Young Brum Talk Sport:

"WHAT DO YOUNG PEOPLE WANT FROM SPORT IN BRUM?"
THE CHALLENGE

Sport projects/funding bids haven't fully taken into account the views of those they want to impact

ACCESS
How do young people find out about opportunities/get about the city?

TAILLORED
What does the session need to include

WHAT
What sports would they like to try & deciding factors for their involvement?
WHAT WE DID

TRAVELLED
We dropped in on everything young person related from Poetry Jams to Sailing sessions to Youth Club sessions and everything inbetween

LISTENED
Taking on the thoughts of young people in Brum

INFORMED
We've since used this insight on some of our projects & want to share across the city with partners
Figure 1. Breakdown of Age

- 16-18yrs old 42%
- 19-22yrs old 19%
- 13-15yrs old 15%
- 23-25yrs old 13%
- 10-12yrs old 10%

Figure 2. Depicting percentage of gender splits

- Female 49%
- Male 49%
- 1% Transgender
- 1% Non-binary

Figure 3. Breakdown of occupations

- 79% Students
- 11% Full Time Work
- 4% Part Time Work
- 6% Unemployed

Figure 4. Amount of young people surveyed

- 10-12yrs old
  - 10%
- 13-15yrs old
  - 15%
- 16-18yrs old
  - 42%
- 19-22yrs old
  - 19%
- 23-25yrs old
  - 13%

Figure 5. Breakdown of Ethnicity

- White British
  - 52%
- Asian/Asian Brit
  - 21%
- Black/Black Brit
  - 17%
- White European
  - 3%
- Other
  - 6%
Postcodes of respondents

*Font size denotes gives indication of sample size
WHAT'S GOING ON NEAR YOU?

79% Would use social media to find out about what's happening in their local area.

60% Would Internet search to find out the latest opportunities.

51% Would still use word of mouth such as friends or family to find out about activities.
SPORTS IN MOST DEMAND

Football, Basketball, Tennis & Boxing

This could be for a range of reasons: Perhaps the sport isn't provided in enough flexible formats e.g five-a-side, cardio tennis for young people

Or current local clubs marketing tactics for session aren't engaging young people
HOW DO YOUNG PEOPLE TRAVEL THE CITY?

43 PERCENT

WOULD WALK UPTO 15 MINUTES TO GET TO A SESSION

HOW DO YOUNG PEOPLE TRAVEL THE CITY?

35 PERCENT

WOULD TAKE A BUS UPTO 30 MINS
Motivations to do more Physical Activity

Motivations

75% Family & Friends
44% It's Free
31% If it was closer to my house
When asked what makes an awesome session. Key themes that emerged were:

- Food on offer
- Deliverer is flexible in terms of approach
- Leads by example
Recommendations

**Marketing** - Word of mouth still important, are you linking in with schools & other agencies that are part of young people's everyday lives.

**Session Type** - Make your session an event. Grab some food, encourage the activity as a social as opposed to pure sport.

**Delivery** - Deliverers need to be engaging whilst giving participants the flex to have ownership of elements of the session.

**Social Media** - Think about channels and the variation between different ones. Instagram lends itself to better engagement as opposed to Facebook for 14-25yr olds. Interactive content rather than posting for posts sake.