

# Sport Unlimited Case Study

## South Yorkshire speaks out on sport!

CSP: **SOUTH YORKSHIRE SPORT**

ACTIVITY: **CONSULTATION**

LOCATION: **SOUTH YORKSHIRE**



As part of the Year 2 planning process for Sport Unlimited, South Yorkshire Sport invested in a large-scale youth consultation project that would explore not only sport preferences of semi-sporty young people aged 11-19 years of age, but also aim to uncover the reasons for these preferences. Delivered by the Sport Industry Research Centre, and supported by undergraduate students at Sheffield Hallam University, the consultation would also explore young people's preferred communication methods. The consultation took place at the Place Youth Club in Rotherham, North Doncaster Technology College, Double Six Youth Club in Sheffield and Barnsley College.

### Student voice

With student voice being a critical success factor within the Sport Unlimited programme, South Yorkshire Sport saw this as an area where the County Sport Partnership could add real value to the programme at a county level. The combination of utilising innovation methodologies and employing them consistently across the county in four focus group settings has meant local partners have very much seen the value of the work in supporting Sport Unlimited planning and delivery locally. It has also allowed them to see the wider strategic county picture.

### Consultation methods

A range of consultation methods were used by SIRC in order to engage young people and to capture a range of different feedback from participants. The information gathered ranged from precise systematic responses from pre defined questions to free thoughtful answers captured on TV/audio equipment or flip charts. All of the consultations were filmed and photographs taken to provide an overview of the participants involved and visual evidence of the consultation methods used. Some of the methods, including graffiti boards and audio interviews, had been trialled at previous consultations. Other innovative methods such as Qwizdom and 'big brother' style video diaries were pioneered for the first time.

#### Top Ten Sports

Basketball, golf, football,  
water polo, swimming,  
street dance, boxing,  
gym, trampolining, free  
running.

Qwizdom was one of these methods, using interactive remote controls to allow young people to register their votes in response to a series of multiple choice questions. The survey style questions were displayed on a big screen and from these responses results were generated and then disseminated. Such questions included: 'what sports young people would like to try' and 'how they felt about physical activity'. Graffiti boards were also used and proved extremely popular with young people. They are effectively flip charts posing certain questions to young people with spaces for them to include relevant suggestions which included, 'how they could be encouraged to participate in sport'?

### Why young people take part in sport?

52% fun, 24% health and fitness, 17% competition, 6% meet new people

### Barriers to taking part in activities

37% Nobody to go with  
25% facilities  
15% transport

### How to communicate with young people?

42% texting, 16% post, 15% email, 11% flyers, 9% posters, 7% social networking

Video Diaries were also used, filming face to face interviews with five pre defined questions (asked via a robotic voice through a laptop) in order to compare responses to questions such as, 'how many hours per week do you participate in sport' and 'what stops you from taking part?'. Audio interviews were used flexibly to gain young people's insights while also gaining their one word responses to assess perceptions and attitudes to a range of sports.

Young people were also invited to create their own sport. Using stickers which included individual traits of activities, young people could select which ones they would use to create the identity of an activity that they would like to participate in. The aim of this is to try and signpost young people to activities which match the traits that they have indicated.

### Results

South Yorkshire Sport have used the findings from the project to inform their Year 2 Delivery Plan. Presentation of the results included using data obtained to produce 'wordle' diagrams to highlight the responses from graffiti boards. The size of words indicate how often certain keywords were written by young people. The Qwizdom results were analysed for each area and for South Yorkshire as a whole. Some of these highlights are shown in the stars throughout this case study. Further consultation with young people to develop marketing materials that will work effectively is currently underway.

### DVD production

A five minute DVD was also produced to showcase the success of the consultation using the media and editing facilities at Sheffield Hallam University. The voiceover for the DVD was provided by former Yorkshire Television presenter Roger Greenwood. Helen Cund, Partnership Network Manager at South Yorkshire Sport said, "The findings alongside the project DVD will also be used to inform, influence and advocate decisions on wider sport development planning and provision for the semi-sporty segment, both strategically at a county level and on a local level across the partnership network".



Watch the DVD now at: [www.sportunlimitedevaluation.net](http://www.sportunlimitedevaluation.net)



Please email Helen Cund at [helen.cund@sysport.co.uk](mailto:helen.cund@sysport.co.uk) for more information about Sport Unlimited.