

Sportivate Case Study (1 of 3) — Youth Personalities

The first in a series of three case studies exploring best practice in utilising the latest Youth Personalities insight to impact on successful Sportivate programme delivery

Introduction

Sportivate projects have been encouraged to utilise the Youth Insight Pack (2014) to change their approach in how they target and provide for potential consumers, including understanding young people's sporting behaviours.

At the Sportivate and Satellite Club Networking events in November 2015 Sport England presented the Youth Personalities. This provided a more in depth look at the differences between young people through 6 broad personality types. Through these youth personalities the insight aims to enable providers to understand the young people they are targeting or delivering to in terms of their behaviours, attitudes, influences and preferences.

From our discussions with CSPs at these events it was clear that they were very keen to act on the information that they were presented with.

“the use of the video blogging brought alive the messages that were being given by the young people making it easier to understand the way that young people feel about sport. I feel that this was one of the best selling points to deliverers as they made the information more understandable”.

Kathryn Mudge - Yorkshire Sport Foundation

In January 2016, CSPs were provided with the Youth Personalities resource “Under the Skin -Understanding youth personalities to help young people get active”. The timing of the Youth Personalities resource reached CSPs towards the end of the year 6 planning phase, however early best practice in the use of Youth Insight and the new Youth Personalities has been identified.

Included in this Case Study

- ⇒ The impact of the Youth Personalities and associated "tools" which are cascaded via the Sportivate Team and CSPs.
- ⇒ How knowledge of Youth Personalities is utilised in the assessment process.
- ⇒ A view of how CSPs consider the Youth Personalities impact on Sportivate Performance Measures.
- ⇒ The strategies and tactics CSPs plan to take to ensure projects utilise Youth Personalities and that this drives project delivery going forward.

We aim, through this series of case studies, to explore how CSPs are effectively utilising this new insight to create demand led provision meeting the needs of young people.

This case study is the first instalment of a three part series to explore best practice in how the Youth Personalities can be used to develop demand led projects and ultimately deliver against the Sportivate performance measures. The aim of this case study is to evaluate the impact of the Youth Personalities on how CSPs strategically embed the information, how it changes what they do and the assessment of projects.

Impact of the Resource

Telephone interviews with CSPs enabled an early impact assessment.

CSP feedback:

- The research is well presented, especially the infographics allowing an understanding of the personalities without the lengthy reading, therefore more likely to influence partners to use the information.

“ The Youth Personalities Z cards are particularly useful for partners as it gives them the information in bitesize pieces that make the personalities to understand across all levels”

- The Sport England presentation provides credibility, whilst also enabling CSPs the flexibility to adapt to include local information or focus on a local need.
- The use of discussion and group exercises will help the insight hit the ground. The format enables providers to understand how to amend their practices without asking them to change their technical coaching methods. There is a view that this softer approach will be non-threatening to coaches.
- It provides a more practical approach. Positive reference was given to the Fresh Approach Sections.
- The videos used at the Networking events were seen as invaluable and are needed to influence providers.
- CSPs need greater support with the Golden Questions i.e. how, when and why to use them, and if used that they are used correctly.
- Ensuring all deliverers utilise the insight and not just professional set ups; deemed as a potential challenge.



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The Assessment Process

We reviewed the Sportivate plans for Derbyshire Sport for Year 5 and Year 6 to compare how the CSP and deliverers have considered the Youth Personalities within their assessment process. This was followed by a telephone interview.

Our observations:

- In general, project plans demonstrated that they are more insight driven than 12 months previous. This is evidenced in the project plan detail specifically the rational and project design principles where referencing has been made to national research, insight resources and local consultation.
- More projects in Year 6 in comparison to Year 5 have moved towards considering the wider outcome of sport and the meaningful experience for the young person – the outcome not just being fun or sporting participation but tackling local issues or personal development such as career development or weight loss.

How have Derbyshire Sport made this journey towards insight and demand led provision happen?

- Consistent messaging— a seminar was held last year which has been backed up with drip feeding of messaging through written and verbal communication.
- Distribution of information—sending partners and providers the Youth Insight and more recently the Youth Personalities.
- They place strategic importance on an evidence / need base of projects within the assessment process.

- They looked for applications that were more detailed and referenced insight. Through a “check and challenge” processes any applications that did not meet this criteria were sent back with feedback, insight resources and an emphasis on being needs led justified by insight.

The following extract from a Year 6 project plans evidences good practice in how insight is applied and what Derbyshire Sport were looking for.

Year 6 Project Example:

“Across the county, there has been a number of Park Runs and Great Run Locals set up which have been a huge success in the communities they are delivered in. As a result of this, there has been a gap highlighted for the need to replicate this model in schools. As stated in the Youth Insight pack, there needs to be a focus on changing behaviour and this project can have a positive impact on this as there are multiple exit routes for them to continue their participation at their own pace, setting their own goals. Additionally, Sport England’s Active People Survey 9 further supports this as there has been an increase in popularity of individual sports, such as recreational running. It will particularly attract those young people who, according to the 'Under the Skin' resource, are 'Ambitious Self-starters', 'Cautious Introverts' and even 'Everyday Youths' due to it focussing on health and fitness and offering a personal challenge.”

https://www.sportengland.org/media/10112/youth-insight_under-the-skin.pdf

A Year 6 boxing project plan provided real in depth applied solutions drawn from the insight such as:

- Using incentives for participants who attend all 6 sessions
- Focused marketing for target groups with messages “like me” for BME communities and males 11-25 who recognise their own identity within the representative of the coaches, committee and existing boxers.
- Ensuring that the activity design will be shaped by the young people’s own experiences and at a pace to suit them.
- Providing additional support through peers and other important people in their lives.
- Promoting the activity of boxing based on the social acceptance of their social groups.

The above tactics aim to keep participants. The below extract from the Youth Personalities demonstrates the importance of these tactics for Cautious Introverts.

Recognise and reward taking part

This group aren't aspiring to achieve specific milestones, so **setting goals is less important** for them. **Recognise commitment**, perseverance and their continued involvement as an achievement in itself and something they can take pride in.

This group need continued support to **build their confidence** and appreciate encouragement from instructors, coaches, buddies, mentors, family, friends or peers. Encourage group members to keep supporting each other when taking part in group activities.

Don't penalise them for taking breaks. This group want to feel in control and don't like being forced to be involved, but they're concerned about **being left behind** if they take a break. Reassure them they can dip in and out.

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Innovation Fund Project

Innovation Fund Project guidance was re-written and provided to CSPs with tactics to use considering the Youth Personalities. CSPs are often the driving force for the formation of Innovation Fund Projects. These two factors have influenced the fact that more Innovation Fund Project Plans reflect the needs of young people. For example Leap utilised the Youth Personalities to gain a better understanding of the young people that they wanted to reach and designed a project around this information. They have specifically focused on Thoughtful Improvers, Everyday Youth and Cautious Introverts to create the Hot & Not Bothered project.

“The Youth Personalities helped us to understand where the target audience are and how to cater projects to their needs.”

Jacqueline Galvin, Leap

We believe this project is best practice and reflects the insight by:

- Not focusing on sport or that sport is fun. It focuses on the importance of being physically active as a central message and establishing a long term behavioural change.
- Focusing on the needs of the potential consumers and how to tackle potential barriers as the extract above right from the project plan explains.
- Utilising technology (FitBit, Instagram community, Applications), and is based on the individual. How they feel and the benefits they feel through being physically active.
- Targeting locations where insight has shown the target group of women to be.
- Choosing venues that are non-traditional to sport and exercise but are appropriate for the target group

“Barriers are similar for cautious introverts and thoughtful improvers, neither group like to go on their own and they worry they wouldn’t be good enough or the sessions would be too competitive; the sessions and Instagram community aim to overcome these and build new communities. The sessions will be designed to build confidence and will demonstrate how much the participants get from the sessions using modern technology”

Project plan extract

- Recruiting deliverers from the exit route who enable the participants to feel comfortable and “like me”.
- Designing the activity with the target group in mind – in this case “fashionable short activity bursts (HITT, metafit) and up beat club style sessions”. It also considered that self-confidence for the target group is a concern and therefore subdued lighting will be used and there is absolutely no competition vibe.
- Carefully considering the exit route as part of the project design.

These tactics are drawn from the Fresh Approach sections of the resource, for example:

A fresh approach: Deliver against their expectations

Cautious Introverts

What type of experience and environment suits this group?

Reassure them and build their confidence ✓

Lack of confidence and embarrassment are the main reasons for avoiding or stopping activities amongst this group, and new activities push them well outside of their comfort zone. Cautious Introverts are really worried about being seen to fail or feeling inadequate.

Reassure and encourage them at every step. Try to make the experience feel supportive and familiar by providing a relaxed, casual environment with no hint of pressure. Any group activities should involve other like-minded beginners who can offer moral support.

This group want to stay in control and have a level of autonomy in what they do. Let them go at their own pace and assure them that they can take part on their own terms.

Avoid any implication of judgement or being compared to others. Any form of competition or situations which could leave them feeling overly scrutinised are particularly off-putting to Cautious Introverts.

Help them to enjoy and feel good about themselves ✓

They don't expect to enjoy sport or exercise – they're more likely to turn up based on rational reasons like keeping healthy or getting fit. But they want to spend time on things they enjoy and a fun, friendly experience will time to relax and catch up with friends may help to start to change their minds about exercise or sport.

Talk about the benefits and the feel-good factor they get from taking part while they're experiencing it, to reinforce its impact.

"I would [take part] alone somewhere private so that I wouldn't have to worry about people thinking I wasn't very good, even though they're probably not thinking that anyway"
Stella, 21

Sport Structures

Impact on Sportivate Performance Measures

Sustain

Providing experiences that cater for young people’s needs, increasing the likelihood of sustainability.

“The key to sustainability will be ensuring we have understood this age groups attitude to sport and exercise, as each of the Youth Personalities thinks and feels differently but also face individual life pressures and have varying levels of support around them.”

Jacqueline Galvin, Leap

The Under the Skin resource provides top tips on how to keep participants coming back enabling project deliverers to know how best to sustain participation.

Inactive

By tapping into this insight and in particular using the fresh approach aspects, CSPs can support projects to ensure they are demand driven, appeal to the targeted groups, attract their attention, tackle any barriers and encourage them to start participating. The key being to attract the attention of inactive people through their motivations, such as how the activity makes you feel or reassurance that they do not need prior experience.

Completed

Jacqueline stated **“we will expect coaches and deliverers to deliver the sessions to fit the needs of the individuals”** in order to increase the numbers that complete their coaching activity, such as keeping it fun, friendly and relaxed.

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Cascading the message

Wesport delivered a number of sessions on the Youth Personalities to partners with support from a Sport England representative. The feedback from partners was positive. As CSP knowledge of yp improves, CSPs are encouraging to deliver these sessions locally using the Sport England presentation.

Both Yorkshire Sport Foundation and Greater Sport are planning on delivering sessions via training sessions and conferences to pass on the knowledge to the deliverer partners. We attended a staff meeting to understand how Greater Sport are shaping these sessions.

Their workshop plan:

Invitees: Diverse organisations, including traditional and non traditional partners. Youth workers, SGOs, sports clubs, Satellite Club and Sportivate leads, NGBs. They plan to recruit young people from the personalities to attend the workshop

Concept: To emulate the videos that Sport England presented at the Sportivate and Satellite Club Networking events by getting young people to feed into soundbites/videos from the 6 youth personalities (less emphasis on the sport enthusiast and the overachiever).

Outline of the workshop

Introduction: They plan to use the information on “Life through the Digital Lens” to introduce partners to what young people are like in this digital age.

Understanding the theory: They plan on presenting the theory through the use of PowerPoint slides based on the Under the Skin resources. They hope to introduce real life young people

into the workshop in person or via video and based on what they say ask workshop attendees to guess what youth personality they are most like.

Applying this to projects: Partners will work in groups in a “dragons den” style concept. They pitch their project idea to the young people based on the design principles (how will you attract attention, deliver against expectation, keep them coming back). The young people will then pick their favourite project and explain why the project works for them. Followed by a final Q&A with the young people.

Post workshop: They wish to give all attendees a condensed pack (paper copy) of the full Youth Personalities pack Under the Skin and possibly an abridged version on a document they may use again such as a calendar/ euro football schedule/ or notebook.

Young people life skills workshops - To support the young people engaged in the workshop, Greater Sport plan on enabling the young people to take part in life skills workshops such as public speaking, budgeting, etc. as an added benefit package of their involvement.

Life through the digital lens

How technology has changed expectations

Improvements in technology are altering how young people experience the world. They want experiences which are interactive, social, rewarding and tailored to them. Sport and activity is no exception.

Despite living in a rapidly changing world – and frequently going through milestones such as leaving education and moving house – sport is still high on the agenda for young people. Nearly 60 per cent of 14- to 25-year-olds take part in sport and exercise at least once a week. This high rate means that there are no easy ‘wins’ when it comes to getting even more young people active.

What we do know is this – often the way sport is provided is at odds with young people’s expectations.

Activity becomes more serious and places greater demands on young people’s time just as life, particularly education, gets more serious too. Then, leaving education is a point where the tailored offer for young people peters out, just as they are required to make a more proactive choice to keep taking part.

Young people’s perceptions of sport are varied and nuanced. These impact on their expectations. While some associate sport with fun and social camaraderie, for others the connotations are of pressure, insecurity and fear of judgement. Fitness and exercise may be easier to take up, but continued motivation is a real issue for many. With this in mind, it’s so important to find out what young people think and feel – and what they want from sport or activity. We can all give even more young people better opportunities to take part by continuing to talk to them.

Interactive

Through the use of technology and/or gaming

Social

Allowing them to maintain their social lives and connect with like-minded people

Rewarding

Give them something back, including financially

Personalised

Tailored or able to make their own and fitting with their lives

Inspiring

Unique, different, something they can be proud of or help them stand out

Creative

Video and visual content which is shareable is more engaging. Young people see themselves as creators and curators of online content, not just consumers.

Conclusions

Our work will continue in the next case study to track the progress of projects supported by Greater Sport. We aim to evaluate the impact of Youth Personalities insight and resources on project design, marketing and delivery leading to an impact on performance measures.

Youth Personalities is fresh off the press and builds upon the Youth Insight Pack provided in 2014. Best practice is being seen where CSPs are continuing the insight journey with this new layer of intelligence.

CSPs are encouraged to proactively drive the use of the youth personalities through their own strategic thinking, processes and support with partners. CSPs can lead by example and share their own learning.

The Youth Personalities are a new resource and CSPs should work with the Sportivate Team to ensure that they utilise them effectively particularly if planning on using the Golden Questions. The Sportivate Team will work with CSPs through one to ones and Regional meetings to reinforce the message and provide support on how to embed Youth Personalities into their work.

CSPs should consider methods to effectively cascade the messages and information. CSPs have seen value in the presentation of Youth Personalities in delivering key messages. It is worth noting here that Sport England are currently working on producing videos of the 6 personalities.

Thank you to Greater Sport, Derbyshire Sport, Wesport, Leap, and Yorkshire Sport Foundation