

# Understanding your people

Recognising the needs and views of the people at your club or organisation during the coronavirus pandemic

Updated 25 June 2020



# Putting your people at the heart of everything you do

As you begin to consider reopening and restarting your activities in a coronavirus (Covid-19) environment, understanding how your people (members, participants and their parents and carers, volunteers and staff) feel about returning will give you a distinct advantage.

It'll help you to plan for their return, allay any concerns they might have and maximise any available opportunities.

This document explores the benefits of consulting your people, the techniques and tools you can use, and what to do with the information once you've have gathered it.



# The benefits of taking a needs led approach

There are many benefits from understanding the needs and views of the people who engage with your club or organisation.

Consulting with them can help you to:

**1) Re-engage people with your club or organisation.**

**2) Show people you are listening, that you value their input and are willing to adapt your offer.**

**3) Understand how the pandemic has affected them. This could include:**

- The impact coronavirus has had on their personal circumstances.
- How they've participated during lockdown and what their habits are likely to look like moving forward.
- How they're feeling about returning to your club or organisation. Do they want to return? If yes, when will they be ready and under what circumstances? If no, why not?
- What they are most concerned about and most looking forward to about coming back.
- What reassurances or changes they would like to see before they come back.

**4) Take account of their needs in your:**

- Internal discussions, so you can make evidence-based decisions.
- Planning for your reimagined activity and volunteering offer to maximise their appeal and encourage people back.
- Business planning based on levels of interest and reimagined offer.
- Your club or organisation's future direction.

**5) Enable you to determine:**

- The best ways to communicate with them to allay their concerns and positively encourage their return when they're ready.
- Whether you need to fill any skills gaps.
- How best to support and engage high-risk, vulnerable people and other groups if they are unable to join onsite or online activities.

**6) See your club or organisation from their point of view so you can continuously improve their experience.**



# Engaging your people

There are numerous ways you can gather the views and needs of your club or organisation's people.

The main ways include:

**Interviews:** These are one to one conversations that are usually guided by a set of questions. They can help you explore people's needs and views on a range of topics in detail. During the pandemic, it would be best to [engage people in interviews by phone or video call](#).

**Workshops:** These involve bringing multiple people together to collectively discuss different questions or topics. As with interviews, they offer a chance to explore people's views in detail. During the pandemic it is best to [engage people via group video calls](#).

**Surveys or questionnaires:** These can include open ended and closed (multiple choice) questions. They can be created and sent out electronically or printed and given out as a hard copies for people to fill in and return. Surveys and questionnaires are one of the most convenient ways to gather feedback quickly and easily. There are lots of online tools you can use to help you create them.

## Who to engage?

- Existing playing and social members aged over 16.
- Parents and carers. You can consult them directly or get their consent to consult with under 16s.
- Existing volunteers and staff.
- Partners who you usually work with your community.
- Organisations who use or share your facilities (if you have your own).
- You may also wish to re-engage any lapsed members, participants and volunteers to see if you can entice them back.



# Survey software options

You can create a survey or questionnaires and print it or email it out yourself.

However, there are lots of free or reasonably priced packages available to help you create and analyse your results which are worth considering

## Google Forms

Google Forms allows you to create multiple surveys using different question types that can be shared with an unlimited amount of people via a dedicated online link. Google Forms will provide you with a basic analysis of the data and allow you to download raw data to Google Sheets. It's free to use but you'll need a Google account to set the survey up. Recipients don't need to have a Google account before filling it in.

## Survey Monkey

Survey Monkey allows you to create and send out professional-looking questionnaires incorporating different types of questions to anyone via a dedicated online link. You can access a basic analysis of the data received including charts and graphs. Using the free plan you can ask up to 10 questions and access information from up to 100 respondents.

## SoGoSurvey

SoGoSurvey helps you to design and send your online survey, then collates and reports on the responses you get back. The free package has no restrictions on the number of questions you can ask but you are restricted to 200 responses per year. Your account dashboard provides a basic analysis of the responses you receive and allows you to export raw data into Word or a CSV files but not excel.

## Survey Planet

Survey Planet allows you to set up and share an unlimited amount of questions and surveys with anyone online. The account dashboard gives you a basic analysis of your responses but you can't export data using the free plan. While the free plan covers most needs, there are some extra features in the paid plans.

## Club Views

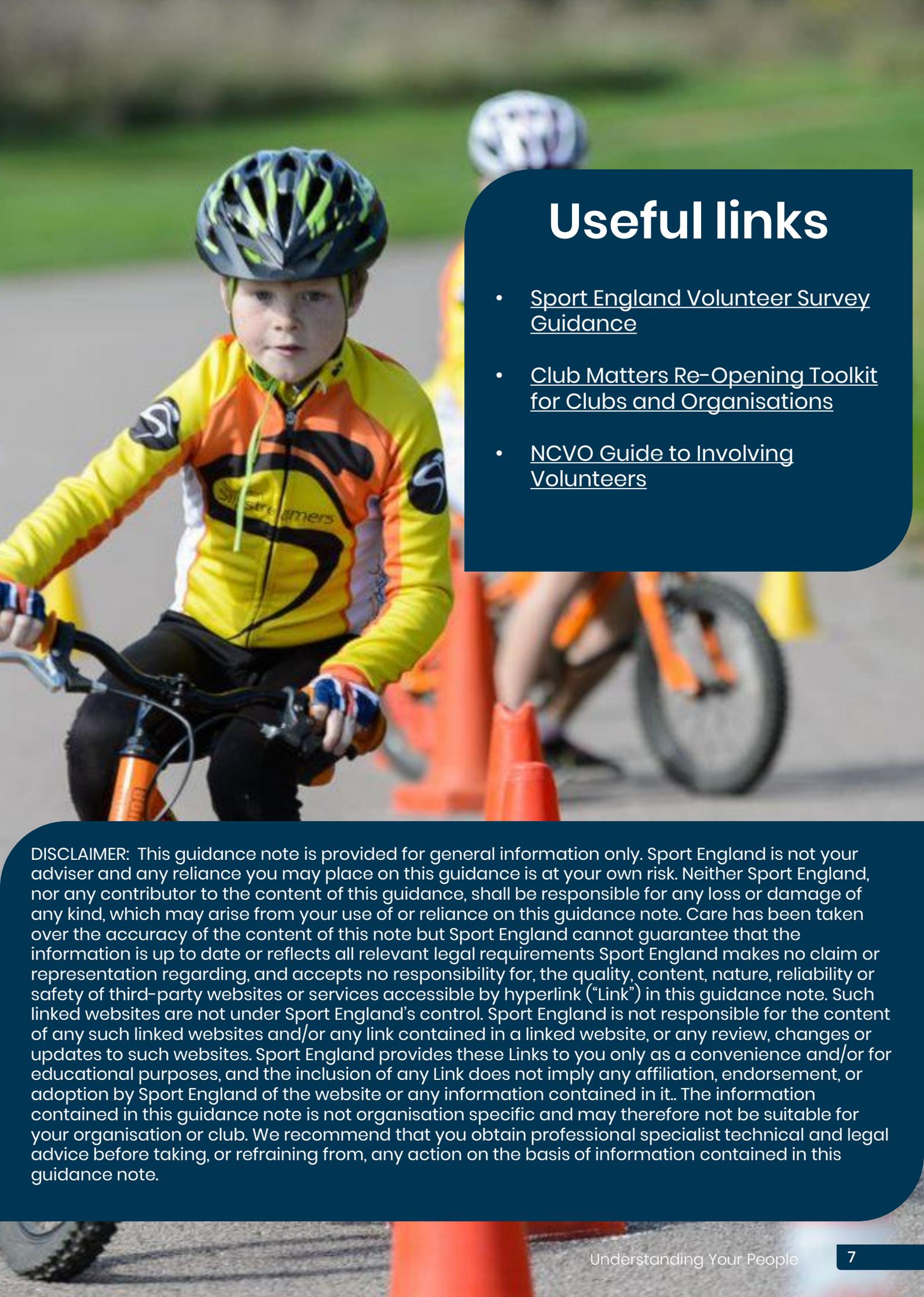
The Club Matters Club Views tool allows you to invite people to rate your organisation against a number of pre-set questions. Your club needs to be registered with Club Matters but this is free and easy to do. Invitations can be sent to anyone with an existing Club Matters account linked to your club. Anyone without an account can be added simply by using their email address.



Club Matters

## Top tips

- Gather a willing team to support and promote your efforts.
- Set out your objectives and carefully prepare your questions.
- Think about the best ways to reach all of your people to improve your chances of gathering as much helpful and insightful information as possible. Talk to people about what works for them. For example, people with busy lives might appreciate an online survey that they can fill out at a time of their choosing.
- Make a plan to protect any data you collect in compliance with data protection legislation like the GDPR and your own Data Protection Policy. Communicate your plans so people feel comfortable about taking part.
- Having a voice and influencing decision making is important to people but some may need more encouragement than others to take part. Incentivising their participation, for example through prize draws and discounts, can help boost numbers.
- Some people might need extra help to take part. Be inclusive and put measures in place to support all of your people to get involved. If you need to, use a mixture of methods.
- Whatever technique(s) you use, record, analyse and share the outcomes. Use your findings to drive action and changes.
- Make sure you thank people for sharing their views. Don't forget to tell people how you will use the results and what you intend to do or change, to show you have listened.
- Make a long-term commitment to understanding people's needs and views and keeping your plans under regular review.



## Useful links

- [Sport England Volunteer Survey Guidance](#)
- [Club Matters Re-Opening Toolkit for Clubs and Organisations](#)
- [NCVO Guide to Involving Volunteers](#)

**DISCLAIMER:** This guidance note is provided for general information only. Sport England is not your adviser and any reliance you may place on this guidance is at your own risk. Neither Sport England, nor any contributor to the content of this guidance, shall be responsible for any loss or damage of any kind, which may arise from your use of or reliance on this guidance note. Care has been taken over the accuracy of the content of this note but Sport England cannot guarantee that the information is up to date or reflects all relevant legal requirements Sport England makes no claim or representation regarding, and accepts no responsibility for, the quality, content, nature, reliability or safety of third-party websites or services accessible by hyperlink (“Link”) in this guidance note. Such linked websites are not under Sport England’s control. Sport England is not responsible for the content of any such linked websites and/or any link contained in a linked website, or any review, changes or updates to such websites. Sport England provides these Links to you only as a convenience and/or for educational purposes, and the inclusion of any Link does not imply any affiliation, endorsement, or adoption by Sport England of the website or any information contained in it.. The information contained in this guidance note is not organisation specific and may therefore not be suitable for your organisation or club. We recommend that you obtain professional specialist technical and legal advice before taking, or refraining from, any action on the basis of information contained in this guidance note.