

The Youth Sport Report 2002 was devised and produced by:

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South Cambridgeshire District Council
Huntingdonshire District Council
Cambridge City Council
Fenland District Council
East Cambridgeshire District Council

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1. Foreword

As I am sure those people involved in sport know, engaging and enthusing young people to lead an active lifestyle is a great challenge!

With the advent of computer games, greater expectations within the school environment as well as other distractions, sport has many challenges to face to ensure that it is always an attractive option for young people.

That is why the Youth Sport Report is a tremendously important initiative in Cambridgeshire. Trends constantly change and what is in vogue one day is out the next. To ensure that our work is always at the forefront of development, we need to be constantly in dialogue with young people to determine what their real requirements are, and not what we perceive them to be.

The Report and results of the Youth Sport Survey show clearly what young people want. Outdoor adventure type/alternative activities are extremely popular at this time, and providers of sport need to recognise that and ensure that the opportunities exist. In addition, there are further challenges in ensuring that young people from varied ethnic and cultural backgrounds, as well as urban and rural communities, have equal opportunities to participate whatever their personal circumstances.

Sport England is delighted to have been involved in this piece of work. Its results need to be used to further influence policy makers and funding agencies to ensure that the young sports people of tomorrow have clear pathways and opportunities to achieve their goals.

I look forward to reading about the success of this work in the future and to seeing Cambridgeshire out there in front as an innovative county.

Jeff Neslen
Regional Director, Sport England East

2. Executive Summary

Sports Development Officers (SDOs) from Sport England, the County Council and all the local district authorities in Cambridgeshire and Peterborough have produced this Youth Sport Report. Based entirely on the views of young people aged 5 – 16 it has been developed using the findings of a questionnaire and a series of interviews with targeted focus groups.

Young Peoples Sport Questionnaire

A questionnaire was devised by the SDOs to consult young people about their attitudes towards sport both in school and in their free time. The survey focused on the popularity of sports rather than participation levels.

The questionnaires were widely available via the internet with paper copies also distributed to schools and, via local sports development officers, to as many young people as possible in Cambridgeshire.

A total of 1,728 valid responses were received and these were analysed using a statistical computer package.

The key findings from the school sport survey include:

- Football is the most popular sport among boys. Swimming is the most popular sport among girls.
- The majority of Pakistani boys prefer cricket to football.
- Swimming is, on balance, popular among both girls and boys, coming first in the girls vote and third in the boys vote.
- Some sports, like football and rugby among boys and hockey among girls, have a high number of people that both like and dislike the sport.
- Basketball and Rugby are much more popular with boys at secondary school than at primary school.
- Young people like sport if it is enjoyable and fun or if they are particularly good at it.
- Young people dislike a sport if they consider it dangerous or if it is just 'boring'.

- Few people mentioned things like being outdoors or being embarrassed as reasons for disliking a sport, although, for some, not being very good at a sport puts them off liking it.

The key findings for out of school sport include:

- 85% of boys play sport and 74% of girls.
- 51% of young people are members of a sports club.
- Young people like to take part in sport if it's with their friends.
- 43% of young people take part in competition outside of school.
- Over 50% of young people walk or cycle to sports facilities.
- Over 50% of young people do not spend their own money on sport and the car is the most popular means of transport to a sporting venue, event or competition.
- Young people were very positive about their sports coaches with 56% rating them as excellent.

For a complete set of questionnaire results visit <http://edweb.camcnty.gov.uk/sport>

Youth Sport Focus Groups

It was agreed to supplement the findings of the survey by undertaking a series of interviews with targeted focus groups across the county.

The groups were selected to reflect the aim of looking at sports participation in relation to rural/urban areas, ethnicity, disability, transport and gender.

The key findings include:

- All the groups demonstrated a strong awareness of the importance of sport and PE with health and social benefits featuring in responses.
- A significant number of young people said they would still play sport when they left school as they enjoy it and it keeps them fit.
- Lack of transport in rural areas is a barrier to taking part in sport as young people often rely on parents in order to access sport.
- In terms of improving PE in schools there were some issues about the poor condition of the equipment, needing to allow time to have a shower and lengthening PE sessions.
- The main reasons young people gave for not playing sport were that they found it boring and preferred hanging around with their friends.

Local Issues

It is important for local authorities, sports clubs, voluntary organisations, sports development officers and schools to act on the findings. The objective of the report is to guide agencies involved in the provision of sport; help inform future strategies; and provide direction to proposed capital and revenue programmes.

Section Six of the report provides specific reports for each of the local authority areas describing the main issues for consideration. This section highlights both the areas for improvement and also examples of good practice.

Each authority will incorporate the main findings from this report into their strategic frameworks and address the issues through the work of the sports development officers.

The findings from the Youth Sport Report will be fed into the Cambsport strategy – **“Developing Sport and Recreation in Cambridgeshire and Peterborough”**- to address the action of “improving and increasing participation”. Overall progress will be monitored through the strategy review process.

3. Introduction

Definition of Sport

“Sport means all forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels.”¹

From a very early age sport plays an important part in physical, mental and emotional development. It is a key component of learning in the national curriculum, something families often do together, available for anyone at any age and, at the highest level, it can give a sense of national pride.

In Cambridgeshire and Peterborough there is a substantial commitment to providing top quality sports facilities and development programmes. This is backed up by a large financial investment by a range of organisations within the County. Sport is also recognised as a major component of the Cultural Strategy making:

“A unique contribution to the well being of the East of England, providing enjoyment and inspiration and supporting a large number of jobs. It helps regenerate local communities and plays a key role in education and learning.”²

As the provision and investment expands it is vital that users and potential users are consulted about their views on what their requirements are and to determine if there are any barriers preventing active participation in sport:

“It’s not enough for us just to develop and deliver the right products and services, we must also ensure the public know what we are doing. At the same time we must also listen so that our services deliver maximum benefit.”³

To assist with this, sports development officers from Sport England, the County Council and each local authority in Cambridgeshire and Peterborough met with the aim of producing a Youth Sport Report based entirely on the views of young people between the ages of 5 and 16. The Report is produced to guide the many agencies involved in the provision of sport, helping to inform future strategies and giving direction to proposed capital and revenue programmes.

We have also added to this details from the ‘Young People and Sport National Survey’ undertaken by Sport England in 1999 which allows us to compare findings, and the ‘Young People and Disability Sport Survey 2000’, again undertaken by Sport England, with the main issues listed to help complete the overall picture.

Finally we have given an overview of the local and national sports organisations that may benefit from the production of this report.

¹ Council of Europe, European Sports Charter 1993

² Towards an East of England Cultural Strategy – A Summary of the Draft Framework Document 2000

³ Sport England Annual Report 1999/2000

4. Summary of Local Research Findings

Sport England in conjunction with the Cambridgeshire and Peterborough Youth Sport Steering Group commissioned two key pieces of research into the views of young people with regard to sport. The methodology and findings for each are summarised below:

□ Youth Sport Questionnaire – 2001⁴

A questionnaire was devised by the Steering Group to consult young people about their attitudes towards sport. The young people were asked about the sports they took part in at schools and in their free time. The survey concentrated on levels of popularity of sports rather than participation levels, whereas the 1999 Sport England Survey had focused on the latter.

The questionnaires were distributed in two ways. A form was posted on the internet for young people to complete at school or home and 327 valid responses were received using this method. Paper questionnaires were also distributed to schools and through local Sports Development Officers, from which 1,401 valid responses were received.

A total of 1,728 responses represents just over 2% of all young people in Cambridgeshire and Peterborough within the target age range. The data was checked and analysed using a statistical computer package.

Figure 1

Responses from Young People

	Bangladeshi	Black-African	Black-Caribbean	Black-Other	Chinese	Indian	Not Answered	Other	Pakistani	White	Total
Cambridge	3	2	7	2	7	7	0	8	2	210	248
East Cambridgeshire	1	0	0	1	1	0	2	4	0	169	178
Fenland	0	0	0	0	0	0	2	1	3	131	137
Huntingdonshire	3	1	3	3	2	2	6	14	2	297	333
Peterborough	0	3	9	6	4	15	24	24	64	319	468
South Cambridgeshire	1	1	1	1	1	2	5	11	3	317	343
Not Answered	0	0	0	0	0	0	7	0	0	14	21
Total	8	7	20	13	15	26	46	62	74	1457	1728

Of the 1,728 responses received 53% were male, 44% female and 3% did not specify. There was a good response from all districts and the number of responses from ethnic minorities was in proportion to the profile of the area. There were 48 responses received from young people attending special schools.

⁴ Cambridgeshire and Peterborough Youth Sport Survey 2001
Full Data available on <http://edweb.camcnty.gov.uk/sport>

School Sport

In school, the most popular sport amongst boys is football, followed by rugby, basketball, swimming and cricket.

Figure 2

Boys - Which one PE or Games activity do you like the best?

Sport	Number	Percentage	Rank
Football	338	36	1
Rugby	85	9	2
Basketball	74	8	3
Swimming	65	7	4
Cricket	54	6	5

The girls preferred swimming followed by netball, dance, gymnastics and hockey.

Figure 3

Girls - Which one PE or Games activity do you like the best?

Sport	Number	Percentage	Rank
Swimming	133	17	1
Netball	92	12	2
Dance	73	9	3
Gymnastics	61	8	4
Hockey	57	7	5

This concurs with the Sport England Survey that showed football and swimming to be the most popular sports.

There are some differences between the sports favoured by young people at secondary school compared to those at primary school. Swimming appears to be the most popular sport among girls at primary school but at secondary level it has the same popularity as netball. Among the boys, basketball and rugby are much more popular at secondary schools compared to primary schools.

Figure 4

Top four favourite primary school sports

Girls			Boys		
Sport	Num	Percent	Sport	Num	Percent
Swimming	85	26	Football	180	41
Netball	42	13	Swimming	39	9
Gymnastics	35	11	Hockey	36	8
Dance	30	9	Cricket	31	7

The main reasons given in answer to the question “Why do you like sport?” are that “it is enjoyable and fun”; “I am good at it”; and “it gets rid of aggression”. Sport was also linked to the enjoyment of being with friends or with being part of a team. Others said they enjoyed a specific sport because they had done it for years and felt particularly comfortable doing that sport.

Figure 5

Top five favourite secondary school sports

Girls			Boys		
Sport	Num	Percent	Sport	Num	Percent
Netball	47	11	Football	153	32
Swimming	47	11	Rugby	65	14
Dance	42	10	Basketball	51	11
Trampolining	41	10	Swimming	24	5
Hockey	38	9	Badminton	23	5

Figure 6

Boys - Which one PE or Games activity do you dislike the most?

Sport	Number	Percentage	Rank
Dance	305	33	1
Rugby	65	7	2
Gymnastics	63	7	3
Cross-Country	60	6	4

Figure 7

Girls - Which one PE or Games activity do you dislike the most?

Sport	Number	Percentage	Rank
Cross-Country	136	18	1
Football	124	16	2
Hockey	73	9	3
Rugby	68	9	4

There were some differences in preferences for favourite sports among respondents from ethnic groups. In particular, the majority of Pakistani boys rated cricket as more popular than football. Swimming was the most popular sport among Pakistani girls with netball relatively unpopular.

SUMMARY OF SCHOOL SPORT

- Football is the most popular sport among boys. Swimming is the most popular sport among girls.
- The majority of Pakistani boys prefer cricket to football.
- Swimming is, on balance, popular among both girls and boys, coming first in the girls vote and third in the boys vote.
- Some sports, like football and rugby among boys and hockey among girls, have a high number of people that both like and dislike the sport.
- Basketball and Rugby are much more popular with boys at secondary school than at primary school.
- People like sport if it is enjoyable and fun or if they are particularly good at it.
- People dislike a sport if they consider it dangerous or if it is just 'boring'.
- Few people mentioned things like being outdoors or being embarrassed as reasons for disliking a sport, although, for some, not being very good at a sport puts them off liking it.

For a complete set of questionnaire results visit <http://edweb.camcnty.gov.uk/sport>

Lunchtime/After School Sport

In lunchtime/after school sport 89% of young people said that there were sports activities available if they wished to get involved. The boys mainly played football, rugby and basketball with the girls participating in netball, hockey and dance. Just fewer than 56% of boys at secondary level participated in these activities and 48.6% of girls.

At primary school the girls voted trampolining as the sport they would most like to do at lunchtimes/after school that they did not have the opportunity to do at the moment. At secondary level swimming was the most popular activity together with football and dance. Boys at primary school chose rugby as the sport they would most like to do at lunchtimes/after school. Boys at secondary school favoured swimming, rugby and skateboarding as new activities they would like to get involved in.

Figure 8

Girls - Sports young people would like to do at lunchtimes/after school that they do not have the opportunity to do at the moment.

Primary		Secondary	
Sport	%	Sport	%
Trampolining	14.2	Swimming	6.8
Gymnastics	7.8	Football	5.7
Swimming	7.5	Dance	5.0

Figure 9

Boys - Sports young people would like to do at lunchtimes/after school that they do not have the opportunity to do at the moment.

Primary		Secondary	
Sport	%	Sport	%
Rugby	10.3	Swimming	5.9
Tennis	6.4	Rugby	3.6
Basketball	5.7	Skateboarding	3.0

The main reasons given for non participation were that “friends didn’t take part”; “not interested”; “the right activities are not available”.

SUMMARY OF LUNCHTIME/AFTER SCHOOL SPORT

- **Young people’s participation in lunchtime/after time sport is in the region of 45%-65%.**
- **Boys participate more than girls.**
- **Participation decreases from primary to secondary school.**

Out of School Sport

In their spare time 85% of boys play sport and 74% of girls. 45% of young people played between one and three times per week. There is a noticeably higher proportion of boys to girls participating in sport more than 3 times per week. Boys also tend to play sport for a longer length of time with 23% of boys doing sport for over two hours compared to 9% of girls.

Figure 10

Things you don't like about doing sport in your spare time.

Option	Percentage
My friends don't take part	12.3
It costs too much	9.8
It is difficult to get there	7.2
The playing field or sports hall isn't very good	7.1
We don't take part in proper competitions	7.1

Sports Clubs and Competition

Answers to the belonging to a sports club section revealed that, on average, 63% of boys and 38% girls were members of sports clubs. Club membership was highest in South Cambridgeshire at 60% and lowest in Fenland at 46%. Generally coaches were considered to be good and the club experience seen as enjoyable.

Figure 11

Percentage of young people involved in a sports club

	Female	Male
Percentage	37.7	63.2

43% of young people said that they took an active part in competitions outside of school. 26% said they liked competitions because they were fun.

The young people were also asked what they least liked about taking part in competitions. The main reasons were that they did not feel confident; did not like the pressure; and were not keen on the travelling.

The survey also highlighted that the biggest inspiration for young people to get involved in sport are friends, parents and watching sport on television.

Sporting Inspirations

Inspiration	Number	Percentage
Friends	885	50.8
Parents	587	33.7
Watching sport on TV	474	27.2
PE or other Teacher	347	19.9
Watching live sport	317	18.2
The Coach	301	17.3
Sporting Heroes	281	16.1
Other family members	264	15.2

Over 50% of the young people did not spend their own money on sport and the most popular mode of transport to sports events and venues was the car.

Youth Sport Focus Groups – 2002

The Steering Group agreed to supplement the findings of the survey by undertaking a series of focus groups discussions across the county with the following:

- A group of Young Ethnic Women living in Peterborough
- A group of Looked After Children from Wisbech
- Travellers living in South Cambridgeshire
- Students attending:
 - Queens School, Wisbech
 - Stanground College, Peterborough
 - Littleton House, Girton
 - Impington Village College, Impington
 - Cambridgeshire Pupil Referral Unit, Cambridge
 - Manor School, Cambridge
 - Sawston Village College, Sawston
 - Sawtry Community College, Sawtry

The choice of groups reflects the aim of looking at sports participation in relation to rural and urban areas, ethnicity, disability, transport and gender.

Each of the groups was asked the following core questions:

- Do you think it is important to take part in sport/physical activity? If yes why, if no why not?
- Do you take part in any sport or physical activity at present, both in school and out of school?
- If not, what are the reasons – cost, travel, facilities, access, enjoyment, safety, and peers?
- What would encourage you to become more involved or get more involved in sport and physical activity?
- If you were the Head Teacher how would you improve PE/Sport in schools?
- If you were in charge of local sport how would you get young people involved?
- Have you ever been a member of a sports club? If you were in charge of a club what would you do to make it attractive and accessible to young people?
- When you become an adult do you think you will still play or be involved in sport?
- If not why not, if yes why?

The main findings

- All the groups demonstrated a strong awareness of the importance of sport and PE in relation to health and social benefits.
- A lack of transport in rural areas makes it difficult for young people to get to sports sessions and facilities. They have to rely on parents being able to take them.

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- Young people with special needs were more likely to participate in sport if they attended special schools as opposed to mainstream schools.
- The most popular sports for young people with disabilities were swimming and horseriding.
- It is clear that girls feel uncomfortable doing PE with the boys, particularly swimming. Many of the young ethnic women and traveller girls have to undertake, first and foremost, family responsibilities. These include looking after younger family members and domestic tasks. The majority of traveller boys are expected to work in the family business.
- Information, advice, support and motivation for Looked after Children, Pupil Referral Unit and Littleton House students is very dependent on the staff. If the staff are knowledgeable and support the young people then they will participate. It is therefore important that local authorities and other sports organisations work closely with the staff to ensure information and opportunities are available. This reflects Sport England findings that young people with special needs require support to enable them to become involved in sport.
- For some traveller girls and young ethnic women there is an issue about how far they are allowed to go out to play sport. The traveller girls we interviewed are only allowed to go to places that are within walking distance. No one from either of these groups was a member of a sports club.
- Football is the most popular club sport.
- There was a general view that open spaces could be made more interesting to include basketball posts and half pipes for skating.
- The main reasons young people gave for not playing sport were that they found it boring and preferred hanging around with their friends.
- In terms of improving PE in schools there were some issues about the poor condition of the equipment, needing to allow time to have a shower and lengthening PE sessions.
- A significant number of young people said they would still play sport when they leave school as they enjoy it and it keeps them fit.

The full Focus Group feedback can be accessed on <http://edweb.camcnty.gov.uk/sport>

5. National Research

This section looks at the strategic context for the development of youth sport and also at consultation work already undertaken at a national level.

There is commitment to the provision of sporting opportunities for young people at national level which is demonstrated by the Department of Culture, Media and Sport Strategy – “A Sporting Future for All” and the Social Exclusion Unit “PAT 10 Report”. (These reports are summarised in Appendix A).

The main national surveys⁵ that have been undertaken are:

Sport England – Young People and Sport National Survey 1999

Sport England has focused many of its policy initiatives on young people and made a significant commitment to obtaining research evidence to shape and underpin this work.

This survey was carried out with a random sample of young people aged 6-16 years across England. The work included appropriate coverage of different types of schools, regions and local authorities with 3,319 young people surveyed.

The survey asked about the sports young people participated in, membership of sports clubs, where they play sport and also their spending on other leisure activities.

In school sport the biggest decline was in gymnastics, but there were also significant declines in swimming in primary schools and hockey in secondary schools. There were significant increases in rounders and football with football being the most enjoyed sport in lesson time.

The survey of after school sport gives a good indication of young people’s commitment and enthusiasm for sport. It found that 87% of young people had played at least one type of sport frequently in their leisure time. Football experienced the biggest growth in out of school activity, with boys being more likely to play team games than girls. Half of all the young people surveyed had participated in swimming on 10 or more occasions in their leisure time. There was a decrease in aerobics and keep fit and an increase in skating/blading and skateboarding.

The participation in club sport section demonstrated the importance of alternative club networks including youth clubs, uniformed organisations and church/religious groups. Nearly half of all young people had been members of a sports club, not organised by their school. Football was the most popular membership sport followed by swimming, tennis, martial arts, cricket and dance.

⁵ www.sportengland.org.uk

Young People with Disability and Sport Survey 2000

Sport England has a specific policy with regard to the development of sport for disabled people and works towards the elimination of disadvantage and discrimination.

Sport England commissioned a national young people survey, driven by the growing awareness of the lack of research, knowledge and political and policy pressure to ensure that exercise opportunities are open to all.

The report shows that:

- The majority of disabled people do participate in sport both in and out of school.
- The overall rate of participation and frequency in sport is lower with young people with disabilities.
- The number of sports undertaken is lower than the overall population, both in and out of school.
- Swimming and horseriding appear to be important sports for young people with a disability. Participation in both sports was higher than the participation for the overall population of young people. This emphasises the need for suitable facilities both in and out of school.
- Significant barriers to participation are lack of money, problems with transport and dependency on other people.
- There is a need for sports centre staff to be trained in helping disabled people.
- There are significant feelings of inhibition felt by disabled people.

6. Local Issues

It is important for the members of the Steering Group to be able to address the findings in this report at a local level. Detailed below are reports for each of the local authority areas which describe the main issues for consideration. This section highlights the areas for improvement and also examples of good practice. The overall figures for the County are presented in brackets.

6.1 Fenland District Council

Fenland District Council has a Sports Development Officer and a Sports Equity Officer, part funded by Sport England, with responsibility for women and girls sport and disability sport. The Council is in the process of producing a Sports Development Strategy aimed at addressing the Cultural Priorities set out in the Fenland Community Plan.

The Council is also developing a Sports Facilities Strategy for the area to cover both local village communities and also cater for the requirements of its towns. The findings of the Youth Sport Report will be fed into the development of both these documents.

The Community Plan priorities for Leisure and Culture which the Youth Sport Report work will feed into are:

- To increase the role of children and young people in making decisions about local cultural and leisure provision.
- To increase participation by children and young people in cultural and leisure activities.
- To improve access to and creative use of open spaces in Fenland.

Young people in Fenland returned 137 questionnaires. The responses were 41.6% female and 61.6% male.

The key findings are:

- The highest number of respondents in the county saying “I’m not good enough to take part” was in Fenland with a response of 14.6% to an average of 9.5%.
- 8.8% felt that it was too expensive to take part in sport against the average 5.5% for the county.
- A higher than average (4.4%) said that sporting activities were not accessible which is the highest in the county against an average of 1.1%. This also links to the main issue with the Looked After Children Focus Group which was ensuring that those responsible for working with these young people have access to regular information about local sporting opportunities.

- The survey findings also indicate a significant percentage of young people expressing a difficulty in getting home after playing sport and this being a reason not to take part in sport.
- Fenland has a below average number of respondents taking part in sport out of school.

6.2 Huntingdonshire District Council

The Council has a Leisure Development Manager and Youth Sport Development Officer and is keen to increase access to leisure opportunities and encourage the adoption of healthier lifestyles. Sport and Leisure contribute to the Council's Medium Term Objectives. The main objectives the Youth Sport Report will feed into are:

- Social and cultural opportunities to meet the needs of local people.
- Reduced ill-health caused by environment and lifestyle.

There were 333 replies to the Youth Sport Survey received from the Huntingdonshire area. The response rate was 38.1% female and 53.8% male.

The key findings are:

- The Focus Groups from a school in a rural area highlighted the issue of the difficulties of transport both to sports activities within the community and from school facilities if they wished to stay after hours.
- A higher than average percentage of young people take part in sporting activities outside of school in their free time.
- 23.4% cycle to sporting activities compared to the county average of 19.5%.

6.3 East Cambridgeshire District Council

East Cambridgeshire District Council has a Sports Development Officer with responsibility for working with schools, clubs and parish councils. The Council also has an Active Communities Officer to improve sporting opportunities for travellers and those on low incomes.

Sports Development plays an important role in addressing the Council's Corporate Objectives of:

- Providing and promoting opportunities for sport and leisure.
- Creating a safer, healthier East Cambridgeshire.
- Enhancing the social, economic and environmental well being of all residents.

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The findings from the Youth Sport Report will be addressed by the Council as part of the work towards achieving the above objectives.

The total number of questionnaire returns was 178. The responses were 43.3% female and 57.7% male.

The key findings are:

- The district has the highest participation rates in the county for taking part in sporting activities outside of school, 84.3% compared with the county average of 79.2%.
- East Cambridgeshire has the lowest percentage of young people expressing that there is nothing to do near where they live at 4.5% compared to the 8.2% average.
- Only 0.6% said that playing sport was too expensive and therefore a barrier to participation compared with the average of 5.5%.
- Use of car to travel to sport is highest in East Cambridgeshire at 77% compared with the County average of 66.8%.
- The area has the lowest number of young people cycling to sport at 8.4% compared to the average 19.5% across the county.

6.4 South Cambridgeshire District Council

Sports Development is part of the Council's Community Services Department and is managed by the Sports Development Officer. A Sports Projects Officer implements the actions of the South Cambridgeshire District Council Sports Development Strategy 2002 – 2004. The service has a significant enabling role, providing grant aid, support and advice to the local community.

The Sports Development Strategy has four key priority areas for action, one of which is:

- Creating opportunities for young people.

The strategy makes specific reference to the Youth Sport Report and the need to develop this work at a local level.

South Cambridgeshire District Council received 343 responses to the survey, 23% of the total.

The response rate was 44.6% female and 47.6% male. The key findings are:

- South Cambridgeshire has the highest membership of sports clubs in the county.

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- 83.7% of respondents take part in sport in their free time compared to the average of 79.2%
- The percentage of young people who view their school sports facilities as poor is the highest in the county with 8.5% against the county average of 7.3%.
- The area has a significantly higher percentage that travel by car to sporting activities, 74.6% compared with the average 66.8%.

6.5 Peterborough City Council

Peterborough City Council has a Community Sports Team including two full time Sports Development Officers, an Active Schools Development Officer and a Senior Sports Development Officer. The Council has A Strategy for Sport and Active Recreation and the key issues relevant to this Youth Sport Report are:

- To achieve greater equity of access to leisure facilities and programmes. (One of the key target groups is young people.)
- To seek to raise the standard of sports facilities in the city.
- To raise the number of people participating in sport and recreation.
- To develop a plan for primary and secondary school sport.

Peterborough had 468 completed questionnaires, the highest of all districts. The response rate was 43.2% female and 54.8% male.

The key findings are:

- Peterborough had the lowest number of respondents saying “I’m not good enough” to take part in sport with 7.9% compared to the average 9.5%.
- The area also had the highest number of respondents saying that getting hot and sweaty was a reason not to take part with 9.45% compared to the average of 6.7%.
- Peterborough had the second highest percentage saying that dirty changing rooms were the reason why they did not take part in sport.

6.6 Cambridge City Council

The Sports Development Team consists of a Sports Development Manager and six Development Officers with responsibilities for Health Promotion; Health Inequalities; Club and Coach Development; Working with Schools; and a Sports Equity Programme.

The Council has recently undertaken a best value review of it’s Sports Services and identified the following key issues of particular relevance to the Youth Sport Report:

Cambridgeshire and Peterborough Youth Sport Report 2002

- To consider the contribution of sport to the wider social and cultural agenda.
- To address accessibility issues e.g. transport, pricing, local provision and programming.
- To address the barriers to participation identified by young people.
- To provide more effective marketing and promotion of all sports related services.
- To review the City Council's grant aid policy for sports clubs and individuals.
- The Council is in the process of developing a sports services strategy in line with its corporate medium term objectives, into which the findings of this report will be fed.

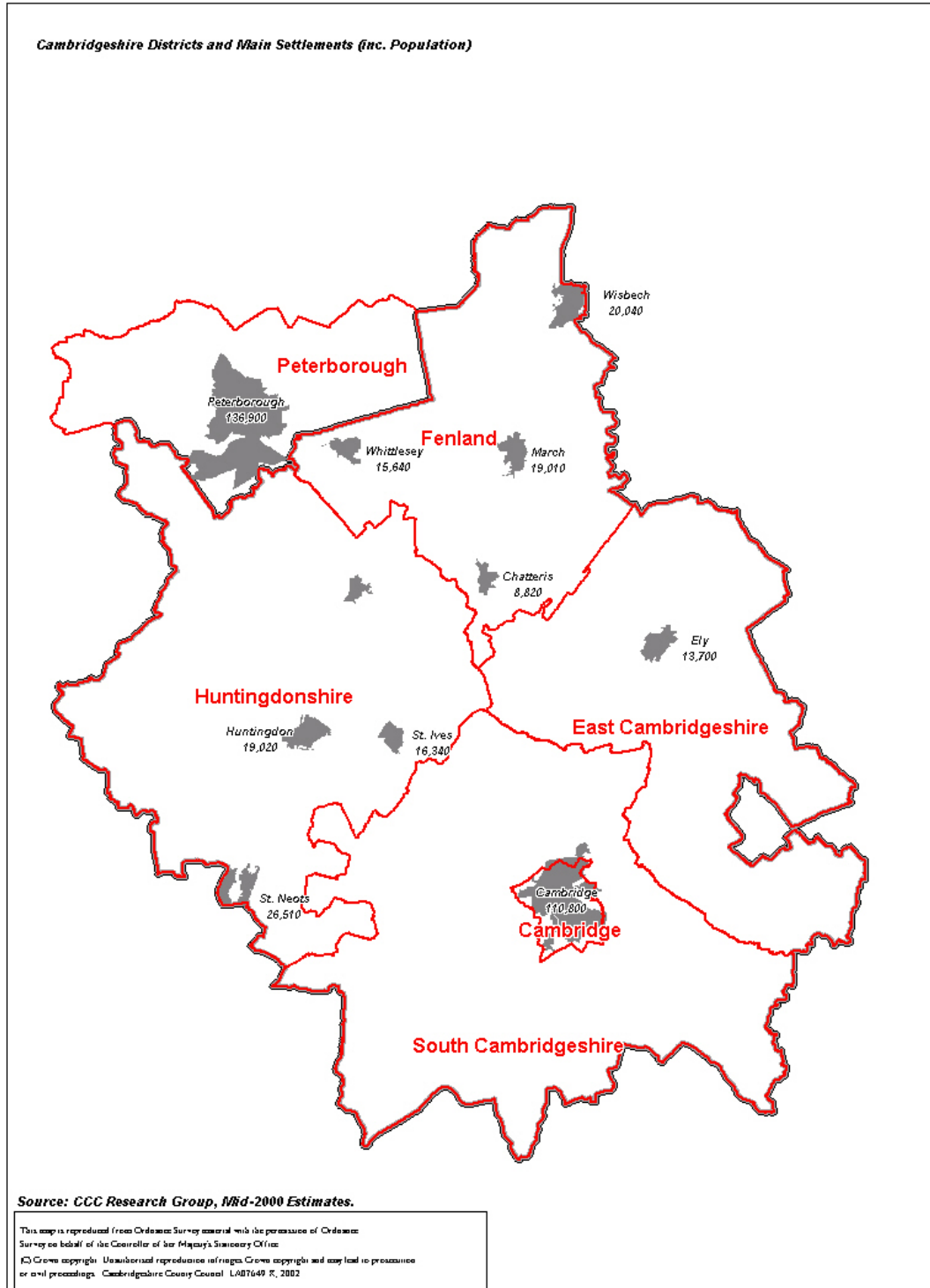
The total number of returns for the Youth Sport Questionnaire was 262. The responses were 57.3% female and 55.1% male.

The key findings are:

- The most popular sport arising from the Focus Groups is football which reflects the county and national picture.
- The percentage of young people taking part in sporting activities outside of school, in free time. This is 70.2% compared with an average across the county of 79.2%.
- Membership of sports clubs in the area is relatively low at 37.8% compared to 51.1% average.
- Only 3.8% of respondents felt that the school sports facilities were poor which is the lowest in the county against an average of 7.8%.
- Cambridge City has the highest percentage of young people, 30.5%, cycling to take part in sport against an average of 19.5% across the country.
- The issue of dirty changing rooms being a reason not to take part was given by 13% against the average of 7.9% and was the highest in the county.
- The Focus Group with the Pupil Referral Unit showed that they made good use of local sports facilities in the Cambridge area e.g. Cambridge Lakes golf and Kelsey Kerridge Sports Centre.

7. The Local Context

This section describes the demographic profile of the county, summarises the organisation of sport in Cambridgeshire and Peterborough and also looks at the local educational structures.



Cambridgeshire Chief Leisure Officers Group – CLOG Group

The group has recently developed the Cambridgeshire Cultural Strategy 2002 – 2005. The strategy has the following five themes:

- To actively support and encourage safe and inclusive communities by taking positive action to stimulate participation in cultural opportunities and ensuring a wide and diverse range of cultural activity is available to all.
- To support the regeneration of the county through the growth of the cultural economy.
- To support sustainable development by maximising use of existing facilities and ensuring that developments enhance the understanding and conservation of the county's environment.
- To support the development of social health and well being by providing opportunities for people to adopt healthy lifestyles through participation in cultural activity.
- To develop lifelong learning by providing opportunities for everyone in the county to continue to learn through, by and about all aspects of culture.

The Cultural Strategy recognises the importance of cultural provision in the lives of young people and the need to work closely with schools, voluntary organisations and the Connexions Service to ensure appropriate facilities and activities are available.

Cambsport

Cambsport is a consortium made up of senior officers and members of the local authorities plus representatives from Sport England, The Chamber of Commerce, The Cambridge Association of Local Authorities and the Federation of Eastern Sport in the Cambridgeshire and Peterborough area. It works with governing bodies of sport, voluntary organisations and the private sector to maintain and improve the sporting opportunities in the area. It recently commissioned a sports strategy "Developing Sport in Cambridgeshire and Peterborough" to commence in 2002. The current key issues for the strategy are management of sport, development of sport infrastructure, increasing and improving participation and investment planning. A first year action for increasing and improving participation is to evaluate the consultation responses and determine the actions required arising from the Youth Sport Report.

Active Sports in Cambridgeshire

The Local Authorities of Cambridgeshire and Peterborough have combined resources to support the Active Sport initiative. This has been supplemented by a successful Lottery Sports Fund award and a Steering Group is established. An Active Sport Manager has been appointed and the identified sports for Phase One are cricket, girl's football, netball and hockey. An audit of the current opportunities within these sports in the county is underway and Sports Development Plans for 2002-2007 have been agreed by Sport England. The sports for Phase Two are tennis and basketball with rugby union, athletics and swimming in Phase Three.

The aim is to promote the following in the identified sports:

- An increase in coaching and competitive opportunities.
- The development of local clubs.
- A fairer assessment of players wanting to play at a higher level.
- The development of players by providing coaching focused on the needs of individuals and supplemented by advice on health and lifestyle.
- The development of administrators, coaches and officials.

Each of the sports will have an approved Sports Development Plan with local targets.

There are also a number of general issues that need to be addressed at a local level. These include the strategic planning of coaching courses across Cambridgeshire and Peterborough; creating a consistent approach to the development of local clubs; and creating a coach management information system.

Local Sports Development

Each of the local authorities involved in the Youth Sport Steering Group have Sports Development Officers with a remit to provide a range of local sporting opportunities. Working closely with local sports facilities, schools, and professional and voluntary sports clubs they provide a range of activities including coaching courses, holiday activities, and teams for the annual Heart of the East Youth Games.

Cambridgeshire LEA – The Planning Context

*Prospects for Learning*⁶ sets out the County Council's aspirations and priorities for the development of learning in the county over the next four years. It sets out the learning opportunities the Council wants to secure for the people of Cambridgeshire, and emphasises that success will be dependent on collaborative working with a range of partners.

Learning Opportunities for Children 5 – 14

During the formative years of primary and early secondary education, children should, amongst other things:

- Experience increasingly challenging opportunities to participate in arts and cultural activities, decision making, sports and games, community service.
- Develop knowledge and habits promoting health and a sustainable lifestyle.

Learning Opportunities for Young People 14 – 19

During the transition to adulthood, young people should, amongst other things, have equal opportunities to;

- Participate in activities which promote personal and social development, encourage active citizenship and enhance moral and spiritual understanding.
- Take part in sports, games, arts and other cultural activities.

⁶ The Cambridgeshire Education Development Plan – Prospects for Learning 2001 - 2005

Structure of Education

Physical Education (PE) is a statutory part of the National Curriculum for students from 5 – 16 years old. The main content of the PE National Curriculum at each Key Stage is divided into the following four main aspects:

- Acquiring and developing skills.
- Selecting and applying skills, tactics and compositional ideas.
- Evaluating and improving performance.
- Knowledge and understanding of fitness and health.

Students are taught and develop their skills, knowledge and understanding of PE curriculum through taking part in a variety of physical activities. For example, students aged 5 – 7 must experience gymnastics, games and dance activities. In addition, by the age of 11 pupils must have been taught swimming and either athletics or outdoor adventurous activities. Games activities are compulsory from the age of 5 to 14 and within this area of activity students must experience invasion e.g.netball, soccer, net e.g. tennis, badminton, and striking/fielding games e.g. cricket, rounders. Between 14 and 16 students must experience two different areas of activities e.g. dance and athletics or gymnastics and games. In addition, many students select to study GCSE Physical Education or Games or Dance courses.

8. The Way Forward/Next Steps

The findings from the Youth Sport Report will be fed into the Cambsport strategy - Developing Sport and Recreation in Cambridgeshire and Peterborough - to address the action of improving and increasing participation. The overall progress will be monitored through the strategy review process.

The Youth Sport Report Steering Group will instigate a full review process. This will include an annual report following an evaluation of the main points raised, noting any progress or changes in provision. The feedback is to be provided by young people and a range of sports providers.

Each authority will incorporate the main findings from this report into their strategic frameworks and address the issues through the work of the sports development officers.

All schools will receive a copy of the report and the questionnaire results, as will the PE Advisor for Cambridgeshire. The main findings should have a positive influence on future provision and could also lead to further dialogue between PE staff and students. The report will also be presented to Cambridgeshire's Sports Colleges, and the Director of Sport at each establishment will incorporate some of the suggestions made by young people into future provision.

It is important for the report, findings from the questionnaire and face-to-face consultations, to be distributed as widely as possible. To assist with this, all three will be posted on the County Council web page and hard copies will also be available at the Lion Yard Library Sports Resource Base.

9. Acknowledgements

The following have been instrumental in establishing the Steering Group and in the development of this report and the supporting information:

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Chris Wright	Fenland District Council
Mike Soper	Cambridgeshire County Council
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Mike Behnke	Sport England - East
Simon Fairhall	Cambridgeshire and Peterborough Active Sports Partnership
Tim Wall	Leisure Consultant

10. Appendix A

□ A Sporting Future for All – Department of Culture, Media and Sport⁷

This strategy has two main aims:

- More people of all ages and all social groups taking part in sport.
- More success for our top competitors and teams in international competition.

The strategy has a section on Increasing Participation by Young People with a Five Point Plan that includes:

- Improving school sports facilities.
- Development of specialist sports colleges.
- Extending the range of alternative sports.
- Provision of school sport co-ordinators.
- Ensuring opportunities for the development of excellence.

□ Policy Action Team 10⁸

This was one of 18 Policy Action Teams set up by the Government's Social Exclusion Unit to consider the problems of poor neighbourhoods. PAT 10 was led by the Department of Culture, Media and Sport and made a series of recommendations that are appropriate for Cambridgeshire and Peterborough:

- Local Authorities should assess provision and expenditure on arts and leisure geographically using indicators of deprivation.
- Local Authorities should promote and develop programmes aimed at enhancing the creative and sporting talent of young people in disadvantaged areas.
- Local Authorities should seek ways to improve value for money from their assets/facilities by ensuring the widest possible use e.g. using school sports facilities out of school hours.

⁷ www.culture.gov.uk/sport/sporting_future.html

⁸ www.dcms.gov.uk/sport//search_frame.asp?Name=/sport/pat10.html

Interested in sport?

If you want to know about sports development opportunities in your area, contact:

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