



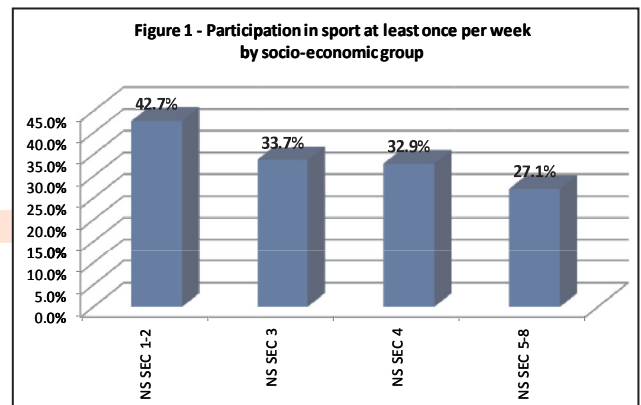
## Report Subject: Boxing participation and social class

### 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

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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 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.

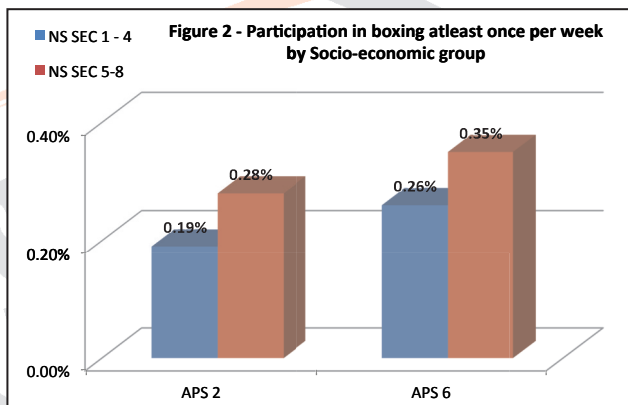


## Boxing

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

- 106,800 (0.26%) – APS2.
- 140,400 (0.33%) – APS6.

Interestingly, boxing 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 0.35% (44,300) adults from NS-SEC 5-8 took part in boxing at least once a week whilst only 0.26% (45,500) adults from NS-SEC 1-4 did so – see Figure 2. APS 6 Data has seen a statistically significant increase in boxing participation since APS 2 –



(The remaining 50,600 boxing 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 0.51%)

with increases evident amongst adults within 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.

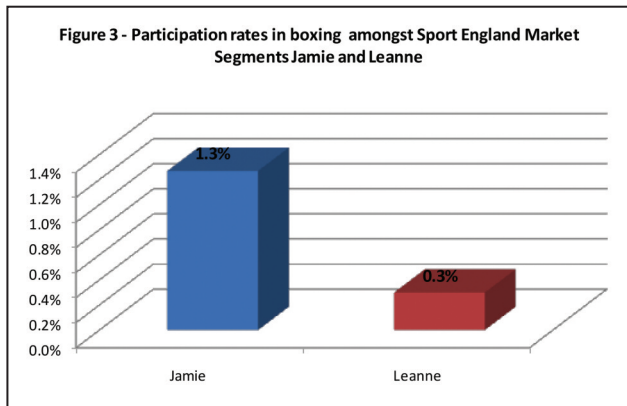
Jamie has the second highest participation rate in boxing, compared to other segments, but participation is lower amongst the Leanne segment:

- 1.3% for Jamie.
- 0.3% for Leanne.

These rates of participation translate to circa 33,000 boxing participants across England from these two segments (circa 27,000 for Jamie and 5,000 for Leanne).

In addition, there is demand from over 26,000 adults in the Jamie segment and 5,000 in the Leanne segment who 'would like' to participate in boxing, suggesting that there

is some demand for boxing amongst these two segments – particularly Jamie.



## Boxing at StreetGames

Boxing is a popular activity amongst StreetGames projects. During Year 6 (October 2011 and September 2012) StreetGames projects provided over 756 boxing sessions which attracted over 9,500 attendances.

## What works well in StreetGames settings

The key elements of doorstep sport (i.e. right time, right place, right price and right style) are of paramount importance.

### Time

- Consultation with young people is essential in the planning stages to ensure that the sessions are provided at a convenient time and place.
- StreetGames sessions take place on weekday evenings, plus some projects have also found that Friday or Saturday evenings can prove popular.

- In some areas, sessions are specifically scheduled at times and locations identified by the Police as 'hot spots' for high incidences of youth anti-social behaviour.

### Place

- A key element of doorstep sport, is the provision of activities within local neighbourhood facilities; ie within the subjective neighbourhood of the disadvantaged community to negate any reliance on car travel.
- Both traditional sports and non-traditional facilities are used for StreetGames sessions; with boxing sessions taking place for example in leisure centres, community halls or schools – using portable boxing equipment in some instances.

### 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.

### Style

- The style of sessions varies across projects to meet local demand, but most provide non contact boxing sessions. The key area of focus is on engagement - encouraging participants to join in, try the sport and have fun, with progression routes into clubs and other local boxing

# Background Facts for Doorstep Sport

sessions as appropriate.

- Some project examples include:

- The Solihull StreetGames programme in which non contact boxing sessions are provided on a weekly basis at North Solihull Sports Centre by Wayne Elcock, former British middleweight champion. The sessions initially began in a mixed gender group but have moved on to provide single sex sessions; with the sessions for females focusing more on fitness, confidence and music, whilst the sessions for males focus more on technique, physical performance and discipline. Though 'informal' in feel; the sessions include some structured coaching to teach and practice the 'mechanics' of the sport.

With opportunities for participants to take part in fun weekly challenges. Those who are interested can also take part in other sessions provided by the coach in the local area.

- In Oldham twice weekly boxing sessions take place at Failsforth Sports Centre. The sessions attract a broad range of participants from 11 years of age to adults (including both males and females) with a clear pathway into local clubs. The sessions focus on providing physical fitness and boxing skills often finishing with fun games – such as dodgeball. The sessions are led by ex-boxing champion, Frank Nightingale, who has a strong reputation within the local community and an excellent rapport with participants. Through his extensive experience and strong delivery skills, Frank is able to adapt the

sessions to meet individual needs – making the sessions extremely popular.

- The Newham StreetGames programme includes non-contact boxing sessions. Sessions were developed in partnership with the NGB boxing development officer for the Borough and are strictly non-contact - focusing on developing agility and fitness, building confidence and teaching discipline. The sessions are designed as a foundation for those that would like to join one of the local boxing clubs where they will be able to start building on their skills and start sparring. Interested participants are signposted to their local club and the coach or NGB boxing development officer will take those interested to the local boxing club, introduce them to the coaches and provide a friendly face for them so that they feel 'at home'.

- In Reading programme managers introduced a non-contact boxing course as a means of engaging more young females. An initial eight week pilot course was provided to 55 females aged 14-15 years, including many from BME communities at Reading Girls School. Right from the start the girl's interest, enthusiasm and commitment to take part in the pilot sessions was excellent which led to many of them passing their ABA Preliminary Award. Following a joint review of the pilot the school and project agreed to set up an after school non-contact boxing club for all students which also proved popular. Unlike some of the schools other after school clubs, which are run for competitive teams, the non-contact boxing club has proven to be



# Background Facts for Doorstep Sport

extremely attractive to many girls who would not normally attend an after school club.

## Coaches and Volunteers

- The skills of those delivering the sessions is critically important. Coaches need to be dynamic, have a good rapport and be able to interact well with participants, as well as having good delivery skills.
- 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.

## Engagement and Retention

- Outreach work is often found to be the most effective means to promote and raise awareness of the sessions – with delivery staff and partner teams going out directly into the communities to engage with the target group. Plus in Solihull for example, many of the participants were referred into the sessions by other organisations, such as schools, Youth Offending Teams, the Police or those responsible for Looked After Children.
- Attracting 'friendship groups' is likely to be a fruitful approach to engaging young people in StreetGames sessions.

- Drop-out rates tends to be highest within the first month; in our experience, once a participant has attended four or more sessions they are far less likely to drop-out. As such, coaches and leaders should be reminded of the importance of welcoming and integrating newcomers. For example; volunteers or established group members may be tasked to 'buddy' the newcomer and ensure they are invited to the next session. It may also be appropriate to consider adapting the game and explain ground rules/boundaries.
- The following factors have been found to be helpful, in terms of retention/minimising drop-out:
  - Sessions provided by coaches and leaders who are seen as role models.
  - Personal contact between the coach and participants to build relationships, provide positive feedback about performance, check they are coming to the next session.
  - Working in small groups.
  - Opportunities to take part in challenges and appropriate competition.
  - Recognition – such as player of the week or month.
  - The use of incentives such as medals, water bottles and t-shirts or working towards awards.
  - Including time within the sessions for participants to socialise and build friendships within the group.
  - Provision of varied progression/exit routes – such as referral onto local boxing sessions and clubs where appropriate and also into volunteering, leadership and coaching roles.<sup>1</sup>



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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)