



# Research summary and recommendations.

## Background & Context



Sport Birmingham, Birmingham City Council, NGB's and local stakeholders aim to ensure that there is an effective, diverse and competent workforce providing a great sport and physical activity experience to the citizens of Birmingham.

**It is crucial that we have a workforce which is reflective of the communities it serves and can inspire inactive Birmingham citizens to engage with physical activity and sport.**

Sport Birmingham appointed 'Know Research' to conduct a research and insight project to help understand the needs, motivations and values of both the citizens and existing coaching workforce in Birmingham. The cornerstone of this research is the 'The Coaching Equation' and how this is interpreted locally within the city.



The findings and recommendations from this research, alongside existing local and national insight, forms the foundations of the wider project known as 'The Birmingham Way'.

## Methodology



During early 2016 a range of quantitative and qualitative research methods were carried out across targeted areas of Birmingham including Small Heath, Handsworth, Nechells and Shard End.

**These were highlighted as focus areas due to rising levels of inactivity alongside a prominence of particular priority audiences such as older people, BME, young people and those with chronic health conditions.**

Researchers visited a number of different environments including wellbeing centres, parks, satellite clubs and community sport sessions. They carried out the following:

- 92 Workforce surveys (online and paper based)
- 51 citizens surveys (online and paper based)
- 35 citizen interviews
- 20 activator consultations
- 22 workforce interviews
- 5 focus groups (workforce, inactive citizens, club participants, female, older people)

## Citizens

### Motivations



We found that the primary reason for **STARTING** physical activity was for health and fitness (physical and mental health) motivations whereas participants **CONTINUED** taking part for enjoyment and social benefits.

**Affordability was identified as a key factor but not enough alone to motivate someone to START taking part. However, 58% of people surveyed would be prevented by the price of the activity.**

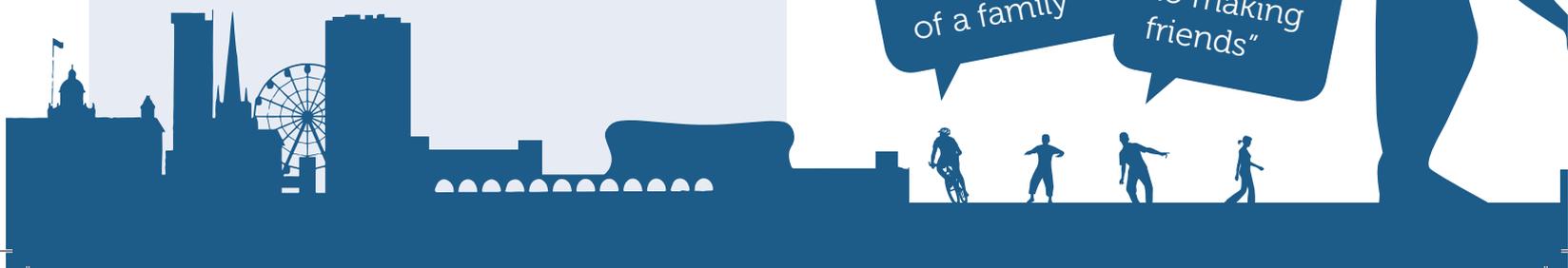



**Recommendation:** Activity leaders should regularly take the time to understand the motivations of their participants in order to meet the changing needs of those taking part and sustain participation.

"It helps me to relax and have fun. Being in a social environment makes me feel good."

"It's like becoming part of a team, part of a family"

"It's a route to making friends"

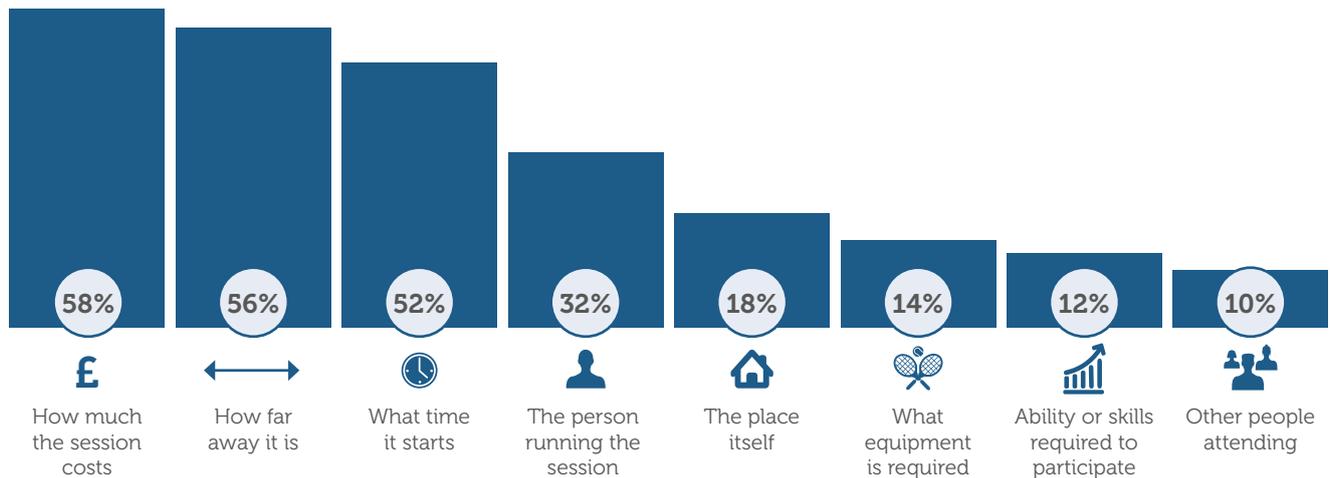


# Citizens

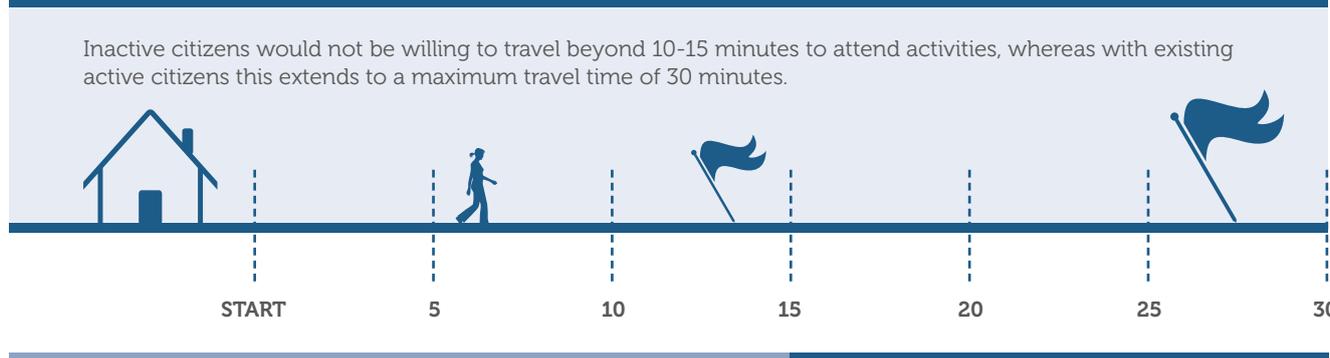
## Barriers to participation



The main barriers that would stop or prevent currently active citizens from taking part in more sport or physical activity are likely to be PRACTICAL as shown below:



In contrast, inactive citizens were more likely to state barriers based on MOTIVATIONS such as finding time, feeling uncomfortable and not wanting to attend alone.



An inactive citizen will travel up to 15mins to attend activities...

An active citizen will travel up to 30mins to attend activities.



**Recommendation:**  
 Culture and upbringing can bring both practical and motivational barriers to participation. In order to attract a wider audience organisers should consider the timing of activities, venues, language used and running single sex sessions.

# Workforce

The key motivations of the current workforce can be categorised in three main areas:



**THE BIRMINGHAM WAY**

**Recommendation:**  
When recruiting staff and volunteers consider their motivation, characteristics and attitudes in relation to the environment they will be deployed.

The 'Stars' of the current workforce would be identified as being motivated by aspects of all three sections and would exhibit the following characteristics:

- Friendly, warm and open
- Passionate about the community
- Determined
- Understands and recognises barriers and finds ways around
- Able to adapt to any situation or person
- Able to help others see the benefits and build possibilities

**60%**  
of active citizens reported that the leader plays an important role in their decision to take part in physical activity or sport sessions.

- Able to engage and involve participants
- Loves sport, being active and the benefits it brings
- High expectations of themselves
- Proud of their achievements and the recognition they receive
- Proactive, particularly in encouraging participation
- Work above and beyond any paid hours



# Workforce

## Development



When questioned about their personal development coaches, activity leaders and volunteers reported that...

# 98%

of the workforce were happy with their current role, however...

# 73%

were interested in progressing to a different role in the future of which...

# 90%

of the workforce were interested in personal development opportunities linked to their current or future roles.

# 75%

of the workforce would make the time to undertake personal development opportunities.



### Recommendation:

Those offering training should consider the varying delivery styles available such as face to face workshops, mentoring and online learning to ensure it is accessible and cost effective. The training offer must provide tools / resources that can be practically applied across varying settings.

## Things to consider and recommendations:

### Social Motivating

If people come for fitness, but stay for friendship look for ways to use sociability and belonging as a motivator alongside health.

# #1

### Tailoring to Target

Different people have different motivations and barriers, and therefore need different approaches and messages.

Tailor your messages based on the target audience for each programme – the existing workforce may already have some good ideas on what is right for each session.

# #2

### Word of Mouth Momentum

Word of mouth seems to be a key element of people finding out and coming to sessions. Can this be encouraged in local communities through incentive schemes?

# #3

### Workforce Stars of the Future

There are citizens who are interested in becoming leaders, it's about finding people who have the right mix of motivations, and the right attitude.

# #4

### Attitude Trumps Training

Workforce mentality and mind set are really important – look at how to help develop these soft skills.

# #5

### Door Open for Development

The workforce are typically motivated and interested in personal development, if done in the right way.

# #6

