

## street games briefing paper

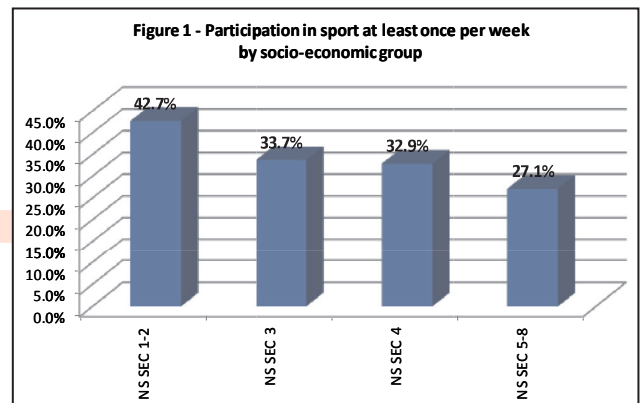
## Report Subject: Athletics participation and social class

### Background

For many years, research has highlighted variations in the levels of sports participation across different socio-economic groups. Active People Survey results (APS6: 2011-12) still illustrate the differential; highlighting that a significantly higher proportion of adults from the highest socio-economic groups (NS-SEC 1-2) take part in regular sport 42.7%, by comparison to those from the lowest socio-economic groups (NS-SEC 5-8), where only 27.1% do so – See Figure 1.

### StreetGames

StreetGames is the only national charity dedicated to developing sport with disadvantaged communities. It works across the country to try and reverse this long-standing trend and make sport accessible to all regardless of their social circumstances.



A national partner of Sport England, StreetGames is creating networks at national and local levels to strengthen the commitment to doorstep sport, as well as seeking significant funding to make the StreetGames projects sustainable. StreetGames' ambition is to link new doorstep sport with sports clubs, National Governing Bodies of Sport programmes, local authority services, and health agencies.

<sup>i</sup> Data included within this report has been sourced using Sport England Active People Survey Data (APS 2 and APS 6) plus Sport England Market Segmentation Data. StreetGames data included in the report has been sourced from the 2011 – 2012 Quarterly Monitoring reports provided from the 120 projects included within the StreetGames Network.



## Athletics

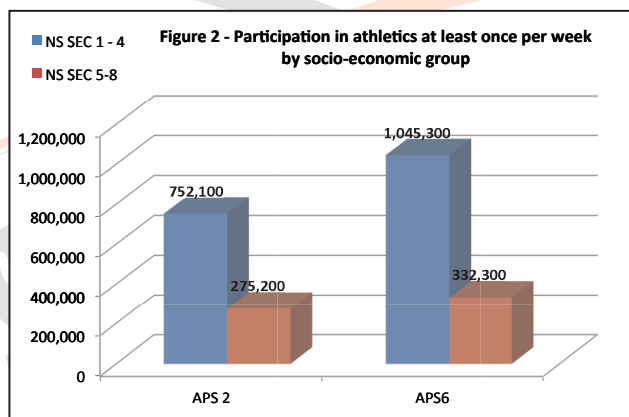
Results from the Active People Surveys indicate that in total, the number of adults (16+) who took part in 30 minutes moderate intensity athletics at least once a week was:

- 1,612,100 (3.89%) – APS2.
- 2,033,700 (4.72%) – APS6.

In terms of social class; as with overall sports participation, there are significantly higher rates of participation in athletics amongst the highest socio-economic groups.

APS 6 results show that whilst 5.68% (1,045,300) adults from NS-SEC 1-4 participate in athletics at least once a week only 2.51% (332,300) adults from NS-SEC 5-8 do so

– See Figure 2.



(The remaining 656,100 athletics participants were from NS-SEC 9 which mainly includes full-time students and occupations not stated. Rates of participation in athletics within this group are 6.32%)

However, it should be noted, that the latest APS results showed a statistically significant increase in athletics and encouragingly, this increase was reflected across adults from both NS-SEC 1-4 and NS-SEC 5-8.

## Market Segmentation

Sport England's Market Segmentation model includes 19 segments in total. The two segments which are particularly relevant to StreetGames comprise:

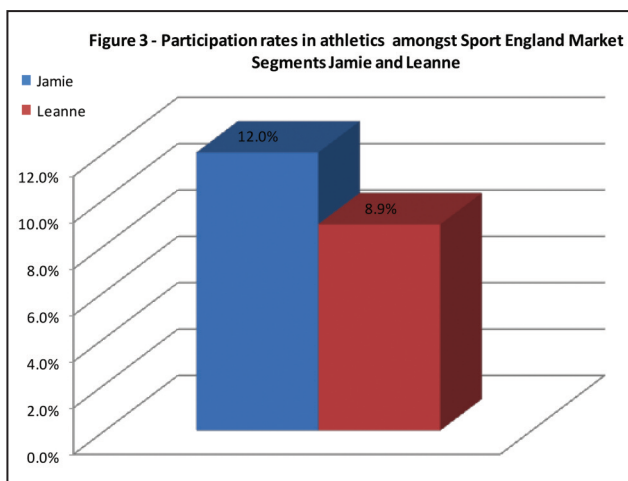
- Jamie – the 'sports team drinkers'.
- Leanne – the 'supportive single'.

Both groups typically cover the age range 18-25 years and adults from lower socio-economic groups, typically classified as NS-SEC groups 5-8.

Athletics is the third most popular sport for both Jamie and Leanne and their participation rates are higher than most other market segments at 12% for Jamie and 8.9% for Leanne. Although their rates are lower than the more affluent segments in the 18-25 year old group (ie Ben and Chloe).

These rates of participation translate to circa 418,000 athletics participants from these two segments (circa 266,484 Jamie and 152,507 for Leanne).

In addition, there is demand from over 78,000 adults in the Jamie segment and 105,000 in the Leanne segment who 'would like to participate' in athletics, suggesting that there is substantial demand for athletics from these two segments in England.



## Athletics at StreetGames

Athletics is becoming increasingly popular at StreetGames. During Year 6 (October 2011 – September 2012) projects within the StreetGames network:

- Provided 881 athletics sessions.
- Generated 32,964 attendances.
- Attracted 14,178 participants.

Making athletics the 4th most popular sport offered by StreetGames in terms of the total number of sessions provided (*the most popular sessions comprised Football, Dance and Basketball*).

Athletics attendances increased significantly from 6,847

during 2008-09 to 32,964 during 2011-12; with feedback from local projects highlighting that the Athletics Activator training courses provided in partnership with England Athletics to over 100 StreetGames coaches/leaders during 2010/11 playing an important role in this increase.

Improvements to the Athletics Activator training course in 2013 will better enable local delivery staff to expand the variety and range of activities that are provided within StreetGames weekly sessions; with many providing athletics as a specific element within a multi-sports session. Plus some projects also included athletics within their local Summer festival programme.

## What works well in StreetGames settings

StreetGames projects delivering athletics have found that the following tends to work in a doorstep sport setting:

### Place

- Providing regular sessions at neighbourhood facilities i.e. within the subjective neighbourhood of the disadvantaged community to negate any reliance on car travel or territorial issues.
- Local facilities utilised to deliver the urban athletics sessions vary depending on location but may typically include grassed areas within estates, parks and MUGAs. Coaches therefore need to be flexible and able to adapt their sessions so that they are appropriate for non-traditional venues and a non-club based environment.

# Background Facts for Doorstep Sport

## Time

- Consultation with young people is essential in the planning stages to ensure that the sessions are provided at a convenient time and place to them. Most projects provide evening sessions rather than after school slots.

## Style

- Athletics is often introduced as part of a multi-sport session.
- The style of delivery tends to be informal with participants able to 'drop in and out' of elements of the session.
- Coaches will provide participants at estate based sessions with the opportunity to 'have a go' rather than focusing for long periods on technique. Although sessions may focus on a specific element each week – eg sprinting, jumping.
- In estate based projects, it is important to include time within the sessions for participants to socialise and build friendships within the group.
- Projects often include internal competitions and challenges plus opportunities to take part in external competitions via the StreetGames regional festivals and tournaments.
- Projects look to establish links with local clubs and their coaches, so that those who wish to transfer onto an athletics club can and feel able to do so. For example the StreetGames programme in Newham has links with Newham and Essex Beagles Athletics Club and

StreetGames at Lilian Bayliss in South London has links with Herne Hill Harriers.

- In our experience, athletics tends to appeal well to both males and females and they are happy to participate in mixed gender athletics sessions. The use of female coaches and volunteers to run sessions also helps to attract female participants.

## Cost

- Affordable pricing is essential - sessions often charge a nominal fee (such as 50p or £1 per session) to ensure that a value is attached to the sessions.
- Some sessions may be provided free of charge– with subsidised funding sourced from a range of partners which could include local authorities, the Police, Community Safety Partnerships, Housing Associations, PCTs and external funding grants.

## Coaches and Volunteers

- The skills of those delivering the sessions are critical. Coaches need to have a good rapport and be able to interact well with participants, as well as having good delivery skills to introduce athletics into sessions in an informal, fun and interesting way.
- The engagement and up skilling of local volunteers is extremely important. Not only in terms of the support they provide, but as StreetGames volunteers tend to be recruited internally they act as role models to younger participants and can relate well to those attending.



# Background Facts for Doorstep Sport

## Retention

• The following factors are considered to be important in terms of retention/minimising drop-out:

- Ensuring that the sessions are varied, fun and interesting.
- The use of rewards/awards – such as certificates, medals and membership cards.
- Personal contact between the coach and participants to build relationships, provide positive feedback and check they are coming to the next session.
- Access to competition at an appropriate level for participants such as the tournaments and festivals provided via the StreetGames network.
- Regular communication and opportunities for feedback.
- Providing participants with a diverse range of pathways – which may involve becoming a volunteer at the sessions, access to sports related training/qualifications such as CSLA courses or moving on to join local clubs/teams.
- Promotion mainly takes place via outreach work – it is important for delivery staff to go out directly into the communities to engage them and for some they may require a certain amount of ‘hand holding’. Promotion may also involve providing information and taster sessions within schools and at community events, social fixtures and sports hall competitions or more formal promotion eg. via the provision of information in local newsletters, posters and leaflets distributed to homes and schools.

## Partnerships

• The development of partnerships with other community organisations is essential and should include those beyond the sport/leisure sector, such as Youth Services, the neighbourhood police team, Youth Offending Teams and Health sector. Partners can help develop sessions, provide joint funding, promote sessions or refer participants.

- Projects highlight a range of benefits from belonging to the StreetGames network which include:
  - Access to regional tournaments and festivals.
  - Regular opportunities to share ideas, gain information on best practice and attend relevant training sessions.
  - A recognised brand/kit.
  - Support with volunteer development.
- Projects have suggested that additional NGB support would be helpful in terms of providing guest coaching sessions, equipment, more training courses and local tutors and access to funding to deliver the sport within disadvantaged areas.



# Background Facts for Doorstep Sport

## StreetGames

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A national partner of Sport England, StreetGames is creating networks at national and local levels to strengthen the commitment to doorstep sport, as well as seeking significant funding to make the StreetGames projects sustainable. StreetGames' ambition is to link new doorstep sport with sports clubs, National Governing Bodies of Sport programmes, local authority services, and primary care trust projects.

Recognised by the London 2012 Olympic & Paralympic Games Inspire Mark, StreetGames Legacy Leaders is creating a lasting legacy of doorstep sport in the UK.



[streetgames.org](http://streetgames.org)