



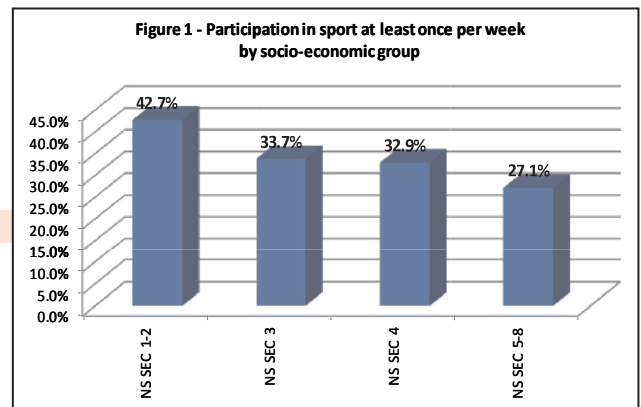
Report Subject: Table tennis participation and social class

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 19.1%, by comparison to those from the lowest socio-economic groups (NS-SEC 5-8), where only 12.4% 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.

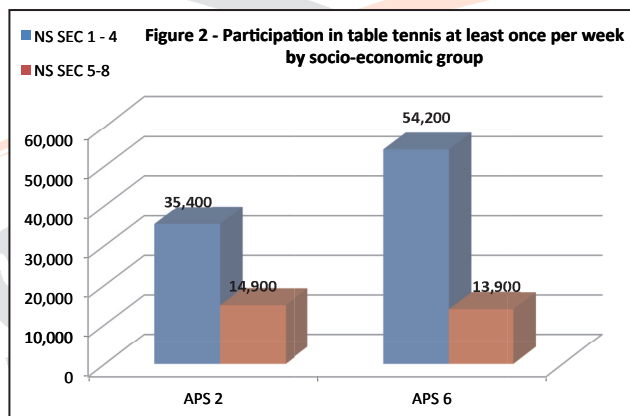


Table tennis

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

- 75,600 (0.18%) – APS2.
- 98,800 (0.23%) – APS 6.

In terms of social class; as with overall sports participation, there are higher rates of participation in table tennis amongst the highest socio-economic groups. APS 6 results show that whilst 54,200 (0.29%) adults from NS-SEC 1-4 participate in table tennis at least once a week only 13,900 (0.10%) adults from NS-SEC 5-8 do so – See Figure 2.



(The remaining 30,700 table tennis participants were from NS-SEC 9 which mainly includes full-time students and occupations not stated. Rates of participation in table tennis within this group are 0.0.29%)

The results indicate that there was a statistically significant increase in the number of adults overall participating in table tennis between APS2 and APS6. Although the increase was only evident amongst the highest socio-economic group 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'.

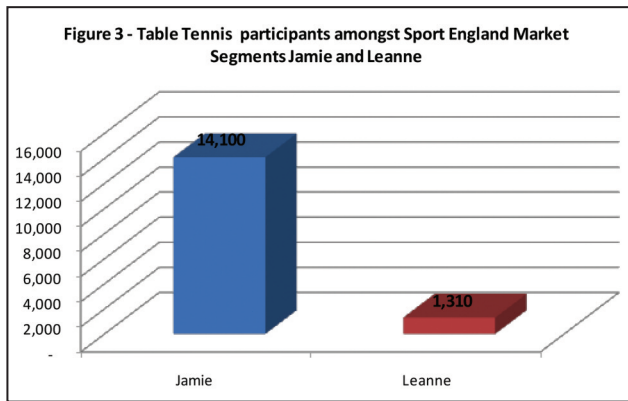
Both groups typically cover the age range 18-25 years and adults from lower socio-economic groups, typically classified as NS-SEC groups 5-8.

Jamie has the (equal) highest participation rate in table tennis of any of the market segments, but rates are lower amongst the Leanne segment:

- 0.7% for Jamie.
- 0.1% for Leanne.

These rates of participation translate into circa 15,000 table tennis participants across England from these two segments (circa 14,000 for Jamie and 1,000 for Leanne) - see Figure 3.

In addition, there is demand from over 7,400 adults in the Jamie segment who 'would like to play' table tennis; suggesting that there is latent demand for table tennis



amongst the Jamie segment.

Table tennis at StreetGames

Table tennis is included within a number of StreetGames project programmes – often as part of a multi-sport session. During Year 6 (October 2011 – September 2012) StreetGames projects provided;

- 217 Table Tennis specific sessions
- 1,685 attendances
- 333 participants

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 ETTA, 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. For example, StreetGames worked together with the ETTA, to develop an Activator course in table tennis.

Feedback from those attending the workshops has been positive and as a result, delegates have indicated that they plan to introduce/have already introduced table tennis into their StreetGames weekly programmes either as sports specific sessions or as part of a multi-sport session; or plan to include table tennis within a local festival. Over 100 learners completed the Table Tennis Activator workshop between October 2011 and September 2012.

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.

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 include table tennis within multi-sport sessions aimed at engaging young people in key target locations. Evening sessions often prove most popular, including Friday and Saturday evenings, with later time slots appealing to older teenagers (8-9.30pm).

Background Facts for Doorstep Sport

- 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.

A range of facilities are used to run sessions, with programmes often utilising community facilities such as youth centres, small halls or community facilities within housing estates.

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.

Style

- Many projects include table tennis within multi-sport sessions aimed at engaging young people in key target locations. As such, the style of sessions will be less formal than traditional skills/drills club based training sessions.

Estate based sessions will often:

- Focus on engagement – encouraging participants to join in and have fun, rather than on skills development.
- Promote a relaxed attitude to clothing.
- Allow participants able to 'drop in and out' of elements of the session.
- Include time within the sessions for participants to socialise and build friendships within the group.
- Some projects have invited table tennis development officers or coaches to deliver certain sessions or pilot projects. These sessions include advice and support to develop skills/technique in an accessible format and will also help to provide natural links and pathways into local clubs.
- Projects also often provide opportunities for participants to gain qualifications/accreditations, such as the Junior Umpire Award.
- Some projects will include opportunities for participants to take part in competitions and matches, ranging from small internal competitions to regional and national festivals/tournaments. For example:
 - The Poplar Harca (Housing and Regeneration Community Association) in Tower Hamlets, East London provides a wide range of activities, including table tennis, aimed at engaging young people living within their housing estates. Weekly sessions held in neighbourhood and youth centres have proved so popular, that Youth Workers have organised a range of inter-club matches and competitions. These have also proved popular and have an added benefit of helping to



Background Facts for Doorstep Sport

reduce some of the territorial issues that exist in the area between different groups of young people.

- Table tennis is also a popular activity within Clubs for Young People (CYP) network. As a result CYP hosts an annual national table tennis tournament. More than 150 young people between 12-19 years of age took part in the 2011 event, including both males and females and people with disabilities. Participants from across the country take part in the one-day event, with responsibility for umpiring matches as well as competing.

Coaches and Volunteers

- The skills of those delivering the sessions are critical. Coaches need to be able to build a rapport with participants and listen to their views, in addition to having good delivery skills to ensure that sessions are varied, fun and interesting.
- A traditional skills and drills based 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, and a game led approach is often an ideal means.
- Coaches and leaders also need to be flexible and able to adapt their sessions so that they are appropriate for community venues (*where the facilities and equipment may not be of as high a quality as those in a club based environment*).
- 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 ideal role models to younger participants.

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.
- 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:
 - Using the ‘right’ delivery staff – i.e. – those who are



Background Facts for Doorstep Sport

able to build a rapport and relate well to young people.

- Personal contact between the coach and participants to build relationships, provide positive feedback and check they are coming to the next session.
- Ensuring that the sessions are varied, fun and interesting.
- Providing opportunities for participants to feedback their views and input into sessions.
- Providing opportunities for participants to take part in competition.
- Providing rewards/incentives – such as t-shirts, water bottles, certificates or medals etc.
- Providing participants with a diverse range of pathways – which may involve becoming a volunteer

at the sessions, access to sports related training/ qualifications or moving on to join local clubs/teams.

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.¹

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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.

