

Sport Group Survey 2022

Statistical Results Summary

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Introduction

The Sport group ran a 'participation and feedback' survey throughout November 2022. The aim was not only to capture feedback regarding the British Championships, but also to gauge the level of participation in Icelandic track sport more generally, as well as other equestrian sport. Ultimately, the results of this survey will feed into the planning of the next BCs and also into a more wide-ranging strategy for Icelandic sport in the UK over the next few years. The survey was publicised to all members through multiple channels - direct email, facebook, IHSGB website, and in person at the AGM. It received 56 responses, 13 of which were anonymous.

Most of the survey questions were 'yes or no', 'ratings', or 'selections', which makes for easy statistical analysis. This report summarises those responses in the form of charts with a small commentary against each. We also invited respondents to provide free-text comments after the rating or selection tasks. Such responses do not lend themselves to graphical representation so they are not included here, however the board and Sport Group have digested these and have resolved to learn from them.

Results Summary

- 88% of respondents participate in some form of sport with their horse(s)
- 90% of those take part in oval/pace track sport, and 35% in dressage. Other disciplines have at best a 14% participation rate
- 59% of respondents active in some form of sport felt that IHSGB was doing enough to support them.
- 54% of respondents did not attend the BCs and 73% of those cited distance or scheduling as the reason for non-attendance
- The 2022 BCs received satisfaction ratings of 100% for organisation and stabling, but the pace track only received a 36% approval
- Members would welcome some extra non-competitive aspects to the show. Stalls, Tack Sale, and Talks, were by far the most popular
- 50% of respondents indicate a preference to hold finals, whereas only 13% prefer not to have finals

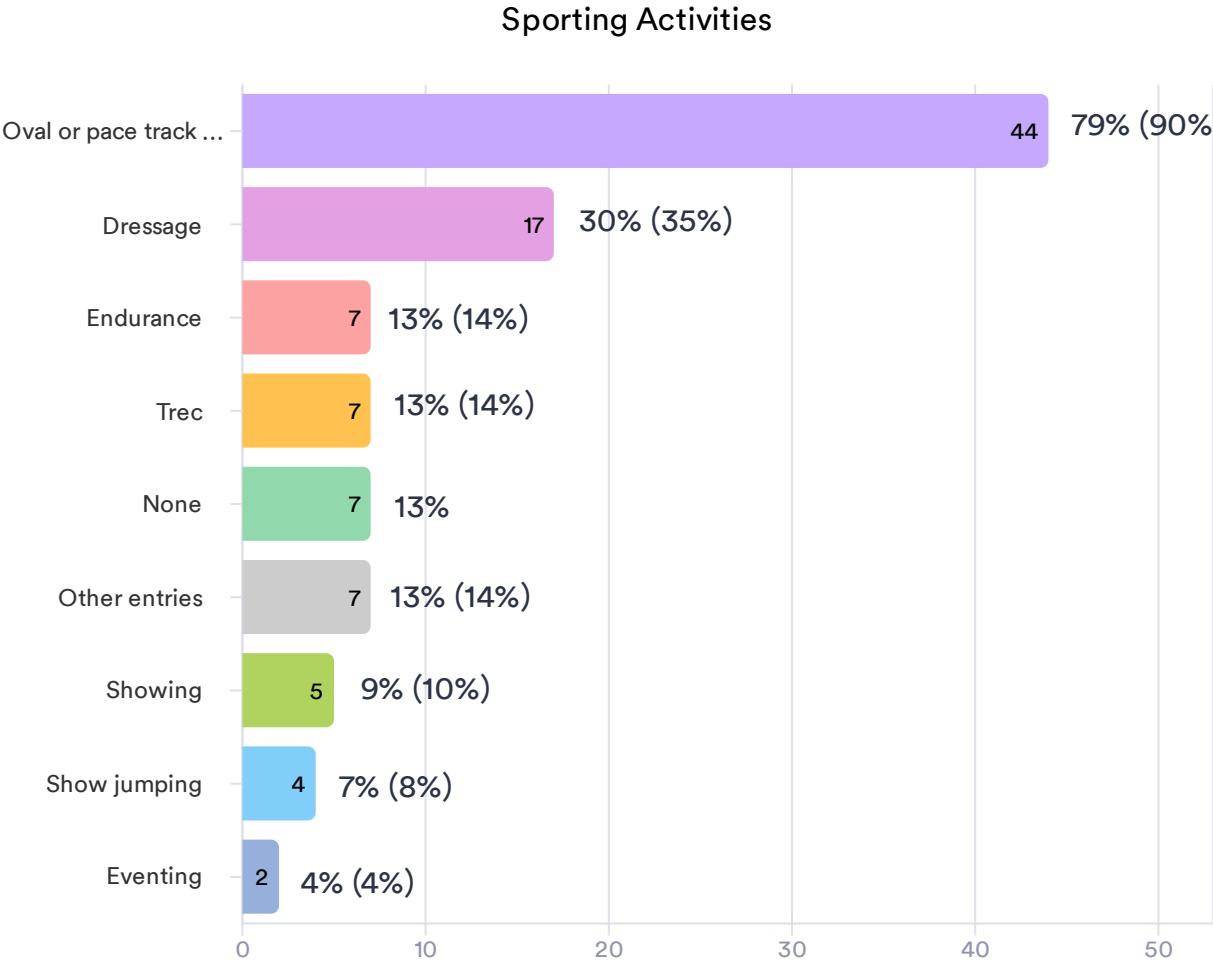
There is a wealth of information contained in the textual responses, which is of relevance to all departments of the IHSGB. On the whole the respondents were very supportive of the work of the Sport Group, but a clear message is that members want more: more shows, more training opportunities, more support in general. Whilst there are those calling for more engagement with 'mainstream' equestrian activities, the majority appear to support the principle that the sport group and BCs should focus on Icelandic track sport. However, there does seem to be demand for more (i.e., new and separate) leisure-focused events. There are some passionate views coming through in this survey but occasionally, these seem at odds with what the IHSGB has actually been doing. In that sense, there is perhaps a need for even greater communication with the membership regarding our activities. Finally, there seems to be a strong desire to return to a more traditional style of competition at the BCs including not just finals, but awards on the day, and even music selection.

Note: To have confidence in any survey results, we need to know the response rate for the target population. The IHSGB has around 250 memberships, and with 56 survey replies we get a basic response rate of 22%. However, for these sport-specific questions we are mainly seeking the views of those with an interest in sport (let's call them the "sporting members"). We know the response rate among those who attended the BCs (who are undoubtedly sporting members) was 50%. On the other hand, 54% of survey respondents *did not* attend the show, which suggests that only 46% of sporting members were in attendance. Given that approximately 53 attended the show, we can estimate the true number of sporting members to be about 115. Therefore, we estimate that just under 50% of sporting members may have responded to the survey.

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Which sporting activities do you or your family participate in with your Icelandic horse(s)? Choose all that apply

Respondents could choose multiple items. The number inside the end of the bar is the count of responses for that selection - e.g., 44 out of 56 respondents selected "Oval or Pace Track Competitions". I have added a percentage to reflect the proportion of respondents active in that discipline, e.g., 79% of respondents or their families participate in oval and pace track competitions.



The number in brackets shows the percentage of people involved in at least one kind of equestrian sport who are doing *that particular* sport. For example, of those that do some form of sport with their horse 90% take part in oval or pace track sport.

13% of respondents answered 'None' meaning they don't do any sport at all with their horse. This means that 87% of respondents are involved in some kind of sport with their horse.

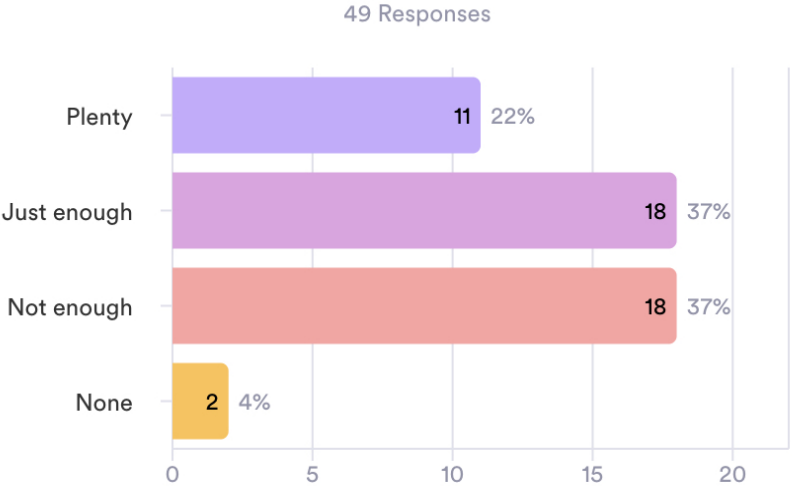
It is clear to see that oval and pace track sport is by far the most popular with 90% participation. Dressage comes second with 35% participation. Other disciplines achieve at best a 14% participation rate.

These results strongly support and justify the stated aim of the sport group to focus on traditional Icelandic track-based events. However, we should certainly continue to offer dressage or dressage-related classes where possible.

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The Sport Group primarily exists to promote Icelandic horse-specific sporting activities, but we want to support members taking part in all forms of measured riding where possible. How much support do you feel IHSGB gives you in your chosen activities?

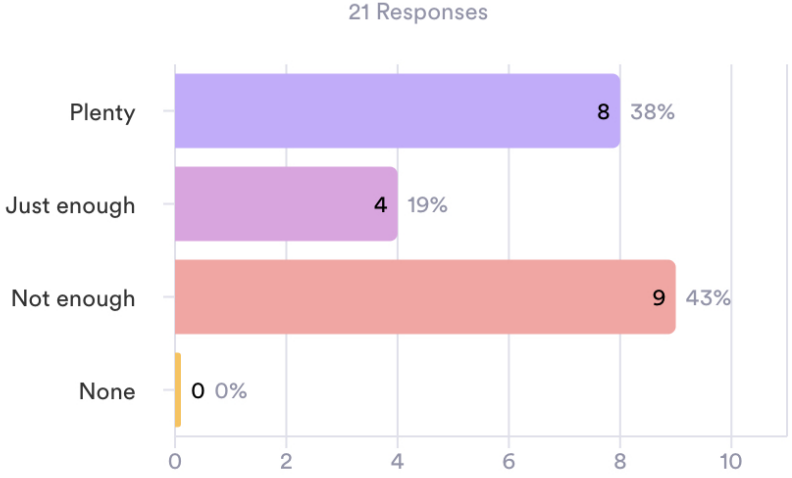
Supporting You (excluding where sport activities is 'none')



We wanted to get a sense of how well-supported our sporting members felt. The chart on the top left includes all responses, except those from the people who answered 'none' in the sporting activities question.

With 22% answering 'plenty' and 37% 'just enough', we can say that 59% of sporting members feel they have enough support from IHSGB. 37% said they feel there is not enough support with 4% (2 replies) saying they have no support. In the final bracket, one respondent was involved in Trec and Horse Agility. The other person was involved in oval and pace track sport, as well as dressage and showing. They also stated in a comment that they lived on a remote Island.

Supporting You (oval and pace track only)



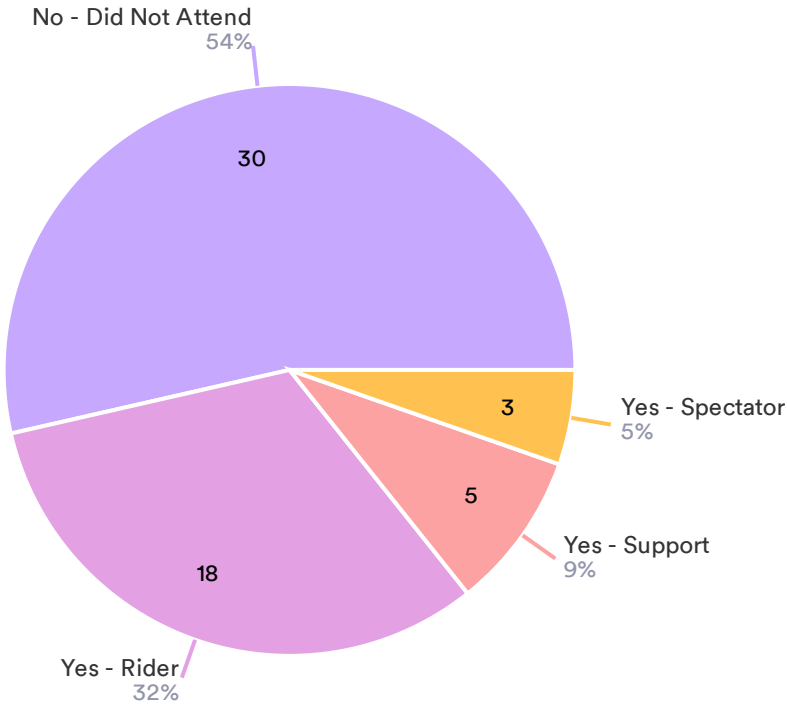
There were 21 respondents who said they only took part in oval or pace track sport. For this segment, it is interesting to note that 43% (a greater proportion than the population as a whole) feel we are not doing enough to support them. At the same time, 38% (also slightly more than the population as a whole) think we are doing plenty. While this is a relatively small sample, it does suggest some polarisation of views about levels of support within our exclusively track-focused sport riders.

Whichever way you look at it, the fact is that around 40% of sporting members feel they need more support from IHSGB. This is something the Sport Group must work to address.

Did you attend the British Championships in 2022 and if so in what capacity?

Attendance

56 Responses



● No - Did Not Attend ● Yes - Rider ● Yes - Support ● Yes - Spectator

The BCs is our flagship event, and we want as many members to attend and participate as possible. We want the membership to feel part of a community and provide them an opportunity to socialise and show off their horses. Yet there is also a financial imperative in maximising attendance. The show costs several thousand pounds to put on and does not usually break even. It is therefore important to understand the reasons behind why people do or do not come.

This question was simply about whether the member attended the show and if so in which capacity.

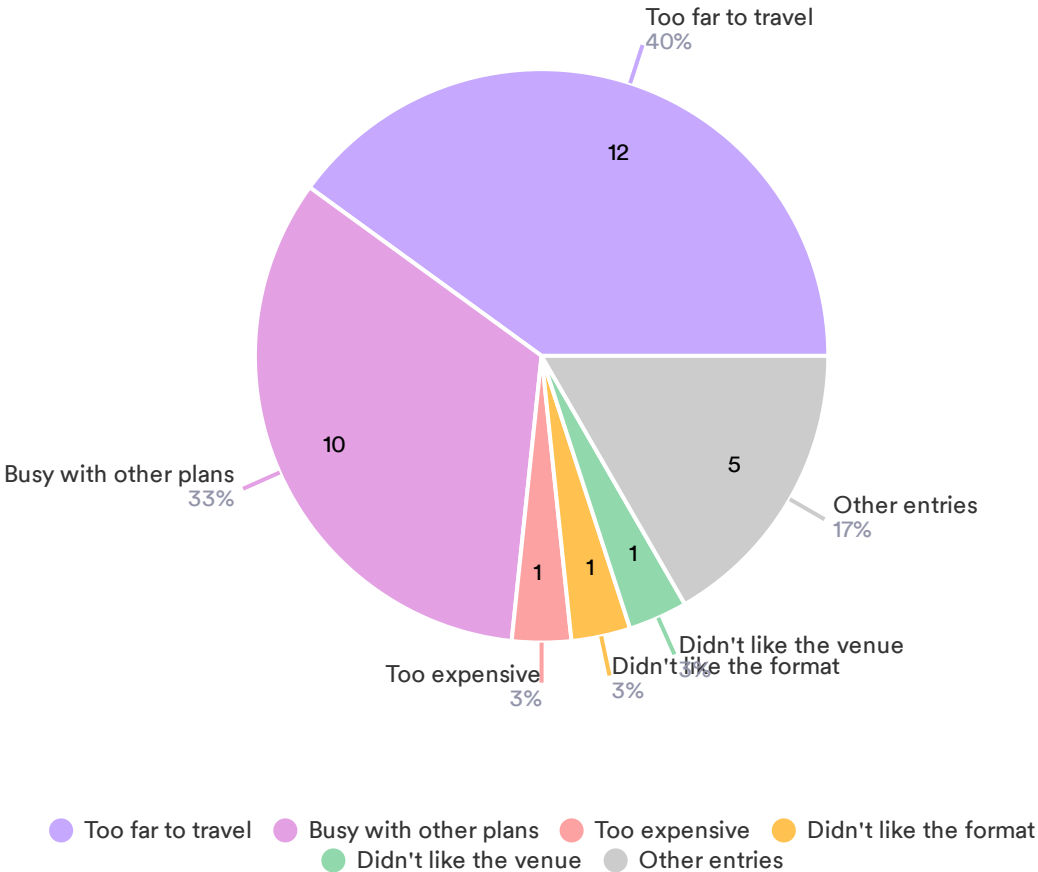
It is interesting that more than half of respondents did not attend the BCs in 2022. It is important that we try to work out why these people did not attend and what we can do to help them participate.

We know from earlier that 87% of respondents were involved in sport and of those, 90% are involved in riding oval or pace track events. In the introduction (see the footnote) we estimated that the response rate for sporting members was around 50%. Potentially therefore, approximately 50 additional members could be tempted to enter or participate in future (i.e., approx. $30 \times 0.87 \times .09 / 0.5$)

You said you weren't able to attend the BCs in 2022, what was the reason?

Reason for missing the show

30 Responses- 26 Empty



If we hope to attract more people to the BCs then we should try to understand why people do not attend. The most common reason given for non-attendance was 'Too far to travel' (40%) followed by 'Busy with other plans' (33%).

Realistically, wherever we put on the show there will always be people for whom it will be too far to travel. Likewise, people will always have competing interests which mean they are 'busy with other plans'.

Perhaps with the right format and the right extra non-competitive aspects to the show, those 'other plans' might just get de-prioritised, or the journey might be deemed worth it.

From the previous question we know that 54% of respondents did not attend. Now we know that 73% of them said either it was too far to travel or they had other plans. The question then is how can the barriers of distance and timing be removed?

Part of the solution might be to offer a parallel virtual competition at the BCs. With online competition, riders are not so restricted by location or timing. For instance, competitors could submit their videos at any time in the 2 weeks leading up to the event and they could be assessed by the same judges as the main show. We could even open it up to overseas riders.

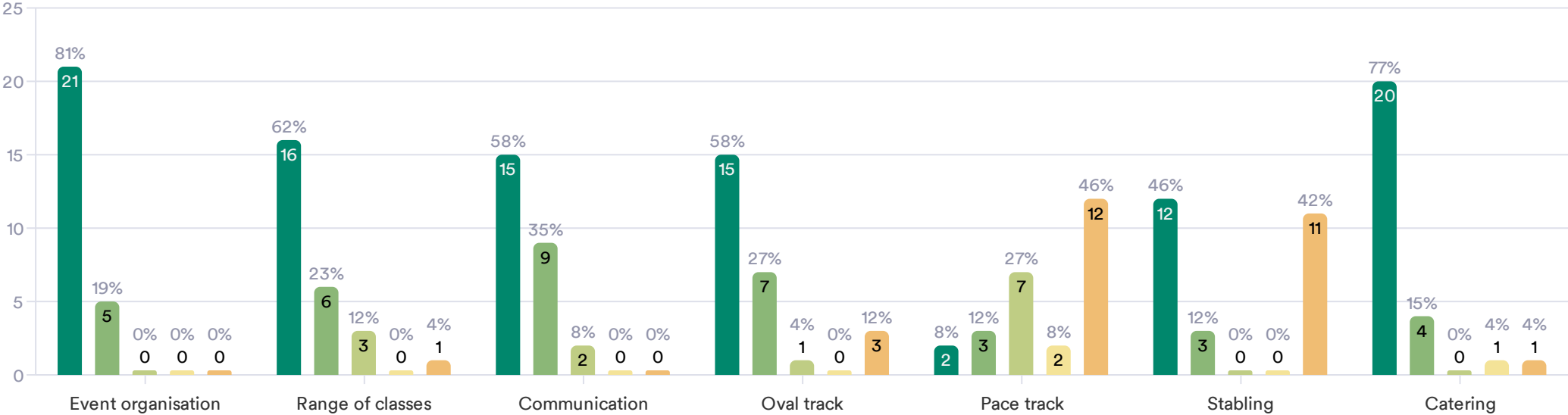
As a final thought, it is good to see that the cost, or venue (ALW) are not widely cited as a the reason for non-attendance! Also, note that nobody selected "not interested" or "covid".

Please rate the following aspects of the 2022 event

Event Ratings

26 Responses- 30 Empty

Very Satisfied Satisfied Somewhat Satisfied Not Satisfied N/A



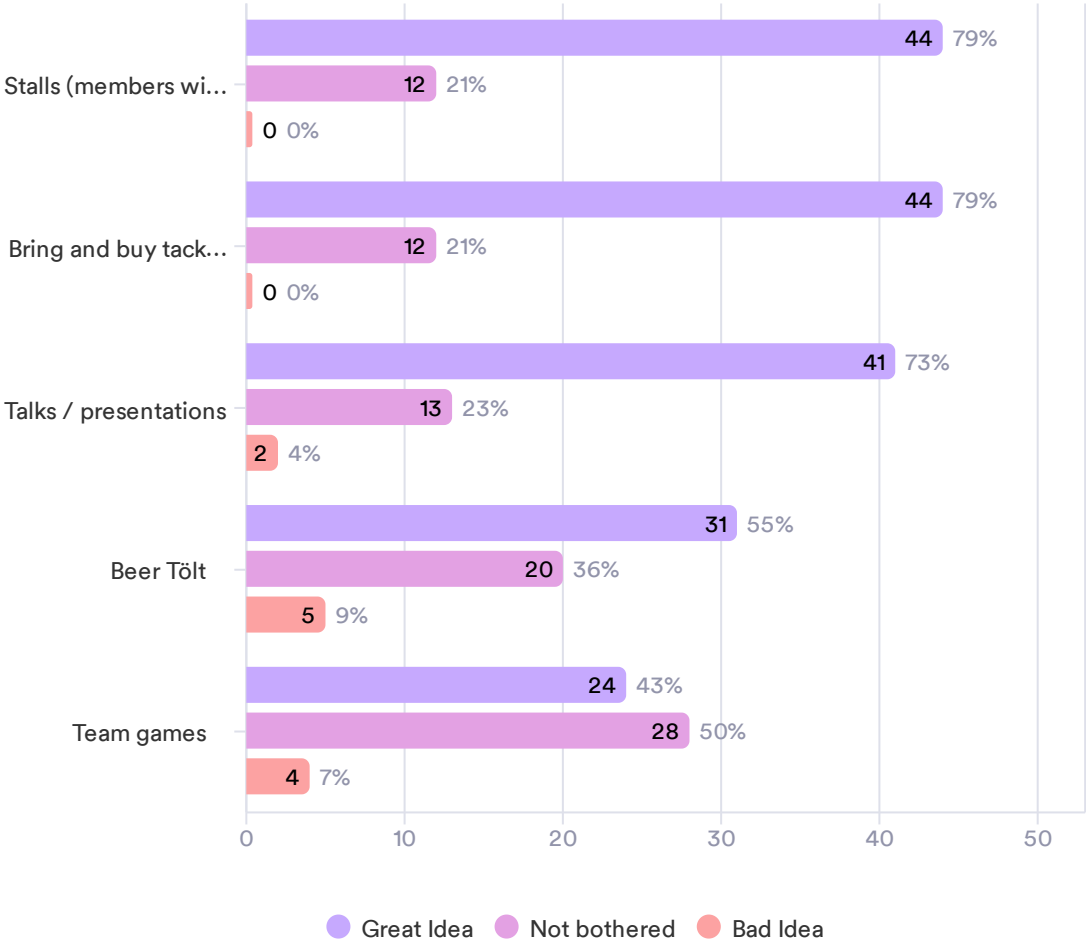
We asked attendees to rate the show along 7 dimensions. Overall the satisfaction scores are excellent, in particular "event organisation" achieved a 100% satisfaction rate ('satisfied' plus 'very satisfied'), as did "stabling" (ignoring N/As). The catering achieved a 96% rating (ignoring N/As). The pace track is the obvious area where satisfaction is less than ideal at 36%, but we all recognise it's the best we can do at Aston le Walls.

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The BCs can be a serious occasion, especially for those of us trying to qualify for the GB team. However, it ought to be a fun social occasion as well. Please rate the following suggestions for things we might try and do at future events.

Non-Competitive Aspects

56 Responses



We wanted to get a sense of what non-competitive elements might be welcome at the BCs. For five suggestions we asked members to rate them as "great idea", "not bothered", or "bad idea".

The two most popular suggestions are "stalls for members with related businesses", and "bring and buy tack sale". Both suggestions were considered a "great idea" by 79% of respondents and no-one thought they were a "bad idea". "talks / presentations" were also considered a "great idea" by 73%.

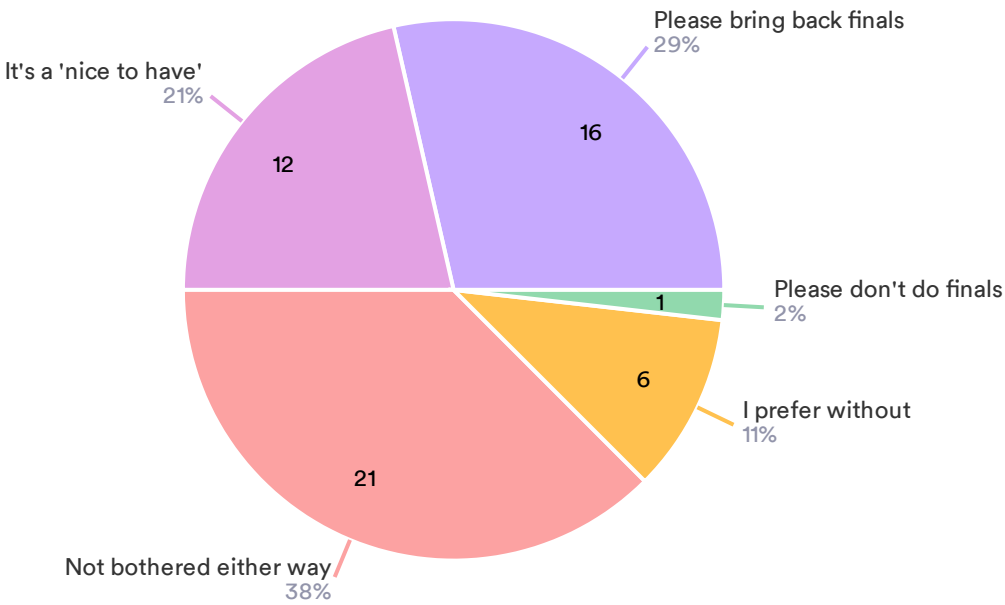
"Beer Tölt" and "Team Games" attracted markedly less support and were actually rejected as a bad idea by some. Given the above, we will look at including stalls, tack sale, and possibly some talks, but forget about the beer tölt and team games.

One advantage of stalls, b&b tack sale, and talks/presentations is that they could all be run concurrently with the main event. In other words, they do not need to interfere with the competition schedule. They also could be overseen by volunteers without distracting the main show crew.

We've not put on finals for the last few years. A lot of members say they really appreciate the opportunity to ride multiple qualifiers in different classes. Others feel that it's not a proper competition without finals. How do you feel about this issue?

Finals vs Multiple Preliminary Rounds

56 Responses



- Please bring back finals
- It's a 'nice to have'
- Not bothered either way
- I prefer without
- Please don't do finals

The reason we stopped holding finals was to facilitate social distancing in response to covid, but this is no longer a concern. Nevertheless, some have suggested it would be better to offer multiple preliminary rounds instead of finals on a permanent basis. We felt it was time to put this question to the membership.

29% say 'please bring back finals' and 21% say finals are a 'nice to have'. In other words, 50% would prefer to have finals. On the other hand, 11% say they 'prefer without', and just 2% say 'please don't do finals'. So just 13% indicate a preference against having finals. The remaining 38% said they were 'not bothered either way'.

Given this clear response, the Sport Group will reinstate finals for oval track classes at the 2023 event.