

## street games briefing paper

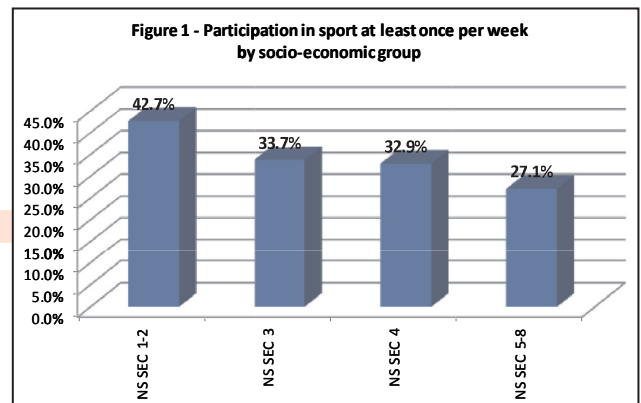
## Report Subject: Rowing participation and social class

### Background

For many years, research has highlighted variations in the levels of sports participation across different socio-economic groups. Active People Survey results (APS6: 2010-11) 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.

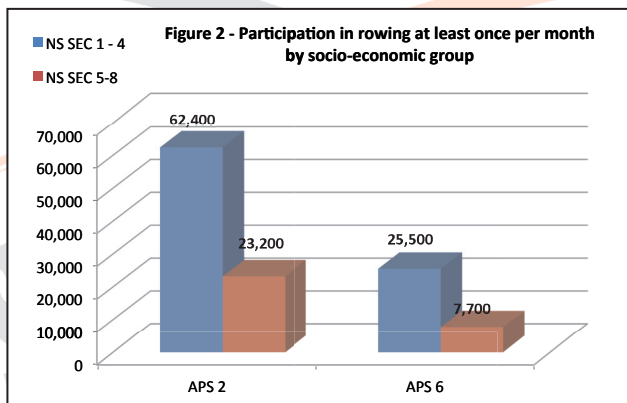
<sup>i</sup> Data included within this report has been sourced using Sport England Active People Survey Data (APS 2 and APS 6) plus Sport England Market Segmentation Data. StreetGames data included in the report has been sourced from the 2011 – 2012 Quarterly Monitoring reports provided from the 120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

## Rowing

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

- 54,900 (0.13%) – APS2.
- 42,100 (0.10%) – APS6.

In terms of social class; as with overall sports participation, there are higher rates of participation in rowing amongst the highest socio-economic groups. APS 6 results show that whilst 25,500 (0.15%) adults from NS-SEC 1-4 participate in rowing at least once a month only 7,700 (0.06%) adults from NS-SEC 5-8 do so – See Figure 2.



(The remaining 29,100 rowing participants were from NS-SEC 9 which mainly includes full-time students and occupations not stated. Rates of participation in rowing within this group are 0.31%)

The results indicate that overall, there was a statistically significant decrease in the number of adults participating in rowing between APS2 and APS6; with once a month participation rates declining across both 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'.

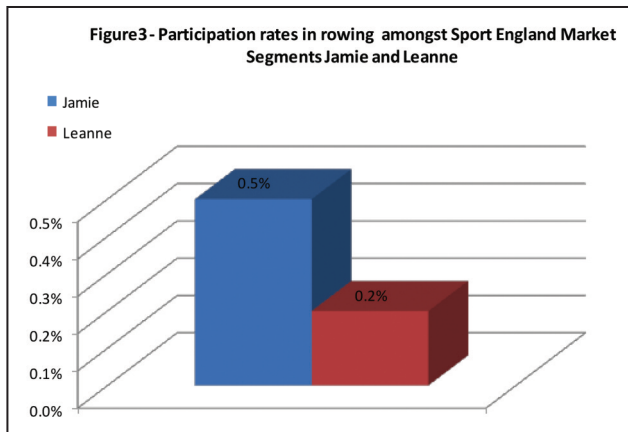
Both groups typically cover the age range 18-25 years and adults from lower socio-economic groups, typically classified as NS-SEC groups 5-8.

Jamie has the (equal) second highest participation rate in rowing, compared to other segments at 0.5% - although rates of participation are lower amongst the Leanne segment:

- 0.5% for Jamie.
- 0.2% for Leanne.

These rates of participation translate to circa 14,000 rowing participants across England from these two segments (circa 10,000 for Jamie and 4,000 for Leanne).

In addition, there is demand from circa 6,000 adults in the Jamie segment and 1,300 in the Leanne segment who 'would like to participate' in rowing, suggesting that there is some demand for rowing – particularly amongst the Jamie segment.



## Rowing at StreetGames

In line with our current work, as a National Partner to Sport England; StreetGames has been working with a range of National Governing Bodies of sport (NGBs), including British Rowing, to help 'grow' and 'sustain' sports participation within areas of high deprivation.

Work to date, has included a variety of joint initiatives and pilot projects aimed at testing alternative approaches to delivery. For example a pilot project has taken place, with British Rowing to set up a series of indoor rowing projects aimed at providing participants from disadvantaged areas with an introduction to rowing within a doorstep sport setting.

The pilot projects took place within a number of StreetGames projects, including Reading, Sheffield, Stoke-on-Trent, Hastings and Newcastle Upon Tyne. Tutor training was provided by British Rowing to local coaches/leaders and the sessions provided opportunities for participants to learn the basics and take part in a range of team and individual challenges. As a result, over 430 StreetGames participants took part in rowing sessions last year and British Rowing were provided with an alternative model to deliver indoor rowing to young people and a means of accessing typically 'hard to reach' groups.

## What works well in StreetGames settings

StreetGames projects delivering rowing have found that the following tends to work in a doorstep sport setting:

### Place

- Holding regular StreetGames sessions that incorporate indoor rowing, at a local neighbourhood facility; ie within the subjective neighbourhood of the disadvantaged community to negate any reliance on car travel.
- Typical facilities used have included Youth and Community Centres.

### Time

- Consultation with young people is essential in the planning stages to ensure that the sessions are provided at a convenient time and place to them. This may include Friday/Saturday evenings – where there is often demand for more activities.

# Background Facts for Doorstep Sport

## Style

- Provide opportunities for the young people to input into session planning and to get involved with helping to set up the project.
- The style of sessions provided tend to focus on the provision of informal, multi-sport sessions or circuits which incorporate rowing rather than structured coached sessions (although sessions will include introductory advice relating to technique).
- The inclusion of weekly challenges proves popular – for example either a 200m individual timed rowing challenge or 1,000m four team tag challenge.
- The open access sessions have attracted both males and females and they are happy to participate in mixed gender rowing sessions/challenges.

## 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, Extended Services, the Police, Youth Services and external funding grants.

## Coaches and Volunteers

- The skills of those delivering the sessions are critical. In addition to having good delivery skills to ensure that sessions are fun, interesting and challenging; coaches need to have excellent social skills and an empathy with the

target group to help build a good rapport with participants.

- Some projects introduce new coaches together with experienced sessional workers, who already know the young people attending to support the coach and help build that initial rapport.
- Session plans need to be flexible and the coaches need to be willing/able to adapt sessions to respond to the demands and challenges of the young people attending, rather than sticking to rigid session plans or traditional skills/drills. For example, coaches need to consider how best to engage large groups when there may be only 3-4 rowing machines available.
- The engagement and development 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 attract new participants and relate well to those attending.
- Young volunteers involved provide support in a range of areas; including helping to set up the session, administrative duties, assisting in supervising the younger participants and session promotion.

## Retention

- The following factors are considered most important in terms of retention/minimising drop-out:
  - Weekly challenges.
  - Reward/awards – such as certificates and medals.
  - Regular opportunities for the young people to



# Background Facts for Doorstep Sport

feedback their views/be consulted.

- Personal contact between the coach and participants to build relationships, provide feedback about performance, check they are coming to the next session.
- Providing participants with a diverse range of pathways – which may involve becoming a volunteer at the sessions, access to sports related training/qualifications such as CSLA courses or moving on to join local clubs/teams.
- Sessions tend to be promoted via targeted outreach work within communities and via partners to ensure that the target group are directly engaged. Some more formal promotion is also provided via posters/leaflets in community settings where young people 'hang out' and within schools and youth centres.

## Partnerships

- The development of partnerships with other community organisations is essential and should include those beyond the sport/leisure sector, such as Youth Services, the Police, Youth Offending Teams and Health sector. Partners can help develop sessions, provide joint funding, promote sessions or refer participants.
- Projects highlight a range of benefits from belonging to the StreetGames network which include regular opportunities to share ideas, gain information on best practice and attend relevant training sessions.
- British Rowing has been working directly with a number of StreetGames projects to develop the sport within a

doorstep sport environment. In addition to this initial support, projects have suggested that it would be helpful if NGBs could provide further support to assist with community engagement and club links - for example by enabling beginner entry programmes into local clubs for disadvantaged children/young people. Some projects were also keen to build on pilot projects provided so that young people could make trips to local rowing clubs and experience water based rowing and enter inter-project competitions.<sup>i</sup>



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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.



[streetgames.org](http://streetgames.org)