



One voice for sport and recreation



CCPR Survey of Sports Clubs 2009

Peter Taylor and David Barrett
Sport Industry Research Centre
Sheffield Hallam University
and Geoff Nichols
Management School
University of Sheffield

Objectives of the survey

- to provide the Central Council of Physical Recreation with an overview of the state of sports clubs in the UK and thus inform its role of providing independent collective representation and advocacy for NGBs and clubs in the UK.

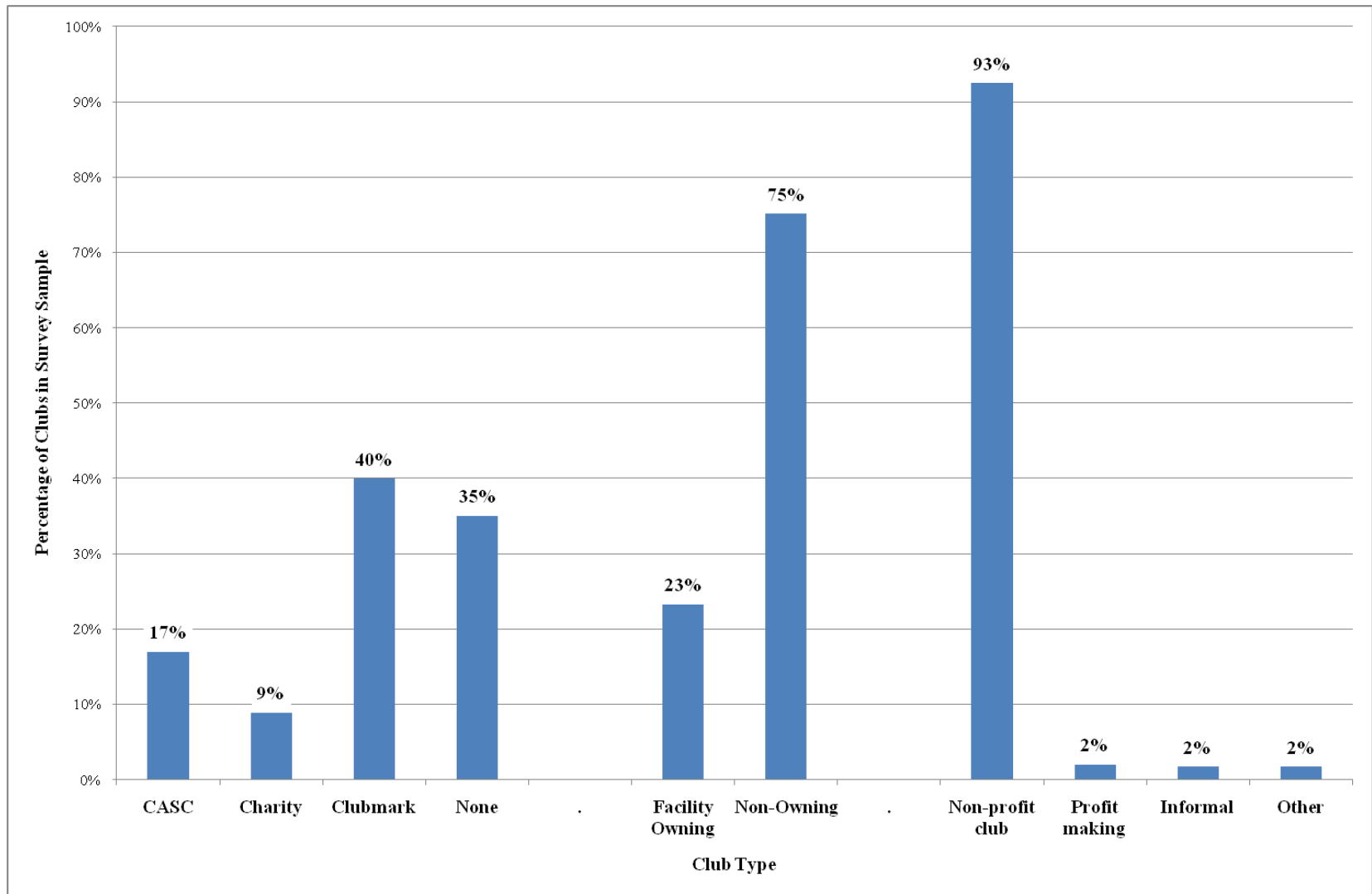
Background

- Sports clubs run by volunteers are a critical part of the sporting infrastructure in the UK
- A large number of relatively small clubs (over 100,000 in England), which are usually sport specific
- Challenges include:
 - attracting, managing and retaining volunteers;
 - attracting and retaining members;
 - reacting to pressures to ‘professionalise’ in terms of emulating the management practices of the other sectors;
 - reacting to the policy priorities of local and national government;
 - reacting to changes in legislation

Methods

- Method
 - on-line survey, promoted by NGBs and CSPs
 - results weighted by number of clubs in each sport
- Responses
 - 1,975 clubs provided complete responses
 - from 73 sports
 - from 30 or more clubs in 28 sports
 - over-representation of CASC and Clubmark clubs

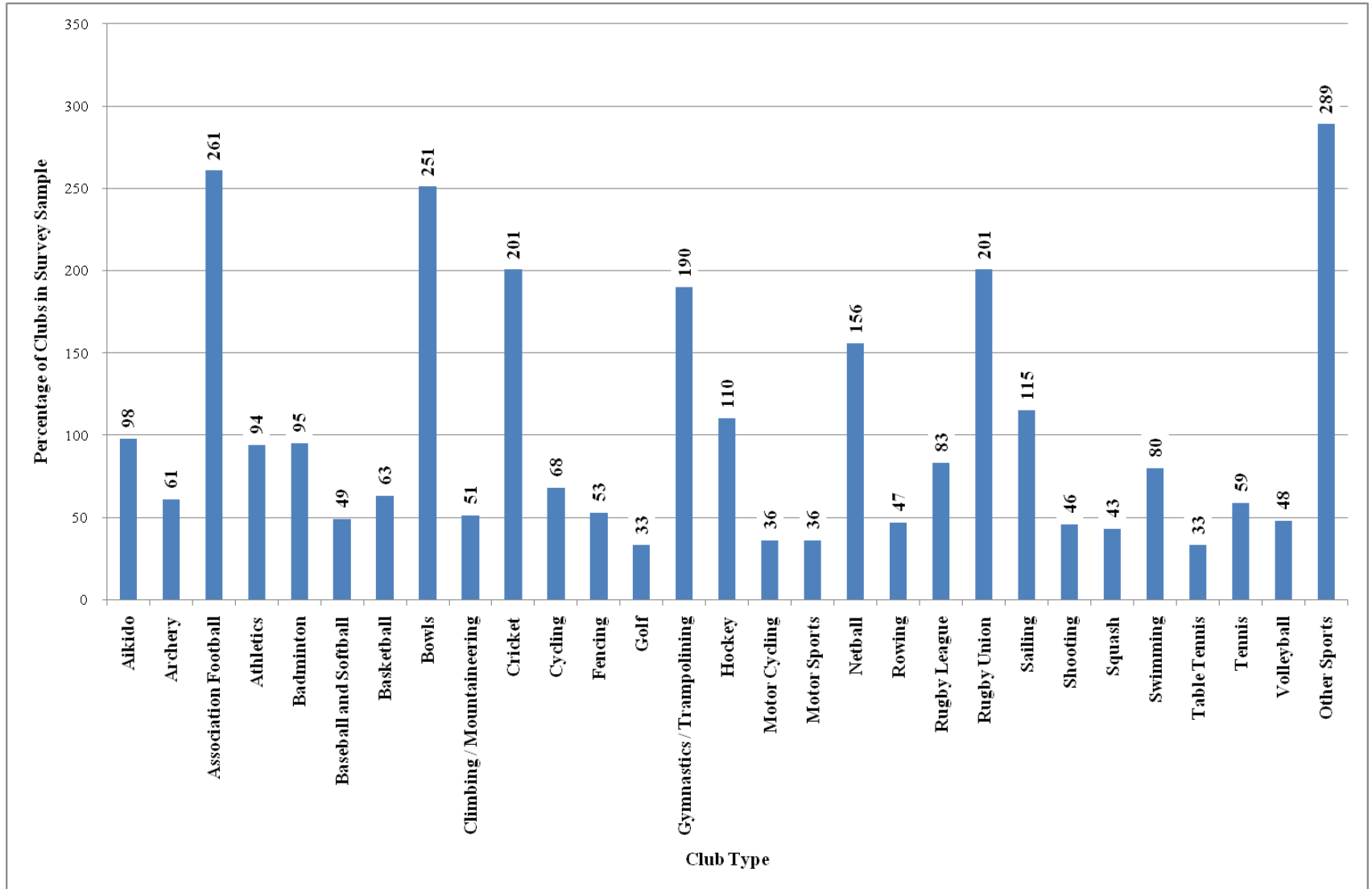
Responses by types of club



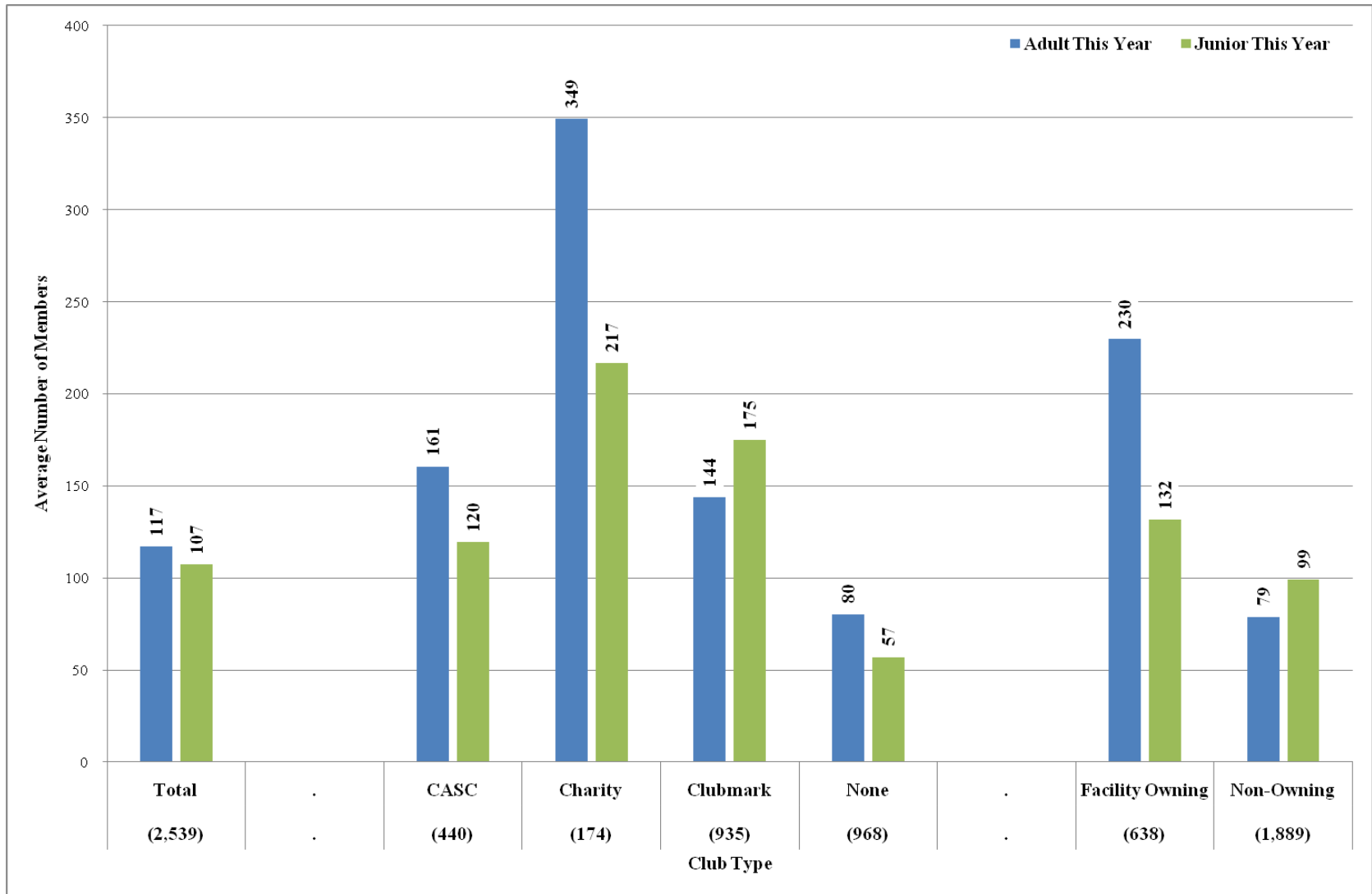
Types of club

- CASCs (Community Amateur Sports Clubs) - 17% of the sample - registration as a CASC allows clubs to benefit from a distinction between clubs and businesses for rates and tax purposes
- Clubmark - an accreditation scheme involving adoption of certain management practices pertinent to running a junior section in the club
- A club can be CASC and Clubmark, or charity and Clubmark, or just a charity – ‘none’ is none of these.
- 23% own facilities
- Non-profit / profit making / informal / other

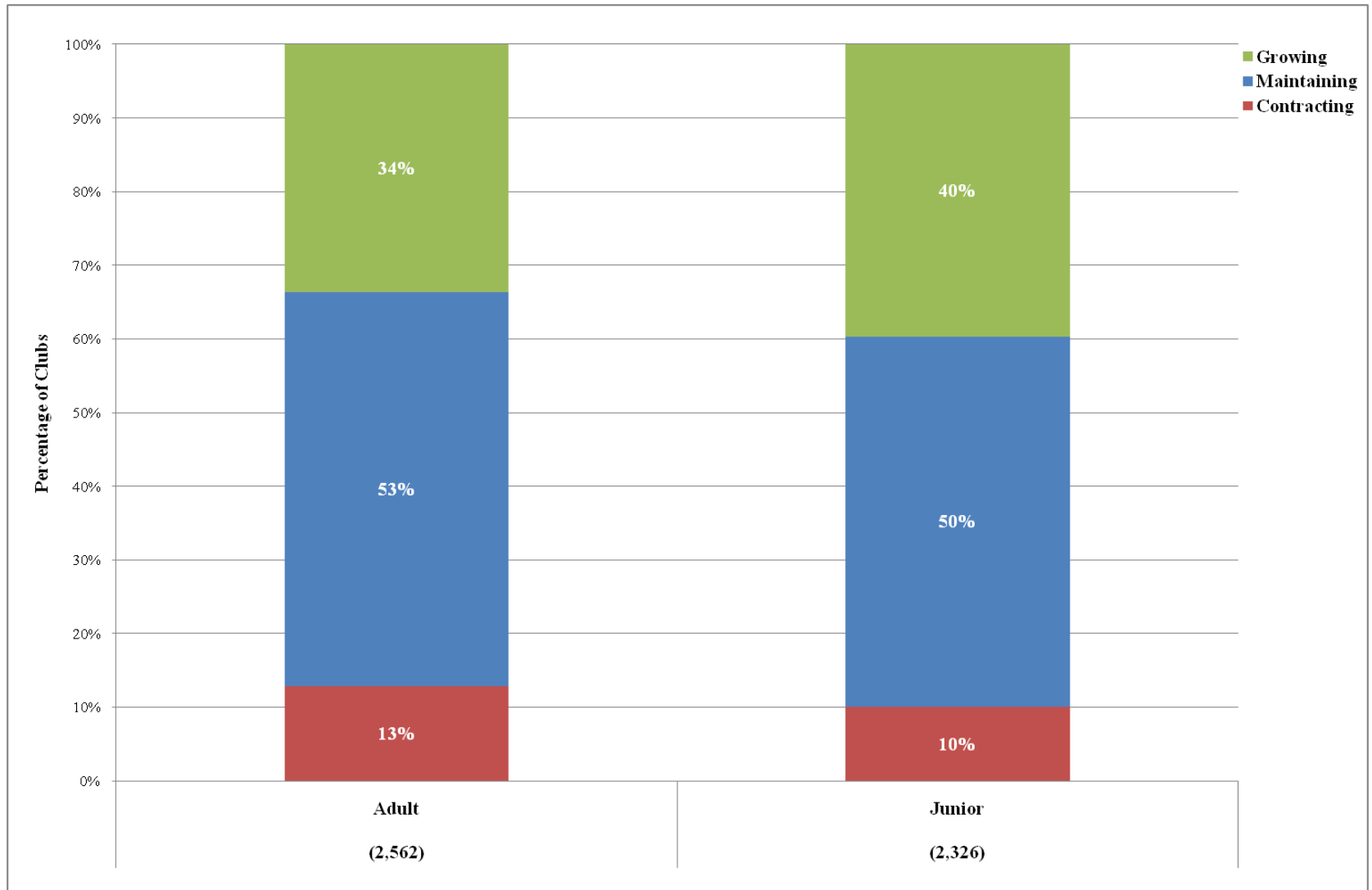
Response by sports



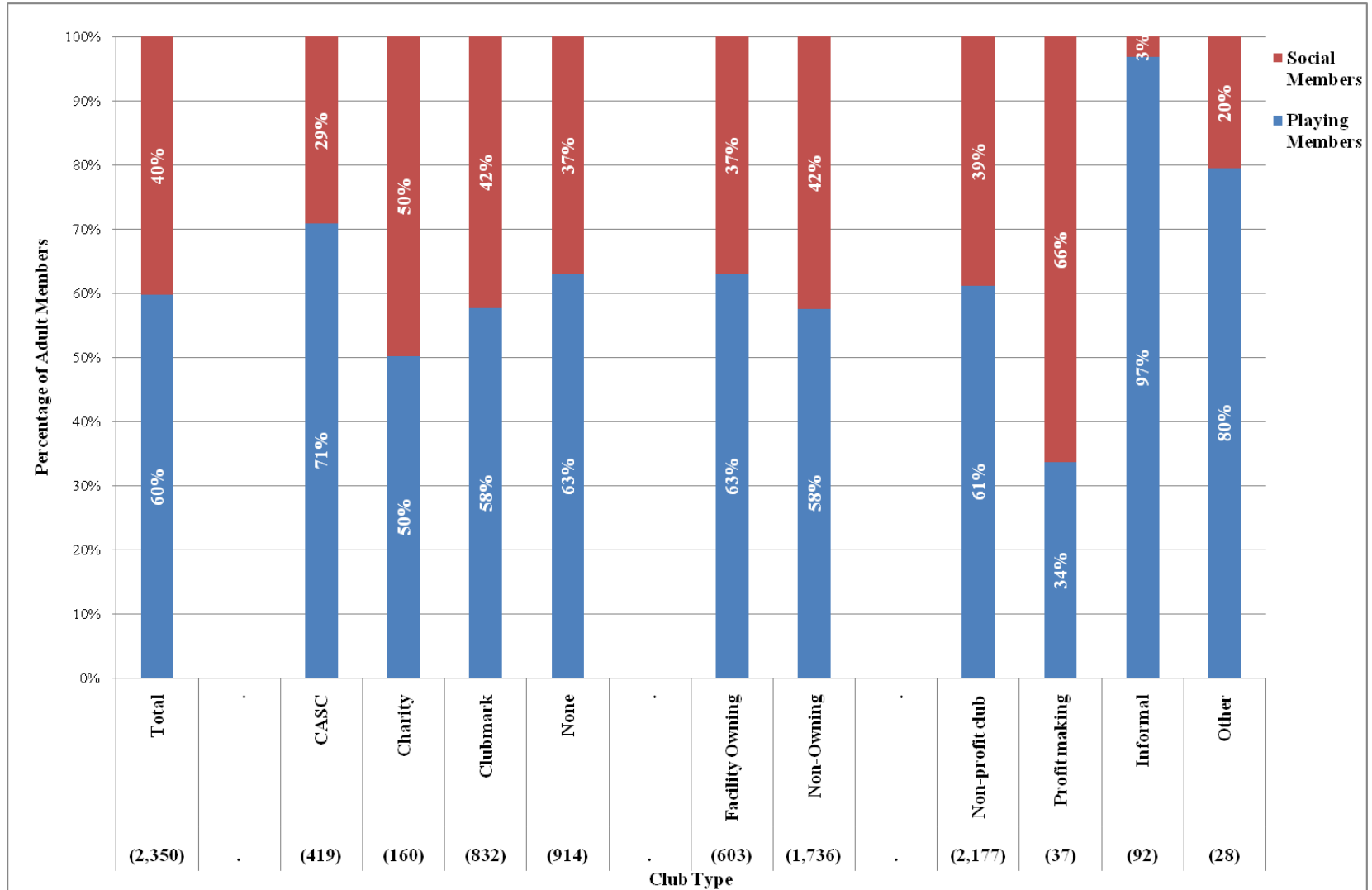
Membership



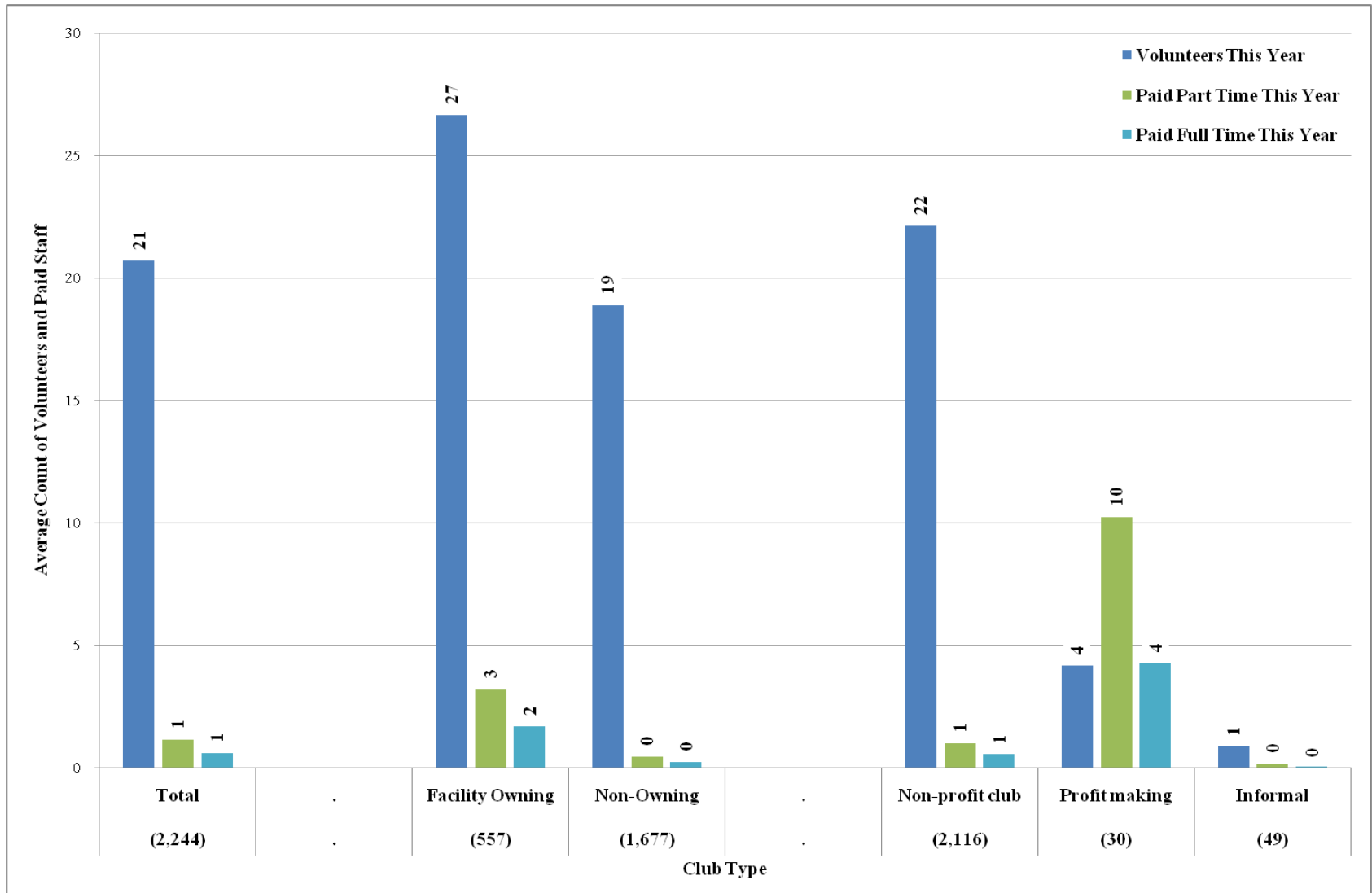
Changing membership 2007-08



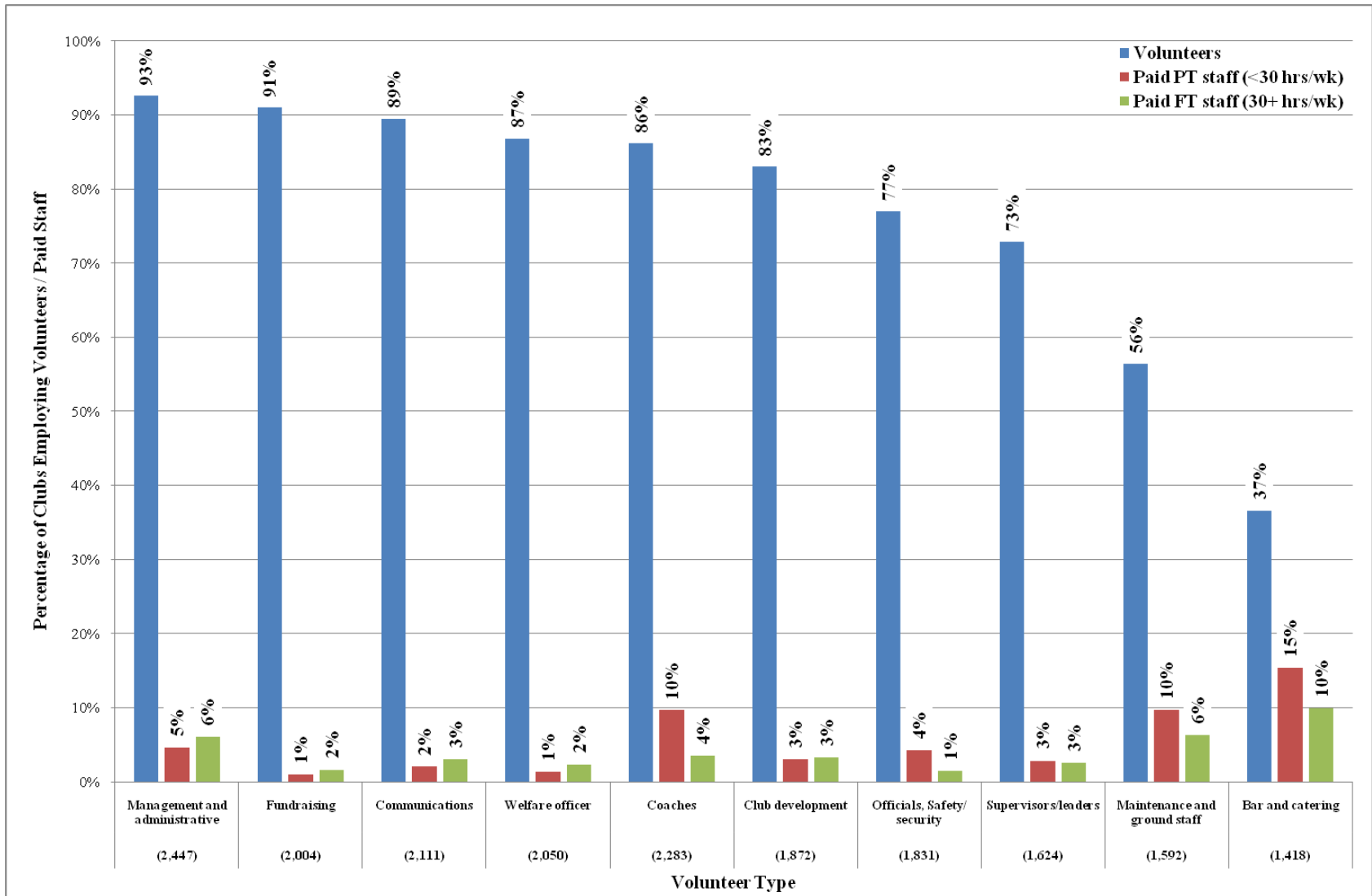
Social members



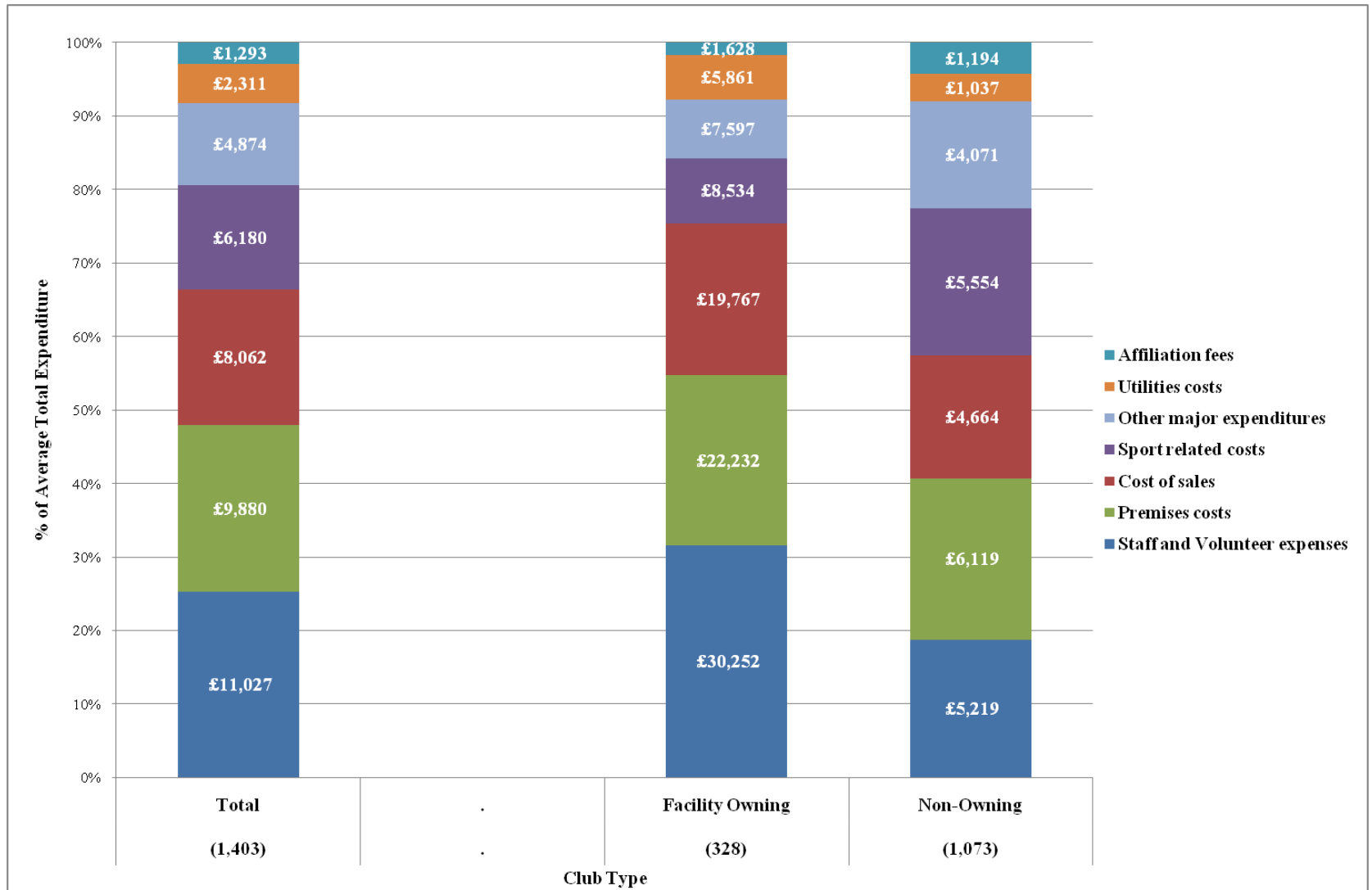
Volunteers and paid staff



Deployment of volunteers and paid staff



Expenditure items



Conclusions

- Clubs are small organisations, very reliant on volunteers, powered and held together by collective enthusiasms
- Within these clubs there is considerable variation
 - CASC, Clubmark, Charity / the rest
 - Facility owning / non-facility owning
 - Non-profit making / profit making

Some research questions

- Is there an increasing divide between clubs which have the capacity and willingness to respond to external challenges and ones which do not?
- A challenge is the pressure on core volunteers – how can they be supported?
- Does use of paid staff change the nature of clubs?
- How resilient are clubs to economic recession – due to low and flexible overheads, and to the use of volunteer labour.

Additional research findings

- Facilities owned, leased and hired
- Membership subscriptions
- Income and income sources
- Financial bottom line
- Attitudes to NGBs

CCPR survey of sports clubs 2009

<http://www.ccpr.org.uk/ourcampaigning/uk/Research/Sports+Club+Survey+2009.htm>