Active Sussex, Club Survey, February 2016
The Results

Market research and understanding our audience better

The past 12 months has seen Active Sussex focus our efforts into helping clubs. We created our first club database and organised a series of training and events to engage clubs and support them. We want to better communicate with our clubs, find out how what issues they face and how we can resolve them. This is our first club survey and here is what clubs in Sussex had to say.
The basics

- 64 total responses
- 63% are aged 61 or over
- 50/64 respondents are actively volunteering
- 20% are from Mid Sussex
- 10 are not actively volunteering right now
- 0% are aged between 16-30
Where are you from?

- Wealden: 7
- Rother: 2
- Mid Sussex: 12
- Lewes: 1
- Horsham: 3
- Hastings: 4
- Eastbourne: 2
- Crawley: 1
- Chichester: 6
- Brighton & Hove: 10
- Arun: 4
- Adur & Worthing: 8
Volunteer hours and roles

29% volunteer 3-5 hours every week

How many volunteers do you need and for what roles?

- Average: 5
- Highest: 10
- Lowest: 1

Committee members | maintenance staff | day-time volunteers | coaches | fundraising events | cleaning | bar duties | collecting fees | opening and/or closing of club | marshalling | promotion

Are you an active volunteer in sport?
- Yes: 83%
- No: 17%

Do you need more volunteers?
- Yes: 56%
- No: 44%

Most ticked more than one role, of those 95% is in a club role.
**About your club**

What sport does your club offer?  A-Z

- **25** Bowls
- **4** Cricket
- **1** Croquet
- **2** Equestrian
- **1** Floorball
- **3** Football
- **2** Gymnastics
- **5** Multisport
- **1** Running
- **1** Sailing
- **1** Squash & Racketball
- **1** Sub Aqua
- **2** Swimming
- **3** Table Tennis
- **4** Triathlon
- **1** Ultimate Frisbee

What type of facility do you have?

- **83%** hire or lease
- **17%** own

How many members do you have?

- **Lowest** 4
- **Average per club** 128
- **Highest** 980

How many volunteers do you have in your club?

- **Lowest** 3
- **Average per club** 19
- **Highest** 100

How many coaches do you have in your club?

<table>
<thead>
<tr>
<th>Lowest</th>
<th>Average per club</th>
<th>Highest</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>6</td>
<td>30</td>
</tr>
</tbody>
</table>
What does your club need the most right now?

- **Funding**: 17
- **Members**: 15
- **Coaches**: 9
- **Facility Improvement**: 9
- **Volunteers**: 9
- **New Facility**: 6
- **Equipment**: 3
Our comms

Do you read our monthly club, coach and volunteer (CCV) e-news?

- Yes: 44%
- No: 56%

What other topics would you like us to include in the e-news?

- “Interviews with a local club each month”
- “Best results from recruitment methods and advice on how to execute successful events”
- “Warning of changes in best practice recommendation”

What is your favourite way to learn?

1. Read
2. Watch
3. Attend
4. Listen

- 1. Read: 29%
- 2. Watch: 69%
- 3. Attend: 57%
- 4. Listen: 20%

What stories would you like to read about in our e-news?

- Human interest: 29%
- Funding: 69%
- Upcoming events: 57%
- Volunteer opportunities: 20%
- Workshops/training: 50%
Social media

87% do not follow us on twitter

35% Like us on Facebook

How many hours do you spend on social media per week?

1. 0-3
2. 4-6
3. 7-10
4. 10+

90% do not interact with us on social media

What other social media accounts do you use?

- Instagram: 29%
- Google+: 29%
- LinkedIn: 35%
- YouTube: 53%
- Snapchat: 0%
- Tumblr: 0%
- Pinterest: 12%
How do you like to be contacted?

Email is the Preferred method of communication

Where did you first hear about Active Sussex?

14 Email
7 Word of Mouth
3 NGB
3 Local Authority
2 Search Engine
1 General Workshop
1 Social Media
1 Games Maker
1 School
1 General Media

How many hours do you spend on your computer (not work related) per week?

1 10+ 36%
2 4-6 26%
3 7-10 19%
4 0-3 19%
Wider Active Sussex

How can Active Sussex help your club?

- Funding 77%
- Grant writing service 27%
- More volunteers 25%
- Coach workshops 25%
- Club workshops 14%
- Clubmark 14%
- Coach mentor support 9%

Has Active Sussex had an impact on your operation?

- Funding 37%
- Advice 14%
- Sportivate 7%
- Workshops/Training 7%
- Clubmark 21%
- Sports Awards 7%
- Women and Girls 7%
Your views

Any other comments?

“I know our club is grateful for help received to date and hope it will continue in future”

“Active Sussex are doing a great job. Keep it up!

“Pay for the Christmas meal!”

“Thank you. I'm aware that sometimes the work you do will feel like pushing water uphill. Don't stop! Keep at it. Thank you.”

“Help with publicity”

“Help seeking new members”
What can we improve on?

“Communication to clubs”

“It would be hugely beneficial if local meetings could be arranged between sports clubs and sources of members, e.g. local schools, company sport/social clubs, etc. We try this occasionally but generate little interest as we are a dedicated sport. A more general approach from you might bear more fruit.”

“I am sure there is but I am not fully aware of all the procedures that come under your organisation - possibly a definitive list to clubs would be helpful to those not regularly accessing the social media”

“Think more about the older generation. The youngest soon lose interest and money is wasted!”

“Not sure what you do”

“More assistance with publicising clubs and events”

“Perhaps a visit to clubs would be useful”
What next?

Email is the preferred method of communication

To be seen by more people in the county - meet more clubs

Clear offer of what we do and the service we can provide to clubs

Funding, funding, funding

Training and development

- Marketing your club
- Social media
- Cross sport gatherings
What are we doing to address these points

Active Sussex Roadshow events have been organised across the county for cross sport engagement and training.

‘Volunteer Stories’ section of the website shines a spotlight on clubs who are doing great things for their sport. It enables us to meet clubs face to face and engage with them on a personable level.

However we must communicate better with clubs. We must keep clubs up to date with funding and create a clear Active Sussex service list for clubs to use, should they want to know what we do and what services we can offer them.

Thank you to everyone who took the time to fill out the survey and contribute to sport in Sussex.

Active Sussex Club, Coach and Volunteer Team, Anthony Statham and Gina Rogers