

street games briefing paper

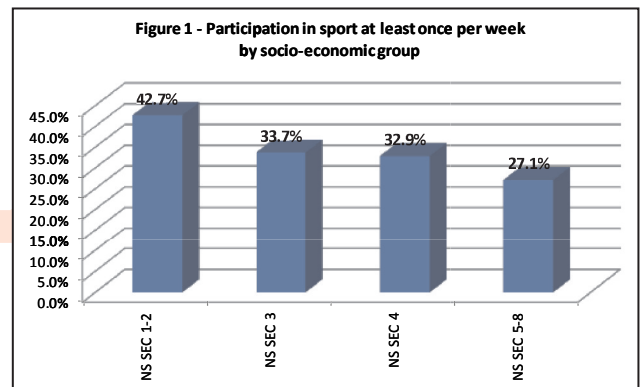
Report Subject: Cycling participation and social class

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.

ⁱ 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.

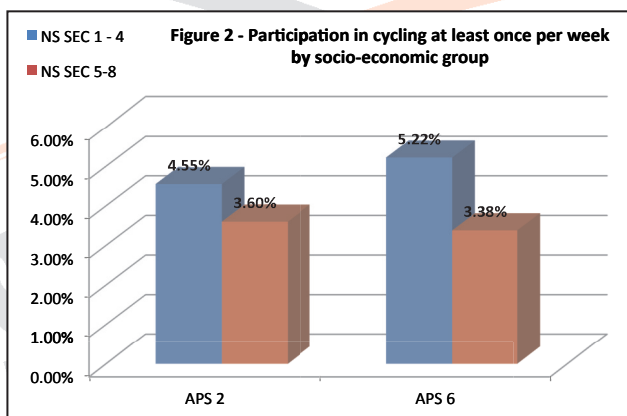


Cycling

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

- 1,767,100 (4.26%) – APS2.
- 1,962,000 (4.55%) – APS 6.

In terms of social class; as with overall sports participation, there are significantly higher rates of participation in cycling amongst the highest socio-economic groups. APS 6 results show that whilst 5.22% (988,800) adults from NS-SEC 1-4 participate in cycling at least once a week only 3.38% (461,100) adults from NS-SEC 5-8 do so – See Figure 2.



(The remaining 512,000 cycling participants were from NS-SEC 9 which mainly includes full-time students and occupations not stated. Rates of participation in cycling within this group are 4.79%)

Overall, the results indicate a statistically significant increase in cycling participation between APS2 and APS6. However, there has been a statistically significant decrease in cycling participation specifically amongst adults in 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.

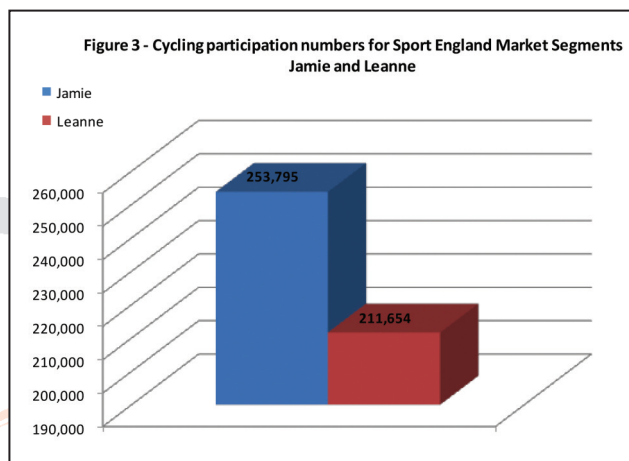
Cycling is the 4th most popular sport amongst both Jamie and Leanne.

Whilst both Jamie and Leanne segments typically have lower participation rates in cycling than the more affluent segments in the 18-25 year old group (ie Ben and Chloe); their participation rates are still higher than many other market segments:

- 11.7% for Jamie.
- 6.0% for Leanne.

These rates of participation translate to circa 465,000 cycling participants across England from these two segments (circa 253,000 for Jamie and 211,000 for Leanne).

Furthermore, the Segmentation data indicates that there is demand from circa 120,000 adults in the Jamie segment and 100,000 in the Leanne segment who 'would like' to participate in cycling - suggesting that there is significant demand for cycling amongst these two segments.



Cycling at StreetGames

At present, regular cycling sessions are provided by only a relatively small number of projects within the StreetGames network; however, where provided, the sessions have proved to be extremely popular. Plus both Market Segmentation data and consultation with projects within the StreetGames network suggests strong latent demand for cycling.

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.

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 a reliance on car travel.
- In some areas, sessions are scheduled in consultation with the Police and Youth Services, to act as diversionary activities; taking place at times and locations identified by the Police as 'hot spots' for high incidences of youth anti-social behaviour.
- Both formal cycling facilities such as BMX tracks in Crewe, Hayes and Chorley have been used as well as informal facilities. In Bristol for example, the cycling programme is delivered in local parks and estates where young people are based or 'hang out'. The sessions utilise a range of community facilities including playgrounds, car parks and parks; with the idea being to take the activities out to the young people to help address access issues.

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.

Background Facts for Doorstep Sport

- 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.

Time

- Consultation with young people is essential in the planning stages to ensure that the sessions are provided at a convenient time and place.

Style

- The style of sessions provided varies from project to project. However, the emphasis tends to focus on engagement; getting people to join in and have fun rather than on the delivery of formal skills based coaching. For example sessions have included:

- 'Come and try' style sessions at BMX tracks.
- Fun cycling activities and games using simple equipment such as cones in playgrounds, parks or car parks.
- Extreme Wheels – races and time trials.
- One –off mountain bike trips (as a reward).
- Links into Bikeability courses.
- Open access sessions have attracted both males and females and in our experience, they tend to be happy to participate in mixed gender sessions/challenges.
- Some programmes have also incorporated an educational/community safety element into their cycling programmes. In Bristol for example the cycling programme provides:

- Eight week cycling programmes for young people - delivered locally by Sole-Events with support from Bristol City Council and local PCSOs.
- The first 5-6 weeks are based on developing cycling skills, offering Bikeability, cycle maintenance and having fun. The remaining 2-3 weeks involve taking young people into police and fire stations to see how they operate and to assist in breaking down the negative connotations amongst disadvantaged young people and instilling the value of the police and fire service in the young people. Plus a third element which includes an educational talk from Network Rail on the dangers of playing or hanging out on/by the railway tracks.
- Emphasis is placed on signposting the young people into further activities, some of these take place in schools/colleges whilst others are signposted to a Saturday session where participants can go on cycling trips and enter races.
- There are natural progression routes, with the local delivery team also providing other aspects of the biking activities, such as holiday projects, a 6 week course with the Youth Inclusion project, bike maintenance courses and organised bike trips.
- The project also encourages volunteering as well as providing opportunities for young people to continue the activities in their own time, by helping them to learn how to maintain their bikes and to learn the key skills involved in all aspects of cycle sport and cycle for transport. Participants who volunteer are encouraged to take part in coaching sessions and are helped to



Background Facts for Doorstep Sport

pass their cycling qualifications, equipping them with the skills to continue coaching sessions at the venues after the project funding has lapsed.

- A number of young people have completed their Bikeability courses and Level 1 mountain bike coaching qualification.

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.
- There is more to coaching and managing doorstep sport sessions than delivering skills and drills sessions. Coaches and leaders need to be able to teach skills in creative ways.
- 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

- 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.

- 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.
 - Recognition – such as participant 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 into both participation and where appropriate, into volunteering, leadership and coaching roles.ⁱ



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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