

YOUNG PEOPLE AND LIFE TRANSITIONS



Sport England and Youth Sight

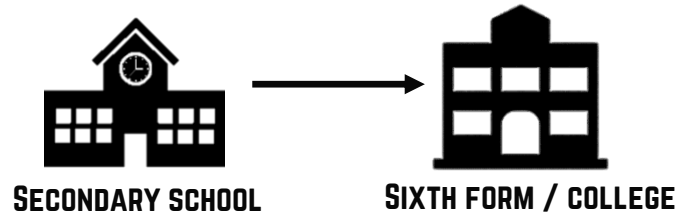
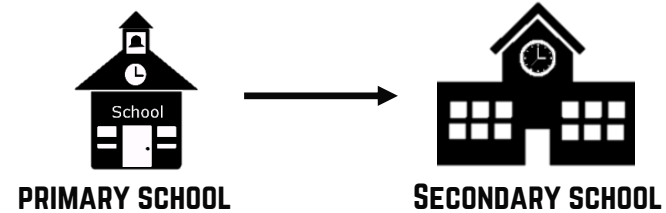
UNDERSTANDING YOUNG PEOPLE'S TRANSITIONS

WHO DID WE SPEAK TO?

We spoke to Year 7 pupils who had just made the transition from Primary school to Secondary school



YEAR 7



YEAR 12

We spoke to Year 12 students who had just made the transition from secondary school to 6th form or college

We spoke to university students who had just started their first year at university



UNI YEAR 1



SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

1

2

3

UNDERSTANDING YOUNG PEOPLE'S TRANSITIONS

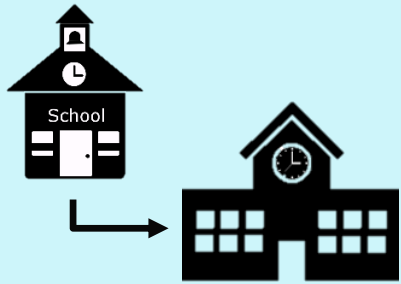
WHAT DID WE WANT TO FIND OUT?

- What is the nature of the key educational transitions that young people go through?
- What changes occur in young people's lives during these key life transitions?
- Do these transitions effect the physical activity levels of young people?
- Do transitions influence the behaviours and attitudes of young people towards sport and physical activity?
- How can we improve young people's engagement with physical activity through these transitional periods?

THE NATURE OF YOUNG PEOPLE'S TRANSITIONS

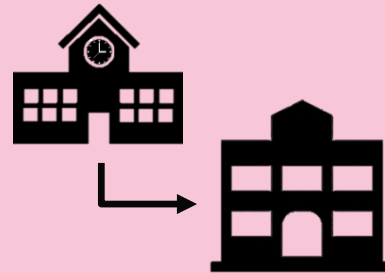
All the transitions involve change, with many young people starting the new year at a new and unfamiliar place...

Primary School to Secondary School (Year 7)



- 68% have moved to a new school
- 14% have moved house prior to starting their new school
- 78% retain some or all of their friendship group

Secondary School to 6th Form or College (Year 12)



- 49% have moved to a new school or college to start Year 12
- 5% have moved house
- 71% retain some or all of their friendship group

THE NATURE OF YOUNG PEOPLE'S TRANSITIONS

...but moving to university involves the most significant and disruptive changes for young people



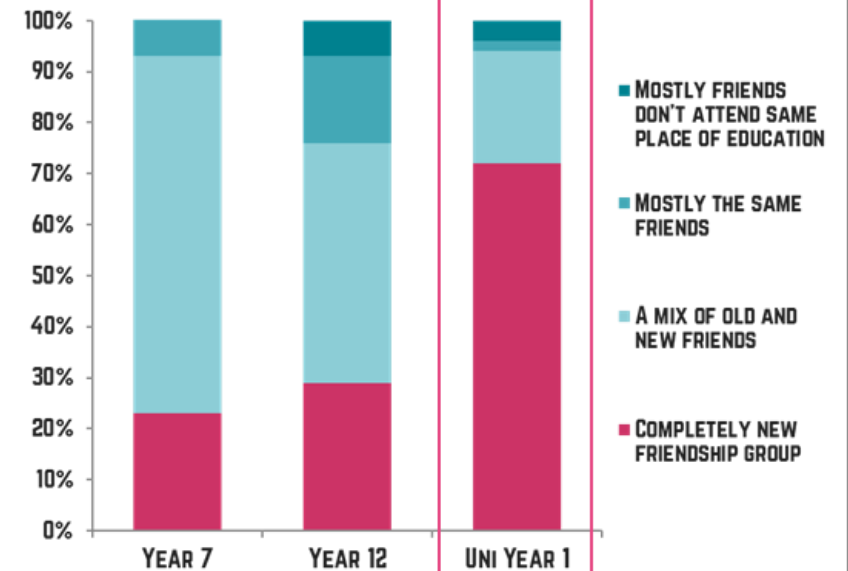
6th Form or College to University (First Year)

- 93% are starting at a place they have never studied at before
- 83% have moved house
- Only 28% retain some of their friendship group from the previous year

BIGCHANGE

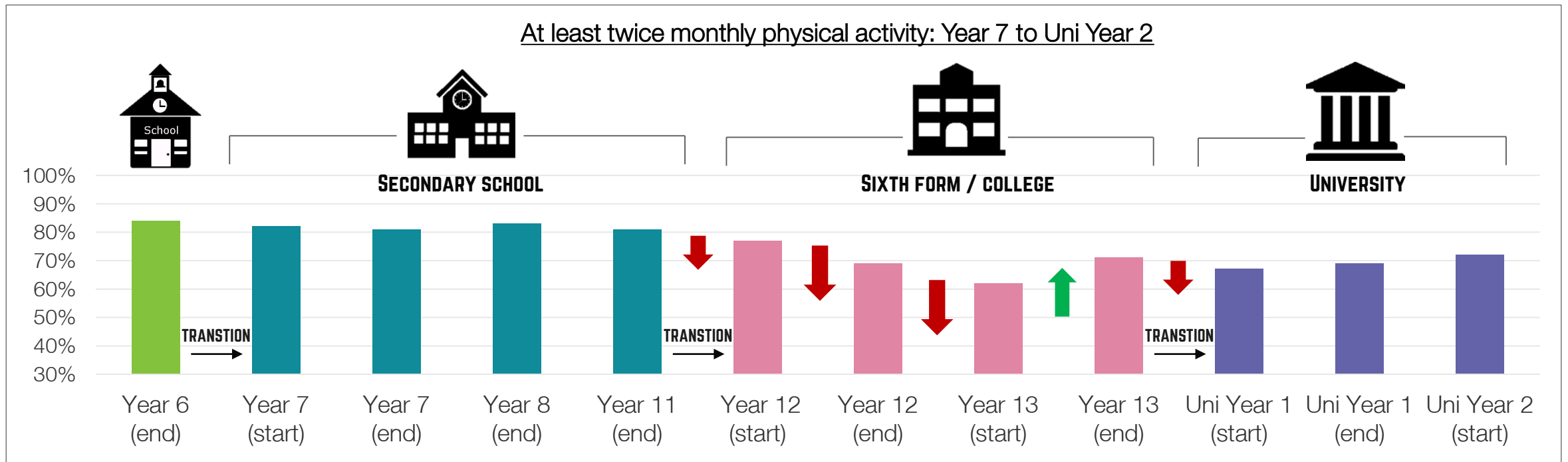
Almost three quarters of young people starting university are doing so with none of their friendship group from college or 6th form

T2.3. WHICH STATEMENT BEST DESCRIBES YOUR FRIENDSHIP GROUP AT YOUR NEW SCHOOL/COLLEGE/UNIVERSITY?



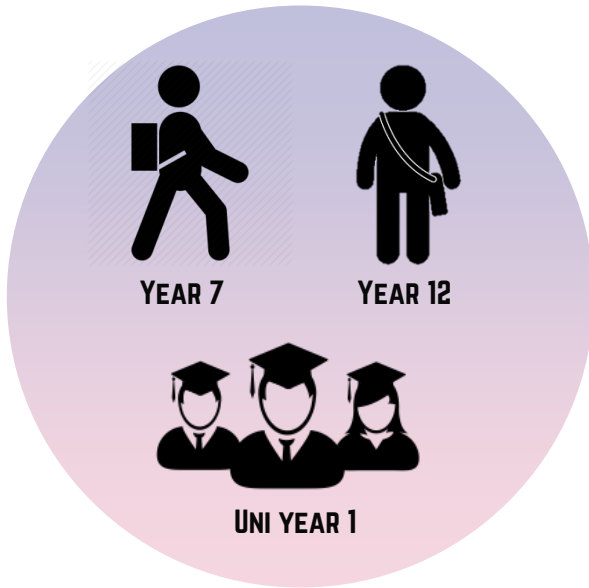
PHYSICAL ACTIVITY PARTICIPATION OVER TIME

Transitions appear to have a small and short-term negative effect on physical activity participation...however, the biggest decline in the proportion of active young people occurs throughout Year 12



Though participation levels improve again through Year 13, activity rates never return to Year 11 levels – the highest post-16 activity level is 72% participating twice monthly in Uni Year 2

HOW DO TRANSITIONS IMPACT ON ATTITUDES TO PHYSICAL ACTIVITY?



We found that young people starting the new academic year at a new school, college or university tend to be...

- More open to participating in **activities with new people**
- More likely to **make an effort to look** for physical activity opportunities
- More likely to look for activities **at or through their place of education**
- More likely to **sign up** to participate in a sport or activity at the start of term

**MORE OPEN TO PARTICIPATING
WITH NEW PEOPLE**

**FOCUS MORE ON OPPORTUNITIES
AT PLACE OF EDUCATION**

**ALL TRANSITION
GROUPS**

**MORE LIKELY TO LOOK FOR
OPPORTUNITIES**

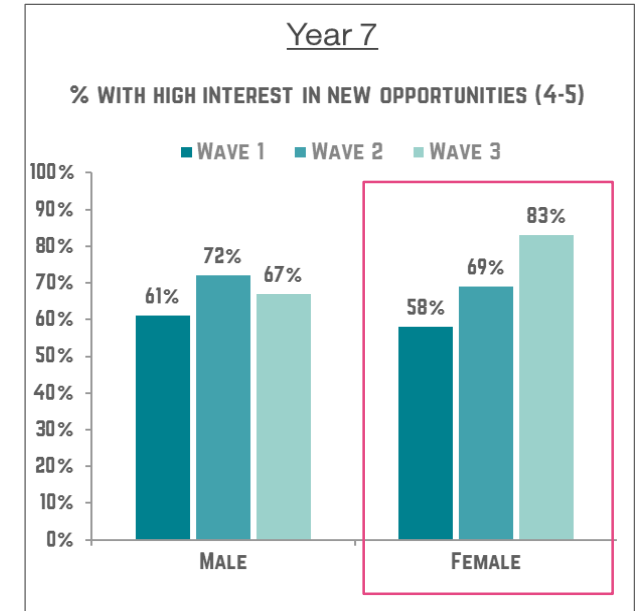
**MORE LIKELY TO SIGN UP FOR
PHYSICAL ACTIVITIES**

TRANSITIONS BY AGE GROUP

THE TRANSITION TO SECONDARY SCHOOL



- The transition to secondary school is not a major upheaval – though many now attend a new school with a **mixture of existing friends and new people**
- Year 7s interest early in the term is lower than Year 8s – suggesting a period of adjustment, but **interest increases through the term**, especially for females
- Year 7s are interested in **new activities and new settings early in the term** – but their **preference for the familiar increases later in the term**
- Year 7s continue to look for **physical activities throughout the term** – with **school the main focus** for potential opportunities to get involved



LOOKED...

41%

44%

49%

1

2

3



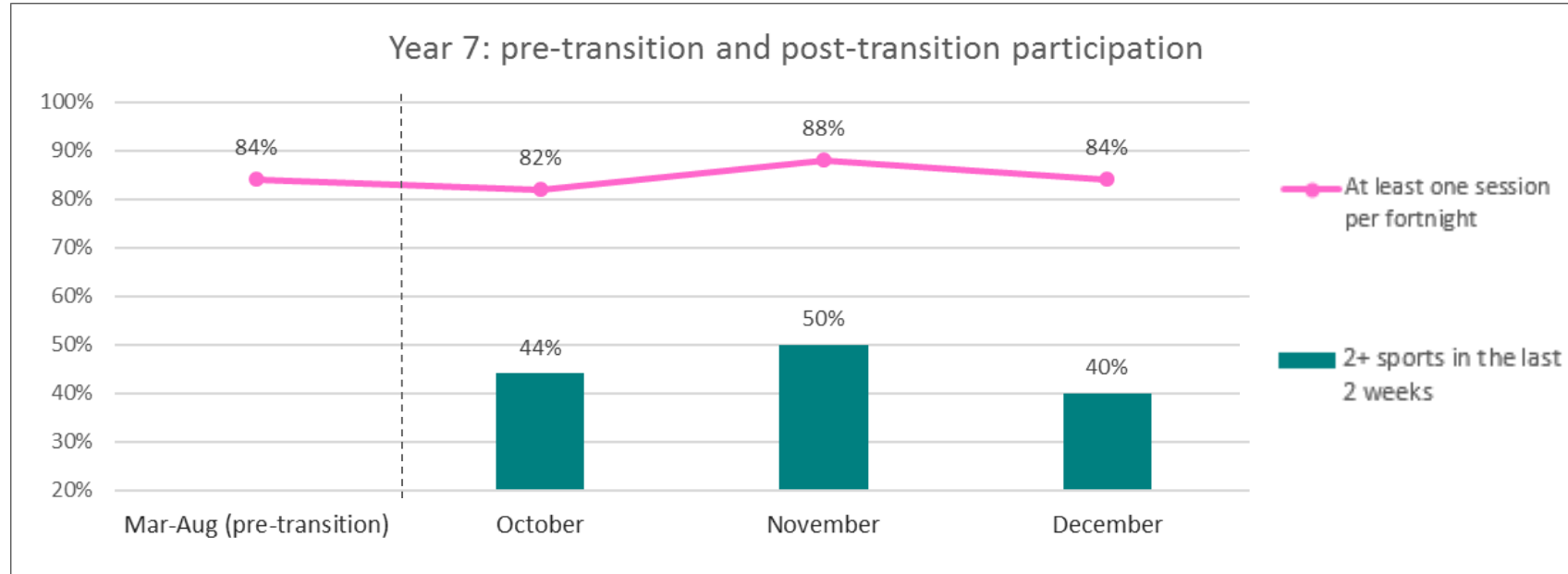
SIGNED UP...

54%

+14%

+0%

THE TRANSITION TO SECONDARY SCHOOL: PARTICIPATION

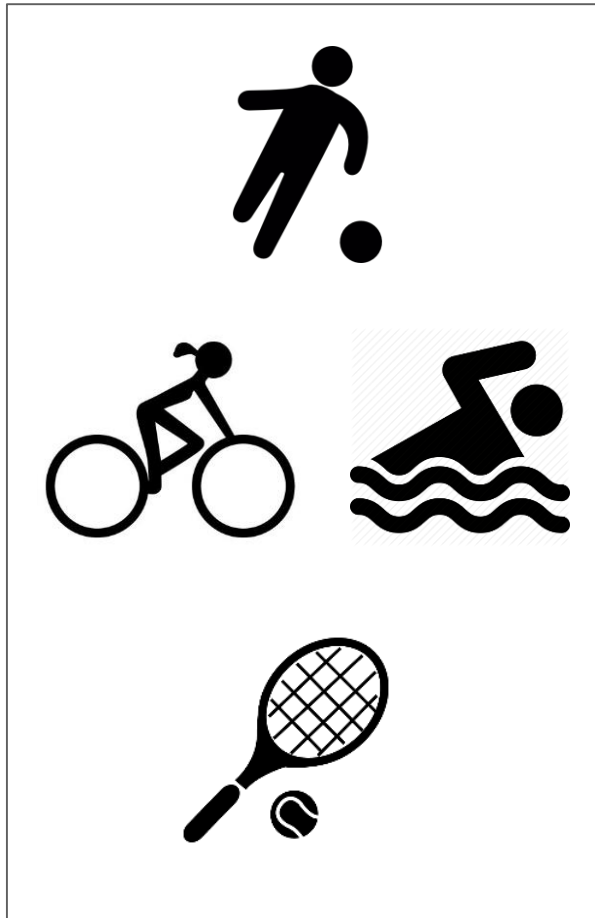


- We did not observe significant disruption to overall activity levels due to the transition to secondary school
- There is a **peak in participation in the middle of term** – this may reflect when many young people are trying out new activities, before some drop out occurs later in the term
- Year 7s are most interested in - and most likely to participate in - **football, swimming and cycling**
- Year 7s show a preference for participating with **a mix of new and familiar people**; participating at school is most common, but leisure centres and public places are also popular

YEAR 7 SUMMARY



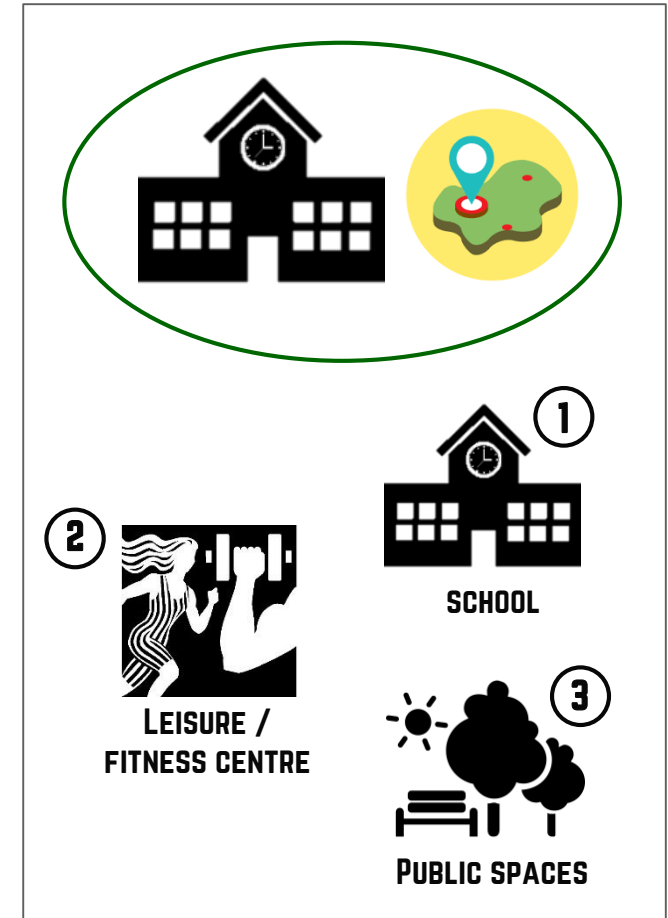
WHAT?



WHO WITH?



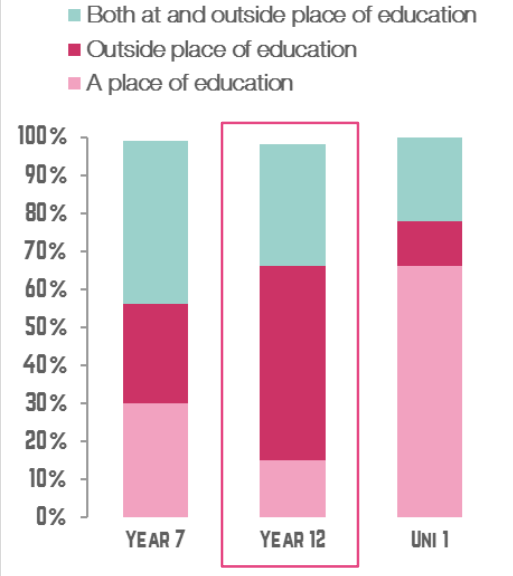
WHERE?



THE TRANSITION TO 6TH FORM & COLLEGE



T7.1 Where did you look for opportunities?



- 55% of 6th formers stayed at the same place to study in Year 12; but 86% of FE college students had started somewhere new - with much more disruption to friendship groups
- Year 12s are the least interested, least likely to look for and least likely to sign up for activities of the age groups, though this was not unique to the transition group
- Year 12s have a general preference for familiar activities, people and settings – and this preference increases significantly as the term goes on
- Year 12s tend to focus on their local area for opportunities to participate in physical activity – most had not looked within their school/college, particularly at the start of term



LOOKED...

36%

41%

38%



1

2

3



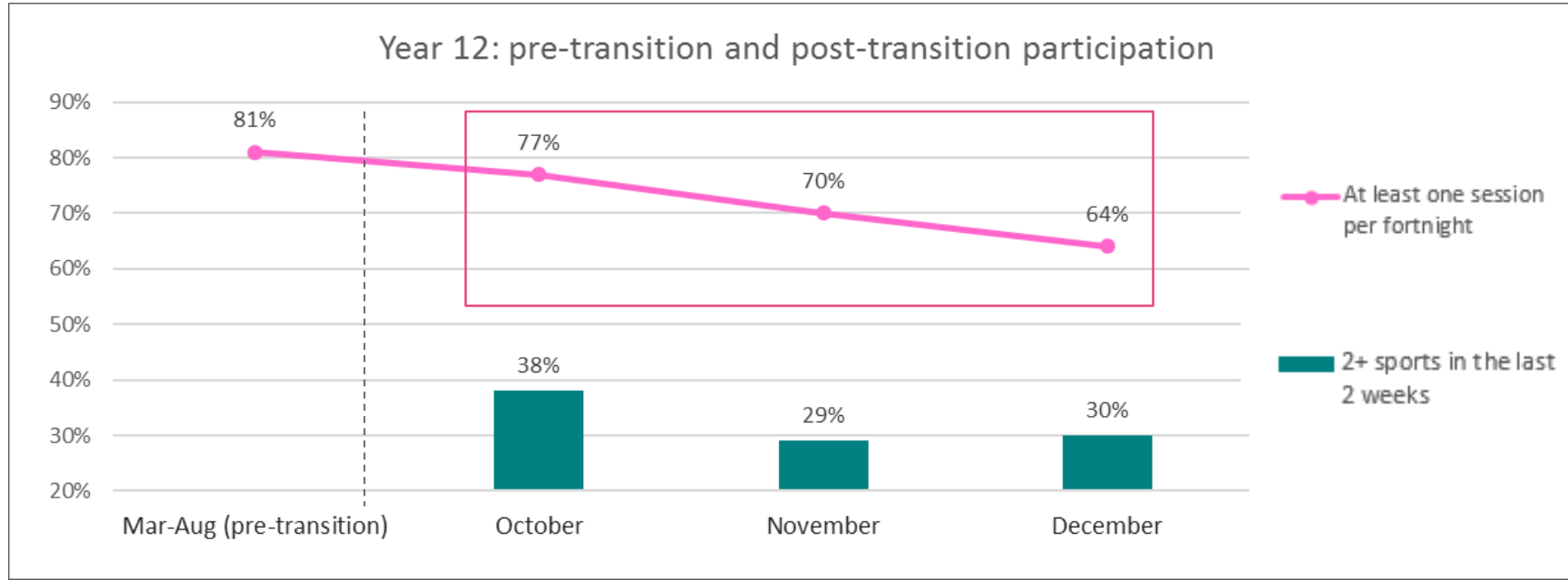
SIGNED UP...

40%

+7%

+0%

THE TRANSITION TO 6TH FORM & COLLEGE: PARTICIPATION

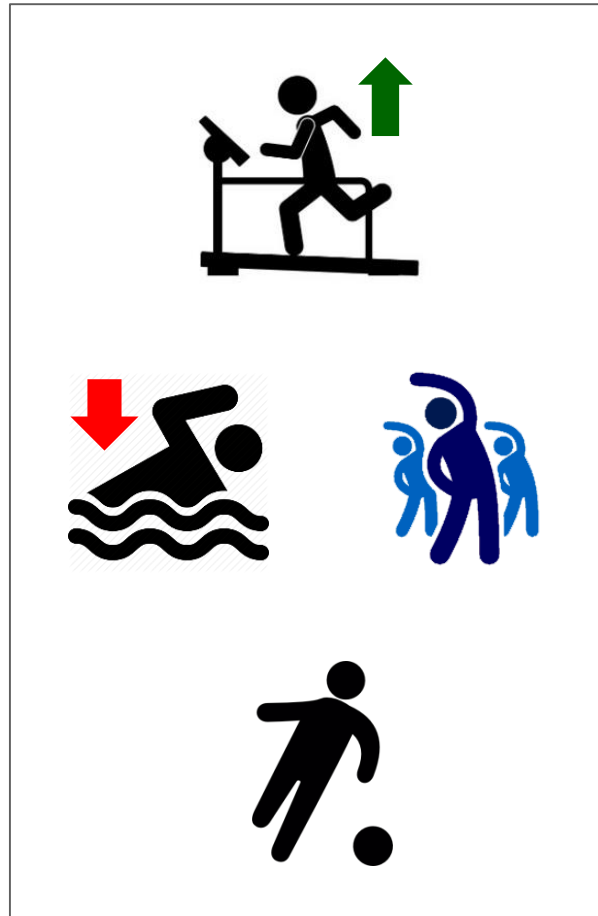


- Transition has a small negative impact on participation, but the **biggest decline happens through Year 12**
- Young people who go to college (6th form or FE) see a more significant decline in levels of activity (80% to 61%) compared to the young people who go to a school 6th form (73% to 64%)
- **Football and swimming see the biggest decline** in interest (yet both remain in the participation top 4)
- Year 12s are most likely to participate with a group of friends – but many are now exercising alone.

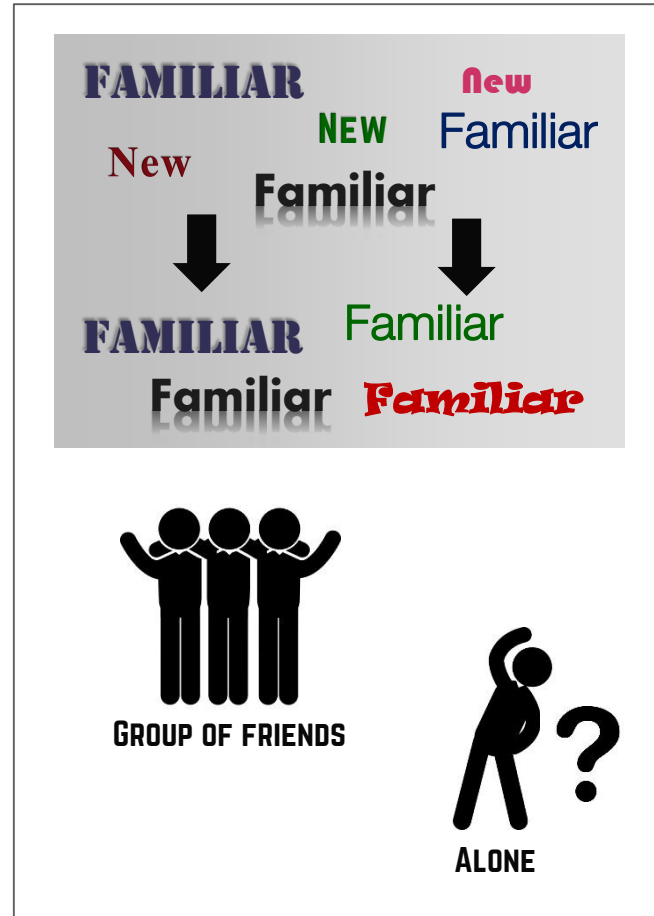
YEAR 12 SUMMARY



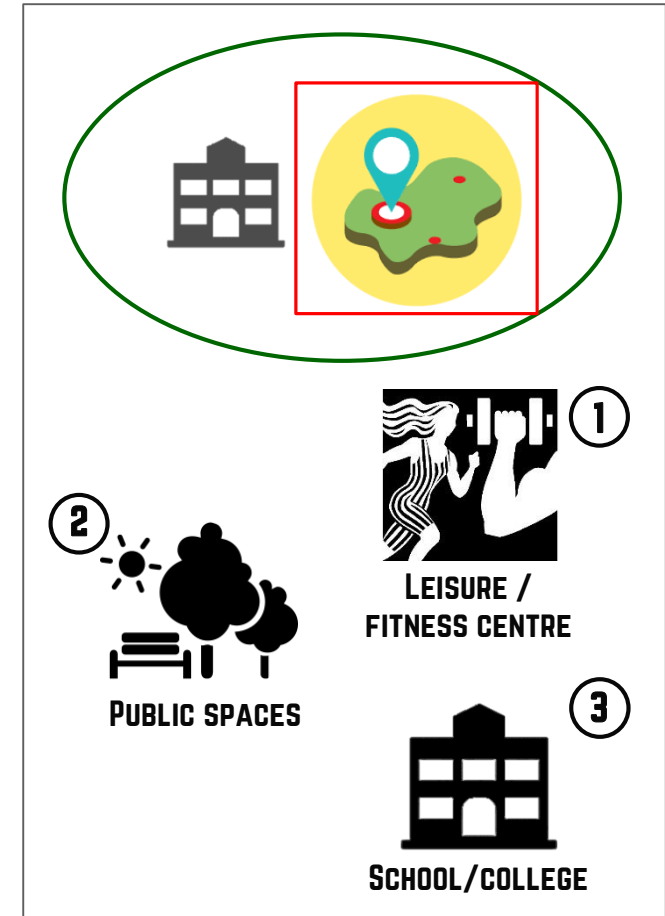
WHAT?



WHO WITH?



WHERE?

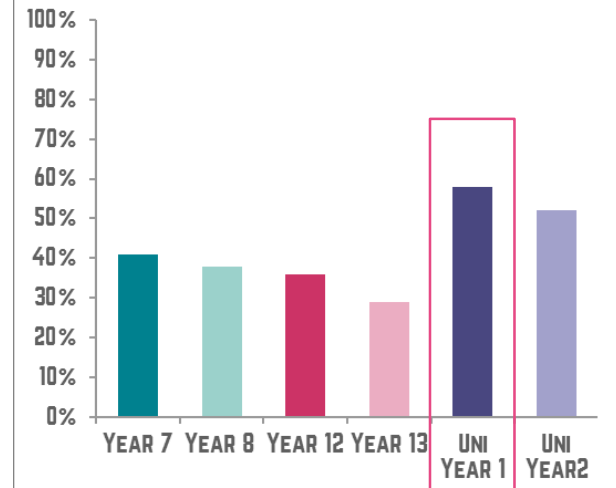


THE TRANSITION TO UNIVERSITY: ATTITUDES



- This transition involves major change – 73% have a completely new friendship group
- A high proportion (58%) of First Years are looking for physical opportunities in their first month at Uni – but students are **less likely to be looking later in the term**
- First Years are **more open to participating with new people**, but more cautious about where they take part, showing a **clear preference for the university setting**. Later in the term, however, many begin to show an interest in what the local area has to offer
- Interest in physical activity does not drop or fall away through the term - but **most signing up to activities takes place in the first month of term**

T7. In the last 2 weeks, have you made an effort to look for opportunities to get involved in sport?



LOOKED...

58%

49%

46%

1

2

3



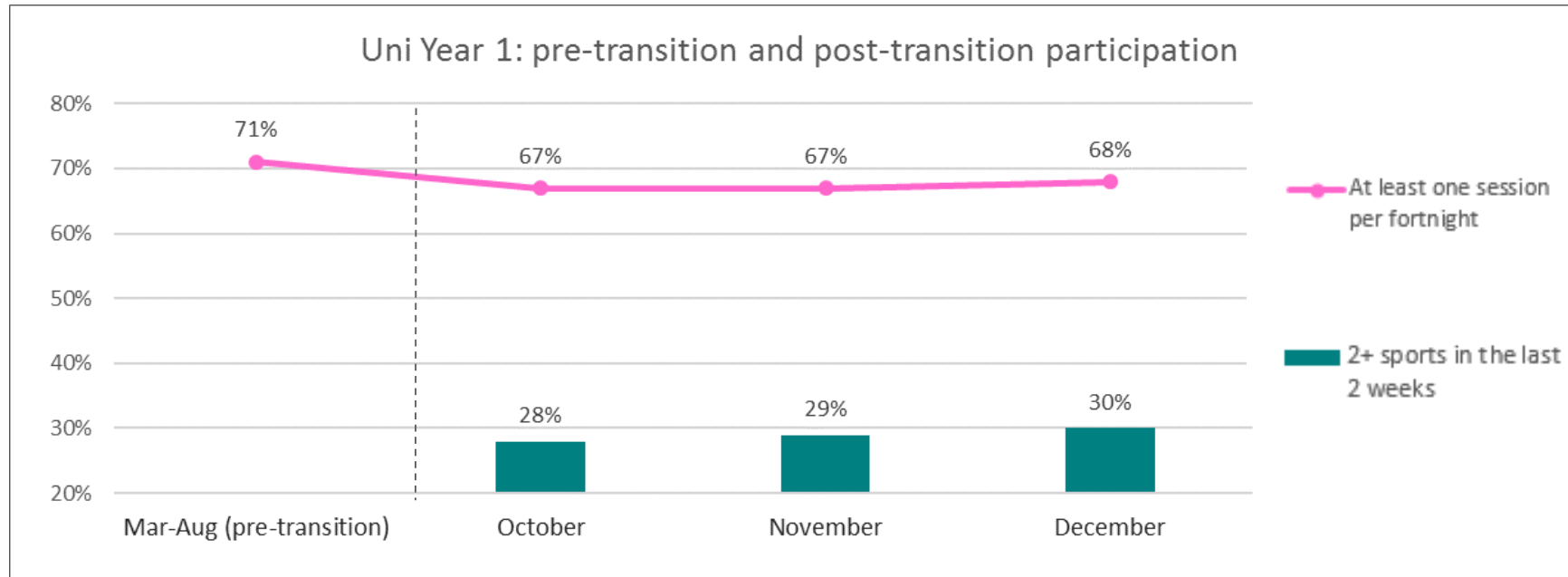
SIGNED UP...

53%

+4%

+1%

THE TRANSITION TO UNIVERSITY: PARTICIPATION

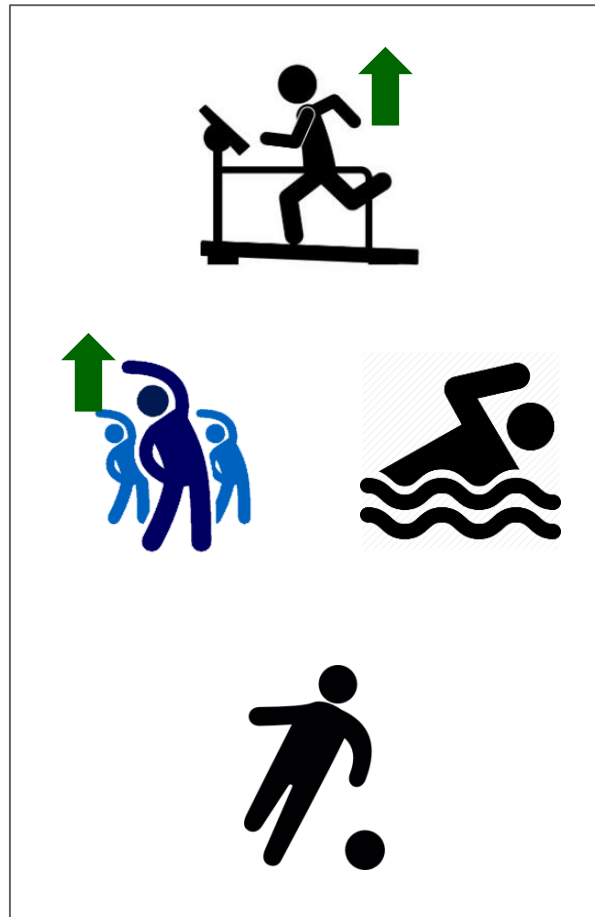


- The transition to university results in a slight reduction in the number of people participating in physical activity – but participation remains stable through the first term
- This would suggest most young people who are going to engage **begin activities early on in the academic year**
- **Gym and fitness class continue to increase in popularity**; interest in swimming, cycling and athletics has declined
- **Participating alone has become the most common way of participating**; participating with a group of friends (particularly males) and participating with one friend (particularly females) are also very common.

UNIVERSITY YEAR 1 SUMMARY



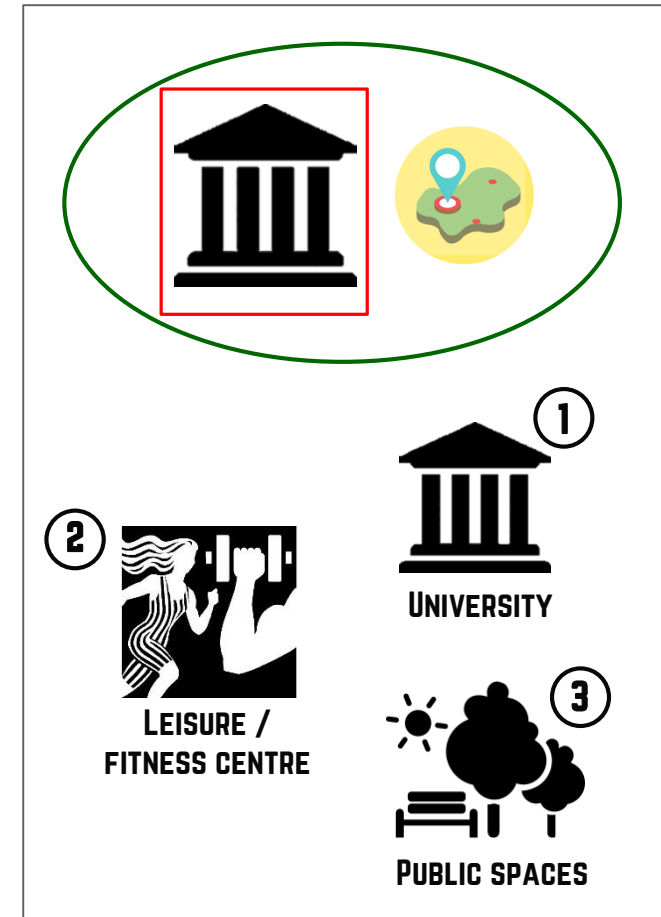
WHAT?



WHO WITH?

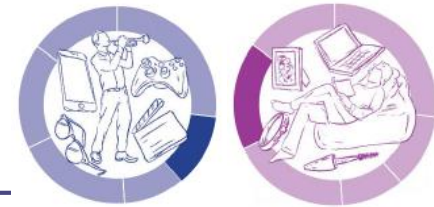


WHERE?

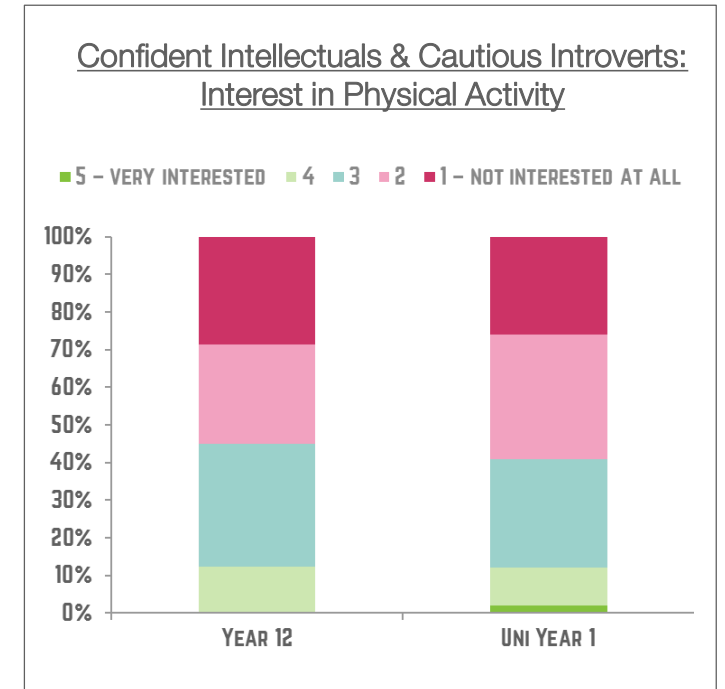


YOUNG PEOPLE'S TRANSITIONS - TARGETING INACTIVE GROUPS

CONFIDENT INTELLECTUALS & CAUTIOUS INTROVERTS



- Of our six youth personalities, two stand out as the least interested and least likely to participate in physical activity: **Confident Intellectuals and Cautious Introverts**
- These personalities are more likely to express a preference for participating with **familiar people in familiar locations and settings** – particularly in Year 12
- In line with age group trends, participation of the most inactive **Year 12s declines through term 1** (from 51% to 38%); while **First Year's increases** (from 35% to 41%)
- This suggests the focus should be on **helping Year 12s to maintain their activity habits**; and providing the **right offer for First Years to (re-)establish an activity habit**



CONFIDENT INTELLECTUALS & CAUTIOUS INTROVERTS ARE LEAST ACTIVE GROUPS

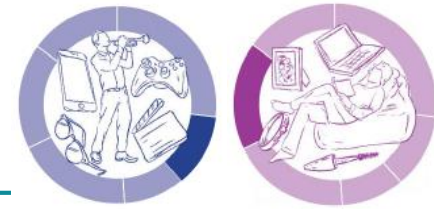
PREFER FAMILIAR PEOPLE, LOCATIONS AND SETTINGS

INACTIVE YOUNG PEOPLE

SIGNIFICANT DECLINE TAKES PLACE THROUGH FIRST TERM OF YEAR 12

MORE LIKELY TO LOOK FOR AND SIGN UP FOR ACTIVITIES IN UNI YEAR 1

CONFIDENT INTELLECTUALS & CAUTIOUS INTROVERTS



- Very low levels of interest in “sport and physical activity” support the finding that these terms have negative connotations for these personality groups, so **‘sporty’ language should be avoided**
- They expressed lower interest than other groups for popular sports, but **high interest in ‘other’ activities** – reinforcing their disdain for more ‘traditional’ sports and implying an openness to less common activities.
- Confident Intellectuals and Cautious Introverts are **most likely to participate with one friend** – and are not prepared to try things on their own – so offer activities that encourage and incentivise participating with or bringing a friend
- ‘Pop-up’ events might be an effective method of communication early in the term – especially for Year 12s, but later in the term the **preference is for more personal communication, via E-mail or Facebook**

USE NON-SPORTY LANGUAGE; DON'T REFER TO 'SPORT' & 'PHYSICAL ACTIVITY'

LIKELY TO BE INTERESTED IN LESS POPULAR SPORTS & ACTIVITIES

TARGETING INACTIVE YOUNG PEOPLE

PERSONALISED COMMUNICATION LIKELY TO BE MOST EFFECTIVE

'COME WITH A FRIEND' – FEW WILL TRY SOMETHING NEW ON THEIR OWN

SUMMARY

- Young people's attitudes and preferences follow trends as they age, but our findings show that the impact of major transitions should also be considered when developing physical activity offers
- Young people are more likely to look for and sign up/register for physical activities after a transition, presenting opportunities and demonstrating the importance of getting the offer right from the start
- Activity providers must be aware of young people's changing preferences – such as the preference for continuity and familiarity amongst Year 12s, in contrast to Uni students openness to new things
- 6th form / college appear to be a time when many young people are struggling to maintain a physical activity habit and this is perhaps where particular focus and support may be required
- Those with an interest in widening sport participation must also pay particular attention to young people in the more inactive 'youth personality' segments: Confident intellectuals & Cautious introverts
- These groups appear to be more disrupted by transition (in terms of physical activity); given their low interest in physical activity, this makes understanding their needs and barriers all the more important

THANK YOU

ANY QUESTIONS?

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