

Sport for Change:

Outcomes, Results and Products

Introduction

Sport for Change is a partnership between four European organisations based in England, Germany, Sweden and Poland. Since 2010 they have worked together to develop best practice in sports volunteering, particularly where such volunteering is used to improve knowledge and competencies and reduce social barriers. Sport for Change recognised that each partner had their own societal challenges but were united in their desire to learn from each other to increase and improve sports volunteering in our respective nations. Over two years we exchanged staff and volunteers, hosted seminars and conferences, met and worked with local government representatives in each nation and developed methods of best practice. The Sport for Change project focused on maximising the potential of sports volunteering as a means of engaging adults in positive activity, especially engaging vulnerable social groups including unemployed young and older people and migrant communities.

In particular the project addressed:

- The need to de-stigmatise volunteering and raise awareness of its benefits both to individuals and communities.
- The collective desire amongst partners to maximise the potential of sports volunteering and to improve legal framework
- To increase the number of adults participating in sports volunteering and improve their skills.
- The need to ensure more joined-up working between sports clubs, voluntary organisations and local government to better facilitate the process of sports volunteering.

- Given the process of developing sports volunteering can be resource intensive, there is a need to share ideas on how these resources can be generated to enable activities to take place.

Sport

The power of sport is simply huge. It can transform people's lives in so many ways. It can improve personal health, build teamwork and engage the most disaffected of young people into disciplined performance. Sport can also unite communities. Sports like football are a 'universal language' common to all cultures where the discipline, rules and norms are readily understood. Sport also has the power to inspire both teams and individuals and to create a sense of achievement which can be built upon week by week and year by year.

Volunteering

Volunteering is a positive way of engaging individuals in their local communities and contributes to social development, community cohesion, social inclusion and the development of social capital. It gives individuals a sense of self-satisfaction that they are making a contribution to the progress of society. As such, it contributes importantly to the promotion of 'decent work,' of work as a means of promoting human agency, dignity, and a feeling of self-satisfaction. Volunteering leads to the direct involvement of citizens in local development, and therefore plays an important role in the fostering of civil society and democracy.

Volunteering is also an excellent way of engaging and re-engaging adults in formal and informal learning. Volunteer work provides important employment training and a pathway into the labour force. Sport and Sports Volunteering are recognised as important tools to engage groups who have distanced themselves from mainstream formal learning. These groups include younger people who lack formal qualifications and older people who have not had experience of adult learning for a considerable period of time.

Partners

Birmingham Voluntary Service Council (BVSC)

As the local Council for Voluntary Service, BVSC is the premier voluntary sector support agency in Birmingham, with a large and diverse membership of organisations. BVSC's vision is that everybody benefits from and contributes to an inclusive, empowering and vibrant Birmingham.

Our mission is to unleash the power of voluntary action to deliver sustained benefits for Birmingham and its diverse communities.

BVSC manages the Birmingham Volunteer Centre, one the largest of its kind in the country. The organisation has run a number of projects to involve hard-to-reach groups in volunteering including refugee groups, ex-offenders and people with disabilities. The organisation has received national recognition for linking these volunteering programmes with the personal learning of volunteers.

SISU Idrottsutbildarna

SISU Idrottsutbildarna is a leading organisation for education in sports. SISU works closely with the Swedish Sport Confederation.

The aim and objectives is to support sport clubs and sport federations. The target groups are both people working professionally in sports clubs and also volunteers.

SISU works also with many projects for participants with special needs, e.g. migrants, refugees, young people without jobs.

Municipality of Mrągowo

The Commune of Mrągowo Town (Municipality of Mrągowo) is a local public authority. The law about municipal government regulates the municipality's scope of operation. Mrągowo is a disadvantaged area, with high rate of unemployment: 20% and many socially excluded people 10

% of the population of the town; therefore Municipality of Mrągowo organizes and manages projects focused on motivating, stimulating and educating people at risk. In the years 2007-2010 we implemented seven training projects funded by European Social Fund, four of them targeted excluded people. The total budget of the projects was almost 303 000 euros.

The Municipality of Mrągowo is responsible for preparing and implementing Annual Cooperation Programme with Non Government Organisation's (NGO's). A considerable section of this work is dedicated to non-formal learning and sports issues. More than 100 000 euro is allocated to support and stimulate NGO's. Cooperating and supporting The Third Age University (Uniwersytet Trzeciego Wieku) is an important task within the Programme framework.

Brandenburgische Sportjugend im Landessportbund Brandenburg e. V.

The 'Brandenburgische Sportjugend' is an independent working youth organisation within the Sports Confederation Brandenburg. Its members are young people under the age of 27 years as well as their youth representatives who are organized in more than 2.500 sporting-clubs.

It counts more than 137 thousand members and is therefore the largest youth association in the state of Brandenburg.

The 'Brandenburgische Sportjugend' stands up for the co-operation and training of young people from sport clubs and associations and acts as a representative of their interests. It contributes to their entire development whilst supporting the unity of young sport and social-youth-work.

The work of the 'Brandenburgische Sportjugend' is guided by the aim to make as many young people as possible find their way into the sporting-clubs. Within a close co-operation with other supporters of the 'youth service' and with the support of politics and commerce, the organisation contributes to designing the society and gives aid at social and youth-political problems. The 'Brandenburgische Sportjugend' offers numerous training courses regarding sport, youth-work and social-youth-work using sport as a tool.

We are committed to increasing European partnerships in order to offer further opportunities for our students. We can offer this partnership knowledge and skills developed within an internationally recognised sports training provision, second to none in Germany and competitive

worldwide. We have a long experience in training with the targeted group of this partnership. We are also open to learn and confident in the offers of other partners in order to develop mutual improvements in our services. We hope that we can also develop future opportunities for our students in Lifelong Learning or similar programme calls in future years.

Mobilities

During 2011 and 2013 each partner hosted two visits. The purpose of these visits was to share information and best practice and how to develop sport volunteering. The visits typically featured a business meeting to discuss Sport for Change matters, trips to local sport clubs, physical activity groups or other relevant stakeholders to see how the recruited and supported volunteers, and social excursions that showcased the country's cultural heritage.

Poland: October 2011

This first project meeting in Mrągowo, Poland, was co-ordinated and arranged by the Municipality Office in Mrągowo, specifically by the team of Strategy, Development, Promotion and European Integration Unit. It was the first kick off meeting of partners, so it was devoted to organizational issues but also combined a high profile event, the regional conference on “Sports Volunteering and Building Local partnerships”

Meeting objectives:

- Getting to know each other.
- Sharing ideas and building common ground.
- Familiarisation with the project's action plan.
- Overview of administrative tasks and duties.
- Discussing issues concerning the project.
- Reviewing and accepting terms of reference (see Appendix 4)
- Reviewing The Sport for Change Conference's programme.

Regional Conference

The regional conference on “Sports Volunteering and Building Local partnerships” was the most important event during the meeting. The conference was co-organized with the Marshall Office of Warmia and Mazury Province. The conference was an excellent example of good partnership of national, regional and local government, and other organizations and institutions involved in

volunteering. The conference was devoted to the development of volunteering in sport both in Poland and Europe.

Sport for Change partners also presented at the conference, sharing their experience of sport development, volunteering and the power of sport to build cohesive communities.

Site Visits

During the stay in Poland, partners visited two sites to see how the role of volunteers was crucial.

Orlik Field

Arek Mierkowski presented the idea of the National Project Orlik Field 2012 project, multiple purpose playing fields incorporating football and other sports. Arek also discussed challenges for developing volunteering based on potential of Orlik Fields.

My sports field – Orlik 2012 is the national project addressed to all local communities and is jointly implemented by the government. The programme is implemented primarily for children and young people, so that they can enjoy sports in safe conditions in a modern environment. The objective of the programme is to build sports and recreational complexes in every commune in the country. The complex shall include two sports fields, one soccer and one multifunctional. In addition each facility is provided with social and sanitary facilities. About 1500 sports fields have been built in Poland so far. The Commune of Mragowo Town has built two such facilities.

BAZA Sailing Club

The group met with members of the board, coaches, visited the sailing school and the port, the partners were informed about history of the club and sailing school, achievements, international successes, but also problems and challenges.

There was an interesting discussion on how sport was funded in each country. Delegates from the UK explained that BAZA had a valuable resource, namely the clubhouse. In the UK, an asset

like this would be the hub of the club and would feature a bar. All income generated would be invested into the club, bringing in vital income.

After that the group met with the mayor of Mrągowo Town, where partners discussed the impressions of the day and gave the interviews to the local media .

Galindian Museum

Galindians were a tribe that lived in the Masuria region of North East Poland. The visit showed how the Galindians lived. Partners were able to sample some traditional Polish food.



Activities in Galindia

Germany: Jan 2012

During the trip to Germany Brandenburg Sportjugend arranged for Grundtvig partners to meet with its Leonardo partners from the UK (Everything is Possible) and Spain (Gantalcalá) that have considerable knowledge on volunteering in their countries.

Mr. Niels Haberlandt from Brandenburgische Sportjugend im Landessportbund Brandenburg e.V. joined the meeting in order to explain the voluntary service in Brandenburg region. The discussions on motivation of volunteers to do voluntary work, as well as on different management techniques for recruitment of volunteers in partner countries.

Topics discussed during the visit

- Developing a sports volunteering strategy: A UK perspective
BVSC shared its experience of developing a strategy, what works well and what problems were encountered.
- How to promote volunteering to specific groups?
One important issue identified was how to engage young new communities.

It was agreed that all partners would develop a questionnaire to find out the opinions of volunteers and why they volunteer. The information that the survey provided could be used by partners to develop promotional materials that would make volunteering more popular to. Germany and UK offered to test the survey with a sample of volunteers. [\(A copy of the questionnaire can be found in Appendix 1\)](#)

- Case Study
A volunteer from Aston Sports Club gave a presentation on his motivation to engage in the voluntary work. He explained that he has done voluntary work already for 10 years and his motivation came from the wish to help young people in trouble in the neighbourhood he is living in. He has developed his skills and abilities through all these years and it has allowed him not only to do the field work and be a trustee person for the parents of youngsters, but also to take responsibility of the managerial, fundraiser, trainer tasks in the activities he is doing.
- Funding support models

Participants talked about the funding arrangements and possibilities in different countries and its effect on investment in sports volunteering.

Sweden: April 2012

Kenneth Tidebrink from SISU gave the delegates an overview of Sweden's sport infrastructure and the extent of active citizenship, for example, 90% of Swedes are members of at least one club or group, and that of that, 50% were members of a sport club.

Site Visits

The partners visited many interesting sites that showcased Sweden's approach to volunteering.

IF Elfsborg

The partners met with Eric Sjölin from IF Elfsborg, the local Premier League equivalent football team where we learned about its community engagement projects such as going to schools to talk about the values that Elfsborg believe are important e.g. positive supporter culture, respect for others, responsibility, attitude and tolerance. IF Elfsborg's supporter-based community work has now won an award from the national lottery company for the best community project.

Borås AIK

Stellan Översjö from local football club Borås AIK gave an overview of the work of the club. The club's membership is predominately young people (90% are under the age of 25). Borås is a diverse town with approximately 40 languages spoken. Borås AIK is working with faith based groups and other clubs in the town to improve opportunities for new communities.

The club is situated in a disadvantaged area of Borås with few opportunities. One activity the club is involved in to support the development of young people is providing work opportunities for about 30 sixteen to nineteen year olds, funded through the municipality.

Examples of the club's other community engagement activities include: summer camps, annual club/family days, social events, a school outreach programme, one-to-one numeracy and literacy support where older students act as mentors to younger ones.

Hässlehus Fritidsgård

A youth club located in a suburb with a high number of BME communities. Run by volunteers the youth club works to bring together new communities and existing Swedish residents together.

Odin Lund 4 H Farm.

4 H is an international youth association with a large variety of activities, ranging from cultivation and animals to sports with the aim to enable all children and youth to develop into committed and responsible individuals with respect for the world around them.

SISU

The local SISU branch where we learned about how sport club development is funded and and what capacity building support is provided. All partners were envious of the sophisticated system of support on offer to Swedish clubs. SISU can provide a range of advice topics as needed for club development. Furthermore, when a sufficient number of club members are present to discuss development issues, the club receives some krone to support club development.



Rångedala

Partners were most impressed by a trip to a small rural community in Rångedala where the local residents, with the financial backing of the local authority, had contributed over 20,000 volunteer hours to build a sports hall. The hall not only provides a place for sport to take place in a rural

community, it is also an asset for the local residents: the hall can be hired out, with the income this generates being used to payback a loan (guaranteed by the municipality) used to part-fund the construction.

United Kingdom: September 2012

The centre piece of the UK trip was the Resourcing Sport for Social Change Conference hosted by BVSC. The conference saw a strong partnership of agencies developed by Aston Sports and Community Club. The conference saw the support of StreetGames and **sported**. the two most significant sport for change charities in the UK coming together for the first time to develop a joint event alongside BVSC.



Sport for Change partners

The event was promoted strongly through BVSC's extensive communication channels, by StreetGames and sported. to their members, and also by local County Sports partnerships in the Black Country and Birmingham through their sportivate programme. There was an excellent turnout of around 60 delegates from a variety of community groups who are involved in sport, and from sports group based in inner city areas.

Site Visits

Partners were taken to see several sports clubs.

Start Again CIC

Start Again's Mark Peters, who manages the England Homeless Football Team welcomed us to his session called 'All Nations' which saw new migrants from all sorts of countries bonding using football. Start Again is a well respected local organisation who have delivered some amazing work using sport, especially football, even entering a team of people with mental health issues into a mainstream football league.

Aston Old Edwardians

Aston Old Edwardians has been established for over 100 years, and welcomed us to their friendly clubhouse to show us a genuine local sports club. They talked openly and honestly about their issues, how they relate to local government, to the Federation, to their volunteers, their plans and how they wanted to move forward.

Phoenix United

Phoenix United is a large football club based in Erdington but attracting a large number of young people from various inner city areas. They have an established reputation for developing talented players and are a recognised partner of West Bromwich Albion. The group was welcomed by Lloyd Morrison who explained about the club and how they are run by dedicated volunteers.

Other activities

BVSC also arranged for representatives from the University of Warsaw to meet with UK academics and researchers to discuss research methods and potential funding opportunities.

Germany: December 2012

Guido Cools, Manager for International Cooperation in Brandenburgische Sportjugend welcomed participants to Germany and lead discussions around the following topics:

- **Volunteer Database**
Guido reflected by giving his ideas about a desired platform and database for volunteers and organizations. There was a discussion about intended platform was held and different ideas on that were collected for the future

The UK demonstrated the national volunteer database (www.doit.co.uk)

Poland presented its database for volunteers and organizations. It was agreed to use already existing databases as there are many well-developed databases.

- **Facebook Update**
Poland highlighted the need and advantage of Facebook. For this reason, it was proposed more intensive, continual everybody's involvement in Facebook page and group. As a reflection to that there was a need for the Manual about Facebook usage. Arek provided a short lecture which included basics about difference between group and page; photos', videos', files' uploading, information's updating and other actions related to Facebook's administration.
- **Volunteering Questionnaire**
The discussion about volunteering questionnaire which started in Sweden and UK was continued. All questions were reviewed and agreed. Partners agreed to test the questionnaire in Germany and the UK using Survey Monkey.

Other issues related to questionnaires were discussed, e.g. potential distribution methods in each country, time management – time needed for the research, results interpretation etc.

Sweden: January 2013

During the second visit to Sweden representatives from SISU presented their experience of working methods in sports and adult education.

There was a discussion around future opportunities for international work and cooperation.

Partners had the opportunity to visit a Beach Volleyball arena, and participate in a training session

Partners also meet with the organization of World Championship of Bandy (a winter sport played on ice).

UK: March 2012

Much of the meeting was spent preparing for the final report, such as delegating tasks to partners, collecting supporting evidence. Other topics discussed, included.

- Partners conducted a Strengths, Weakness, Opportunities and Threats that would help to inform the end of project report
- Project Legacy
Guido Cools explained that there will be changes to EU funding, with between 30-60 million Euros available for sport. Initial project ideas include:

Using BVSC's knowledge and experience of running a volunteer centre to develop systems of volunteer brokerage in partner countries

Developing overseas placement opportunities for young people

Site Visits

Partners visited the museum of Wolverhampton Wanderers Football Club, an English professional football club.

Partners later visited St Mary's Convent where British/Bangladeshi chef, Aftab Rahman, cooked for the group.

Before dinner the group had a guided tour of the convent, which was designed by architect Pugin, famous for the interior design of the Palace of Westminster.

After dinner Aftab gave a talk about his experience of growing up in 1970s Britain, creating the Bangladeshi Youth Forum to empower disenfranchised young Bangladeshis, and on the Shapla Football League in Birmingham which was set up for Asian footballers in the 1980s because of racism experienced on English football pitches at the time.

Poland: May 2013

Topics discussed were:

- “Promotion of community and voluntary engagement of young people in organized sports”. Vita Ozolina, from Brandenburgische Sportjugend gave a presentation that explored the value of volunteering and its promotion; starting points for promotion of volunteering after the end of obligatory military service in Germany. Specific projects of Brandenburgische Sportjugend like EUFIS micro-projects, Participation model projects were given as examples. In the end, some figures and tendencies about volunteering in the federal state of Brandenburg were provided.
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- Meeting with Mayor of Mragowo, Mrs Otolia Siemieniec. The mayor asked participants about general impression of the partnership and project’s products. She told participants about the town, expressed her joy about how Sport for Change had improved level of engagement of local community.
 - A discussion about the possibilities and ideas of future projects, including planned actions in sport by the European Commission, calls for proposals and crucial dates

Site Visits

Castle of the Teutonic Knights, a medieval castle which has been transformed into a hotel. The partners learn about the history of this part of Poland and got the opportunity to try polish cuisine.

Partners had the opportunity to watch local, football team Mragowia Mragowo play.

Marketing and Communication

Branding

Partners felt it was important for Sport for Change to have its own identity. Poland led on the design of a Sport for Change logo and branding guide. Eventually, partners agreed on the design below.



Strategy and Tools

The group developed a Marketing and Communication Strategy “to get the message out” to national and regional stakeholders. Each partner created its own action plan on how they planned to communicate information about Sport for Change (see [Appendix 2 for the communication strategy](#)).

During the Sweden first (April 2012), we met with Edin Stojli, who shared his extensive knowledge of social media and marketing strategy. Edin gave a summary of the development of the internet and how it has changed the advertiser/customer dynamic. During the early days of the web, pages tended to be created and administered by technicians – they tended to be dull, one-way channels of communication.

Important things to remember

- With the advent of web 2.0 we have seen a change in how companies market their goods and services; with more use of interactive marketing the customer/advertiser relationship has changed, it is no longer a monologue, it is a dialogue.
- The web has democratised information i.e. it gives everyone the power to convey their own message, enabling people to raise awareness of their own issues e.g. Arab spring.
- Things to remember when using social media:
- Successful websites tend to be interactive, they allow users to contribute, participate and control content
- Social media is not free – it's a living process that takes time and effort
- Be truthful, if the information is not accurate you will be found out
- Mistakes and errors must be corrected quickly and transparently. If you are slow to react the audience will go elsewhere.

Outcomes

Poland Conference

The high-profile conference brought together an international selection of keynote speakers with the aim of promoting sports volunteering in line with European Year of the Volunteer.

As part of their commitment to support Poland to develop a lasting legacy through developing volunteer infrastructure, Sport for Change partners shared their experiences and knowledge with the delegates.

- The UK gave presentations on the social, economic and health benefits of volunteering, and the structure of a typical sport club.
- Germany explained sport structures, the extent and role of volunteering in sport, and funding opportunities through the Youth in Action programme.
- Sweden gave a presentation on the history of volunteering, sport infrastructure and governance, and how sports clubs are supported and developed through SISU

The conference also featured a panel discussion, chaired by national and foreign experts. Presentations were elaborated by Ms. Ursula Jankowska (general adviser of the Minister of Sport and Tourism), Mr. Jakub Kalinowski (President of the Foundation Volunteering For Sport), Ms Maria Szymborska and Marcin Podziemski representing the University of Warsaw and Social Action Project 2012.

There was a debate on "The benefits of volunteering in sport-for local governments, individuals and clubs," moderated by Monika Chabior (Social Responsibility Project coordinator EN 2012) and Maria Szymborska (Social Project 2012).

There were also two workshops:

- Management of volunteering - workshops conducted by Monika Chabior.
- Volunteers - How we do it? - Conduct by Bartek Koziatka and Ark Mierkowskiego

Resourcing Sport for Social Change

BVSC hosted a conference to explore ways of sustaining sport and volunteering. The conference attracted keynote speakers from across the UK to share their knowledge with local sport groups and voluntary sector organisations.

Partners

BVSC was able to attract a range of experts to the conference to share their knowledge and experience.

Aston Sports and Community Club

Aston Sports and Community Club, works with local partners to developing a safer, healthier and more self-sufficient community by bringing people together in a shared space using shared activity.

Big Lottery

The Big Lottery Fund (BIG) is responsible for distributing 40 per cent of all funds raised for good causes by the National Lottery.

Sport England

Sport England is responsible for grassroots sport in England. Working with national and local partners including national governing bodies of sport, local authorities, charities and other sporting organisations, the organisation is committed to helping people create a sporting habit for life.

StreetGames

Street Games is a sports charity that changes lives and communities. It supports a network of projects which give sports and volunteering opportunities to young people in disadvantaged communities across the UK. Doorstep sport is StreetGames' delivery method, bringing sport close to the home in disadvantaged communities at the right time, for the right price, to the right place and in the right style.

Black Country County Sports Partnership

One of 49 County Sports Partnerships (CSPs) in England working to provide opportunities for people to participate in sport and physical activity

sported.

Supports organisations by providing business resources and financial assistance, so that they can concentrate on doing what they do best - improving the lives of disadvantaged young people through sport.

The Football Association

The governing body of football in the United Kingdom.

Sports Coach UK

Sport Coach UK supports its partners to recruit, develop and retain the coaches they need to achieve their sports participation and performance goals.

George Salter Academy

George Salter Academy in West Bromwich is a mixed comprehensive school for 11 to 18 year olds. The academy works very closely with

Indigo Ltd

Indigo Ltd is a consultancy, specialising in helping the arts, cultural and heritage sectors. We'll work with you to help you increase your IMPACT and INCOME through more effective marketing and fundraising.

Access Sport

Access Sport is a dynamic charity whose mission is to give more children, particularly in disadvantaged areas, access to a wide range of quality local sport. We look to harness the proven power of sport to tackle social exclusion, inactivity and obesity in areas where help is most needed.

There were keynote speeches by the following:

- 'State of the Nation' for sport, explaining the current political and financial climate for sport and regeneration.
- The StreetGames model, their current work and their plans for the doorstep sports club programme.
- **Sported.** role and how groups attending could get involved.
- The role of County Sports Partnerships, and how they could support organisations looking to work in the sport for change environment.
- The FA's main priorities for development and how groups can work with them.
- The main Big Lottery programmes and in particular Reaching Communities and Awards for All.
- How Sport England funding works – in particular their small grants scheme.

The conference feature nine workshops, with delegates attending three.:

- Sports Coach UK outlining how SCUUK, who traditionally deal with performance qualifications are adapting their work to look at participation based sport.
- How community groups can work with their local schools.
- StreetGames talked about how its project in Newcastle had continued after the original funding by supporting volunteers and creating a strong project identity.
- sported. ran a bid writing workshop from Sported's point of view.
- StreetGames talked about bid writing for small grants
- Indigo spoke about how to engage with sponsors and other donors
- Guido Cools (Sport for Change partner, Brandenburgische Sportjugend) outlined the opportunities of the EU's Youth in Action Programme.
- Lars Lindfors and Karin Holm (Sport for Change Partner, SISU) talked about the Swedish system for sport
- Access Sports pulled together some of their excellent work supporting and developing volunteers to run a workshop.

Development and promotion of sports volunteering in federal state of Brandenburg

This report aims to share best practice amongst partner agencies in sport volunteering. The main objective is to maximize the potential of sports volunteering as a means of engaging young people and adults in positive activity.

The report gives information and analysis about the situation in Germany, particularly in Federal state of Brandenburg as regards volunteering in sports, and examples on how to increase volunteer participation.

Strategia rozwoju sportu i wolontariatu sportowego dla Mragowa SPORT ZMIENIA

Sport and Sports volunteering development strategy for Mragowo

Volunteer Questionnaire

The partners developed a questionnaire to assess why people volunteer, how much time they give, what areas they volunteer in, awareness of sport volunteering as an option.

All partners worked on developing the set of questions, before it was tested with volunteers from Germany and the United Kingdom.

The questionnaire has provided valuable intelligence about the level of volunteering in Germany and the UK, together with peoples' motivations which can be used in future marketing campaigns to attract new volunteers.

Facebook

During partner visits we explored different forms of communication. We eventually agreed to create a Facebook group would be used to share information about the project and to be used as a platform where volunteers could join the respective group in their country and answer questions on volunteering.

The Facebook page can be accessed here: <https://www.facebook.com/sport4change>

Partnership Evaluation

Partnership Evaluation Form designed to be used by partner organizations for their partnership's internal self-assessment in order to get back feedback about successes and failures.

(A copy of the Evaluation form can be found in Appendix 3)

Appendices

Appendix 1

Why Do You Volunteer in Sport?

Sport for Change aims to develop best practice amongst European partner agencies to develop the potential of sports volunteering as a means of providing adults with pathways to improving their knowledge and competences.

As part of the Sport for Change project we are interested to find out what motivates people to volunteer in sport. All data will be anonymous and used only in our project's research. Thank You!

The project is funded by the European Union's Grundtvig Lifelong Learning Programme.

Personal Details

Gender

- Male
- Female

Age

- Under 18
- 18 -25
- 25 - 35
- 35 or over

Education level

- Secondary education
- Further education
- Higher Education

City: _____

Occupation: _____

1) Do you have a positive image about volunteering?

- Yes No

2) Have you ever volunteered?

- Yes No

If yes, how often?

- Under 3h/week
 3-10h/week
 More than 10h/week
 Only for major events

In which area?

- | | |
|---|---|
| <input type="checkbox"/> Art and culture | <input type="checkbox"/> Media and communication |
| <input type="checkbox"/> Disability | <input type="checkbox"/> Race and Ethnicity |
| <input type="checkbox"/> Education and Literacy | <input type="checkbox"/> Sport and outdoor activities |
| <input type="checkbox"/> Environment | <input type="checkbox"/> International cooperation |
| <input type="checkbox"/> Children/Young People | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Health | |

Why did you decide to volunteer?

- Work experience
 To help get a job
 Personal development
 Offered training / courses
 Meeting famous people
 To engage in community
 For fun
 Other: _____

3) Did you know that there are opportunities to volunteer in sport?

Yes No

If yes, how did you hear about sport opportunities?

- Newspaper/Magazine
- Brochure/Leaflet/Poster
- Internet
- Radio
- At study/workplace
- Other people
- Other: _____

4) Do you know anybody who volunteers in sport?

Yes No

If yes, how do you know them?

- Family member
- Friend
- Colleague
- Other

5) Do your family members play sport or do any physical activities?

Yes No

6) Do you play sport or do any physical activities?

Yes No

If yes, why?

- Professionally
- To keep fit
- For fun in my free time

7) Are your studies/work connected with physical activity or promotion of healthy lifestyle in any way?

Yes No

8) Do you belong to any sports club/organization?

Yes No

If yes, does it offer a voluntary work?

Yes No

9) Have you ever participated in any sports/health related events?

Yes No

If yes, in which sports/health events? Conferences

Seminars

Workshops

Youth exchanges

Other: _____

10) Have you ever seen voluntary work during the sports games on TV?

Yes No

11) Would you like to volunteer in sports during your leisure time?

Yes No

12) How much free time would you like to devote for the voluntary work?

Under 3hours per week

3-10 hours per week

More than 10 hours per week

Only for major events

13) What would motivate you to engage in sports volunteering?

Work experience

To help get a job

Personal development

Offered training / courses

Meeting famous people

To engage in community

For fun

Other: _____



Would you like to receive information about volunteering in sport? If so, please leave contact details.

Email: _____

Appendix 2

Sport for Change Communication Strategy

Purpose

To communicate and engage with key stakeholders to share best practice that will promote sport volunteering in each partner country.

Objectives

1. To increase the number of people volunteering in sport
2. To promote sport volunteering as a means of effecting social change
3. To ensure more joined-up working between sports clubs, voluntary organisations, youth organisations, academic institutions and local government to better facilitate the process of sports volunteering
4. To promote learning through volunteering in sport
5. To promote international sports volunteering and associated learning opportunities

Messages

- The power of sport volunteering as a tool for personal development
- Evidence of best practice in sport as a tool for community cohesion
- Models of sport club development in partner countries

Audience

- Local sports and physical activity groups
- Sports clubs and centres

- Volunteer centres and organisations for voluntary service
- Youth centres and youth organisations
- National Governing Bodies
- Local governmental Authorities
- Academic institutions and non-governmental educational organisations and centers

How to communicate

Where possible Sport for Change will use online communication methods to promote the project and disseminate learning. The rationale being that such methods allow instant communication to a wide audience at relatively low cost.

The project will create a Facebook page that will be the cornerstone of how partners will promote the project and share resources with wider stakeholders. The Facebook page will be used by all partners to promote the project, signpost to volunteering opportunities, engage with and seek the views from stakeholders, amongst other things.

Partners will also use their own communication networks to publicise the project, for example:

- Web pages
- Email, briefings
- Publications
- Conferences, events, summits etc

BVSC Action Plan

What	Detail	By when
Utilise social networking	<ul style="list-style-type: none"> Maintain Facebook site Use BVSC Twitter account to promote the project 	Spring 2012 & ongoing
Promote the project through BVSC website	<ul style="list-style-type: none"> Create a Sport for Change web presence on the BVSC site Link to the Facebook page 	December 2011 & ongoing
Articles in Update Magazine and via BVSC weekly email bulletin	<ul style="list-style-type: none"> Place articles to coincide with mobilities and to publicise BVSC hosted events 	November 2011 & ongoing
Deliver a conference to promote the project and explore sport's role for social change	<ul style="list-style-type: none"> Identify keynote speakers, agree presentation themes and workshop topics Promote to clubs, infrastructure partners, Local Authority, County Sports Partners 	September 2012
Identify new stakeholders Establish mailing list to include wider sport sector	<ul style="list-style-type: none"> Target national governing bodies, county sports partnerships, Sport England Target delegates from the conference 	December 2012
Target local and national press coverage	<ul style="list-style-type: none"> Generate newsworthy case studies from both UK and partner countries 	Ongoing

Brandenburgische Sportjugend Action Plan

What	Detail	By when
Utilise social networking	<ul style="list-style-type: none"> Maintain Facebook site Inform and promote Facebook's page and group through partner Facebook member groups (like Cottbus Youth goes International, Freiwilligendienste der BSJ, EVS at BSJ in Potsdam) 	Spring 2012 & ongoing 2012-2013
Promote the project through BSJ website	<ul style="list-style-type: none"> Create a Sport for Change web presence on the BSJ site Link to the Facebook page 	December 2012 & ongoing
Article via BSJ monthly email Newsletter	<ul style="list-style-type: none"> Inform and promote Facebook's page and group to volunteers, employees, other sport clubs and partners. At the end of the project place article about project, it's aim, participating organisations, working process during mobilities and projects results 	January 2013 & ongoing June 2013
Identify new stakeholders Establish mailing list to include wider sport sector	<ul style="list-style-type: none"> Target local Sport clubs, youth educational organizations in Federal State of Brandenburg 	March 2013
Target local press coverage	<ul style="list-style-type: none"> At the end of the project place article about project, it's aim, participating organisations, working process during mobilities and projects results 	June 2013
Strategy after the project Deliver a presentation	Conference on volunteering (500 participants). Use this	August 2013

<p>during the conference to present the project results and explore sport's role for social change</p>	<p>opportunity to present the project results</p> <ul style="list-style-type: none"> • Inform sports and youth clubs, partners, Local Authority, ex and present volunteers 	
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Mragowo Action Plan

What	Detail	By when
Promotion of the project in local media	<ul style="list-style-type: none"> • Maintaining Facebook site • Publishing information on city website www.mragowo.pl • Cooperation with local radio Planeta FM • Cooperation with local TV – Mragowo24.info • cooperation with Magazyn Mragowski 	Spring 2011 & ongoing
Holding an international conference “Sport for Change – sport volunteering and local partnership - Mragowo”	<ul style="list-style-type: none"> • Drawing up the conference agenda • Contact with Ministry of Sport and Tourism and regional Sport Department • Establishment of cooperation with representatives of University of Warsaw – Social Project 2012, PL2012, V4Sport Foundation (active in field of sport volunteering) • Engagement of local sport clubs, sports infrastructure operators, local authorities, County Sports Partners, NGO’s • Attendance of 100 participants 	2011 & September 2011
Works on “Sport and sports volunteering development strategy for Mragowo” through participation of citizens and cooperation with University of Warsaw. Including the engagement	<ul style="list-style-type: none"> • Invitation for representatives of local sport clubs, NGO’s, all active people who wants to give a voice in the process of strategy document creation • Organization of 5 meetings & workshops for group participating in working 	April 2012 & September 2012

of young people into research called “Mapping spaces conducive to sports activities”	<p>process (number of people – 40)</p> <ul style="list-style-type: none"> • Research, documentary, interviews made by group of 20 young volunteers in co-work with NGO - MSIS 	
Presentation of the strategy document during the big event “Opening the biggest sports hall in Mrągowo” together with organizing a press conference for local media.	<ul style="list-style-type: none"> • Organization of the conference • Promotion in local media 	October 2012
Presentation of the strategy document to the Major of Mrągowo and the Town Council of Mrągowo.	<ul style="list-style-type: none"> • Pass a resolution during the Town Council meeting 	October 2012
Establishment of the Mrągowo Sport Council	<ul style="list-style-type: none"> • Election of the representatives of various sport organizations (general sport, competitive sport, tourism) 	November 2012
Creating website on sports and sports volunteering	<ul style="list-style-type: none"> • Publishing information about sport activities, events, possibilities of volunteering, available sports infrastructure, organizations, • Presentation and detailed description of the strategy document 	April 2013
Coordination and evaluation of local work with people involved into process. Continue work in field of implementation the idea of volunteering for sport.	<ul style="list-style-type: none"> • Collect feedback from partners • Monitoring of the strategy • Promotion of the document and sharing experience among other polish institutions 	Ongoing

Sisu Idrottsutbildarna Västergötland Action Plan

What	Detail	By when
Utilise social networking	<ul style="list-style-type: none"> Maintain Facebook site Share news from the SFC Facebook page to SISU:s Facebook page 	Spring 2013 & ongoing
Use the questionnaire	<ul style="list-style-type: none"> Analyse with the questionnaire how young people want to work voluntary 	Spring 2013
Information about the project at SISU:s youth educations	<ul style="list-style-type: none"> Inform about the project at SISU:s educations for young leaders 	Spring 2013
Invite the staff at SISU Väst to the mobility in Sweden	<ul style="list-style-type: none"> Inform about the project and its possibilities to the staff at SISU Väst Encourage them to distribute information of the project to sport clubs and other interested 	January 2013

Appendix 3

Lifelong Learning Programme Grundtvig Partnership
Multilateral project No 011-1-GB2-GRU06-05394 3 “**Sport for Change**”

PARTNERSHIP EVALUATION FORM

Please fill out this Partnership Self-Assessment Form designed to be used by partner organizations for their partnership's internal evaluation. The form contains questions about different aspects of your partnership and allows us to learn about your experiences from collaborative process of the partnership.

What was your motivation to participate in the partnership?

What was your contribution to the project?

What are the benefits from this partnership to your organization?

What have you personally learned/gained from this project?

What were the strengths and weaknesses of the partnership?	
STRENGTHS	WEAKNESSES

Please rate the effectiveness of the project coordinator using a scale of 1 to 5 outlined below:	
1=excellent 2=good 3=average 4=fair 5=poor	
Motivating partners to share ideas and good practices	
Openness, respect and support to new ideas and different opinions	
Including partners in the decision making	
Problem solving and conflict management	
Preparing materials before the meetings	
General effectiveness of the coordinator	

Did the project allow the partners to exchange and transfer their good practices?

How do you find the communication between partners? (Please comment on frequency, efficiency, finding common language, problem and conflict solving)

Did you and partners manage to follow the agreed meetings schedule? If not, please specify the reasons.

Did you fulfill all the project's activities as per agreed deadlines? If not, please specify the reasons.

Were the available financial resources sufficient for successful implementation of the project?

Which difficulties did you experience during the partnership? Which was the biggest challenge?

Did the partnership fulfill all the tasks and activities as per original application?

Do you think that the results of the project will be useful in the future activities and goals of your organization?

Would you be interested to cooperate with these partners in the future? Why?

Please rate your overall satisfaction with the partnership experience using a scale of 1 to 5 outlined below:

- 1=excellent
- 2=good
- 3=average
- 4=fair
- 5=poor

Is there anything about the project that you feel could have been done better /improved?

Thank you!

Appendix 4

Sport for Change Terms of Reference

1. Partnership

The Sport for Change Partnership (“The Partnership”) is a 2-year association of trans-national institutions funded by the Lifelong Learning Programme of the European Commission, Grundtvig Learning Partnerships (“Grundtvig”).

The partners are:

- a) Birmingham Voluntary Service Council (BVSC), Birmingham, UK (lead agency).
- b) Idrottsutbildarna Västergötland (SISU), Skövde, Sweden (project sub-lead).
- c) The Commune of Mrągowo Town, Mrągowo, Poland.
- d) Brandenburgische Sportjugend im Landessportbund Brandenburg e. V., Potsdam, Germany.

2. Mission

The Partnership aims to develop best practice amongst partner agencies to further develop the potential of sports volunteering as a means of providing adults with pathways to improving their knowledge and competences.

3. Objectives

The Partnership will work together to achieve a number of common key project aims, specifically:

- a) To increase the number of adults benefiting from participation in sports volunteering as a means of developing their skills.
- b) To use sports volunteering as a means of engaging disadvantaged groups in a learning environment, including those economically inactive or older adults who have not participated in learning for a prolonged period.
- c) To use sports volunteering as a means of engaging with refugee and migrant communities as a means of enhancing their citizenship and cultural integration.
- d) To improve the conditions of sports volunteering to enable a greater amount of learning to take place. This includes the legal framework and the extent to which relevant organisations work together to facilitate sports volunteering.
- e) To enhance the resources available to fund sports volunteering by generating new ideas through the project and beyond.
- f) The project consists of four organisations each with their own particular strengths in the field of sports volunteering and therefore each able to share ideas to help achieve these common goals.

4. Values

The Partnership will operate in a way that is:

- a) Collaborative.
- b) Open and honest.
- c) Goal focussed.
- d) Flexible.
- e) Respectful of cultural difference.

5. Approach

The Partnership will primarily utilise mobilities to host fact-finding field trips to enable partner organisations to showcase their current work around sports volunteering in association with key local partners.

- a) Two project conferences will be held in the first year. There will be a conference held in Poland in October 2011 in association with The

European Year of Volunteering 2011 to showcase the importance of Volunteering, using the partners as examples of best practice. In addition BVSC will hold a national conference in July/August 2012 to correspond with the London Olympics to promote best practice in promoting Sports Volunteering to the national network of Volunteers Centres again using the trans-national partners as inspirational speakers. Please refer to Grundtvig bid for fuller mobilities timetable.

- b) Staff/learners/trainees should be recruited well in advance of trips and partners should ensure that each delegate has adequate language and cultural preparation prior to travelling.
- c) Opportunities for contact between staff/learners/trainees from the different partners should be facilitated prior to mobilities.
- d) In the course of mobilities, the partners commit to offer support and assistance with the delivery of events/conferences in terms of giving presentations and briefings or producing preparatory documents.
- e) Each Partner should plan to complete the following number of outgoing mobilities:

Partner	Outgoing mobilities (pupils/learners/trainees)	Outgoing mobilities (staff)	Total outgoing mobilities
BVSC	2	10	12
SISU	2	10	12
Mragowo	1	11	12
Brandenburg	2	10	12

6. Relationships

BVSC is the lead agency and will be responsible for driving the project forward in collaboration with all partners. All partners should endeavour to arrange social/team building elements when they are hosting mobilities.

BVSC should always be informed of the following:

- a) Any changes or amendments to the workplan.
- b) Any suggested changes to roles and responsibilities.
- c) If any problems arising with the project.
- d) If a partner wishes to leave the project.

7. Roles and Responsibilities

A more detailed explanation of partner roles and responsibilities is contained in the project bid, below is a summary:

- a) BVSC – overall lead agency. To ensure structured communication, pre-mobility liaison, project administration, resource allocation. Lead agency on monitoring. To ensure partners fulfil monitoring responsibilities.
- b) SISU – project sub-lead. Lead on impact assessment process.
- c) Mragowo – co-lead on evaluation strategy (with BVSC).
- d) Brandenburg – co-lead on dissemination strategy (with BVSC).

8. Communication

Clear and concise communication is an essential element of trans-national partnership and as such the Partnership agrees to the following partnership communications strategy:

- a) BVSC as lead partner will take responsibility for ensuring regular communication between partners.
- b) Each partner commits to involve all partners at each stage of project planning, evaluation, dissemination etc.
- c) Each partner will be mindful of linguistic and cultural differences and take due care and attention when drafting communications between partners.
- d) Partnership meetings shall be held when ever it is possible for all partners to be in attendance e.g. during mobilities.
- e) The host partner shall chair such meetings and takes responsibility for organising an appropriate venue, catering, the agenda and minute-taking.
- f) Any written material arising from the meetings to be circulated to all partners in good time.

9. Monitoring and Evaluation

For more details about monitoring reports, please refer to Grundtvig bid and/or contract.

- a) BVSC will ensure that all elements of the monitoring requirements are adhered to. Individual partners shall respond in a timely manner to requests of information in the production of such reports.
- b) A progress report shall be submitted by 30/06/2012 and a final report shall be submitted by 30/09/2013

- c) All partners should be prepared to field progress calls, monitoring visits, spot checks or full audits (though advance warning is given by the National Agency and not all partners are expected to comply).
- d) All mobilities and events should be individually evaluated using questionnaires in a format agreed by all partners.
- e) Mragowo in partnership with BVSC will produce the following evaluation materials; evaluation strategy, baseline report, mid-point review and final evaluation report.
- f) All reporting shall include; details of staff, learners and trainees involved in the project, project activities, any changes from original bid application, outcomes of the project, impact on staff, learners and trainees, provide a financial breakdown of expenditure.
- g) Each partner should retain the following documentation; boarding passes, certificates of attendance at events/conferences, meeting minutes, conference agendas, copies of project outputs (CD-ROM, booklets etc)

10. Finance

As regards mobilities, the partners commit to sharing the associated costs along the following lines:

- a) The travelling partner will meet delegation costs relating to international travel (including transport to airport or railway interchange); 'in-travel' overnight accommodation (e.g. airport hotel) and any special needs relating to individual delegation members.
- b) The host partner will meet delegation costs relating to internal transfers (i.e. between airport or railways interchange, 'in-country' overnight accommodation, event venues, conference and other subsistence catering and costs incurred as a result of cultural, sporting or other showcase events.
- c) As detailed above, each partner is obliged to complete 12 outgoing mobilities each. These can be estimated as 6 overseas trips, with 2 mobilities per trip. If partners wish to facilitate larger delegations than simply 2 delegates per trip, they commit to meet not only the additional travellers' transport expenses but all subsistence, catering and accommodation too.
- d) Each partner commits to research currency, exchange rate and cost of living in the host country prior to travelling (as well as prepare staff/learners/trainees).
- e) Each partner will attempt to gain value for money in finding affordable and cost effective accommodation, travel and catering.

11. Dispute Resolution

All partners will endeavour to operate in a friendly and respectful manner and should always undertake to keep to their allocated roles and responsibilities. Should difficulties arise between the partners, resolution shall be sought via the following procedure:

- a) Telephone call or email between partners to attempt to rectify problem informally.
- b) Refer to lead partner for adjudication.
- c) If lead partner involved in dispute, refer to sub-lead partner.
- d) All partner tele-conference to be convened in order to discuss problems and find consensual resolution.
- e) Written notes to be circulated prior to tele-conference.
- f) If consensual resolution unable to be arrived at, lead partner/sub-lead to refer issue to National Agency (Ecorys) for adjudication.