



Belfast City Council

Report to:	Development Committee
Subject:	World Host Training: World Police and Fire Games (WPFG)
Date:	5 February 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	Cate Taggart, Community Development Manager ext 3225

1	Relevant Background Information
1.1	Committee previously considered and agreed the Service proposal and outline plan with respect to the development of a Volunteer Framework. This proposal, which was agreed by committee and ratified by council last year, primarily sets out to refine and improve upon current practice within the Community Services section of council with respect to volunteer recruitment and selection, subsequent support, training, retention and importantly recognition and celebration.
1.2	The plan is the next stage of an ongoing programme which was initiated by an evaluation of the value of volunteer support for both council and for participating volunteers and by a health-check exercise which heavily influenced the plan identifying those areas of practice which are working well and areas where the service could improve practice and procedure. Furthermore, the plan includes initial support to other sections of Council primarily our own Events team and developing practice in Parks and Leisure services. This work is ongoing and, pending available resources, the project plan will allow us to develop a framework and timetable for council to move towards the Investors in Volunteers quality award.
1.3	The service heavily relies on the support of volunteers to both extend the range and reach of our programme to users and residents and this is the subject of annual targets which are reported on via the CORVU system.
1.4	As part of the Investment Programme, council has committed to further consider how to development methodologies whereby volunteer endeavour might be formally recognised in order to influence positive pathways to employment. We believe the proposal outlined below offers an important opportunity to contribute to this target while also offering a motivated and trained pool of volunteers in support of future council events.

2	Key Issues
2.1	<p>Volunteer Now is managing the volunteer recruitment for the World Police and Fire Games in Belfast 2013. Volunteer Now has been an increasingly important partner in our project plan within the service over the past 2 years and we have an excellent working relationship with this, the regional volunteer support agency.</p>
2.2	<p>It is anticipated that 3,600 volunteers will be required to support the WPFPG event over the period of the Games. Approximately 1,600 of these will be Games Ambassadors which will be the largest volunteer role within the Games. 21% of games applicants were from Belfast City Council area and while allocation roles are not yet complete, it is anticipated that 21% of Games Ambassador volunteers may also come from Belfast leaving a legacy of over 330 trained volunteers who may be able to support future events.</p>
2.3	<p>Games Ambassadors will support the delivery of the friendliest Games by being the “Face” of the games. They will have the opportunity to meet, greet and inform athletes and visitors at various visitor arrival points (including airports and train stations), games venues and VIP stations.</p> <p>The main tasks of the ambassadors will include:</p> <ul style="list-style-type: none"> - Meeting and Greeting (for example athletes, families, VIPs, media, sponsors) - Signpost/orientate visitors - Man information stands - Mingle with visitors and assist in providing an excellent and informed event experience. - Support everyone in ensuring a safe and clean event environment
2.4	<p><u>World Host Training</u></p> <p>In order to support this role Volunteer Now propose to deliver World Host Training as the most suitable training programme which would meet the needs of volunteers in their role and would give volunteers something tangible as a result of taking part.</p> <p>World Host Training Services has been delivering world renowned customer service training since 1985, when the Super host programme was introduced to prepare British Colombians to host the world EXPO 86. In the UK, people 1st, the sector skills council for hospitality, passenger transport, travel and tourism industries is delivering World Host programmes, which formed a key part of volunteer training for London 2012. In Northern Ireland this is supported by the Northern Ireland Tourist Board.</p>
2.5	<p><u>Training Outline:</u></p> <p>Volunteer Now plan to deliver 3 programmes as part of World Host: Principles of Customer Service, Ambassador Workshop and Train the Trainers.</p>
2.6	<p>1. Principles of Customer Service</p> <p>Volunteer Now intend that 200 team leaders will participate in the Principles of Customer Service training and then attend the Ambassador programme with their teams.</p>

	Participants will gain invaluable skills and techniques that form the fundamentals of service professionalism. They will be encouraged to take pride in what they do and the area of Northern Ireland in which they live and work. This will also prepare the team leaders for their particular role in their facilitation at the ambassador session with their teams.																		
2.7	<p><u>Course content:</u></p> <ul style="list-style-type: none"> - Welcoming people skills - What forms a good impression - Why should I handle customer concerns - The communications process - Effective listening - Visitor needs - The value of tourism - Personalised key commitments - Topics to avoid. 																		
2.8	<p>2. Ambassador Workshop</p> <p>This training would be delivered to groups of 50-100 to approximately 1600 games ambassadors including team leaders. This half day workshop supports ambassadors and volunteers in providing a warm and friendly welcome. It equips participants with resources to interact and assist visitors to Northern Ireland and provides an opportunity to build on delegates existing skills as representatives of Northern Ireland to our visitors.</p>																		
2.9	<p><u>Course Content:</u></p> <ul style="list-style-type: none"> - Demonstrating a warm welcome - Local tourism resources - Ambassador resources - The pride factor - Lasting impressions. 																		
2.10	<p>3. Train the Trainers</p> <p>It is proposed to train six trainers in a 4 day train the Facilitator programme which would be fully tailored to enable them to deliver events across Northern Ireland in all sectors and in both team leader roles and to large groups.</p>																		
2.11	<p>Timescale for Delivery</p> <p>Volunteer Now have planned to deliver the training between April – June 2013</p>																		
2.12	<p>Lasting Legacy for Future Events</p> <p>A database of 1500-2000 trained and experienced volunteers will be created. Volunteer Now has agreed that they will work in partnership to promote BCC volunteering opportunities.</p>																		
2.13	<p>World Host Costing</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding-left: 20px;">Volunteers to have Principles of Customer Service as team leaders</td> <td style="text-align: right;">200</td> </tr> <tr> <td style="padding-left: 20px;">Cost per volunteer for handouts, certificate and pin</td> <td style="text-align: right;">£21.54</td> </tr> <tr> <td></td> <td style="text-align: right;">£4,308.00</td> </tr> <tr> <td style="padding-left: 20px;">Volunteers to have Ambassadors training</td> <td style="text-align: right;">1600</td> </tr> <tr> <td style="padding-left: 20px;">Cost per volunteer for handouts, certificate and pin</td> <td style="text-align: right;">£12.00</td> </tr> <tr> <td></td> <td style="text-align: right;">£19,200.00</td> </tr> <tr> <td style="padding-left: 20px;">Number of staff to do training the trainers</td> <td style="text-align: right;">6</td> </tr> <tr> <td style="padding-left: 20px;">Cost per staff member</td> <td style="text-align: right;">£1,020.00</td> </tr> <tr> <td></td> <td style="text-align: right;">£6,120.00</td> </tr> </table>	Volunteers to have Principles of Customer Service as team leaders	200	Cost per volunteer for handouts, certificate and pin	£21.54		£4,308.00	Volunteers to have Ambassadors training	1600	Cost per volunteer for handouts, certificate and pin	£12.00		£19,200.00	Number of staff to do training the trainers	6	Cost per staff member	£1,020.00		£6,120.00
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	Total cost	£29,628.00
2.14	Volunteer Now are asking BCC to consider a pro rata contribution to the cost of the training i.e. 21% or £6,221.88.	
2.15	Volunteer Now are also seeking financial support from Department of Culture, Arts and Leisure and the Northern Ireland Tourist Board to support this proposal. At present they have no funding committed however organisations have expressed an interest in supporting this undertaking.	
2.16	Volunteer Now has secured funding from World Police and Fire Games to deliver volunteer training for the Games but this does not include the cost of World Host certification. The costing in this proposal is therefore additional to the initial costs in the World Police and Fire Games budget.	
2.17	If all funding is not secured to deliver the entire programme Volunteer Now are committed to delivering the first tranche of training to the 330 Belfast based ambassadors with the resources awarded by BCC a contract will be developed with Volunteer Now to reflect this agreement.	

3	Resource Implications
3.1	The proportionate cost for Belfast of £6,222 in within the service 2012/13 revenue budget for volunteer support.

4	Equality and Good Relations Considerations
4.1	The availability of the training will be offered to all Belfast ambassadors registered for the World Police and Fire Games.

5	Recommendations
5.1	Committee are asked to: <ul style="list-style-type: none"> i. Discuss the proposal, noting any issues or areas for added value. ii. Pending above, agree the funding support requested by Volunteer Now to support the roll out of World Host Training.

6	Decision Tracking
Catherine Taggart to implement committee decision by March 2013.	

7	Key to Abbreviations
WPFG World Police and Fire Games	