



BUSA Sailor Survey 20-21

Results Analysis and Key Outcomes

Overview

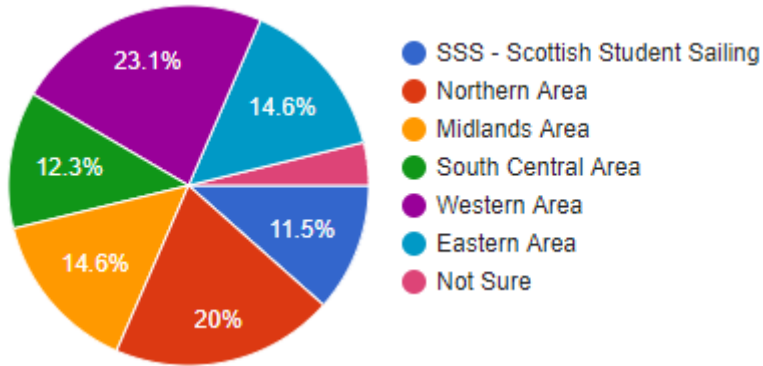


- In March 2021, as part of BUSA's ongoing efforts to improve and be more led by our members, an online survey was launched to gain broad feedback from students about how we operate and to give every member of BUSA the opportunity to get their opinions heard.
- This Sailor Survey was a repeat of the online survey carried out during the 2018-29 academic year. The results of this consultation, the largest ever carried out directly with students, can be found [here](#). A summary of consequent actions taken following this 2018-19 survey can be found [here](#).
- The 2020-21 Sailor Survey was launched on the 23rd of March 2021 and remained open until Monday the 5th of April 2021. During this time, it was promoted via the BUSA Area Chairs, the BUSA social media channels and directly to clubs via the 2021 AGM.
- It is important to note that this survey was carried out during the Covid-19 pandemic, when all BUSA Championships had been unable to run during both 2020 and 2021. Many student clubs had been forced to cease operating for a significant proportion of the year. Therefore some survey questions relating to events specifically were omitted this year, and this Covid-19 context should be considered when interpreting the results.

Respondent Demographics



Which BUSA Region do you belong to?



Total Responses Received = 130

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

Represented (36):

- | | | |
|-------------------------|--------------------|----------------------|
| • Aberdeen (2) | • Imperial (2) | • Sheffield (1) |
| • Aberystwyth (5) | • Kent (2) | • Solent (2) |
| • Bath (4) | • Lancaster (7) | • Southampton (1) |
| • Birmingham (1) | • Leeds (3) | • St Andrews (6) |
| • Bristol (2) | • Liverpool (8) | • Strathclyde (3) |
| • Brunel (5) | • London (1) | • Swansea (2) |
| • Cambridge (8) | • Loughborough (9) | • UWE (1) |
| • Cardiff (8) | • Manchester (3) | • Warwick (2) |
| • Dundee (1) | • Newcastle (1) | • York (4) |
| • Durham (1) | • Nottingham (3) | • Rather Not Say (2) |
| • East Anglia (UEA) (2) | • Oxford (2) | |
| • Exeter (12) | • Plymouth (2) | |
| • Glasgow (3) | • Portsmouth (9) | |

Not Represented (13):

- Bangor
- Bournemouth
- Edinburgh
- Highlands & Islands (UHI)
- Falmouth (FXU)
- Kingston
- Oxford Brookes
- Reading
- Royal Agricultural
- Sheffield Hallam
- Surrey
- Sussex
- The Arts University Bournemouth

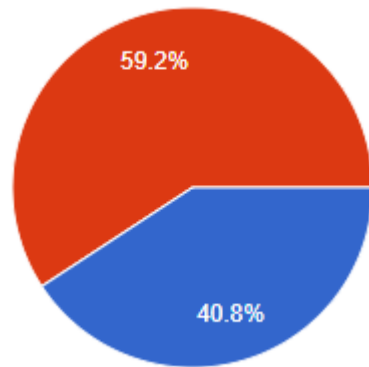
KEY POINTS FOR CONSIDERATION:

- The highest percentages of responses came from the Western and Northern regions. The North in particular showed much greater engagement compared to 2018-19 (20% of submissions vs 13.6%).
- Representation from the Scottish region was lowest, but this could also be reflective of the numbers of sailors in some regions vs others so this should be considered.

Respondent Demographics

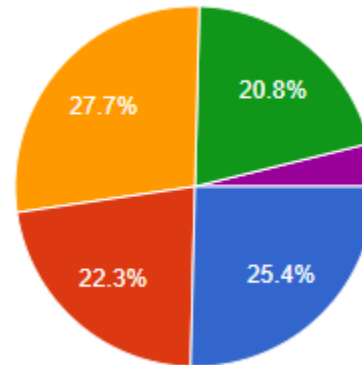


What is your gender?



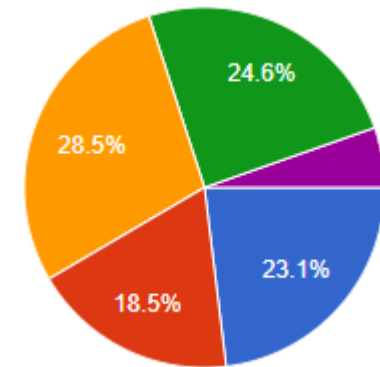
- Female
- Male
- Non-binary
- Prefer not to say

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. The % of female responses has however increased by 1% since 2018-19.
- There was a relatively even split of responses across each year group of students and this was similar to 2018-19. The % of respondents who had been members for 2-4 years has decreased compared to 2018-19 and responses from first years have increased. This may be linked to the impacts of the Covid-19 pandemic – existing members may have been less likely to join if they felt a sailing season was unlikely to happen.
- 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.

Background of Respondents



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

| | | | |
|-----|--------------------|----|--------------------|
| YES | 87 (67%) | NO | 43 (33%) |
|-----|--------------------|----|--------------------|

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

| | | | |
|-----|--------------------|----|---------------------|
| YES | 16 (12%) | NO | 114 (88%) |
|-----|--------------------|----|---------------------|

KEY POINTS FOR CONSIDERATION:

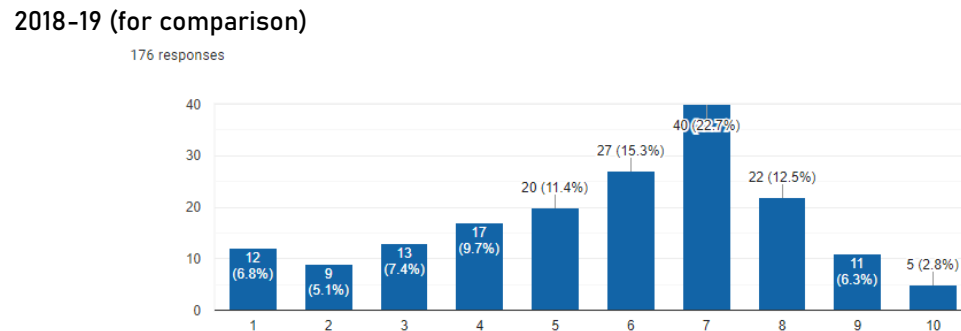
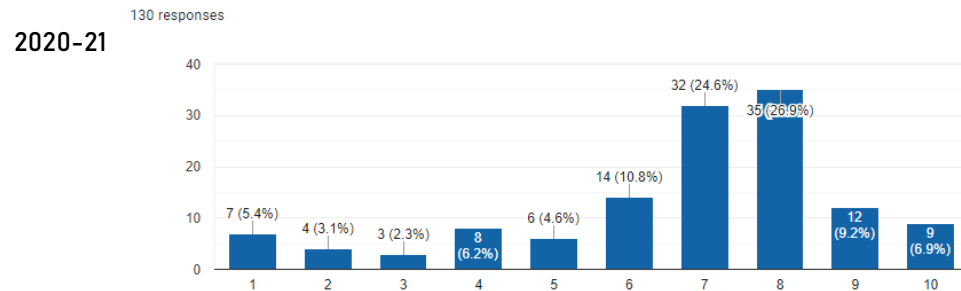
- A large percentage of respondents were current or previous USC Committee members. This indicates that most responses are from the most engaged sailors, so should be considered when interpreting the results. The % of USC Committee members responding was identical to 2018-19.
- Only 16 current/previous BUSA Committee members completed it, so this should not skew the results, although this was higher than 2018-19 (when 4% of responses had been BUSA Committee members).

Understanding of BUSA



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

1 = Do Not Understand at All 10 = Completely Understand



- A number of comments recognised Development efforts following the last survey:
 - “Organise BUCS and training events”
 - “Busa’s role is to make sailing accessible to all students through helping individual clubs with programs and organise events”
 - “I understand that BUSA provides opportunities in all aspects of sailing, as well as making it as affordable as possible”
- There was now recognition of behind the scenes work that is less visible:
 - “I think I understand but there may be some behind the scenes work I do not see.”
 - “I have a strong understanding of BUSA’s role however it is likely to be work put in by BUSA that I am not aware of”
- Recognition of recent efforts to improve communication from BUSA since 2018-19:
 - “As a university club committee member it has become much clearer how BUSA works with clubs and the increase in BUSA’s social media presence has increased their visibility”
 - “I have heard a lot more from the BUSA community/our midlands officer this past year. Before then I had no idea of who BUSA were and what they did - it’s good that you’ve been more active this year!”

KEY POINTS FOR CONSIDERATION:

- The results indicate that understanding of BUSA’s role has improved since 2018-19. The most common response is now an 8 (vs a 7 in 18-19). Most importantly, 67.6% of respondents rated this a 7 or higher, compared to only 44.3% in 18-19.
- This suggests that efforts to raise BUSA’s profile through social media, email newsletters, partnerships and publishing minutes summaries have been beneficial and should be continued.

Understanding of BUSA (2)



Whilst understanding of BUSA has improved hugely since 2018-19, there are still approx. **32%** of participants who rated their understanding of what BUSA does for them as sailors as 6 or less.

How can we improve this?

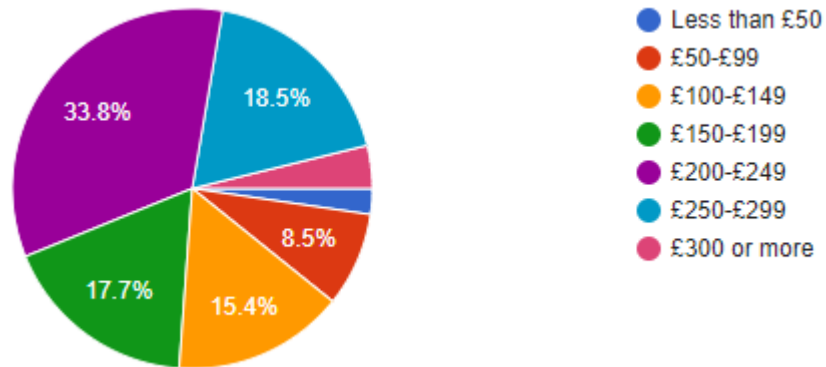
Other comments received:

- “I’m aware of it’s involvement but not entirely clear of how they support and help us as a club.”
- “I’m pretty clear on team racing, but still unsure on some development and sustainability programmes and how BUSA and BUCS liaise and operate together. Also unsure about the relationship between BUSA and the RYA.”
- There was still some emphasis on competition and lack of awareness of other BUSA initiatives:
 - “I don’t sail competitively and am under the impression that’s what BUSA is involved with”
 - “If you are not in your unis race team I don’t think you’ll have any idea or any dealings with busa”
- Some recognition of the impacts of Covid-19:
 - “Probably due to covid but I haven’t seen any involvement from the club in BUSA activities another than the water bottle campaign”
 - “You haven’t had much of a chance to demonstrate anything due to covid.”
- “I understand their general role and how they host events and aim to join unis together via competitions. But how they work with individual clubs and how we interact with them isn’t very clear to me.”
- “Get in the way of organising events”

Cost of BUSA



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

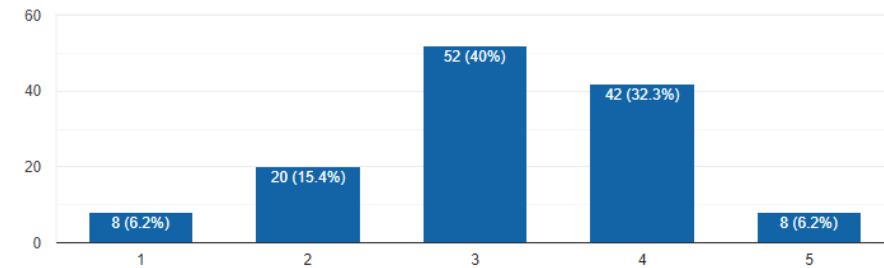


Additional comments received:

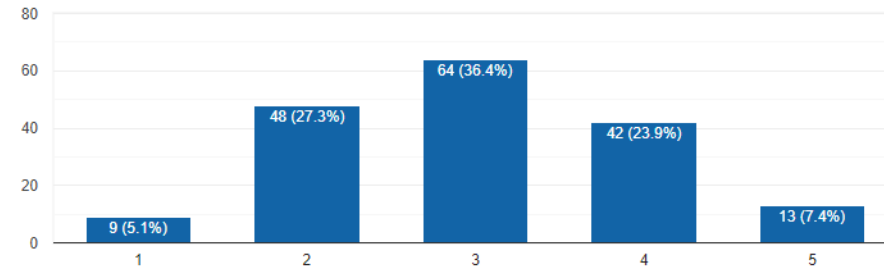
- Most described a **lack of knowledge** as to what their club pays or where this money goes. Covid has been a clear barrier this year which was acknowledged.
- More **beginner** provision and **coaching/club development** would make the perceived value for money increase for smaller clubs.

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

2020-21 130 responses



2018-19 (for comparison) 176 responses



KEY POINTS FOR CONSIDERATION:

- There are still a significant number of comments that suggest the cost of events is very high and indicating a lack of understanding over what the affiliation fees are spent on.
- The most common response was 3/5, suggesting that many people are not sure whether this offers their club value for money or not.
- Compared to 18-19, perception of the value for money has improved slightly, with 38.5% agreeing that it offers value for money compared to 31.3% in 18-19.

Cost of BUSA



Bearing this in mind, do you feel that BUSA Membership offers value for money for your club? (Optional further comment)

Inequality between regions and difference in perceived value for money linked to this:

- “I think with the separate nature of the Scottish region, asking us to pay the same amount as those down south is unfair. We do not benefit to the same extent from all of the events which busa runs, largely due to many events being on the south coast which are quite inaccessible to Scottish sailors yet they never come further north, and I feel BUSA could be giving sss more guidance on how to develop the region to a higher standard. There is no doubt that every other region also pays for the organisation of all their events, however that is not the case in Scotland as the sss busa rep does it all. This is a major flaw in the system and it is not right that Scotland should have to pay both a large busa membership as well as a large sss membership.”
- “BUSA membership does give universities to compete in high quality racing, particularly racing in Elliots and yacht racing in the sunsail boats however the cost of transport and accommodation and the distance required to travel by Scottish teams (particularly those further north) to compete at any of these events puts off a lot of sailors. For many Scottish teams this makes it difficult finding sailors willing to put in the time and effort to compete at the events, hosted by BUSA, in the south of England and as such the membership may appear less valuable to them. These clubs compete in the university circuit and 'some' BUCS events however, if I understand correctly, dropping down to a development membership would cost them the right of being able to bid for a BUCS/SSS qualifier event.”
- “Unless BUSA fund the SSS events/ Committee I feel that BUSA does relatively little for Scottish clubs. Too many events are too far south with very little incentive for us to make the journey. Not attending events leads to us not developing experience and skills and so are less likely to attend said events (specifically Yachting/ Match Racing). More northern events (and/or encouraged interaction between the Northern Region and Scotland would go a long way to remedying this).”

Cost of BUSA



Bearing this in mind, do you feel that BUSA Membership offers value for money for your club? (Optional further comment)

Cost of events reduces perceived value for money:

- “Whilst I am aware of what busa does I'd like to point out that other sports do not have to pay additional fees just to access bucs”
- “Due to the fact the highest tier membership is needed to enter two teams for the team racing championships and is on top of an already expensive qualifiers entry and that's the only benefit we get from it”
- “Lots of additional fees at events and our region never benefits from funded training. Seems like there is a high amount of committee expenses too”
- “The organisation and structure from BUSA is nice, however most sailing events would happen without BUSA organisation, and the entry into BUSA events is still as expensive, and sometimes more than normal uni organised events.”

Suggestions to increase perceived value for money:

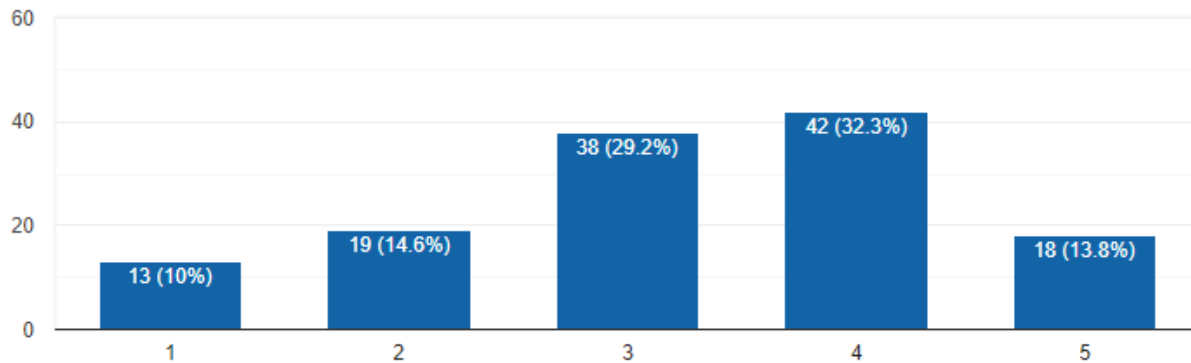
- “BUSA is essential to the running of the uni circuit so I think it's pretty good value - however more information/resources could be provided to empower clubs to run their own events / host BUSA events (particularly for clubs who don't have a history of running events). This might even help take some work load off the BUSA committee.”
- “As quite often the budgets aren't clearly presented, the benefits to clubs are not obvious of what the membership fees actually go towards. Having overall accounts is great but for understanding improvements, event/project scale budgets should be published”
- “I don't think that membership money should be spent on funding BUSA tour - more to support development.”

BUSA Media & Communications

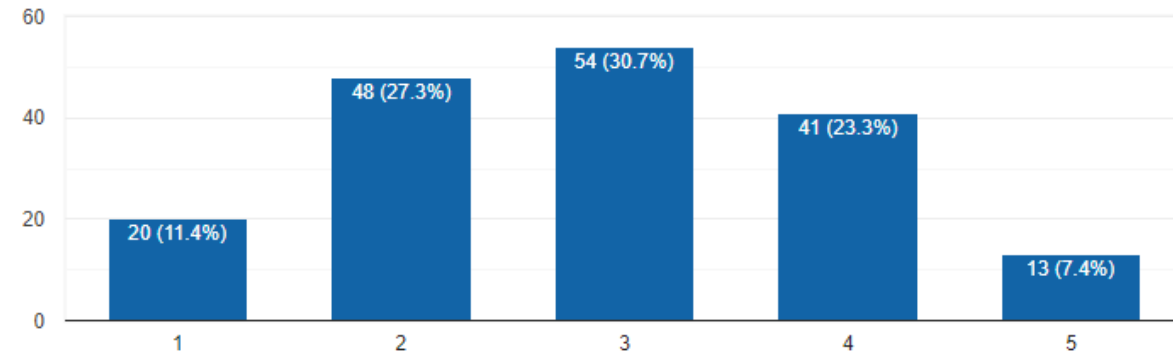


Do you feel up to date with current BUSA activities and affairs?
(1 = Strongly Disagree, 5 = Strongly Agree)

2020-21
130 responses



2018-19 (for comparison)
176 responses



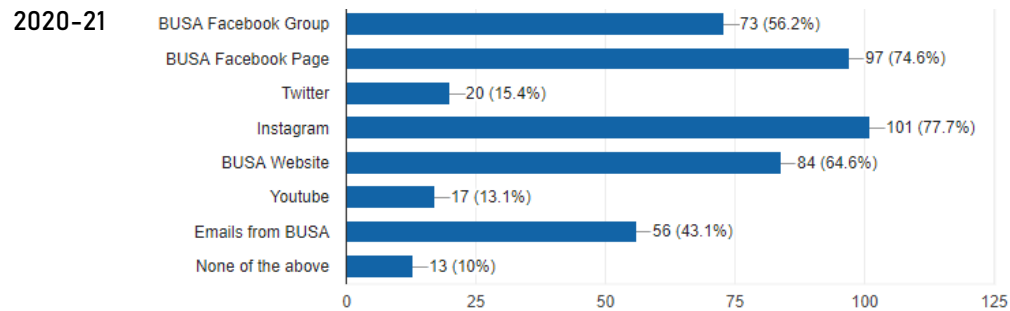
KEY POINTS FOR CONSIDERATION:

- There has been an increase in the % of respondents who agree that they feel up to date with BUSA activities – 46.1% agreed in 2020-21 vs 30.7% in 2018-19.
- This suggests that efforts to improve BUSA Communications such as the creation of a Facebook page, email newsletters and a growth in Instagram usage has been useful.
- However, still more than 50% do not agree that they feel up to date – this is still a significant area for improvement.

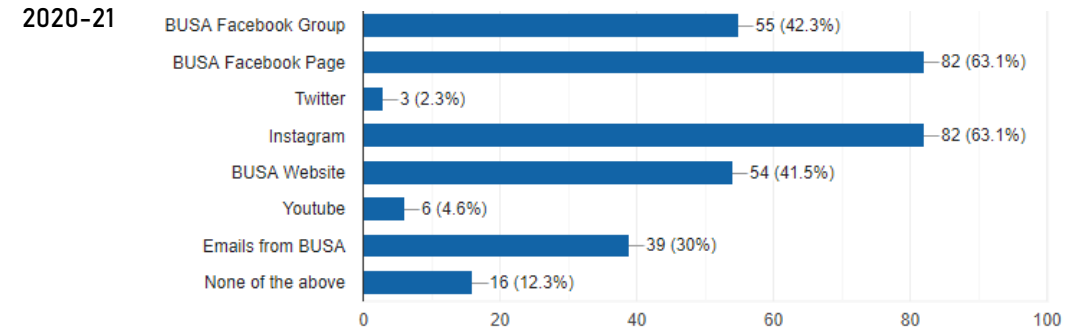
BUSA Media & Communications



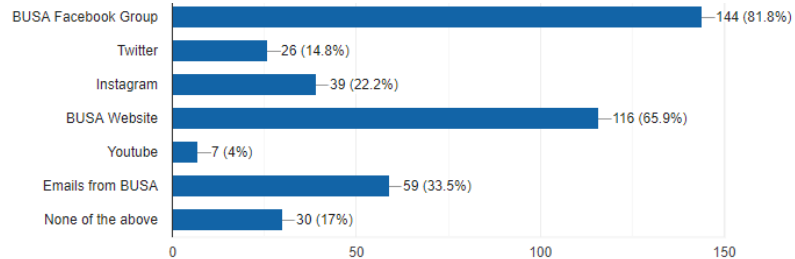
Which BUSA Media channels are you aware of? Please select all that apply:



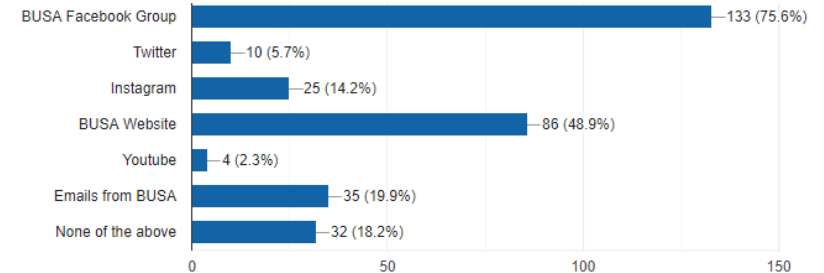
Which BUSA Media channels do you use? Please select all that apply:



2018-19 (for comparison)



2018-19 (for comparison)



KEY POINTS FOR CONSIDERATION:

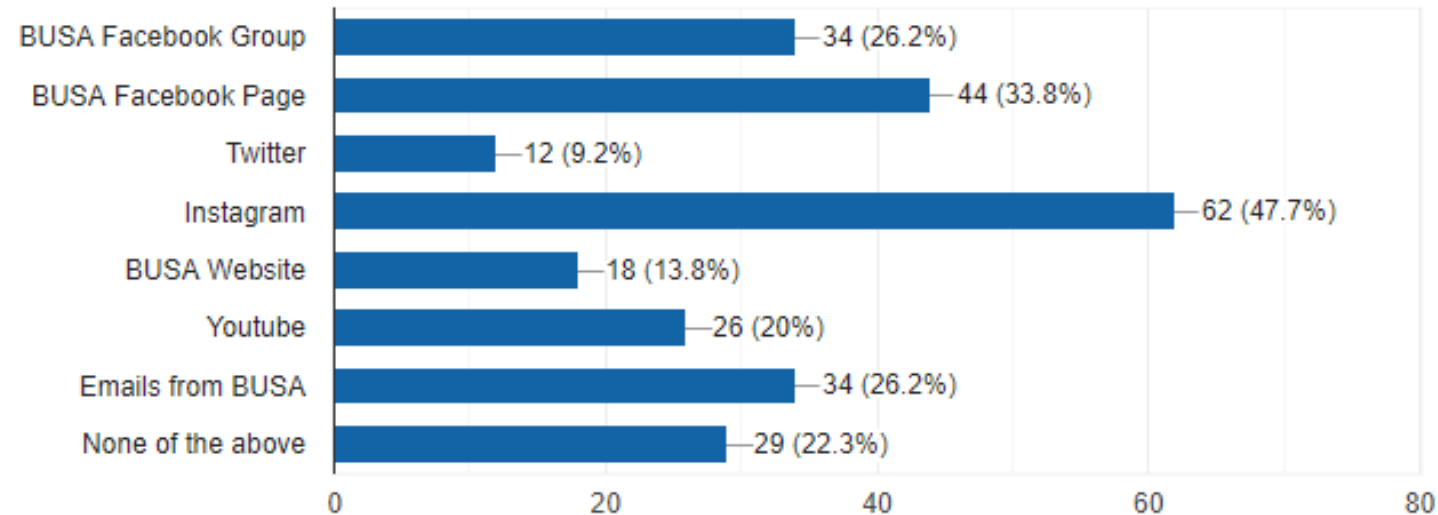
- The Facebook Page and Instagram were the most used channels, and both have seen huge growth since 18-19 (the Facebook Page didn't exist at the time of the 18-19 survey).
- Emails from BUSA also have more awareness now – the MailChimp newsletters could be reinstated when activity resumes.
- The BUSA Youtube is still relatively unknown and could be an area of opportunity.
- Twitter, the FB Group and the website have all decreased in usage (the Group perhaps due to the existence of the Page now)
- 10% still remain unaware of all the BUSA Media channels, although this is an improvement on 17% in 18-19.

BUSA Media & Communications



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

2020-21



KEY POINTS FOR CONSIDERATION:

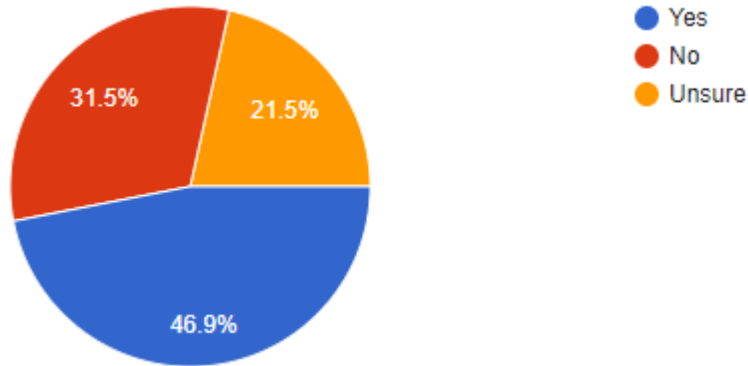
- The Instagram came out as the biggest area where respondents felt communications could be increased in future, so is something to prioritise.
- This was closely followed by emails and the Facebook page.
- Twitter and the Website were much lower.

BUSA Media & Communications

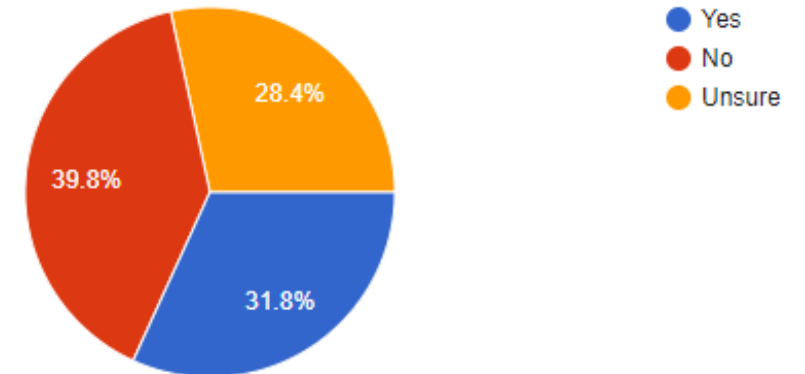


If you had a query or issue, would you know how to raise it with the BUSA Committee?

2020-21



2018-19 (for comparison)



Additional Comments:

- "I would probably just go to my team committee."
- "Didn't know there was any media outlets for busa, think there should be a representative from the busa committee that are on uni Facebook groups to provide a post at the beginning and middle of the year with signposting."
- "If you have an opportunity to add a live chat feature. Students usually love this feature and prefer it to email or phone no."
- "Make more use of the area facebook groups wider than just reposting what's been put in the main BUSA group."

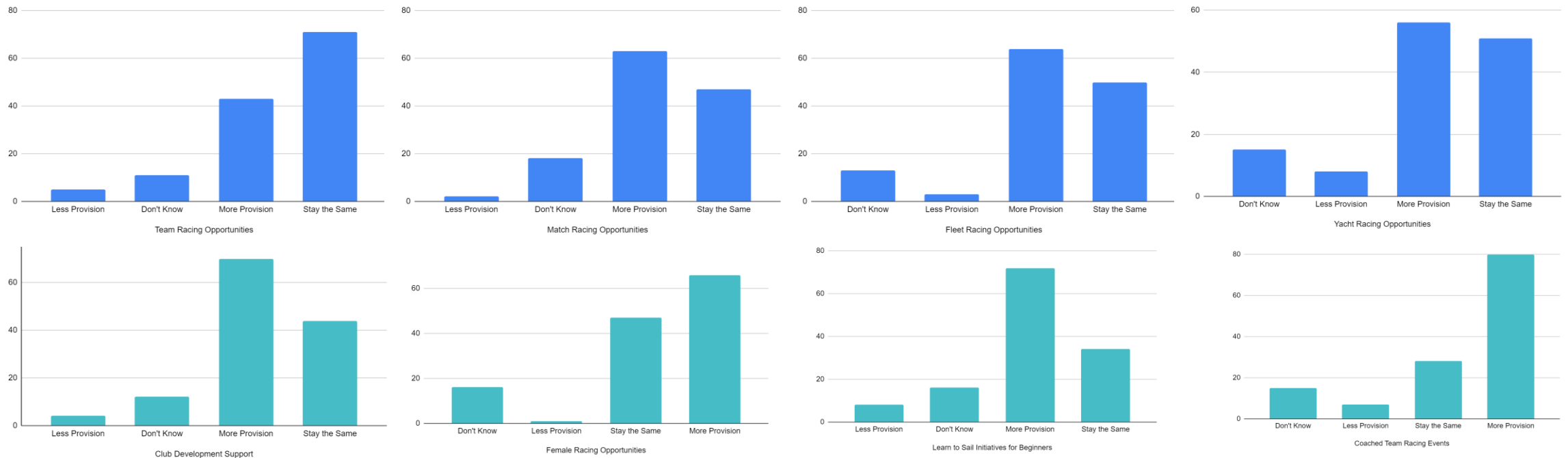
KEY POINTS FOR CONSIDERATION:

- The percentage of respondents who would know how to contact BUSA has increased by 15.1% since 18-19, with 46.9% knowing how to raise a query vs 31.8% in 18-19.
- Wider use of area facebook pages was encouraged as opposed to sharing news from the main BUSA outlets.
- For non club committee members, there was less knowledge and/or use of BUSA media channels.
- Although knowledge of how to contact BUSA has improved, there is still considerable room for improvement.

Future Directions of BUSA



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



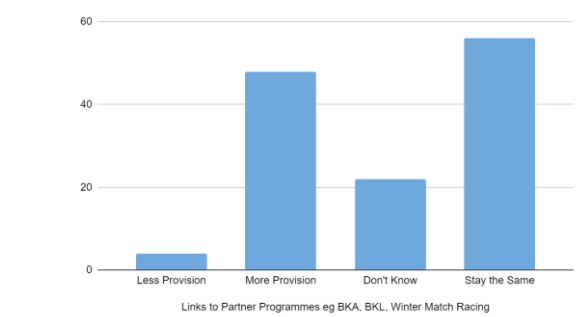
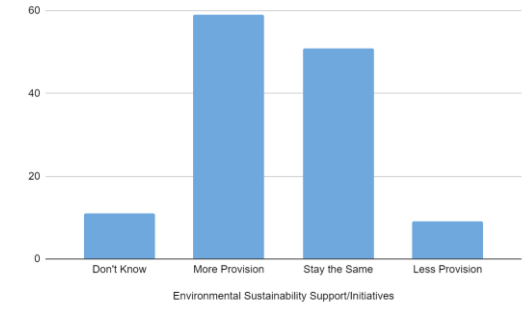
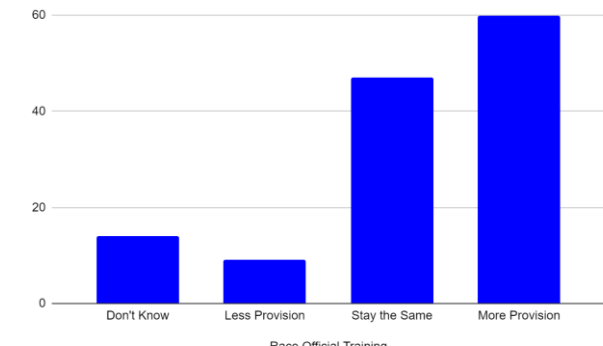
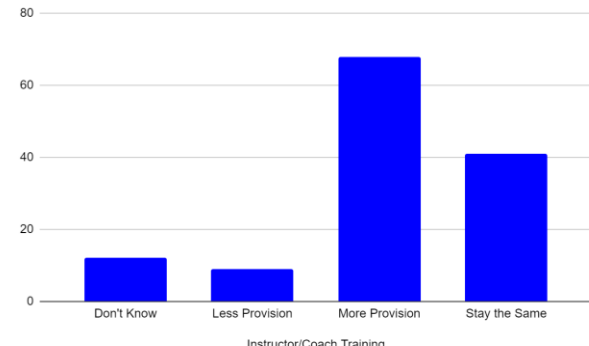
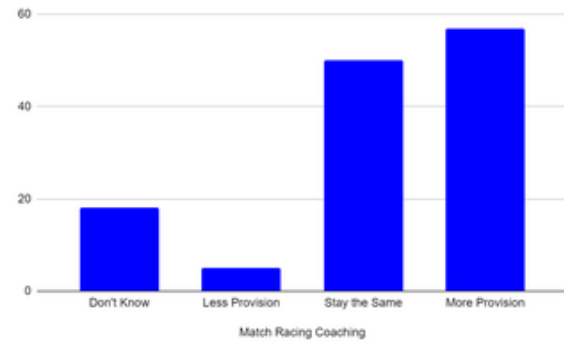
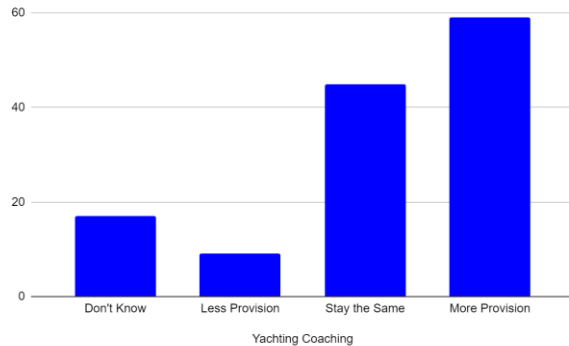
- Team Racing had the highest number of ‘Stay the Same’ responses, suggesting most people are satisfied with current provision for this area.
- The biggest areas where people wanted to see more provision were:
 - Club Development Support
 - Instructor/Coach/Race Official Training
 - Match Racing/Fleet Racing Opportunities
 - Environmental Sustainability Support
 - Coached Team Racing Events
 - Learn to Sail Initiatives
 - Female Racing Opportunities

KEY POINTS FOR CONSIDERATION:

Future Directions of BUSA



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



- 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:
 - Club Development Support
 - Instructor/Coach/Race Official Training
 - Match Racing/Fleet Racing Opportunities
 - Environmental Sustainability Support
 - Coached Team Racing Events
 - Learn to Sail Initiatives
 - Female Racing Opportunities

KEY POINTS FOR CONSIDERATION:

Future Directions of BUSA



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

RACE COACHING & DEVELOPMENT

- “More coaching and coaches coaching spread more around the country”
- “I would like more high level training for coaching and race officiating”
- “as a club we have never really entered into match racing/ yachting and so having some coached events/ training sessions that are accessible as an intro to these elements would be something we would potentially be interested in looking into”

COMMUNICATION

- “Increase outreach. It goes a long way to communicate best with new committees to introduce busa etc and make contacting busa less intimidating”

SUPPORT FOR SAILORS

- “Place a structure within clubs for beginner sailors and how they can develop their ability.”
- “More strategies being used for female participation - don't believe the current policy of min numbers on teams is making a quick enough difference”
- “Learning tools, if an effective template of recording and publishing was created, could be improved at little opportunity cost.”

FUNDING SUPPORT

- “more knowledge on grant opportunities for uni clubs”
- “Better recognition of the uniqueness of scotland - eg dev funding applications”.
- “BUSA could put a lot of time and effort in to try to cater for every ability in every discipline, but would it be worth it? There are a lot of organisations and programs out there which are run full time which could also be able to be run more efficiently as there is the benefit of experience. There's the risk that trying to cater for everything, the organisation loses focus on what it can do well and the result could be where more things are done badly then fewer things done well. “

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

- “More support for smaller clubs who are struggling to run/attend events”
- “I understand it is difficult but making yacht racing more accessible for Scottish teams”
- “Access to instructor/race coach etc training courses that are accessible to transport to”
- “The BUCS point system should be altered to give other smaller regions a chance of winning points, such as giving the top 3 in the trophy final bucs points “
- “More northern events (and/or encouraged interaction between the Northern Region and Scotland would go a long way to remedying this). Coached/ coaching events based in the Northern region would be much more accessible to Scottish students than Southern/ Midlands events. (For context, it was an 8-10 hour drive to attend Playoffs in Bristol, which was doable for a big event, but not for any development opportunities)”
- “Better recognition of the challenges in being based in the north - eg a voucher from a couth coast charter company is not very useful if yacht nats were cancelled.”
- “Cater for the north? Very much a group for the southern unis... even ASF partnership doesn't have northern centres”

EVENTS

- “Provide more racing opportunities, match racing/yachting training for those who want to learn and interclub training opportunities”
- “Make a league for university teams officially out of all of the university team racing events, similar to the UK team racing tour page. Would just be interesting to see where other universities rank, and would help to display the relative strength and activity of all the areas in Busa more accurately, rather than just basing it off the normal Busa events. It would also just be quite fun to see how your team compares to other teams.”

Involvement in Future Research



30

sailors opted in to being contacted for future research and provided contact details 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 increase in the number of **first year students** and the associated decrease in **second and third year students** responding could pre-empt a lack of experienced members for some clubs next year. Thought may be needed around how BUSA could help to support new students post-Covid, particularly if they have not experienced delivering events or running student clubs before.
- **Understanding** of what BUSA is and what the BUSA Committee do has **improved significantly** since 2018-19.
- Students would like to see more provision for the following: **Instructor/Coach/Race Official Development, General Club Support & Development, Female Racing Opportunities** and **Learn to Sail/Learn to Race** opportunities, particularly in the match racing and keelboat disciplines.
- **Regional differences** in provision remain highlighted, with many Scottish and Northern sailors feeling they received less for their money than Southern teams. More action is needed on this going forward.
- Comments highlighted an **interest in more coached events** and requested more opportunities for **beginner sailors**.
- Respondents would like to see more communications via **Instagram, the Facebook Page** 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 the AGM** and **asking USC representatives to share with their members** 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.
- This feedback should form a key step towards implementation or adaptation of the **BUSA 2050 Strategy**.