



**UNIVERSITY OF
STIRLING**

DEPARTMENT OF
SPORTS STUDIES

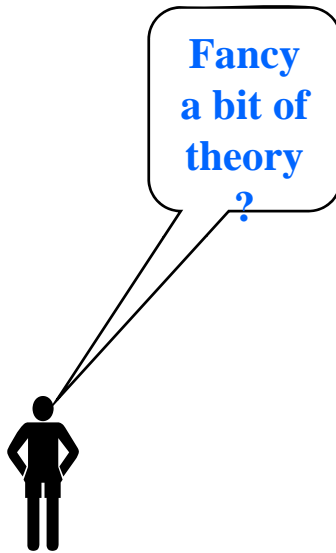
Increasing sports participationand reducing inequality?

Widening Access, Making an Impact

VOCAL Conference, 2008

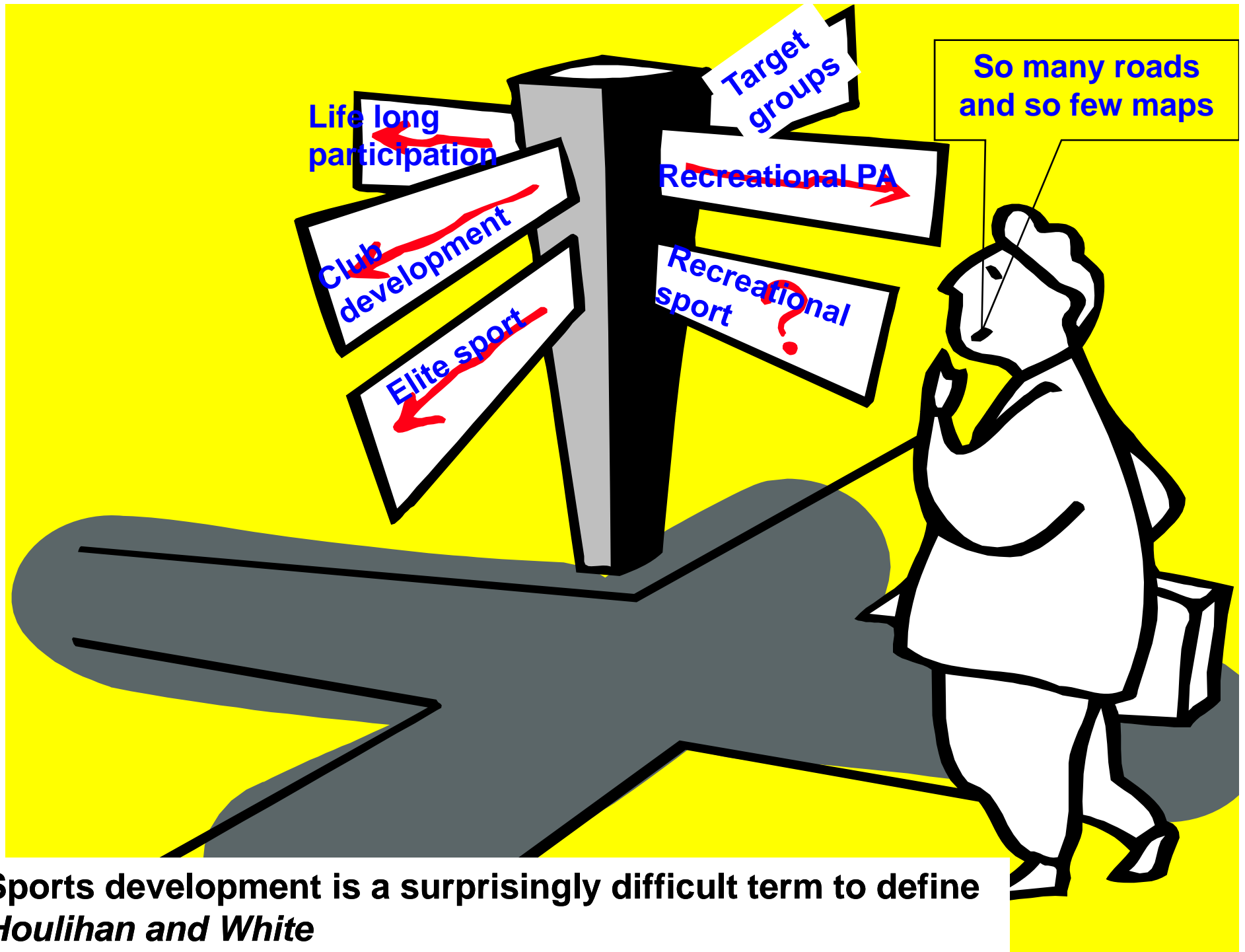
Prof Fred Coalter

6 stone weakling meets 400 pound gorilla



'...there is nothing a government hates more than to be well-informed; for it makes the process of arriving at decisions much more complicated and difficult.'

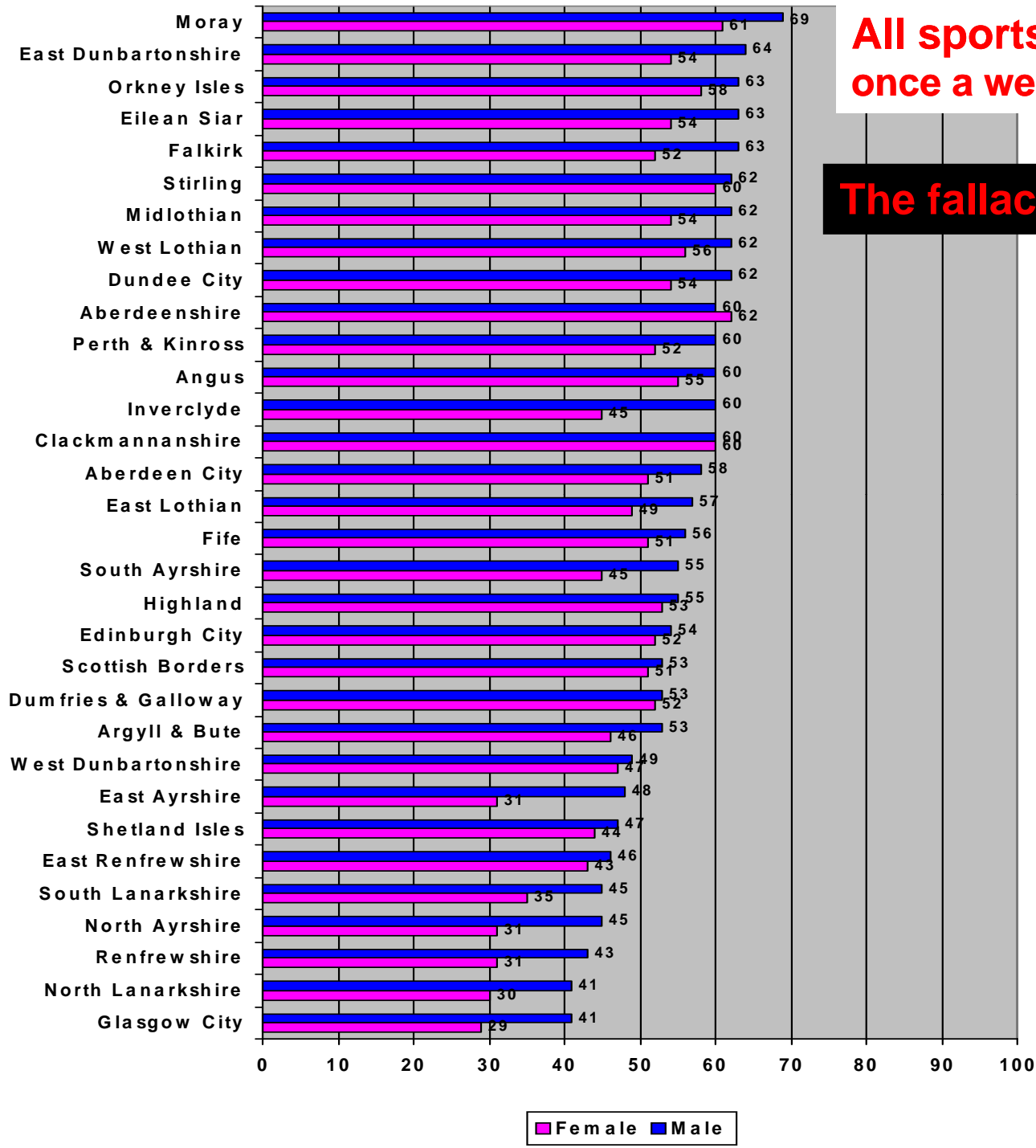
JM Keynes



Sports development is a surprisingly difficult term to define
Houlihan and White

A sporting nation?



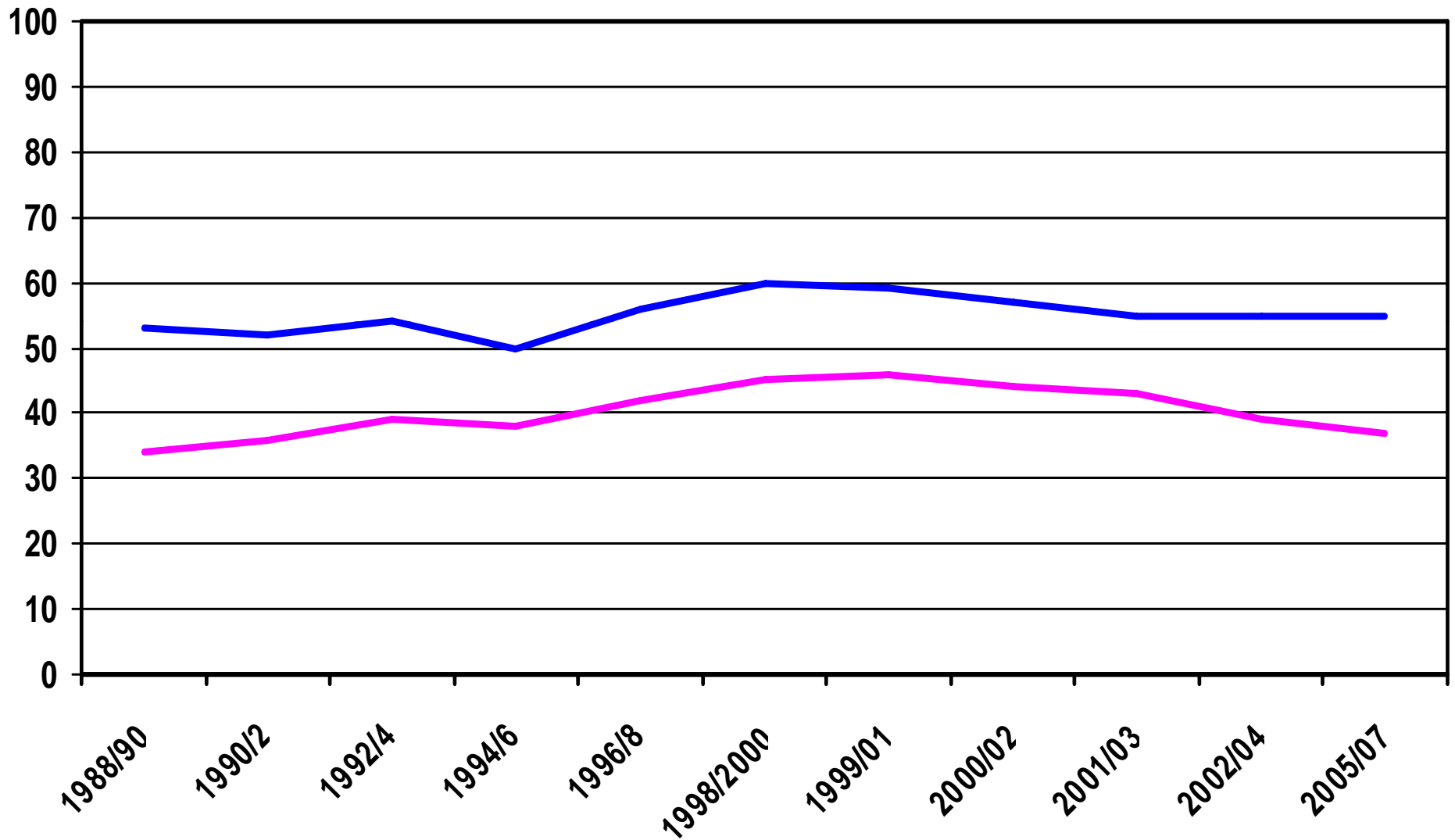


All sports (inc walking) at least once a week

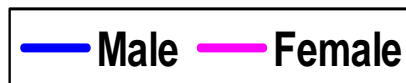
The fallacy of national targets

- (i) Women
- (ii) Regional factors
- (iii) Cultural issues

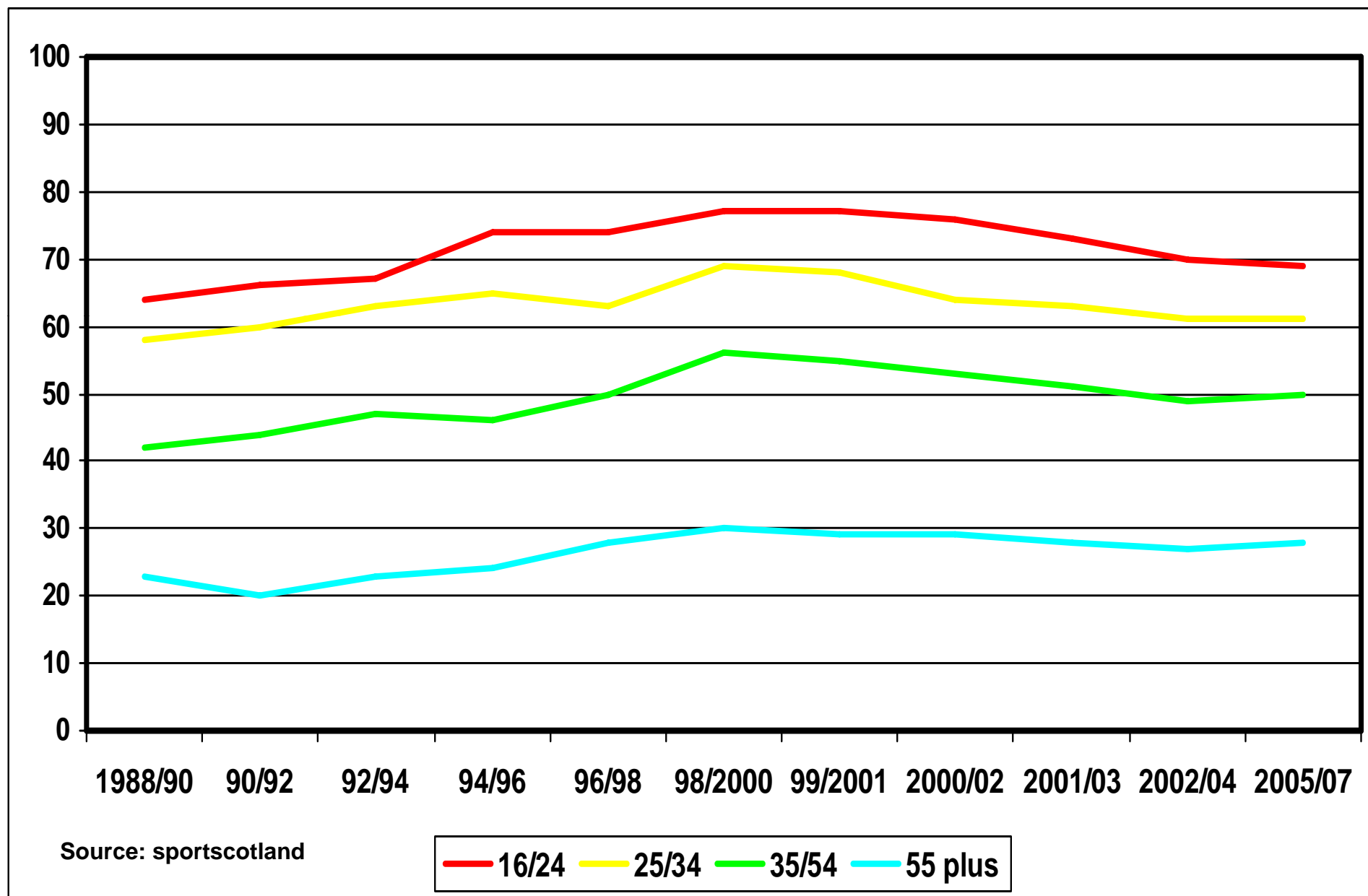
Selected Sports Participation 'however informally'



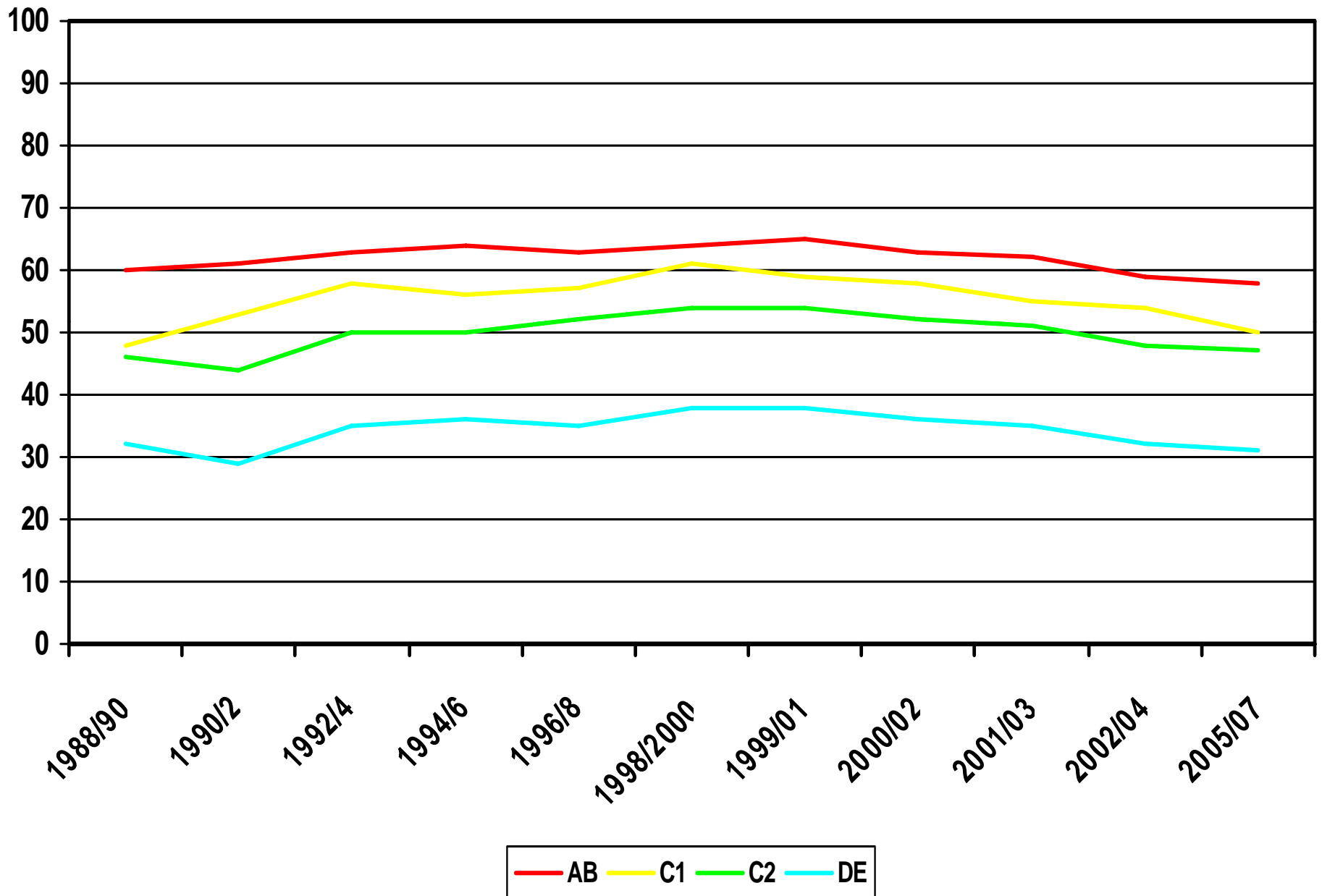
Source: sportscotland



Age and selected sports participation “however informally”



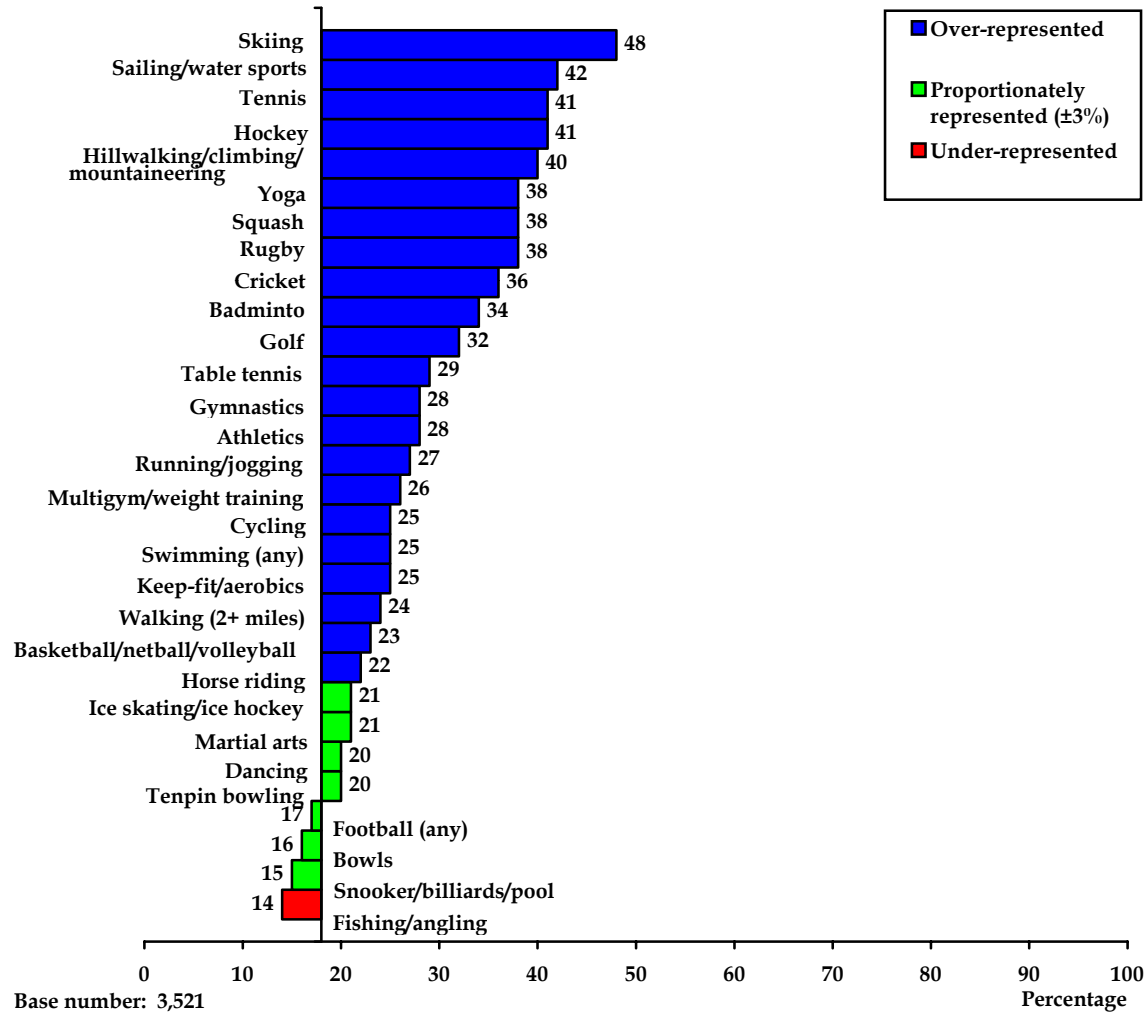
Social Class and Selected Sports Participation



Social Class AB (18% of population)

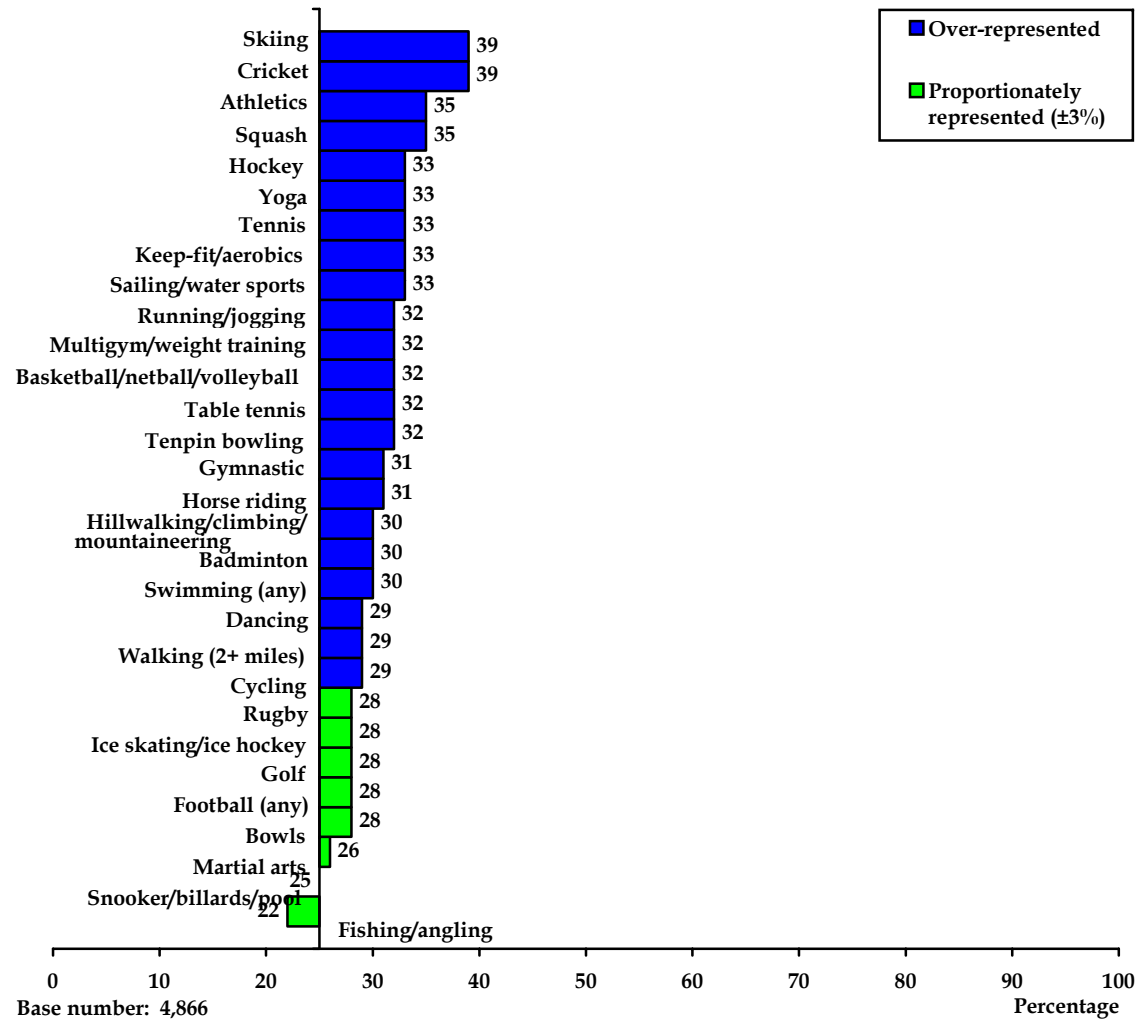
Proportion of Participants in Each Sport 1995-97

All Year Data: Sports with One Per Cent or More Participation



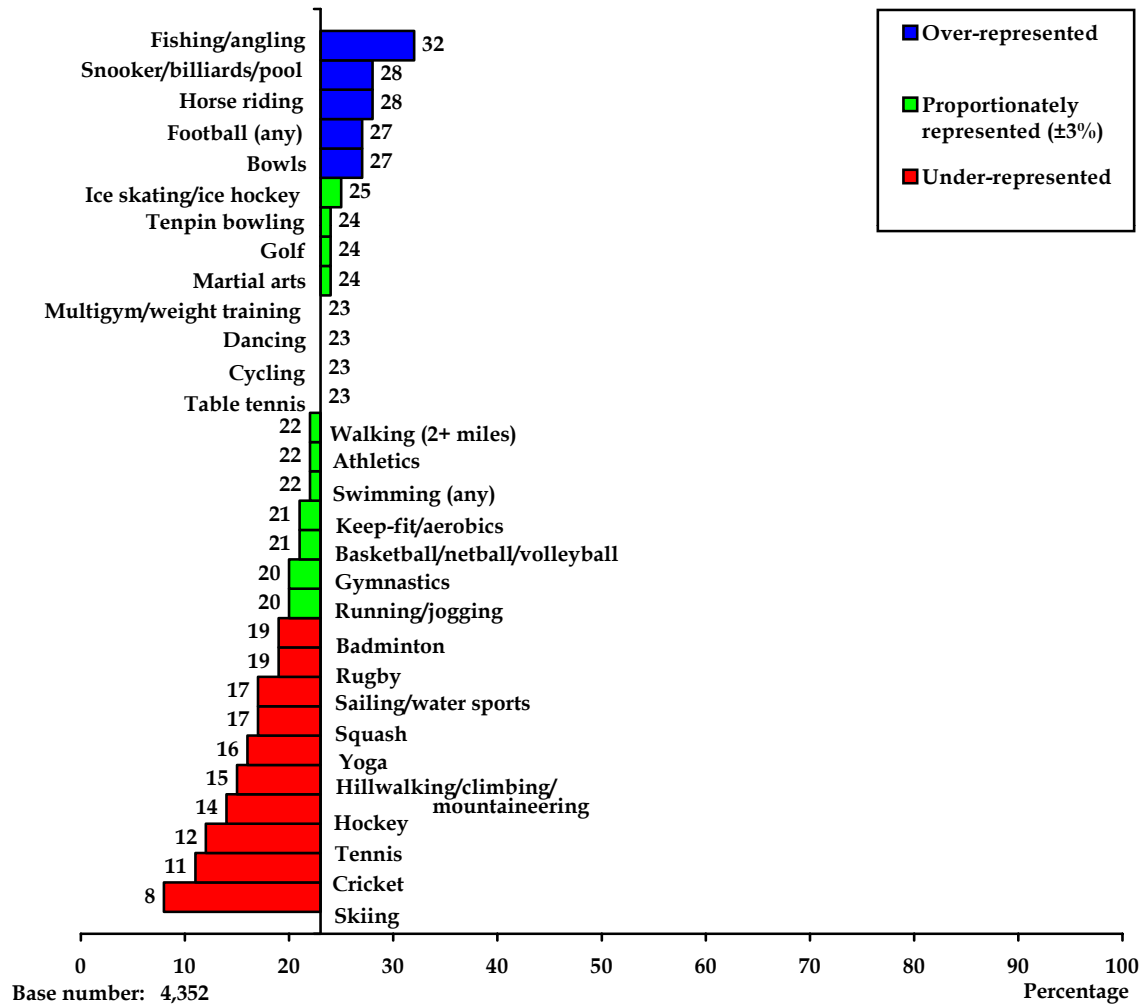
Social Class C1 (25% of population)

Proportion of Participants in Each Sport 1995-97:
All Year Data: Sports with One Per Cent or More Participation



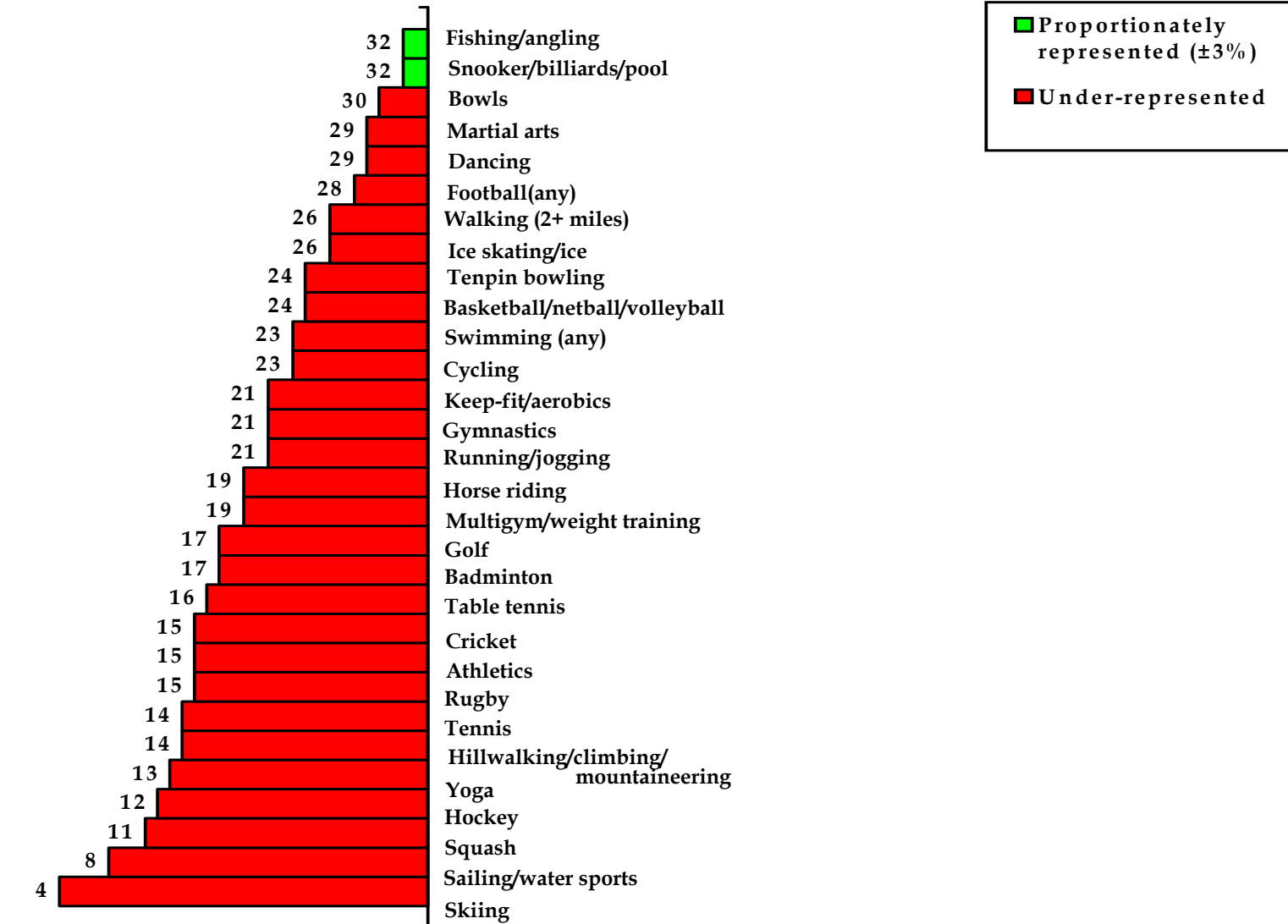
Social Class C2 (23% of population)

Proportion of Participants in Each Sport 1995-97 All Year Data: Sports with One Per Cent or More Participation



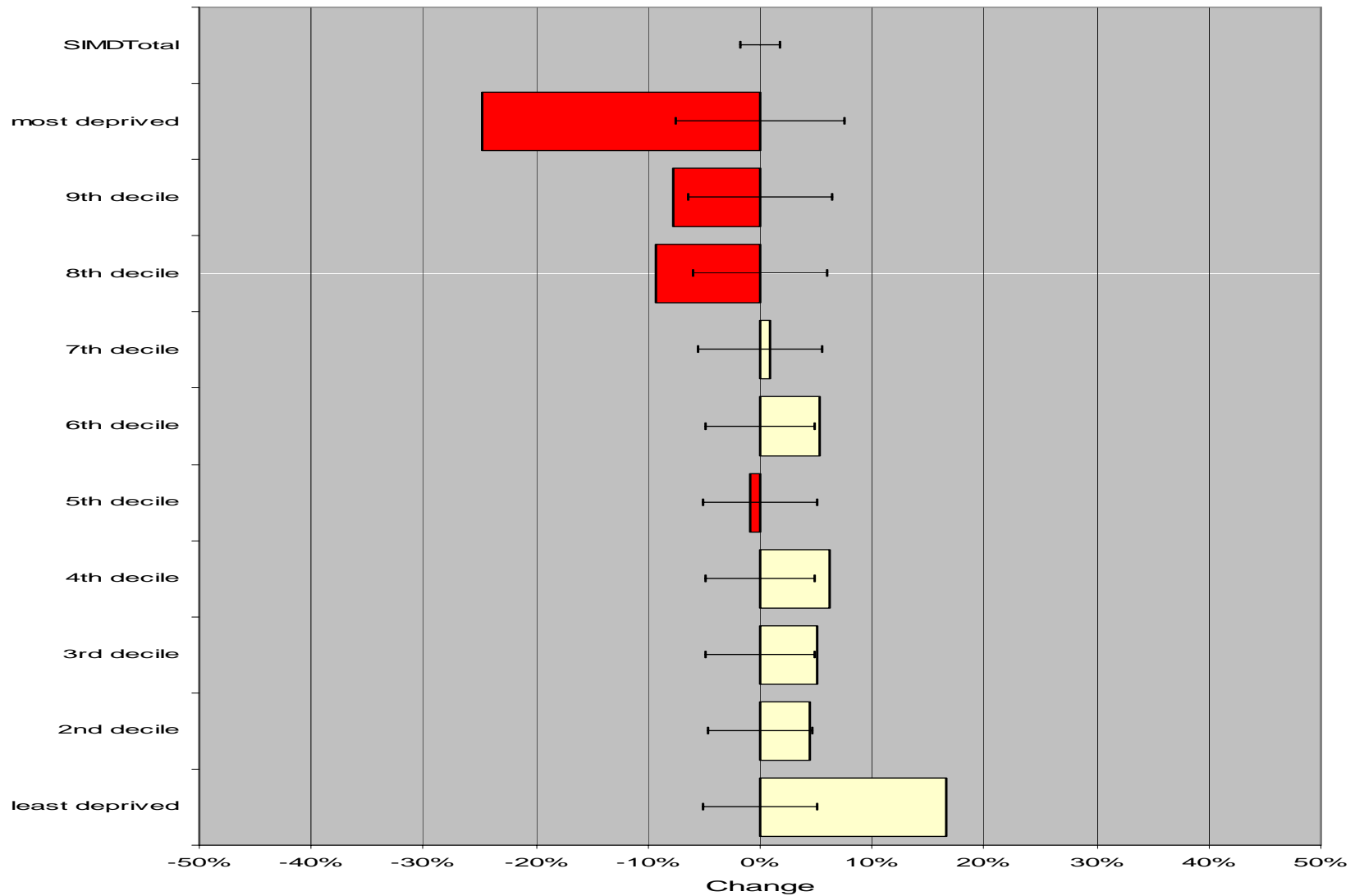
Social Class DE (34% of population)

Proportion of Participants in Each Sport 1995-97 All Year Data: Sports with One Per Cent or More Participation

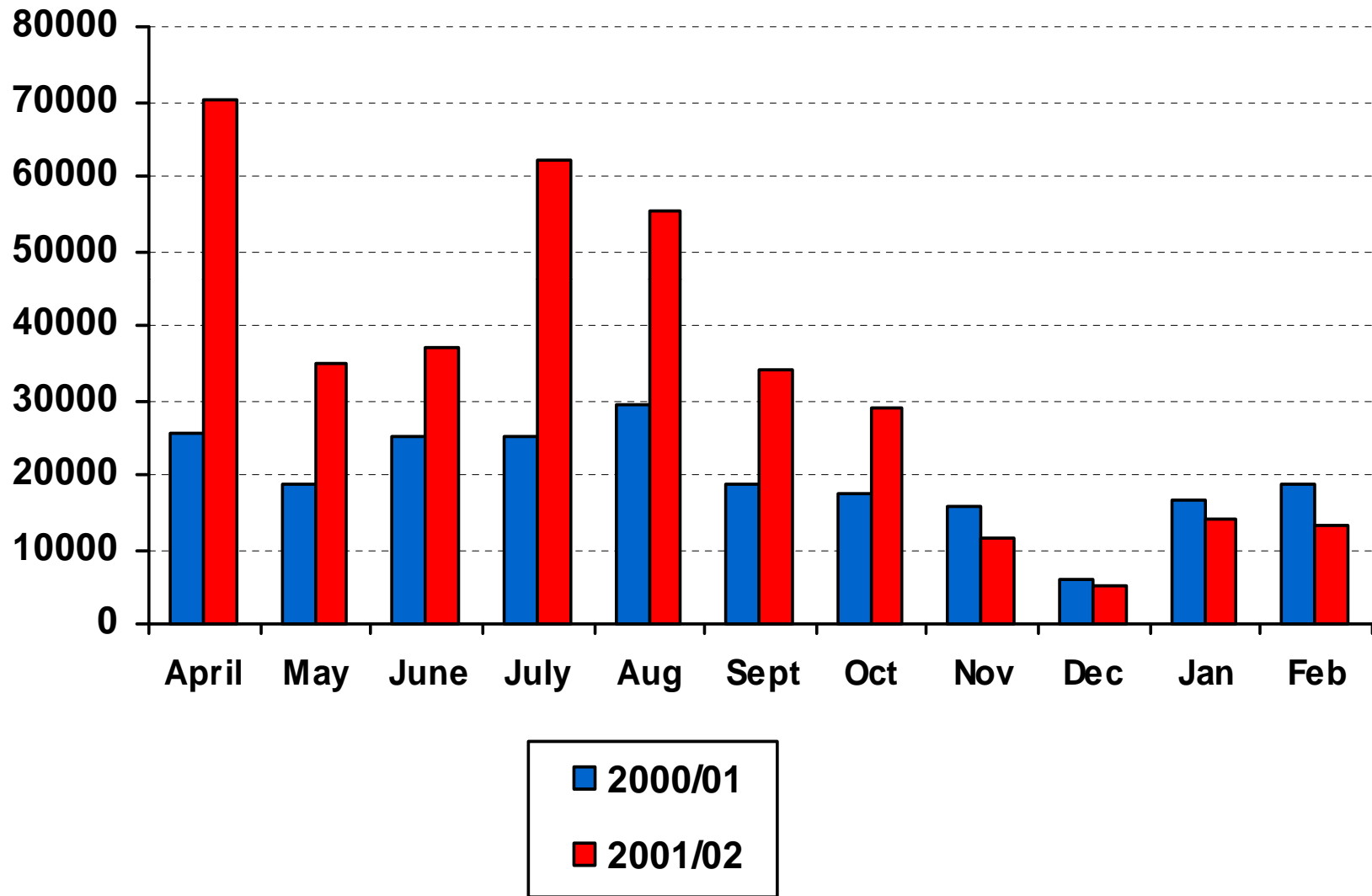


Yes it's deprivation....butwhy?

Scottish Omnibus (03/04) Survey regression
Participation (1+ per week) in Sports - SIMD
variation from predicted by age, sex, social, educ, llti, car



In at the deep end?
Glasgow Free Swimming (5 - 18)
Volume of visits



In at the deep end?

- Initial increase in usage not sustained
- New users or increased frequency?
“Significant barriers to attracting new swimmers”
- Not “easy to access doorstep activity”

Poor promotion, targeting, under-resourcing

- 70% of concessionary schemes: 10% or less of population

From tactics to strategy

Development strategy

- Free swim lessons
- Develop competence/confidence ⇒ longer term commitment
⇒ affordable swimming ⇒ recognising value
- Improved targeting and promotion

But

- (i) **Already a high participation sport**.....equity or frequency?
- (ii) Available evidence for swimming only
⇒ Low fixed costs/skills/low impact

It's all in the game(s)?



Use the Games as a catalyst to encourage people to be more physically active. We will build on existing and planned social marketing campaigns encouraging people to be more physically active.

Glasgow 2014: Delivering a lasting legacy for Scotland – a consultation paper

“the catalyst that inspires people of all ages and all talents to lead more active lives” Tessa Jowell

On thin ice?

“...the success has had the greatest impact on those who were already active in sport. Consequently, care should be taken when asserting that success on the world stage in sport has an impact on general levels of participation.” *sportscotland*



Not even a trickle.....



Goodbye couch potatoes, hello active citizens?



Role models...anything you can do?



Demand more important than supply



Get 'em young and keep 'em in

- **Short-term: obesity? Are you sure?**
- **Get the exercise habit ⇒ 'life long' participation?**

Variety / choice / consultation

Manage transition: play ⇒ sport

- **Flexibility re PE uniform**
- **Changing rooms**
- **Friendship groups ⇒ peer leaders?**
- **Community components**
- **Early introduction to LA facilities**
- **'life-long' activities ⇒ preparing for discontinuities**

Performance/competition ⇔ mastery/efficacy/fun
[Competition early drop out?]

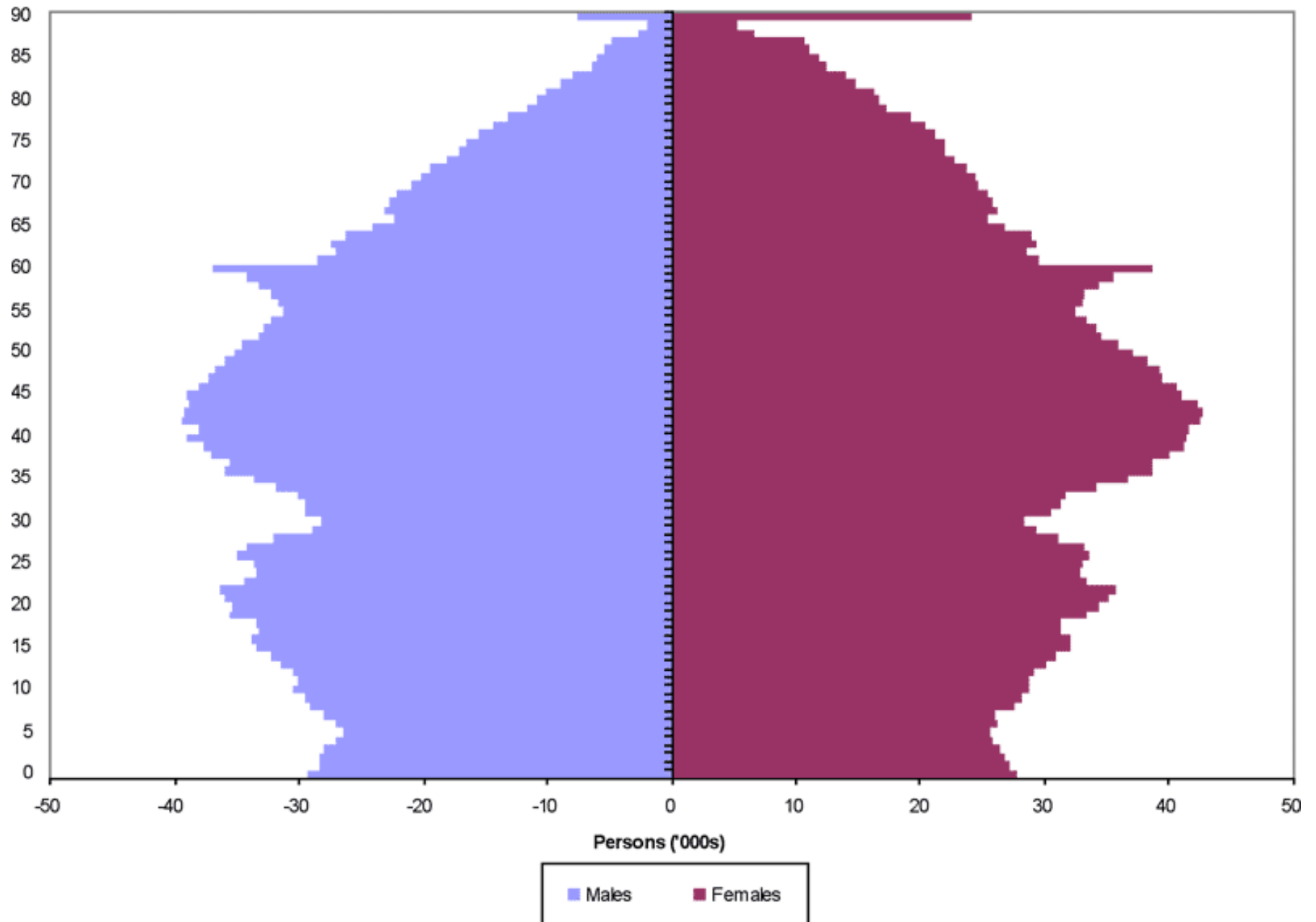
Get 'em youngand keep 'em in?

The overall impact of Active Schools over three years has been a net gain in PA. *It is evident that such gains can be fragile, reinforcing the need for continued provision of opportunities...the need for particular attention to be given to how to achieve sustainability at the level of individual behaviour*

School/club links ⇒ life-long participation?

‘There is little overlap between the most popular sports and physical recreations and those which have highest participation through club membership’ *sportscotland*

Middle-age spread: the need for behaviour change?



Even Shakespeare knew it

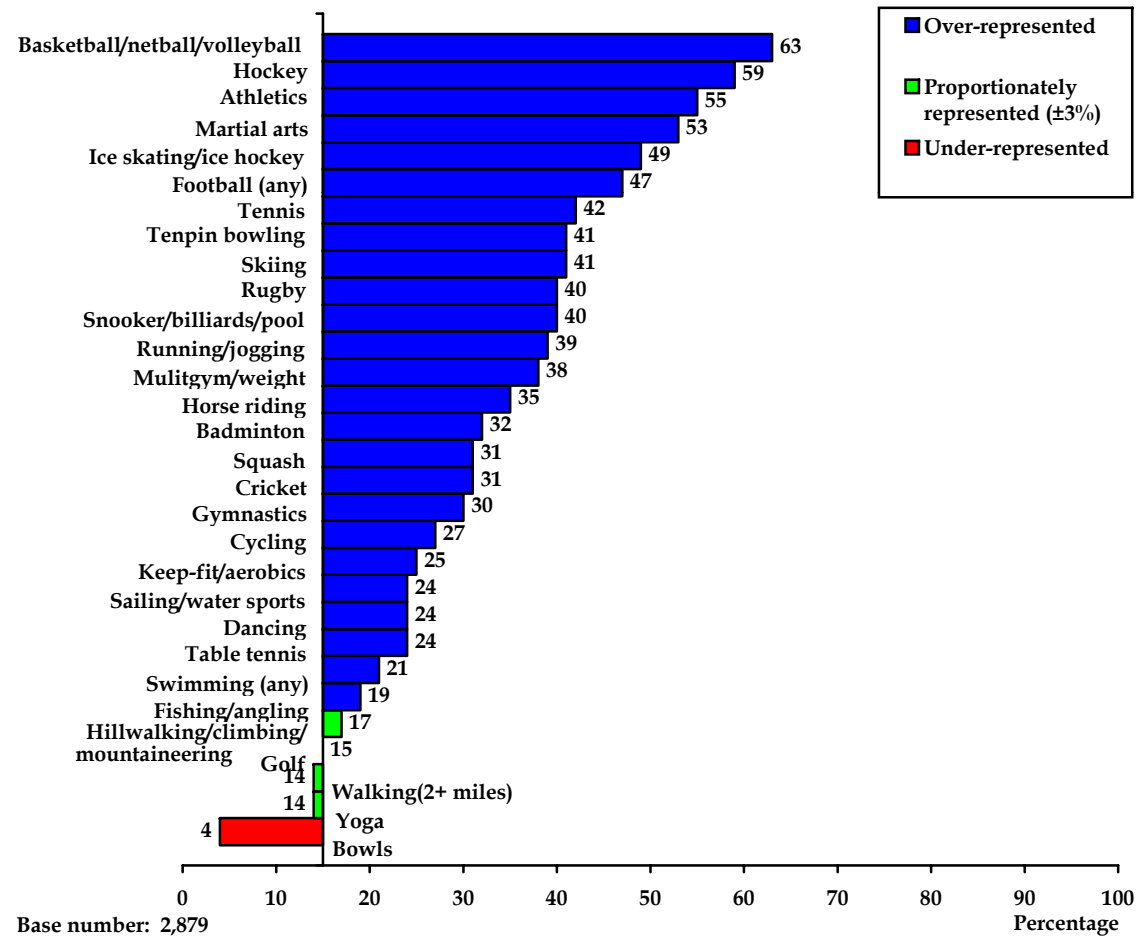


16-24: *the sports participants?*

Age 16-24 (15% of population)

Proportion of Participants in Each Sport 1995-97

All Year Data: Sports with One Per Cent or More Participation

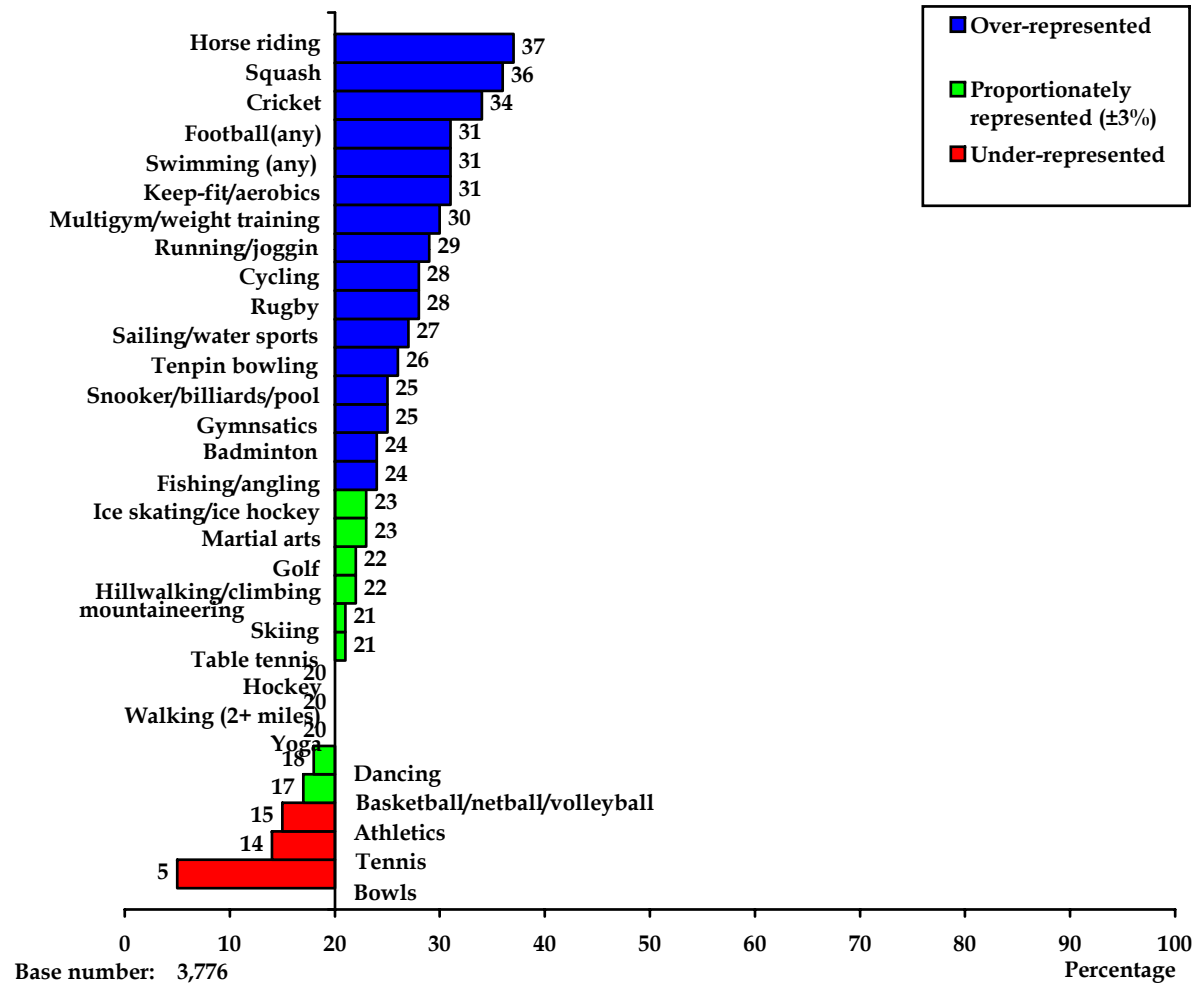


25-34 ... reassessing commitments

Age 25-34 (20% of population)

Proportion of Participants in Each Sport 1995-97

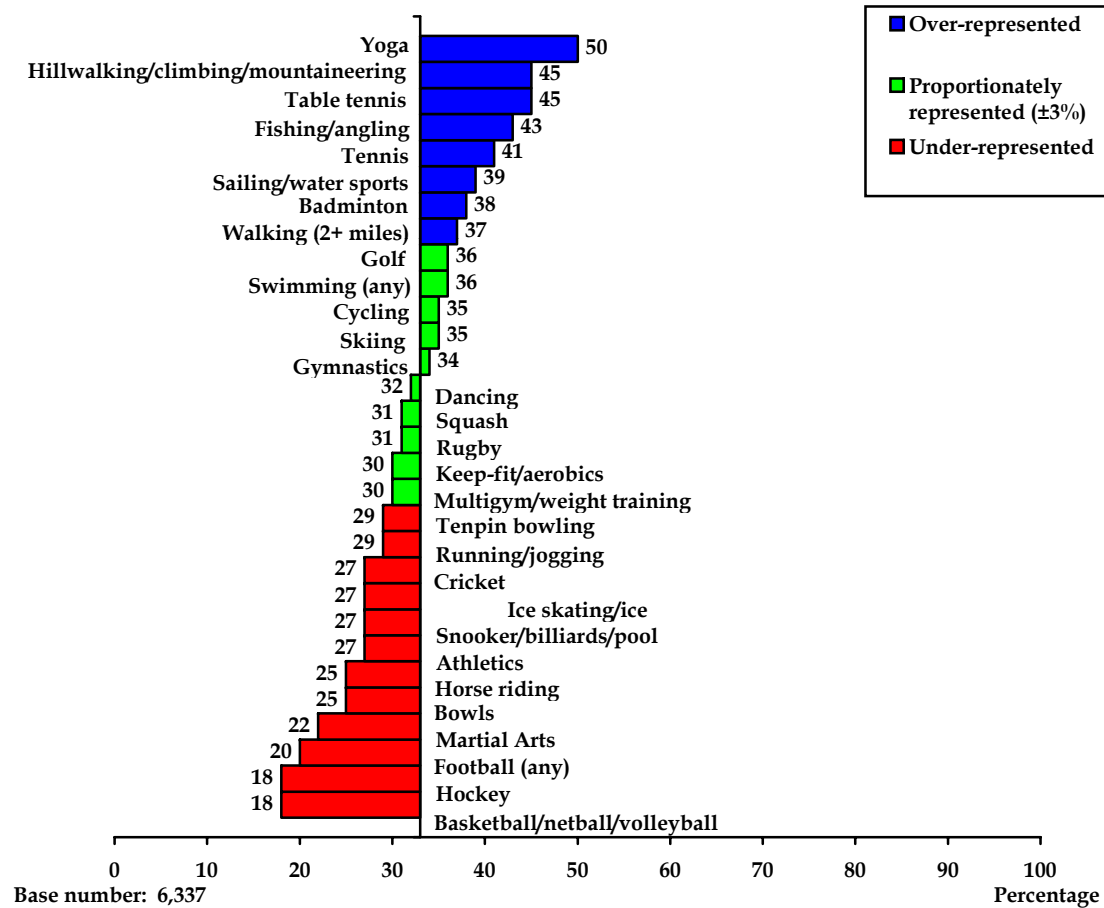
All Year Data: Sports with One Per Cent or More Participation



35-54 no longer team players?

Figure 2.12: Age 35-54 (33% of population)

Proportion of Participants in Each Sport 1995-97
All Year Data: Sports with One Per Cent or More Participation

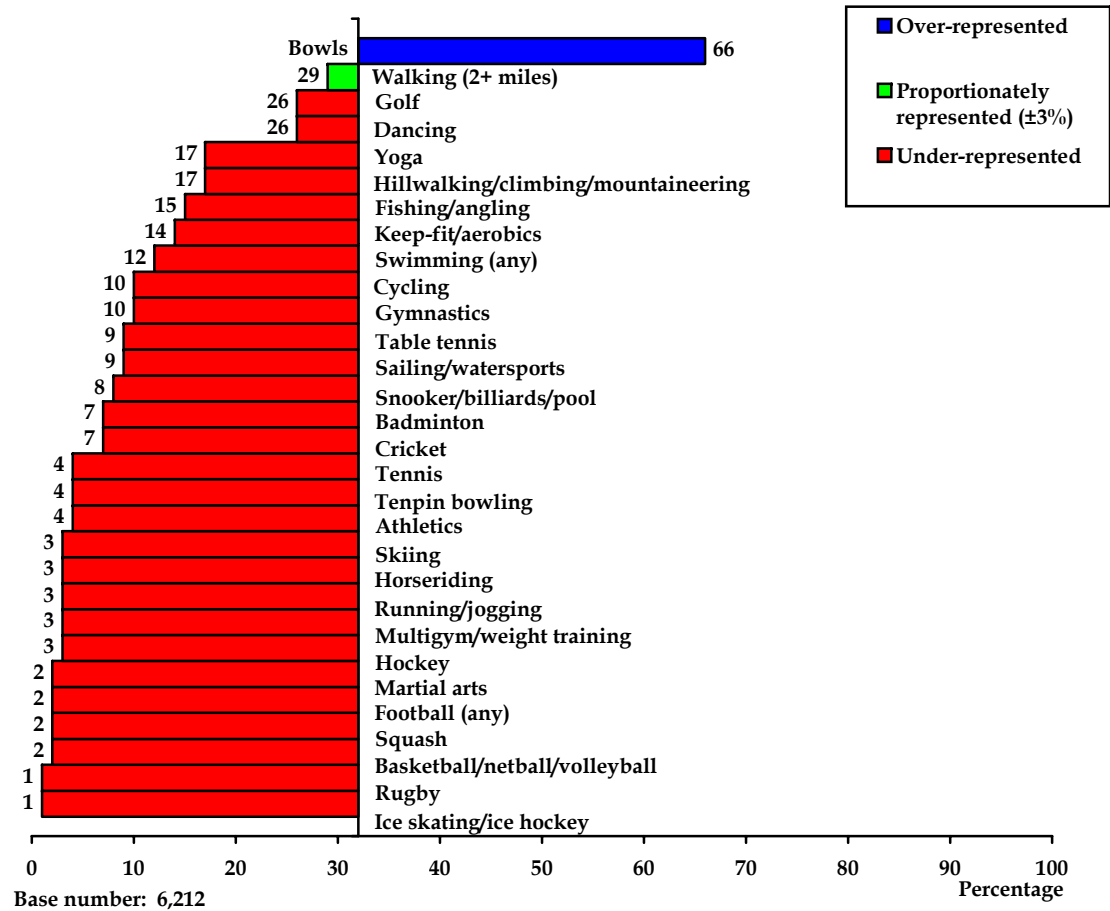


55plus: walking to the bowling green

Age 55+ (32% of population)

Proportion of Participants in Each Sport 1995-97

All Year Data: Sports with One Per Cent or More Participation



Ever thought of sport?

Pre-contemplation



Large scale events ⇒ **social marketing** ⇒ SD ⇒ GP referral.
Most understand positive benefits/lack detail

⇒ **Never participated; dropped out; thinking of stopping**



Contemplation [ambivalence]

- Perceived benefits ⇔ perceived costs
- Increased PA/changed behaviour ⇒ **social approval/support**
- Social network is physically active
- Increased PA : **valued outcomes/valued life goals/self-worth etc**
- Desirable outcomes within **personal control/achievable [self-efficacy]**
 - ⇒ Few perceived obstacles/barriers ⇒ desired outcomes
 - ⇒ Opportunities/access is high

‘Chronic contemplation’

Ever thought of sport?

Processes Strategies



Pre-contemplation

Large scale events ⇒ social marketing ⇒ SD ⇒ GP referral.
Most understand positive benefits/lack detail



Contemplation
Ambivalence



Preparation
Seriously intending to change
Change strategy: acceptable, accessible, effective



Action
up to 6 months



Maintenance

Relapse is the rule not the exception

The Way Forward



Changing adult behaviour

