

## street games briefing paper

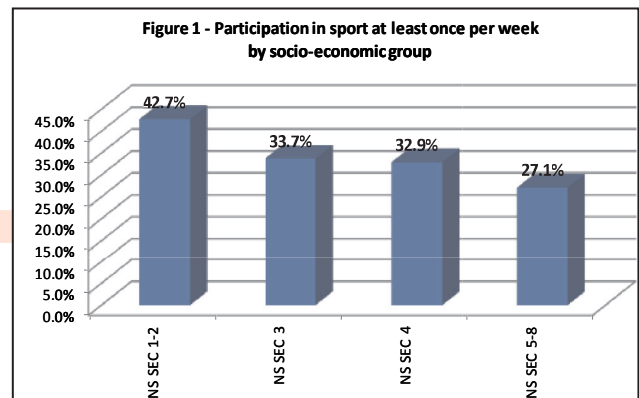
## Report Subject: Basketball participation and social class

### 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.



## Basketball

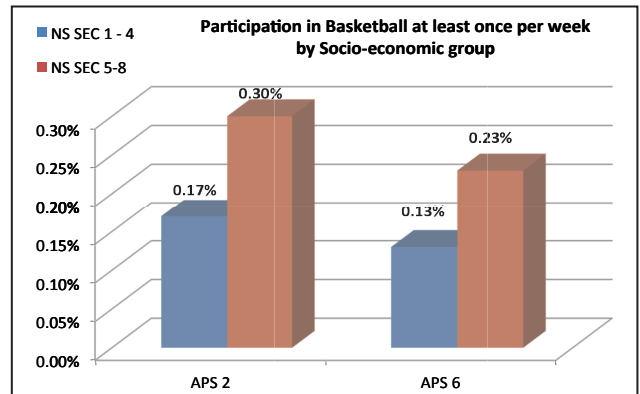
Results from the Active People Surveys indicate that in total, the number of adults (16+) who took part in 30 minutes moderate intensity basketball at least once a week was:

- 186,000 (0.45%) – APS2.
- 152,900 (0.5%) - APS 6.

However, as with most sports, the rates of participation do vary across the different demographic groups, with for example higher participation rates amongst males and young people aged 16-19 years.

Interestingly, basketball bucks the overall sports participation trend when it comes to socio-economic grouping; with higher rates of participation amongst the lower socio-economic groups. APS 6 results show that 0.23% (22,100) adults from NS-SEC 5-8 played basketball at least once a week whilst only 0.13% (18,000) adults from NS-SEC 1-4 did so – see Figure 2.

However, the results indicate that overall there was a statistically significant decrease in basketball participation between APS2 and APS6. In terms of socio-economic groupings, the results also showed a decrease amongst adults within NS SEC 5-8 and NS-SEC 9, whilst participation remained steady amongst those within NS-SEC 1-4.



(The remaining 112,900 basketball participants were from NS-SEC 9 which mainly includes full-time students and occupations not stated. Rates of participation in basketball within this group are 1.50%)

## Market Segmentation

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

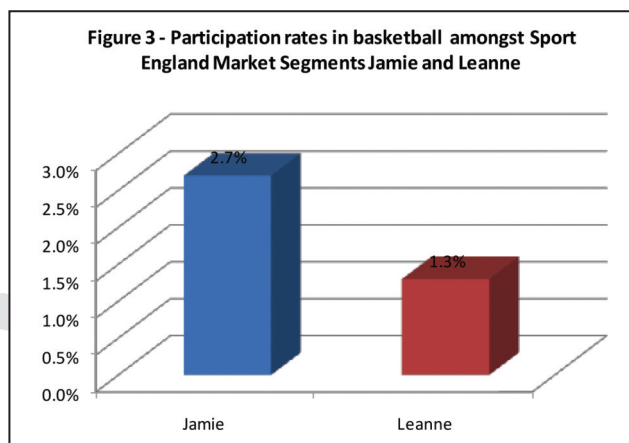
- Jamie – the 'sports team drinkers'.
- Leanne – the 'supportive single'.

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.

Both groups typically have above average participation rates in basketball - 2.7% for 'Jamie' which is the second highest participation rate of any segment (behind 'Ben') and 1.3% for 'Leanne', which is the highest participation rate of any of the female segments – See Figure 3.

These rates of participation translate to circa 80,000 basketball participants across England from these two segments (circa 58,000 for Jamie and 22,000 for Leanne).

In addition, there is demand from over 52,000 adults in the Jamie segment and 21,000 in the Leanne segment who 'would like to play' basketball, suggesting that there is substantial demand for basketball from these two segments in England.



## Basketball at StreetGames

Basketball is 3rd most popular activity offered by StreetGames (after football and dance). During Year 6 (October 2011 – September 2012 projects within the StreetGames network provided:

- 1,100 basketball sessions.
- Generated 45,054 attendances.

In line with the Active People Survey findings highlighted above, StreetGames projects have also found that basketball appeals well to key target groups within disadvantaged communities – proving particularly popular amongst children and young people from BME communities, amongst both younger children and older teenagers (16+) and both boys and girls.

## What works well in StreetGames settings

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

### Place

- Holding regular StreetGames basketball sessions at a local neighbourhood facility; ie within the subjective neighbourhood of the disadvantaged community to negate any reliance on car travel.
- Both indoor sports halls and outdoor MUGAs are used.

### Style

- The style of session will depend on the composition of the group (age, gender, ability). StreetGames sessions include:
  - Structured coached sessions.
  - Informal multi-sports session which incorporate basketball.
  - Matches and competition.

# Background Facts for Doorstep Sport

- Estate based sessions are very much about encouraging participants to 'come and have a go and enjoy' – rules and technique are less important. The sessions are also about meeting others and developing friendships – so need to have a 'social' feel.
- Projects will also usually build-in competition, for example, via a central venue league or by hosting regular central venue tournaments where representative teams from each local StreetGames session compete to be 'king of the court'. These events are often hosted at a large or high profile facility – which may not normally be accessible to StreetGames participants.
- Some projects host StreetGames basketball jams that are linked to wider community events to raise the profile of the sessions.
- Street leagues are also being developed by a number of projects.
- Engagement of females tends to work best via female only basketball sessions and the use of female basketball coaches (*females tend to be less attracted to the open access/multi-sport style sessions*). Therefore, it is important that projects look to up skill young females to become assistant coaches and coaches.

## 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, Youth Services 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 ensure that sessions are fun, interesting and challenging.
- It may be helpful to provide delivery staff with additional support and training beyond their sports coaching qualifications; for example in areas such as managing challenging behaviour, the essentials of working with young people and conflict resolution.
- 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 most important in terms of retention/minimising drop-out:
  - Personal contact between the coach and participants to build relationships, provide positive feedback about performance, check they are coming to the next session.
  - The provision of competitions and matches (*may be only friendly matches but these encourage participants to*



# Background Facts for Doorstep Sport

keep attending).

- Community-led - by the young people.
- Recognition – such as player of the week or month.
- The use of incentives such as medals, water bottles and t-shirts.
- Including time within the sessions for participants to socialise and build friendships within the group.
- Outreach work is used to promote and raise awareness of the sessions. Delivery staff and partner teams need to go out directly into the communities to engage with the target group and for some this may require some initial 'hand holding'.
- Recognition provided by the StreetGames brand is also considered to be important. Children/young people are familiar with the brand and know what they are coming to and other organisations sign-post young people into the sessions.
- Having supportive local partners is also very important.
- Sessions provided in partnership with local basketball clubs ensure clear pathways are provided for participants.
- Some projects have well developed referral mechanisms, which begin with estate based 3 v 3 sessions that feed into localised or inner city clubs with the same coaches delivering the sessions in each and links into established basketball clubs.<sup>i</sup>

## StreetGames

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