



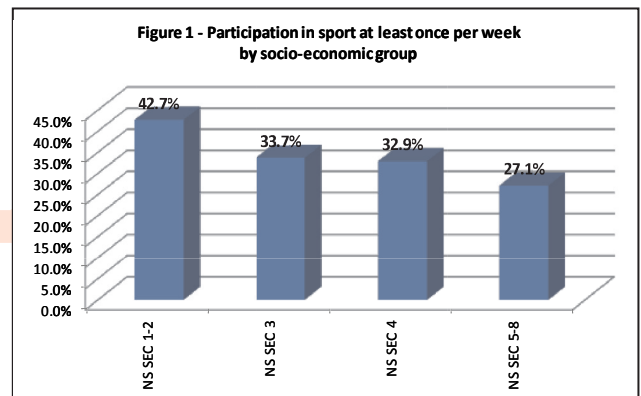
Report Subject: Golf participation and social class

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.

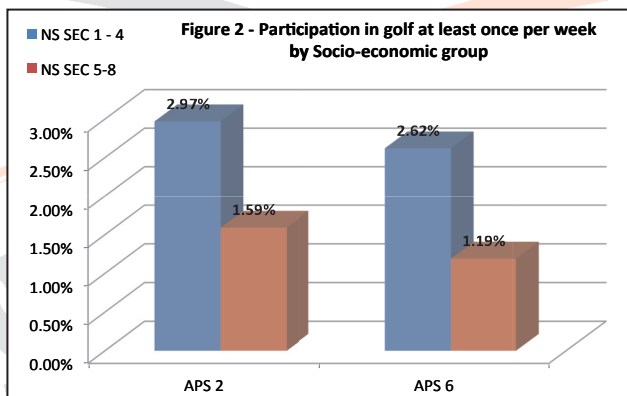


Golf

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

- 948,300 (2.29%) – APS2.
- 850,500 (1.96%) – APS 5.

In terms of social class; as with overall sports participation, there are higher rates of participation in golf amongst the highest socio-economic groups. APS 6 results show that whilst 526,100 (2.62%) adults from NS-SEC 1-4 participate in golf at least once a week only 171,500 (1.19%) adults from NS-SEC 5-8 do so – See Figure 2 below.



(The remaining 152,900 golf participants were from NS-SEC 9 which includes mainly full-time students and occupations not stated. Rates of participation in golf within this group are 1.35%)

Overall, the results show that there was a statistically significant decline in golf participation between APS2 – APS6; with the decline prevalent amongst both the lower socio-economic groups NS-SEC 5-8 and higher groups 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'.

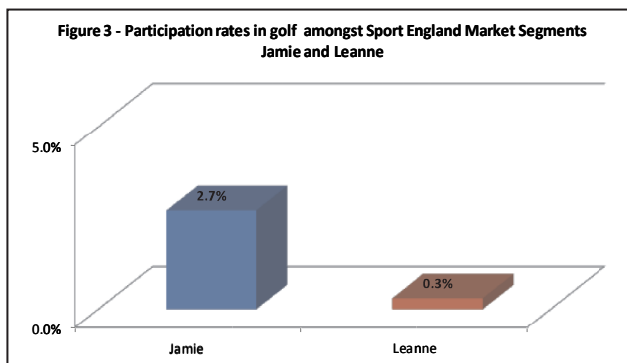
Both groups typically cover the age range 18-25 years and adults from lower socio-economic groups, typically classified as NS-SEC groups 5-8.

Golf is the 10th most popular sport amongst the Jamie segment; with their likely participation rates estimated to be:

- 2.7% for Jamie .
- 0.3% for Leanne .

Although these rates of participation are lower than some of the older/more affluent market segments, they still translate to circa 63,000 golf participants across England (circa 57,800 from the Jamie segment and 5,200 from the Leanne segment).

In addition, there is demand from over 28,000 adults in the Jamie segment who 'would like to play' golf, suggesting that there is existing latent demand for golf from the Jamie segment.



Golf at StreetGames

Golf has been provided by a range of projects within the StreetGames network in recent years – often as part of a multi-sport session or Tri-Golf taster sessions, with much positive feedback. Plus recent pilot studies into the development of Street Golf which has been well received by the StreetGames network.

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 when delivering within disadvantaged communities.

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 StreetGames projects find evenings (including Fridays and Saturdays) prove popular and that later time slots often appeal to older teenagers (8-9.30pm).
- In some areas, sessions are scheduled in consultation with local Police Officers in order to coincide with times that have been identified as 'hot spots' for high incidences of youth anti-social behaviour; in order to provide a positive, diversionary activity.

Place

- A key element of doorstep sport, is the provision of activities within local neighbourhood facilities to try and negate a 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 £1/£2 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

- StreetGames estate based sessions tend to focus on providing informal fun based sessions
- Golf is often introduced as part of a multi-sport session, although some projects now provide specific Street Golf sessions.
- The style of delivery tends to be informal, youth-led; with participants able to 'drop in and out' of elements of the sessions.
- Some projects also include internal competitions and matches as well as personal and group challenges and tasks.

Coaches and Volunteers

- The skills of those delivering the sessions are critical. Coaches/leaders 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, therefore, 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.

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:
 - Ensuring that the sessions are enjoyable and fun – so that participants want to turn up to every session and bring their friends
 - Personal contact between the coach and participants to build relationships, provide positive feedback about

Background Facts for Doorstep Sport

performance, check they are coming to the next session

- 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 referral onto other local water based sessions or clubs where appropriate and also into volunteering, leadership and coaching roles



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