



British Mountaineering Council: Indoor Climbing Walls Survey
FINAL Report
Sport Structures Ltd

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Contents

1. Introduction 2

2. Findings..... 2

 Respondents Profile.....2

 Climbing Information3

 Climbing Walls6

 Climbing Clubs8

 BMC Membership8

 BMC and Young Climbing wall users..... 11

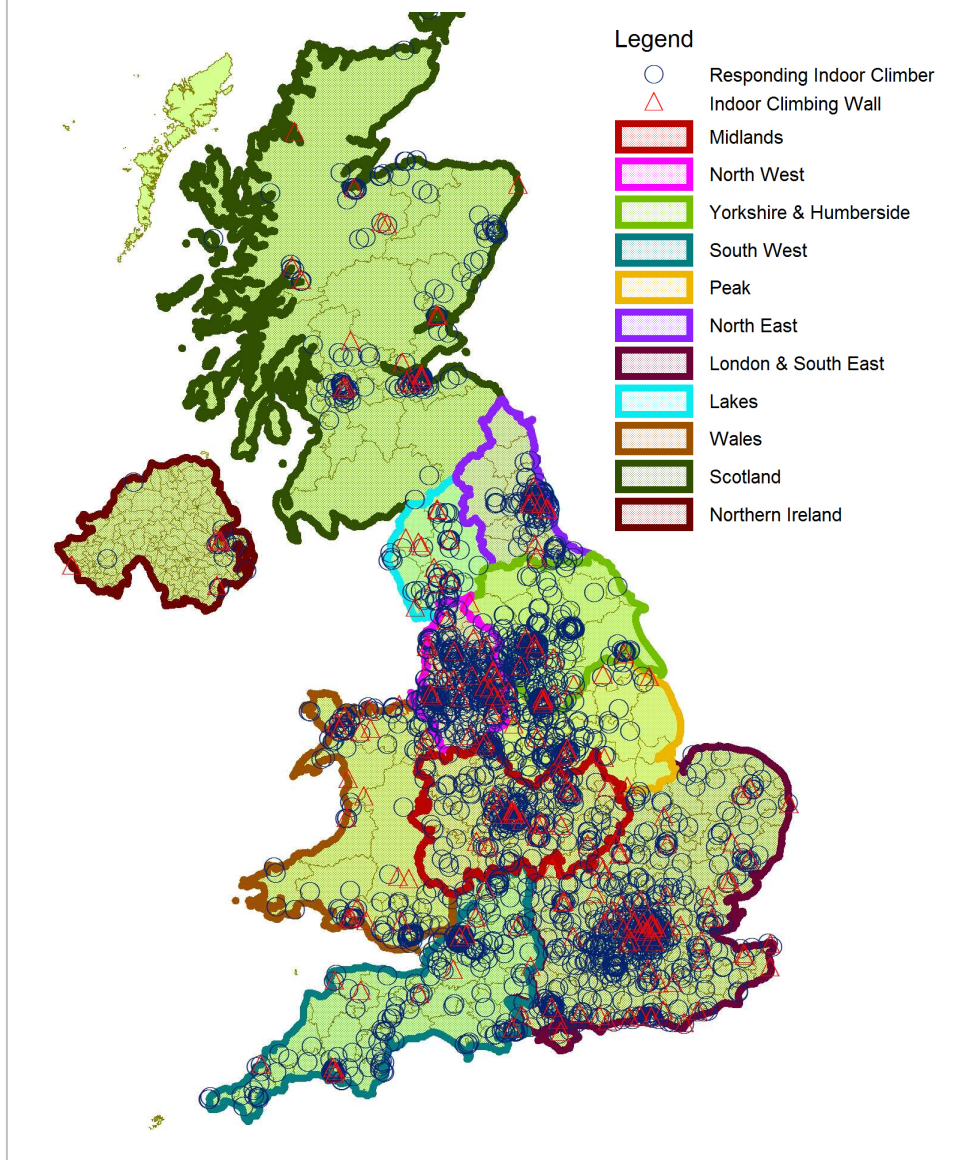
3. Conclusions, Recommendations and BMC responses 13

Appendix A: Methodology and limitations..... 18

1. Introduction

- 1.1 The British Mountaineering Council (BMC) is the national representative body for England and Wales that exists to protect the freedoms and promote the interests of climbers, hill walkers and mountaineers, including ski-mountaineers. It has around 65,000 members of which 40,000 members are individual with the rest being affiliated to a climbing club. The BMC actively seeks to work for climbers, hill walkers and mountaineers to improve and inform members on access and conservation, equipment, medical advice, safety and skills, clubs and huts, competition, climbing walls as well as youth and equity
- 1.2 This report forms the consolidated overview of the Indoor Climbing Walls Online survey 2010 as distributed and marketed at indoor climbing walls in England and Wales and via the BMC web site. The data contained within this report is based on the a sample of 3004 indoor user responses, please see details of the methodology and confidence intervals within appendix A. Key findings are provided with a breakdown of all respondents answers to the survey.
- 1.3 The report seeks to provide a concise overview of the key findings outlined within seven core sections:
 1. Respondents Profile
 2. Respondents climbing
 3. Climbing Walls
 4. Climbing Clubs
 5. BMC Membership
 6. The BMC and Climbing Walls
 7. The BMC and Young Climbers
- 1.4 The report is concluded with recommendations for the BMC on how to improve and inform on climbing wall provision, clubs, membership and young climbers provision and general recommendations for the BMC ongoing commitment to informing members and respective partners.

Figure 1 Regional map of responding indoor wall users



2. Findings

Respondents Profile

- 2.1 The regional distribution of the respondents demonstrates that London & the South East (26.5%) have the highest number of respondents followed by the North West (15.0%), then Yorkshire and Humberside (12.1%) the lowest representation was within Northern Ireland (.6%) the lakes (2.4%) and the North East (4.4%).
- 2.2 The age profile is diverse with members apparent in each age range from those aged under 15 to those aged 65 and over. The majority of respondents are aged between 30-45 years (37.4%). Other age groups with a high response rate were 24-30 years (21.4%) and 45-65 (19.7%). However there was a poor response rate from young climbers aged 15-18 (2.8%) and under 15 (2.0%) as a result there is a need for more research with these younger age groups.
- 2.3 In response to whether the BMC did enough for their specified age group the majority (33.6%) felt that the BMC did enough. Some climbing walls users (4.9%) indicated that encouragement was not needed. Whereas certain users (2.4%) felt that more needs to be done for some age groups such as older climbers.
- 2.4 More male indoor climbing walls users (75.9%) responded compared to female users (21.1%). Although there is a large difference between levels of male and female users, these levels are consistent with overall profile of gender apparent within membership data from the BMC. The majority of indoor users felt that the BMC did enough for female climbers (62.2%). Although some (6.6%) were not aware what the BMC are doing for female climbers and others (3.1%) suggested this was not the role of the BMC.

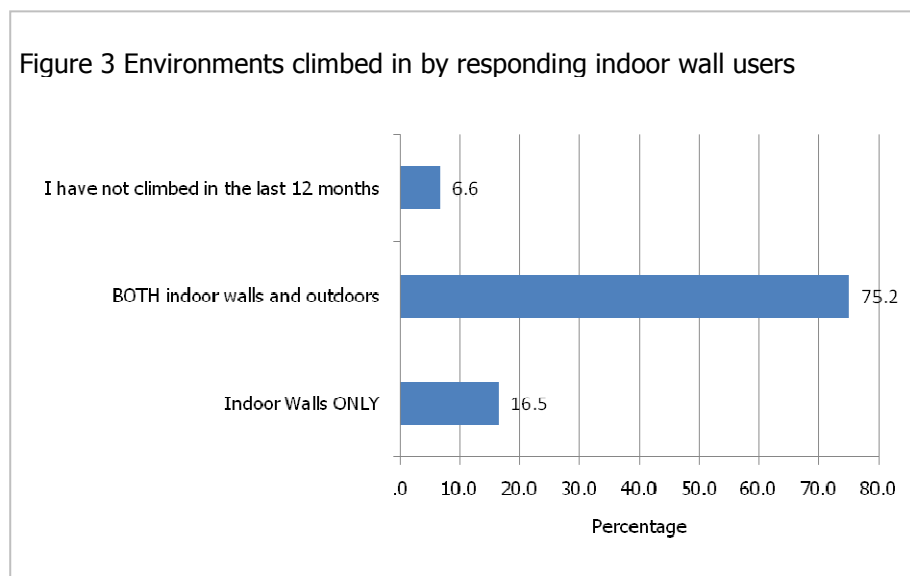
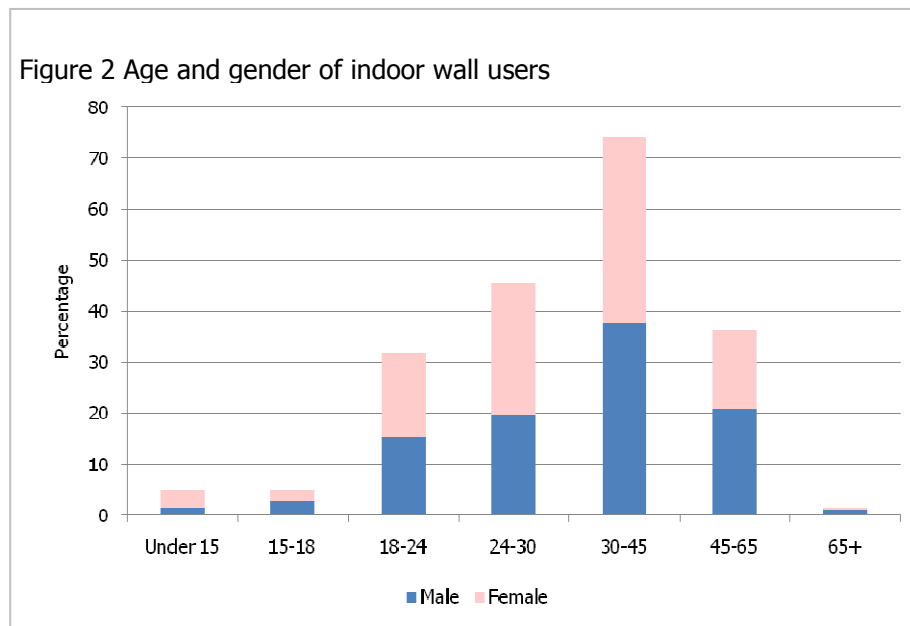
2.5 In terms of ethnic origin most indoor wall users (87.9%) are White-British, with others (1.4%) indicating that they are White-Irish or from another white background (5.8%). This means that only 3.6% of indoor users are from a Black or Minority Ethnic (BME) community. This is consistent with equality data (2006) collated by the BMC. Most (45.5%) indoor wall users felt enough was being done to encourage BME participation. In contrast almost a fifth of users (19.5%) suggested that not enough is being done. Other findings indicated that many (3.8%) are not aware of what the BMC is doing for ethnic minorities or think that the topic is not relevant.

2.6 Overall, only a few indoor users (4.2%) indicated that they had a disability, this is consistent with overall membership figures. Of those indoor users with a disability the majority indicated having either a physical impairment or mental health difficulties. The majority (45.5%) of indoor users felt that enough is being done for disability users, 19.5% indicated no, and 9.7% indicated that a lot more needs to be done.

2.7 The profile of indoor users and the level of satisfaction with what the BMC are doing for underrepresented groups suggest that there is some confusion on equality within climbing and the role of the BMC in regarding equality.

Climbing Information

2.8 Based on the last 12 months the most popular environment in which indoor wall users have climbed most is BOTH indoors and outdoors (75.1%), the next most popular was indoor walls only (16.5%) and only a few (6.6%) have not climbed in the last 12 months.



2.9 Most indoor users (90.5%) have climbed indoors in Autumn/Winter in the last 12 months compared to 83.5% respondents have climbed indoors in the Spring/Summer in the last 12 months. Indoor climbing therefore appears to be a year round activity with only a minor reduction in participation in the Spring/Summer.

2.10 In looking at the frequency of indoor climbing during Autumn/Winter and Spring/Summer there are a number of differences although the profile of attendance overall is quite similar. Although indoor climbers tend to climb indoors more frequently in winter with an increase in the level of climbers taking part twice a week, three times a week and four times a week.

2.11 The most common reason that indoor users use climbing walls was to train for outdoor climbing (67.9%), the next most common was to get a work-out (61.1%) followed by stamina training (53.5%). However nearly half of respondents (45.6%) indicated that they used indoor climbing walls because they cannot go outdoors. Other findings were that individuals use the walls to meet friends (49.5%) and to use climbing walls to learn how to climb (27.9%).

2.12 At indoor climbing walls the activities that respondents take part in are bouldering (72.1%), top rope (67.7%) and lead climb (74.5%). Each of these three activities are popular at indoor walls. Respondents also indicated taking part in other activities that such as instructing and socialising.

Figure 4 Seasonal variation in frequency of indoor climbing

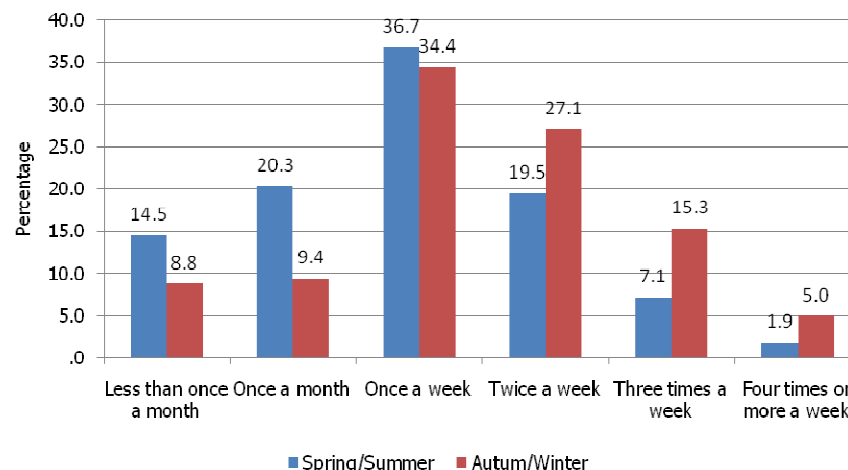


Figure 5 Reasons for using indoor climbing walls

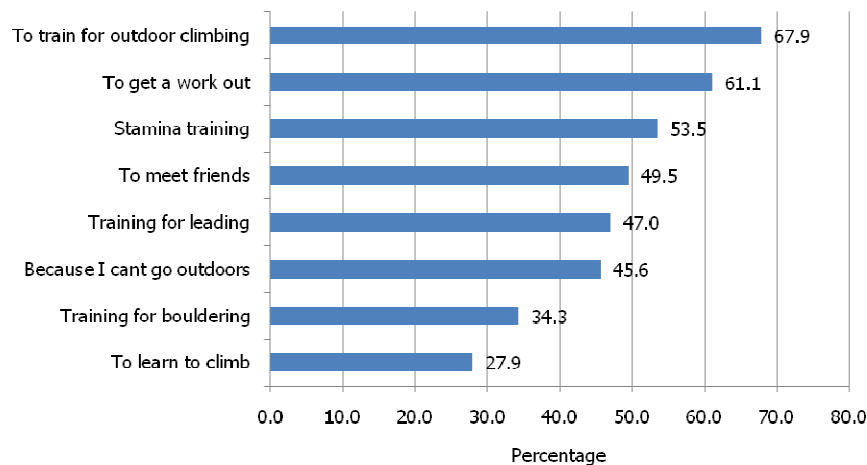


Figure 6 Topics that would be useful within indoor coaching sessions

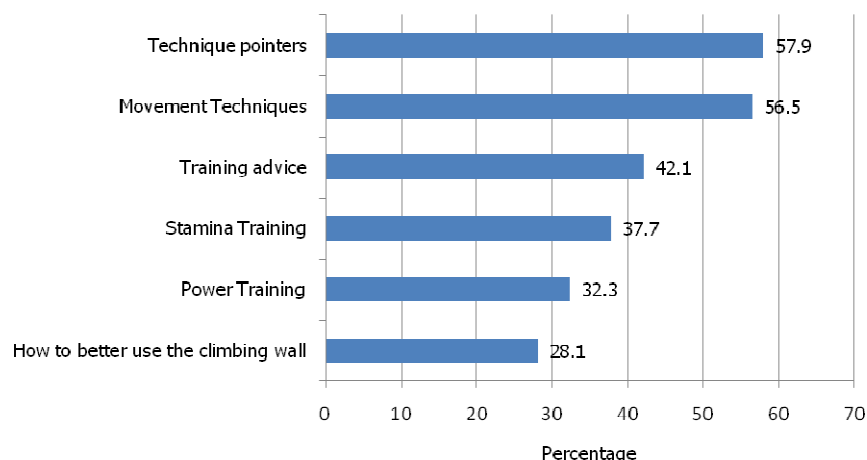
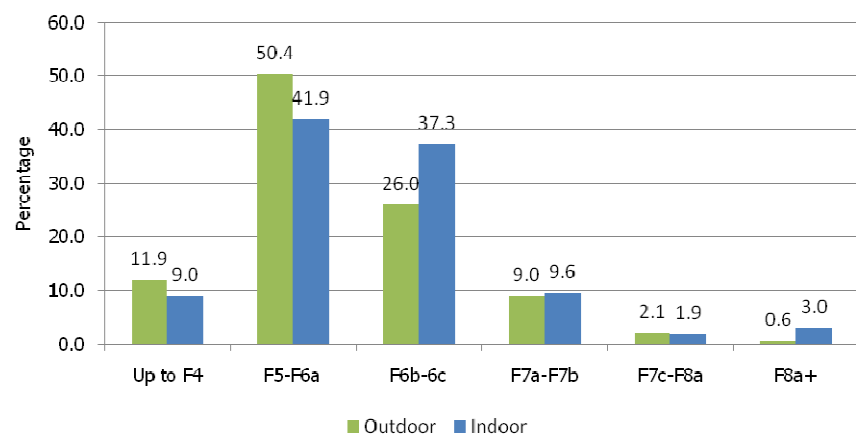


Figure 7 Sport lead climb standards indoor and outdoor comparison



2.13 If climbing coaching sessions were offered at local climbing walls the majority of indoor wall users (68.5%) would consider attending one. Of those that would attend a coaching session, they would like to attend a coaching session at the wall they use most regularly. The most popular topics thought to be covered are technique pointers (57.9%) and movement techniques (56.5%), although still well supported the least popular was how to better use the climbing wall (28.1%).

2.14 Indoor wall users (86.6%) tend to think it would be a good idea if the BMC ran workshops to help people transfer from climbing indoors to climbing outdoors. However, most indoor wall users (75.7%) already climb outdoors, but of those that do not currently climb outdoor only 17.7% want to learn to climb outdoors. Qualitative comments suggested that there should be opportunities to bridge the gap between indoor and outdoor climbing so that transference is progressive and that climbers learn to effectively use both environments to their benefit.

2.15 The most popular route to start climbing outdoors was seen to be to have a friend take them out (15.5%), with the next being go on a course run by the local climbing wall (11.6%), the least popular was to read a climbing magazine article (3.8%). Poor response rate for this question is attributed to the fact that 75.7% respondents already climb outdoors.

2.16 Indoor users indicated that F5-F6a is the most popular sport lead climbing grade (41.9%), with F6b-6c (37.3%) the next most popular. Similarly the most popular Sport grad for those that climb outdoors is F5-F6a with (50.4%). As to be expected the more severe climbing grades proved to be less popular with grades F7a-F7b and F8a+ only making up 2.2% of the response. Of those indoor wall users that already climb outdoor VS-HVS was the most popular Trad grad (45.3%) accounting for nearly half of the respondents.

Climbing Walls

2.17 The most popular climbing wall in the UK was seen to be The Castle, London (4.7%) followed by Awesome Walls – Stockport (4.3%) and The Leeds Wall (4.2%). The least popular walls were those with school premises.

2.18 Overall, indoor wall users indicated that 40.1% climbed at their named wall once a week, and 22.7% twice a week. Indoor wall users indicated that they had visited other walls in the last 12 months with 48.5% having visited one other, 29.6% have visited two others, 11.0% have visited three others and 10.9% have visited four or more other indoor walls. This suggests that although indoor users will regularly visit a wall they will often explore a range of other wall facilities.

2.19 After indicating the indoor wall in which users climbed at the most users (68.9%) indicated that they climbed at this wall all year round. Compared to others (15.0%) that climbed at this wall only when the weather was bad and 12.6% that only in used that wall in winter. These results are consistent with the seasonal questions in that climbers appear to be climbing at indoor walls all year round with some increased activity in winter months.

2.20 Nearly half of wall users (48.5%) indicated they had to travel 10–30 minutes to their chosen climbing wall, with 16.9% travelling less than 10 minutes. In contrast some (5.3%) wall users travel between 1-2 hours with several users (0.8%) travelling for over 2 hours.

2.21 Indoor wall users indicated that the main reason for visiting their named wall was because it was the closest to where they lived (63.2%), followed by good quality of route setting (46.9%) and the quality of the wall (42.4%). Indoor wall users least popular reason was a good café shop (12.6%). Furthermore indoor wall

Figure 8 Frequency of climbing at regular climbing wall

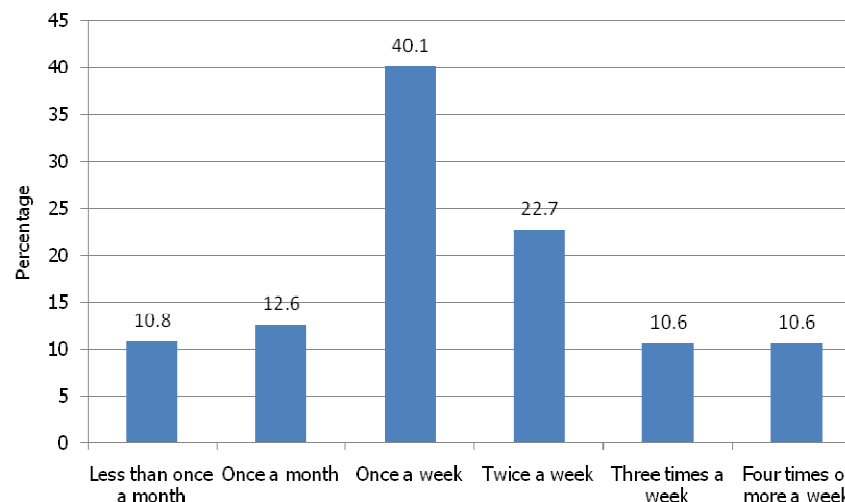
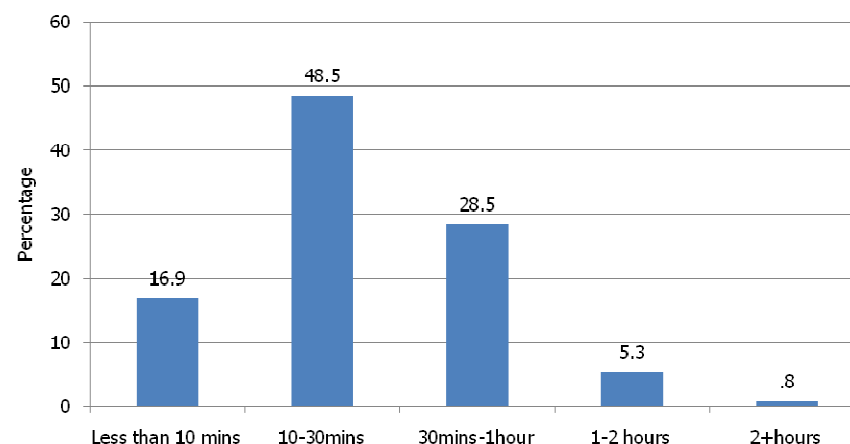


Figure 9 Time travelled to regular climbing wall



users indicted other reasons such as friendly and convenient facilities.

2.22 Indoor wall users indicated that walls can become overcrowded, although only 5.3% found their named wall overcrowded all the time. The majority (74.9%) find their named wall to be overcrowded at certain time such as a winter week. Whereas (18.2%) some wall users never find their wall overcrowded.

2.23 Just under a third (31.1%) of indoor wall users indicated that they would prefer more presence from the BMC Climbing wall management/representative. Whereas over two thirds of indoor wall users (68.9%) would not like more presence from the BMC.

2.24 The BMC already has some presence at indoor climbing walls through literature. The majority of indoor wall users (68.7%) indicated that BMC literature was available at their chosen wall, with as many as 24.2% of users unsure whether there is literature at their wall. Of those that have indicated that there is BMC literature present at their climbing wall, most (68.7%) users do read the literature such as posters, leaflets, information booklets distributed by the BMC to the indoor climbing walls. Those that do read the BMC literature at indoor walls indicted very positive responses with 26.8% suggesting that there is enough material to satisfy them and a further 18.2% indicating that it is very informative. Some negative opinions were given in relation to the literature stands being out of date or empty. Indoor wall users suggested that there should be more information relating to:

- Current safety information/safe belaying (12.4%)
- Skills to transfer from indoor to outdoor (7.3%)
- Climbing training (5.6%)
- Local information – clubs, meetings, courses (4.2%)

Figure 10 Main reasons for visiting named indoor walls

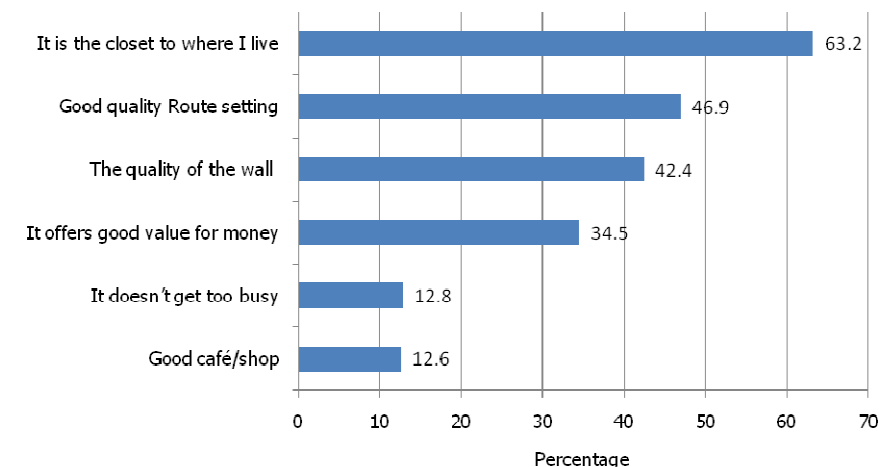


Figure 11 Perception of BMC literature at indoor walls

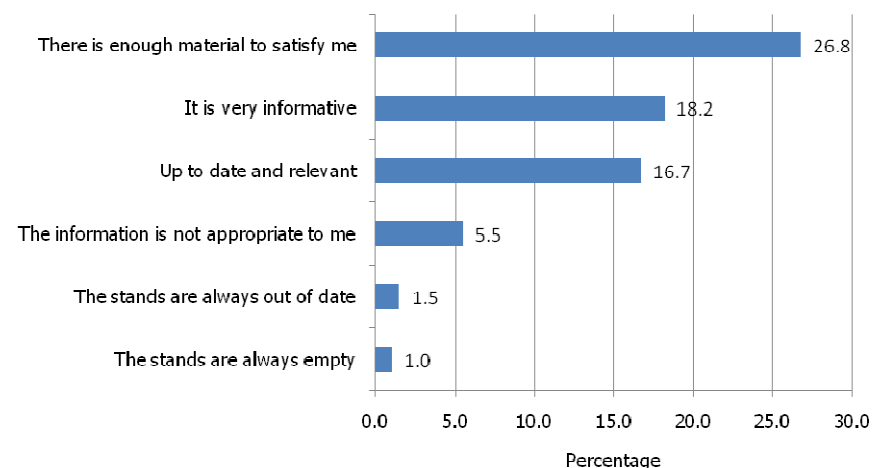


Figure 12 Reasons for indoor wall users not being in a club

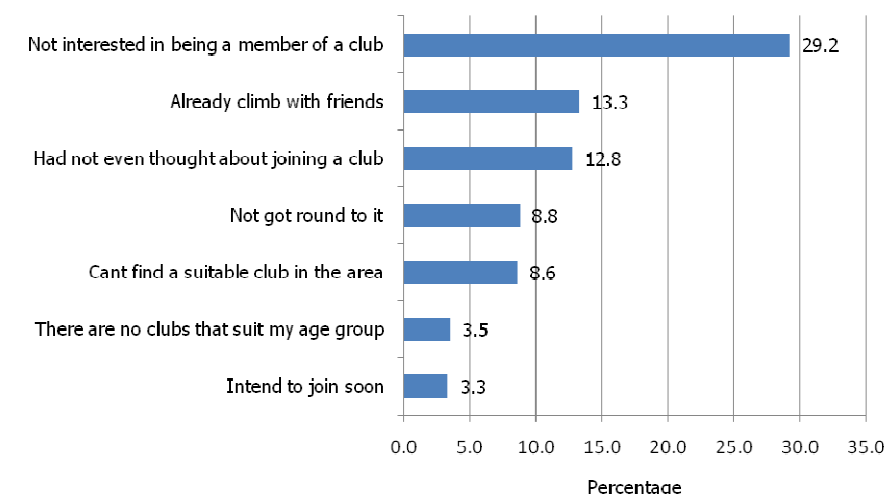
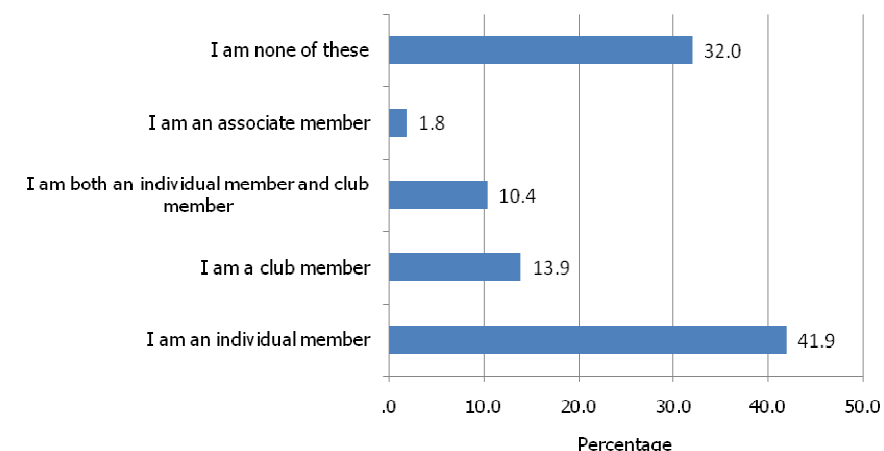


Figure 13 Description of BMC membership



Climbing Clubs

2.25 Overall 31.3% of indoor wall users are in a climbing club. From those that are members of a climbing club the most popular climbing club was the 'Climbers club' (2.1%), followed by the BMC (0.8%) and 'Northumbria Mountaineering club' (0.7%) and 'Not so Trad lesbian and gay climbing club' (0.7%).

2.26 Most indoor wall users (62.3%) are not a member of a climbing club. The main reason as to why wall users are not a member of a club was because they were not interested in being a member of a club (29.3%). Other reasons included, already climb with friends (13.1%), time constraints (8.8%), not got round to it (4.2%) and intend to join (3.3%).

2.27 Indoor wall users indicated several main role functions in which clubs should play in the indoor climbing community, the main roles are to be a source of social interaction (72.4%) and meeting people to go climbing with (76.4%). Other popular roles were organising climbing meets (68.2%), introducing indoor climbers to outdoors (61.9%) and source of information (59.9%).

BMC Membership

2.28 The most common membership type is individual member (41.9%) followed by none of these (32.0%), the least common membership is associate member (1.4%). Of individual members 66.4% have been a member for more than a year while only 27.6% have been a member for less than a year, indicating that BMC seems to retain their members that use indoor walls.

2.29 Those that are not members suggested the main reasons for not being a member were because membership is too expensive (49.2%) and that although previously a member they had let their membership lapse (42.5%), others suggested that the BMC does not provide enough information or do enough for climbing wall users (27.9%).

BMC and Climbing Walls

2.30 Overall, indoor wall users indicated that if a separate membership category for climbing wall user was created 31.4% would join as a climbing wall user, compared to 64.6% that would not. In looking at this in relation to the number of indoor users that climb outdoors (75.7%) so would already be covered by this membership category.

2.31 Indoor wall users indicated that they would like to see the following benefits for climbing wall membership's users, 50.4% indicated they would like information on how to progress outdoors, 35.3% would like information for beginners using climbing walls and 35.3% would like information on how to join a local climbing club. The least popular membership benefit was BMC representation at the walls (20.6%). Indoor wall users also indicated other benefits that they would like to see, these included discounts, advice guides and competitions.

2.32 Overall, indoor wall users indicated that they would like to see more information on the BMC website, the most popular information to be included was suggested to be reviews of climbing walls (58.6%), followed by a searchable climbing walls database (48.9%) and information on new climbing walls (46.5%).

2.33 The BMC member's magazine 'Summit' is read by almost two thirds of indoor users (62.7 %). Of those that do read the magazine only 18.0% felt that it did not provide enough climbing wall information, compared to 76.3% that suggested that it had just right level of content. In contrast 5.7% thought it had too much climbing wall information. This indicated a good level of readership by indoor wall users and that the BMC provide in general a good level of relevant content in the magazine.

2.34 Overall, indoor wall users indicated that they would like to see a

Figure 14 Benefits included in climbing wall membership

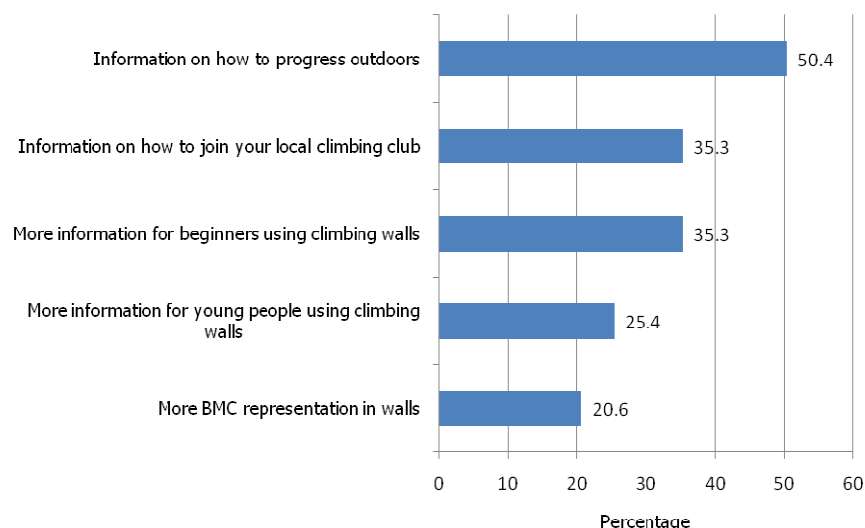
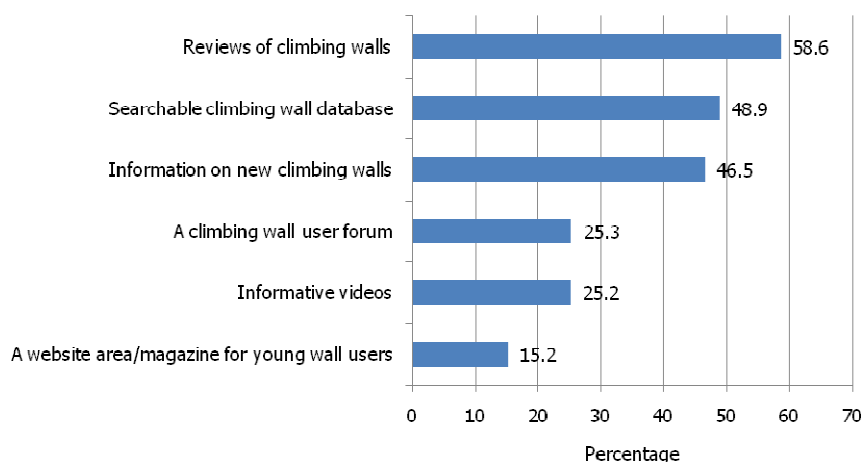


Figure 15 Types of information indoor wall users would like to see on the BMC website



climbing wall accreditation scheme set up by the BMC where each was given a grade through a rating system, with almost half (49.0%) indicating this would be good idea. Compared to 30.5% that were unsure and 14.8% indicated that they would not like an accreditation system to be undertaken. Opinions on rating systems are mixed as 3.6% of qualitative comments focused on the mismatch between the aims of walls commercially and the aims of the BMC, whilst a further 3.3% supported the introduction of a star rating system for walls and their ancillary facilities.

2.35 In response to the BMC £10 million liability cover offered to members, 62.9% of respondents indicated that they did know about the BMC civil liability cover. However large percentages (37.1%) were unaware of this cover for BMC members. Indoor users also indicated that 78.7% thought this was useful for climbers whereas only 18.2% did not think this was useful.

2.36 After identifying BMC key work programmes, indoor wall users indicated that advising on safety and good practice was the most important with 57.4%, followed by advising on equipment and supporting young participants, the least important work programme area was organising competition and climbing events with 14.1%.

2.37 Overall indoor wall users think that the BMC does enough for climbing wall users (85.7%), whereas only (11.8%) do not think the BMC does enough for climbing wall users. Of those indoor wall users that think the BMC do not do enough for wall users most (13.4%) were unaware/unsure of the BMC work, think (12.5%) more should be done regarding movement from indoor to outdoor and think (7.3%) more support is required young climbers.

Figure 16 Rating of importance of BMC work areas to indoor wall users

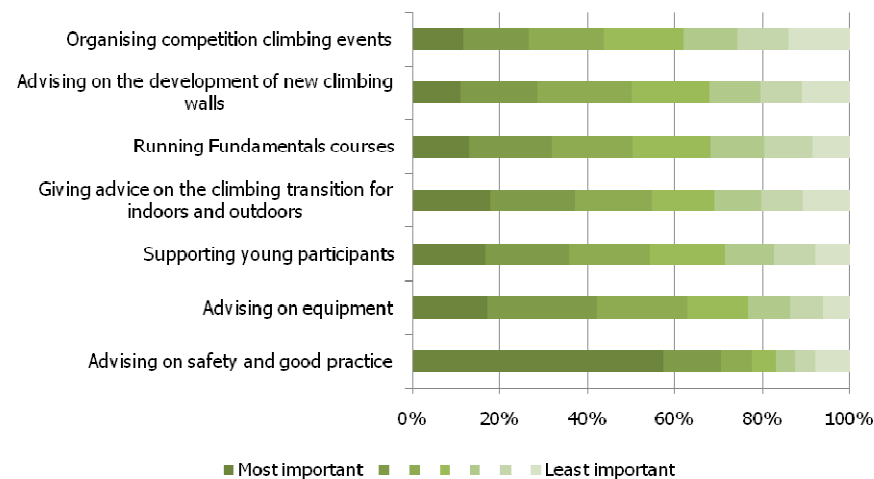
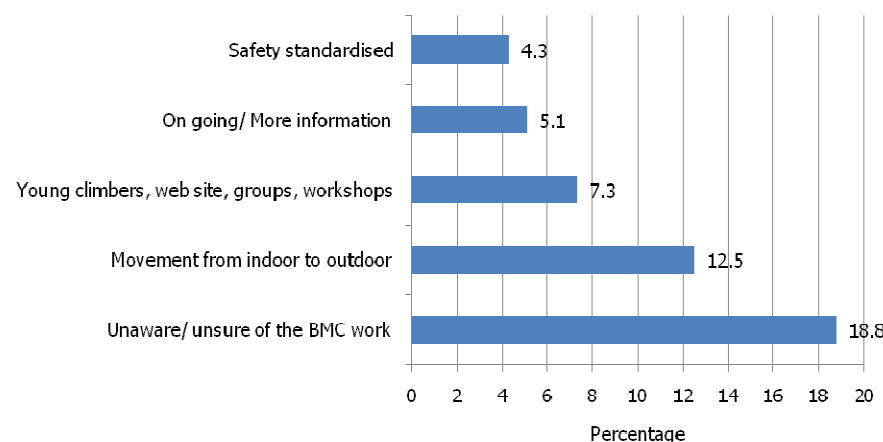


Figure 17 Areas in which BMC support for indoor walls could be improved



2.38 As to whether respondents would attend an evening specifically to meet representatives from the BMC, views were mixed. Over a third (37.1%) would attend a climbing wall on a specified evening to meet representatives from the BMC and put view across on the climbing wall related issues whereas 50.4% would not attend.

BMC and Young Climbing wall users

2.39 The majority of indoor wall users (67.7%) indicated that did not know whether the BMC did enough for young people who use climbing walls. Whereas 13.2% did not think the BMC did enough and in contrast to 18.9% thought the BMC did enough for young people. Possible reason as to why over two thirds were unsure is because not many young climbers responded to this survey.

2.40 The most of popular benefit indentified by indoor wall users for having a under 18 BMC membership were coaching schemes for young people (28.3%) followed by a young person’s outdoor climbing courses (27.1%) and young person’s indoor climbing courses (25.0%). Although still selected by over 15% of indoor wall users some users felt that membership benefits for Under 18s should include BMC MySpace/Facebook page.

2.41 Young climbers or adults with young climbers indicated that that the climbing walls do not limit progress due to their rules (89.7%). Furthermore 81.4% thought that workshops/coaching session specifically designed for young people would not improve this situation. However 81.4% of respondents think it would be a good to have workshops/coaching sessions delivered by a famous climber/member of the British climbing team.

2.42 Indoor wall users identified that the most popular climbing competition they took part in was local bouldering competition (10.6%) followed by informal club competitions (7.3%) the least

Figure 18 Under 18’s membership benefits

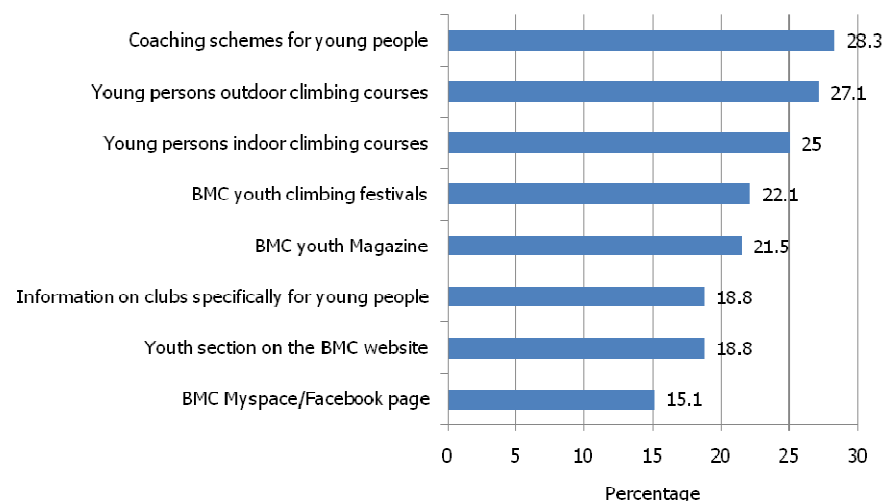
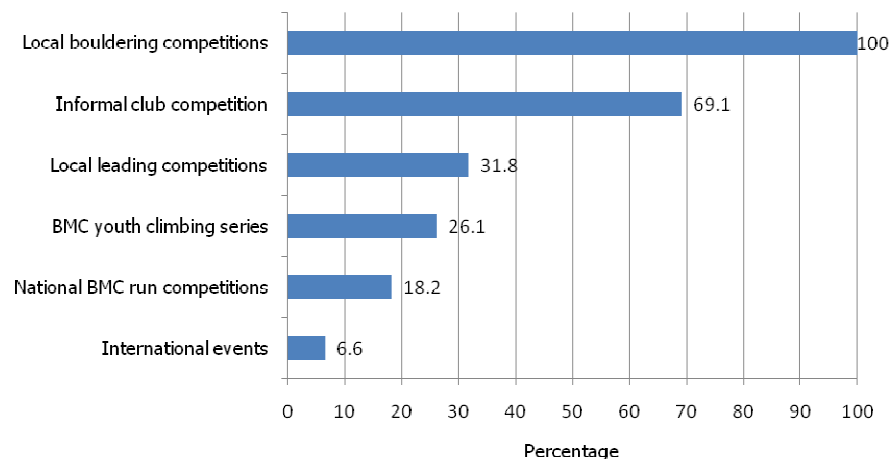


Figure 19 Competitions for young indoor wall users



popular as to be expected was international events (0.7%). However 37.4% do not think there are enough climbing competitions for under 18s.

- 2.43 Regarding the information for under 18s on the BMC website 76.3% indicated that there enough information for under 18s on the BMC website, whilst 23.7% (n=234) do not think there is enough information. Of those indoor wall users indicated that there was not enough information. Other would like to see information on coaching courses (11.5%) and want a section devoted to Under 18s (10.2%).

3. Conclusions, Recommendations and BMC responses

The conclusions detailed below from the survey will all come with a BMC comment or action point from the BMC Climbing Walls Committee (marked in red).

Member's profile

3.1 The level of indoor wall users to respond to the BMC Indoor Walls Survey 2010 provides a robust sample of the overall population which generally reflect the profile of the BMC. Although the survey provides a good reflection of BMC members profile there is a need to consider;

- The lower level of members in the North East as there are a third less members than in the North West. It recommended a focus group in this area are undertaken in the North East to understand the reason for low representation such as the size of the population.
- **BMC response: - This can be brought up at the next NE area meeting.**
- The lower level response from those aged under 15 and 15-18, it is recommended that a series of focus groups are set up with U15 and 15-18 to establish the reason for low representation.
- **BMC response: - This can be discussed BMC wide and with the Association of British Climbing Walls. Possibly a restructured membership package could improve this situation.**
- The lower levels from black and minority ethnic communities. It is recommended that a series of focus groups are set up with members and no members from black and minority ethnic communities to try and establish how under representation can be approached.

- **BMC response: - A symposium and pilot studies are being conducted through the BMC equity steering group as suggested by Sporting Equals.**
- Inclusion of these findings within work towards the equality standard for sport.
- **BMC response: - Noted – ongoing BMC work towards this.**
- It is also recommended that members of BMC staff read through the qualitative question responses regarding, ethnicity, female climbers, age and disabilities as these give a "real voice" to the respondents to the survey and would perhaps also help with the design of equality training.
- **BMC response: - Noted – will be looked at by the BMC equality steering group.**

3.2 Although the BMC cater for all age groups many members wanted more of a focus for older climbers, the BMC could perhaps develop coaching course for older climbers, information and a website area. At the other end of the age ranges is the younger indoor wall user, the BMC should also seek to cater more specifically for this age group.

BMC response: - The requirements for specific age/sex range coaching needs will be passed onto Mountain Leader Training for them to look at when design their coaching qualifications.

3.3 Though the response for the quality of provision for female climbers was good, respondents indicated that they would like more female focused climbing. As a result the BMC could help to train more female instructors, a female section on the website for finding climbing partners, or workshops executed by a female member of the British team.

BMC response: - Noted – see above response.

3.4 The provision for disabilities is good; however the BMC could take an active step in setting up more competition for

disabled climbers, information on climbing with disabled climbers, disabled climbing equipment, and give information to climbing walls on how to set routes for the visually impaired.

BMC response:- The BMC have already run one Disability Climbing competition and are in the process of setting up a number of regional area disability coordinators to organise regional competitions – see the Climbing For All booklet and - <http://www.thebmc.co.uk/News.aspx?id=3915>

Climbing

3.5 Over three quarters of responding climbers climb both at indoor walls and outdoors. Although the usage of these walls is slightly greater at autumn/winter, indoor climbing is seen to be a year round activity. Indoor climbers tend to climb to train in preparation for outdoors, to get a work out or because they cannot climb outdoors.

BMC response: - This is great news that so many climbers using indoor climbing walls also appreciate climbing outdoors.

3.6 It was found that, bouldering, top rope and lead climbing are all very popular activities at indoor climbing walls, with most climbers at lead grade F5-F6a to F6b-6c. The BMC should be aware of the range of climbers using indoor walls as although there are those that climb only indoors, there are those using climbing for health benefits and training tools. Information regarding climbing walls should reflect the diverse nature of climbers, and it should be appropriate to all ages and abilities.

BMC response: - Noted.

3.7 Over two thirds of respondents would like to attend a coaching session at a climbing wall. The BMC needs ensure with the aid of climbing walls that coaching sessions are made available to adults and young people. The content of

these sessions should cover technique pointers, movement techniques, standardising of safety and stamina training.

BMC response: - The BMC now has money from Sport England to develop coaching awards to create more coaches within MLT.

3.8 The users of indoor walls would like to see more information on how to progress outdoors, information for beginners and how to join climbing clubs. The BMC could review their existing information and make sure it is available in a variety of formats and it's appropriate for a variety of levels, ages and abilities.

BMC response: - A lot of walls run this sort of course already, the committee will create and publish a list of these walls that offer these and actively promote climbing outdoors. We can also look at developing a cross over syllabus with MLT. What abilities and skills are essential requirements for climbers wishing to progress outdoors to possess in order for them to learn to climb safely outdoor will need further discussion.

Climbing walls

3.9 Respondents climbed at 237 different climbing venues, with the majority of respondents climbing once or twice a week. Climbers choose not to travel far to their wall with most regular travelling between 10-30 minutes. Climbers tend to use their regular indoor wall when it is close to where they live, has a good quality wall and route setting and offers good value for money.

3.10 Indoor walls can often be overcrowded at peak times specifically in the winter which can limit the quality of the experience. There appears to be difference in the quality of the walls with most users suggesting they would like to see an accreditation scheme developed, as a result a national

facilities audit should be conducted to ensure that climbing wall provision is being maximised to the full potential, this could inform the indoor climbing walls database and an indoor wall strategy.

BMC response: - The BMC will look at a Google maps database of the UK's climbing walls, with the possibility of mobile phone apps in the near future.

- 3.11 Although the BMC literature made available at walls was viewed relatively positive. A third of climbers still do not read this information. Also some wall users reviewed the information as being out of date or poor, as a result the BMC should review their posters, booklets leaflets and ensure it is up to date and relevant to all climber wall users. It should cater for beginners and young climbers through to advanced climbers and, be appropriate to indoor climbers needs and expectations.

BMC response: - Regular mail shots to walls are undertaken, currently all the BMC poster collection is free of charge, so walls can order them as they need them. We plan to get digital versions produced so walls can use them on their websites.

Climbing clubs

- 3.12 Over two thirds of climbing wall users are not a member of a climbing club with the main reason being they are not interested in being a member of a club. The BMC could advertise the benefits of being a member of a club such as it being easier to find partners and increased social interaction; this could potentially generate an increase in club membership.

BMC response: - Several clubs around the country such as Solihull Mountaineering Club are very proactive to recruiting new members and this is an excellent way of getting climbing

outdoors. More information about joining clubs from climbing walls will appear soon on the BMC website.

BMC and Climbing walls

- 3.13 The majority of climbing wall users would not join the BMC as a separate indoor climbing wall member if a separate category for indoor climbers was introduced. Most climbers need the benefits of the full membership as they climb both at indoor walls and outdoors. The BMC should focus on creating an interactive and up to date searchable database of walls, including reviews, users' forums and information on new wall development.

BMC response: - The new membership category idea will not be taken forward but the database is being looked into at the moment – see item 3.11.

- 3.14 Summit magazine and the BMC website are popular among the wall users; these regular communication channels should continue to inform and update indoor climbing wall users.

BMC response: - Noted.

- 3.15 The BMC civil liability cover was found to be very useful to those indoor wall users. However still a large percentage of those users did not know about the liability insurance. It may be that insurance is seen to be less relevant for indoor climbers. The BMC should review how the benefits of insurance may apply to the indoor user.

BMC response: - The BMC needs to publicise this more to climbing wall users as it is a very important part of the member benefits.

- 3.16 The BMC should continue its good work as the majority of climbers are satisfied with the work the BMC does for indoor wall users, although support in the movement to outdoor climbing and the level of information available for young

climbers could be improved. Indoor wall users identified advising on safe practice, advising on equipment and supporting young participants as areas that were most important.

BMC Membership

- 3.17 Over two thirds of members have been a member for four years or more. Although this shows a good level of retention finding suggest that some previous members had let their membership relapse. A third of indoor wall users are not a member of the BMC which some attribute to the cost of membership or the perceived relevance of the BMC to indoor walls.

BMC and Youth climbers

- 3.18 There was mixed reviews as to whether the BMC does enough for young climbers with two thirds of indoor users unaware of what the BMC does for young climbers. As a result the BMC needs to work to promote work programmes that are aimed at young climbers so that more young people can take up the activity, improve and compete. This needs to be aimed at young people but also parents as they are the people that often facilitate the uptake of sports/activities.

BMC response: - We are looking into ways fo promoting youth climbing, with new posters, promotion of the BMC Youth Climbing Series in schools and magazines such as the Time Educational Supplement etc. We plan to produce an article about the different ways you can introduce children to climbing – YCS, National Indoor Climbing Achievement Scheme etc. which can go to all the teaching periodicals etc.

- 3.19 Young climbers/parents of young climbers do not think that the indoor climbing walls rules limit progress. However the BMC should ensure there are more workshops/coaching courses are made available for young people as this was a

popular topic. The BMC should endeavour to take steps to get famous climbers /members of the British team to facilitate these workshops or coaching courses on occasions as this was very popular among the young respondents and parents of young people.

BMC response: - We acknowledge that the coaching courses are required for young climbers, but we must get coaches trained up to the adequate standards through the coaching qualifications being developed by the MLT.

Distribution of findings

- 3.20 The findings from the study should be shared internally within the BMC to inform and evidence actions undertaken to improve services to indoor climbing wall users. A smaller document should produced for circulation to climbing walls and a headline document should be produced for wider circulation to indoor climbing wall user through Summit magazine and online. Communication of these finding should assist in strengthening the relationship the BMC has with climbing walls and climbing wall users and demonstrate the value given to their feedback.

BMC response: - Will act upon. We will also be producing individual reports for walls with more than 50 responses, so they can get an idea for what their customers require from their walls.

Renewal of study

- 3.21 This is the first study of its kind to be undertaken by the BMC. Though this kind of survey should not be repeated too frequently it is recommended that a consistent and comprehensive indoor walls survey should be collected ever five years. It is recommended that a similar methodology is undertaken for renewal of the study however consideration should be given to the length of the online survey. **BMC**

response: - Noted – Sport England has allotted money for a further study in two years time.

Appendix A: Methodology and limitations

Methodology

The questions contained in the indoor wall survey 2010 were based upon the needs of the BMC and were developed between BMC and Sport Structures. The questions were developed into seven core sections for ease of use. A mix of open ended and closed questions were included in order to produce a wide range of quantitative and qualitative responses. An external pilot was undertaken at the Manchester climbing wall with a focus group of indoor wall climbers that used that wall, piloting both the hardcopy and the online survey to check the understanding and interpretation of the questions in order to ensure the validity of response

The 77 questions were designed and inputted so that an online survey could be published and a printable PDF was available on the BMC web site. The survey included incentives in the form of 5 high value prizes all consisting of climbing gear vouchers that could be won through a prize draw process. The climbing walls survey was distributed for 9 weeks from 23rd of February to 30th of April 2010, using leaflets posters circulated to indoor climbing walls and the BMC web site to advertise the survey to the population.

Confidence Intervals at a 95% confidence level Based on 3004 response	5 or 95	0.78
	10 or 90	1.07
	20 or 80	1.43
	30 or 70	1.64
	40 or 60	1.75
	50	1.79

A total of 3169 surveys were received of which after data cleansing a total of 3004 were used for the analysis. The sample provided a

robust level of confidence in the results. See table for the confidence interval from the sample

Data Analysis and reporting

PASW statistics 18 (SPSS- statistical package for social sciences) was used as a platform for the processing of quantitative data through the use of statistical techniques. The data produced from the BMC Indoor Walls Survey Final DATA report which is available from the BMC on request. Qualitative data was analysed through grouping all answers into its associated themes and then into tables of the results, these results also be found in the final data report and qualitative coded data output report.

This report was produced to provide an interpretation of all the key findings from the survey to inform future activities of the BMC.

Limitations

The distribution method relied upon the BMC web site and the promotional material sent to the climbing walls, this method solely relied on the climbing walls putting up the information in sites where possible respondents would see them and react accordingly, this means that certain areas could have increased response rate depending on the walls management's distribution of promotional materials. The online survey and the printable PDF available on the BMC web site also meant that those indoor climbers that do not have access to the internet would not have been able to complete the survey, therefore a hard copy could have been distributed with promotional material to the walls, or indoor climbers could have requested a copy through writing, text or phone.