

About

Recommendations

Funding

Tools



Club Matters

**Return to Sport
& Activity Survey**

Headline Recommendations

**Supporting volunteers and
participants to return to
activity after Covid-19.**

www.sportenglandclubmatters.com





About the survey

In August 2020, Club Matters undertook surveys with volunteers and participants in clubs and groups across England to understand people's feelings towards returning to activity.

The full reports, featuring detailed insights, analysis and recommendations, are available on the Tools page.

What we have seen across the last seven months is huge resilience from clubs and determination from volunteers to keep things going..

The key learnings from the surveys are available on the Recommendations page.

About

Recommendations

Funding

Tools



What we've learnt...

Monitor anxiety

Listening to volunteers & participants

Ongoing communications

Promote the club/ group's social value

Guidelines support

Reduce volunteer burnout





Monitor anxiety

Develop ways to continually monitor and manage the anxiety levels of volunteers & participants.

Most participants & volunteers have at least some anxiety about returning, and it can remain/ worsen even after they've come back.

The October wave of Sport England's Covid-19 tracker revealed 66% of adults worry about exercising close to other people (level of anxiety has remained static since mid-July).

About

Recommendations

Funding

Tools



Listening to volunteers & participants

Is key to managing anxiety and building trust.

Understand & address the diverse range of needs and concerns to provide inclusive opportunities.

Let volunteers know that you are open to new ways of volunteering and supporting them: 'remote working' has shown clubs/groups a more flexible way for volunteers to contribute: this needs to be embraced following return.



Ongoing communications

Use a range of channels to aid re-engagement, retention and reduce anxiety.

Willingness & ability to engage will evolve as personal circumstances change. But clubs who got their comms right during first lockdown were more likely to have people return.

Regular, informative interaction across different mediums (social, web, email, phone, messages) is key; even better for volunteers if it can be open, honest & personalised.

It's a great opportunity to re-assure people of risk-mitigation (cleaning, enforcement of rules), and remind them of the benefits of returning (seeing friends, resuming training).



Promote the club/ group's social value

Consider virtual activities that can help retain engagement.

People's perception of the social and community value of being part of a club has strengthened: they have really missed the connection, as well as training or competing.

These feelings can be a powerful hook for re-engaging those unsure about returning to play.



Guidelines support

Provide additional support and information to ensure the effective application of legislation.

Volunteers have expressed concern regarding ‘guideline confusion’: they need accessible, practical, regularly–updated messaging.

Health concerns were a frequently–cited barrier to return, clearer messaging may alleviate some anxiety.

People are also considering how guidelines/ distancing will impact their experience or enjoyment– determine whether some groups would benefit from a re–induction



Reduce volunteer burnout

Ask participants for help, re-engage previous volunteers and build a pipeline of new ones.

New tasks are a potential barrier to return for some volunteers. And for many clubs, fewer volunteers often means that those who do give their time, have to take on more tasks to operate safely, resulting in too few doing too much.

In June, the Covid-19 tracker revealed a fifth of recent sports/ physical activity volunteers were “currently volunteering in the same role as before COVID-19 restrictions were introduced, and [had] taken on additional role(s)”.

Return to play funding

RTP – Small grants

This fund will make awards of between £300 and £10,000, to help sport and activity groups, clubs and organisations respond to the immediate challenges of returning to play in a coronavirus-safe way

RTP – Community asset fund

This fund will make awards of between £10,001 and £50,000 to help local sports clubs and organisations adapt and open important places and spaces to help their local community return to play safely.

RTP – Active together

Active Together is a crowdfunding initiative that can match fund, up to £10,000, successful Crowdfunder campaigns



Club Matters tools & resources

We have a range of resources and workshops to help plan and continually review clubs/groups returning to activity.

Return to Activity- Insights and Reports

All the analysis, insights and recommendations from the Return to Play Surveys for participants and volunteers

Return to activity resources

Re-opening toolkit, social distancing guidance, risk assessments and understanding your people

Keeping the club running

Operating as a virtual club, business continuity planning and financial planning

General club resources and free workshops!

There are lots of resources available on the running of clubs / groups and free workshops on a variety of essential topics!

Re-Activate training from CIMSPA

Safeguarding in sport toolkit

Understanding legal risk & duty to care

Hygiene for sport & physical activity

Activity Alliance guidance on creating accessible environments