

THOUGHT LEADERSHIP SERIES

BOTTOM-UP SOLUTIONS



January 2019



BOTTOM-UP SOLUTIONS

INTRODUCTION

Across the UK there are thousands of community sport and youth groups which use sport as a means of tackling locally-specific problems and issues, whether it's high rates of anti-social behaviour or improving community cohesion.

What's unique about these groups is that they are nearly always born out of a pressing need/problem in the local area, with residents taking the initiative and responsibility on their shoulders to address the issues and make a real difference to their community.

Rather than solutions being imposed top-down from external organisations - which may not fully understand the local nuances of the problems - these groups offer a more organic and, arguably, more effective approach, identifying, creating and then delivering local solutions for local problems. We call this '**Bottom-Up**'.

At Sported we specialise in supporting these community groups, and fostering the growth and sustainability of 'Bottom-Up' solutions.

By analysing Sported's membership database, this report demonstrates that these groups are remarkably responsive to the local needs and challenges of their communities, and highlights why they are so important in tackling society's biggest problems.

WHY ARE BOTTOM-UP SOLUTIONS SO EFFECTIVE?

- Community groups and their staff/volunteers are trusted by young people and the local residents.
- They're plugged into local support networks (e.g. schools, Police, faith organisations, other community groups).
- Staff and volunteers have a deep understanding of the social challenges young people face, often having been through the same issues and challenges themselves.
- They offer holistic support (e.g. mental and emotional support alongside physical activities).

METHODOLOGY

This report analyses the data of 3,054 Sported members (accurate as of 1st October 2018). It looks at members' primary Sport for Development outcome (crime & anti-social behaviour; community cohesion; health & well-being; education & employability; and inequality in sports participation), and compares sub-groups with the overall national membership. For more information and datasets, please see Appendix.



CRIME & ANTI-SOCIAL BEHAVIOUR

A significant proportion (43%) of Sported's boxing club members focus on crime and anti-social behaviour as their primary Sport for Development outcome, compared to 15% of our overall membership.

SO WHAT DOES THIS TELL US?

- Boxing has a long and proud tradition of engaging some of the most hard-to-reach and marginalised young people in our society. Using the sport's physicality and unique appeal to divert young people away from anti-social behaviour and instill virtues such as discipline, respect and hard-work.
- This is reflected in Sported's membership, with it being the sport most commonly associated with reducing crime and anti-social behaviour.

Top three sports focusing on crime & anti-social behaviour:

1. Boxing - 43% (134 of 312 Sported boxing club members)
 2. Football - 16% (92 of 564 Sported football group members)
 3. Multi-sport - 13% (75 of 564 Sported multi-sport group members)
- Boxing's effectiveness as a means of reducing crime and anti-social behaviour is also due to its accessibility and prevalence in areas of higher deprivation - some 87% of Sported's boxing club members are located in urban areas, with just over half (51%) in the 30% most deprived areas of the UK.



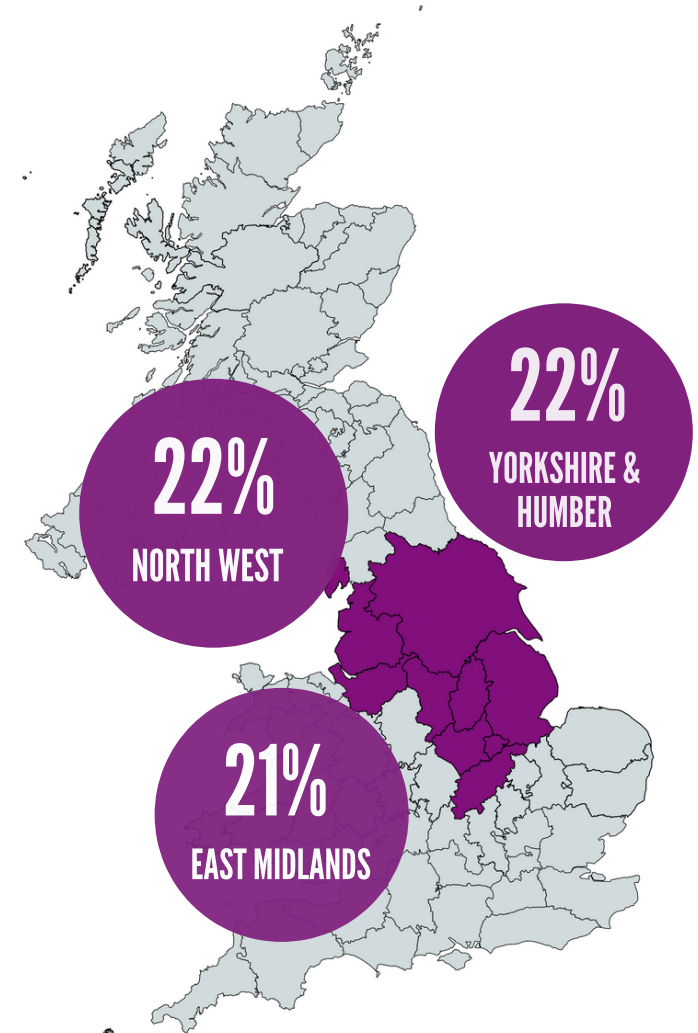


CRIME & ANTI-SOCIAL BEHAVIOUR

The regions of Yorkshire & Humber, East Midlands and North West have proportionally more Sported members focusing on crime and anti-social behaviour compared to the rest of the UK.

SO WHAT DOES THIS TELL US?

- Data on proven offences by children and young people, alongside youth cautions and court sentences given to children and young people, shows that the North West and Yorkshire have the second and third highest youth crime rates respectively, behind London (please click [HERE](#) for further details).
- Furthermore, an analysis of the crime rates across Police neighbourhoods in England and Wales (September 2018) highlights that 34 out of the 50 highest crime rate areas [total crime] happen to be located in the three regions of Yorkshire and Humber, East Midlands and North West (please click [HERE](#) for further details).



% Sported's total membership with crime and anti-social behaviour as primary Sport for Development outcome area: 15%

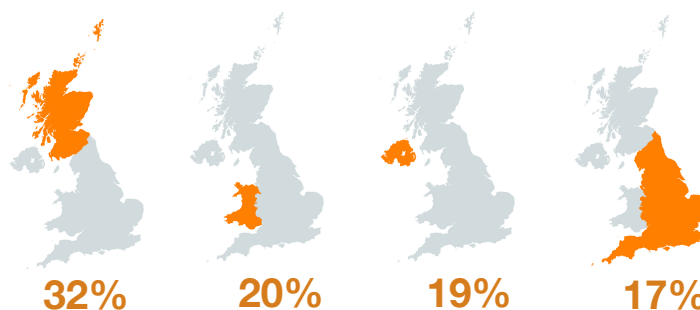
HEALTH & WELL-BEING

Health and well-being is the prevalent primary Sport for Development outcome of Sported members in Scotland.

WHY MIGHT THIS BE?

- Direct comparisons of specific health-related conditions (e.g. obesity) can be difficult due to differences in how data is collected, but some notable differences between the home nations do exist. For example, Scotland now has one of the lowest life expectancies in Western Europe and the lowest of all UK countries.
- The prevalence of health and well-being as a primary focus for community groups in Scotland reflects the attitudes of the majority of the general public. For example, [research commissioned by NHS Health Scotland](#) found that 58% would be willing to pay higher taxes to improve the health of poorer people in Scotland.
- It also closely mirrors Scottish Government's [public health priorities](#) set out in June 2018, which includes elements such as health in early years, mental health and reducing health inequalities.

Health & well-being as primary
Sport for Development outcome:



ANALYSIS:
Dan Fyffe-Jardine
Sported Scotland National Manager

“There is little doubt that Scotland is a country of great beauty, a strong culture and a thriving economy. However, beneath this sits a pattern of inequality that impacts large pockets within the cities and communities - affecting peoples' wellbeing, health and ability to thrive as the gap between 'those with' and 'those without' continues to widen.

According to Scottish Government more than 1 in 4 of Scotland's children currently live in poverty - a startling number which has risen significantly over the last five years. The effects of this are far reaching with implications on the health and well-being of young people. Those living in low-income households are nearly three times more likely to suffer mental health problems than their more affluent peers.

Against this backdrop there is a clear need for the work of Sported members – to use the power of sport to excite and inspire young people from all backgrounds, so that they can cope and thrive within their communities and across Scotland.



COMMUNITY COHESION

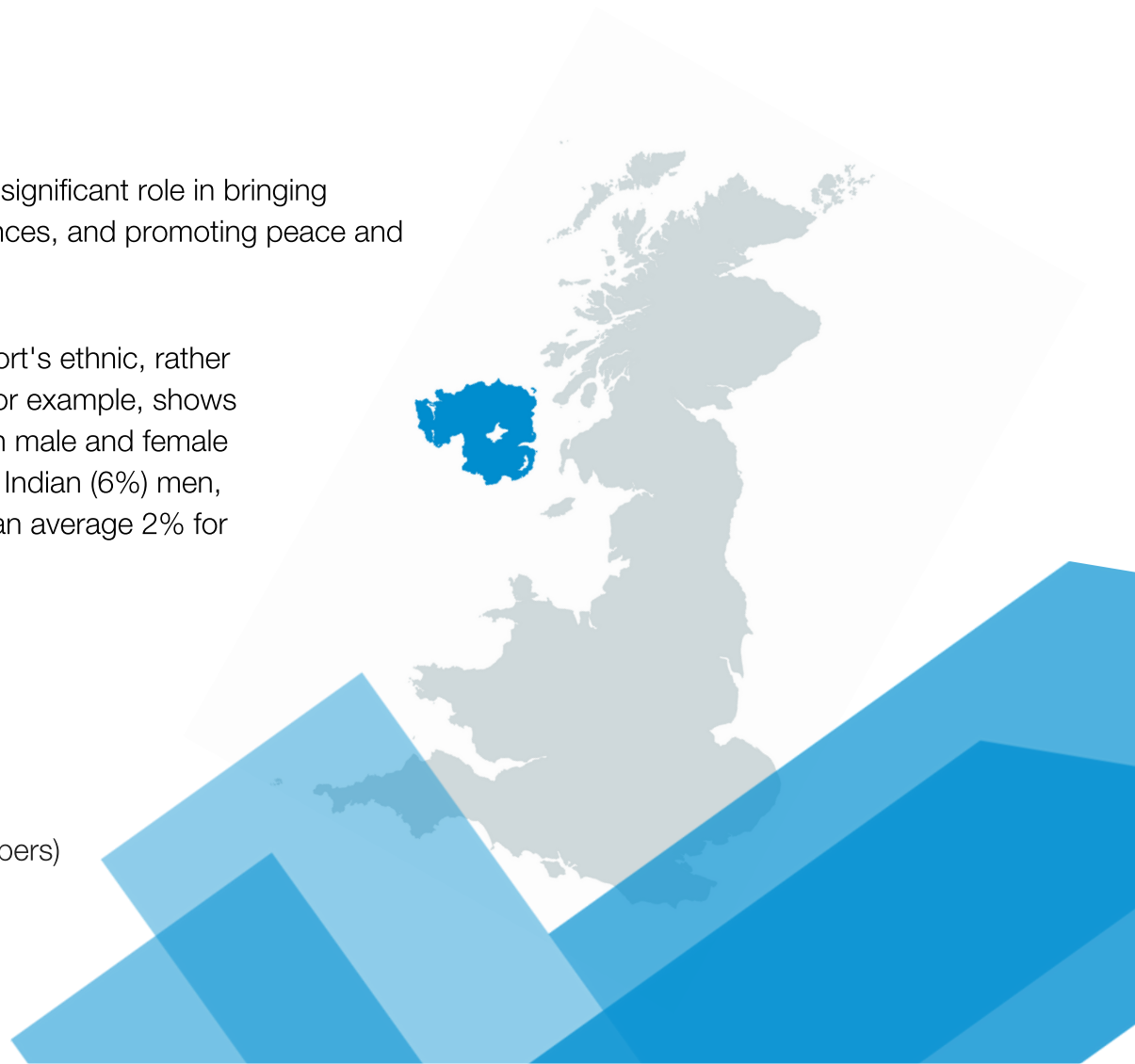
Just under a third (30%) of Sported members in Northern Ireland focus on community cohesion in comparison to the Sported UK average of 22%. While some 40% of Sported's cricket group members in the UK, focus on the outcome area.

SO WHAT DOES THIS TELL US?

- Sport and physical activity of all kinds in Northern Ireland plays a significant role in bringing together people of different religious, cultural and political allegiances, and promoting peace and reconciliation.
- Cricket's focus on community cohesion in the UK reflects the sport's ethnic, rather than religious or political, diversity. Figures from Sport England, for example, shows cricket has relatively higher levels of participation amongst certain male and female ethnic minority groups - Pakistani (10%), 'Black Other' (8%), and Indian (6%) men, and Bangladeshi (2%) and Pakistani (2%) women, compared to an average 2% for men and 1% for women, respectively [[Source](#)].

Top sports for community cohesion:

- 1 Cricket - 40% (43 of 107 Sported cricket members)
- 2 Football - 29% (163 of 564 Sported football members)
- 3 Multi-sports - 21% (121 of 564 Sported multi-sport members)



APPENDIX

This report analyses the data of 3,054 Sported members, (accurate as of 1st October 2018).

It looks at members' primary Sport for Development outcome (Crime and anti-social behaviour; Community cohesion; Health and well-being; Education and employability; and Inequality in sports participation) and compares sub-groups with the overall national membership.

If a sport or region leans towards a certain Sport for Development outcome, and this difference is statistically significant, we can infer there is a trend in that sub-group. These trends are reported as the tag-line in each of the following pages. Only comparisons which are statistically significant, using the chi-squared distribution test, are reported.

This analysis was done with support from the Government Statistical Services' Analytical Volunteer Programme.

Table 1: Proportion of Sported members addressing each Sport for Development Outcome

	Total Members		Community cohesion	Crime and anti-social behaviour	Education and employability	Health and wellbeing	Inequality in sports participation	Not Reported
	No.	3054	590	402	510	508	711	333
	%	-	22%	15%	19%	19%	26%	-
UK								

Table 2: Proportion of Sported members addressing each Sport for Development Outcome, by Main Activity

Main Activity		Total	Sport for Development Outcome										P-value on Chi-Squared Statistic, comparing actual values vs. expected values
			Actual Values					Expected Values					
			Community cohesion	Crime and anti-social behaviour	Education and employability	Health and wellbeing	Inequality in sports participation	Community cohesion	Crime and anti-social behaviour	Education and employability	Health and wellbeing	Inequality in sports participation	
All Activities	No.	2721	590	402	510	508	711	590	402	510	508	711	-
	%	-	22%	15%	19%	19%	26%	22%	15%	19%	19%	26%	-
Football	No.	564	163	92	116	76	117	122	83	106	105	147	0.000
	%	-	29%	16%	21%	13%	21%	-	-	-	-	-	***
Multi-Sport	No.	564	121	75	109	89	170	122	83	106	105	147	0.139
	%	-	21%	13%	19%	16%	30%	-	-	-	-	-	
Boxing	No.	312	55	134	36	59	28	68	46	58	58	82	0.000
	%	-	18%	43%	12%	19%	9%	-	-	-	-	-	***
Cricket	No.	107	43	5	14	15	30	23	16	20	20	28	0.000
	%	-	40%	5%	13%	14%	28%	-	-	-	-	-	***
Basketball	No.	69	11	4	20	12	22	15	10	13	13	18	0.048
	%	-	21%	13%	19%	16%	30%	-	-	-	-	-	**

Notes: The Chi-Squared test is used to see whether there is a relationship between two categories; here we look at 'Main Activity' and 'Sport for Development Outcome (S4D Outcome)'. This table compares the distribution of 'S4D Outcomes' in different 'Main Activities' with the overall sample of 'All Activities'. The Chi-Squared test compares two samples; (1) what is actually observed in the data for a certain 'Main Activity' (Actual Values), and (2) what would be observed if this 'Main Activity' had the same distribution as the full sample of 'All Activities' (Expected Values.) P-values on Chi-Squared statistics are reported with asterisks to indicate significance level: ***<1%, **<5%, *<10% significance.

A high p-value (> 0.1 = 10%) means there is no difference between that sample and the full sample; it is concluded that the 'Main Activity' does not lean towards a certain 'S4D Outcome'.

Example: 'Multi-Sports' has a p-value of 0.139, so that sample is not significantly different to the full sample.

A low p-value (< 0.1 = 10%) means there is a difference between that sample and the full sample; it is concluded that the 'Main Activity' does lean towards a certain 'S4D Outcome'.

Example: 'Boxing' has a p-value of 0.000, so this sample is significantly different to the full sample. By comparing the two distributions its possible to see where the difference is. 15% of the full sample ('All Activities') focus on 'Crime and Anti-social Behaviour.' If this proportion was the same in the 312 Boxing Members, we would expect 46 Boxing Members to focus on 'Crime and Anti-social Behaviour.' What we actually observe is 134 Boxing Members that focus on 'Crime and Anti-social behaviour'; a proportion of 43%, which is much higher than the 15% overall.

Figures in colour are those referenced in the main document.

Table 3: Proportion of Sported members addressing each Sport for Development Outcome, by Region

Region		Total	Sport for Development Outcome										P-value on Chi-Squared Statistic, comparing actual values vs. expected values
			Actual Values					Expected Values					
			Community cohesion	Crime and anti-social behaviour	Education and employability	Health and wellbeing	Inequality in sports participation	Community cohesion	Crime and anti-social behaviour	Education and employability	Health and wellbeing	Inequality in sports participation	
All Regions	No.	2721	590	402	510	508	711	590	402	510	508	711	-
	%	-	22%	15%	19%	19%	26%	22%	15%	19%	19%	26%	-
Northern Ireland	No.	221	66	25	46	42	42	48	33	41	41	58	0.009
	%	-	30%	11%	21%	19%	19%	-	-	-	-	-	***
Scotland	No.	201	44	13	33	64	47	44	30	38	38	53	0.000
	%	-	22%	6%	16%	32%	23%	-	-	-	-	-	***
Wales	No.	207	41	43	33	41	49	45	31	39	39	54	0.143
	%	-	20%	21%	16%	20%	24%	-	-	-	-	-	
East Midlands	No.	155	33	33	17	31	41	34	23	29	29	41	0.047
	%	-	21%	21%	11%	20%	26%	-	-	-	-	-	**
East of England	No.	176	38	18	38	35	47	38	26	33	33	46	0.495
	%	-	22%	10%	22%	20%	27%	-	-	-	-	-	
London	No.	312	71	35	82	48	76	68	46	58	58	82	0.006
	%	-	23%	11%	26%	15%	24%	-	-	-	-	-	***
North East	No.	283	53	35	52	70	73	62	18	46	90	66	0.000
	%	-	19%	12%	18%	25%	26%	-	-	-	-	-	***
North West	No.	229	45	50	41	28	65	50	34	43	43	60	0.008
	%	-	20%	22%	18%	12%	28%	-	-	-	-	-	**
South East	No.	213	35	23	46	40	69	46	31	40	40	56	0.058
	%	-	16%	11%	22%	19%	32%	-	-	-	-	-	*
South West	No.	238	47	33	39	45	74	52	35	45	44	62	0.478
	%	-	20%	14%	16%	19%	31%	-	-	-	-	-	
West Midlands	No.	232	53	38	45	33	63	50	34	43	43	61	0.533
	%	-	23%	16%	19%	14%	27%	-	-	-	-	-	
Yorkshire & Humber	No.	254	64	56	38	31	65	55	38	48	47	66	0.001
	%	-	25%	22%	15%	12%	26%	-	-	-	-	-	***

Notes: The Chi-Squared test is used to see whether there is a relationship between two categories; here we look at 'Region' and 'Sport for Development Outcome (S4D Outcome)'. This table compares the distribution of 'S4D Outcomes' in different 'Regions' with the overall sample of 'Regions'. The Chi-Squared test compares two samples; (1) what is actually observed in the data for a certain 'Region' (Actual Values), and (2) what would be observed if this 'Region' had the same distribution as the full sample of 'All Regions' (Expected Values.) P-values on Chi-Squared statistics are reported with asterisks to indicate significance level: ***<1%, **<5%, *<10% significance.

A high p-value (> 0.1 = 10%) means there is no difference between that sample and the full sample; it is concluded that the 'Region' does not lean towards a certain 'S4D Outcome'. Example: 'West Midlands' has a p-value of 0.533, so that sample is not significantly different to the full sample.

A low p-value (< 0.1 = 10%) means there is a difference between that sample and the full sample; it is concluded that the 'Region' does lean towards a certain 'S4D Outcome'. Example: 'Scotland' has a p-value of 0.000, so this sample is significantly different to the full sample. By comparing the two distributions its possible to see where the difference is. 19% of the full sample ('All Regions') focus on 'Health and Wellbeing.' If this proportion was the same in the 201 Scotland Members, we would expect 38 Scotland Members to focus on 'Health and Wellbeing.' What we actually observe is 64 Scotland Members that focus on 'Health and Wellbeing'; a proportion of 32%, which is much higher than the 19% overall.

Figures in colour are those referenced in the main document.



Helping community groups survive, to help young people thrive.

Sported is one of the leading Sport for Development charities in the UK, helping more than 3,000 community sport and youth groups survive and thrive.

What makes Sported's members so special is that each and every one uses the power of sport to transform the lives of young people and local communities. The majority of these groups are run on shoestring budgets, relying on the kindness and hard-work of a handful of dedicated staff and volunteers.

At Sported we support our members by providing much needed professional expertise, resources and business mentoring to help build their capacity and long-term sustainability. Helping to ensure the young people who could benefit most, can continue to access their vital support.

For more information, please visit:

www.sported.org.uk

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