

## ONE PAGE SUMMARY OF SLC/VC MEETING

(For use by VC Regional Reps)

The annual joint SLC/VC meeting took place in London on 30th November 2022. The following provides an update for use by the Regional Reps on the VC to share with their Regions and Areas. Update on the CSSC Strategic Plan 2023-2028 and the Operational Plan for 2023.

The CEO, Matt Bazeley, gave an update on the five year strategic plan which has been reviewed by the CSSC Management Board and discussed at Regional Conferences. It will be published in January 2023. Matt provided the context for the plan and the key focus areas. The priority is to recover membership and return to pre-pandemic levels. The volunteers will play an important part in this recovery, so the plan includes the need to support volunteers with training and recognition. A target has been set to recruit 100 new volunteers a year into CSSC.

The Group Operations Director, Wendy Eley, gave an update on the Operational Plan for 2023 which has been passed to the CSSC Management Board for approval. She highlighted the link between the priorities for 2023 and the Strategic Plan goals. The Operational Plan will be focussed on three priority programmes which will be underpinned by the core programme of work required to keep the company functioning (such as finance, HR, compliance and technology).

The programmes of work are:

- Member Growth – all activities that recruit and retain members
- Member Experience – all activities that provide benefits to members, from their website experience through to local and national offers and sport.
- Volunteer Development – all activities that will further develop the volunteer experience, including recruitment, training, recognition and communication. Review of the Sports Improvement Plan and Volunteer Improvement Plan.

The Chairs of the two Committees, Elaine Benn and Ian Campbell, introduced the two improvement plans and highlighted that the development of both plans had been overseen by the respective committees and were now in excellent shape. This was an opportunity for committee members to review both plans together and highlight any final thoughts before publication in January. Several topics were discussed including the role of the Regional Sports Liaison Officer (SLO) through to the development of a volunteer training platform. The points raised have been captured for action by the respective committees.

Regional Conference Feedback- Andy Burdett gave a short update over a working lunch on the Regional Conferences that have taken place to date. Attendance has generally been good at the conferences, and attendees have received updates from the CEO as well as presentations from Alastair Smart on volunteer roles and responsibilities. The Blueprint trials have been discussed by attendees and a paper is going to the CSSC Board containing the evaluation of the trials and recommendations for next steps. Sustainability in CSSC

Lucy Vizer, a CSSC VTL, gave the committees an update on CSSC Green which is the initiative to develop sustainable policies and practices in CSSC.

A sustainability strategy will be published in 2023, and volunteers are encouraged to consider sustainability when planning and delivering activities. SRBs will be advised in their grant letters to consider sustainability in sport such as the use of single use plastic and recycling. More communication and ideas will be coming out to members and volunteers in the new year.

**Guest Speakers-** Two guest speakers were invited to present to the committee members on the role of volunteering in their organisations and to share their challenges, successes and approaches. This was followed by three CSSC SRB guests to discuss their experiences of volunteering for CSSC.

The first speaker was Rowan Ardill from Parkrun who explained the growth of Parkrun from its inception 8 years ago and the important part that volunteers play in enabling the Parkruns to operate. Parkrun has over 700,000 volunteers worldwide across 23 countries. He updated on new technology they have introduced for volunteers to scan entrants' tickets, and also the results from recent insight work on why volunteers choose to volunteer with them and what obstacles are preventing them from doing so. This insight is being used to build a volunteer strategy.

The second speaker was the CEO of English Heritage, Kate Mavor, who highlighted the wide range of roles that English Heritage offers for volunteers and how they have worked to integrate volunteers with the paid staff at their sites. She also gave an overview of their ED&I policy which has recently been developed and ways in which they recognise their volunteers. She also showed how they have attracted young volunteers into the organisation by creating a separate forum and approach for younger people to make English Heritage relevant and engaging for younger members.

The SRB guests highlighted the challenges they face as organisers of different sports. The main takeaways included communication, attracting new and/or younger participants and communicating with members who may have an interest in their sport. It was also highlighted that SRBs are not routinely invited to Regional Conferences which does create a disconnect with the Regions and Areas.

The valuable learning and points raised during the presentations made by the guest speakers were captured and will be taken forward by the Head Office team.

