

AN INVESTIGATION INTO THE MOTIVES TO VOLUNTEER A CASE STUDY ON IRONMAN, CYMRU

by Victoria Phillips

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*AN INVESTIGATION INTO THE MOTIVES
TO VOLUNTEER
A CASE STUDY ON IRONMAN, CYMRU*

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*Submitted in part fulfillment of the requirements of
the degree of BA (Hons) Event Management*



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Abstract

Most people will benefit from the work or help of a volunteer at some point in their lifetime. The ability to help and change a community has such a great power (event impacts, 2019). Volunteering has developed over time, with people "volunteering in things we're passionate about" (Peak, 2017). Ironman came to Tenby in 2009, this has thus changed the tourist groups that flood Pembrokeshire annually, from stag / hen parties to sporting athletes along with friends and families who support the athletes, which in return, add additional income back into Tenby. At first, the number of volunteers for the event was extremely high, however year after year these figures are slowly declining, thus showing research is needed to examine why people are not volunteering as in the past, and what keeps motivating people to volunteer year after year.

An extensive literature review found that demographical data being collected is useful as it shows which age, gender and working status volunteer more often (Case, 2011), examining if people in full time employment volunteer more or less due to time commitments. In addition, McClelland (1973), states that motivation can be broken down in to three main factors: achievement, affiliation, or power. These traits are not something humans are born with, and they develop from different cultures and human experiences through time. This therefore could suggest why generations of the same family volunteer at the same event due to experiencing it through childhood.

A mono-method approach, of quantitative research is used to conduct this research. The researcher used two "internet-mediated" questionnaires, 1: The motives for volunteering at Ironman (81 participants) and 2. Why people are not volunteering (133 participants). The sampling size used in this research is purposive sampling and judgement, with hints of snowballing (Saunders, et al, 2007). The researcher required the highest reliability and validity for this data collection.

From the data collection, the researcher found an overall key theme for the reason volunteer numbers are declining which is: people do not have enough time to volunteer due to work/family commitments. This was found by over 62% of the participants across both questionnaires.

Further research, in the area of volunteers, can be collected during a longitudinal study looking into the life of a volunteer and the process taken. Recommendations to Ironman and other organisations seeking volunteers include advertising on social media to market to younger student age groups, which will benefit both the organisation plus the young person to gain experience. Ironman should target running clubs and other sporting clubs to gain

volunteers at events, due to club members having a passion and interest in the sport.
Therefore, likely to be more motivated to volunteer at Ironman.

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1. CHAPTER ONE

1.1 Final title of Project

An investigation into the motives to volunteer: A case study on Ironman, Cymru

1.2 Introduction to the study

The focus of the study: "What is and is not motivating people to volunteer within Wales, with the main case study around Ironman in Tenby".

Volunteers are critical for majority of events around the world. Volunteers are required for all aspects of events which can result in great experience and exposure to the event industry. In spite of this exposure and experience, the amount of people volunteering is declining (Jackson, 2018), with each passing year the figure declines by a greater amount.

1.3 Rationale

Through the knowledge gained during levels four and five, the prominent subject of "event impacts". Particularly, how a destination and the community can change over time due to the socio-cultural impacts of events alongside the economic and environmental impacts, thus resulting in "the power of events" (event impacts, 2019).

The event industry grows year on year and is currently worth £42.3 billion for the UK's economy from direct spend alone. Within the £42.3 billion, sport events contribute £2.3 billion into the United Kingdom's economy (Eventbrite, 2019, cites BVEP, 2015). Similar to this, "pop-up" retail shops are valued at the same figure as the sports events industry for the UK's economy, which shows that people across the UK are spending an increased amount on leisure annually. (Fashion United, 2015). It is important noting that the retail industry is worth a similar figure as sports events, as the retail industry has a perceived image of adding a large amount to the economy (the guardian, 2019). Another reason is due to the average family having more disposable income to spend on leisure and tourism activities

(Duncann, 2000). From this, Sharply (2012) suggests that without tourism and events the world's economy would fall rapidly.

Events have been growing steadily since the London 2012 Olympic games, with events across the UK increasing by 700% (Eventbrite, 2019, cites BVEP, 2015). Prospects (2019) suggests that due to the increased number of events across the UK, people are now choosing different events to volunteer at, which therefore suggests a decline in volunteer numbers at Ironman, due to the volunteers having more opportunities and options. These events are bringing huge positive impact for communities across the UK, including more employment opportunities and development within cities and towns. In spite of this, negative impacts such as environmental damage can also be seen (event impacts, 2019). Despite the employment opportunities, fewer people than ever are willing to work or volunteer at events throughout the UK. This is seen in Ironman Wales with the declining volunteer numbers (Jackson, R, 2019) and therefore suggests that research in this area is crucial.

Volunteering in Wales was formally established in 1934, with the South Wales and Monmouthshire Council of Social Service which has now been transformed into Wales Council for Voluntary Action, and which has supported third sector groups for over 80 years (WCVA, 2019). With volunteers across Wales being crucial for most leisure activities, ranging from running libraries, maintaining national parks and even staffing hospital reception desks (The Guardian, 2017), in spite of this fact, the numbers of volunteers for attractions, events and even the National Health Service, are declining (NCVO, 2019).

Previously, many researchers have tried to understand the motives as to why certain groups of people volunteer at different events and activities. Musick and Wilson (2008) suggest that for original research to be collected, asking both volunteers and non-volunteers, would benefit the researcher far more greatly as would be creating a new data set. Additionally, investigation can be conducted into what events can do in the future to encourage more people to volunteer at events. This is developed by Pierce (1993, P34) by arguing that, if only motivations are being investigated, then the research can often be "too simple and can

cause un-reliable data". By collecting demographic (Case, 2011) and socio-economic status data in addition, it will ensure the data collected is more useable and more original as it investigates more in-depth about the person volunteering and not just why people volunteer in general.

1.4 Aims and objectives

The conclusive aim of the dissertation is to have a greater understanding of volunteer motives, which in turn will help events such as Ironman to source and hire more volunteers in the future. The following objectives will be achieved through undertaking extensive research:

1. To undertake an extensive literature review to analyse the importance of motives behind volunteering within the events industry.
2. To use a mono method approach to investigate the key motives to volunteer and to find out what will encourage more people to volunteer in the future.
3. To find evidence on why volunteer numbers are declining and what can be done to increase volunteer numbers.

For the aims and objectives to be met, primary and secondary research will be collected by reviewing a wide range of academic sources while carrying out two "internet-mediated" questionnaires. This has provided the researcher with a theoretical framework in order to gain a better understanding of motives to volunteer in Wales. The key themes of this study will focus on community involvement and motivations within volunteering with a key focus on community involvement in Tenby.

The following chapter of this dissertation will be the review of existing literature, thereby accurately forming a foundation for the research and a basis of knowledge in terms of motivation and volunteering theory.

2. CHAPTER TWO

2.1 Introduction

This Chapter investigates key theories and ideas affecting the motives for volunteering at a sporting event held in Tenby, Ironman Cymru, with additional support into theories as to why people are no longer volunteering in the same numbers as they did in the past, since volunteer numbers within events across the UK are dropping at an alarming rate (NCVO, 2019). The event coming to Wales in 2009 has a range of positive and negative socio-cultural, environmental and economic impacts which have affected both the town of Tenby and the wider community of Ironman. Ironman contributed an estimated £4 million to the Tenby economy in 2015 alone (Pembrokeshire coastguard forum, 2016). Throughout this chapter, key literature will be examined to develop a deeper understanding of motives to volunteer.

2.2 Event impacts

Masterman (2004) suggests that sporting events date back to early Greek, Chinese and Egyptian cultures. Since then, sport events have developed massively with Wales, now being seen as a magnet for major sporting events, hosting some of the most recognisable events: including The Six Nations rugby and Ironman, Tenby (BBC Sport, 2015) with sporting events being linked to "fundamental human needs for emotional and exciting experiences"(Bill, 2009, cites Masterman, 2004). From this, Smith (2009) stated that "events act as tools of hegemonic power that shift attention away from everyday social needs and cover up the 'real' social problems". This was seen with the London 2012 Olympics which saw happiness increased across the UK, (ISE, 2016). From this, events can be used as benchmarks which human's base important lifetime moments upon, (Bowdin, et al , 2011), which consequentially means the events can have the power to inspire and change people's lives in a number of different ways (event impacts, 2019). In addition, sporting events are

constantly developing, ranging from entertainment to business and economically driven (UK Sport, 2015). Showing that sport events are extremely diverse.

2.2.1 Social impacts of events

Richards (2013) states that socio-cultural impacts include, but are not limited to, development of social networks within a community, which has the power to boost a sense of community pride within a destination and by doing this it will increase the mutual understanding of attitudes within the community. With socio-cultural impacts being experienced by all, including individuals or a close network (family and friends) within a community, Richards, et al (2013) also found that events are playing an important role to increase an awareness of both positive and negative socio-cultural impacts within towns and cities. Tenby, originally known as a small seaside town famed for stag and hen weekends in the 1990's and 2000's (Wales Online, 2017), has now been transformed with the help of Ironman, Cymru. Ironman in Tenby has created more tourism growth for Pembrokeshire. Limited negative socio-cultural impacts can be found; however, these are often outweighed by the "money, opportunities and healthy lifestyle it's created in Pembrokeshire" (Wales Online, 2017).

Novilli, M (2005) cites Higham (1999) by arguing that small-scale community events provide more positive impacts for the hosting communities, while negative impacts are typically limited. The negative impacts are often found for "hallmark" larger events such as the Olympic Games. In spite of this, Ironman can still be considered a major event, which is, over time, turning into a "hallmark" event by returning to Tenby for ten years. The event is not without its negative impacts, such as the hosting community having an oil spill on the cycle corners in 2017 (BBC News, 2017), showing that a small percentage of the community are still in protest against the event - the event organisers are still unsure of exactly what happened and which members of the public are responsible for the oil spill - despite the mainly positive impacts the event itself can bring. The positive impacts have brought not only a new group of sports tourists to Tenby, but by doing so, the town is successfully replacing

its stereotyped former image as a place to hold stag and hen parties. However, this could also be due to the police in Tenby “clamping down on crude costumes” and putting in place a “controlled drinking zone” in 2014 (Wales Online, 2017).

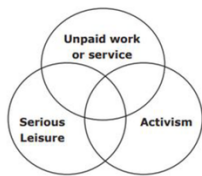
From this, Morgan et al (2005) argues that through strategic planning and marketing, Ironman as an event can actively promote health and fitness which will enhance the areas’ standing in the global market place, thus becoming more appealing to families and couples to come and visit Tenby as either a domestic or inbound tourist. With Tenby benefiting since 2009 (when the Ironman race first went to Tenby), it has been transformed from a party destination in West Wales to a town completely overtaken with the spirit of Ironman, with the majority of the café’s, bars and restaurants supporting the event. With shops and cafés displaying the promotional posters. In addition, the increase of the “Iron Kids” events have seen a rise in families more interested in the event due to the fact that “not only can the adults get involved”, but the whole family. (Wales Online, 2015). Ironman is also a temporary feature and thus ‘transforms’ the destination for a limited period.

The social impacts of events can fit into three categories’, these are: skills and volunteering, participation and identity (Event Impacts, 2019). These will be presented in turn as each discuss important themes for motives to volunteer.

2.2.2 Skills and volunteering

Volunteering adds huge economic gain to an area. It is estimated that the time and commitment that volunteers give is worth over £757 million to the Welsh economy (Third Sector Scheme, 2018). Additionally, training programs from volunteering enable a wide range of people to gain transferable skills which will be of genuine benefit in future positions of employment. Various employment companies have stated that volunteering gives people an “opportunity to explore an area of work that is of interest to you or to try something completely different” (Reed, 2019). By volunteering it allows people of all ages to experience different career options without having a long-term commitment.

Rochester, et al, (2015) found that volunteering can be split into three overlapping sections: unpaid work/service, serious leisure and activism. The model shows how certain volunteers experience a volunteering activity, including Ironman, Wales. Section 1: Unpaid work or service motives for volunteering, which could be shown by the volunteers being given free merchandise/rewards from the event. Section 2: Serious leisure relates to self-actualization, loyalty and passion for sport events. Serious leisure can often be seen with volunteers which have previously completed Ironman and are now volunteering to continue to see the success of the event. Section 3: Activism links to volunteers having a large amount of passion and wanting to have an impact of change, most volunteers that volunteer for an activism motive want to have an impact on changing the world, such as volunteering with children or homeless.



2.2.2.3 Figure 1: A three-perspective model of volunteering (2015).

With Ward (1995, p17) also stating that "many organisations are experiencing difficulties recruiting volunteers". It is worth noting that, Ward, suggested this 24 years prior to this study, it is surprising that some organisations have not investigated why recruiting volunteers has become difficult. Ironman have had a real issue with gathering volunteers in the past few years, this could be due to the elimination of the "volunteer party" after the event, which was stopped in 2016. From this point onwards, the volunteer numbers have decreased

drastically. Ironman are outlining big plans to celebrate all volunteers who have given time and commitment over the past 10 years. By advertising big plans for the 10th anniversary of the event being in Tenby, this might in turn motivate more people to volunteer in the 2019 Ironman event. The hope is that all the new volunteers would stay on and volunteer again in the future, which would therefore eliminate the decline in volunteer numbers. This was researched in chapter 4 to investigate if Ironman needs to bring back the volunteers' party and do more for the volunteers to keep people coming back year after year.

2.2.3 Participation

The sports industry can be split into sports performance, sport production and sport promotion. Sports performance is related to involvement in sporting events (Stotlar, D, 2013). Bill, (2009) shows that the volunteering sector within sports management events have a mainly positive impact from the community involvement and opportunities to increase skills throughout the destination. Consequentially, volunteering will enhance sustainability throughout the area of Tenby.

The Department for Culture, Media and Sport has argued that participation in sport has a positive impact for wellbeing. It has been estimated that this is valued at £1,084 annually per person (Event impacts, 2019). This could be a reason as to why the government wants to invest so much into volunteering due to increased benefits volunteering can have on peoples mental and physical health. Similar to this, volunteering has also been linked to an increased rate of happiness (The Guardian, 2004). Social groups can directly affect a volunteers' behaviour, through seeking social confirmation of their intentions and actions to maintain social standing and affinity (Groening, et al., 2018). The Ironman volunteer coordinators and managers need to ensure perceived promises and commitments are managed, in order to ensure consistent hard work. Guest and Conway (2002) state that volunteers are seeking "fulfilment and to be engaged with the event", this shows that there is more to be done by ironman to fully engage the volunteers.

Hiring volunteers is the “process of systematically forecasting the future demand and supply for employees (or volunteers) and the deployment of their skills within the strategic objectives of the organisation” (Bill, 2009, cites Bratton and Gold, 2003, P191). Giving volunteers a job title is often linked to higher job performance. From this, the BBC (2012) stated that the volunteers at the London Olympics made the event a huge success and made it the legacy it enjoys widely to this day. All of the volunteers at this event received massive praise from the 2-week sporting event with a twitter hashtag of “#bigupthevolunteers”. Moreover, the majority of the volunteers spent upwards of £500 to get into London in order to volunteer with the only gain or material benefit that the volunteers received being stickers and pins from the merchandise to celebrate the event. This shows that often passion for sports events and the Olympics often out way material gain from volunteering.

In Brighton and Hove, “the power of volunteering: a vision for the future of Brighton and Hove” was a campaign to promote volunteering throughout the towns. Running between 2016 and 2021, its goal is to increase numbers of volunteers. Since the scheme has begun it has seen a rise in giving back within the community, with people offering more of their free time (BH, community, 2015). A similar scheme could be considered to be set up in South Wales by local governments. By actively promoting volunteering throughout the community and on social media, it can bring people from other parts of Britain, and even from other parts of the world to a certain place to volunteer. For example, people from all over the world became games makers for the London 2012 Olympic games. With less than 15% of the ironman volunteers, in Tenby, coming from England or overseas (Jackson, 2019), more can be done to actively promote volunteering opportunities in South Wales. Ironman could name the volunteers “Iron-teers” to fully promote volunteering opportunities.

2.2.4 Identity

The demographic information and the socio-economic status of certain groups of people has a bearing and an influence on whether or not they are likely to volunteer. Case (2011) found

that younger people are more likely to volunteer. This could be due to the motive of experience which results in "something to add to my CV". For the retired population however, collaboration and spending time with other people can give more of a sense of escaping from the daily routine. From this, Case (2011) also found that the 50 plus age group are more likely to volunteer due to a desire to "be a part of the community" and because they are "passionate about the event". Demographics are hugely important with every aspect of volunteering and motivations: Working status can significantly affect whether people chose to volunteer or not. It could be perceived that students volunteer more due to having a large amount of free time, yet previous data collected by Holdsworth (2010) states that students are choosing not to volunteer due to not knowing about the opportunities and experiences that are on offer.

Volunteering can also be described as an "alternative tourism experience" (Wearing, S, 2001). O'Sears, et al, (1970) states that "self-serving" bias for volunteering, can be found to give the volunteer more "self-esteem", which will improve moods and behaviours in the person after volunteering at the event. This will also help to establish a set of volunteers, which hopefully would return to volunteer again to experience the same level of endorphins. Similarly, to this, Miller (1975) suggests that "self-serving" biases for volunteering are higher when a person's ego is damaged, thus encouraging people to volunteer within tasks (or events) with heightened ego involvement. This can include Ironman because of the stamina the volunteers need for volunteering 12 or more hours during the event weekend.

Wales's council for voluntary action states that there are over 31,000 non-profit organisations in Wales. These groups are sustained by volunteers. In 2016, 28% of people took part in voluntary activities. As mentioned previously, it is estimated that the time and commitment given by volunteers is worth over £757 million to the Welsh economy (Third sector Scheme, 2018). The national average across the UK, is estimated that 42% of adults took part in voluntary activities (Ncvo, 2019), this shows that Wales is below the national average. With only 28% of people volunteering in Wales in 2016, the Welsh government

need to discover the motivations for volunteering in order to attract more people to volunteer at events in the future, and for Wales to consequentially realise the increased socio-economic benefits.

To highlight the evident decline in volunteer numbers at Ironman over the past few years, 2017 saw 622 people volunteering, however, this figure dropped to only 540 in 2018 and therefore the event lost 82 volunteers in just one year. (Jackson, R 2018). This is also supported by Ward (1995), who suggests that "many organisations are still experiencing the difficulties of recruiting volunteers" (Ward, N, 1995, P17), thus exploring the motives of what encourages people to give up free time in order to benefit a cause (Wilson, 2000).

The management centre found four key trends within volunteering: ageing population, falling time commitment – the rise in micro-volunteering, virtual volunteering and decreasing red tape. It is often perceived that the older population are volunteering the most due to having greater amounts of free time alongside fewer money worries. However, energy levels would likely be affected, resulting in the volunteer not doing as much as a slightly younger person. This is supported by WEF (2015), by suggesting that older workers are less productive. Similarly, to this, working adults are failing to volunteer due to never having enough time in the day to fully commit to volunteering as a result of their job and career responsibilities or their family and friends taking priority. In addition, the rise of micro volunteering could be seen as positive due to the increase number of people volunteering, therefore gaining the benefits of volunteering such as increased levels of self-esteem. However at large scale events micro-volunteering is a growing issue because people have previously (micro) volunteered therefore not feeling it is their responsibility to volunteer more (civil society, 2018).

2.3 Motivation theory

2.3.1 Hierarchy of Needs

Maslow's Hierarchy of Needs is a pyramid model that uses various levels to demonstrate and explain the motivations of the volunteers: Starting from physiological needs which equal the base needs: followed by safety, social needs, esteem, and finally self-actualisation (Maslow, 1943). Van Liere and Dunlap (1980) argue that motivation is changeable depending on the level of need, and lower levels of needs must be fulfilled before addressing higher levels, therefore working the way up the pyramid. Although, often discussed by researchers as outdated and criticised, the theory is still valid for this study due to relevance of human behaviour and as a base for motivation theory because the principles of the theory are the same today.



2.3.1.1 Figure 2: Maslow, (1943) Hierarchy of Needs

McClelland (1973), states that motivation can be broken down in to three main factors: Achievement, affiliation, or power. McClelland (1973) also states that humans are not born these traits, rather they develop from different cultures and human experiences through time. This could explain why groups or families volunteer due to experiencing people volunteering whilst growing up, this therefore becomes the "norm". This has a massive boost for the community because generations are continuously volunteering through time. Achievement,

affiliation, or power can be seen as a reason for why people might volunteer at events. The researcher will use McClelland's (1973) theory to investigate whether motives are still the same today as they were in 1973, to establish if people volunteer at Ironman because a friend or family member is either volunteering or competing in the Ironman event, and to discover whether witnessing other people volunteering whilst growing up would have a positive effect upon the person volunteering at an event in the present day.

2.3.2 The Theory of Planned Behaviour (TPB) (Ajzen, 1991).

In accordance with TPB, individual behaviour is driven by intention, and intentions are determined by three factors: attitude towards behaviour, subjective norms, and perceived behavioural control. Volunteering as described by Kearney (2001) in *Volunteering and Society in the 21st Century* "is the commitment of time and energy for the benefit of society. All volunteers who are working with Ironman are often committing to long days, some up to 13 hours, however, this will benefit the community of Tenby.

Hatch, S. (1983), found three motivation groups. The first is composed of four instrumental motivations (time to spare, diversion of energy, friendship/ social contact and human capital building). Secondly, there are the expressive motives (possibility of losing out in the short term but gaining much more in the long term), and finally there are the rewards which can be received. Altruistic motivation is more likely to lead to an increase in self-satisfaction. From Hatch, research will be conducted into discovering to which of the three groups each volunteer belongs, and to find themes, such as considering whether demographical information is also an influential factor in this.

2.3.3 Hygiene / motivators factors

Motivation can be split up into "hygiene factors" (dissatisfaction) and "motivators (satisfiers), (Herzberg, 1993). This is supported by Elstad (2003) suggesting that motives such as "free food and drinks" have a significant effect on the volunteer's mood compared to other benefits of volunteering. On the other hand, it is argued that "free food and drink" is not a satisfier and

should be taken for granted and is not something which should be added to job satisfaction.

From Herzberg (1993), most of the satisfier factors, which include achievement, growth, recognition and the work itself, can be related to motives for volunteering whereas the dissatisfactions are typically related to a paid job and do not in turn have links with volunteering.

Motivation includes all aspects of activation and intention and has two key elements: strength and direction. Motivational strength refers to the degree to which the volunteer is willing to expend energy in order to reach their goal, reflecting the strength of their underlying motivation. Motivational direction refers to routes available for the volunteers to meet their goal and satisfy their need (Soloman, 2004). Intrinsic motivation is a motivation to act that originates within the individual, including deeply held values and beliefs. Whilst this type of motivation affects behaviour, it is limited; "People are prepared to follow their environmental conscience provided the cost of doing so is not too high" (Frey, 1999, p. 404)

This chapter has found underpinning theory which will be investigated within chapters three, four and five. The need to get more people to volunteer in Wales is evident as volunteer numbers are declining despite the benefits to volunteering becoming more and more appealing. Volunteering is extremely important for the future of the event industry. The need for time, effort and energy to be added back into the community will help not only Tenby, but also Wales as a whole.

3. CHAPTER THREE

3.1 Introduction

This chapter aims to address the second research objective of this research project: To conduct a mono method of primary research in the form of two online questionnaires, this will address key motives about why certain people volunteer and certain people do not volunteer at events particularly at Ironman, Cymru. This will continue to develop key understandings which can be used by Ironman and other events to encourage more volunteers in the future, with key themes discussed in chapter four.

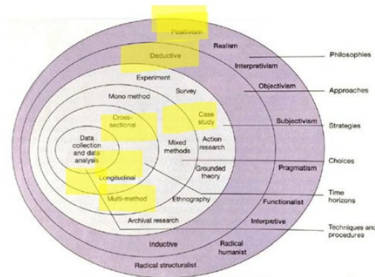
Firstly, research can be described as an essential way to collect information whilst gaining new knowledge. (O’Gorman and Macintosh, 2015). Research can be explained as “a process of enquiry and investigation” which can “increase knowledge” (Hussey, 1997, P1). Similar to this, Jankowicz (1997) states that people must undertake research to discover data in a systematic way, by increasing their knowledge. In addition, social research is crucial for collecting information on sociology and human behaviour. Human motives and behaviour are the key focus of this data collection. Research can be “motivated by developments and changes” thus implying research was needed to investigate the decline in volunteer numbers at Ironman Cymru and to establish reasons why volunteer numbers are dropping (Bryman, 2016).

3.2 Research onion

The method of primary research that the researcher has chosen will be the research onion, Saunders et al (2009), to identify and justify the research strategy, data collection methods and data analysis techniques. This method will guide the researcher throughout the data collection.

The research onion explains a multitude of layers, which is crucial for choosing the most appropriate method for collecting data. The extent of the research is seen in Saunders et al (2009) research onion. By following the below research onion, the researcher will be basing

the research on positivism. Collis and Hussey (2003) suggest that "the positivism approach seeks the facts or causes of social phenomena, with little regard to the subjective state of the individual". This will be shown throughout research collection by finding the causes and motives for volunteering. Please note highlighted section is path on onion for the researcher.



3.2.1 Figure 3: The Research Onion: Saunders (Saunders, et al, 2009)

3.3 Philosophy

This research project uses the positivism approach which refers to understanding an "observable social reality" (Remenyi et al: 1998, P32). From this, quantitative research will be collected, therefore allowing replication of the study in the future for other events. This also allows a possible longitude study to be completed at a later date. (Saunders and Phillip, 2012). The research onion is the most befitting method to collect the researchers' chosen topic, as two separate questionnaires will be used to gather extensive quantitative data that can potentially be replicated to have a high reliability.

3.4 Approach

For this research project, the researcher has chosen to identify patterns of motivational factors in volunteering. This will therefore develop explanations surrounding the topic on what is motivating people to give up free time to volunteer. Ghauri, et al (1995) suggests that inductive approach is based on empirical evidence and experience. From this, an inductive approach is deemed appropriate given the aims and objectives of this project. Although positivism has elements of both deductive and approach inductive strategy (Bryman and Bell, 2007).

3.5 Strategy

The purpose of a questionnaire is to collect a high quantity of primary data, which is most relevant to the research being conducted. Questionnaires differ depending on the ways they are administered. For this research project, both questionnaires will be given out via "internet-mediated" method. By using "internet-mediated" method of data collection, it allows the research to be environmental, quicker to collect and analyse and is easier to use for the participants of the surveys (Saunders, et al, 2007). In addition, by administering the questionnaires via "internet-mediated" method, it is deemed the most appropriate for this research project due to being able to target the correct sample (Ironman volunteers) needed for the research. Furthermore, in the wake of 2018 GDPR legislation, it is deemed the most appropriate method, due to data protection. By using surveys, it is deemed best for this project due to being able to collect high quantity data within a cross-sectional time frame. Surveys are defined by Wilson (2010) as a "primary tool to be used as a method of data collection that comprises of a set of questions". It is argued that most positivist research uses a questionnaire method to collect data. This could be due to official statistics having good reliability and representativeness (Collis and Hussy, 2009).

3.6 Choice

Alvesson and Deetz (2000) argue that a mixed-methods approach is perceived by being a more complex challenge (more time, effort and financial resources). Wilson cites Strauss

(1987) by stating that triangulation can reduce the risk of systematic biases. Whilst triangulation could be used to further benefit and enhance the data results, it is far easier and more appropriate for this research to use a mono-method approach of two online questionnaires via "internet-mediated" processes. For this research project mono-method is deemed the most appropriate method due to being able to collect high quality data. It is also worth noting that, in the UK, there is only one manager responsible for sourcing and hiring volunteers for all Ironman events taking place in the United Kingdom. By only having one volunteer manager, it would result in only one source of data collection from interviews. This therefore may result in a biased data collection. Using a mono-method approach will adequately collect important data. The researcher has chosen to collect primary data using only one method (mono-method).

3.7 Time horizon

The time horizon refers to the time taken to conduct and complete the research project, either cross-sectional or longitudinal. For this research cross-sectional will be used to collect data from participants at a single time, whereas, longitudinal studies take place over an extended time period (Saunders and Phillips, 2012). Johnson (2016) states that "cross-sectional study designs, data collection occurs at one point in time" whereas longitudinal data is collected over a long period of time. For this research project, cross-sectional data collection is the most appropriate by allowing many different variables to be compared at the same time. For further research into the "life of a volunteer" longitudinal would be deemed the most appropriate method of data collection.

3.8 Collection and analysis

3.8.1 Collection

Collis and Hussey (2009) state that quantitative data is data in a numerical form which can routinely be collected by using positivist studies due to the high reliability of this study type. There are various ways for collecting questionnaire data within a positivist process, including

online, postal questionnaires and telephone interviews (Collis and Hussey, 2009). For this research project, the researcher will self-administrate two online questionnaires. This will ensure a high reliability.

The data collection method, questionnaires, is deemed the most appropriate to collect the research mainly due to being able to collect a large amount of data in a cross-sectional time frame. The "online-mediated" surveys will be shared on social media and landing pages and shared daily. This will allow respondents to know about the study and therefore complete the data collection.

3.8.2 Questionnaire designs

The questionnaires will consist of fourteen questions per questionnaire. These questions range from demographic questions such as age and gender (in order to investigate if demographics have an effect on volunteering) to finding out the key reasons and motives why people choose to volunteer at Ironman or choose not to volunteer. By using both closed questions (tick boxes) and open-ended questions, it will help the researcher to conduct more in-depth research and gain a better understanding of the key motives for volunteering. In turn, this will help event managers who are responsible for volunteers to be able to hire larger numbers of volunteers since they will know what truly motivates people to volunteer. Thomas, (2003), argues that multiple choice questions are often of greater use to the researcher, as the researcher can influence the data collected and classify the answers and calculate their frequencies when analysing the data. Balneaves and Caputi (2001) state that the Likert scale provides the researcher with a more detailed view of the participants' underlying feelings and attitudes towards the research topic. It is argued that the data gathered from the Likert scale will prove the researcher with the most in-depth knowledge and with a greater level of complexity. The individual questions will be written in a clear and concise manner which will ensure questions were being answered accurately. The questions in both questionnaires are based upon prior motivation research from Woods (2014).

See appendix 3 and appendix 4 for a final copy of the final two distributed questionnaires.

3.9 Pilot study

Before a final version of the questionnaires is distributed via social media platforms, a pilot study will take place. Both questionnaires will be piloted among peers and various people who have volunteered at Ironman. A pilot study will be a testing study conducted on a smaller scale prior to the official distribution of data collection methods and allows the researcher to identify any potential issues and make final alterations (Daniels and Sam, 2011). A pilot study is important, when collecting quantitative research as when the questionnaires are distributed the participants do not have any opportunities to gain clarification over any questions. Anesthesiol (2017) argues that pilot studies are performed reflecting all the procedures of the main study and validates the feasibility of the study. To ensure quality data and research is being collected, the researcher will pilot the two questionnaires to five people per questionnaire.

3.10 Analysis

The researcher will use statistical analysis techniques to find themes in the results once completion of primary research is finished. Collis and Hussy, (2009) suggest that data analysis will develop and find trends within the phenomena, within volunteer motives. Results will be summarized through graphs and charts, this will provide a simple overview of trends found from the data collection (Wilson, 2010).

3.11 Sampling

Saunders et al (2007) states "the sampling framework for non-probability sample is a complete list of all the cases in the populations" (Saunders et al, 2007, P214). The researcher will use purposive sampling to select the best groups to take part in the research and complete the questionnaires. From purposive sampling, for the first survey (people who have never volunteered at events before) the sample is convenience. Thereafter, the second

survey (volunteers at Ironman in Tenby) is judgement, with hints of snowball sampling. (Atkinson, G and Bouma, G, 1995).

The sample size will be made up of roughly one hundred participants per questionnaire, thus resulting in having a minimum of 200 participants across the surveys. The larger the sample size, the better it will be representing the volunteering and non-volunteering population, (Collis and Hussey, 2009). By having a sample of one hundred participants per questionnaire it is believed to be acceptable due to the time horizon and feasibility of the project. In 2017 and 2018 the average number of volunteers at Ironman in Tenby was 581 people, thus resulting in the sample for this research being 20% of the total volunteering population of Ironman in Tenby. This means to have the same population for the non-volunteers.

3.12 Reliability and validity

Cohen, et al (2013), suggests that "threats to validity and reliability can never be erased completely" therefore the researcher must minimise threats while collecting data. Robson (1993) states that there are many threats to reliability, some include errors and bias being made from either the participants and / or the researcher. Human error could occur while inputting data to analyse, this can be minimised by using online survey software, for example "Survey Monkey". Similar to this, Hernon and Schwartz (2009, P73) state that reliability is a concept which evaluates "the extent to which the data can be constant". Robson and McCartan (2015, P169) shows that validity estimates how credible the research is. The research must be believable. When analysing the data, if the data collected and the results are not believable, this would make the researcher doubt the reliability of the participants and therefore the answers given on the questionnaire. Due to this if any questionnaire contains data which is lacking credibility, the questionnaire might be dismissed and not included in the final results. Guion (2002) suggests that different sorts of validity argument should be considered. For example, this research will need validity to justify some of the

motives, as data collected from quantitative and qualitative research might have slightly different outcomes, therefore, making the results less logical.

Validity refers to the extent to which an account accurately represents the social phenomena when conducting research (Silverman, 1993). It is highly important that research gathered shows high validity and high reliability. This will be achieved by conducting all research in a non-biased way, which is equal to all participants. Due to the surveys being "internet-mediated", validity was made certain for this research project by targeting the correct sample online. In addition, questions for both questionnaires will be based on previous studies conducted by other researchers. By doing this, it increases validity in this research project as it shows that they are the correct questions to be asked.

3.13 Limitations

Limitations for this research project can include: A limited timeframe may not allow the researcher to conduct multiple research methods of collecting both quantitative and qualitative data: mixed methods or triangulation results. This therefore results in the researcher only collecting quantitative numerical data from questionnaires. In addition, using "non-purposive" samples might not allow for sufficiently extensive representation of the wider population beyond South and West Wales; however, it is ensuring that the most effective sample will be implemented within the given timeframe. The researcher will attempt to mitigate these limitations by producing a Gantt chart, see appendix 5, to improve the time management, and use resources provided by the university to the benefit of the research.

3.14 Ethical considerations

Tankard (2016) states that data protection applies to anyone and any organisation that collects and processes information. Research must take account of the moral and legal situation at the time and the boundaries (Denscome, 2002). The researcher must obtain a consent form stating that all participants know that they are able to stop answering at any point during the questionnaires without stating a reason. There is no vulnerable population

used within both questionnaires, and all participants involved will be over the age of eighteen years. See appendix 1,2 and 6 for final ethics form (approved by the university prior to starting this research project).

Due to the nature of the research being centred around volunteers, all participants in the research must be over the age of eighteen years and must confirm this before any answers are recorded. On completion of this study, all participants will be offered the results of the data collection via a website link which can be emailed to them on request. It is also important to note that all participants will be anonymous, to therefore protect the data, "Informing the participants that they will be anonymous is important as they are more likely to answer honestly" (Mitchell and Jolley, 2007, P288). Due to GDPR regulations, data will be stored on an encrypted and password protected laptop with additional back up on an encrypted memory stick, this will also ensure the research project is not lost or deleted by mistake. All data needs to be stored safely and protectively for reasons of privacy and security.

This chapter has developed the strategic ways data will be collected for this research project by gathering quantitative research to find the social phenomena within volunteer motives and which specific motives could encourage more people throughout the community to volunteer. This data will be analysed through statistical systems in chapter 4.

4. CHAPTER FOUR

4.1 Introduction

This chapter will address results of the researcher's primary research, which involves two online questionnaires investigating the key motives to volunteer at Ironman, Tenby. The number of participants involved in the data collection is, 133 participants from people that have never volunteered before and 81 participants from people that have volunteered at Ironman. The data discussed in this chapter is based upon research methods discussed in chapter three. Delamont, et al, (1997) found that data analysis states that qualitative analysis involves interpretation of the data collected. Please note that the data will be presented in the format of a percentage (number of respondents). An investigation into the motivations of Ironman, Wales volunteers will be called questionnaire A and the motivations into people that are not volunteering across the United Kingdom will be called questionnaire B, with figures to explain which questionnaire is being discussed.

For the analysis of the data collection from both questionnaires, the results can be grouped into two sections: section 1: Demographics and section 2: Motives to volunteer, each achieve and complete different purposes for the researcher and meet the aims and objectives discussed in chapter one. Across both, questionnaires, questions 2, 3, and 4 are used to understand the different demographics of the respondents, this allows the researcher to understand if working status or age could be a factor in volunteer numbers. Following on, questions 5,6,7, 8, and 9 find the underpinning motivations which this chapter mainly focuses on. The final questions are open ended theses allow a more in-depth discussion.

4.2 Section 1: Demographics

4.2.1 Gender

The first question asked the participants to specify gender.



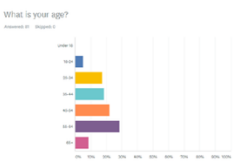
4.2.1.1 Figure 4: Questionnaire A: Gender (QA1) 4.2.1.2 Figure 5: Questionnaire B: Gender (QB1)

The first question (QA1) found that 74% of the participants identified themselves as female, and only 26% identified themselves as male, whilst in (QB1) 73% participants identified themselves as female and 23% identified as male. This may be due to the researcher distributing the questionnaires on personal "internet-mediated" pages, this is deemed acceptable for this study, due to women differing from men in their adoption of an ethical care and responsibility for others (Gilligan, 1982). Thus, suggesting that the female population has higher likelihood to volunteer due to often being seen as the more caring gender (Fischer, 1990). As discussed in chapter two, this is supported by the NVCO (2019) finding more females are

volunteering over males, however, since 2007 to present, the percentage between the genders and volunteers is closing, which suggests that by the year 2025 there will be no gender gap in volunteering, equal numbers for both male and female volunteers. Hatch (1983) found that a “disproportion of women and people in higher jobs” have increased odds of volunteering to help the community.

4.2.2 Age

The following question found the participants to specify the age bracket that they best felt described them.



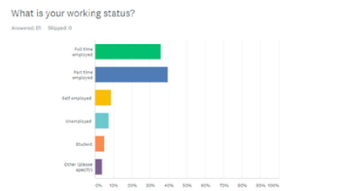
4.2.2.1 Figure 6: Questionnaire A: Age (QA2) 4.2.2.2 Figure 7: Questionnaire B: (Age QB2)

QA2 found that the largest age bracket was 55-64 with 28.4% followed by 44-54 (22.2%), with the smallest age group to volunteer at Ironman, was 18-24 with only 4.9%. Whereas QB2 the largest age bracket was 18-24-year olds with 61.5%, this is similar to QA2 by showing a large number of young adults and students are not volunteering as much as older adults. This is matched by only 1.5% being aged 55

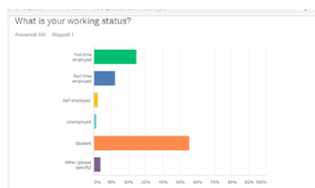
and above that have never volunteered before. The younger population not volunteering and not engaging with the community could potentially be damaging for the future generations and socio-cultural impacts on destinations and communities. A key issue why young people are not volunteering could be due to lack of marketing being done to promote volunteering at different events (Smith, 2006). At present nothing is currently being done on social media to directly target the younger generations to volunteer at Ironman (Instagram, 2019). Jackson (2019), stated that just over 70% of all Ironman Wales volunteers from 2018 were above the age 39. Often, it is perceived that younger people are more willing to volunteer due to adding experience to a curriculum vitae and having a lot of free time due to limited family commitments (Case, 2011), yet from this research, over 60% of young adults (students) have never volunteered before. It is worth noting that 43.2 is the average age of ironman participants (active, 2019), which could suggest why the majority of volunteers are aged 39 or above at ironman. This shows that people are completing the ironman triathlon and are now volunteering at the event to see the sport event grow.

4.2.3 Employment status

Employment status could be considered one of the most important questions, due to hours spent working compared to hours at leisure. The NSO (2019) found that on average people in employment (full time or part time) volunteer for an average of 9.6 minutes per day. With the employee average full time spending over 45 hours at work per week which leaves minimal time for leisure or volunteering activities (Gov, 2019), with the average British worker spending more time in work than the average European (Doughy, 2018) which could be why more countries in Europe have higher volunteer numbers compared to the United Kingdom's (the guardian, 2015).



4.2.3.1 Figure 8: Questionnaire A: Working Status (QA3)



4.2.3.2 Figure 9: Questionnaire B: Working Status (QB3)

Question 3 asked the participants to specify which category of employment best described their current employment status. QA3 found that 39.1% of people working part time have volunteered at Ironman in the past 5 years, similar to this 35.8% are full time employed, this shows that over 60% are in some sort of employment and still find the time to volunteer. QB3 found that 55.3% of participants were students thus suggesting having a large amount of free time (The guardian, 2016). The

second largest non-volunteers were full time employed (24.6%). Taniguchi (2006) argues that full-time and part time employees are more encouraging of volunteering in the female population, while discouraging in males in the work place, in addition women typically take a greater amount of time of "unpaid work" to provide care to aging family. It is evident that a gender inequality is present within the event industry (Martinez, 2018). Clary, et al (1999) found that often students are forced to volunteer as it is required of them to complete some sort of qualification. Another reason why students was the most popular choice within employment status could be due to being on the researcher's personal social media, most of which are students. Ballantyne and Packer (2011) suggest that young people have a higher chance of volunteering at a live music event due to increasing positively on young adults' psychological and social well-being. This shows that events need to do more to have a positive effect on young adult's mental health to provide beneficial, from this could lead to an increased volunteer number.

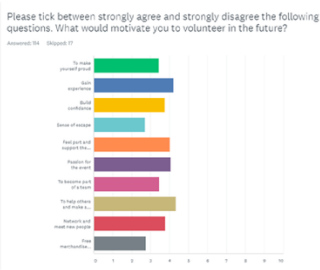
Secondly, Hatch (1983) suggests expressive motives, this could be seen to why over 60% of people volunteering at ironman are employed, thus suggesting expressive motives (possibility of losing out in the short term but gaining much more in the long term), by losing out short term but gaining long term grants the volunteer advanced future prospects.

4.3 Section 2: Motives to volunteer

4.3.1 Motivation type

Questions 5,6,7,8 and 9 from both questionnaires A and B, addressed the motivational factors of volunteers. Across both questionnaires question 6 used a Likert scale, to best find out motives of volunteering. Likert scales use fixed choice

response formats and are designed to measure attitudes or opinions (Bowling, 1997).



4.3.1.1 Figure 10: Questionnaire A: Likert Scale (QA4)

Please rank between Strongly disagree and strongly agree your reasons for volunteering at Iron man, Wales



4.3.1.2 Figure 11: Questionnaire B: Likert Scale (QB4)

QA4 and QB5 found, a recurring theme is "to make yourself feel proud" which in return boosts self-esteem. In QA4 with 62.5% strongly agreeing volunteering makes themselves feel proud, with only 10% strongly disagreeing to this statement. In Questionnaire B, only 7.8% strongly agreed to volunteer made them feel proud, similar to this 43.8% agreed to this statement showing overall 51.8% stating that if people were to volunteer it would make themselves feel proud. This was discussed in chapter 2 by Solomon, (2004), by meeting goals and satisfying certain needs and self-esteem as discussed by Maslow (1940). By boosting self-esteem in people, it gives a sense of achievement, which in return would make people return to volunteer due to wanting to feel a similar level of achievement. This is a key point for ironman, by promoting volunteering for the following year whilst the volunteers are

experiencing high levels of achievement and self-esteem so these can be experienced again.

Special and extra benefits, in QA4, was found to be the least likely factor for motivating people to volunteer. In 2019 the tenth anniversary of the event coming to Tenby, the event has planned massive benefits and surprises for the volunteers which have come back and volunteered year after year. Although, Ironman is set to spend a large amount of money on the volunteers to celebrate all the hard work and time commitment given, it has been found within this research that, it might not be needed due to, only 16.4% stating that the added special benefits did not motivate them to volunteer at Ironman, Wales. This proves Elstad (2003) theory, as discussed in chapter two. which states that the achievement, growth and the work itself is more rewarding over items to take home and keep after the event. In addition, Ironman, Tenby have previously had a volunteering party (Jackson, 2018), this was cancelled due to limited numbers attending the after-volunteer party. With this increased knowledge that further proves the key motives of people volunteering at Ironman are not material led but social-cultural led with positive effects on the people and communities (event impacts, 2019). Factors such as the after-party and merchandise from the event can be used as a reward for hard work instead of a motivation to volunteer (recruitment tool). This can be seen with Greenman festival, where only volunteers that have proved hard work ethic are intitled to the rewards (the independent, 2013)

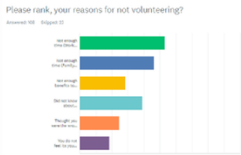
Both questionnaires found that sense of escape and free merchandise from the event were the least motivating factors for volunteering at events. Rochester, et al, (2015), suggests a three-overlapping theory for volunteering. From this research, it is clear that both serious leisure and activism is a motive to why people volunteer at

Ironman. Due to volunteers ranking "sense of escape" and "free merchandise" as the least motivational factor, the results shows that "self-identification" is important which has a direct link to loyalty for the Ironman brand.

Case (2011) found that people are volunteering to escape daily routines and getting out of habits, some people volunteer abroad to get a sense of escape, however volunteering can be done within the local community with the same effect. In spite of this, Case (2011) theory stating that people are volunteering to escape daily habits, in QB5 only 6.1% of the participants stated that they agreed or strongly agreed to this statement of volunteering for a sense of escape. This shows that volunteering for a weekend is not enough to break the daily routine and habits and volunteering for longer would allow people to fully have a sense of escape. This is mirrored in QA5 with 31.1% of people volunteering to escape from daily life and pressures, although a higher figure in Ironman volunteers, this still does not prove that motives for volunteering at Ironman provides an escape.

One of the strongest motives to volunteer was found in question 6, people are far more likely to volunteer for an event if the person is passionate about the event, they are volunteering at. Participants stating in question 10 (open ended) that they volunteer due to being "passionate about sport". Ironman (2019) state that volunteering is the "first step on the path toward participation in the sport themselves". Although often for ironman it could be seen as the opposite, with the average age to complete ironman being 43.2 (active, 2019), and therefore volunteering later in life. Achievement as discussed in chapter 2 by McClelland's (1973), by experiencing "people in their 70s taking part" (ironman, 2019). This is matched by families watching people take part and getting inspired and motivated to not only take part but also volunteer at the event. This could be considered as a key

recommendation on how Ironman, Wales could get more people involved in volunteering by targeting current spectators (which are at the event regardless) and running clubs throughout Wales, this can be mirrored in Ironman across the world to gain more volunteers for all Ironman events.

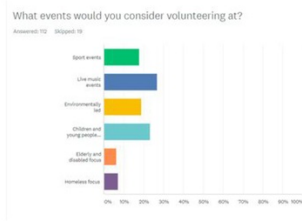


4.3.1.3 Figure 12: Questionnaire A 9(QA5) 4.3.1.4 Figure 13: Questionnaire B (QB5)

A reoccurring theme within people not volunteering at events was “not enough time” regardless of commitments: work, family or friends. Some companies across the world including Starbucks and other small businesses are offering employees paid time off to volunteer (The Guardian, 2018). By companies offering paid time off to work at other non for profits will provide more people to volunteer at events across Wales. “Full pay package while working at selected non-profit organizations for half the work week” (The Guardian, 2018). With over 62% of the participants, not volunteering due to work commitments. Companies, allowing staff to take paid days off to volunteer would increase volunteering figures, however this would require commitment from the employees due to most volunteering activities taking place during anti-social hours. This could work for organisations based in Tenby who may benefit from the event and who don’t work in hospitality, showing that this might not

be viable for hospitality providers to allow staff to have time off to volunteer at Ironman, however due to the increased secondary spend the event brings to Pembrokeshire, local government and tourism boards should work with Ironman and local business to find a way staff working in Tenby can help Ironman.

Question 9 investigated what different events would encourage people to volunteer. For this, only questionnaire B was used, due to the participants from questionnaire A already volunteering at Ironman, this could cause bias data collection. QB6 found that 17.8% of the participants would volunteer at sporting events across the United Kingdom, this is a low figure considering how many sporting events need volunteers across Wales. Similar to this, is Live music events and festivals. This was deemed the most popular type of events to volunteer at, with 26.9% of the participants would volunteer, this figure is closer to the national average of 42%, yet Wales is still 15.1% below average. A factor to why more people would consider volunteering at live music events could be due to free entry into a sold-out event or entry without paying a price (love money, 2016), whilst volunteering the volunteers are getting a similar experience yet often with added perks. Due to most live music events allowing volunteers a few hours per day to enjoy the event atmosphere. From the questionnaire the most likely events people would volunteer at are "helping others" from this is children and young people, old and disabled or homeless with over 36% of participants stating that they would volunteer at these type of events.



4.3.1.5 Figure 14: QB6

5. CHAPTER FIVE

5.1 Introduction

This study was conducted in order to explore the motives within volunteering. This chapter concludes this research study, in addition provides strategic recommendations, given to events and organisations seeking volunteers and what can be done to hire more for the future. The limitations of the study will be considered, as will the implications of this research for academia and practitioners. With conclusive, further research to be conducted in motives and volunteers.

5.2 Aims and objectives

The specific objectives set to the research were:

1. To undertake an extensive literature review to analyse the importance of motives behind volunteering within the events industry.
2. To use a mono method approach to investigate the key motives to volunteer and to find out what will encourage more people to volunteer in the future.
3. To find evidence on why volunteer numbers are declining and what can be done to increase volunteer numbers.

Based on these objectives this final chapter of the study will summarise findings of the conducted research, providing conclusions.

Having examined extensively previous research and current news articles relating to "why people are volunteering today", the researcher has conducted an extensive literature review, thereby achieving the first of the research objectives which was to undertake thorough analysis of the available literature and the relationship between motives and social-cultural event impacts (event impacts, 2019). Throughout the

literature a conclusive theme of demographics and limited time were found, this was mirrored in the data collection found in chapter four.

To achieve objective two, primary research was used to identify and explore the views of volunteers and what motivates people to give up free time. The results of the mono-method questionnaires brought about three main themes:

1. Not enough time (this could be due to work, friends or family commitments), giving back and helping the community is not seen as important if time is limited.
2. Live music events are deemed the most popular events to volunteer possibly due to the passion for certain activities. People that have a strong passion in sports and active lifestyle have an increased likelihood to volunteer at sporting events.
3. Demographic factors are playing a huge factor in volunteering showing that certain demographic groups have an increased likelihood to volunteer compared to others.

Results of both online questionnaires showed that respondents felt passionate about volunteering with the benefits being evident with participants stating that "volunteering experience are positive whilst giving back to the community"

A major reoccurring theme throughout the whole study was "limited time to volunteer". Volunteering is so valuable for the community, with volunteering (time and commitment) being valued at "over £757 million to the Welsh economy" (Third sector Scheme, 2018). The research shows, that people do want to see their community grow with the help of social-cultural impacts, including volunteering. A worldwide, large scale sporting event such as Ironman and other events needing volunteers to support event teams at large scale events, this is needed more on

Ironman events due to the increased work hours required and the increased number of ironman participants which leads to increased volunteers needed.

To conclude, this research project discovered reasons to why volunteer numbers could be declining within events, this could be due to the growth of the event industry, therefore resulting in more events for people to volunteer at. It is evident that people will volunteer at events they are passionate about. With government and local council groups all suggesting that volunteers are having a large-scale positive impact on, mental health, and community involvement.

5.3 Recommendations

It is acknowledged that this is a growing issue seeing volunteer numbers decline year after year, this issue is fixable with some recommendations for Ironman and other events in need of volunteers:

- Find local sporting clubs within the area of the event, these people have a higher probability to be interested in Ironman, due to being involved with other sporting activities.
- A discount entry fee, if a member of family volunteers a discounted entry fee to part take in ironman could be offered. Family and friends of the ironman participants will be in Tenby regardless therefore should utilise these people.
- A recommendation would be for Ironman to work with local hospitality providers to utilise staff and offer paid days to volunteer (Similar to Starbucks are offering).

5.4 Limitations

A major limitation faced whilst conducting this research was using a mono-method approach. Conducting interviews would have been valuable for this research, to provide a deeper understanding of what the volunteer managers are finding motivates people to volunteer year after year. Due to, there only being one person responsible for hiring all volunteers across all UK based Ironman's, there would not have been enough data collected which could have caused a low level of reliability and validity.

5.5 Further study

This research was conducted using a mon-method approach of quantitative data collection. A replication of the research, in terms of completing a longitudinal study, would ensure the reliability and validity of the data collected in this study, and allows the researcher to gain further insight into the specific motivations of a smaller sample and the journey volunteering at Ironman. A mono-method approach could still be used by using multiple questionnaires throughout the volunteer's journey. An investigation into "the life of an Ironman volunteer" from the application to become a volunteer right up to the volunteering day. Alternately a triangulation approach could be used to interview the volunteer manager in addition to a large sample size from the Ironman volunteers.

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7. Appendices

7.1 Appendix 1: Questionnaire A: An investigation into the motivations of Ironman, Wales volunteers: Ethics form

Thank you for participating in my survey. Your feedback is important the research collected will be used in a final year project to investigate the motives to volunteer at Ironman.

You may stop at any point throughout the survey and can skip any question you do not feel comfortable answering

If you wish to continue and take part with this survey please tick yes below.

Any issues or questions please feel free to email me at
vphillips.150982@student.uwtsd.ac.uk

Research collected will be available on email request after the project is completed

Do you give consent to take part in this survey?

☐ Yes

☐ No

7.2 Appendix 2: Questionnaire B: motivations into people that are not volunteering across the United Kingdom: Ethics form

Thank you for participating in my survey. Your feedback is important

The research collected will be used in a final year project to investigate the motives to volunteer at Ironman, Tenby.

You may stop at any point during the survey and can skip any question you do not feel comfortable answering

If you wish to continue and take part with this survey please tick yes below.

Any issues or questions please feel free to email me at
vphillips.150982@student.uwtsd.ac.uk

The survey will only take 3 minutes to complete

Research collected will be available on email request after the project is completed

Do you give consent to take part in this survey?

☐ Yes

☐ No

7.3 Appendix 3: Questionnaire A: An investigation into the motivations of Ironman, Wales volunteers: copy of online survey

2. What is your age?

- ☐ Under 18
 - ☐ 18-24
 - ☐ 25-34
 - ☐ 35-44
 - ☐ 45-54
 - ☐ 55-64
 - ☐ 65+
-

3. What is your gender?

- ☐ Female
- ☐ Male
- ☐ Other (please specify)

4. What is your working status?

- ☐ Full time employed
- ☐ Part time employed
- ☐ Self employed
- ☐ Unemployed
- ☐ Student
- ☐ Other (please specify)

5. Have you volunteered with the
past 5 years?

- ☐ Yes
- ☐ No
- ☐ Other (please specify)

6. Have you volunteered at Iron
man, Cymru, in the past 5 years?

- ☐ Yes
- ☐ No
- ☐ Other (please specify)

7. Other than Iron man, Wales, how often do you volunteer?

- ☐ Once a week
- ☐ Once a month
- ☐ Once a year
- ☐ If more often please explain

8. Please rank between Strongly disagree and strongly agree your reasons for volunteering at Iron man, Wales

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
To make yourself feel good	☐	☐	☐	☐	☐
Gain experience something to add to a CV	☐	☐	☐	☐	☐
Build confidence and self-esteem	☐	☐	☐	☐	☐
Sense of escape	☐	☐	☐	☐	☐
Get paid and support the community of Tynari	☐	☐	☐	☐	☐
Have more about having a sense of value	☐	☐	☐	☐	☐
Physically completed something	☐	☐	☐	☐	☐
Become part of a team	☐	☐	☐	☐	☐
To help others and make a difference	☐	☐	☐	☐	☐
Network and meet new people	☐	☐	☐	☐	☐
Be part of a world class event	☐	☐	☐	☐	☐
To work with different people	☐	☐	☐	☐	☐
Special benefits (free clothing from the event)	☐	☐	☐	☐	☐

8. What open ended text responses for volunteered? Please rank in order (Number 1 being your most likely reason)

9. What were your key motives for volunteering? Please rank in order (Number 1 being your most likely reason)

1	To meet new people
2	To gain experience
3	Sense of escape
4	Sense of pride
5	To build self esteem
6	Free benefits (free clothing)
7	Gain training and new skills
8	Become part of the Iron man brand

10. Did volunteering at Iron man meet your expectations?

☐ Yes

☐ No

☐ Please explain how? And in what way?

11. Would you Volunteer in the future at Iron man?

☐ Yes

☐ No

☐ Please explain why?

12. Please explain, if any extra benefits would encourage you to keep volunteering?

13. Please explain your feelings towards volunteering?

14. Any additional information about your experience volunteering at Iron Man would be appreciated

7.4 Appendix 4: Questionnaire B: motivations into people that are not volunteering across the United Kingdom: copy of online survey

2. What is your age?

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65+

3. What is your gender?

- ☐ Female
- ☐ Male
- ☐ Other

4. What is your working status?

- ☐ Full time employed
- ☐ Part time employed
- ☐ Self employed
- ☐ Unemployed
- ☐ Student
- ☐ Other (please specify)

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5. When was the last time you volunteered?

- ☐ Last week
- ☐ Last month
- ☐ Last year (2018)
- ☐ Never volunteered
- ☐ Other (please specify)

6. Please tick between strongly agree and strongly disagree the following questions. What would motivate you to volunteer in the future?

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
To make yourself proud	☐	☐	☐	☐	☐
Gain experience	☐	☐	☐	☐	☐
Build confidence	☐	☐	☐	☐	☐
Sense of escape	☐	☐	☐	☐	☐
Feel part and support the local community	☐	☐	☐	☐	☐
Passion for the event	☐	☐	☐	☐	☐
To become part of a team	☐	☐	☐	☐	☐
To help others and make a difference	☐	☐	☐	☐	☐
Network and meet new people	☐	☐	☐	☐	☐
Free merchandise from the event (tops, pens, etc...)	☐	☐	☐	☐	☐

7. If you have volunteered in the past but stopped, why did you stop?

- ☐ Not enough time (Work commitments)
- ☐ Not enough time (Family and friends)
- ☐ Not enough benefits to continue volunteering (Free tops)
- ☐ Lost interest
- ☐ Moved away from the area
- ☐ Health issues or age
- ☐ Volunteering group closed
- ☐ Felt mistreated while volunteering
- ☐ Other (please specify)

← → ↶ ↷ ↸ ↹ ↺ ↻

8. Please rank, your reasons for not volunteering?

☰	☺	Not enough time (Work commitments)
☰	☺	Not enough time (Family and friends)
☰	☺	Not enough benefits to volunteer (Free tops)
☰	☺	Did not know about volunteering options in your local community
☰	☺	Thought you were the wrong age group to volunteer at an event
☰	☺	You do not feel its your responsibility

← → ↶ ↷ ↸ ↹ ↺ ↻

9. What events would you consider volunteering at?

- ☐ Sport events
- ☐ Live music events
- ☐ Environmentally led
- ☐ Children and young people focus
- ☐ Elderly and disabled focus
- ☐ Homeless focus

10. Please explain your feelings towards volunteering?

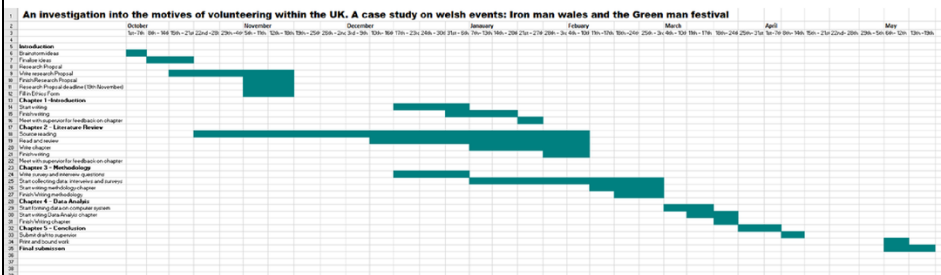
11. Please explain, if any benefits would encourage you to volunteer?

12. Any additional comments, on what would motivate you to volunteer in the future would be greatly appreciated?

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7.5 Appendix 5 appendix Gantt chant



7.6 Appendix 6: Ethics approval form

Ethics forms of approval



PRIFYSGOL CYMRU
Y Drindod Dewi Sant
UNIVERSITY OF WALES
Trinity Saint David

E3 FORM

APPLICATION FOR ETHICAL APPROVAL – BA level

CAIS AM GYMERADWYAETH MOESEGOL – Lefel BA

Mae'r ffurflen hon i'w chwblhau gan bob BA myfyrwr. Rhaid i bob ffurflen gael ei ystyried gan diwtor y modiwl. Dylai un copi o'r ffurflen yn cael ei roi ar y ffeiliau Gyfadran a un copi cadw ar y ffeil myfyrwr.

This form is to be completed by all BA students conducting research, projects or productions. This form should be completed by the student. All forms must be considered by the Module tutor. A copy of the form must be kept centrally and on the student file.

ADRAN 1 – MANYLION MYFYRIWR

SECTION 1 - STUDENT DETAILS

Enw Llawn Full Name	Victoria Phillips		
Ysgol/Cyfadrn/ School/Faculty	UWTSD Swansea Business School	Rhif Myfyrwr Student Number	P150982
Cydlynnydd prosiect / Tiwtor Module Tutor/ Programme Co- ordinator	Suzanne Wells	Enw'r Gradd Name of Degree	BA (Hons) Event Management

Teitl dangosol yr Traethawd Hir:

Indicative Title of Dissertation:

An Investigation into the motivations to volunteer across the United Kingdom: A case study on Ironman

ADRAN 2 – MANYLION CYFRANOGWYR / CYNULLEIDFA

SECTION 2 - PARTICIPANT / AUDIENCE DETAILS

Pwy yw'r cyfranogwyr arfaethedig?	Who are the intended participants?	Ydw / Yes	Na / No
-----------------------------------	------------------------------------	-----------	---------

Myfyrwyr / staff Y Drindod Dewi Sant	Students / staff of Trinity Saint David		/
Oedolion (dros oed 16 ac yn gymwys i gydsynio)	Adults (over the age of 16 and competent to give consent)	/	
Plant a phobl ifanc dan oed	Children / legal minors		/
Cleifion neu gleientiaid gweithwyr proffesiynol	Patients or clients of professionals		/
Rhywun sy'n cael ei gadw yn y ddalfa neu y mae'r llys wedi cymryd cyfrifoldeb amdano	Anyone in custodial care or for whom the court has assumed responsibility		/
Aelod o unrhyw sefydliad lle mae'n bosibl bod angen i unigolyn arall hefyd gydsynio.	A member of any organisation where another individual may also need to give consent.		/
Eraill: Nodwch: / Others: please identify: N/A			

Nifer, Oed a Ffynhonnell y Cyfranogwyr Rhowch fanylion yr demograffeg y cyfranogwyr / gynulleidfa.		Participant / Audience Number and Age Provide details of the demographics of the participants / audience.
Nifer o Gyfranogwyr / yn y Gynulleidfa	Participant/ Audience number	100+
Grŵp oedran y Cyfranogwyr/y Gynulleidfa	Participant/ Audience age group	18+

ADRAN 3 – GWEITHGAREDD YMCHWIL

SECTION 3 – RESEARCH ACTIVITY

1.	Ydy'r prosiect yn cynnwys:	Does the project include:	Ydy / Yes	Nac ydy/N o
	Defnyddio holiadur neu offeryn ymchwil tebyg	Use of questionnaire or similar research instrument	/	
	Defnyddio prawf ysgrifenedig neu gyfrifiadurol	Use of written or computerised test		/
	Cyfweliad (cysylltwch gwestiynau posibl)	Interview (attach provisional questions)		/

Dyddiaduron	Diaries		/
Arsylwi ar gyfranogwyr a hwythau'n ymwybodol o hynny	Participant observation with their knowledge		/
Arsylwi ar gyfranogwyr a hwythau ddim yn ymwybodol o hynny	Participant observation without their knowledge		/
Recordio fideo neu sain	Video or audio-taping		/
Mynediad i wybodaeth personol neu gyfrinachol heb gydsyniad penodol y cyfranogwyr	Access to personal or confidential information without the participants specific consent		/
Defnyddio unrhyw gwestiynau, ysgogiadau prawf, cyflwyniad y gallai rhai cyfranogwyr eu profi fel rhywbeth sy'n achosi niwed / trwmgydd corfforol, meddyliol neu emosïynol	Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive		/
Cyflawni unrhyw weithredoedd allai achosi embaras neu effeithio ar hunan-barch	Performance of any acts which may cause embarrassment or affect self-esteem		/
Ymchwilio i gyfranogwyr sy'n ymwneud â gweithgareddau anghyfreithlon	Investigation of participants involved in illegal activities		/
Gweithdrefnau lle defnyddir twyll	Procedures that involve deception		/
Gweini unrhyw sylwedd, cyfrwng neu blasebo	Administration of any substance, agent or placebo		/
Dull arall o gasglu data neu fformat cyflwyno (esboniwch)	Other method of data collection or presentation format (please explain)		/

2.	Restru eich dull o gasglu data	List your method of data collection:
	Two online questionnaires	

3.	Risg Posibl: (corfforol, seicolegol, cyfreithiol, cymdeithasol neu economaidd)	Potential Risk: (physical, psychological, legal, social or economic)
An oes unrhyw risg bosibl i:		Is there any potential risk to?
A	Cyfranogwyr?	Participants?
B	Ymchwilydd?	Researcher?
C	BrifYsgol/Cyfadrn?	University?
		Ydw / Yes
		Na / No
		/
		/
		/

4 Rheoli Risg: Os oes, beth yw'r risg a sut y bydd yn cael ei reoli?	Management of Risk: If yes, what is the risk and how will it be managed?
--	--

N/A

5 Os ydych yn delio â phlant a / neu oedolion agored i niwed, rhaid i chi gyflwyno eich tystysgrif DBS i'ch tiwtor goruchwylio i'w cymeradwyo cyn i unrhyw gysylltiad â cyfranogwyr hyn.	If you are dealing with children and/ or vulnerable adults you must present your DBS certificate to your supervising tutor for approval before any contact with these participants.
---	---

N/A

Ydw /
Yes

Na /
No

A Ydych chi wedi gwneud cais am dystysgrif DBS?	Have you applied for a DBS certificate?		
B An yw eich tiwtor weld a'i gadarnhau eich tystysgrif DBS?	Has your tutor seen and approved your DBS certificate?		

6 A fyddwch yn cael cydsyniad gwybodus ysgrifenedig gan eich cyfranogwyr?	Will you obtain written informed consent from your participants?
--	--

Ydw /
Yes

Na /
No

A Os na fyddwch, pam hynny?	If no, why not? A statement will be read by the participants prior that acknowledges they are giving consent.		/
B Os byddwch, sut byddwch yn sicrhau cydsyniad gwybodus?	If yes, how will you secure informed consent?		

Rhowch eglurhad / Please explain:

Tick boxes on questionnaires to obtain consent from participants

Cynhwyswch gopi o'r ffurflen gydsynio os ydych yn defnyddio un.	Please include a copy of the consent form if you are using one.
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ADRAN 4	SECTION 4
CEFNOGWYD /APPROVED	NIS CEFNOGWYD/ NOT SUPPORTED
Datganiad Mae'r wybodaeth a gynhwysir yma yn gywir, hyd eithaf fy ngwybodaeth a'm cred. Rwyf wedi ceisio dynodi unrhyw risgiau a phroblemau sy'n gysylltiedig â'r prosiect / ymchwil neu gynhyrchiad ac	Declaration The information contained herein is, to the best of my knowledge and belief, accurate. I have attempted to identify any risks and issues related to the project/research or production and

rwyf yn cydnabod fy mrwymadau innau
a hawliau'r cyfranogwyr.

acknowledge my obligations and the rights of
the participants.

Llofnodau

Dylai'r ffurflen hon gael ei chwblhau a'i
llofnodi gan y myfyrwr a'r Cydlynnydd y
prosiect /Twitor

Signatures

This form should be completed and signed by
the student and the Module tutor/Programme
Co-ordinator.

Myfyrwr / Student

Dyddiad: / Date:

Cydlynnydd y prosiect /Twitor
Project co-ordinator / Tutor

Dyddiad: / Date:



PRIFYSGOL CYMRU
Y Drindod Dewi Sant
UNIVERSITY OF WALES
Trinity Saint David

Cyfranogwr Rhif Adnabod:
Participant Identification
Number:

**FFURFLEN GANIATÂD CYFRANOGIAD SAMPLE PARTICIPANT INFORMATION
SHEET**

TEITL Y PROSIECT: / PROJECT TITLE: An investigation into the motives to volunteer in the United Kingdom: a case study on Ironman Wales

This survey will contribute to an undergraduate level dissertation at the University of Wales Trinity Saint David. I would appreciate your taking the time to complete the following survey that should take about three minutes.

This online survey covers the motivational factors behind the reasons why people different people are and are not volunteering.

Your responses are voluntary and will be confidential, and data collected will be protected in accordance with the Data Protection Act. Responses will not be identified by individuals and all responses will be compiled together and analysed as a group. The data will not be shared or viewed by any persons other than the researcher and faculty supporting the research.

**If you have any questions or concerns, please contact Victoria Phillips
vphillips.150982@student.uwtsd.ac.uk
Thank you for your participation.**