

Youth Insight Pack - Summary

From insight to action

To help get young people active Sport England have developed design principles for the type of **EXPERIENCE** different groups of young people are looking for.



Focus on changing behaviour rather than attitude

- Each individual feels differently about sport, behaviour can vary from **MONTH TO MONTH**
- Activities need to benefit the individual and be fun
- Promoting the **BENEFITS** they are looking for is more effective

Functional or lifestyle reasons

- **MOTIVATIONS** change as young people grow up
- Main concerns being **HEALTH, FITNESS, LOOKING/FEELING GOOD**
- Need to keep **ENGAGING** and providing **FEEDBACK** to young people on what matters to them



Understanding young people

- Young people believe that **EXPERIENCES** need to help them **DEVELOP** and **PROGRESS**
- Increasingly aware of self-image

Promoting activity

SOCIAL MEDIA and **TEXTING** individuals have a greater impact than leaflets and emails



Create meaningful experiences

- There needs to be **Reasons** for young people to come back
- Sessions need to **benefit** the participants with a more '**ABOUT ME**' feel

Level the playing field

- Most people dislike sport after having **BAD EXPERIENCES**
- **NEW/UNUSUAL** sport can provide a more level playing field
- Try and promote sport without using the words **SPORT** or **FUN**

19%

of 14-19 year olds are **NOT** doing sport **BUT** would **LIKE** to

Your project needs to be:

Interactive

Social

Rewarding

Personalised

Inspiring

Creative

What's important to young people:

People & Dreams

family, friends, relationships

Interests & Development

hobbies, education, health

Fun & Enjoyment

shopping, food

Designing and delivering your Sportivate Project

Young people want:

Positive feedback

Incentives

Recognition

Inspire young people to:

Be their best

Be proud

Stay active