

ENGAGING WITH COMMUNITIES TO FIND THEIR FOOTBALL

Know Your Audience Fact Sheet



Lower Socio-Economic groups

- People in lower socio-economic groups – those in routine/semi-routine jobs and those who are long term unemployed or have never worked are less active in general, less likely to enjoy exercise/sport and therefore less motivated to take part.
- The benefits of playing football in relation to health are appreciated (physical and mental), but it is harder for them to prioritise fitness in their lives and they have limited opportunity to do so.
- Overall, exercise needs to be **social, fun** and **non-competitive**.

Lower Socio-Economic Groups and small-sided football

- Although football ranks higher in terms of 'top sports' for lower socio-economic groups, participation is still greater overall for higher socio-economic groups.
- Generally, lower socio-economic groups are more likely to play outside and for free, walk to activities and play with family members.
- Lower socio-economic groups are more likely to want to play small sided football in a local park, rec or green space. They want to play in the afternoon or at weekends and to play informally.

There are some barriers to taking part in football for lower socio-economic groups

- Sport feels less relevant to their everyday life and less of a priority.
- Perceptions of overt football venues, coaches, branding and structured football sessions can feel intimidating.
- They find it harder to develop resilient habits due to social and financial instability.
- They're more impacted by personal factors affecting ability to participate e.g. lack of childcare, language barriers and disability.
- Sometimes (but not always), faith and religion can hinder participation (e.g. girls participating and Ramadan).
- It can be harder to recruit sport volunteers from lower socio-economic groups.
- Less receptive to traditional promotional media (leaflets etc).
- Cost is prohibitive (transport, facility, equipment).
- Spaces for football can sometimes be more affected by anti-social behaviour.

Ideas to help get lower Socio-Economic groups engaged

- Make it feel fun with inclusive, social sessions
- Develop marketing and communications that is specific to and reflects their interests
- Use social media channels they use to engage and start conversations
- Use session leaders who come from your target community – and if you don't have any, offer a local training scheme
- Work with partners from within your target communities
- Use spaces in the right place and the right facility
- Encourage community ownership from the start
- Offer activities at the right price (free or low cost)

- Consider neutral 'quality' spaces that are looked after (clean, flat and open)



Links to other insights

There has been a wide variety of research and insight produced that can help you engage with other under-represented groups and make football more attractive to these groups. The Football Foundation recommends combining this insight with local insight.

Sport England Active Lives Surveys

The Active Lives Surveys measure the activity levels of people across England.

There are two surveys: Active Lives Adult, which is published twice a year, and Active Lives Children and Young People, which is published annually.

Both give a unique and comprehensive view of how people are getting active. You can find links to them [here](#)

Women and Girls

Understanding Women's Lives – Engaging Women in Sport shares Women in Sport's insight into women's lives in modern Britain and what's important to them

Me, Not my age or impairment The experiences of inactive and active women aged over 55, their motivations and influencers, as well as perceived barriers are explored.

This report includes practical recommendations for sports deliverers wanting to engage women of this age group more effectively in sport or physical activities

What Sways Women to Play Sport – is Women in Sport's insight into the motivators and influencers around getting more women and girls participating

Go Where Women Are – is Sport England's research about engaging women in sport and exercise on their terms and in their space, whether physically or emotionally

FA Player Appearances – The Influence of Elite Sport Stars - looks at the impact of elite sport stars on girls. The Football Association (FA) runs an established ambassador programme, enabling female football players to share their stories and inspire at a local level, with female players visiting schools and community groups for a number of years.

Helping Women and Girls to Get Active

13 million women and girls in England say they want to play more sport. This practical guide contains advice, suggestions, hints and tips that will make it easier for you to get more women and girls active in your local area.

Disabled People

The Activity Alliance have a range of resources to help you engage well with disabled people: <http://www.activityalliance.org.uk/how-we-help/resources>