



SPORTS SURVEY

JANUARY - DECEMBER 2023

SUPPORTINSPORT

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SPORT** 

SPORTS SURVEY INSIGHT DATA

In November 2023, Jersey Sport requested data from local sport organisations through a Sport Survey about their development and growth during the 2023 calendar year.

The following slides articulate the data collected and have allowed Jersey Sport to benchmark the progress of the sector and understand more about local sport's future needs. The insight will also be used to develop and improve Jersey Sport's support, services and programmes to local sport organisations, as well as sharing the insight with key stakeholders.

The Jersey Sport Team would like to thank all the sport organisations that contributed. For any queries about the 2023 Sports Survey, please email us at: sport@jerseysport.je



WHO CONTRIBUTED?

The 2023 Sports Survey received responses from 69 local sport organisations.

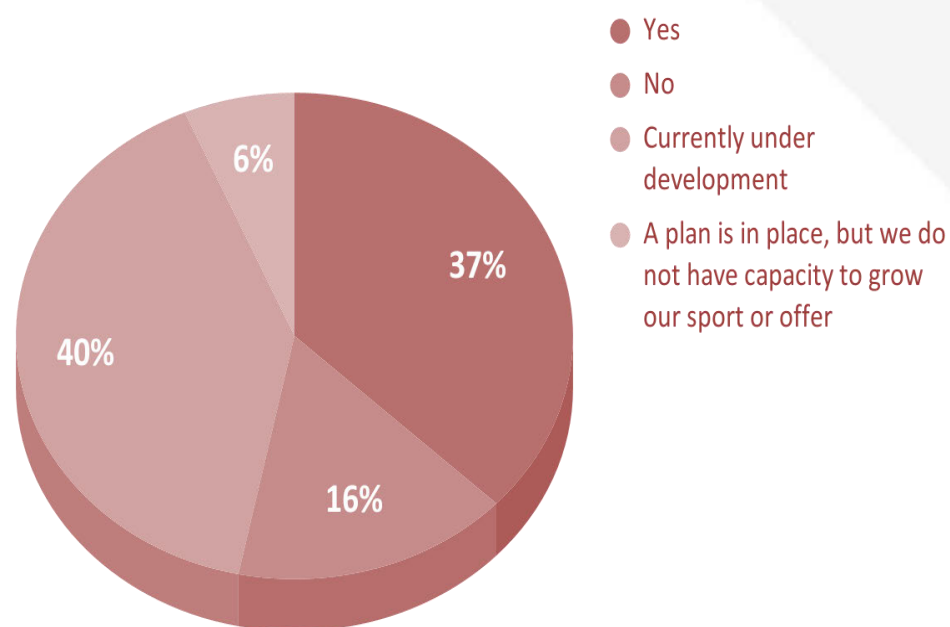
The infographic below shows the breadth of sports who contributed, with larger text representing more responses received from that sport.



SPORT DEVELOPMENT PLANS

In 2023, 37% of sport organisations who responded to the Sports Survey said they were implementing a development plan which was achieving growth in their sport.

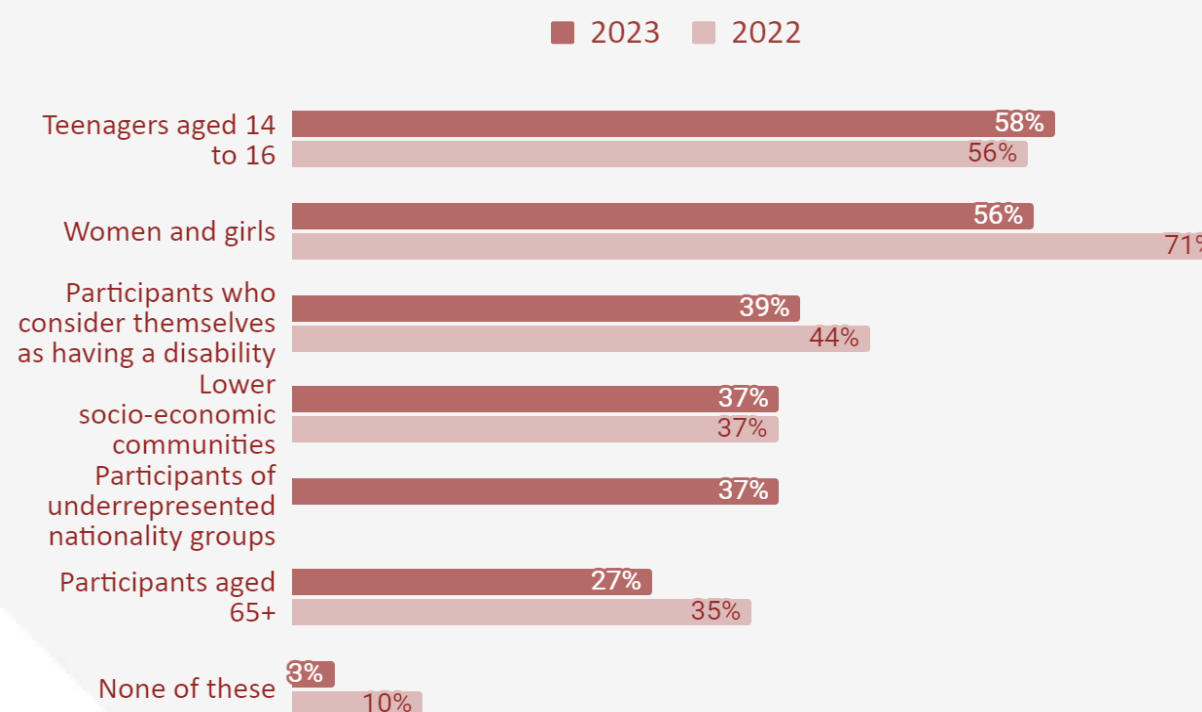
Are you implementing a development plan which is achieving growth in your sport?



In 2022, 50% of sport organisations reported they were implementing a development plan. It should be noted that in 2022, the question was asked differently, so results are not directly comparable.

Jersey Sport's ambition is to ensure all local sport organisations are supported to develop and implement a plan for their sport, enabling sustained and targeted growth in participation and in their overall sport offer.

Does your development plan seek to address participation growth in any of the following under-represented groups?

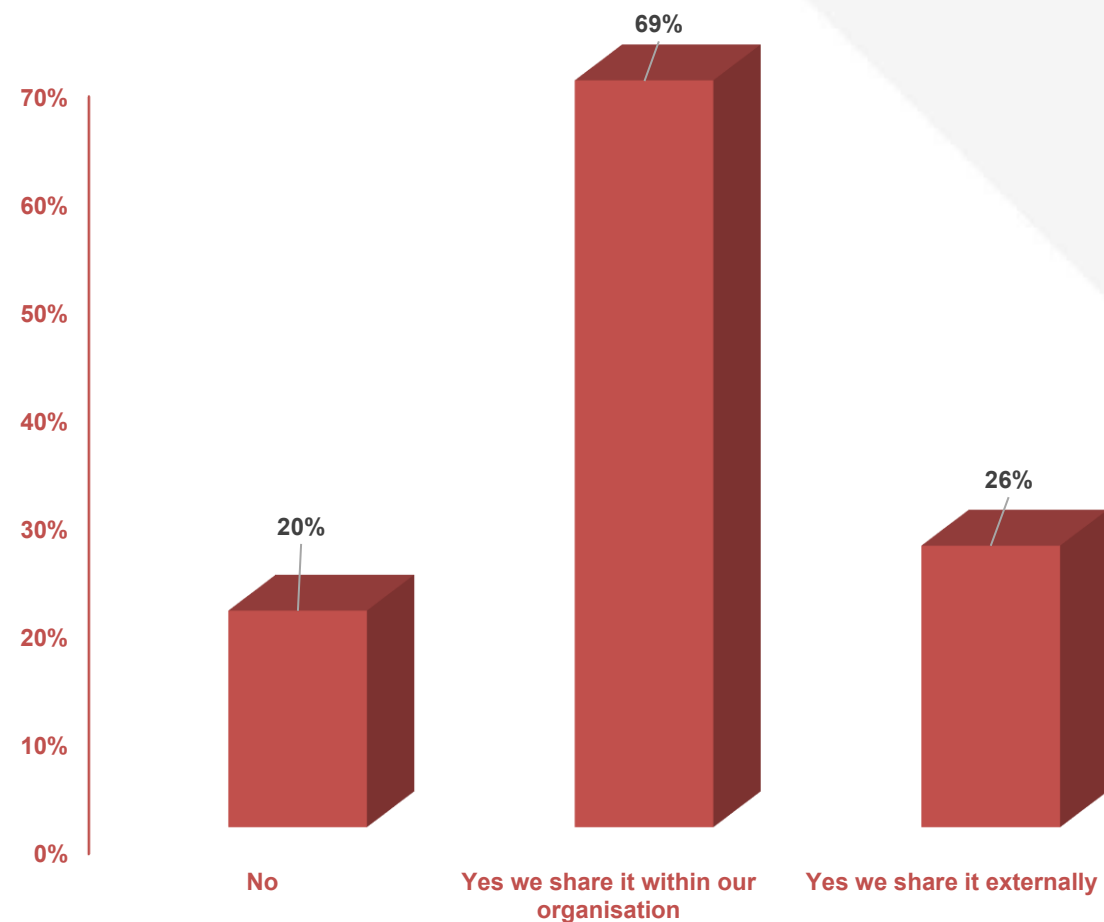


In 2023, the biggest focus for sport's development plans was targeted growth in participation for teenagers aged 14 to 16 and women and girls, which was similar to responses captured in 2022.

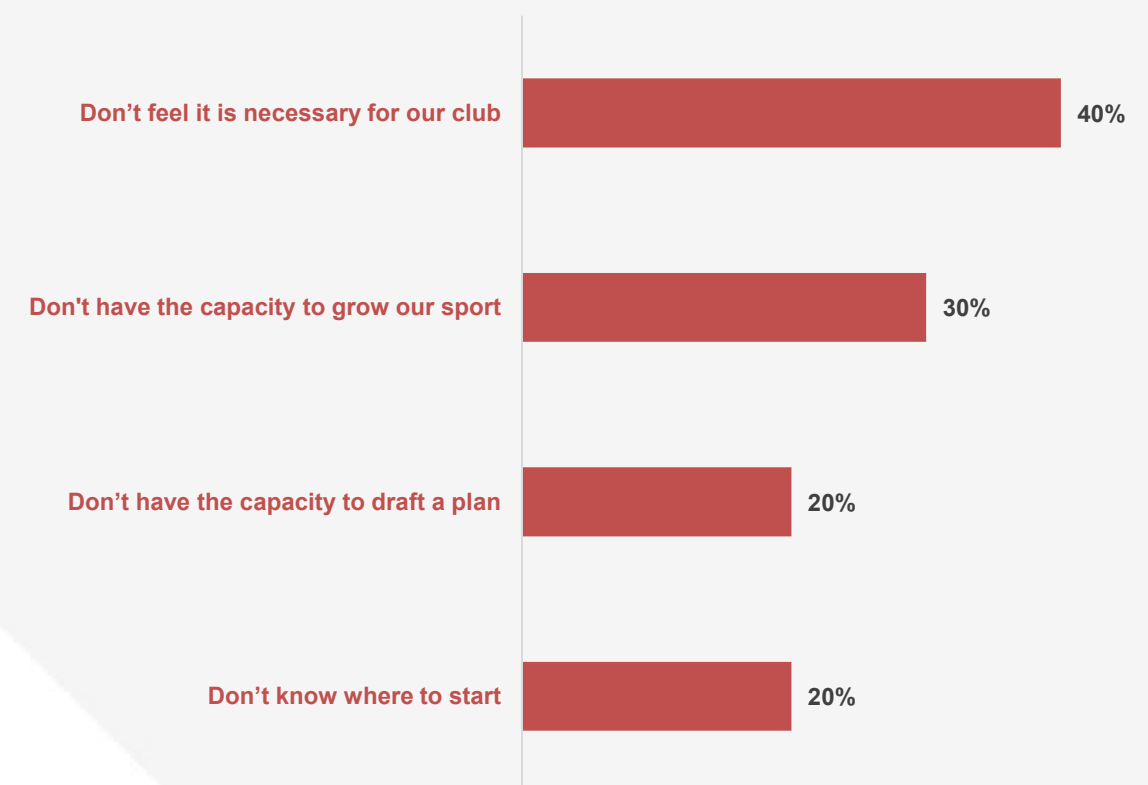
SPORT DEVELOPMENT PLANS

Of those sport organisations who reported they were implementing a development plan, 7 out of 10 said they share it internally and an additional quarter say they also publish it externally.

Do you publish or actively share your development plan within your organisation and/or externally?



If your sport organisation does not have a development plan in place, what is the main reason?

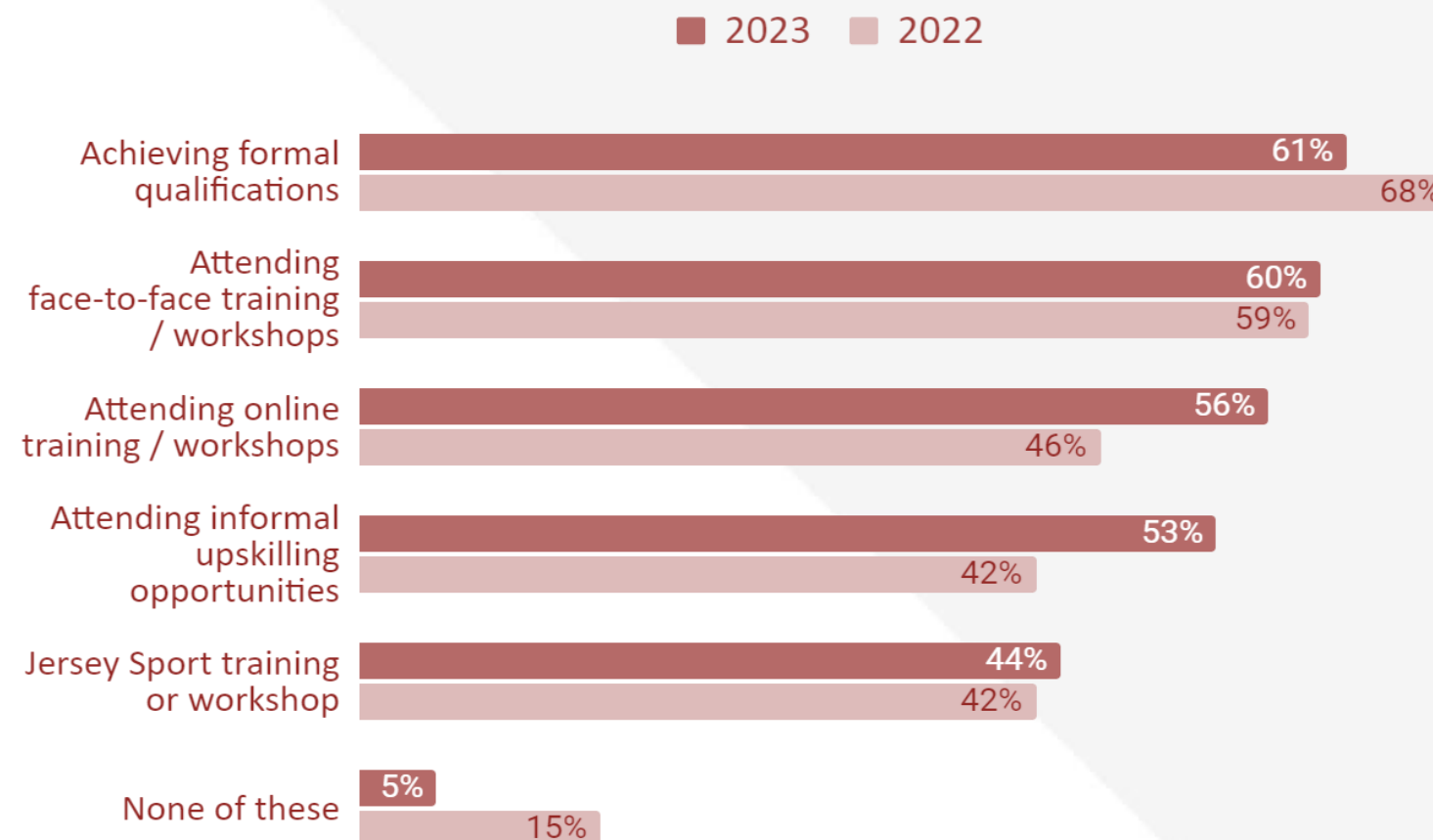


Jersey Sport's ambition is to support all sport organisations to develop and share development plans to promote collaboration across the local sport sector. This will drive efficiency between sport organisations and enable the sharing of resources and good practice, where appropriate.

SPORT WORKFORCE

By the end of 2023, 95% of sport organisations who responded to the Sports Survey reported supporting the development of their sports workforce - an increase of 10% from 2022.

Over the last year have you supported the development of your sport workforce (paid employees and/or volunteers) in any of the following ways?



Compared to the previous year, 2023 saw an increase in sport organisations offering online training and workshops for their sport workforce, as well as informal upskilling opportunities.

Jersey Sport's ambition is to ensure all sport organisations are actively able and motivated to support the development of their sport workforce through a variety of upskilling opportunities.

Jersey Sport facilitate training, workshops, events and wider sport services throughout each calendar year. Our offer to sport is always free for not-for-profit or charitable sport organisations and sport volunteers.

SPORT WORKFORCE

The 2023 Sports Survey asked how Jersey Sport could help sport organisations to further develop their sport workforce. The infographic below shows the responses received, with larger text representing multiple common themes.



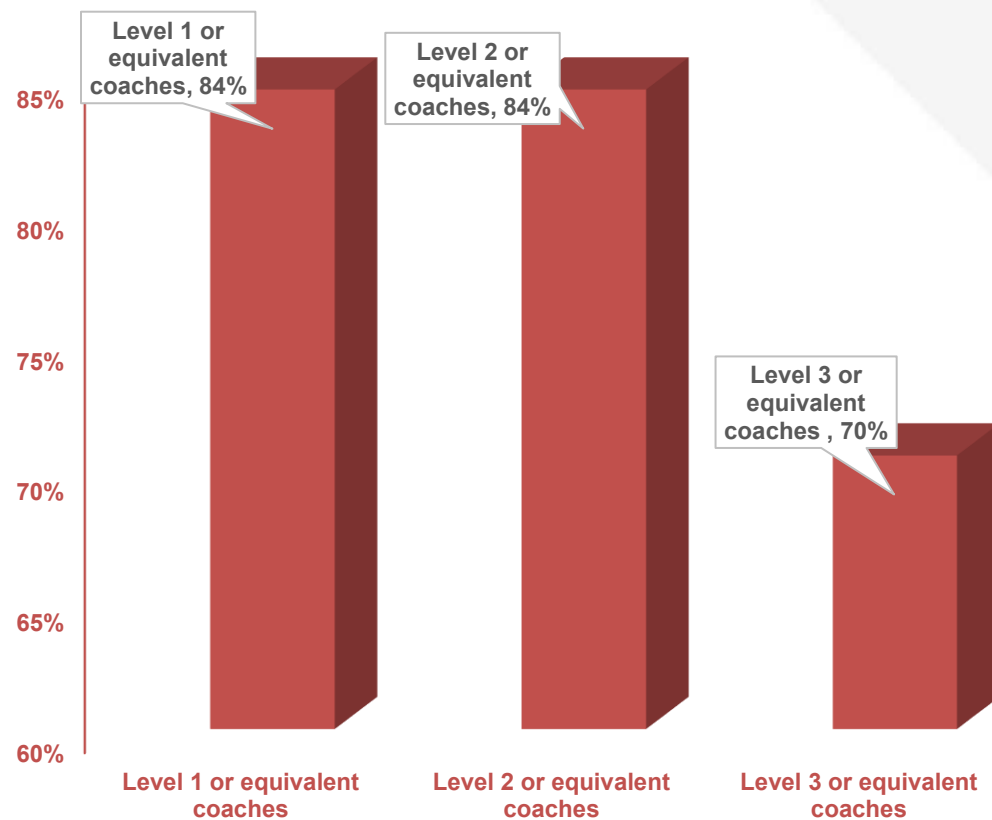
Many sport organisations said they needed additional financial support to further develop their sport workforce, with a high proportion of support required for off-island upskilling.

Jersey Sport offers a breadth of core workshops, training and upskilling opportunities which are free for sport volunteers to access. In 2023, Jersey Sport also provided financial contribution to other sport-specific formal and informal upskilling through the Volunteer Workforce Grant. During 2024, we will review and update our offer of upskilling further, including fundraising support for local sport organisations.

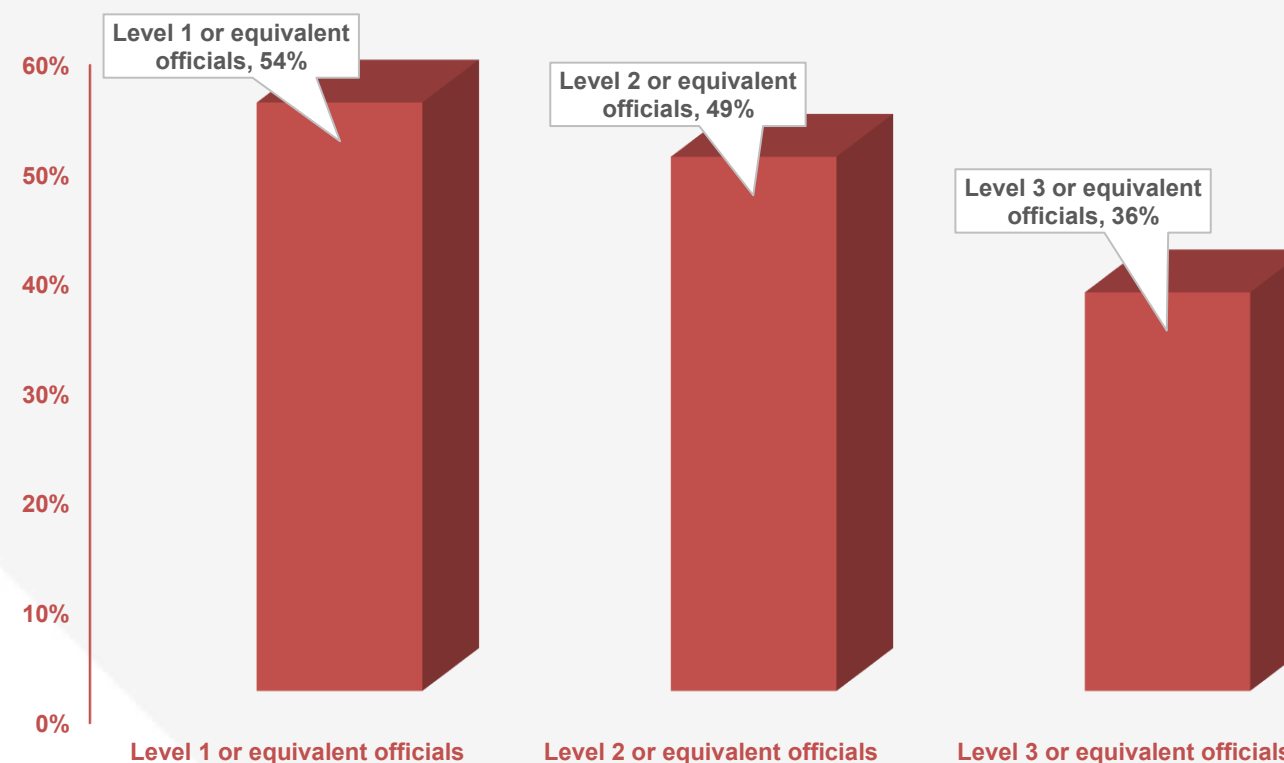
QUALIFIED SPORT WORKFORCE

Of those sport organisations who responded to the 2023 Sports Survey, almost a third reported they didn't have Level 3 or equivalent qualified coaches.

Percentage of sport organisations that report they have at least one coach at each level



Percentage of sport organisations that report they have at least one official at each level



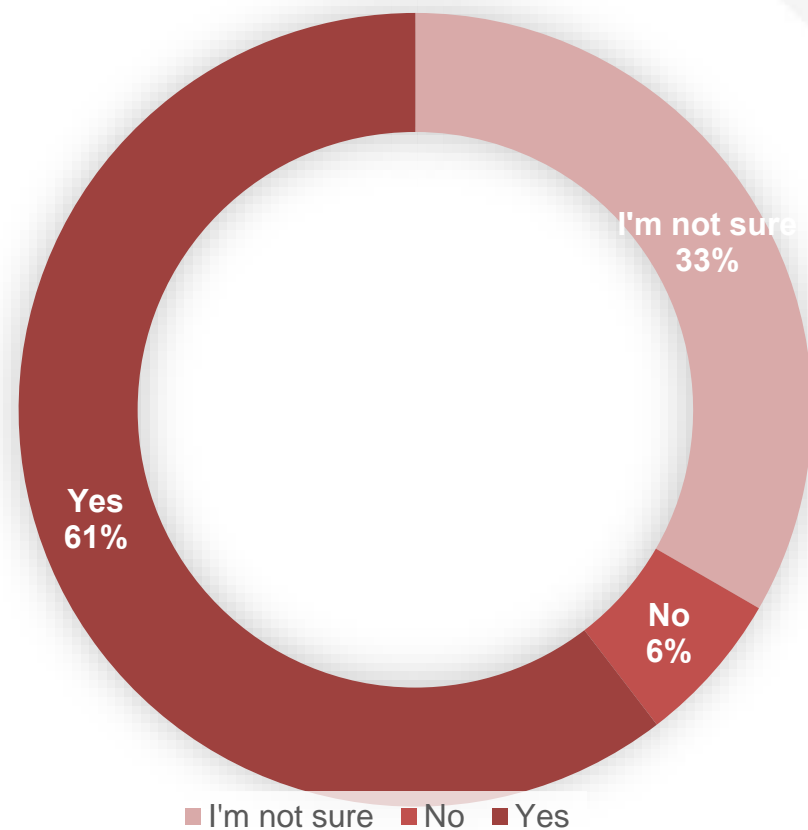
It should be noted that coaching and officiating levels are not standardised across all sports and therefore this question may not be truly representative of every sport's workforce.

Jersey Sport has successfully doubled the value of the Volunteer Workforce Grant for the last three years, supporting up to £40,000 per annum of costs towards volunteer upskilling, including coach and official training and development.

GOVERNANCE AND MANAGEMENT

78% of sport organisations who responded to the 2023 Sports Survey were aware of Jersey Sport's Safe and Sustainable Sport framework, quality standard recommendations and resource bank.

Are you meeting or exceeding the quality standards recommended within Jersey Sport's Safe and Sustainable Sport framework?



Of Jersey Sport's Safe and Sustainable Sport resource bank, what area do you feel is the most valuable for your sport organisation?



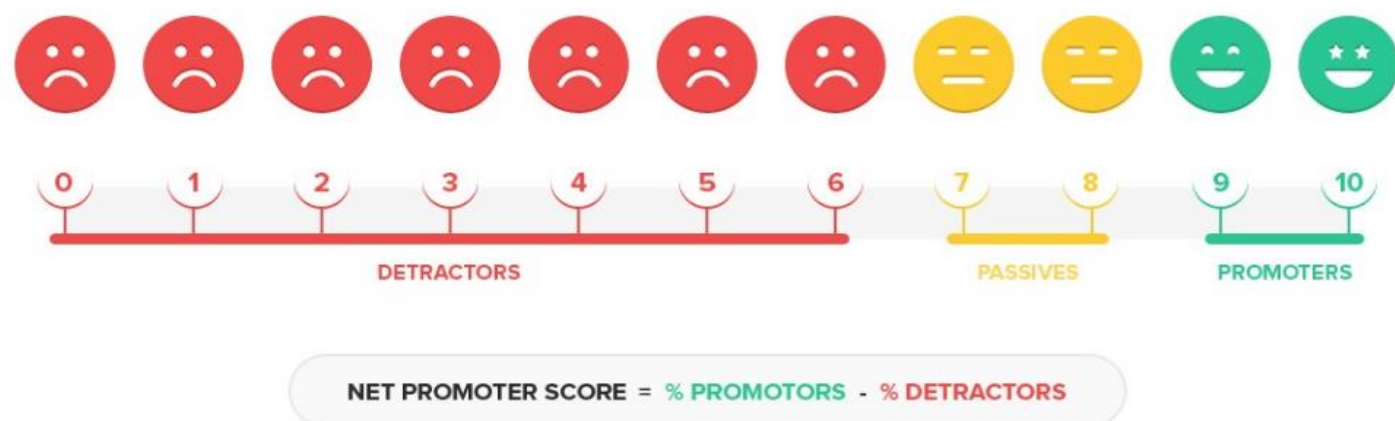
Jersey Sport continues to drive governance and quality standards for all sport organisations through our support services and fund distribution. A key focus is to develop sustainability and continuously improve good practice through their quality of sport offer.

FEEDBACK ON JERSEY SPORT SERVICES

The sport organisations who responded to the 2023 Sports Survey rated Jersey Sport's services as 'good' on the Net Promoter Score scale.

Net Promoter Score is the 'Gold Standard' metric used in customer experience programmes by millions of businesses to measure and track customer satisfaction.

How likely is it that you would recommend Jersey Sport services to a friend or colleague?



**Jersey Sport
NPS 2023 = 12**

Promoters (9 to 10): 22 (37%)

Passives (7 to 8): 22 (37%)

Detractors (0 to 6): 15 (25%)

(NPS = % of Promoters - % of Detractors)

A negative score (below 0) indicates more detractors than promoters.
A positive score (above 0) is considered a reflection of overall 'good' experience and service.
A score of 50 or above is considered 'excellent', which is what Jersey Sport strives to achieve across all service and programme delivery.

MORE FROM JERSEY SPORT

In the 2023 Sports Survey, we asked sport organisations what additional services or support they would like to see from Jersey Sport. The infographic below shows the responses received, with larger text representing multiple common themes.



Most sport organisations requested further financial assistance and fundraising guidance, with a significant emphasis on securing funds for on-island competition, training and development programmes and travel costs. Sport organisations also requested help with access to facilities and event support, including organising off-island training or competition opportunities.

Jersey Sport offers a range of services for local sport organisations, including training and upskilling, development plan support, funding opportunities, governance improvements, advocacy and much more.

To find out how the Jersey Sport Team can support your sport organisation, visit our website or get in touch directly at: sport@jerseysport.je
www.jerseysport.je/supportin-sport



THANK YOU!

The Jersey Sport Team would like to express huge thanks to all the Sport Organisations that completed our annual Sports Survey in 2023 and enabled this data and insight to be captured.

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