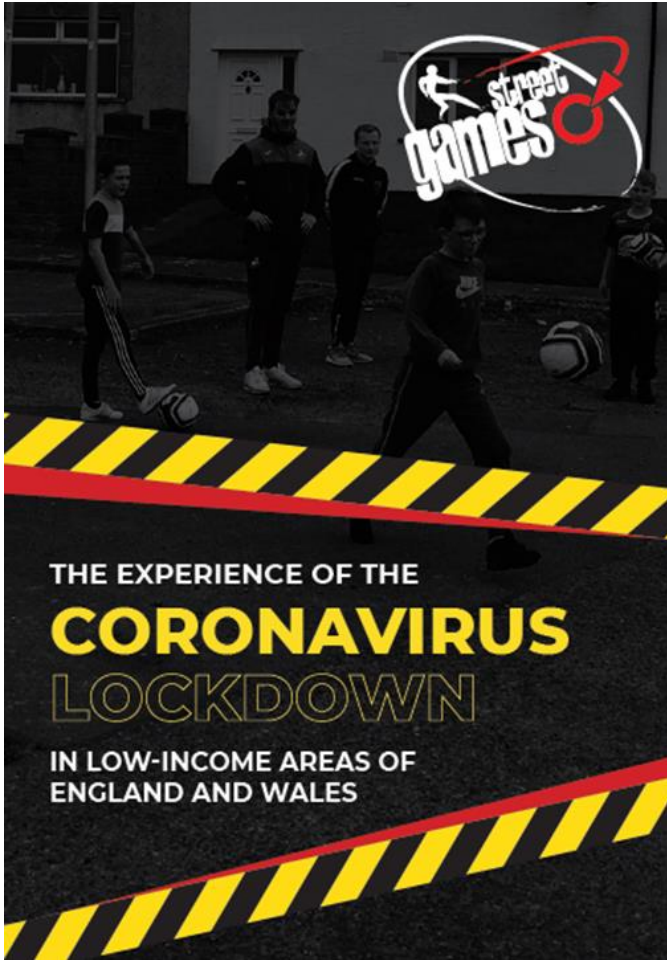




Research & Insight





Pressures & Challenges

- Concerns about the wellbeing of the young people they usually engage
- Concerns around some of the young people they usually engage missing out on access to positive role models
- Concerns around isolated females – particularly some that are known to be in violent relationships and being able to stay in contact with them.
- Concerns about some of the young people they engage not abiding by the lockdown restrictions and continuing to congregate in outdoor areas.
- Concerns about the young people and their families being able to ‘join in’ with online activities – some don’t have access to the internet, some share one device with siblings and parents and some don’t have any ‘private’ space to be physically active at home.

Impact on Young People

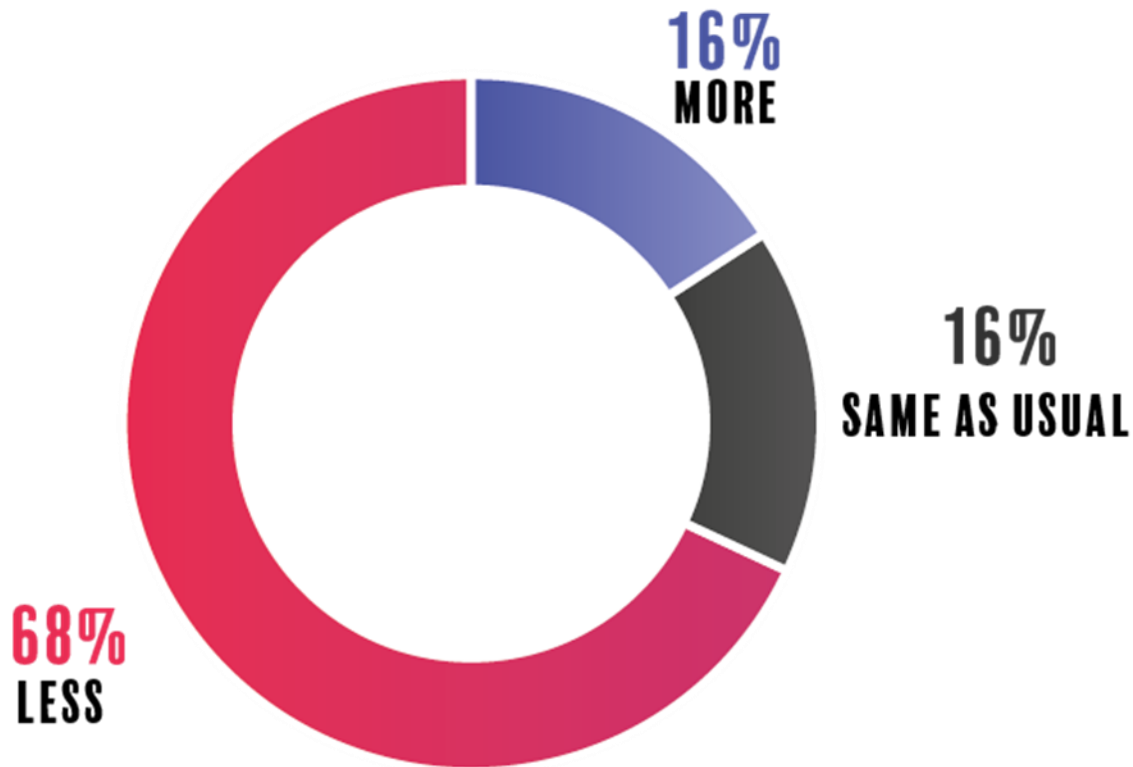
- Challenging home conditions
- Social isolation
- Inactivity
- Mental Health
- Disrupted routine and lack of structure
- Lack of kit and equipment (inc. digital)
- Limited private space





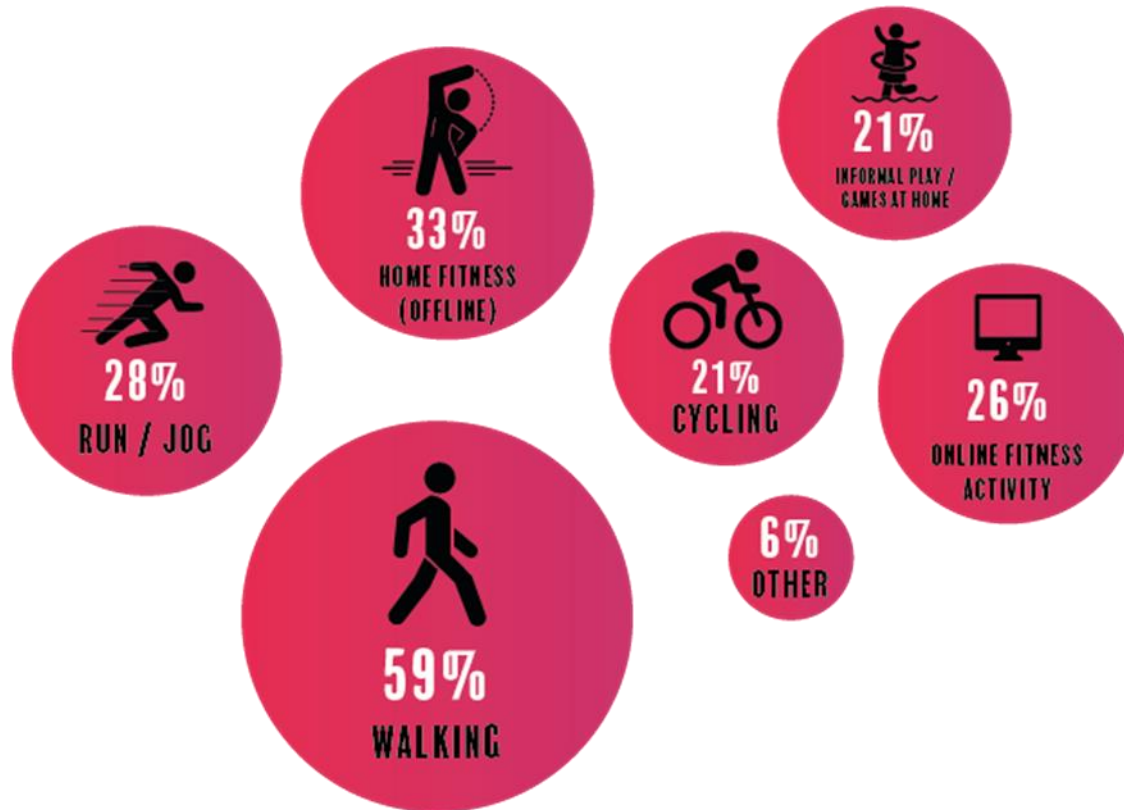
Impact on Activity Levels

SINCE THE LOCKDOWN RESTRICTIONS HAVE BEEN IN PLACE, ARE YOU DOING MORE OR LESS SPORT/PHYSICAL ACTIVITY THAN USUAL?



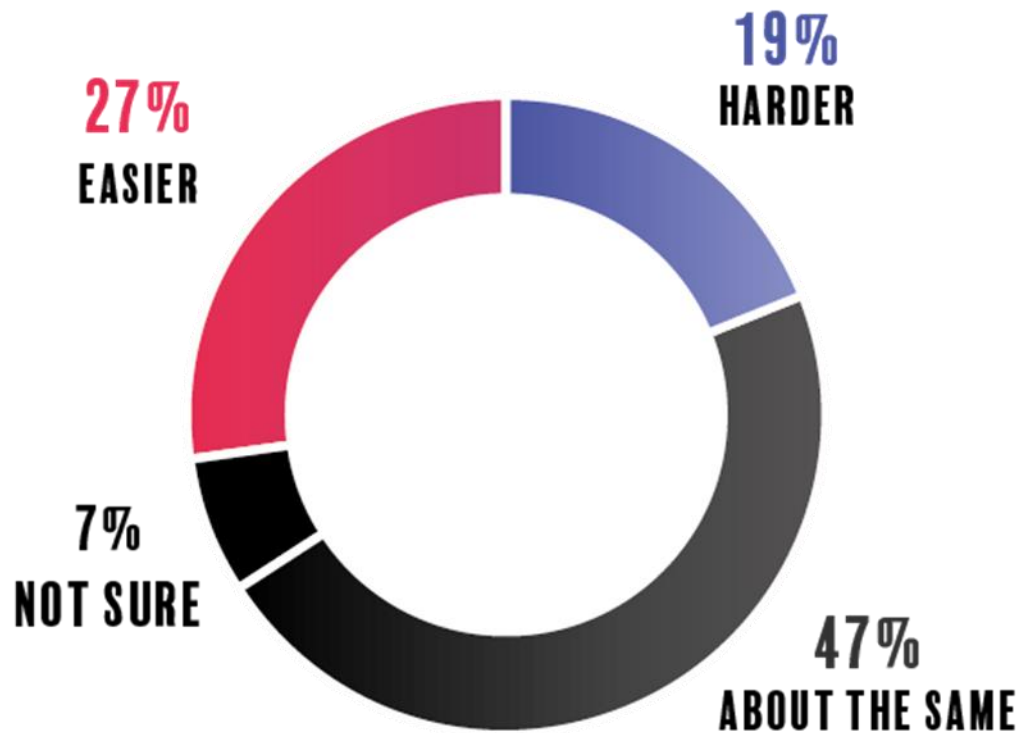
Activity Patterns

IF YOU HAVE BEEN ACTIVE DURING LOCKDOWN, WHAT SORTS OF THINGS HAVE YOU DONE?



Continued Challenges

WHEN THE LOCKDOWN RESTRICTIONS ARE LIFTED, DO YOU THINK IT WILL BE HARDER, EASIER OR ABOUT THE SAME TO GET YOUNG PEOPLE REGULARLY ACTIVE AGAIN?





Re-engaging & Re-activating Disadvantaged Young People





Re-engaging & Re-activating

Vital that we understand:

- How young people locally are feeling – many are keen to resume group based activities as quickly as possible, but others may be wary of being in groups.
- Key motivations - for example, is the 'social' element their main motivation for attendance, do they want to learn new skills, is it about fitness, trying something new or is competition the main draw?
- What 'triggers' or cues may be needed to help young people attend - for example, are reminders needed, could one of the group take on the role of Peer Promoter and set up social media groups with group reminders and chat?
- How offers can be designed to make it as easy as possible to do – consider the '5 Rights' (i.e. right time, place, price, style and people) have things changed – are adaptations needed?
- Might 'rewards' help to motivate young people to keep coming back – this may be a tangible reward for attendance or it might be about promoting a sense of achievement and hearing positive feedback.

