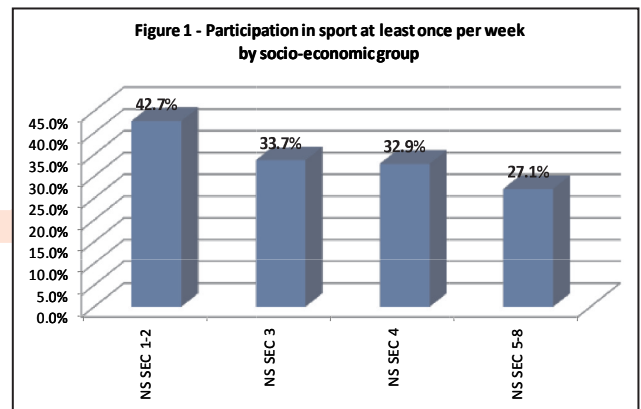




## Report Subject: Badminton participation and social class

### 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.

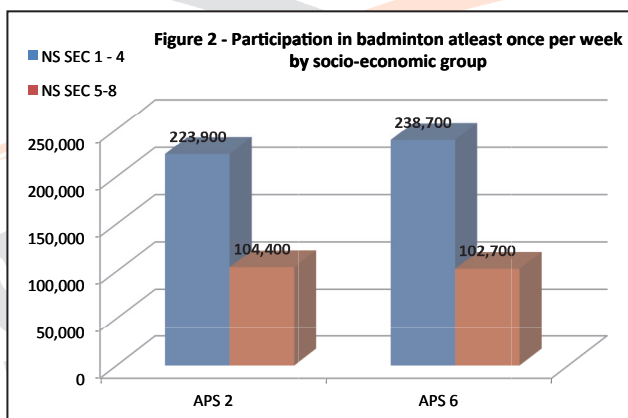


## Badminton

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

- 535,700 (1.29%) – APS2.
- 544,200 (1.26%) - APS 6.

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 1.35% (238,700) adults from NS-SEC 1-4 participate in badminton at least once a week only 0.81% (102,700) adults from NS-SEC 5-8 do so – See Figure 2.



(The remaining 202,800 badminton participants were from NS-SEC 9 which includes mainly full-time students and occupations not stated. Rates of participation in badminton within this group are 2.03%)

Overall, the results show that there was no statistically significant change in badminton participation rates between APS2 – APS6; a trend which was reflected across all socio-economic groups.

## 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'.

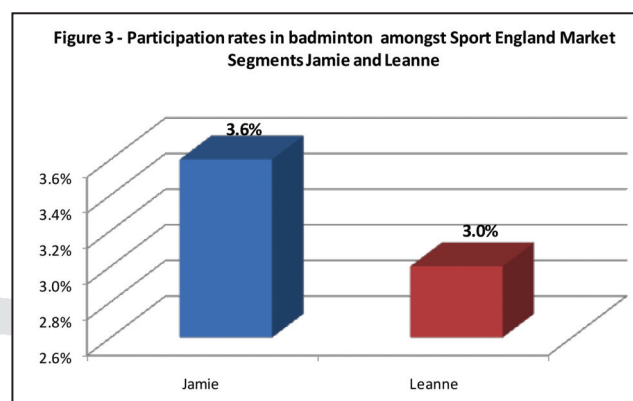
Both groups typically cover the age range 18-25 years and adults from lower socio-economic groups, typically classified as NS-SEC groups 5-8.

Badminton is the 6th most popular sport with both Jamie and Leanne. Although both the Jamie and Leanne segments typically have lower participation rates in badminton than the more affluent segments in the 18-25 year old group (ie Ben and Chloe), their likely participation rates are higher than many other market segments at:

- 3.6% for Jamie
- 3.0% for Leanne

These rates of participation translate to circa 127,000 badminton participants across England from these two segments (circa 77,000 for Jamie and 51,000 for Leanne).

In addition, there is demand from over 53,500 adults in the Jamie segment and 54,500 in the Leanne segment who 'would like to play' badminton, suggesting that there is substantial demand for badminton from these two segments in England.



## Badminton at StreetGames

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

- Provided 106 badminton sessions.
- Generated 1,834 attendances.

Plus the pilot projects helped contribute to an increase in badminton attendances at StreetGames.

The pilot projects helped contribute to an increase in badminton attendances at StreetGames, which increased from 225 during 2008-09 to 2,016 during 2009-10.

## What works well in StreetGames settings

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

### Place

- Provision of 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 badminton sessions vary, but may typically include community centres, youth centres, church halls and leisure centres. 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.

### Time

- Consultation with young people is essential to ensure that the sessions are provided at a convenient time and place to them – this will often focus on evening sessions (including Friday nights).

# Background Facts for Doorstep Sport

## Style

- Badminton is often introduced as part of a multi-sport session, although some projects provide specific badminton sessions.
- The style of delivery tends to be informal, youth-led; with participants able to 'drop in and out' of elements of the sessions.
- The sessions will mainly focus on providing participants with the opportunity to 'have a go' at badminton rather than more formal skills/drills based coaching.
- In estate based projects, it is important to include time within the sessions for participants to socialise and build friendships within the group.
- Some projects have invited sports specific development officers or coaches from local badminton clubs to deliver certain sessions or pilot projects. These sessions then include advice and exercises to develop skills/technique and help to provide natural links and pathways into local clubs.
- Some projects also include internal competitions and matches.
- In our experience, badminton tends to appeal well to both boys and girls and they are happy to participate in mixed gender badminton sessions. However, some projects have provided female only sessions, led by female coaches to encourage females who may otherwise be deterred from taking part.

## 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 Youth Services, 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 be able to build a rapport with participants and listen to their views, in addition to having good delivery skills to ensure that sessions are varied, fun and interesting.
- 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.

## Retention

- The following factors are considered to be most important in terms of retention/minimising drop-out:
  - Using the 'right' delivery staff – i.e. – those who are able to build a rapport and relate well to young people.
  - Personal contact between the coach and participants to build relationships, provide positive feedback and



# Background Facts for Doorstep Sport

check they are coming to the next session.

- Ensuring that the sessions are varied, fun and interesting.
- Providing opportunities for participants to feedback their views and input into sessions.
- Providing participants with a diverse range of pathways – which may involve becoming a volunteer at the sessions, access to sports related training/qualifications 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. New organisations may benefit initially from linking into existing community groups to help ‘open doors’.
- Promotion may also involve providing information and taster sessions within schools and youth centres or more formal promotion eg. via the provision of information in local newsletters, posters and leaflets distributed to homes, youth clubs 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 Police,

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:

- 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 and also in terms of increasing their activities within disadvantaged areas (for example via open days and fun sessions) to engage communities and help break down pre-conceived ideas or barriers.<sup>1</sup>



# Background Facts for Doorstep Sport

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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)