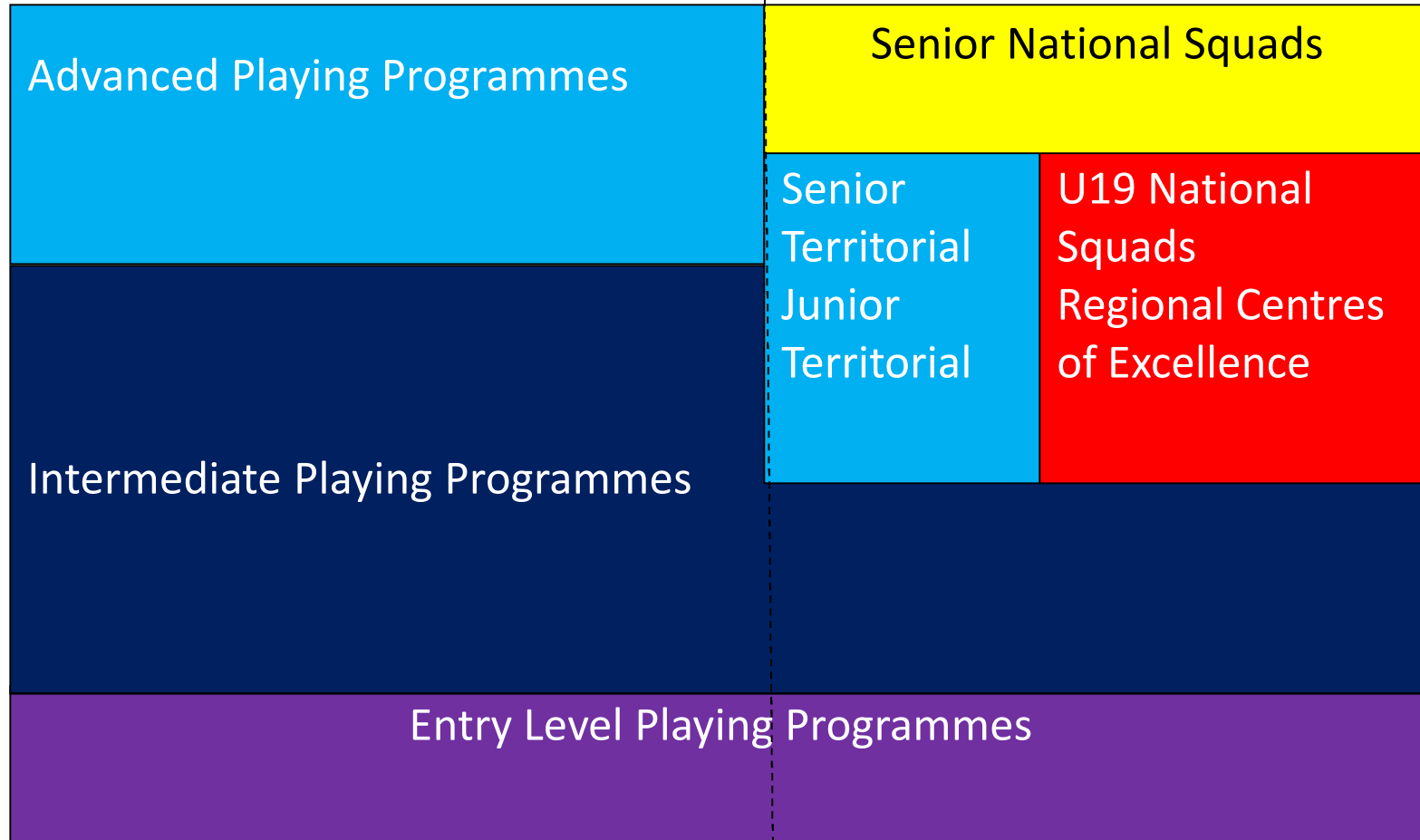
By the end of the workshop you should have a better understanding of:

- “ Skills Gaps and Skills Shortages
- “ Skills required for specific positions
- “ The current resources available
- “ Future resources
- “ How to overcome the obstacles

# The Participation Pathway

**Participation**

**Performance**



# UTOPIA

The Right Person with the  
Right Skills, in the Right  
Role with the Right  
Resources at the Right  
Time to support the  
Participation Pathway

# Where are you now?

- “ In pairs identify the numbers of participants you have in each segment of the participant pathway.
- “ Identify from the numbers where they compete and practice
- “ In pairs use the post-its to identify who you have delivering to which group of the participation pathway.

# Obstacles

In your groups

“ What barriers and obstacles are there in delivering the expansion?

# Question?

“ What is a skills gap?

People without the right skills

“ What is a skills shortage?

No people

“ Give an example of each in your club.

# Task 2

“ Outline a job specification for the one of the examples at the start.

# Task 3

In pairs:

- “ Outline what measures and resources are needed to develop the skills to bridge the skills gaps
- “ Outline how the possible measures and resources needed to bridge the skills shortage

# Where do you want to be?

- “ In pairs identify the numbers of participants you would like to have in each segment of the participant pathway.
- “ Identify what competition and practice you would like them to be involved in
- “ In pairs use the post-its to identify the skills gaps and skills shortages to achieve the proposed expansion.

# What is out there to help?

- “ Leadership modules for 15 yr olds linked to GCSE Sport - Young Officials Award, Leadership course
- “ Coach Education:, L1, L2 &L3
- “ Coaching bursaries: see County Sport Web Sites, EL web site
- “ Coaching: SCUk modules
- “ Officiating: Level 1
- “ Running Sport Volunteering resources: check the web site

# What is out there to help?

- “ Annual Volunteering Conference
- “ 1:2:1 club development meetings
- “ Volunteer Manual: web site
- “ Lacrosse Mark: structural strategies to assist in your club provision of lacrosse

# Future Developments?

- “ KS 4 Lacrosse in state education – how do we support new 14 – 16 yr olds?
- “ Expansion at University – provision of coaching for participants who have come through inter mural or fresher recruitment
- “ UK Coaching Certificate – the endorsement of your coaching system by Sports Coach UK