

# 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



Club Survey  
The Results

64  
total  
responses

63%  
are aged 61  
or over

50/64  
respondents  
are actively  
volunteering

20%  
are from  
Mid Sussex

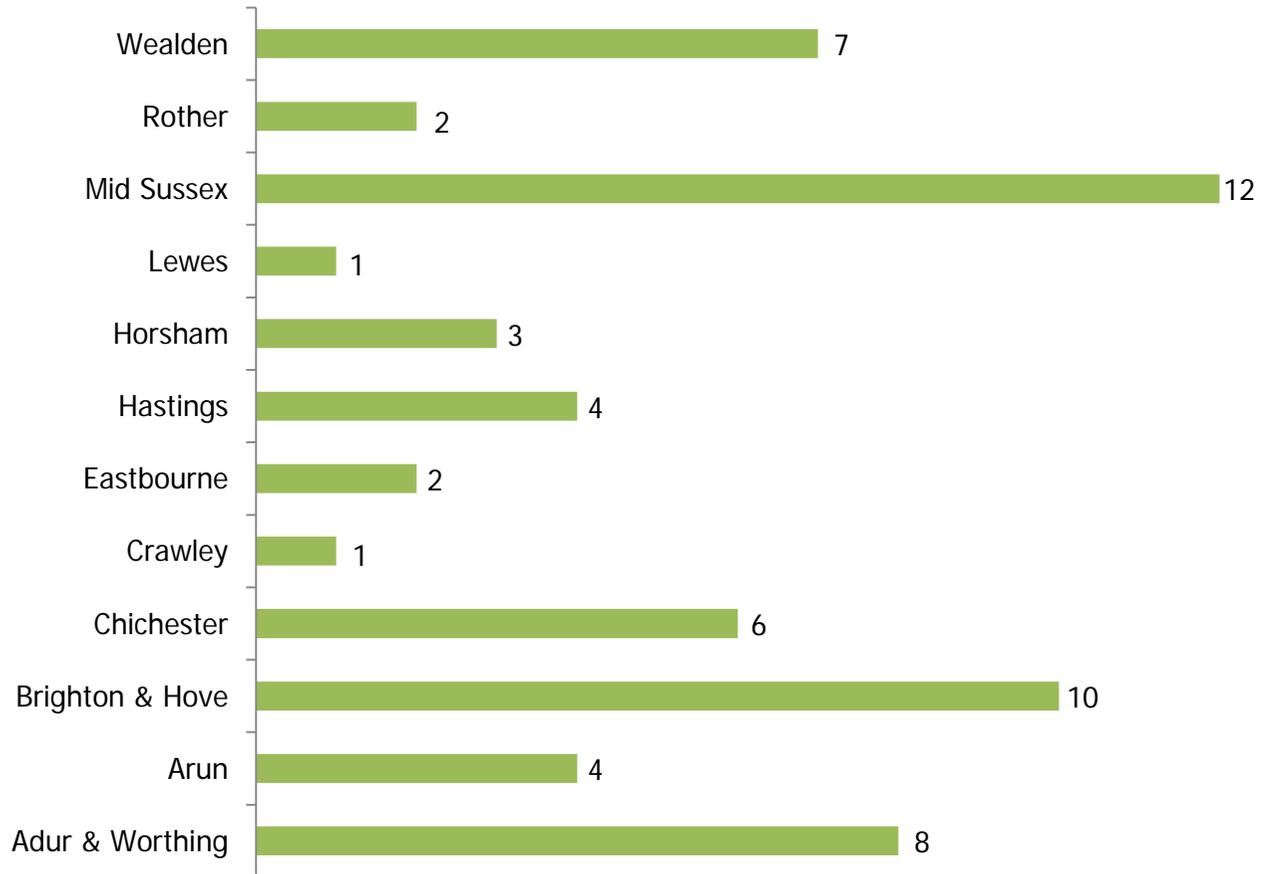
10  
are not  
actively  
volunteering  
right now

0%  
are aged  
between  
16-30

# Where are you from?



Club Survey  
The Results



# Volunteer hours and roles



29% volunteer 3-5 hours every week

Are you an active volunteer in sport?

**Yes 83%** **No 17%**

Do you need more volunteers?

**Yes 56%** **No 44%**

How many volunteers do you need and for what roles?



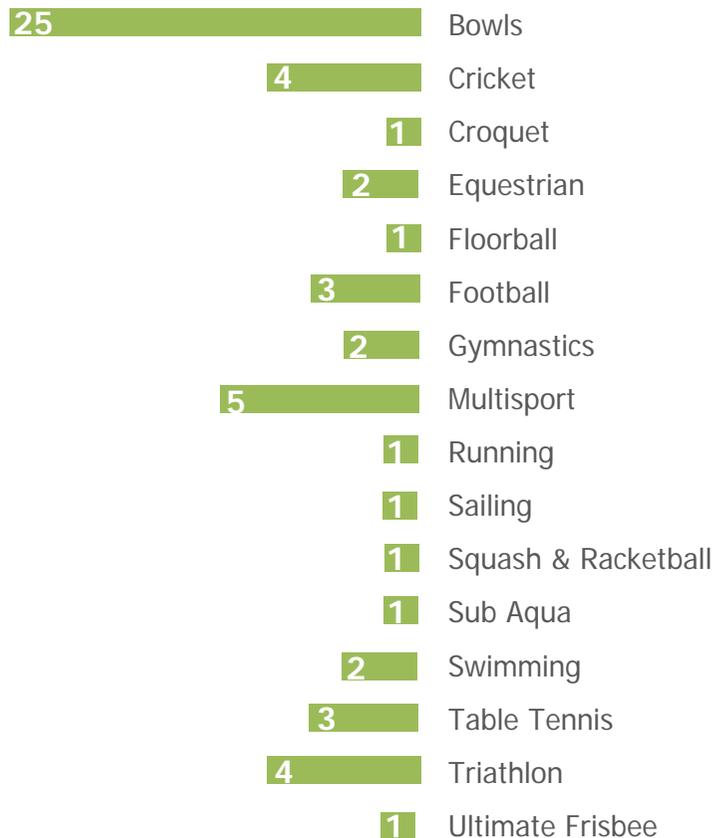
Committee members | maintenance staff  
day-time volunteers | coaches | fundraising events | cleaning | bar duties | collecting fees | opening and/or closing of club  
marshalling | promotion



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



How many coaches do you have in your club?



What type of facility do you have?

83% hire or lease

17% own



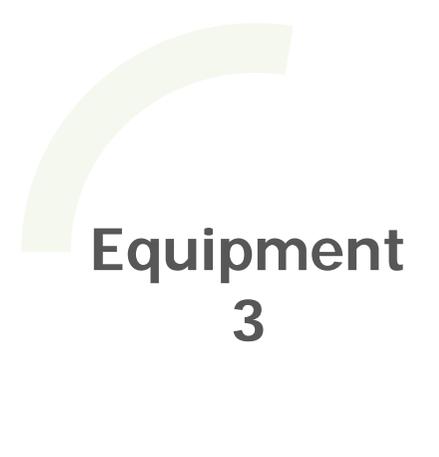
How many members do you have?



How many volunteers do you have in your club?

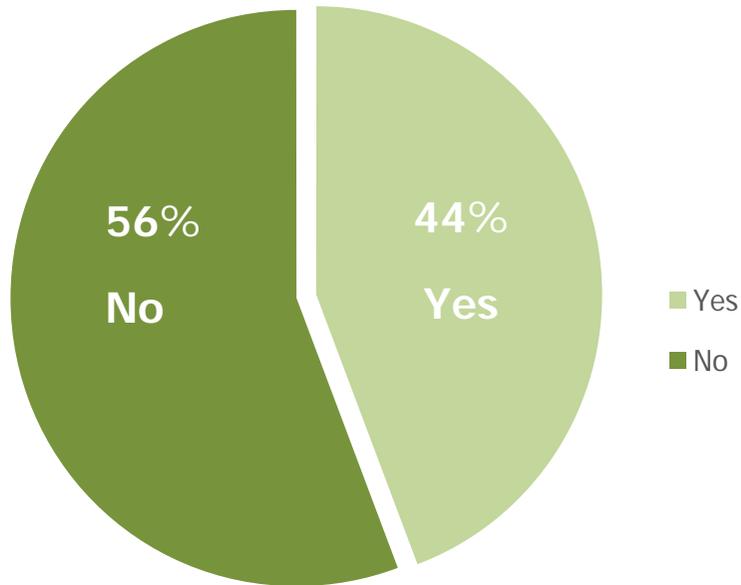


What does your club need the most right now?



# Our comms

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



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”**

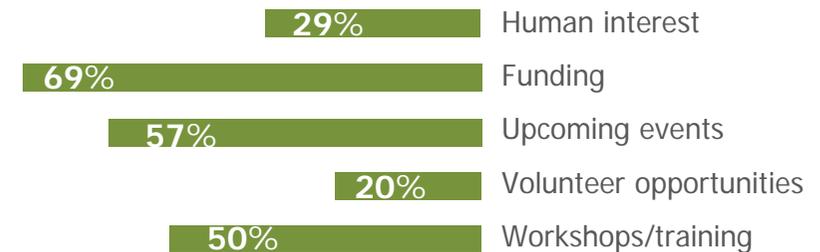
**“Warning of changes in best practice recommendation”**

What is your favourite way to learn?

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



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



# Social media



**87%**  
do not follow  
us on twitter



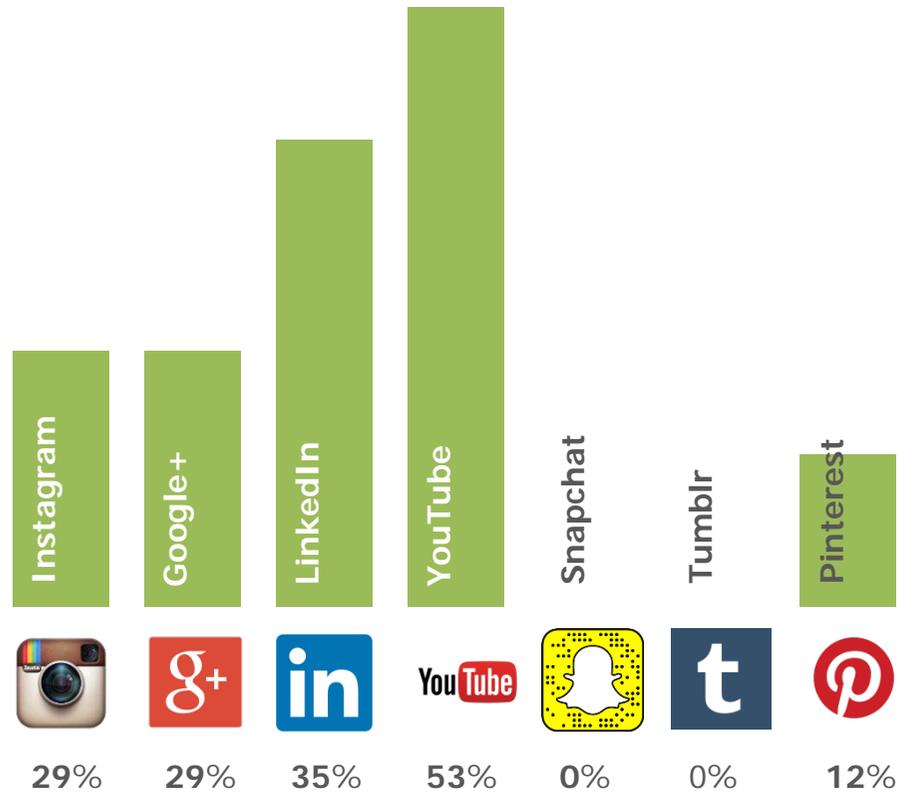
**35%**  
Like us on  
Facebook



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?

# How do you like to be contacted?

Email is the Preferred method of communication



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%

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



# Wider Active Sussex

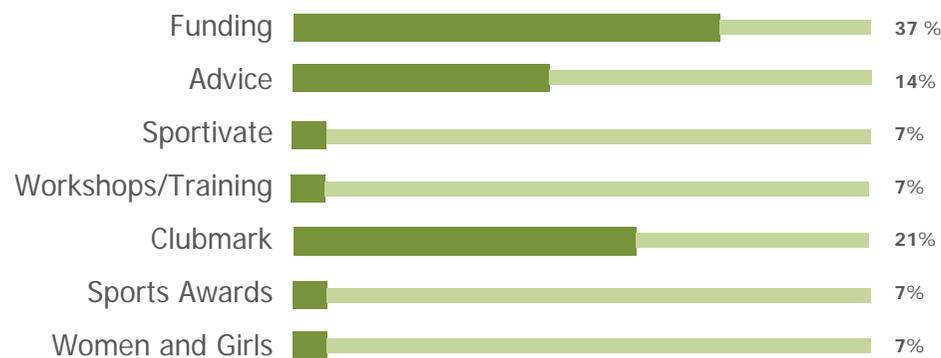


How can Active Sussex help your club?



**Funding**  
**77%**

Has Active Sussex had an impact on your operation?



Club Survey  
The Results

# 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"**

---



Club Survey  
The Results

# What can we improve on?



Club Survey  
The Results

## “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 loss 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?



Club Survey  
The Results

Email is the preferred method of communication



## Training and development

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

Marketing your club

Social media

Cross sport gatherings

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

Funding, funding, funding

# What are we doing to address these points



Club Survey  
The Results



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**