



STREETGAMES DSC PARTICIPANT SURVEY 2015



INTRODUCTION

Doorstep Sport Clubs (DSCs) form part of the Sport England and Department for Culture, Media and Sport (DCMS) 2012-17 Strategy 'Creating a Sporting Habit for Life'.

Through Sport England Lottery Funding, StreetGames together with our network of local partners has been delivering Doorstep Sport Clubs since an initial pilot project in 2012 and there are now 1000 DSCs operating across the Country.

The aim of the Doorstep Sport Club programme is for StreetGames to create 1,000 different places for young people from disadvantaged communities to take part in doorstep sport, thereby helping to change the sporting landscape in these communities and give young people a chance to develop a sporting habit for life.

Doorstep Sport Clubs exist in many different forms and are hosted by different types of organisations. However, at their core, they provide young people aged 14-25 years living in areas of high deprivation with accessible and affordable opportunities to take part in sport within their local community. Providing vibrant, varied, fun and sociable sessions, with a strong emphasis on youth leadership.

Developing and maintaining a youth-led approach has been one of the cornerstones to the success of the DSC programme. We know that for sessions to be successful, the young people who attend should be encouraged to take ownership and shape the way in which they take part in their sport. As such, this survey is a great opportunity to listen to the views and opinions of the most important people in this programme - the young people.

This survey was designed to capture information across a wide range of topics including: participant likes and dislikes; elements that make a good session; a good leader and suggested improvements. Furthermore, we hoped to capture information which will help us to explore participation patterns and demonstrate impact.

METHODOLOGY

This Survey was designed with the aim of making it as easy as possible to complete. Most of the questions were closed 'tick box' style questions, with a small number of questions added to enable participants to provide comments and feedback in their own words.

Based on previous experience, we have found that hard copy printed surveys work better with DSC participants, therefore, we sent all DSC organisations printed versions and asked them to support a small sample (circa 10) of their young people to complete the survey and send it back to us via freepost envelopes which we provided.

In addition, we collected responses at the London and Manchester summer festivals as well as also offering an on-line version of the survey.

The surveys were collected during August and September 2015 and 559 responses were collected.

RESPONDENT PROFILE

559 RESPONSES

GENDER

MALE

58%

42%

FEMALE

ETHNICITY

WHITE

65%

35%

BME*

AGE RANGE

23%

30%

36%

8%

3%

UNDER 14**

14-15

16-19

20-25

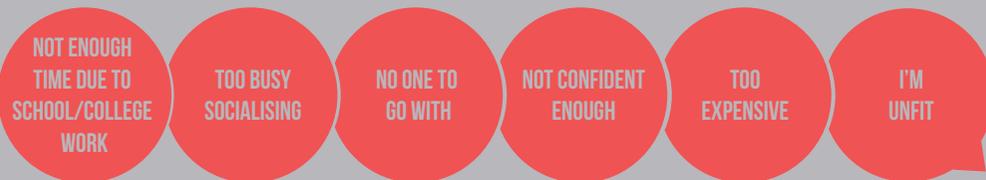
25+

* The BME category is made up of: 11% Black; 7% Mixed; 1% Chinese; 14% Asian; 2% Other
**our monitoring data shows that the majority of the participants in the under 14 category are aged 12-13

The sample of respondents to this survey is largely reflective of the overall make up of the DSC participants across the programme.

PARTICIPATION BARRIERS

Respondents were asked to indicate what barriers had previously prevented them from taking part in sport, the main responses comprised the following:

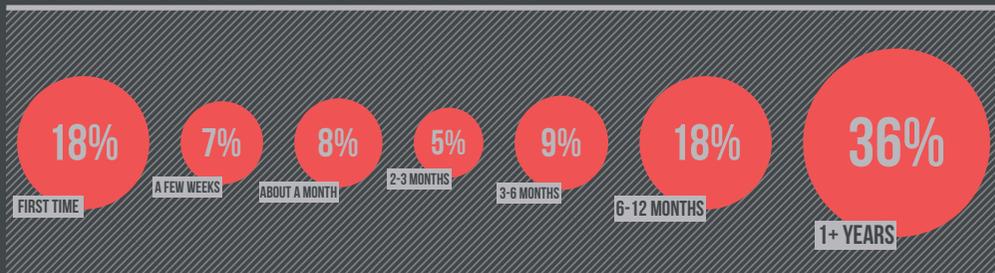


In line with Sport England's findings, 'Fear of Judgement' barriers were more prevalent amongst female respondents - with a higher proportion citing factors such as not being confident enough and being embarrassed about their body.

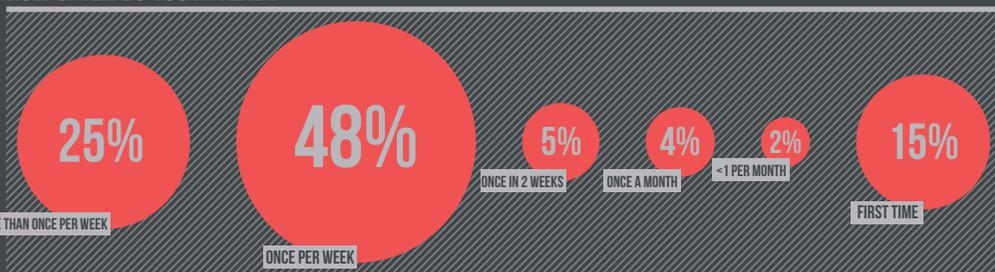


PARTICIPATION PATTERNS

HOW LONG HAVE YOU BEEN COMING TO THESE SESSIONS?



HOW OFTEN DO YOU ATTEND?



DO YOU TEND TO COME TO THESE SESSIONS...



17%
ON YOUR OWN



73%
WITH FRIENDS



10%
WITH FAMILY MEMBERS

Our results showed that a higher proportion of Females are likely to come with friends than on their own.

DO YOU ATTEND ANY OTHER SPORTS/GROUP SESSIONS?

YES
53%

NO
37%

USED TO*
10%

*but stopped when i started coming here

The majority of respondents that take part in sport outside of their DSC, do so at a School or College

- For Most (24%) this is at school/college
- Only 16% are members of a sports club and only 14% use a local leisure centre
- 70% of respondents only take part in sport either at their DSC or in school/college
- A slightly higher (7%) proportion of females than males said that they take part in sport outside of their DSC. Males were more likely to be members of a team/club whilst females were more likely to attend dance classes.
- There was also a difference when comparing ethnicity, with the data showing that: White respondents were 10% more likely to take part in sport outside of their DSC than respondents from BME communities.

IMPACT

SINCE COMING TO THIS CLUB DO YOU THINK YOU ARE...



69%

TAKING PART IN SPORT MORE REGULARLY



7%

TAKING PART IN SPORT LESS OFTEN



24%

NO CHANGE

THINKING ABOUT THE SESSIONS HERE - HOW MUCH HAVE YOU...



A higher proportion of respondents from BME communities (75%) said that they were taking part in sport more regularly since attending DSC sessions and were also more likely to have answered that they were taking 'a lot' from attending.

SINCE COMING TO THIS DOORSTEP SPORT CLUB, HOW CONFIDENT/MOTIVATED DO YOU FEEL ABOUT PARTICIPATING IN SPORT/PHYSICAL ACTIVITY?

0 is not at all confident/motivated. 10 is completely confident/motivated

SCORES	CONFIDENT	MOTIVATED
VERY HIGH (9-10)	62.1%	61.5%
HIGH (7-8)	24.9%	25.5%
MEDIUM (5-6)	9.3%	8.3%
LOW (0-4)	3.7%	4.7%

WELL-BEING

The survey included a number of short questions taken from the national ONS Wellbeing survey. DSC participants scored very positively across a range of aspects including life satisfaction, happiness and worth. Compared to national data for 16-19 year olds, more DSC participants scored in the 'Very High' category

SCORES	HAPPINESS		LIFE SATISFACTION		WORTHWHILE	
	NATIONAL %	DSC %	NATIONAL %	DSC %	NATIONAL %	DSC %
VERY HIGH (9-10)	36.5%	53.7%	31.9%	51.8%	32.1%	49.2%
HIGH (7-8)	40.1%	25.1%	54.7%	31.8%	50.1%	35.8%
MEDIUM (5-6)	16.4%	13.8%	10.7%	12.5%	14.1%	11.5%
LOW (0-4)	6.3%	7.4%	2.7%	3.9%	3.8%	3.5%

WHAT PARTICIPANTS TELL US

THINKING ABOUT THE THINGS WHICH ARE IMPORTANT TO YOU IN A SPORTS SESSION - OVERALL WHAT DO YOU THINK ABOUT THIS CLUB?

65%

IT IS VERY GOOD



28%

IT IS GOOD



7%

IT IS OK



0%

IT IS POOR



0%

IT IS REALLY POOR



WHAT MAKES A GOOD SPORTS SESSION FOR YOU?

58%

THE COACH / LEADER

48%

GOOD QUALITY FACILITIES

47%

SESSIONS ARE EASY TO GET TO

43%

SESSIONS ARE AFFORDABLE/FREE

39%

SESSIONS AT A TIME THAT SUITES ME

38%

VARIETY OF ACTIVITIES

18%

REWARDS / INCENTIVES

The responses above demonstrate the importance of the Doorstep Sport approach - Right Time; Right Price; Right Style & Right Place in creating successful sessions.

WHAT MAKES A GOOD SPORTS ENVIRONMENT FOR YOU?

48% - OPPORTUNITIES TO TRY DIFFERENT/NEW SPORTS

36% - TIME TO SOCIALISE WITH FRIENDS

34% - BANTER

32% - OPPORTUNITIES TO IMPROVE/LEARN NEW SKILLS

31% - OPPORTUNITIES TO PLAY MATCHES/TOURNAMENTS

31% - BEING WITH FRIENDS

23% - BEING WITH OTHERS MY OWN AGE

20% - MUSIC

17% - INFORMAL/FUN ATMOSPHERE

15% - FAIRNESS (CLEAR GROUND RULES)

12% - OPPORTUNITIES TO VOLUNTEER/LEAD

11% - HAVING A SAY IN WHAT WE DO

The aspects which most participants think make a good sports environment emphasises the importance of variety and the social aspects of DSC sessions. There were some differences when comparing the responses by gender, a higher proportion of female participants said that having a wide variety of activities (17%), Music (8%) and time to socialise with friends (13%) were important, whereas male participants answered that opportunities to play matches/tournaments (12%) and Banter (12%) were important factors in creating a good sports environment for them.

WHAT MAKES A GOOD SPORTS COACH/LEADER FOR YOU?

42% - KNOWLEDGABLE ABOUT SPORT

38% - GOOD AT TEACHING/IMPROVING SPORTS SKILLS

36% - FRIENDLY/WELCOMING

30% - CARING

30% - MOTIVATING

28% - SUPPORTIVE/HELPFUL

26% - GOOD COMMUNICATOR

19% - GOOD TACTICAL SKILLS

19% - A GOOD ROLE MODEL

18% - DOWN TO EARTH

13% - PASSIONATE ABOUT SPORT

12% - COMMITTED

The responses suggest that whilst participants do want coaches to be knowledgeable about sport, a wide range of 'soft skills' were also important factors in making a good coach/leader. When looking more closely at the difference in responses by gender this was particularly prominent, with a higher proportion of females answering that being 'caring' (12% more) and 'friendly/welcoming' (13% more) as important compared to male participants responses.

WHAT DO YOU LIKE BEST ABOUT THESE SESSIONS?

We asked participants to feedback in their own words what they like best about their DSC sessions...

"MOST OF THE SESSIONS ARE DIFFERENT AND WE SEE NEW FACES ALL OF THE TIME"

"IT'S GOOD FUN. IT'S BETTER THAN BEING ON THE STREET OR BORED AT HOME"

"GREAT LAUGH AND STAYING ACTIVE WHILST HAVING FUN"

"GET TO MEET AND INTERACT WITH NEW PEOPLE AND LEARN NEW SKILLS"

"YOU GET TO TRY OUT NEW SPORTS IN A NON-COMPETITIVE ENVIRONMENT"

"THE ATMOSPHERE, THE OPPORTUNITY, THE COMPETITION AND EVERYTHING THAT IT OFFERS"

"ALL THE STAFF ARE SO WELCOMING... I LOVE IT!"

WHAT MAKES THIS SESSION DIFFERENT FROM PE AT SCHOOL/COLLEGE OR OTHER SPORTING EXPERIENCES YOU'VE HAD IN THE PAST?

We asked participants to feedback in their own words why they think their DSCs are different to other sporting experiences they have had before...

"I ENJOY IT MORE AS WE HAVE A SAY IN WHAT WE DO"

"IT'S MORE FUN AND LAID BACK. YOU CAN DO WHATEVER YOU ENJOY INSTEAD OF BEING TOLD WHAT TO DO"

YOU AREN'T RESTRICTED TO JUST A COUPLE OF ACTIVITIES: THERE IS A WIDE RANGE"

"VERY INFORMAL, RELAXED, NO PRESSURE WITH BEING GOOD AT ANYTHING IN PARTICULAR"

"THERE IS A LOT GOING ON, FREEDOM, SPACE, CHOICE"

"DEDICATED PROJECT LEADERS"

"YOU GO BECAUSE YOU WANT TO BE THERE, NOT BECAUSE YOU HAVE TO BE THERE!"



WHAT DO YOU DISLIKE OR LIKE LEAST ABOUT THESE SESSIONS?

We also asked participants to share what they dislike or like least about their DSC sessions, the main themes are below...



FREQUENCY

A common theme in responses was the frequency of sessions, with a lot of participants answering that they would like more sessions more often



TIME

Another prominent theme that emerged in the responses was the length of sessions, with a large number of participants saying that they would like the sessions to be longer



PEOPLE

Another frequent response referred to the number of people attending the sessions. Responses varied between there being either too many or too few participants at some sessions.

DO YOU HAVE ANY IMPROVEMENTS/SUGGESTIONS FOR THE CLUB?

Following on from the above, we asked participants if they had any thoughts on how they could improve their DSC sessions. As you would expect given the themes in what people disliked, many of the suggestions for improvements were directly aimed at remedying those. For example, sessions run more often; sessions are longer and sessions with either more or less participants.

In addition, there were a variety of new themes which emerged within the responses, such as...



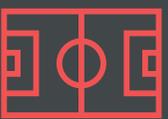
VARIETY

Participants want a vibrant and varied offer. This can be achieved in part by making sure the sports on offer are changed and refreshed regularly



PRICE

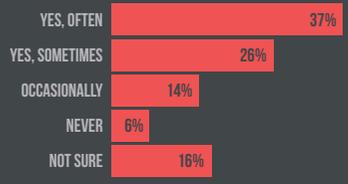
Young people in disadvantaged areas don't have much money - but do want to take part in sport and be active. As such, the barrier of cost should be minimalised as much as possible



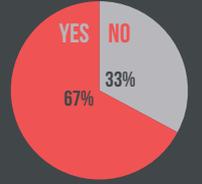
VENUE

The venue sessions run from are also crucial to the success of a session. It needs to be in a location that is accessible to the young people. The facilities also need to be of a sufficient quality

HAVE YOU EVER BEEN ASKED YOUR OPINION BY THE SESSION LEADERS?



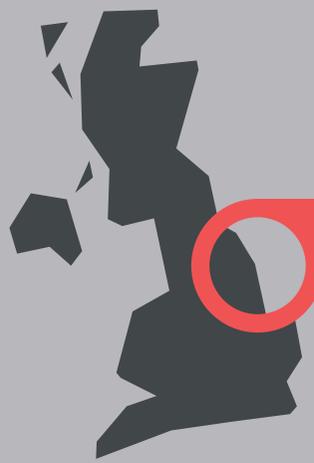
WOULD YOU LIKE TO OFFER YOUR OPINION?



The above results demonstrate that participants are regularly consulted on how to shape their DSC sessions, this is important as youth leadership is a key principle within Doorstep Sport and we want young people to be able to have an input and for their voices to be heard.

WIDER ACTIVITIES

WOULD YOU BE INTERESTED IN TAKING PART IN TRIPS AND ACTIVITIES OUTSIDE YOUR AREA WITH THIS GROUP?



87%

Of DSC participants would like to take part in trips & visits outside of their DSC session with the group



61%

would like to go to sporting events



46%

would like to do outdoor activities



41%

would like go on residential stays

SOME CLUBS RUN A LOYALTY SCHEME WHERE PARTICIPANTS RECEIVE REWARDS FOR ATTENDANCE, WHAT SORT OF REWARDS WOULD ENCOURAGE YOU TO KEEP COMING BACK?

We asked participants about what incentives could be used (if any) to encourage them to keep attending, popular responses included...



HOODIES / STASH



VOUCHERS



TRIPS AWAY



TEAM KIT

APART FROM SPORTS, WHAT OTHER ACTIVITIES DO YOU DO REGULARLY/ENJOY DOING?

We asked participants about what sort of things they liked doing outside of their DSC sessions, popular responses included...



VIDEO GAMES



MOVIES



MUSIC

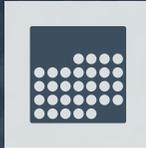


SOCIALISING

SUMMARY



THOUSANDS OF YOUNG PEOPLE ARE ATTENDING DSC SESSIONS EACH WEEK.
73% OF THESE COME TO SESSIONS WITH THEIR **FRIENDS**



MOST RESPONDENTS ATTEND DSC SESSIONS ON
A **REGULAR** BASIS.

70% ATTEND AT LEAST **ONCE A WEEK**



A HIGH PROPORTION (**87%**) OF PARTICIPANTS SCORED **HIGH/VERY HIGH**
IN TERMS OF FEELING **CONFIDENT AND MOTIVATED** TO TAKE PART
IN **SPORT / PHYSICAL ACTIVITY**



DSCS ARE CONTINUING TO ATTRACT
NEW PARTICIPANTS, WHILST ALSO
RETAINING PARTICIPANTS.

OVER 50% OF RESPONDENTS HAVE
ATTENDED FOR **MORE THAN 6 MONTHS**



THE KEY ASPECTS THAT MAKE A GOOD SPORTS SESSION FOR
DSC PARTICIPANTS ARE:

THE COACH/LEADER, GOOD QUALITY FACILITIES, SESSIONS
EASY TO GET TO, VARIETY OF ACTIVITIES AND TIME.

TIME TO SOCIALISE, OPPORTUNITIES TO LEARN NEW SKILLS
AND OPPORTUNITIES TO PLAY IN TOURNAMENTS

COACHES AND LEADERS THAT ARE KNOWLEDGABLE, GOOD
AT IMPROVING SKILLS, FRIENDLY, CARING AND MOTIVATING



A HIGH PROPORTION OF DSC PARTICIPANTS
SCORED **HIGH / VERY HIGH** WHEN ASKED HOW
THEY FELT ABOUT THEIR **HAPPINESS (79%)**
AND **LIFE SATISFACTION (84%)**



RESPONDENTS TOLD US THAT THEY HAVE **ENJOYED:**
BEING **ACTIVE**, LEARNING / IMPROVING NEW **SKILLS**, TRYING
NEW **SPORTS** AND MAKING NEW **FRIENDS**



MOST RESPONDENTS (**69%**) SAID THEY ARE TAKING
PART IN **SPORT MORE REGULARLY** SINCE COMING
TO THEIR DSC SESSIONS



93% OF RESPONDENTS RATED
THEIR DSC SESSIONS AS
GOOD / VERY GOOD



87% OF RESPONDENTS WOULD LIKE TO TAKE TRIPS
AND VISITS OUTSIDE OF THEIR DSC.

THANK YOU!

TO ALL THE DOORSTEP SPORT CLUB PROJECTS AND PARTICIPANTS

FINDINGS WILL BE USED BY STREETGAMES AND SHARED WITH DSCS AND PARTNERS TO HELP SHAPE IMPROVEMENTS WHERE NEEDED, GUIDE FUTURE PROVISION AND HELP LOCAL PROJECTS TO DEMONSTRATE THEIR IMPACT



**SPORT
ENGLAND**

STREETGAMES **DSC PARTICIPANT SURVEY 2015**