

BRITISH WEIGHT LIFTERS' ASSOCIATION



BWLA
Lilleshall National Sports Centre
Nr Newport
Shropshire
TF10 9AT

Tel: 01952 604201
Fax: 01952 812882
Email: steve.cannon@bwla.co.uk

Ref: 2009/BWLA018 SC Jan09

3rd February 2009

Dear Club Secretary,

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

Sport England has granted the BWLA an award of funding of £ 609,000 for the period 2009 ó 2013. The purpose of this grant is to meet the Sport England Strategy of 'Grow, Sustain and Excel'. The aims of this funding will be assist the BWLA to develop its clubs and expand its infrastructure, to expand its membership and competitions, and develop its athlete pathway towards Commonwealth Games and Olympic Games.

Sport England has commissioned Ipsos MORI to conduct Sport England's 'Satisfaction with the Quality of Sporting Experience' Survey, which is an important study, 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 aimed at three pools of people; talent pool, membership pool and the Active England survey.

The BWLA has entered into an agreement with Ipsos MORI to share its data so that members of the BWLA can participate in the Sport England Sport Satisfaction Survey. Ipsos MORI are contacting BWLA members on behalf of the BWLA, and are bound by the agreement to only use the data provided for this purpose, and are not to share it with any other party.

The survey will be repeated on an annual basis so that progress can be tracked over time. In excess of 40 National Governing Bodies, including (sport), 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 ó 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. Ipsos MORI will be contacting sport participants early in 2009 to take part.

BRITISH WEIGHT LIFTERS' ASSOCIATION

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 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 Weightlifting.

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

I sincerely hope you will be able to spend 15 minutes of your time and complete the survey on behalf of Sport England which will affect the future of BWLA.

Signed

A handwritten signature in black ink, appearing to read 'Steve Cannon', with a stylized initial 'SC' at the start.

Steve Cannon
Chief Executive Officer