

Youth Insight – Insight into Action in Cumbria – Dawn Tolcher

This insight is trying to understand 14 - 25 market and why trends for participation is going down.

Main finding - sporting behaviour and sporting attitude are poles apart and don't actually have a bearing on each other.

Research shows that attitude needs to be focussed and on not their behaviour

Don't tell people it will be fun - 'I hate exercise tell my why it's functional and needs to be done' e.g. Hairdressers stand up all day and need strong legs.

Research showing young people will exercise for 2 months before they go on holiday to look good on the beach!!

They don't really want to compete - they just want to participate

Looking for something bespoke - that fits me and what I want to do, want it to be social with like minded people

Some like activities such as orienteering because you have to use your mind, it can be sociable in groups as well as being exercise

Give an example of good practice in youth provision and why did it work?

One idea of implementation that could improve the youth offer? Insight into activation in Cumbria?

Feedback:

- RYA - onboard centres opportunities to instruct over the summer. Some clubs encouraging kids reaching 16 to train in leadership and coaching to retain them
- Judo - 14-18 like to train together, so outside of Cumbria they are bringing this age group together. Good university offer
- Swim safe programme has being successful
- Golf roots focussing on changing image of golf. 'Street Golf' young people making decisions about golf i.e. using what equipment is there in the environment they are in to make up a game of golf - this shows them taking ownership of the activity. They developed their own society dictating when they play, how many holes they play etc.
- Active schools - health based programme delivered in schools, doesn't focus on sport or obesity, focuses on general healthy messages for kids and parents. Being run in each district.
- Coaching model maybe needs looking at - kid pulls off great skills in the skate park, but then to get coaching to develop has to fit into existing club and coach structure

- Cheap or very free access to facilities - this is a challenge to find something holistic to suit all young people
- Put pressure on game manufacturers to develop halfway house between games and physical activity e.g. Zombie runs - providing an escape within activity

Conclusion - use it, make the most of insight for bids. It's then how you use it to make changes and even if changes can be made. Take up offer of local partnerships on the ground – Community Sport Activation Fund bids will be scrutinised for partnerships supporting route to market.