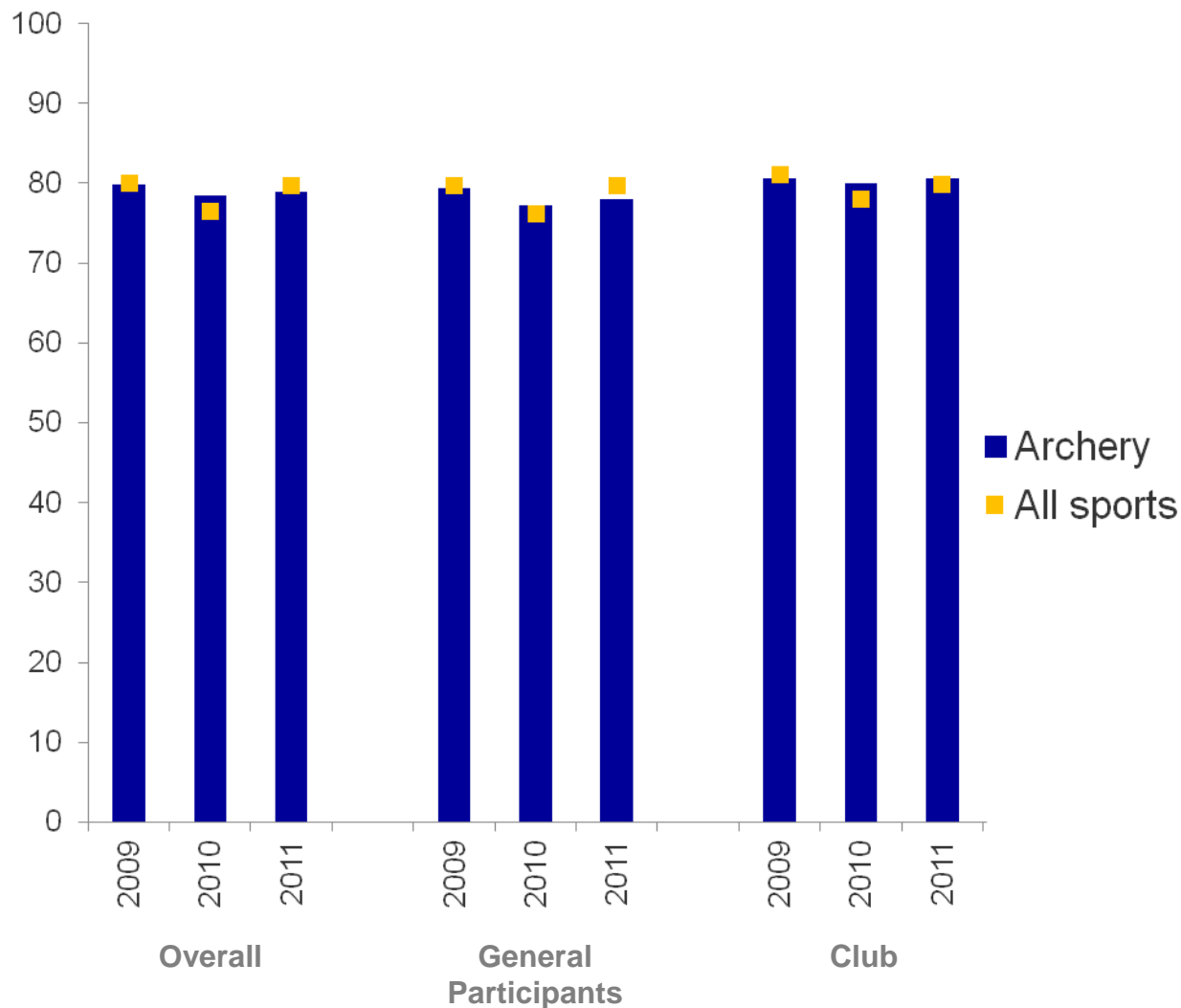


Satisfaction with the quality of the sporting experience survey (SQSE 3)

Results for: Archery

July 2011

Overall satisfaction score – 2009 to 2011



- Across all sports satisfaction has fallen from 80.0 in 2009 to 79.7 in 2011. This is an increase of 3.2 from 2010.

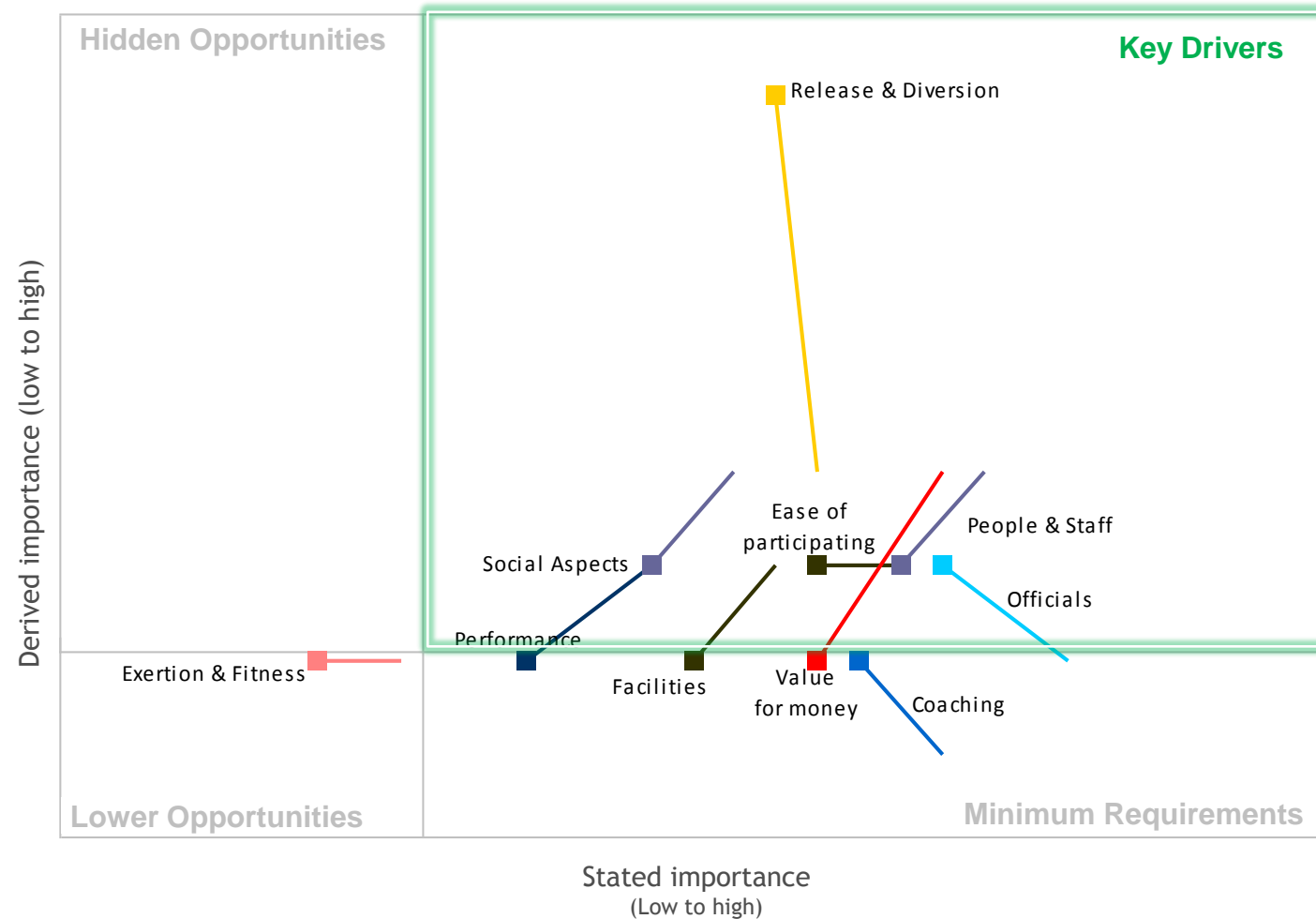
- Overall satisfaction in Archery has fallen from 79.9 in 2009 to 79.0 in 2011

- General participant satisfaction in Archery has fallen from 79.4 in 2009 to 78.0 in 2011

- Club member satisfaction in Archery has stayed the same at 80.6 in 2009 and 80.6 in 2011

Base: Overall 2070; General Participants 234; Club 1814

Having an impact on satisfaction – key drivers



- This chart shows which domains have the greatest impact on overall satisfaction in your sport.
- The chart shows the change in impact between 2009 and 2011.
- The square point represents the position in 2011.
- The domains which have the greatest impact on overall satisfaction are shown in the top right quadrant of the chart.

Base: 2070

Satisfaction and importance by domain

Scores shown are satisfaction and importance out of 10 for the domains at an overall level

	Satisfaction			Importance		
	2009	2010	2011	2009	2010	2011
Performance	7.5	7.4	7.4	7.9	-	7.6
Exertion & fitness	7.2	7.0	7.3	7.3	-	7.1
Release & diversion	8.3	8.2	8.2	8.3	-	8.2
Social aspects	8.2	8.2	8.1	8.1	-	7.9
People & staff	8.4	8.2	8.2	8.7	-	8.5
Ease of participating	7.8	7.7	7.7	8.5	-	8.3
Facilities & playing environment	7.8	7.6	7.6	8.2	-	8.0
Coaching	7.5	7.2	7.2	8.6	-	8.4
Officials	8.4	8.1	8.3	8.9	-	8.6
Value for money	7.9	7.8	7.8	8.6	-	8.3

Base: Overall 2070

Questions on importance not asked in 2010

Greatest changes in satisfaction (2009 versus 2011)

Are changes in satisfaction following on from your interventions?

- ↓ ▪ Coaching
 - Satisfaction has fallen from 7.5 to 7.2, this is the domain with the biggest decrease in satisfaction.
 - This domain has a medium impact on overall satisfaction.
 - The impact of the domain on overall satisfaction is higher than in 2009.
- ↓ ▪ People & staff
 - Satisfaction has fallen from 8.4 to 8.2.
 - This domain has a medium impact on overall satisfaction.
 - The impact of the domain on overall satisfaction is lower than in 2009.
- ↓ ▪ Facilities & playing environment
 - Satisfaction has fallen from 7.8 to 7.6.
 - This domain has a medium impact on overall satisfaction.
 - The impact of the domain on overall satisfaction is lower than in 2009.

Top three domains for increasing satisfaction

The key domains and questions to focus on to increase overall satisfaction :

Release and diversion

Feeling better about myself having taken part in my sport

The opportunities the sport gave me to relieve stress, unwind and get away from my everyday routine

The buzz/sense of exhilaration I got from doing my sport

Social aspects

That I could participate in my sport in an environment that was not threatening or intimidating

That I could participate in my sport without feeling embarrassed or awkward

That I could participate in my sport with people who respect the rules and spirit of the sport

Officials

The level of respect the officials received from participants when I competed in my sport

The knowledge and application of the rules demonstrated by qualified officials

The availability of qualified officials when I competed in my sport

Domains having a greater impact on satisfaction than in previous years

The three domains that now have a greater impact on overall satisfaction than in 2009*

Release & diversion

Feeling better about myself having taken part in my sport

The opportunities the sport gave me to relieve stress, unwind and get away from my everyday routine

The buzz/sense of exhilaration I got from doing my sport

Coaching

The technical competence of the coach/coaches

The coaches' ability to understand and respond to my particular needs

The level of influence I have over the structure and content of my training

Officials

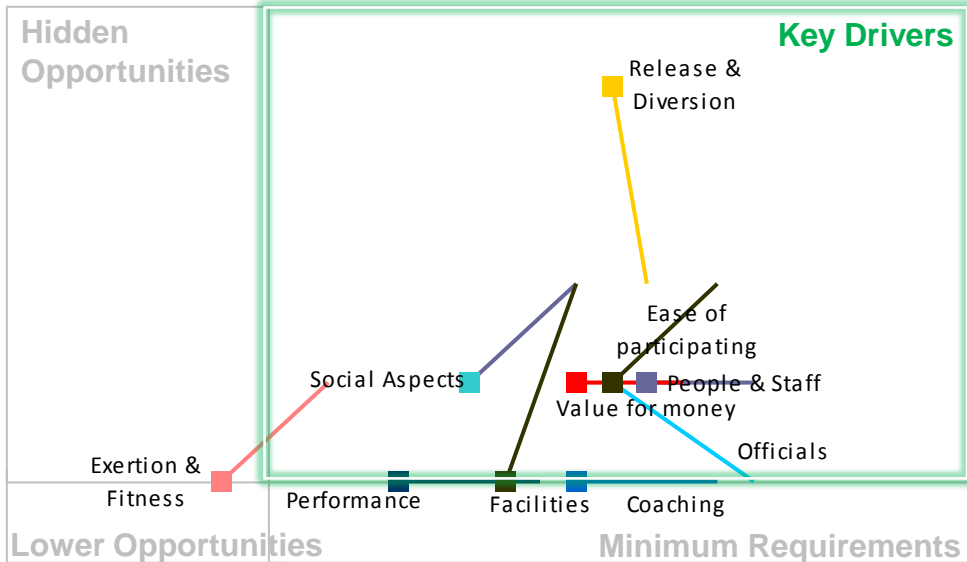
The level of respect the officials received from participants when I competed in my sport

The knowledge and application of the rules demonstrated by qualified officials

The availability of qualified officials when I competed in my sport

*The impact of these domains on overall satisfaction is greater than in 2009, however, please note these may not be the domains with the greatest impact on overall satisfaction. Slide 6 highlights the three domains which have the greatest impact on overall satisfaction.

Drivers of satisfaction – general participants



Greatest changes in satisfaction

- ↓ ▪ Facilities & playing environment

 - Satisfaction has fallen from 7.9 to 7.5, this is the domain with the biggest decrease in satisfaction.
 - This domain has a medium impact on overall satisfaction.
 - The impact of the domain on overall satisfaction is lower than in 2009.
- ↓ ▪ Performance

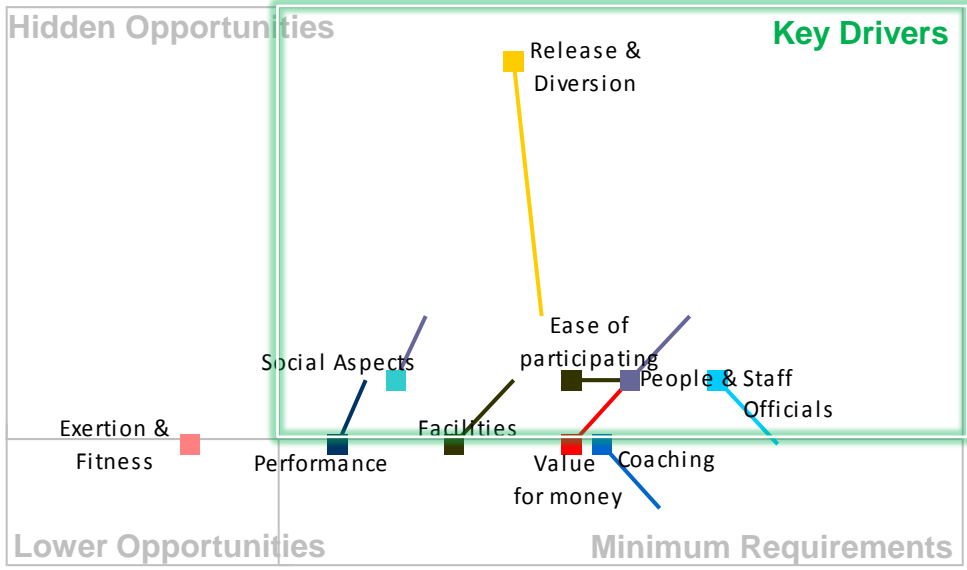
 - Satisfaction has fallen from 7.6 to 7.3.
 - This domain has a medium impact on overall satisfaction.
 - The impact of the domain on overall satisfaction is the same as in 2009.
- ↓ ▪ Ease of participating

 - Satisfaction has fallen from 7.8 to 7.5.
 - This domain has a medium impact on overall satisfaction.
 - The impact of the domain on overall satisfaction is lower than in 2009.

The key domains and questions to focus on to increase overall satisfaction among general participants



Drivers of satisfaction – club members



Greatest changes in satisfaction

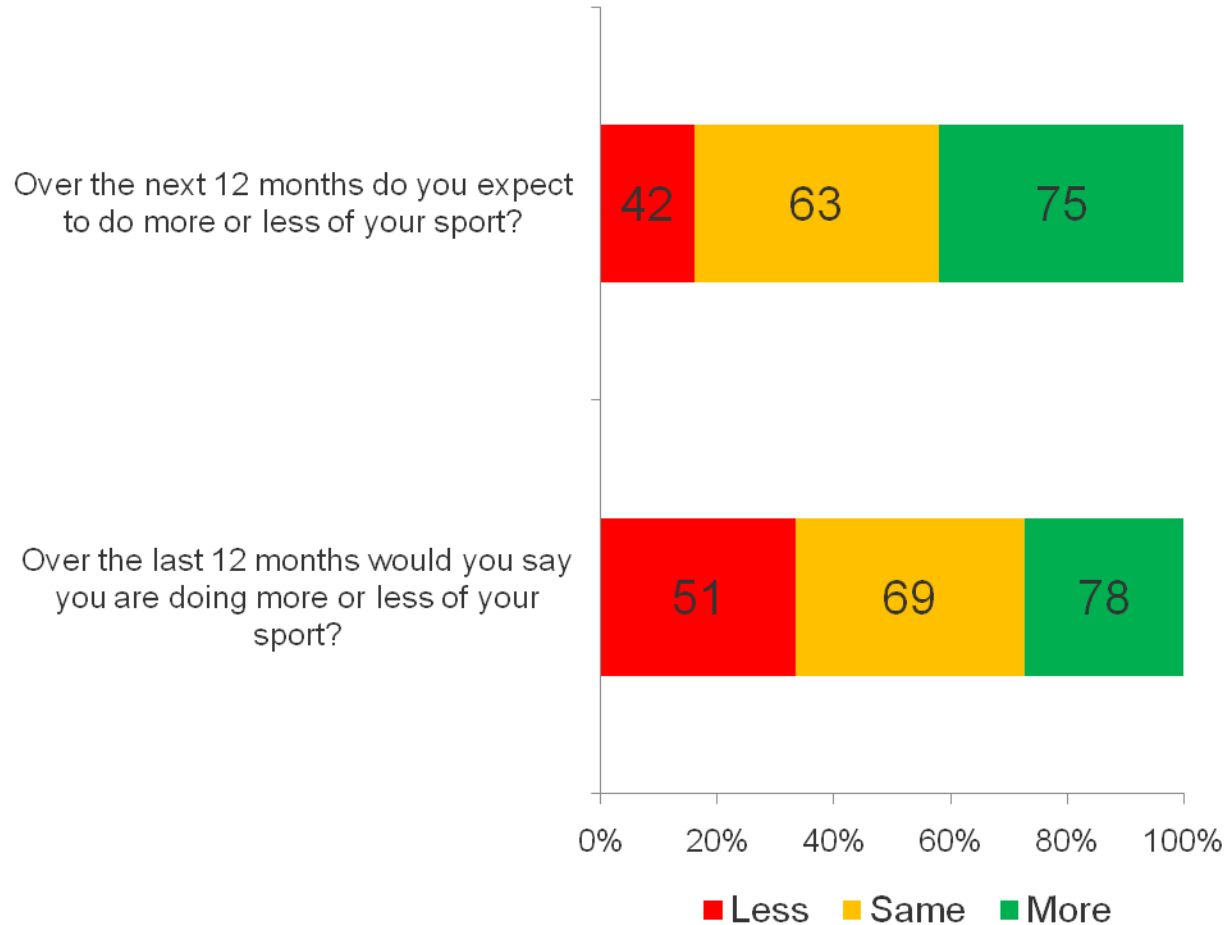
- ↑ ▪ Exertion & fitness
 - Satisfaction has increased from 7.1 to 7.4, this is the domain with the biggest increase in satisfaction.
 - This domain has a medium impact on overall satisfaction.
 - The impact of the domain on overall satisfaction is the same as in 2009.
- ↑ ▪ Performance
 - Satisfaction has increased from 7.4 to 7.5.
 - This domain has a medium impact on overall satisfaction.
 - The impact of the domain on overall satisfaction is lower than in 2009.
- ↑ ▪ Facilities & playing environment
 - Satisfaction has increased from 7.7 to 7.8.
 - This domain has a medium impact on overall satisfaction.
 - The impact of the domain on overall satisfaction is lower than in 2009.

The key domains and questions to focus on to increase overall satisfaction among club members



Changing patterns of participation by level of satisfaction

Overall satisfaction by previous participation and future intended participation in Archery



Base: 2070

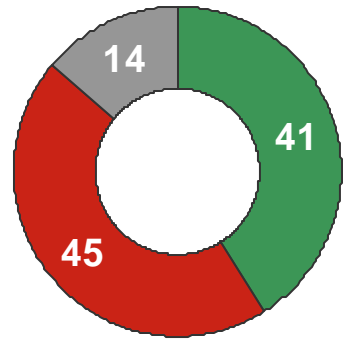
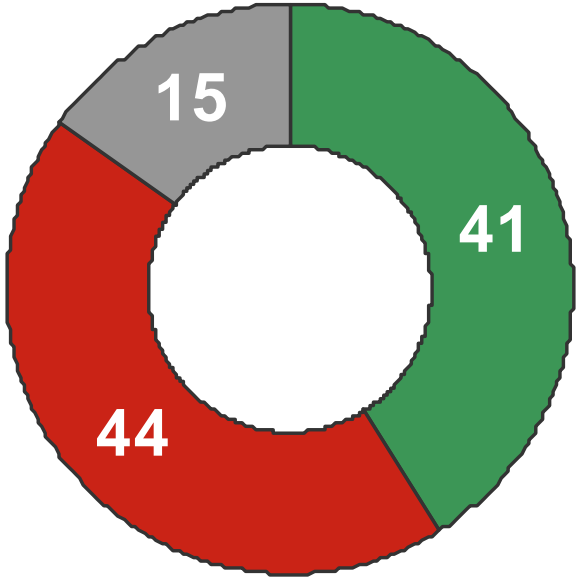
Archery specific questions

Membership of Archery GB

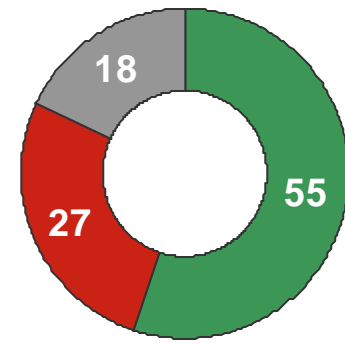
Q. Archery GB has upgraded their membership renewal process this year to improve the quality of the cards and the speed of response. Please rate your experience of this:

■ % Better ■ % About the same ■ % Worse

All



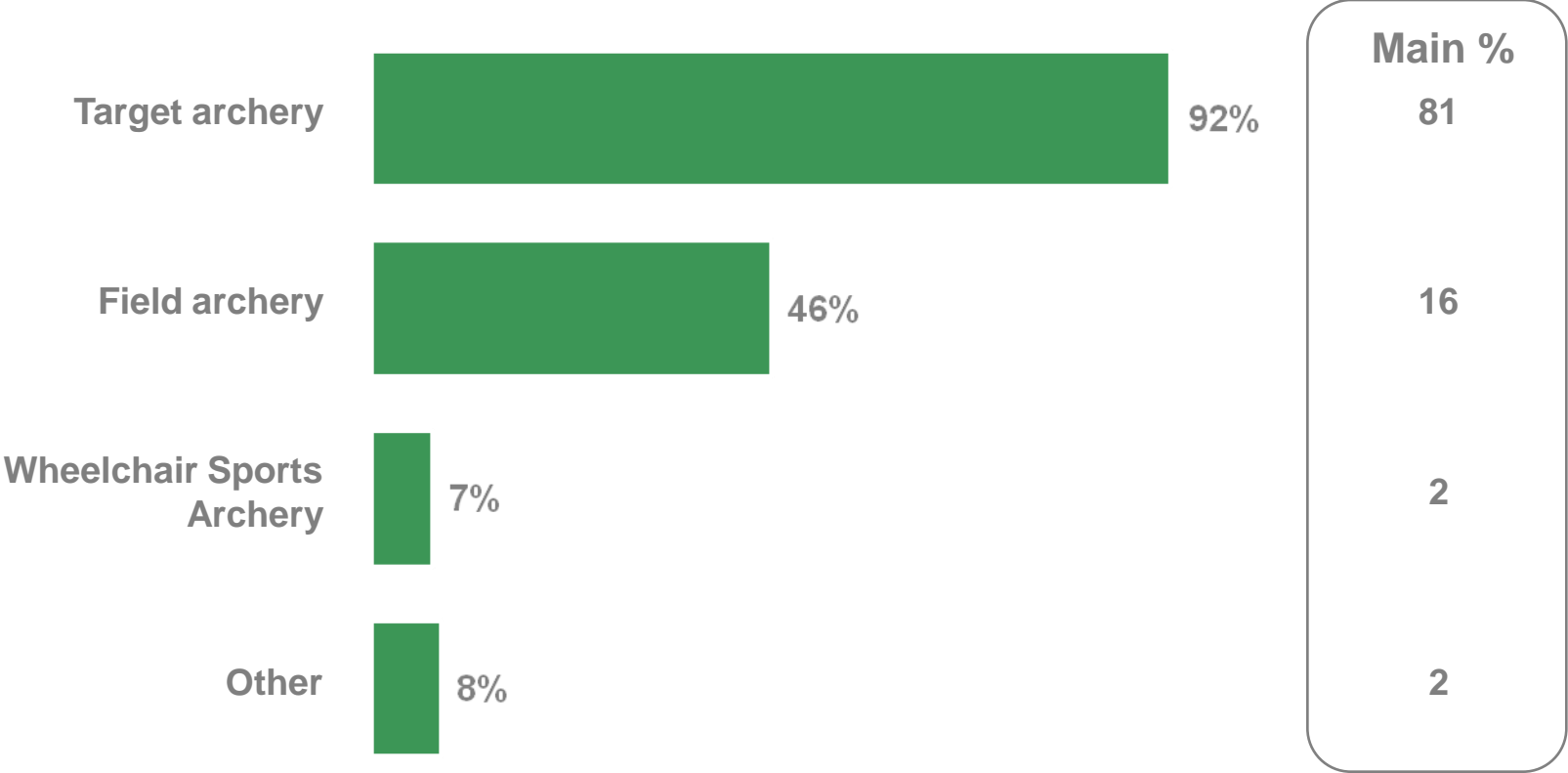
Club member



Talent pool

Archery - Disciplines

Q. Thinking about your sport, please state which disciplines you participate in:



From the mouths of participants

A selection of open response comments:

- I found the staff very competent and friendly and highly skilled with an understanding of the needs of the individual (general participant)
- I have enjoyed taking up archery again. I first started when in the scouts 35 years ago... (general participant)
- Getting too expensive to carry on competing (general participant)
- I had a really hard time finding a compound coach who REALLY knew what they are talking about (club member)
- I am actively involved at club level and know how much we achieve through goodwill and volunteers (club member)
- The local officials/coaches do the very best they can, but additional support from archery GB, would be very welcome (club member)

Applying this insight to improve delivery

What does the insight in this report tell you about the areas to look at to reduce drop off; and how will it help you increase the number of adults regularly participating in your sport?

Satisfaction through the delivery chain

- How do you support each type of delivery partner to ensure they are delivering to match customer expectations?
- What can be put in place with each partner to ensure constant learning from them to update delivery?

Satisfaction through the workforce

- How can you ensure the workforce has the right skills and experience to meet the customer needs?
- How will the workforce be listened to, supported and up-skilled in the necessary areas?
- How will the workforce be measured and incentivised to ensure progress in the areas required?

Tracking the progress of satisfaction

- How will you know the reasons why participants leave your sport or stop playing as regularly?
- What measures can you use to identify blockages & pressure points?

Listening to the participant

- How can you speak to those currently playing your sport to monitor the customer experience they are getting?
- What systems and processes are in place to quickly respond to customer feedback?

Your perceived value

- How satisfied are your customers with your NGB and sport, if this differs from yours - why?
- How can you influence the customer experience of the people playing your sport to increase their satisfaction?

Do you need more?

- A full set of detailed data is available in Excel format through the Sport England website or by contacting your Sport England Relationship Manager
- Full methodological information can be found on the research section of the [Sport England website](#)
- In total 2070 people (aged 16 and over) from Archery took part in the survey between March and May 2011; 234 general participants, 1814 affiliated club members and 22 talent pool members.
- All satisfaction and importance scores exclude people who have said “don’t know” for the specific question