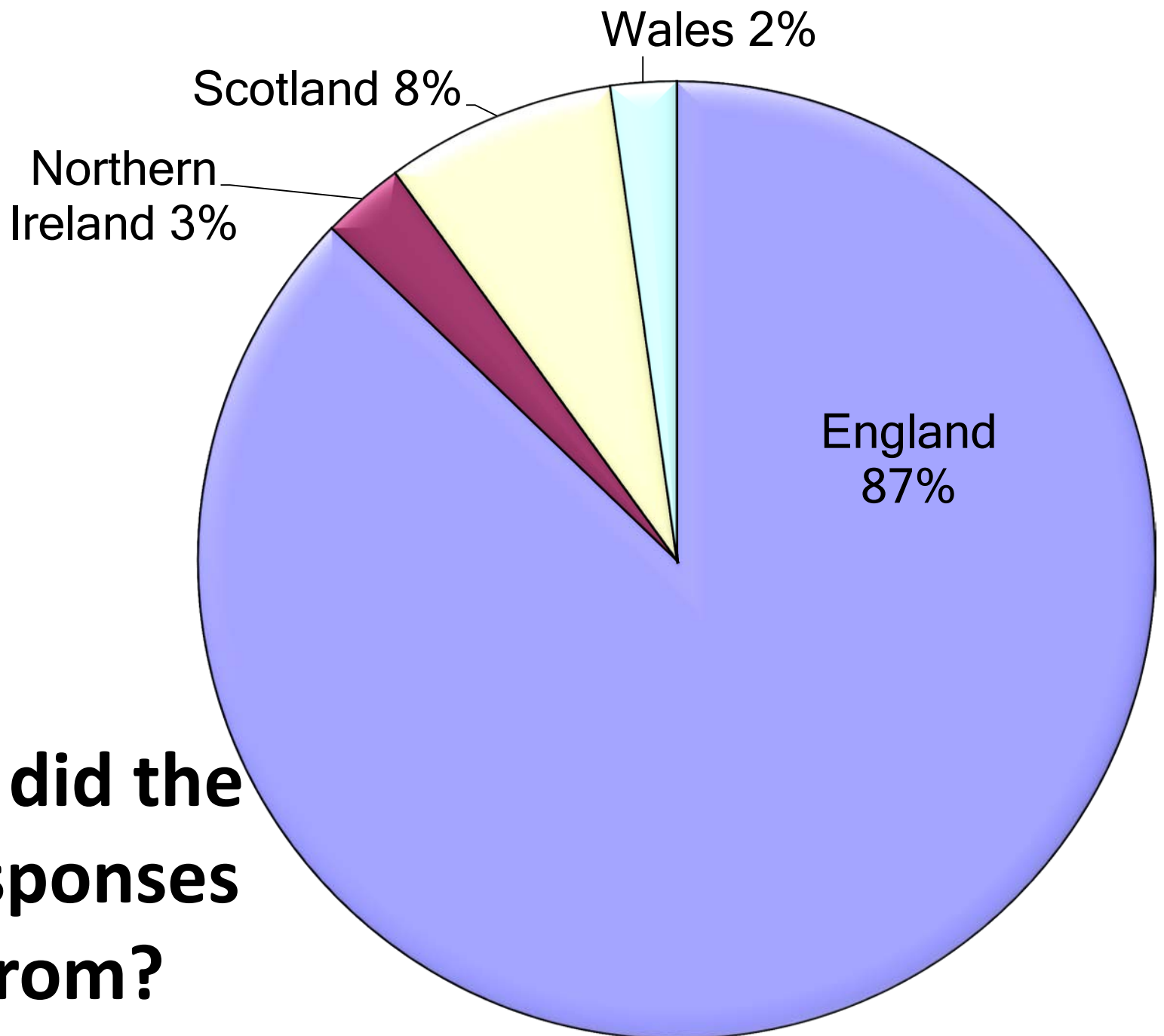




British Fencing Club Survey

November 2013 – January 2014

Key findings

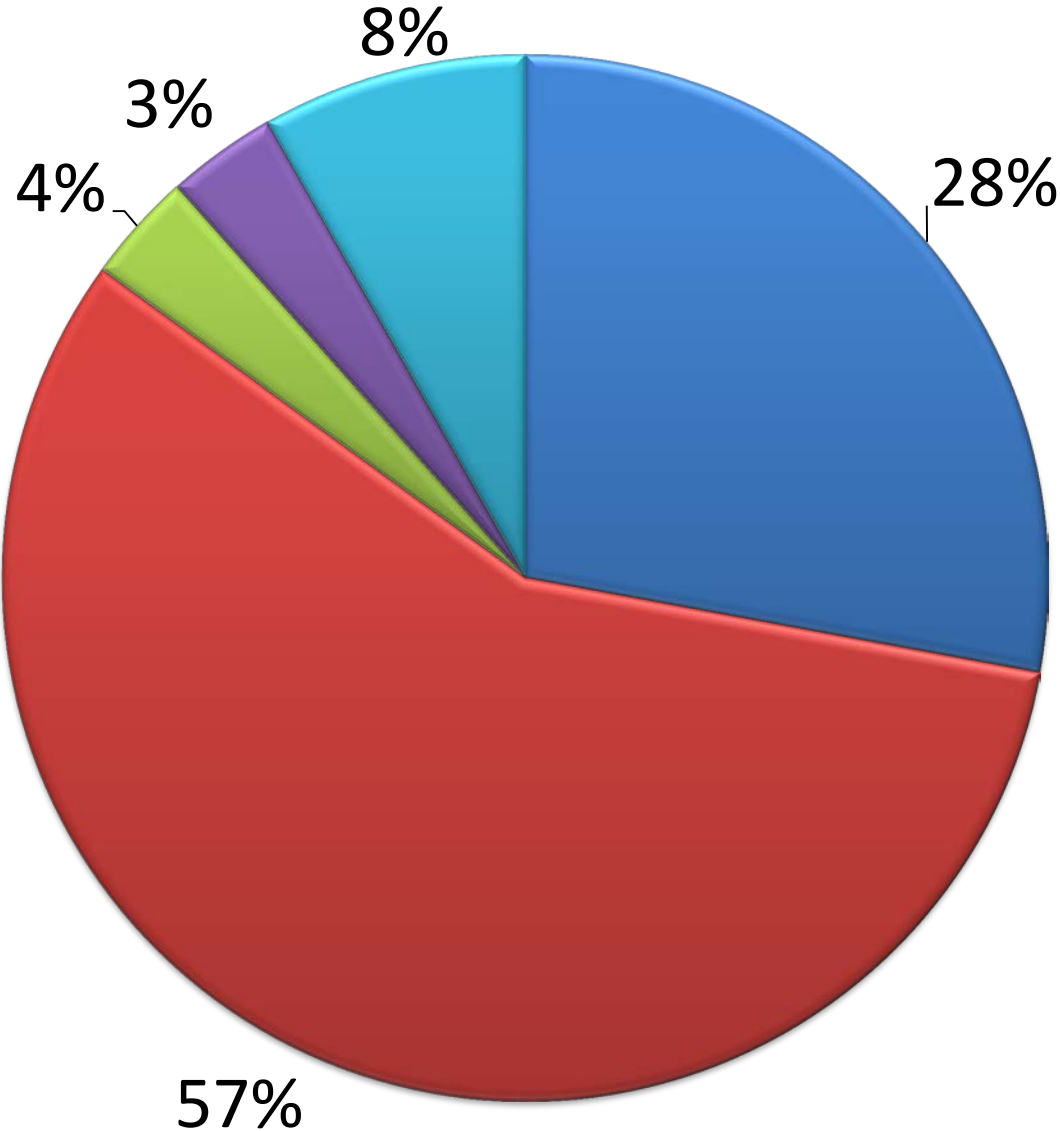


**Where did the
285 responses
come from?**

Into which region does your club fall?

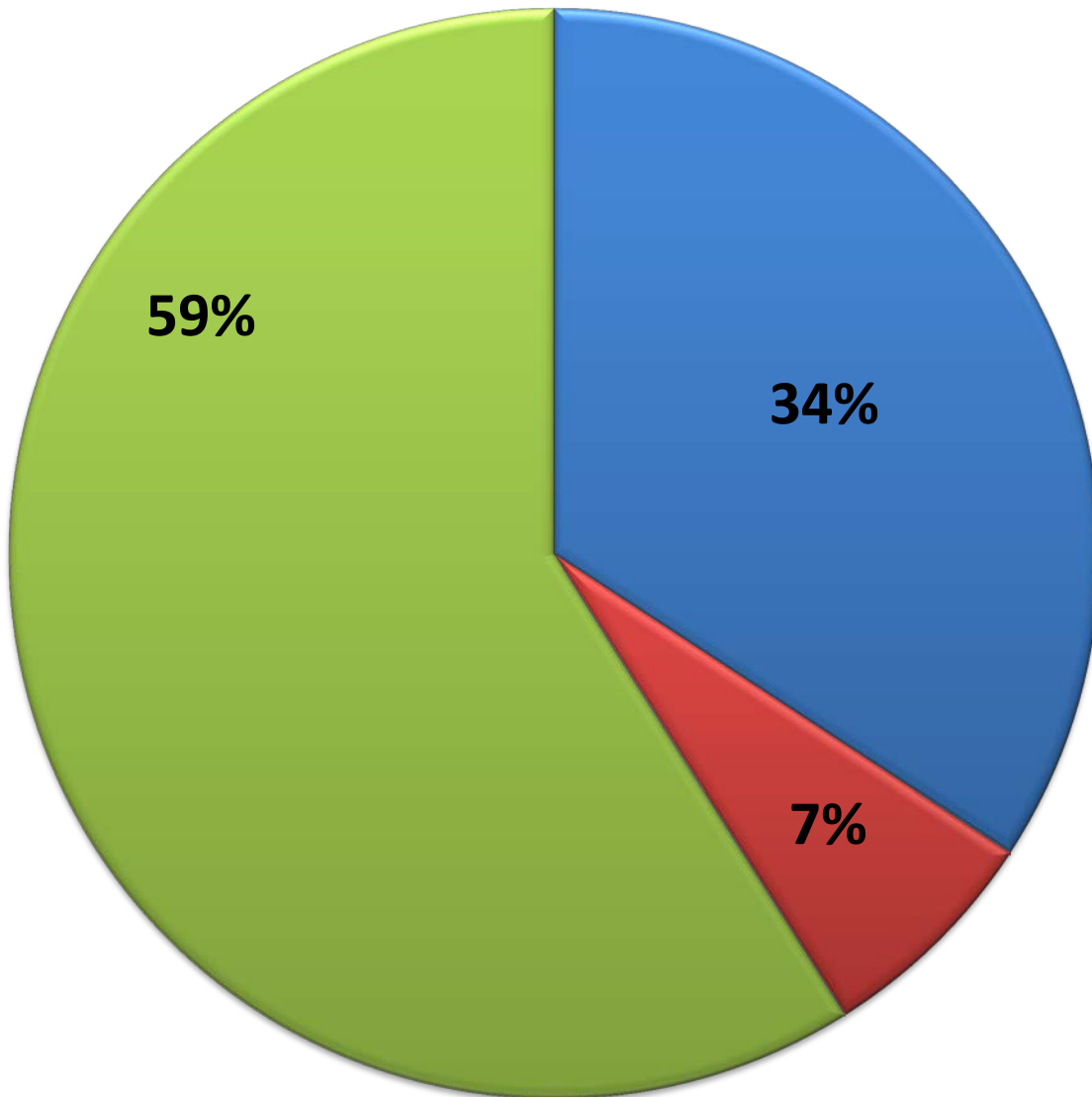
North East	5.1%
North West	10.3%
Yorkshire	6.4%
East Midlands	9.6%
West Midlands	5.1%
Eastern	9.6%
South East	19.2%
South West	12.2%
Southern	9.6%
London	16.0%

Club Structures



- The club is a school/college/university
- The club is run by its members for its members (i.e. decisions are taken by an elected committee)
- The club is business led (i.e. decisions are taken by the owner)
- It is not a club, as the coach I run sessions/classes for participants/fencers
- Other (please specify)

Participation or Performance Club



■ It is a 'participation' club – greater focus on introducing new people to fencing, fun sessions and novice/entry level competitions

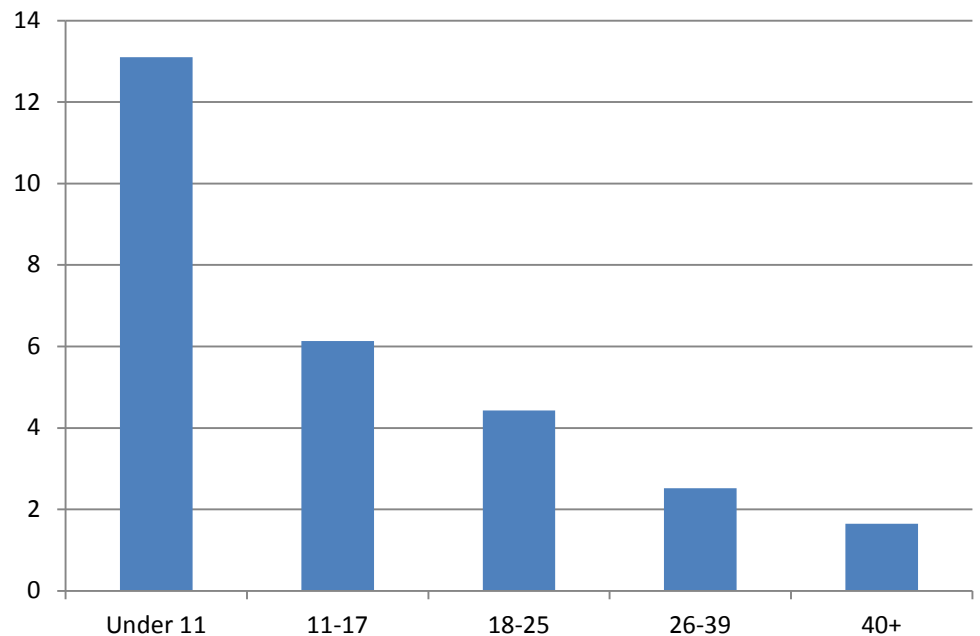
■ It is a 'performance' club – greater focus on improving fencer's technical and tactical skills, formal training sessions and higher level competitions

■ It is both – the club focuses equally on both aspects of participation and performance

Number of regular non-BF members

Options	Response Total
Under 11	1,913
11-17	895
18-25	647
26-39	368
40+	241

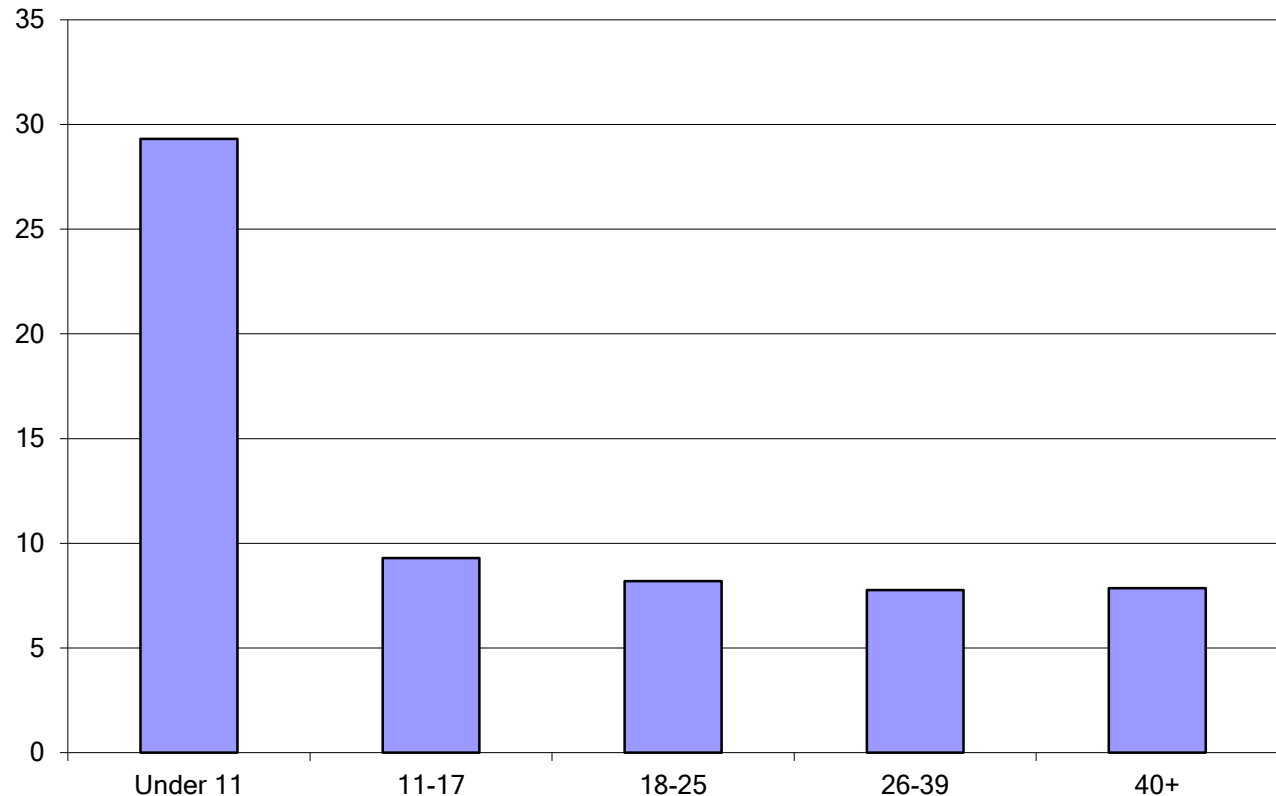
- Respondents were asked to give their answer in a series of age categories.
- Age categories are shown in the table on the left, highlighted in blue.
- The chart below shows the average number of **non-BF members per club**.



Number of regular BF members

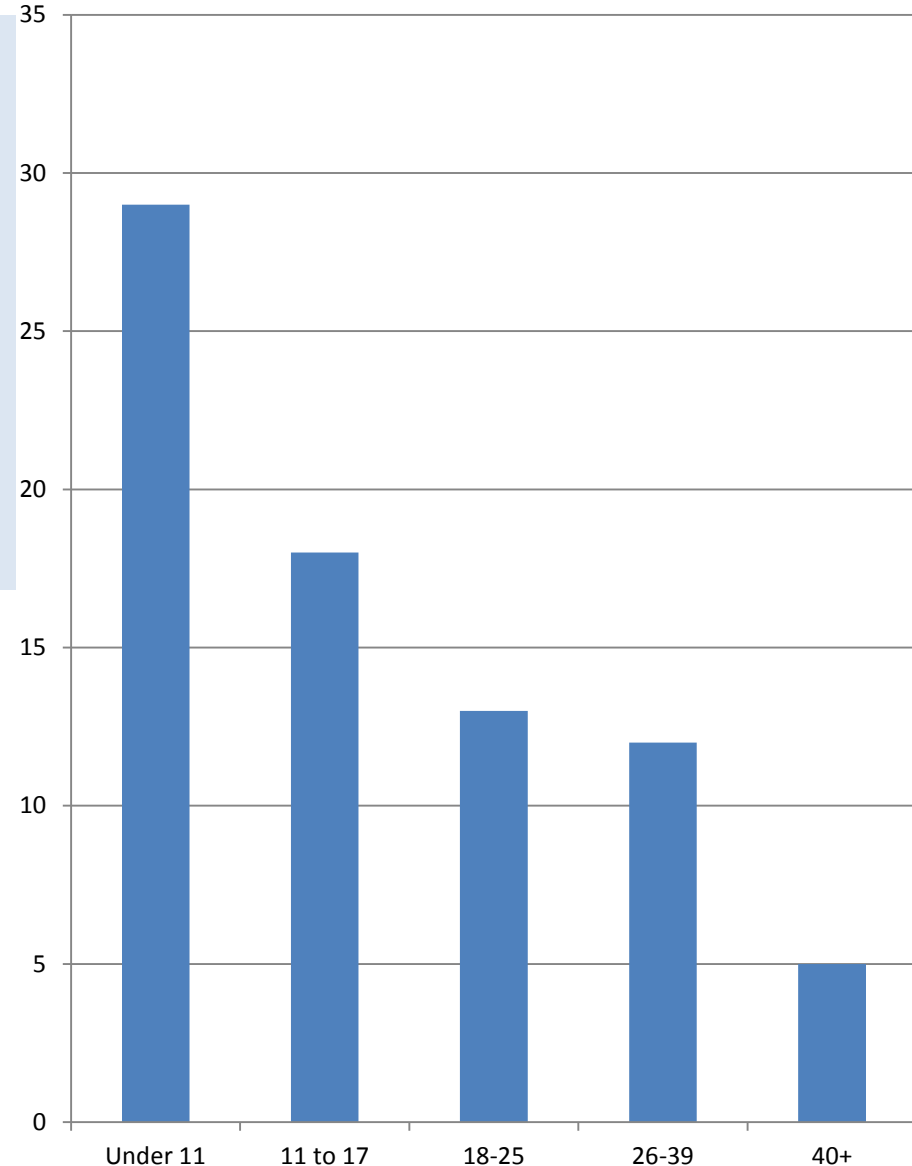
Options	Response Average
Under 11	29.31
11-17	9.30
18-25	8.20
26-39	7.76
40+	7.85

- Respondents were asked to give their answer in a series of age categories.
- Age categories are shown in the table on the left.
- The chart below shows the average number of **BF members** a club has in the various age categories.



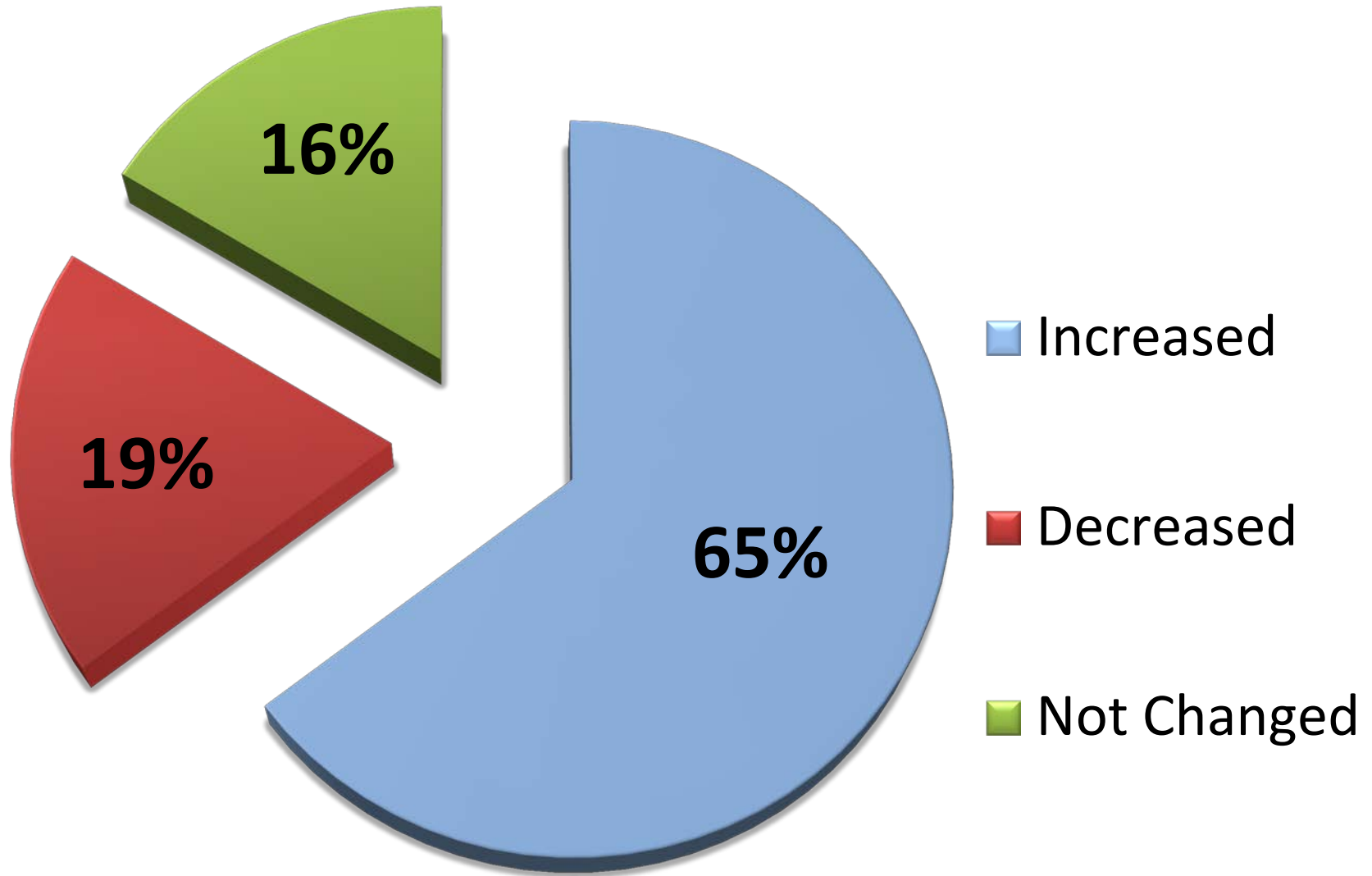
How many participants have taken part in activities at your club in 2013? (Not regular club members)

Answer Options	Response Average	Response Total
Under 11	29	4238
11-17	18	2640
18-25	13	1900
26-39	12	1767
40+	5	740



- Respondents were asked to give their answer in a series of age categories.
- These age categories are shown in the chart above, highlighted in blue.
- The chart on the right shows the average number of non-regular participants a club has in the various age categories.

How has the number of regular members at your club changed since 2009?



Figures on membership

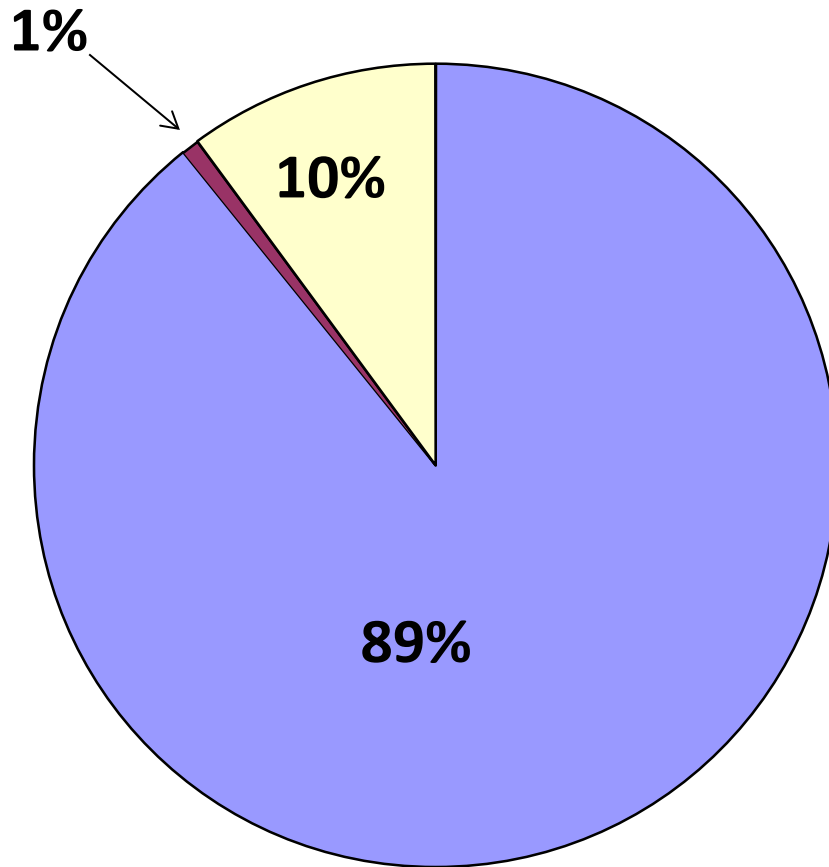
INCREASE

- Clubs that experienced an **increase in membership** reported an overall increase of 1829 members (ave 21 per club).
- How they did it:
 - More and better quality of taster sessions & beginner courses
 - Improved club structure
 - More and better coaches
 - Advertise locally (i.e. schools, local press, local businesses)
 - Change session times to suit members' needs
 - Reduce membership costs
 - Invest in more club kit (don't forget to wash it!)
 - Extra sessions
 - Better presence - club website, Facebook, social media!
 - Attracting back former fencers
 - More and better club competition nights
 - Competitive success of existing fencers
 - Applying for local and national grants

DECREASE

- Clubs that experienced a **decrease in membership** reported an overall decrease of 381 members (ave 14 per club).
- Reasons for decreased membership **(and some possible solutions):**
 - Members moving to university or leaving the area *(if you know this in advance help them find another club!)*
 - Lack of coaches *(possibly time for a recruitment drive)*
 - Venue issues - lack of suitable/affordable venues *(explore setting up satellite sessions at local schools)*
 - Lack of equipment *(include equipment in your next grant application)*
 - Ineffective advertising *(check out our marketing toolkit for ideas!)*
 - Cost/recession *(speak to your CSP about local and national funding agencies to help get activity started, subsidise session costs, train coaches and buy equipment)*
 - Change of session times *(consult with your members before you change times)*

Club Membership Goals 2013-2016



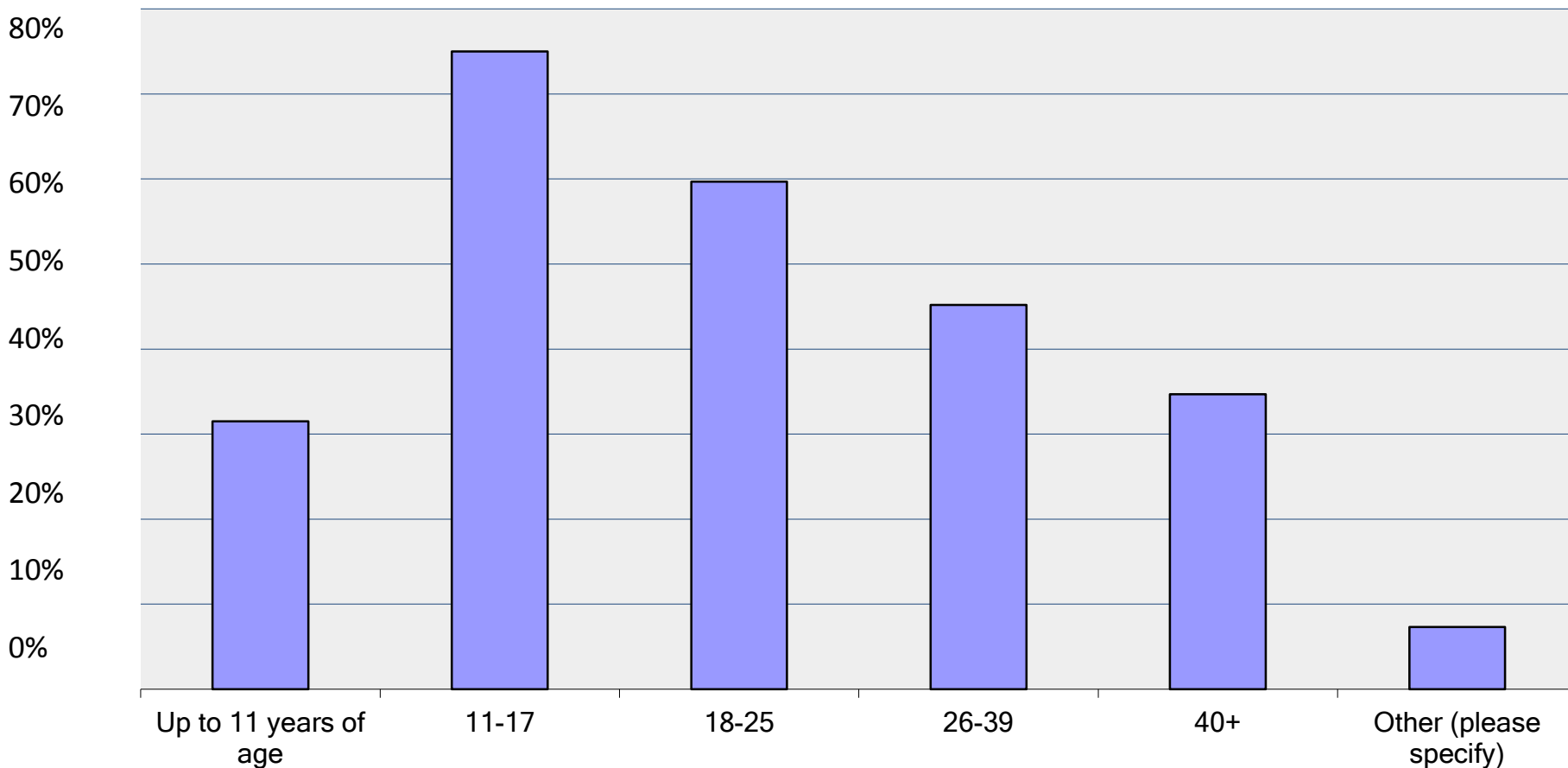
■ Increase membership

■ Reduce membership

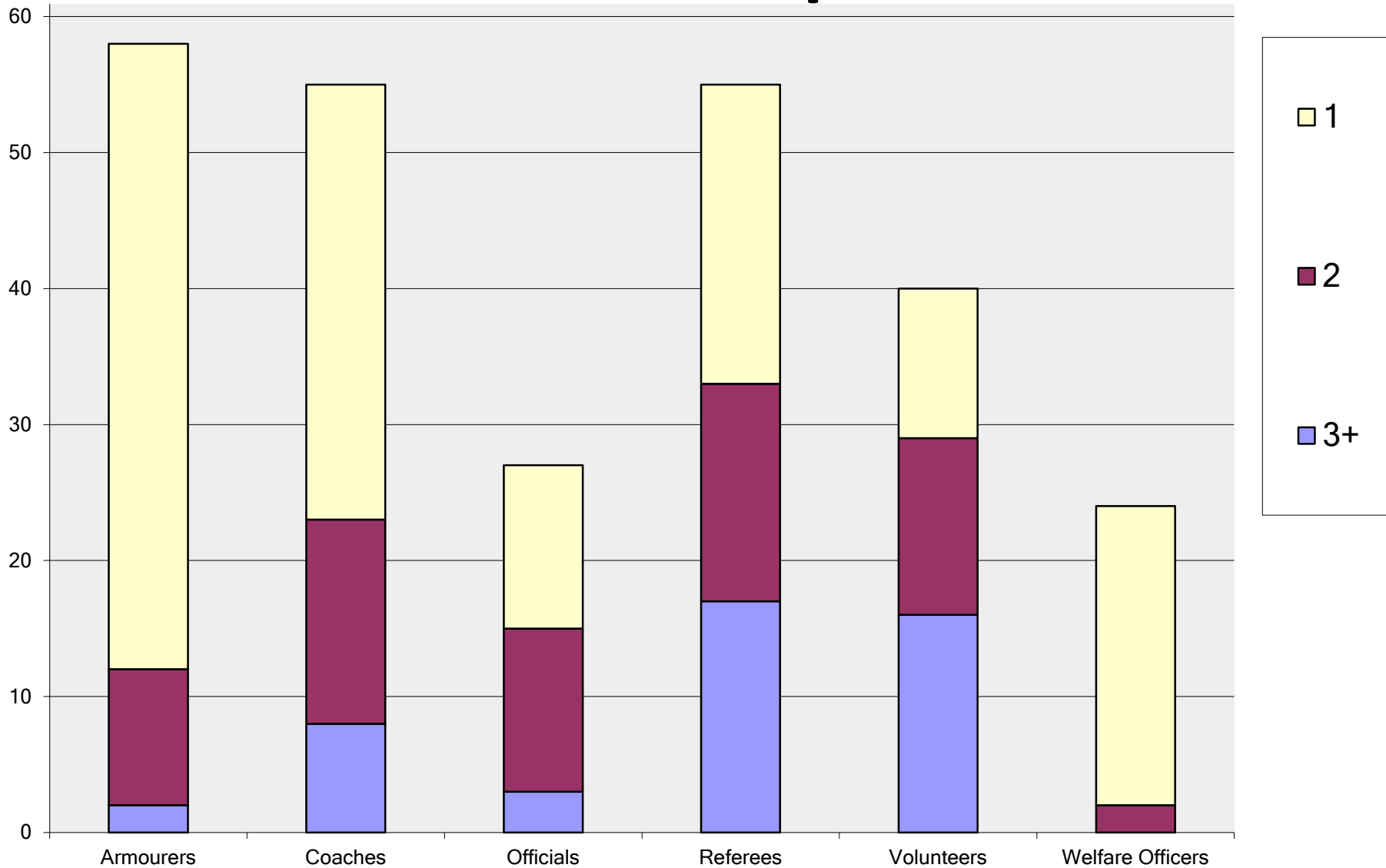
■ Stay the same

Clubs that want to GROW the sport want to target the following groups

Which age groups do you intend to target?



Types of officials & volunteers needed to GROW the sport



Clubs asked for help with the following:

53% Recruitment & training of coaches, volunteers & officials

52% Raising money, applying for grants, managing funds

39% Creating partnerships in the local community

28% Organising sessions, competitions and events

24% Marketing and communications

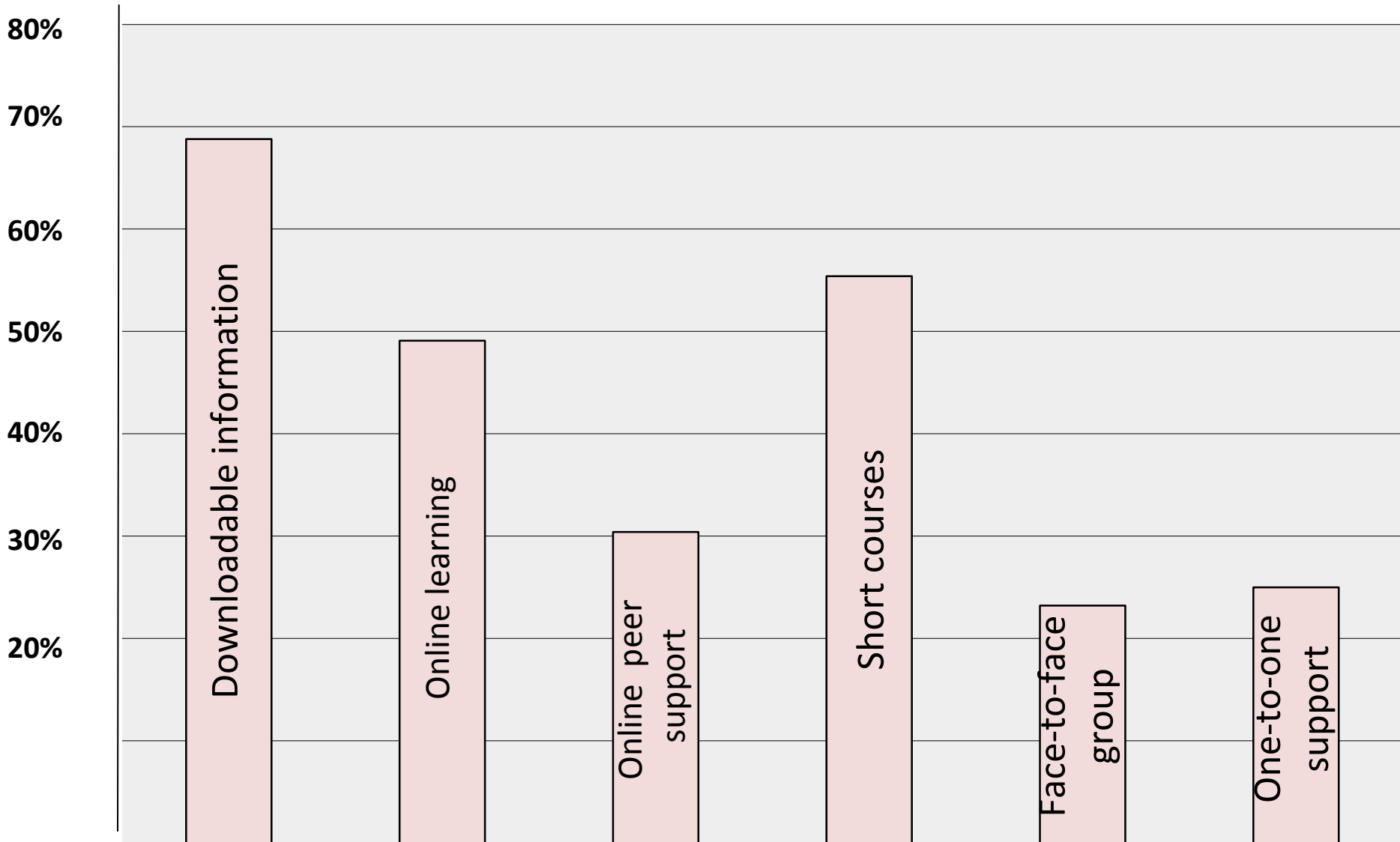
22% Developing talented fencers

19% Developing a club welcome pack

13% Managing an effective committee

3% Creating a constitution & understanding different types of club structures

How clubs would like support from BF



What next?

Check out the series of TOP TIPS that we have uploaded – they can help you achieve some quick wins!

We will be contacting clubs that expressed an interest in growing the sport to find out what capacity you have and how we can help you this year!

Keep in contact with us and your county sports partnership for details of local workshops on fundraising, governance, volunteer recruitment and developing coaches!

Anything else

This is only a snap-shot of the information you have provided to us. If you have any further questions you can:

- Email us at clubs@britishfencing.com
- Telephone us on 020 8742 3032
- Message us through Twitter and Facebook

