



BUSA Sailor Survey 18/19

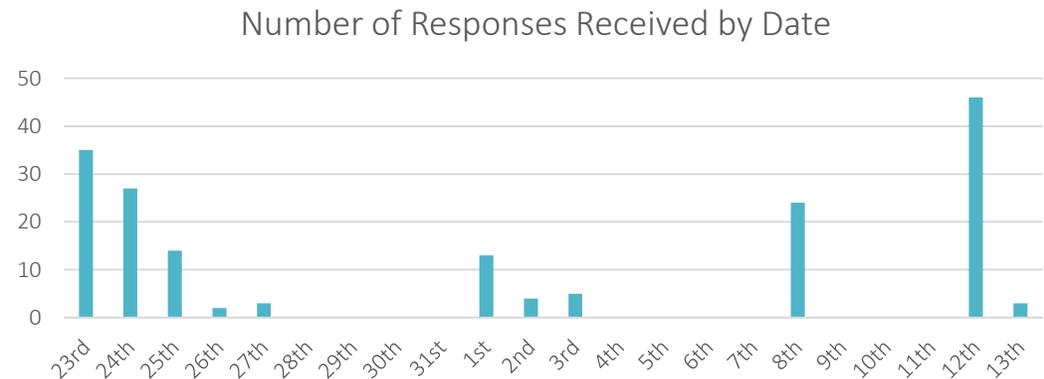
Results Analysis and Key Outcomes

Overview



- In 2018/19, the BUSA Committee were approached by the RYA with the suggestion to hold a focus group looking at the current operations and future directions of BUSA. Whilst this was initially part of an RYA-wide review of their committee structures, the idea was positively received.
- Unfortunately, the timescales required by the RYA and the logistics of bringing together student sailors from across the country made this difficult to put into action.
- As such, the committee decided that an initial online survey could be a good compromise, allowing us to gain some broad feedback from the students about how we operate and to give every member of BUSA the opportunity to get their opinions heard.
- The survey was launched on the 23rd of October 2018 and remained open until Tuesday the 13th of November 2018. During this time, it was promoted via the BUSA Area Representatives and the BUSA Facebook channels.

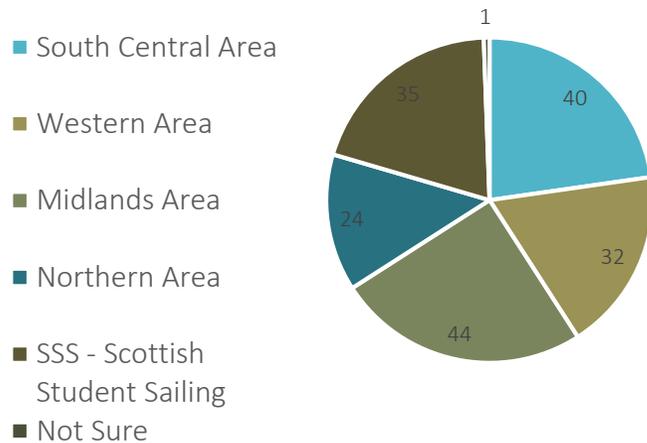
**Total Responses
Received = 176**



Respondent Demographics



Which BUSA Region do you belong to?



- South Central Area – 23%
- Western Area – 18%
- Midlands Area – 25%
- Northern Area – 14%
- SSS – Scottish Student Sailing – 20%

Which University Sailing Club are you currently a member of? (Optional)

Represented:

- | | | |
|-------------------------|---------------------------|-------------------|
| • Aberdeen (7) | • Highlands & Islands (2) | • Southampton (4) |
| • Bath (16) | • Imperial (1) | • St Andrews (2) |
| • Birmingham (3) | • Kent (3) | • Strathclyde (4) |
| • Bournemouth (2) | • Lancaster (1) | • Surrey (1) |
| • Brunel (1) | • Leeds (3) | • Swansea (1) |
| • Cambridge (12) | • Liverpool (1) | • UWE (2) |
| • Cardiff (6) | • Loughborough (10) | • Warwick (3) |
| • Dundee (5) | • Manchester (3) | • York (5) |
| • Durham (1) | • Newcastle (8) | • Other (2) |
| • East Anglia (UEA) (3) | • Nottingham (9) | |
| • Edinburgh (8) | • Plymouth (4) | |
| • Exeter (7) | • Portsmouth (21) | |
| • Glasgow (7) | • Sheffield (1) | |

Not Represented:

- Aberystwyth
- Bangor
- Bristol
- Falmouth (FXU)
- Kingston
- London
- Oxford
- Oxford Brookes
- Reading
- Royal Agricultural
- Sheffield Hallam
- Southampton Solent
- The Arts University Bournemouth

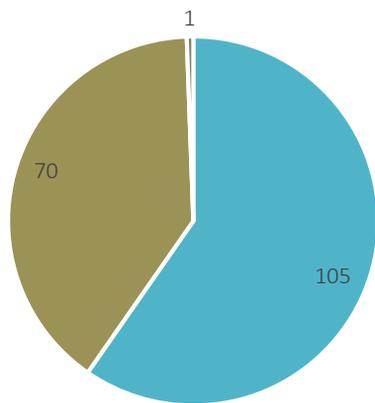
KEY POINTS FOR CONSIDERATION:

- The highest percentages of responses came from the Midlands, South Central and Scottish regions.
- 4 students chose not to disclose which USC they represented.

Respondent Demographics

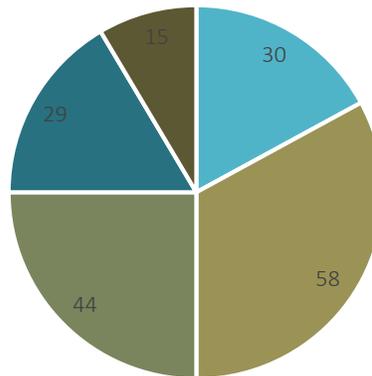


What is your gender?



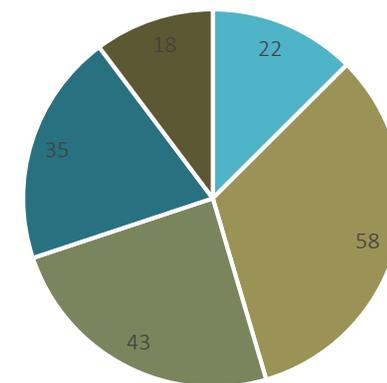
■ Male ■ Female ■ Prefer not to say

How many years have you been part of a University Sailing Club?



■ Less than 1 year ■ Between 1 and 2 years
■ Between 2 and 3 years ■ Between 3 and 4 years
■ More than 4 years

How many years have you been studying at university?



■ Less than 1 year ■ Between 1 and 2 years
■ Between 2 and 3 years ■ Between 3 and 4 years
■ More than 4 years

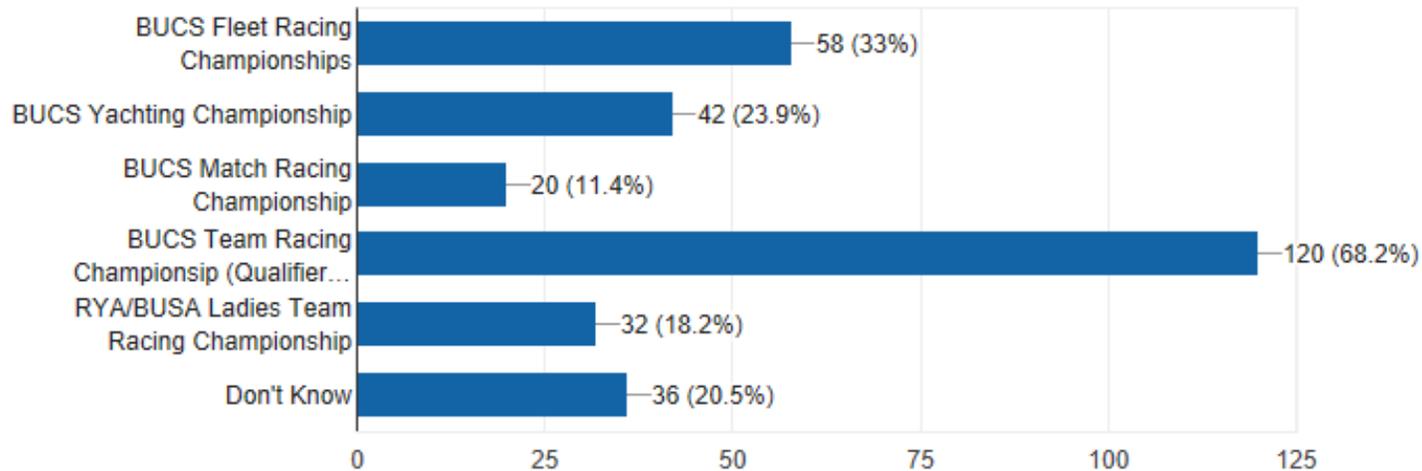
KEY POINTS FOR CONSIDERATION:

- There were more responses from males than females, which could reflect the gender balance within USCs in general.
- There was a relatively even split of responses across each year group of students. The number of people who had been part of a USC for 2 years or less was similar to the number of people who had been involved for more than 2 years.
- The figures were slightly lower for the number of years at university, suggesting that some sailors do not join at the start of their university careers. However, there was not a big difference here.

Sailing Background of Respondents



Have you participated in an event run by/on behalf of BUSA before?
Please select all that apply:



Have you previously held/do you currently hold a role on a University Sailing Club Committee?

YES **118** NO **58**
(67%) (33%)

Have you previously held/do you currently hold a role on the BUSA Committee?

YES **4** NO **172**
(2%) (98%)

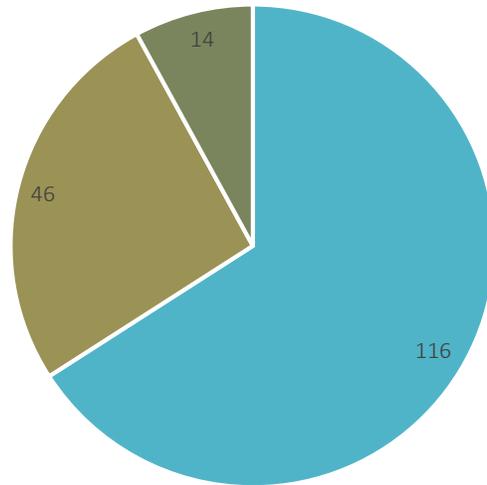
KEY POINTS FOR CONSIDERATION:

- The most participated in event was BUCS TR Champs, followed by BUCS Fleet Racing Champs.
- A large percentage of respondents were current or previous USC Committee members. This indicates that most responses are from the most engaged sailors, so should be a consideration.
- Only 4 current/previous BUSA Committee members completed it, so this should not skew the results.

RYA Membership

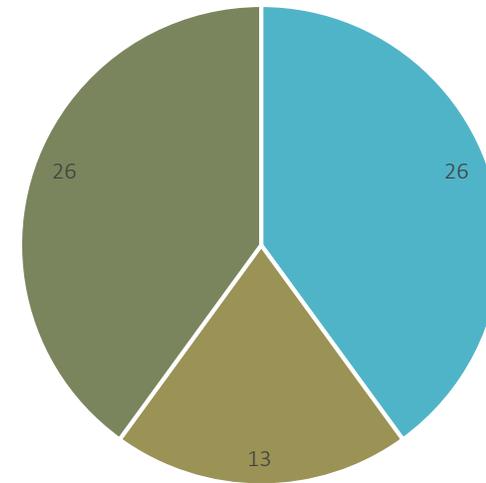


Are you currently a member of the RYA?



■ Yes ■ No ■ Don't Know

If you are not, would you be interested in joining the RYA?



■ Yes ■ No ■ Maybe

KEY POINTS FOR CONSIDERATION:

- The majority of students were already members of the RYA (65.9%).
- Of those who were not or were unsure (60), only 21.7% (13) were not interested in joining the RYA.

Understanding of BUSA



How well do you feel that you understand the role of BUSA in University Sailing and what the BUSA Committee does for you as a sailor?

1 = Do Not Understand at All

10 = Completely Understand



- Some roles of the BUSA Committee identified in comments:
 - Organising events
 - Point of contact to BUSA
 - Student captains picking teams for events like the Wilson Trophy and RYA Womens' Team Racing Champs.
- Relationship with SSS came up here:
 - BUSA feels very separate to SSS
 - I know what the busa committee is supposed to do but don't see what they do really in scotland apart from team racing stuff
- General lack of knowledge:
 - "All I know is that we have to pay a £200 membership to them as a club every year"
 - "Didn't know there was a BUSA committee!"
 - "My understanding is that BUSA organises competitions. Giving opportunities to get BUCS points. Beyond that they don't seem to do much else."

KEY POINTS FOR CONSIDERATION:

- Most of the highest scores came from students who had been part of the BUSA Committee or knew somebody that had.
- Many of the lowest scores came from new students who had been part of a USC for less than a year.

Understanding of BUSA (2)



Almost **80%** of responses rated their understanding of what BUSA does for them as sailors as 7 or less.

How can we improve this?

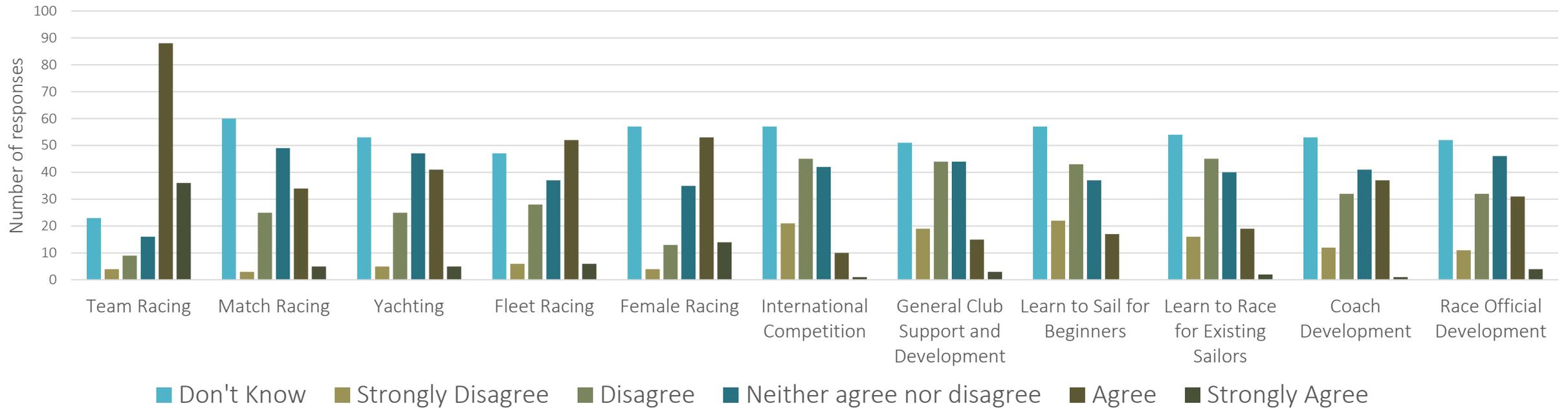
Comments received:

- “I understand that BUSA organises events but beyond that the role of the committee is unclear. Maybe send all event entrants a welcome/explained email?”
- “Beyond organising events and imposing ridiculous rules I have no idea what the committee does, communication from the committee is terrible.”
- “Northern rep is very helpful “ – emphasises the importance of the Area Reps
- “No idea what Busa does or how it can help our club. Never really meet anyone to explain it to the teams before”
- “I know there is a committee, but not much about what happens at their meetings etc. However I'm part of the SSS committee and they do a general post after their meetings (very general) with any key points that have come out of the meetings - maybe a good idea?”
- “BUSA aims to make sailing more accessible and provides sport-specific knowledge and management that BUCS cannot... However, what the committee does is not publicised and I am personally unsure of what they do for the average social sailor and general SC development.”
- “Seems elitist “

17/18 Academic Year Feedback



Considering the 2017-18 academic year, do you feel that BUSA supported you well/provided good opportunities in the following areas?



KEY POINTS FOR CONSIDERATION:

- Areas identified as strongest:
 - Team Racing
 - Female Racing
 - Fleet Racing

- Areas identified as weakest:
 - International Competition
 - General Club Support & Development
 - Learn to Sail/Learn to Race

Additional Comments About Current Provision



FUNDING

- Funding and Subsidies – “There should be more subsidies to be applied for for people who cannot afford competitions”. “Support for struggling clubs who don't receive enough funding is non existent,.. Many su's dont support sailing enough so the rya and busa should have funding to... make it fairer across the board”.
- Funding – “Where BUSA and the RYA are invaluable is in their financial support of sailing. Through subsidies and grants they can continue to make sailing accessible to as many people as possible which is a really worthwhile thing”.

EQUALITY OF OPPORTUNITY

- Gender Rules – “The idea behind the ladies rule is, of course, very well founded however while it has good intentions its result is detrimental to some USCs. While I don't know what the right answer with a ladies rule is, I don't think BUSA have found it yet”
- Female Sailing – “I think that females should be encouraged to helm boats more. I feel that they feel unconsciously discouraged from helming and a large percentage of women crew instead of helming because of a lack of confidence. BUSA ladies and SSS ladies are very important encouraging female helms.”
- Regional Differences – “being in the northern region yachting and match racing is very limited “. “Most of the opportunities are on the south coast so not accessible for Scottish sailors. Perhaps travel subsidiaries could help offset this or more opportunities up North.” “Don't see any support to Scotland”. “Northern umpire development is none existent and a detriment to almost all northern team racing events “

RELATIONSHIP WITH SSS

- Relationship with SSS - “little bit of a lack of communication between BUSA and Scottish sailing, it would be nice to have more of a face-to-face with a BUSA member of committee (apart from our SSS BUSA rep)... for immediate feedback/feedforward”

Additional Comments About Current Provision



BUCS & LARGE EVENTS

- Damage Procedure at TR Finals – “Receiving a bill for multiple hundreds of pounds for damages sustained in the finals 2017 six months afterwards with no evidence given was somewhere between disappointing and a slap in the face..”
- Cost of Finals – “I find it amazing that BUSA team racing finals is always one of the most expensive events of the year when you measure in £s per race. Yes this year was worse than usual due to the bad weather but it worked out as 3 times more expensive than the WILSON TROPHY “
- BUCS Points Weighting – “Busa is probably too team racing focused when there is a real imbalance of bucs points weighting, i.e only top 8 teams get bucs points, this means that it’s much harder to get funding from the university for this event compared to fleets where there is plenty of opportunities for points.”
- ICSA Tour – “PLEASE DONT STOP THE TEAM RACING TOUR WITH ICSA. I once met someone who went on the original BUSA/ICSA tour many years ago who was proud that it was still going and I think it would be a real shame to stop this historic partnership”
- Yachting – “Keep yachting affordable and please try and provide more events for it”
- Fleet Racing – “do more fleet racing competition“ “Fleet racing only takes place one weekend in the year - would it be possible to have multiple events (especially for the uni clubs who, for what ever reason, don't do team racing)”. “It would be good to see more opportunities for fleet racing outside of the fleet nationals”
- Entries – “Smaller uni's are penalized if they struggle to get a full team to enter certain events, whilst larger uni sailors are penalized by limited entries per uni. Southampton, Exeter, Oxbridge etc. all have 4 team racing teams who could be the best 4 in the region, yet small universities are given priority despite struggling to get a team. Maybe have a pre-requisite entry level for qualifiers? “

Additional Comments About Current Provision



CLUB SUPPORT

- “During my 4 years on a uni club committee, we had little to no assistance from busa for support, development or beginners”.
- “BUSA, from my viewpoint, serves only to host events and hand out jackets at finals. In terms of support at a club level for teaching beginners, learning to race, and developing coaches and race officials was, at least when i was commodore, almost non-existent. “
- “in terms of our club development,... for example, we are in dire need of new boats, and being a small team far up north, it doesn't seem like a priority of BUSA to provide any assistance in helping up attain that goal.”

BEGINNER SUPPORT & SKILLS DEVELOPMENT

- Coaching Support – “Funding opportunities to bring in coaches/travel to coached events?”
- Beginner Support – “Not that BUSA is wildly amazing at beginners support”. “Please start providing development pathways for beginner or intermediate sailors to access competitive racing opportunities”. “Especially for beginners and for sailors learning to race, I believe we as a club did not get much support from BUSA”
- “Whilst BUSA tries to create development within clubs, the onus is on the clubs and there is little opportunity for beginners to learn through BUSA. The SWA (Student Windsurfing Association) run a festival at the start of each year which is a brilliant example of how this works.”
- “Little support received regarding support for training within clubs for beginners and learning to race. No contact with training officer from BUSA. Potential to reach out to or pool resources etc. Also more development for training officers in becoming coaches etc through BUSA?”
- “No provision for SC development, no support for beginner sailors in any capacity, no realistic coaching provision.”

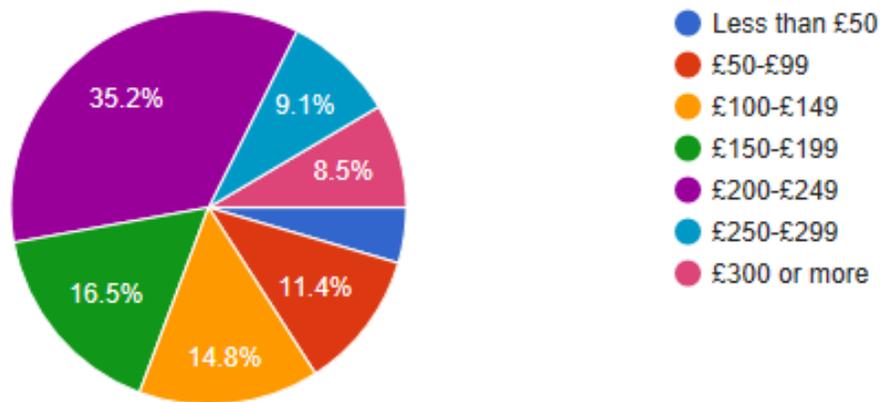
KEY POINTS FOR CONSIDERATION:

Clubs are Individual – “In my view BUSA or the RYA or any large umbrella organisation will always struggle to help USCs with the day to day runnings of their club.. because all the USCs are run slightly differently with different aims and goals. This means the universal paintbrush of uniformity that BUSA/RYA try to paint the situation with just makes most of their efforts wasted. ..BUSA trying to help teach/coach at a club level isn't possible.”

Cost of BUSA



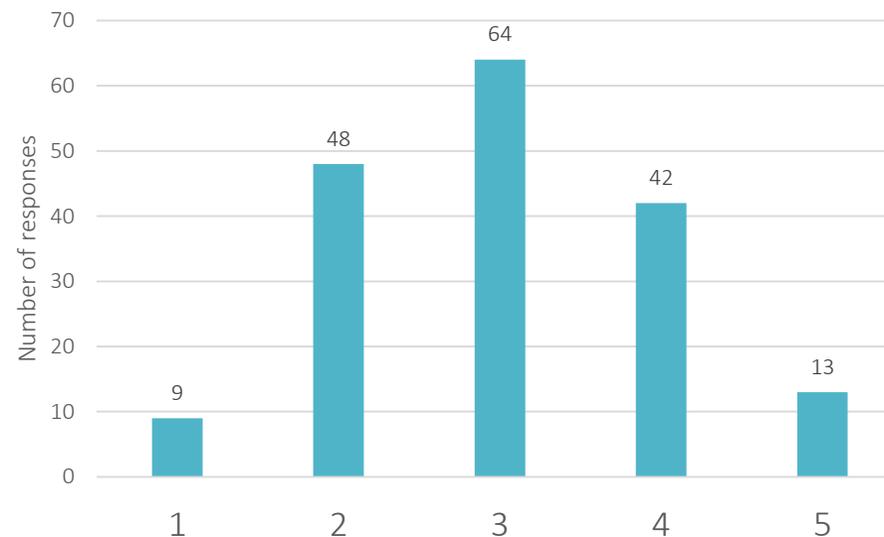
How much do you think it costs per year for a University Sailing Club to be full members of BUSA?



Additional comments received:

- Most described a **lack of knowledge** as to what their club pays or where this money goes.
- More **beginner** provision and **coaching/club development** would make the perceived value for money increase.

Bearing this in mind, do you feel that BUSA Membership offers value for money for your club?
(1 = Strongly Disagree, 5 = Strongly Agree)



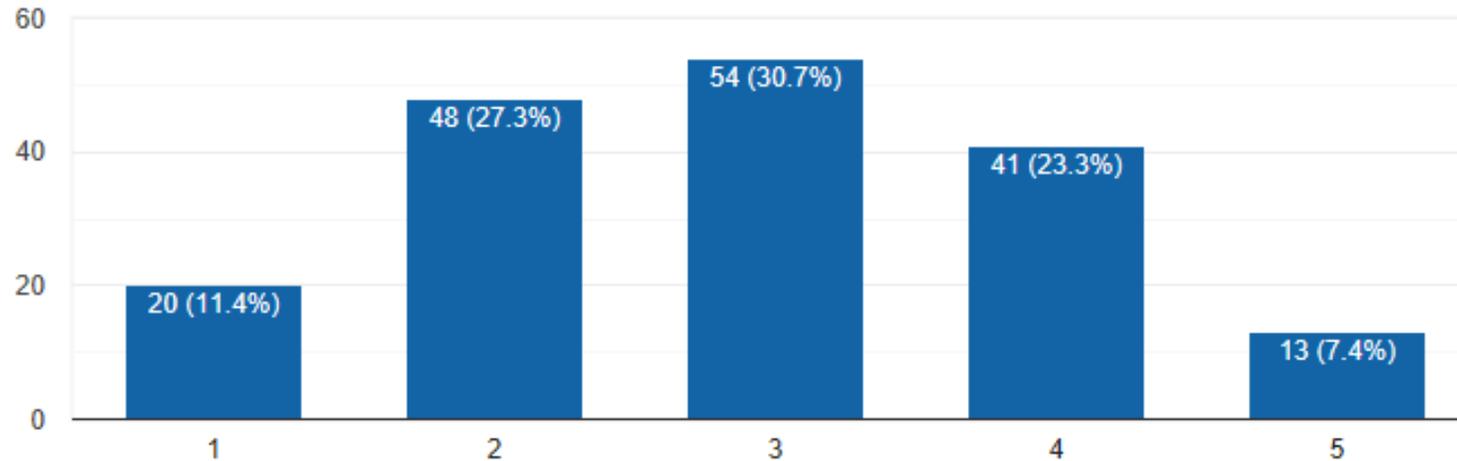
KEY POINTS FOR CONSIDERATION:

- 60.8% of responses were within £50 of the correct full BUSA Membership fee.
- There was not a clear response as to whether this is considered good value for money or not.
- The highest response was 3/5, suggesting that many people are not sure whether this offers their club value for money or not.

BUSA Media & Communications



Do you feel up to date with current BUSA activities and affairs?
(1 = Strongly Disagree, 5 = Strongly Agree)



KEY POINTS FOR CONSIDERATION:

- There was not a clear response as to whether most people feel up to date or not.
- Slightly more disagreed than agreed with this statement.
- The highest response was 3/5, suggesting that many people are unsure whether they feel up to date, or are unwilling to commit either way.

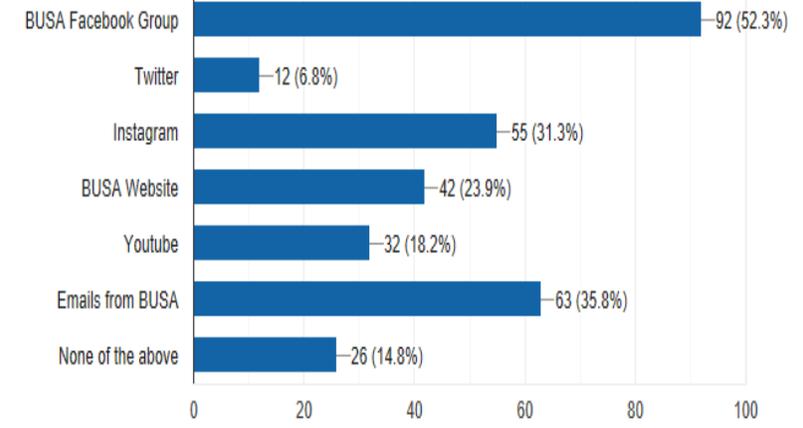
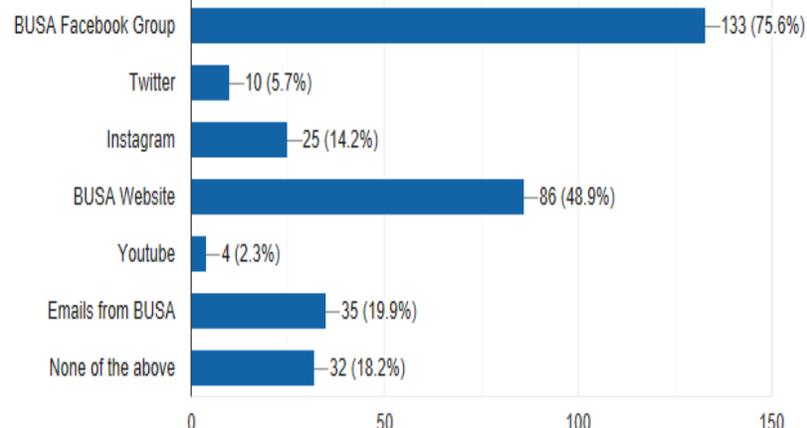
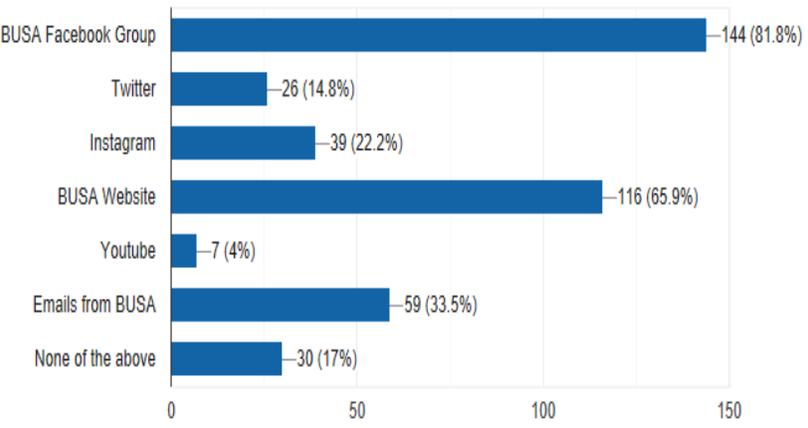
BUSA Media & Communications



Which BUSA Media channels are you aware of? Please select all that apply:

Which BUSA Media channels do you use? Please select all that apply:

Which channels do you think that BUSA should increase communications through?



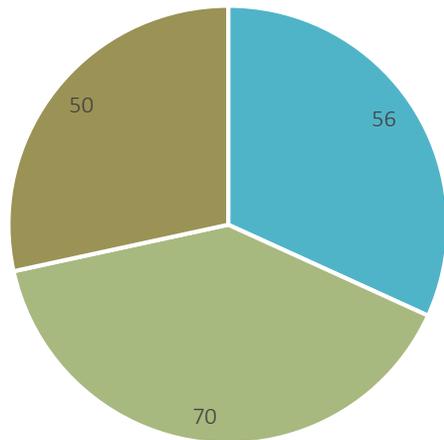
KEY POINTS FOR CONSIDERATION:

- The Facebook Group was the most used channel, where most people also wanted to see more communications.
- More communications were desired via Instagram, Youtube and Emails.
- There was a lack of awareness of the BUSA Twitter and Youtube accounts.
- A worrying 17% were unaware of all the BUSA Media channels.

BUSA Media & Communications



If you had a query or issue, would you know how to raise it with the BUSA Committee?



■ Yes ■ No ■ Unsure

Additional Comments:

- “It’s annoying how communications are mainly through Facebook but we aren’t allowed to directly message.... Seems contradictory.”
- “Definitely more instagram - shown to be the most used and interacted with among uni ages.”
- “I would know how to raise an issue because I have a BUSA committee member within my SC committee.”
- “Not sure how BUSA works or who to contact”
- “Karen Louise has been great for the Midlands fb page”
- “The information on the website is informative and useful”
- “I have had thoughts but not sure they have ever made it through to the committee.”

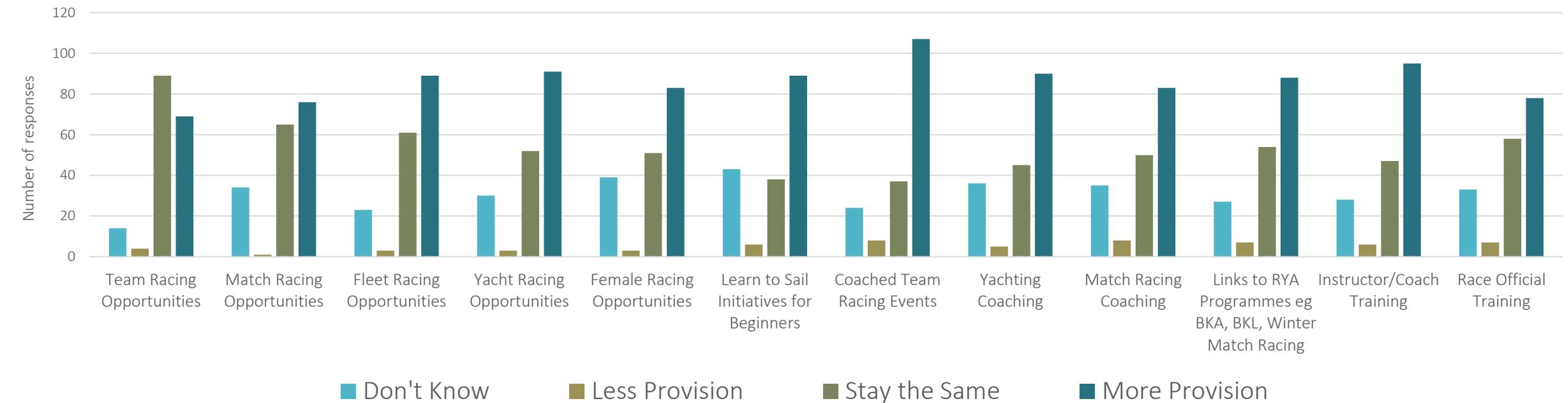
KEY POINTS FOR CONSIDERATION:

- Only 32% of respondents knew how to contact BUSA if they wanted to.
- There was support for the contribution some committee members have made and this should be recognised.
- If a USC has a BUSA representative, knowledge seems to be better. Perhaps newer/less BUSA engaged USCs should be focused on.
- BUSA not having an official Facebook presence to contact was criticised. A BUSA Page may help with this.

Future Directions of BUSA



How would you like to see BUSA provision change in the future?



KEY POINTS FOR CONSIDERATION:

- Team Racing had the highest number of 'Stay the Same' responses, suggesting most people are satisfied with current provision for this area.
- The biggest areas where people wanted to see more provision were:
 - Coached Team Racing Events
 - Learn to Sail Initiatives for Beginners
 - Instructor/Coach Training
 - Links to other RYA Programmes
 - Yacht Racing/Fleet Racing Opportunities

Future Directions of BUSA



Do you have any other comments or suggestions as to how BUSA could better cater to your needs? (Optional)

COACHING & DEVELOPMENT

- “More coaching and coaches coaching spread more around the country”
- “BUSA ran a team race coach course this year and I believe it was a great step towards helping clubs become financially sustainable in the long run and hope to see it become an annual thing”
- “There are many mental health/general health benefits to sailing; beginners should be given far more help to access opportunities. Struggling SCs which are not supported effectively (in any way, e.g. funds) by their managing bodies such as students’ unions should have concentrated help.”

FEMALE SAILOR RULES

- “The ladies rule for team racing needs to be sorted!!! As a girl, I am all for encouraging girls to sail, but we have actively had to drop guys down multiple teams and girls are one/two teams higher than they actually deserve to be literally because we only have 7/8 girls come to trials and we need 6 of them on BUSA teams. This is unfair for the guys on the team!!”
- “The two ladies per team rule in my opinion does not encourage girls to sail it merely makes the men or ladies resentful as they are not on the team they should be on”
- “rule needs to be changed from two women per team to an average of 2 girls per team over the number of teams entered (with a minimum of one on each team.) Otherwise at universities with not that many women either talent is forced into teams lower down to allow them to compete at BUSA or place girls higher up than they should be.”
- “More needs to be done at RYA level to increase the participation of women as helms. Of 9 helms over 3 BUSA teams at my university there is 1 female helm, and this is common when you get to BUSA Finals to see not that many women helming and instead many female crews. Not much can be done at university level so needs to be done at a younger age, but is a shame. “
- “I personally feel that gender equality rules imposed on teams for team racing and match racing are ridiculous and achieve nothing but causing resentment among team members. Issues with female participation in the sport need to be addressed at a younger age”

Future Directions of BUSA



Do you have any other comments or suggestions as to how BUSA could better cater to your needs? (Optional)

EQUALITY OF OPPORTUNITY

- “equal balance of funding and opportunities for those of us in Scotland”
- “More help for disabled sailors... More initiatives run by BUSA for disabled sailors and promote within clubs.”

COMMITTEE ETHOS

- “The general consensus within universities is that the longstanding members of the BUSA committee are very set in their ways with the agenda's of what they felt passionate about whilst they were at university which in some cases was quite a long time ago. Don't get me wrong, the BUSA committee does a huge amount of hard work and is brilliant to ensure USC's have a great time, but some of the younger and newer members of the committee's voices should be heard, and actions should be allowed to be made.”

SCHEDULING OF EVENTS

- “Team racing, yachting and match racing are all crammed into 2 weeks of sailing in Easter. Because of this, many in the club have only ever done 1/2 of the 3 as they cannot justify 2 weeks of sailing in the Easter holidays before the exam period as well as very long drives, especially if you are a Scottish team. As teams train throughout the whole year for team racing, and yachting takes a week these both lend themselves to Easter. In my opinion it would make sense to move match racing to the beginning of the University year (early October)”

Involvement in Future Research



41

sailors opted in to being contacted for future research should we wish to pursue anything further.

Conclusions



- If the survey is representative, it would suggest there is still a greater percentage of **males** involved in university sailing compared to **females**.
- The biggest participation events by far was **BUCS Team Racing Championship** and the **BUCS Fleet Racing Championship**.
- The majority of respondents were already **RYA Members**, Of those that were not, many were interested in **joining**.
- **Understanding** of what BUSA is and what the BUSA Committee was not great.
- In **2017/18**, our **strongest** areas were identified as **Team Racing, Female Racing** and **Fleet Racing**.
- Areas identified as **weak** included **International Competition, General Club Support & Development** and **Learn to Sail/Learn to Race** opportunities.
- **Regional differences** in provision were highlighted, with many Scottish and Northern sailors feeling they received less for their money than Southern teams.
- Many comments were received on the rules around the number of **female sailors** in teams, and the **lack of female helms**.
- Comments highlighted a **lack of club development support** and few opportunities for **beginner sailors**.
- Respondents would like to see more communications via **Instagram, Youtube** and **Email**.

Considerations for Future Research



- **Targeted advertising** of the survey to specific universities/commodores may have helped ensure more USCs were represented and helped gain more responses.
- The timings of responses showed that **promoting via Area Representatives** and **sharing to specific USC pages** did work. More of this could be done for future surveys.
- Most responses came from **current/previous USC Committee members**. It would be good to try and get input from less engaged sailors in future.
- Getting feedback from our members **should not stop here**. It is important to consider how we can make ourselves more contactable and available for feedback throughout the year.

KEY POINTS FOR CONSIDERATION:

- What are we going to do with this information? Some form of results summary and information on the action we will consequently take should be shared with USCs and sailors.