



Clyde-sider applicant journeys: findings from a two-year follow-up survey

Gregor Yates
Russell Jones

Glasgow Centre for Population Health

July 2017

Acknowledgements

The authors would like to thank each Glasgow 2014 Clyde-sider applicant who took time to complete this second follow-up survey. Further thanks go to steering group members from the Scottish Government, Glasgow City Council, Glasgow Life and Volunteer Scotland, who all provided helpful advice and support. Thanks are also due to Joe Crossland and Oonagh Robison from the Glasgow Centre for Population Health for proofreading the report.

Contact

Gregor Yates
Public Health Research Specialist
Glasgow Centre for Population Health
Email: gregor.yates@glasgow.ac.uk

Russell Jones
Public Health Programme Manager
Glasgow Centre for Population Health
Email: russell.jones.2@glasgow.ac.uk

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Executive summary

This report summarises findings from a survey of clyde-sider volunteer applicants two years after the Glasgow 2014 Commonwealth Games. The survey was the third to be issued to applicants as part of a longitudinal study on the clyde-sider volunteering programme.

Four key legacy outcomes are explored: 'skills used since the Games'; 'volunteering since the Games'; 'social connections'; and 'personal reflections'. Key findings on these themes are summarised below.

Skills used since the Games

- Young volunteers living outwith Glasgow were most likely to have developed and used skills since the Games.
- More than a third of clyde-siders developed 'communication', 'leadership', 'teamwork', 'organisational', 'listening' or 'time management' skills during the Games. The rest felt that they already had these skills or did not develop them.
- Glasgow-based volunteers were 10% less likely than volunteers from elsewhere to have used 'communication', 'leadership', 'organisational', 'problem-solving' or 'time management' skills subsequently.

Volunteering since the Games

- 94% of clyde-siders and 92% of non-clyde-siders were involved in volunteering after the Games.
- Most applicants (clyde-sider and non-clyde-siders) did the 'same amount' or 'more volunteering' (formal or informal) in the two years that followed the Games.
- 40% of applicants applied for other big event volunteering roles after the Games. Those who did not cited a 'lack of time/other commitments', a 'lack of opportunities', being 'put off by past experiences' and 'prioritising local volunteering'.
- 80% were successful with subsequent big event volunteering applications.
- 33% of applicants felt that the number of volunteering roles in the area had increased since the Games.
- Positive outcomes in relation to volunteering frequency were most common in clyde-siders, men, young applicants and respondents living outwith Glasgow.

Social connections

- Clyde-siders were more likely than non-clyde-siders (64% and 18% respectively) to have kept in touch with at least one person that they met through volunteering/ applying to become a volunteer.
- Less than half of clyde-siders who kept in contact with people did so through face-to-face contact, with social media being the most common way of keeping in contact.
- Young volunteers were the most likely to have kept in contact with people that they met and were more likely to keep in contact with people through social media. Face-to-face contact, meanwhile, was more common in older volunteers.

Personal reflections

- 97% of clyde-siders said that the experience of being a volunteer at the Games was at least 'slightly important' to their life.
- 83% of clyde-siders would recommend big event volunteering to others when considering the costs involved.
- Enduring memories of the Games commonly fell within the following headings: 'a social experience'; 'a sense of togetherness'; 'a feel good factor/a buzz'; 'fortunate to be part of it'; 'a cultural transformation'; and 'the friendliness of Glaswegians'.
- Comments on how the experience affected respondent's lives are reported under the following headings: 'confidence and self-esteem'; 'perspective and outlook'; 'memories and stories'; 'tolerance'; 'volunteering'; 'pride'; and 'making the most of life'.

Summary

- Gender, age and area of residence were important factors in shaping outcomes for clyde-siders and non-clyde-siders.
- Findings presented here provide learning that could help to shape future 'big event' volunteering programmes in their design, promotion and delivery, including the 2018 European Championships to be held in Glasgow.
- Further research may be warranted to understand why some outcomes were less positive in Glasgow-based volunteers and how the programme shaped older volunteers' transition into retirement.
- Organisers of future volunteering programmes should consider targeting population groups that are likely to benefit the most and should tailor the experience to the wishes and expectations of different population groups.

1. Introduction

'Clyde-siders' were the official Games time volunteers for the Glasgow 2014 Commonwealth Games. The clyde-sider programme recruited around 12,500 people from over 50,000 applicants to carry out a wide range of duties at sports venues, the athletes' village and Glasgow airport. Legacy frameworks setting out key themes and intended outcomes were published in advance of the Games by Glasgow City Council and the Scottish Government. For Glasgow, increasing the number of local people registered as volunteers was a key legacy ambition under the 'inclusive theme'. For Scotland, meanwhile, it was hoped that the Games would increase opportunities for people to participate in volunteering, with particular attention paid to young people, the long-term unemployed and those aged over 55. Previous research undertaken as part of this study found that clyde-sider roles were carried out by volunteers from a range of ages, most of whom already volunteered regularly and were in employment.

Commissioned research undertaken as part of this study by Leeds Beckett University summarised key literature on the legacy impacts of mega-sporting event volunteering. The review found that the process of mega-sporting event volunteering is relatively well researched. However, gaps remain in relation to the longer-term outcomes of this type of volunteering for individual volunteers, unsuccessful applicants and host communities. The inclusion of a two-year follow-up survey as part of this study attempts to address this gap by evidencing longer-term impacts across the volunteer applicant population. These findings can help to shape the design and delivery of future volunteering programmes for major events where long-term volunteering legacy outcomes are intended.

1.1 Clyde-sider volunteer applicant study

This report summarises findings from a survey of clyde-sider volunteer applicants two years after the Glasgow 2014 Commonwealth Games. The survey was the third online questionnaire issued to applicants as part of a longitudinal study on the clyde-sider volunteering programme. Commissioned qualitative research was also undertaken. The reports which make up this study are summarised below.

- **Baseline survey** – issued to applicants before they had been made aware of whether or not they had been selected to be a clyde-sider (data captured from September to December 2013). The survey included questions relating to pre-Games expectations and past volunteering experience.

- **Follow-up survey** – issued to applicants (clyde-siders and non-clyde-siders) four months after the Games (data collected in November 2014). The survey included questions on the experience of the application process (all applicants), experiences of volunteering at the Games (clyde-siders only) and subsequent volunteering behaviour (all applicants).
- **Qualitative research** – undertaken by Leeds Beckett University (data collected between January to March 2015), involving a review of existing literature on the impacts of mega-sporting event volunteering and qualitative research on the experiences of clyde-siders and non-clyde-siders.

Findings from these reports^a shaped the questions included in the second follow-up survey.

1.2 About this report

This report presents findings from a questionnaire issued to volunteer applicants in July 2016. The questionnaire included a series of closed and open-ended questions, with selected questions repeated from previous questionnaires to enable comparisons to be made. The report is divided into four themes that relate to legacy outcomes from the volunteering programme:

- Skills developed and used since the Games.
- Volunteering since the Games.
- Social connections.
- Personal reflections.

The discussion explores potential explanations for findings, including why gender, age and area of residence are important in shaping the experience of the volunteer programme and subsequent outcomes for clyde-sider and non-clyde-siders. Comparisons are made with previous findings from this study, as well as past research on mega-event volunteering.

^a All reports are available at: www.gcph.org.uk/work_themes/theme_2_urban_health/civic_participation

2. Survey design and methods

This section describes the process of designing the survey, how participants were recruited and how the data collected has been analysed.

2.1 Survey design

The questionnaire was developed with input from the Scottish Government, Glasgow City Council, Glasgow Life and Volunteer Scotland. Closed questions are included to provide a basis for statistical interpretation of the responses, while open-ended questions are included to allow respondents to reply in their own words. Selected closed questions have been repeated from the first follow-up survey, allowing comparisons to be made over time (four months after the Games and two years later). Questions that have been reported on here are provided as an appendix. It should be noted that some response categories have been combined for ease of reporting.

2.2 Recruitment

An invitation to participate in the survey was sent by email to the 2,326 respondents who had completed the first follow-up and were willing to be contacted again for future research. A total of 1,525 completed the second follow-up, resulting in a 66% response rate. Data were collected between August and October 2016.

2.3 Analysis

Frequencies provide a breakdown of responses for each question in the report and cross tabulations identify differences by selected demographic variables (gender, age and area of residence). Gender was coded as male/female, age was coded as 16-24/25-44/45-64/65+, and area was coded as Glasgow/elsewhere. Glasgow residents were determined by responses to postcode. Differences are only reported in the text if statistically significant^b. Thematic analysis was conducted on responses to open-ended questions to establish common themes. Open-ended question responses could not be analysed by demographic variables. Word clouds also provide a visual representation of the findings.

^b p values indicate statistical significance, meaning that the finding did not occur by chance. By convention, results are only considered statistically significant if $p < 0.05$. Results are shown where $p < 0.05$ (i.e. there is more than a 95% probability the finding did not occur by chance), $p < 0.01$ (99% probability) and $p < 0.001$ (99.9% probability).

3. Demographic profile of applicants

Table 1 compares the demographic profile of this survey sample^c with those who agreed to pass their details on to Volunteer Scotland (87% of applicants), referred to throughout as 'most applicants'. In contrast to the population of 'most applicants', a higher proportion of this sample are clyde-siders than non-clyde-siders. The gender breakdown is roughly comparable, with approximately two-fifths being male and three-fifths female. Applicants from Glasgow are under-represented and those from the rest of Scotland are over-represented in the sample. The sample also contains a higher proportion of older people and an under-representation of 16-24 year olds.

Additional information was collected to provide a detailed demographic profile of respondents. Two-thirds (66%) were married, in a civil partnership or cohabiting, 20% were single and the rest were divorced, widowed or separated (15%). Most volunteer applicants were White (97%), employed either part- or full-time (57%), educated to first degree or higher (68%) and described themselves as being heterosexual (96%). Eight percent of respondents had a long-term condition or illness, exhibiting predominately as a long-term illness, a physical disability or a mental health problem (multiple responses given). Examples of 'other' long-term conditions or illnesses given were arthritis, chronic pain, recovering from a long-term illness or a combination of long-term conditions and/or illnesses. This sample is broadly similar to the demographic make-up of respondents to the first follow-up survey.

^c Percentages may not add up to 100% due to rounding or multiple responses*

Table 1. Demographic profile of respondents.

Demographic variable	Sample (n=1,525)	Most applicants (n=44,174)
Clyde-sider volunteer		
Yes	78%	29%
No	22%	71%
Gender		
Male	39%	38%
Female	61%	62%
Area of residence		
Glasgow	13%	26%
Rest of Scotland	56%	42%
Rest of UK	30%	30%
Not in UK	1%	2%
Age		
16-24	4%	34%
25-44	17%	28%
45-64	61%	30%
65+	18%	8%
Marital status		
Married/civil partnership/cohabiting	66%	
Single/never married	20%	-
Divorced/widowed/separated	15%	
Sexual orientation		
Heterosexual/straight	96%	
Gay or lesbian	2%	-
Bisexual	1%	
Other	1%	
Ethnicity		
White	97%	
Asian/Asian British	1%	
Mixed	>1%	-
Black/Black British	1%	
Other	1%	
Employment status		
Full time	40%	
Part time/casual employment	17%	
Retired/pensioner	35%	-
Full-time student	4%	
Unemployed/seeking employment	5%	
Other		
Educational status		
Some, but less than a 1st degree	32%	-
1st degree or higher	68%	
Long-term illness/condition		
Yes	8%	-
Of those who said yes (n=114)*		
Physical disability	36%	
Mental/emotional health problem	14%	
Long-term illness	42%	
Don't know	2%	
Other	20%	

Percentages may not add up to 100% due to rounding or multiple responses.

4. Findings

Findings from the survey are reported here under four headings relating to legacy outcomes: 'skills used since the Games'; 'volunteering since the Games'; 'social connections'; and 'personal reflections'.

4.1 Skills used since the Games

Feedback on the use of skills developed during the Games was sought through a closed and open-ended question (Appendix: Q1&2). Clyde-siders were asked to indicate the extent to which they had subsequently used a range of skills that were identified as being developed in the first follow-up survey. Key skills identified were: communication; teamwork; leadership; organisation; problem-solving; listening; and time management.

Figure 1 shows that at least 60% of clyde-siders 'already had' or 'did not develop' each of the listed skills during the Games. Listening (35%), teamwork (31%) and communication (30%) were used 'more than occasionally' by the highest proportion of respondents, with leadership skills being used by the least (25%). For all skills developed, respondents were more likely to have used them 'more than occasionally' than 'occasionally or less'.

Figure 1: Skill use by clyde-siders since the Games (n=1,184).

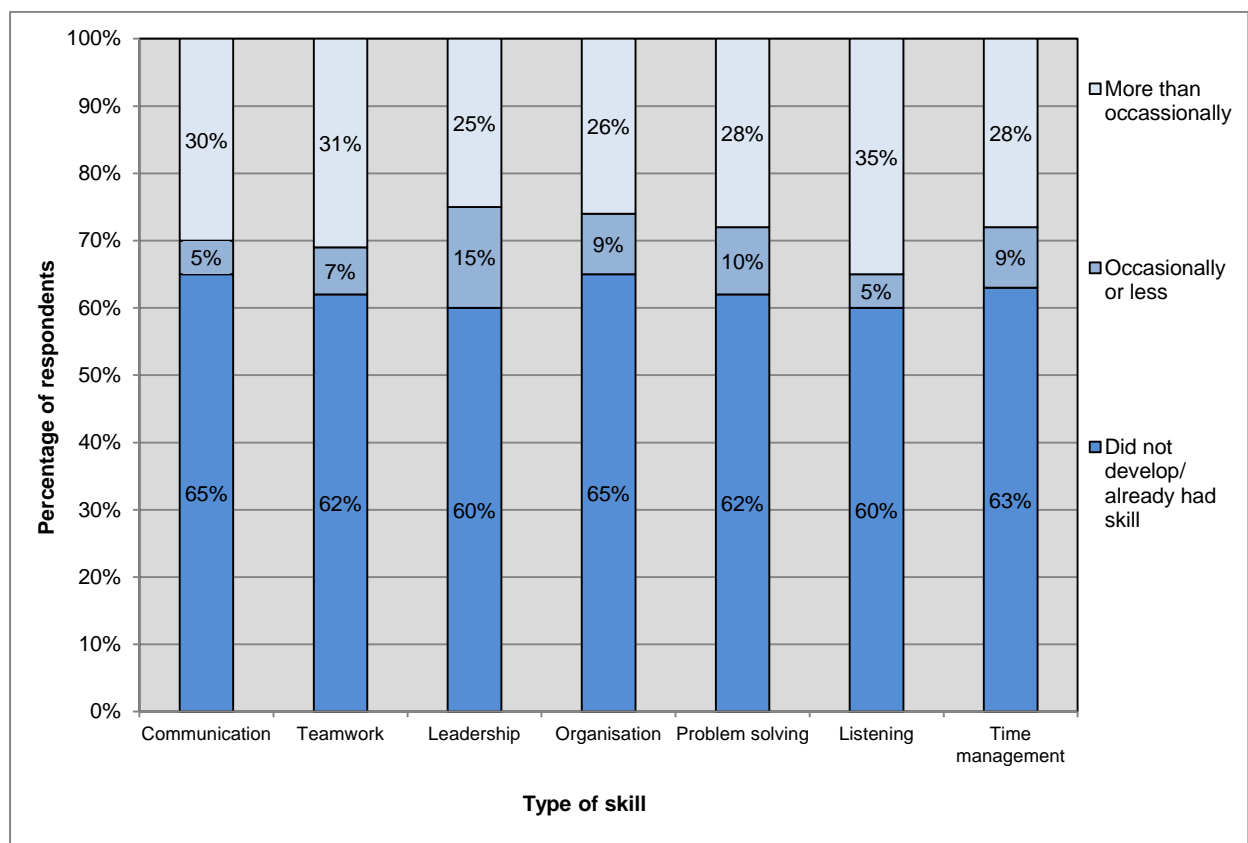


Table 2 shows skills developed and used 'at least to some extent' by gender, age and area of residence. Results are displayed for all skill types, showing differences where statistically significant results were found. Men were more likely than women to have developed and used all skill types, with statistically significant differences found for all but one of these (leadership). Age was another key variable in shaping the likelihood of volunteers developing and using skills. Statistically significant differences were found across all skill types, with volunteers aged 16-24 most likely to report developing and using them. Analysis by area of residence showed that Glasgow-based volunteers were less likely to have developed and used any of the seven skills developed, with statistically significant differences found across five of these (communication, leadership, organisational, problem-solving or time management skills).

Table 2. Skills developed and used since Games by gender, age and area (n=1,184).

Skill type	Gender		Age				Area of residence	
	Male	Female	16-24	25-44	45-64	65+	Glasgow	Elsewhere
Communication	43%	30%***	92%	43%	30%	31%***	27%	37%*
Teamwork	46%	32%***	88%	43%	32%	39%***	31%	39%
Leadership	42%	38%	84%	46%	36%	34%***	32%	41%*
Organisational	42%	30%***	92%	40%	31%	32%***	27%	37%*
Problem-solving	42%	35%*	86%	43%	34%	33%***	30%	39%*
Listening	50%	33%***	84%	44%	35%	42%***	33%	41%
Time management	45%	31%***	82%	33%	34%	39%***	29%	38%*

*P values illustrated as follows: * p<0.05, ** p<0.01, *** p<0.001*

Clyde-siders were also asked whether there was anything more they would like to say about how they have subsequently used skills developed during the Games. For those who answered, common responses elaborated on the skill categories in the closed-ended questions, but some new skills/traits were also offered, such as being open-minded, flexible and patient. Selected comments on the development or use of skills are provided under the following headings: 'commonly developed skills'; 'putting skills into practice'; 'employment'; 'life skills and outlook'; and 'did not meet expectations'.

Commonly developed skills

The most commonly developed skills included those already expressed through closed question responses (e.g. communication and teamwork), as well as new responses relating to skills or traits such as leadership, patience, understanding and increased confidence.

“Developed patience, flexibility and open-mindedness about how things are run.”

“Although I did not lead a team at the Commonwealth Games I felt I did improve my leadership skills during my time in the athletes' village. I was able to use these skills back on my workplace.”

“For me, probably the biggest benefit of being a clyde-sider was the increase in confidence and having the ability to speak to complete strangers and help them where needed.”

Putting skills into practice

Participants reported developing a range of skills which were then put into practice in subsequent volunteering roles or at work.

“My time at the Commonwealth Games allowed me to use my skills in a new environment. This has given me renewed confidence to use these skills in my current job and the belief that I will be able to apply them to new opportunities in the future.”

“I had developed the above listed skill during the Games, and since the Games I have had the opportunity to continue working in this way with various charity and community groups.”

“I use them all in my daily work.”

Employment

For some clyde-siders the experience of volunteering had been an important factor in helping them to find work or to gain a promotion.

“All of these skills which I learnt and developed upon since the Commonwealth Games have subsequently enabled me to apply and get a part-time job – the Games boosted my self-confidence a lot.”

“I was able to reflect on the skills I had developed and this helped me apply for and get a new job.”

“Although I did not lead a team at the Commonwealth Games I felt I did improve my leadership skills during my time in the athletes’ village. I was able to use these skills back at my workplace. I have since been promoted and manage a team of ten people.”

Life skills and outlook

Skills developed were not confined to employment or volunteering roles. Clyde-siders also expressed that they had developed life skills, that their outlook had changed or that they had become more confident or resilient.

“It gave me the confidence in myself to totally change my life for the better.”

“I think I have used the resilience I developed a great deal.”

“It helped my own development and how I deal with everyday life.”

Did not meet expectations

A handful of respondents reported that the volunteering experience did not meet their expectations in terms of skills development.

“Limited amount... large number of volunteers allocated to my team meant that there was often little to do.”

“For me, I found that my experience volunteering as a clyde-sider had a deskilling effect as my confidence in my abilities was greatly damaged by being allocated a role that was unsuitable for me.”

“I was just used as a general worker, with no one interested in what I had to say.”

4.2 Volunteering since the Games

Both clyde-siders and non-clyde-siders were asked how their Glasgow 2014 Commonwealth Games experience had impacted on their volunteering since the Games (Appendix: Q3-13). Comparisons are made with their expectations of how their experience would affect their levels of volunteering, gathered through the first follow-up survey.

4.2.1 Comparisons of volunteering levels since the Games

Figure 2 illustrates clyde-siders' expected future volunteering immediately after the Games (first follow-up) and actual volunteering levels two years later (second follow-up). Differences are provided for formal^d and informal^e volunteering. The results show that for both types of volunteering, few clyde-siders expected to, or reported doing, less. Actual volunteering levels were lower than expected for both types (formal and informal), and the 'same amount' was the most common response across the board. Paired t-tests were conducted for clyde-siders who completed both follow-up studies. For informal volunteering, a statistically significant decrease from the mean expectation to actual volunteering was found (3.37 to 3.29, $p < .05$). No significant difference from the mean expected to actual volunteering was found for formal volunteering.

^d Formal volunteering is defined as giving up time to help clubs, charities, organisations, etc in an unpaid capacity.

^e Informal volunteering is defined as giving up time to help people who are not relatives, like a neighbour.

Figure 2: Expected and actual volunteering since Games for clyde-siders.

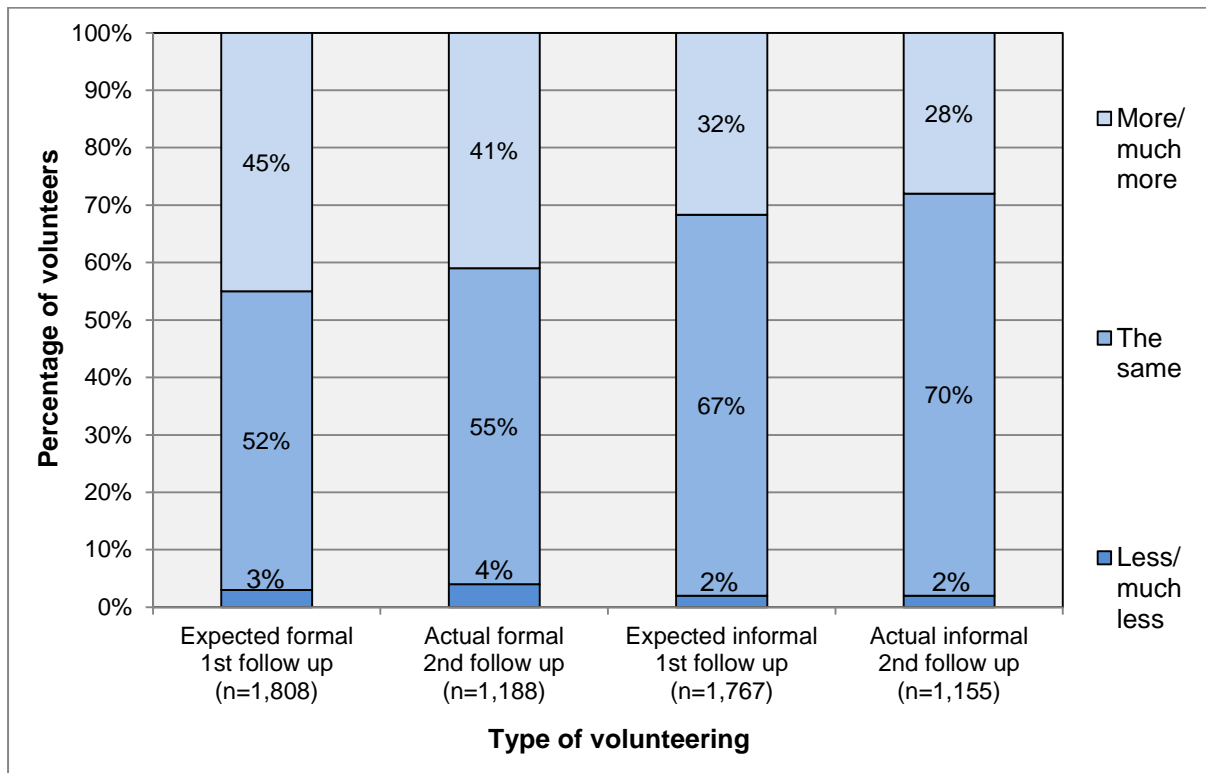


Figure 3 shows the same comparison between expected and actual volunteering for non-clyde-siders. A close match is revealed in relation to informal volunteering, while for formal volunteering the proportion doing more exceeded expected levels post-Games (19% versus 24%). Paired t-tests were conducted for non-clyde-siders who completed both follow-up surveys. For formal volunteering, a statistically significant increase was found between the mean expected level and actual volunteering (2.98 to 3.20, $p < 0.001$). No significant difference from the mean expected to actual volunteering was found for informal volunteering. These results suggest that not being selected for the clyde-sider volunteering programme did not have a negative impact on volunteering behaviour in the longer term.

Figure 3: Expected and actual volunteering since Games for non-clyde-siders.

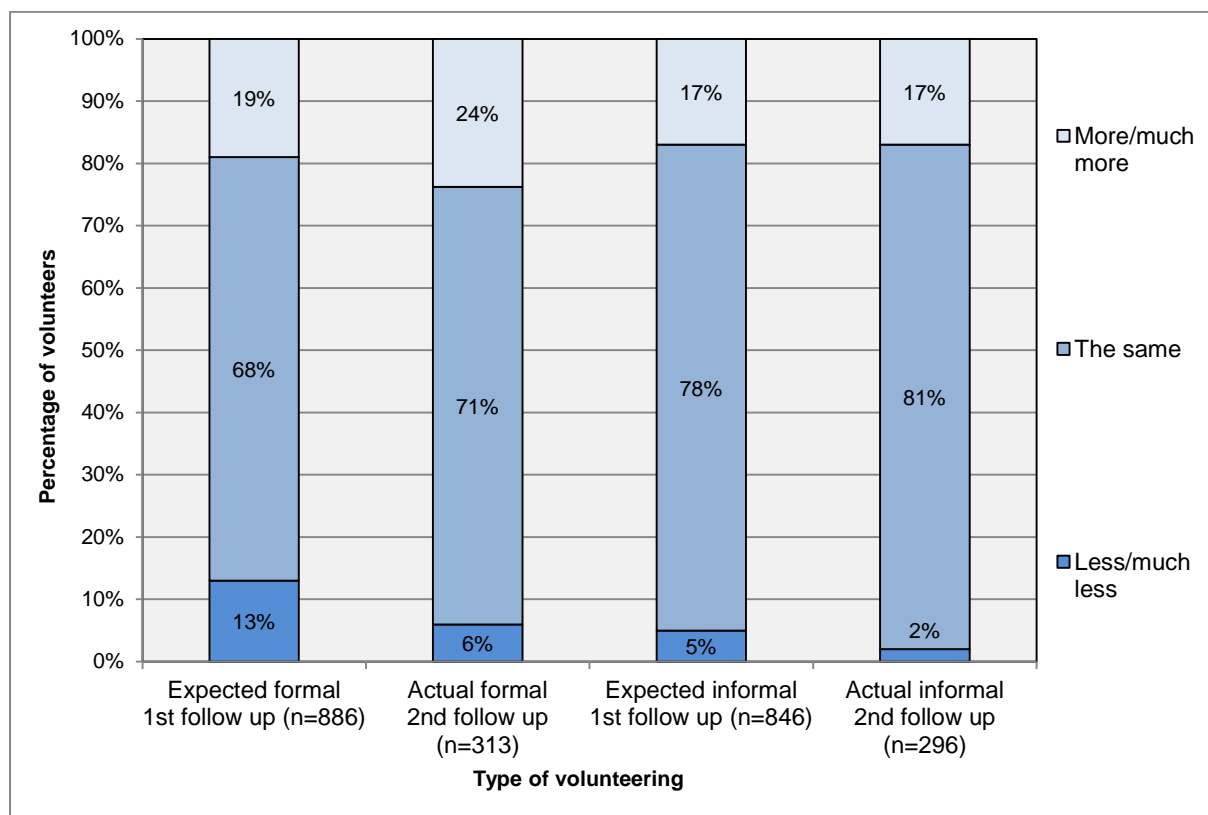


Figure 4 shows how frequently clyde-siders and non-clyde-siders have volunteered formally since the Games. Comparisons are made with results from the first follow-up survey, captured immediately after the Games. Similar patterns of change in volunteering frequency are observed for clyde-siders and non-clyde-siders. For example, both were less likely to volunteer 'several times a week' or 'not at all' two years after the Games. However, the percentage doing at least some volunteering has gone up over the two-year period for both clyde-siders (94% versus 87%) and non-clyde-siders (92% versus 81%). Paired t-tests were conducted for both clyde-siders and non-clyde-siders who completed both follow-up studies. Statistically significant increases from the mean actual volunteering frequency were found for both clyde-siders (2.66 to 4.10, $p < .001$) and non-clyde-siders (2.77 to 4.05, $p < .001$), two years after the Games.

Figure 4: Volunteering frequency of clyde-siders and non-clyde-siders.

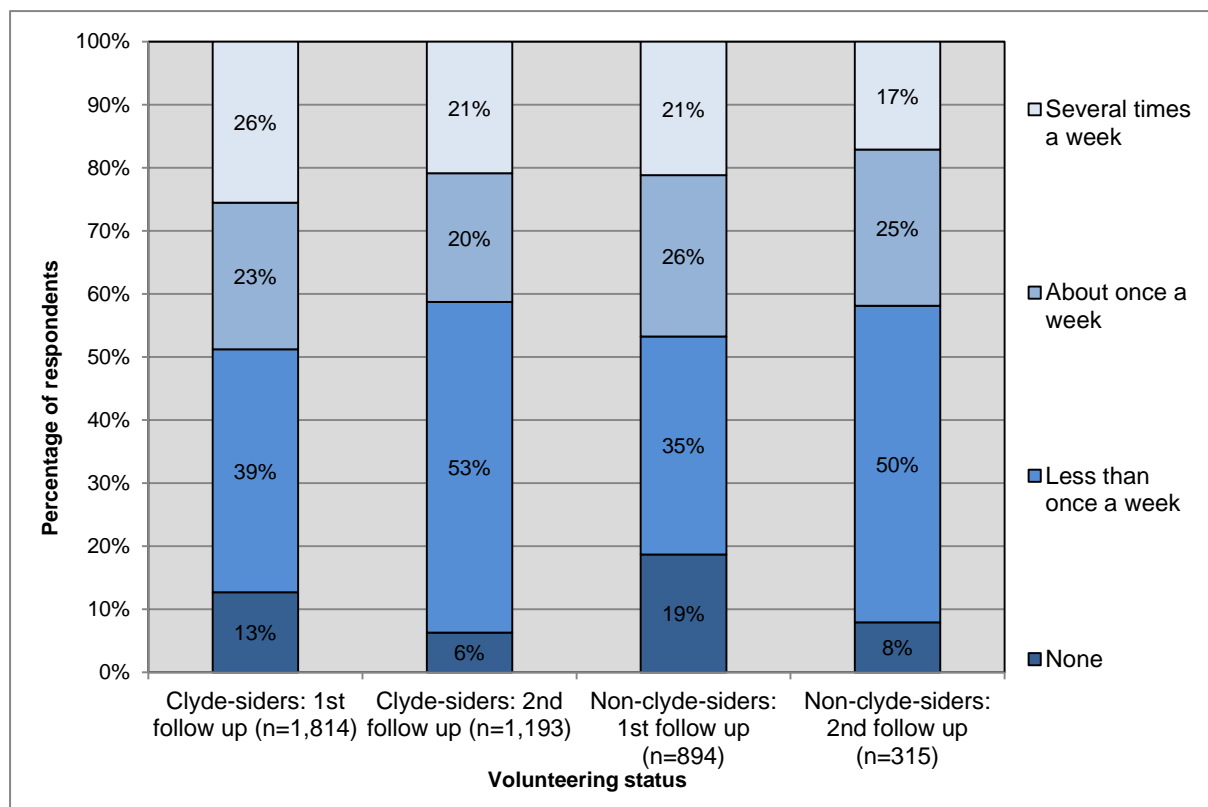


Table 3 shows volunteering frequency two years after the Games by gender, age and area of residence. Statistically significant gender differences were observed in clyde-siders, with males (48%) more likely than females (37%) to volunteer 'once a week or more' two years after the Games. Statistically significant gender differences were not found in non-clyde-siders. Age demonstrated statistically significant differences for both clyde-siders and non-clyde-siders, with similar patterns emerging. Respondents aged 25-44 were least likely to

volunteer 'once a week or more' across both groups. Statistically significant differences in clyde-siders were also demonstrated by area of residence, with those from Glasgow less likely to volunteer 'once a week or more'. Differences found by area among non-clyde-siders were not statistically significant.

Table 3. Volunteering frequency by age, gender and area.

Volunteer more than once a week	Gender		Age				Area of residence	
	Male	Female	16-24	25-44	45-64	65+	Glasgow	Elsewhere
Clyde-sider	48%	37%***	49%	25%	42%	54%***	29%	43%**
Non-clyde-sider	41%	43%	67%	26%	41%	56%**	33%	43%

p values illustrated as follows: ** $p < 0.01$, *** $p < 0.001$

Figure 5 shows the percentage of clyde-siders (40%) and non-clyde-siders (37%) who participated in sport-related volunteering since the Games.

Figure 5: Participated in sport-related volunteering in local area since the Games.

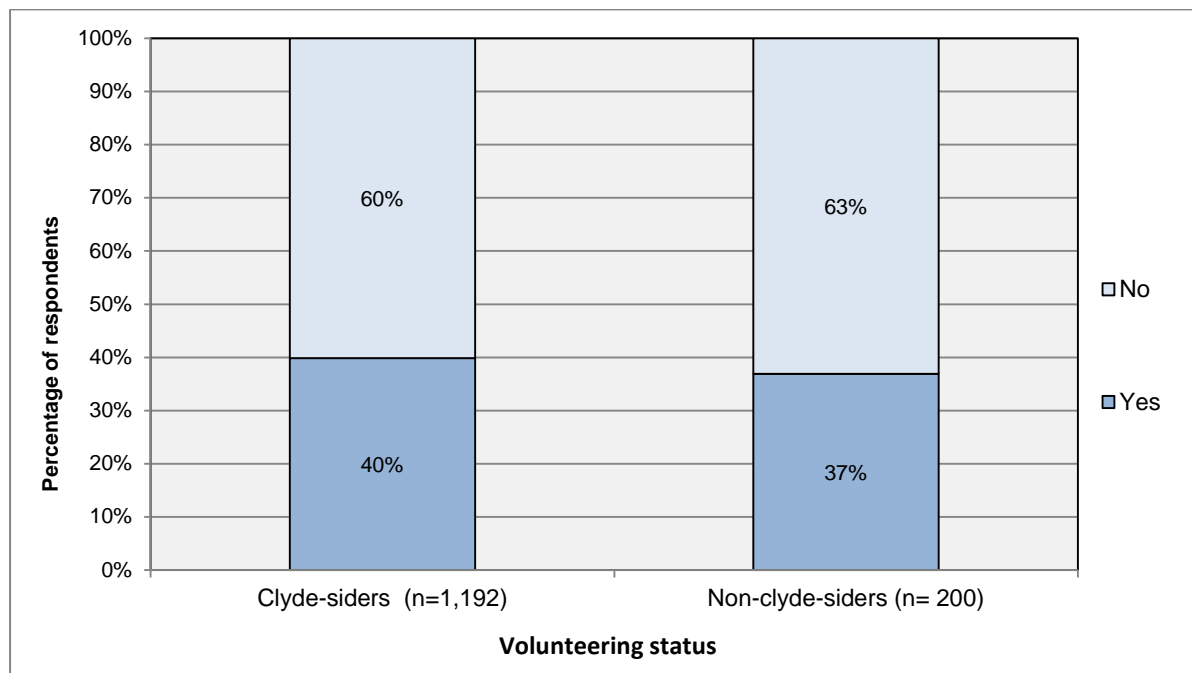


Table 4 shows statistically significant differences in sport-related volunteering between male and female clyde-siders, and male and female non-clyde-siders. Clyde-siders aged 16-24 were the most likely group to be involved in sport-related volunteering, and clyde-siders from Glasgow (31%) were less likely than those from elsewhere (41%) to participate in sport-related volunteering since the Games. Although similar differences were found in non-clyde-siders by age and area of residence, these were not found to be statistically significant.

Table 4. Participation in sport-related volunteering by gender, age and area.

Participation in sport-related volunteering	Gender		Age				Area of residence	
	Male	Female	16-24	25-44	45-64	65+	Glasgow	Elsewhere
Clyde-sider	46%	36%***	55%	37%	38%	44%*	31%	41%*
Non-clyde-sider	44%	32%*	44%	29%	40%	32%	26%	38%

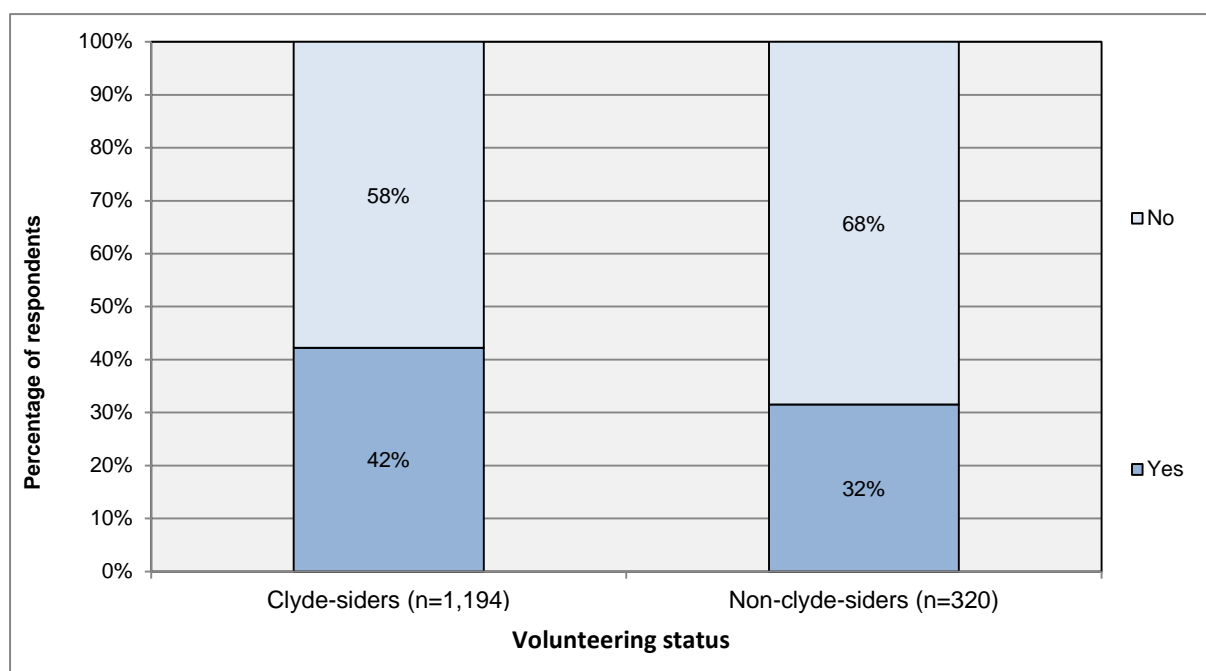
p values illustrated as follows: * $p < 0.05$, *** $p < 0.001$

Those who had not participated in sport-related volunteering since the Games (clyde-siders and non-clyde-siders) were asked the main reasons for not doing so. The most common reason was a 'lack of time' (39%) and a 'lack of opportunity' (37%), followed by 'lack of interest' (11%). Health reasons were also provided through open-ended responses, either as result of poor personal health or through caring for others.

4.2.2 Big event volunteering

Figure 6 illustrates the percentage of clyde-siders (42%) and non-clyde-siders (32%) who applied for other big events since the Games. For non-clyde-siders, the decision to not apply was more common in women than men (73% versus 61%; $p < .05$). Applicants from Glasgow were also less likely to have applied for volunteering opportunities for big events than from elsewhere, both for clyde-siders (31% versus 44%; $p < .01$) and non-clyde-siders (14% versus 34%; $p < .05$). Age did not demonstrate statistically significant differences in shaping respondents' decisions about whether or not to apply for other big events.

Figure 6: Applied to volunteer at other big events since the Games.



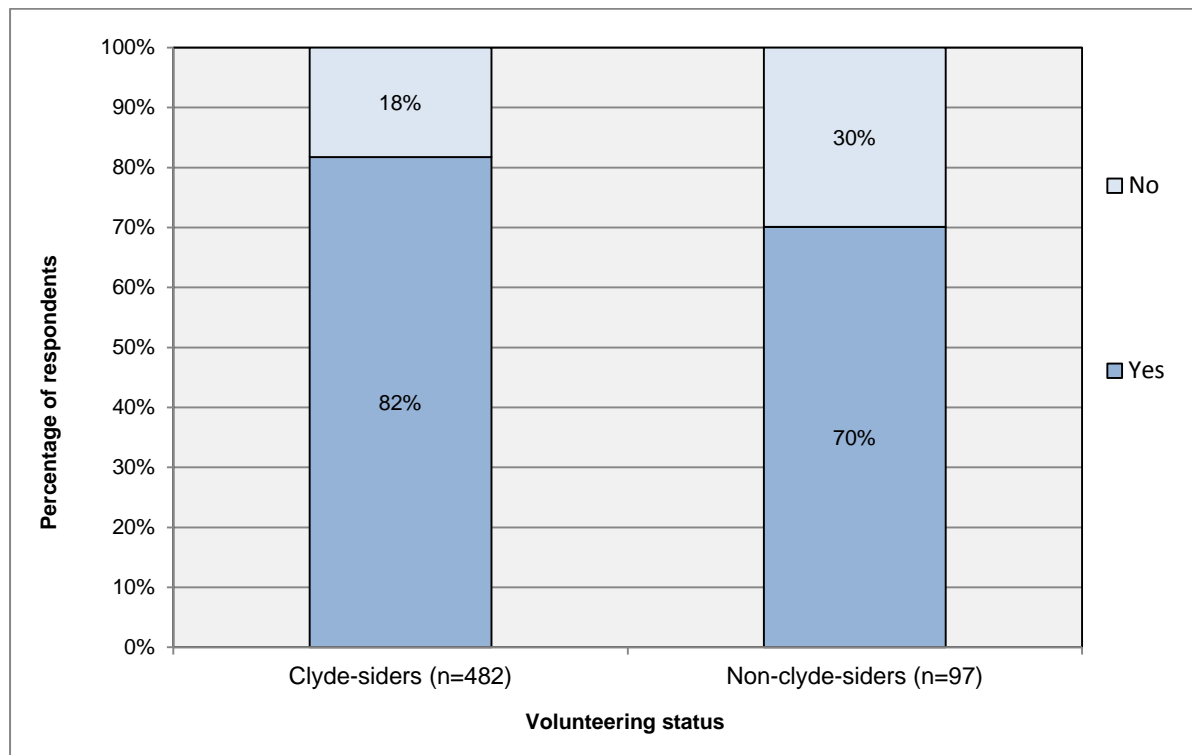
Respondents (both clyde-siders and non-clyde-siders) were then asked which big events they had applied for. Table 5 shows that a range of global and local events were listed, involving a variety of different sports. The most commonly applied for event was the Rugby World Cup 2015, held in England, ($n=48$), followed by the 2016 Olympic Games in Rio, Brazil ($n=47$) and the Kiltwalk ($n=29$), a local charity event. By sport/type of event, multi-sport events ($n=75$) were most commonly applied for, followed by rugby ($n=59$), cycling events ($n=48$), charity events ($n=44$) and gymnastics events ($n=37$). Respondents typically applied for events which included sports that featured in the 2014 Commonwealth Games.

Table 5. Most common sports and events applied for (n=464).

Sport/type of event (n)	Event (n)
Multi-sport events (75)	<ul style="list-style-type: none"> • Rio Olympic Games 2016, Brazil (47) • Baku European Games 2015, Azerbaijan (4) • Invictus Games 2015/16, USA (4) • Pan-American Games 2015, Canada (3) • Commonwealth Games 2018, Australia (3) • Other events/unspecified (14)
Rugby (59)	<ul style="list-style-type: none"> • Rugby World Cup 2015, England (48) • Other events/unspecified (11)
Cycling (48)	<ul style="list-style-type: none"> • Tour de Yorkshire, England (16) • Tour de France, France (13) • Tour of Britain, Great Britain (6) • Ride London, England (4) • Other events/unspecified (9)
Charity events (44)	<ul style="list-style-type: none"> • Kiltwalk, Scotland (29) • Moonwalk, UK (7) • Race for Life, UK (4) • Other events/unspecified (4)
Gymnastics (37)	<ul style="list-style-type: none"> • World Gymnastics Championships 2015, Scotland (23) • Other events/unspecified (14)
Hockey (26)	<ul style="list-style-type: none"> • European Hockey Championships 2015, England (8) • Hockey Champions Trophy 2016, England (11) • Other events/unspecified (7)
Badminton (21)	<ul style="list-style-type: none"> • Scottish Open Badminton Grand Prix, Scotland (8) • Other events/unspecified (13)
Running (21)	<ul style="list-style-type: none"> • City marathons, UK (13) • Other events/unspecified (8)
Golf (20)	<ul style="list-style-type: none"> • Ryder Cup 2014, Scotland (16) • Other events/unspecified (4)
Football (10)	<ul style="list-style-type: none"> • Homeless World Cup 2016, Glasgow (6) • Other events/unspecified (4)
Motorsport (9)	<ul style="list-style-type: none"> • Silverstone Grand Prix, England (5) • Other events/unspecified (4)
Other (96)	n/a

Figure 7 shows the percentage of respondents who were successful in any of their applications to volunteer at other big events after the Games. Although the majority of applicants were successful, clyde-siders were more likely to be selected (82%) than non-clyde-siders (70%).

Figure 7: Successful with applications to volunteer at big event since the Games.



Respondents (clyde-sider and non-clyde-siders) who had not volunteered at other big events were asked to describe their reasons for not doing so. Explanations were mainly attributable to one of four reasons: ‘lack of time/other commitments’; ‘lack of opportunities’; ‘discouraged by past experiences’; or ‘prioritising local volunteering’.

Lack of time/other commitments

For those stating that they did not have time to volunteer, family, work or voluntary commitments were given. Poor health was also provided as a reason by some.

“Time taken up with employment and the volunteer work I do.”

“I went back to full time employment and do not have the time at present.”

“Other family commitments and own health issues.”

Lack of opportunities

A perceived lack of opportunities was another reason that people gave for not applying to volunteer at other 'big events'.

"Not heard of any opportunities."

"No events that were in line with my interests and very little info on possible opportunities."

"I haven't noticed, been aware, or informed of any other similar events in my area."

Discouraged by past experiences

Negative experiences encountered as a clyde-sider, or of not being chosen to be clyde-sider, were important factors for some.

"I was put off after being unsuccessful in becoming a clyde-sider and decided to focus on my own community instead."

"Being rejected by the Commonwealth Games took away much of my enthusiasm."

"There haven't been any on that scale, and also I didn't want to be rejected again without knowing why."

Prioritising local volunteering

Several applicants commented that they had decided to prioritise local forms of volunteering instead.

"I think that my efforts would be more appreciated by local clubs and organisations."

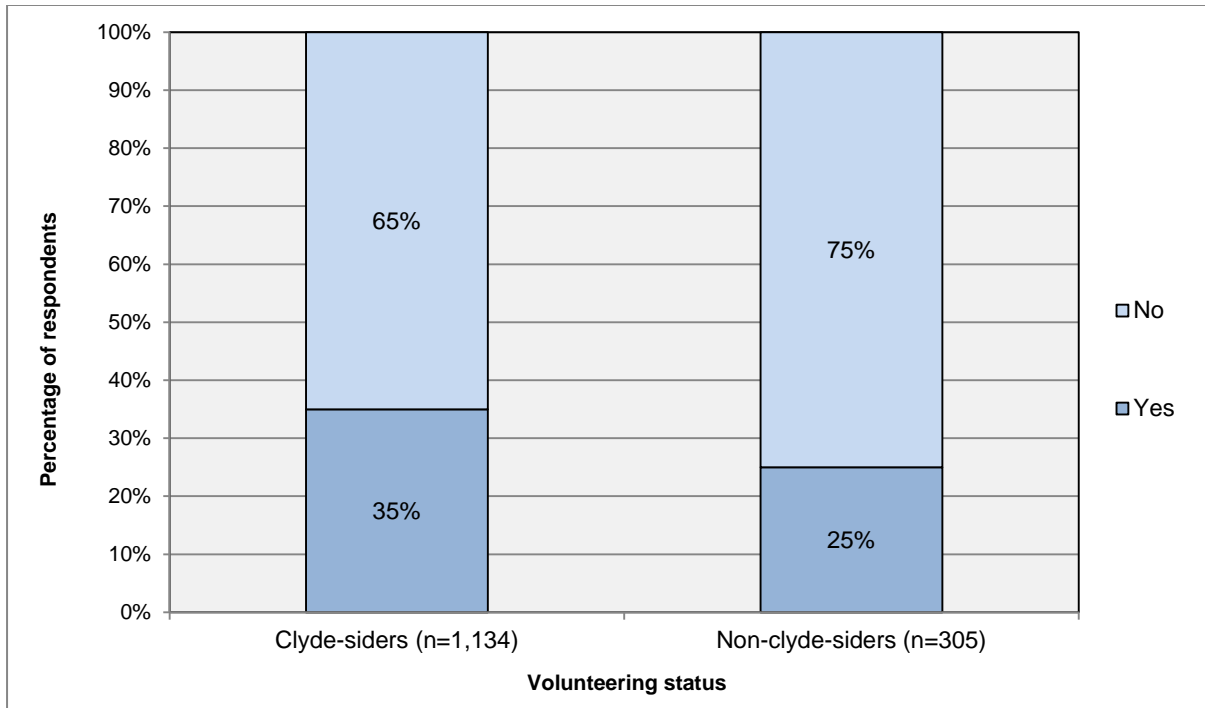
"I worked on the 2012 Olympics so felt I should do more locally on a smaller scale."

"I prefer a more local and long-term commitment to voluntary work."

4.2.3 Availability of volunteering roles

Figure 8 shows that 35% of clyde-siders and 25% of non-clyde-siders felt that the number of volunteering roles had increased in their area since the Games. Among clyde-siders, Glasgow residents were more likely than those from elsewhere to feel that volunteering roles had increased in their area (44% versus 34%; $p < .05$). Statistically significant differences were not found for gender or age in relation to the number of volunteering roles in the area.

Figure 8: Perception that volunteering roles in the area have increased.



4.2.4 Comparisons with other 'big event' volunteering

Clyde-siders were asked how their experience as a Games volunteer compared with other 'big event' roles that they had undertaken. The most common responses are summarised under the following key themes: 'scale'; 'resources and funding'; 'commitment and expectations'; and the 'role undertaken'. Comments were also provided on 'similarities' with other big event volunteering positions.

Scale

The clyde-sider programme was described as being better organised than most smaller events. Volunteering at the Games was commonly reported to involve better quality training and a higher expectation of professionalism.

"Glasgow 2014 Commonwealth Games was very well organised and training [was] excellent compared to some others."

"Commonwealth Games was exceptionally well organised compared to other events."

"World Gymnastics was very similar; other events were smaller scale and less formal training."

Resources and funding

Having more funding and resources to deliver the Games was said to have brought a greater expectation to deliver a successful event.

"Levels of funding differ so some events need volunteers to take on more as the resources are not totally available."

"More training for Commonwealth Games, but it was more complex to participate in so needed more training."

"Glasgow 2014 was a lot bigger and had a far bigger 'machine' behind it."

Commitment and expectations

Volunteering at the Commonwealth Games was felt to involve more commitment in terms of time and training.

“Glasgow 2014 was much more involved and required much more commitment.”

“Both the Commonwealth Games and the Olympics had comprehensive training and a longer time commitment. Nothing since has been as comprehensive.”

“Experiences have been similar [for local events] but training has been much less, as were expectations.”

Role undertaken

Differences were also reported when the volunteer roles undertaken were not the same.

“The experience at each one has been different because the volunteer roles have been different.”

“No training required for other event. Different role, so different experience.”

“Not as much pre-training at other events due to having role specific task.”

Similarities

Similarities with other volunteering experiences were provided when the comparable event was the London 2012 Olympic Games. Comments suggest that the volunteering model for London was replicated in Glasgow.

“I loved the fact that the Olympic model has been replicated for Glasgow 2014.”

“It was very similar to London 2012 with regard to the friendliness, teamwork and effort everyone put in.”

“Glasgow 2014 was very similar to London 2012 in terms of training, experience and expectations – London sent the handbook to Glasgow after the Olympics, so that was not unexpected.”

Although differences were reported in terms of scale, organisational requirements and expectations, respondents expressed that events tend to follow a similar pattern of implementation and that volunteers are expected to have a similar set of skills and competencies.

“All events follow a very similar pattern for application, interviews and selection.”

“The other events I have volunteered at have been on a very much smaller scale. However, all required team working (including leadership and mentoring skills) and problem solving skills.”

“All volunteering requires commitment, enthusiasm and a will to make the experience as enjoyable and fulfilling as possible for all involved.”

4.2.5 Comparisons with local volunteering

Where applicable, clyde-siders were also asked to compare the clyde-sider programme with their experience of local volunteering. Again, responses were sought in terms of both similarities and differences. Local volunteering was expressed as being less formal, requiring less lead-in time and training. Responses are grouped under the following key headings: ‘scale’; ‘professionalism’; ‘expectations and demands’; ‘support’; and ‘social interaction’, followed by examples of ‘similarities’.

Scale

In keeping with differences described in relation to the clyde-sider programme and other big event volunteering, the scale of the event was an important difference.

“The Commonwealth Games was an international event – my volunteering is local involving lawn bowling in Scotland.”

“Much different scale of participation from small local football club to Commonwealth Games.”

“Glasgow 2014 had a lot of time taken up by training, most of which was very useful. Other volunteering has been on a smaller scale & not international so didn't require as much training.”

Professionalism

The Commonwealth Games was described as involving a more formal process in terms of training and volunteer management.

“At the Games everyone had formal training and management whereas the voluntary work I do at the local football club is basically ‘mucking in’ and doing what is required.”

“The big difference is in the size of the event and the number of officials and obviously the formality of it.”

“The Games had formal training and most of the roles I have since been involved in have been informal.”

Expectations and demands

Most respondents expressed that expectations and demands were higher at the Commonwealth Games than they were in local volunteering positions.

“Much lower expectations at local events, less training and less time needed.”

“Expectations at the Games are very high in all aspects. Volunteering in the local community is on a relaxed, casual and small scale.”

Support

Big event volunteering was more commonly felt to be adequately supported. Local volunteering, meanwhile, was expressed by some as being about ‘getting on with it’ and ‘doing what is necessary’ with little or no training.

“No specific training for local events.”

“Completely different as I help to run a boys football club. No training or support for this but my experience helped.”

“Little or no training offered. An expectation to just get on and do it.”

Social interaction

The opportunity to socialise was considered by some to be a similar aspect of local and big event volunteering, but many also suggested that the longer-term nature of local volunteering provided more opportunities for lasting friendships to develop.

“More regular [local volunteering] and you get to know people better.”

“Local events smaller and more frequent so you get to know other volunteers better.”

“Less opportunity to forge lasting working relationships/friendships.”

Similarities

Similarities were described in relation to meeting like-minded people, when the roles undertaken were similar and in the feeling that could be gained through the act of helping others.

“Meeting like-minded folk.”

“Obviously on a much smaller scale but the same sense of enjoyment and feeling – the feel good factor just to have taken part and helped.”

“All were similar in that teamwork and communication were at the forefront.”

4.3 Social connections

All applicants were asked whether and how they maintained social contact with people that they met through the application process or participation in the volunteer programme (Appendix: Q14&15). Figure 9 shows that 64% of clyde-siders and 18% of non-clyde-siders remained in contact with at least one person that they had met. Younger clyde-siders were more likely to have kept in touch (80% aged 16-24, 75% aged 25-44, 61% aged 45-64, 58% aged 65+; $p < .001$).

For clyde-siders, 44% kept in touch with 1-2 people, 27% with 3-5 people and 30% with more than five people. For the small proportion of non-clyde-siders who maintained social contact, most kept in touch with 1-2 people (56%) or five or more people (39%). The rest (5%) reported keeping in touch with 3-5 people.

Figure 9: Kept in touch with people met during application process.

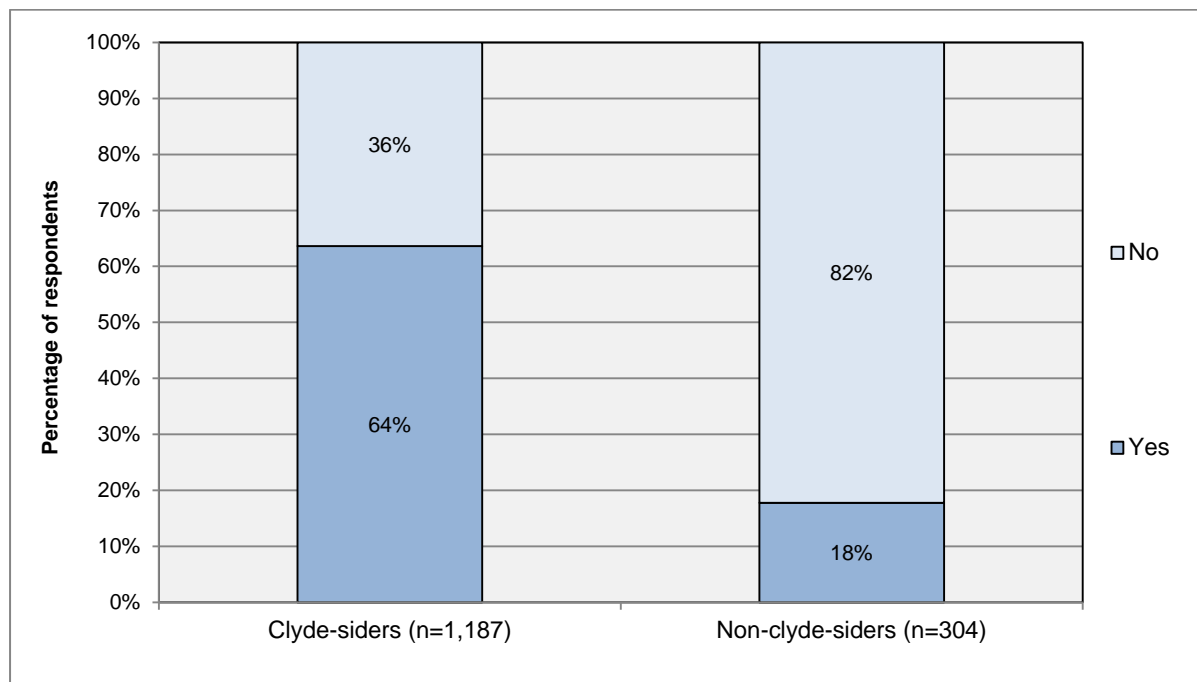


Figure 10 shows how people kept in touch with other applicants, combining clyde-siders (n=756) and non-clyde-siders (n=52). The most common way of keeping in touch was through social media (71%), followed by face-to-face contact (48%), email (42%), telephone (14%), writing (3%) and video calling (2%). For those who stated other (6%), monthly get-togethers, re-unions and other volunteering posts were commonly mentioned.

Figure 10: Means of keeping in touch with other applicants (n=808).

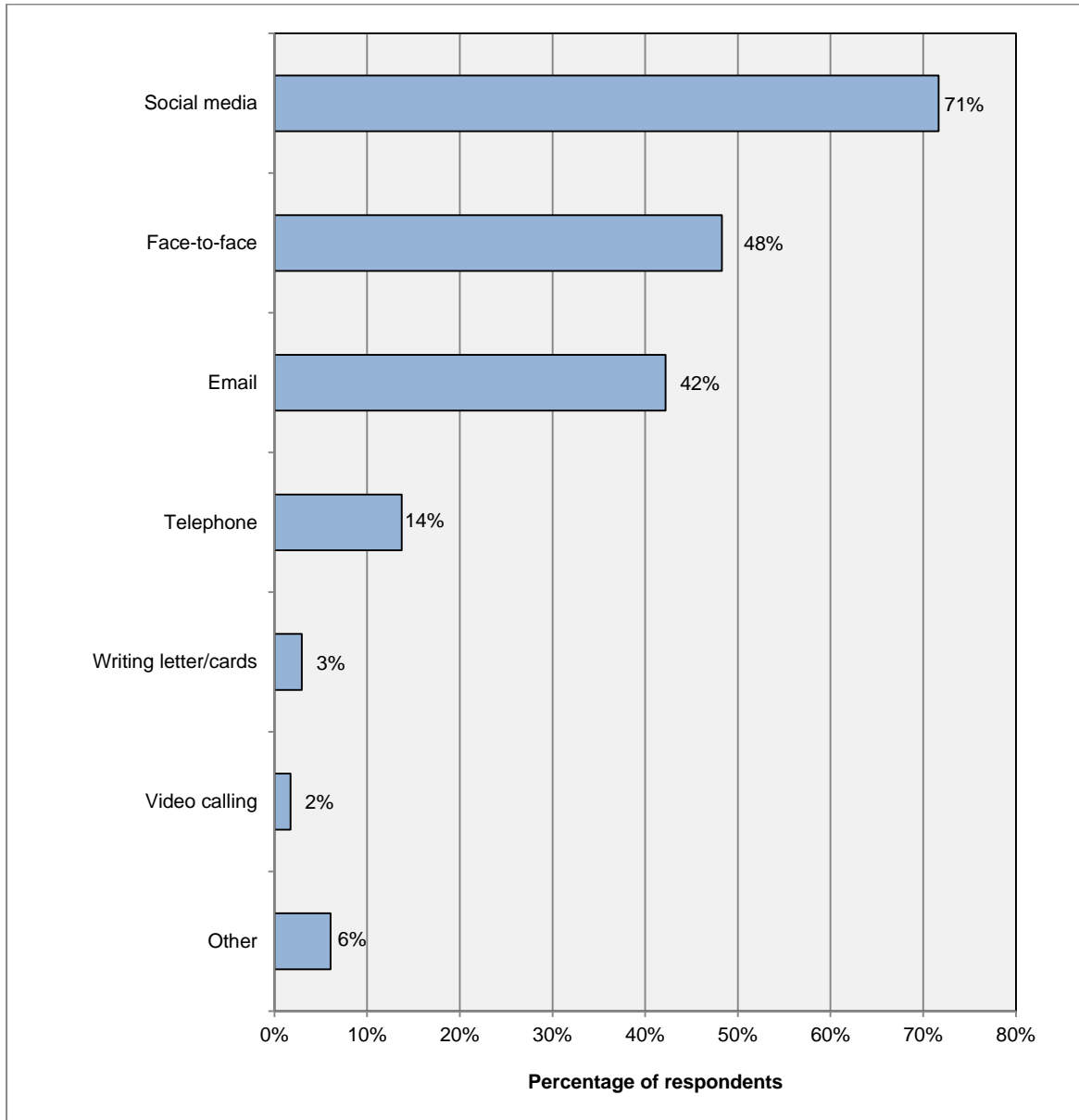


Table 6 displays further analysis by gender, age and area of residence on methods of staying in touch with people met during the application for, and participation in, the Games. Statistically significant differences in the use of social media were found for gender ($p < .001$) and age ($p < .001$), with women and younger respondents most likely to use this form of communication. Face-to-face contact as a means of staying in touch demonstrated statistically significant differences for age ($p < .05$) and area of residence ($p < .05$). Differences were less pronounced than they were for social media, yet older respondents and those from Glasgow were most likely to keep in touch face-to-face. Statistically significant differences were also found for the use of email by gender ($p < .01$) and age ($p < .001$). Men and older respondents were more likely to use this mode of communication.

Table 6. Means of keeping in touch by gender, age and area (n=808).

Means of keeping in touch	Gender		Age		Area	
	Male	Female	16-24	25 or older	Glasgow	Elsewhere
Social media	62%	80%***	95%	72%***	71%	73%
Face-to-face	52%	53%	44%	49%*	57%	46%*
Email	49%	37%**	15%	43%***	37%	43%
Telephone	15%	13%	13%	13%	14%	13%

*p values illustrated as follows: * $p < .05$, ** $p < .01$, *** $p < .001$*

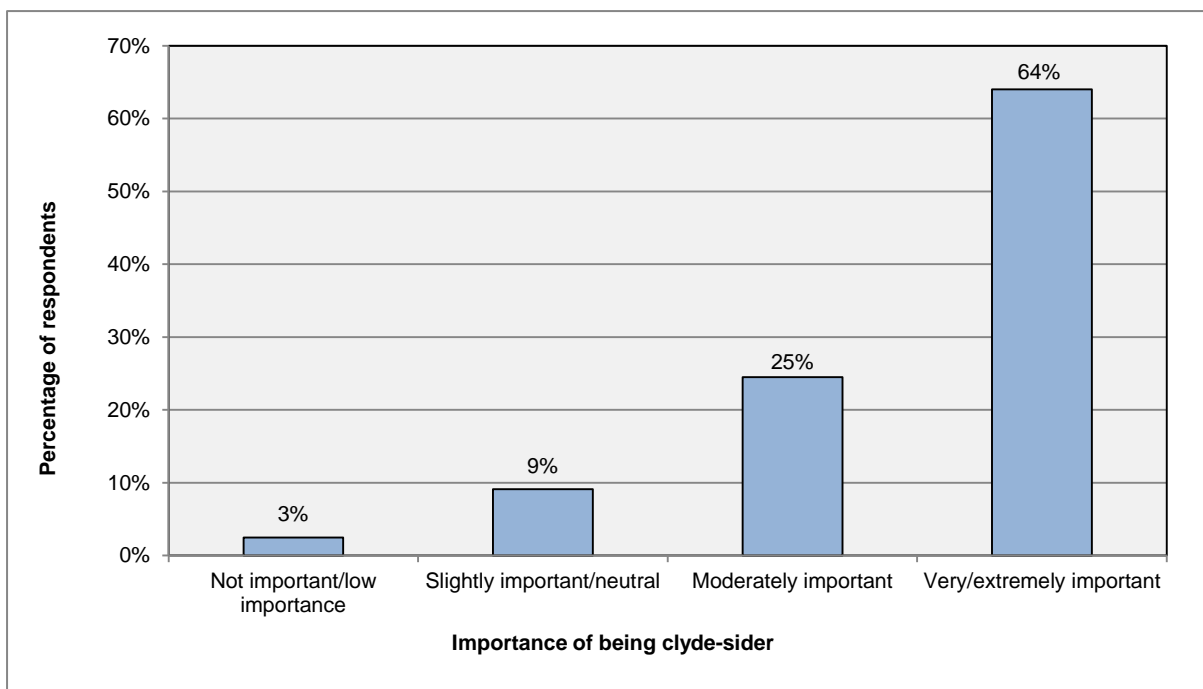
4.4 Personal reflections

Clyde-siders were asked to reflect on their volunteering experience of the Glasgow 2014 Commonwealth Games through questions about the impact it had on their life, their enduring memories of the Games and their reasons for recommending/not recommending big event volunteering to others (Appendix: Q16-20).

4.4.1 Importance of being a clyde-sider in life

Clyde-siders were asked how important being a Games volunteer was in their life (Figure 11). Almost two-thirds (64%) felt the experience was either 'very important' or 'extremely important' to them. Just 3% felt that their experience was 'not important' or of 'low importance'.

Figure 11: Importance of being a clyde-sider in their life (n=1,195).



All applicants were then asked an open-ended question on how the Glasgow 2014 Commonwealth Games experience affected their life. This question was included to gain insight into the long-term impacts of being involved. For clyde-siders, the experience was more likely to have had a profound and positive effect on their life. Although some intimated that it had not had an impact, only a handful stated that the impact had been negative. Responses from clyde-siders are summarised under the following headings: 'confidence and self-esteem'; 'retirement'; 'perspective and outlook'; 'memories and stories'; 'tolerance and understanding'; 'volunteering perspective'; 'pride'; and 'making the most of life'.

Confidence and self-esteem

A small number of respondents commented that the experience had been damaging to their self-confidence. However, confidence was more commonly described in positive terms, particularly in relation to social situations, trying new things, being more independent or getting on with life following a difficult period.

“Given me more confidence to do things on my own.”

“It helped my confidence in everything I do.”

“I’m more confident in my abilities and am more likely to push myself in to situations I wouldn’t have gone in to before.”

Increased confidence was also said to have been responsible for tangible life changes such as gaining employment, taking on more responsibility at work or doing other forms of volunteering.

“It helped me gain experience and confidence which has helped me in many situations such as job interviews.”

“I have become more interested in other forms of volunteering and am developing more confidence in applying for things.”

“It has strengthened and increased my confidence in becoming involved with other groups. I am more likely to volunteer and work with different people having had the experience of working in the Games.”

Retirement

For those who had recently retired, the opportunity to volunteer provided an important transition into a new life phase, confirming for some that it would be rewarding use of their time.

“It provided a great way for me to make the transition to retirement.”

“Was a good experience and confirmed I would enjoy volunteering after retirement.”

“I now look for opportunities to volunteer and as I recently retired, I can enjoy volunteering more often.”

Perspective and outlook

Clyde-siders commented that the experience had shaped their perspective or outlook on life. This was expressed in terms of what they now value and how they now live their life.

“It has given me a different perspective and enabled me to rethink my working life in a positive way.”

“It has given me a different outlook in how I live my life and how I can affect things in my community.”

“It has given me a much more positive outlook on life.”

Memories and stories

Memories of the Games were felt to be important as they gave people something to look back on for the rest of their life.

“It has given me some lovely memories to look back on.”

“I have the memories of being part of it all and I am so glad I did it, especially now that I know I won’t be capable of it again, physically.”

“It has provided great memories that cannot be taken away from me.”

Memories were important not only for personal reasons, but also because they allowed stories of the experience to be shared with others.

“It has given me stories, confidence and happy memories.”

“It makes for some good story telling.”

“I enjoy looking back to 2014 and telling the stories to friends and family.”

Tolerance and understanding

Increased tolerance towards other volunteers and a greater appreciation of common cultural practice in other nations was mentioned.

"I am more tolerant and patient."

"It's changed the way I look at other people and made me more considerate of their needs."

"Has made me far more accepting of other people's cultures."

Volunteering perspective

Volunteering was described in relation to behaviour and intentions, as well as the role it played in shaping society. Many commented that they are more involved in volunteering now than they were before the Games.

"I am very much aware now of how volunteering is key in the community and look for opportunities to support."

"I now actively look for opportunities to volunteer."

"I have always been active in my community but since the Games I find that I volunteer at more sports events."

Pride

Personal feelings of pride were expressed as a result of being able to contribute to the success of the Games. Responses relating to pride were also given in relation to how Glasgow handled the Games.

"I'm proud to say I was involved in Glasgow 2014 and it's something I will be proud of lifelong."

"Glad to have taken up the opportunity. Proud of my city."

"I live near Glasgow... I think the Games improved its reputation."

Making the most of life

Clyde-siders reported a renewed enthusiasm to make the most of life. A number of people commented that they now felt more compelled to seize opportunities and make positive changes in their life.

“Gave me a forward focus of what to do in retirement. Showed that I could try and succeed at new projects.”

“I have become more focused on making positive changes to my own life and that of my family.”

“I don't know about roles increasing but it opened my eyes to the idea of seizing opportunities that come along.”

Non-clyde-sider responses

Non-clyde-siders who commented on how the Glasgow 2014 Commonwealth Games experience affected their life commonly reported that it did not have an impact. Some stated that the question was not relevant to them having not been selected. Others, meanwhile, reported that the process of not being selected affected them in a negative way, commenting that the experience put them off volunteering at other major events.

“I am now very cynical about volunteering for a big event.”

“It put me off bothering to volunteer for events such as this.”

“I am afraid I was left disappointed with my experience with the Glasgow 2014 Commonwealth Games.”

Although not contributing as a volunteer, some non-clyde-siders spoke more broadly about their experience as a spectator or a local resident during the Games. Feelings of pride were expressed in terms of how the Games were delivered and how they reflected on the city.

“I wasn't selected for interview so wasn't a clyde-sider but was very proud to have the Games so close to home and then to turn out so successfully.”

“No direct impact other than a greater pride in the city and greater awareness of transport facilities.”

“I was not chosen as a clyde-sider but was very proud to give informal advice .e.g. directions to visitors to the city.”

4.4.2 Enduring memory of being a clyde-sider

Clyde-siders were asked what their enduring memory of being Games volunteer was. Responses most commonly related to one of six positive themes: ‘a social experience’; ‘a sense of togetherness’; ‘a feel good factor/a buzz’; ‘fortunate to be part of it’; ‘a cultural transformation’; and ‘the friendliness of Glaswegians’. Negative memories, which were much less commonly offered, could mainly be grouped under the heading of ‘being underutilised’. A visual representation of the most commonly offered enduring memories is provided by a word cloud (Figure 12).

A social experience

The social aspect of volunteering had a lasting impression on many volunteers.

“Having a great time with the people I was working with.”

“The whole experience was absolutely amazing!! But in particular it really was the friendliness of the other clyde-siders that I will always remember.”

“My enduring memory is of the fun we had and new friends that I made for life.”

A sense of togetherness

The sense of togetherness that being a clyde-sider evoked was something that respondents looked back on with fond memories.

“The feeling of togetherness within the clyde-siders and all of the visitors to the Games.”

“The camaraderie and team spirit was just something else... it was incredible.”

“A great sense of togetherness and friendly determination to make the Games successful for Glasgow.”

A feel good factor

Coupled with the sense of togetherness was the unique atmosphere generated in the city during the Games. While many looked back with nostalgia, some expressed disappointment that this feeling had since dissipated.

“The amazing atmosphere and the friendliness of the people. The city was buzzing with visitors and workers and everyone had the most amazing time.”

“Good to be able to contribute to the success of the Games for Glasgow and Scotland. The City had a real positive buzz which has unfortunately faded away.”

“Glasgow was absolutely buzzing and the atmosphere was incredible!”

Fortunate to be part of it

Many volunteers looked back with pride and good fortune having been part of the experience. Pride was expressed from a personal perspective and in Glasgow for being such a successful host city.

“It was a great experience to be part of and I was incredibly proud I was chosen.”

“The whole experience of the Games made me feel more proud of my city and my country and getting to participate in such a fantastic event is something I will never forget.”

“I can genuinely say I will always remember it with great fondness. I was lucky to work in a brilliant team and have kept in touch with many of them.”

A cultural transformation

Through greater exposure to people from around the world, respondents suggested that a cultural transformation took place during the Games.

“I got the opportunity to meet and be involved with such a vast variety of people from the British Commonwealth. It was a great experience to broaden my learning of different cultures and people.”

“The multicultural alliance that evolved in Glasgow during the events and the total feeling of friendliness in the city.”

“The people I met from all over the world and hearing their different stories and reasons for being at the Games.”

The friendliness of Glaswegians

The friendly and welcoming nature of Glasgow's people was the enduring memory given by many volunteers.

“The people of Glasgow were so friendly and helpful.”

“The people of Glasgow. They were welcoming and proud of their city.”

“The enthusiasm & spirit of ordinary Glaswegians.”

Being underutilised

Negative enduring memories were also shared. In keeping with open-ended responses given in the first follow-up survey, some people felt underutilised or bored.

“Most enduring memory was of frustration at time wasted after very early start (e.g. 5.30am) from home.”

“I enjoyed being a clyde-sider but felt a lot of time was wasted.”

“Boredom, insufficient involvement due to over staffing.”

Figure 12 provides a visual representation of the 50 most common words used to describe enduring memories. The most common words were 'people' and 'Glasgow', followed by 'proud', 'team', 'part of', 'friends' and 'enjoyed'. The word cloud illustrates that responses were predominantly positive.

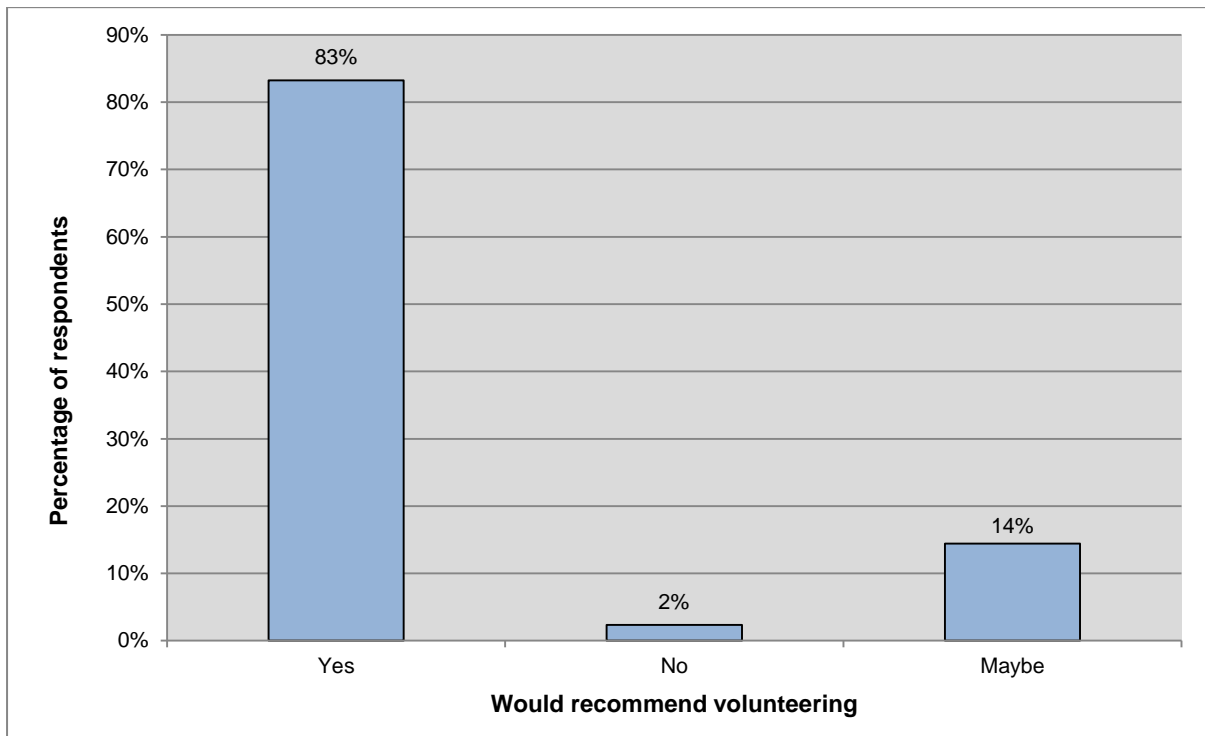
Figure 12: Word cloud of most common enduring memories of being a clyde-sider.



4.4.3 Recommending volunteering to others

Clyde-siders were asked if they would recommend volunteering to others, considering the costs involved (Figure 13). Most clyde-siders (83%) said that they would, 14% answered that they might and 2% stated that they would not.

Figure 13: Would recommend 'big event' volunteering to others (n=1,194).



Additional comments on the merits of big event volunteering by clyde-siders revealed that the financial circumstances of applicants were felt to be important, with many citing high costs as a reason that it was not a viable option for everyone.

“Is a great opportunity but probably not one most people could afford to do very often.”

“Only if it is realistic for the person to be able to afford it.”

“Each time I have volunteered it has financial implications and costs me money, and now I am not in a position to have the spare cash to volunteer for major events.”

However, despite acknowledging that not everyone could afford to volunteer, the prevailing feeling was that the rewards for taking part outweighed the costs involved.

“The cost is far outweighed by being part of something!”

“The experience far outweighs any cost.”

“Although the personal cost is great, what you gain in memories is so much more.”

Specific benefits were expressed on it being rewarding and unique, as well as for the feeling that being part of something provides.

“I do this instead of going on holiday because I love being part of such big events and find it really rewarding.”

“The feeling of being part of a large event cannot be replicated elsewhere.”

“It’s life-changing. Do it! You get out so much more than you put in.”

5. Discussion

This section explores possible explanations for the results, drawing on past findings in this study and wider literature on the long-term impacts of mega-event volunteering.

Consideration is also given to any statistically significant differences found by age, gender and area of residence.

5.1 Demographic profile of the sample and the wider applicant population

The demographic profile of this sample does not reflect the wider population of volunteer applicants for the Glasgow 2014 Commonwealth Games. In particular, young and Glasgow-based applicants are under-represented. Analysis by age and area of residence shows how a more representative sample could influence the findings. While additional sample demographics were not available for the population of 'most applicants', comparisons with the Scottish population show distinct differences. An example of this is educational attainment, where 68% of the sample have a first degree or higher compared with 26% of the Scottish population. Previous research on 'big event' volunteering shows that the proportion of volunteers who are educated to a degree level tends to be higher than the general population¹, although not to the extent seen in clyde-sider applicants.

5.2 Volunteer experience by age, area and gender

Cross-tabulations by gender, age and area of residence show that demographic factors were important in shaping how respondents experienced the clyde-sider programme and what impact it had on them over the longer term. In particular age was an important determinant of how the Games were experienced, with younger applicants tending to report better outcomes after participating as a clyde-sider (e.g. the use of skills, volunteering levels after the Games and the number of people kept in contact with afterwards). The association between being young and keeping in contact with other volunteers is perhaps explained by a greater use of social media in this age group. For older volunteers, open-ended comments show that newly retired volunteers used the Games to transition into a new phase in their life. For some the experience provided confirmation that volunteering after the Games would be a rewarding use of their time. With population projections indicating a substantial growth in over-60s in years to come², more flexible forms of employment and voluntary work are likely to assume greater importance in meeting economic and societal needs.

Being from Glasgow also had an important influence on a number of outcomes. Some of these were positive, such as feeling that the number of volunteering roles had increased in the local area and remaining in contact with people through face-to-face contact. However, further findings reveal that other legacy outcomes were less positive in volunteers from Glasgow. This included the subsequent use of skills developed during the Games, volunteering at least once a week afterwards and applying for other 'big event' volunteering positions. These findings bear significance given that volunteering rates in Glasgow remain below the national average³, although it is worth noting that the profile of Glasgow-based volunteers may be slightly different to those from elsewhere. Volunteers from out-with Glasgow are perhaps more likely to have been recruited for their specialist experience in volunteering roles, whereas Glasgow-based volunteers may have applied to take advantage of a local opportunity. Differences by gender were less pronounced than they were for age or area of residence, although generally outcomes were more positive in men than women. Men were more likely to have used skills subsequently, to volunteer more than once a week and to be involved in sport-related volunteering. Another gender difference was that women were more likely to keep in touch with others through social media.

5.3 Skills used since the Games

In keeping with findings from the first follow-up survey and of Games-maker volunteers at London 2012⁴, most respondents reported that they already had a range of skills or did not develop them though the volunteering programme. This is perhaps not surprising given the high proportion of applicants who were degree-educated and had previous volunteering experience. Notwithstanding this, those who did develop skills were likely to report using them regularly, suggesting that mega-event volunteering programmes can helpfully enable people to develop useful skills when targeted at population groups that are most able to benefit from them. Listening, teamwork and communication were the skills used by the highest proportion of respondents 'more than occasionally', and it is notable that these skills were reported to have been developed to a greater extent than any other in the first follow-up survey. The benefits of developing skills in volunteers are illustrated through various examples of how they have been used, such as in current employment, to find new work or in interview situations. The development of skills that are useful for employment is consistent with findings reported by London 2012 Games-makers⁵. Skills development and/or increased confidence was also expressed as being more broadly beneficial, enabling people to develop resilience in coping with everyday situations. In keeping with findings in the first follow-up, younger volunteers benefited more from the development of skills. This suggests

that if skills development or reducing youth unemployment is a key legacy ambition for future events, then consideration should be given to the proportion of young volunteers recruited.

5.4 Volunteering since the Games

In relation to several aspects of volunteering, both clyde-siders and non-clyde-siders demonstrated positive changes in behaviour. While improved outcomes were slightly more common in the clyde-siders than non-clyde-siders (e.g. applying for other big event volunteering roles and believing that the number of volunteering roles in their local area had increased), there is little to suggest that the experience of not being selected had a long-term negative effect. On the contrary, the proportion of non-clyde-siders volunteering two years after the Games was high (92%). In terms of frequency, both were more likely to spend at least some time volunteering two years later than they were four months after the Games. For clyde-siders this is perhaps explained by taking a break from volunteering or returning to other commitments immediately after the Games.

The main reasons given for not applying for other big event volunteering programmes were a lack of awareness about other volunteering opportunities or focusing on local volunteering instead. Comments on the differences between big event and local forms of volunteering reveal a prevailing view that they involve very different experiences. In particular, local forms of volunteering were reported to be 'less glamorous', with a greater expectation to 'muck in'. Big event volunteering, meanwhile, was seen to be more professional and geared towards ensuring that volunteers are equipped to meet the demands of their role. Overall the proportion of respondents who applied to do further big event volunteering was high, suggesting that this type volunteering remains an attractive option.

5.5 Social connections

The clyde-sider programme provided an opportunity for most clyde-siders (64%) to forge friendships. This proportion is considerably higher than the percentage of Games-makers at London 2012 who made friends that they intended to stay in touch with (44%)⁶. Clyde-siders kept in touch with others using a range of communication modes, with social media being the most common. Face-to-face contact was used by fewer than half of respondents, suggesting that long distance friendships may have been sustained through online groups rather than on an individual basis. Non-clyde-siders were far less likely to have kept in touch with people that they had met through applying. This may be expected given their limited involvement in the programme.

5.6 Personal reflections

Most clyde-siders enjoyed a positive and rewarding experience which they now look back on with pride and satisfaction; illustrated by the finding that almost two-thirds felt that involvement was 'very' or 'extremely' important in the life. This finding is supported by a headline finding from the first follow-up survey, where 94% were 'positive' about the experience⁶. Another notable finding on the lasting impression of the Games was that many volunteers valued the memories that they were able to take from the experience. Having positive memories provided rich life experiences that could be relayed to others through storytelling. Although most clyde-siders said that they would recommend big event volunteering to others, many also reported that the costs were high, which would result in some being "priced out". This was supported by two findings from the first follow-up: firstly that younger clyde-siders were more likely to report that cost was an important factor in shaping their decision about whether or not to apply, and secondly that a third of volunteers said that they had spent more than £250 during the Games⁷. These findings re-enforce the importance of providing financial assistance to volunteers on low incomes.

5.7 Harnessing the energy from the Games

Enduring memories provided point to the creation of a unique atmosphere and a sense of togetherness in Glasgow during the Games. This atmosphere was reported by some to have since disappeared, although the Games legacy for Glasgow remained in helping to shape an improved external image and in the greater sense of belonging that people who had recently moved to the city felt. This raises an important question around how to sustain momentum in the aftermath of a successful big event. The European Championships in 2018 will provide an opportunity to recapture the spirit of the Commonwealth Games; a key challenge will be to harness this energy to ensure lasting benefits.

5.8 Summary

The findings presented here demonstrate a range of societal and individual legacy benefits of volunteering as a clyde-sider. For non-clyde-siders, legacy benefits appear to be limited, although importantly the experience of not being selected has not had a detrimental effect on most applicants' confidence or subsequent volunteering behaviour. From a city-wide perspective, the Games appeared to play an important role in strengthening social cohesion and demonstrating the important role that mass volunteering can play in shaping social conditions. Perhaps most positive in this respect was the perceived role of the Games in shaping a more positive identity for Glasgow.

6. Implications for policy and practice

Findings presented here provide learning that could help to shape future 'big event' volunteering programmes in their design, promotion and delivery. Beyond this, they provide valuable insight into whether large-scale volunteering programmes can shape volunteering levels in the wider population, as well as how involvement can influence the subsequent behaviour of those involved. Implications for policy and practice are provided in the recommendations below.

6.1 Target population groups with the most to gain

Positive outcomes on volunteering levels, the subsequent use of skills developed, maintaining social connections and changes to perspective and outlook suggest that participation in well-organised volunteering programmes can bring important population benefits in the longer-term. While the imperative of delivering a successful and well-run event may be an important priority for Games organisers, ensuring opportunities are available to applicants who could benefit most from the experience is also important. A balance needs to be struck between ensuring that volunteers are experienced (to aid delivery and support others) and inexperienced (to reap the long-term benefits of participation).

6.2 Tailor the experience to the expectations of different population groups

Findings here, and from other research undertaken as part of this study, clearly indicates that age, gender and area of residence had an influence on pre-Games expectations, how the Games were experienced and what impact involvement had in the longer term. Targeting younger applicants may be the most effective way of maximising positive legacy outcomes around skills development and subsequent volunteering levels, although findings from this study have shown that other population groups may benefit in other less tangible ways. Identifying the expectations of different population groups in advance of future volunteering programmes will help organisers to tailor the experience accordingly.

6.3 Support those who are not selected

Findings here and from the first follow-up survey suggest that despite initial disappointment, and in some cases dissatisfaction with the selection process, most respondents who did go on to become volunteers were not adversely affected in the longer-term. Despite this, certain actions taken at the time of recruitment and afterwards can reduce any negative impacts. For example, respondents to the first follow-up survey stressed the importance of transparency in terms of the selection process, as well as the wish to receive feedback on their application form or interview performance. Tempering early disappointment may also

be achieved if unsuccessful applicants are signposted to other volunteering opportunities, be it local or large-scale events.

6.4 Learning for the 2018 European Championships in Glasgow

Findings from this study provide useful learning for the design and delivery of the volunteering programme at the 2018 European Championships in Glasgow. In particular learning derived from the baseline survey on pre-expectations provides useful findings on what volunteers may wish to get out of the experience, while first follow-up findings show which aspects of the programme were successful and could be improved upon. The findings reported on here demonstrate how the design and delivery of volunteering programmes can shape subsequent attitudes, behaviour and outcomes.

6.5 Further research

Findings on volunteering since the Games show that Glasgow-based clyde-siders had volunteered less frequently than volunteers from elsewhere and were less likely to apply to volunteer at other big events after the Games. This is perhaps explained by Glasgow-based applicants being more likely to be first time or less frequent 'big event' volunteers, although further research would be needed to confirm this. Further research may also be undertaken to better understand the importance of age in shaping the volunteer experience. In particular there may be some merit in exploring the role that big event programmes can play in shaping volunteering levels and other wider outcomes in young people and those who have recently retired.

Appendix: Survey questions reported on

Section 1: Subsequent use of skills developed

1) Many clyde-siders stated they had developed specific skills from their volunteering experience during the Glasgow 2014 Commonwealth Games. Please indicate the extent to which you have subsequently used those skills.

	Never	Rarely	Occasionally	A moderate amount	A great deal	I didn't develop this skill during the Glasgow 2014 Commonwealth Games	I already had this skill
Communication skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Teamwork skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leadership skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organisational skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Problem solving skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Listening skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time management skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2) Is there anything else you would like to say about how you have used your skills developed during the Glasgow 2014 Commonwealth Games?

Section 2: Volunteering since the Games

3) How has your Glasgow 2014 Commonwealth Games experience impacted on your levels of volunteering?

	I do much less	I do less	It's remained the same	I do more	I do much more
Formal volunteering (e.g. giving up time to help clubs, charities, organisations, etc. in an unpaid capacity)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Informal volunteering (e.g. giving up time to help people who are not relatives, like a neighbour)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4) Since the Glasgow 2014 Commonwealth Games, how frequently have you given up your time to help clubs, charities, campaigns or organisations in an unpaid capacity?

<input type="radio"/> None
<input type="radio"/> Less frequently than once a year
<input type="radio"/> Less than once a month but at least once a year
<input type="radio"/> Less than once a week but at least once a month
<input type="radio"/> About once a week
<input type="radio"/> Several times a week

5) Since the Glasgow 2014 Commonwealth Games, have you given up any time to sport-related volunteering in your local community?

6) Have you applied to volunteer at any other big events since the Glasgow 2014 Commonwealth Games?

<input checked="" type="radio"/> Yes
<input type="radio"/> No

7) Which big events have you applied for?

8) Were you successful with any of your applications to volunteer at big events since the Glasgow 2014 Commonwealth Games?

<input type="radio"/> Yes
<input type="radio"/> No

9) Which big events did you volunteer at?

10) Please tell us why you haven't applied to volunteer at any other big events.

11) Do you think the number of volunteering roles has increased in your area since the Glasgow 2014 Commonwealth Games?

12) What have been the similarities or differences, if any, between the Glasgow 2014 Commonwealth Games and other big events (for example, in terms of training, experiences and expectations)?

13) What have been the similarities or differences, if any, between the Glasgow 2014 Commonwealth Games and sports-related volunteering in the local community (for example, in terms of training, experiences and expectations)?

Section 3: Social aspects of volunteering

14) How many people have you kept in touch with that you met as a result of applying to be a clyde-sider?

<input type="radio"/> None
<input type="radio"/> 1-2
<input type="radio"/> 3-5
<input type="radio"/> More than 5

15) How have you kept in touch with others you met as a result of applying to be a clyde-sider?

<input type="checkbox"/> Face-to-face
<input type="checkbox"/> Telephone
<input type="checkbox"/> Writing letter and/or cards
<input type="checkbox"/> Email
<input type="checkbox"/> Social media (e.g. facebook, twitter, instagram, snapchat, etc.)
<input type="checkbox"/> Video calling (e.g. facetime, skype, etc.)
<input type="checkbox"/> Other (please specify) <input type="text"/>

Section 4: Personal legacy

16) How important was being a clyde-sider in your life?

<input type="radio"/> Not at all important
<input type="radio"/> Low importance
<input type="radio"/> Slightly important
<input type="radio"/> Neutral
<input type="radio"/> Moderately important
<input type="radio"/> Very important
<input type="radio"/> Extremely important

17) Please tell us how your Glasgow 2014 Commonwealth Games experience has affected your life?

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18) Overall, looking back, what is your enduring memory about the whole experience of being involved in the Glasgow 2014 Commonwealth Games as a clyde-sider?

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19) Considering the costs involved (e.g. time, travel, accommodation, child care, etc.), would you recommend applying to become a volunteer for a major event?

<input type="radio"/> Yes
<input type="radio"/> No
<input type="radio"/> Maybe

20) Why do you say so?

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