



Sport England: Understanding variations in sports participation

Case study in driving participation: Camden
August 2010

Background

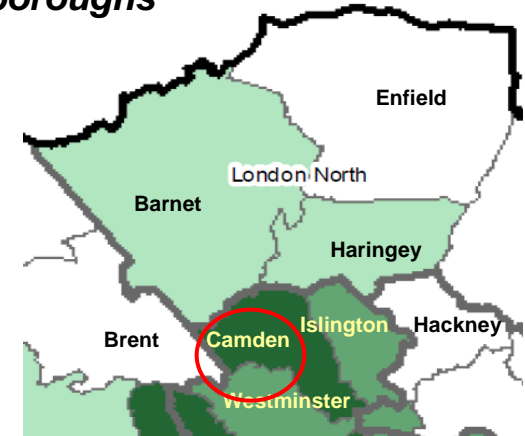
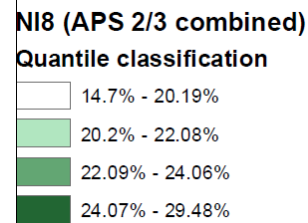
- Sport England is focused on the creation of a world-leading community sport system
 - Investing to grow and sustain participation in grassroots sport
 - Collaborating with partners at a national and local level
 - Targeting an additional 1 million people doing more sport by 2012-13.
- As part of this objective, Sport England has commissioned a series of robust quantitative models aimed at better understanding the factors which account for variations in sports participation, and thereby identify the levers most amenable to public policy intervention.
- This case study attempts to illustrate some of the findings from the quantitative modelling, and also provide practical learning with examples of specific interventions.



Sporting participation levels in Camden are higher than quantitative models alone would predict

- One objective of the modelling work has been to strengthen our understanding of what accounts for variation in participation levels between Local Authorities (LAs); in other words, to better understand why one area has a higher level of sporting participation than another.
- Camden has one of the highest levels of sporting participation in the country. Higher than surrounding London boroughs (see diagram opposite) and based on Mindshare's regression model 2.7% higher than expected based on the demographics of the local authority area. Much of this can be explained by factors that were found to be the most significant drivers in the modelling work (see overview on following page*).
- However, in addition to the drivers of participation that the modelling work has found to be statistically significant, there are other **intangible factors that drive greater participation** in an area. This case study attempts to tease some of these out.

APS2/3 NI8 participation levels: Camden and surrounding London boroughs



APS 2 and 3 participation levels: Camden and surrounding LAs

District/ LA	Actual participation rate
Camden	27.5%
Barnet	24.4%
Brent	18.8%
Enfield	17.7%
Hackney	21.0%
Haringey	22.4%
Islington	25.1%
Westminster	25.1%
[National average]	22.0%

* A fuller explanation of these drivers can be found in the complete technical report separate to this case study

Reference: overview of the drivers of participation in the NI8 model

- The table to the right provides an overview of the variables which the modelling found to have a significant impact on the probability of an individual reaching the NI8 criteria, and whether an increase in this variable means an individual is more (positive) or less (negative) likely to reach NI8.
- For every variable in which Camden is significantly higher or lower than the national average (plus or minus 10%), we have reported this in the adjacent column. For example, Camden has a higher proportion than average of people attending cultural events, but a lower proportion of people who have attained an A-level qualification. Some of the key drivers of participation in Camden are discussed in this case study in terms of its 'natural advantages' as an area.
- More detail on the quantified impact of each of these drivers can be found in the full modelling technical report.

Variable	Impact	Camden average	Variable	Impact	Camden average
Social club membership	Positive		Single adult household	Positive	
Attended cultural events over the last year	Positive		Male	Positive	
Region: East Midlands, North East, North West, South East, South West, Yorkshire	Positive		National lottery grants awarded within 10kms	Positive	Higher
A-Levels	Positive	Lower	Lakes within 10kms	Positive	Higher
5 or more GCSEs	Positive	Lower	Own home outright	Positive	Lower
Higher education at degree level	Positive	Higher	Number of children in household	Negative	
Average temperature	Positive	Higher	Population density in local area	Negative	Higher
Total rainfall	Positive	Higher	Live in council housing	Negative	Lower
Income Level	Positive	Higher	Number of children in household	Negative	
Own ethnicity in area	Positive		Car Van Available	Negative	Higher
White ethnicity	Positive	Lower	Age	Negative	Lower
Attend cultural events	Positive	Higher	Illness	Negative	Lower
			Four or more adults in household	Negative	

Camden makes the most of its “natural advantages” as an area

- Camden has certain “natural advantages” as an area which means that it is more likely to have higher levels of sporting participation, such as a younger than average population or a higher than average population density. In addition, Camden is fortunate to have a large number of parks and open spaces, such as Regent’s Park and Hampstead Heath.
- However, ProActive Camden (the Camden CSPAN) has made the most of the circumstances present through targeted initiatives, for instance
 - “Outdoor gyms”: fitness training equipment adapted for outdoor use to make use of the parks and open spaces in Camden
 - Focusing on young role models in the area through the Sports Aid and the national Lloyd TSB Local Heroes scheme (such as fencing star Curtis Miller).

“It’s the opportunity presented by the particular set of circumstances in Camden that is important.”

- Nigel Robinson, Head of Sport and Physical Activity in Camden

Camden outdoor gym and green gym schemes



Camden “Local Hero” Curtis Miller, featured in local Camden press

Lloyds TSB Local Heroes

Leading some of Britain's young people who they need it most



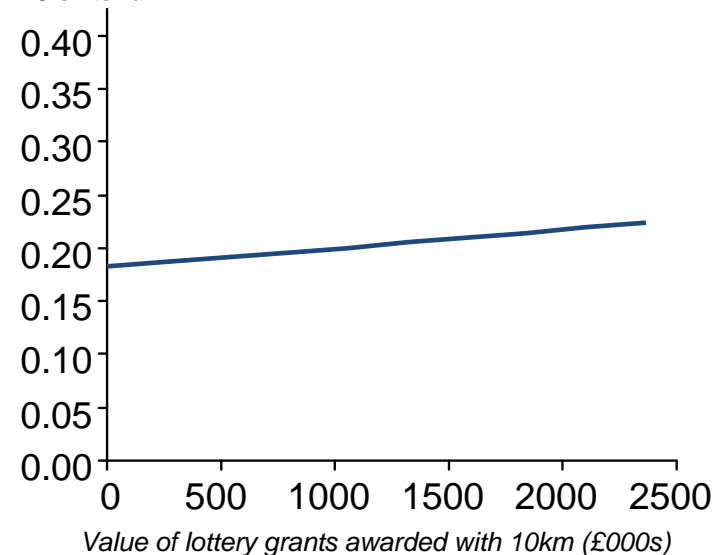
Questions and implications for other regions

- ***On which of the overall drivers of participation in sport is your area particularly strong?***
- ***How can you leverage these “natural advantages” to take full advantage of them?***

Long term or targeted investment appears to make a difference in an area

- The modelling work was unable to establish whether LA expenditure has an impact on whether individuals in that area meet the NI8 criteria, as data for multiple years on LA expenditure was not available
- However, the amount of lottery funding awarded within 10km of the individual *does* have a significant impact. In other words, all other things being equal, when more lottery grants have been awarded near an individual they are more likely to meet the NI8 criteria
- It is possible that this is because
 - a) Lottery grant awards capture the **long-term investment in an area**, as lottery grant award data stretches back to 1995, but data on the total amount spent on sport by LAs was only taken from the past financial year. Furthermore, it is likely that in order to receive lottery investment, a LA will need to demonstrate long-term commitment to invest in sport in an area
 - b) The amount of lottery funding within a 10km radius of where an individual lives is more representative of **targeted investment relevant to the individual**, as opposed to total LA spend, which may be too broad an area to show a significant difference

Impact on probability of meeting NI8 criteria



	England average	Camden
Value of lottery grants within 10km of an individual (£000s)	269.4	2003.5

Example of targeted investment: the “Give it a Go!” scheme

- Camden has benefited from high levels of National Lottery grant funding and targeted Local Authority investment. One example of investment that has been intelligently targeted at a single group of users is the “Give it a Go!” scheme
 - ProActive Camden’s needs analysis found that costs were a commonly perceived barrier to participation in sports and physical activity.
 - Following this, NHS Camden and the Jubilee Hall Trust launched the scheme in March 2009 to specifically engage “high need” residents (those with chronic illnesses and low activity levels) on low incomes
 - Participants were provided with one month’s free access to four of the borough’s leisure centres. On the condition that they access the facilities for a minimum of five times in the month, they then went on to qualify for a free 6-month membership, with the underlying aim of promoting longer term behavioural change towards healthier living.
 - Interim data for the scheme evidences strong take-up (around 1800-2000 residents), with around 77% qualifying for the 6-month membership.



“The give it a go scheme has made me try new activities. I am now learning Samba dancing as well as belly dancing...The scheme has changed my life in terms of my wellbeing, and I think more clearly after having been to the gym.”

- Give it a Go participant

Questions and implications for other regions and sports

- *Targeted investment that helps a discrete group of users overcome specific barriers can be very effective*
- *Undertaking a process of “customer journey mapping” – tracking and describing all the experiences someone has as they interact with a service – may help you understand these barriers in more detail*

The effect of long-term investment in sport in the area: Swiss Cottage Leisure Centre as an example

- The Swiss Cottage Leisure Centre reopened in 2006 as part of the wider Swiss Cottage regeneration project, and is an example of how the supply of attractive facilities can be driven by long-term investment in sport in an area.
- The centre was voted “Best gym and fitness centre” in London in 2008 by Time Out magazine, beating private clubs and gyms, and has received on average 800,000 visitors annually since reopening.
- High levels of private sector gym usage (Camden has 52 private health clubs) in the area also adds to the supply of available facilities. In addition, at the time of writing this case study, a £25million investment in facilities in Kentish Town was due to open.
- While clearly many of the visitors to large leisure centre projects will be non Camden residents, and thus not contributing to Camden’s high sporting participation rate, it is possible that busy and attractive sports facilities may alter social norms by increasing its visibility in the daily life of Camden”.



Questions and implications for other regions

- *Investment that encourages more people to participate in sport in an area has a secondary benefit of increasing the visibility of sport, potentially changing social norms around participation.*

Collaboration and leadership in the area is an intangible factor driving participation levels

- One of the intangible factors that explains Camden's higher than predicted participation levels may be the combination of a collaborative approach and local leadership in the area
- Interviews with ProActive Camden identified some of the components in this

1) A settled strategic framework and context

within which to operate: much of this is due to the standing and credibility a Community Sport and Physical Activity Network (CSPAN) like ProActive Camden has within the Local Authority to bring different parties together to follow a common goal

2) A common set of data: ProActive Camden's needs analysis surveys enables them to prioritize issues and plan collectively

3) Individual leadership: there are key individuals in the area who have the "ability and space to lead"

4) A sense of momentum: more permission to do, and more emphasis on delivery rather than theorising.

ProActive Camden Members



“Collaboration isn’t about us all coming together and talking about what we are each doing separately, but recognising the need to come together and be more than the sum of our parts, which is a cultural shift.”

- Mark Harrod, Director of Policy and Public Affairs, Central YMCA

Summary of key messages

- **Camden makes the most of its “natural advantages” as an area**
 - Programmes that make the most of its parks and open spaces
 - Making the most of its younger demographic by highlighting young “Local Heroes” in the area
- **Camden has benefited from long term investment in sport**
 - Long-term investment implies both sustained capital investment and broader investment in the frameworks, people and programmes to support sport in an area
 - Investment intelligently targeted at overcoming the specific barriers of a discrete group of users
 - Any investment, including private sector investment, that raises sporting participation levels in the area may also have a secondary benefit of making sport seem more accessible by changing local social norms
- **Collaboration and leadership in the area is an intangible factor driving participation levels**

of which the following are important components

- A settled strategic framework and context within which to operate
- A common set of data
- Individual leadership
- A sense of momentum