

**ACTIVE SUSSEX  
PARTNER SATISFACTION  
AND IMPROVEMENT  
SURVEY 2014**



## Contents

INTRODUCTION.....	3
Background .....	3
Survey questions .....	4
FINDINGS.....	5
Response rate .....	5
Core question results .....	5
Additional questions .....	11
APPENDIX 1 (Open text questions responses).....	14

# INTRODUCTION

## Background

The CSPN Stakeholder Survey forms a key element of CSP improvement planning processes. It aims to:

1. Gauge stakeholder satisfaction levels with the service offered by CSP core teams (individually and collectively)
2. Identify good practice and areas for improvement
3. Help identify the demand for CSP services to support future CSP business development, and help support Sport England monitoring requirements.

This report will be used by Active Sussex staff and the Stakeholder Focus Group, as a critical element in creating an improvement plan and as a business planning tool.

Similar to the last few years, the survey was managed centrally to reduce the amount of work required of individual CSPs. In 2014, the survey was managed by the CSP Network and was distributed to all key partners working directly with the CSP (over the previous 12 months). A 'key partner' is defined as someone that would be able to complete the majority of the questions, based on their work with a CSP over the past year. To allow for consistent benchmarking, all CSPs were asked to strictly adhere to the 'key partner' definition provided in the guidance document.

The Survey was sent to two target groups:

1. Local partners - each CSP was responsible for writing the email to local partners and determining what approach/email content will help to capture the highest quality of local responses
2. A regional and national survey was created to assess satisfaction levels for partners working across multiple CSPs - To avoid the issue of receiving multiple emails from CSPs; this part of survey was coordinated centrally by the CSP Network and the partners were identified by individual CSPs.

## Survey questions

Each CSP survey used the same core questions:

1. Adding value to your work (satisfaction)
2. Quality of support and advice given (satisfaction)
3. Where CSP adds most value (open text)
4. Where CSP could most improve to add value (open text)
5. How likely is it that you would recommend the CSP (Net Promoter Score, 0-10)

Each CSP had the option of including a maximum of three short, bespoke questions, appearing after the core questions on the same survey. Active Sussex optional questions were as follows:

1. Would any of the following services improve your experience of being an Active Sussex stakeholder (Yes/No)?
  - a) Specific workshops on areas such as: Funding, Coaching, Marketing, Social Media, Club Development, Primary School Premium, Working with Public Health
  - b) Holding additional partner conferences/professional networking opportunities (currently two per year)
  - c) Having an Online Members Forum where stakeholders can network, pose questions and share good practice
  - d) A paid consultancy service offering guidance on project development, funding applications, business improvement, keynote speakers, workplace health and wellbeing
2. Do you think that Active Sussex provide effective and appropriate communication? For example, in August 2014 we rebranded our website. Do you feel this is an improvement and how might we improve other communication systems such as social media, print and e-news, network events? (open text)
3. Do you feel that Active Sussex provides satisfactory guidance, support and training opportunities with regard to Safeguarding? (Yes/Not accessed/Unaware of provision).

## FINDINGS

### Response rate

- The survey was sent to 268 stakeholders – 59 national and regional partners, plus 209 local partners. The 2013 survey was sent to 950 partners
- In total, 127 valid responses were received, 46 more than in 2013 (81)
- In 2014 the emphasis was on quality, not quantity, and maximising the response rate from those partners the survey was sent to. This resulted in 47% overall response rate in 2014, compared 8.5% in 2013
- Nationally, 1,593 local partners provided responses (29% response rate), whereas 387 national and regional partners took part (41% response rate) and provided 2,085 responses on CSPs.

### Core question results

Dataset	Adding Value	Quality of support and advice	Net Promoter Score (NPS)*			
	Very Satisfied %	Very Satisfied %	Detractors % (0-6)	Passive % (7-8)	Promoters % (9-10)	NPS %
National 2014	39%	43%	16%	31%	53%	37%
Sussex 2014	34%	36%	13%	42%	46%	33%
Sussex 2013	20%	40%	34%	38%	28%	-6%
Sussex 2014 compared to Sussex 2013	14%	-4%	-21%	4%	18%	39%
Sussex 2014 compared to National 2014	-5%	-7%	-3%	11%	-7%	-4%

\* The NPS question was not included in the 2013 survey and therefore is benchmarked against 2012 results.

## CSP adding value to your work (satisfaction)

	Very Satisfied		Satisfied		Overall Satisfied		Dissatisfied		Very Dissatisfied	
	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013
<b>All partners</b>	<b>34%</b>	<b>22%</b>	<b>64%</b>	<b>62%</b>	<b>98%</b>	<b>84%</b>	<b>1%</b>	<b>10%</b>	<b>1%</b>	<b>6%</b>
Charity	0%	20%	100%	80%	100%	100%	0%	0%	0%	0%
Community sports club	29%	0%	57%	75%	86%	75%	14%	25%	0%	0%
County governing body of sport or association	0%	50%	100%	50%	100%	100%	0%	0%	0%	0%
Facility / leisure operator	0%	0%	100%	100%	100%	100%	0%	0%	0%	0%
Higher / Further Education	29%	38%	71%	38%	100%	76%	0%	12%	0%	12%
Local authority - leisure/sport service	29%	22%	71%	78%	100%	100%	0%	0%	0%	0%
Local authority - other service	40%	0%	40%	80%	80%	80%	0%	20%	20%	0%
NGB: Local	33%	34%	67%	58%	100%	92%	0%	8%	0%	0%
NGB: National	38%	0%	62%	0%	100%	0%	0%	0%	0%	0%
NGB: Regional	38%	0%	62%	0%	100%	0%	0%	0%	0%	0%
Other partner: National	50%	50%	50%	50%	100%	100%	0%	0%	0%	0%
Other private sector partner	13%	0%	87%	100%	100%	100%	0%	0%	0%	0%
Other	50%	33%	50%	34%	100%	67%	0%	0%	0%	33%
Private coaching company	100%	100%	0%	0%	100%	100%	0%	0%	0%	0%
School Sport	100%	0%	0%	50%	100%	50%	0%	25%	0%	25%
Uniform group	100%	0%	0%	0%	100%	0%	0%	0%	0%	0%

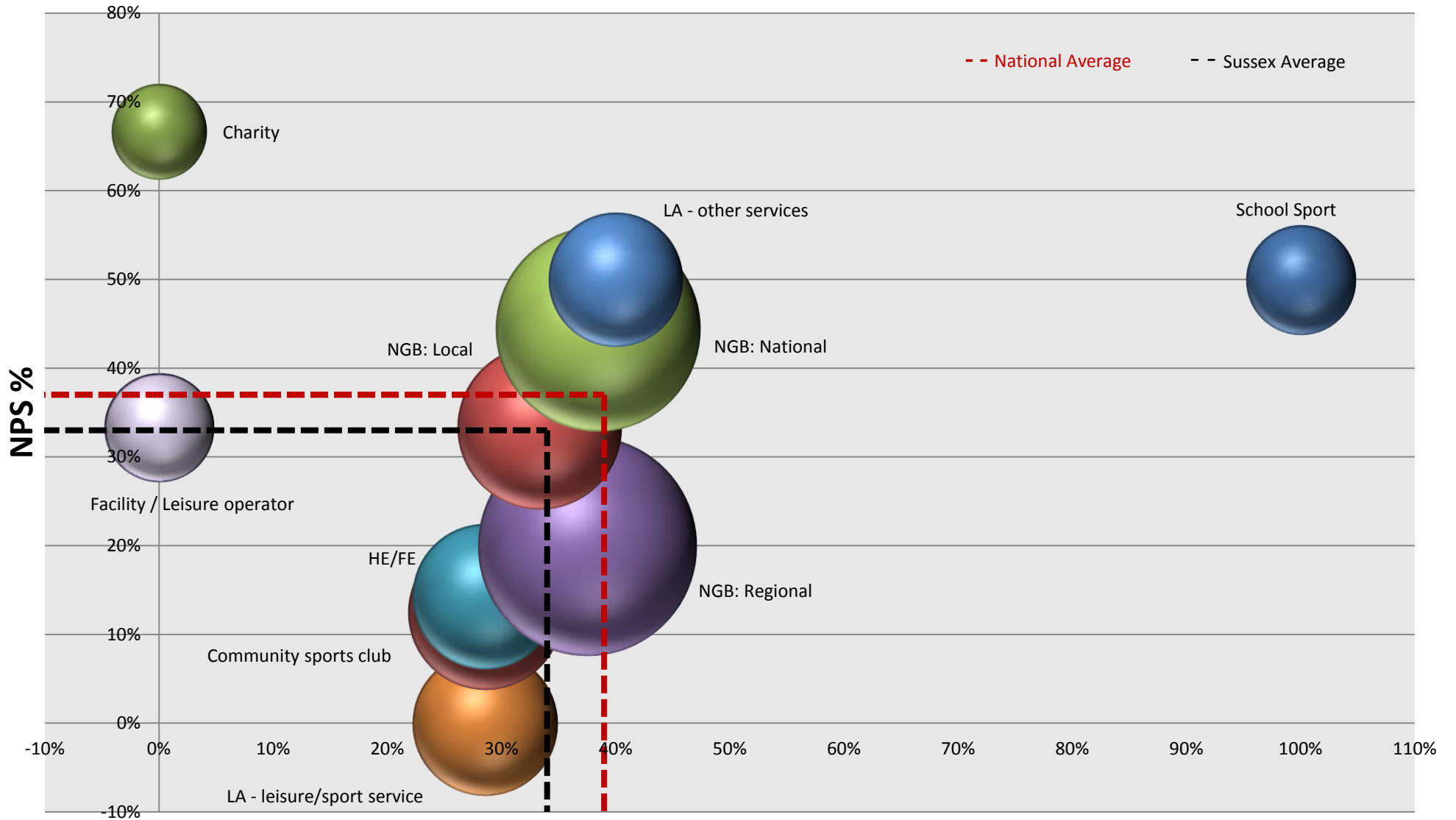
## Quality of support and advice given (satisfaction)

	Very Satisfied		Satisfied		Overall Satisfied		Dissatisfied		Very Dissatisfied	
	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013
<b>All partners</b>	<b>36%</b>	<b>42%</b>	<b>60%</b>	<b>52%</b>	<b>96%</b>	<b>94%</b>	<b>2%</b>	<b>4%</b>	<b>2%</b>	<b>2%</b>
Charity	0%	60%	100%	40%	100%	100%	0%	0%	0%	0%
Community sports club	43%	25%	57%	75%	100%	100%	0%	0%	0%	0%
County governing body of sport or association	100%	100%	0%	0%	100%	100%	0%	0%	0%	0%
Facility / leisure operator	25%	25%	75%	75%	100%	100%	0%	0%	0%	0%
Higher / Further Education	29%	50%	71%	38%	100%	88%	0%	12%	0%	0%
Local authority - leisure/sport service	29%	38%	71%	62%	100%	100%	0%	0%	0%	0%
Local authority - other service	40%	14%	40%	86%	80%	100%	0%	0%	20%	0%
NGB: Local	33%	38%	67%	62%	100%	100%	0%	0%	0%	0%
NGB: National	30%	0%	70%	0%	100%	0%	0%	0%	0%	0%
NGB: Regional	27%	0%	60%	0%	87%	0%	13%	0%	0%	0%
National sports agency	50%	100%	50%	0%	100%	100%	0%	0%	0%	0%
Other private sector partner	40%	100%	60%	0%	100%	100%	0%	0%	0%	0%
Other	50%	75%	50%	0%	100%	75%	0%	0%	0%	25%
Private coaching company	100%	100%	0%	0%	100%	100%	0%	0%	0%	0%
School Sport	67%	14%	33%	57%	100%	71%	0%	29%	0%	0%
Uniform group	100%	0%	0%	0%	100%	0%	0%	0%	0%	0%

	<b>Net Promoter Score (NPS)* Response %</b>			
	0-6 (Detractors)	7-8 (Passive)	9-10 (Promoters)	NPS %
<b>All partners</b>	<b>13%</b>	<b>42%</b>	<b>46%</b>	<b>33%</b>
Charity	0%	33%	67%	67%
Community sports club	25%	38%	38%	13%
County governing body of sport or association	0%	0%	100%	100%
Facility / leisure operator	0%	67%	33%	33%
Higher / Further Education	29%	29%	43%	14%
Local authority - leisure/sport service	17%	67%	17%	0%
Local authority - other service	17%	17%	67%	50%
NGB: Local	11%	44%	44%	33%
NGB: National	0%	56%	44%	44%
NGB: Regional	10%	60%	30%	20%
National sports agency	0%	0%	100%	100%
Other private sector partner	17%	67%	17%	0%
Other	0%	50%	50%	50%
Private coaching company	0%	0%	100%	100%
School Sport	25%	0%	75%	50%
Uniform group	0%	0%	100%	100%

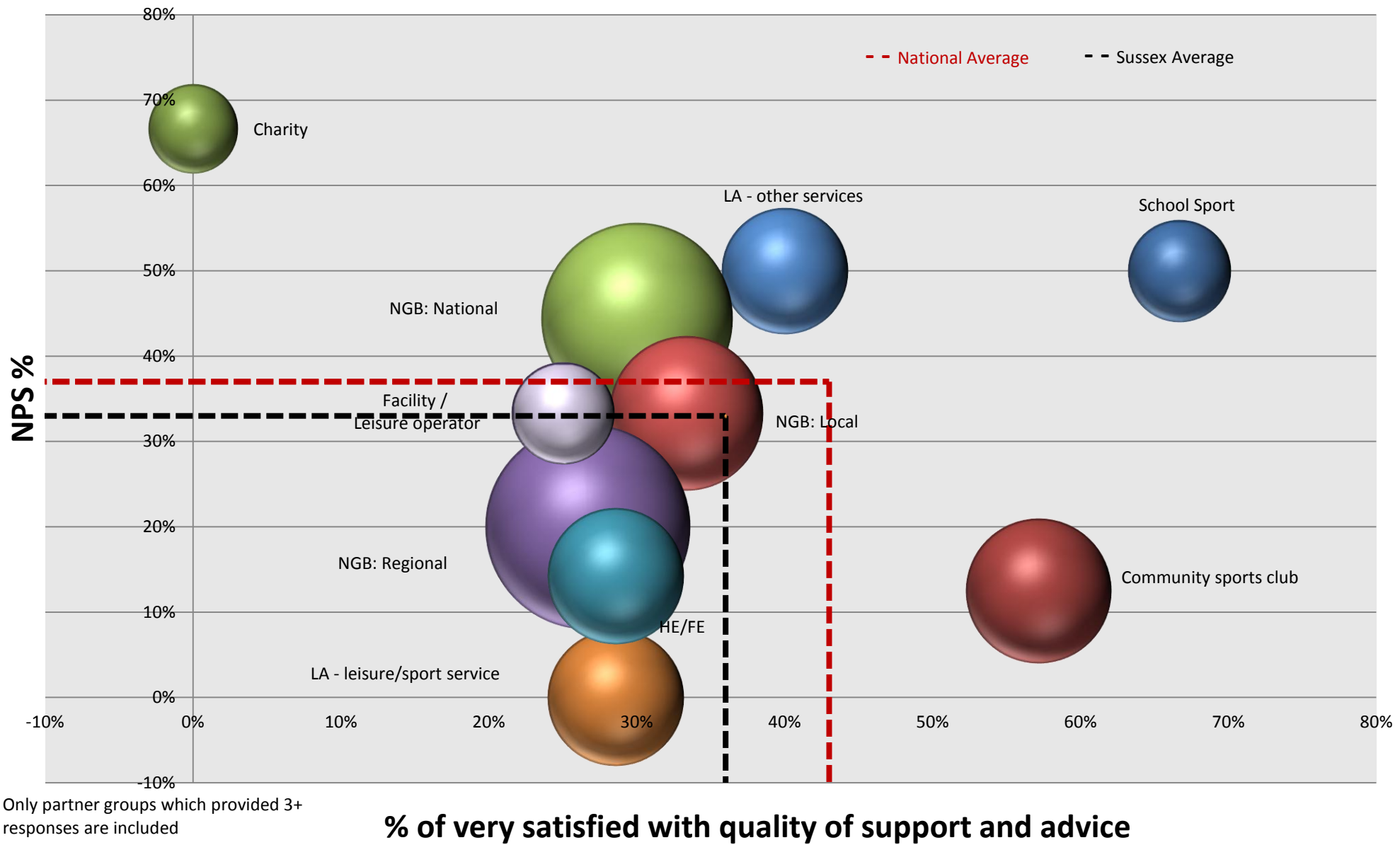
\*Detailed NPS data for 2012 unavailable





Only partner groups which provided 3+ responses are included

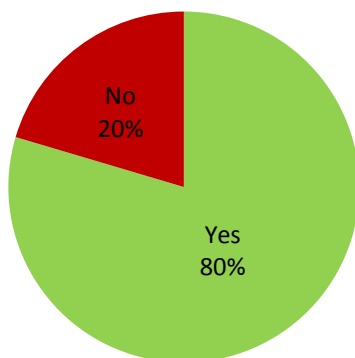
**% of very satisfied with added value**



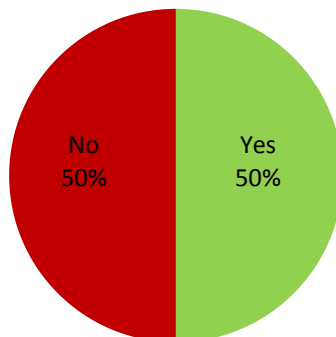
## Additional questions

1. Would any of the following services improve your experience of being an Active Sussex Stakeholder?

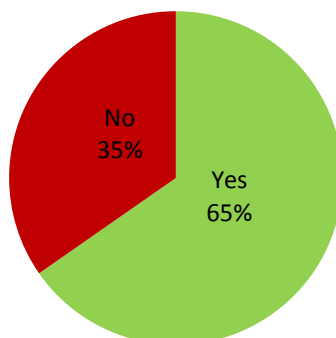
- a) Specific workshops on areas such as: Funding, Coaching, Marketing, Social Media, Club Development, Primary School Premium, Working with Public Health



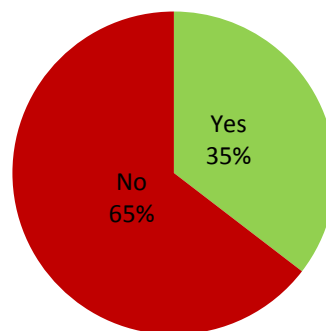
- b) Holding additional partner conferences/professional networking opportunities (currently two per year)



- c) Having an Online Members Forum where stakeholders can network, pose questions and share good practice



- d) A paid consultancy service offering guidance on project development, funding applications, business improvement, keynote speakers, workplace health and wellbeing

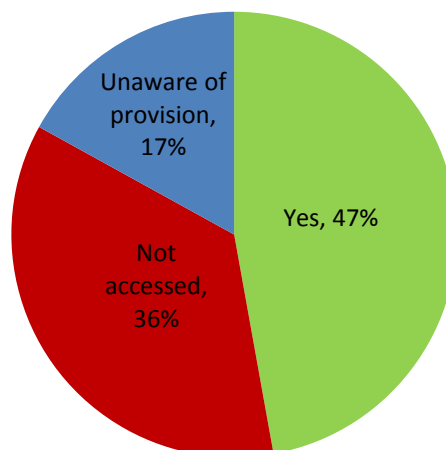


2. Do you think that Active Sussex provide effective and appropriate communication? For example, in August 2014 we rebranded our website. Do you feel this is an improvement and how might we improve other communication systems such as social media, print and e-news, network events?

Response
Yes the emails are really useful
yes to effective and appropriate, yes to improved website
Yes
Website is easy to use
Could have done more to promote the changes
Still a bit confusing the website to find things
I believe so; I am on a couple of the mailing lists and always find the information received interesting and/or useful. I do find the website quite straightforward and easy to navigate and from what I can remember it does seem easier to use than the previous. Although I have liked Active Sussex on Facebook, most of my experience with the social media is on twitter, usually with @CoachSussex which regularly sends out communications. I'm not sure if something similar exists for Facebook - if not perhaps this could be created, or promoted better if it is available. There seems to be more available on the twitter accounts than the Facebook page
Online (Website) presence could be better - Social media presence is very good! - Regularly updated etc. - Although would be great to support more at a local level
Communication is not intrusive and information can be found readily on the website
In our work with key staff at the CSP have always found there to be effective lines of communication
No, all good
Yes
Website is much improved
Yes
I much prefer the new website and find it much easier to navigate. I think the regular e-news received from individuals is also helpful, and being short it isn't tedious to read through
Yes
Yes very happy with communication
Yes
Yes no complaints from me
Yes website a massive improvement and twitter a good quick use of communication
Yes

Some great improvements which have made the website and services more accessible. Longer notice for network events to ensure attendance for some busy diaries
No
I think it is improved though the newsletter links do not work on our computer system therefore a link to view stories online would be useful
All excellent
Have no issues with communication
Yes - newsletters are always informative and the website is easy to navigate so that our clubs can easily find the information we refer to
Yes - e-news and newsletters are regular and have a range of stories
Don't really access your website often. I do read e-news - which I think could be made more of - highlighting local successes and focusing on advocating the value of sport. I also think we need to have a monthly focus element where we could go into something in a bit more depth. We also need to let people know more about the staff within Active Sussex and what their roles are - to enable greater understanding of what a CSP does
Yes
Generally fine. Some of the e-news stuff can be a bit Brighton-centric. Network events can occasionally be a bit 'clunky' if one or two of the speakers don't quite hit the right note
Would help to seek out new clubs because we found you and before that were unaware of all your provisions
New website is good and easier to navigate. E-news has lots of relevant information
I think that the rebranding of the website has been really effective. In the last year or so there seems to have been a real push on communications/marketing from Active Sussex and I think it's been great! I really enjoy receiving the e-news; it's a great way for people across the county to shout about what amazing things they are doing
Website is better... E-news is more helpful than social media ** comment re Q6 Are the services noted in the fourth option - guidance on funding applications, workplace health etc. not part of the core service of a CSP? Why would this become a paid service?
Any of the above could prove useful
I was not aware of the rebranded website. Was it announced in the e-news?
We are always kept well informed
Yes an improvement easy to use.

3. Do you feel that Active Sussex provides satisfactory guidance, support and training opportunities with regard to Safeguarding?



## APPENDIX 1 (Open text questions responses)

**Q3. In relation to your contact with the CSP, what are the areas where you feel the CSP adds most value to your work and why?  
(Please limit your response to no more than three key areas, using a text box for each area)**

Area 1	Area 2	Area 3
Good communication		
Enrichment	Support	
Linking with partners	Co-ordination of funding streams	
Support for School Games delivery	Liaising with Leon	Liaising with Jo Ashworth on many aspects, particularly Volunteers and Satellite Clubs
Sportivate funding		
Sport development	Development funding	Training
Reminders		
Accessing networking opportunities	Strategic / policy and how this influences the local landscape	
Help with Sportivate projects	Networking events	Information sharing
Face to Face contact time with AS staff has been incredibly beneficial, as I'm quite new to my role	Access to different funding streams and support	Promotion of opportunities and communication of information to coaches who's contact information I don't have using the coaching database
County wide support	Networking opportunities	Sportivate

Area 1	Area 2	Area 3
It allows me to work with groups who cannot fund sessions themselves	Helps me promote my groups	
Access to local Knowledge and contacts	Ability to understand your project at a localised level	One main CSP contact for the County
Support with Sportivate	Coaching Bursary support	Providing some sports coach UK courses
Sportivate	Coach Bursary	
Provides relevant information on suitable Sportivate projects	Has dedicated PR staff who have worked closely with us to publicise our work in the Sussex area	
Funding to expand the activities we provide at the present time	Good idea sharing	Examples of good practice are shared
Assistance in accessing funding to help young people gain access to sport!		
Funding	Information for various sports & contacts	Club info
Funding Support - Sportivate etc.	Updates from Sport England	Partnership working opportunities
Communications	Training	Safeguarding
Support with coaching development	Access to funding streams and support/advice on applications	
Providing funding to allow activities to happen	Support work and provider of information	Networking
Sportivate programme	Support with funding applications to Sport England	
Local knowledge	Prompt service	Sound advice
Enables us to reach different people and groups than we could not alone	Sportivate funding	Training support and mentoring for staff

Area 1	Area 2	Area 3
Booking our facilities to offer courses to the local community	Providing funding opportunities via Sportivate so that we can run target work for minorities that otherwise may run at a loss	Clarifying matters of governance
Support for Sportivate projects	Advertising for the club	
Delivery of events such as Parallel games/ school sports and Sports Awards	Advice and support to clubs/coach development	Networking events for LA's
Linking to other areas within the CSP	Event attendance	
Sportivate	Satellite Clubs	Regional meetings
Supporting and improving applications	Assisting with knowledge via events and networking	Helping promoting Sussex Sport wider than local area e.g. with NGB, Sport England
Can liaise directly with business (no need for middle man/woman)	Organises quality events	Can supply good courses - I can recommend them to businesses knowing they will get a great service and be satisfied
Insight & data	Sponsorship	Networking
Straight forward funding process	Approachable and helpful	Allows us to develop our younger members to become future leaders/coaches
Networking opportunities	Info on new projects and funding	Events and competitions
Disability groups	Overall understanding of our Sport's products and programmes	
Introduction to NGB's	Sportivate funding	Promoting our clubs
Additional Coaching CPD opportunity	Club Community Programmes - Sportivate	
Conduit for national information to a local level - updates and access	Access to lottery funding	General drawing together of sporting community and network in Sussex



Area 1	Area 2	Area 3
Understanding of relevant funding streams	Access to wider physical activity/sport sector	
Networking	Information	Funding
Funding support/access	Network events	Primary school sport strategy
Networking		
Legitimacy in the project we ran	Training for volunteers and particularly coaches	Assistance with advertisement
Large network	Countywide oversight	Comms
They have helped me to source and access funding which has meant I can provide better opportunities for college students. Without this funding I would be very limited in what I can provide	Helping to provide/identify further training opportunities for staff and students at the college	They have linked me with staff from other colleges in similar roles as myself, and given me the opportunity to network with them, and share ideas
Contacts	Some support for School Games	
Recruitment of new members - Ideas, Financial incentives, Support	Clubmark - Introduction to apply for Clubmark - Application currently pending	Disabilities - Financial support and suggestions for improved facilities
News updates through the newsletter	Support for our application for funding to Sport England	
Communicating and sharing best practice	Promoting funding assistance	Enhancing reputation
Sportivate Funding	Building relationships with partners	
Coach education	Funding advice	General support

Area 1	Area 2	Area 3
They provide additional support to clubs, coaches and the Sussex Athletics Network in terms of courses, funding, programmes and contacts which in turn adds some value to my work		
Promotion of GO TRI events and coach development funding		
Sportivate, Club development, CPD for clubs, funding advice		
Support with coaching funding		
Ability to help broker into schools and college and other potential delivers		
Local links and support, access to funding (bursaries), communicating our messages		
Willingness to stay involved with Community Games		
Coach development support including bursary, funding pots, disability activity partnership work and facilitation, HE and FE networks		
Support for volunteer recruitment		
Information		
Satellite club funding and support		

Area 1	Area 2	Area 3
Coaching CPD		
Disability engagement, project engagement, networking support		
Advice on funding, promoting our sport and being supportive of initiatives being run		
WFD support, coach bursary, local knowledge and project support for growth programmes like HE, disability programme support, funding		
Guidance for our Affiliated Clubs		
General project support		
Officer time		
Governance support, disability project support, market segmentation analysis, sourcing funding and local direction.		
Work around primary sports premium		
Links to current workplace programme		
Funding Teacher support, events promotion		

**Q4. In relation to your contact with the CSP, what are the areas where you feel the CSP could most improve to add value to your work and why? (Please limit your response to no more than three key areas, using a text box for each area)**

Area 1	Area 2	Area 3
None		
NGB coaching courses	NGB officiating courses	
Aspect of volunteering needs more work	More strategic work on generic issues	
Trying to reduce the need to gather further data	Liaising with NGBs still needs more support	
In Hampshire the CSP takes a lead or is represented in all sport meetings in the County at College level	CSPs for Hampshire Surrey and Sussex should work together to discuss good practice	
None identified at this time	None identified at this time	None identified at this time
Extra help		
Tailoring information to partners needs	Flexibility within Sportivate programme	
More assistance with funding bids other than Sportivate		
I am looking at changing my work programme slightly so that I can link my targets strategically, some support with this would be appreciated	Better knowledge about facilities - what is out there, how to gain access etc.	
County wide support / Cluster support	More specialised support/opportunities - i.e. Disability/school sports/NGB's	

Area 1	Area 2	Area 3
I think it is already really good!		
Help with Marketing your project - in areas outside schools	Promotion and help with getting info out ( I'm sure this is done, but not always evident)	Sussex has it about right, but some of the pre award information and SLA requests, stop you from giving time to promotion
Support to jointly fund sport specific development staff	Providing more coach development experiences i.e. workshops, lectures and cross sport training	
Community outreach		
Continue to promote our programme with grass roots deliverers so they are aware of the opportunities available		
No area I feel need improving		
Perhaps visiting site to gain insight into activities run at the centre? All other aspects are great		
More funding		
Perhaps more updates sharing of NGB forums info etc. for staff specifically working in this area		
Volunteer recruitment	Support for events	
Help with understanding the landscape in terms of facilities and access		
More workshops for those working in education		

Area 1	Area 2	Area 3
Somehow make the Sportivate application process quicker and simpler		
N/A		
Less administration		
Offering more networking opportunities in East Sussex rather than centralised		
Active Sussex's new website a good improvement	Key personnel very personable and approachable	Twitter is a good communication tool
Summary of any Sport England updates relevant to Sussex	Email alerts of any new funding opportunities	Perhaps put a map on the Active Sussex website showing where Sport Eng. funding/ investment has gone
Stronger delivery officer (unforeseen)	Bigger mar/comms engagement	
Coaching awards	Recognising good practice	
Further direct interaction and helping draw in resources	Ensuring NGB and others do link with local partners to improve schemes and ability	Helping with evidence based research and best practice
Sometimes find it difficult to forward the emails re events (the page is very dark) maybe just me?		
PR coverage (currently seriously skewed towards Freedom)		
By giving funding for more than two coaches per organisation as ours is very large		
More networking events		

Area 1	Area 2	Area 3
Finding additional space - schools, leisure centres and community halls		
Actively delivering more Sussex based sporting meets	Assisting with funding bids	More networking days
Nothing specific at this time		
Making more noise about the value of sport in various contexts - so advocacy		
Dissemination of data from existing programmes funded through the CSP in order to add to the evidence base		
1 - 1 support with projects	Specific workshops	
Facilitate more NGB communication/linkage for certain sports	More support to help interpret local Active People data?	More support linked to strategic facilities planning?
Sport to improve health	Increasing activity in the sedentary	
Continuous active support during projects	Awareness and recognition of our sport	
Not sure		
I can't see anything that they could improve on, they are always a fantastic support to us		
Greater actual support, rather than just devolving funding?	Engaging and DEPLOYING volunteers to support schools	Encouraging positive links between clubs and schools
Cannot think of an occasion when we have not been able to get a satisfactory response		

Area 1	Area 2	Area 3
Provide information as to the roles of the individuals working in the CSP	Knowing exactly what support is available to clubs	
More meetings between staff to understand roles		
More formal situations to be able to build on relationships	Advocacy for NGB's products in a more formal structure	
Supporting local clubs and initiatives		
If it were possible for the CSP to have a closer working relationship with each NGB sport this could perhaps improve and add value to the CCSO work. However with the number of sports they support this is understandably not practical		
Improved promotion of GO TRI		
More communication		
Help to coordinate and recruit Local Leaders. Help to get clubs engaged with Join In and to assist with organising taster sessions		
Greater third sector connections to drive adult participation		
Being able to communicate with schools more effectively, although I know work is being done towards this		



Area 1	Area 2	Area 3
More communication and sharing information identifying what works and what doesn't		
Direct insight, guidance and support regarding adult recruitment/retention (limited support for the adult market at present, apart from market segmentation and workplace challenge)		
Become involved with WPC		
Be aware that there are 2 Taekwondo organisations (ITF and WTF styles). Understanding of activity programmes and targets		