

street games briefing paper

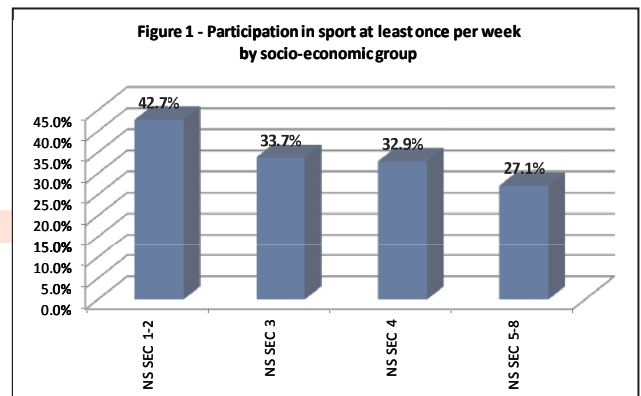
Report Subject: Football participation and social class

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.

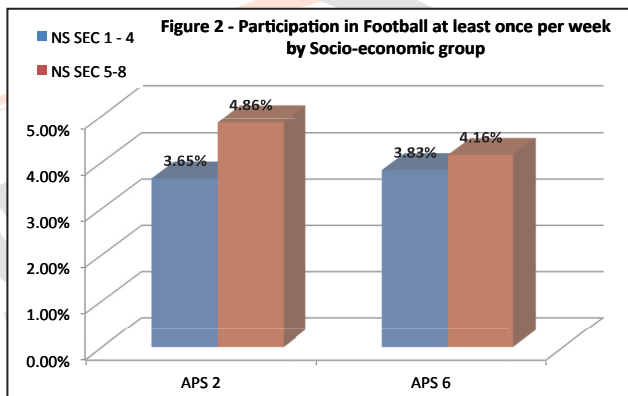
ⁱ Data included within this report has been sourced using Sport England Active People Survey Data (APS 2 and APS 6) plus Sport England Market Segmentation Data. StreetGames data included in the report has been sourced from the 2011 – 2012 Quarterly Monitoring reports provided from the 120 projects included within the StreetGames Network.

Football

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

- 2,144,700 (5.18%) – APS2.
- 2,126,800 (4.94%) – APS 6.

Interestingly, football 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, whilst 4.16% (488,200) adults from NS-SEC 5-8 played football at least once a week, only 3.83% (624,100) adults from NS-SEC 1-4 do so.



(The remaining 1,014,600 football participants were from NS-SEC 9 which mainly includes full-time students and occupations not stated. Rates of participation in football within this group are 11.04%)

Overall, there was a statistically significant decrease in football participation between APS2 – APS6. The decrease was found mainly amongst NS-SEC 9 and NS-SEC 5-8, whilst participation rates actually saw a statistically significant increase in NS-SEC 1-4.

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'.

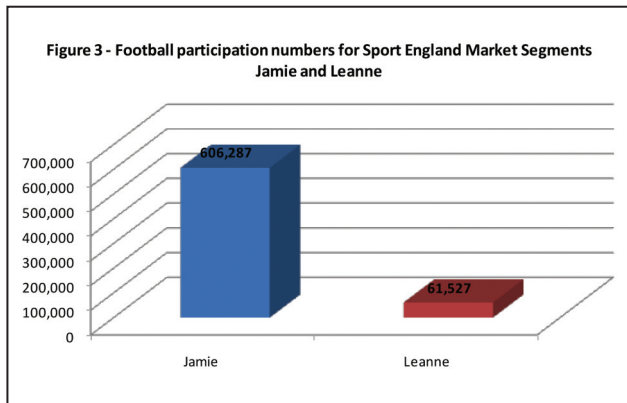
Both groups typically cover the age range 18-25 years and adults from lower socio-economic groups, typically classified as NS-SEC groups 5-8.

Both groups have above average participation rates in football - 28% for 'Jamie' which is the second highest participation rate of any segment and 3.6% for 'Leanne', which is the highest participation rate of any of the female segments – See Figure 3.

These rates of participation translate to over 660,000 football participants (circa 606,287 'Jamie' and 61,527 for 'Leanne').

Furthermore, the Segmentation data indicates that there is demand from circa 117,000 adults in the Jamie segment

and 14,000 adults in the Leanne segment who 'would like' to participate in football, suggesting that there is significant demand for football amongst these segments – particularly Jamie.



Football at StreetGames

Football is the most popular activity provided via StreetGames sessions. During Year 6 (October 2011 - September 2012) StreetGames projects:

- Provided 4,505 football sessions.
- Attracted 19,600 participants to football sessions.
- Generated 107,778 football attendances.

The network includes many projects that run a Central Venue football League (CVL) as part of their StreetGames programme – with a survey conducted in January 2011 indicating that there are more than 220 teams taking part in CVLs within StreetGames projects.

Furthermore, an Additionality Evaluation study conducted

on behalf of StreetGames by SPEAR (The Sport, Physical Education & Activity Research centre at Canterbury Christ Church University) during 2010-11 also highlighted the popularity of football.

The Study included a survey, with a sample of StreetGames participants, and found football to be the most popular activity; identifying that a significant proportion of StreetGames attendees were what was termed 'Footie Friends'.

'Footie Friends' were typically found to play lots of sport informally with friends and may also play sport as part of a team/club. Two-thirds of this group are likely to be males and for the vast majority – football is their favourite sport. Whilst for the females in this group, although football is popular, they also like a wide range of other activities – such as dance, basketball, rugby, gymnastics, tennis, swimming, netball and hockey.

What works well in StreetGames settings

The key elements of doorstep sport (i.e. right time, right place, right price, right style) remain of paramount importance when delivering football based sessions. As such, StreetGames projects delivering football have found that the following tends to work in a doorstep sport setting:

Background Facts for Doorstep Sport

Style

StreetGames projects deliver a wide variety of football based sessions across the network that include:

- Informal estate based sessions – where the focus is on engagement. Encouraging participants to join in and have fun, often via an informal game led approach.
- Structured coached sessions - although again, this will tend to be delivered in a relaxed manner, with participants given the opportunity to learn basic football skills, build confidence and be able to put their skills into practice via small-sided games.
- Competitive sessions - such as Central Venue Leagues. These have proved to be particularly effective in engaging young people in the 14-19 year group, traditional 'drop off' age groups. With CVLs providing an effective means of developing playing skills and tactics, developing confidence in a competitive game setting and in getting participants used to making the commitment to play on a regular basis.
- Some projects provide mixed-gender sessions, whilst others offer female only sessions and where possible, use of female football coaches (as *some have found that females tend to be less attracted to the open access/multi-sport style sessions*).
- Most projects build-in competition opportunities either via internal matches/challenges, friendly matches, Central Venue Leagues (CVL) or by taking part in StreetGames Festivals and tournaments.

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 for CVLs and provide later time slots for 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.
- Both traditional and non-traditional football 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



Background Facts for Doorstep Sport

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.
- There is more to coaching and managing doorstep sport sessions than delivering skills and drills 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 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. It is also important for projects to look to up skill young females to become assistant coaches and coaches.

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. 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.
- The provision of competitions, matches and challenges (*for example, this may be as simple as internal round-robin competitions, friendly games, a cross-bar challenge or penalty shoot out but these can encourage participants to keep attending*).
- Setting participants skills or tricks to practice between sessions.
- Community-led - by the young people.



Background Facts for Doorstep Sport

- 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 internal progression within the StreetGames project, opportunities to play in project based teams, referral onto local clubs/leagues where appropriate and also into volunteering, leadership and coaching roles.

Sport for Good

Some StreetGames football sessions have been developed with wider objectives in mind, such as helping to reduce youth related anti-social behaviour, improved community safety, community cohesion or improved health and wellbeing. For example:

The Wigan Community Sport StreetGames

programme provides 20 different sessions each week across a range of activities including football, dance, athletics and handball. Football has now proved so popular that a Midnight League Football Project has been established which attracts circa 300 young people from across 19 of the most disadvantaged wards in the Borough. Data provided by the Greater Manchester Police indicated that the sessions were playing a role in helping to reduce youth crime and disorder; for example by showing a universal reduction in the volume of calls received during the time period when the sessions were

delivered and a reduction in youth related anti-social behaviour and criminal damage in certain locations.

The Birmingham Solihull Mental Health

Foundation Trust (BSMHFT) developed a pilot programme with StreetGames using engagement, role modelling and football coaching as an activity to raise the self esteem and confidence of individuals who suffer from enduring and serious mental illness. The programme aimed to use football as a tool to engage young people into living more healthy lifestyles and working on their personal and professional development with coaching and mentoring sessions. The pilot project engaged with over 40 individuals aged 15-28 years who were predominantly from BME communities, with an evaluation of the programme highlighting many positive outcomes.

StreetGames provided support to a football project based in **North West Leicestershire** to assist a group of teenage boys from the most deprived estate in Coalville and Leicestershire to develop their skills and behaviour. The support provided by StreetGames enabled input from an additional qualified football coach who was experienced at working with young people from disadvantaged areas plus funding to purchase a team kit and funding for two members of staff to attend the FA Level 1 coaching course. As a result, the behaviour of those attending the sessions improved significantly, participants improved their technical skills, teamwork and increased their commitment to the project.ⁱ



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streetgames.org