

## ***Sported Themed Briefing – Community Pulse Survey Summary***

Hi, I'm Judith from Sported and today I want to share some of the insight and learning we've been gathering from our member groups as we navigate through this pandemic.

Sported is a charity and free to join members organisation for grassroots community clubs and groups who are delivering sport for development activities.

### **Slide 2**

Launching in March, our Community Pulse survey was designed to capture insight from our members to help shape our own response and services but also to share with partners, funders and key decision makers as we all navigate this time.

The survey was designed to help take the pulse of the sector.

The initial emergency response phase began in March and generated almost 700 responses. We've now entered our second phase – recovery.

This continues to ask key questions from the original survey but has been revised to include considerations around emerging from this current lockdown.

Established in mid-May, phase two has now received almost 100 responses and today I'll briefly shares some of our key learning and insight from the analysis across both phases.

### **Slide 3**

Firstly, to give you a snapshot of our respondents.

Across phase one and two we've had almost 800 surveys completed either by phone with our staff or via our online link.

Respondents are club leaders from groups and 42% of these groups are located in the most deprived areas, the bottom 20% IMD.

Almost half of these club leaders are from constituted clubs and about 1/4 are from local charities or local organisations.

The remaining are social enterprises, constituted community groups or other but in essence we gathered a lot of data from a lot of groups across the UK.

### **Slide 4**

So, what have we found?

I'll start with an overview of the insight gathered from the emergency response phase in March and April from over almost 700 respondents.

To begin with we recorded the levels of anxiety reported by club leaders and we've mapped this.

As you can see on screen on the left-hand side, we've mapped this across March to May.

At the start of the pandemic anxiety was recorded as twice the UK average that we recorded in 2019 but anxiety in general is declining.

On the right-hand side, we analysed this a little further to consider the levels of anxiety in relation to different aspects including the club leaders own health, their organisation and their participants.

Anxiety in general has been declining but in relation to the organisation and participants we've seen an increase again about week seven to eight since lockdown.

### **Slide 5**

With these levels of anxiety around their organisations and participants we asked groups how confident they felt about their group's survival in six-months' time. Across the UK one in four groups weren't sure that they'd exist.

Groups said:

**"Everything is closed down and there's no cash flow because of this."**

**All our staff have been furloughed which is great, but we still have to pay rent."**

Another said:

**"We've had to close our club house and cancel all fundraising plans which has left us with no source of income to pay our coach or bills."**

A common trend we heard from club leaders was:

**"We currently have no money coming in. We may have to use our own money to support the club in the coming months."**

### **Slide 6**

We looked at the biggest challenges or what may have been causing this anxiety for club leaders across all stages.

You can note these along the bottom of the graph but overall the biggest challenge was reported as maintaining the well-being of their participants.

At weeks 5 and 6 into lockdown fewer groups were reporting major challenges and some were even beginning to highlight some positives arising from this whole situation.

For example, one respondent said:

**"The season is cancelled but some members are still paying subs to help support the club."**

Or another said:

**"Everything is closed so we have no expenditure other than some basic coaching fees which can be covered. We are keeping in touch with our young people through Zoom and adults are doing weekly quizzes."**

Groups were beginning to adapt and adjust so we asked them about their immediate support needs at this stage.

### **Slide 7**

You can see these on screen and the size of the box indicates the strength of feeling for different support needs.

It's not a surprise that initial support requests and needs focused on funding and fundraising and Sported were able to adapt our services to support these club leaders.

This support has continued phase 2.

### **Slide 8**

So, let's look at this phase of recovery and the data that has been captured by almost 100 groups from the end of May and June.

### **Slide 9**

We are now a little further on in adjusting and some restrictions are being lifted which has changed the priorities and support needs of our member groups.

Again, the size of the box on screen indicates the strength of feeling around different support needs and you can see the biggest priorities are connecting with participants, adapting to new guidelines and planning for a phased return. And funding applications and support with funding remains. Looking a little closer, one main area of concern or priority was around participants.

#### **Slide 10**

Firstly, retaining participants.

The graph shows the confidence group leaders feel that their participants will come back and one in four are not sure.

They say:

**“In a deprived area like ours there's lots of misinformation, it will take time for the community to come back together again.”**

Another says:

**“We worry that some of the parents won't be able to afford classes anymore.”**

#### **Slide 11**

Another concern for group leaders is supporting those participants who do return and 35% had reported that they don't feel equipped to do this.

They've told us:

**“We need more resources to provide extra support for participants.”**

**“We don't have the expertise to psychologically assist those who may have lost loved ones.”**

**“We no longer have the resource to heavily subsidise those parents that can't afford to pay for their kid's activities.”**

**“We're not equipped to deal with the risk, we're not really sure what the impact may have been in young people's attitudes or the amount of time they've been at home, the confidence outside of this may become an issue.”**

#### **Slide 12**

Despite all these challenges, community sports groups and clubs are adapting, and more groups are now engaging with participants virtually and trying to use this as an opportunity to grow their programmes.

They say:

**“We're currently doing 4 sessions online a week to engage with our members and we are actually seeing them more than ever before.”**

**“We have members attend online that wouldn't normally come to a programme or a class perhaps due to anxiety this will be a change that will stay once we return to our normal services.”**

#### **Slide 13**

As groups adapt and look to the future, we've asked them what their priorities are over the next 6 to 12 months.

A key priority is getting back to delivery but adapting to this new normal and ensuring financial security will be key in this.

#### **Slide 14**

As our member groups adapt delivery, support participants and begin to plan for a return to sport, Sported are continuing to adapt our services. This includes increasing the frequency of our funding bulletins and communications, checking in regularly with our members and volunteers to signpost to appropriate support, developing new webinars, resource support and programmes and coordinating with funders and partners to share our insights and coordinate support.

If you'd like to know more or explore how we could perhaps coordinate support together please contact [info@sported.org.uk](mailto:info@sported.org.uk)

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Thanks for your attention if you'd like to know anything more about Sported please check out our website [www.sported.org.uk](http://www.sported.org.uk) or follow us on Twitter.

To access the Pulse Survey analysis or to find out more about anything I've highlighted today, please contact [info@sported.org.uk](mailto:info@sported.org.uk)

Thank You.