

Club Survey 2017 - Summary

185

Clubs completed the survey from **31 different sports** ranging from the more traditional to Pentaque, Nordic Walking, Surfing and Surf Life Saving. This also included some disability clubs from Boccia and Wheelchair Basketball.

The 5 most popular responses were:



Cricket
17%



Rugby Union
10%



Bowls
9%



Rowing
7%



Hockey
7%

These clubs were located from across the whole of Cornwall





Membership

- **47%** had **0 - 100** members
- **23%** had **101 - 200** members
- **13%** had **201 - 300** members
- **16%** had **over 300** members



Children & Young People:

- **78%** had **0 - 80** members
- **18%** had **81 - 160** members
- **4%** had **over 160** members

Women:

- **87%** had **0 - 80** members
- **10%** had **81 - 160** members
- **3%** had **over 160** members



Disability:

- **62%** had **no** disabled members
- **31%** had **1 - 9** disabled members
- **6%** had **10 or more** disabled members



Workforce

Active, qualified coaches:

- **85%** had **0 - 9**
- **11%** had **10 - 19**
- **4%** had **20+**





Volunteers:

- 87% had **0 - 20** volunteers
- 8% had **21 - 50** volunteers
- 5% had **50+** volunteers

Officials, Umpires and referees:

- 83% had **0 - 9**
- 9% had **10 - 19**
- 3% had **20+**
- 4% answered “**don't know**” or “**N/A**”



Membership differences

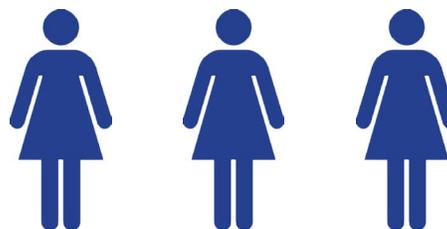


- 56% said their under 19 membership has **increased** in the last 3 years
- 28% said their U19 membership numbers had **stayed the same**
- 16% said their U19 membership had **decreased**

Children and young people:

Women:

- 47% had **increased**
- 44% had **stayed the same**
- 9% had **decreased**



Men:

- 39% had **increased**
- 47% had **stayed the same**
- 13% had **decreased**

Disabled:

- 11% had **increased**
- 84% had **stayed the same**
- 5% had **decreased**



Active, qualified coaches:

- 34% had **increased** numbers
- 57% had **stayed the same**
- 9% had **decreased**

Volunteers:

- 39% had **increased** numbers
- 52% had **stayed the same**
- 9% had **decreased**



Active officials, umpires and referees:

- 20% had **increased** numbers
- 72% had **stayed the same**
- 7% had **decreased**

The following are the reasons for these changes:

- 21% Interest
- 19% Time
- 16% Promotion
- 12% Other
- 11% Cost
- 10% Access
- 9% Ageing population
- 2% Lack of competition





Travel

Clubs were asked what the average distance a member would travel to get to the club:



- Within a **5** mile radius: **25%**
- Within a **10** mile radius: **40%**
- Within a **15** mile radius: **15%**
- Within a **20** mile radius: **8%**
- Within a **25** mile radius: **7%**
- Within a **30** mile radius: **0.8%**
- More than a **30** mile radius: **4.2%**



Facilities

- **45%** hire their clubs
- **41%** leased their clubs
- **14%** of clubs owned their own facilities

Of those who leased or hired their facilities:

- **28%** Other
- **19%** Private Provider
- **18%** from Parish Councils
- **12%** Leisure Centre
- **12%** from Cornwall Council
- **11%** from school



Challenges



VOLUNTEER

- **58%** Funding
- **49%** Volunteers
- **37%** Cost of facilities
- **34%** Coaches
- **31%** Players
- **17%** Marketing / Promotion
- **12%** Access to facilities
- **7%** Quality of facilities
- **6%** Appropriate level of competition
- **5%** Other



Support Required

- **68%** said increase access to **funding**
- **31%** want more links to **schools**
- **28%** said improve the availability of **facilities for sports clubs**
- **24%** wanted help with **marketing and promoting the sector**
- **21%** voted for **encourage more sports coaches**
- **21%** said they could **improve access to facilities for sports clubs**
- **19%** voted encouraging **club membership**
- **17%** said to encourage more **training for sports coaches**
- **17%** wanted them to inspire **volunteers**
- **16%** said advocate better **quality sports facilities**
- **9%** wanted the **recruitment of volunteers**
- **3%** wanted support with further **competitions**



Improvements



- **55%** voted better quality of **facilities**
- **47%** voted better availability of **facilities**
- **37%** more **volunteers**
- **37%** voted easier access to **facilities**
- **33%** voted more **coaches**
- **28%** voted more **members**
- **20.5%** better qualified **coaches**
- **12.5%** voted **other**
- **12%** voted more **competition**



Promotion

- **47%** said **word of mouth**
- **45%** said **social media**
- **39%** said **club's own website**
- **23%** clubs said **local newspaper**
- **19%** said **flyers and posters**
- **14%** said **email databases**
- **5%** said **other**





Schools



- **63%** of clubs had established links with **primary schools**
- **58%** had established links with **secondary schools**
- **37%** had no current links with **primary schools**
- **10%** had established links with **special schools**

These links involved:

- **24%** Schools signpost **young people to the club**
- **22% Club coaches** delivering in the school
- **21%** Schools using **club facilities**
- **16%** Clubs using **school facilities**



Beginner Offer for less active

- **54%** had **no** beginner offers
- **46%** said **yes** they did



Further Issues/Support

The main issues raised were related to **finances** - a direct lack of funding, the price of **rented facilities** and **value for money**,

Some reported that the facilities needed **updates and maintenance work** doing. It is the **price of facilities** that forces clubs to have less affordable membership fees, which in turn decreases the number of members.

Cornwall has far **fewer sports facilities** for clubs to utilise compared to other areas of the country, giving clubs less opportunity to grow in size and thrive competitively.

Clubs said that they were having **promotional issues**, getting their club out there and recognised by the public, and were struggling to grow their membership and develop their clubs as a whole.

More individual challenges were support to **talented players** amongst clubs, **paid players** on more localised sport, a lack of even distribution of talented players amongst clubs, **long travel time/costs** for talented athletes out of the county and how this impacts their development.