



Project Interactive Sport Survey Report

Beachhaven/Birkdale Cluster April 2011

Project interACTIVE began in July 2008 with the overarching goal to “Engage and retain young people from Birkdale and Beachhaven in physical activity and sport throughout their schooling lives”.

This project evolved from a need identified by Harbour Sport’s Education Team to integrate three Early Childhood Centres /school based programmes more effectively, and to ensure smooth transition between school settings. This was to retain young people in sport and recreation and maintain levels of physical activity. Community consultation informed the subsequent development of the project. Beachhaven/Birkdale was an area identified by ARPASS mapping to be low in physical activity.

Project goals

There were 6 key objectives:

1. To develop a vertical integration model (from early childhood through to secondary school) that reflected the needs of this community
2. To align existing programmes and work collaboratively with key agencies to ensure young people in this community received consistent messages about sport and recreation
3. To ensure school communities in the vertical cluster adopted an effective developmental pathway in relation to sport and recreation
4. To raise overall awareness about the importance of participation in regular sport and recreation
5. To increase the physical activity levels of young people in this community
6. To collect feasibility and acceptability information that would guide future vertical integration initiatives

In March 2011, 695 student’s years 5-8 were surveyed regarding their sports participation. 319 Year 5 and Year 6 students were from 4 primary schools (Kauri Park Primary, Beachhaven Primary, Birkdale Primary, Birkdale North Primary) (32% combined school rolls). (152 were Year 5, 167 were Year 6.) 376 Year 7 and Year 8 were from Birkdale Intermediate School (100 % school roll).

KPI: Local club membership increases by 10%

When comparing the 2010 and 2011 results it is clear that there has been increased sports participation with students trying new sports through schools and joining clubs. This is particularly significant in the year 6 age group. It is encouraging to see increases in the percentages of year 7 and 8 students trying new sports and joining clubs as this is a key transitional stage where children start to drop out of sport.

Year 5 (2010) - 76% have tried a new sport in the past 12 months
 - 47.2% joined a new sport through school in the past 12 months
 - 41.6% joined a new sports club in the past 12 months

Year 5 (2011) -61% have tried a new sport in the past 12 months
 -36% joined a new sport through school in the past 12 months
 -49% joined a new sports club in the past 12 months

7% increase from 2010 to 2011 in the number of year 5 children who have joined a new sports club in past 12 months

Year 6 (2010) - 42% have tried a new sport in the past 12 months
 - 15.6% joined a new sport through school in the past 12 months
 - 14.4% joined a new sports club in the past 12 months

Year 6 (2011) -79% have tried a new sport in the past 12 months
 -64% joined a new sport through school in the past 12 months
 -43% joined a new sports club in the past 12 months

29% increase from 2010 to 2011 in the number of year 6 children who have joined a new sports club in past 12 month

- Year 7/8 (2010) - 40% have tried a new sport in the past 12 months
 - 28.2% joined a new sport through school in the past 12 months
 - 14.1% joined a new sports club in the past 12 months

- Year 7/8 (2011) - 57% have tried a new sport in the past 12 months
 -42% joined a new sport through school in the past 12 months
 - 20% joined a new sports club in the past 12 months

6% increase from 2010 to 2011 in the number of year 7/8 children who have joined a new sports club in past 12 month

Local club participation numbers

Basketball

Kauri Park increased their basketball teams by 2 in 2011. Birkdale Intermediate increased their teams by 1 in 2011 and Birkenhead College had a notable increase of 3 teams indicating that students are being retained in basketball as they transition through school.

School Age	Number of Teams entered in your competitions	Numbers of Students in your programmes from these school	Comment about increase or decrease
Birkdale North, Kauri Park, Verran, Birkenhead Primary, Beach Haven	7	65	Kauri Park has gone from 0 to 2 teams. Others have sustained entries
Birkdale Intermediate	5	38	Increase of 1 team
Birkenhead College	9	90	Increase of 3 teams

Birkdale Intermediate was very successful in 2010 finishing 2nd at the Intermediate Zone day and in 2011 moved into Boys League 1. 2 boys from Birkdale Intermediate were in the Harbour U13 Basketball team, one of whom was the captain. The team finished 2nd at the National U13 Finals.

Hockey

School	Number of Teams entered in your competitions	Comment about increase or decrease
Birkdale North, Kauri Park, Verran, Birkenhead Primary, Beach Haven	8 teams in Junior Winter Comp 2011	Increased by 3 teams from last year: 1 Kauri Park, 3 Verrans Primary.
Birkdale Intermediate	2 teams in Junior Winter Comp 2011	Stayed same
Birkenhead College	3 teams in Secondary Winter Comp 2011	Stayed same

Netball

School	Number of Teams entered in Netball NH competitions	Comment about increase or decrease
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Primary School Birkdale North, Kauri Park, Verran, Beach Haven & Birkdale	Birkdale North 2011 (0) / 2010 (1) Kauri Park 2011 (3) / 2010 (2) Verran 2011 (1) / 2010 (1) Beachaven 2011 (0) / 2010 (2) Birkdale 2011 (2) / 2010 (2)	Decrease in both Beachaven & Birkdale North for 2011 but an increase in Kauri Park Primary. Overall netball teams from the Project Interactive area have decreased from 11 teams in 2010 to 9 in 2011. Feedback from the community continues to be that they require localised, affordable competitions.
Birkdale Intermediate	2011 - 7 (4 year 8, 3 year 7) 2010 - 6 (4 year 8, 2 year 7)	Increase 1 team in 2011
Birkenhead College	2011 - 6 (4 senior, 2 year 9) 2010 - 6 (4 senior, 2 year 9)	Status Quo

Shore to Shore Fun Run/Walk

There was a 7.4% decrease in participation in this event between 2010 and 2011 across the 5 primary schools and one intermediate.

Active Families 'Graduates'

17 families from Birkdale/Beachaven have been worked with in the Active Families Programme in 2010. This programme targets overweight children and families and aims to develop sustainable life style changes in the areas of physical activity, sport and nutrition.

75% of the students who participated in this programme graduated in to the following sports: basketball, touch and soccer.

KPI: Drop off rate in sport participation from primary to secondary school is reduced by 15%

In March 2011, 695 student's years 5-8 were surveyed regarding their sports participation. 319 Year 5 and Year 6 students were from 4 primary schools (Kauri Park Primary, Beachaven Primary, Birkdale Primary, Birkdale North Primary) (32% combined school rolls). (152 were Year 5, 167 were Year 6.)

376 Year 7 and Year 8 were from Birkdale Intermediate School (100 % school roll).

The tables below compare the same students between 2010 and 2011 as they move through the years at school. In all questions asked there has been an increase in children playing sport in the past year. There has also been an increase in children trying new sports and joining them through school or club. This provides evidence that the Project InterACTIVE approach, working in a vertical cluster between early childhood centres, primary, intermediate and secondary schools is having an impact on participation rates in sport in school students.

The results from the survey are summarised in the table below:

2010-11 comparison year 5-year 6			
	year 5 2010	year 6 2011	% Change 2010-11
Who has played sport in the past year?		83%	
Who has tried a new sport in the past year?	76%	78%	up 2%
Who has joined a new sport through school in the past year?	47%	64%	up 17%
Who has joined a new sport club in the past year?	42%	43%	up 1%

2010-11 comparison year 6- year 7			
	Year 6 2010	year 7 2011	% Change 2010-11
Who has played sport in the past year?		93%	
Who has tried a new sport in the past year?	42%	63%	up 21%
Who has joined a new sport through school in the past year?	16%	46%	up 30%
Who has joined a new sport club in the past year?	14%	18%	up 4%

2010-11 comparison year 7- year 8			
	Year 7& 8 2010	Year 8 2011	% Change 2010-11
Who has played sport in the past year?		98%	
Who has tried a new sport in the past year?	40%	51%	up 9%
Who has joined a new sport through school in the past year?	28%	38%	up 10%
Who has joined a new sport club in the past year?	14%	22%	up 8%

The table below compares the 2011 data between different year groups. It is positive to see that sports participation has increased with increasing age. There is a significant drop in joining a new sport through school or club between primary school and intermediate students which confirms research that indicates students often drop out of sport at key transitional phases. It is important to note however, that the last 3 questions do not identify children who are being retained in sports that they are already participating in.

Comparison of 2011 data between years	yr 5	yr 6	yr 7	yr8
Who has played sport in the past year?	75%	83%	93%	98%
Who has tried a new sport in the past year?	61%	78%	63%	51%
Who has joined a new sport through school in the past year?	53%	64%	46%	38%
Who has joined a new sport club in the past year?	49%	43%	18%	22%

The table below contains sports participation numbers for Birkenhead College taken from the New Zealand Secondary Schools census. The College has not shown anticipated results, an explanation being that they were unable to commit their time to the project and prioritised other areas. Another contributing factor was the data collection method became more robust in 2010 which meant that data gathered was more accurate reflecting a true picture of the number of students involved in sport.

Over the period of the research the school roll has dropped by 16% which affects the number of students involved in sports. The decline in sports participation at college age demonstrates the importance of collaborative work within the vertical cluster in order to gain the full benefit of working in a targeted community.

BIRKENHEAD COLLEGE SPORTS PARTICIPATION NUMBERS 2008-2010

SPORT	FEMALE			MALE		
	2008	2009	2010	2008	2009	2010
Archery	0	0	0	1	0	0
Athletics	42	45	0	38	36	0
Badminton	45	52	19	33	29	20
Basketball	46	43	32	73	49	58
Cricket	14	14	10	38	30	43
Curling	8	8	2	20	10	4
Dragon Boat	14	14	0	14	14	0
Equestrian	3	4	0	0	0	0
Gym	2	2	0	0	0	0
Hockey	41	42	23	29	17	14

Netball	125	78	46	10	0	0
Rugby League	0	0	0	20	21	0
Rugby	0	0	0	65	79	62
Orienteering	0	18	4	0	17	10
Soccer	89	62	41	49	45	44
Climbing	0	3	1	10	7	5
Squash	6	6	4	18	21	10
Swimming	12	0	0	18	0	0
Table Tennis	0	0	0	20	16	0
Tennis	12	18	18	17	19	9
Touch	15	16	12	22	28	21
Volleyball	20	24	16	30	22	13
Water polo	4	6	2	10	6	2
TOTAL no of sports participated in	498	455	230	535	430	315
Numbers of students at school	413	386	388	456	420	406
No. sports per student	1.21	1.17	.59	1.17	1.02	.78