

BERKSHIRE CLUB SURVEY



54% of clubs and organisations are still delivering in an online format during lockdown.

CHALLENGES FACED DURING LOCKDOWN

- Access to facilities to deliver sessions
- Engaging with young people on social media
- Reduced funding and loss of income
- Planning sessions and social distancing



CHALLENGES FACED IN THE FUTURE

- Resuming normal club operations
- Rebuilding and retaining memberships
- Fundraising
- Abiding by social distancing
- Working with schools

MAIN SOURCES OF INFORMATION

50% of organisations said that they use their **National Governing Body** as the main source of information

39% said **Government websites**

11% said **Sport England**

Other sources of information include:

- NHS website
- YouTube
- Newsletters



MAIN SUCCESSES EXPERIENCED DURING LOCKDOWN

39% of organisations said that they have had success with **delivering content or sessions online.**

11% cited an **increased social media engagement**

11% said that they were able to **encourage physical activity of members**

11% cited a main success to **maintaining contact with members**

14% were organising **online social events** and **e-sports tournaments**



INNOVATIVE IDEAS DURING LOCKDOWN

36% of organisations had innovative ideas relating to the **delivery of sessions online**

For example:

- Organising **home workouts** and **challenges** via **social media**
- Recording videos** to support young people and members
- Developing effective **communication channels** with members



SUPPORT OFFERED FOR OTHERS

29% of organisations said they would be able to offer **advice** and **ideas** for **online delivery of sessions**

Organisations could deliver online sessions to other groups.

Some organisations wanted to work together and collaborate on ideas.

