

Hertfordshire **is**
READYFORWINNERS

Volunteering

**Guidance for Games Inspired
Activities and Volunteering
Opportunities**



Volunteer Centres
Hertfordshire

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READYFORWINNERS

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Please contact herts2012@hertscc.gov.uk or your nearest Hertfordshire is Ready for Winners Volunteer Coordinator (www.volunteeringherts.org) for help, questions and comments on this document.

Introduction

The London 2012 Olympic and Paralympic Games is a once in a lifetime opportunity. With London right on our doorstep, Hertfordshire is ideally placed to take advantage of all the fantastic opportunities the Games will bring.

Hertfordshire is Ready for Winners (HRFW) is the county's official partnership supporting the London Organising Committee of the Olympic and Paralympic Games (LOCOG) in the delivery of a successful London 2012 Games and securing a lasting legacy for the county. We want to ensure that everyone in Hertfordshire who has been inspired to volunteer by the London 2012 Olympic and Paralympic Games has the opportunity to do so, both during Games-time and in the build-up as the excitement grows.

Hertfordshire's Ambitions

The London 2012 Games are a launch pad to bring about positive changes for the people of Hertfordshire. In the run up to the Games and beyond 2012, the Hertfordshire is Ready for Winners Partnership has the following ambitions:-

- Healthier and closer communities through increased participation in sport, competition, cultural events and volunteering
- Increased opportunities for young people through educational and the growth of a countywide talented young athletes programme
- A world class sports facility available to everyone which delivers a sporting and cultural legacy
- A stronger Hertfordshire economy and regeneration opportunities
- A communications framework which uses the Games to inspire and engages all those who live, work, study and visit Hertfordshire

As part of the Partnership's commitment to closer and healthier communities we have developed an action plan (see page 4) which will guide our work in ensuring Hertfordshire gains a volunteering Olympic legacy. A HRFW Volunteering scheme will enable local communities in Hertfordshire to embrace the magic of London 2012 and organise events and activities that will involve volunteers.

The scheme that is being rolled out in partnership with Volunteer Centres Hertfordshire will also develop a bank of 2012 inspired volunteers who can be deployed across the county during Games-time and in activities and events inspired by London 2012. This will help us achieve our legacy ambition of increased participation in volunteering across the county beyond 2012.

The network of district-based Volunteer Centres across Hertfordshire has recruited HRFW Volunteering Coordinators to promote the volunteering scheme. They will work with the Volunteer Centres and organisers of Games inspired events and activities to identify opportunities for involving new volunteers. They will then support the recruitment and management of those volunteers.

Volunteering theme of HRFW Action Plan

Healthier and closer communities through increased participation in volunteering

HRFW is working in partnership with the Volunteering Herts network to achieve the following aims:-

- Ensure that everyone in Hertfordshire who has been inspired to volunteer by the London 2012 Olympic and Paralympic Games has the opportunity to do so.
- Use the Paralympics to inspire people with extra support needs to volunteer and break down the barriers they experience when accessing volunteering opportunities
- Develop Games Inspired voluntary opportunities in sports, arts, culture and the environment and register them on do-it.org (National Volunteering database) through the Volunteer Centres.
- Ensure organisations that involve volunteers adopt good practice in volunteer management so that all volunteers in Hertfordshire have the best volunteering experience and continue to volunteer after 2012.
- Encourage volunteer involving projects to achieve the Inspire Mark

Volunteer Centres in Hertfordshire

www.volunteeringherts.org

The network of district based Volunteer Centres in Hertfordshire work in partnership to offer a range of services including:

- Helping people of all abilities, skills and interests find appropriate voluntary opportunities
- Advertising voluntary opportunities and running recruitment events
- Providing information, guidance and training in volunteer management
- Developing new opportunities for volunteering e.g. for employees and in sports
- Promoting a volunteer friendly culture by campaigning and lobbying
- Working with partners in all sectors to develop volunteering.

The Volunteer Centres are quality accredited by Volunteering England.

For Volunteer Centre contact details please see page 13.

Herts is Ready for Winners Volunteering Scheme

This guidance is for local HRFW Volunteering Coordinators and local event organisers to enable them to make the most of this once in a lifetime opportunity to celebrate London 2012 and organise local Games inspired events and activities.

The guidance covers how to recruit Games inspired volunteers and 2012-specific information about branding, communications and sponsorship.

The role of HRFW Volunteering Coordinators

Each Volunteer Centre in Hertfordshire has recruited a HRFW Volunteer Coordinator to support local communities in developing Games inspired activities that involve volunteers. They will assist in developing voluntary opportunities and develop a network of local Games inspired volunteers to help with the local community's celebration of the Games.

The role of the HRFW Volunteering Coordinators is as follows:

- To liaise with organisers of local Olympic/Paralympic themed projects
- To maintain a database, within the existing Volunteer Centres' IT system, of local HRFW volunteering projects and their need for volunteers
- To offer local Volunteer Centre support to projects on matters relating to the development of Games inspired opportunities, volunteer recruitment and management
- To promote Games inspired volunteering opportunities and encourage volunteer participation
- To encourage the longer-term commitment of Games inspired volunteers and increase volunteer numbers available for deployment across the county
- To signpost projects requiring funding to sponsorship and fundraising opportunities

The HRFW Volunteering Coordinators will also monitor and support activities in the local area, in order to maintain a consistent service from Games inspired volunteers, avoid duplication of activities, and ensure that where appropriate activities can support and complement other HRFW Volunteering activities or other organisations, services and projects (such as tourist information centres, attractions, Volunteer Centres, transport and other public service providers).

Through working with the Volunteer Centres in Hertfordshire, the HRFW Volunteering Coordinators have a range of resources to support organisers of volunteering opportunities as part of the 'Valuing Volunteer Management' 6 Point Promise, and can offer guidance and templates in areas such as:

- Volunteering Policy
- Volunteer role descriptions
- Safeguarding
- Health and Safety
- Equality and Diversity

What is a Games Inspired Opportunity?

A Games Inspired opportunity uses sport, culture or the environment to inspire people to volunteer. It is an opportunity that will:

- **Benefit** your local community now and/or in the future
- Be an opportunity that **celebrates** the 2012 Games
- Have a **demonstrable** link with the 2012 Games
- Be a practical **expression** of the Olympic and Paralympic values of excellence, friendship, respect, courage, determination, inspiration and equality

It does not necessarily have to be a new activity, as there may be existing events and schemes that bring a 2012-theme to a one-off or temporary celebration of the Games. By introducing a 2012-theme to an existing activity, and registering the event with HRFW Volunteering, the organisers could benefit by having access to Games inspired volunteers, unique branding opportunities and support in the promotion of the activity before and after it is held.

Examples of 2012 activities could include:

- Community events – such as cultural festivals or local fairs/fetes
- Sports events
- Exhibitions
- Community projects
- Town centre tourist guides.

Below are some suggested themes for Games inspired activities:

Sport

To encourage individuals to become more active, improving health and well-being and promoting active lifestyles

Arts & Culture

To encourage individuals to creatively express the Olympic and Paralympic values through visual, performance or digital art

Tourism

To welcome visitors to the local area who are visiting for the Games or because of a local Games inspired activity – whether it be from within Hertfordshire, elsewhere in the UK or from abroad; such as Games spectators, competitors or officials

Environment & Conservation

To engage communities in creative and innovative ways to raise awareness of environmental or conservation issues and support people to take positive action

Education

To promote the Olympic and Paralympic values within educational institutions, in order to raise aspirations and motivate children and young people to strive for academic and sporting excellence

Torch Relay

To celebrate the route of the torch relay as it passes close to every community in Hertfordshire. For further information please see page 8.

Games Inspired Volunteer Roles

The HRFW Volunteering Scheme will develop volunteering opportunities which are specific for the ongoing activities particular groups, clubs or organisations. It will also create a bank of Games Inspired volunteers who can be deployed for any Games Inspired event. The aim will be to maintain a team of event volunteers beyond 2012 to support future community activities.

Volunteer Centres have guidance on developing Volunteer Role Descriptions and HRFW Volunteering Coordinators will work with Games Inspired activity organisers to develop a variety of roles depending on the type of activity in the local community.

For a Games inspired volunteer, the type of roles that may be undertaken could be as follows:

- To provide an approachable local welcome to all locals and visitors on behalf of the local community
- To play a part in the smooth running of an activity or event, such as stewarding (not 'compliance' roles such as traffic management or car parking)
- To provide consistent and real-time Games, visitor destination and transport information
- To proactively assist with queries from visitors and promote Hertfordshire as a visitor venue
- To inspire visitors to explore and enjoy the event and the wider local area
- To be a well-informed and visible presence at key locations.

Registering voluntary opportunities

Registering voluntary opportunities is a very straightforward process, and through Volunteer Centres the opportunities can be promoted locally through their offices and on the National Volunteering database on www.do-it.org. Registration forms can be requested from any of the Volunteer Centres, or downloaded from:-

www.volunteeringherts.org/working-with-volunteers/registering-and-updating.html

Games inspired volunteering opportunities can be tagged on the Volunteer Centres databases, so new volunteers inspired by the Games can easily find opportunities which will be of interest to them.

Registering Games Inspired activities

HRFW Volunteering Coordinators will enable local Games Inspired activity organisers to access resources and branding through HRFW Volunteering. A brief form is available to register activities. For a simple step-by-step guide to organising a Games inspired activity, please see the diagram on page 12 and form on page 14.

The London 2012 Torch Relay – Community Celebrations

In addition to the London 2012 Olympic and Paralympic Games coming to the UK and presenting a once-in-a-lifetime opportunity for communities around Hertfordshire to get involved and be inspired, the excitement of the Olympic Torch Relay presents an opportunity for people to be even closer to the excitement of the Games.

The official route of the Torch Relay will be announced in late 2011, but it is guaranteed to travel on a route no more than 1 hour away from 95 per cent of the communities of the UK as it makes its 70-day journey around the country. Therefore, it presents a fantastic opportunity for all communities of Hertfordshire to celebrate the Olympic Torch passing through, or close to, their town or village.

We would like to invite anyone wishing to celebrate the excitement of the Torch Relay to consider organising a local celebratory event which could follow or be linked to the route of the Torch and present an opportunity for the local community to come together and embrace the London 2012 Olympic and Paralympic Games coming to your doorstep.

Sport-Specific Activities

The Sport Makers programme, funded by the National Lottery, will recruit tens of thousands of new sports volunteers aged 16 years and over to organise and lead community sporting activities across the country.



Everyone who chooses to become a Sport Maker will be invited by their county sports partnership (CSP) to come to a workshop near to where they live or work. They will then be supported to find local opportunities that suit them to increase participation in sport.

If your Games inspired activity is strongly sport-focussed, contact your local HRFW Volunteering Coordinator who will be able to provide further information on recruiting Sport Makers.

Toolkit for engaging Local Communities with London 2012

For local communities looking to celebrate the Games through its events and activities, HRFW has created a community engagement toolkit in order to encourage grassroots and local level enthusiasm and involvement in the occasion of the London 2012 Olympic and Paralympic Games. The toolkit works in conjunction with case studies of two areas that have set up organising committees to manage local activity to ensure maximum exposure and a coordinated approach.

For this toolkit and supporting case studies, please visit:

www.hertsisreadyforwinners.co.uk/getting-your-community-engaged-in-london-2012.html

Branding

Despite local communities actively celebrating London 2012 by organising Games inspired activities, it has to be remembered that they we cannot use any official Olympic Games logo or other Games related material. These are all protected under an Act of Parliament and the consequences of using such material can be serious and, ultimately, costly. For further information on this, please visit: www.london2012.com/about-us/our-brand/using-the-brand.php

However, there are routes that organisers can take to use the branding and recognition of London 2012 to enhance the profile of their activities. The 'HRFW Volunteering' branding is open to all Games inspired activities registered with our scheme and that will use volunteers as is the HRFW branding. Branding guidelines are available which advise on its use and visual identity. As the only organisation in Hertfordshire officially recognised by London 2012, this branding will be a visual link to the Games as the branding is used all over the county for existing Games inspired programmes. Examples on its use include:

- Marketing material – posters, banners, press releases
- Event programmes
- Uniform for volunteers – t-shirts, badges.

To access the branding, please speak to your local HRFW Volunteer Coordinator or email herts2012@hertsc.gov.uk.

For certain projects there are also opportunities to apply for and access the London 2012 branding.

London 2012 'Get Set' Programme

Activities organised by schools, colleges and Local Authority Education providers aimed at 3-19 year olds are able to access London 2012 resources and branding through its official education programme 'Get Set'.

You'll find a whole range of learning resources designed to educate about the Olympic and Paralympic Values and the London 2012 Games – with games, fact sheets, films, news articles and much more.



Register with the programme to receive access to these resources and opportunities, plus by going further and joining the elite Get Set 'Network' of schools you can access competitions and opportunities such as Olympic Park trips, visits to the school by Olympic and Paralympic athletes or the London 2012 mascots, or exclusive access to the Lee Valley White Water Centre and having raft adventures down the Olympic course.

www.london2012.com/getset



London 2012 'Inspire Mark'

Non-commercial organisations which are organising Games inspired events and activities that have no commercial support can apply for a London 2012 Inspire Mark. This would enable you to use some London 2012 branding, which is supplied when your application is successful. In order to apply for an Inspire Mark your activity must be:



- an activity in one of the themes of sport, education, culture, sustainability, volunteering or business opportunities and skills
- genuinely inspired or energised by the 2012 Games – either as a new activity or to use the 2012 Games to 'go the extra mile' with an existing activity
- well-planned and managed
- fully-funded from non-commercial sources
- participative and accessible
- use the inspiration of the Olympic and Paralympic values to help your participants strive to achieve.

Please visit the website below for more information, and if you are interested in applying for the Inspire Mark please speak to your local HRFW Volunteer Coordinator or email herts2012@hertsc.gov.uk.

However, to promote the exclusivity of the Inspire Mark scheme and existing Inspire Mark projects, applications to receive an Inspire Mark will close **17th November 2011**.

www.london2012.com/inspire

Sponsorship and Funding of Activities

In the HRFW Community Engagement Toolkit (see Page 10 above), guidance is offered on the possibilities of receiving support to help stage, resource and promote activities from local businesses and other organisations who may be willing to offer sponsorship or in-kind support. Such examples of sponsored or in-kind offers could be uniform, venues, advertisement space, equipment and prizes.

In return for support, organisations could offer recognition in publicity material and/or programmes for events (using the corporate logo); exhibition space where appropriate at event venues along with the displaying of commercial banners; recognition on appropriate websites.

Local HRFW Volunteering Coordinators will be able to signposting to funding streams to support activities, such as the County Council's Locality Budget Scheme or district-level small grants schemes where applicable.

However, using commercial funding to support activities precludes using the 'Inspire Mark' and 'Get Set' branding mentioned in above. HRFW branding can still be used,

but with the prior approval of local HRFW Volunteering Coordinators to ensure the visual identity guidelines are applied.

Local Councils for Voluntary Service can offer guidance on funding for voluntary and community groups www.hertscvs.org.uk and there are various national online searches, such as:

www.fundingcentral.org.uk

www.governmentfunding.org.uk

www.grantfinder.co.uk

Promotion of Activities

You may have your own communications networks to help promote your activity in the local community, but there is also support available from the HRFW Partnership through our website, online events calendar, newsletters, social media channels and wider communication networks.

If you are planning a cultural activity or event, the London 2012 Cultural Olympiad is a UK-wide cultural movement celebrating the creativity and diversity that the inspiration of the Games can bring across the country. If your activity could be a part of the Cultural Olympiad in Hertfordshire, your local HRFW Volunteering Coordinator can provide links to your local district Cultural Olympiad representative. Coordinated work in promoting Hertfordshire's Cultural Olympiad activities is underway, with an event listing and map being produced to promote local activities.

For more information, visit www.london2012.com/cultural-olympiad.

Recognition

We want to ensure that those who have been inspired by the 2012 Games to volunteer in their local community have an experience that will make them remember their time and look to maintain the momentum of volunteering beyond the Games as part of a legacy from London 2012.

As part of this, you may wish to consider how you offer recognition to the volunteers that will make your activity run smoothly. This could be a post-activity event, a small gift, or to keep items used in volunteering at your activity (their uniform or badge), and again you may wish to look to sponsors to support this idea.

In supporting the HRFW Volunteer Scheme, the Hertfordshire is Ready for Winners Partnership will be developing their own formal, legacy recognition for all Hertfordshire volunteers that have helped to run Games inspired activities, which will be announced during 2012.

USEFUL INFORMATION

Hints and tips for organising a Games Inspired Activity

This chart assumes that you have identified an event or activity that can be branded with a Games theme.



Key Contacts		
Local HRFW Volunteering Coordinator and Volunteer Centre		www.volunteeringherts.org
Up-to-date information on London 2012		www.london2012.com www.hertsisreadyforwinners.co.uk
For public service requirements, such as road closures and licensing enquiries		www.hertsdirect.org
Hertfordshire Sports Partnership and Local Sports Networks		www.sportinherts.org.uk
Culture and Tourism in Hertfordshire		www.enjoyhertfordshire.com
HRFW Volunteering Coordinators will be based at Herts Volunteer Centres:-		
VOLUNTEER CENTRES IN HERTFORDSHIRE - www.volunteeringherts.org		
Broxbourne & East Herts	01992 638633	Volunteer Centre Broxbourne & East Herts Silverline House, 1-3 Albury Grove Road Cheshunt. EN8 8NS
Dacorum	01442 247209	Volunteer Centre Dacorum The Roundhouse, Marlowes Hemel Hempstead.HP1 1DT
Hertsmere	0208 207 4504	❖ Volunteer Centre Hertsmere Community Action Hertsmere The Community Shop, 5, Leeming Road, Borehamwood. WD6 4EB
North Herts	01462 689400	❖ Volunteer Centre North Herts North Herts CVS Unit 30, Campus Five, Third Avenue Letchworth.SG6 2JF
Royston	01763 243020	Volunteer Centre Royston Royston Hospital London Road Royston. SG8 9EN
St Albans	01727 852657	❖ Volunteer Centre St Albans Centre for Voluntary Service St Albans 31 Catherine Street St. Albans. AL3 5BJ
Stevenage	01438 725400	❖ Volunteer Centre Stevenage The Together Centre 10 -12 Exchange Road Bedwell. Stevenage. SG1 1PZ
Three Rivers	01923 711174	❖ Volunteer Centre in Three Rivers Centre for Voluntary Service Basing House, 46 The High Street Rickmansworth.WD3 1HP
Welwyn Hatfield	01707 274861	❖ Volunteer Centre Welwyn Hatfield 40 Town Centre Hatfield. AL10 0JJ
❖ Indicates integrated with a Council for Voluntary Service		

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