

## street games briefing paper

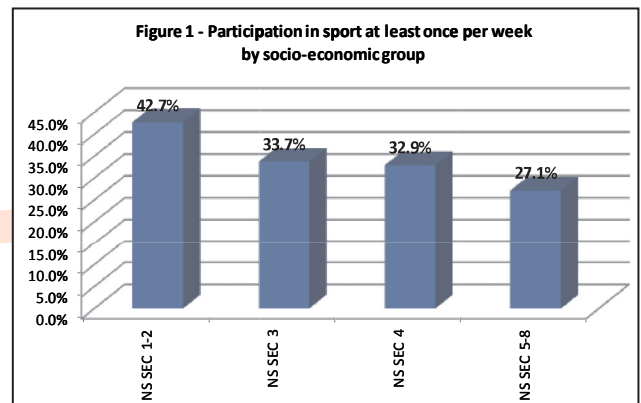
## Report Subject: Cricket participation and social class

### 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 Index. 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.



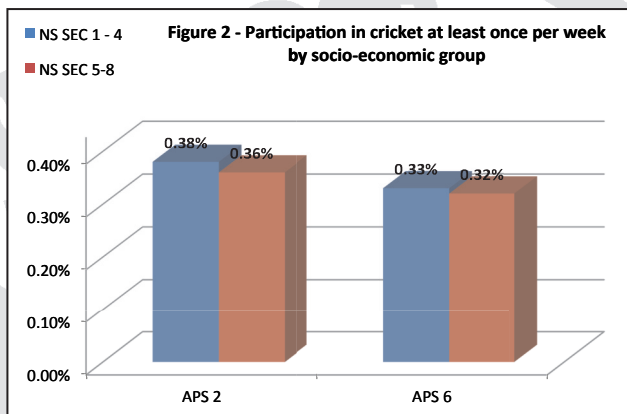
## Cricket

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

- 204,800 (0.49%) – APS2.
- 183,400 (0.43%) – APS 6.

In terms of social class; there are slightly higher rates of participation in cricket amongst the higher socio-economic groups. APS 6 results show that whilst 52,600 (0.33%) adults from NS-SEC 1-4 participate in cricket at least once a week 36,100 (0.32%) adults do so from NS-SEC 5-8.

As Figure 2 shows, although there are slightly higher rates of participation in cricket amongst the higher socio-economic groups, the variation is small – suggesting that there is no clear class divide.



(The remaining 94,700 cricket participants were from NS-SEC 9 which mainly includes full-time students and occupations not stated. Rates of participation in cricket within this group are 1.06%)

Overall, the results indicate a statistically significant decrease in cricket participation between APS2 and APS6. However, there has been no significant change in cricket participation amongst adults in NS-SEC groups 1-4 and 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.

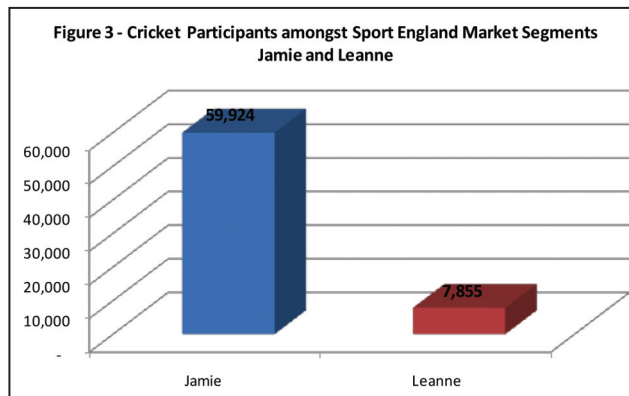
Jamie has the second highest participation rate in cricket, compared to other segments and it is the 8th most popular sport for Jamie, but lower amongst Leanne segment:

- 2.8% for Jamie.
- 0.5% for Leanne.

These rates of participation translate to circa 68,000 cricket participants across England from these two segments (circa 60,000 for Jamie and 7,500 for Leanne).

# Background Facts for Doorstep Sport

In addition, there is demand from over 40,000 adults in the Jamie segment and 1,300 in the Leanne segment who 'would like to' participate in cricket, suggesting that there is further demand for cricket – particularly amongst the Jamie segment.



## Cricket at StreetGames

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

- Provided 318 cricket sessions.
- Generated 3,922 attendances.

## What works well in StreetGames settings

The key elements of doorstep sport (i.e. right time, right place, right price, 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 and to avoid duplication of provision.

- Many projects find Friday or Saturday evenings prove popular and later time slots appeal to older teenagers (8-9.30pm).
- 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.
- A range of facilities are used for StreetGames sessions. This includes ATPs, indoor sports halls, community halls, MUGAs as well as parks, amenity green spaces within housing estates and car parks. As such, coaches and leaders need to be prepared and skilled to deliver sessions within non-traditional sports settings.

### 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 are less formal than traditional



# Background Facts for Doorstep Sport

skills/drills club based training sessions. In fact – a skills and drills session is unlikely to keep the attention of our target group. Coaches and leaders need to be able to teach skills in creative ways, and a game led approach can be an ideal means.

- Participants prefer cricket in fun, short and social versions of the game. As such, sessions tend to use informal/small sided versions of the game (such as Street 20 Cricket, tape ball cricket, kwick cricket, '7s' or games similar to Last Man Standing). Some project examples within the StreetGames network include:

- Hastings are delivering weekly community cricket sessions - using a Street 20 format, on Friday evenings, within a MUGA of a central park. Over 40 participants attended the sessions during the first 3 months and organisers are hoping to set up a Street 20 League next year. Formal links are in place with Sussex Cricket Board and local clubs, including Hastings Priory and Crowhurst.
- Newham provide weekly cricket sessions - predominantly focusing on small-sided games, such as tape ball cricket and Street 20. The sessions also include short (4 week) leagues and take place indoors within sports halls. The sessions are extremely popular – attracting circa 30-40 participants to each session including circa 66% from BME communities. Formal links are in place with Newham Cricket Club and a Cricket Development Officer is also based in the area.
- Wigan provide kwick cricket sessions within their StreetGames programme and also ran a 7's Central

Venue League over a six week period during summer months in 2010 using High School playing fields.

- The participants are taught technique via the small-sided games and also learn wider skills, such as communications skills, team work, respect, discipline and sportsmanship.
- Most sessions currently tend to predominantly attract males, however some projects are planning to set up female only cricket sessions during the next year.

## 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.
- Coaches and leaders need to be able to teach skills in creative ways, and a game led approach is often an ideal method.
- 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



# Background Facts for Doorstep Sport

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. In addition, 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:

- Personal contact between the coach and participants to build relationships, provide positive feedback about performance, check they are coming to the next session.

## StreetGames

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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.

- The provision of competitions, matches and challenges (*for example, this may be as simple as internal round-robin competitions, friendly games or specific challenges*).
- 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.
- Provision of varied progression/exit routes – such as project based teams, referral onto local clubs/leagues where appropriate and also into volunteering, leadership and coaching roles.<sup>i</sup>

