

Sport and Recreation Alliance

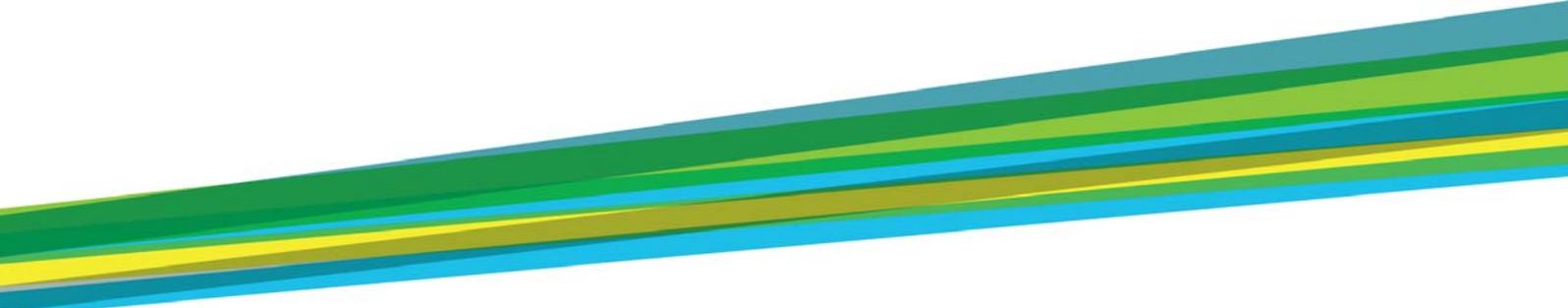
Olympic legacy survey: Topline results

Volunteers (some of whom are also members) at UK sports clubs were surveyed between Tuesday 9 October and Tuesday 16 October 2012.

A total of 475 responses across sports have been weighted to be representative of the 150,000 sports clubs in the UK.

The key findings are as follows:

- 3 in 4 (73%) clubs say that the Government hasn't done enough to help community sport create a legacy of participation: Half (54%) say the Government has done a little to help community sport create a legacy of participation, 1 in 5 (19%) say the Government has done nothing to help community sport create a legacy of participation
- When asked what the Government could be doing more of to help community sport create a legacy of participation, around half of the respondents referred to either school sport and/or facility issues
- 8 in 10 (82%) clubs are expecting more people to take part in sport and physical activity in the next year as a direct result of the London 2012 Olympic and Paralympic Games but less than half (42%) expect to see more funding being made available for grassroots clubs
- 2 in 5 clubs (42%) have seen an increase in the number of people joining their club since the Games this year. A quarter (26%) of these clubs are struggling to meet this demand. Sports clubs providing Olympic sports are more likely to have noticed an increase in the number of people joining with an average of 7 in 10 (69%) stating this. More of these clubs (43%) are struggling to meet the increase in demand
- More than 3 in 4 (78%) clubs have noticed no change in the number of people volunteering at their club since the Games
- 2 in 3 clubs (66%) out there do not feel that they have benefited from the London 2012 Olympic and Paralympic Games
- Lack of funding for sports clubs is preventing 3 in 5 clubs (59%) from growing their membership whilst increased running costs are holding back the growth of almost the same amount again (54%). Similarly, half (51%) can't grow their membership because of a lack of affordable venues/facilities

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- 63% of clubs currently have school links: two thirds of these (65%) have links with more than one school. In the majority of cases (76% of those with one school link and an average of 68% across four school links) there has been no change in these links following the Games
 - For clubs with one school link, 8% have been created after the Games but clubs say that they are unrelated to the Games, only 1% of clubs say that a new school link has been created as a direct result of the Games
 - Only 1 in 3 (34%) expect to see increased media coverage of minority sports as a direct result of the London 2012 Olympic and Paralympic Games but 45% expect to see increased media coverage of disability sports
 - 9 in 10 (89%) of clubs have noticed no change in the number of people with disabilities joining their club
 - Although half of our sports clubs (49%) have suitable facilities for people with disabilities to participate in their activity, almost two thirds do not have suitably trained staff (64%) to facilitate this whilst 3 in 5 (61%) lack appropriate equipment

For research queries in relation to this survey, contact the Alliance's research officer Syann Cox on scox@sportandrecreation.org.uk or 020 7976 3922.

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