

Youth Insight Pack - Summary



From insight to action

Sport England have developed design principles for the type of experience different groups of young people are looking for. **INTERVENTIONS** and programmes should be tested against these 'must-have' principles.

Level the playing field

- ▶ Lets face it, some people just dislike sport after having **BAD EXPERIENCES** or just think they are no good at sport.
- ▶ **NEW** or **UNUSUAL** sports or different locations can provide more of a level playing field.
- ▶ Can you promote without using **SPORT** or **FUN** in the title!

Create meaningful experiences

- ▶ There needs to be **REASONS** for young people to keep coming back
- ▶ An individual message gives them a good feeling of **SELF WORTH**.
- ▶ Create sessions with a more '**ABOUT ME**' feel

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Context & Environment

- ▶ Each generation is **DIFFERENT**.
- ▶ **CHANGE** in delivery is required to maintain levels of interest
- ▶ **THINK ABOUT** differing ways to promote your activity; **SOCIAL MEDIA** and **TEXTING** individuals have a greater impact than leaflets and emails!

Sport England Youth Insight Pack Summary

Dont underestimate passive participation

- ▶ Some purely take part for **SOCIAL** reasons
- ▶ Playing sport is a passive act for many who are carried along by what their **FRIENDS / FAMILY** are doing
- ▶ As they grow up greater **OPTIONS** are required

Change behaviour not attitudes

- ▶ Each individual feels **DIFFERENTLY** about sport
- ▶ What makes them **WANT** to take part?
- ▶ Selling sport as fun does **NOT** always work!

Functional or lifestyle reasons

- ▶ **MOTIVATIONS** change as young people grow up
- ▶ Looking and feeling **GOOD** becomes more important
- ▶ The shift towards **FITNESS-RELATED** activities is occurring at an earlier age than previously
- ▶ The need to keep **ENGAGING** and **INTERACTING** with young people, particularly girls, on what matters to them

The supply of sport tends to reach those who are already engaged

- ▶ What can you do to engage with those who are inactive?
- ▶ How can you offer your activity to those that are not already taking part



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Does your project match the goals and needs of the young people?

- ▶ Matching the people and their dreams?
- ▶ Match the interests and the development?
- ▶ Match the fun and enjoyment needs of the young people?

Designing & Delivering your Sportivate Project

Does your project target those who:

- ▶ Are irregularly active?
- ▶ Are consistently inactive?
- ▶ Have a functional relationship with sport?
- ▶ Are uninterested in sport?



Is your project:

- ▶ Interactive?
- ▶ Social?
- ▶ Rewarding?
- ▶ Personalised?
- ▶ Inspiring?
- ▶ Creative?

