

street games briefing paper

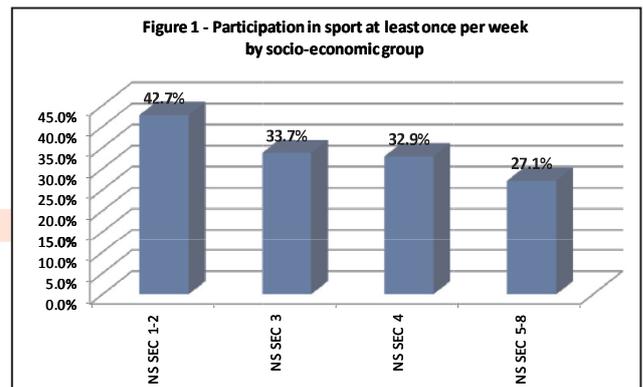
Report Subject: Tennis participation and social class

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 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.

Tennis

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

- 487,900 (1.18%) – APS2.
- 455,100 (1.03%) – APS 6.

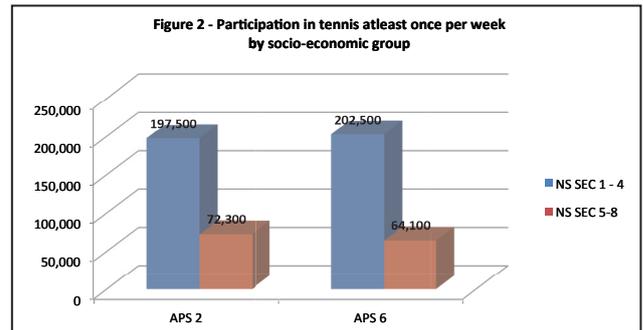
In terms of social class; as with overall sports participation, there are higher rates of participation in tennis amongst the highest socio-economic groups. APS 6 results show that whilst 202,500 (1.16%) adults from NS-SEC 1-4 participate in tennis at least once a week only 64,100 (0.51%) adults from NS-SEC 5-8 do so – See Figure 2.

The results indicate that there was a statistically significant decrease in the number of adults overall participating in tennis between APS2 and APS5; with the decline apparent across all socio-economic groups.

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'.



(The remaining 178,500 tennis participants were from NS-SEC 9 which mainly includes full-time students and occupations not stated. Rates of participation in tennis within this group are 1.81%)

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.

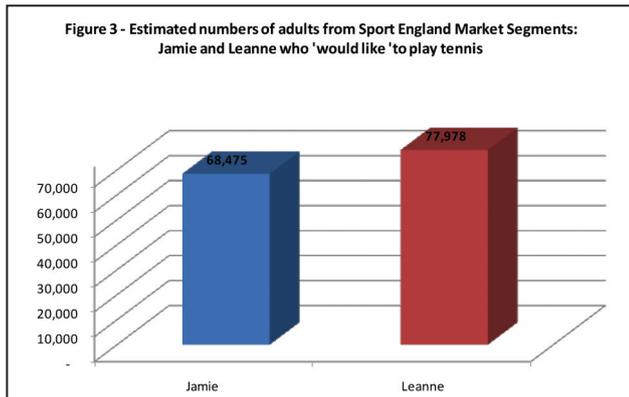
The Market Segmentation data indicates that tennis is the 7th most popular sport for Jamie and the 9th most popular sport for Leanne. Whilst their rates of participation in tennis are lower than the more affluent segments within the 18-25 year old group (ie Ben and Chloe); they are still higher than many other market segments at:

- 3.5% for 'Jamie'.
- 1.8% for 'Leanne'.

These rates of participation translate to circa 106,248 tennis participants within these two segments (circa 76,139 for 'Jamie' and 30,109 for 'Leanne').

Background Facts for Doorstep Sport

In addition, there is demand from circa 68,000 adults in the Jamie segment and 78,000 in the Leanne segment who 'would like to participate' in tennis, suggesting that there is significant demand for tennis from these two segments.



Tennis at StreetGames

Tennis has increased in popularity at StreetGames over the last three years. Between October 2011 and September 2012, projects within the StreetGames network provided over 540 tennis sessions which generated over 13,000 attendances.

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 the LTA, 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, StreetGames has worked together with the LTA, to develop an Activator course in tennis. In Year 6 alone; (October 2011 – September 2012) workshops have been delivered and attended by over 160 doorstep sports coaches.

Feedback from those attending the workshops was extremely positive. In particular, the coaches liked that the workshop showed how to deliver tennis in an alternative way - more suited to doorstep sport sessions. Providing many ideas for delivering fun games and challenges in a doorstep sport setting and used freestyle tennis rather than providing sessions which focus on technique and more formal coaching.

As a result, many of the workshop delegates plan to introduce/have already introduced tennis into their StreetGames programmes either as sports specific sessions or as part of a multi-sport session.

In addition, StreetGames has been working with the LTA to train a number of Us Girls coaches and projects workers to test and deliver Cardio Tennis as a means of engaging young females from our target areas.

What works well in StreetGames settings

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



Background Facts for Doorstep Sport

Place

- Provision of sessions at neighbourhood facilities – i.e. within the subjective neighbourhood of the disadvantaged community to negate any reliance on car travel or territorial issues.
- Local facilities utilised to deliver tennis sessions vary, but may typically include MUGAs or playgrounds – using pop up nets and cones for court markers, public tennis courts in parks and in some instances, specific indoor tennis facilities. Coaches therefore need to be flexible and able to adapt their sessions so that they are appropriate for a non-club based environment.

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 evening sessions (including Friday nights).

Style

- Tennis is often introduced as part of a multi-sport session, although some projects provide specific tennis sessions.
- The style of delivery tends to be informal, youth-led; with participants able to ‘drop in and out’ of elements of the sessions.
- The sessions will mainly focus on providing participants with the opportunity to ‘have a go’ at tennis with their friends, via informal tennis, rallies and games rather than more formal skills/drills based coaching.

- In estate based projects, it is important to include time within the sessions for participants to socialise and build friendships within the group.
- Some projects have invited sports specific development officers or coaches from local tennis clubs to deliver certain sessions or pilot projects. These sessions then include advice and exercises to develop skills/technique and help to provide natural links and pathways into local clubs.
- In our experience, tennis tends to appeal well to both males and females and they are happy to participate in mixed gender tennis sessions. However, some projects have provided female only sessions, led by female coaches to encourage females who may otherwise be deterred from taking part. For example, in Manchester tennis was incorporated into a ‘Girls Get Moving’ programme, which proved very popular with many females attending together with friends and relatives. The sessions incorporated casual tennis, opportunities for coaching and health workshops.

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 Youth Services, local authorities, the Police, Community Safety Partnerships, Housing Associations, PCTs and external funding grants.



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.

- 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.

Retention

- The following factors are considered to be most important in terms of retention/minimising drop-out:

- Using the 'right' delivery staff – i.e. – those who are 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.
- Incentives such as water bottles and T-shirts.
- Providing opportunities for participants to feedback their views and input into sessions.
- 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.

- Promotion mainly takes place via outreach work – it is important for delivery staff to go out directly into the communities to engage them. New organisations may benefit initially from linking into existing community groups to help 'open doors'.
- Promotion may also involve providing information and taster sessions within schools and youth centres or more formal promotion eg. via the provision of information in local newsletters, posters and leaflets distributed to homes, youth clubs and schools.

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.
 - A recognised brand/kit.
 - Support with volunteer development.ⁱ

Background Facts for Doorstep Sport

StreetGames

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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