

## street games briefing paper

## Report Subject: Rowing participation and social class

### Introduction

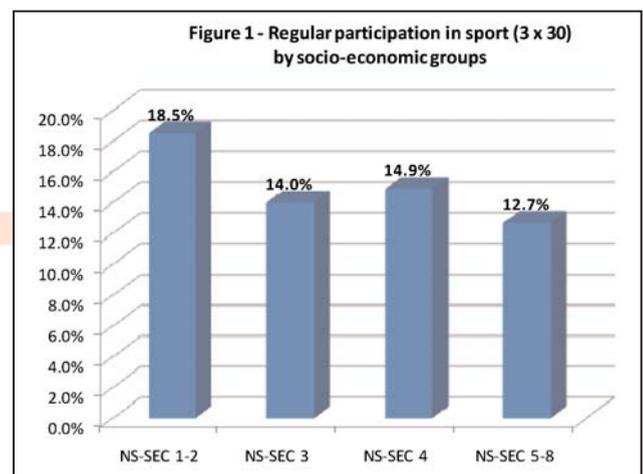
For many years, research has highlighted variations in the levels of sports participation across different socio-economic groups. The most recent Active People Survey results (APS3 2008-09)<sup>1</sup> still illustrate the differential; highlighting that a significantly higher proportion of adults from the higher socio-economic groups (NS-SEC 1&2) take part in regular sport (18.5%), by comparison to those from the lowest socio-economic groups (NS-SEC 5-8), where only 12.7% do so – See Figure 1 opposite.

### 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
- 49,000 (0.12%) - APS 3.

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 3 results show that whilst 27,300 (0.12%) adults from NS-SEC 1-4



<sup>1</sup> Data included within this report has been sourced using Sport England Active People Survey Data (APS 2 and APS 3) plus Sport England Market Segmentation Data Index tables. StreetGames data included in the report has been sourced from the 2009 – 2010 Quarterly Monitoring reports provided from the 116 projects included within the StreetGames Network.

# Background Facts for Doorstep Sport

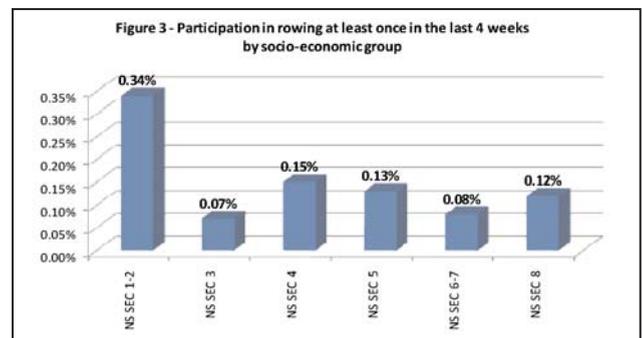
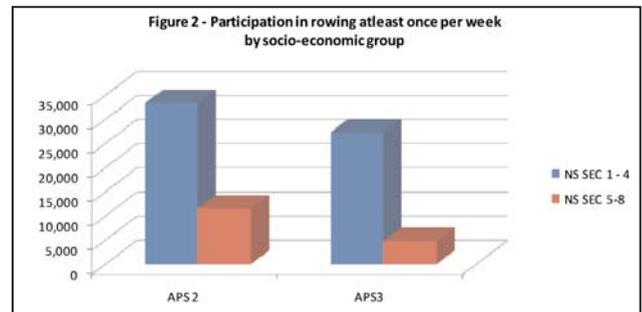
participate in rowing at least once a week only 4,800 (0.03%) adults from NS-SEC 5-8 do so – See Figure 2 opposite.

*(The remaining 16,900 rowing participants were from NS-SEC 9 which includes full-time students and occupations not stated.)*

The results indicate that there was a statistically significant decrease in the number of adults participating in rowing between APS2 and APS3 amongst adults from both NS-SEC 1-4 and NS-SEC 5-8. Only NS-SEC 9 recorded a statistically significant increase between APS 2 (10,000) and APS 3 (16,900).

The differential in rowing participation across social class is also apparent in terms of the proportion of adults who participate in rowing on a less regular basis, ie at least once during a 4 week period.

As Figure 3 shows, rates of participation are much higher amongst adults from the highest socio-economic group NS-SEC 1- 2 than any other group. Although it should be noted, that there are slightly higher rates of participation amongst adults from NS-SEC 5 and 8 than NS-SEC 3.



## Organised Sport

APS3 data also shows that rowing participants from the lowest socio economic groups are much less likely to take part in organised sport (ie be a member of a club, received tuition or taken part in competition) than those from the higher socio-economic groups. As Figure 4 opposite shows, rates vary significantly from 46.0% amongst adults from NS-SEC 3 to just 9.8% amongst adults from NS-SEC 6-7.

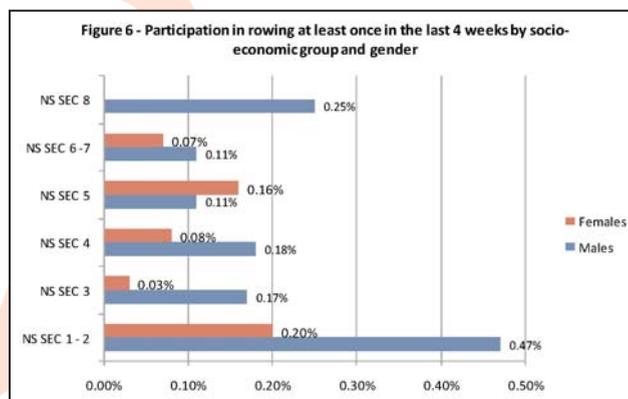
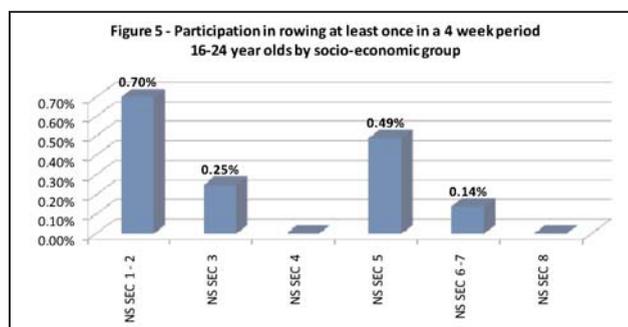
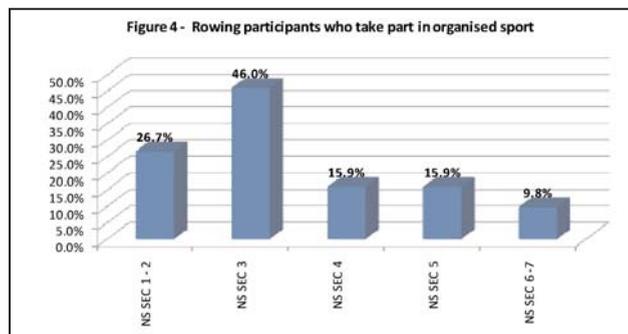
Whilst overall, the rates of participation in rowing are higher amongst young adults than their older counterparts, analysis shows that again, the highest rates of participation in rowing can be found amongst young adults from the highest socio-economic groups; NS-SEC

1-2. Thereafter, rates of participation are relatively low amongst all other socio-economic groups – although as Figure 5 opposite shows, the second highest rate of participation amongst 16-24 year olds can be found from those within the NS-SEC group 5.

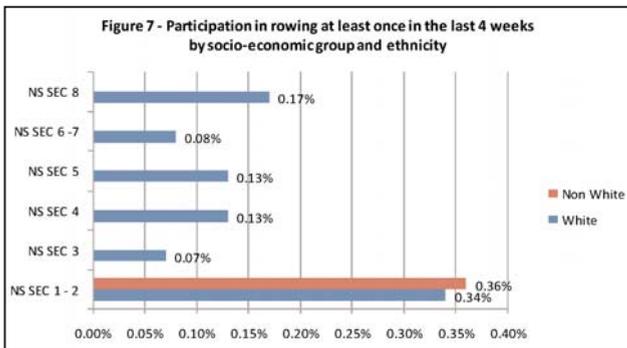
## Gender

More males participate in rowing than females; with a total of 30,100 males (0.15%) participating in rowing at least once a week compared to 18,900 (0.09%) females.

Whilst this trend, of higher rates amongst males, is mirrored across all socio-economic groups; as Figure 6



above shows, social class continues to play its part, with the highest rates of participation in rowing found amongst males and females from NS-SEC 1-2.



## Ethnicity

Overall, a higher proportion of adults of White ethnicity 46,300 (0.12%) participate rowing than those of Non White ethnicity 2,700 (0.06%). Analysis of the data by social class highlights this differential even further – with Figure 7 above showing, that there only appear to be rowing participants of Non White ethnicity from NS-SEC 1-2.

Furthermore, rates of participation amongst adults of White ethnicity are significantly higher amongst those from NS-SEC 1-2 than any other group.

## 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

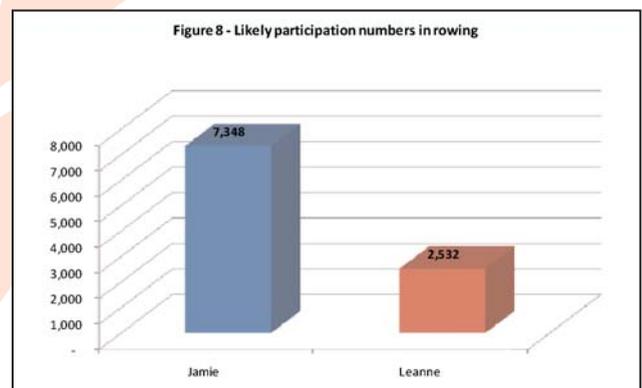
adults from lower socio-economic groups, typically classified as NS-SEC groups 5-8.

Both groups typically have lower participation rates in rowing than the more affluent segments within the 18-25 year old group (ie Ben and Chloe).

However, their likely participation rates in rowing are still higher than many other market segments – 0.3% for 'Jamie' and 0.1% for 'Leanne'. Suggesting that there is some demand for rowing amongst these two target groups. For example, these rates of participation translate to circa 9,880 rowing participants (circa 7,348 for 'Jamie' and 2,532 for 'Leanne').

## Rowing at StreetGames

Rowing is becoming an increasingly popular sport at StreetGames (ranked 8th in terms of participant numbers). Between January and March 2010 StreetGames provided 21 rowing sessions which generated 149 rowing participants.



## What works well in a StreetGames setting

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.

### 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.



# Background Facts for Doorstep Sport

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 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



# Background Facts for Doorstep Sport

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.

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