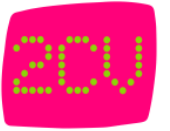


Engaging a Lower SEG audience in football

Desk review and Stakeholder input

October 2018

How do we identify this audience?



- There are many different official ways to identify this audience but these can often feel confusing....

NS-SEC 6-8 to measure an individual's job

- 6. Semi-routine occupations (e.g. Traffic wardens, Receptionists, Shelf-stackers, Care workers, Telephone Salespersons)
- 7. Routine occupations (e.g. Bar staff, cleaners, labourers, Bus drivers, Lorry drivers)
- 8. Never worked or long-term unemployed

DE / (C2) to measure an individual's job

- D. Working class (semi-skilled manual workers)
- E. Non-working (casual or lower grade workers, and others who depend on the welfare state for their income)
- C2. Skilled working class (skilled manual workers)

IMD to measure deprivation in an area

IMD - The English Index of Multiple Deprivation includes multiple dimensions: employment, income, health and disability, education skills and training, barriers to housing and services, crime and disorder, living environment

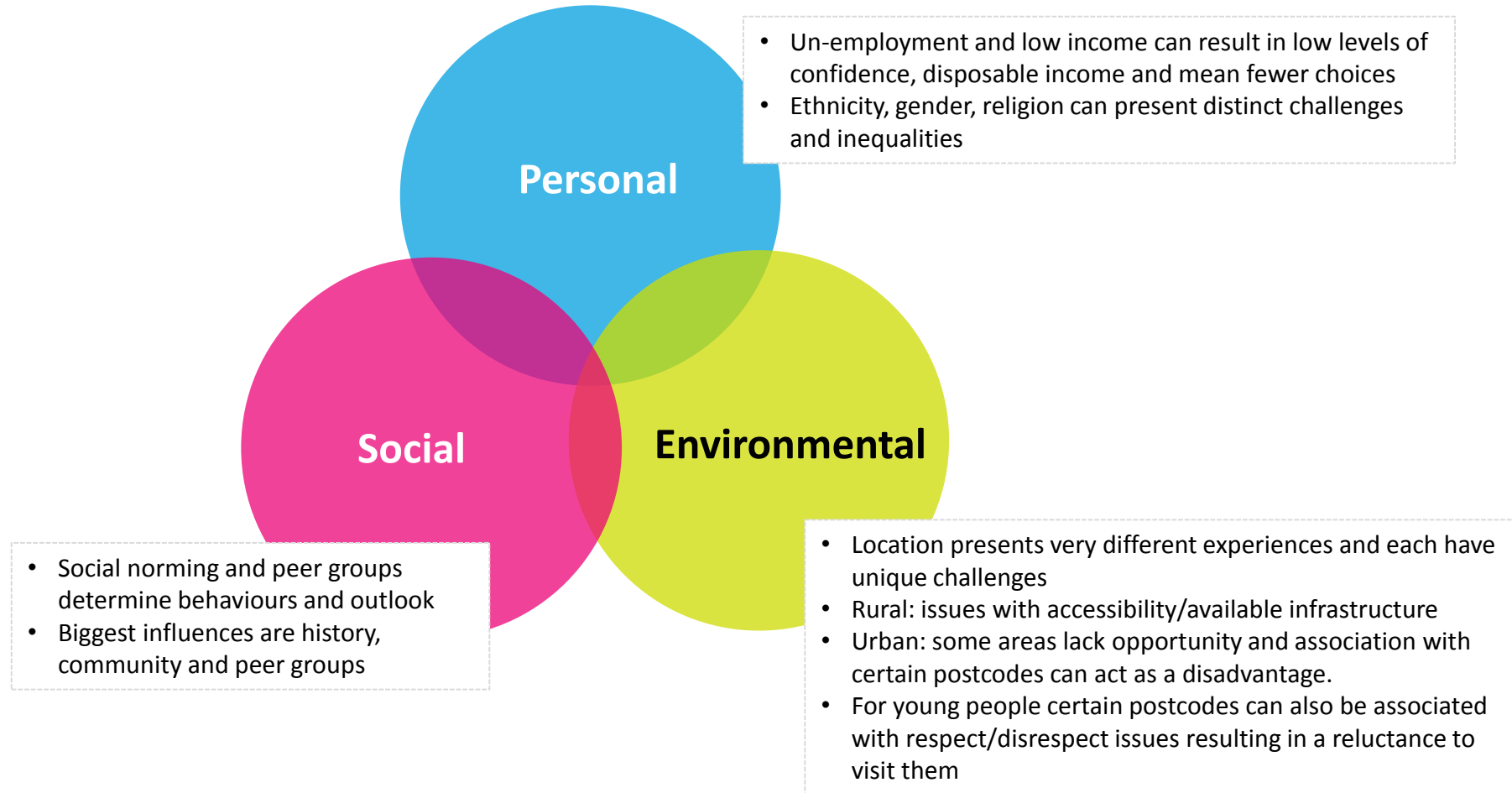
- Sport England are working towards a universal definition that is also simple to implement

Individuals or families who sometimes or often find that they are excluded from the activities and opportunities that the average person enjoys. This could be because of limiting circumstances such as:

- Lack of opportunity e.g. poor social mobility
- Low education attainment e.g. leaving education with no or few GCSE's
- Limited income or long-term unemployment
- Location

It is tempting to generalise a Lower SEG audience but to do so is unfair and there's a risk of assuming a homogenous shared experience

Three interrelated factors strongly influence and differentiate this audience



- The idea of 'community' as an overarching idyll that unifies this audience is far more complex. Lives for many of this audience are insular with smaller social circles, living in a 'bubble' with a limiting world view/experience. Community networks not always an 'easy in' with this audience

What do Lower SEGs engage with when it comes to sport and exercise?

- Those in the Lower SEGs are less active in general, less likely to enjoy exercise/sport and therefore less motivated to take part
- Benefits to health are appreciated (physical and mental), but it is harder from them to prioritise fitness in their lives and they have limited opportunity to do so.
- In many cases, sport and exercise are intimidating and therefore alternate activities resonate more:
 - Individual activities (no one is there to watch, it is less competitive, easier to do in your own time)
 - Non traditional activities such as gardening, walking, dance
- Overall, exercise needs to be **social, fun and non competitive**



How do Lower SEGs engage with football?

- Football ranks higher in terms of 'top sports' for Lower SEGs, yet participation still greater overall for higher SEG groups

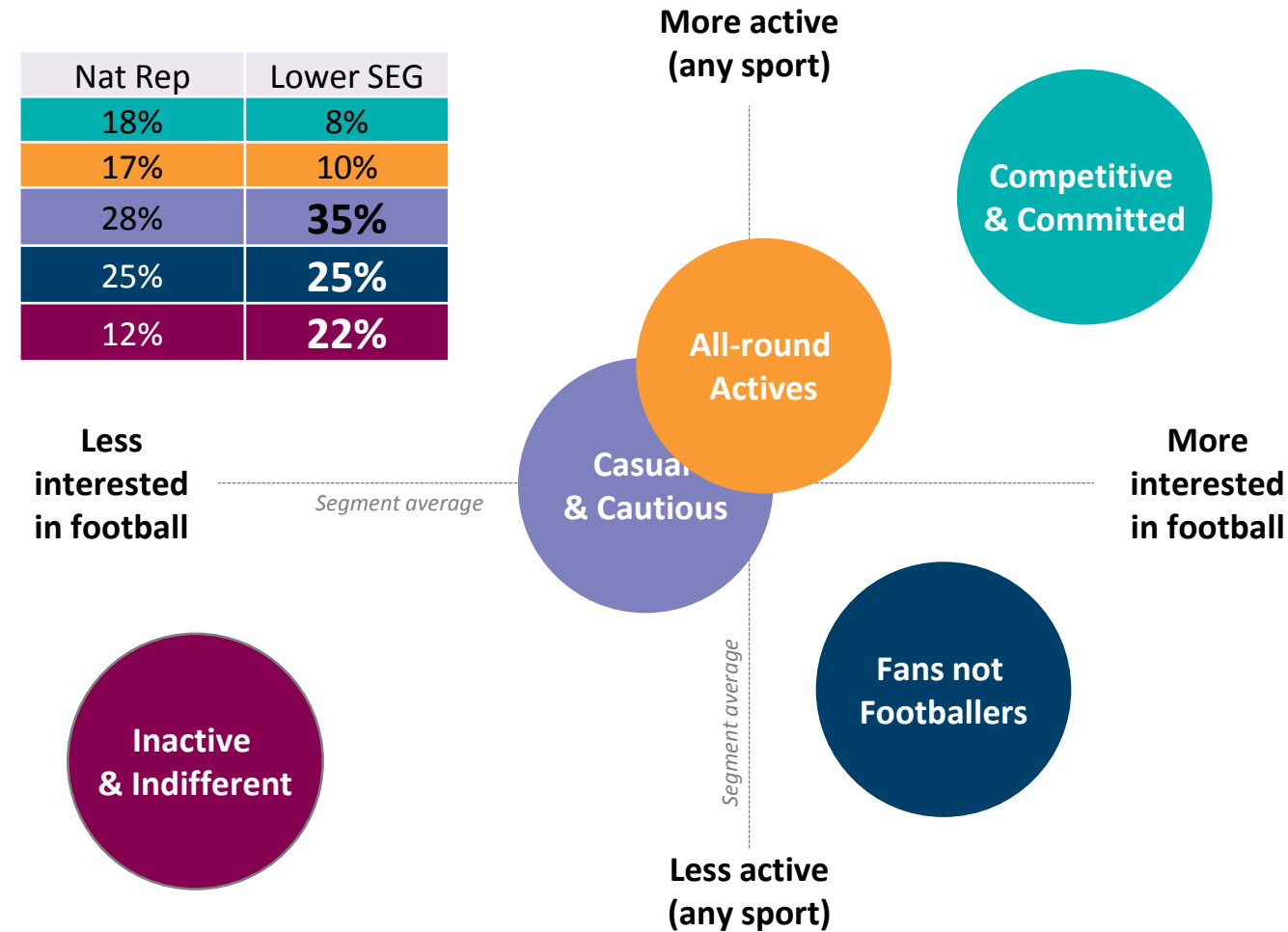
Weekly Participation (numbers). Figure in bracket is rank of top sports

	NS-SEC 5-8	NS-SEC 1-4
Recreational Walking	2,600,800 (1)	6,031,500 (1)
Gym Session	1,152,500 (2)	2,572,400 (2)
Swimming	699,200 (3)	1,548,000 (3)
Football	624,300 (4)	784,300 (7)
Cycling	568,800 (5)	1,265,100 (5)
Athletics	459,600 (6)	1,546,700 (4)
Fitness Class	299,000 (7)	1,028,600 (6)
Golf	173,200 (8)	526,200 (8)
Weights Session	134,500 (9)	210,600 (13)
Exercise, Movement and Dance	128,400 (10)	238,300 (12)
Body Weight Exercises	116,100 (11)	144,900 (17)
Badminton	107,800 (12)	254,000 (10)
Fitness Machines	104,300 (13)	252,600 (11)
Equestrian	86,600 (14)	164,400 (16)
Tennis	82,400 (15)	290,700 (9)
Bowls	73,000 (16)	115,600 (18)
Boxing	62,600 (17)	78,100 (22)
Rugby Union	59,300 (18)	76,100 (23)
Angling	53,100 (19)	41,100 (-)
Circuits	47,000 (20)	178,100 (14)
Fitness DVD/Virtual Trainer	45,800 (21)	98,200 (19)
Cricket	44,700 (22)	92,500 (20)
Basketball	37,200 (23)	42,800 (-)

- There is likely more potential within the more casual small-sided game compared to 11 a side



Lower SEGs are more likely to be in the **Casual and Cautious** and **Inactive and Indifferent** segments, with a healthy presence of **Fans not Footballers**



Source: 2CV Small sided football segmentation 2016 (Nat Rep, isolating D and E's)

KEY SEGMENT	Competitive & Committed	<i>"Sport is part of my everyday life, it's my social life and I love watching and playing football. I play a lot of football and I am passionate about the game, I love to win!"</i>
	All-round Actives	<i>"I love exercising, it makes me feel good, look good, and it's a great way to socialise. Football definitely helps with this but it isn't my only sport, I'm not that into following a team and probably prefer taking part in other sports."</i>
	Casual & Cautious	<i>"I'm relatively active and I play football but feel quite self conscious about my fitness, age and ability. I don't take it very seriously or get competitive! I play because I want to improve my health, have fun and spend time with friends"</i>
	Fans not Footballers	<i>"I love watching football and following my team, but I usually prefer to stay on my sofa and watch a match rather than get on the pitch myself! I could be tempted if it involves my team and my friends were there to kick about with"</i>
	Inactive & Indifferent	<i>"There's a lot hype around football, it can feel intimidating. I don't have time to keep up a fitness routine and I am reluctant to sacrifice my spare time to start one, but a friendly kick-about could be fun to join in with"</i>

How do Lower SEGs engage with small sided football?

- Along with their apathy to towards exercise, **their engagement with football is also lower**
 - Many are **put off by hype** around the professional game
 - They're **less likely to see football as 'for them'** and are more likely to be **put off by health requirements**
 - Some propensity to see it as fun but **many also see it as competitive which can be off-putting** as it is not what they are looking for with small-sided football. Can feel quickly judged by not 'being good enough'
- Therefore within the small sided football audience, Lower SEG **skew towards being lapsed and considerers** and under-index on current players
- However, there are some inspirational role models out there (e.g. Raheem Sterling) where football has been a route out of poverty. Opportunity to use these roles models through trusted delivery partners/media to inspire families/kids with talent

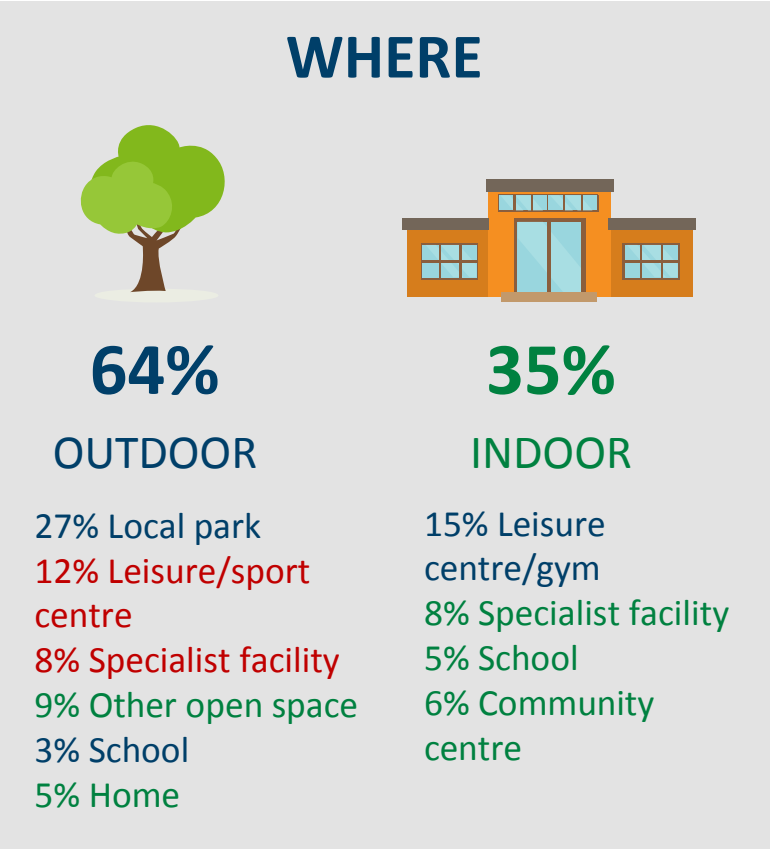


Overall Lower SEGs play small-sided football for free. Outdoor overall but skew to indoor vs higher SEGs

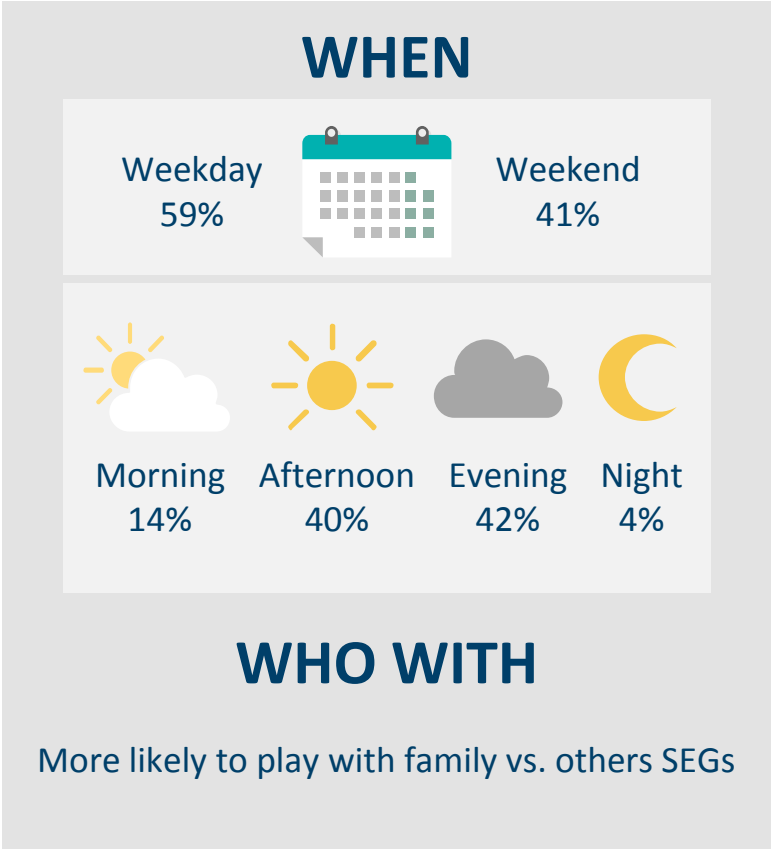


%s shown for D/E's based on their last session

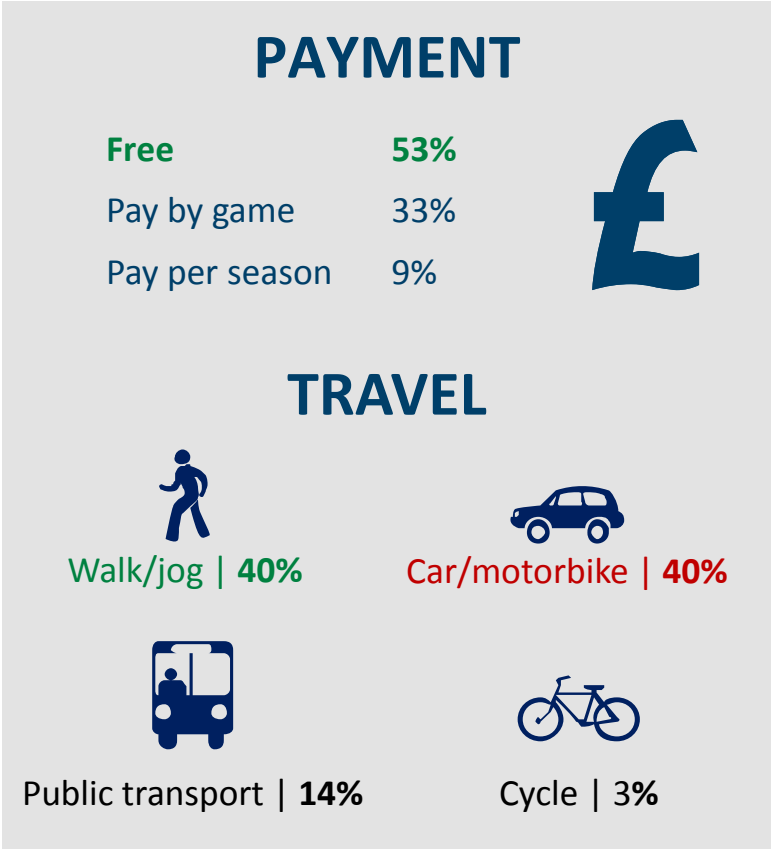
Under indexes and over indexes for D/E's vs. total are highlighted



Venue mirrors the total audience with local parks prominent, though D/E's less likely to play at outdoor specialist or Leisure Centres with more indoor play

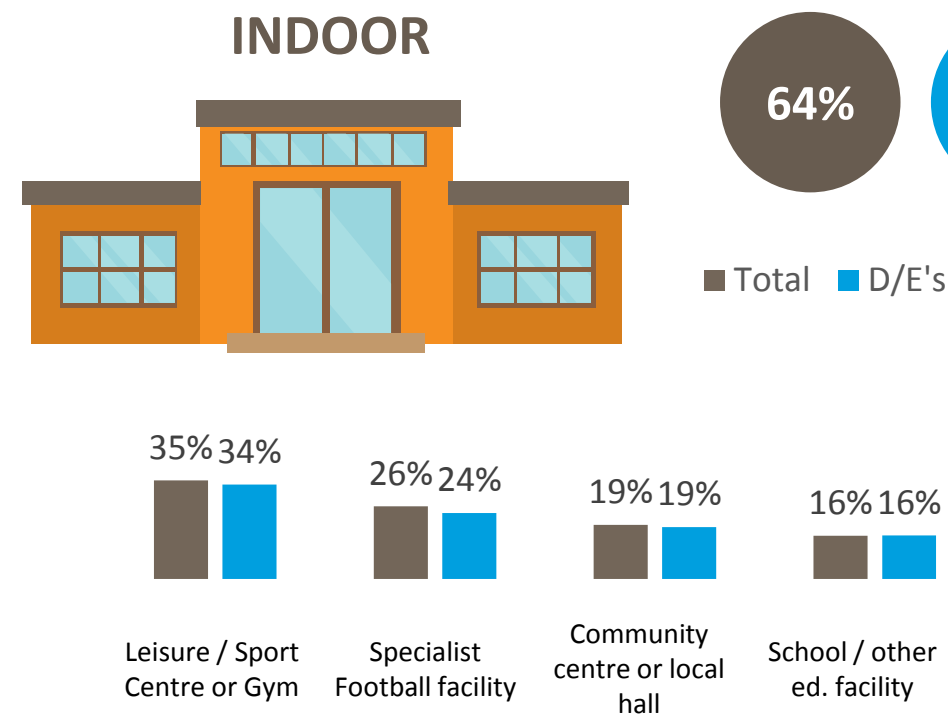
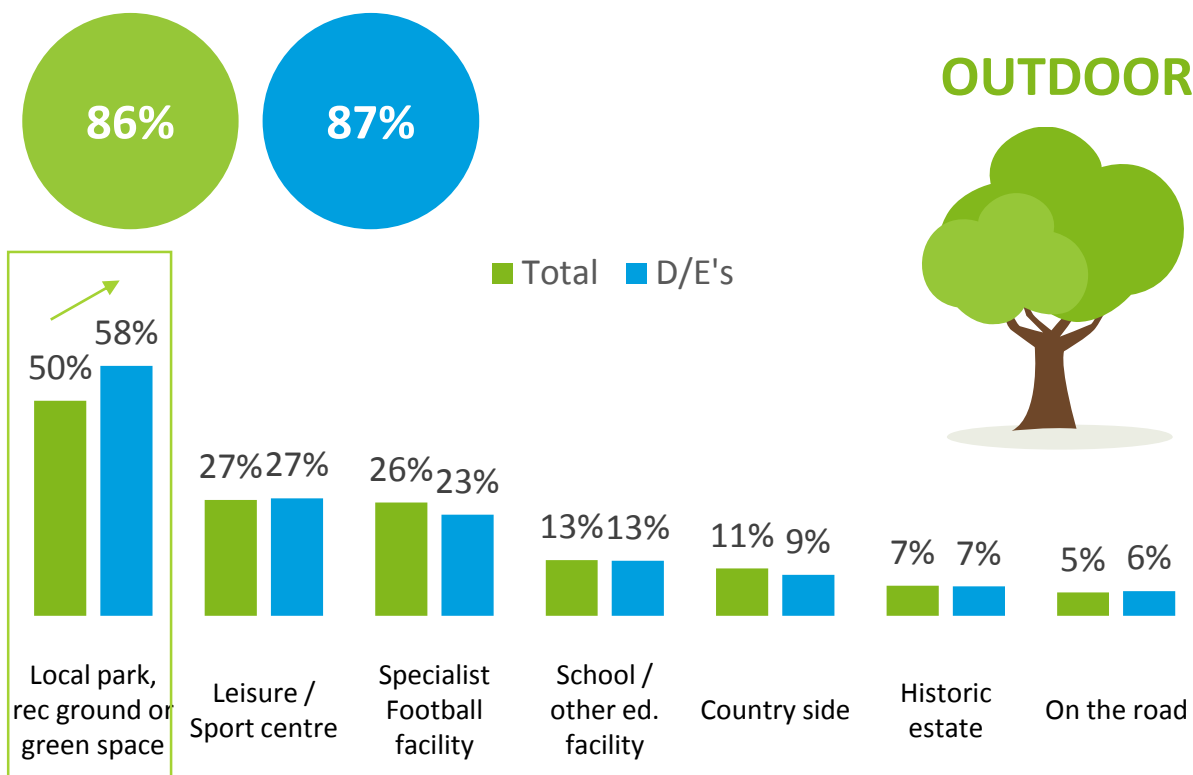
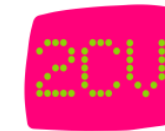


Time of day is similar for D/E's vs. the total audience but skew towards playing with family



More likely to be playing for free and walking to their session

Lower SEGs more likely to *want* to play small sided football in a local park, rec or green space



Compared to the total audience, D/E's are more likely to:



Want to play in the Afternoon
55% (D/E's) vs. 45% (total)



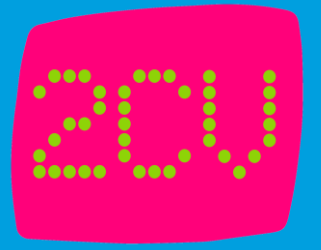
Want to play for free
24% (D/E's) vs. 19% (total)



Want to walk there
54% (D/E's) vs. 46% (total)



Want to play informally
39% (D/E's) vs. 33% (total)



How to engage Lower SEG audience with football

INSERT CLIENT LOGO

4 key barriers from a Lower SEG audience point of view

1. PERCEPTUAL BARRIERS

Sport feels less relevant to everyday life and less a priority - lack a 'holistic health view'

Perceptions of overt football venues, coaches, branding and structured football sessions can feel intimidating

2. PERSONAL BARRIERS

More self-conscious and lacking in confidence

Harder to develop resilient habits due to social and financial instability

More impacted by personal factors affecting ability to participate i.e. lack of childcare, language barriers and disability

3. SOCIAL BARRIERS

Tend to have fewer positive nudges or reinforcements to encourage physical activity and time is very precious

Sometimes (but not always), Faith and religion can hinder participation (e.g. girls participating, Ramadan)

Harder to recruit sport volunteers within a Lower SEG demographic

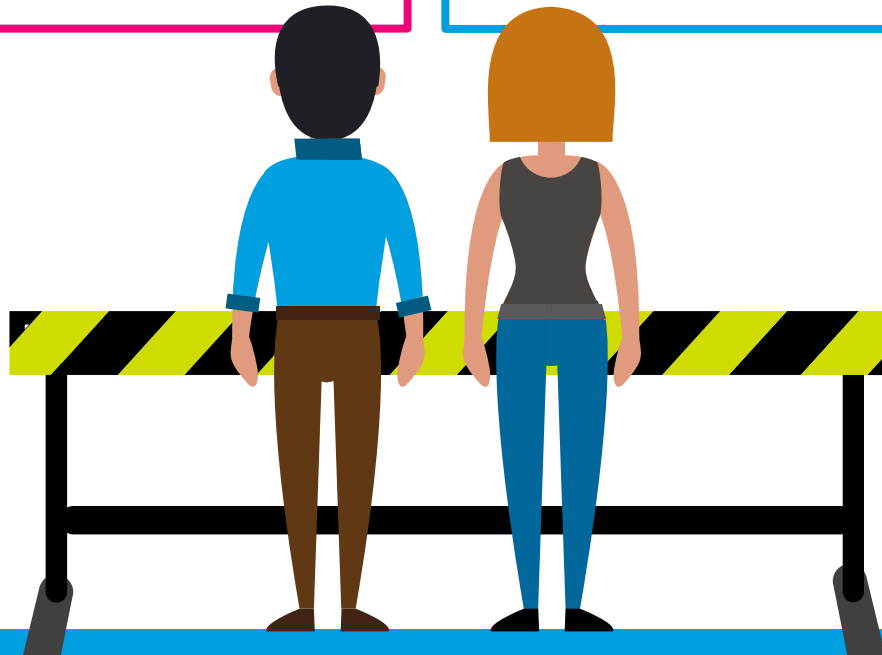
4. ENVIRONMENTAL BARRIERS

Have limited horizons and awareness of what's available beyond their immediate area

Less receptive to traditional promotional media (leaflets etc)

Cost is prohibitive (transport, facility, equipment)

Spaces can sometimes be more affected by anti-social behaviour



4 Key barriers from football specialist facilities point of view

Facilities feel they don't currently have the resources or necessary expertise to cater to Lower SEG audiences

Pricing model
within
commercially
driven business
plan can
indirectly
exclude

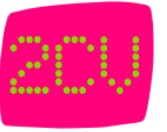
Little
experience in
marketing or
programming
for this
audience

Rarely have an
outreach
programme

Lack awareness
of relevant
routes to
market or local
partners



To engage a Lower SEG audience specifically, there are key overarching principles



TARGET

Target a specific local area and research needs and opportunities (e.g. spaces, partners, audiences, travel and viability)

INCLUDE

Work with the community rather than impose on them. Any intervention needs to be the result of community engagement with a true partnership approach. Work with a trusted delivery partner to ensure the 'how' it's delivered is as important

DESIGN

Consider the type of audience you want to engage and develop an offer around their needs: e.g. audience segment, demographics and current/ lapsed/ potential players

SUSTAIN

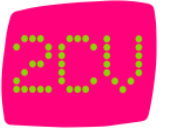
Create a business plan for the long-term and embed a sustainable strategy upfront considering cost and ownership



Activate

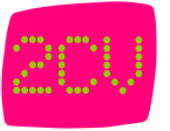
Operate

Implications on how to *activate*

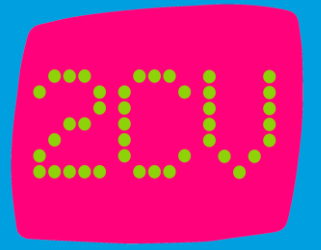


Guideline	Considerations to engage a Lower SEG audience	Successes
Fun inclusive social sessions	- Make it feel fun, social and non-competitive rather than 'sporty'. Think outside structured football sessions – hidden coaching rather than 'skills and drills sessions' - Be inclusive i.e. no kit required, all abilities welcome, accommodate for all, able to participate as an individual vs team - Creative formats depending on audience e.g. Futsal, Soccercise	- Soccercise by Street Games/The FA: Fun, non-competitive and fitness based sessions run by a dance teacher. Works around the barrier of football being perceived as overly masculine - Liverpool FC Foundation Open Goals: Offering non-competitive, fun, physical activity sessions for children and families, Inc. Quick Cricket, Ultimate Frisbee, Orienteering Games etc.
Relevant Session Leaders	- Activators who reflect the audience are more effective. It means our Lower SEG audience can relate and use them as relevant role models. Helps allay self consciousness and fear of judgement. - Upskill relevant activators by offering accessible and online coaching courses that people can do in their own time. - Recognise that Activators are more than just coaches, as they blend interpersonal skills, audience work and sport specific knowledge	Doorstep Sport – Street Games: Encourages the use of coaches and leaders who grew up in the neighbourhood where they work, grew up nearby, or in a similar place.
Right branding and marketing mix	- Use the most engaging hook – it's not always sport first. i.e. 'Sport by stealth' - Use 'home-grown' real and relevant people in marketing to reflect the audience you're trying to attract - Offer a preview or taster session so people feel reassured.	- Sanctuary – helping refugees to learn English by offering table tennis lessons (Penglish) as the hook to get them in the door - Man V Fat – Using 'everyday' target audience people in their marketing to reflect the target audience
Relevant channels	- Use channels that your audience already listen and engage with? Select leaders and influencers among target audience and use them to engage and influence (word of mouth, their social media etc) - In addition, football clubs can provide a relevant channel for audiences who love football and are already engaged with a professional clubs – a reason to get together. Often trusted and often exist in areas of deprivation	- Soccercise by Street Games/The FA: Uses Peer Promoters as a personal approach to recruit girls into the sessions - Liverpool FC Foundation Open Goals: Offered by Liverpool FC's official charity. Trusted by locals and working in deprived areas.
Partnerships within existing community networks	Identify relevant partnerships and non-traditional routes to target audience (i.e. BAME, Disability, Outreach, Mums groups, community groups, Club outreach network etc).	

Implications on how to *operate*



Guideline	Considerations to engage a Lower SEG audience	Successes
The right place and facility	- User spaces in the local proximity – where your audience already go and hangout. Use a doorstep approach – using accessible and familiar venues in the community (i.e. existing local parks, community spaces) - Need a realistic maintenance, replacement and exit strategy which helps sustain positive outcomes - For key BAME groups consider discreet spaces and religion friendly areas	- Street Games Doorstep Sport – Offering easily accessible multi-sport sessions for young people in deprived areas. - Park Lives – Bringing a wide range of activities to local parks. High participation levels in deprived areas, BME communities, and amongst females
The right price	Free or low cost is critical. Where possible need to offer activities and facilities at minimal spend	- Park Lives – A large range of free activity's for local communities - Liverpool FC Foundation Open Goals: Completely free family activity offerings in local parks
Consistent programming	- Programme sessions regularly and consistently throughout the year allowing for a Lower SEG audience to drop in and drop out - Consider outside off peak but ideally shape around audience needs	- Liverpool FC Foundation Open Goals: The fact you can drop in and out of sessions at any time is highlighted clearly in the promo material as not being an issue - Flexifootball: Available at consistent times/days, but drop in and out encouraged
Owned by them	- For long-term sustainability, need to consider community ownership from the start so that initiatives lives on beyond initial investment - Audience need to feel part of it, (not an imposed solution) – thus listen to feedback and evolving the offer to best suit the target audience	
Neutral spaces	- Effective spaces can be neutral 'quality' spaces (i.e. Maintained and looked after; flat, clean and open) - For more self-conscious audiences (segments or demographics) consider less public venues and quieter times to run sessions	
Relevant workforce	- Identify people in the community with latent skills that can help deliver then teach them the formal skills. - Recruit 'home-grown' volunteers from target audience: ask for 'help' rather than 'volunteers' and develop free online tools to make it easier (Tips, timetable, template posters) - In the long-term, recruit workforce from target audience	- Street Games Doorstep Sport – Aims to make the activity session feels social rather than 'sporty' - Soccercise by Street Games/The FA: Offers volunteers exercise cards, advertising posters and videos to download in the hope that schools, colleges, universities, clubs and community groups will use the resources to run Soccercise sessions



Appendix

Appendix – Desk Review Reports

Report Name	Developed by/Author
FA girls Football Report	<i>The FA / Street Games</i>
Football Factsheet	<i>Street Games</i>
ParkLives Impact Assessment	<i>Coca-Cola GB + Local Authorities + Street Games</i>
Park lives with SG Year 1	<i>Coca-Cola GB + Local Authorities + Street Games</i>
Park lives with street games Year 2	<i>Coca-Cola GB + Local Authorities + Street Games</i>
Revaluing Parks and green spaces report	<i>Fields In Trust</i>
Revaluing parks and green spaces Summary	<i>Fields In Trust</i>
Co-Creation with BAME - new and emerging communities	<i>Nottingham City of Football</i>
New audiences	<i>Nottingham City of Football</i>
Evaluation of Premier League Kicks and Premier League 4 Sport: FINAL REPORT	<i>Premier League</i>
Strategic Review of Football Foundation sites	<i>Sharp Elbows</i>

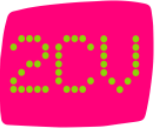
Appendix – Desk Review Reports

Report Name	Developed by/Author
20150110 Fenland Research Report Final	<i>Sport England / MRUK</i>
BMX Legacy Programme Phase 3 - Proof of concept report	<i>Sport England/ Access Sport</i>
Ecroys -SfD sector insight report	<i>Ecroys/Sport England</i>
Lakenham report 2018	<i>Sport England/comic relief</i>
LSEG Audience understanding	
PBF Final Report - Funders report July 2018	<i>Shephard and Moyes, Sport England/Comic relief</i>
PHE C2DE parents Feb 2017 v2	<i>Public Health England</i>
PLCF Evaluation of PL Kicks and PL4S - FINAL REPORT - oct 2016	<i>Premier League</i>
5774 Troubled Families Qualitative Research Sport England IFF Public V01.	<i>Sport England / IFF Research</i>
Street Games Community Organisations Research IFF	<i>Street Games</i>
Activity Know How Action Research_Sumary Findings	<i>Street Games</i>
Peer led action research_sumamry findings_2018	<i>Street Games</i>
20170214 Sport England LSEG audience analysis	<i>Sport England</i>

Appendix – Desk Review Reports

Report Name	Developed by/Author
20180815 Sport England Families research anon edited - for 2CVS	<i>The Behaviour Architects</i>
Street League Review Report - SPORT ENGLAND	<i>Street League</i>
Participation Pathway	<i>2CV, Street Games</i>
Sported 2CV Engaging and sustaining Sport Relief Participation - Abridged	<i>2CV, Sport England, Sport Relief, Sported</i>
Sported 2CV Engaging and sustaining Sport Relief Participation - Debrief	<i>2CV, Sport England, Sport Relief, Sported</i>
Walking and Cycling Insight Study_EXTERNAL VERSION NEW	<i>2CV, Street Games</i>
Streetgames Lifestyle Research	<i>2CV, Street Games</i>

Appendix – Success Stories



Success Story	Link
Street Games - Soccercise	
Street Games - Doorstep Sport	<u>https://www.streetgames.org/our-work/doorstep-sport-clubs</u>
Park Lives - Free sport in local parks	<u>https://www.parklives.com/</u>
Man v Fat	<u>https://www.manvfatfootball.org/Home/Registration</u>
Liverpool FC Foundation - Open Goals: Free family sessions	<u>https://foundation.liverpoolfc.com/programmes/sports-and-health/open-goals</u>
Sanctuary – Table tennis refugee integration	<u>https://cityofsanctuary.org/by-theme/sports/</u>
Flexifootball	<u>https://flexifootball.co.uk/</u>
National Trust Activity	