



MOVING THE GOAL POSTS

POVERTY AND ACCESS TO SPORT FOR YOUNG PEOPLE

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REPORT



Acknowledgements

This report was prepared by the LSE Housing and Communities Research Team in the Centre for Analysis of Social Exclusion (CASE) at the London School of Economics (LSE), LSE. Thanks to Ceris Anderson and Jane Ashworth from StreetGames for their advice, support and information; also many local stakeholders who provided us with background information and introduced us to their areas – in particular Alex Tate, Sean Daley, Dale Gilmartin, Liz Holding, Geraldine Maddison, Matthew Jacklin, Delroy Hibbert, Andrew Birtwhistle, Harry Jenkinson, Daniel Burford and Jason Turner. We owe special thanks to the 106 young people and parents who shared their experiences. We accept full responsibility for any mistakes, misleading or incomplete information.

About LSE Housing and Communities

LSE Housing and Communities is a research unit within the Centre for Analysis of Social Exclusion (CASE) at the London School of Economics led by Professor Anne Power. CASE is a multi-disciplinary research centre which focuses on the exploration of different dimensions of social disadvantage, particularly from longitudinal and neighbourhood perspectives, examining the impact of public policy. We aim to understand the social dynamics of disadvantaged neighbourhoods; promote models of housing and neighbourhood management; develop ways to support community and resident self-help action, especially in social housing areas; and shape government policy.

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Executive Summary

1. What is StreetGames?

StreetGames is a charity set up in 2007 to help break down the barriers created by poverty and area disadvantage that prevent young people participating in sport. StreetGames works with local community organisations, sports organisations, youth clubs, schools and colleges in order to support “door step” sports – less formal, more participative, and more engaging physical activity, close to home and at a low or no cost to the young participants.

This kind of involvement helps young people become motivated, develop team skills, social skills, communication skills and ways of working with others in a team so that they can more easily progress both in education, in work and in their community. In these ways, StreetGames aims to combat poverty, exclusion and area disadvantage.

2. Poverty and participation

There is a lot of evidence from many long-run and well-regarded studies that poverty and the concentration of poverty in disadvantaged areas hampers education. We know from many sources that area based deprivation has a knock-on effect on the local environment. It is strongly related to higher crime, poorer educational achievement, health problems, high disability and generally worse social conditions. Residents in poor areas suffer roughly four times the social and environmental problems of people in more affluent areas. Unemployment is high, pay and work conditions are generally lower and opportunities more limited in poor areas.

The groups most affected are families (particularly lone parent families), young single people from a poor background who have experienced family breakup, and ethnic minorities who overall have double the rate of unemployment (14%) compared with the national average (7%). Low skilled workers, young people and working age people of 50+, not in steady work, are all badly affected.

Families living in poor areas, usually areas dominated by rented housing and in particular social rented housing, face four times the number of problems (crime, environment or vandalism) and experience a high percentage of newcomers with constant turnover. Child poverty is heavily concentrated in the poorest areas. For example 49% of children in Tower Hamlets in East London, and about a third of children in Manchester and Birmingham are poor. Overall there are 3.6 million children in the country in poverty. 2.1 million young adults (16-24) live in low-income, poor households.

In-work poverty is a particular problem. Nearly 6 million employed workers are paid less than the living wage – 20% of the work force. Nearly two thirds of poor children live in working households where work does not bring enough income to keep the family out of poverty. Low-skilled and low-paid work is often temporary, part-time or on zero hours contracts. Around one million workers are on this kind of casual contract. Wages at the bottom over the last eight years fell by 8%, whereas wages at the top fell by 1% – a significant difference. Meanwhile the price of basic living requirements – food, rent, heat and light – rose by 40%; energy prices have risen by 37% since 2010; and food prices by 44% since 2005. About two thirds of social housing tenants and half of private tenants receive housing benefit with the poorest 20% of private tenants paying on average 55% of their income in rent. Private renting, which is largely unregulated and offers minimal security, is a major cause of poverty.

Many studies have shown over a long period that concentrated poverty in particular areas has harsh impacts on families with children and young people. It limits the level of outdoor activity; it restricts young peoples' access to local facilities and clubs, for fear of trouble and peer pressure; it is strongly linked to poor health, disability, inactivity and weight problems. Low incomes also restrict the amount of participation that children and young people experience, including most sport.

Since the recession, incomes among the lowest skilled and poorest 10% of households have fallen, leading to even greater difficulty in meeting even essential bills and covering necessities such as food, electricity and rent. Many families struggle with debt, making small additional costs unaffordable. It has also been established that young people aged 18-25 have been the most harshly affected by falling real wages, reduced benefits, increased training costs, less job security and other factors.

3. Why focus on sport?

The focus on sport has several drivers:

- Firstly, it contributes greatly to young people's health and therefore their development.
- Secondly, it involves them with other young people in positive activity, thereby helping them avoid trouble
- Thirdly, it encourages concentration, motivation and other learning skills that help both their education and their working and social lives.

4. LSE Housing and Communities study

LSE Housing and Communities has undertaken a study over the last year on behalf of StreetGames into the depth and extent of poverty in Britain; its impact on area disadvantage; how it affects young people and families, and their participation in sport. We looked particularly at why high poverty areas suffer such major disadvantages and throw up so many barriers in the field of “active learning” and whether informal sport and physical activity could actually help.

We studied five areas in depth, spreading from London to a Welsh mining valley, a large estate outside of Chester and inner areas in Sheffield and Bristol. We were familiar with all five areas that we studied: East Ham in Newham; Burngreave in Sheffield; Lache in Chester; St Pauls in Bristol; and Gurnos in Merthyr Tydfil, South Wales.

We interviewed over 60 young people between the ages of 14-25 and local parents in order to uncover what young people do, what they think of their area, why they play sport or don't, and what the barriers to involvement are. We interviewed around five stakeholders or key actors in each area, including teachers and youth leaders, local councillors, leisure organisers and youth workers. We interviewed up to 10 parents in each area and around 10-15 young people. Overall we talked to about 135 people in the areas.

All of the areas are within the 10% most deprived areas in the country. Several of them are within the poorest 1% on particular aspects of deprivation such as income, education and health. The ethnic minority concentrations are high in the three inner city areas: Burngreave, Sheffield, has a minority white population, and East Ham has a white population of less than one fifth. In all the areas, social housing is dominant, although the right-to-buy has transferred a lot of the property into owner occupation, which in turn has often become private renting. The three inner areas – Burngreave, St Pauls and East Ham – all have a strong mix of property types and tenures but are also dominated by renting.

Our findings reflect what young people of school age (14-18), and those of working age (usually 18-25) told us and we report their parents' views separately. Young people did not want us to talk to their own parents so we spoke to other parents in the area to find out what was really going on.

5. Key findings

- a. **Poor area conditions** have a huge impact. Income poverty, lack of confidence and motivation, fear of crime, peer pressure, and poor supervision all act as major deterrents.
- b. **Young people like sport** and outdoor games but there is a strong call for more informal sport, games and physical activity in order to allow the majority of young people, who are not the best performers, to go on playing without worrying about their abilities. Schools are very important in keeping young people active and good sports programmes with good facilities and an active PE teacher inspires young people. Teachers can become very powerful role models.
- c. **Free provision** through youth clubs are really important, but parents are invariably worried about area conditions and level of supervision. They worry about clubs catering for a wide age band and often do not want younger children mixing with older children. They are afraid of bad example and negative influences.
- d. **Fear** definitely dampens enthusiasm for using local parks or sports facilities, and for allowing younger people to attend clubs. It also acts as a barrier to older children joining in positive games.
- e. **Boys do look up to sporting role models.** In sharp contrast, girls are far more worried about their image and their figure. There was a clear desire among many girls and young women for special exclusively female activities. De facto, young men often play sport only with other males, e.g. football, basketball and gyms.
- f. **Leaving school is a cliff edge** for sport and for general involvement in social activities and clubs. Post-school, social networks become looser and friends tend to prefer “hanging out”, drinking together, smoking and in many cases taking drugs. These activities are frequently reported by young people over 18 as their most common forms of leisure, but also by younger people too. Young parenting also acts as a limit on young people’s involvement.
- g. **The biggest barrier** for over school age young people is **cost**. They like gyms and would go if it wasn’t for the cost barrier. They also like the idea of team sports but often there is a fee for participating and kit can become expensive. Parents have a slightly different perspective: they want their children to succeed academically and know that getting a job matters. They are generally supportive of involvement in sport and physical activity as they know it helps keeps their young people out of trouble and motivates them. But they rely heavily on schools.
- h. **Community spirit matters** and, in different ways, all of the areas have a strong sense of community. Most of the people we spoke to like this spirit in their areas, although some are

worried about social problems in their areas and report high levels of disorder, antisocial behaviour and crime. By far the biggest recorded crime is antisocial behaviour.

- i. **The definition of local area and community** is extremely narrow and this limits the extent to which young people will become involved. If sports facilities, clubs and parks are even half a mile away, this may be considered too far, the wrong postcode, or threatening. Area-based activity within concentrated poverty areas is therefore extremely important.

Wider findings

- a. There is a **strong stigma** attached to large council estates, but also to ethnically diverse inner city areas. All five areas have a poor reputation and both young people and parents talk about this.
- b. **Drugs, alcohol and antisocial behaviour** seem to be extremely common and young people and parents are acutely aware of this. Young people, after school leaving age, enjoy “hanging out” with friends. But parents try to prevent their school age children from associating with older children to avoid peer pressure.
- c. In all the areas, **gangs** are referred to but only in St Pauls have gangs been a serious problem causing a rise in violent crime some years ago. This has now died down according to people we interviewed. On the whole, “gangs” mean that older teenage males spend time on the streets in groups, creating an intimidating atmosphere for families and young children. There seems to be very little actual trouble, although trouble is sometimes reported.
- d. **The biggest public service problem** is the lack of supervision of parks, open spaces and streets – open areas are not well maintained and parents are fearful of letting their children use public spaces. Charges for leisure centres and sports facilities (previously public) are too high for over-18s. Charges are at adult rates, and young people face poor work opportunities and are generally on extremely low incomes.
- e. **Schools** could open up their facilities much more widely after school hours. Some schools do this. The school in Merthyr does an amazing job of engaging with the community. In one case in East Ham, Newham, schools cooperate with local clubs to deliver much more comprehensive sport activities.
- f. Both schools and clubs talk about **training volunteers** in order to involve young people in helping other young people as a way of motivating the community more generally. This already happens on the Lache estate with the voluntarily organised football team. This has a big impact on young people.

6. Recommendations

There are 5 main recommendations:

1. Having **more organised but informal activity** would help many more young people become involved in physical activity. One of the big successes for the young people who are most disengaged and demotivated is to take them away for **outdoor pursuits residential sessions** which have a transforming effect on their behaviour, attitude and motivation. The role that outdoor pursuits can play in helping the most troubled young people is currently undervalued.
2. **Close supervision of streets, parks, play areas, open spaces and clubs**, is very important, particularly if informal sport is to take off and parents are to have confidence in activities, and young people themselves are going to get involved. Generally, they fear trouble and lack of supervision.
3. There need to be **specific activities for girls**, and boys need to be directly motivated to get in to sport by making it less rigidly formal on a team basis. More effort needs to be invested in “solo” sports – jogging, cycling, swimming, skateboarding, walking - that lots of young people, male and female, enjoy, can do and talk about doing, but only like to do in social groups. These sports can be organised as **group activities** on an informal basis.
4. **Training for sport** could be offered in shorter bites so that more young people can become volunteers and helpers as they get older. This could be a way of keeping them involved.
5. **Targeted and government-backed area-based improvement programmes** to improve conditions make a measurable difference to all area problems – jobs, education, crime, housing, environment, social and community conditions. They should be urgently reinstated.

Wider issues

The wider issues we picked up from this study are very important.

- **Inequality** based on family background and area condition is a huge deterrent to involvement. Because of extremely low incomes, making low cost or no cost provision is key to involving young people.
- There should be more **area based programmes** to improve area conditions and tackle the inequalities that stop people becoming involved.
- **Young people** need to be involved directly in designing and delivering programmes.
- Therefore, having more **local training** for young people as they progress through school and clubs to help them stay involved with sport is very important. There are much bigger issues than sport at stake in low income areas, but sport is very important.

There is a **shrinking amount of outdoor space for informal games**. It is harder to find spare land where children used to play freely and explore. Therefore, unsupervised public spaces need to be brought back under council management at the front line.

Cuts in local public spending are so severe that youth provision is one of the hardest hit and charges are imposed much more readily. Schools in many parts of the country are starting to experiment with the **development of free play areas within playgrounds** and the organisation of informal physical activity within school programmes by taking children into outdoor open spaces to let them explore the natural environment. This inculcates from an early age the idea that outdoor activity can be free and fun. Some of these more experimental ideas can play a big part in encouraging the kind of informal games that parents and young people want.

The overall levels of inequality, the actual experience of inequality and the lack of investment in maintaining area conditions make the work of StreetGames extremely challenging and extremely important.

1. Introduction

StreetGames asked LSE Housing and Communities to undertake qualitative research to help them gain a deeper understanding of the financial context of poverty among young people living in deprived areas, and the impact and implications this has for their participation in sport. The aim is to develop insight into the most effective practices in helping these young people overcome barriers to engage in more sport. This research set out to answer the key research questions:

- What is the scale of poverty and how does the concentration of poverty in certain areas affect young people?
- What impact and implications does the financial context of poverty have on young peoples' ability to engage and participate in sport?
- What are the most effective practices for enabling young people to overcome barriers to engaging in sport?

Background

A total of 3.5 million children and 2.1 million young adults (aged 16-24) are now living in low-income households in the UK.ⁱ Given that these young people have poorer physical and mental health outcomes on average than their more affluent peers, they are more likely to gain from the health benefits accrued from regular participation in sport. However, surveys have shown that sports participation rates are significantly lower among young people living in poorer households than those that are not.ⁱⁱ

Young people living in disadvantaged areas face a number of barriers to participating in sport:

- Health: there is a vicious circle in which poor health among low-income households inhibits exercise. This includes parental ill health which impacts directly on children's level of physical activity
- Fewer extra-curricular sporting opportunities at school
- Narrower range of sports available (some sports may prove too costly)
- Lack of available safe spaces to play (e.g. street play becomes less safe and viable in areas with more traffic and higher crime rates)ⁱⁱⁱ
- Poorer local environments, with less open and green space, less parks, smaller gardens, etc^{iv}

There is also evidence that using the outdoors for more informal team activities and motivating group activities can inspire young people who are not doing well in school, college, work or training to develop their ambitions and set goals that will lead them towards jobs and training.^v

There is now growing consensus in government, education and the third sector on the importance of helping and encouraging disadvantaged young people to participate in sport regularly. The issue has risen up the political agenda since London was awarded the Olympic Games in 2005 and the third sector has been particularly innovative in developing new ways to engage young people. These efforts, along with other factors appear to have produced results – the 12 months following the Olympics saw an extra 63,000 young people (16-25) playing sport regularly, and there is a general upward trend since the Games were awarded in 2005.^{vi}

Recent years have seen the proliferation of innovative state and third sector initiatives aimed at engaging young people in low-income areas in sport including ‘Doorstep Sport Clubs’ (StreetGames), ‘Street Play’ and ‘Get Involved in Play’ (Play England), ‘Playing Out’, ‘Family and Teen Fit Clubs’ (MoreLife), and a range of projects from Sport England, e.g. ‘Sportivate’, ‘Get on Track’; ‘Sainsbury’s School Games’. Cycling has also become extremely popular and widespread^{vii}. However, there is still a lot more work to be done. The recent Sport England “This Girl Can” campaign was launched to encourage girls into more sporting, activities and has proved very popular. However, the gap between those living in disadvantaged areas and more affluent areas remains very wide.

StreetGames

StreetGames is a charity set up in 2007 to help break down the barriers created by poverty and area disadvantage that prevent young people participating in sport. StreetGames works with local community organisations, sports organisations, youth clubs, schools and colleges in order to support “door step” sports – less formal, more participative, and more engaging physical activity, close to home and at a low or no cost to the young participants.

This kind of involvement helps young people become motivated, develop team skills, social skills, communication skills and ways of working with others in a team so that they can more easily progress both in education, in work and in their community. In these ways, StreetGames aims to combat poverty, exclusion and area disadvantage.

Overview of the Study

The **objective of this research** is to uncover how poverty impacts on young people, how this interacts with access to sport and how these barriers can be overcome. A fundamental rationale for the research is to understand what helps young people engage in sport and how this can be sustained in low-income communities in a low-cost manner.

The **principal research methods** are:

- a **comprehensive literature review summarising the evidence** around the links between area deprivation, its impact on families and young people, and the potential benefits of programmes aimed at reducing this deprivation, and their operational effectiveness;
- a **study of concentrated area deprivation in 5 distinct areas** of England and Wales;
- **qualitative interviews with young people, parents, key local stakeholders and those working with StreetGames projects** across the five deprived areas in England and Wales.

We interviewed 65 young people aged between 14-25 and 41 parents living in five of the most deprived areas in England and Wales about their area, their home life and aspirations, what they like doing in their spare time, their attitudes towards and participation in sport. These interviews were supplemented by conversations with key stakeholders working in these communities – youth workers, teachers, sports coaches, community leaders, councillors and charity workers. Although the number of people interviewed in each area is too small to be statistically significant, we can use the qualitative information on the lives and perspectives of the young people and parents alongside wider evidence and documentation to draw out important conclusions. Fine-grained area case study research allows the researchers to uncover detailed evidence that can shed light on the wider patterns of area deprivation in other comparable parts of the country. The 135 interviews and the area research provide a solid body of evidence which we base our conclusions and recommendations.

2. Poverty in the UK – an overview

Poverty in Britain is a very long run problem, and we have never come close to eradicating it. The 1970s reached a point of maximum equality when the welfare state was at the end of its growth period. However, there was still vast poverty, far more extreme than today. Today 12.9 million people live in poverty. However poverty in 2015 is more acute than earlier for four reasons:

- The banking crisis and long recession have created turmoil in welfare states and public finance
- There has been a steep rise in basic prices, particularly for housing, food and energy. This is accompanied by a fall in real incomes, particularly at the bottom.
- There has been a serious moving apart of the top from the middle and bottom wages, and wages have fallen sharply at the bottom.
- There is competition for all kinds of resources in a land-short and crowded country like ours, particularly housing, health care and in some areas, school places.

The scale of the problem is alarming – about one sixth of the population is in poverty on the government’s own definition. The groups most affected are families (particularly lone parent families), young single people from a poor background who have experienced family breakup, and ethnic minorities who overall have double the rate of unemployment compared with the national average – 14% compared with 7%. Low skilled workers, young people and working age people of 50+, not in steady work, are all badly affected.

Families living in poor areas, usually areas dominated by rented housing and in particular social rented housing, face four times the number of problems (crime, environment or vandalism) and experience a high percentage of newcomers with constant turnover. Child poverty is heavily concentrated in the poorest areas. For example 49% of children in Tower Hamlets in East London, and about a third of children in Manchester and Birmingham are poor. Overall there are 3.6 million children in the country in poverty.

In-work poverty is a particular problem. Nearly 6 million employed workers are paid less than the living wage – 20% of the work force. Nearly two thirds of poor children live in working households where work does not bring enough income to keep the family out of poverty. Low-skilled and low-paid work is often temporary, part-time or on zero hours contracts. Around 1 million workers are on this kind of casual contract. Wages at the bottom over the last eight years fell by 8%, whereas wages at the top fell by 1% – a significant differential. Meanwhile the price of basic living requirements – food, rent, heat and light – rose by 40%, energy prices have risen by 37% since 2010, and food prices by 44% since 2005. About two thirds of social housing tenants and half of private tenants receive housing benefit with the poorest 20% of private tenants paying on average 55% of their income on rent. Private renting, which is largely unregulated and offers minimal security is a major cause of poverty.

The rise in inequality is extremely worrying. To make matters worse, the bottom 20% of the population are the hardest hit by the 2010-2015 Coalition Government’s changes in benefits and tax cuts. Youth unemployment is shockingly high. It rose to 18% by 2014, although it has come down slightly. When people need help their main recourse is family and friends. Mutual aid is still very strong.

Many studies have shown over a long period that concentrated poverty in particular areas has harsh impacts on families with children and young people. It limits the level of outdoor activity; it restricts young peoples’ access to local facilities and clubs, for fear of trouble and peer pressure; it is strongly

linked to poor health, disability, inactivity and weight problems. Low incomes also restrict the amount of participation that children and young people experience, including most sport.

Since the recession, incomes among the lowest skilled and poorest 10% of households have fallen, leading to even greater difficulty in meeting even essential bills and covering necessities such as food, electricity and rent. Many families struggle with debt, making even small additional costs unaffordable. It has also been established that young people aged 18-25 have been the most harshly affected by falling real wages, reduced benefits, increased training costs, less job security and other factors.

This brief overview of the scale and impact of poverty helps underline the importance of understanding what is happening in poor areas, now that most area programmes have stopped; and what is happening to families and young people in poor areas, given the intense economic pressures of the last 8 years and the current austerity programmes. This study specifically aims to understand how these conditions affect young people's participation in sport.

3. Methodology

At the beginning of the study, LSE Housing and Communities carried out an extensive literature review on poverty in the UK which is available as a separate report. In addition we evaluated the existing evidence on StreetGames' work and young people's participation in sports.

We used the findings from the literature and secondary evidence review to develop three questionnaires (for young people, their parents and stakeholders) modelled on LSE Housing and Communities' long-run survey experience and methods for qualitative research. The overall aim was to gain a clear picture of interviewees' lives and their thoughts about their own circumstances. The interviews give us insight into residents' backgrounds across a wide age range within 5 deprived areas; interviewee's experience of life in their neighbourhood; and their experience of sport.

a. Identifying areas and recruiting interviewees

We chose England and Wales as the data for these two countries are most comparable. Ideally we would have included areas in Scotland and Northern Ireland but were limited by the time constraints of the project. Sport is a devolved area of policy and the four UK countries have different approaches, and record data in different ways. We used data at the lower super output area (LSOA) level – the

most local level for which census data is available in order to define the levels of deprivation based on government statistics. This allows clear comparisons between the areas.

Identifying areas

With StreetGames we identified five 'multiply deprived'^{viii} areas across England and Wales:

- three inner urban areas – St Pauls in Bristol; East Ham in Newham, East London; and Burngreave in Sheffield
- two outer estates – Gurnos in Merthyr Tydfil and Lache in Chester.

Four of these areas (Gurnos, Burngreave, Newham and St Pauls) have a current StreetGames project or have received funding in the past.

An up-to-date evidence base was compiled on the five areas' demographic, economic and social conditions using census, local authority reports, the Index of Multiple Deprivation by the Department for Communities and Local Government, and the Welsh Indices of Deprivation. In addition tenure, work, household and demographic characteristics were identified.

Identifying interviewees

In each area we identified local organisations such as community centres, youth clubs and schools. We spoke to **stakeholders** from these organisations, e.g. local authority managers responsible for sport, youth services and community youth workers, sports centre managers, school teachers, police, health providers and people working with StreetGames projects, to identify key issues relating to sports participation – what works, what doesn't work, what are the main impacts of youth sports participation in the area, what are the biggest gaps and most successful projects? These interviews helped us to gain knowledge of where best to recruit interviewees.

Interviewees were recruited in public and open spaces (e.g. community centres, parks, shopping areas) and through snowball sampling. We aimed to speak to 10 young people and 10 parents in each area. All **young people and parents** participated voluntarily and wanted to share their experiences. We recognised that a random selection of 20 interviewees in each area could not fully reflect the makeup of the local population covering all the key variables identified. However, to ensure that our sample included a broad range of people from the area we tried where possible to achieve a mix of respondents in terms of the following characteristics:

- age distribution (young people – broad age bands 14-16; 17-19; 20-25);
- gender (50:50 male:female);

- household composition (single or two-parent family, living independently);
- work / educational status (in secondary education, in tertiary education, apprenticeship, working, out-of-work)
- ethnic origin using broad ethnic bandings and based on the overall local population composition;
- tenure;
- having a disability or major health issues in the family.

There were limitations in the recruitment method we used. Initial interviews were carried out in February 2015 between 10am and 4pm (i.e. during daylight hours). At this time of year, not many people are out on the streets and those that are, are reluctant to stand around being interviewed. Where possible we invited people to a local café or indoor space to encourage them to talk for longer. We did as many interviews as possible in the later interview period in April – better weather, longer daylight hours and the Easter holidays helped in getting people to speak to us for longer. Secondly, recruiting in community centres and on the street generally excludes people with health problems and disabilities. These people are underrepresented. The samples within areas were influenced by the access points. For example, in Merthyr, the school became heavily involved and we interviewed a disproportionate number of school aged children. Overall, we spoke to a wide spread of young people and parents in all five areas.

Figure 1: Number of interviewees in each area

Area	Young People (14-25)	Parents	Local Actors
Lache	9	9	6
Gurnos	17	8	6
Burngreave	19	8	11
St Pauls	8	9	3
East Ham	12	7	3
Total	65	41	29

b. Designing and testing the questionnaire, building in narrative interview techniques

Semi-structured questionnaires were used as there was more than one person collecting data, and each participant was only interviewed once. This provided us with comparable data from each area and reduced interviewer bias. The interview schedule included several open ended questions giving the opportunity for people to tell their own stories. This allowed a degree of flexibility for the researcher to add follow-on questions as appropriate, or to miss out irrelevant questions.

To provide essential background context, we also asked about education, work history of family / parents, household structure, patterns of sports engagement, age, ethnicity, household composition etc. We also recorded observations on each interview schedule about the area, street and home to help us to set people's responses in context.

The interview questions for **young people** were developed in consultation with StreetGames to include core questions on:

- feedback on their engagement and participation in sport
- their thoughts on volunteering in sport within their own communities
- what they feel about the sporting role models they see on television and in advertising campaigns etc.
- their attitude to someone teaching them to play sport

The parents we interviewed were not the parents of the teenage interviewees. There were trust and confidentiality issues involved and it became clear that we should interview a separate group of parents with children in the areas, with similar characteristics to the teenagers.

Parent interviews helped to develop a picture of young peoples' needs, barriers to sport and the impact of low income on families and therefore young peoples' participation. We wanted to pick up on possible benefits, challenges, financial pressures and local environmental issues. Key questions were asked on the area and community, local schools, family health, income and parenting issues. Sensitive questions regarding health and income were only directed at parents. Parents' questions were also open-ended where possible to allow people to give their views freely.

Interviewees were guaranteed anonymity and confidentiality of all evidence. Interviewers also stressed that participants did not have to answer any question they felt uncomfortable with, although we tried to cover all elements of the questionnaire using a different format where this worked better.

The questionnaires were piloted with two young people, two parents and two stakeholders to test the potential to access detailed information from both young people and parents and to allow for changes to be made to the interview schedules.

c. Recording observations

Interviewers spent considerable time in the selected areas and observed many aspects of local life. In between interviews they uncovered evidence of what is going on in the local community by studying

noticeboards, local magazines and newspapers and talking to local people, in shops, schools, health centres, community facilities, cafes, children's centres, streets and parks. Observations were recorded at the time of each interview on an observation sheet attached to each interview schedule providing valuable context to the interviews. This helps us take account of the context for individual life stories, grounding the interviews in their recorded setting. In most areas a strong general pattern emerged. Incidental information, recorded as a by-product of the interview visits, provided back-up evidence of what interviewees describe.

d. Analysis

Interviewees were given a code number and a pseudonym to ensure complete confidentiality. Key household details were changed to ensure people could not be identified.

We identified valuable quotations for each open-ended or explanatory response on each topic. A systematic method of extracting quotes, question-by-question, for each interview schedule reduced interviewer bias and created a database of qualitative feedback that reflected the range of interviewees' views and experiences.

The combined methods of tabulating key responses and systematically extracting revealing quotes to illustrate themes from different viewpoints, gives us a clear overview of what interviewees experienced on different issues in different areas

We had initially intended to present the findings for young people across three age bands, 14-16, 17-19 and 19-25. However the responses fell more naturally into two categories of 'teenagers in full-time education' where many young people took part in PE lessons or had access to free after school clubs and activities; and 'young adults who are not in full-time education' where the barriers to participation are very different and much higher. The findings are therefore given for each area in these groups.

We include some parents with younger children and grown-up children in order to understand the broad range of problems that affect families in low income areas, giving us a "before and after" perspective. This gave us a broader perspective on area problems.

We include a selection of people's free and open comments as quotes in the area sections of this report – these best illustrate the range of responses to the questions. The vignettes, or 'stories', of selected residents are based on individual interviews that gave the clearest and most complete picture of life in these five communities. Interviewees articulated their views in very different ways on

particular topics and we use what interviewees actually say to convey the full depth of meaning they communicate.

4. Area findings

We chose five contrasting areas in England and Wales to better understand the different barriers and issues that inhibit young people from participating in sports. All five areas are within the 10% most deprived neighbourhoods of England and Wales and are dominated by social renting with high unemployment and joblessness. The inner city areas have a multicultural and diverse population whereas the two less urban outlying estates had a more homogenous white population.

Figure 2: The five areas in England and Wales

Area	Deprivation index	High ethnic minority presence	Tenure	Other
Lache, Chester	Most deprived 10% in England	-	30% social rent Pre and post-war Overspill Council estate transfer	1% most deprived in employment 2% most deprived in education 3% most deprived in health
Gurnos, Merthyr	Most deprived 10% in Wales	-	50% social rent Post-war Council estate	Located in depressed former coal mining valley
Burngreave, Sheffield	Most deprived 2% in England	✓	70% social rent Mixed tenure and housing type – terraces, blocks, estates	Very close to city centre Subject to demolition Former New Deal for Communities
St Pauls, Bristol	Most deprived 10% in England	✓	60% social rent Mixed tenure and housing – terraces and small developments	Very mixed Strong ethnic minority presence Riots in 1980s and 1990s
East Ham, Newham	Most deprived 10% in England	✓	65% social rent Mixed, mainly post-war Council and some new developments	4 th most deprived area in London Former dock area Heavily bombed and rebuilt Lost employment base

The figure that follows shows the detailed evidence based on official statistics of how serious problems of deprivation are in the 5 areas.

Figure 3: Measures of deprivation in the 5 areas

Area:	Lache ward - large estate	Gurnos	St Pauls	Burngreave	East Ham
Poverty rank	- Within 10% most deprived on Index of Multiple Deprivation - 69% deprived on at least 1 dimension	- Within 10% most deprived in Wales - 82% deprived on at least 1 dimension	- Within 10% most deprived	- Third most deprived in Sheffield - 76% deprived in at least 1 dimension	- 78% residents classed as deprived of 39% London
Income	- 1% lowest in pocket - 78% in work of working age	- 10% lowest - 57% economically active, of whom 73% in work	- 10% lowest employment - 68% in work - 81% children income deprived, of 25% in Bristol	- 63% in work, of 58% economically active	- 64% in work
Education and skills	- 2% most deprived - 27% - no qualifications	- 10% lowest attainment	- 12% no qualifications	- 35% no qualifications	- 20% no qualifications
Health	- 3% most deprived	- 10% lowest - Highest rate of under 16 pregnancy in England and Wales	-	-	-
Demographics	- 91% white - Median age 34 of local authority 41	- 90% white	- 57% white	- 42% white - Very young population median – age 29, city region – 35	- 65% Asian or British Asian - 11% black - 18% white British/Irish
Tenure	- 90% owner occupied - RTB 30% social rent, 15% private renting - Large council estate	- 40% owner occupied - 50% social rent, 10% private renting - Large council estate	- 35% owner occupied - 30% social rent, 35% private renting - Mixed area	- 41% owner occupied - 39% social rent, 20% private renting - Mixed area	- 43% owner occupied - 16% social rent, 41% private renting - 36% overcrowded - Double London rate
Crime	- Very high - Antisocial behaviour – 41% total	- Very high - Antisocial behaviour – 49% total - Higher than Cardiff	- History of riots (1963/1980) - Gang violence - Antisocial behaviour – 45%	- Antisocial behaviour – 2/3 of all crime	- Antisocial behaviour – 1/4 of all crime - 1/5 violent crime

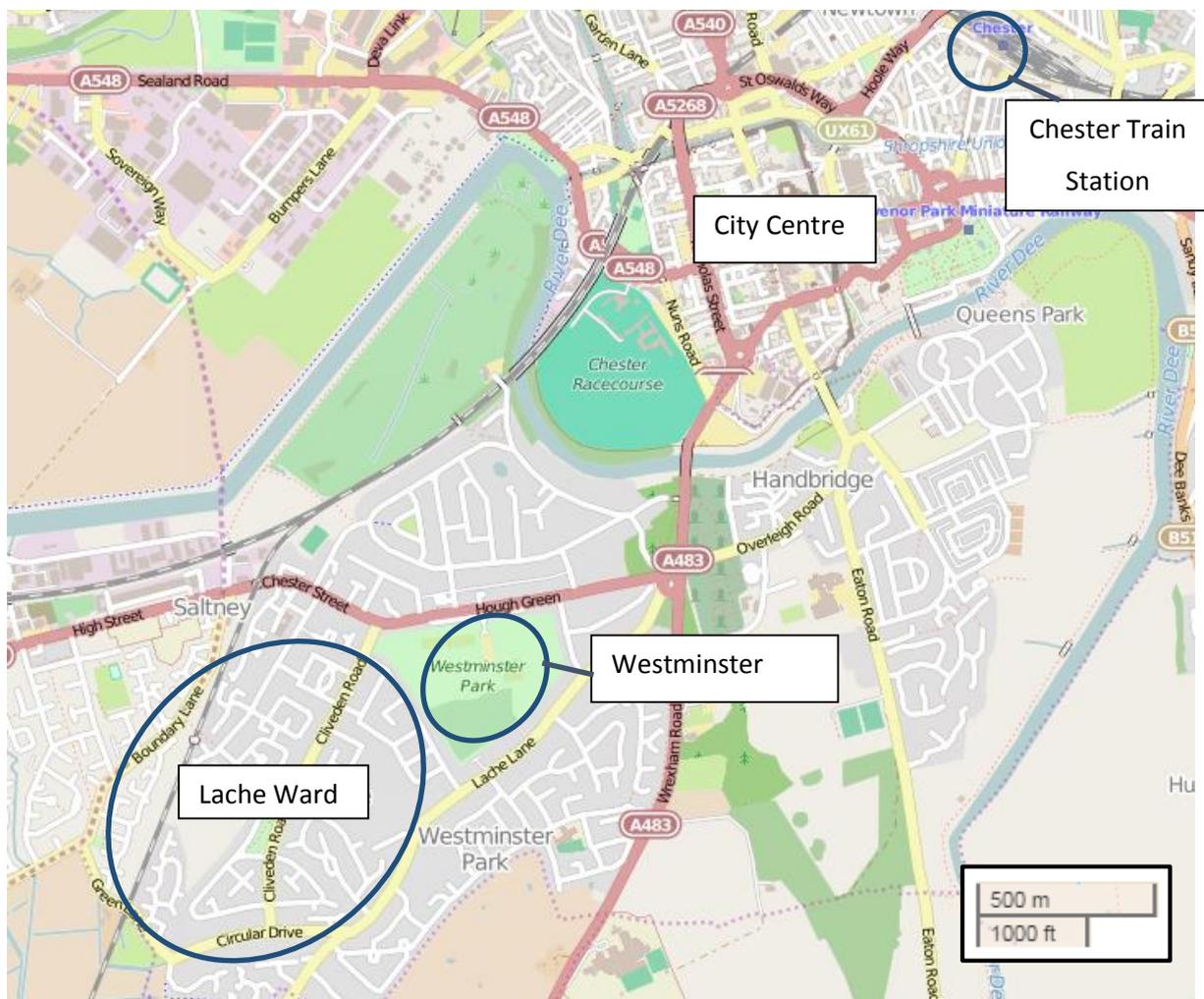
Source: ONS, 2015; Index of Multiple Deprivation, 2015

5. Lache – Chester

a. The area

Lache is a housing estate of approximately 2500 homes located 2 miles southwest of Chester city centre. There are good transport links between the estate and the city centre. Lache has two churches, a few shops, two primary schools with a sports facility located in between them both, library, community centre, health centre and community development trust centre. The community development trust centre is home to a community radio station. The radio station used to be called Lache FM, but has now evolved into Flipside Radio – a Chester wide radio project.

Figure 4 The location of Lache in relation to the city centre



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The Cheshire West and Chester local authority ranks in the 50% least deprived local authorities¹. However, local 'hot spots' of deprivation make Cheshire West and Cheshire rank in the 40% most deprived local authorities in England; these deprived areas rank in the 20% most deprived in terms of income and 15% most deprived in terms of employment.^{ix}

30% of pupils living in Lache are eligible for free school meals, compared to 13% in the wider Cheshire and Cheshire West area. In addition, 29% of pupils have special educational needs, 11% higher than the 18% for the Cheshire West and Chester area. ^x

The Lache ward is made up of four Lower Super Output Areas (LSOAs), one of which experiences multiple deprivation putting it in the 10% most deprived LSOAs in England. The Lache estate LSOA ranks in the 1% most deprived in terms of employment and income deprivation, 2% most deprived for education, skills and training, and 3% most deprived for health deprivation and disability. This extreme concentration of need has given the Lache a poor reputation throughout the Chester area.

The Lache ward has a population of 5760 residents and 2514 households. 91% of the residents are White British, lower than the local authority (95%) and a higher than the North West of England (87%).^{xi}

69% of households in Lache are deprived in at least one measure of employment, education, health and disability or household overcrowding. 30% of the houses in the Lache are socially rented.^{xii} This is higher than in Cheshire and Cheshire West (15%).^{xiii} Many of the rest have been sold under the 'Right to Buy' scheme. 19% of Lache's residents claim housing benefit compared to 8% in Cheshire and Cheshire West.^{xiv}

Figure 5 indicates that Lache has a higher percentage of residents without qualifications, who are unemployed and are long-term sick or disabled than the average.

¹ As measured by average Lower Super Output Areas (LSOA) scores

Figure 5: Economic indicators (as a % of all usual residents over 16 years old)

	Lache	Cheshire West and Cheshire (Unitary Authority)	England
No Qualifications	27	21	22
Level 4 Qualifications and Above	23	29	27
Economically Inactive	30	30	30
Unemployed	5	4	4
Long-Term Sick or Disabled	8	4	4

Note: Economic activity data is calculated as a % of all usual residents aged 16 to 74.



Young boy kicking a ball on Hawthorn Road

b. What's going on in the area?

According to a council locality officer, welfare reform has had a severe impact on Lache. Most people have adapted to the changes simply because they have to and more people are in employment now than before. However, many have zero hour contracts or informal work, and disposable income is scarcer than it previously was. The ability to plan ahead is limited, and this has a knock-on effect on projects that rely on a volunteer base and weekly attendance targets. Civic participation in the area has historically been very low, with many residents reluctant to get involved in local projects or volunteering.



Sycamore Field play area in Lache

The local councillor (2011-2015) describes the area as unique due to the ward itself being bordered by a 'sea of affluence'. She describes Lache as the hole in a 'doughnut' in the middle of green parks and areas of significant investment. The council locality officer explains that residents draw their own psychological and social maps. Westminster Park is within walking distance to Lache but 30 minutes away for those furthest away from the park. It has fantastic state of the art facilities including a golf course, tennis courts, children's play area and football pitches. However, the park is seen as outside the boundary of where the residents "feel they belong".

Youth services have been historically poor due to services changing hands multiple times. The youth club in Lache has been popular for a number of years, but there are problems finding people willing and able to invest time in young people. It is a challenging environment for youth work. Lache Youth Club currently holds sessions for young people aged 13-19.

"Anyone could probably be a youth worker or a volunteer in more affluent areas, but having youth workers who can work in places like the Lache...it's a whole different ball game." [Youth worker]

Lack of dedicated funding for Lache is also problematic. The estate is close to the city centre where there is a whole range of opportunities and facilities which are regarded as sufficient for the residents of Lache. Additionally, there are many after school activities based on the local secondary school campus, but the two secondary schools that most of Lache's young people attend are approximately two miles away from the estate. Attendance at these activities relies on access to private or public transport which is not possible or affordable for many residents.

The box below explains the important role of the estate voluntary football club.

Lache FC

Lache Football Club is big success. Dale Gilmartin, who runs his own business, moved to Lache in May 2010. He has always been involved with football, but had never before set up his own club. The young men of Lache kept knocking on his door asking him to set up a team. He quickly realised that they were not going to give up on asking him, and he started a Saturday and Sunday team very shortly after moving to Lache. The club caters for those between the ages of 5 and 45, and has a junior and adult team. Many of the young men in the adult team are football players that have missed the boat in terms of “going pro or semi-pro”. The team has been incredibly successful, winning the Chester and District Football League Cup again this year. The team has played a significant role in changing the lives of several young men in the adult team.

“Football has given the lads fantastic opportunities. They’re networking...finding out about jobs...getting jobs...it’s improved their wellbeing too. People lay off the drink because they want to get fit and qualify for the team. I know that domestic violence is less of a problem with some of them once they’ve found purpose. They’ve found something they’re good at, and it gives them some hope.” [Chairman of Lache FC]

The club relies heavily on the enthusiasm of local residents who volunteer their time and skills. Sessions have always been free so that anyone from Lache can participate. Dale explains that by charging £1-£2 for training, the numbers would instantly drop. He explains that they are targeting the children that are left out from other activities to join the junior team.

“The children we really want to turn up to junior training are the ones who don’t go to anything else. Their parents don’t take them to scouts, they can’t afford to take guitar lessons... This is something that’s on their doorstep. They don’t even need to pay for the bus to get here.” [Chairman of Lache FC]

The team have yet to acquire their own home pitch, and those involved with the club believe that this could offer further opportunities. Dale has some concerns that there isn’t a similar project for young women to get involved with, but he mentions that Lache Balmoral dancing club is an excellent club for getting younger girls engaged in physical activity.



Lache Football Club

Lache Community Development Trust Centre is home to numerous activities such as a kids club for 8-11 year olds, a job hunting club and the community radio station. There is a dedicated team of staff and volunteers working on several projects. They currently have no money to work with teenagers and those in their early twenties. They would especially like specific funding and training to work with young people who are not in education, employment or training (NEETs). The young people attending activities in the centre tend to drop off once they get to around 16. The organisers struggle to fully understand why this is the case, and speculate that factors such as spending free time drinking and taking drugs replaces more positive activity. Youth clubs are not seen as 'cool', and lack of support from parents discourages involvement. Staff at the centre explain that young people between the ages of 16 and 25 are rarely involved.

c. What we learn from young people

The young people we interviewed have been divided into two groups, those still in education (aged 14-17), and those who are out of education (18-23). We interviewed nine young people, six of whom participate in sport. Figure 5 gives basic information about the interviewees.

Figure 6: Young people interviewed in Lache

Name	Age	Gender	Ethnicity	Work and/or educational status	Participates in sport?
Keisha	14	F	White British	Studying full time	Only at school
Helen	14	F	White British	Studying full time	Yes
Lauren	14	F	White British	Studying full time	Only at school
Clive	15	M	White British	Studying full time	Only at school
Chris	17	M	White British	Studying full time	Yes
Ben	19	M	White British	Apprenticeship	No
Alpa	18	F	Asian	Unemployed	Yes
Darren	22	M	White British	Working part time	No
Shaun	23	M	White British	Unemployed	No

Four were girls, five were boys. Five were in school, four had left. Two of the 4 who has left were unemployed. Eight of the nine were White British, with 1 Asian boy. Three of the 4 who has left school did no sport. All those in school did mainly at school.

Teenagers in full time education

In general, the teenagers interviewed had positive feelings regarding the community spirit of Lache, but dissatisfied with the facilities and opportunities in the local area. They felt negative about staying on the estate and the impact it would have on their future. But all teenagers were aware of the local football club and had positive things to say about the team, even though none participated in training sessions. They thought the club had really improved the image of the estate.

“I’d like to see someone do some good work to change the reputation of Lache. Like they’ve done with the football. But it would be great to have something for the girls. An all-girl team would be really great for girls around here.” [Lauren, 14]



The square in Lache which has a playground, green area and MUGA (Multi Use Games Area)

Only two of the teenagers use the local park. One walked the dog in Westminster Park, and one enjoys kicking a football in the park with his brother occasionally. The others said that Westminster Park, which

is a close walking distance from Lache, isn't their 'patch' and they mainly hang out in the square in the centre of Lache.

Lack of participation in sports among younger teenagers is because there is very little on offer except football. Cost is a barrier for some activities. A 14 year old said she would "feel bad" asking her parents for £10 to attend street dancing classes, and would need to start saving up her pocket money to be able to go.

Those who did not participate in formal physical activity outside school were most enthusiastic about informal sports sessions.

"I really do enjoy playing in the park with my brother, but I wouldn't wanna join a serious team. It would be good to get a group of us together...not competitive...no kits or anything like that. Just playing some sports for an hour every now and again. It would be good stress release. People round here need that." [Chris, 17]

This is gap in provision that could be closed with a fairly loose structure but some organisation.

Young adults

Three young men and one young female were interviewed – all had left school. Two are currently not in education, employment or training, one is working irregular hours on a zero hours contract and one is doing an apprenticeship.

Both young men interviewed felt frustrated about their future in Lache and spent a large share of their disposable income on cigarettes and alcohol. Neither of them have participated in sports since leaving school despite enjoying doing so when younger and understanding the benefits. One of them thought there was scope for more informal sport.

"I know that it would probably be good for me to do some sports. Since I don't have a job now...it would get me out of the house. But I don't really think there's much for guys my age if you're not good enough for the football club. There's no casual stuff." [Shaun, 23]

Another young man was aware of how exercise could be beneficial, but associates going to the gym with how much it costs.

"The gyms in Chester are really expensive, and even if I really did wanna go, I couldn't afford it because my hours at work are gonna be cut down." [Darren, 22]

Neither of these young men seemed particularly enthusiastic about the prospect of joining any new sports project in Lache as they saw it as an activity that would only interest school age children.

The young woman associated exercising and going to the gym with cost. One barrier is the form of payment – if you're on a low income, you "pay as you go" but this is more expensive.

"I enjoy going to the gym, but now that I don't have a job, I can't do that as often. It's really annoying that it costs so much more to do it pay as you go. Direct debit is cheaper...but I can't do that...because I have no idea whether or not I'll have a job next month." [Alpa, 18]

She was the only post-17 interviewee who was enthusiastic about participating in more sports. It seems difficult to engage young adults in sport if they are not already wanting to do it. Alpa is an example of a young woman who does not lack the drive and motivation to participate in sports. With some encouragement and free informal activities it would be possible for her to engage in more physical activities.

Alpa's story

Alpa is 18-years old and Sri Lankan British. She used to work as a waitress at a hotel, but her hours were gradually cut down until she barely had any shifts scheduled for the next month. She is now unemployed and looking for work. Despite struggling financially, she is optimistic about her future life in the area. When she has a stable job, Alpa would like to move to a different area of Chester which is less 'depressing'. She enjoys going out with her friends on the weekends, and spends roughly £30 on an evening out in Chester when in work. She occasionally goes to a gym in town, but doesn't go as often now that she is unemployed. Alpa is annoyed that it costs more to go to the gym by using the 'pay as you go system', as opposed to direct debit (which she cannot commit to as she is unemployed.) She would be very interested in participating in a community sports tournament, or any other informal sports sessions as long as they were female only sessions.

d. What we learn from parents²

Parents of younger children

We interviewed three parents of children under the age of 14. They were all keen for their children to attend after-school activities, and spoke of the benefits of letting them engage with other children outside of the classroom, and making sure that they 'let off steam' and 'tire themselves out' after school. Two of the three parents were slightly concerned that their children had no interest in football as they felt there are not enough other activities on offer at Lache.

"I know they're still young, but I am a bit worried that my 4 and 6 year old aren't very interested in football. They could join in the trainings in Lache if they were. We'll have to think of a sport for them to join when they're a bit older." [Eleanor, 29, mother of 4 year old boy and 6 year old girl]

"My 12 year old goes to the youth club after school. I think it's great that he goes. It improves his communication skills and he's making new friends. There isn't much going on in Lache for them if they aren't interested in football." [Christina, 55, mother of a 12 year old boy]

² Parents we interviewed were not the parents of the young people we interviewed.

The third parent had major concerns about his autistic 7 year old son's ability to participate in activities. He would like him to be able to join in with football activities like other children, but explains that the way he communicates and reacts to other children whilst playing competitive sports does not make this possible. There is a need for special support for children with disabilities.

There are a number of examples of parents not letting their children participate in clubs due to worries about the bad influence of other children. Supervision at such clubs need to be tight to gain the trust of concerned parents.

Eleanor's story

Eleanor is 29 years old, married with two children (a boy aged 6 and a girl aged 4). They have a household income of approx £26,000 per year. She lived in Lache for the first 22 years of her life, moved to the other side of Chester for two years to be closer to work and then returned to Lache. She likes the strong sense of community in the area, but dislikes the small minority who do nothing to contribute to the neighbourhood. She also dislikes the lack of respect that some people show one another and wants to raise her children to make sure they respect others. She was recently diagnosed with a long term illness but continues to work. She feels that there are not enough activities in the area for younger children. They don't seem keen on football and she is worried that there aren't enough activities for those who don't like football. She is also worried about sessions that involve a wide age range, as the older kids/young adults could be a bad influence on her children. Eleanor works hard with two jobs and tries to be a good role model for her children.

Parents of teenagers and young adults

Opinions vary between the six parents of teenagers and young adults regarding provision for young people in Lache. All six parents agree that improvements could be made to what is currently on offer. Three parents mentioned the young people needing a space which they can call their own.

"I help out at the community centre here with the younger kids. The older ones need a similar base to what they've got here. It needs to be purpose built for sports, arts and crafts and so on. I genuinely think this is the only way of saving the next generation from going down the wrong path." [Natalie, middle aged, children now in their 30s]

Several of the parents mentioned things that might stop young people from engaging in sports or other participative activities.

"Alcohol is a big problem around here. Bigger than it used to be. Young girls also have self-esteem issues and they become sexually active and sexualised from a very young age. Teenagers are more interested in drugs, alcohol and sex than things that would be beneficial for them. It would be great if these young sexualised girls could find other activities that make them feel sexy and great." [Karen, 32, mother of 16 year old daughter and 18 year old son]

One parent with school age children mentioned cost as a barrier to participation in sports, particularly because his 15 year old daughter wants to start horse-riding lessons. The family can only afford these on special occasions and he is glad that his daughter has decided to join the school hockey team as training sessions are free to attend.

Four parents of children that have now left school mentioned cost as a barrier to participation. Since their children have been out of full-time education their options for participating in sports have been severely limited. Cost once they are out of school is a significant factor for parents.

“My son used to be quite active in sports when he was at school. It would cost him a fortune to keep up all those activities he used to do for free. People round Lache don’t have that kind of money.” [Robin, 45, father of 16 and 19 year old sons]

What parents say about the area

All nine parents mentioned drug and alcohol use as a problem facing young people in Lache. Parents of younger children were concerned about the temptations that their children may face when older. Two parents (a parent of younger children and a parent of a teenager) expressed concerns about their children participating in activities with a wide age range. They felt that older children could be a bad influence on the younger ones.

None of the parents were worried about safety in public spaces. Four parents mentioned that they disliked young people ‘hanging out’ by the shops late at night, but had no fears about the safety of their children or themselves. The majority of the parents interviewed were very well connected within the community and would feel safe leaving their children with neighbours and local relatives.

Adults, like the young people, mentioned Westminster Park not being a part of Lache. Three parents brought this up.

“My son prefers to kick a football with his friends on the street. It is a bit stupid when you’ve got Westminster Park. But this is their area, and this is where they want to hang out.” [Christina, mother of 12 year old son]



Multisports astroturf facilities at Westminster Park

e. Lache main findings

Young people

- Young people in the community are aware of the benefits of sports, and how the local football club has dramatically changed the lives of several young men on the estate.
- Lache needs informal activities which cater for the 16-25 year old age range. Those who do not like football do not engage with other activities. There is a strong feeling amongst young people that there are not enough activities to keep them involved.
- For those who are still in education, cost is not seen as a barrier to participation in sports as the local primary and secondary schools offer free facilities for these age groups.
- Young people who are out of full time education see cost as a factor which inhibits them from participating in sports.
- Young people who are not in full time education associate exercising with going to the gym and do not mention activities that could be done at home or in the park.
- The social aspect of sport is attractive, with some girls mentioning that they would only consider joining new activities if their friends did so too.
- Worries about body image and sporting abilities create barriers to participation in sports.

Parents

- All parents are keen for their children to take part in extracurricular activities and are aware of the benefits of sports provide for children and young adults.
- Most parents feel that provision for young people in Lache could be much improved. A few mention concerns that there is not a lot on offer due to their child's lack of interest in football.
- Special support for children with disabilities is needed

- Those who mention cost to be a barrier to participation in physical activity tended to be parents of young adults who have left education and have no opportunity to participate in activities connected to schools.
- Some parents feel uncomfortable with their children mixing with young people several years older, so organising sporting activities into broad age bands is important. Parents are worried about their children being exposed to alcohol, drug-use and sex at a young age.
- Volunteers who help with young people on the estate need training as it is not easy work.

Summary

On first impressions, Lache is not visibly deprived. It has excellent transport links to the city, the houses and gardens are well kept, and the surrounding area is very green and visibly wealthy. However, as the local councillor explained, deprivation in Lache is masked by its aesthetically pleasing surroundings and it is slipping off the radar. On many deprivation measures, it is extremely poor, among the poorest 1% of areas in the country. The estate has a strong stigma and both parents and young people realise this.

In terms of sports provision, Lache's proximity to the city centre is both a blessing and a curse. Activities going on within a few miles' radius are deemed to provide sufficient access to sports for the community. In addition to this, the two secondary schools that Lache's young people attend offer a range of free after school activities. However, for those who have left school, or who cannot afford to use the local leisure facilities and transport, their options are very limited.

Westminster Park is within walking distance to Lache and has recently been subject to a large scale council investment. However, this area of greenery is not seen as part of Lache, nor a space where Lache residents feel free to go and enjoy its facilities. This is partly due to the fact that the houses surrounding the park are of very high value, and Westminster Park is seen as somewhere for 'rich people'.

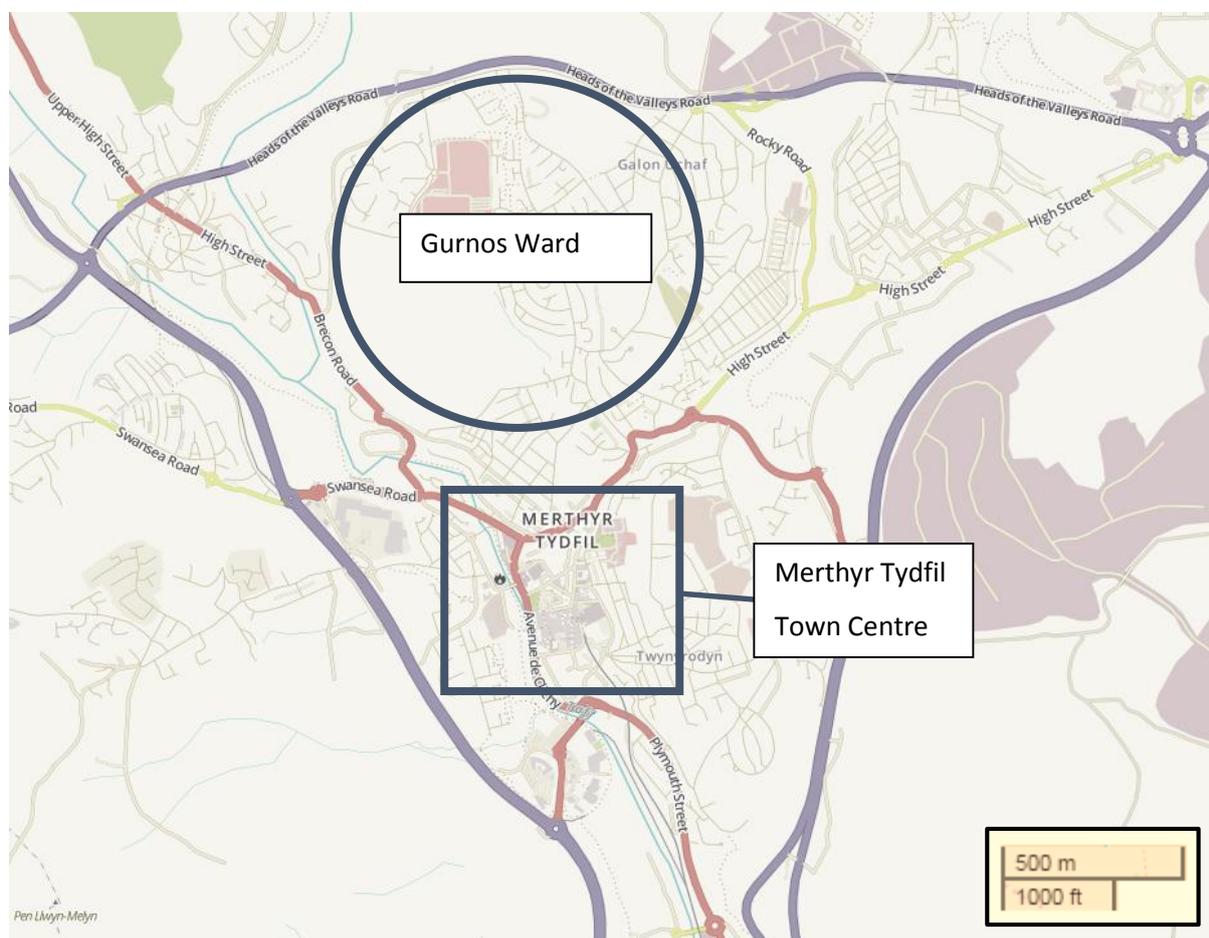
There is a dedicated group of people within the Lache community, both paid staff and volunteers, who work hard to try and improve the area and the activities that are on offer for the community. They are overstretched and there are not enough reliable volunteers for some activities. Lache football club is the major success story of Lache, and this is a community venture which gets some financial assistance from various grants and bodies.

6. Gurnos – Merthyr Tydfil

a. The area

Gurnos is located in Merthyr Tydfil, a former coal-mining town in the South Wales valleys. The ward consists mostly of the Gurnos housing estate which was built in the 1950s and was enlarged in the following decades. The Gurnos ward is made up of three Lower Super Output Areas (LSOAs), all of which rank within the top 10% most deprived for overall deprivation in Wales.³ Merthyr Tydfil as a whole is among most deprived areas in Wales.⁴ Only Blaenau Gwent has a higher proportion of deprived LSOAs.

Figure 7: The location of Gurnos in relation to the town centre (Copyright clearance not obtained)



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³ <http://wimd.wales.gov.uk/lsa/W01001299> (Gurnos 1, 2 and 3)

⁴ <http://llyw.cymru/docs/statistics/2014/141126-wimd-2014-summary-en.pdf> page 6

The Gurnos ward has a population of 5280 people with 2091 households. 90% of Gurnos' residents identify as White British or Irish,⁵ reflecting Merthyr Tydfil's overall population. There is a small population of Polish immigrants and Irish traveller residents in Gurnos. 49% of the homes are socially rented. This is more than double the percentage for Merthyr Tydfil (21%) and Wales (16%).⁶ Most of the owner-occupied homes and many private rented homes were formerly council owned.



Walking home from school on Chestnut Way, Gurnos

The 2011 census classified households in England and Wales by four dimensions of deprivation: employment, education, health and disability, and household overcrowding. On that measure, 82% of all households in the ward are deprived in at least one dimension.⁷ 36% of the school's pupils are eligible for free school meals.⁸ This is significantly higher than the average figure for the whole of Wales – 17.5%.⁹

According to a 2014 survey by Sports Wales, Merthyr Tydfil has the lowest percentage of residents that had visited a leisure centre during the four weeks prior to the survey. Only one in five residents had done so, compared to 37% in the Vale of Glamorgan.¹⁰

Figure 8 shows that Gurnos has more unemployed, economically inactive, and long-term sick or disabled residents than the Merthyr Tydfil area and the whole of Wales. It also has almost double the Welsh

⁵ <https://neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=13696828&c=Gurnos&d=14&e=61&g=6495355&i=1001x1003x1032x1004&m=0&r=1&s=1428940472750&enc=1&dsFamilyId=2575>

⁶ <https://neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=13696828&c=Gurnos&d=14&e=61&g=6495355&i=1001x1003x1032x1004&m=0&r=1&s=1429005282735&enc=1&dsFamilyId=2505>

⁷ <https://neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=13696828&c=Gurnos&d=14&e=61&g=6495355&i=1001x1003x1032x1004&m=0&r=1&s=1428940472750&enc=1&dsFamilyId=2520>

⁸ <http://mylocalschool.wales.gov.uk/school.htm?estab=6754012&lang=eng>

⁹ <http://mylocalschool.wales.gov.uk/school.htm?estab=6754012&lang=eng>

¹⁰ http://sportwales.org.uk/media/1513296/active_adults_survey_2012_-_statistical_release_2.xlsx

average with no qualifications and less than half with higher level. Far more residents are economically inactive and more than double are disabled.

Figure 8: Economic indicators (as a % of all usual residents over 16 years old)

	Gurnos	Merthyr Tydfil (Unitary Authority)	Wales
No Qualifications	47	34	26
Level 4 Qualifications and Above	11	18	24
Economically Inactive	43	36	34
Unemployed	9	6	4
Long-Term Sick or Disabled	14	9	6

Note: Economic activity data is calculated as a % of all usual residents aged 16 to 74.

b. What's going on in the area?

Much of Gurnos' social activity takes place in and around the shopping area, which includes a fish and chip shop, pharmacy, Greggs bakery chain and convenience stores. Gurnos borders both Cyfarthfa Park and Galon Uchaf Park, which some young people we interviewed spent time visiting.

Pen y Dre secondary school (for ages 11-16) located in Gurnos offers a wide range of sporting opportunities for their pupils. Their long list of indoor and outdoor facilities includes a swimming pool and an artificial grass pitch. Some of these facilities are also available for the community to use. Merthyr Tydfil college (ages 16+), located roughly two miles away from Gurnos, has a sports hall and a climbing wall. The Merthyr Tydfil Leisure Centre trust is located near the town centre, roughly two and a half miles away from Gurnos.

Methyr Tydfil Youth Service centres its activities around different hubs in the wider area. The North hub is located at Pen y Dre Secondary School in Gurnos. Services include a youth club, 'drop-in sessions', StreetGames sports sessions and one-off advice and guidance sessions. Other services include a Street Based Youth Team that works with the police and local health board to respond to young people's needs, and an employability team that offer support to young people (aged 16-25) to improve their employability skills. At the 2015 StreetGames annual conference and awards, Merthyr Tydfil Youth Services received an award for their 'New Project of the Year'.

Merthyr Tydfil Housing Association organises a range of sporting activities supported by StreetGames, located in the Dowlais Engine House, which is roughly two miles from Gurnos. Some young people who live in Gurnos participate in these sessions, but others feel it's too far away. There has been a very positive response to female-only 'Box-fit' sessions for ages 11-18. These are exercise classes in

the dark with disco lighting. The youth worker for the housing association explains that the informal style and sociable approach is very appealing to teenage girls. Exercising with minimal lighting can also reduce worries about being self-conscious. A StreetGames volunteer at the Dowlais Engine House sessions has recently completed a Level 2 qualification in 'Principles and Preparation for Coaching Sports' and a coaching swimming qualification, with the support of StreetGames.

Facilities outside of education also include the 3Gs Development Trust's projects. StreetGames have a service-level agreement with the trust, and they deliver two provisions a week, with over 40 young people attending each week. Forsynthia Youth Project is run by the 3Gs organisation, and is open for young people aged 8 to 25. They hold a variety of sessions at the centre including a youth club, media workshops, residential trips and health workshops. They also run StreetGames projects and other sports projects.

Those involved in youth services in Gurnos are enthusiastic about using sports to engage with young people. However it is not always easy to reach out to those who would benefit the most from participation. A council officer for sports and leisure explains that unless the children are involved and are good at competitive sport, they are unlikely to continue being involved in sports after leaving school. He suggests that this is due to not having a role model such as a teacher who can tell them about what is going on both at school and in the wider local area.

Several people involved with delivering youth services in the area mentioned how steroid use has been a problem in Gurnos over the past couple of years. Young men are obsessed with the idea of looking good and take shortcuts to achieve the perfect body.

"These boys, they're not interested in football and rugby. They lift weights and do informal boxing, and they'll also take steroids to speed up the process of bulking up. They're more interested in looking good and living up to an image than they are in any sports. They just want to be fit." [Youth worker]

The following box explains the special role of the secondary school on the estate.

Pen y Dre Secondary School

Pen y Dre High School is a mixed gender 11-16 comprehensive school in Gurnos. Its catchment area includes the Gurnos estate as well as nearby villages and communities. The school offer a range of extra-curricular activities that include sports sessions at lunch time and after school. Pen y Dre is also part of the 'Superschools' European sporting event, where pupils have the opportunity to represent Wales in competitions.

Their facilities include a swimming pool, outdoor pitches, a fitness suite and a sports hall. Some of these facilities are open to the public after school hours, though some council

officers believe that more could be done to encourage hard to reach young adults to use these facilities.

A senior Physical Education teacher explains that there is a steady decline in participation at after school sports clubs as pupils get older. He explains that the school tends to lose children around year 9 (age 13 or 14) as they are sidetracked by social activities and prefer to spend time 'hanging out' with friends. The most popular activity with the older pupils is using the fitness suite as they can still socialise with friends whilst doing exercise.

The school uses sports as a tool to improve literacy and has a successful rugby and reading project. The project aims to narrow the gap between the performance of boys and girls, and to improve literacy and participation in sports amongst eFSM (eligible for free school meals) pupils. The school is very happy with the early results of the project.

"I'm very pleased that in the last Sports Wales survey, 49% of pupils said that they enjoy sports 'a lot'. This is below the average figure of 60% for the whole of Wales, but we're committed to trying everything we can to get more of our pupils involved in sports. It's so important. Yes, it obviously helps with fitness and wellbeing, but that drive and ambition to do well in sports helps the pupils to focus energy into other areas of school life too." [PE teacher]

The school goes to great lengths to encourage extracurricular activities, and teachers go beyond the call of duty offering additional support such as car lifts to those with less supportive or able parents. Funding is an issue, and most parents will expect everything to be free. The school heavily subsidises most activities, but it is not always possible to offer all activities for free. Last year's Superschools tournament was in Sweden and there was a fee of £300 for pupils to take part. This was not within the financial capacity of many families.

The next box describes an important youth project.

Forsynthia Youth Project

Forsynthia Youth Centre is for young people aged 8-25 living in the Communities First wards of Penyardarren and Gurnos in Merthyr Tydfil. The project was set up in 2001 as a result of extensive street work with young people in order to figure out their needs.

The centre prides itself on never having turned away or excluded any young people. Some of those who use the centre have been excluded from other centres or activities. The youth workers are proud that the centre offers somewhere to go for young people with behavioural and mental health problems.

A youth worker explains that she is always thinking of new approaches to involve more young people:

"We do all the normal sports that you'd think of...football tournaments, basketball tournaments...but sometimes that's just not good enough when you're trying to get the young people who won't turn up to this stuff. We take a frisbee out on the streets, get them involved in a game, and then have some sort of added educational element. We usually hand out free condoms. Sport really is a great avenue to do this, but they wouldn't turn up to a football tournament at 7:30pm on a specific date. It has to be extremely informal. We go to them. They don't come to us." [Youth worker, Gurnos]

The youth workers mentioned the need to 'think outside the box' when it comes to getting teenagers involved in physical activities. **The activities they felt that have the most impact on 'troubled teenagers' are outdoor pursuits.** Getting away from the Gurnos and into the countryside boosts independence, confidence and self-belief in a way that traditional sports cannot do. Unfortunately due to local authority cuts, these kind of activities become increasingly difficult to hold.

The youth project received a £1000 grant from StreetGames, but was disappointed with the lack of support from the organisation after the grant was awarded. Previous StreetGames events they have tried to hold have been funded by Forsynthia Youth due to communication problems and funding not being received in time. The youth workers are hesitant about applying for more funding in case it falls through again.

They suggested that StreetGames could create an online resource where youth workers across the UK involved in different projects could share their games ideas in some kind of 'bank of ideas'. The children who attend the youth club often create new games and it would be beneficial to share these with others. They also felt a strong need to 'go back to basics' and know more about games that do not require any expensive equipment. The youth workers found that some new ideas, such as bubble football, are too expensive due to recent funding cuts. They were very impressed with the 'Us Girls' projects, and are looking forward to starting a football team for girls in Gurnos.

Youth workers expressed worries about grant giving organisations and charities requiring a list of names of participants. Activities held at the Forsynthia Youth Project are for engaging the young people who do not engage with anything else. They often do not wish to share too much information, preferring to be anonymous, and having to put their name down on a 'sign-up sheet', knowing that their data will be shared, can be very off-putting.



The Forsynthia Youth Project Centre

c. What we learn from young people

Seventeen young people were interviewed in Gurnos. Thirteen of the interviewees participate in extracurricular physical activity. The four who do not participate in any physical activity have left education.

Figure 9: Young people interviewed in Gurnos

Name	Age	Gender	Ethnicity	Work and/or educational status	Participates in sport?
Alexia	14	F	White British	Studying full time	Yes
Will	14	M	White British	Studying full time	Only at school
Alys	14	F	White British	Studying full time	Yes
Oscar	14	M	White British	Studying full time	Yes
Iain	15	M	White British	Studying full time	Yes
John	15	M	White British	Studying full time	Yes
Michal	15	M	White Polish	Studying full time	Yes
Zofia	15	F	White Polish	Studying full time	Yes
Ioan	15	M	White British	Studying full time	Yes
Georgia	15	F	White British	Studying full time	Yes
Holly	15	F	White British	Studying full time	Yes
Kyle	15	M	White British	Studying full time	Yes
Gareth	16	M	White British	Studying full time	Yes
Rhys	17	M	White British	Work placement volunteering scheme	Yes
Jack	19	M	White British	Working part time/full time	No
Bethan	22	F	White British	Unemployed stay at home mother	No
Carys	24	F	White British	Working part time	No

Teenagers in full time education

All fourteen school-age interviewees (aged 14-16) participate in additional activities outside of the compulsory part of their education. All boys play football as a casual activity – normally a ‘kick about’ in the park. Many of them also played rugby, but this seems to be a more formal activity, with boys playing in after school sessions or for clubs. However, one boy said that he would consider taking part in more activities if they were not linked to the school and were set up in a more informal way. He expressed an interest in taking part in new games, as people take rugby and football ‘too seriously’. The girls participate in a wide variety of sports, with three of them enjoying jogging.

Money was not seen as a barrier to participation in sports by any of the school-age interviewees. Many of them participate in free activities such as football sessions connected to the youth club, after school netball sessions or jogging. Others who pay for training sessions consider the fees to be fair and reasonable.

“I don’t think money is a problem if you’re happy to play sports with friends. We all go down to the leisure centre and chip in a pound each and hire a pitch for a kickabout.” [Ioan, 16]

One girl said cost would be a problem if free facilities were not so readily available close by.

“I’m very happy with all the sports facilities we have at the school. There’s everything you could want really. Even a swimming pool. I don’t need to pay for a bus into town, or pay for training

or anything. If I'd have to do that, I wouldn't be able to do as many sports as I do right now."
[Alys, 14]

Two of the young teenagers stated that they had to give up some physical activities due to the fact that smoking had negatively impacted their fitness levels, and have had to give up competitive sport.

Three of the young girls said they followed fitness and yoga 'personalities' on Instagram. They preferred to have them as role models than sportswomen because they could identify with them and 'like' their photos. The boys chose a variety of famous sportsmen as their role models. The most common role models were Gareth Bale, Cristiano Ronaldo and Joe Calzaghe.

Many young people need positive role models and an extra push to get them involved in sports. Other activities in Alexia's life, such as smoking and drinking, are becoming more of a priority. She is at an age where it is important for her to stay engaged in sports and enjoys doing so. If she doesn't, other things in her life may take over.

Alexia's story

Alexia is 15-years old and is in year 10 at school. She lives with her father and two brothers, and is a carer for her father. She has a lot of friends who live locally and does a variety of activities with them such as shopping, going to Cardiff, going to KFC or just walking around outside with friends. She mentions that her father is her role model as he's been through a lot. Alexia has previously volunteered at a kids club. She dislikes the fact that there's nothing to do in the area, and doesn't like getting into trouble with the police when she's drinking outside or smoking cannabis.

She says that Gurnos has a bad name, but she feels that it's quiet and safe and that there is a good sense of community in the area. In her spare time she likes drawing, smoking and drinking. She estimates that she spends £3 per day on smoking, and £10-20 per day on the weekend on drinking and smoking. She used to take part in a track team but quit due to smoking. She has recently started boxing as part of an anger management programme at school. She used to take part in yoga classes and her neighbour would give her a lift, but that arrangement has now stopped as it is too far away for her to go. She is happy to play mixed gender sports, but feels that boys treat her differently. She praises her PE teacher at school, and feels that she is 'like one of us', yet pushes the pupils to go further to reach their potential.

Young adults not in full-time education

Of the four older teenagers interviewed (aged 17-24), only one participates in sports or physical activity. Their reasons for not doing so are varied. One 19 year old male used to play football and skateboard when younger, but describes skateboarding as a 'childish' activity for his age. He is aware of opportunities for young people of his age, but gives many reasons why people might not take advantage of these:

“At my age, some of the boys are more interested in drinking, getting high, girls...they don't go for kickabouts in the park anymore. That other stuff takes up their time.” [Jack, 19]

A 22 year old mother expressed interest in doing in physical activities if it was possible for her to participate with her baby. She felt that sport is not high on the list of priorities for some of her friends:

“I have some friends who've taken out those pay day loans. They're now in massive debt and some of them are really struggling to cope. They get panic attacks and depression. They don't look after themselves...don't eat properly, let alone exercise. They wouldn't turn up to football sessions or anything like that. It would have to be more to do with stress release.” [Bethan, 22]

Another barrier to participation is the timing of activities. Those working unsociable hours and shift work, and childcare find it difficult to join in with community activities.

d. What we learn from parents

Parents of younger children

Two parents with young children are happy with facilities and provision provided by the schools, and the after school clubs that are held in the community.

“My young boys are big fans of football and rugby. The eldest plays as often as he can during school, and goes to training after school too. Well, my three year old just kicks about in the garden, but he'll be able to join in too in a few years. I hope this won't change when they're moody teenagers. Games consoles and TV makes them so lazy.” [Mark, 30s]

All parents interviewed felt that participation in extra-curricular activity would be beneficial for their child. A few feel that it will be easier for their children to do more activities when they're older as they won't need to be picked up and dropped off at sessions.

Parents of teenagers and young adults

There is a strong feeling amongst parents that participation in clubs and activities is beneficial, and that young people should make the most of activities that are on offer to them. It is seen as a way of keeping them interested in things other than smoking and drinking.

“I think sports is so important. My boys do football, rugby, squash, table tennis...and basketball! It teaches them discipline and to have goals. It keeps them out of trouble doesn't it?” [Lisa, mother of 11, 14 and 17 year old boys]

Cost of participation is a common theme discussed by the parents. Several parents are relieved that there is so much on offer at the school and the local youth clubs for free or for a very low cost. They do not envisage their children taking part in many activities once they had left school.

One parent of a 20 year old young man, and an 18 year old young woman stated that she thinks sports providers need to think about boys and girls in very different ways. Her son plays rugby for a local club, and her daughter stopped participating in sports when she left school at the age of 16. She believes that boys are far likelier to arrange their own activities. Youth services may only need to provide them with a ball. On the other hand she feels that girls need a far bigger push.

“My daughter would never turn up to a kick about in the park. She used to be good at football, mind. No...girls need someone to hold a class for them and it needs to be a social activity that they can turn up to with their friends. A lot of the girls round here are lacking confidence, and they need someone to push them hard and make them realise that they can do anything they put their mind to.” [Kate, 52 year old mother of 20 year old son and 18 year old daughter]

What parents say about the area

Parents, especially those with younger children, worry about the area, mostly about drug and alcohol abuse which happens publicly on the streets.

“I am nervous about letting my daughter play on the streets. I’ve had to tell her never to touch needles or talk to strangers. They shoot up near the park and no child should have to see that.” [Ruth, 27, mother of an 8 year old girl]

Some of the parents we interviewed mentioned being pleased that there are ‘safe spaces’ where their children can socialise, such as the after school clubs in Pen-y-Dre high school and the youth club. The parents are generally proud of the friendliness and community spirit in Gurnos. However, some are keen for their children to seek further education and job opportunities outside of Gurnos and outside of the valleys. Some parents feel that their children only have a chance at succeeding in life if they move down to Cardiff after finishing secondary school.

Sport gives purpose and discipline to young people and Lisa fully supports her children joining in all the activities they can. It is much harder for young people to have such opportunities if their parents are not supportive or do not realise the benefits of participating in activities.

Lisa’s story

Lisa is 50 years old and has lived in the valleys all her life. She is employed full time in a bank in the town and is a single mother with a 15 year-old girl and two boys (aged 12 and 17). She says that she is fully aware of how life in Gurnos can go one of two ways – you can succeed or fail miserably. She thinks education is extremely important, and encourages her children to participate in as many activities as possible: football, rugby, squash, table tennis and basketball. She thinks that sports is very important in teaching them discipline and to have goals. She gives her children money for bus fares and kit etc. They would not be able to participate in as many activities without her support. She admits that it may not always be as easy for other children who don’t have supportive parents. The majority of parents wish the best for their children, but a small minority don’t care.

e. Gurnos main findings

Young people

- All but one of the teenagers who are still at school participate in physical activities in addition to PE lessons
- Those who are not as enthusiastic about formal sports go for jogs or kick a football in the park. The former is more popular with females and the latter more popular with males.
- Males tend to have role models which include footballers, rugby players, athletes and boxers. The majority of females could not think of any big sporting names, and mentioned watching fitness videos on YouTube and Instagram.
- Disengagement with physical activity appears to happen once young people leave full time education where information is readily available from the school and youth clubs. There are less free activities and less positive role models in their lives.
- Of the four interviewees who have left school, only one participates in sports and he has been involved in competitive sports from a young age.
- Participating in sports is not high on the list of priorities for the older interviewees. Higher priorities included work and looking after a child.
- There are different opinions about mixed gender activities. Some male interviewees feel that females do not take sports as seriously as they do. Females say that males treat them differently in sports because of their gender.

Parents

- The majority of parents are proud of the sense of community in Gurnos and there are strong networks of families and friends in the area.
- Most parents are worried about the lack of opportunities for young people in the area due to the economic problems and lack of well-paying and secure jobs. All parents want their children to have more opportunities than they had whilst growing up.
- Parents are keen for their children to do well in school, and most place value on extracurricular activities such as sports.
- Sports are seen by some parents as a way of keeping their children on the 'straight and narrow' and as a way out of poverty if they manage to break into the professional world of rugby, football or boxing.

- Some parents mention a difference between genders and their attitudes towards sports. Some say that it is easier for boys to get involved in sports as they are more likely to have kickabouts in the park.
- Some parents worry that steroid use was a big problem in Gurnos recently and that it is important to educate young people about getting fit in a healthy way.

Summary

Gurnos and the wider Merthyr Tydfil area are among the most deprived areas in Wales. Due to the high levels of deprivation within Merthyr Tydfil communities, local groups such as the 3Gs Development Trust (responsible for running the Forsynthia Youth Project) have received significant funding from the Welsh Assembly's 'Communities First' initiative which came to an end in March 2015. The aim of the programme was to support the most disadvantaged people in the most deprived areas of Wales, with the goal of contributing to alleviating persistent poverty. It is expected that these local projects funded by the Communities First initiative are now self-sufficient, or continue to apply for grants and funding from elsewhere.

As a result of this funding and other grants and investments, Gurnos has many sports activities and facilities that are available for young people to use. The local secondary school and youth club offer free sessions. But local authority cuts within the last few years are making it increasingly difficult to sustain these activities.

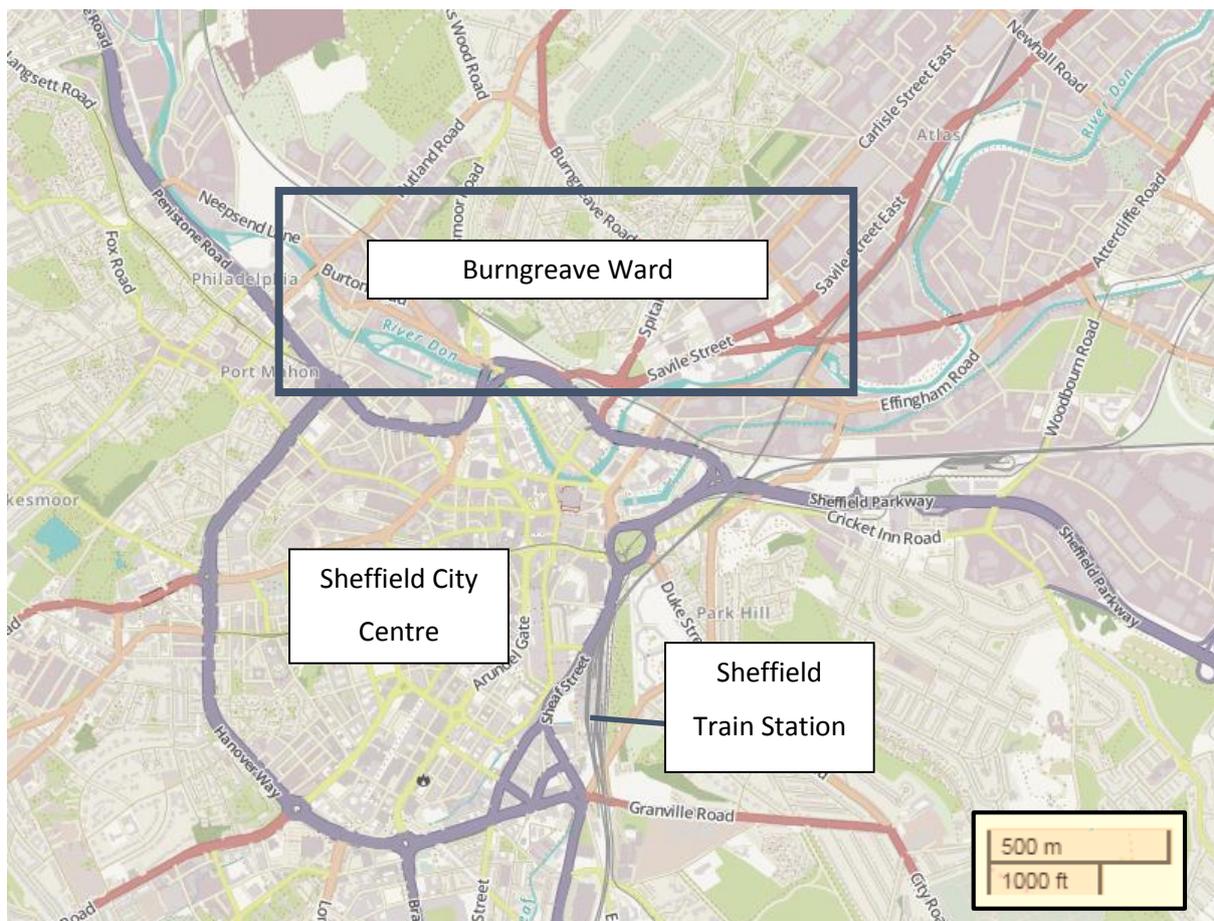
There is a distinct group of young people who are not in employment, education or training (NEETs). These are especially hard to reach in Gurnos, as they may not have the contacts or the motivation needed to engage with free activities. They may need a different kind of experience, such as outdoor pursuits away from home.

7. Burngreave – Sheffield

a. The area

Burngreave ward lies in the north east of the city of Sheffield. It is the third most deprived ward in Sheffield with 53% of those living there classed among the 10% most deprived in England¹¹. Burngreave is highly deprived in comparison to both the rest of Sheffield, and England as a whole.

Figure 10: Map showing Burngreave in relation to Sheffield City Centre



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¹¹ <https://www.sheffield.gov.uk/dms/scc/management/corporate-communications/documents/ward-profiles/ward-profiles/Burngreave-Ward-Health-and-Wellbeing-Profile-2013/Burngreave%20Ward%20Health%20and%20Wellbeing%20Profile%202013.pdf>



Ellesmere Road in Burngreave

The area which is the focus for this research has a total of 4,370 households and a resident population of 12,300. It has a very high ethnic minority population, with just 27% of residents describing themselves as White British or Irish (compared to over 80% for Sheffield and England). Relative to both Sheffield and England, the area has particularly large Pakistani (27%) and African (12%) – mainly Somali – populations.¹²

Only 21% of residents in the area are not deprived in employment, education, health or disability, and household overcrowding. In Sheffield 40%, and England 43%, of the population are not deprived in any of these areas.¹³ A very low proportion of local households are home-owners – under 30% which is half the share in Sheffield and England. Conversely it has very large private and social rented sectors, with social rented households making up 39% of the total. Overcrowding is a severe problem. Over a quarter of all households in the area are statutorily overcrowded – that is, over 1.5 persons per bedroom - three times higher in Sheffield or England.¹⁴

As shown in Figure 11, Burngreave is highly economically and educationally deprived. Compared to the city or country as whole, it has low qualification rates, high unemployment, high economic inactivity and a large proportion of residents that are long term sick or disabled.

¹²<http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=6276943&c=sheffield+022&d=140&e=61&g=6355951&i=1001x1003x1032x1004&m=0&r=1&s=1433431750594&enc=1&dsFamilyId=2575>

¹³<http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=6276943&c=sheffield+022&d=140&e=61&g=6355951&i=1001x1003x1032x1004&m=0&r=1&s=1433431750609&enc=1&dsFamilyId=2520>

¹⁴<http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=6276943&c=sheffield+022&d=140&e=61&g=6355951&i=1001x1003x1032x1004&m=0&r=1&s=1433431750609&enc=1&dsFamilyId=2557>

Figure 11: Economic indicators (as a % of all usual residents over 16 years old)

	Sheffield 022	Sheffield District	Met	England
No Qualifications	33	24		23
Level 4 Qualifications and Above	20	26		27
Economically Inactive	43	34		3
Unemployed	10	5		4
Long-Term Sick or Disabled	8	5		4

Note: Economic activity data is calculated as a % of all usual residents aged 16 to 74

b. What's going on in the area?

Between 2001 and 2011, the government funded the Burngreave New Deal for Communities (NDC) project – a programme that sought to regenerate the area. Through this programme, Burngreave received a total of £52million over the course of the ten years which was used to fund over a hundred different community projects. Inevitably when the funding ceased in 2011, many community projects in the area found it harder and harder to maintain provision. A second wave of funding and service cutbacks came due to reductions in local government budgets introduced by the Coalition Government after 2010. This left Sheffield City Council less able to provide youth projects directly, or to fund third sector organisations doing so. One youth worker in the area felt youth provision had suffered particularly from the cuts:

“There have been big local council cuts. They’ve got to find the money from somewhere, and they’ve got to make significant savings, but they have targeted savings on children and young persons’ services.” [Youth worker]

One manager at a local adventure playground in Burngreave said that the third sector was “picking up the slack”, left by these cutbacks. In 2013 the adventure playground, which provides free activities for children up to the age of 14 was threatened with closure due to the withdrawal of council funding. A charitable organisation was set up to save the playground to maintain the service through donations. It is still open but its future remains in doubt.

“There was a lot of money that came in for the New Deal for Communities. Now it’s gone, and we’ve got these massive cuts. All of the projects they were funding have gone.” [CAB adviser]

One youth worker claimed that youth provision had been “decimated” by the local government cuts. However there are a number of youth clubs operating in the area that provide opportunities to participate in sport for teenagers, including Earl Marshall and All Saints (run by the Community Youth Team), Activity Sheffield and Ellesmere Youth Project. These run weeknight and weekend sessions for young people in their teenage years (typically from 6 to 8pm). There are also some more community specific clubs, such as the Somalian Tusaale Football Club and the Sheffield Caribbean Cricket Club, which cater for young people from all backgrounds, but have a focus on young people from Somali

and Caribbean backgrounds. Sheffield is also blessed with being the greenest city in the UK, and Burngreave residents have ready access to at least seven small parks. These however seem to be an underused asset locally partially due to fear of crime and lack of maintenance. One youth worker felt there should be more park rangers employed in the city to make its green spaces as accessible and attractive as possible. In general, the local actors we interviewed consistently raised concerns over the lack of activities for young people aged 14 and over.

One result of the ending of the NDC funding in Burngreave has been a shift in youth provision from the immediate local area to more citywide projects. One community adviser stated that this was problematic for many young people who might be unable to travel either due to costs, or because of 'postcode gang' rivalries.

A local CAB adviser argued that the dearth of youth provision in Burngreave means that young people over the age of 14 are *"often left with nothing else to do but gather on the streets"*. This can create tensions with older residents who may feel intimidated, and people raised concerns that it can increase the risk that young people become involved in criminal activity:

"You see these young men, 14 and up, and they're not getting into work, they're finding learning difficult, they're not engaging, they have nothing to do, and ultimately they're falling into crime. There's not a massive gang culture here, but there is an element of that." [CAB adviser]

Sheffield Futures

Sheffield Futures is a charity for young people. They support young people and adults to achieve their full potential in learning, employment and life in general. Most of their work is focussed on 14-25 year olds. The charity supports young people who are most at risk to overcome disadvantage by equipping them for a positive transition into adulthood.

Sheffield Futures is a unique model which has enabled them to offer more services than many other local authorities can. The charity's roots go back to Connexions, which was a governmental information, advice, guidance and support service for 13-19 year olds, established in 2000. This was a strategy to reduce social exclusion in England. Wales, Scotland and Northern Ireland set up their own services for young people to tackle social exclusion. Following the merger of Sheffield Careers Guidance Service and Sheffield Youth Service in 2002, the Sheffield Futures charity was established to extend the portfolio of services available to Sheffield's young people.

The charity has community youth teams based in different areas of the city. They are a combination of city council representatives, police, health workers, prevention workers, counselling staff and Sheffield Futures staff. These teams aim to help young people stay in school, work and training and steer young people away from crime and anti-social behaviour. The charity run numerous StreetGames projects, and receives funding to support 10 clubs across Sheffield.

The three headline targets for the North Sector, including Burngreave, are:

1. Reduction in young people not in education, employment or training (NEETs)

2. Reduction in anti-social behaviour convictions
3. Reduction in number of young people entering the criminal justice system.

The staff explain that they are faced with many problems in getting disadvantaged youth to engage with their projects. Due to funding cuts there has been a reduction in provision. Most of the activities are free to attend but keeping an adequate level of delivery going can be a struggle.

“Our biggest barrier is definitely funding. We can’t charge £5 for a training session, otherwise we’re not targeting the right people. Everything needs to be local and on their doorstep. It’s no use having a session somewhere where they’ll need to catch a bus to get to it. Keeping it free or very low cost is so important.” [Sheffield Futures Manager]

Another youth worker stresses the importance of getting the right staff to work on projects. They need to understand the local area and the local needs. There can be language barriers and culture clashes in areas such as Burngreave, and it is essential that cultural barriers do not exclude young people from activities.

c. What we learn from young people

This section will present in turn what we discovered by talking to teenagers aged 14-19, and then to young adults aged 20-25.

Figure 12: Young people interviewed in Burngreave

Name	Age	Gender	Ethnicity	Work and/or educational status	Participates in sport?
Jake	14	Male	Mixed heritage	Studying full time	Yes
Shelly	14	Female	White British	Studying full time	Yes
Ahmed	14	Male	British Asian	Studying full time	Yes
Ali	15	Male	British Asian	Studying full time	Yes
Charles	15	Male	Black African	Studying full time	Yes
Mehdi	15	Male	British Asian	Studying full time	Yes
Keshu	17	Male	British Asian	Studying full time	Yes
Karl	18	Male	Black African	Apprenticeship	Yes
Dami	18	Male	Black British	Studying full time	Yes
Nabil	18	Male	Afghan	Studying full time	Yes
Ola	20	Male	Black British	Studying full time	Yes
Riley	21	Male	Black African	Working full time	No
Murad	22	Male	British Asian	Working full time	Yes
Kabir	22	Male	Afghan	Studying full time and working part time	Yes
Abdul	23	Male	British Asian	Working full time	No
Mo	23	Male	British Asian	Out of work	Yes
Ashley	24	Male	Black Caribbean	Studying full time	No
Asad	25	Male	British Asian	Working part time	Yes
Jenny	25	Female	White British	Out of work	No

Teenagers in full-time education

Sports participation among the ten teenagers in school that we interviewed (aged 14-19) was high—all said that they were doing some form of regular sport. In general, the teenagers were relatively happy with the range of activities available to them, although one wished that the free public sports facilities were maintained better.

“There’s lots to do here, you’ve got the youth club, pool clubs, Ponds Forge [nearby leisure centre]” [Ahmed, 14]

“The basketball courts are very popular in the summer, but the nets are terrible and there’s no lighting. We usually play in the dark to be honest. I don’t use the parks much – maybe once or twice a year. There’s nothing there to do.” [Dami, 18]

Teenagers have been hard hit by the withdrawal of local funding leading to closure of local youth facilities. The Vestry Hale, right in the centre of the area, had been converted into popular community education centre. Now with funding gone, it has had to close.

“There used to be stuff going on here, but after the funding went, they shut it all. Vestry Hall here, they used to have table tennis and that set up, kids used to play, but now they’ve shut the doors.” [Asad, 25]

The young people aged 14 to 19 were highly supportive of the idea of a community sports tournament. Of the ten interviewed, seven said that they would attend one if it were put on.

“Yeah we need more tournaments. There was one at Darnall last week that I went to, and there was a big turnout.” [Dami, 18]

Ashley’s story

Ashley is 24 years old, Black Caribbean, and is currently at college studying nursing. He is currently living alone. He is also looking for work while studying. His friends live locally and he sees them every day. They usually hang out on the streets and drink and smoke drugs because they have nothing else to do. He says that he and his friends do not like the police because they stop young people even when they are doing nothing wrong. He doesn’t think that there are enough activities for young people locally, and says that if there were some youth clubs with darts and snooker it would keep young people off the streets. He used to play football but doesn’t now because he says he has to worry about getting a job. He also mentions that he’d like to go to the gym but he cannot afford to go at the moment. He doesn’t know anything about leisure centres in the area.

Even in areas when there are facilities and activities for young people, some young people are not aware of what’s on offer. Despite attending a college where some of this information is available, Ashley is unaware of local sports centres and sports provision. Better communication with young people who hang out on the streets could open up opportunities for those who do not actively get involved of their own accord.

Young adults

The interviewees in their early to mid-twenties felt there was less to do than the teenage participants. Of the nine interviewed, seven said that there wasn't enough to do for people their age. Six young people said there were not enough youth clubs in that area.

"You get lots of people hanging around on the streets. We hang around because there's nothing to do...I don't play [any sports]. What you gonna play? There's nowhere to play."
[Jenny, 25]

As a result more people were turning to drink, drugs or gambling.

"There's not much to do here. This area's got nothing...that's why we're all getting into weed."
[Murad, 22]

Five specifically mentioned a local bookmakers which they said attracted young people that were bored.

Transport was a major barrier to accessing sport for this group of young people. Of the nine interviewed, seven said that they would like to attend sports facilities or activities elsewhere in the city because they felt that the sports provision locally was not adequate, but found travel difficult, mainly due to cost. One young person also mentioned that he would be unable to travel to a nearby leisure centre because he was known to a neighbouring gang and would be at risk of being stabbed if he travelled there.

Three stated that the local parks and public sports facilities were not maintained well enough.

The cost of sports provision was criticised by a number of the young people, three said that the local gyms were too expensive, including Ashley who is studying and can't afford the gym, even though he would like to go.

d. What we learn from parents

Parents of younger children

A number of the parents we interviewed thought there was not enough for children under 14 to do in the area. Five of the eight parents interviewed did not think it was safe to let young children use public spaces because of drugs and anti-social behaviour. One mother felt that the groups of young men who gather in the local parks would seem intimidating to young children.

"One day I found needles just outside my door from where they'd been using. And that really scared me. Cause there's kids living just upstairs. That's not safe for them - I feel sorry for em."
[Claire, 58, mother of two]

This problem of unsafe play spaces made the problem of lack of provision for young children much worse. Four parents said that they would like to see more supervised spaces for under 14 year olds. Two of the parents were worried that the local adventure playground would be shut:

"I heard they might shut down the adventure playground. But there's nowhere for em to go when schools out. They need somewhere to go." [Susan, 65, mother of two]

In contrast to these concerns, the parents were generally happy with after-school clubs provided by the local schools.

"Both my kids did clubs with their schools when they were younger. My son did boxing and karate, and my daughter did trampolining- all connected with the school. [The schools] are good round here." [Claire, 58, mother of two]

Parents of teenagers and young adults

The parents we interviewed believe that it is hard for young people in the area to access jobs. They also think that facilities where they could participate in safe leisure activities are out of reach. These two factors fed into the fears parents expressed that young people would fall into crime or antisocial behaviour.

Most strikingly, five out of eight parents expressed concern over the lack of jobs for young people. One parent felt that the lack of jobs open to them took away the motivation of young people:

"The thing is, they know there are no jobs. So why should they do well at school? They don't see the point." [Graham, 38, father of four]

Five of the parents felt that there were not enough sports activities for young people over the age of 14 locally, and four stressed that there was now less activities than previously.

"They need somewhere to go these young'uns. They're cutting the funds, there's not enough staff now to keep projects going. Youth clubs are shutting down." [Graham, 38, father of four]

Possibly the biggest worry is that young people without jobs and unable to join in positive leisure activities would develop criminal habits. Five thought that drug use was a big risk for young people in the area, and four believed gangs to be a problem.

"The area does get a bit dodgy sometimes. There have been stabbings, and on the corners you get kids smoking their drugs. I won't go out after dark. I wouldn't let my kids out in the evenings." [Claire, 58, mother of two]

Some parents are uncomfortable with the idea of letting their children play and hang out in public spaces such as parks or outdoor pitches. Any organised activity using these spaces needs to win parents' trust and confidence that those in charge can ensure the safety of young people.

Greg's story

Greg is 43 years old and lives with his wife and two children (a son aged 17, and a daughter aged 15). He worries about the safety of his children as the streets are always full of young men taking drugs. He likes the area but dislikes the fact that there is rubbish everywhere. He would like more supervised facilities in the area to allow parents to relax and know their child is safe. He doesn't like groups of men using the local parks and says "it doesn't feel like parks are for everyone now".

What parents say about the area

A majority of parents like the area, and three of the eight feel that the area's ethnic diversity is a strength. The primary concerns are antisocial behaviour and drug use. Five of those interviewed sometimes feel intimidated by young people. Four respondents specifically mention a local bookmaker as being particularly problematic, since it serves as a meeting point for young people with little to do.

"You need somewhere for the kids to go, a gym or library. Some of them hang outside the bookies, and two weeks ago it got raided by police. There was a stabbing done out there. Kids shouldn't see that." [Susan, 65, mother of two]

e. Burngreave main findings

Young People

- There is still a relatively good level of sports provision for those young people above the age of 14 while still at school. After-school clubs and activities cater well to this age range and most of these young people and their parents are happy with the provision.
- Older young people in their late teens and early twenties regularly complain that there is not enough sports activity in the local area. There are youth clubs that cater for teenagers up to the age of 18 on most weeknights, but beyond this age there appears to be little provision that is easily accessible.
- Many young people worry about finding a job in the local area and not all have positive feelings about living in Burngreave.
- Several young people do not feel safe in the area, especially at night time.
- Not all parks and outdoor spaces are well maintained. Simple improvements such as lighting at night could create more spaces for young people to play informal sports.

Parents

- Parents feel that young people in the area do not have sufficient access to sports and other facilities in the area in order to participate in safe leisure activities.
- Both a shortage of jobs and of social activity creates worries that young people will fall into crime or get involved in antisocial behaviour.
- Parents worry about the safety of young people due to gangs, violence and drugs.

Summary

From 2000 to 2011 Burngreave received a large amount of funding through the New Deal for Communities (NDC) programme – with youth provision in the area increasing as a result. Unfortunately, since the ending of this programme funding for youth projects has been cut, resulting in closures of local youth centres. This has been exacerbated by local government cuts since 2010 which have, according to one stakeholder “decimated” youth sports provision locally. One consequence of the ending of NDC funding and the local government cuts has been a shift away from sports activity in Burngreave and towards more city-wide projects in Sheffield. The twin impacts of reduced and relocated provision have created significant barriers to young people interested in sport.

The shift in youth sports provision from being targeted specifically at Burngreave to being more city-wide and located throughout Sheffield is driven by financial necessity. However, many young people in Burngreave are unable to travel to access these wider programmes. The most common barrier to travelling is cost, but fear of gang rivals in neighbouring postcodes was also cited by one young person.

According to the young people, parents and stakeholders interviewed, the end result of the lack of provision for young people post-school age is a rise in drinking, drugs and gambling as alternative pursuits.

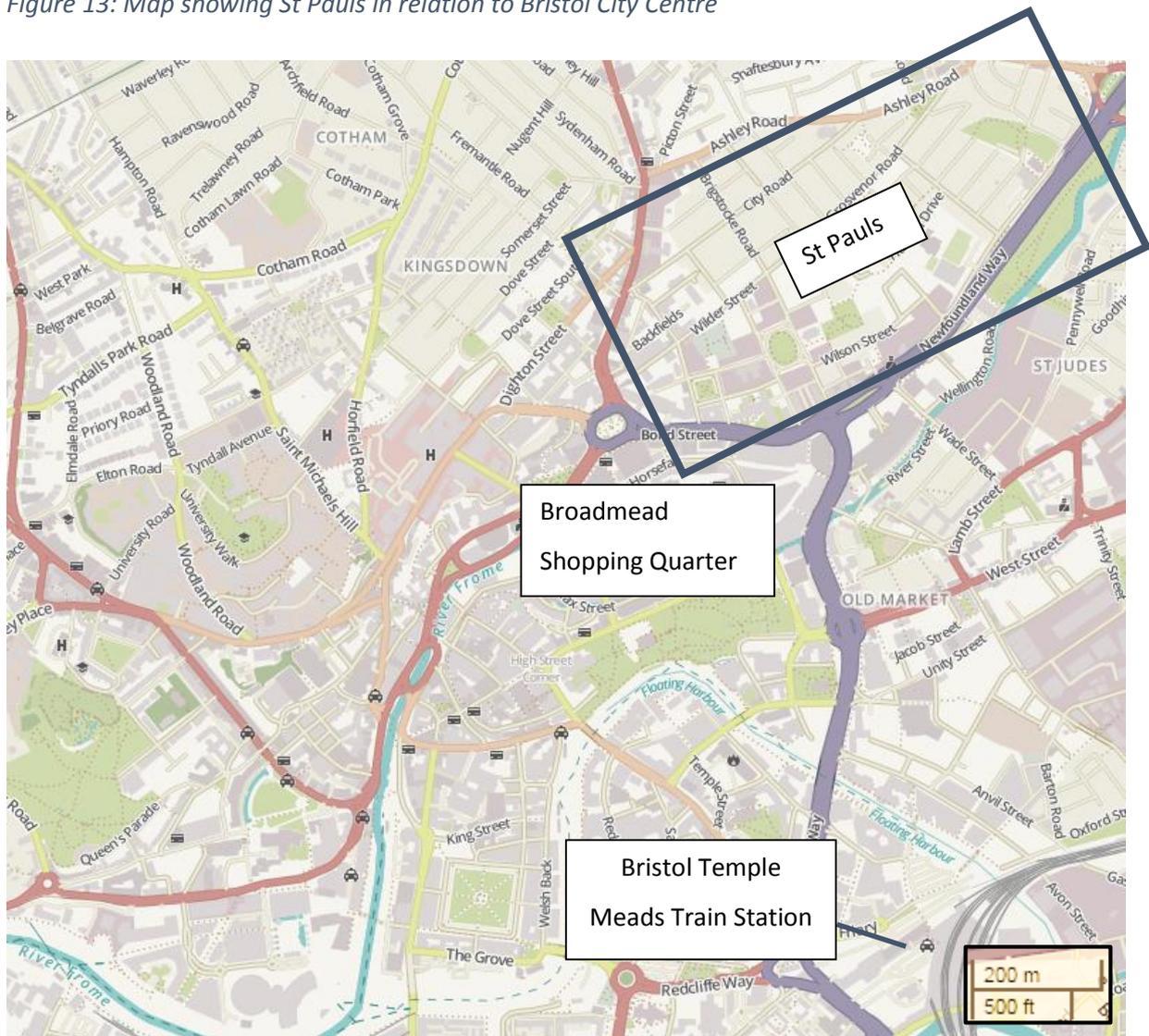
In sharp contrast to this somewhat gloomy picture, schools offer very good sports provision and almost all the young people in full time education participate in sports in school.

8. St Pauls - Bristol

a. The area

St Pauls is located in the Ashley ward, north east of the city centre. Surrounding the area are more affluent areas, Kingsdown and Cotham to the west, 'bohemian' Montpelier to the north, and Easton on the other side of the motorway to the east. St Pauls is perhaps best known for its African Caribbean carnival, which has been running annually since 1967, following serious riots in the area.

Figure 13: Map showing St Pauls in relation to Bristol City Centre





Halston Drive in St Pauls

Over the years, inner-city Bristol has attracted a lot of media attention due to gun violence, drug dealing and gang wars. Whilst reports of such crimes have dwindled dramatically in the last few years, the residents of St Pauls are fully aware of how the reputation of the area has been tarnished by such reports and sensationalist TV programmes.

St Pauls is made up of three LSOAs, as shown in the map. According to the 2010 Index of Multiple Deprivation, the St Pauls area falls within the top 10% most deprived LSOAs in England.¹⁵

¹⁵https://www.bristol.gov.uk/sites/default/files/documents/council_and_democracy/statistics_and_census_in_formation/Deprivation%20in%20Bristol%202010_0.pdf

Figure 15: Economic indicators (as a % of all usual residents over 16 years old)

	St Pauls (LSOA Bristol 023F, 023G & 023H)	City of Bristol, Unitary Authority	England
No Qualifications	18	20	23
Level 4 Qualifications and Above	36	33	27
Economically Inactive	27	29	3
Unemployed	10	4	4
Long-Term Sick or Disabled	6	4	4

Note: Economic activity data is calculated as a % of all usual residents aged 16 to 74.

b. What's going on in the area?

St Pauls has a primary school, nursery and children's centre. It is also home to St Pauls Community Sports Academy. This is a dual use facility with Cabot primary school. It has an indoor multi-purpose sports hall, outdoor floodlit courts, gym and group exercise studios. This facility is managed by an independent leisure management company. In addition to this, St Pauls Learning and Family Centre is located in the middle of St Pauls. Facilities include a café, library, computers, art studio and music room. There is also an Adventure Playground, a play facility for children aged 5-15. Under 5s can go if they are accompanied by an adult. The playground has open access so young people can come and go and use the playground as they please.

Financed by the Government's Neighbourhood Renewal Fund, a Neighbourhood Plan for the area was created in 2003 by organisations including the Regional Development Agency, Bristol City Council, St Pauls Unlimited Community Partnership and other stakeholders. The plans instigated by St Pauls Unlimited aimed to tackle socio-economic deprivation and involve local residents in planning policies.

St Pauls Unlimited played a key role in ensuring that the views of the local community are reflected in a £57million redevelopment plan to transform St Pauls that is currently under way. The development will include up to 250 flats or houses, commercial buildings, a surgery and new public open spaces. It is anticipated that the development will create at least 900 jobs and will generate significant investment for the area. The St Pauls Unlimited partnership has recently closed due to lack of participation, and less support for the partnership.

A local councillor explained that St Pauls faces problems due of poverty and social exclusion among its high number of unemployed residents. This resulted in a high crime rate for the area, but recorded crime is currently falling faster than the rest of the country. He thought that St Pauls was constantly changing

because of its shifting demographics. The area is home to a high number of recent Somali migrants as well as long-settled Afro Caribbean families that have been in the area for decades. The Councillor described the tension between these groups:

“I would say that in general the Somali community are better at organising themselves and setting things up. They make every effort to integrate, and they seem to be doing a good job at that in St Pauls. However, things can get a bit messy when the different groups have different demands. They’re currently campaigning for a community centre just for them. Then other groups in the community aren’t happy that they’re not represented. It’s just not possible for everyone to have their own space.” [Local Councillor]

A community worker explains that Bristol doesn’t have a gang problem. Violence within gangs and between gangs is almost non-existent compared to a couple of years ago. Young men of St Pauls do associate with gangs, and the community worker explains why:

“Some of these guys have had a tough time growing up. A really tough time. I don’t like to use the word ‘gang’, but these kids join groups that you might call ‘gangs’ because they want to feel part of something. They want to belong somewhere and to someone. They could have a similar feeling in another kind of setup, such as a sports team. But these kids, some of them are so far away from the mainstream, that you have to do really hard work to reach out to them. They would never turn up to a basketball session by themselves. They just don’t have that confidence to do stuff for and by themselves.” [Ex-Community worker]

The following box sets out basic information about the St Paul’s youth and family project.

Full Circle, St Pauls’ Youth and Family Project

Full Circle is a Community-based resource centre for residents of St Pauls. The project was set up in 1980 to give children an opportunity to get away from their day to day environment and go on residential trips. The project has changed through the years and offers a broader range of services, but the community-based approach is still essential to the organisation. Black and minority ethnic residents of St Pauls make up the majority of the service users.

Full Circle recently took over the management of Docklands Youth Centre from Bristol City Council under its Community Asset Transfer policy. They deliver two weekly youth club evenings (one for primary aged children and the other for secondary age) which include activities based around music and the arts and sports. They also run activities during school holidays and are planning to start a creative media project in the near future. They cater for ages 8-19, but they don’t implement a strict cut off point for the older teenagers. Their activities keep young people off the streets and ensure they have positive role models to look up to.

Since 1990 Full Circle has been a registered charity. During the last few years they have lost their core funding from Bristol City Council. This was due to changes to the council’s former youth and play delivery. It was decided that three large providers would be commissioned to carry out the city’s youth service, rather than smaller groups such as Full Circle. To deliver services they have to apply for grants from various charities. The youth project has had to cut back on provision and activities despite there being a greater need for services.

“With things like this, I don’t think it’s necessarily about the poverty of individuals. It’s the poverty of the organisation, in a poor area. We just don’t have core funding, and we can’t set

up anything long term. If you're applying for funding for your own wages every six months, you can't set up any new projects that are longer than a couple of weeks. Everything is so uncertain. The government's austerity agenda is having a big effect on young people." [Youth Worker]

The staff at Full Circle are worried about the effects of future cuts. With thousands of youth work jobs already axed all over the UK, the future of youth projects are at stake. The youth worker says that they are able to see the effects of the austerity cuts in St Pauls, with young people who lack opportunities tempted by crime and violence.



Mural on Chapter Street reflecting the cultural diversity of St Pauls, by the professional artist 'Silent Hobo'

c. What we learn from young people

Eight young people living in St Pauls were interviewed. Four are in education (ages 14-17) and four have left school (ages 17-24). Seven out of eight participate in sport.

Figure 16: Young people interviewed in St Pauls

Name	Age	Gender	Ethnicity	Work and/or educational status	Participates in sport?
Jasmine	14	Female	White British	Studying full time	Only at school
Leeya	15	Female	Pakistani	Studying full time	Only at school
Kelly	16	Female	White British/Irish	Studying full time	Only at school
Shahid	17	Male	Pakistani	Studying full time	Yes
Aaron	19	Male	African Caribbean	Unemployed	No
Calvin	21	Male	Mixed (White and African Caribbean)	Unemployed	Yes
Jayson	23	Male	British African Caribbean	Unemployed	Yes
Joshua	24	Male	African Caribbean	Working part time	Yes

Teenagers in full time education

Shahid enjoys having a kick about in the park, but doesn't play any 'serious sports' as he is busy with a part time job and not able to commit to activities which are at a set time each week. Another interviewee mentioned feeling too tired after school to attend exercise classes. The main reasons for not doing more sport included safety of the area, cost of sessions, and lack of activities for their age range.

"I used to go to basketball until last year but now I feel like I'm a little bit too old for it. I'm in that in-between stage. Not really a child, but not an adult. So I'm not sure what activities there are for me. I'd go jogging, but I wouldn't want to bump into someone I know and then they'd say something at school the next day." [Kelly, 16]

Another girl felt uncomfortable jogging around St Pauls:

"I'd rather do it [jogging] with a friend to be honest. It's not always safe here in the evenings. I've had someone shout racist comments at me once when I was walking home late at night." [Leeya, 15]

All interviewees favour the idea of informal sessions over formal sessions. They are not keen on the idea of joining a formal team, needing kits, or being required to attend weekly practice sessions.

Young adults not in full-time education

Four young men were interviewed aged 18-24. Three of the interviewees enjoy playing basketball in the park on a casual basis. The fourth has recently gone through the foster care system and is not currently involved with any sports or youth activities. In his spare time he enjoys recording music on his laptop to relax.

"I want to start this training programme to work with young people. But right now I don't wanna get involved with sports or youth clubs or anything like that. I'm trying to keep my head down and get my life back on track." [Aaron, 19]

The other three young men enjoy playing basketball and occasionally football as a 'stress release' and to 'relax'. Two of the males are unemployed, whilst one works part time. The three males take up odd-jobs and engage in illegal drug and weapon deals to make some cash 'on the side'. When they have some spare time to kill they get together with friends and go to the park.

"I drink a lot and smoke a lot of weed to be honest. For most of the kids round here....they need to do that. Some of them have had a tough life. Things like the youth club, and basketball, they're really important for the young kids growing up here. It keeps them out of trouble. It gives them something to live for." [Calvin, 21]

The three young men were in agreement that more youth activities would benefit the area. They themselves were happy arranging informal activities amongst themselves. One interviewee, Ben aged 24, felt that there were far more opportunities available for young men than young women in St Pauls. He had not seen any girls of 15 or older playing football or basketball in the park. The other three felt there were far less opportunities once young people have left education. Cost is an issue.

"I would really like to join the gym at the community sports academy, but £25 a month is kinda' steep. I do make money from painting and decorating, and that stuff I told you about [illegal deals], but I don't really know when money's gonna come in, you know?" [Calvin, 21]

Jayson is trapped in a situation of wanting to provide for his child, but struggling to find a job. He earns more money from informal criminal activity than a Job Seekers' Allowance. Sports is an important part of his life, as both a social activity and a stress release. Ensuring that young people like Jayson have outdoor spaces to play informal sports is very important.

Jayson's story

Jayson is 23 years old and mixed race. He has grown up in the area and currently rents a house from a private landlord with his girlfriend and 3-year old toddler. He is currently unemployed but earns 'more money than on the dole' by 'helping' his friend who deals drugs and weapons. Jayson knows he can't participate in things that are too risky due to wanting to be part of his young daughter's life. He has tried to find a job by handing out CVs in local shops and cafes, as well as asking for advice from his employed friends. He has served a short prison sentence for burglary and realises that this may be detrimental to his job search. He is very aware of St Pauls' long history of racial tensions and clashes with the police. He does not think this is currently a big problem for the area. Tensions between different groups of young people are not solely based on race. Jayson enjoys playing football in the park and in his spare time also enjoys lifting weights at home. He thinks it's important to let off steam and keep himself in shape.

d. What we learn from parents

Parents of younger children

Two parents of younger children were interviewed and both were satisfied with the opportunities that the local primary school provided for their children. They also knew about opportunities at the local Community Sports Academy, beyond what is available through the primary school. One parent felt that she could not pay for any private after school sessions as she has a low income from her part time job.

“Maybe they can start going to tennis lessons over there [community sports academy] once I’ve got some more hours at the shop. But then it is a bit difficult because my mum picks up the kids after school, and if they had classes we’d have to change the routine...I don’t know how easy that would be. Maybe when they’re older they can do more.”

The other parent uses the gym at the Sports Academy, and is very keen for her children to continue with sports once they start going through their teenage years. She is a little worried that her 10 year old son is more interested in his game console than playing football. She hopes that limiting his ‘screen time’ will encourage him to go outside and be more active and spend time outdoors. There is a consensus among the parents that being active and spending time outdoors is good for their children. They are all hoping that their children continue to enjoy extracurricular activities to help them do well in school and stay out of trouble.

The mothers don’t feel that St Pauls is a safe area for children. The two parents with the older children (12 and 13) had curfews for their children, and are not keen for them to play outside when it starts getting dark.

Parents of teenagers and young adults

Parents of the older age group are less positive about the activities on offer for the youth of St Pauls. Most are aware of the local youth club and the community sports academy. Those parents with daughters are especially concerned about a lack of provision for females.

“They do have some stuff going on at the youth club for girls, but if they don’t wanna go there it’s all a bit limited. They’d have to pay to go to the gym I suppose?” [Asiya, 39, mother of a 16 year old daughter]

However, another parent is of the view that the young people of St Pauls use the phrase ‘there’s nothing to do round here’ as an excuse for getting into trouble.

“There are stuff going on here, but it just needs to be better advertised. We have some fantastic stuff - the learning centre, the youth project. We just need to reach out to those kids who need an extra push. But there’ll always be some who say there’s nothing to do, and that’s the reason they’re always in trouble with the police.” [Brandon, 55]

Two parents mentioned how different groups of young adults may not wish to mix together socially, and any new activities or community wide activities must be sensitive to cultural and religious differences.

“Me and my daughter are Muslims. I’m not too strict with her, but she does wear the hijab when she goes out of the house. I don’t think she’d be comfortable, or I’d be comfortable if she was doing sports with young men. I think girls only sessions are important” [Asiya, 39, mother of 16 year old girl]

What parents say about the area

Most parents who have lived in St Pauls for a number of years are in agreement that the area is improving. However, they share concerns about alcohol and drug problems in the area.

“St Pauls is definitely a safer place than it was ten years ago. There aren’t really any gang problems like there were. Crime rates has gone down. You don’t see so many people dealing crack in the street. But, back in the day, at least you used to know who was causing the trouble. With so many people moving in and out of here [St Pauls] you just don’t know who’s around, and who could be dangerous for your children.” [Corrine, 39, 13 & 5 year old daughters 10 year old son]

The majority of young people and parents saw St Pauls as a very defined area, and considered this to be their local area. They would prefer to attend activities within these boundaries so that they would not need to pay for the bus, or as one young man mentioned:

‘We don’t wanna get in trouble with the boys from Easton.’ (a nearby area with rival gangs)

Parents are seriously worried about bad influences on their children. Peer pressure is a big issue among troubled teenagers. Hanging out with the ‘wrong crowd’ can have very damaging consequences. Exposure to inspiring role models can help if it happens early on in adolescence. But cost may simply be the biggest barrier to involvement in sport.

Brandon’ story

Brandon is 55 years old and lives by himself. His two sons are 24 and 26 and have both left home. His youngest son was in a lot of trouble in his teenage years, and was arrested for possession of class A drugs. He feels that St Pauls is a hard area for children to be growing up. Despite good parenting, youth workers, and activities going on in the community, falling into the wrong crowd can ruin lives. Once his son went to secondary school, he was heavily influenced by the older boys in school.

Brandon believes that any projects (such as sports or music) need a bottom up approach. The community needs to be consulted, and different groups need to be asked what they want. He feels that cost is a barrier to participation for most young people in the area. If they want to get involved in sports in a more serious way, such as clubs or academies, there aren’t any free of cost opportunities available.

e. St Pauls main findings

Young People

- All but one of the boys interviewed engaged with informal sports and enjoyed playing basketball or football in the park.
- Informal sports happen locally within the boundaries of St Pauls.
- Girls don't engage with informal sports and two mentioned wanting to go jogging but feeling too embarrassed and unsafe to do this in the evenings after school.
- All teenagers interviewed favoured the idea of informal sessions over formal sessions
- The young people interviewed have a mixed attitude towards living in the area. They are aware that St Pauls has a bad reputation within the city, but don't want outsiders to speak ill of St Pauls.
- The males interviewed could list several people who they considered to be their role models (mostly basketball players and football players.) The females interviewed did not have role models. One young girl mentioned following dancers and 'yoga girls' on Instagram.
- The older interviewees agreed that there were far less opportunities available once young people have left education, and this is when cost becomes an issue.
- The community sports academy is seen as too expensive and a facility the young people might use when older and earning more money.

Parents

- Parents of younger children are happy with the opportunities that the local primary school provide for their children.
- Most parents interviewed place great importance on their children getting qualifications before leaving school and also doing extracurricular activities.
- Many are worried about their children falling into the 'wrong crowd' and how peer pressure can get them into trouble despite good parenting, teachers and youth workers.
- Some parents say the only way to solve problems within St Pauls is to understand the area from a local perspective, and new projects should do this in order to understand the complexities of the area.
- There are specific concerns about the lack of activities for females.

Summary

The majority of young people and parents interviewed see St Pauls as a defined area and this is where they prefer to socialise and do leisure activities. Local residents expect St Pauls to change due to redevelopment plans and hope that it will bring new opportunities in terms of employment and facilities.

Local authority cuts have severely impacted on the provision available for young people, and many involved in youth work are worried about the future of community projects. Residents feel that a lot of work has been done in St Pauls to improve the reputation of the area and the opportunities available for young people. They do not want this to go to waste. Parents and young people feel that successful community and youth projects need to be sensitive to cultural and religious differences.

The Community Sports Academy has excellent facilities and is used by Cabot primary school. However, private gym membership and private sports sessions are too expensive for most young people. During spring time (when interviews were held), the outdoor basketball hoops were used regularly in St Pauls Park, as well as young people having kickabouts on the grass areas of the park. There is less public green space available in St Pauls since the Learning and Family centre was built on green space, and the Community Sports Academy built on Cabot School's playing field.

Options of informal free physical activity is severely limited during bad weather when these facilities cannot be used. The local youth club plays a key role in providing a safe space for young people to relax and let off steam, but those in their early twenties lack the funds to use the Sports Academy and are deprived of spaces to do sports.

9. East Ham Central – Newham

a. The area

East Ham Central ward lies in Newham in the heart of London's 'East-end'. It has a very high deprivation rate both in comparison to London and to England. 78% of residents in the ward are classed as deprived in terms of either employment, education, health and disability or overcrowding- compared to 61% for London as a whole.¹⁹

There are 4,662 households, with a resident population of 15,912 in the ward. It has a very large Asian and Asian British population- making up almost two thirds of the total population (65%). This is far higher than London (18%) and England (8%). Eighteen per cent of the area's population are White British or Irish, a small minority²⁰. Newham has the highest concentration of ethnic minority communities of any local authority area in the country.

Housing in the ward is significantly more overcrowded than in London or the rest of the country. Over 36% of households in the area have more than 1.5 persons per bedroom, compared to 17% in London, and 9% in England as a whole.²¹ The dominant tenure in the area is home ownership, with 40% of households owning, although this is lower than London (48%) and substantially lower than England (63%).²² Social renting makes up 16%, compared to 24% in London and 18% nationally, while private renting makes up 40% of the ward household provision, compared to 35% in London and 17% nationally (2011 census figures). Newham has the fastest growing private rented sector in London.

Figure 16 shows East Ham within the borough of Newham.

Figure 17 below shows that the area has a higher rate of economic inactivity and unemployment than London and England. Interestingly, although it is well below the London average for the proportion of residents with Level 4 qualifications and above, it outperforms England by this measure. It has a higher level of economic inactivity and unemployment than London or England.

¹⁹<http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=13688987&c=East+Ham+central&d=14&e=61&g=6334655&i=1001x1003x1032x1004&m=0&r=1&s=1433520099694&enc=1&dsFamilyId=2520>

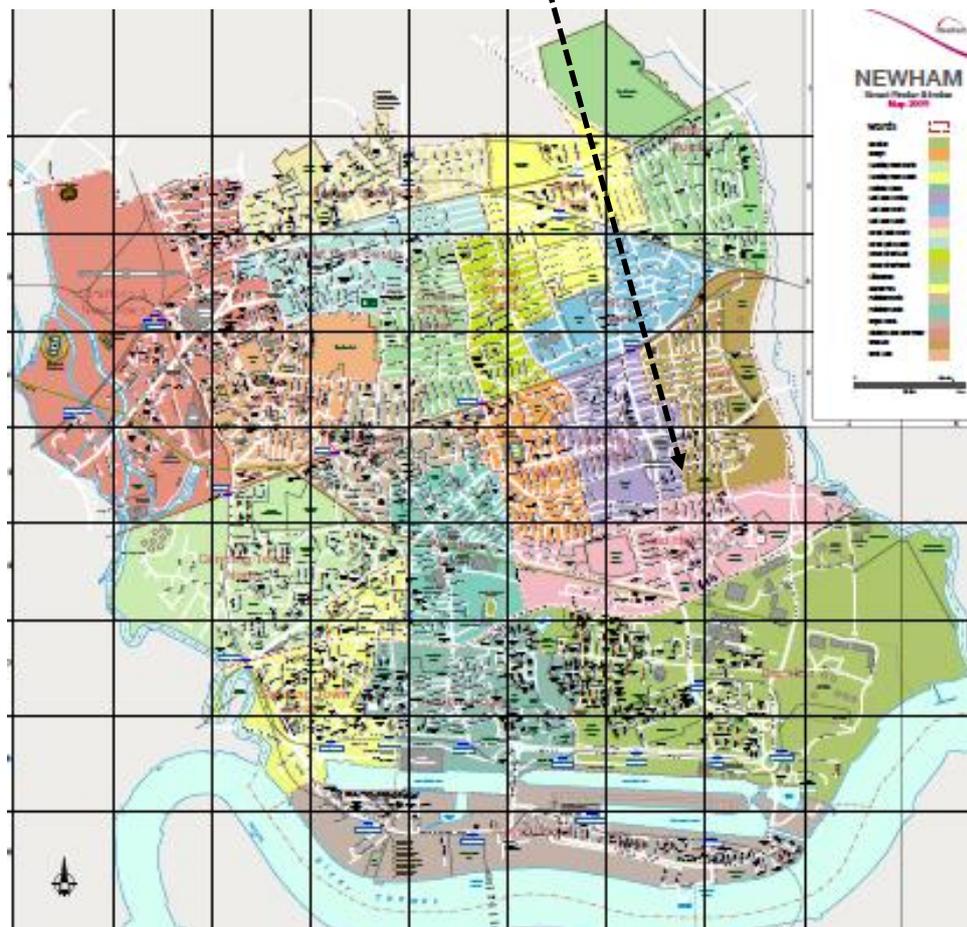
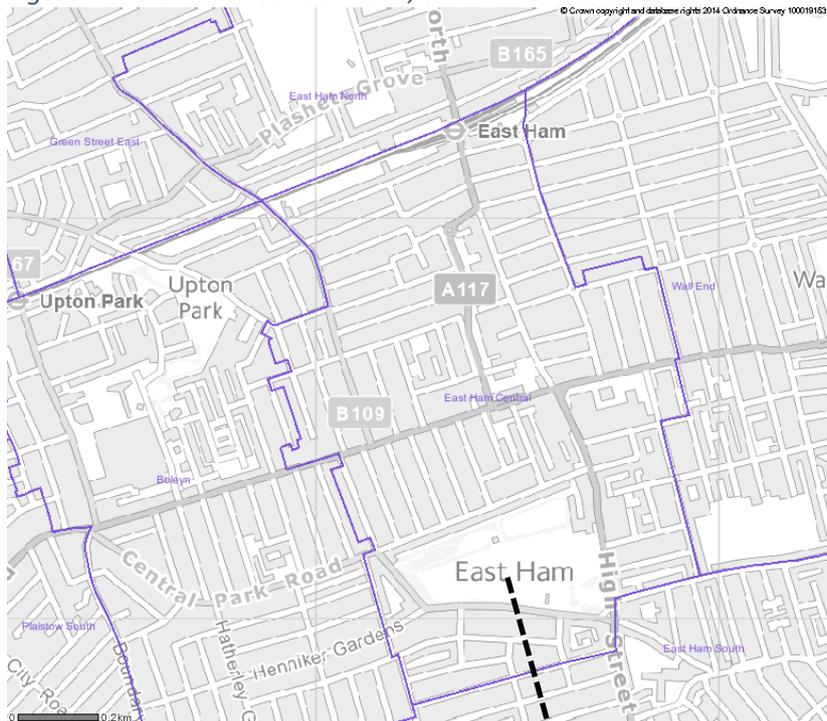
²⁰ Census 2011, ONS Neighbourhood Statistics

²¹<http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=13688987&c=East+Ham+Central&d=14&e=61&g=6334655&i=1001x1003x1032x1004&m=0&r=1&s=1442832382508&enc=1&dsFamilyId=2558>

²²

<http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=13688987&c=East+Ham+Central&d=14&e=61&g=6334655&i=1001x1003x1032x1004&m=0&r=1&s=1442832382508&enc=1&dsFamilyId=2505>

Figure 17: East Ham Central ward, and LB Newham



Sources: ONS; LB Newham

Figure 18: Economic indicators (as a % of all usual residents over 16 years old)

	East Ham Central Ward	London	England
No Qualifications	19.3	17.6	22.5
Level 4 Qualifications and Above	32.6	37.7	27.4
Economically Active	64.5	71.7	69.9
Unemployed	5.9	5.2	4.4
Economically Inactive	35.5	28.3	30.1
Long-Term Sick or Disabled	3.7	3.7	4.0

Note: Economic activity data is calculated as a % of all usual residents aged 16 to 74. Source – ONS Neighbourhood Statistics

b. What's going on in the area

Following London's successful bid for the 2012 Olympics in July 2005, the East End of London and particularly Newham which hosted the main venues received over £9 billion of investment. This led to high investment in new sports facilities, including new venues for aquatics, hockey, cycling, and the Olympic Stadium which will soon be the new home for West Ham Football Club. The majority of the new venues built for the Olympics charge standard local prices, with adult starting costs ranging from £3.50 at the Aquatics Centre, to £6 to play hockey at the Eton Manor Centre. However these prices are too high for low-income families to access the facilities. East Ham itself, is a 40 minute bus ride from these facilities. However there is the local East Ham Leisure Centre which locals use.

According to a Sports England 'Active People Survey', 31% of Newham's population (aged 14+) participate in at least 30 minutes of sport at moderate intensity at least once a week (April 2014 – March 2015). There was no change in levels of participation since the previous survey round (October 2013 – October 2014). This is low compared to Richmond Upon Thames, which has the highest participation levels in London at 52%. Newham has a similar participation level to Barking & Dagenham and Redbridge, neighbouring boroughs further East, and a lower participation level than Tower Hamlets and Waltham Forest.²³

However, the Newham Household Panel Survey (2013) shows that Newham may be seeing the effect of the Olympic legacy with an increase in proportion of active residents. The proportion of residents doing at least 30 minutes of moderate physical activity at least five times a week doubled from 15% (2011) to 28% (2013). Correspondingly, there was a drop in the share of Newham residents who are 'inactive' from 35% (2011) to 29% (2013).²⁴

²³ http://www.sportengland.org/media/875690/weekly_table_aps9q2_16plus-local.xls

²⁴ <http://www.newham.gov.uk/Documents/Misc/Research-HousholdSurvey7.pdf>

Cuts to local government budgets have meant changes to the delivery of sports provision in Newham. One stakeholder working for activeNewham, a charitable organisation charged with running the borough's leisure centres, said:

"We have maintained sporting activity provision within Newham despite reduced budgets through streamlining our services and working closer with delivery partners. We continue to work with the London Borough of Newham to support them in delivering high quality Sport, health and activity programmes during this time of financial pressure for all Local Authorities. Provision for people who wish to be active in Newham is excellent with many low cost gym operators, Local Authority owned Leisure Centres and an extensive range of free activities taking place in parks, leisure facilities and youth clubs across the borough."

Newham Council continues to look at ways to increase activity levels in the borough. They are currently the only London borough engaging with 'Parklives' – a Coca Cola sponsored programme which brings free family friendly activities to public parks. In partnership with activeNewham, the council offers free swimming sessions for under 16s and over 60s for all Newham residents.

Newham Council, under the strong leadership of the Mayor, Robin Wales, has made a high commitment to helping all Newham children enjoy sport – under the banner of Every Child a Sports Person.

Every Child a Sports Person

Newham Council, in partnership with activeNewham, encourages young people to take part in sport and become more physically active through Newham's Every Child a Sports Person (NECaSP) programme. The programme offers all year 7 young people in Newham a range of additional sports opportunities both within the curriculum and outside of school to support their personal development and build Community resilience. This is part of a wider 'Every Child' programme which includes initiatives to get all primary and secondary school students in the borough involved in music, reading, theatre, chess, as well as sports.

Secondary Schools are given the opportunity to participate in a partnership with local sports clubs as a way to expand the number and variety of sports offered to their students. Students include young people with special needs attending mainstream Secondary schools in the Borough.

A key principle of the partnership is to facilitate closer working between schools and clubs as well as engaging with clubs to give them a wider target audience to potentially attract new members. Some clubs currently struggle to sustain youth participation due to annual membership fees or weekly subscription costs and this partnership provides an opportunity for clubs to engage in their communities and take sports and activities out to people locally.

In addition to the club delivery programmes young people were also signposted to less formal sports and activity programmes run through activeNewham including the Neighbourhood Sports Programme and Leisure Centre physical activity sessions which are particularly popular with girls

and differ from school-based PE lessons.

One very important organisation in Newham is Community Links, which works directly with many local young people and helps get them actively involved. It offers a unique model of support that is worth explaining in some detail.

Community Links

Community Links is a multipurpose charity that helps disadvantaged local people in Newham. It was established in 1977, and has grown to become one of the UK's largest local charities. A variety of activities are run for young people including youth clubs and sports sessions. The staff try to incorporate sessions and workshops on topics such as sexual health, and gang and gun crime awareness in the youth clubs, alongside the regular activities like playing pool and using the internet. Community Links feel that it is their responsibility not only to prep the young people for the rest of their week, but for their future life.

Their sports programmes are focused on trying to engage those who would not necessarily attend a sports club or other youth activity. Community Links offers a young person led service, and has a strong ethos of making sure that young people take charge of the direction of the sessions. Some of these programmes are run on small estates, and others in larger neighbourhood areas. They are particularly keen on getting participants to become involved in delivering their sports programmes and youth work.

“It’s a great opportunity when we can train them up (young participants) as coaches. We then try and put them back on the estate where they grew up. It’s an opportunity for other young people to know what’s possible. It may not be possible for them to make money out of playing sports, but they can get a job within sports as coaches or youth workers.” (Youth and Community Sports Manager, Community Links)

Much of the sports programmes’ funding comes from corporate sponsors. Their local authority funding has dwindled over the last 3-5 years and the funding they do receive is often for a specific short term project, and cannot be relied on for future funding. Community Links have had to cut down the number of sessions per week due to the cuts in funding. Around five years ago they were running nine sessions a week; the number of sessions now has almost halved.

Even though Community Links offer free sessions for 8-19 year olds, there can still be some barriers to getting young people to engage with the activities. Often young people are afraid to travel to other areas. This can be due to lack of confidence, being involved in or associated with gangs, or feeling under threat if they are seen in a different area or post code. Additionally, some parents may be nervous or apprehensive about letting their children attend sessions as they do not know or trust those in charge. This is where estate based work is successful in building relationships of trust with families and the wider estate or neighbourhood, and providing local activity for those apprehensive of traveling. Youth workers and coaches encourage young people to attend events slightly further out of their neighbourhood too, as this helps build confidence and then skills they need to find a job or attend college.

Sometimes it can be hard to get young people involved for cultural reasons. Workers find it especially hard to get young Asian females to join in with activities. The time of year can also impact on activities, with numbers dropping during religious periods such as Ramadan.

The sports programme coaches also create and maintain relationships with young people who do not enjoy sports. Young people often hang around and watch their friends even if they do not participate in the sessions themselves. The youth workers offer a support network for the young people, due to the high level of trust between them.

Community Links offers something unique for young people that schools and traditional sports clubs are not able to offer.

“In PE lessons at school, they have to change. People have issues around body confidence, and sometimes they won’t be happy about what they’re wearing. Parents and families may not be able to afford the latest trainers or branded shorts and t-shirts. At our sessions they don’t have to wear ‘sports’ gear. As long as they’re wearing some kind of trainers, any jeans or t-shirt or comfortable clothes are fine. They come already changed, or at most have sports clothes under their outer layer of clothing, so there are no concerns about that... It’s a fairly relaxed session and they’re free to come and go as they like. This informality just isn’t practical at school.”

106 of Community Links’ sports programme service users (aged 14-24) were surveyed earlier this year. 25% of respondents took part in community sports more often than at school or a club. 87% said that they were more likely to participate in an activity if it was on their estate or in the immediate local area. 54% said that they would be put off attending if they had to pay to do so. These statistics reflect the importance of having local and free of cost activities for young people who do not engage with sports at a school or club level.

c. What we learn from young people

We interviewed twelve young people in East Ham, seven in school, and five either working or in one case unemployed. Two were white British, two European and the rest were Asian or black.

Figure 19: Young people interviewed in East Ham

Name	Age	Gender	Ethnicity	Work and/or educational status	Participates in sport
Simon	15	M	British Asian	Studying full time	Yes
Sachin	15	M	British Asian	Studying full time	Yes
Gareema	15	F	Indian	Studying full time	Yes
Rakesh	16	M	British Asian	Studying full time	Yes
Raj	16	M	White British	Studying full time	Yes
Ash	16	M	Black African	Studying full time	Yes
Shashi	16	F	Indian	Studying full time	Yes
Jay	21	M	Black African	Working part time	No
Tom	22	M	White British	Working full time	Yes
Martin	24	M	White European	Unemployed	No
Craig	25	M	White British	Self employed	Yes
Ore	25	F	Black African	Working part time	Yes

Teenagers in full time education

The younger teenagers we interviewed were aged 14 and 16. In general they were relatively satisfied with the sports provision available locally. All seven were currently doing some form of regular exercise. Five said that they were happy with the facilities at the local leisure centre, although one said that it was sometimes overcrowded.

Three of the seven interviewees said that they felt local private gyms were too expensive. The local leisure centre is particularly popular because most of the facilities are free to under 16s. One teenage boy said that he will think again about going to the leisure centre after he turns 16 as he will then have to pay:

"Yeah I use the leisure centre. It's free. It's not gonna be now, when I turn 16, so I might stop, it depends how much it costs. If they're charging more than £1.50 a session I won't go."
[Rakesh, 16]

All but one of the interviewees used public parks to do sport in the past. However, four young people felt that the sports facilities in the parks could be improved. This ranged from better football goal posts to better park toilet facilities, to the installation of water fountains. Safety was a barrier for some in terms of using local parks. Four young people reported having been harassed or attacked in a public space, and one girl said that she may not use a local park after a recent incident:

"I play football down the park with my mates. The parks are alright, but yesterday I went and somebody threw a glass bottle onto the pitch. I don't know if I'll be going back there again."
[Gareema, 15]

Organised sport seemed a positive option for the groups we spoke to. There was considerable enthusiasm among this group for some form of community sports tournament. Of the seven interviewed, six said that they would take part if one were organised locally.

Young adults

Of the five interviewees in their early twenties (20-25 years), three said that they were doing regular exercise. In general they were happy with the sports provision locally. All but one of the young people said that lack of motivation was the main reason they weren't doing more sport, but three also mentioned a lack of time.

Four of the young people said they had previously taken part in team sports, but they had subsequently given up because they got 'too old'. One girl said she had played football earlier but now she felt this was a "boy's sport".

One barrier to sport for three of those interviewed was a lack of friends to do it with. They themselves would like to do more but felt they needed friends to join them. Newham has substantial population turnover, with high levels of migration into and out of the borough. This may contribute to social networks that young adults are able to draw being weaker now they are no longer at school.

“I used to do 5 a side football, but since I moved to London I feel like it’s harder to organise things like that. I don’t really know enough people.” [Tom, 22]

Many young people lack confidence and feel that they are not ‘good enough’ to take up sports that they used to do when younger. Taster sessions advertised as suitable for beginners, and an informal approach can help young people like Jay became engaged.

Jay’s story

Jay is 21 years old, came originally from Africa and lives with his uncle. He works part time and does not do any sport. He used to play basketball but stopped because he lost interest. He says that he would not start again because he thinks he is not good enough. He likes the idea of joining a football club but does not have the time or enough motivation. He has visited the local leisure centre but never uses it because he feels he doesn’t fit in. He grew up thinking that football was an activity only for boys, but can now see that everyone should try different sports, and he’s glad that it’s possible to break down barriers and stereotypes. However, Jay says that he himself would only participate in male-only activities.

d. What we learn from parents

Younger children

The parents we interviewed were generally positive about the after school provision for younger children in the area. Six of the seven parents said that they felt the local schools were good and provided a good range of activities after school for younger children.

“Yeah the after-school stuff is quite good. They also do morning ones. My son does football and cricket in the evenings, my daughter does taekwondo. There’s quite a good range, it’s readily available.” [Sally, 31, mother of five]

In contrast with the schools, a major concern for all but one of the parents is that younger children (under 14) are not always safe in public spaces. Also, five of those interviewed said that they would not let their children out after dark.

Teenagers and young adults

Safety is also a major concern for parents in relation to teenagers and young adults. Five of the seven interviewed said that they worry about the safety of young people aged 14 and up when in public places. Four mentioned that gangs are a particular danger in the area.

Parents that worry about the anti-social behaviour among some young people in the area, generally link it to them not having enough to do. Four of the seven said that they felt there was not much to do for young people once they had left school, and three specifically said that they thought there should be more community centres or youth clubs in the area.

“I don’t want them [sons] to feel pressures to join a gang. I worry about that when they get a bit older. There’s so much pent up aggression in these lads. There used to be community centres, youth groups in every area for em. Now there’s not.” [Sally, 31, mother of five]

Interestingly, only one parent mentioned cost as being a barrier to young people engaging in sport, with a further two saying the barrier was a lack of publicity about the facilities available.

“We’ve got sports facilities from the Olympics, but they’re not being used by local people. We should be able to use the swimming. There was a Newham cycling event at the venue- I didn’t even know about it.” [Sinead, 30, mother of one]

Parents recognise the benefits of sports for young people. Tracy has taken advantage of local activities and the services that schools provide. But even with parental encouragement, older teenagers can stop engaging with formal sporting activities. A stronger focus on keeping those no longer at school or college interested in sports would help.

Tracy’s story

Tracy is White British, 45 years old and lives with her 18 year old daughter. She also has a 23 year old son. When her children were growing up they went to a lot of after-school clubs. She believes that physical activity is important for young people as it is “good for the body and good for the mind.” Tracy thinks that the local schools are good and provide a lot of activities after-school. Her son used to do boxing but stopped because he lost motivation. Tracy likes the area because she has a strong social network but worries about crime and drug use. She would like to see more police locally and also more youth clubs to keep young people off the streets.

What parents say about the area

The most significant concerns about the local area for the parents is anti-social behaviour. Of the seven interviewed, six said that drug use among young people was a problem locally, and four thought the area needed more police to make public spaces safer. Five of the interviewees were thinking of leaving the area altogether, four feeling things were deteriorating.

“The area is getting worse, you hear about more and more crime. Every week you hear about muggings. It’s getting kind of scary now.” [Kanika, 36, mother of two]

e. East Ham main findings

Young People

- Younger teenagers are more engaged with sports as they have opportunities linked to school, and some facilities in the local leisure centre are free for under 16s
- Young people were enthusiastic about some form of community sports tournament
- Lack of time and motivation is the main barrier stopping the older young adults from participating in sports, local private gyms are also seen as too expensive
- A barrier for older interviewees is the loss of social networks after leaving school
- Public spaces are not always used due to worries about harassment, violence, drug taking and lack of supervision

Parents

- Parents of younger children are positive about the after school provision for younger children in the area
- But parents worry about the lack of facilities and provision available for young people who have left school
- Parents are concerned about the safety of young people of all ages in public spaces
- Lack of information about available sessions and facilities is seen as a barrier to young people’s engagement in sports

Summary

East Ham is relatively well catered for in terms of sports facilities that are open to young people. The awarding of the 2012 Olympics brought massive investment into the Borough of Newham and increased sports provision considerably. In general the young people we spoke to were happy with the sports provision available. However, the cost of official facilities is too high for low-income young people. Only with strong encouragement will these groups of young people take advantage of the facilities on their doorstep. School age young people were much more likely to be doing sport, partly because of the easy access to after-school clubs and activities, partly because of a partnership between schools and local clubs.

Despite the high levels of provision in Newham, a number of barriers remain to young people in accessing sport.

Firstly, a concern over safety prevents some young people from making full use of the public spaces open to them for playing sport and being active. A number of the parents we spoke to also said that they would restrict how much their children were out due to safety concerns.

Secondly, lack of motivation was a big factor among the young adults we interviewed (20-25) in preventing them from participating in sport. Many said that they thought looking for work or getting further training were more important.

Thirdly, weak social networks among young adults appeared to be an important factor preventing many of the post-school age young people from participating in sports. Newham has a high level of population turnover and is a place where many international migrants first move when arriving in the UK, then leaving when they become more established. This transience puts a serious strain on young people's friendships, especially when they no longer have a ready social network at school. This makes it more difficult to find friends who want to do sport with them. Interestingly, the idea of a community sports tournament was popular among the young people we spoke with. Bringing young people together who are eager to play team sports but lack the social contacts to organise it would help increase participation.

10. Main findings and recommendations

a. Young People

Sport is good

- Young people are **aware of the benefits of physical exercise** for their **mental and physical health** and wellbeing. Most young people have at some point been involved in sport and feel positive about it, but often lack the motivation to organise it for themselves.
- Young people who are not involved with a sports team favour the idea of **participating in informal sports** that don't require kits, strict training regimes and a high level of commitment. There is not enough of this kind of informal but organised sport.
- Most young men named **sporting role models** without much prompting. **Young women struggled to do this**, and more often mentioned Instagram profiles and YouTube channels as their inspiration. A few young people **mentioned body image and sporting ability** as a barrier to participating in sports.
- The most popular informal exercise for young men is **football kickabout**, i.e. informal ballgames, and the most popular exercise for young women is **jogging**

Cost

- Young people who are no longer in full time education see **cost as a barrier to participating** in sports. There was a **big take-up in sport following the Olympics but post school-age young people from disadvantaged backgrounds often failed to benefit because of cost barriers**.

Gyms

- Older teenagers and young adults think of **going to the gym as a positive form of exercise**, far more than younger teenagers. They also **like the gym** when they can afford to go and most have tried it out but generally can't pay the fees, find gyms too expensive, especially when using the 'pay-as-you-go' system and most can't afford the cheaper regular memberships.

Schools

- **Schools** and youth clubs generally provide **activities and facilities free or at very low cost** for those who are still in full time education. This helps involve young people from poor families. In the areas we visited young people spontaneously mentioned participating in school clubs, and were generally positive about taking part in sport in school. **Schools are key to getting children involved**. Good teachers, particularly sports teachers, and other local activity leaders (such as football coaches) offer **valuable role models**.
- When schools take a proactive approach to sport, **young people admire and look up to PE teachers**. This also applies to community-organised sport leaders.

Clubs

- The **social aspect of sports is an attraction** for most young people, especially for females. Several mentioned that they would consider joining in with new activities if their friends wanted to go along too. In Newham, with its high population turnover, weak friendship networks among young people who had left school acted as a barrier to participating in sport.
- Youth clubs can play a big role in **encouraging young people to take up volunteering** in sport. Volunteering then involves them in informal and formal games. Volunteers need more training and support to stay involved and to play a useful role in coaching and involving younger people in sport.
- Several girls said they preferred or would only join in **female-only sport**. Some boys expressed similar opinions. There was a consensus that boys and girls viewed sport differently with boys claiming that young females do not always take sports seriously. At the same time girls felt that they weren't treated equally by boys because of their gender.
- There is a **general lack of awareness** amongst young people of what is available to them locally, and some express disappointment that there are no activities in the local area.

Other pressures

- Older teenagers place **higher priority on working, job seeking and spending time with friends** than on sport, and where they have children, on childcare. **Disengagement with sport** tends to happen when young people leave school
- Young people regularly **drink alcohol, take drugs and smoke cigarettes as a way to have fun and relax**. They mention this without prompting. This limits their participation in sport and has a major impact on their futures.

b. Parents

- Parents are keen for their children to succeed both academically and through **involvement in extracurricular activities**. They like their children being involved in sport and think it helps, but aren't always pro-active in organising things. Also they constantly worry about safety, peer pressure, older influences, drugs, etc. Some parents worry about their children joining in activities catering for a wide age range as they **do not want younger teens to socialise with older teens** and be exposed to bad habits, behaviour and attitudes.
- Many parents feel that **supervision at youth clubs is not tight enough**. The balance between running an informal session for young people and having sufficient control over behaviour is difficult to get right. Most are unwilling to let their children go to parks on their own because of lack of supervision.
- The parents we interviewed know how important parental support is. They worry about the concentration in poorer areas of parents who don't support their children, as a result of which they end up excluded. Sport is seen as something that can **help keep children and young adults out of trouble**.

- Some **parents express an interest in volunteering**, but find it hard to commit to training courses due to childcare responsibilities and irregular working hours on zero hour contract. Where other parents take on organising roles, such as the highly successful and popular voluntary football club in Lache in Chester, parents are extremely grateful and impressed.

c. Area

- All areas are experiencing **local authority cuts**, and there are serious worries about the sustainability of projects targeted at young people.
- Public spaces are not sufficiently supervised or controlled in the eyes of parents – and many young people too. Cuts have taken a big toll on frontline care.
- The **idea of 'local area'** is very narrowly drawn and often prevents young people joining in nearby activities that aren't within **their** immediate area.
- Streets dominated by **groups of young men** of working age deter younger boys and girls from spending time outdoors. It also deters parents from allowing their children to join in more informal games, such as street kickabouts.
- **Community links** are very important and the majority of people value them. But in inner city areas they seem weaker and ethnic divisions can cause problems.

The following box summarises the main barriers young people from deprived areas face in accessing sport.

Barriers to young people accessing sport in deprived areas	
Individual	<ul style="list-style-type: none"> - Peer influence on participation/non-participation in sport amongst females - Debt and cost (e.g. membership fees, gym membership/direct debit) - Sports clubs being 'too formal' - Fear of judgement - Dropping out if they feel they are not 'talented' or good enough - Influence of parental support or lack of it on participation in sport - Lack of role models - Boredom
Community level	<ul style="list-style-type: none"> - Limited opportunities when they leave school - Nothing on in own local area / 'own patch' - Perceptions of safety - Drug use - A lack of awareness about what is available - A lack of volunteers
Lifestyle barriers	<ul style="list-style-type: none"> - Seeing friends and connecting on-line, hanging out with friends, girlfriends/boyfriends - Not having local friends who want to do sport

- | |
|---|
| <ul style="list-style-type: none">- Going out and socialising- Drinking / smoking- Gaming- Other responsibilities taking precedence / priority e.g. work, study, childcare |
|---|

d. Wider implications of the research

This report investigates the barriers to engaging young people from disadvantaged backgrounds in sport. We have demonstrated there are many immediate barriers to this happening and there are some clear ways of helping make this happen. But there is a wider context to this problem:

1. Underlining our main findings are the much wider issues of **inequality, both in area conditions and in the backgrounds that young people come from**. These two factors limit their ability to participate both in sport and in other social activities. We know that participation in sport and other beneficial activities encourages young people to do more training, builds their confidence to access jobs, encourages a healthy lifestyle, displaces the need for drinking and other less positive social activities that can damage young people's health. Therefore our most fundamental proposal would be to reintroduce area-based initiatives. This would help reduce inequalities, as shown by the area-based initiatives of 2000-2010²⁵.
2. The need for much **cheaper provision** to be more widely available in areas of greater poverty is obvious. Where this happens, young people participate. Schools can play an important role. Some schools are much better at getting round budget pressures than others. **Programmes that encourage young people to join in, such as informal football; outdoor, employment-related activity courses; or activities that give young people a more active and motivated focus in life, lead to training and work.**
3. Many of the staff and volunteers helping in schools and youth clubs and other young peoples' activities, including some teachers, have only **limited training** in working with young people in sport and developing their level of physical activity. We collected evidence showing where staff and volunteers have some training and experience, they are able to be more effective. When young people, through skilled intervention, become more involved in sporting activity such as swimming, jogging or cycling, their school and work-related outcomes do improve. Therefore

²⁵ Hills, J, Sefton, T, Stewart, K (2007) *Towards A More Equal Society: Poverty, inequality and policy since 1997*. Bristol: Policy Press. Social Policy in a Cold Climate – publications available here: http://sticerd.lse.ac.uk/case/new/research/Social_Policy_in_a_Cold_Climate/Programme_Reports_and_event_information.asp

sports training for staff, volunteers and young people would be a good investment in young people's futures.

4. We know that engaging young people directly in shaping the way things happen, giving them a voice and encouraging them to articulate their hopes, needs and ambitions, reinforces their positive desire to progress and will enlighten policy makers. We would therefore strongly **advocate participative structures to encourage youth leadership and youth empowerment.**

e. Recommendations

- Schools could play a **wider role in the community**, making their often excellent sports facilities available to wider groups. They need special skills and support to make out-of-school provision work for all ages.
- Clubs could do much more to train and use **volunteers**, who could then work with and support younger members who want to help.
- In order to involve young people from **ethnic minority** backgrounds, activities need to be adapted to suit different groups. This particularly applied to involving girls, where special provision of female only sessions or groups makes a difference to participation.
- More organised, supervised and at the same time informal activity would encourage more young people to join in physical and sporting activities. This can readily lead to sports participation.
- Jogging, cycling, swimming, skateboarding are often classed as "solo" sports, but young people generally enjoy them and like doing them with friends. There are easy ways of organising these activities as "group sports" in order to involve more young people.
- Much more needs to be done to involve older young people (19 years plus) in physical activity. This may involve more concessionary rates in gyms and group "gym sessions" which could be cheaper.
- Close supervision of clubs and of open spaces and parks is crucial to young people using the outdoors; and to informal games happening.

- Taster sessions and special community events could attract more young people into sport, as many are not confident in their skills and abilities, and need special encouragement.

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Appendices

Appendix 1: Summary of interviews by area

Appendix 2: Summary of young people's responses to key questions

Appendix 3: List of stakeholders interviewed

Appendix 4: Questionnaires

Appendix 1: Summaries of interviewees by area

Appendix 1a: Interview Summaries: LACHE Young People

Name	Age band			Sex	Ethnicity / nationality / first language (FL)	Household make-up	Econ status – school / FE / HE / training/ work	Where recruited	Participates in sport Y/N
	14-16	17-19	20-24						
Ben		✓		M	White British English FL	Mother, Father, Sister and sister's boyfriend	Apprenticeship	At a bus stop	No
Keisha	✓			F	White British English FL	Mother	School	In the park	Only at school
Helen	✓			F	White British English FL	Mother and three brothers on weekdays, father on weekends	School	In the park	Yes
Lauren	✓			F	White British English FL	Mother, step-father, sister	School	In the park	Only at school
Darren			✓	M	White British English FL	Grandmother	Working	Outside community centre café	No
Shaun			✓	M	White British English FL	N/A	Unemployed	Outside community centre café	No
Chris		✓		M	White British English FL	Mother and cousin	FE	Shopping area	Yes
Alpa		✓		F	Indian British English 2 nd Lang	Parents, three siblings	Unemployed	Shopping area	Yes
Clive	✓			M	White British English FL	Mother	School	Outside community centre café	Only at school

Appendix 1b: Interview Summaries: LACHE Parents

Name	Age	Sex	Ethnicity / nationality / first language (FL)	Household make-up	Tenure	Econ Status: in work / seeking work / out of work	Where recruited	Participates in sport Y/N
Eleanor	29	F	White British English FL	Husband, 4 year old son, 5 year old son	Social rented	In work	Community centre café	N
Robert	39	M	White British English FL	Girlfriend (3 and 7 year old sons and 14 year old step son who live with their mother)	Social rented	Unemployed, seeking work	Community Development Trust Centre	Y
Natalie	Late 50s	F	White British English FL	Lives by herself	Owns her home	In work	Community Development Trust Centre	N
Christina	55	F	White British English FL	12 year old son	Social rented	In work	Community Development Trust Centre	N
Emma	30s	F	White British English FL	14 year old daughter	Social rented	In work	Shopping area	N
Robin	45	M	White British English FL	Partner, 16 and 19 year old sons	Renting	In work part time	Shopping area	Y
Steve	39	M	White British English FL	Lives by himself but 15 year old daughter visits two evenings a week	Private renting	In work	Shopping area	Y
Vince	31	M	White British English FL	Partner, 6 year old daughter, 12 year old son and 16 year old daughter	Social rented	Unemployed	In the park	N
Karen	32	F	White British English FL	16 year old daughter and 18 year old son	Owns her some	In work	Snowball sampling	N

Appendix 1c: Interview Summaries: GURNOS Young People

Name	Age band			Sex	Ethnicity / nationality / first language (FL)	Household make-up	Econ status – school / FE / HE / training/ work	Where recruited	Participates in sport Y/N
	14-16	17-19	20-24						
Rhys		✓		M	White British English FL	Mother and four brothers	Work placement volunteering scheme	Youth centre	Yes
Iain	✓			M	White British English FL	Mother, father, younger brothers	School	Youth centre	Yes
John	✓			M	White British English FL	Mother, father, brother	School	Youth centre	Yes
Alexia	✓			F	White British English FL	Mother and sister	School	Youth centre	Yes
Will	✓			M	White British English FL	Mother, step-father, two sisters	School	Youth centre	Only at school
Jack		✓		M	White British English FL	Father	Working	Bus stop	No
Gareth	✓			M	White British English FL	Mother, Father	School	Youth centre	Yes
Kyle	✓			M	White British English FL	Mother, Step-father, two brothers	School	Youth centre	Yes
Bethan			✓	F	White British English FL	Mother and her baby	Unemployed	Café	No
Michal	✓			M	White Polish Polish FL	Mother	School	School	Yes
Zofia	✓			F	White Polish Polish FL	Mother, father, brother	School	School	Yes
Alys	✓			F	White British English FL	Mother, father, sister	School	School	Yes
Georgia	✓			F	White British English FL	Grandmother, 2 brothers	School	School	Yes
Holly	✓			F	White British English FL	Mother	School	School	Yes
Oscar	✓			M	White British English FL	Mother, mother's partner and 2 brothers	School	School	Yes
Ioan	✓			M	White British English FL	Father	School	School	Yes
Carys			✓	F	White British English FL	Boyfriend	School	Café	No

Appendix 1d: Interview Summaries: GURNOS Parents

Name	Age	Sex	Ethnicity / nationality / first language (FL)	Household make-up	Tenure	Econ Status in work/ seeking work/ out of work	Where recruited	Participates in sport Y/N
Ada	35	F	White Polish Polish FL	Husband, 11 year old son, 15 year old nephew	Council (unclear)	In work part time	Outside hospital	N
Linda	42	F	White British English FL	Lives by herself. 23 year old son currently in prison	Social rented	Unemployed – health problems	Snowball Sampling	N
Lisa	50	F	White British English FL	11, 14 and 17 year old sons	Renting	In work	Snowball Sampling	N
Rich	40	M	White British English FL	Lives by himself. 16 year old daughter lives with ex partner	Social rented	Unemployed, seeking work	Snowball Sampling	Y
Kate	52	F	White British English FL	Husband, 20 year old son, 18 year old daughter	Social rented	In work	Café	N
Ruth	27	F	White British English FL	8 year old daughter	Social rented	Unemployed/zero hour contract with no frequent shifts	Café	N
Mark	30so mething	M	White British English FL	Partner, 10 year old boy, and 3 year old son	Social rented	Works part time	Outside hospital	Y
Andy	62	M	White British English FL	Wife (children have left home)	Owens home	Retired	Snowball sampling	N

Appendix 1e: Interview Summaries: BURNGREAVE Young People

Name	Age band			Sex	Ethnicity / nationality / first language (FL)	Household make-up	Econ status – school / FE / HE / training/ work	Where recruited	Participates in sport Y/N
	14-16	17-19	20-24						
Ashley			✓	M	Black Caribbean, unknown	Lives by himself	Studying full time	Library	No
Riley			✓	M	Black African, unknown	Wife	Working full time	Outside hairdressers	No
Abdul			✓	M	British Asian, unknown	Lives by himself	Working full time	Library	No
Karl		✓		M	Black African	Unknown	Apprenticeship	Next to bus stop	Yes
Murad			✓	M	British Asian	Lives by himself	Working full time	Outside CAB	Yes
Dami		✓		M	Black British	Parents	Studying full time	Outside bookmakers	Yes
Ola			✓	M	Black British	Parents	Studying full time	Outside bookmakers	Yes
Ali	✓			M	British Asian, English	Parents	Studying full time	Library	Yes
Ahmed	✓			M	British Asian, English	Parents	Studying full time	Library	Yes
Mehdi	✓			M	British Asian, English	Parents	Studying full time	Library	Yes
Keshu		✓		M	British Asian, English	Parents	Studying full time	Library	Yes
Shelly	✓			F	White British, English FL	Parents	Studying full time	Library	Yes
Charles	✓			M	Black African, unknown	Parents	Studying full time	Library	Yes
Mo			✓	M	British Asian, English FL	Lives with strangers	Out of work	Next to bus stop	Yes
Asad			✓	M	British Asian, English FL	Lives by himself	Working part time	Outside community centre	Yes
Jake	✓			M	Mixed heritage	Lives with parents	Studying full time	Adventure playground	Yes
Kabir			✓	M	Afghan	Lives with strangers	Studying full time and working part time	Outside supermarket	Yes
Nabil		✓		M	Afghan	Aunt	Studying full time	Outside supermarket	Yes
Jenny			✓	F	White British, English FL	Single parent, four year old daughter	Out of work	Charity shop	No

Appendix 1f: Interview Summaries: BURNGREAVE Parents

Name	Age	Sex	Ethnicity /nationality/ first language (FL)	Household make-up	Tenure	Econ Status in work/ seeking work/ out of work	Where recruited	Participates in sport Y/N
Claire	58	F	White British, English FL	Daughter 17 years old	Social rented	Out of work	Café	N
Susan	65	F	White British, English FL	Lives by herself	Social rented	Retired	Café	N
Graham	38	M	Black Caribbean, English	Shared flat (18 strangers)	Private rented	Out of work	Food bank	N
Sally	58	F	White British, English FL	Lives with husband	Own outright	Retired	Charity shop	N
Greg	43	M	White British, English FL	Wife, daughter aged 18, son aged 14	Own outright	Working full time	Charity shop	N
David	50	M	Black British, English	Lives by himself	Social rented	Out of work	Food bank	N
Imran	48	M	British Pakistani	Lives by himself	Social rented	Out of work	Food bank	N
Matthew	40	M	Black British	11 year old son	Private rented	Full time carer	Café	N

Appendix 1g: Interview Summaries: ST PAULS Young People

Name	Age band			Sex	Ethnicity / nationality / first language (FL)	Household make-up	Econ status – school / FE / HE / training/ work	Where recruited	Participates in sport Y/N
	14-16	17-19	20-24						
Aaron		✓		M	Afro-Caribbean English FL	Lives by himself, but with support worker arrangements	Unemployed	Cafe	No
Kelly	✓			F	White British and Irish English FL	Lives with parents	Studying full time	Outside leisure centre	Only at school
Jayson			✓	M	Afro-Caribbean English FL	Girlfriend and baby	Unemployed	Playing basketball in the park	Yes
Calvin			✓	M	Mixed (White and Afro-Caribbean) English FL	With parents	Unemployed (working for cash)	Snowball sampling	Yes
Joshua			✓	M	Afro-Caribbean English FL	Mother and grandmother	Working part time	Snowball sampling	Yes
Leeya	✓			F	Pakistani English third language	Parents, brother and sister	Studying full time	In the park	Only at school
Shahid		✓		M	Pakistani English third language	Parents and two sisters	Studying full time	Snowball sampling	Occasionally
Jasmine	✓			F	White British English FL	Mother and brothers	Studying full time	Bus stop	Only at school

Appendix 1h: Interview Summaries: ST PAULS Parents

Name	Age	Sex	Ethnicity / nationality / first language (FL)	Household make-up	Tenure	Econ Status in work / seeking work/ out of work	Where recruited	Participates in sport Y/N
Mary	27	F	Black African English FL	8 year old son and 4 year old daughter	Social rented	Working part time	In the park	N
Pat	30	F	Black British English FL	Partner, 12 year old son , 10 year old daughter	Social rented	Unemployed	In the park	Y
Corrine	39	F	White British English FL	13 year old daughter, 10 year old son, 5 year old daughter.	Social rented	Self employed	Snowball sampling	N
Brandon	55	M	White British English FL	By himself. Children have grown up and left home	Owns home	Working full time	Café	N (used to)
Malcolm	41	M	White British English FL	Girlfriend and her 16 year old son	Social Rented	Working occasionally	Snowball sampling	N
Deborah	45	F	Black African English second language	Partner, 20 year old son and 18 year old son	Social Rented	Unemployed	Café	N
Samantha	31	F	Black British English FL	Partner, 14 year old daughter	Staying in partner's home	Self employed (odd jobs)	In the park	Y
Hari	33	M	British Indian	Wife, 3 sons, 1 daughter (all between the ages of 12 and 21)	Social rented	Working full time	Outside shop	N
Asiya	39	F	Black African - Somali English second language	16 year old daughter	Social rented	Working part time	Snowball sampling	N

Appendix 1i: Interview Summaries: EAST HAM Young People

Name	Age band			Sex	Ethnicity / nationality / first language (FL)	Household make-up	Econ status – school / FE / HE / training/ work	Where recruited	Participates in sport Y/N
	14-16	17-19	20-24						
Craig			✓	M	White British, English FL	Mother, father	Out of work	Library	Yes
Ash	✓			M	Black African, unknown	Mother, father	School	Outside School	Yes
Tom			✓	M	White British, English FL	Friends	In work	Café	Yes
Martin			✓	M	White European, unknown	Strangers	Out of work	Bench on high street	No
Jay			✓	M	Black African	Aunt	Working part-time	Library	No
Ore			✓	F	Black African	Aunt	Working part-time	Library	Yes
Shashi	✓			F	Indian, English FL	Parents	Studying full time	Library	Yes
Gareema	✓			F	Indian, English FL	Parents	Studying full time	Library	Yes
Rakesh	✓			M	British Asian, English FL	Parents	Studying full time	Library	Yes
Raj	✓			M	British Asian, English FL	Parents	Studying full time	Library	Yes
Simon	✓			M	White British, English FL	Parents	Studying full time	Library	Yes
Sachin	✓			M	British Asian, English FL	Parents	Studying full time	Library	Yes

Appendix 1j: Interview Summaries: EAST HAM Parents

Name	Age	Sex	Ethnicity /nationality/ first language (FL)	Household make-up	Tenure	Econ Status in work/ seeking work/ out of work	Where recruited	Participates in sport Y/N
Sally	31	F	White British English FL	Single parent, 12 year old son, 10 year old son, 8 year old daughter, 6 year old son, 11 month old son	Social rented	Out of work	Café	N
Sinead	30	F	White British English FL	Single parent, 10 year old daughter	Social rented	Out of work	Café	N
Ana	41	F	White European, Spanish FL	Partner, 3 year old son	Private rented	Out of work	Outside Library	Y
Kanika	36	F	Indian, English FL	Husband, mother-in-law, daughter 4 years old, son one years old	Own outright	Out of work	Library	Y
Sashi	59	F	Punjabi, unknown	Husband	Own outright	Out of work	Library	N
Tracy	45	F	White British, English FL	Single parent, 18 year old son	Social rented	Part time working	Cafe	N
Sharon	34	F	White British, English FL	Husband, 13 year old son, 8 year old daughter	Social rented	Out of work	Library	N

Appendix 2: Summary of young people's responses to key questions

This appendix gives a summary of 7 key questions asked in the interviews:

Appendix 2a: What do you do in your spare time

Appendix 2b: What do you like about the area?

Appendix 2c: Do you volunteer?

Appendix 2d: If you could try any sports without worrying about the cost, what would it be?

Appendix 2e: Have you had a good coach / PE teacher?

Appendix 2f: Does body image have any influence on participation in sports?

Appendix 2g: What sports do you do?

Appendix 2a: What do you do in your spare time?

Lache	Gurnos	Burngreave	St Pauls	East Ham
<p>In FT education</p> <ul style="list-style-type: none"> • Cook with mum, hang out with friends, go shopping • Watch brothers play football, netball, hang out with friends, sleepovers, cinema, town • Walk dog, hang out with friends • Kickabout in park, hang out with friends, go out to town on weekends, drink at a friend's house, see girlfriend • Smoke, drink, hang out with skateboarding friends (but not do it himself) <p>Out of FT education</p> <ul style="list-style-type: none"> • Go to town with friends, someone's house for drinks • Drinking, smoking, gaming • Drinking, smoking, gaming • Going out with friends at weekends, go to the gym, look for a job! 	<p>In FT education</p> <ul style="list-style-type: none"> • Play football, youth club, hang out with friends & girlfriend • Football, gym, youth club, friends • Shopping, Cardiff, drawing, smoking, drinking, smoking cannabis • Café in town, socialise online, smoking, drinking, smoking cannabis • Singing, youth club, pool, swim • Watch football/rugby, football, gaming, youth club, after school clubs, swim • Kickabout in park, Scouts • Youth club, netball, swimming • Netball, friends swimming, listening to music • Jogging, listening to music, friends • Jogging, netball, youth club • Rugby, football, badminton • Youth club, football <p>Out of FT education</p> <ul style="list-style-type: none"> • Play football, see family, go to town, watch sports, drink, smoke • Watch football, spend time with girlfriend, drink with friends, go to park in summer, go out in town on weekend, gaming • Life revolves around baby at the moment, drink occasionally • No sports 	<p>In FT education</p> <ul style="list-style-type: none"> • Hanging out in the streets and the park with friends, smoking, clubbing, go to the pub • Basketball, football and tennis • Play football with friends • Go to the gym • Play football with friends, go to the pool club • Play basketball and football • Play football in the park • Hockey after school club • Ice skating, house parties • Cricket in the park with friends <p>Out of FT education</p> <ul style="list-style-type: none"> • Play football in park with friends, go to the gym • Football • BMXing 	<p>In FT education</p> <ul style="list-style-type: none"> • Friends, family • Friends, shopping, cinema • Kickabout in park, friends, Art, friends, taking dog for a walk <p>Out of FT education</p> <ul style="list-style-type: none"> • Recording music, looking for a job • Basketball in park, lift weights, friends, drink, smoke, smoke cannabis, girlfriend & baby • Drinking, smoking (cannabis), basketball in park • Basketball & football in park, drink, go out to town, drink, smoke, smoke cannabis, hang out with friends 	<p>In FT education</p> <ul style="list-style-type: none"> • Football, swimming, gym • Cinema, shopping • Shopping, casual football, after school club • Swimming • Casual football, swimming • Football in the park, swimming, gym • Swimming <p>Out of FT education</p> <ul style="list-style-type: none"> • Drinking, running, writing in the library • Drinking, gym • Hang out with friends, drinking • Hang out with friends • Hang out with friends, jogging

Appendix 2b: What do you like about the area?

Lache	Gurnos	Burngreave	St Pauls	East Ham
<p>In FT education</p> <ul style="list-style-type: none"> • Family & friends • Friends & boyfriend • Community feel • Friends • Don't like the area. Only the people <p>Out of FT education</p> <ul style="list-style-type: none"> • Family & friends • Friends • Know everyone • It's quite small. Everywhere easy to get to. 	<p>In FT education</p> <ul style="list-style-type: none"> • Grew up here, used to it • Grew up here, used to it • Friends & family • Friends & family • Lots going on • Community feel • School, Friends • Settled in well • Lots to do • Community <p>Out of FT education</p> <ul style="list-style-type: none"> • The people, the youth, everyone is friendly, it's small, respect. • Good community, people, people look out for each other, respect • Area has improved • Grown up in Merthyr. Family, friends, community 	<p>In FT education</p> <ul style="list-style-type: none"> • "Nothing" • Like the area in general and feel safe • Lots to do for people my age <p>Out of FT education</p> <ul style="list-style-type: none"> • "Don't like it. Nothing to do in the immediate area for young people You have to travel." 	<p>In FT education</p> <ul style="list-style-type: none"> • There's stuff going on if you're young but not anymore • Don't like it • Park, friends • It's my home <p>Out of FT education</p> <ul style="list-style-type: none"> • Don't like it • I've made a family here – gf & baby • friends, community • Community 	<p>In FT education</p> <ul style="list-style-type: none"> • Not having to travel to get to places • "It's alright" • "It's ok" <p>Out of FT education</p> <ul style="list-style-type: none"> • Cheap, convenient, good transport links • Underground station • Park is nice and quiet • "Nothing"

Appendix 2c: Do you volunteer?

Lache	Gurnos	Burngreave	St Pauls	East Ham
<p>In FT education</p> <ul style="list-style-type: none"> • 3 people said no • Yes – help care for gr&mother • Help elderly neighbour with shopping <p>Out of FT education</p> <ul style="list-style-type: none"> • 3 people said no • About to start a reading project. Boost CV whilst looking for work 	<p>In FT education</p> <ul style="list-style-type: none"> • 3 people said no • Bike ride to raise money for cancer research • Bike ride to raise money for cancer research • Is a carer, & volunteered in kids club • Help younger pupils with football • Helps out with netball club • Helps out with rugby club <p>Out of FT education</p> <ul style="list-style-type: none"> • 2 people said no • Yes, linked to work placement • Do extra things with my job on the weekend (primary school) 	<p>In FT education</p> <p>Out of FT education</p>	<p>In FT education</p> <ul style="list-style-type: none"> • 2 people said no • Look after neighbour’s children sometimes • Mentoring at school <p>Out of FT education</p> <ul style="list-style-type: none"> • 2 people said no • 1 said no but wants to • Help out in youth club sometimes 	<p>In FT education</p> <p>Out of FT education</p> <ul style="list-style-type: none"> • Working with ex-offenders

Appendix 2d: If you could try any sports without worrying about the cost, what would it be?

Lache	Gurnos	Burngreave	St Pauls	East Ham
<p>In FT education</p> <ul style="list-style-type: none"> • Street dancing • Not answered • Street dancing • Don't know • Would like to try BMXing <p>Out of FT education</p> <ul style="list-style-type: none"> • Nothing • Don't want to do sports • Not interested • Any classes at the gym – spinning or pilates 	<p>In FT education</p> <ul style="list-style-type: none"> • Bobsledging • Surfing • Martial arts, squash • Happy with what's on offer • Enough free things • I just want to play football! • Surfing • Climbing • Happy with what's on offer • Happy with rugby • Outdoor stuff. Water sports <p>Out of FT education</p> <ul style="list-style-type: none"> • I'd play rugby for Wales • Skateboarding in a big park • Try dancing or swimming if I could do it with baby 	<p>In FT education</p> <p>Out of FT education</p>	<p>In FT education</p> <ul style="list-style-type: none"> • Just more things for people my age. Basketball again would be good. Gym if it was free • Snowboarding? • Not sure • Dancing <p>Out of FT education</p> <ul style="list-style-type: none"> • More interested in music • Gym • Golf! (half joking) • Don't know 	<p>In FT education</p> <p>Out of FT education</p> <ul style="list-style-type: none"> • Martial arts • Israeli self defence • Formula 1

Appendix 2e: Have you had a good coach / PE teacher?

Lache	Gurnos	Burngreave	St Pauls	East Ham
<p>In FT education</p> <ul style="list-style-type: none"> • 4 people said no: <ul style="list-style-type: none"> - Wasn't into sports much after primary school - They hate you if you're not good at sports • Netball teacher helps everyone & makes sure everyone gets a game <p>Out of FT education</p> <ul style="list-style-type: none"> • Had alright teacher • Good PE teacher, fair • Average teacher • Yes, my teacher wasn't mean if you couldn't do something like some teachers 	<p>In FT education</p> <ul style="list-style-type: none"> • Good when they do the same drills as with professionals • I hate my football coach. He's an idiot. • PE teacher is great. Like one of us. Helps us & pushes us to go further • PE teacher is great. More like a friend but with respect • Mr X is great • Not too keen • Yes, loves her enthusiastic teacher • Yes, gives up time after school for us • Good teachers aren't too strict with the rules of sports • Netball coach is really nice • Rugby coach is very good at showing new technique • PE teacher is very kind & people respect him • Skiing <p>Out of FT education</p> <ul style="list-style-type: none"> • Good PE teacher used same training routine as when he played professionally • PE teachers only care about talented ones • 2 people said no 	<p>In FT education</p> <p>Out of FT education</p>	<p>In FT education</p> <ul style="list-style-type: none"> • Women basketball coaches were really good. Inspiring • No. Need more female coaches • They were ok • I used to have an amazing dance teacher. Look up to her <p>Out of FT education</p> <ul style="list-style-type: none"> • Teachers not interested in me • Teachers & me didn't get on • There was a really good youth worker who used to play football with us. Had so much patience • I prefer to improve without a teacher. Just with people my age. 	<p>In FT education</p> <p>Out of FT education</p> <ul style="list-style-type: none"> • No

Appendix 2f: Does body image have any influence on participation in sports?

Lache	Gurnos	Burngreave	St Pauls	East Ham
<p>In FT education</p> <ul style="list-style-type: none"> • 2 people said “not sure” • Overweight girls worry about comment. Boys watching makes them paranoid • Not sure • Girls worry about how they look • Yes. I’m a bit overweight & hate running around <p>Out of FT education</p> <ul style="list-style-type: none"> • Yes. Overweight people don’t like exercising. • Yes I think so. Going to the gym is all about image. You have to wear the right clothes. It can be like a competition 	<p>In FT education</p> <ul style="list-style-type: none"> • One guy in school doesn’t like getting his body out because he’s self conscious • Shouldn’t be an issue, everyone should take part • Some people think they’re too big • Sometimes the boys make comments about our bodies • No • Maybe for some, but not for me & my friends <p>Out of FT education</p> <ul style="list-style-type: none"> • No most sports are a team effort, that shouldn’t matter. • Skinny guys like me feel like they can’t play rugby • Not for me & my friends • I’m 6 months pregnant. No one wants to see me running around 	<p>In FT education</p> <ul style="list-style-type: none"> • Yes <p>Out of FT education</p>	<p>In FT education</p> <ul style="list-style-type: none"> • Don’t want to bump into people I know when I do sports • Would only jog with a friend. More comfortable No • Yes, wanting to look good makes you want to exercise <p>Out of FT education</p> <ul style="list-style-type: none"> • Don’t know • I like to keep in shape • I don’t think it should make a difference • Yeah sports improves self esteem & how you feel about yourself 	<p>In FT education</p> <p>Out of FT education</p> <ul style="list-style-type: none"> • To an extent

Appendix 2g: What sports do you do?

Lache	Gurnos	Burngreave	St Pauls	East Ham
<p>In FT education</p> <ul style="list-style-type: none"> • 2 people said only PE • Netball after school • Kick a football in the park <p>Out of FT education</p> <ul style="list-style-type: none"> • 4 people said none • Gym 	<p>In FT education</p> <ul style="list-style-type: none"> • Football • Football, gym, squash, ping pong, swimming • Swimming occasionally, boxing (for anger mgmt) • No sports • Football, swim, rugby • Football, pool, swim • Kick about, anything to do with scouts • Netball & swimming • Netball, swimming • Jogging • Netball, jogging • Long list. Focused on rugby • Football <p>Out of FT education</p> <ul style="list-style-type: none"> • 3 people said none • Football (formal & informal, kick-boxing, cricket, rugby) 	<ul style="list-style-type: none"> • Basketball, football and tennis • Play football with friends • Go to the gym • Play football with friends • Play basketball and football • Play football in the park • Hockey after school club • Ice skating • Cricket in the park with friends <p>Out of FT education</p> <ul style="list-style-type: none"> • Play football in park with friends, go to the gym • Football • BMXing 	<p>In FT education</p> <ul style="list-style-type: none"> • 3 people said only PE • Kick about <p>Out of FT education</p> <ul style="list-style-type: none"> • None • Weights, basketball in park • Basketball in park • Basketball & football in park 	<p>In FT education</p> <ul style="list-style-type: none"> • Football, gym, swimming • Casual football • Swimming • Casual football • Football and gym • Swimming • Casual football <p>Out of FT education</p> <ul style="list-style-type: none"> • Running • Gym • Jogging • 2 people said none

Appendix 3: List of stakeholders interviewees

Lache

- Alex Tate – Lache ward Labour councillor 2011-2015
- Sean Daley– Ex Senior Locality Officer for Cheshire West and Cheshire Council
- Dale Gilmartin – Local business owner and Chariman of the Lache Football Club
- Liz Holding – Manager at Lache Community Development Trust
- Chris Sutton – Lache FM Station Manager
- Libbie Stock – Sanctuary Housing Youth Engagement Officer

Gurnos

- Andrew Diggle – StreetGames Doorstep Sport Advisor for Merthyr
- Gareth Hughes – Merthyr Tydfil Council Sports Development Officer
- Geraldine Maddison – Lead officer at Forsynthia Youth Project
- James Hawker – Forsynthia Youth Project staff member
- Bethan Thomas – Merthyr Tydfil Housing Association youth inclusion officer
- Matthew Jacklin – Head of Physical Education and Sport at Pen-y-dre secondary school

Burngreave

- Harry Jenkinson – Manager of Cellar Space
- Joanne Holt – Sheffield Futures Community Youth Support Manager for the North Sector of Sheffield
- Sarah Stevens – Sheffield Futures Young People Involvement Manager
- Andrew Birtwhistle –Burngreave Food Bank Chairman
- Howard Golding
- Alex Wilson –Community Activity Leader for Activity Sheffield
- Member of staff at the Citizens Advice Bureau
- Patrick Meleady– Manager of Pitsmoor Adventure Playground
- Member of staff at Pitsmoor Adventure Playground
- Imran Ali – Youth worker at the Ellesmere Youth Project
- Security Guard at bookmakers

St Pauls

- Rob Telford – Green Party councillor for Ashley ward
- Delroy Hibbert - Project Manager of Full Circle
- Ex Community Worker

East Ham

- Daniel Burford - activeNewham Lead for Community Programmes
- Mark Perkins - Head of Commissioning - Leisure & Sport at London Borough of Newham
- Jason Turner – Community Links Youth and Community Sports Manager

Appendix 4: Interview schedules

Appendix 4a: Questionnaire for 14-25 year olds

Cover Sheet

- Interview number
- Date
- Interviewee
- Others present at the interview
- Place
- Time
- Observations

- **Consent Form**

Thank you for considering participating in this research. Before you agree to take part, please make sure that you understand the following information:

- **Purpose of study**

- We want to understand young people's access to sport and other activities in the area.
- We will be passing these ideas on to StreetGames, a sports charity that aims to change lives and communities. They support projects which give sports and volunteering opportunities to young people in disadvantaged communities across the UK.

- **Confidentiality / conduct of the research**

- The information that you give me will be used only for research purposes by me, and other researchers at the LSE. We will not use your name, or any other information that could identify you.
- If there is any question that you don't like or don't want to answer, that is fine – you don't have to answer any question you don't want to. And you can end the interview at any time.

- **Consent: I agree to take part in the study, the purpose of which has been explained to me.**

A. Demographics

1. Age
2. Gender
3. How would you describe your ethnicity?
4. What are you doing at the moment?
 - At school
 - College/sixth form (full time)
 - College/sixth form (part time)
 - Apprenticeship/Work training
 - University (full time)
 - University (part time)
 - Working (full time)
 - Working (part time)
 - Not in employment, education or training
5. What subjects are you studying/what is your job?
6. Do you have any plans for the future?
7. Do you have any qualifications/are there qualifications that you are working towards or hoping to have?
8. Who do you currently live with? (Has this changed? Who did you live with before?)

B. Family and Living Situation

9. Are you happy with your living situation? (Will it change soon or are you hoping for it to change?)
10. Are you a carer? (Who do you care for? Informal or formal?)

11. Does your family/household do any activities together?
12. Does your family/household have any say or opinion about how you spend your spare time?
13. Are they involved in any activities/groups/teams?

C. Friends

14. Where do your friends live?
15. How do you know them?
16. How often do you see them?
17. What do you do with them?

D. The Area

18. Where is local? (Define on map)
19. Do you do any activities in that area? What? (School/work/family/friends/clubs etc.)
20. Do you go outside that area? Why?
21. Do you socialise online? Which apps do you use? Are they friends that you know offline too?
22. How do you get around (transport) in the local area you showed? And what if you need to travel further?
23. When do you spend time outdoors and when do you spend time indoors?
24. When hanging out with friends, where do you meet up and where do you go?
25. What's your favourite place?
26. What do you like about the area?
27. Do you have a role model in the community?
28. What do you dislike about the area? (What are the problems?)
29. Do you think it's a safe place to live? Why? Why not?
30. Do people your age have a good relationship with police in the area?
31. Do you think there are tensions between any people in your local area?
32. What is the relationship like between younger and older people in the community?

E. Interests

33. What do you enjoy doing in your spare time? (What do you do on a Friday/Saturday evening?)
34. How much do you spend on this?
35. Why do you enjoy doing this? What do you get out of it?
36. Do you belong to any clubs/teams/groups?
37. Did you used to belong to any?
38. Do your friends belong to any clubs/teams/groups?
39. Did they used to belong to any?
40. Are there any new activities that you'd like to take up in the future?
41. Do you do any volunteering work or help anyone out in your spare time? Would you like to?
42. Do you know anyone who volunteers?

F. Sports

43. Do you do any sports/physical activity? How often? Prompts: jogging, kick about, outdoor gym etc. (If not, skip to 50)
44. When did you start?
45. Is this linked to school/work/college?
46. Did you do any sports when younger? Which ones? Why have you stopped/carried on?
47. Is there anything stopping you from doing more sports?
48. How important is physical activity to you? Why? (Skip to 53)
49. Why are you not doing any sports at the moment?
50. Did you do any sports when you were younger? Why did you stop?
51. Is there anything that would persuade you to take up sports?
52. Do you and your friends visit the local leisure centre?
53. Do you know of any sport activities in the community?
54. Do you/did you ever play games (Frisbee, football, dance routines) on the street or in parks? Does this appeal?

55. Have you ever tried anything out that you didn't do again or didn't keep up?
- What made you want to try it?
 - What made you stop doing it?
56. If you could try any sport without worrying about costs or whether you'd be any good at it, what would you try? (Why aren't you trying this?)
57. If you haven't already, would you like to take part in some kind of sport event or tournament in the community?
58. Have you ever had a good coach/PE teacher? What was good about them? What makes a good coach?
- Have you noticed any sports/fitness role models on television/social media/advertising? What do you think of them?
 - Does it make you want to be like them?
 - Do you think you could be like them?
59. Do you think there are stereotypes about what kind of sport different people can and can't do?
60. Would you play sport in a group with a mix of boys and girls?
61. Do you think body image has anything to do with why some people do or don't do sports?

Appendix 4b: Interview schedule for parents

Cover sheet

- Interview number
- Date
- Interviewee
- Others present at the interview
- Place
- Time
- Observations

Consent Form

Thank you for considering participating in this research. Before you agree to take part, please make sure that you understand the following information:

- **Purpose of study**
 - We want to understand young people's access to sport and other activities in the area.
 - We will be passing these ideas on to StreetGames, a sports charity that aims to change lives and communities. They support projects which give sports and volunteering opportunities to young people in disadvantaged communities across the UK.
- **Confidentiality / conduct of the research**
 - The information that you give me will be used only for research purposes by me, and other researchers at the LSE. We will not use your name, or any other information that could identify you.
 - If there is any question that you don't like or don't want to answer, that is fine – you don't have to answer any question you don't want to. And you can end the interview at any time.
- **Consent: I agree to take part in the study, the purpose of which has been explained to me.**

A. Basic information about the interviewees and resident family members

1. Age:
2. Gender:
3. Ethnicity:
4. Marital status:
5. Family structure
6. Housing type:
7. Number of bedrooms:
8. Housing tenure:
 - Does your household own or rent this accommodation?
 - Own outright
 - Own with a mortgage or loan
 - Part own and part rent
 - Rent (with or without housing benefit)
 - Rent-free (if so– who is your landlord?)

B. Questions about the area

9. Could you show me what you consider to be your 'local area', marking it on this map. Give map.
10. How often do you travel outside the area that you consider to be 'local'?
11. How long have you and your family lived (a) at this address; (b) in this area
12. a. How satisfied or dissatisfied are you with this area as a place to live?
 - b. And with this accommodation?
 - c. And as a place to bring up children?
13. Do you visit other areas? What for? / Why not?

14. What are the differences raising your children here in this area, compared to where/when you were brought up?
15. What do you like / dislike about living in this area?
16. What is the relationship like between young people and older people in the community?

C. SCHOOLS (present or past as applicable)

17. How do you feel about the school?
18. Do they participate in any clubs/societies linked to the school?
19. Do your children do any activities after school?
20. What's it like during school holidays?

D. Health

21. Over the last 12 months, would you say that your health has been good, fairly good, or not good? And your children's? (Health problems might include sleep problems, eating problems and hyperactivity for example, as well as illnesses or injuries.) And has your health / their health got better or worse over the previous two years? Good / Fairly good / Not good / Better or worse over past 2 yrs / Comments
22. Do you or you children have any long-standing illness, disability or infirmity? By long-standing I mean anything that has troubled you over a year or that is likely to affect you over a period of time?
23. Do you use the following health services / facilities? When did you last use each one? How did you feel about the response that you got? Is this typical?
 - Doctor
 - Clinic
 - Health visitor
 - Hospital
 - Dentist
 - Other
24. How important is healthy eating for you and the children?

E. Other people / community

24. In the past fortnight:
 - Have you spent any time with friends or relatives?
 - Have you spoken to your neighbours?
 - Have you attended an adult education class?
 - Have you been to a leisure centre?
25. Are you involved in any local groups? [including church, babysitting circles, tenants association, youth club, playgroup, political party etc.]
26. On the whole, would you say you feel closely involved in the local community or not?
27. If not, why do you not feel closely involved in the local community
28. Are there things that you'd like to do but don't? Why not?

F. Economic information

29. Do you have any qualifications? (Vocational or academic.) What are they?
30. Household income per week or per month (before tax)
31. Economic status of head of household (*person in whose name house is owned / rented*) and other household members
 - Full-time work (30 hours a week or more)
 - Part-time work (8 – 29 hours a week)
 - Working (under 8 hours a week)
 - Government Training Scheme
 - Modern Apprenticeships
 - Long term sick / disabled
 - Registered unemployed
 - Not registered unemployed, but seeking work
 - At home / not seeking work

- Fully retired
- Full-time student
- Other

32. If interviewee unemployed: Have you ever had a paid job?

33. Are you entitled to any benefits?

G. Parenting issues (past or present as applicable)

34. a) Do your child/ren have a daily routine?

b) Roughly what is it?

c) Does it help you as a parent?

35. a) Does your child have a TV/computer/games console?

b) What do they do on it?

b) What time do they switch it on and off?

c) How do you feel about this?

36. a) Do any of your children have a particular difficulty with behaviour? (if necessary prompt for difficulties e.g. ADHD)

b) Can you explain/describe these?

c) Have you had any help from others (e.g. friends, social services, teachers) in dealing with these difficulties?

37. What do you feel are the main risks for children in this neighbourhood?

38. Are/were the children allowed to play outdoors when young? What about now? Do they have a curfew?

39. What are the main things that would make this neighbourhood safer for children?

40. Do you think a parent on their own faces special difficulties? What do you think they are?

G. Activities

41. Did the children go to any after school clubs/activities when they were younger?

42. What about now? (Why did they stop?)

43. Are/were the activities beneficial?

44. What activities do you think would be good for your child to participate in?

45. (If not covered) Do you think sports and physical activity is important?

46. Do you know of any sports/physical activity going on in the community?

47. What are the facilities and opportunities for young people like in this area?

48. Why do (your/some) children not take part in sports?

49. What could be done to change this?

I. Thinking about the future

50. Do you have any specific hopes for your family - anything you would like your family to do in the next few years?

51. What would you like your children to do when they leave school/in the future?

52. What obstacles are you worried they might come up against?

53. Do you think the area is getting better or worse, or staying the same?

54. What kind of things would you like to see happening in the area? What things could be improved?

Endnotes

ⁱ Department for Work and Pensions. 2013. "Households Below Average Income, An analysis of the income distribution 1994/95 – 2011/12". The Joseph Rowntree Foundation. "Austerity in the UK: Spotlight on Young People." Accessed October 10 2014. <http://www.jrf.org.uk/austerity-spotlight-young-people>.

ⁱⁱ Sport Wales. "Child Poverty Strategy." Accessed October 9 2014. http://www.sportwales.org.uk/media/810130/child_poverty_strategy_english_.pdf. Northern Ireland Statistics and Research Agency. 2013. "Impact of poverty on engagement in sport in Northern Ireland."

ⁱⁱⁱ Northern Ireland Statistics and Research Agency 2013. Playday. 2013. "Playday 2013: Playful places."

^{iv} Marmot Review

^v Potter, P (2014) Report of the Good to Go course run at Trafford Hall 25-27th November 2014. Unpublished; Feedback from the Youth Futures course at Trafford Hall <http://www.traffordhall.com/community-learning/training/youth-futures/>

^{vi} HM Government. 2013. "Inspired by 2012: The legacy from the London 2012 Olympic and Paralympic Games."

^{vii} Groups, Alexander (2012) *The 'Olympic cycling effect': a report prepared for Sky and British Cycling*. London School of Economics and Economic Science, London, UK; Transport for London. (2014) *Cycle Flows on the TFL Road Network*. London: TFL; Department for Transport (2013) *Pedal cycle traffic*. London: Department for Transport.

^{viii} According to Government's Index of Multiple Deprivation (IMD)

^{ix} http://www.cheshirewestandchester.gov.uk/your_council/key_statistics_and_data/isna/idoc.ashx?docid=c5d24447-826e-4935-84d6-edbf8464f5bb&version=-1

^x <http://www.westcheshiretogether.org.uk/pdf/20110428-LacheWardProfile-v01.pdf>

^{xi} http://www.cheshirewestandchester.gov.uk/your_council/key_statistics_and_data/isna/idoc.ashx?docid=c5d24447-826e-4935-84d6-edbf8464f5bb&version=-1

^{xii} <http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=13695842&c=Lache&d=14&e=61&g=6407126&i=1001x1003x1032x1004&m=0&r=1&s=1430390202312&enc=1&dsFamilyId=2575>

^{xiii} <http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=13695842&c=Lache&d=14&e=61&g=6407126&i=1001x1003x1032x1004&m=0&r=1&s=1430390202312&enc=1&dsFamilyId=2505>

^{xiv} <http://www.westcheshiretogether.org.uk/pdf/20110428-LacheWardProfile-v01.pdf>