



## British Fencing

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**To all club officials,**

### **Re: SPORT ENGLAND SATISFACTION SURVEY**

As most of you know Sport England has recently awarded a grant of over £1M over 4 years to support the strategic development of fencing in England.

The three elements of the Sport England Strategy are:

- **GROW:** To grow our sport, widen access, and increase the number of members and people participating regularly in fencing.
- **SUSTAIN:** To ensure that we retain people within our sport and that they enjoy fencing.
- **EXCEL:** To build an effective talent development system which will provide the athletes of tomorrow.

A large part of the overall Sport England 08-11 strategy of Grow, Sustain and Excel is about monitoring satisfaction with the sporting experience from the participants in all 46 funded sports. The full strategy can be seen here:- [http://www.sportengland.org/sport\\_england\\_strategy\\_2008-2011.pdf](http://www.sportengland.org/sport_england_strategy_2008-2011.pdf)

Some details about the survey from Ipsos MORI are below. The key thing to remember is that we (fencing) will have the same survey repeated for the next 3 years & we must show an ongoing improvement in satisfaction with the sport.

This first year is a baseline measure as this is the first time we have received this funding.

### **Sport England's 'Satisfaction with the Quality of Sporting Experience' Survey (S.Q.S.E.)**

#### **WHAT?**

Sport England has commissioned Ipsos MORI to conduct this important study, which is the first of its kind in the UK. The survey will establish what is important to people when they take part in sport and how satisfied they are with the quality of their sporting experience.

The survey will be repeated on an annual basis so that progress can be tracked over time.

#### **HOW?**

In excess of 40 sports, including Fencing, will be covered within the survey. If you choose to participate you will be emailed a link to the online questionnaire, which will take no more than 15 minutes to complete.

[Ipsos MORI](#) are a leading market research company and guarantee your anonymity – no one is identified in the reporting of results and you will not be contacted for sales or marketing purposes as a result of completing the survey.

**WHEN?**

Ipsos MORI will be contacting sport participants early in 2009 to take part.

**WHY?**

The results will help shape the future of your sport as they will support improved planning and investment decisions. We very much hope that you will take this opportunity to make sure your views are heard. If you feel that you have an issue which you would also like us to be aware of, please contact Head Office, as this will help us to improve.

If you do take part, Ipsos MORI will send you an exclusive preview of the headline results, so you will be able to see what people really think about Fencing.

**FURTHER QUESTIONS**

Find out more about this study via Sport England's website:

[http://www.sportengland.org/index/get\\_resources/research/satisfaction\\_quality\\_of\\_sporting\\_experience.htm](http://www.sportengland.org/index/get_resources/research/satisfaction_quality_of_sporting_experience.htm)

If you have any further questions, as always please contact Head Office on [headoffice@britishfencing.com](mailto:headoffice@britishfencing.com).

Yours sincerely,

A handwritten signature in black ink that reads "P. Martin". The signature is written in a cursive, flowing style.

**Piers Martin**  
**Chief Executive**