

street games briefing paper

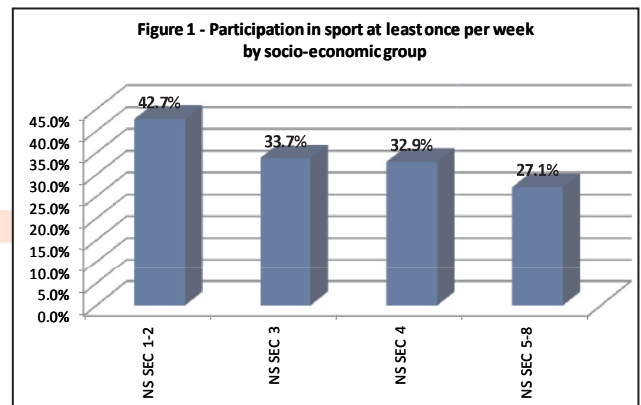
Report Subject: Netball participation and social class

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.

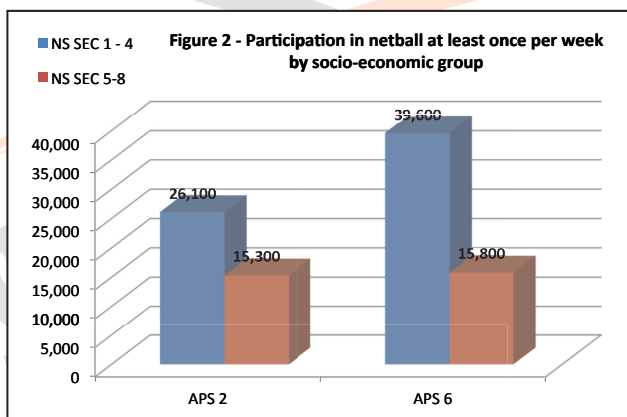
ⁱ Data included within this report has been sourced using Sport England Active People Survey Data (APS 2 and APS 6) plus Sport England Market Segmentation Data. StreetGames data included in the report has been sourced from the 2011 – 2012 Quarterly Monitoring reports provided from the 120 projects included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

Netball

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

- 118,800 (0.29%) – APS2.
- 159,300 (0.37%) – APS 6.

In terms of social class; as with overall sports participation, there are higher rates of participation in netball amongst the highest socio-economic groups. APS 6 results show that whilst 39,600 (0.27%) adults from NS-SEC 1-4 participate in netball at least once a week only 15,800 (0.15%) adults from NS-SEC 5-8 do so – See Figure 2.



(The remaining 103,900 netball participants were from NS-SEC 9 which mainly includes full-time students and occupations not stated. Rates of participation in netball within this group are 1.27%)

Furthermore, the results indicate that overall, there was a statistically significant increase in the number of adults participating in netball between APS2 and APS6. The increase was found amongst adults within the NS-SEC 1-4 groups, but there was no significant change amongst NS-SEC 5-8 or NS-SEC 9.

Market Segmentation

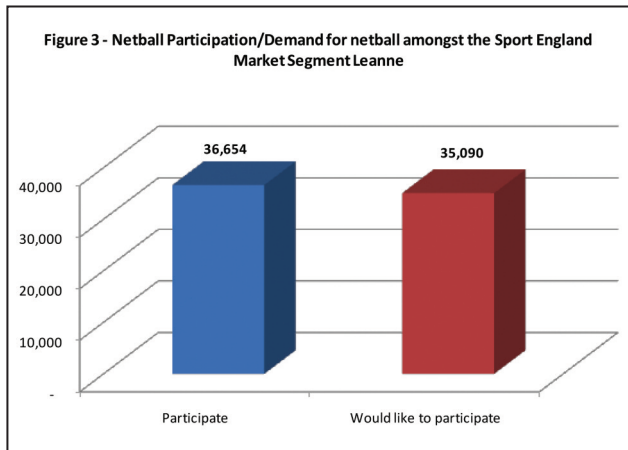
Sport England's Market Segmentation model includes 19 segments in total. The two segments which are particularly relevant to StreetGames comprise:

- 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.

Leanne has the highest participation rate in netball of any market segment at 2.1%. This rate of participation translates to circa 36,600 netball participants from the Leanne segment. In addition, there is demand from over 35,000 adults in the Leanne segment who 'would like to participate' in netball, suggesting that there is strong demand for netball amongst this segment.

There is no demand for netball from the Jamie segment.



What works well in StreetGames settings

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

Place

- Provision of sessions at neighbourhood facilities – i.e. within the subjective neighbourhood of the disadvantaged community to negate any reliance on car travel.
- Local facilities utilised to deliver netball sessions vary, but may typically include MUGAs, playgrounds or sports halls. Coaches therefore need to be flexible and able to adapt their sessions as they may sometimes take place on non traditional facilities and/or without netball specific equipment.

Time

- Consultation with young people is essential to ensure that the sessions are provided at a convenient time and place to them – this will often focus on evening sessions

(including Friday nights) with later time slots often popular with older teenagers (8-9.30pm).

- Be mindful that not all people work 9-5pm and that for young mothers a crèche facility may aid attendance.

Style

- Netball is often introduced as part of a multi-sport session, although some projects provide specific netball sessions.
- The style of delivery tends to be informal and youth-led. Programmes may 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; with participants able to ‘drop in and out’ of elements of the sessions.
- Structured coached sessions - although again, this will tend to be delivered in a relaxed manner, with participants given the opportunity to learn basic netball skills, build confidence and be able to put their skills into practice via internal games.
- Opportunities for competition or matches via internal matches/challenges, friendly matches, round-robin tournaments, central venue leagues or by taking part in StreetGames Festivals and tournaments. Thus providing opportunities for participants to develop their playing skills, tactics and confidence in a competitive game setting.

Background Facts for Doorstep Sport

- Coaches need to have an understanding that it may take time to build up the confidence of participants to play in matches and tournaments. Therefore, the informal approach to sessions is really important. However, when ready, it is important that there are opportunities for the participants to progress into clubs or form their own team and start to play matches.
- It is important that sessions include time for participants to socialise and build friendships within the group.
- Some projects have invited sports specific development officers or coaches from local netball clubs to deliver certain sessions or pilot projects. In Wigan for example, the Netball Development Officer helped staff to deliver the StreetGames programme, provide mentoring to the community coaches and volunteers and ensure natural links and pathways into local clubs.
- Some projects provide netball within a mixed-gender multi-sport session and find that the High 5 version of the game, with positional rotation, an effective means of introducing new players to the game.
- New programmes and research undertaken by England Netball have also shown the Back to Netball Programme to be popular within areas of high deprivation, including areas in Liverpool, Sefton, the Wirral, Wigan, Rochdale, North London and Hull. Similar to the StreetGames approach, the Back to Netball Programme aims to engage or re-engage participants with the game by offering sessions which encourage participants to informally learn new skills and have fun playing netball with friends.

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.

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 need to ensure a balance of skills delivery pitched at an appropriate level, together with opportunities for the group to make friends and have fun.
- There is more to coaching and managing doorstep sport sessions than delivering skills and drills sessions. In fact – a skills and drills focused 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.
- 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 into StreetGames sessions, with information spreading via word of mouth.
- Some projects also utilise more traditional promotional methods, such as leaflet drops into local homes, newspaper advertisements, adverts on Facebook and school/college newsletters. With information often spreading by word of mouth over time.
- 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.
- Access to competitive opportunities and matches (*for example, this may be as simple as internal round-robin competitions or friendly games but these can encourage participants to keep attending*).
- Community-led - by the young people.
- Recognition – such as player of the week or month.
- The use of incentives such as trophies, 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 opportunities to play in project based teams, referral onto local clubs/leagues where appropriate and also into volunteering, leadership, umpire and coaching roles.ⁱ

Background Facts for Doorstep Sport

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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