

Homeless World Cup Legacy Project

Phase 1 Evaluation

Final Report to Glasgow Life

October 2016

*The behaviour
change people.*

social
marketing
gateway

smg



Contents

Executive overview.....	i
1. Introduction	1
2. HWC and Glasgow’s Legacy Programme	2
2.1. The Homeless World Cup	2
2.2. Glasgow’s Legacy Project	2
3. Approach and methodology	4
3.1. Research questions	4
3.2. Note on the methodology	5
4. Findings	6
4.1. The volunteers.....	6
4.2. Volunteering at the HWC – Findings from the Follow Up Survey	18
4.3. Social and community connections.....	24
4.4. Skills and confidence	29
4.5. Morale and sense of self	30
4.6. Health and quality of life	33
4.7. Awareness of and confidence to get involved in new things.....	37
4.8. Awareness of and attitudes to homelessness	40
5. Conclusions	51

Executive overview

Social Marketing Gateway (SMG) was commissioned by Glasgow Life (GL) to carry out a Phase 1 evaluation of the volunteer programme element of the Homeless World Cup (HWC) Legacy Project. The 2016 HWC - a football tournament where national teams of homeless men and women from over 50 countries compete – was held in Glasgow in July 2016.

The HWC Legacy Project builds on GL's efforts around the 2014 Commonwealth Games to use 'volunteering' to progress a social inclusion and equality agenda by seeking to tackle the social isolation that frequently goes hand in hand with homelessness. By involving both Legacy Volunteers (i.e. those who have been homeless) and General Volunteers (i.e. those with no direct experience of homelessness), the programme sought to build social connections, develop confidence and skills and link Legacy Volunteers with a range of new opportunities. It also aimed to raise awareness and challenge misconceptions surrounding homelessness.

GL has also used the HWC event to apply key learnings from the Commonwealth Games, in the shape of developing a legacy programme. This programme builds on the excellent start that was made during the event and aims to link volunteers with experience of homelessness with a range of on going cultural, sporting and learning opportunities over the following year.

Funding support has been made available from the Big Lottery Fund (BLF) for a 15 month HWC 2016 Glasgow Legacy Project. The agreed project outcomes are:

- People who face loss, isolation and loneliness as a result of the impact of homelessness will improve their skills, confidence, social and community connections and will access mainstream services.
- Awareness of the issues faced by homeless people will be increased and misconceptions about homelessness will be challenged to help alleviate the discrimination they experience.

A mixed method approach was used in the evaluation including: Baseline and Follow-up volunteer surveys; group discussions with volunteers who had previously been homeless (i.e. Legacy Volunteers); and depth discussions (via telephone) with volunteers who did not have direct experience of homelessness (i.e. General Volunteers).

Both Legacy Volunteers and General Volunteers had an enjoyable and rewarding volunteering experience. Confidence to volunteer was already quite high at the Baseline and it increased further at Follow-up. Intention to volunteer again in the future was also high at both Baseline and Follow up, although (on the quantitative feedback) it did not increase after the event. The qualitative findings, however, found that volunteers, particularly the Legacy Volunteers, felt more confident about volunteering in the future.

The vast majority (96%) of all volunteers met new people through the HWC, and 9 in every 10 volunteers had made new friends.

People's sense of inclusion and feeling part of their community also increased, particularly for Legacy Volunteers. This was not reflected, however, in relation to the proportion feeling that they would 'know who to turn to if they needed help', or that they 'have people around them they can rely on'. More Legacy Volunteers reported that they felt lonely at Follow-up.

At face value, this seems a surprising finding, but it may point to a more complex set of factors at work. For example, having spent time with many new people at the HWC, a return to 'where they were at' before the event may have been felt particularly hard by the Legacy Volunteers.

A broad positive impact on skills and confidence was reported: most volunteers had developed existing skills and learned new ones over the event and their confidence had grown. Many volunteers who took part in the discussion groups felt that, despite the volunteering experience often being demanding, their health had improved over the period.

Despite people having had a very rewarding experience at the HWC, we do not see an improvement in morale and sense of self when comparing survey returns 'before' and 'after' the event. The qualitative findings do, however, point to an improvement in volunteers' morale and sense of self.

While the quantitative findings here may seem surprising, a couple of observations are appropriate:

- When completing the Baseline, most participants were probably 'anticipating' a positive experience at the HWC, and when that was over it was not replaced with a similar thing for them to look forward to – it could have left something of a vacuum in their lives.
- The stresses and challenges in the lives of people who have recently been homeless could be making for quite dramatic shifts in how they feel about themselves on a day-to-day basis.

Quantitative feedback regarding Legacy Volunteers' perception of their mental and physical health and overall quality of life did not improve after the event. Indeed, perhaps it is unrealistic to expect to see change over just a few weeks. Also, again, people's health and quality of life will be determined by a whole mix of factors above and beyond those that the HWC experience can impact on in the short-term.

Most of the volunteers had benefited from the HWC experience in terms of finding out about new things that they can be involved in. This probably bodes well for their future involvement in cultural, sporting and learning activities that is a key aim of the HWC Legacy Project.

All General Volunteers felt that volunteering had helped to raise awareness of homelessness, as did the great majority of the others. The vast majority of General Volunteers felt that their experience as a volunteer had increased their awareness of the discrimination and stigma affecting homeless people. However, whether this change will last was another question. There was a sense that the event had helped to 'normalise' homeless people in the minds of others. Participants pointed to the need to ensure that these positive impacts are sustained, which highlights the importance of the HWC Legacy Project in maintaining and building on the momentum that the HWC has begun.

Findings of the Phase 1 evaluation are already very positive and show strong evidence of success, against all of the projects' indicators, particularly relating to increased skills and confidence; a growth in social networks; and General Volunteers' awareness of the discrimination and stigma facing homeless people. Indeed, of the 4 indicators set, 3 have already been exceeded.

1. Introduction

In June 2016, Glasgow Life (GL) commissioned Social Marketing Gateway (SMG) to carry out a Phase 1 evaluation of the volunteer programme element of the Homeless World Cup (HWC) 2016 Glasgow Legacy Project. The HWC is a football tournament where national teams of homeless men and women from over 50 countries compete. The 2016 competition - Glasgow HWC16 - was hosted in the city between 10th and 16th July 2016.

Fig. 1: Homeless World Cup, George Square, July 2016



The HWC Legacy Project builds on previous experience of the Host City Volunteer Programme for the Glasgow Commonwealth Games 2014 and aims to progress a social inclusion and equality agenda focused on people who have been homeless. Glasgow Life began work on the project in March 2016, with funding support from the Big Lottery Fund (BLF).

The aims of the research were to evaluate the HWC volunteer programme, focusing on the following elements:

- i. To assess how involvement in the HWC legacy programme has impacted on participants who were formerly homeless, or for whom homelessness has directly impacted on their lives.
- ii. To assess how involvement in the HWC legacy programme has impacted on participants who have not been directly impacted by homelessness.

A later phase of the evaluation will explore the impact of the post-event legacy programme, and partnership working between GL and homelessness service providers, but this is outwith the remit of the Phase 1.

This document forms the 'report of key findings' and is laid out as follows:

- Information on the HWC and Glasgow's Legacy Programme;
- The approach and methodology used to conduct the research; and
- The findings of the research.

2. HWC and Glasgow's Legacy Programme

2.1. The Homeless World Cup

The HWC is an annual, week-long football tournament of national teams from over 50 countries, all made up of homeless people – both men and women. It is a unique, pioneering social movement that uses football to inspire people to change their own lives. Glasgow HWC16 was the fourteenth annual HWC event to take place.

2.2. Glasgow's Legacy Project

GL is aiming to use the HWC to progress a wider social inclusion and equality agenda, focused on people who have been homeless. It includes three components:

- **A volunteer programme** – up to 200 volunteers, up to half of whom have been directly impacted by homelessness. Participants undertook general (i.e. non-technical) roles during the week-long tournament, e.g. providing wayfinding and event information. (This volunteer programme is the focus of this Phase 1 evaluation.)
- **Awareness-raising** – working with media partners to raise awareness of homelessness and to challenge stereotypes. Glasgow Life hope to tie this in with book displays across the community libraries network that will showcase stories that touch on homelessness.
- **Post-event legacy programme** – A menu of options for participants offering opportunities to continue to develop wellbeing through sporting (e.g. Glasgow Club, coaching qualifications) and cultural activity (e.g. creative writing to provide a response to their HWC experience – culminating in the publication of an e-book and an associated event at Aye Write! 2017).

The GL legacy project aims to build on Glasgow HWC16 to better integrate local services, connect beneficiaries and challenge discrimination. This involves: addressing discriminatory attitudes to homelessness; building strength, confidence and networks of a group of local previously homeless people using volunteering at the event; improving coordination between local homelessness organisations and mainstream sport, culture and learning provision; and developing pathways to the use of this provision by vulnerable people.

The project works with homeless or previously homeless people, plus a number of partners including GCC Social Work, Glasgow Homelessness Network, and GL itself (including frontline venue staff across sport, libraries, museums, communities and arts teams). Through a positive media campaign, it also aims to challenge myths and misconceptions about homelessness amongst the public, and tackle discrimination faced by people who have experienced homelessness.

The **rationale** for the legacy project is based on the following factors:

- Social isolation precedes homelessness for many people, and experience of homelessness then exacerbates that isolation.
- Less than a third of homeless people spend time with non-homeless people, and over a third (38%) of homeless people spend their entire day alone.
- Isolation of this kind erodes people's capability (e.g. employability skills, knowledge) as well as their resilience or ability to cope with life's challenges.
- One in four formerly homeless people find themselves unable to sustain a tenancy. The national charity Crisis suggests that loneliness and isolation are the main causes of this.

- Isolation also negatively impacts on homeless people's ability to share experiences, communicate feelings and work with others.
- Activities that foster social connections and provide the opportunity to nurture skills and confidence have been identified as helping to break such isolation and loneliness.
- In addition to facing direct discrimination relating to accessing housing and wider opportunities, e.g. employment, much of the day to day discrimination that homeless people face is a result of stigma and misconception from members of the public – e.g. believing that homeless people are in their situation due to laziness.

The event volunteer programme has, therefore, been designed to bring Legacy Volunteers into contact with people from a wide range of backgrounds, thus aiming to develop their confidence and skills. The HWC provides an established platform and an opportunity to:

- Challenge misconceptions, and
- Increase public awareness about the factors contributing to homelessness.

The HWC legacy project aims to engage formerly homeless people with wider society – first, by linking them with other members of the local community through a volunteering programme to support the delivery of the HWC, and subsequently – post-event – by supporting them to access a wide range of mainstream cultural, sporting and learning opportunities that aim to build skills.

Funding for the HWC legacy project has been provided through a Big Lottery Fund (BLF) grant. The following outcomes and indicators were agreed as part of the grant allocation. The timescale for all of these outcomes and indicators was the end of the HWC project.

Table 1: Project outcomes and indicators

Project outcome 1	People who face loss, isolation and loneliness as a result of the impact of homelessness will improve their skills, confidence, social and community connections and will access mainstream services
Indicator 1	70% of volunteers who have experienced homelessness will report increased skills and confidence
Indicator 2	70% of volunteers who have experienced homelessness will report increased social networks
Indicator 3	70% of volunteers who have experienced homelessness will feel more able to access cultural, sporting and learning activities in the city
Project outcome 2	Awareness of the issues faced by homeless people will be increased and misconceptions about homelessness will be challenged to help alleviate the discrimination they experience
Indicator 1	70% of non-homeless participants in the volunteer programme will report increased awareness of the discrimination and stigma affecting homeless people.

3. Approach and methodology

A mixed method approach was used, combining pre- and post- volunteering quantitative survey work, enriched by qualitative group and one-to-one discussions.

3.1. Research questions

Key research questions ranged across:

- What motivated participants to get involved with this HWC volunteer opportunity?
- What, if any, previous experience did they have of being involved in volunteering?
- What are the anticipated personal benefits of involvement in this programme?
- What have been the impact(s) on them personally as a result of their involvement?
- In particular, how has involvement in the HWC legacy project impacted on:
 - mental and physical well-being
 - skills and confidence
 - social networks
 - confidence and ability to access cultural, sporting and learning activities in the city?
- What were the highlights of being involved in the HWC?
- What were the challenges of being involved?
- How has the opportunity to participate in the HWC legacy project impacted their experience of volunteering, and likelihood to volunteer again in the future?

The individual research components were as follows:

1. Baseline survey

This involved HWC volunteers (Legacy Volunteers and General Volunteers) completing a survey prior to commencing their volunteering activities. This allowed us to establish volunteers' demographics, as well as exploring their reasons for volunteering and 'where they were at' before the event in terms of confidence; attitudes relating to volunteering including readiness to volunteer and understanding of the role; their social circle, sense of connectedness and optimism; perceptions of physical and mental health and overall quality of life; and experience/perceptions of homelessness.

Sample size: a total of 138 individuals completed the baseline survey. Of these, 134 answered the question regarding whether they had ever been homeless. Just under half (49%; 66 respondents) had previously been homeless, and 51% (68 respondents) had no direct experience of homelessness.

2. Follow up survey

Shortly after the HWC event finished, Legacy Volunteers completed a follow-up survey whilst attending an event at Hampden about GL's legacy programme (any previously homeless volunteers who failed to attend were subsequently emailed the survey). This follow-up survey explored broadly the same issues as the baseline, allowing us to assess the change in responses after respondents had volunteered at the event. A total of 57 follow-up surveys were completed by Legacy Volunteers, 51 of whom had also completed the baseline survey.

General Volunteers (with no known recent experience of homelessness) were emailed the follow-up survey, resulting in 27 responses. These volunteers had provided their email addresses to be contacted for further research purposes in the baseline.

Therefore, a combined total of 84 follow-up responses were obtained to the main follow-up survey.

In addition to the above, all General Volunteers were emailed a further, short survey a few weeks later asking them specifically about their own awareness of the discrimination and stigma affecting homeless people and how, if at all, their experience at the HWC had impacted this. Some 43 of the General Population volunteers responded.

3. Group work

At the follow-up event at Hampden, 15 volunteers took part in two discussion groups with SMG researchers. These discussions explored volunteers' experiences of participating in the HWC and the perceived impacts of the event in greater depth than in the surveys.

4. Telephone interviews

Telephone interviews were conducted with General Volunteers following completion of the follow-up survey. Those targeted for these calls had provided their contact details during the Baseline survey. Again, these discussions allowed us to explore volunteers' experiences of the HWC event in greater detail, as well as their perceptions of any impacts from the event. A total of 19 individuals took part in the telephone interviews.

3.2. Note on the methodology

It is important to recognise that the nature of homelessness means that Legacy Volunteers are likely be living chaotic lives. As such, there may have been numerous stressful things happening within their personal context during the research period that may influence their response to questions.

4. Findings

Key findings below are grouped into themes covering both quantitative and qualitative findings. Where quantitative results are presented, the 'Base' is shown to indicate the number of respondents to each question.¹

It is important to note that some of the sample sizes (i.e. General Volunteers in the main Follow-up survey) are small, so these findings should be treated with caution.

4.1. The volunteers

The Baseline survey built a picture of where the volunteers were 'at' before their involvement in the HWC event. We were particularly interested in developing an understanding of the Legacy Volunteers at this stage, so that, later, we could assess the impact that volunteering at the HWC had had on them.

Fig. 2: Some of the Legacy Volunteers on site at HWC 2016 in George Square



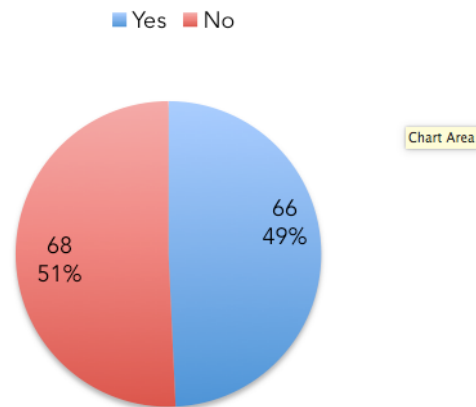
4.1.1. Homelessness

As previously mentioned, the Baseline sample was almost equally split in terms of whether respondents had direct experience of homelessness, with just under half (49%) having previously been homeless (Fig. 3).² Four people chose not to answer this question.

¹ When distinguishing between the Baseline quantitative results for Legacy Volunteers and General Volunteers, the Base for 'All' respondents is higher than the sum of the Bases for Legacy Volunteers and General Volunteers, as 4 respondents to the Baseline survey did not specify whether they had ever been homeless.

² This question was used to distinguish between those with previous experience of homelessness i.e. Legacy Volunteers and those without i.e. 'General Volunteers'

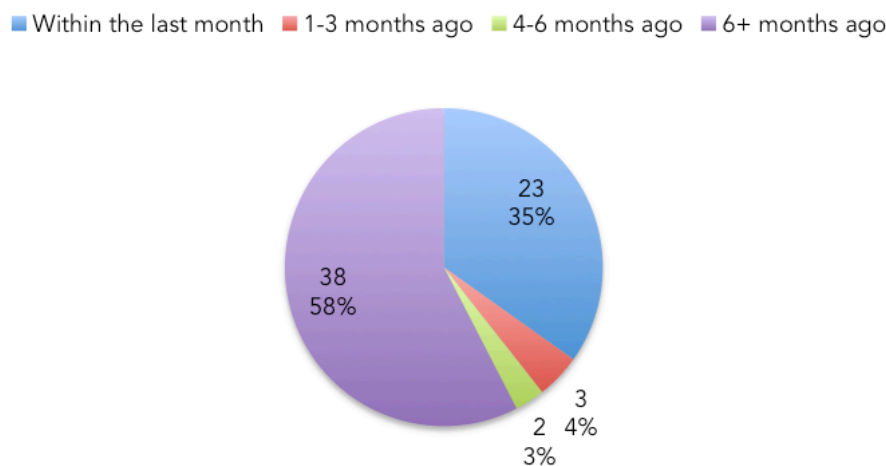
Fig. 3: Have you ever been homeless?



Base: 134

Of those who had been homeless – i.e. the Legacy Volunteers - over half (58%) had been homeless over 6 months ago. Over a third (35%) had been homeless very recently, i.e. within the past month.

Fig. 4: When was the last time you were homeless?



Base: 66

4.1.2. Demographics

Over half (57%) of the respondents were male. Of the Legacy Volunteers, three quarters (75%) were male. The majority (60%) of the General Volunteers were female (Table 2).

Table 2: Gender

Are you?	Legacy Volunteers	General Volunteers	All
Male	74% (49)	41% (28)	57% (80)
Female	26% (17)	59% (40)	43% (58)
Base	66	68	138

All volunteers were at least 18 years old. Across the sample, 35-44 year olds were most frequently represented, accounting for over a quarter (26%) of all respondents. This was especially the case for Legacy Volunteers; over a third (35%) of whom were aged 35-44 years. All Legacy Volunteers were under 65 years of age, whereas 19% of General Volunteers were over 65.

Only 9% of Legacy Volunteers were in the youngest age group (18-24 years), compared with 22% of General Volunteers.

Table 3: Age

What age are you?	Legacy Volunteers	General Volunteers	All
Under 18s	-	-	-
18-24 years	9% (6)	22% (15)	15% (21)
25-34 years	20% (13)	9% (6)	14% (19)
35-44 years	35% (23)	18% (12)	26% (36)
45-54 years	24% (16)	18% (12)	21% (29)
55-64 years	12% (8)	13% (9)	14% (19)
65+	-	19% (13)	9% (13)
Base	66	67	137

The vast majority (90%) of volunteers identified as 'white'. Some 84% of Legacy Volunteers were white, compared with 95% of the General Volunteers.

Table 4: Ethnicity

What is your ethnicity?	Legacy Volunteers	General Volunteers	All
White	84% (52)	95% (62)	90% (117)
Black, Black Scottish or Black British	10% (6)	2% (1)	5% (7)
Asian, Asian Scottish or Asian British	3% (2)	2% (0)	2% (3)
Mixed	3% (2)	-	2% (2)
Rather not say	-	2% (1)	1% (1)
Base	62	65	130

4.1.3. Health

The majority (87%) of all respondents stated that they do not have a long-term illness, health problem or disability limiting their daily activities/work capabilities. Legacy Volunteers were slightly more likely to have such a condition: 15% compared with 10% of General Volunteers:

Table 5: Illness

Do you have any long term illness, health problem or disability which limits your daily activities or the work you can do?	Legacy Volunteers	General Volunteers	All
Yes	15% (10)	10% (7)	13% (18)
No	85% (56)	90% (61)	87% (120)
Base	66	68	138

Of those who stated that they did have a condition that limits their daily activities or the work they can do, the specific conditions mentioned are shown in Table 6. The highest proportion of all volunteers selected 'Other', specifying: asthma, leg soreness, diabetes, mental health problems, heart problems and bladder problems. Legacy Volunteers were equally spread across learning difficulties, mobility issues, and 'other'.

Table 6: Type of condition

If yes, what type of condition do you have?	Legacy Volunteers	General Volunteers	All
Other	33% (3)	57% (4)	44% (7)
Learning difficulty	33% (3)	14% (1)	25% (4)
Mobility	33% (3)	-	19% (3)
Hearing difficulty	-	29% (2)	13% (2)
Visual impairment	-	-	-
Base	9	7	16

(1 respondent who had a relevant condition did not answer this question)

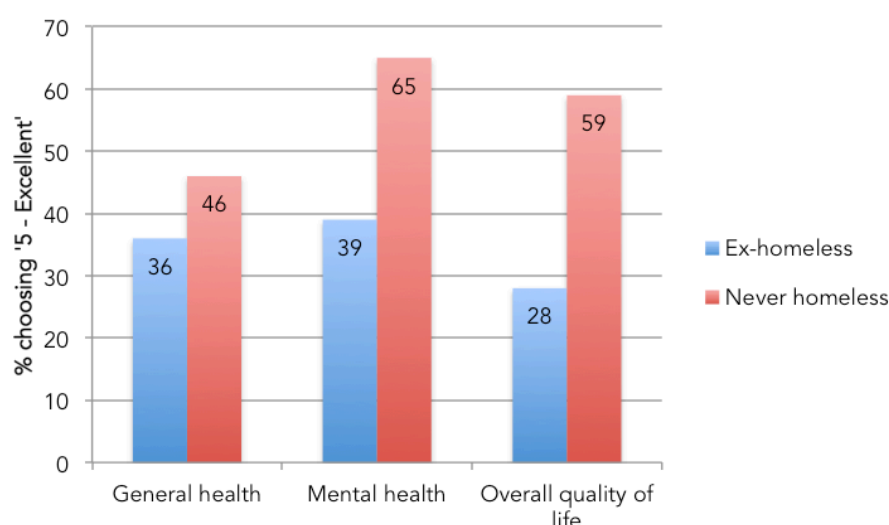
Respondents were asked to rate their physical and mental health over the last two weeks, as well as their overall quality of life, using a scale from 1 to 5 where 1 is 'Poor' and 5 is 'Excellent'. Table 7 shows the distribution of Legacy Volunteers' responses. The high proportion of responses at the top end of the scale indicates that the majority were reasonably positive about their general health and quality of life.

Table 7: Perception of general health and quality of life (Legacy Volunteers only)

On a 5-point scale, with '1' being poor and '5' being excellent:	1	2	3	4	5	Base
How would you describe your general physical health (over the last two weeks)?	2% (1)	-	28% (18)	34% (22)	36% (23)	64
How would you describe your general mental health (over the last two weeks)?	2% (1)	3% (2)	25% (16)	31% (20)	39% (25)	64
How would you describe your overall quality of life?	2%	-	22% (14)	48% (31)	28% (18)	64

General Volunteers were even more positive about their health and quality of life than Legacy Volunteers. Figure 5, which presents the number of volunteers selecting 'Excellent', shows that a higher percentage of General Volunteers selected 'excellent' across all categories compared with Legacy Volunteers.

Fig. 5: Respondents rating physical health, mental health and quality of life as 'Excellent'



4.1.4. Previous volunteering experience

4.1.5. Volunteering

Respondents were asked about why they were volunteering at the HWC. For Legacy Volunteers, the two reasons most frequently chosen were 'to help others/give something back to the community' and 'to raise awareness of homelessness': both chosen by 72% of these volunteers. For General Volunteers, 'to help others/give something back to the community' was the most frequently chosen reason, by 81%.

Table 9: Reasons for volunteering

What are the main reasons that you are volunteering for the HWC? (Tick all that apply)	Legacy Volunteers	General Volunteers	All
To help others/give something back to the community	72% (47)	81% (55)	77% (106)
To raise awareness of homelessness	72% (47)	60% (41)	66% (90)
To get involved in new things	68% (44)	68% (46)	67% (92)
To learn new skills	66% (43)	41% (28)	53% (73)
To meet new people/make new friends	62% (40)	65% (44)	63% (86)
To build up my confidence	60% (39)	38% (26)	49% (67)
To find out about other things I can get involved in	49% (32)	37% (25)	43% (59)
To develop existing skills	46% (30)	46% (31)	45% (62)
Other (please specify)	8% (5)	6% (4)	7% (9)
Base	65	68	137

Responses stating 'Other' included:

- 'To do good things' (Legacy Volunteers)
- 'Creative writing' (Legacy Volunteers)
- 'To be actively involved in future HWC events (Legacy Volunteers)
- 'To prove I have made it' (Legacy Volunteers)
- 'To feel good about myself (Legacy Volunteers)
- 'To be more included in helping the homeless' (General Volunteers)
- 'To learn more about how events are organised' (General Volunteers)
- 'Continue volunteering' (General Volunteers)
- 'To enjoy myself' (General Volunteers)

Conversations with General Volunteers revealed that they got involved with the HWC for a variety of reasons, e.g.:

- To give back to the community – help raise awareness of the homeless community/help those who are worse off
- To give something back to Glasgow as a whole – they enjoy feeling part of Glasgow events
- Because they have volunteered for other events/good causes and saw this as another opportunity – they get a buzz from volunteering
- To try something new – if they hadn't volunteered before
- For the experience – a good opportunity to add a volunteering activity to the CV.

One even said how they are keen to volunteer at the HWC again and are planning to go to the Oslo games in 2017, as they enjoyed their experience so much.

4.1.6. Expectations of volunteering

Respondents were asked to rate how strongly they agreed or disagreed with a number of statements relating to volunteering at the HWC. As Tables 10 and 11 and Figure 8 show, agreement with all statements was strong, indicating positive attitudes towards volunteering at prior to the event.

The vast majority (90%) of Legacy Volunteers agreed that they felt confident about volunteering in the HWC, with 77% agreeing strongly. These figures were slightly higher than for General Volunteers, 88% of whom agreed that they felt confident, with 72% agreeing strongly.

However, General Volunteers appeared to have a better understanding of what their role would be than the Legacy Volunteers, with 94% agreeing (59% strongly) compared with 81% of Legacy Volunteers (51% strongly).

Readiness to volunteer appeared almost equal across both volunteer types, with 92% of Legacy Volunteers agreeing that they felt ready (78% strongly) compared with 93% of General Volunteers (also 78% strongly).

Fig 8: Expectations for HWC volunteering

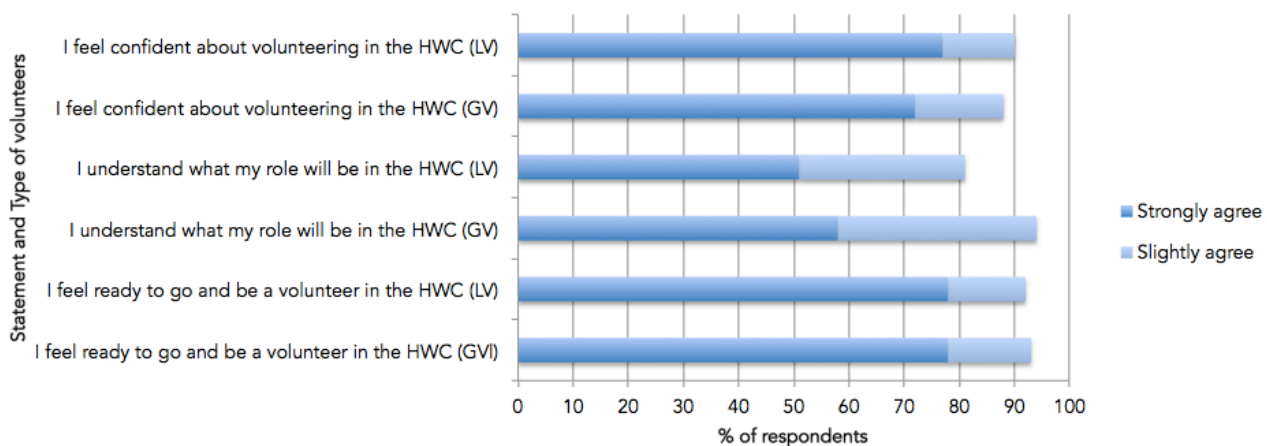


Table 10: Legacy Volunteers' expectations for HWC volunteering – confidence, readiness and intentions

How strongly do you agree or disagree with the following statements?	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Base
I feel confident about volunteering in the HWC	6% (4)	-	5% (3)	13%(8)	77% (49)	64
I feel ready to go and be a volunteer in the HWC	5% (3)	-	3% (2)	14%(9)	78% (49)	63
I think I will want to do more volunteering after the HWC	5% (3)	-	2% (1)	14%(9)	80% (51)	64

Table 11: General Volunteers' expectations for HWC volunteering – confidence, readiness and intentions

How strongly do you agree or disagree with the following statements?	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Base
I feel confident about volunteering in the HWC	6% (4)	2% (1)	5% (3)	16% (11)	72% (49)	68
I feel ready to go and be a volunteer in the HWC	4% (3)	1% (1)	1% (1)	15% (10)	78% (53)	68
I think I will want to do more volunteering after the HWC	6% (4)	-	1% (1)	22% (15)	70% (47)	67

4.1.7. Social and community connections

Respondents rated their agreement with statements relating to their social and community connections. Figure 9 and Tables 12 and 13 show the proportion of volunteers agreeing with each statement, either strongly or slightly. (For the first three of these statements, agreement indicated positive feelings, whilst for the last three, agreement indicated negative sentiment.)

Across all of the 'positive' statements, a lower proportion of Legacy Volunteers agreed (either strongly or slightly) with the statements than General Volunteers. Similarly, a higher proportion of Legacy Volunteers agreed with the 'negative' statements than General Volunteers. This indicates that Legacy Volunteers feel less connected and more isolated than General Volunteers. Having said that, the actual figures for the Legacy Volunteers do nonetheless indicate that the majority of them do feel reasonably connected, rather than isolated, albeit less so than the General Volunteers:

- The majority of Legacy Volunteers agreed that they have people around them that they can rely on, which a total of 91% agreed with, 69% strongly. (99% of General Volunteers agreed, 84% strongly).
- 88% of Legacy Volunteers agree that they would know who to turn to if they needed help, 71% strongly (91% of General Volunteers agreed, 78% strongly).
- A noticeably lower proportion of Legacy Volunteers (60%) feel included in, and part of their local community, with 44% agreeing with this strongly.
- Of the 'negative' statements, the one that most Legacy Volunteers agreed with was that they feel lonely, which 39% agreed with, 13% strongly. (Only 14% of General Volunteers agreed, 3% strongly).
- Almost a third (30%) of Legacy Volunteers agreed that they feel cut off from, and not part of, their local community, with 11% agreeing strongly. (Only 7% of General Volunteers agreed, with none doing so strongly).
- Over a quarter (26%) of Legacy Volunteers agreed that they don't have much to be proud of, 6% strongly. (11% of General Volunteers agreed, 6% strongly).

Fig. 9: Agreement with statements re: social and community connections

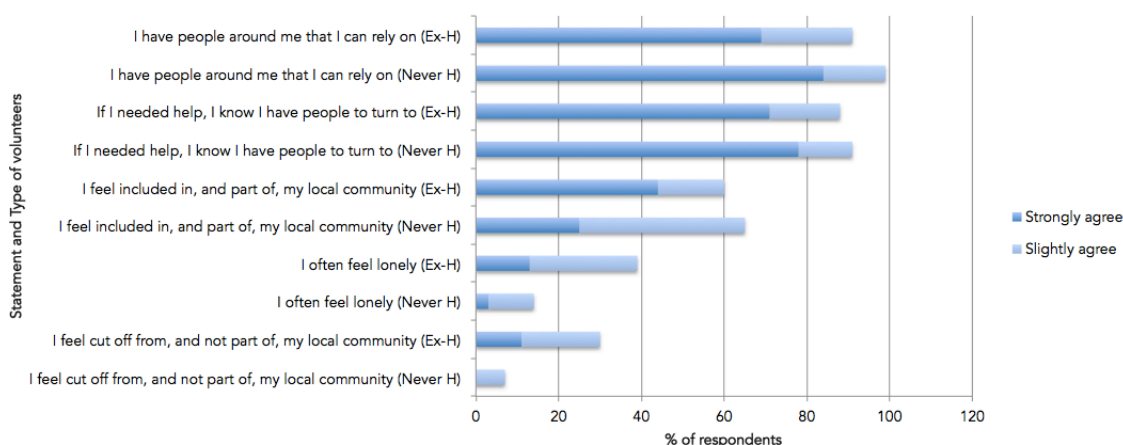


Table 12: Legacy Volunteers' sense of connectedness/isolation

How strongly do you agree or disagree with the following statements?	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Base
I have people around me that I can rely on	2% (1)	3% (2)	5% (3)	22% (14)	69% (44)	64
If I needed help, I know I have people to turn to	-	2% (1)	10% (6)	17% (11)	71% (45)	63
I feel included in, and part of, my local community	8% (5)	8% (5)	25% (16)	16% (10)	44% (28)	64
I often feel lonely	33% (20)	16% (10)	11% (7)	26% (16)	13% (8)	61
I feel cut off from, and not part of, my local community	41% (26)	13% (8)	17% (11)	19% (12)	11% (7)	64

Table 13: General Volunteers' sense of connectedness/isolation

How strongly do you agree or disagree with the following statements?	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Base
I have people around me that I can rely on	1% (1)	-	-	15% (10)	84% (57)	68
If I needed help, I know I have people to turn to	3% (2)	-	6% (4)	13% (9)	78% (52)	67
I feel included in, and part of, my local community	3% (2)	7% (5)	15% (10)	40% (27)	35% (24)	68
I often feel lonely	57% (38)	16% (11)	13% (9)	10% (7)	3% (2)	67
I feel cut off from, and not part of, my local community	62% (42)	13% (9)	18% (12)	7% (5)	-	68

4.1.8. Morale and sense of self

Again, respondents' level of agreement with statements relating to their morale and sense of self in the Baseline indicated that Legacy Volunteers have lower morale and a less positive sense of self than General Volunteers.

Across all the 'positive' statements, a lower proportion of Legacy Volunteers agreed (either strongly or slightly) with the statements than General Volunteers (Fig. 10). However, again, the figures for Legacy Volunteers are high, indicating they did have a reasonably high morale and sense of self, albeit not quite as high as General Volunteers.

- 87% of Legacy Volunteers agreed that they feel optimistic for the future, 53% strongly. (89% of General Volunteers agreed, 52% strongly).
- 87% of Legacy Volunteers agreed that they feel they can cope well with life's challenges, with 52% doing so strongly. (93% of General Volunteers agreed; 62% strongly).
- 84% of Legacy Volunteers agreed that overall, they feel happy with who they are, with over half (56%) agreeing strongly. (97% of General Volunteers agreed; 67% strongly).

Similarly, a higher proportion of Legacy Volunteers agreed with the 'negative' statement regarding feeling like they don't have much to be proud of - 29% of Legacy Volunteers agreed, 6% strongly, compared with 7% of General Volunteers, 6% strongly. Once again, however, this shows that over two-thirds of the Legacy Volunteers *did* feel that they have things to feel proud of.

Fig. 10: Volunteers' morale and sense of self

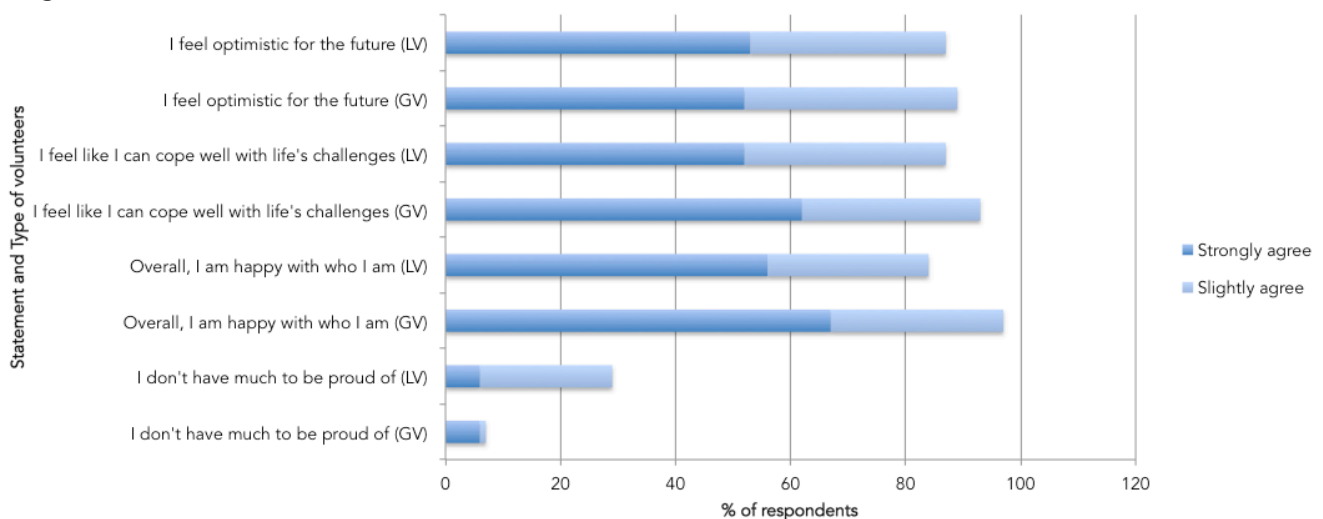


Table 14: Legacy Volunteers' morale and sense of self

Baseline						
How strongly do you agree or disagree with the following statements?	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Base
I feel like I can cope well with life's challenges	2% (1)	5% (3)	6% (4)	35% (22)	52% (32)	62
I feel optimistic for the future	6% (4)	5% (3)	2% (1)	34% (22)	53% (34)	64
Overall, I am happy with who I am	-	8% (5)	8% (5)	28% (18)	56% (36)	64
I don't have much to be proud of	44% (27)	10% (6)	18% (11)	23% (14)	6% (4)	62

Table 15: General population's morale and sense of self

Baseline						
How strongly do you agree or disagree with the following statements?	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Base
I feel like I can cope well with life's challenges	1% (1)	1% (1)	4% (3)	31% (21)	62% (42)	68
I feel optimistic for the future	3% (2)	-	7% (5)	37% (25)	52% (35)	67
Overall, I am happy with who I am	1% (1)	-	1% (1)	30% (20)	67% (45)	67
I don't have much to be proud of	68% (46)	15% (10)	10% (7)	1% (1)	6% (4)	68

4.2. Volunteering at the HWC – Findings from the Follow Up Survey

4.2.1. Volunteering roles

In the Follow-up survey, respondents were asked about their role while volunteering. Both Legacy Volunteers and General Volunteers were engaged across a variety of tasks (Table 16). The highest proportion (30%) of Legacy Volunteers were greeters, i.e. stewards or leafleters.

Table 16: Volunteering role

What was your role in this event?	Legacy Volunteers	General Volunteers	All
Greeter (Steward or Leafleter)	30% (17)	-	20% (17)
Other role(s)	23% (13)	60% (16)	35% (29)
Information Assistant (Venue or Hub)	16% (9)	19% (5)	17% (14)
Ball Person	12% (7)	-	8% (7)
Merchandise Assistant	11% (6)	11% (3)	11% (9)
Hub Events Assistant	5% (3)	7% (2)	6% (5)
Supporters Club Assistant	4% (2)	4% (1)	4% (2)
Base	57	27	84

Legacy Volunteers' responses stating 'Other' included:

- Combined roles, i.e. 'Merchandise assistant and ball person'; 'Ball person and greeter' (2)
- Team guide (3)
- Game support
- Event support
- Pitch manager
- Sports
- Very Important Supporter section

General Volunteers' responses stating 'Other' included:

- Combined activities i.e. 'Accreditation and information/event support' (3); 'Steward and ball person'.
- Team guide (9)
- Registration assistant
- Press room assistant
- Evening activities volunteer

Respondents had volunteered for an average of 32 hours. Legacy Volunteers had volunteered for fewer hours - 29 hours compared with 38 hours for General Volunteers.

4.2.2. Enjoyment of volunteering

The vast majority appear to have enjoyed the experience and found it rewarding, particularly Legacy Volunteers. Some 92% of Legacy Volunteers agreed that they had enjoyed it (81% strongly) and 86% agreed that they found it rewarding (77% strongly). All of these figures are higher than the equivalent figures for General Volunteers (Tables 17 and 18 and Figure 11).

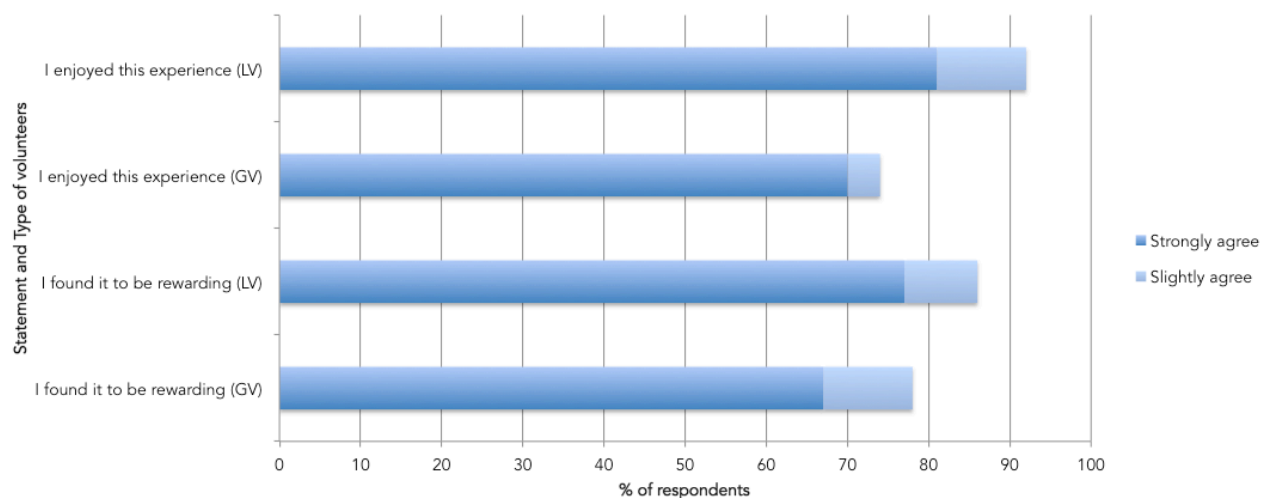
Table 17: Legacy Volunteers' enjoyment of volunteering experience

How strongly do you agree or disagree with the following statements?	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Base
I enjoyed this experience	7% (4)	-	2% (1)	11% (6)	81% (46)	57
I found it to be rewarding	7% (4)	-	7% (4)	9% (5)	77% (44)	57

Table 18: General Volunteers' enjoyment of volunteering experience

How strongly do you agree or disagree with the following statements?	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Base
I enjoyed this experience	22% (6)	-	4% (1)	4% (1)	70% (19)	27
I found it to be rewarding	22% (6)	-	-	11% (3)	67% (18)	27

Fig. 11: Enjoyment of volunteering experience



Enjoyment of volunteering also came through strongly in the qualitative discussions, with participants tending to describe the experience with great enthusiasm:

I came out of treatment five days before the HWC started, so I went out of rehab and right into this. You couldn't prepare someone for that, the experience and the atmosphere. I did more than I signed up for! I was there morning to night every day! (Legacy Volunteer)

The General Volunteers were very positive about the event, with many calling it a "huge" or "great" "success". It was felt that it was very well organised and there was good turnout from spectators, which generated a positive atmosphere.

Everyone I have spoken to has said it was a huge success, volunteers, audience friends.

The atmosphere was great. There was always a good buzz about it.

It was a great success and was always mobbed.

4.2.3. Volunteering confidence and intention to volunteer in future

As the lower halves of Tables 19 and 20 show, following the HWC, the majority of all volunteers showed high levels of confidence, readiness and desire to volunteer again in the future:

- A total of 91% of Legacy Volunteers agreed (either strongly or slightly) that they felt confident about volunteering in the future, 72% strongly. This combined agreement figure was slightly higher than for General Volunteers, although a higher proportion of General Volunteers (89%) agreed strongly.
- 86% of Legacy Volunteers agreed that they felt ready to go and be a volunteer in another event, 70% strongly. Slightly more General Volunteers agreed with this: a total of 89% (85%) strongly.
- 89% of Legacy Volunteers agreed that they want to continue to do more volunteering after the HWC, 75% strongly.

As the upper halves of Table 19 and 20 (as well as Figures 12 and 13) show, these agreement figures were broadly similar for the equivalent questions in the Baseline survey. This suggests that

the HWC volunteering experience had not significantly impacted upon these sentiments amongst volunteers. It is important to recognise, however, that agreement with these statements was already high prior to the event.

Fig. 12: Change in volunteering confidence, readiness and intentions (Legacy Volunteers)

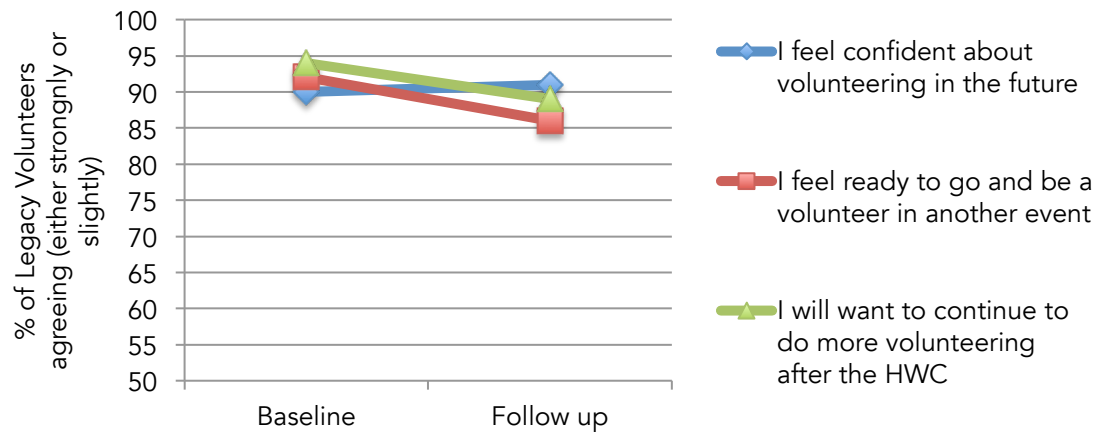


Fig. 13: Change in volunteering confidence, readiness and intentions (General Volunteers)

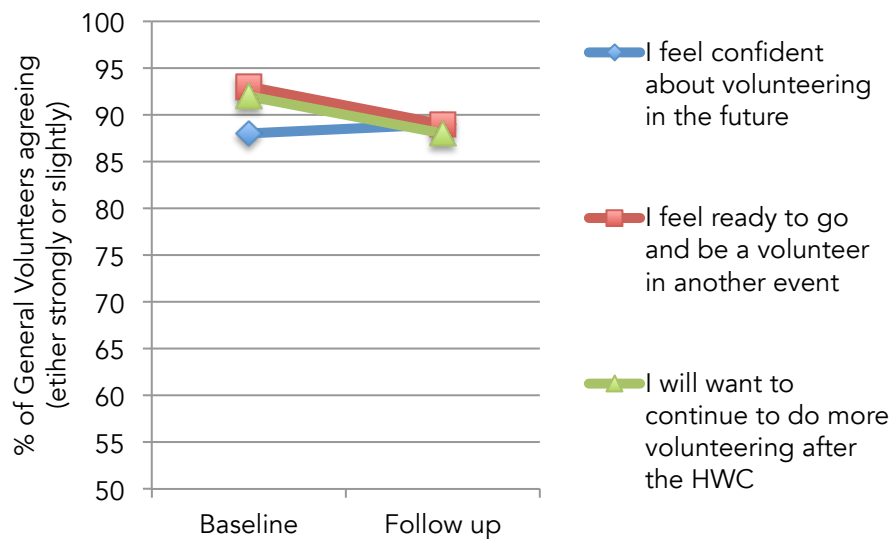


Table 19: Legacy Volunteers' volunteering confidence, readiness and intentions – (Baseline vs. Follow up)

Baseline						
How strongly do you agree or disagree with the following statements?	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Base
I feel confident about volunteering in the HWC	6% (4)	-	5% (3)	13%(8)	77% (49)	64
I feel ready to go and be a volunteer in the HWC	5% (3)	-	3% (2)	14%(9)	78% (49)	63
I think I will want to do more volunteering after the HWC	5% (3)	-	2% (1)	14%(9)	80% (51)	64
Follow up						
How strongly do you agree or disagree with the following statements?	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Base
I feel confident about volunteering in the future	7% (4)	2% (1)	-	19% (11)	72% (41)	57
I feel ready to go and be a volunteer in another event	9% (5)	2% (1)	4% (2)	16%(9)	70% (40)	57
I will want to continue to do more volunteering after the HWC	7% (4)	-	4% (2)	14%(8)	75% (43)	57

Table 20: General Volunteers' volunteering confidence, readiness and intentions (Baseline vs. Follow up)

Baseline						
How strongly do you agree or disagree with the following statements?	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Base
I feel confident about volunteering in the HWC	6% (4)	2% (1)	5% (3)	16% (11)	72% (49)	68
I feel ready to go and be a volunteer in the HWC	4% (3)	1% (1)	1% (1)	15% (10)	78% (53)	68
I think I will want to do more volunteering after the HWC	6% (4)	-	1% (1)	22% (15)	70% (47)	67
Follow up						
How strongly do you agree or disagree with the following statements?	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Base
I feel confident about volunteering in the future	11% (3)	-	-	-	89% (24)	27
I feel ready to go and be a volunteer in another event	11% (3)	-	-	4% (1)	85% (23)	27
I will want to continue to do more volunteering after the HWC	11% (3)	-	-	7% (2)	81% (22)	27

When volunteers were asked during depth discussions whether they intended to volunteer again in future, it was clear that they were both keen and confident to do so:

I would love to go to all of those types of events. After having done the event you don't get a comedown. I was wishing there was something else I could do. I found out at George Square that there was Glasgow Half Marathon and Pedal for Scotland so I want to sign up for that. Anything that I can be volunteering in! (Legacy Volunteer)

Definitely, I feel more "part of it" now: more part of the volunteering community... It is a skill. Yeah, I would be quite happy to get involved in something. (Legacy Volunteer)

You get caught up in the excitement of it [volunteering]. I'm doing it again tomorrow with the Big Lottery Fund for a festival. It's like an adrenalin rush – just want to do more and more and more and more!" (Legacy Volunteer; first time volunteer)

Even those who had volunteered in smaller events/organisations previously appeared to have increased confidence to volunteer on a bigger scale. One Legacy Volunteer described previously volunteering for the Marie Trust, but now feeling more confident to volunteer again at a bigger event. Another described how, since the event, she is organising a kilt walk for the homeless and for 'Pride'. She said she is a confident person, but that the HWC has 'sparked' or inspired more volunteering activity. (Two other group members were keen to volunteer with her on these initiatives.)

A Legacy Volunteer described how the HWC has been beneficial because it has exposed the volunteers to involvement in something outwith the 'traditional' homeless community:

Previously, these were things that you don't know about and we've only volunteered within our community... Although we're volunteers it's not within the wider community...but this has been a wider community [event]...which has given me confidence. (Legacy Volunteer)

In terms of anything which might 'get in the way of' volunteering in future, a key factor mentioned was relapse into drugs or alcohol – which they seemed aware could always be a possibility for some. They tended to take personal responsibility for avoiding relapse, describing how 'the only thing that can stop' them is themselves. One participant also mentioned physical challenges:

Personally, I have issues with my leg so that's stopped me doing a lot of things. So physical issues would get in the way. (Legacy Volunteer)

4.3. Social and community connections

Table 21 shows the proportion and number of respondents stating 'Yes' to statements reflecting that they have benefited from volunteering in relation to their social and community connections. It is clear that the vast majority of volunteers benefited significantly: 96% of both Legacy Volunteers and General Volunteers had met new people, and almost 90% of both groups felt that they had made new friends.

Over 90% of both Legacy Volunteers and General Volunteers also felt that they had given back to the community through volunteering at the HWC event.

Table 21: Benefits from volunteering (social and community connections)

Have you or do you feel that you have...	Legacy Volunteers	General Volunteers	All
Met new people	96% (55)	96% (26)	96% (81)
Made new friends	88% (50)	89% (24)	88% (74)
Given back to the community	93% (53)	96% (26)	94% (79)
Base	57	27	84

The high proportion of Legacy Volunteers who stated that they have met new people and made new friends directly indicates clear success against Indicator 2 for Project outcome 1, i.e. '70% of volunteers who have experienced homelessness will report increased social networks'.

The qualitative discussions also reflected this, with several participants anecdotally describing meeting more people. One female Legacy Volunteer, for example, said she has started meeting people throughout the week since the HWC, e.g. going for coffees with other volunteers. She is more confident to speak people in the street, and she has made new friends she speaks with every day.

The general sense from the discussions is that Legacy Volunteers now know a few more people, such as these two participants:

Yeah, not a lot of them, but yeah. There's been a few people that I didn't know that I know now and I would talk to them in the street. It was other volunteers mainly. Anyone outside of the volunteering were just with the teams. Yeah, the girl I was working with at the University was brilliant so I would talk to her as well as the manager.

I think there are a couple of people I would now speak to. You get to speak to people about the event. There are few more people I would be able to speak to if I was out.

In one of the group discussions, Legacy Volunteers explained how they are now better connected following the HWC. Despite being 'acquaintances' in the past, they are planning on staying in touch – even doing more volunteering together in the future, demonstrating how friendships have developed and grown through this experience.

4.3.1. Sense of connectedness/isolation

In terms of agreement with the statements relating to sense of connectedness/isolation in the Follow up survey compared with the Baseline, results were somewhat mixed (Tables 22 and 23).

Table 22: Legacy Volunteers' sense of connectedness/isolation (Baseline vs. Follow up)

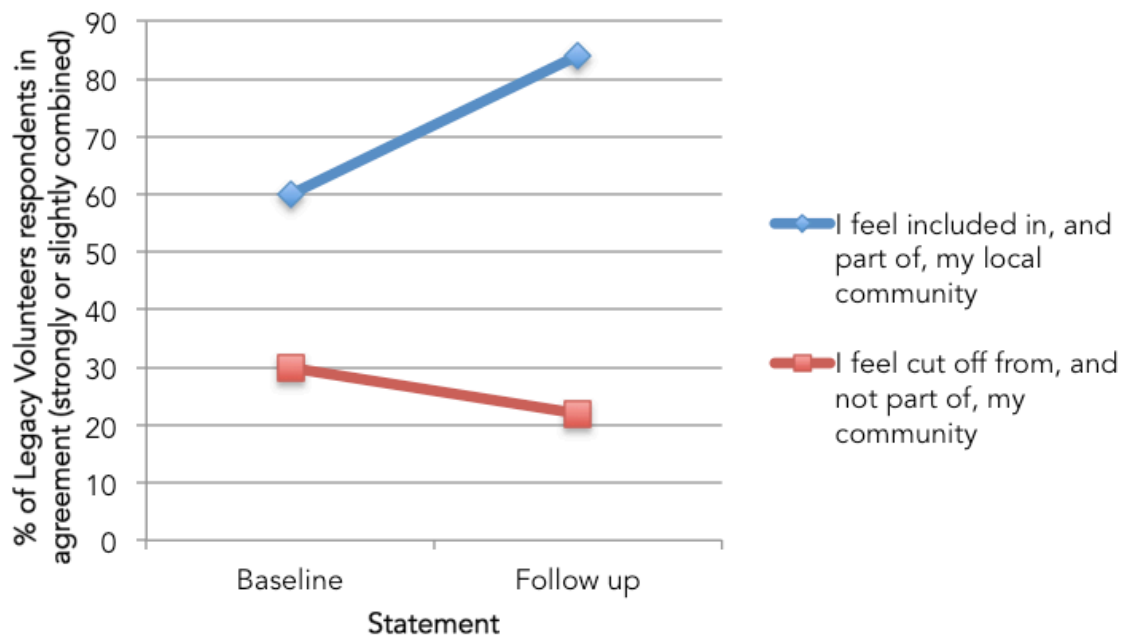
Baseline						
How strongly do you agree or disagree with the following statements?	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Base
I have people around me that I can rely on	2% (1)	3% (2)	5% (3)	22% (14)	69% (44)	64
If I needed help, I know I have people to turn to	-	2% (1)	10% (6)	17% (11)	71% (45)	63
I feel included in, and part of, my local community	8% (5)	8% (5)	25% (16)	16% (10)	44% (28)	64
I often feel lonely	33% (20)	16% (10)	11% (7)	26% (16)	13% (8)	61
I feel cut off from, and not part of, my local community	41% (26)	13% (8)	17% (11)	19% (12)	11% (7)	64
Follow up						
How strongly do you agree or disagree with the following statements?	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Base
I have people around me that I can rely on	-	4% (2)	9% (5)	30% (17)	58% (33)	57
If I needed help, I know I have people to turn to	-	4% (2)	18% (9)	30% (17)	51% (29)	57
I feel included in, and part of, my local community	9% (5)	-	18% (10)	35% (20)	39% (22)	57
I often feel lonely	18% (10)	16% (9)	25% (14)	19% (11)	23% (13)	57
I feel cut off from, and not part of, my local community	37% (21)	11% (6)	32% (18)	11% (6)	11% (6)	57

Table 23: General Volunteers' sense of connectedness/isolation (Baseline vs. Follow up)

Baseline						
How strongly do you agree or disagree with the following statements?	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Base
I have people around me that I can rely on	1% (1)	-	-	15% (10)	84% (57)	68
If I needed help, I know I have people to turn to	3% (2)	-	6% (4)	13% (9)	78% (52)	67
I feel included in, and part of, my local community	3% (2)	7% (5)	15% (10)	40% (27)	35% (24)	68
I often feel lonely	57% (38)	16% (11)	13% (9)	10% (7)	3% (2)	67
I feel cut off from, and not part of, my local community	62% (42)	13% (9)	18% (12)	7% (5)	-	68
Follow up						
How strongly do you agree or disagree with the following statements?	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Base
I have people around me that I can rely on	-	-	15% (4)	11% (3)	74% (20)	27
If I needed help, I know I have people to turn to	-	-	11% (3)	26% (7)	64% (17)	27
I feel included in, and part of, my local community	-	7% (2)	15% (4)	33% (9)	44% (12)	27
I often feel lonely	67% (18)	11% (3)	19% (5)	4% (1)	-	27
I feel cut off from, and not part of, my local community	67% (18)	15% (4)	15% (4)	-	4% (1)	27

- Agreement had increased among both Legacy Volunteers and General Volunteers in relation to feeling included in, and part of, their local community. The increase was largest for Legacy Volunteers, with 84% agreeing at Follow up, compared with 60% at Baseline. (The proportion agreeing strongly, however, had declined slightly from 44% to 39%). For General Volunteers, the percentage agreeing increased slightly from 75% to 77%, and the proportion of agreeing strongly increasing from 35% to 44%.
- A sense of greater social inclusion was also demonstrated by a decreasing proportion of people feeling cut off from the community. The proportion of Legacy Volunteers agreeing they felt cut off decreased from 30% to 22%, and from 12% to 4% for General Volunteers.

Fig. 14: Legacy Volunteers' sense of inclusion in community (Follow up vs. Baseline)



- With regard to knowing they have people to turn to if they need help, however, whilst agreement remained high, it decreased slightly, from 88% to 81% for Legacy Volunteers, and from 91% to 89% for General Volunteers. Similarly, agreement that they have people around them that they can rely on fell marginally for Legacy Volunteers from 91% to 88%, and from 99% to 85% for General Volunteers, although again these overall figures remain relatively high.
- Fewer General Volunteers felt lonely in the post-event survey – 4% compared with 14% at Baseline. However, the number of Legacy Volunteers agreeing that they often feel lonely increased marginally from 39% to 42%, with those agreeing strongly increasing from 13% to 23%. This could perhaps reflect that the positive, enjoyable and inclusive experience of the HWC had recently ended.

The qualitative discussions revealed that volunteers felt the HWC had a positive impact with regard to encouraging social interaction. People talked about how nice it was to feel part of the event, and how enjoyable it was to meet new people:

It was nice to see where people came from and what they were able to achieve. It was nice meeting all different types of people – it wasn't so long ago when I was sitting in my room mad with it, y'know. Probably one of the best things about it was meeting new people – you just talk to everyone. You're creating a support network for yourself. (Legacy Volunteer)

4.4. Skills and confidence

The results indicate clear success against Indicator 1 for Project outcome 1, i.e. '70% of Legacy Volunteers will report increased skills and confidence'. As Table 24 below shows, 86% of Legacy Volunteers stated that they had developed existing skills, along with 85% of General Volunteers. Some 70% of Legacy Volunteers had learnt new skills. This figure was lower for General Volunteers at 44%, which may be because they tended to have more skills at the outset of the event. Of the Legacy Volunteers, 84% said that their confidence had grown (78% of General Volunteers reported the same).

Table 24: Benefits from volunteering (skills and confidence)

Have you or do you feel that you have...	Legacy Volunteers	General Volunteers	All
Developed existing skills	86% (49)	85% (23)	86% (72)
Learnt new skills	70% (40)	44% (12)	62% (52)
Built up my confidence	84% (48)	78% (21)	82% (69)
Base	57	27	84

One Legacy Volunteer described how meeting sporting celebrities (e.g. the swimmer, Michael Jamieson), and speaking with the founder of the HWC, had been inspirational and had boosted his confidence to speak with other people and talk about his experience. This volunteer, who was in his 40s, celebrated his 'one year clean' while volunteering at the HWC, which he recognised as a 'fantastic achievement'.

In the discussion groups, participants reported a lot of satisfaction from the increased skills and confidence gained. Even being involved in something structured for a sustained period of time, had been a new experience for some:

Doing 6 hours on the first day was an achievement. It was chaotic at first and it was good to get it organised. (Legacy Volunteer)

Personally, it's given me confidence to speak to people on a level footing. I think when you've been homeless, and its just recently I've been homeless, you lose a lot of confidence; you lose confidence quickly and it takes a lot of time to get it back. (Legacy Volunteer)

Improved communication skills were also mentioned:

I've definitely learned new skills. It's built my confidence...My confidence was so low I found it hard to talk to people. But when you've all the different countries here and you're trying to communicate – I think we all just communicated with smiling! (Legacy Volunteer)

I can speak in public now [i.e. Part of this research] – I would never have done that before. (Legacy Volunteer)

Others reported that the HWC – particularly because of the interaction with people from different countries – had taught them patience and etiquette, and the importance of being more aware of what one says and attuned to what is going on in others' lives.

One Legacy Volunteer described how the HWC had taught her how to take charge of a situation at the event: a man had become unwell, and the participant described dealing with the situation and clearing space for the paramedics to be able to get access. There was a sense that she would not have been capable of this previously.

People's perception of their new skills and confidence also linked to increased optimism for the future:

I think volunteering opens up a lot of doors for you, a lot of prospects, it gives you job-related skills to go and look for jobs. (Legacy Volunteer)

4.5. Morale and sense of self

With regard to morale and sense of self, all respondents' level of agreement with most statements actually decreased between Baseline and Follow up (Tables 25 and 26). For Legacy Volunteers, the largest decrease related to optimism for the future, for which agreement decreased by 20% from 87% to 67%. The proportion agreeing that they are happy with 'who they are' fell from 74% to 68%, and the proportion agreeing that they can cope well with life's challenges dropped from 87% to 72%. The proportion agreeing that they don't have much to be proud of remained constant at 29%, although the proportion agreeing strongly increased from 6% to 11%.

It is important to reiterate that there may be things occurring in respondents' lives - i.e. beyond the scope of the HWC event – impacting on their morale and sense of self that we were not able to pick up on in the research. The stresses in people's lives could be making for quite dramatic shifts in how they feel about themselves on a day-to-day basis.

Also, when completing the Baseline, it's important to recognise that most participants were probably 'anticipating' a positive experience at the HWC, and when that was over it was not replaced with a similar thing to look forward to.

Table 25: Legacy volunteers' morale and sense of self (Baseline vs. Follow up)

Baseline						
How strongly do you agree or disagree with the following statements?	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Base
I feel like I can cope well with life's challenges	2% (1)	5% (3)	6% (4)	35% (22)	52% (32)	62
I feel optimistic for the future	6% (4)	5% (3)	2% (1)	34% (22)	53% (34)	64
Overall, I am happy with who I am	-	8% (5)	8% (5)	28% (18)	56% (36)	64
I don't have much to be proud of	44% (27)	10% (6)	18% (11)	23% (14)	6% (4)	62
Follow up						
How strongly do you agree or disagree with the following statements?	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Base
I feel like I can cope well with life's challenges	5% (3)	7% (4)	16% (9)	42% (24)	30% (17)	57
I feel optimistic for the future	5% (3)	11% (6)	18% (10)	30% (17)	37% (21)	57
Overall, I am happy with who I am	7% (4)	5% (3)	19% (11)	26% (15)	42% (24)	57
I don't have much to be proud of	37% (21)	16% (9)	19% (11)	18% (10)	11% (6)	57

Table 26: General population's morale and sense of self (Baseline vs. Follow up)

Baseline						
How strongly do you agree or disagree with the following statements?	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Base
I feel like I can cope well with life's challenges	1% (1)	1% (1)	4% (3)	31% (21)	62% (42)	68
I feel optimistic for the future	3% (2)	-	7% (5)	37% (25)	52% (35)	67
Overall, I am happy with who I am	1% (1)	-	1% (1)	30% (20)	67% (45)	67
I don't have much to be proud of	68% (46)	15% (10)	10% (7)	1% (1)	6% (4)	68
Follow up						
How strongly do you agree or disagree with the following statements?	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Base
I feel like I can cope well with life's challenges	-	4% (1)	7% (2)	22% (6)	67% (18)	27
I feel optimistic for the future	-	4% (1)	15% (4)	11% (3)	70% (19)	27
Overall, I am happy with who I am	-	-	4% (1)	15% (4)	81% (22)	27
I don't have much to be proud of	78% (21)	15% (4)	4% (1)	-	4%(1)	27

The qualitative findings, however, certainly demonstrate that volunteers' morale and sense of self improved. Often, this was linked with having developed increased skills and confidence:

The feeling was, the whole thing was...To be able to do that...It's the first time I've ever done anything like that in my life! (Legacy Volunteers)

I know my friends are proud of what I done and this has increased my confidence. (Legacy Volunteers)

I was an alcoholic...I never thought something like this was achievable. There was stuff that I'd never thought I'd be doing...Here I am talking to someone how I done in the HWC. And this is all because of opportunities that came my way from HWC. (Legacy Volunteers)

Participants reported a new sense of 'worthiness' as a result of feeling part of something big:

Through this we have become part of the legacy trust which is huge. We're part of it! (Legacy Volunteers)

There was discussion regarding the fact that they feel part of a wider movement, including lots of sports, and the Olympics and Commonwealth games. The availability of awards for volunteering based on the number of hours contributed was also described as 'fantastic' and a good motivator.

4.6. Health and quality of life

In both surveys, respondents were asked to rate their general physical and mental health over the past two weeks, using a 5-point scale – see results in Tables 27 and 28 below.

Table 27: Legacy Volunteers' perceptions of health and quality of life (Baseline vs. Follow up)

Baseline						
On a 5-point scale, with '1' being poor and '5' being excellent, how would you describe your:	1 – Poor	2	3	4	5 - Excellent	Base
General physical health (over the last two weeks)	2% (1)	-	28% (18)	34% (22)	36% (23)	64
General mental health (over the last two weeks)	2% (1)	3% (2)	25% (16)	31% (20)	39% (25)	64
Overall quality of life	2% (1)	-	22% (14)	48% (31)	28% (18)	64
Follow up						
On a 5-point scale, with '1' being poor and '5' being excellent, how would you describe your:	1 – Poor	2	3	4	5 - Excellent	Base
General physical health (over the last two weeks)	4% (2)	7% (4)	25% (14)	30% (17)	35% (20)	57
General mental health (over the last two weeks)	9% (5)	4% (2)	19% (11)	25% (14)	44% (25)	57
Overall quality of life	4% (2)	7% (4)	35% (20)	23% (13)	32% (18)	57

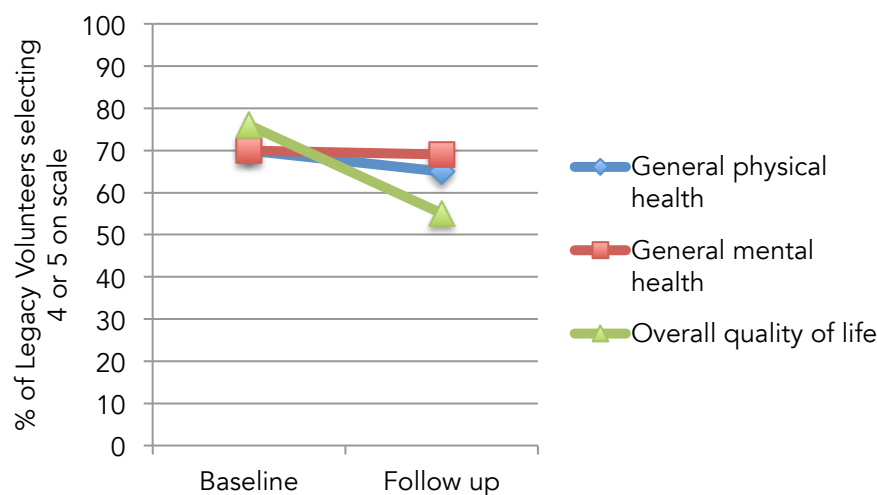
Table 28: General Volunteers' perceptions of health and quality of life (Baseline vs. Follow up)

Baseline						
On a 5-point scale, with '1' being poor and '5' being excellent, how would you describe your:	1 – Poor	2	3	4	5 - Excellent	Base
General physical health (over the last two weeks)	1% (1)	1% (1)	10% (7)	41% (28)	46% (31)	68
General mental health (over the last two weeks)	-	-	6% (4)	29% (20)	65% (44)	68
Overall quality of life	-	1% (1)	7% (5)	32% (22)	59% (40)	68
Follow up						
On a 5-point scale, with '1' being poor and '5' being excellent, how would you describe your:	1 – Poor	2	3	4	5 - Excellent	Base
General physical health (over the last two weeks)	-	-	11% (3)	44% (12)	44% (12)	27
General mental health (over the last two weeks)	-	-	4% (1)	30% (8)	67% (18)	27
Overall quality of life	-	-	4% (1)	26% (7)	70% (19)	27

To gauge change in respondents' perception of their health and quality of life we have combined the proportions of respondents who rated each factor as 4 or 5 on the 5-point scale, i.e. indicating positivity beyond the mid-point of the scale. As Fig. 15 demonstrates, perception of good general mental health over the previous two weeks amongst Legacy Volunteers remained almost constant, decreasing by only 1% from 70% to 69%. The proportion rating their general physical health for the same period positively fell from 70% to 65%. While at Baseline over three quarters of Legacy Volunteers rated their overall quality of life at a 4 or 5 on the scale, this fell by 21% to 55% at Follow up. Conversely, for General Volunteers, a small increase in those choosing 4 or 5 ratings was seen between Baseline and Follow up.

It is important to recognise that any change in the perception of an individual's health or quality of life will be influenced by their overall personal context, i.e. factors beyond the HWC specifically.

Fig. 15: Legacy Volunteers ' perceptions of health and quality of life (Baseline vs. Follow up)



Furthermore, the qualitative discussions highlighted that, although self-reported physical health may not have improved, this was not viewed negatively by the volunteers as they were able to take a 'positive' from it:

No, I feel the physical side of things hasn't improved. But that's nothing to do with the event. It was an effort for me to do it. I struggled to get there – it took a lot of effort – it was a massive achievement. (Legacy Volunteer)

Others felt that there had been some improvement in their overall health:

Mine has [improved], aye. Maybe not a lot, but it definitely helped and gave me a big boost. (Legacy Volunteer)

4.7. Awareness of and confidence to get involved in new things

A high proportion of all respondents (87%) said that they had benefited from volunteering in terms of finding out about new things that they can be involved in. This applied to 84% of Legacy Volunteers and 93% of General Volunteers.

Table 29: Benefits from volunteering (awareness and confidence to get involved in new things)

Have you or do you feel that you have...	Legacy Volunteers	General Volunteers	All
I have found out about new things that I can be involved in	84% (48)	93% (25)	87% (73)
Base	57	27	84

This shows some success against Project outcome 1, Indicator 3, i.e. '70% of volunteers who have experienced homelessness will feel more able to access cultural, sporting and learning activities in the city'.

Otherwise, quantitative evidence to date against Indicator 3 is somewhat mixed (Table 30):

- In terms of things to do and get involved in, the proportion of Legacy Volunteers agreeing that they are aware of new things decreased from 84% (42% strongly) in the Baseline survey to 61% (35% strongly) in the Follow-up. Conversely, however, the proportion agreeing that they are NOT aware of new things do decreased from 32% (16% strongly) to 23% (5% strongly).
- With regard to knowing how to find out about new things to do, the proportion of Legacy Volunteers agreeing that they know fell from 84% at Baseline (41% strongly) to 58% at Follow-up (33% strongly). However, the proportion agreeing that they need more information about things to do that are available for them to try fell from 84% at Baseline to 58% at Follow-up.
- The proportion of Legacy Volunteers agreeing that they feel confident to get involved and give new things a try fell between Baseline and Follow-up, from 32% (16% strongly) to 23% (5% strongly). Similarly, the proportion agreeing that they do NOT feel confident to do so increased from 20% to 25%.

Table 30: Legacy volunteers' awareness of/confidence to get involved in new things (Baseline vs. Follow up)

Baseline						
How strongly do you agree or disagree with the following statements?	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Base
I am aware of new things to do that I could get involved in	3% (2)	-	13% (8)	42% (27)	42% (27)	64
I know how to find out about new things to do	2% (1)	3% (2)	11% (7)	43% (27)	41% (26)	63
I am not aware of new things to do	31% (19)	16% (10)	20% (12)	16% (10)	16% (10)	61
I feel confident to get involved and give new things a try	2% (1)	3% (2)	7% (4)	28% (17)	61% (37)	61
I do not feel confident to get involved and give new things a try	50% (31)	18% (11)	13% (8)	5% (3)	15% (9)	62
I need more information about things to do that are available for me to try	11% (7)	3% (2)	11% (7)	39% (24)	35% (22)	62
Follow up						
How strongly do you agree or disagree with the following statements?	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Base
I am aware of new things to do that I could get involved in	9% (5)	9% (5)	21% (12)	26% (15)	35% (20)	57
I know how to find out about new things to do	7% (4)	11% (6)	25% (14)	25% (14)	33% (19)	57
I am not aware of new things to do	32% (18)	21% (12)	25% (14)	18% (10)	5% (3)	57
I feel confident to get involved and give new things a try	2% (1)	12% (7)	11% (6)	25% (14)	51% (29)	57
I do not feel confident to get involved and give new things a try	42% (24)	21% (12)	12% (7)	9% (5)	16% (9)	57
I need more information about things to do that are available for me to try	9% (5)	14% (8)	19% (11)	23% (13)	35% (20)	57

Table 31: General population's awareness of/confidence to get involved in new things (Baseline vs. Follow up)

Baseline						
How strongly do you agree or disagree with the following statements?	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Base
I am aware of new things to do that I could get involved in	-	4% (3)	10% (7)	30% (20)	55% (37)	67
I know how to find out about new things to do	-	4% (3)	9% (6)	33%(22)	54% (36)	67
I am not aware of new things to do	58% (38)	15% (10)	12% (8)	11%(7)	3%(2)	65
I feel confident to get involved and give new things a try	3% (2)	-	6% (4)	23%(15)	67% (43)	64
I do not feel confident to get involved and give new things a try	67% (45)	18% (12)	3% (2)	6%(4)	6%(4)	67
I need more information about things to do that are available for me to try	18% (12)	12% (8)	28% (19)	36%(24)	6%(4)	67
Follow up						
How strongly do you agree or disagree with the following statements?	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Base
I am aware of new things to do that I could get involved in	-	-	-	37% (10)	63% (17)	27
I know how to find out about new things to do	-	4% (1)	-	26% (7)	70% (19)	27
I am not aware of new things to do	70% (19)	19% (5)	-	7% (2)	4% (1)	27
I feel confident to get involved and give new things a try	-	-	-	22% (6)	78% (21)	27
I do not feel confident to get involved and give new things a try	74% (20)	15% (4)	-	7% (2)	4% (1)	27
I need more information about things to do that are available for me to try	7% (2)	26% (7)	37% (10)	30% (8)	-	27

4.8. Awareness of and attitudes to homelessness

All General Volunteers felt that volunteering had helped to raise awareness of homelessness. The majority (91%) of Legacy Volunteers felt the same.

Table 32: Benefits from volunteering (awareness and attitudes to homelessness)

Have you or do you feel that you have...	Legacy Volunteers	General Volunteers	All
Helped raise awareness of homelessness	91% (52)	100% (27)	94% (79)
Base	57	27	84

Respondents were also asked to rate how aware they think the general public are about the issues homeless people face. Tables 33 and 34 present the results at Baseline and Follow-up. The proportion of General Volunteers choosing the lowest option, '1 – not aware' fell from 9% at Baseline to 4% at Follow-up. For Legacy Volunteers, the proportion selecting 'Not aware' also fell, from 19% to 16%. Having said that, the proportions who selected '5 – very aware' also fell, from 19% to 11% for Legacy Volunteers, and from 10% to 7% for General Volunteers.

Tables 35 and 36 present the results regarding the perceived impact that the HWC would have/has had on the public's awareness of the issues facing homeless people. At Baseline, no respondents selected 'none at all'. At Follow-up this had increased 2% for Legacy Volunteers. This tiny percentage relates to only one individual.

The proportion of General Volunteers selecting 'A great deal' fell from 27% at Baseline to 7% at Follow-up. The equivalent figure for the Legacy Volunteers, however, increased from 39% to 42%. This suggests that Legacy Volunteers perceived that the HWC had had a greater impact on the public's awareness of the issues facing homeless people.

Table 33: Legacy volunteers' perception of general public's awareness of issues homeless people face (Baseline vs. Follow up)

Baseline						
On a 5-point scale, with '1' being not aware and '5' being very aware:	1 (Not aware)	2	3	4	5 (Very aware)	Base
How aware do you feel the general public is about the issues homeless people face?	19% (12)	33% (21)	20% (13)	9% (6)	19% (12)	64
Follow up						
On a 5-point scale, with '1' being not aware and '5' being very aware:	1 (Not aware)	2	3	4	5 (Very aware)	Base
How aware do you feel the general public is about the issues homeless people face?	16% (9)	32% (18)	33% (19)	9% (5)	11% (6)	57

Table 34: General population's perception of general public's awareness of issues homeless people face (Baseline vs. Follow up)

Baseline						
On a 5-point scale, with '1' being not aware and '5' being very aware:	1 (Not aware)	2	3	4	5 (Very aware)	Base
How aware do you feel the general public is about the issues homeless people face?	9% (6)	31% (21)	34% (23)	16% (11)	10% (7)	68
Follow up						
On a 5-point scale, with '1' being not aware and '5' being very aware:	1 (Not aware)	2	3	4	5 (Very aware)	Base
How aware do you feel the general public is about the issues homeless people face?	4% (1)	41% (11)	30% (8)	19% (5)	7% (2)	27

Table 35: Legacy volunteers' perception of HWC's impact on public's awareness of issues facing homeless people (Baseline vs. Follow up)

Baseline						
	None at all	A little	Some	Quite a lot	A great deal	Base
What impact do you think the HWC might have on the public's awareness of the issues facing homeless people?	-	5% (3)	21% (14)	35% (23)	39% (26)	66
Follow up						
	None at all	A little	Some	Quite a lot	A great deal	Base
What impact do you think the HWC has had on the public's awareness of the issues facing homeless people?	2% (1)	4% (2)	26% (15)	26% (15)	42% (24)	57

Table 36: General population's perception of HWC's impact on public's awareness of issues facing homeless people (Baseline vs. Follow up)

Baseline						
	None at all	A little	Some	Quite a lot	A great deal	Base
What impact do you think the HWC might have on the public's awareness of the issues facing homeless people?	-	-	23% (15)	50% (33)	27% (18)	66
Follow up						
	None at all	A little	Some	Quite a lot	A great deal	Base
What impact do you think the HWC has had on the public's awareness of the issues facing homeless people?	-	4% (1)	48% (13)	41% (11)	7% (2)	27

4.8.1. The issues facing homeless people

With regards to awareness of the issues facing the homeless, discussions with Legacy Volunteers revealed that health problems and addiction (drink and drugs) can be key issues:

You seldom see someone who is homeless that doesn't have addiction issues (Legacy Volunteer)

Other Legacy Volunteers, however, pointed to mental health problems and marriage breakdowns as being potential causes of homelessness. There was also a sense that it can be 'a fine line' which separates the homeless from others.

Other issues faced by homeless people were described as feeling unsafe in hostels, and the fact that hostels can be perceived as exploiting homeless people, e.g. by charging too much money. Also, the vicious circle of homelessness, i.e. being unaware of/unable to access key services, and unable to get a bank account or a doctor's appointment:

You're labelled and you're just stuck (Legacy Volunteer)

Legacy Volunteers spoke positively about the HWC having increased people's awareness of the issues faced by homeless people. They were keen for this awareness to be used to help homeless people gain access to services that they need, but may be unaware of/unable to access.

General Volunteers' perceptions of the issues affecting homeless people included both personal issues and wider societal issues. Personal issues included addiction, poor health and hygiene, not knowing how or where to access help. Wider societal issues included things like discrimination, stigma, negative stereotypes, lack of affordable housing, homelessness not being high enough on the public's agenda (i.e. people ignoring the issue). Some of these issues are demonstrated in the quotes below:

Drugs get them down and get them into a bad place, but the ball gets rolling and they end up involved in crime, etc.

Stigma and stereotypes facing homeless people are big issues for homeless people. There is a stigma that everyone who is homeless is a 'junky'.

I think you see some homeless people and people don't want to give them money because they are on the streets because they take drugs or have an alcohol problem.

The biggest issues are the apathy of people in general in terms of homelessness. They just don't want to take notice of it and pretend its not there.

The qualitative discussions revealed that many volunteers did feel that the HWC had been successful in raising public awareness of homelessness, as this quote from a female Legacy Volunteer in her 20s exemplifies:

I volunteered because I thought it would be fun, good for me and it is important to raise awareness of homelessness.

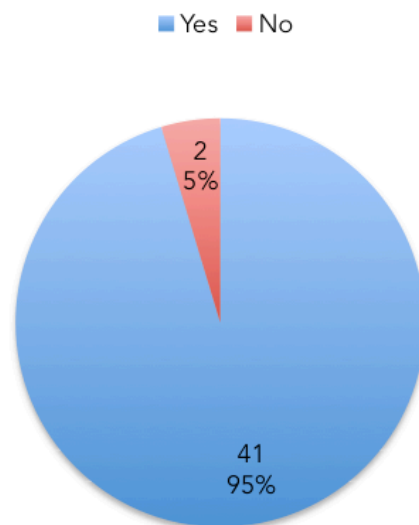
4.8.2. General Volunteers' awareness of discrimination and stigma affecting homeless people

Volunteers were vocal in the qualitative discussions about how HWC has had a positive impact through integrating homeless people with the general population, breaking down social barriers. Crucially, having homeless people partake in 'normal', everyday activities helped to break down stigma and remind people that the homeless are 'normal people' too.

The Homeless World Cup has had a good impact. People who looked at homeless people negatively before were cheering them on the pitch. Seeing them as 'normal people' who had talent, getting out of their situation using sport. (General Volunteer)

General Volunteers were asked about their own awareness of the discrimination and stigma affecting homeless people. As Figure 16 shows, the vast majority of respondents (over 95%) stated that their experience as a volunteer at the HWC increased their awareness of the discrimination and stigma affecting homeless people.

Fig. 16: Did your experience as a volunteer at the HWC 2016 increase your awareness of the discrimination and stigma affecting homeless people



Base: 43

This shows clear success against Indicator 1 for Project Outcome 2, i.e. '70% of non-homeless participants in the volunteer programme will report increased awareness of the discrimination and stigma affecting homeless people'.

Those who answered 'Yes' were asked to rate how strongly the experience had increased their awareness – see Table 37 below. Only 6% of respondents (2 individuals) selected 1 or 2 i.e. the lowest options on the scale of strength. Almost three quarters (73%) selected the highest values,

i.e. 4 or 5. This indicates that the HWC had a significant impact on General Volunteers' awareness of the discrimination and stigma affecting homeless people.

Table 37: General Volunteers' perception of how strongly their HWC volunteering experience increased their awareness of the discrimination and stigma affecting homeless people

	1	2	3	4	5	Base
If yes, on a scale of 1-5 (with 5 being the strongest), how strongly did the experience increase your awareness?	3% (1)	3% (1)	23% (9)	35% (14)	38% (15)	40

Respondents' to these questions were also asked for further comments about their awareness of the discrimination and stigma affecting homeless people. Their comments reiterated the positive impact of the event on their awareness of the discrimination and stigma affecting homeless people. Several described having a better understanding of the challenges and discrimination facing homeless people, as well as an improved understanding of the fact that homeless people are 'normal' human beings and thus should not be discriminated against. For example:

Before volunteering at the Homeless World Cup I had great sympathy with those that are homeless, this was one of the reasons I volunteered. During the HWC I met many people that were/are homeless. What struck me is the massive barriers that they face (I think due to discrimination and stigma) to being rehomed and becoming full and active members of society.

I had a small amount of awareness but meeting the competitors and volunteers, who were also homeless, and hearing their stories increased that awareness massively.

Homeless people come from all walks of life. Their experiences are as valuable as anyone else, and it is important for all of us to make the time, to listen, and to understand. Homeless World Cup creates that platform where volunteers like me can listen to the story, learn about the challenges, and improve our lives and the lives of homeless people.

From volunteering at the tournament my perspective on homelessness was completely changed, and I was able to understand and get to know several former homeless people on a personal level. In particular, the event made me more aware that the stigma of homelessness continues to affect former homeless people even after they have overcome their personal issues.

Homelessness crops up in discussion many times with friends, and sadly most people have the view that they have brought homelessness on them selves thru drugs etc. Due to my involvement in the 2016 Homeless World Cup I am now more able to defend and explain the many causes of homelessness.

I now actively look for as much information as I can to increase my knowledge and awareness of the challenges facing homeless people. I talk about it whenever I can to family, friends and colleagues and will also challenge myths and discrimination in others.

Volunteers had become more aware of the discrimination and stigma facing homeless people as a result of their involvement in the HWC. For many General Volunteers the HWC has been ‘**an eye opener**’. They reported previously having had a naïve perception of homelessness: some admitting that until their volunteering experience they had stereotyped homeless people, assuming that they were all ‘junkies’ or ‘alchies’.

The HWC volunteering experience had helped them realise that homeless people come from all walks of life, and sometimes an unfortunate change in circumstance, such as a marriage breakdown, can cause them to become homeless. This reiterates the notion of the ‘fine line’ that separates the general population from homelessness.

It [HWC] shows you that all homeless people aren't all down and out or uneducated. You need to realise that these people can be well travelled and better educated than me but because of your situation they are seen as less than.

Some people think that homeless people shouldn't be bothered about, but they are just human beings like everyone else. When I was doing a course, we met a man there who was homeless who had been a company director, but had lost it all, and it just shows that you can come from all walks of life and be homeless. You don't know if it's their own fault.

I was already sympathetic. I suppose my eyes are open to how homeless people come from all walks of life. For some, it is more of a permanent state than others.

It has helped me appreciate the homeless person's predicament.

Becoming aware that the homeless face issues other than drink and alcohol led some General Volunteers to mention how they are now more likely to stop and chat to homeless people, or give them food or clothing rather than money, as they have learned through the HWC that many homeless people are more grateful for such things, rather than loose change.

It has changed my perceptions, I'm more aware [of the issues]. More inclined to help in a practical way now.

We've all done it - think that their situation is drink or drugs related. But working at the HWC and hearing their stories my eyes have been opened. If I was to give money, I would give it to a homeless charity or would be looking for something else to volunteer in and help them.

My experiences with homeless people when I was volunteering - I asked for left over meals and I gave them out to other homeless people on the way home.

4.8.3. The wider public's perceptions

Participants in the discussion groups were asked whether they felt that the public's general perceptions of homeless people had changed since the event. Many felt that the event had impacted. One Legacy Volunteer described how, at an organisation where he volunteers, there has been a significant increase in the number of people who are bringing in donations of clothes

since the HWC. This was perceived as being due to the general population being more aware of and/or sympathetic regarding the issues facing homeless people.

You're forgotten or put to the side when you're homeless. It [HWC] puts a face on homelessness and makes it more apparent to people.

Another participant described seeing people offering homeless people food rather than money, which he felt wouldn't have happened before the HWC. This was felt to demonstrate that the general public was more aware of the issues faced by homeless people, as having food bought can be more meaningful than having money. Traditionally, it was felt that it is often assumed (erroneously) that homeless people only want money for drugs and alcohol.

Again, the issue of **challenging stigma** was important. Exposure to homeless people through the HWC was felt to have made the general public more aware of how many people are affected by homelessness, and that they can come from all walks of life:

People are more accepting that homelessness can happen to anyone... It [the HWC] eased the prejudice. (Legacy Volunteer)

Seeing people involved in such a positive event was felt to have broken down barriers amongst the general public in terms of automatic negative perceptions of homeless people, encouraging them to see the person for who they are and what they are good at:

People saw people at their best, like people at a wedding. (Legacy Volunteer)

It has eased the tension. People used to look down their nose at the homeless, but now people are more accepting that they are part of our society and it can happen to anyone. There's a bit more acceptance. (Legacy Volunteer)

One volunteer reported a general sense that the public is behaving more positively towards homeless people:

I have seen people more prepared to talk to someone who is homeless. A couple of homeless people that I have spoken to have said that this is the most important thing to them. Since the HWC there is more of a tendency to stop and ask if they need anything. When I have been watching it seems that there are more people willing to stop and talk. There were a couple of homeless people who were at the Merchant City Festival and people were more prepared to talk to them and give them food and drink compared to before the HWC. (General Volunteer)

However, arguably it may have been that this (and other) volunteers are perhaps more aware of the issue themselves, and so are watching how others act around homeless people more than they did previously.

Some of the General Volunteers reported relaying their realisation that homeless people are 'normal' to others, e.g. to their friends and family, and in this way are helping educate others about why some people end up homeless.

I go to 'keep fit' classes and they were shocked at the things that I told them - that it wasn't just drink and drugs - it's marriage breakdowns, etc. I was told a story about a chap who was working full-time, but because his marriage broke down he has been couch surfing for 7 months now; that's homeless. People don't think that just because you aren't on the street you're not homeless. I explained this to people I socialise with and this shocks them. You can be employed and homeless! (General Volunteer)

I've been speaking to others about my experiences with homeless people. (General Volunteer)

There remained, however, a sense that there is **room for improvement** with regard to perceptions of homeless people – both amongst volunteers and in the wider public. Some Legacy Volunteers felt that attitudes had not improved, reporting negative stories from during the event. For example, there was talk of criticism from the public that suggested that some people did not fully understand or support the event, or embrace what it was trying to achieve: e.g. questions asked about 'who is paying for travel and accommodation for the participants'.

Even some volunteers would say the players were not homeless people but junkies. (Legacy Volunteer)

Another Legacy Volunteer described an incident where, during the HWC, he saw two homeless people being refused entry to a branch of McDonalds: staff questioned their cleanliness. The volunteer offered to accompany the people and pay for them, but staff still turned them away, referring to them as 'junkies' and drug users.

Similarly, a small minority of General Volunteers pointed to some negative attitudes towards homeless people. This included feeling that some homeless could do more to help their own situation: try a bit harder and not pity themselves. One said:

If I was a homeless person myself – touch wood I am not – I would do my damndest to get a home of my own.

This demonstrates that, even after volunteering, a small number of the volunteers were still not appreciative or aware of the hardship that homeless people go through, and how difficult it may be for them to get out of their situation.

Most participants felt that by volunteering at the event, they were now more aware of homelessness, and had become more sympathetic to the issue from being closer to it. Regarding the general public as a whole, however, the volunteers thought that they possibly remained largely ignorant of the issues. This was felt to be mainly because the general public weren't hearing stories first hand, or experiencing and engaging with homeless people as equals as the General Volunteers had during the HWC.

I don't know that it has had a profound effect on people who weren't there to experience it. People that just attended - it was just a day out for them. I don't know how it would affect the general population as a whole. You see people playing football and not thinking that they're homeless. There wasn't enough to impact on the general population as to how this would change the players' lives or indeed the other homeless people.

It seems to hit you when you see people sleeping rough on the street. I must say, previously I would have turned my head – shall we say – but I am more aware now.

This was reinforced by the fact that some volunteers who were more on the periphery, and not directly working alongside homeless people, were less likely to be aware of the issues facing the homeless:

The girls I was with weren't homeless. They had dropped out of school and were lacking direction. I didn't get a big impression to base anything on [i.e. what issues face homeless people] because these girls had homes.

4.8.4. Awareness of the event

Holding the event in such a central location was regarded as particularly important in terms of raising the profile and 'getting people talking':

Having it in George Square was brilliant – everyone knew about it! (Legacy Volunteer)

[People were] forced to look at it [this issue of homelessness]...People didn't know about it until they saw it. (Legacy Volunteer)

Qualitative feedback from the General Volunteers, however, highlighted that more could perhaps have been done to alert the public to what was going to be happening, and why. They felt that this could have maximised the impact that the event would have had on the public's awareness and understanding of homelessness.

People weren't sure what was going on in George Square on the lead up to it. And people didn't realise it was free.

Similarly, some time had passed between the HWC finishing and when we spoke with the volunteers, and several people suggested that there could have been more follow-up stories about homeless issues in the media after the event: 'it would have been good to keep up the momentum and drive home some of the issues facing homeless people'.

4.8.5. Looking ahead

Some of those Legacy Volunteers who acknowledged that there had been an improvement in public perceptions were sceptical about whether these changes would last and have a long-term impact:

Only for one week people have changed their opinion, then it will go back to normal. (Legacy Volunteers)

Some of the General Volunteers also voiced these concerns, feeling that, after time, people may forget about what has come to light from this week-long event.

I think it has certainly helped during the event – whether or not that will continue after the event is questionable. I would like to think that it will but it's easy to forget about it once its left.

Moving forward, the General Volunteers felt that helping people to understand more about what causes homelessness, the issues surrounding people who are homeless, and what the general population can do to help them should be prioritised.

It is clear, therefore, that there is a need to ensure that the positive impacts made by the HWC are sustained. This highlights the importance of the HWC Legacy Project for maintaining and building on the momentum that the HWC event has begun.

5. Conclusions

The Homeless World Cup in 2016 has been another example of where Glasgow Life (GL) has successfully used the city's hosting of a major event to progress an equality and inclusion agenda. As it did when hosting the Commonwealth Games two years before, the many opportunities created by a major event for volunteering have been used to engage people who would not normally participate.

In the case of the HWC, volunteering opportunities have been targeted at a particularly excluded and stigmatised group: people who have had recent experience of being homeless themselves, and suffered from stigma and discrimination as a result.

Also, GL has taken its learnings from the Commonwealth Games to develop a legacy project to follow on from the event itself. This project builds on the excellent start that was made during the event and aims to link volunteers with experience of homelessness with a range of on going cultural, sporting and learning opportunities over the next year.

Of the 200 or so volunteers who helped deliver Glasgow's HWC, around half were people with experience of being homeless. Compared to other volunteers, the Legacy Volunteers came to the programme with fewer social connections and many other characteristics of social exclusion. They felt more cut off from the wider community, felt more isolated and lonely, were less healthy, and reflected lower self-esteem, morale and confidence than the General Volunteers.

The HWC event has, therefore, helped socially re-connect this group of very vulnerable citizens who have been excluded because of the homelessness situation. And GL has done this in a way that has benefited both those with experience of homelessness and the wider population of volunteers participating in the HWC. There are also indications from the volunteers that the event has had a positive effect in terms of challenging wider public misconceptions towards homelessness and the homeless.

While the project's outcomes require to be measured over the whole period of the HWC Legacy Project, the findings of the Phase 1 evaluation are already very positive. Indeed, there is very strong evidence of success, against all of the projects' indicators, particularly relating to increased skills and confidence; a growth in social networks; and General Volunteers' awareness of the discrimination and stigma facing homeless people.

Clear progress can also be seen on helping Legacy Volunteers feel more able to access cultural, sporting and learning activities in the city, although how the year-long legacy programme is delivered will be very important in this regard. In short, as can be seen across the 4 indicators in the Table below, 3 have already been exceeded.

Table 38: Progress against project outcomes and indicators

Project outcome 1	People who face loss, isolation and loneliness as a result of the impact of homelessness will improve their skills, confidence, social and community connections and will access mainstream services
Indicator 1	<p>Target - 70% of volunteers who have experienced homelessness will report increased skills and confidence</p> <p>Outcome - 86% of Legacy Volunteers had developed existing skills; 70% had learnt new skills; and 84% said that their confidence had grown. People's perception of their new skills and confidence also linked to increased optimism for the future:</p>
Indicator 2	<p>Target - 70% of volunteers who have experienced homelessness will report increased social networks</p> <p>Outcomes - 96% of Legacy Volunteers had met new people, and almost 90% had made new friends.</p> <p>84% of volunteers felt included in, and part of, their local community after the HWC compared to 60% before the event.</p>
Indicator 3	<p>Target - 70% of volunteers who have experienced homelessness will feel more able to access cultural, sporting and learning activities in the city</p> <p>Outcome - 84% of volunteers had found out about new things that they can be involved in.</p>
Project outcome 2	Awareness of the issues faced by homeless people will be increased and misconceptions about homelessness will be challenged to help alleviate the discrimination they experience
Indicator 1	<p>Target - 70% of non-homeless participants in the volunteer programme will report increased awareness of the discrimination and stigma affecting homeless people.</p> <p>Outcome - Over 95% of General Volunteers stated that their awareness of the discrimination and stigma affecting homeless people had increased.</p>

Suite 106
Central Chambers
109 Hope Street
Glasgow
G2 6LL

T | 0141 387 7294
E | gateway@smgateway.co.uk

