

Youth Personalities

Sportivate Case Study

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



What is the purpose?

To evaluate the impact of Youth Personalities on project design, marketing & delivery

We have followed GreaterSport to see how they have landed the Youth Personalities information, key messages and resources at a grass roots level with providers and deliverers.

The effectiveness of youth personalities and associated “tools”.

Whether the youth personalities have impacted on how projects have been marketed

The approach by CSPs to influence and support deliverers to consider the insight provided through youth personalities

This case study explores...

How projects have been designed to consider youth personalities?

Whether delivery changes as a result of this insight

Feedback from the CSP and projects regarding Youth Personalities

What support have Greater Sport offered?



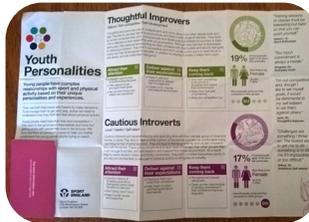
GreaterSport have provided 3 types of support to bring Youth Personalities to life at project level:

1



A Youth Personalities workshop for providers and deliverers

2



Distributed support materials to providers & deliverers such as the "Under the skin" summary

3



Individual support for projects to explain the insight documents and provide advice

1 Youth Personalities Workshop

Delivered June 2016

6 organisations attended

They attended because they wanted:

- To get new ideas
- To ask young people questions
- To engage more young people in sport
- To increase the numbers of females reached
- To get products right
- To improve Sportivate and Satellite Club provision and delivery

Workshop Task 1 - Who Am I?

The delegates met 3 young people:

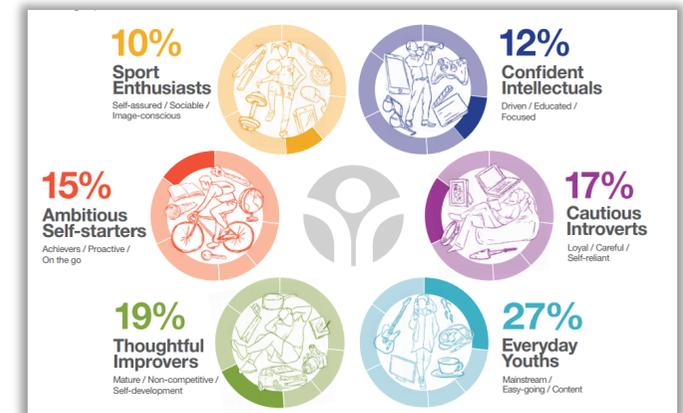
Liz, 16



Chloe, 16



Zack, 14



Through an introductory exercise delegates were asked to guess which of the 6 youth personalities matched the 3 individuals

- Liz - sporty, academic, willing to learn and likes working in a team
- Chloe - shy, yet can be confident, willing to learn and teach
- Zack - wants a sport for him, cool and chilled out

From this workshop attendees saw how hard it was to know which youth personality they were and to know the young people they were trying to engage with.



So what were the results...

Ambitious Self Starter



'This is me to a tee'
- Liz

Thoughtful Improver



" I enjoyed being part of the process"
-Chloe

Thoughtful Improver



"It's nice to be asked what you want"
- Zack

Workshop Task 2 - The Pitch

The groups were tasked with pitching their projects to the young people.

Attendees were put into small groups and using the Youth Personalities design principles, asked to design projects to meet the needs of Liz, Chloe and Zack.

Attendees learnt:

- Their pitches were adequate but needed to make tweaks to really suit the young people
- Some products and offers appealed more than others
- Price point and location was key
- Viral videos are important, not just Facebook, Twitter and Instagram
- A young person can identify with and like your offer, but that still doesn't mean that they are going to attend
- That some of the organisations had made assumptions and had not tested those assumptions
- Think about marketing.-What are young people wearing/doing?

Feedback from young people



" I liked the pitches that had a competitive element, the more informal pitches were not for me really, I disliked it because it sounds like disorganised chaos and I want more structure "



"Pitches were good, but need to be a bit more flexible I think, also free is not the best idea. "



" I liked the pitches which were informal, and would not force you to play, but I'm more bothered about the location, I want something really exciting and risky and the coaches need to be chilled out "



Up to £10 for extreme sport

Transport

Walk: 5—15mins

Drive: 30 min

Bus: No

Metro: Yes -10 mins



The young people's past experience of sport and Sportivate

- Liz is interested in any sports really including dance , football and basketball. She is on the school netball team. She currently does dancing through Sportivate. She found out about it through the Greatsport activity search and wanted to have a go. She has kept going because she has made new friends, she likes it and it is close by and also the price was good.
- Chloe found out about the dance Sportivate project from friends. She had never danced before . She kept going because she loved it and liked the people. She was motivated by her dance teacher and is now a dance leader as a result she is more confident
- Zack doesn't do much sport but used to play football. He will have a kick about with friends. "Still don't know why I stopped playing sports, many of my mates stopped going and my Dad was helping out". He is interested in sports such as skiing, go karting, climbing and football golf.

The workshop made people think! The attendees identified with the Youth Personalities "keep it flexible" point, sparking discussions about how their participants often struggle to commit to regular sessions as they would prefer to drop in and out

"Workshops have been well received and have been effective in getting our deliverers to think about the youth personalities. And most importantly get to know young people more so they can gain local insight and tailor their products to what young people really need, they really understand how this can be used to benefit them in the future"

GreaterSport



Impact of the Workshop

Did the attendees find it useful?

- "Yes very useful"
- Really gained some knowledge
- Loved talking to new people
- Great Insight
- Enjoyed the workshop, useful stuff regarding marketing and getting to know young people

Sport Structures observed the workshop which was delivered to a high level and with impact on those that attended. The challenge may be encouraging more organisations and individuals to see the value and attend a workshop like this.

TOP TIP FOR CSPS

Are you a CSP considering organising a similar workshop?

Thinking about how to recruit young people to support the workshop?

We suggest that you offer a gift voucher incentive. By giving a voucher for a supermarket that sells other vouchers the young person can choose where they want to shop.

This top tip was supplied by Zack!



Our Recommendations for Running an Effective Youth Personalities Workshop

- 1 Get young people involved**—the workshop is most effective when the young people themselves can bring the insight to life.
- 2 Reward the young people who take part** in workshops, vouchers, t-shirt etc. They need to have an interest in the workshop to be able to attend
- 3 Involve the young people fully in your preparations** for the workshop. They need to be briefed about the purpose and content of the workshop. They need to understand their role on the day in supporting providers / deliverers to understand what will attract their attention, deliver against their expectations and will keep them coming back.
- 4** It is important for the CSP or facilitator to **explain how the insight and market segmentation** works and is not misunderstood.



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- 5** The personality allocator can be used to identify the balance of personality types within groups of young people. This can help with decisions on which personalities to prioritise or target and the most appropriate ways in which to do this. We would **recommend that the young people are not told which personality they are**, as the personalities are used to understand broad types of characteristics that young people display. As generalisations, it is possible some specific elements of the personalities won't resonate with an individual young person's view of themselves and they may focus more on these elements than the bits that do.
- 6 Enabling providers / deliverers to pitch their project ideas** is a great way to engage young people. The atmosphere of the workshop needs to enable the young people to give honest feedback to help project ideas to be refined.
- 7 Enable providers and deliverers to ask questions and test assumptions** on the young people, for example “do you use Instagram?” the answer from the young person was “no I don't, I prefer viral videos”
- 8 Reinforce the key messages** of Youth Personalities as a summary to the workshop.
- 9 Use the resources provided** by Sport England to develop your workshop, as providers like the look and feel of these.
- 10 Ensure that you put on workshops at different times**, daytime for private providers/professional but an evening workshop for the volunteer third sector industry, ensure they are spread across your CSP area.
- 11 Provide refreshments or lunch.** Providers and deliverers are more likely to attend, and so are the young people.
- 12 Open to all young person focused programme deliverers**



2 Spreading the message far and wide to providers and deliverers

GreaterSport reached all Satellite Club and Sportivate providers and deliverers with a one page brief and a link to full document in an email.

Impact =

The CSP received follow up phone calls from some providers and deliverers on how to use the resource. Thus demonstrating the need for further facilitated support.

The CSPs solution =

- Support meetings.
- Signposting to a workshop.

The CSP hope the on the ground impact will be seen in the new Sportivate applications. For example applying the design principles and consulting young people; using this insight to inform the project from recruitment, delivery and sustainability



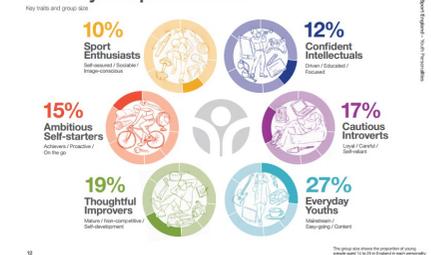
A broader offer

Key messages from the 2014 Youth Insight pack

Much of what already exists reaches the most engaged. Whether it's the social side of playing sport or to desire to keep fit, we need to understand what matters to the young people we want to reach, and adapt our offer to better meet their needs.



The six youth personalities



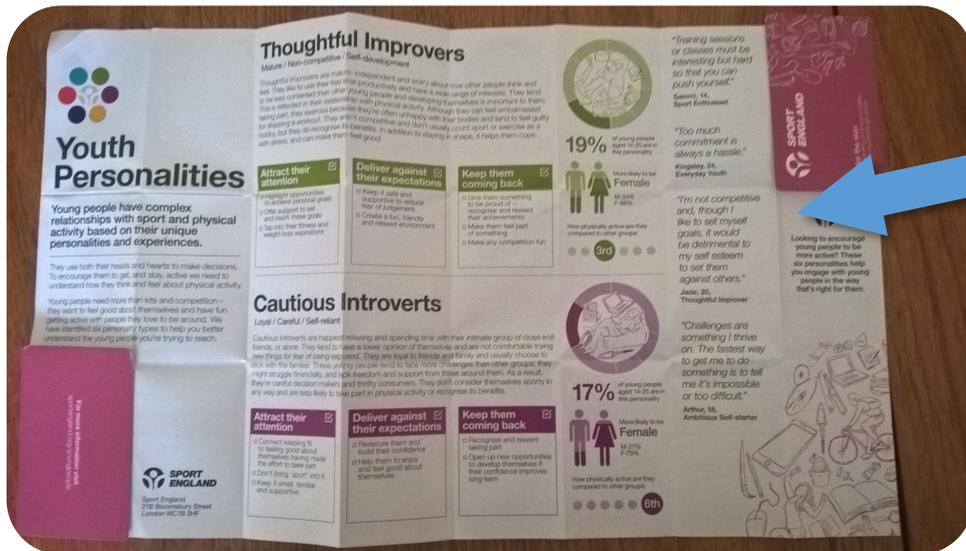
Speaking to providers and deliverers many did follow the link to the full resource and took the time to read the document, it could be seen at the workshops those that had taken the time to read the full document or printed it off and brought it with them, were better placed to follow the design principles than those that came to the workshop without prior knowledge of youth personalities.

3 CSP Support for Individual Projects

We interviewed Liz Norris from GreaterSport who has been supporting two projects to utilise the Youth Personalities successfully.

Liz met with both projects involved in our case study. At each meeting she explained the background of the Youth Personalities, how they came about and most importantly how they can be used now in project inception and to get future funding.

At each meeting the deliverers were given a copy of the full youth personalities report and a couple of Z- cards. They were also shown the full questionnaire.



The credit card sized Z-cards were a big hit!



Each project took away the resources and were asked to think and embed the youth personalities into their projects going forward...

Meet the Projects

Rio Ferdinand Foundation Girls Boxing Project Salford

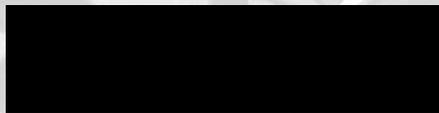


RFF ALL GIRLS BOXING PROGRAMME

The Rio Ferdinand Foundation is running a **FREE GIRLS ONLY Boxing Programme** for ages 14 - 25. The sessions will focus on the many benefits of Boxing training. Each session will be run by our experienced coach with the aid of GB's bronze medal winning boxer Crystal Barker!!!

When: Every Friday at 6pm - 7pm from the 6th of May to the 24th of June.

Where: Bridgewater Salford ABC, Lierum Street, Cobden Street, Salford, M6 6NA.



England Golf Girls Golf Rocks Project Great Manchester



GIRLS, LEARN TO PLAY GOLF IN A FUN WAY THAT... **ROCKS!**



GIRLS GOLF
ROCKS

FREE!
GIRLS TASTER
SESSIONS

FROM:
**SATURDAY 23RD APRIL
- SUNDAY 1ST MAY**

AT: THESE PLACES IN
CHESHIRE

No need to bring equipment, just wear comfy clothes and join in the fun!
Contact your nearest club to book your FREE place or you can book on getintogolf.org/girlsgolfrocks

AND YOU CAN BOOK ON TWITTER!...

CALDY GOLF CLUB

TASTER: 23RD APRIL, 2 - 4PM

RINGWAY GOLF CLUB

TASTER: 24TH APRIL, 2 - 4PM

DIDSBURY GOLF CLUB

TASTER: 1ST MAY, 2 - 4PM

PRENTON GOLF CLUB

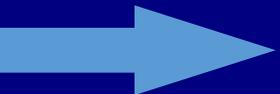
TASTER: 1ST MAY, 2 - 4PM

@GIRLSGOLFROCKS1
#THISGIRLGOLFS



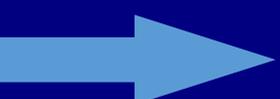
Feedback on Youth Personalities from Projects

Following the meeting with GreaterSport, we interviewed the project contacts to find out how they were getting on with using the Youth Personalities....



The full resource is too long, but the Z card document is really useful. It needs facilitating to help deliverers to make it work for them.

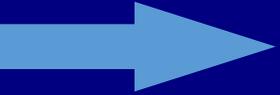
- “Z-card is very useful, short and sweet and myself and my staff have started to carry it round with us in purse and wallets “
- “It was useful to sit down with Liz as I didn’t really understand how to use it at first, or what it meant to the Girls Golf Rocks programme”
- “ Having something I can carry about with in my wallet is great. I love the fact it opens out and all of the personalities are there!”



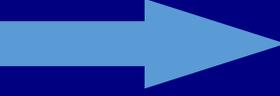
The projects have found it useful in marketing and recruitment especially for participants they find it harder to attract. It has helped them to consider the visuals they use and what text is important

- “We used the design principles aspect and are looking at how we can use media more, even though most of our recruitment is done through word of mouth”
- “It really got me thinking about what I am portraying in my posters, are the young people I use too corporate, do they reflect the area, do they reflect the young people we are targeting?”
- “ it made me think about testing marketing materials on young people before I distribute them, consulting them on message is something to take away
- “Girls Golf Rocks’ name was invented by women and girls, they came up with the logo and branding down in Essex. This confirms we have done this correctly by ensuring that the product is led by the girls needs rather than England Golf.”

Feedback on Youth Personalities from Projects



Project deliverers did express some concerns over putting young people into boxes and the potential problems of personas not reflecting all young people. Demonstrating the importance of explaining the purpose of segmentation.



The projects did use the insight to change their delivery plan using the design principle and consider what young people want

- “We changed our delivery plan. We got a female boxer to aid the coach. Also planned to make sessions fun and relaxing with no emphasis on competition as per the youth personalities pack. We also changed the sessions so they were based around fitness rather than anything else.”
- “This confirmed that our Girls Golf Rocks events needed to be fun and relaxed and not about winning”
- “It made us think about event design. Each course was called something e.g the Bieber course or the Rhianna course. Using non sporting role models really got girls discussing, in both a positive and negative way. Golf holes were made shorter as girls were worried about this aspect of it. Ensured there were great upbeat coaches being used at all the projects and ensuring that the price point was right £15 for 10 sessions.”
- “It made me think about changing and tweaking aspects of the delivery plan, especially around the environment and rewards”

The Projects in Action - What the Participants Said

Rio Ferdinand Foundation - Girls Boxing Salford

“I want to train hard and take my mind off things, boxing is good for that”



“I like that the coach pushes me”



“I wanted to get fit and my friends came”

“I came because I wanted to get fit”

“I like that it's all girls and more fitness stuff”



The Projects in Action - What the Participants Said

England Golf - Girls Golf Rocks

“I got told at school I’m not good enough for the netball team, so this appealed to me. Just because you are not good does not mean you don’t want to play sport”



“My golf club take it far too serious, this is much better”

“I’m not sporty but this has really helped me”



“I like that it isn’t too competitive”



Has Youth Personalities made an impact on performance measures?



“We really think that the changes we made to the marketing and delivery were because of the youth personalities work, this has been excellent for recruitment. However it has had little impact on sustaining young people. One girl “ring leader” stopped coming because she got injured, and all her friends have stopped coming too. We really need to revisit the sustainability access and see if the youth personalities can give us any ideas in the future”

Rio Ferdinand foundation

Project	Reached	Completed	Inactives
Rio Ferdinand Boxing	16	12	5
Girls Golf Rocks Greater Manchester	26	22	9

“We really worked hard with Girls Golf Rocks, ensuring the marketing took into consideration the flexibility of the project but also consulting with young people. Girls Golf Rocks logo, T-shirts and hoodies were directly developed by speaking to young women and girls and their feedback has shaped the way the programme has been delivered and marketed. We knew that young people wanted an informal environment but also be rewarded for their effort which is why everyone got a certificate of attendance. We really think this has been great for the projects success”

England Golf

Final Thoughts...

The CSP really felt that the two projects took on board the advice regarding the Youth Personalities:

The Rio Ferdinand foundation made changes to their marketing and ensured that they had females coaching at the session as this is that women and girls really wanted

Girls Golf Rocks had already done a lot of work prior to the youth personalities being released but also took the youth personalities on board when designing the marketing for these sessions and making the Girl Golf Rocks sessions in line with what the young people wanted

CONCLUSION

We hope you have enjoyed this case study on how GreaterSport have used the Youth Personalities to support their projects locally.

We believe from our observations that the Youth Personalities information and resources can make a real difference to local projects and the young people they are trying to recruit. It is clear that project deliverers are thirsty for information. It is our view that the Youth Personalities pack is suitable for CSPs and sports delivery organisations to digest, but the information needs to be in an accessible and short format for deliverers and some volunteer led providers. The most effective method for imparting the information is through a combination of resource materials in Z card format along with facilitated support in either a workshop or advisory support format. This could be applied to any young person focused programme.

The projects focused on how they were going to use the resources on recruitment, marketing and activity design to great effect and these were noted and of value to the young people involved.

Watch out for the third and final instalment of this case study series where we further explore the impact on sustainability.



Our Thanks...

We would like to thank:

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- England Golf : Lauren Spray, Andy Leigh & Sean Hammill

