



CLUB 1 FACT SHEET



#myCLUB1

BACKGROUND

National sports data¹ shows that the most popular activities amongst adults throughout life are typically 'solo' or 'individual' activities such as going to the gym, swimming, running and cycling; activities which can also be very popular amongst young people.

To help young people from disadvantaged areas to gain experience, knowledge, skills and confidence in these activities, StreetGames – through the Sport England funded Doorstep Sport Club programme, developed CLUB1.

Since 2014 over 270 CLUB1 DSCs have been set up which focus on introducing young people to a range of solo sports.

This fact sheet provides background information about CLUB1 and some of the early learning from Phase 1 of the programme.



WHAT IS CLUB1?

CLUB1 aims to give 14-25 year olds living in disadvantaged areas the opportunity to take part in solo activities. Initially this is likely to be as part of a group, but with progression to connect young people to opportunities in their local area e.g. to enable them to make use of local facilities independently.

CLUB1 creates opportunities for supported progression from a young person's experience of sport at a StreetGames session to prepare them to be active independently - and help encourage 'Sporting Habits for Life'.

CLUB1 aims to broaden the sporting offer and expose young people to new 'solo' activities in their community, whilst providing them with the skills, knowledge and confidence to access a range of local provision and exercise independently.

WHAT SPORTS/ACTIVITIES?

A solo activity is any activity that an individual can take part in independently without having to go to an organised session or having to rely on other people. Solo activities that were delivered by CLUB1 during Phase 1 typically included:

- Fitness & gym - Gym inductions, gym activities including challenges such as plank challenge, sit up challenge, fitness classes including Zumba, Pilates, Metafit, dance fit, CrossFit, Military Boot Camp, skipping, studio cycling/spinning, circuits, box fit/boxercise, step aerobics and yoga
- Swimming – including casual swim sessions and aquafit exercise classes
- Running & Walking – including running groups, taking part in 5km ParkRuns, local 10k runs or a Colour Run, free running, Parkour, adventure run, geocaching
- Cycling and wheel sports – including instructor led rides, BMX and scooter sessions
- Other activities – such as boxing, archery, climbing, abseiling, use of a golf driving range, high wires, snowboarding and ice skating.

The most popular activities provided in CLUB1 sessions to date have included: group exercise/fitness classes, gym session, running/jogging, boxing/box fit and dance.



¹Sport England Active People Survey data: <https://www.sportengland.org/research/who-plays-sport/by-sport/>

HOW ARE ACTIVITIES DELIVERED?

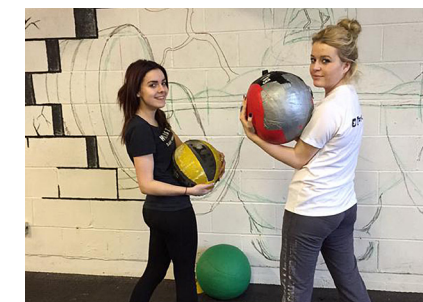
Learning from Phase 1 of the programme, suggests that a solo activity can be delivered in different ways – depending on the 'state of readiness' of the group of young people involved. We identified three key stages:

Stage 1: Typically involved introducing solo activities into a project/group of existing young people – this works well when the young people are fairly new to sport, the group of young people haven't been together very long or the young people are not confident enough/not yet 'ready' to take part in solo activities outside of a venue in which they feel comfortable.

Stage 2: Typically involved group visits to local facilities or taking part as a group in solo activities within the community such as ParkRun, Breeze Bike Ride. Learning from Phase 1 showed that this was a great way to:

- Make the young people aware of facilities/opportunities that are available to them in their local area
- Expose young people to environments in which they may not be familiar with and may not have the confidence to use/go to on their own
- Develop and strengthen social groupings to help create supportive friendship groups.

Stage 3: Typically involved supporting young people to be active independently for example, through free passes, subsidised access to local gyms, leisure centres and classes. However, learning from Phase 1 suggested that this only really works when the young people have been supported through Stages 1 and 2.



The overarching aim is to move young people through the CLUB1 journey from stages 1 to 2 to 3 but this will depend on their readiness to be active independently. CLUB1 activities may span across all of these stages. To date, we found that a mixture of Stage 1 and Stage 2 activity works really well. For example:

George Salter Academy

CLUB1 participants at George Salter Academy in West Bromwich have taken part in a range of activities but with a focus on running and jogging – which has included taking part in charity fun runs and The Colour Run. 'Hands-on' support has also been provided to support participants to take part in wider community sessions, for example by taking group visits to a nearby leisure centre/gym and walking the planned running route as a group initially. The activities have encouraged many of the participants to engage in additional physical activity outside the CLUB1 sessions such as gym and fitness classes in the local area.

Hat Trick

Hat Trick, a north east based charity have partnered with Space 2 a Newcastle based youth organisation to engage new CLUB1 participants. Activities provided have included boxing/box-fit, exercise classes, gym sessions and running. Participants have also had the opportunity to take part in fun/charity runs, group gym inductions and leisure centre visits. The CLUB1 promoter has helped to recruit new young people into the sessions and also helped to plan the activity programme with input from the participants.

Live Wire

CLUB1 participants at LiveWire in Warrington have taken part in a range of activities including going to the gym, running/jogging and fitness classes. The female only sessions have attracted circa 20 regular attendees who were not previously taking part in any sport outside of school PE lessons. A key draw for the participants was the opportunity to get a fitbit exercise tracker as part of the programme, which the girls have enjoyed using to track their daily step count and active minutes etc. A key part of the programme has also been the support they have received from volunteer mentors that have accompanied them to gym inductions and sent regular text message reminders and encouragement to attend sessions.

ATTRACTING YOUNG PEOPLE TO TAKE PART IN CLUB 1

Learning from Phase 1 highlighted that those organisations who relied solely on open recruitment as a method to engage CLUB1 participants often found it difficult and time consuming to attract young people to the programme.

However, organisations that undertook outreach work and worked with a pre-existing group of young people who already met in a social or sporting context (such as a Doorstep Sport Club, a youth group or students from a particular college course) were more successful. Some organisations also took referrals from partner agencies that were working with 'at risk' young people such as youth offending teams, Police, Fire Services, social workers, foster teams, hostels, youth and mental health charities. Once CLUB1 activities were up and running, additional new participants were attracted to the group, through friends bringing friends, word of mouth or via online social networks (see below).



CLUB1 PROMOTER

A key element of the CLUB1 design, is the inclusion of a CLUB1 Promoter. The role of CLUB1 Promoters can vary, but their primary role is to interact with other young people primarily through online social networks, texts and also via face-to-face communication to motivate and support young people to get involved (and stay involved) in the programme.

In addition to support provided by local project staff, CLUB1 Promoters, are also supported by StreetGames through the provision of a toolkit – containing handy hints, tips, guidance and suggested content to be used on social media and to ensure that the type and tone of messaging is fun, quirky, youthful and safe.

Learning to date has emphasised how vital this role is in engaging with and motivating CLUB1 participants. Early learning has also highlighted, that ideally the CLUB1 Promoter is:

- A young person that the participants can relate to – they may be part of the identified target group or an active participant or young volunteer
- Savvy with social media – in particular – Facebook, Snapchat, Twitter and Instagram. So far we have found that Facebook and Snapchat have been the most effective social media platforms to generate interaction between participants; whilst Twitter and Instagram were less useful for this purpose, they were helpful in terms of promoting the CLUB1 sessions)
- Able to motivate and inspire the group of young people to get involved with CLUB1 activities and be active in their own time, for example through setting challenges, promoting and implementing the CLUB1 rewards and incentives programme and creating motivational 'chat' between group meetings
- Personable and well respected by others
- Passionate about helping other young people to find their own way in sport



REWARDS & INCENTIVES

To motivate young people to take part in the programme and to continue to be active in their own time, StreetGames has developed a CLUB1 rewards and incentives scheme. The system works like a typical consumer loyalty card and effectively provides the young person with reward(s) such as a CLUB1 t-shirt or earphones, for taking part in a certain number of activities – with organisations given flexibility/freedom to implement the rewards system how they feel will work best for their young people.

PARTNERSHIPS WITH LOCAL LEISURE PROVIDERS

The baseline participant survey undertaken with over 500 CLUB1 participants revealed that, although many were positive about sport; the significant majority (circa three-quarters) do not use Leisure Centres and/or swimming pools on a regular basis; with cost often presenting a significant barrier.

In order to help young people to access community leisure facilities both during and after the initial CLUB1 phase, projects were encouraged to develop partnerships with local leisure providers to remove or significantly reduce the financial barriers to participation.

Research conducted during Phase 1 of the programme indicated, that as a minimum, this sort of affordable offer should provide young people with access to activities such as swimming and gym/fitness for no more than £2 per visit and be available on a casual (pay and play) basis rather than through direct debit arrangements – which many young people from low income households are reluctant to enter into/not able to afford.

CLUB1 hosts were also encouraged to link with leisure providers to find out whether there are staff or frequent users of their leisure centre that could come and speak to the CLUB1 young people about what is on offer and/or deliver taster sessions.



CLUB1 – KEY FACTS, FIGURES & FEEDBACK

Since November 2014

- Over 270 CLUB1 initiatives have been set up.
- Over 174 different organisations delivered the CLUB1 initiative including voluntary sector community organisations, local authorities, leisure trusts, colleges, youth organisations and housing associations.
- Over 5,500 participants took part, comprising:
 - 46% males and 54% females
 - 62% aged 16 years and over
- The most popular sports comprised: group exercise/fitness classes, gym, running/jogging, boxing/boxfit and dance.

As can be seen above, CLUB1 has been really effective at engaging females – with over half (54%) of all CLUB1 participants being female. The most popular activities undertaken by females via CLUB1 include fitness/exercise classes, gym, dance and running with many programmes also including group visits to leisure centres, gym inductions and group runs. Many of the CLUB1 Promoters have also been female – comprising 48% of all CLUB1 Promoters and undertaking a wide range of roles, including session promotion and encouragement via social media and face-to-face conversations.

CLUB1 was found to be a useful means of working with groups of young people that don't see themselves as 'sporty' or those which are less interested in taking part in traditional team sports. The baseline survey highlighted that nearly 70% of the CLUB1 participants said they were not a member of a sports club, whilst 21% described themselves as having a 'functional relationship' with sport and 10% said they were 'uninterested'.

CLUB1 participants told us how much they enjoyed taking part and how it had encouraged them to try new activities and use new facilities, as illustrated by the selection of comments overleaf:

'IT HAS INCREASED MY
CONFIDENCE TO COME
TO THE GYM, I HAVE NOW
JOINED AND CAN COME ON
MY OWN NOW'

'AFTER COMING LAST
WEEK, I HAVE ALSO
STARTED SWIMMING TOO
— I ENJOY IT'

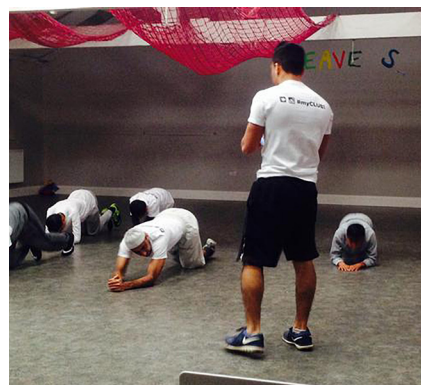
'IT HAS GIVEN ME THE
CONFIDENCE TO GET IN TO
A BETTER SHAPE AND TRY
NEW SPORTS THAT I WOULD
NEVER OF TRIED'

'IT'S
ENERGETIC,
FRIENDLY,
DIFFERENT'

'IT'S HELPING ME TRY NEW SPORTS THAT I
WOULD OF NEVER TRIED AND I HAVE GAINED NEW
EXPERIENCES AND SKILLS IN VARIOUS SPORTS'

'WE GO TO THE GYM
AT DIMENSIONS NOW
WITH OUR PASS'

'I LIKE IT (CLUB 1) BECAUSE
NO ONE JUDGES YOUR
FITNESS'



Project staff also spoke positively about CLUB1 – with many of them telling us that it had helped to engage their young people with new activities, use different facilities and encourage independent activity.

'I THINK THAT IT IS GOOD... THAT IT OPENS THE DOOR FOR
YOUNG PEOPLE TO ACCESS DIFFERENT ACTIVITIES AND
THAT THEY CAN DO IT AT A TIME THAT SUITS THEM'

'IT WORKS WELL TAKING YOUNG PEOPLE AS A GROUP
TO GET A GYM INDUCTION AND THEN THEY HAVE
BEEN GOING BACK ON THEIR OWN IN TWOS'

'ALLOWS US TO INCLUDE A MORE
ROUNDED SPORTING EXPERIENCE
FOR THE PARTICIPANTS'

'HAS BEEN GOOD FOR
ENCOURAGING THE GIRLS TO
TRY DIFFERENT ACTIVITIES'

'IT HAS HELPED US WIDEN OUR OFFER
TO MORE PEOPLE, ESPECIALLY THOSE
WHO DO NOT WANT TO PARTICIPATE IN
TEAM SPORTS'

IMPACT

In summary, early learning from the programme has highlighted, that CLUB1 has impacted positively, in terms of:

- Providing disadvantaged young people with access to a wider sporting offer and encouraging them to take part in new activities, experiences and environments
- Supporting young people to build knowledge and confidence in taking part in solo sports and using previously un-accessed community leisure facilities
- Attracting key target groups, including females, 'non sporty' participants and those aged 16-25 years
- Prioritising and encouraging a youth-led approach
- Encouraging community links, partnerships and use of leisure centres.

ESSENTIAL FEATURES FOR CLUB1

Learning from Phase 1 has highlighted that the following are essential features for an effective CLUB1 initiative:

- Providing a programme with a range of activities which build progression through the three stages
- Linking with a pre-existing group of young people who already meet in a social or sporting context by comparison to a purely open recruitment process
- The inclusion of a CLUB1 Promoter
- The inclusion of a rewards and incentives package linked to the setting and tracking of activity and goals achieved
- Providing access to affordable solo sport opportunities to enable young people to participate in the longer term



ADDITIONAL INFORMATION

- More information about CLUB1 can be found at www.streetgames.org/www/search/CLUB1
- CLUB 1 and DSC case studies can be found at www.streetgames.org/www/category/sg-sub-categories/case-studies
- Or email club1@streetgames.org or call one of the team on 0161 707 0782.

WWW.STREETGAMES.ORG



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