

9/10/2013



Sportivate



MICROSOFT

SPORTIVATE EVALUATION: DEAF BASKETBALL



Deaf Basketball Evaluation | Debra Jones (Lancashire Sport)

Key Findings

- A lack of clarity in roles with regards to promotion/ insight work was found between the basketball club, Coach and UKDS.
- No direct consultation occurred between programme providers and local deaf people of relevant age group.
- A limited amount of local promotion was carried out prior to the first session of the programme taking place.
- A large part of the rationale for the programme was based upon assumptions about deaf people in the area provided by the coach.
- Some findings of the EFDS 'Barriers into Sport for hearing impaired people' were not recognised in the delivery of the programme (people expected to attend unfamiliar settings, no direct contact prior to sessions). This was mainly due to the issues presented in point 1 i.e. lack of clarity in roles and delivery of project.
- Some approaches recommended by EFDS were adopted i.e. providing a deaf coach with signing skills to ensure that there was not restricted communication -reduce the need for an interpreter. This was also highlighted in promotional work to increase uptake.
- Local Club found to be utilised with the aim of local integration and suitable exit route.

AIMS OF THE EVALUATION

During 2013 Lancashire Sports Partnership intend to evaluate a series of Sportivate programmes in concurrence with their delivery across Lancashire. The aim of the

evaluations is to highlight the short and long term benefits of Sportivate programmes whilst also ensuring that; any successes are replicated and failures avoided within in the delivery of future programmes. In this instance, a deaf Basketball programme has been selected for investigation, the rationale behind which is the programme's target group being disabled people (a key population in LSP's business strategy for 2013-2017).

BACKGROUND INFORMATION

Sportivate

Sportivate is a Lottery funded programme that gives 14-25 year olds the opportunity to take part in six week courses in a variety of sports. From September 2013 the age range of individuals eligible to access Sportivate programmes will be increased to 11-25 years of age.

Each of the fully inclusive six week courses are aimed at introducing sporting activities to children and young people. In particular, Sportivate courses are aimed at children and young people who are not currently involved in sport in their own time or, are doing so for a very limited amount of time.

After each course is completed the Sportivate programme aims to sustain support to participants with the hope that they will continue playing sport in their community. In addition to being introduced to a variety of sports, Sportivate also offers participants an opportunity to work towards and event or personal challenge. Sportivate is currently being delivered by the network of 49 county sports partnerships (CSPs), working with local clubs and providers.

Funding

Sport England has confirmed an additional £20 million investment to extend Sportivate to 2017 due to the success of the programme in its first three years.

Sportivate: Key Findings Annual Report Year 2 (April 2012 to March 2013)

- ✓ Overall the programme has shown clear progression from year one to year two and the results show that the project is achieving success and having a positive impact on community sport.
- ✓ A total of 34,276 teenagers and young adults aged 14 to 25 have been engaged within 2,305 completed projects.
- ✓ There are a total of 245,735 young people aged 14-25 years engaged on the Sportivate programme to date (year one and year two), of these, 206,075 have been retained, constituting 146.6% of the Sportivate year one and year two retention target.
- ✓ Nationally only 1.5% projects were cancelled due to reasons such as lack of interest-problems with coaching and or facilities not availability.
- ✓ CSPs have achieved more than 200.0% of their year two retention targets. The top five are Active Norfolk with 298.8%, (n=3,517), followed by Active Cumbria with 256.0%, (n=2,163), followed PRO ACTIVE South London with 214.3%, (n=4,326) and Suffolk Sport with 213.2%. (n= 1,953).
- ✓ Lancashire Sports Partnership have engaged 7,818 young people and retained 6,160 to date constituting 155.8% of the Sportivate CSP retention target.
- ✓ Nationally 85.5% of the young people engaged on programmes have been retained.
- ✓ From the 8,886 projects that have been completed and approved the most common sports are football, with 8.1% (n=718) of projects, followed by gym/fitness with 6.8% (n=602) of projects, then multi-sport with 6.6% (n=584) and dance 5.6% (n=495).

Source: Sportivate Annual Report Year Two 2012-2013. To read the full report see attached document below.



Disability Sport

Sport England's new Youth and Community Strategy 'Building a sporting habit for life' sets out the need to arrest the serious drop off from sport after the age of sixteen among people with disabilities. Active People Survey results have shown considerably fewer young disabled people are participating in sport compared with their non-disabled peers, and in

particular disabled girls and young women. Sportivate offers an opportunity to strengthen partnerships at a local level between agencies across the sector.

Source: Sport England 2013

National Sports Participation

- Sport England's data for 2012/13, shows an increased number of disabled people taking part in sport since 2005/06 (aps1).
- Latest results from the Active People Survey show 18.2% of disabled people are playing sport regularly, compared to 15.1% in 2005/6 (aps1)
- During the period April 2012 – April 2013, 1.670 million people with a long term limiting illness or disability (18.2%) played sport once a week. This result is a 353,100 increase on APS1 (2005-2006).

Source: Active People Surveys 1 & 6

Lancashire Disabled Population

- In Lancashire there are 301,184 people living with a disability (23% of the population).
- In Preston alone (where the programme was based) there are 26,927 people living with limiting disabilities or long term health issues.
- Lancashire has experienced an increase in participation in disability sports between 2005-06 (APS1) and 2011-12 (ASP6). The number of people classed as having a limiting disability doing 0 sessions over a 28 day period has decreased by 4% (77%-73%), those doing 1-11 sessions has increased by 3% (12%-15%) and individuals participating in 12+ sessions has increased by 1% (11%-12%)

Source: Census, 2011. Active People Survey 1 & 6

Hearing Impairment specific barriers to sport

- Deaf people do not see themselves as disabled, physically they should compete mainstream. Lack of adaptations prevents this!

"I am not disabled, I am Deaf. A disabled event would not be for me" (Deaf)

- Restricted by communication barrier
- Lack of interpreters prevent participation (When available are limited and costly)
- Presence of interpreter can alienate Deaf people from group interaction

Source: EFDS 'Understanding the Barriers to Participation in Sport' April 2012.

Basketball

Basketball is a sport played by two teams of five players on a rectangular court. The objective is to shoot a ball through a hoop 18 inches (46 cm) in diameter and 10 feet (3.0 m) high mounted to a backboard at each end. Basketball is one of the world's most popular and widely viewed sports.

Deaf Basketball

Deaf Basketball is organised with national and international associations including Deaf Basketball Australia, Deaf Basketball UK and United States of America Deaf Basketball. The game itself requires no adaptation for deaf people other than a referee utilising other methods than a whistle to gain player's attention.

Deaf basketball has gained great visibility because of athletes like Lance Allred who played basketball with the Nation Basketball Associations (NBA) Cleveland Cavaliers. Allred is hearing impaired, with a 75-80% hearing loss wearing a hearing aid. He later on continued to play basketball professionally in the European basketball leagues.

Deaf Basketball UK are the current recognised body supporting deaf people to compete in impairment specific completions, at both a national and international level. As such they are currently in discussions with Sport England regarding future developments.

Preston pride Basketball Club

Preston Pride Basketball Club started at Penwortham Leisure centre in the 1990's, with an under 16 team playing in National League each season. Since this time the club has experienced a significant growth in players rising to over 150 members ranging from 8 to 18 years old. In addition to under 18's; a senior section will forms two teams represented in the Manchester Basketball League.

In May 2006 the club were proud to receive the Sport England and England Basketball Club Mark accreditation. This displays that the club has achieved the high standards in; equity, child protection, coaching standards, club structure and development. In 2010 the club maintained accreditation.

Club sessions are now delivered from St Augustine's Leisure Centre which provides leisure activities for the local community in Avenham, Preston. In partnership with

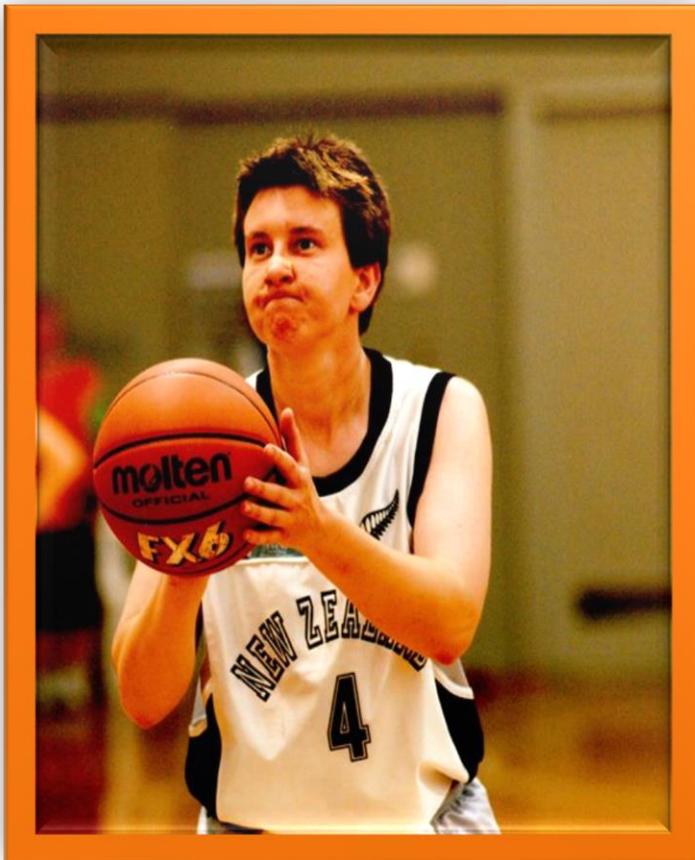
Cardinal Newman College, Preston City Council runs the facility offering a variety of activities and facilities.

Delivery of Sportivate Deaf Basketball programme

Location: Preston Pride Basketball Club, Cardinal Newman Sports Hall, St Austin's Place, New Avenham, Preston, Lancashire, PR1 3YJ

Sessions: Every other week, for 6 weeks (Sunday 16.00 - 17.00)

Coach: Andie Vowles, received support from UKDS and Lancashire Sport in 2012 to develop his skills and gain a Level 2 coaching qualification. Andie is a former Deaflympian, who has represented New Zealand in Australia 2005.



Andie Vowles Coach and Deaflympian

Rationale/ Evidence of Latent Demand for the Programme

Provided by UK Deaf Sport (UKDS):

- There is currently no impairment specific provision for deaf young people to experience basketball in the North West.
- The North West currently has the third largest population of deaf young people (5,037 or 14% of total population (CRIDE Survey 2011).
- There are a high number of deaf students within local university Hearing Impairment units in the area.
- England Basketball and UK Deaf Basketball have both recognised a need to develop further opportunities across the country (at present opportunities are mainly based around London's 3 clubs and a couple of Deaf Schools).
- This potential need for expansion has resulted in England Basketball agreeing to focus some of their development on Deaf Basketball in there next Whole Sports Plan (2013 - 2017).
- The Coach (Andie) works as a support worker for deaf people in the area and advised that he had been asked by several people whether there is any chance of setting up a basketball session as they do not, at present, feel confident enough to attend a mainstream clubs.
- The aims of sessions was to; build confidence in semi sporty young people with the techniques of basketball and with integrating within a mainstream club, whilst also offering the opportunity to socialise and communicate with their peer group.

Findings

After the third session the programme had received 0 participants and as a result was cancelled. The findings of this report will focus upon the rationale behind the Sportivate programme being initiated. In particular it will pay attention to any insight work conducted prior to the start of the programme that revealed latent demand for a deaf basketball programme within this particular catchment area.

Three specific bodies were involved in the initiation of the programme they were; the UK Deaf Sport lead, an ex-Deaflympian basketball player and coach, and the Preston Pride Basketball club lead.

The following section will reveal the contribution made by each of the three specific bodies in terms of evidence to support the assertion that a deaf basketball programme would be successful within Preston.

Rationale/Insight/ Promotion

UK Deaf Sport Contributions

The following statements were provided by UK Deaf Sport with regards to initiation of the programme:

- The Higher Education Statistics Agency (HESA) were contacted to gain insight into; actual numbers of students with hearing impairment within local universities. This revealed a large number of deaf students based at the University of Central Lancashire.
- No additional research was undertaken into how many higher education students expressed an interest in basketball as the coach involved was an ex student, and had highlighted that there was an interest within the university population (this was from personal experience).
- Preston Pride Basketball Club were given the information provided by HESA and asked to make contact with the University to ensure that the session were advertised and promoted.
- Due to financial limitations, no specific research was carried out in the Preston area. The main factors used for piloting the scheme was the presence of a qualified level 2 deaf coach and a supportive club exit route in Preston Pride, plus a lack of other provision.
- The activity was promoted widely across the local networks with the coach promoting across his work related contacts. He also went into a couple of local schools in the build-up to the sessions starting. Several local deaf groups and volunteers were also contacted to promote the activity. The key contacts used were well linked into the deaf community and represented a large number of people. Preston Pride supported this promotion by creating a poster and contacting many individuals and leisure centres to promote the sessions.
- National Research has been carried out into the recreational habits and preferences of deaf people in relation to physical activity and sport (research carried out by EFDS and due to be release later in the year). We used this information along with experience of other programmes to develop the approach.
- The programme structure adopted was influenced by the government approach to disability sport which at present is to integrate into mainstream clubs wherever possible.

UKDS Director of Development:

"This is a great little project that shows what can be done if local people and clubs pull together".

"This is part of the wider development that we are discussing with England Basketball about how we increase the opportunities across the country".

"Hopefully by running these sessions we can show that Deaf people are keen to take part in basketball."

Source: UKDS www.ukdeafsport.org.uk

Preston Pride Basketball club contributions

The following statements were provided by Preston Pride with regards to initiation of the programme:

- Andie Vowels (along with the support of UK Deaf Sport) contacted Preston Pride Basketball club and requested that the Sportivate programme take place at their facilities (prior to this they had no knowledge/ contact with the deaf community).
- After liaising with UK Deaf Sport, Preston Pride assumed that insight work and promotion had been carried out by Deaf Sport UK. This is despite all parties being assigned areas with which they felt comfortable promoting locally and nationally in meetings leading up to the programme.
- Prior to the sessions taking place promotional work included; an advert placed within a local paper, on the Preston pride website and a poster.
- No real insight work was conducted by the club as they had no real connections within the deaf community.
- After the first session when 0 participants attended; Preston pride created a Facebook page that featured videos and pictures of coaches and players to promote. (Preston Pride felt that this was too little promotion too late).
- Preston Pride highlight that it was always unclear what insight promotion they were expected to do, despite meetings being held with UK Deaf Sport and this type of promotional work being discussed.
- Preston Pride advised they were given numbers of local university students by UKDS and it was discussed that Universities could be contacted prior to the programme beginning. They advised that this work only happened after the programme had actually started.

See attached document below for Preston pride Poster

Basketball Coach Contributions

The following statements were provided by the deaf basketball coach with regards to initiation of the programme:

- I was told from a friend that there was a deaf person in Preston that played or liked basketball.
- I was aware of few places that included; Ashton High School Deaf Unit Preston, Sign Hi in Blackpool, Highfield School, and East Lancashire Deaf Society. These organisations were contacted via Facebook, email and promoted through my friends children who attended the schools.
- I had no direct engagement with deaf people aged 14-25 years within Preston to gauge interest prior to the programme taking place. *(UK Deaf Sport note; this was not this information that they were provided with).*
- I visited Ashton community school in Preston and did a practice session prior to the programme, but the majority of the deaf pupils are primary school age which unfortunately excluded them from the sessions offered.

Conclusion

This piece of research set to investigate the effectiveness of Sportivate programmes in encouraging and increasing the participation of disabled people within sport.

The target group for the programme was deaf people within the Preston area of Lancashire. Here, it was hoped that by setting up a basketball programme within a specific catchment area that deaf people would be encouraged to try out this particular sport. In addition, it was hoped that by utilising local resources such as a local deaf coach and local club that a successful exit route would be provided to participants of the Sportivate programme.

It should further be highlighted that this programme was a positive step forward for deaf basketball within the northwest and without such integrated approaches developed by local and national bodies; the deaf community would not be provided with such opportunities to play sport within the local area.

After the second session with no participants attending, it became clear that the programme was not going to be a success. For this reason it was thought beneficial

to investigate the reasons why the programme had experienced such a lack of interest.

The most predominant reason for this programme not working appeared to be a lack of clarity of responsibility and ownership between; Preston Pride Club, UKDS and the coach Andie. All parties appeared to be unclear of their role within the project with regards to insight and promotional work i.e. understanding what insight/promotion had actually been carried out and with whom.

The Preston Pride Club revealed that they had no real connections to the deaf community prior to this programme. They additionally noted that they had been approached by Andie Vowles (with the support of UKDS) to deliver sessions, despite meetings taking place with all parties present they had remained unclear on their role with regards to insight or promotion. Preston pride added that after the first session it became apparent that not enough promotional work had been carried out.

In light of these comments UKDS have responded and added that they had discussed and shared out promotional duties amongst all parties involved prior to the start of the programme. This included local and national contacts being provided to the club and coach.

UKDS advised that the programme had been set up based upon; the local provisions available, assumptions made by the coach about the area, the high numbers of deaf people based within the area (particularly within the university) and, EDFs research based upon deaf people and sport.

It was further revealed that these assumptions made by the coach were based upon one or two people in the past displaying some interest in basketball at the university. UKDS also understood that the coach had done some consultation work within the area; however this was found to be on a small level and with the wrong age group for Sportivate sessions.

Although UKDS highlighted high numbers of deaf people within the university, these people were not directly consulted and it is therefore questionable whether it should have been assumed that these people would want to play basketball?

In summary, this programme was set up; with little promotion carried out on a local level, insufficient consultation with deaf people in the local area and, an expectation that deaf people would attend a club within unfamiliar surroundings and with people they had never met before.

EDFS suggest that the main barrier for Deaf people is communication. They are often concerned about taking part in new initiatives in case they are unable to

communicate with people when they get there. In this case no contact was made prior to the sessions taking place with deaf people. This approach required participants to attend a club that they had never been to before with unfamiliar people. It is believed that this could have been a huge factor in low attendance and therefore highlights a need for engagement prior future programme starting.

The programme did however provide a deaf coach to ensure communication was not restricted; this was also highlighted within promotional work to ensure that potential participants were aware of the provisions in place.

EFDS additionally highlight that deaf people are more likely to rely on word of mouth when recommending new things. This is because they feel more confident in trying things that other deaf people have already experienced. This would suggest it would have been beneficial for the coach to go into the university and speak to people face to face. In reality, the only person the coach spoke to directly was participants under the required age of the programme and close friends who passed on information to their children.

One critical success factor for sport England is identifying the need for provision by consulting with the target group, or at the very least those that know the target group very well. With regards to this programme this process of consultation did not occur and for this reason it is understood that the required participants were not attained.

A positive outcome of the Sportivate programme has been Preston Pride and Andie Vowles taking basketball sessions to the deaf people of Lancashire. Currently they are planning to carry out sessions within school facilities that pupils are familiar with to encourage more uptake (an approach that would not have been adopted without the original Sportivate programme taking place at a local level with the support of UKDS, Lancashire Sport, Preston Pride and the coach Andy Vowles). This is described as a softer approach that supports the findings of EFDS research based upon barriers into sport for deaf people.

"I haven't given up on deaf people yet! We needed a softer approach, we are going to do sessions in a facility next to a deaf school, this way they will know the people and the place that they are attending. We hope this approach will be more successful."

Preston Pride (J. Plumb)

In addition to this new work by Andie and Preston Pride, UKDS have provided the following positive steps that are being made to ensure future projects are more successful;

- We are working strongly now on developing greater insight work and undertaking research on a limited budget
- We have now developed a mass participation offer to NGB's and CSP's that will see more local networks involved in activities. This will allow future programmes to gain support and insight from a regional network of volunteers and professional organisations working in partnership with UK Deaf Sport. Thus allowing evidence and insight to be better understood
- Although there is still a lot to do, and research and information on latent demand still needs to be carried out. We are developing a research project to gather information from the deaf community to hopefully dovetail into the Sport England active people results.

This project has highlighted the potential issues that require attention for similar future collaborative projects between; national organisations, local clubs, coaches, NGB's and the CSP's to be delivered effectively at a local level.

This programme has arguably paved the way for similar projects to be carried out at a local level within the North West and beyond to encourage participation in sport amongst the deaf community.

Recommendations

- Prior to any programme taking place/funding being provided consultation should occur with target group, within target area.
- All relevant bodies involved within a programme must be clear of their specific roles with regards to; promotion, insight and delivery of sessions.
- No programme should be funded if latent demand has not been identified sufficiently.
- Promotion of sessions must be done in a manner that suits the target group i.e. deaf groups- easy to read English, simple language with pictures. Word of mouth.
- Most Important factor is to engage with client group, to ensure that the programme meets specific needs, increasing attendance/ retention.

- To follow advice of past research and take programmes aimed at deaf people to a facility within which participants feel comfortable, rather than having to attend an unknown club with unfamiliar people where communication may be restricted.

