

# Active Sussex, Coach and Volunteer Survey 2016

## The Results

Market research and understanding our audience better

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This was the 2016 survey theme, to better understand our coaches and volunteers and how we can communicate effectively with them. Here are the results and what you told us.



# The basics

88  
total  
responses

42%  
are aged 51  
or over

72/88  
respondents  
are actively  
volunteering

22%  
are from  
Brighton &  
Hove

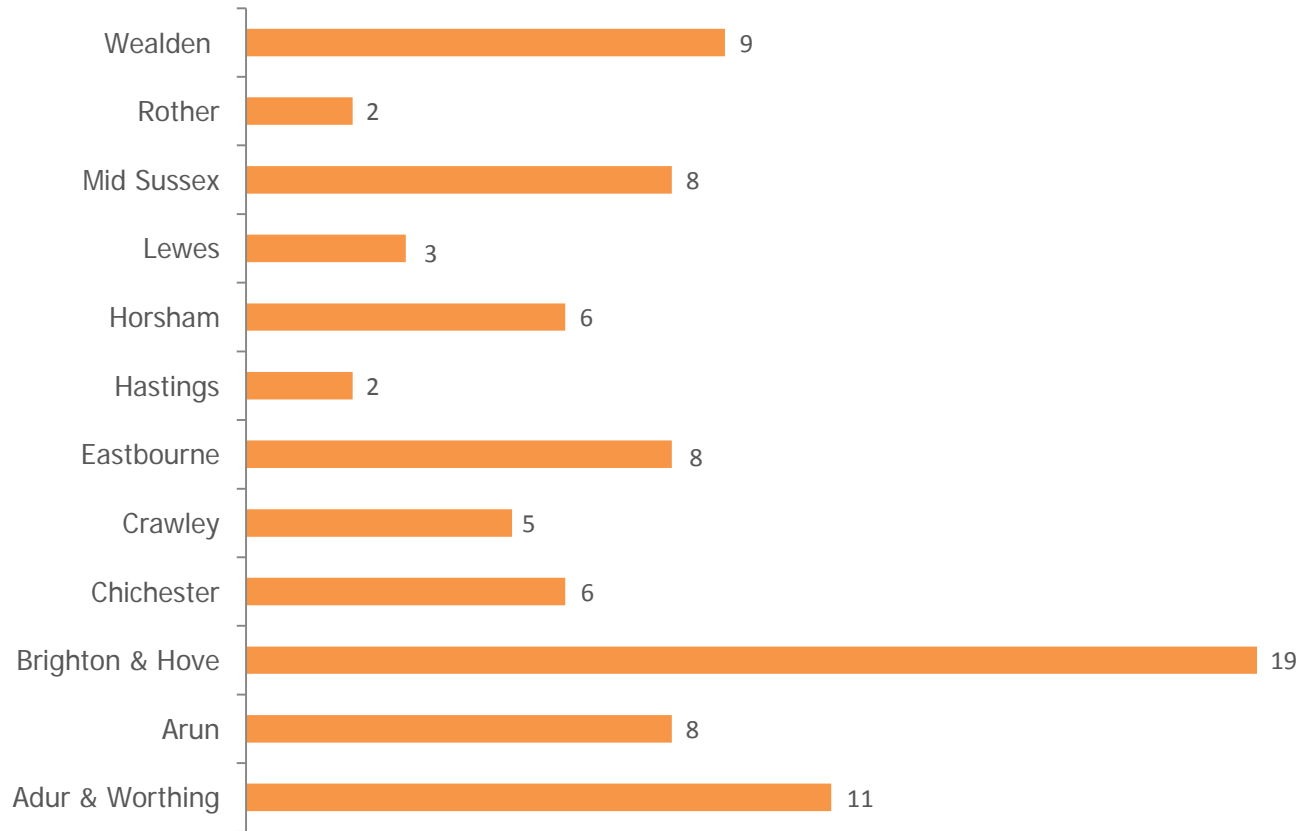
12  
are not  
actively  
volunteering  
right now

32%  
are aged  
between  
41-50

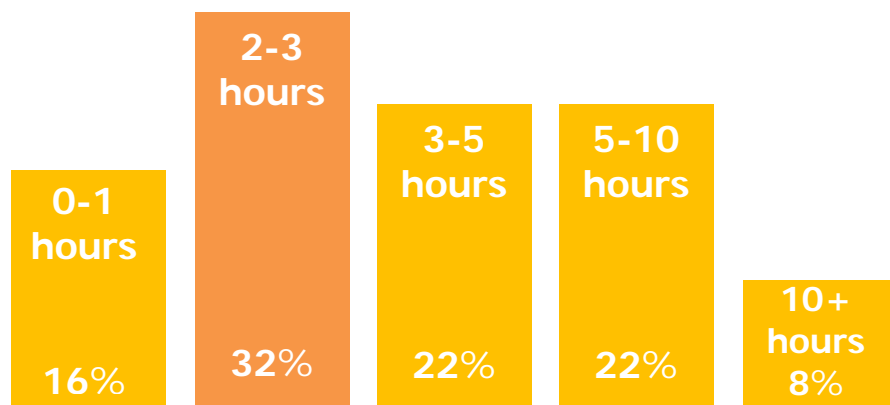
# Where are you from?



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The Results



# Volunteer hours and roles



32% volunteer 2-3 hours every week



32% started sport at a young age of 5 or 10 years

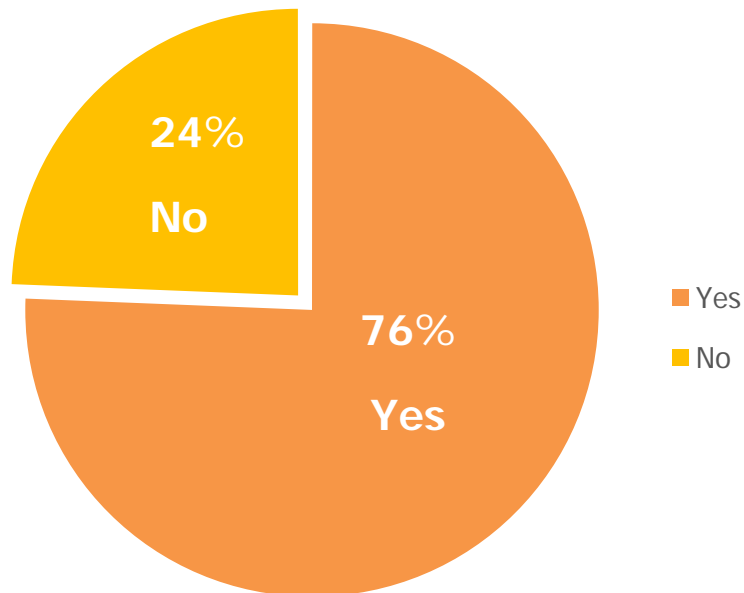
8% started sport over the age of 25



Most ticked more than one role, of those 73% are coaches, 43% are in a club role

# 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?

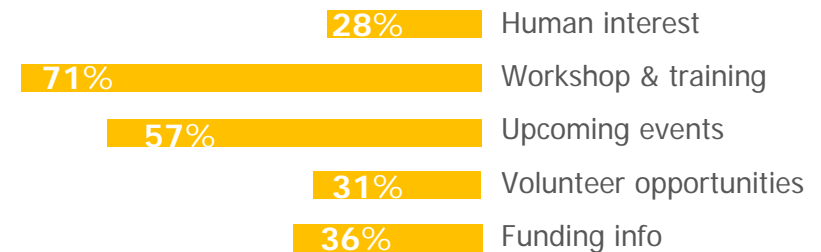
- “The human interest stories, more please”
- “Highlight projects in other areas that may be good models”
- “More courses”
- “Coaching advice, top tips”
- “Focus on specific clubs”

What is your favourite way to learn?

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



What stories do you enjoy reading about the most?



# Social media



**66%**  
do not follow  
us on twitter



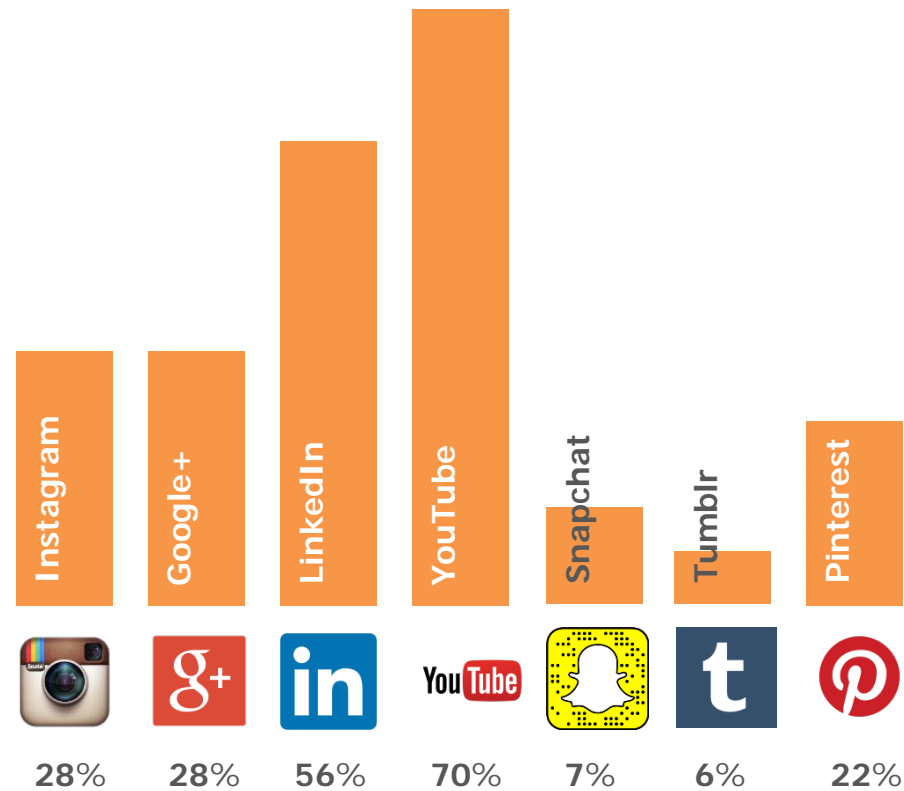
**52%**  
Like us on  
Facebook



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

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

78% 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



Are you interested in volunteer opportunities outside of your immediate circle?

**Yes**  
**49%**

**No**  
**51%**

Would you prefer long term or one off volunteer opportunities?

**Long**  
**37%**

**One off**  
**63%**

Where did you first hear about Active Sussex?

- 14** NGB
- 8** Email
- 6** Search Engine
- 5** General Workshop
- 3** Coaching Course
- 3** Local Authority
- 2** Project 500
- 2** Games Maker
- 1** Join In
- 1** Sussex Sports Awards
- 1** Sport England

Have you seen our new coach and volunteer database?

**58/88** have NOT

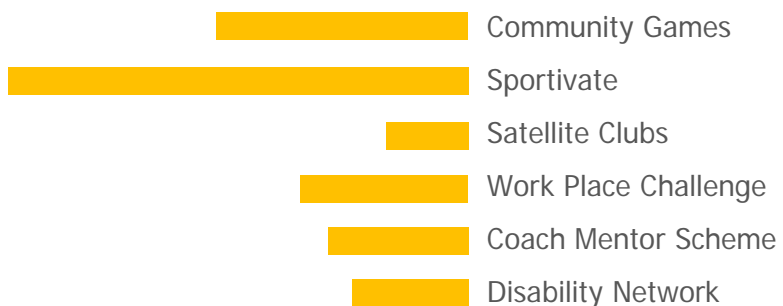
Out of those that have **21** created a profile



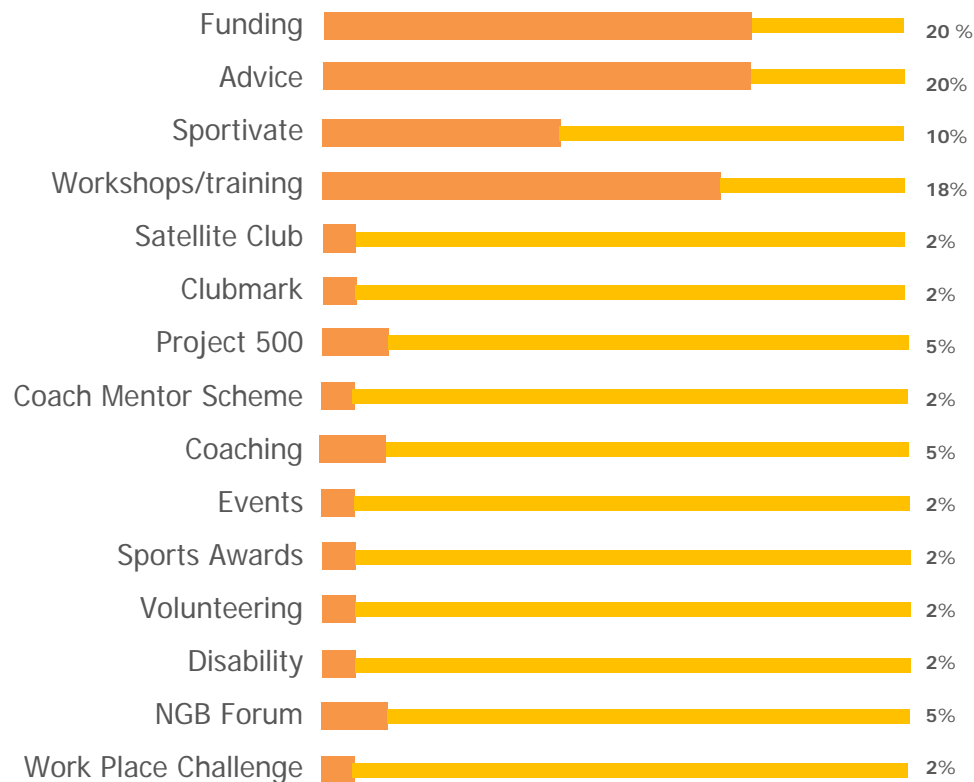
# Wider Active Sussex programmes



Do you know about the other programmes we run at Active Sussex?



Has Active Sussex had an impact on your operation?



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The Results



# Your views

If you had more time what would encourage you to volunteer more?

**"If I had the time I would volunteer to cover any sporting event"**

**"The feeling that I'm making a difference"**

**"Recognition in a professional capacity"**

**"Proximity to my house"**

**"I would be interested in doing more coaching, but don't have the qualifications in those sports I could work in"**

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Any other comments?

**"Keep up the good work"**

**"Active Sussex is doing a great job!"**

**"I am grateful for the support I receive from active Sussex but am sometimes unaware of what else they can offer me"**

**"Your organisation does a fantastic job in Brighton it has a great reputation in the community"**

**"If I didn't work full time I would like to dedicate more time to helping an organisation like you"**

What can we help with?

## Mentoring Support 11%

**"I think you are running some Club Matters workshops. Please could you run the one about Tax? I'm the Club Treasurer!"**

**"More disability training from those who know about it, such as disabled coaches"**

**"Reward programme for my volunteers"**

**"Coach networking groups for volunteers"**

**"More cross sport interaction, ideas on club development"**

# What can we improve on?



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The Results

“More local courses”

“Highlighting/promoting the smaller unfunded sports and associated NGBs”

“Maybe using more spread out venues so more people can attend”

“Workshops on how to use social media to support your club?”

“More personal contact from an individual at Active Sussex”

# What next?

Email is the preferred method of communication



To be seen by more people in the county, meet more clubs, coaches and volunteers

Sharing information of our other programmes that might be of benefit

Reward and recognise more volunteers

## Training and development

Disability training

Coach network groups

Coach mentoring

Cross sport training and gatherings

Social media engagement is poor, training on social media would be useful

# What are we doing to address these points



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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.

Volunteer Crew programme enables volunteers to log their hours for reward and recognition via our website.

But more will be done!

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**