

Analysis of LRU Members Survey 2020

Quantitative data analysis

- We had 503 responses to the survey for 2020. An increase of 319 (173.3%) on 2019 and 275 (120.6%) in 2018. Thank you to all who took the survey.
- Of the 503 people to respond we had 21% female and 79% male. The split between male and female has altered slightly since 2019 with the split being 26/74 and in 2018 was 23/77.
- The age groups question indicates respondents are slightly younger than previous years with 10% coming from the 18-24 years in 2020 and only 3.3% in 2019. The majority of respondents remain aged between 35 and 54 and take 54% of the responses.
- Nearly every club in the county has received a response on the survey. Quorn received none, as did the University teams. Equally, the referee's society had no clear mark. We can assume that any referees still have affiliation to a club. A small minority provided 2 clubs, also some from outside of the county and a few also indicating a Premiership club.
- The areas of the game in which people are involved in has remained mostly static in line with previous surveys, however, those indicating they either volunteer with a committee role or are involved with coaching, has reduced on the last 2 years, but the playing has increased. This would correlate with the additional younger age group that have responded to the survey. Those who answered coaching, has reduced from 35% in 2018 and 36% in 2019 to 32% in 2020. Those who answered Volunteer in committee role has reduced from 28% in 2018 and 27% in 2019 to 21% in 2020. Players has increased from 31% in 2018 and 33% in 2019 to 34% in 2020.
- The results from Q4 are reflected in Q5 when people tell us what are the important factors in being involved. Volunteering has reduced from 32% in 2018 to 30% in 2020. Giving something back to the game has reduced from 61% in 2018 to 52% in 2020. However, the lean towards people wanting a social element to the game has increased from 70% in both 2018 and 2019 to 75% in 2020. Being a part of the rugby family remains consistent at 68%.
- How people who rate the LRU as Good to Excellent is at 82% which is marked increase on 2019 which was 76%, but a tiny decrease on 2018 at 83%. The majority rate the union Good or Very Good.
- Although members rate the union Good or better, their affiliation to the union is less than 50%. This has fallen from 54% in 2018 to 49% in 2020. We have to remember that the survey is being completed by more members, so reaching a wider audience and the lower figures are providing a better insight into the member pool.
- This year we split out the question around RFU local delivery team and the RFU council member to distinguish the 2 RFU representative elements. The responses around the RFU delivery team are fairly consistent with previous years, however there are 39% of people who state neither engaged or disengaged. 40% state they are engaged in some way. 19% are disengaged in some way. The data will be passed to the RDO.
- The question regarding the RFU Council Member is interesting and one that has not been independently asked before. Only 25% of the responses answered Yes to knowing we had a councillor. The remaining 75% either answered No or did not know what the role was. This indicates more work around visibility and communication into how the role works to support grassroots rugby.
- Q11 focusses on communication and the channels people find out about what is happening in the county. The two strongest channels are club communications and Facebook. Verbally is close behind. The LRU website has dropped from 34% in 2019 to 29% in 2020. Further data from the website analytics can provide more detail on website traffic.

Q8 and Qualitative data analysis for Q12

Q8

	Vital	Important	Total	Not Important	A waste of money	No opinion
Coach Development	249	234	483	8	4	4
Player Development	259	208	467	21	6	4
Leadership Training	93	275	368	90	21	17
Competition	126	274	400	80	5	9
Age Grade	224	214	438	41	2	12
Player Recruitment	232	198	430	54	9	6
Player Retention	275	189	464	24	6	4
Volunteer Recruitment and retention	183	275	458	29	2	9
Safeguarding	283	177	460	28	3	9
Discipline	196	243	439	42	8	6
Facilities and Funding	213	231	444	42	3	8
Women and Girls	214	233	447	31	6	14
Marketing and Comms	71	255	326	128	19	22

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For this analysis to assist the formulation of the Local Rugby Plan, the focus is on the Vital and Important answers. They have been rated from 1-4 with 1 being the highest in each column and then a total column adding Vital and Important together. As can be seen they have produced different rankings.

Safeguarding rates top in Vital, but fourth in total.

Player retention in 2nd in Vital and 3rd in total

Player Development 3rd in Vital, but 2nd in total

Coach Development is 4th in Vital, yet 1st in total.

The curveballs are Marketing that is rated 2nd in Important, but features very low in total, discipline is 4th in Important, competition is 2nd in Important and could relate to both being important to have competition, but where people have answered Not Important could relate to either AGR or that people just want to rock up and play. Also noted is Leadership Training. It is equal 1st for Important with Volunteer Recognition and Retention, yet also has reasonably high numbers saying it is not important.

When you look at the total for Vital and Important, there is very little between them all with the exception of Marketing and Leadership as stated above.

Q8 also asks for additional comments under 'Other'. There were only 30 comments in here. Some relate to Safeguarding which is already a choice, however, the main two areas for focus from this section are referee development and school linkage. Other points to note are about having more combined approaches to the game across clubs.

Q12

151 people have commented with 49 of those stating 'no comment'. The feedback is majority constructive and valid and can help formulate structure to move forwards with.

Each answer is tagged to assist with summarising the areas to be focussing on.

The main areas that show concern or provide potential actions are: AGR, Comms and Competition. In addition, there are common comments regarding the visibility of LRU personnel and who we all are what do we do.

Concise observations are as follows:

- There is confusion between the LRU and RFU and misunderstanding as to where the two are separate. The LRU can sometimes be blamed for RFU governance that is forced upon us.
- Competition and leagues are becoming harder to fulfil and manage. There needs to be greater flexibility in the fixtures and team structure. Governance also means this can be restrictive.
- Lack of understanding about LRU roles, who is who. Whilst we have created a professional appearance to clubs, not all appreciate how few of us there are behind the scenes. Many wish to see more of us out and about visiting clubs and saying hello.
- Positive feedback that the LRU are getting 'their house in order'.
- Clubs are looking for support and advice on running their club. The conference aims to target this very subject.
- Restricting larger clubs on their age grade numbers to spread to neighbouring clubs. This will enable ALL children to play in festivals and matches.
- Some clubs apparently focus on first team and use the junior sections to fund them. In addition, the senior games take priority on a pitch leaving the kids sessions cancelled due to poor weather.
- Not enough information on the website or it is out of date.
- There is an in-balance in the financial elements across the game generally. Either through paid players or funding.
- Perception that the LRU support larger clubs over smaller ones.
- Better links with schools, particularly primary schools.
- Still some perception that the LRU consists of aged committee members.
- Age grade governance does not reflect the real-life season with a number of fixtures and sessions being cancelled every year due to poor weather. Can tag continue into May?
- Better access to grounds for supporters with access needs. For example, the AGP is at Forest, yet Forest do not have a lift to enable supporters to enjoy hospitality upstairs.
- More local media coverage of good news stories.
- Hidden talent needs bringing to the fore.
- Coaching course are not run at times that benefit the volunteers who are needing them.
- The standard of refereeing has dropped.
- Transition of girls at U11. No information about where to go.
- Support for girls into the game and retaining them in the game.