

## Sport and Recreation Alliance Club Survey 2013

Every 2 years the Sport and Recreation Alliance conducts a survey with sports clubs in order to establish their 'health'. It is the largest survey of sports clubs in the UK. The survey gives a picture of how community sports clubs are doing e.g. how they are coping financially, the challenges and opportunities they face, and their situation regarding facility ownership and membership numbers. The findings from the survey are used to lobby the government to give sports clubs a better deal, for example after the 2011 survey the Alliance negotiated a music licence deal for sports clubs which will save them around £6m a year, and when proposed planning law changes were set to sweep away all sports facility protection, the Alliance helped to win special provision to safeguard them against development. Recently, the Alliance persuaded the Government to make changes to the Community Amateur Sports Club (CASC) scheme to allow more sports clubs to take advantage of tax reliefs.

This year 125 gymnastics clubs took part in the survey. Thank-you to all the clubs that took part; it is really important to us, as it allows us to compare gymnastics with other sports and see how well our clubs are coping, particularly within the current financial climate. The results are used to see whether we need to offer clubs targeted support. For example, after the 2011 survey we were aware that gymnastics clubs were finding it harder to access local authority venues. Due to this, we worked with the Sport and Recreation Alliance within a Local Authorities working group so that we could give clubs support regarding advice on asset transfers. Our local team of Club Development Coordinators also began to focus on helping clubs to set up satellite venues. They've worked in partnership with County Sports Partnerships to find more available venues. We have invested money into satellite club work to ease the problem of limited access to local authority venues.

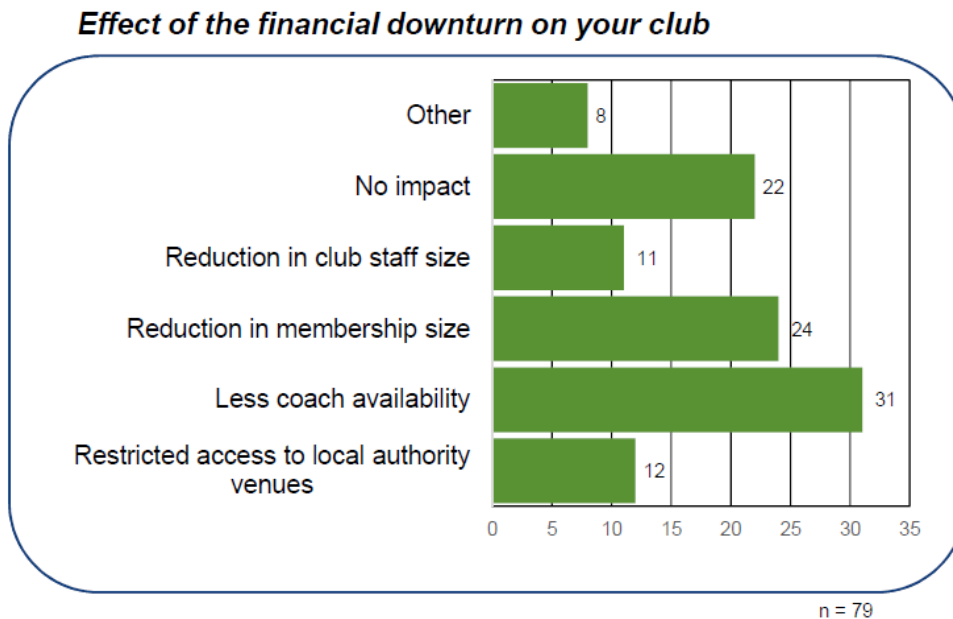
This document provides a summary of the key findings from the 2013 survey.

- Across all sports, the highest average levels of junior membership are found within gymnastics (252 junior members at the average club)
- The average gymnastics club had 28% more junior members in 2013 than in 2012
- The average gymnastics club has seen a 35% increase in adult membership between 2012 and 2013 (from 11 to 15 members)
- Across all sports, gymnastics has the 4<sup>th</sup> highest annual club expenditure (£87,496) (1<sup>st</sup>: Golf, 2<sup>nd</sup>: Rugby Union, 3<sup>rd</sup>: Gliding)
- Gymnastics has the 4<sup>th</sup> highest annual club income (£92,515) (1<sup>st</sup>: Golf, 2<sup>nd</sup>: Rugby Union, 3<sup>rd</sup>: Gliding)
- There has been an increase in the average gymnastics club income between 2012 and 2013 of £9,223 which is an 11% increase. The average expenditure has increased by £6,824 which is an 8% increase
- 62% of gymnastics clubs had a financial surplus in 2013, and 35% were in deficit

- For gymnastics, the average annual amount spent on hiring facilities was £10,349. This is above the average for all sports (£5,224). This is most likely due to the fact that gymnastics clubs want to access facilities multiple times a week.

The Sport and Recreation Alliance gives national governing bodies of sport the opportunity to add sport specific questions to the survey. We were keen to find out what impact the current economic climate is having on gymnastics clubs.

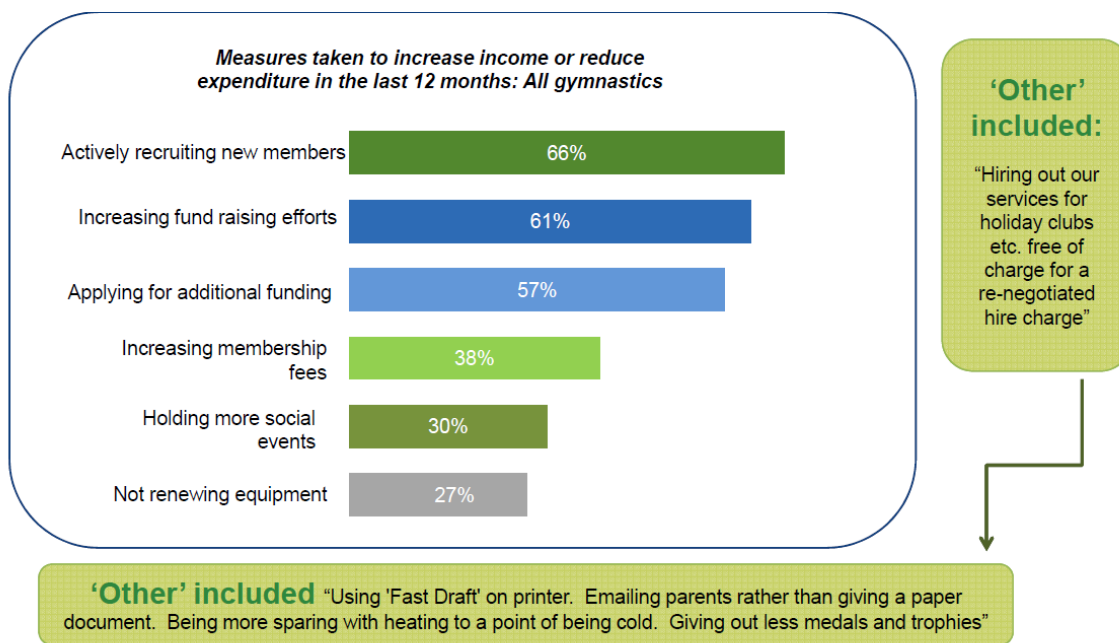
(Not all clubs gave an answer to this question)



'Other' effects of the financial downturn included finding it more difficult to access funding, parent volunteers having less time available to offer club support and increases in rental costs.

## Managing Finances

97% of gymnastics clubs have taken at least one measure to increase income or decrease expenditure in the past 12 months. The most popular measure taken was to actively recruit new members (66%) showing that clubs are proactively trying to increase their income, followed by increasing fund raising efforts (61%) and applying for additional funding (57%). Only 13% have taken no measures to bring in income or reduce expenditure in their clubs.



## Facilities

Most clubs hire a facility for gymnastics activity (57%), 33% lease a facility on a long-term basis, with 6% doing so on a short-term basis. 5% of gymnastics clubs own a facility and 1% use a public space.

## Volunteers and staff

On average, gymnastics clubs had 15 volunteers in 2013 and 9 paid staff. These figures have increased since 2011. Gymnastics has a large paid workforce compared to other sports. Across all sports, the average club in 2013 had 24 full or part time volunteers, nine of whom were qualified coaches. The average sports club had two full or part time members of paid staff, one of whom was a qualified coach.

## Links with Schools

75% of gymnastics clubs have a link with at least one school. Of these clubs 80% have links with 2-5 or more schools. Encouragingly, 75% of gymnastics clubs with a link or links have at least one successful link with clubs describing 72% of all gymnastics school club links as successful.

## **Community Projects**

50% of gymnastics clubs are involved in running programmes in the community or outreach work, with 31% of gymnastics clubs involved in multiple projects. The most common engagement is with young people (44%).

## **Challenges & Opportunities**

The top three opportunities which clubs are excited about in the next two years are 'training and developing club coaches, staff and volunteers' (79%), 'improving facilities' (62%) and 'promoting competitions and events' (39%).

In terms of challenges that gymnastics clubs face, the top three are: 'accessing funding' (65%), 'improving equipment' (65%) and 'lack of coaches to meet member demand' (61%).

Clubs that took part in the survey gave information about their training and development needs. The top three areas where gymnastics clubs feel they would benefit from training and/or support are 'completing funding applications' (65%), 'getting disabled people to participate in our activity' (36%) and 'marketing' (35%).

## **Actions we are taking in response to the research findings**

Based on these findings, our Club Development Coordinators have been given training on completing funding applications. They are able to assist you to apply for funding. To find your local Club Development Coordinator, please [click here](#).

Assistance to access and complete funding applications is also relevant for improving equipment. British Gymnastics (BG) offers facility funding which can be used for equipment as well as capital investments. There are also a variety of funding pots available, which we can support you to apply for.

Lack of coaches to meet member demand is a big challenge for clubs. We're assisting clubs to achieve long-term planning for coaching staff by training up the next generation of coaches. The MY Leadership academy programme provides young leaders with leadership skills to get them onto a pathway of coaching or volunteering. 'Aspire to Lead' and 'Aspire to Shine' are programmes which aim to further develop young leaders, providing them with skills and knowledge to take back to their clubs. These programmes are in addition to the formal qualifications structure that we have for coaches. Where possible, we provide coach bursary schemes to help alleviate the cost of coaching courses. For example, have a look at the [Coach Development Fund](#).

We offer guidance on financial planning for training and developing club coaches, staff and volunteers. British Gymnastics is working in partnership with Club Leaders, an organisation which provides free training and support to those running community sports clubs. Guidance on financial planning can be accessed by going to [www.sportenglandclubleaders.com](http://www.sportenglandclubleaders.com) clicking on the 'what's available' tab and viewing the various areas of support within the 'Business and financial planning' tab. Alternatively this information can be accessed by logging into your club's GymNET portal.

British Gymnastics has launched a new disability programme called I'M IN, which will support a network of clubs and coaches to plan and deliver quality gymnastics opportunities for disabled

people. Within the I'M IN programme, British Gymnastics is working with 14 Disability Hub Clubs across England to deliver a calendar of exciting gymnastics events aimed at engaging disabled people in our sport. From the events, disabled people will be signposted to appropriate club opportunities in their areas. Running in parallel to the participant events, each I'M IN Hub Club will also be offering disability coaching advice, workshops & courses and mentoring opportunities to support BG clubs that wish to improve their provision for disabled people. In addition to all of this support available to BG clubs, BG is working in partnership with several disability sport organisation partners to raise the profile of gymnastics for disabled people and to create a network of local disability support partners which can assist our clubs to engage disabled people in their activity. For more information about the I'M IN programme, please [click here](#).

Through our partnership with Club Leaders, we're offering support and advice about marketing. BG affiliated clubs can access a range of support tools via GymNet. There are also face-to-face seminars available, online modules and toolkits. In addition, we provide promotional materials for our Gymnastics for All activities, disciplines and membership information.

To access the Sports Club Survey report, please [click here](#).