

Melton Mowbray Sports Club Survey Results Analysis

Introduction

In order to gain an understanding of the facility provision and sufficiency for non-PPS sports, a survey was undertaken across all sports organisations in Melton. The objective of the survey was to gain further information on the quality of indoor and outdoor facility provision and whether this satisfied the demand of the individual organisations.

A detailed analysis of the responses is provided in full in Appendix A – Sports Club Survey Analysis, including a list of respondents.

Exec Summary

The survey allowed us to understand that the majority of clubs would recommend their facilities to other clubs.

The survey indicates that with a recent increase in membership and a further projected rise in the next three years, sports organisations believe that a greater quality and quantity of sporting facilities would allow their club to further grow and improve.

Review of Selected Responses (Top 3)

1. 7/8 (87.5%) of clubs indicate their membership rates had increased in recent years and projected a further increase within the next 3 years (Question 14 and 21)
2. 43% of the 783 members in the responding clubs are younger than 18, indicating these indoor groups are key to the development of children's sport. (Question 11)
3. The overall rating indicating likelihood of recommendation to other similar sports clubs was 6.8/10. (Question 10)

Appendix A – Sports Club Survey Analysis

Overall Response Summary

Response Data:

Completion stage	Number of sports clubs
Fully completed responses	8
Partially completed responses	0
Number of unique sports	

Responding Organisations:

Completion stage	Sports Organisations
	Zumba Melton Mowbray
	Melton Marvels Netball Club
	Melton Kings Basketball
	Little Springers Basketball
	Melton Mowbray Tennis Club
	Melton Olympic Cycling Club
	Melton Jujitsu
	Stilton Striders

Question 1

Question (Q): “What is the name of your Sports club?”

Answer (A): As above, 8 responses were received, of which all were fully completed, with 8 unique sports responses.

Question 2

Question (Q): “Please provide the following contact information, in case we need to contact you for clarification on any responses.

Answer (A): 8 provided their name and email, although 1 did not provide a contact number.

Question 3

Q: “Which sport does your club participate in?”

A: Martial Arts, Athletics, Basketball, Cycling, Dance, Gymnastics, Netball, Tennis all received 1 vote.

Question 4

Q: “Is your organisation affiliated to a national governing body or association?”

A: 7 of 8 responded yes, with 1 club responding no (Melton Jujitsu).

Question 5

Q: “Please select the facility type your club uses most frequently”

A: Sport Halls proved to be the most popular with 25% (2) of respondents using them, tennis courts, martial arts halls and netball courts all received 12.5% (1) vote also. There were some ‘other’ responses as well, with local village halls being most popular here.

Question 6

Q: "Please name the facility your organisation uses most frequently."

A: The most frequent response (4 respondents) proved to be 'other' with Polish Club Church Hall, Sandy Lane and Burton Lazars and Jubilee Sport Centres. The other facilities mentioned were:

- Melton Sports Village (2 responses)
- Longfield Academy (1 response)
- John Ferneley College (1 response)

Question 7

Q: "Is this your preferred facility?"

A: The results were split for this question, with 62% answering YES and the remaining 38% responding NO. Of those responding NO, Melton Mowbray Netball Club stated issues of access at Longfield Academy only providing 1 court, but they need more courts if the club is to expand as expected. Melton Olympic Cycling Club stated they would like to have access to an indoor velodrome facility.

Question 8

Q: "Do you use any other facilities for training or competition?"

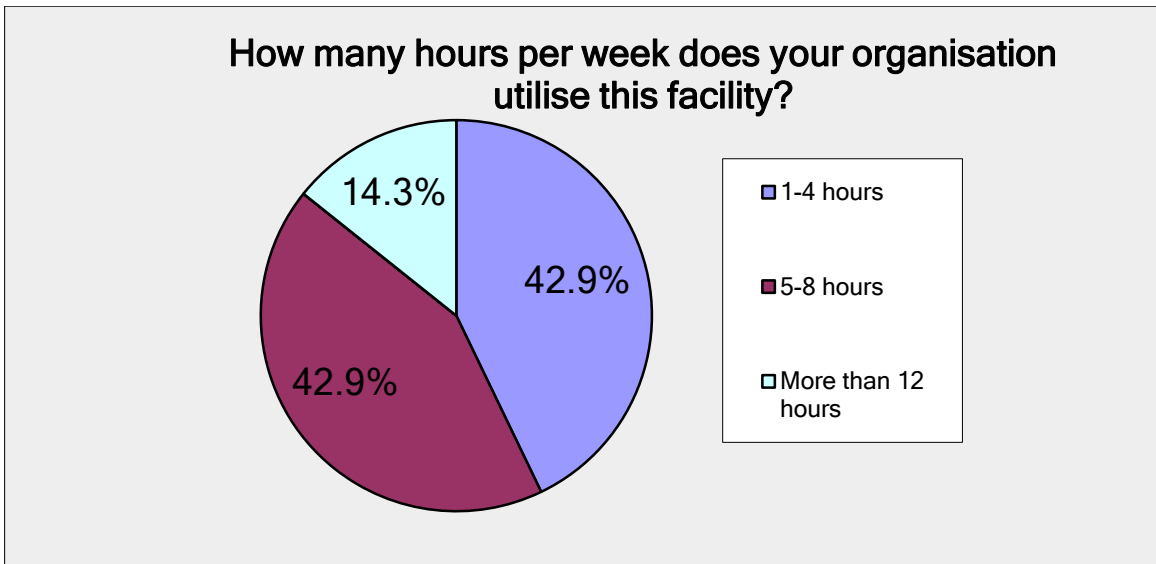
A: The question returned a highly split response, with 87.5% answering YES and 12.5% answering NO.

Question 9

Q: "How many hours per week does your club utilise this facility?"

A: This question was evenly split with 42.9% using for 1-4 hours (Stilton Striders, Little Springers Gymnastics, Melton Marvels Netball Club). 42.9% using their facility for 5-8 (Melton Jujitsu, Zumba Melton Mowbray, Melton Kings Basketball Club)

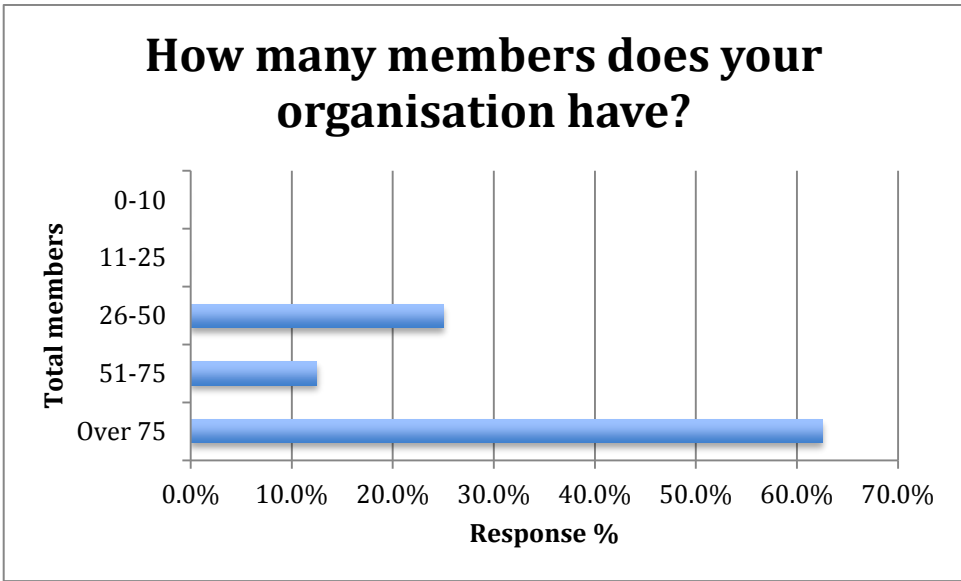
And the remaining- more than 12 hours (Melton Mowbray Tennis Club), although this was outdoor usage at the Melton Sports Village. Melton Olympic Cycling Club skipped this question, due to no suitable indoor facilities in the area.



Question 10

Q: “How many active members does your club have?”

A: The highest response rate came in the over 75 category (62.5%), followed by 26-50 (25%) and finally 51-75 group (12.5%). These figures indicate that clubs are of larger size in the area

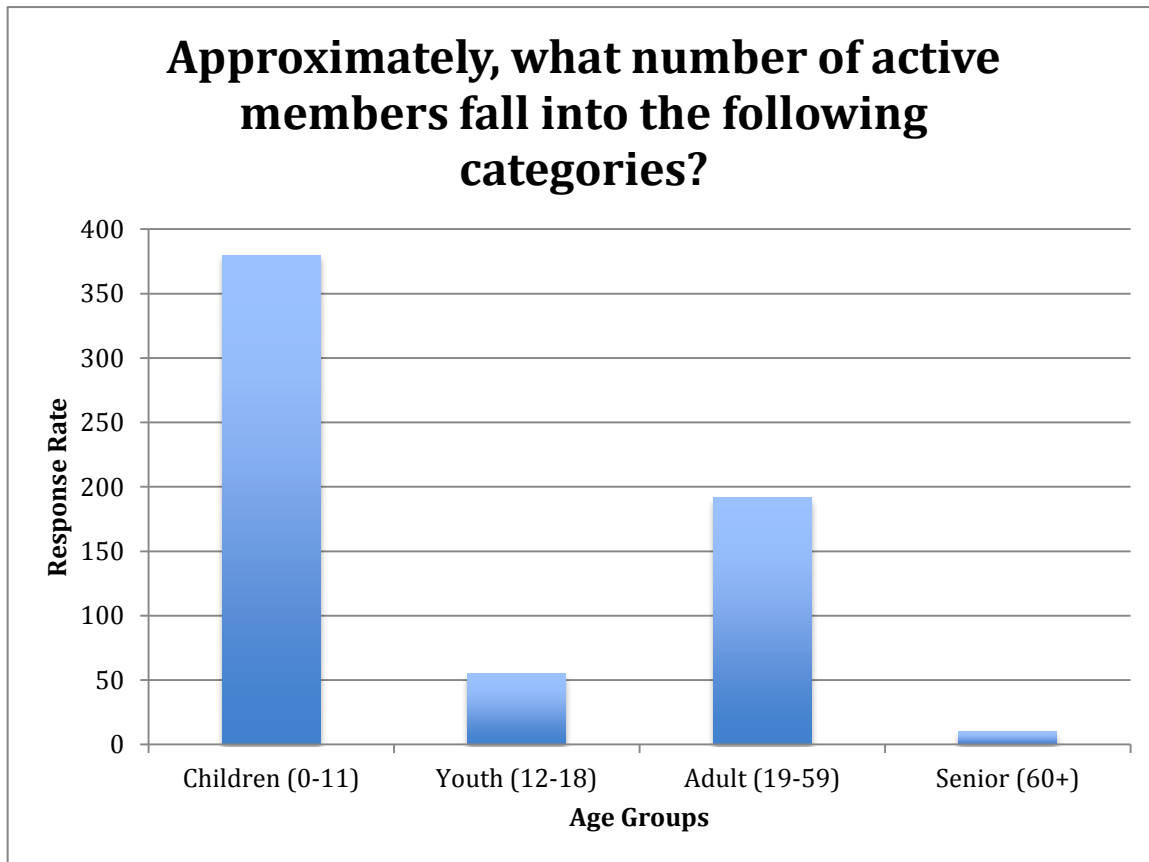


Question 11

Q: “Approximately what number of active members fall into the categories; Children (0-11), Youth (12-18), Adult (19-59) and Senior (60+)”

A: There were in total 783 approximate members within the 8 organisations. The lowest response rate was senior (60+), with only 10 members, all coming from Melton Mowbray Tennis Club. The other three sections all returned considerably higher figures, which is understandable. The highest of which was children (0-11) with 380

members within this section, 200 of which coming from Little Springers Gymnastics. Youth (12-18) followed this, with 201 members, and finally adult (19-59) returning 192 members across the organisations. The data shows the key role indoor sports plays in the participation of those under the age of 18, as the majority comes from this section.



Question 12

Q: “How do the majority of your organisation’s members travel to this facility?”

A: 87.5% of respondents highlighted ‘car’ as their main travel option within the club, and the remaining respondents choosing ‘walking’. This could potentially indicate a problem of accessibility to the sites, although the data isn’t conclusive and would need further in depth analysis.

Question 13

Q: “Please specify up to 3 main geographical areas from which your organisation draws members?”

A: The majority of respondents indicated their main areas were Melton and surrounding villages/areas. There were a couple of responses indicating location further afield, these included Leicester and Leicester.

Question 14

Q: “How has the number of club members changed over the last 3 years?”

A: Of the 8 responses 7 clubs indicated an increase in members, with only 1 club stating a decrease in members (Melton Kings Basketball Club). These figures indicate a very positive trend for membership rates in the area

Question 15

Q: "Please provide the main reason for the above answer"

A: The highest response rate was "trends in demand for sport" receiving 57% of votes. 'Participant availability', 'Quality of facilities' and 'School links' received 1 vote each. Melton Mowbray Tennis Club skipped this question as they are only a recently established club, having formed in October 2016.

Melton Kings Basketball who evidenced a decrease in membership, attributed this to 'Participants' availability at leisure times' as the reason to their decrease.

Note: With a sample size of this size it is difficult to make a robust evaluation.

Question 16

Q: "On behalf of your organisation, how would you rate your facility in the following areas? (Appendix A)

A: Through further analysing the data presented in Appendix A, the results show that clubs were happy overall with the quality of the provision on offer. With 'value for money', 'capacity', and 'ease of booking' providing the most positive response.

With those rating the poorer areas of the facilities to be 'childcare facilities' and the 'clubhouse/bar facilities' receiving the most negative votes. Although the overall trend was a positive one, with limited very poor votes across the options.

Question 17

Q: "If applicable, please prioritise 3 areas for investment in your main sports facility?"

A: The most popular response was referencing to availability both in terms of suitable space and appropriate times for organisations to participate with 3 responses highlighting this area. The other most noticeable area was improvements to sport surfaces, which received 2 votes.

Question 18

Q: "Please provide reasons for the above list of priorities"

A: The open ended question only received 7 responses, however, it did produce some useful results. We have included some full answers from those respondents who noted accessibility and sports surfaces as their improvement priorities.

Melton Marvels Netball Club- "We need more indoor space, very difficult in the winter, whilst 2 teams play others are having to stand around and wait. Also lack of availability when school exams are taking place."

Melton Kings Basketball Club- "Floor is often slippery and not suitable for basketball"

Little Springers Gymnastics- "We would like to offer more classes but at present there is no more available booking time in this facility. It would also be of benefit to us to have more space for storing equipment, however we already have been able to store a lot of equipment which has been excellent and is very much appreciated. There are some pieces of equipment that need replacing or could be replaced by new and improved models e.g. The vaulting box and the safety mats."

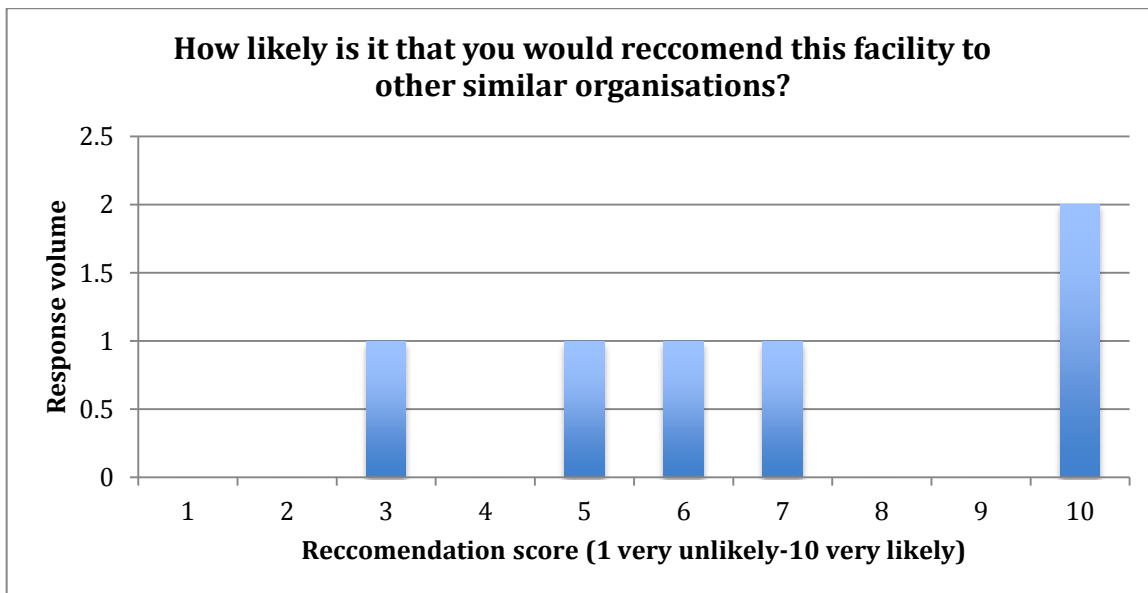
Zumba Melton Mowbray "In my mind our town is severely lacking in suitably priced adequate floor space for exercise activities, for self employed exercise specialists to operate classes. The emphasis appears to be on eradicating and not supporting us most experienced in the field in which we teach. Over the last few weeks Melton has lost vastly experienced instructors. The focus appears to lie on the leisure centres alone but not all fitness attendees want to join a gym or participate every week/month/year. The town is at risk of isolating a large group of its fitness interested public as more classes close down.

It is getting increasingly harder to set up new classes as the availability of adequate floor space, in terms of size and cost, ever diminishes. Group exercise by way of community classes should be supported and considered more than they currently are. It feels we are being squeezed to the point of extinction which as above will isolate a large chunk of the towns population who do not wish to attend a gym for a variety of reasons."

Question 19

Q: "How likely is it that you would recommend this facility to other sports clubs? (1- very unlikely; 10 – very likely)

A: The overall average was 6.8/10, this indicating an overall positive response to the current provision in the area. With only 1 vote less than 5, with Melton Mowbray Zumba providing a rating of 3/10, their main facilities are Polish Club Church Hall ,Sandy Lane and Burton Lazars Village Hall (see analysis of question 18 as to their reasons to this low score"



Question 20

Q: “If you have any further comments regarding your organisation’s main facility?”

A: There were 4 responses to this question (4 skipped), these are the main points to take from their comments.

Zumba Melton Mowbray-“ The hall is fully booked most of the time which is a testament to its value within our community. More and more spaces such as this are disappearing and I feel this needs to be addressed quickly”

Melton Mowbray Tennis Club-“ The aim is to create a new tennis club at the Sports Village(This step taken) We need the Boro Co to assist us by offering our club a low rental for the use of the courts, which by the admission of Everyone Active management have been unloved, unused and allowed to deteriorate. A 10 year agreement/lease to use the courts for our NEW CLUB would encourage more members to come on board. We have already brought the courts to life with our Junior/Senior programme in not the ideal time of year. We will be a Coach driven Club, opening our doors to all ages & standard of player from beginner to County, creating a happy, exciting experience plus competition for those interested. All in a safe, positive environment Our aim is to make MMTC a club the town can be proud of.”

Question 21

Q: “How is the number of club members project to change over the next 3 years?”

A: Of the 8 responses 87.5% indicated a projected increase in membership, with only 1 club projecting a decrease (Zumba Melton Mowbray). This again indicating a perceived positive trend in membership rates for the next 3 years, for the majority of clubs in Melton Mowbray.

Note: This question refers only to membership numbers. While there is likely to be correlation between increased membership volumes and rising overall participation, it is not guaranteed.

Question 22

Q: “How many new members/teams are you projecting to join your club in the next 3 years?”

A: Following on from the previous question 21, of those who provided a quantitative answer, the average increase was around 40 more members. With an outlier and the highest being an increase of 200 members (Little Springers Gymnastics), indicating a positive trend for Little Springers, and projecting a positive trend for the next 3 years.

Question 23

Q: “What would this change mean in terms of your requirements for facility space?”

A: As expected the most frequent response indicating the need for more court, space and time, to facilitate their projected growth.

Included is a comment from Zumba who project a decrease:

Zumba Metlon Mowbray-“ The town needs more non leisure centre connected floor space to enable group exercise and small clubs to flourish.. the town's smaller groups are disappearing to everyone's cost, including the overall town's fitness!”

Question 24

Q: “Please provide the main drivers for any increase expected in participation”

A: There were 7 responses to this section, most attributed their own efforts to increase participation in terms of advertisement, coaching and word of mouth were to be the main drivers

Question 25

Q: “In order to achieve your aspirations (potential) of your organisation, what partner support will you require over the next 3 years?”

A: Of the 7 comments received, key points regarding partner support are as follows:

Melton Marvels Netball Club- “Funding/bigger facilities”

Melton Kings Basketball Club- “Funding support for junior development”

Little Springers Gymnastics-“ Continued support from local partners (Clare Marlow, LRS) who have provided funding and advice or helped to promote our offer amongst schools and other organisations.”

Melton Mowbray Tennis Club-“ Agreeable annual rental charge Work with club to make positive things happen. Support in seeking funding projects as and when”

APPENDIX A

On behalf of your organization, how would you rate your facility in the following areas?

