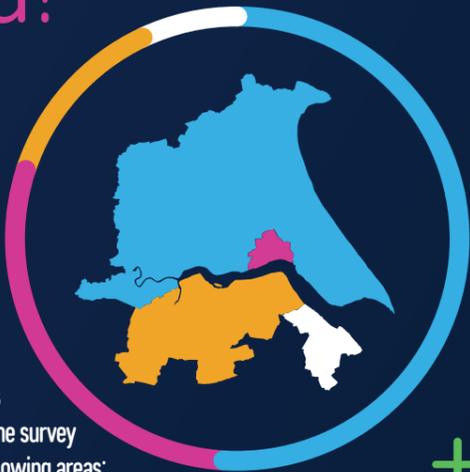


Context Survey Highlights 2020/21

Our annual Sporting Context Survey shows the health of those groups across the Humber that deliver sport and physical activity. Here is a summary of the results

Thank You!

137
organisations completed the survey



The organisations who completed the survey operate in the following areas:

- 51% East Riding of Yorkshire
- 29% Kingston upon Hull
- 13% North Lincolnshire
- 7% North East Lincolnshire

+35
responses compared to last years survey

Only **27%** organisations had received support from Active Humber in the past 12 months
+4% from 2019/20



However, of the organisations that did receive support, **92%** are now more effective as a result
+27% from 2019/20



61% of organisations feel they are financially sustainable
-9% from 2019/20

Reasons why some organisations feel they are sustainable include;

- Effective budget planning
- Membership & subscriptions
- Fundraising & sponsorship

Reasons why some organisations feel they are not sustainable include;

- COVID-19/Economic climate
- Need more members
- Reliant on fundraising/sponsorship

20%

of organisations reported a membership increase over the last 12 months

- 20% Increase in membership
- 34% Remained the same
- 46% Decrease in membership



Reasons for an increase in membership;

- More interest from potential participants was the main reason
- Word of mouth/member referrals

Reasons for a decrease in membership;

- COVID-19

Less than half of contexts have enough coaches and volunteers to meet demand

Coaches	Volunteers	
47%	41%	Enough
44%	47%	Not enough
9%	12%	Unsure



Our coaches and volunteers are sufficiently capable, confident and skilled for their roles.

Average scores, where 1 is not effective, and 5 in very effective



The main barriers to having enough coaches and volunteers to meet demand were;

Recruiting volunteers	30%
Lack of qualified coaches	23%
Growth of the club	13%
Cost of training	13%
Cost of employment	9%
Time for training	9%

Our contexts are looking for the following support to engage participants;

Online training	28%	<i>+15% from 2019/20</i>
Networking with others	20%	<i>+6% from 2019/20</i>
Funding	18%	<i>+4% from 2019/20</i>
Face to face training	18%	<i>-20% from 2019/20</i>
Tool kits & resources	15%	<i>-2% from 2019/20</i>

Our next steps...



COVID-19 Recovery



More Training Opportunities



Increasing Diversity

If you would like to know how Active Humber can work with you then please get in touch;



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