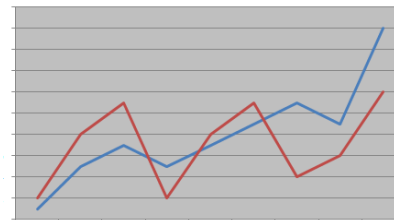


Sport Unlimited Case Study



The PRO-ACTIVE West London Strategic Statistics

PRO-ACTIVE West London working closely with the Kingsbury High School and Capital City Academy School Sports Partnerships and the London Borough of Brent's Sports Service recently conducted a School Sport Survey within Brent with a view to identifying some clear information about a number of key issues; particularly the sports young people would like more access to, current participation levels, investigating how young people find out about activities and any barriers to participation. The survey generated just over 12,000 responses from young people across the borough and is an extremely useful tool for deliverers and providers in identifying demand using information based strategic approaches to planning.

CONTEXT AND SAMPLE

The survey was distributed to primary and secondary schools / colleges within Brent. Schools and partners coordinated the collection of the data. Completed data sets were then forwarded on to the evaluation team at SIRC to be scanned. The total number of returns was 12,033 and the final data was provided to the team at PRO ACTIVE West London for borough analysis.

The sample of young people in the survey showed that 49% of respondents were Male and 51% Female. In terms of ethnicity, 21% of the sample were from a 'White - British' background followed by 'Black - African' 15% and 'White - Other' 12%. The majority of the sample (98%) indicated that they have no long term limiting illness.

HEADLINE RESULTS

The headline findings from surveying young people in Brent were:

- 60% do at least 2hrs of club sport (outside PE)
- Half complete at least 1hr of competitive activity at school / college, 31% do 2 hours or more.
- 52% take part in at least an hour of competitive sport outside of school, 35% do 2hrs or more.
- 82% do at least an hour of unorganised activity a week, 53% do 2hrs or more.
- Almost a third (32%) of young people does at least an hour of sports volunteering in an average week.
- 5% of young people have a leadership qualification with JSLA the most cited award.
- Almost 10% currently represent their county / region / country in any sport.
- 'What sports / activities would you like to do more of?' Top 5 were:
1. Football 2. Swimming 3. Ice Skating 4. Basketball 5. Dance.
- 'Is there anything that stops you doing sport?' other than 'No' (39%) the main reasons were:
1. Time 2. Cost 3. Friends don't take part.

BENEFITS OF THE STUDY

Brent has now collected important data which helps them take a strategic approach to future planning, budgets and delivery plans. Deliverers can be confident that the decisions made about future provision are based on the views of young people and can be tailored to best meet the results of the survey. As demographic data is collected, it is possible to split the data into key groups to build up a knowledge base e.g. to identify whether there are key differences between sub groups which need to be addressed. This can be demonstrated by splitting the responses for 'sport to do more of' by gender and 'how did you find out about the activity' and 'what stops you doing sport' by school age by different demographic data. Examples of this are...

Sport you would like to do more of?

Male - Top 5

1. Football.
2. Basketball.
3. Swimming.
4. BMX.
5. Boxing.

Female - Top 5

1. Ice Skating.
2. Swimming.
3. Dance.
4. Horse Riding.
5. Trampolining.

How did you find out about the activity?

Primary - Top 3

1. Friends (38%).
2. Parents (35%).
3. Leaflets (32%).

Secondary - Top 3

1. Friends (61%).
2. Poster (37%).
3. Leaflets (36%).

What stops you doing sport?

Primary - Top 3

1. Time (19%).
2. Cost (16%).
3. Parents don't take me (9%).

Secondary - Top 3

1. Time (36%).
2. Friends don't (14%).
3. Cost (14%).

FOR ANY FURTHER INFORMATION
CONTACT PRO ACTIVE WEST LONDON