

# How Sport England is working to improve the quality of the sporting experience

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# Content

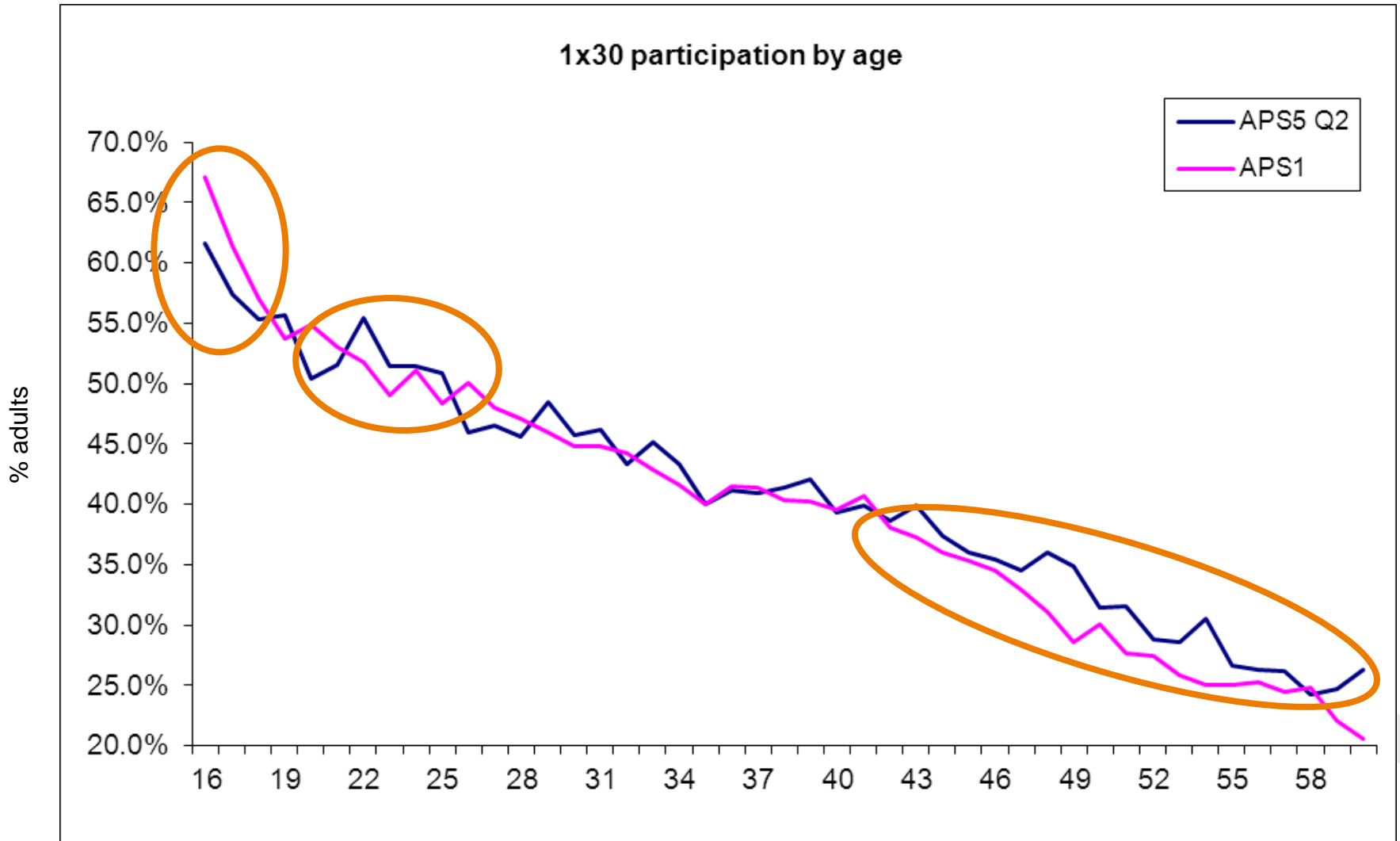
- Gathering and using insight
  - What insight do we have?
  - Using insight to link satisfaction and participation
- What does the insight tell us
  - Better understanding of what the participant wants
  - Move to informality
  - Tailoring membership to the different participants



# What is participation?

- National measurement of participation (Active People Survey - APS)
  - Number of times (regularity)
  - In which sport
  - Participant breakdown
- National measurement of satisfaction (Satisfaction with the Sporting Experience – SQSE)
  - With what areas are participants satisfied
  - Why do people stop participating
  - By type of participant
- National Governing Bodies (NGB) insight and surveys
- National Partner insight and research

# Patterns are emerging in sport participation



Source: APS1 (Oct'05-Oct'06) and APS5Q2(Apr10-Apr11), chart shows average proportion of adults that take part in 1 x 30 sport

# What is satisfaction?

## PERFORMANCE

Feeling that you have performed to the standards you expect of yourself

## EXERTION / FITNESS

Feeling of having satisfying physical exertion

## DIVERSION + RELEASE

Getting a break or release from everyday life

## SOCIAL ASPECTS

Feeling included / accepted when playing

## FACILITIES AND PLAYING ENVIRONMENT

Satisfied with the service & hygiene at any facilities I use

## PEOPLE AND STAFF

Satisfied with the organisation

## COACHING

Satisfied with availability / quality of coaching if I need it

## OFFICIALS

Satisfied with availability / quality of officials if I need them

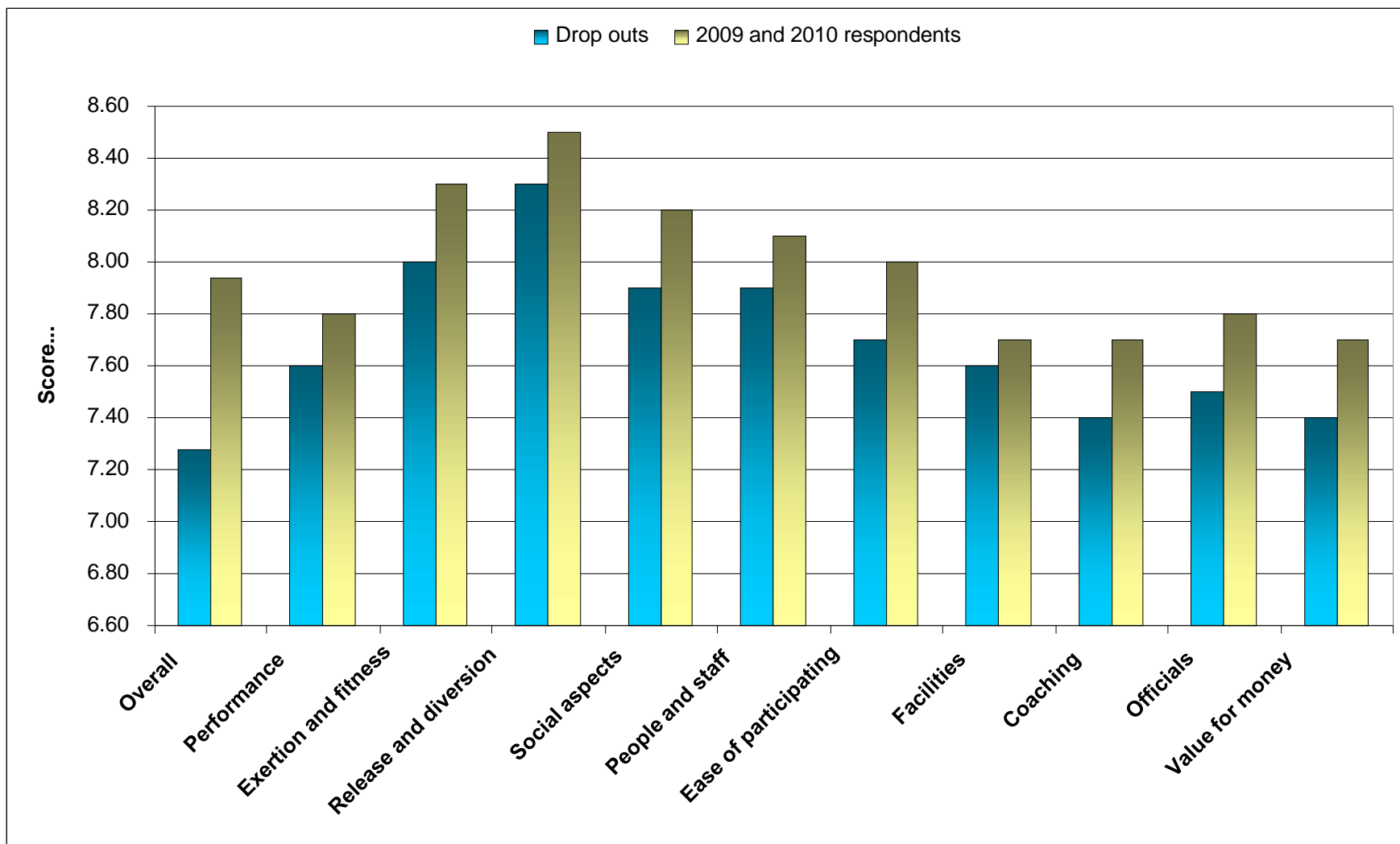
## EASE OF PARTICIPATING

Satisfied with the way I am able to participate in my sport

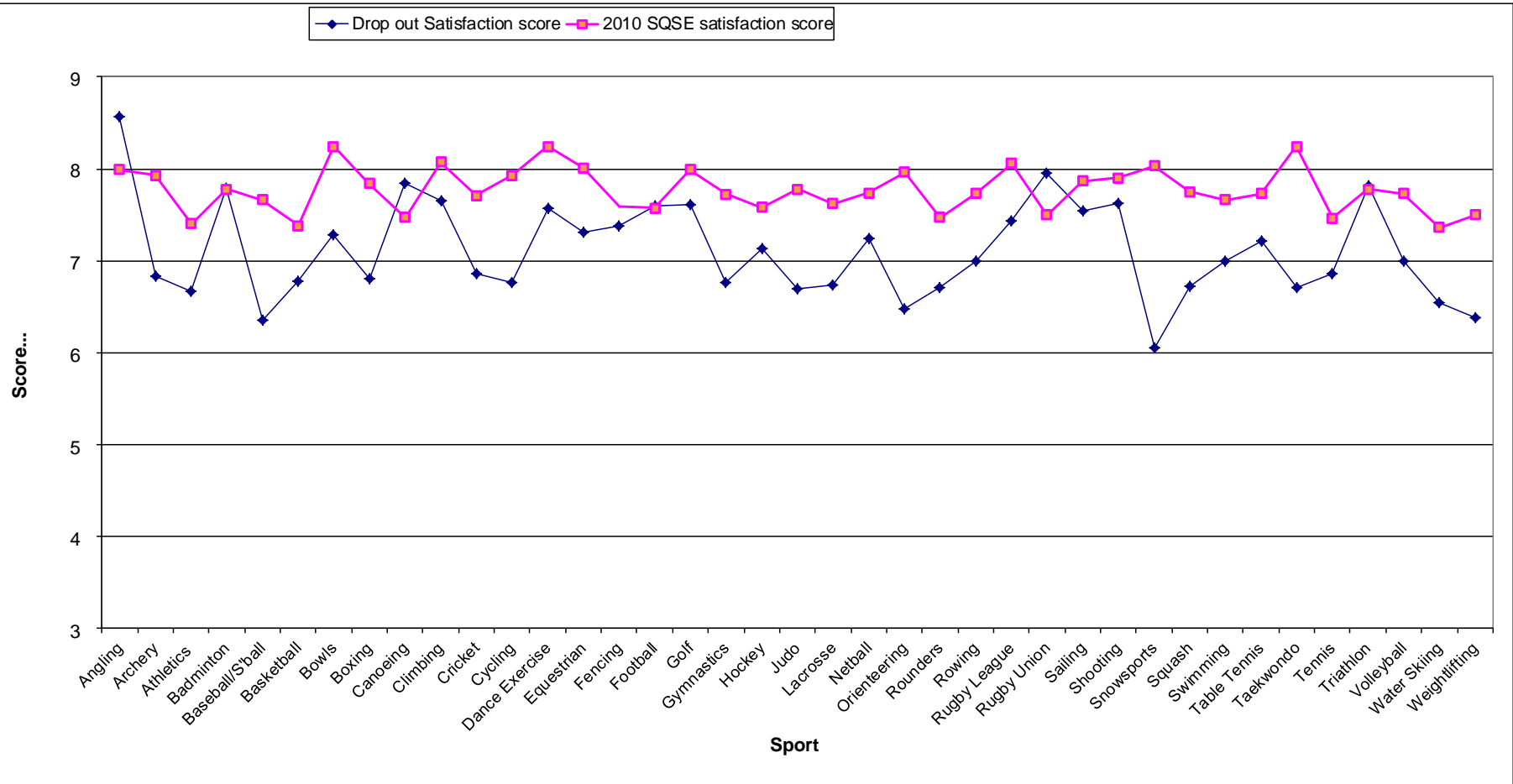
## VALUE FOR MONEY

Satisfied with the all aspects relating to the cost of my experience

# Linking Satisfaction and retention



# How does this impact the different sports?



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MyName



*Show the Kids  
how it's done*

*Kayleigh Lexa*

back to netball

MyName



*Remember you  
never forget*

*Fatma Lexa*

back to netball

MyName



*TRY  
CHATting  
TO A  
TREADMILL*

*Alexa Vaibha*

back to netball

asics

MyName



*Play  
Forever*

*Anita Heisha*

back to netball

asics



MyName

I think we look pretty good when we play.  
My girls don't, but what do they know?  
This is a woman thing.

**Find your way Back To Netball**  
[www.englandnetball.co.uk/Back-to-Netball](http://www.englandnetball.co.uk/Back-to-Netball)

*Kayleigh Lexa*

Where  
When  
How much  
Who

Find your way

back to netball

[www.englandnetball.co.uk/Back-to-Netball](http://www.englandnetball.co.uk/Back-to-Netball)

IN ASSOCIATION WITH

asics

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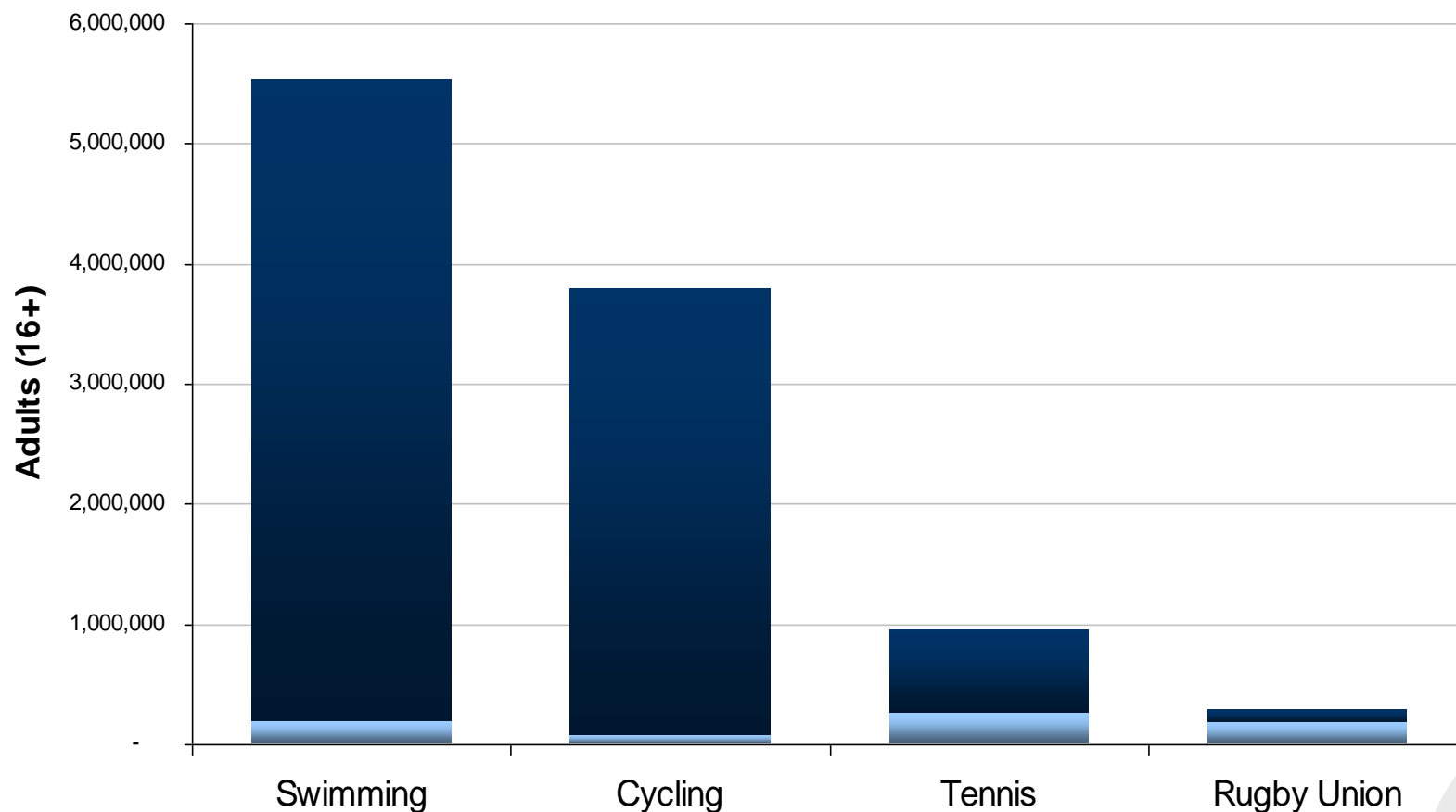
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# Demand : outside the traditional club setting

## Adult sports participation (monthly)

■ club members ■ other participants



Source: Active People Survey 4 quarter 3 (July 2009 to July 2010). Total bar (combining light and dark blue) shows the number of adult participants in that sport defined as a 30 minute, moderate intensity session at least one day in the previous 28 days. Of these, club members are defined as participants that have been a member of a sports club so that they can participate in that sport in the last four weeks. Other participants are the total participants minus club members.



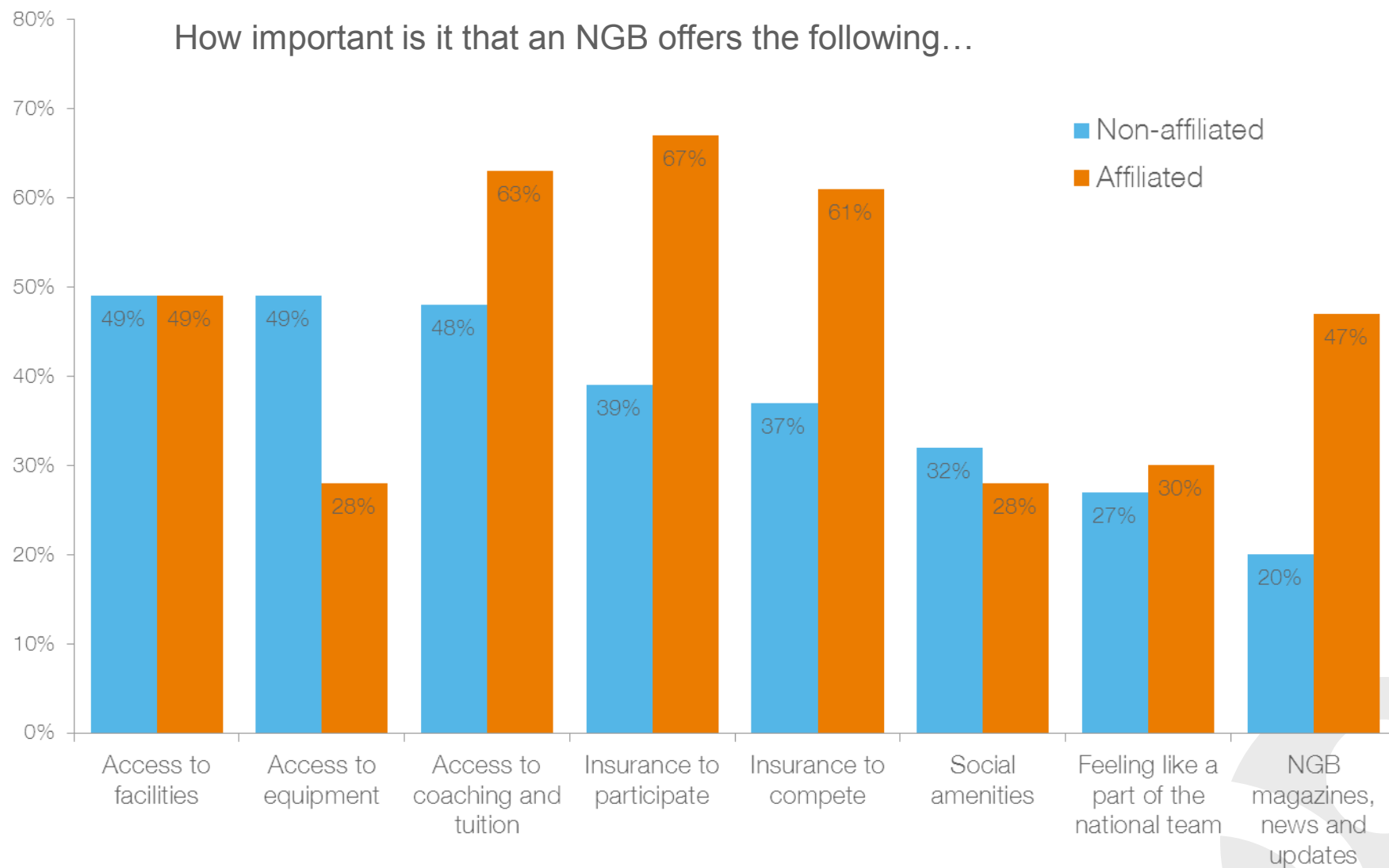
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# The appeal of membership benefits



# Signposting: Mountaineering membership offer

- What do you put in your offer?
  - Access and conservation
  - Travel and activity insurance
  - Where to go guides (mountain huts / crags / walls...)
  - Equipment advice
  - Magazine
  - Retail discounts
  - maps, guide books, BMC history books etc.
- How do you sell your offer?
  - ½ price first year if direct debit (individual members on DD has grown to 73%)
- What is your offer?
  - Direct Debit
    - 2001 25% of individual membership (28k) paid by direct debit.
    - 2006 BMC membership was 64k (36k individual members + 40% paid by direct debit)

Any questions?

