

# Key Learning Report

## Contributing to the Active Scotland Outcomes Framework

June 2020

Clubs Report

[ UNION DATA ]

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# Introduction

## About this report

This report summarises the results of a survey undertaken to understand the contribution that **sportscotland** is making towards the Active Scotland Outcomes Framework (ASOF). The survey collected information from nearly 11,000 people across over 2,100 sports clubs and physical activity groups between December 2019 to March 2020. Respondents were aged eight years old upwards.

Responses are primarily from club members and participants but also from coaches, volunteers and other people directly involved in sports clubs and physical activity groups across Scotland.

The results have been weighted<sup>1</sup> to take account of the Sports Governing Body (SGB) club membership populations in Scotland (age, sex and size of governing body membership). More detail on the survey method can be found in Appendix 2.

## The Active Scotland Outcomes Framework

The Active Scotland Outcomes Framework (ASOF) is the Scottish Government's policy framework for delivering a more active Scotland. This framework defines the Scottish Government's key goals and targets for sport and physical activity over the next decade.

Indicators for this framework are based on survey data covering the whole of Scotland. The ASOF covers a wide range of activity, including sport, fitness, active play, active transport, and other physical activity. In effect, these outcomes cover the entirety of the sport and physical activity sector.

[Click here](#) to find out more about the Active Scotland Outcomes Framework.

## Towards a more active Scotland

This summary of the survey's findings explores the various ASOF outcomes. As well as overall results for a particular outcome, many results are also provided broken down by demographics such as age, sex and Scottish Index of Multiple Deprivation (SIMD) Quintile. Equalities data is also provided for key measurements including disability, ethnicity, sexual orientation, religion. The urban and rural distribution of respondents is also provided.

Results have been compiled by Union Data, part of the Union Advertising Group.

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<sup>1</sup> Further details of the weighting used in this report can be found in the [technical report](#) that supplements this document.

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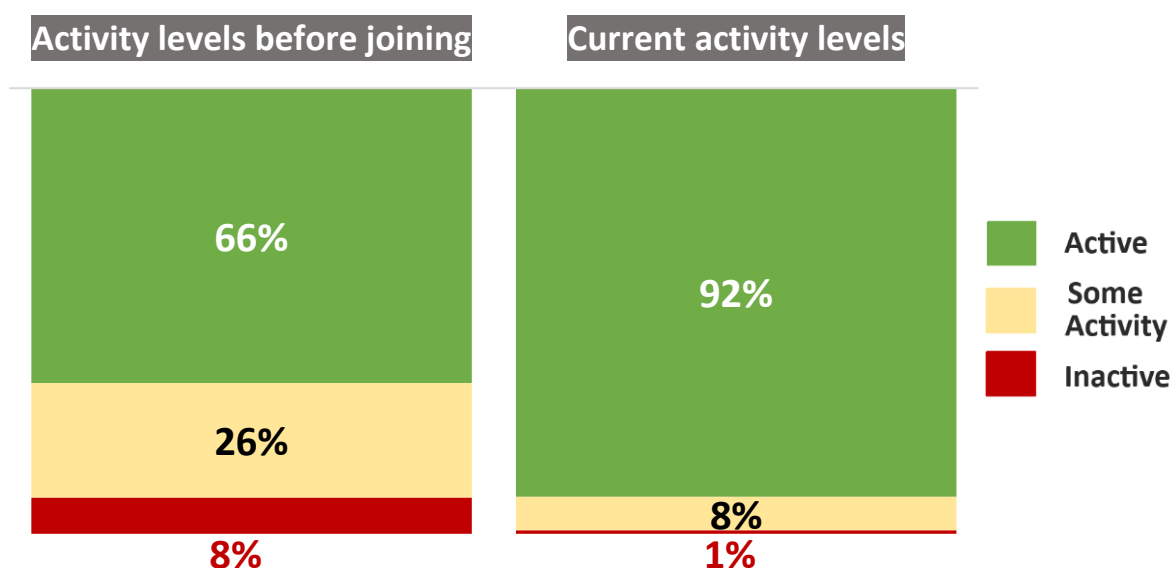
# Outcome 1 Encouraging and enabling the inactive to be more active

In the first section of the survey, respondents were asked how much moderate and vigorous physical activity (MVPA) they did in an average week, both before they joined their club, and today<sup>2</sup>.

*"I didn't have chance to be involved in sport in past but now I have this opportunity to follow my dreams and achieve my skills."*

**Sports club member**

We found that **8%** of respondents were classed as inactive before joining their club. However, only **1%** of those club members are still inactive. Therefore, since joining their club around **7%** of inactive respondents have moved from being inactive into either the 'Some Activity' or 'Active' categories.



### Definitions of physical activity levels (as defined by [UK Chief Medical Officers](#))

Activity Level	Adult Definition (MVPA per week)	Child Definition <sup>3</sup> (MVPA per week)
Active	At least 150 minutes	At least 420 minutes
Some Activity	Between 30 and 149 minutes	Between 210 and 419 minutes
Inactive	Less than 30 minutes	Less than 210 minutes

<sup>2</sup> Note that this question is asked differently for those aged Under 18 where their activity before joining their club is substituted with their current activity excluding club activity. The latest guidance can be found in the latest [Chief Medical Officer's report](#) (p24).

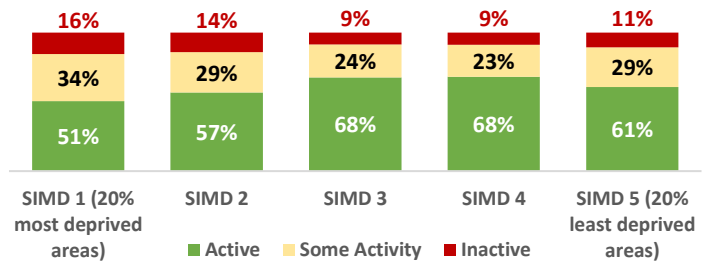
<sup>3</sup> Advice for children is provided as a seven day weekly figure as: Active – 60 minutes or more per day, Some activity - average 30-59 minutes per day and Inactive - average less than 30 minutes per day. This has been multiplied in the above table to provide a weekly comparison between Adult and Child measures.

# Outcome 1 in Focus

## Adults living in areas of deprivation

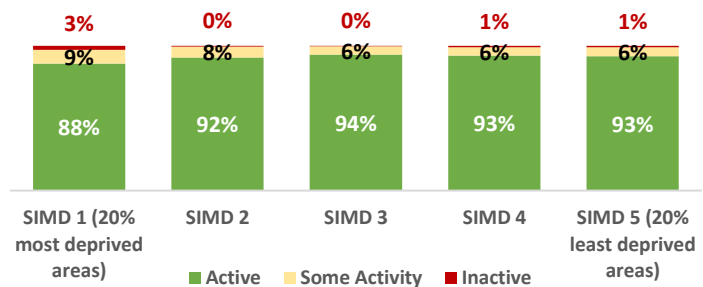
Adult respondents that live in the most deprived areas of Scotland\* were more likely to be inactive before joining their club. Highest levels of activity prior to joining a club were observed in SIMD quintiles 3 and 4.

Adult Activity Levels Before Joining by SIMD



However, after joining their club, the differences between SIMD quintiles is much smaller. Club members who live in the most deprived areas of the country have similar activity levels as those from less deprived areas.

Current Adult Activity Levels by SIMD



This means that the support provided to people living in the most deprived areas are likely to have a larger contribution towards ASOF Outcome 1 compared to other areas.

\*The SIMD or Scottish Index of Multiple Deprivation can be used to identify areas of social and economic deprivation; more information on SIMD can be found here: [www.simd.scot](http://www.simd.scot)

## Outcome 2 Encouraging and enabling the active to stay active

In the previous section, it was indicated that **66%** of supported club members met the recommended level of MVPA before they joined their club.

The table below shows that almost all of these respondents reported that they are still active, and only **2%** have dropped below the recommended level of MVPA.

Current activity levels (respondents who were active before joining their club)	
Active	<b>98%</b>
Some Activity	<b>2%</b>
Inactive	<b>0%</b>

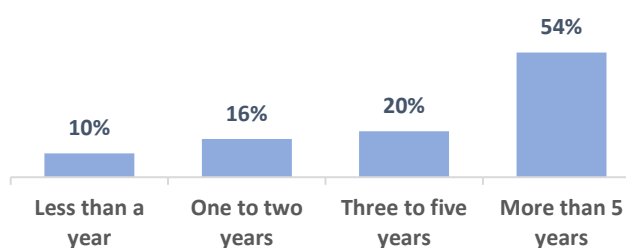
It's important to note that the survey only spoke to people who are *currently* involved in a club. Therefore, it is possible that some people dropped out of physical activity altogether after joining their club.

Although it is possible that some members will leave and not continue with their activity after joining their club, evidence from the survey findings suggest that most respondents continue to be active members over the long term.

In the survey, current club members were asked how long they had been a member of their club providing an indication of the commitment of club members to their activity.

Here, it was found that **54%** of respondents have been involved in their club for more than 5 years.

How long have you been a member of your club?



*"I am maintaining my fitness while challenging myself in new ways that I could not achieve alone."*

**Sports club member**



# Outcome 2 in Focus

## Age and Sex

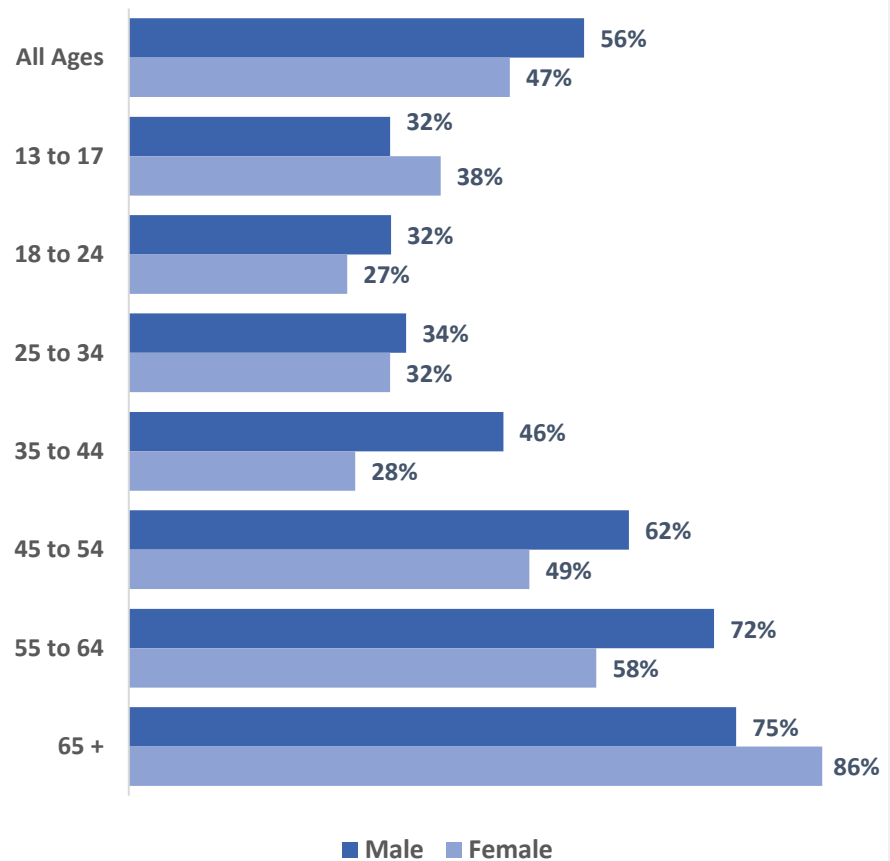
**54%** of respondents said that they had been a member of their sports club for more than five years.

However, this percentage varied depending on whether the respondent was male or female.

**56%** of males said that they had been a member of their club for more than five years, compared to **47%** of females.

In all adult age groups below the age of 65, men are more likely than women to be long-term club members.

Have you been a member of your club for more than five years?  
(by age and sex)

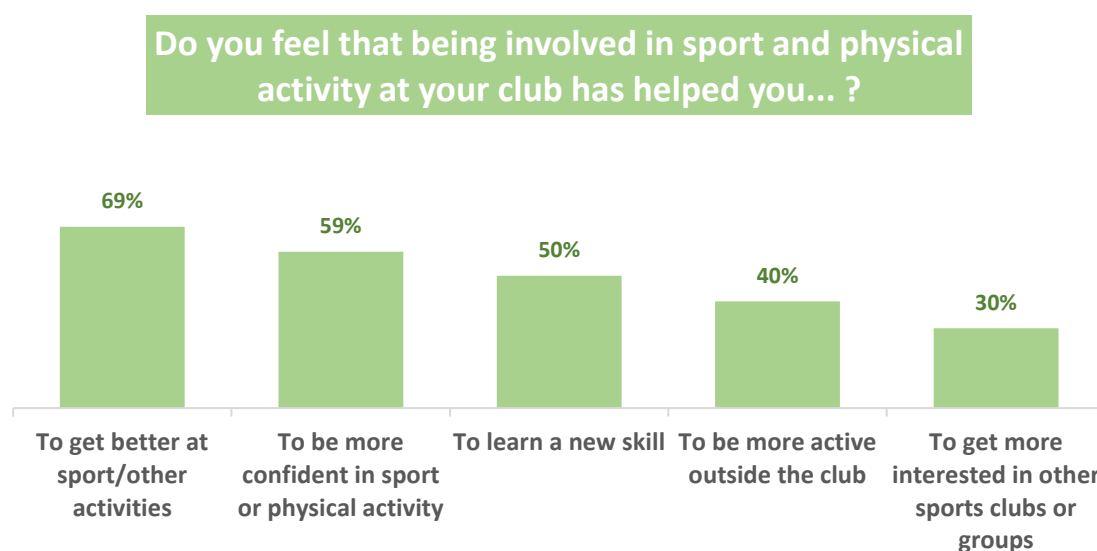


However, this trend is reversed for those in the youngest age group (13 to 17) and the oldest age group (aged 65 or older).

## Outcome 3 Helping people to develop physical confidence and competence

Respondents were asked whether they felt that taking part in their club had helped them to develop in five key areas of physical confidence and competence.

The results are shown in the chart below.



Most respondents (**69%**) felt like they had become better at their sport while **59%** said it made them feel more confident with sport.

**85%** of respondents felt that joining their club had helped them to develop in at least one of the five areas.

**50%** stated that being involved had helped them learn a new skill and **40%** said that it had helped them be more active outside the club.

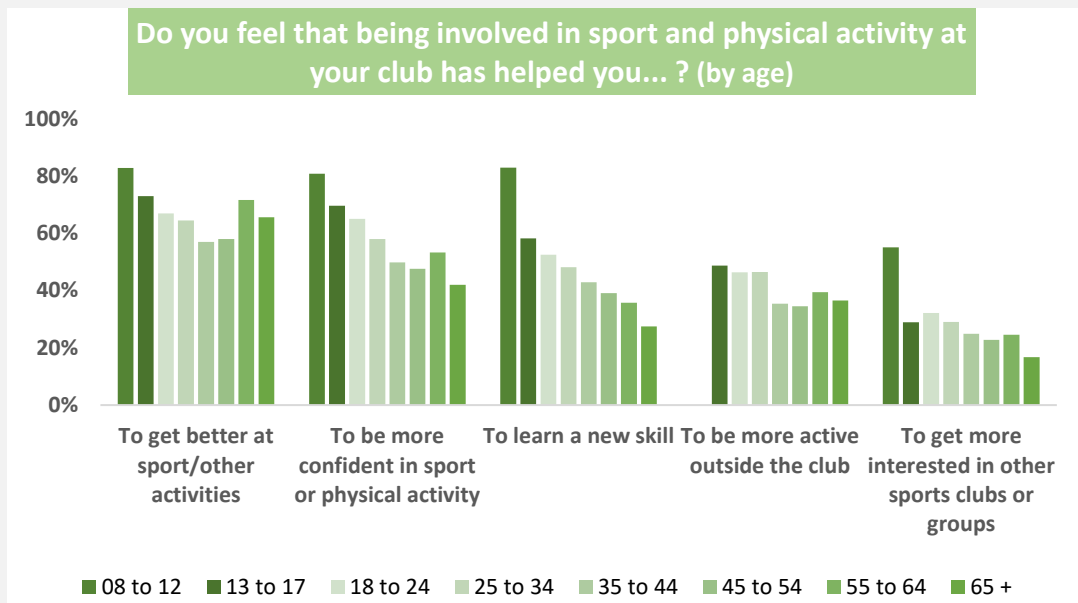
Additionally, **30%** agreed that being a part of their club had helped them to get more interested in taking part in other sports or groups.



# Outcome 3 in Focus

## Age

The chart below shows the clear pattern that younger respondents were more likely to be positive about the impact that sport had on their physical confidence and competence.



Nonetheless, it's important to note that older sports club members still placed value on their own personal development and learning: **66%** of those aged 65 years old or older said that they felt they had become better at their sport or activity, and **42%** of those aged 65 years old or older felt that they had become more confident in sport or physical activity by taking part in their club.

## Outcome 4 Improving our active infrastructure - people and places

**sportscotland** provide opportunities and funding to support the active infrastructure for club and community sport in local authorities and SGBs.

In 2019-20:

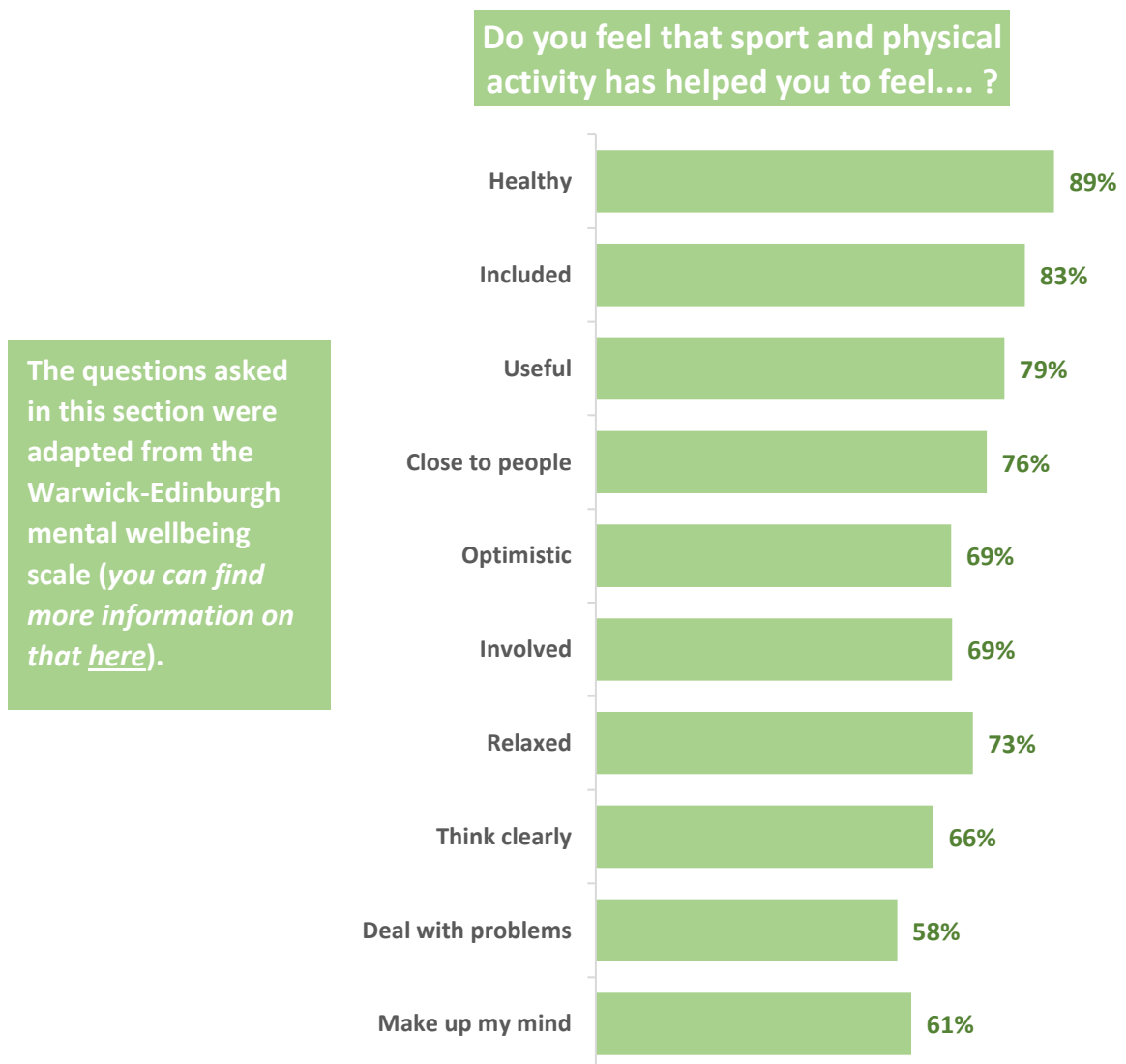
- 8,301 people accessed **sportscotland** learning and development opportunities across 27 projects. This is across all areas - clubs, schools and performance.
- 24 sport facilities were awarded funding of £1.23m, enabling total investment of £7.72m in facilities across Scotland. All this investment was in clubs and communities.

## Outcome 5 Supporting wellbeing and resilience in communities

A strong sense was found among the respondents that taking part in sport and physical activity through their club was having a clear and positive impact on their mental wellbeing.

Being involved in sport had helped **89%** feel healthy while **83%** said that it made them feel included and **79%** said it made them feel useful.

The item that fewest respondents identified with was that sport and physical activity had helped them to *Deal with problems* (**58%**).



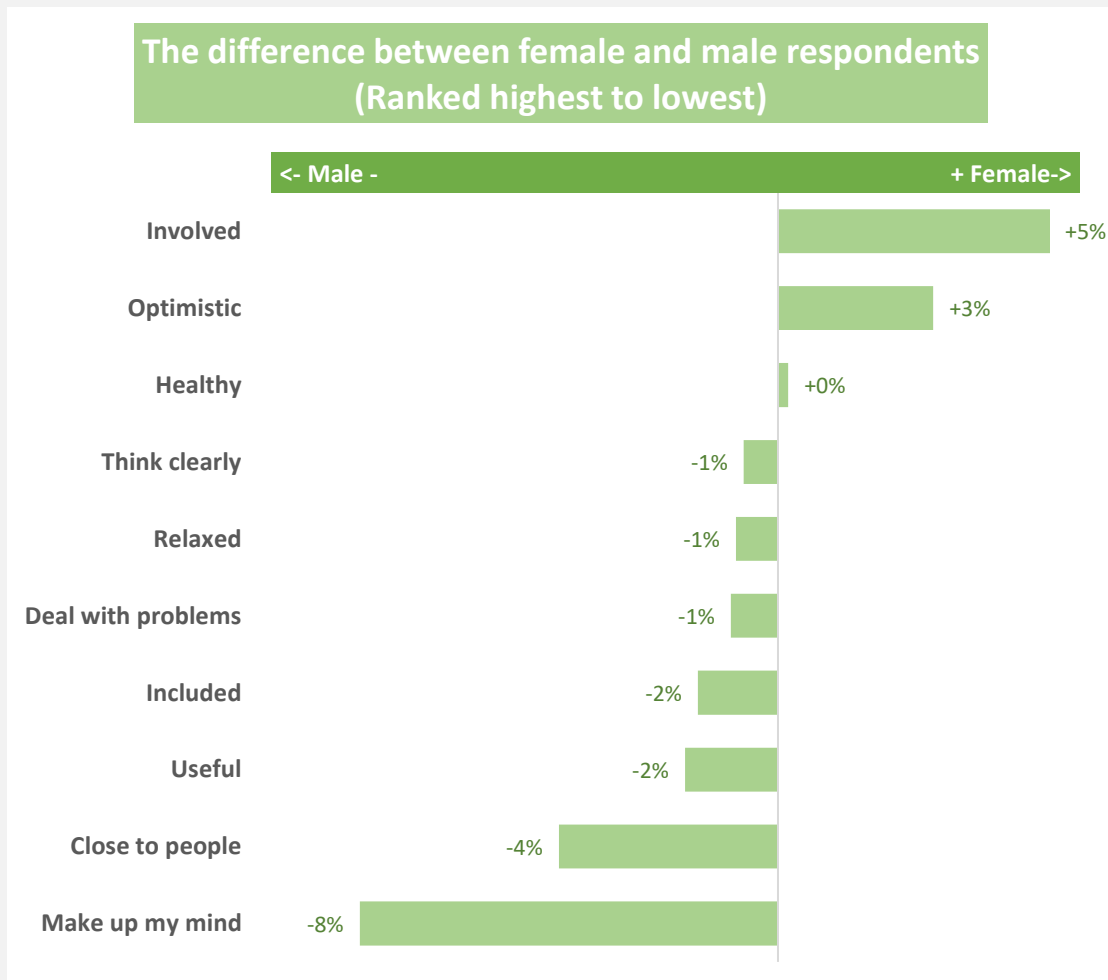
# Outcome 5 in Focus

## Respondents' sex

Both male and female respondents rated sport's impact on their mental wellbeing very positively.

The largest differences were observed regarding the impact on **Make up my mind** (8% - males rated this item higher than females) and feel **Involved** (5% - females rated this item higher than males).

The chart below shows how much more (or less) likely female respondents were to agree with each of the statements than males.



# Outcome 6 Improving opportunities to participate, progress and achieve in sport

## Improving opportunities to participate

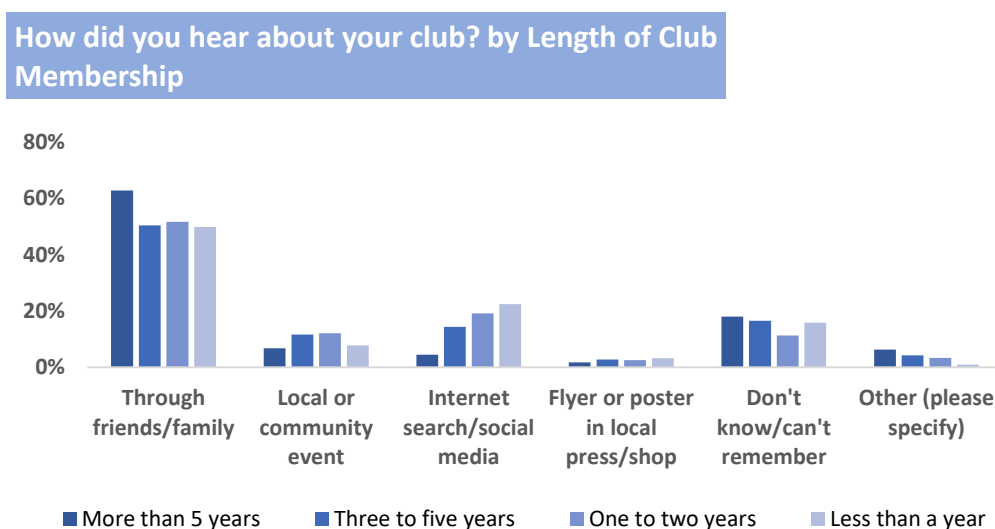
To help understand respondents' pathways into sport, respondents were asked how they had first heard about their club.

More than half of respondents (57%) said that they had found out about their club through friends and family:

How did you first hear about your club?	
Flyer or poster in local press/shop	2%
Internet search/social media	11%
Local or community event	9%
Through friends/family	57%
Don't Know/ I can't remember	5%
Other (please specify)	16%

However, the results also highlighted that the way that people hear about sports clubs is changing over time. As the chart below shows, Internet/social media was less popular for respondents who joined their club more than five years ago.

In comparison, those that joined clubs most recently were much more likely to have heard about their club through the internet and social media.



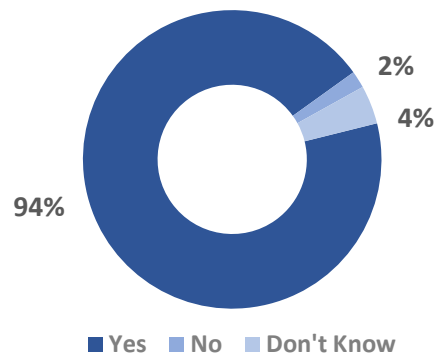
## Improving opportunities to progress and achieve

Almost all respondents (**94%**) stated that they were achieving their goals in sport and physical activity with only **2%** stating that they were not achieving their goals.

This figure was high across men and women, young and old, and disabled and able-bodied respondents.

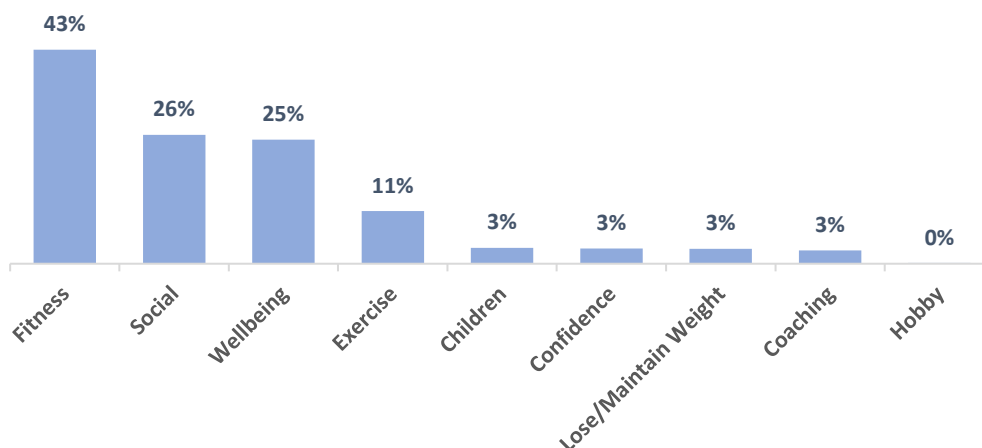
**“94% of respondents felt like they were achieving their goals in sport and physical activity...”**

### Are you achieving your goal?



Respondents were also given the opportunity to define what they want to achieve by taking part in sport in their own words. These responses were analysed for the most frequent themes. The most common reasons given were **Fitness (43%)**, **Social (26%)** and **Wellbeing (25%)**.

### Most Common Reasons Given for Taking Part in Sport



## Outcome 6 in Focus

### Rural/Urban areas

The table below shows survey respondents split by the type of area they live in. In the table below, the percentage of the Scottish population that lives in each area has been provided for comparison.

These results will, to some extent, indicate how representative club members are of the urban and rural populations.

Although participation in sports clubs and physical activity groups appears to largely follow the Scottish population, responses to the survey tended to be more likely from small towns and rural areas and less likely to be from large urban areas.

Where do you live?	Survey Respondents	Scottish population
Large Urban Area	22%	35%
Other Urban Area	36%	36%
Accessible Small Town	10%	9%
Remote Small Town	6%	4%
Accessible Rural	18%	11%
Remote Rural	7%	6%

It should be noted that it is a possibility that club members may be more or less likely to respond based on whether they are more urban or rural (non-response bias). This is not a known effect for this survey but is of consideration in the interpretation of these results.



# Respondent Profile

This section presents the demographic profile of the respondents to the survey. These figures have been presented unweighted and do not adjust for the SGB club membership population in Scotland.

## Sex

Female	<b>48%</b>
Male	<b>51%</b>
Prefer not to say	<b>1%</b>

## SIMD (People living in areas of deprivation)

SIMD 1 (20% <b>most</b> deprived areas)	<b>9%</b>
SIMD 2	<b>14%</b>
SIMD 3	<b>20%</b>
SIMD 4	<b>27%</b>
SIMD 5 (20% <b>least</b> deprived areas)	<b>31%</b>

## Age

08 to 12	<b>13%</b>
13 to 17	<b>12%</b>
18 to 24	<b>9%</b>
25 to 34	<b>10%</b>
35 to 44	<b>18%</b>
45 to 54	<b>19%</b>
55 to 64	<b>11%</b>
65 to 74	<b>6%</b>
75 plus	<b>1%</b>

## Sexual orientation

Heterosexual/ straight	<b>89%</b>
Gay man	<b>1%</b>
Gay woman/ Lesbian	<b>1%</b>
Bisexual	<b>3%</b>
Prefer not to say	<b>5%</b>
Not sure	<b>0%</b>
Prefer to use another term (please specify)	<b>1%</b>

## Ethnicity

White Scottish; White other British; White Irish; White other	<b>96%</b>
Asian, Asian Scottish or Asian British; Mixed or multiple; African; Caribbean or Black; Other ethnic group	<b>2%</b>
Prefer not to say; Don't know	<b>2%</b>

## Religion

None	<b>59%</b>
Church of Scotland	<b>23%</b>
Roman Catholic	<b>8%</b>
Other Christian	<b>5%</b>
Prefer not to say	<b>3%</b>
Another religion	<b>2%</b>

## Disability

*“Do you consider yourself to be disabled or to have an impairment which affects your everyday life?”*

Yes	<b>9%</b>
No	<b>89%</b>
Prefer not to say	<b>1%</b>
Don't know	<b>1%</b>

# Appendix 1

## Sports Governing Bodies taking part in the survey

**Badminton Scotland**

**BasketballScotland**

**Bowls Scotland**

**Camanachd Association**

**Horse Scotland**

**Netball Scotland**

**Scottish Archery**

**Scottish Athletics**

**Scottish Canoe Association**

**Scottish Cycling**

**Scottish Football Association**

**Scottish Golf**

**Scottish Gymnastics**

**Scottish Rugby Union**

**Scottish Squash**

**Scottish Swimming**

**Tennis Scotland**

# Appendix 2

## Survey Method

This report is based on the results of:

- the Supported Club Survey that was distributed directly to member clubs by **sportscotland**.
- similar surveys that were distributed by the individual Sports Governing Bodies (SGBs) who sent invitations to complete the survey to their members.

Both surveys were completed via SurveyMonkey.

Survey responses cover a wide range of age groups – the youngest respondents were aged 8 while the oldest were aged over 85 years. Different question sets were designed specifically for different age groups in the survey sample as follows:

- an adult version for those aged 18 or over,
- a youth survey for those aged 13-17 years old, and
- a child survey for those aged 8-12 years old.

Notably, the child and youth surveys had very similar question sets with some questions omitted or simplified for children compared to the youth version of the survey. The adult survey also contained many questions in common with the youth and child surveys.

The results have been weighted<sup>4</sup> to take account of the Sports Governing Body (SGB) club membership populations in Scotland (age, sex and size of governing body membership).

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<sup>4</sup> Further details of the weighting used in this report can be found in the [technical report](#) that supplements this document.