

Appendix 6: Club Survey Analysis

Club Survey Overview

To understand the current landscape of clubs in the Hastings and Rother area, data was collected from a survey which was distributed to the sports clubs in the area. By analysing the data, it is clear to understand the circumstances that clubs find themselves in and whether the current provision are meeting the demands of these sports organisations. A summary of the results of the club survey is provided below.

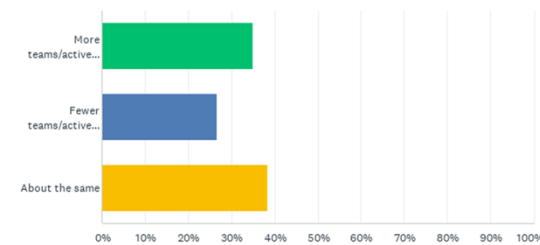
Club Responses – Spread of Responses

ANSWER CHOICES	RESPONSES	
Athletics	3.23%	2
Basketball	8.06%	5
Bowls	9.68%	6
Cricket	25.81%	16
Exercise, movement or dance	3.23%	2
Football	45.16%	28
Gymnastics	1.61%	1
Hockey	3.23%	2
Judo	0.00%	0
Netball	3.23%	2
Rugby Union	3.23%	2
Rugby League	0.00%	0
Squash	1.61%	1
Swimming	1.61%	1
Table Tennis	4.84%	3
Taekwondo	0.00%	0
Tennis	8.06%	5
Volleyball	3.23%	2
Other (please specify)	16.13%	10
Total Respondents: 62		

62 individual sports clubs responded to the invitation to complete the survey, these clubs are compiled of both indoor and outdoor sports. Table 2.2.1 shows the spread of responses for each sport, it is important to consider that many clubs offer multiple sports.

Club Responses – Growth Trend last 3 years

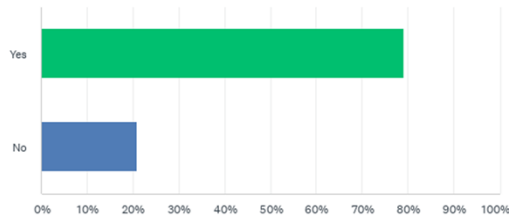
Q7 Does your Club/Association have more or fewer teams/active members than three seasons/years ago, or has the number of teams/active members stayed about the same?



Despite the major restrictions on movement and temporary closure of sports facilities over the past two years due to the Covid pandemic, the sports clubs in the area have proved resilient with the majority reporting stable membership or growth currently compared to three years/seasons ago. Over a third of clubs have grown in the last three years, therefore, increasing the need and demand for sporting provisions.

Future Growth

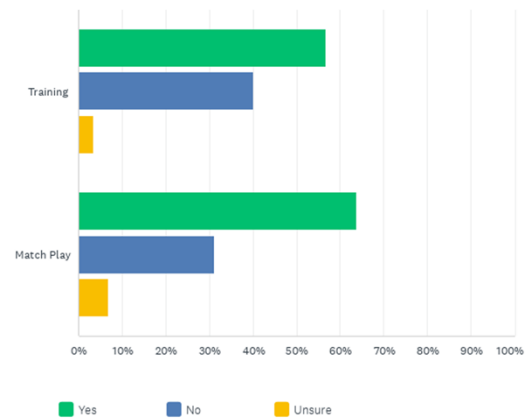
Q8 Does your Club/Association have plans to grow in the next three seasons/years?



Looking to the future, almost 80% of the clubs surveyed were positive regarding plans for growth over the next three years/seasons, emphasising further the strength of the club sector in Hastings and Rother as well as likely rising demand. The rest of the respondents do not have any further plans to grow, this signals that there is a need to maintain the current provisions for these clubs to remain sustainable.

Club Needs – Meeting Demand

Q11 Is your current number of hours/pitches/evenings sufficient to meet the demand for your club's activities for training and match play?



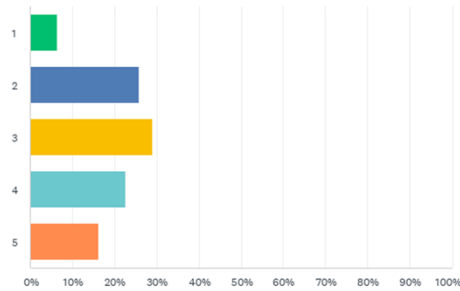
40% of the clubs responded that they do not have sufficient programming time available at the sporting venues they access to meet current training demand from their memberships and 31% for match play. This shows the supply or availability of facilities and resources is not meeting the demands of the sports clubs, signaling for a need to increase accessibility of sport facilities.

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Club Response – Ratings

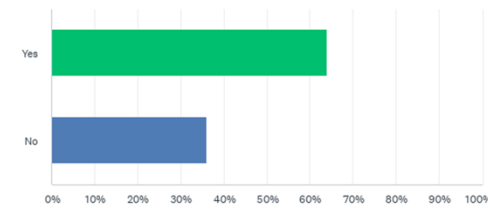
Q16 How do you rate the quality of your Club's/Association's main playing facilities, including playing surface? (1 being very poor and 5 being very good)



In terms of the quality of the stock of sports facilities available to the sports clubs in the area, just under 33% of those surveyed rated the playing facilities they use as 'poor' or 'very poor' and 28% as 'average'. Some clubs (16%) consider their main playing facilities to be 'very good'. This finding reflects the need to upgrade facilities and the increase of investments made in maintaining and enhancing the facility stock by the joint Borough and District Council, national sports bodies, and the clubs themselves through fund raising.

Main site – improvements

Q18 Is there a need to change your Club's/Organisation's main playing facilities (e.g. relocate to another site /change facility layouts/ sizes or invest in floodlights) or to improve the quality to sustain or grow your club/Organisation?



64% of sport clubs believe they are in need of change or improvements to their current main playing facilities to sustain or grow their club. This data shows that provision support should be provided to these clubs to promote growth or sustainability and to prevent clubs from reducing in size.

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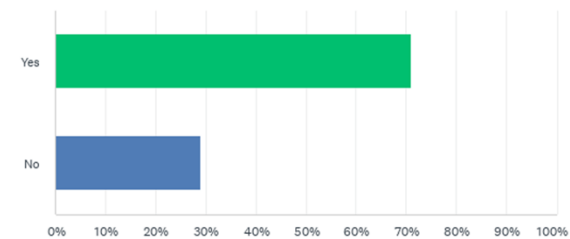
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Examples of the individual survey responses, from across a range of sports, about their demands and aspirations are listed in the table below:

Club/Sport	Aspirations/Demands
S.C. Pass+Move (Football)	Large football provider with over 350 members but do not have a specific 'Home' ground and are forced to play across several different venues. The club looks to have a home ground for themselves.
Hastings Butterflies (Basketball)	Fund, refurbish and unlock all outdoor courts in Hastings/St Leonards to promote youth's mental health and reduce crime and antisocial activity.
Sidley Martlets Bowls Club (Bowls)	Improvement in drainage and surfacing. Members are leaving because of the poor conditions of the green.
Rye Cricket Club (Cricket)	The club have development plans that targets increased participation and increasing and improving practice facilities to hold more teams.
Hastings Athletic Club (Athletics)	The club is constantly fundraising to maintain track facilities. Currently looking to fundraise for a new throwing cage. Track surface also has to be relayed every ten years which is extremely expensive.
Hastings Seagull Swimming Club (Swimming)	More pool time and larger pool is required. Club has also identified that the facilities are ageing and has a lack of investment.
South Saxons Hockey Club (Hockey)	Club is at risk of folding as facility has been declared unfit to use, therefore, a new pitch is urgently required.

Club Growth and Sustainability

Q19 Is there a need to improve/extend these facilities to sustain or grow your Club/Organisation?



Over 70% of the respondent clubs consider they need to improve their facilities to sustain the appeal of their club to existing members and to attract new members. This is particularly an issue for accommodating the growth of sports clubs as 34% sports clubs in the area have grown in the past three years, as identified in section 2.2.2. Therefore, whilst a high majority of clubs are keen to expand further, there appears a link to need to invest in the wider infrastructure for clubs such as ancillary / support facilities to support this.

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Summary

The club survey conducted has highlighted the position of clubs in Hastings and Rother and their provisions and accessibility to the community. Many clubs aspire to expand over the next three years, and they require further development of facilities to achieve these goals. The data has shown that many clubs are not currently in the position they would like to be and are not completely satisfied with the facilities that they have access to. Most clubs believe they are in need of funding to grow for a range of reasons, many of which are linked directly to facilities and improving the accessibility of provisions to members.

A few of the challenges surrounding the facilities in Hastings and Rother have been mentioned in the survey through an 'additional comments' question. Through these comments, it is clear that there are barriers surrounding the lack of facilities, causing many of the clubs in the same locality to be ground sharing, preventing their growth. There are also challenges around the quality of facilities amongst sports clubs in Hastings and Rother, this is resulting in teams folding and members leaving. Larger venues are in demand in the area as clubs struggle to have enough time for their growing memberships as the need for more sessions increase.