

2011

Youth sailing participation and market segment profiles for Plymouth (UK)

Timings, P.

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The Plymouth Student Scientist
University of Plymouth

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1. Appendices

A) Questionnaire

YOUTH SAILING PARTICIPATION QUESTIONNAIRE

Please read and complete the following questions, which should take no longer than 10 minutes to complete. There are 3 sections, section 1 is designed for the youth to complete with assistance and sections 2 and 3 are designed for the parent/guardian to complete. Once you have completed the questionnaire please place it in the envelope provided along with signed consent forms and the prize draw entry form and return it to school for collection. It will be collected from school one week after it was handed out.

SECTION 1: YOUTH

1) How old are you? []

2) Sex: Male [] Female []

3) Which School Do You Go To?
.....

4) Do you regularly take part in any other sports? Y [] N []

5) Have you ever tried sailing? Y [] *Go to question 6*

N [] *Go to question 5*

6) Would you like to try sailing? Y [] N [] *Go To Section 2A*

7) Where was the first time you sailed?

School Activity [] RYA Sailing Course [] Club / Youth Group []

With Parents [] With a friend []

Other:.....

8) Do you still sail? Y [] *Go to question 9* N [] *Go to Section 2A*

9) What type(s) of sailing do you do? (Please tick all that apply)

School Activity [] RYA Sailing Course [] Sailing Club Youth Group []

With Family [] With Friends [] Club Racing []

National/international Racing [] Youth Squad Training []

10) On average, how often do you sail?

- Once or twice per year [] Every couple of months []
Once per month [] Once per Week []
Twice per week [] 3 + times per week []

11) Are you a member of a sailing club? Y [] N []

12) If yes, which one?

.....

SECTION 2A: TO BE COMPLETED BY PARENT/GUARDIAN

13) Sex: Male [] Female []

14) How old are you?

- Under 25 [] 26 – 35 []
36 – 45 [] 46 – 55 []
56 – 65 [] Over 65 []

15) How many people make up your family unit? (Total Adults + Children)

- 2 [] 3 []
4 [] 5 []
6 [] 7 + []

16) Do you sail? Y [] Go to question 17 N [] Go to Section 2B

17) What type(s) of sailing do you do? (Please tick all that apply)

- RYA Sailing Courses [] With Family [] With Friends []
Club Racing [] National Racing [] International Racing []
Coaching (others) [] Volunteering at sailing organisation []

Other:.....

35) Are you working as an employee or self-employed?

Employee [] *Go to question 36*
Self-employed [] *Go to question 37*

36) How many people work for your employer?

1 to 9 [] 10 to 24 []
25 to 499 [] 500 + []

37) (Self-Employed Only) Do you work on your own or do you have employees?

On own/with partner(s) but no employees []
With employees []

38 (Self-Employed Only) How many people did you employ at the place where you worked?

1 to 9 [] 10 to 24 []
25 to 499 [] 500 + []

**THANK YOU FOR TAKING THE TIME TO COMPLETE THIS QUESTIONNAIRE.
PLEASE RETAIN THE DEBRIEF FOUND WITHIN THIS PACK WHICH INCLUDES
YOUR PARTICIPANT NUMBER. THIS IS SO THAT IF AT ANY TIME YOU WISH TO
WITHDRAW YOUR DATA FROM THE RESEARCH IT CAN BE IDENTIFIED.**

B) Covering Letter

Mr Philip Timings
3rd Year Student
BSc Applied Marine Sports Science (Hons)
philip.timings@students.plymouth.ac.uk

Jan 2010

Dear Parent/Guardian,

R.E: Youth Sailing Research Project + Free Prize Draw

I am a third year student at the University of Plymouth and for my final year project I am investigating the different ways in which Plymouth school children participate in sailing.

To gather the information I have prepared a questionnaire, enclosed within this pack, and I would be grateful if you would complete it together with your son/daughter. It should take no longer than 10 minutes and the information you provide will be invaluable even if your child has not sailed before. By completing the questionnaire you can also enter a free prize draw to win an Adventure Day for two children at The Mount Batten Centre (full information is enclosed).

The information sheet found within this pack contains full details of the project, if you have any further questions please feel free to contact me using the e-mail address above.

Once you have completed the pack please simply return it to school with your son/daughter in the envelope provided, any information you give will remain anonymous.

Thank you for taking the time to read this letter and for your contribution to the research,

Yours Sincerely,
Philip Timings

Philip Timings

C) Information Sheet

RESEARCH INFORMATION SHEET

Name of Principal Investigator: Philip Timings

Title of Research: Youth Participation Styles and Market Segment Profiles for Sailing in Plymouth

Aim of research:

The aim of this research is to investigate whether there is a relationship between the way in which youths participate in sailing and their background.

Description of procedure:

Please find and complete the questionnaire and consent forms enclosed in this pack with your son/daughter. It should take no longer than 10 minutes to complete. There are 3 sections, section 1 is designed for your son/daughter to complete with your assistance and sections 2 and 3 are designed for you to complete. Once you have completed the questionnaire please place it in the envelope provided and return it with your prize draw entry and signed consent forms to school for collection. It will be collected from school one week after it was handed out. Your

participation is greatly appreciated.

Description of risks:

There are no risks associated with the completion of the questionnaire.

Benefits of proposed research:

The research will provide detailed information about the youth sailing market and demand for sailing in Plymouth. This information is designed to assist companies/charities involved with local sailing, allowing them to improve accessibility to the sport and benefit all local youths.

Right to withdraw:

Your decision to take part is entirely voluntary. You have the right to withdraw from the research at any time, including after the research has been completed, without providing any justification for doing so. You can access your data at any time, and have the right to ask for it to be destroyed should you wish. All information obtained will be treated confidentially and will not be identifiable as yours.

If you are dissatisfied with the way the research is conducted please contact the principal investigator, Philip Timings, in the first instance: telephone number 07828726706. If you feel the problem has not been resolved please contact the secretary to the Faculty of Science Human Ethics Committee, Mrs. Paula Simson: telephone number 01752 232984.

D) Prize draw

FREE PRIZE DRAW!



WIN AN ADVENTURE DAY FOR 2 CHILDREN!

The winner will receive 2 free places on an Adventure Day of their choice at The Mount Batten Centre, Plymouth! These will be taking place over the Easter Holidays and the May/June Half Term. The exact date can be chosen by you! For more information on Adventure Days, please see the enclosed Mount Batten flyer.

Simply complete the questionnaire and return it with this slip ensuring that you put the name and preferred contact details of the parent/guardian in the space below so that the winner can be contacted. The draw will be made in February 2010 and the winner notified by March.

NAME:

CONTACT INFO:

E.g. phone number or e-mail

Sponsored by The Mount Batten Centre

mountbatten
watersports & activities centre

E) Youth Consent Form

CONSENT FORM TO BE COMPLETED BY YOUTH

Please read the declaration below and sign & date the form

The objectives of this research have been explained to me.

I understand that I am free to withdraw from the research at any stage, and ask for my data to be destroyed if I wish.

I understand that my anonymity is guaranteed, unless I expressly state otherwise.

I understand that the Principal Investigator of this work will have attempted, as far as possible, to avoid any risks, and that safety and health risks will have been separately assessed by appropriate authorities (e.g. under COSHH regulations)

Under these circumstances, I agree to participate in the research.

Name:

Signature:

Date:

F) Adult/Parental Consent Form

CONSENT FORM TO BE COMPLETED BY PARENT/GUARDIAN

Please read the declaration below and sign & date the form

I am the *parent /legal guardian of

** delete as appropriate*

The objectives of this research have been explained to me.

I understand that I am free to withdraw from the research at any stage, and ask for my data to be destroyed if I wish.

I understand that my son/daughter is free to withdraw from the research at any stage, and their data may be destroyed if I/they wish.

I understand that my anonymity is guaranteed, unless I expressly state otherwise.

I understand that the anonymity of my son/daughter is also guaranteed, unless I expressly state otherwise.

I understand that the Principal Investigator of this work will have attempted, as far as possible, to avoid any risks, and that safety and health risks will have been separately assessed by appropriate authorities (e.g. under COSSH regulation).

Under these circumstances, I agree to participate in the research.

Under these circumstances, I agree for my son/daughter to participate in the research.

Name:

Signature:

Date:

G)Debrief Sheet

DEBRIEF

Thank you for participating in this research. You have contributed to the scientific understanding of the way in which demographic and socio economic characteristics affect youth participation styles for 8-16 year old children sailing in Plymouth. This is based upon the amount, type or context of sailing participated in, in relation to the youth's age, sex, parental participation and the economic background of the household.

The goal of my research is to identify the existence of market segments, or groups of similar individuals, who share similar needs in relation to youth sailing.

You should be reminded that you have the right to withdraw from the research without justification or penalization (with your data being destroyed). Any information you have provided will be handled in the strictest confidence with only the researcher and the project supervisor having access to the raw data. All the data will remain completely anonymous.

If you have any further questions about this research you are welcome to contact myself or the project supervisor Ross Pomeroy as below

Philip Timings: philip.timings@students.plymouth.ac.uk

(Researcher) 07828726706

Ross Pomeroy: ross.pomeroy@plymouth.ac.uk

(Supervisor) 01752 587501

Thank you again for taking part in this research.

H) Interview Structure

Youth Sailing Interview Sheet

1) Which organisation are you from?

2) What is your role in the organisation?

3) What types of sailing activities does your organisation provide?

4) How important is youth participation to the future of sailing? (Please circle)

Very Important Important Neutral Unimportant Very Unimportant

5) What trends have you experienced in the number of children participating in sailing over the last 1-3 years?

Increasing Rapidly Increasing Neutral Decreasing Decreasing Rapidly

6) What situational factors (e.g. age/sex/parental participation *not* why people sail e.g. for the thrill/competition/social) do you think influence

a) Children who haven't sailed before wanting to try?

b) Children who have tried sailing and are continuing to participate?

7) What is the best age to try sailing for the first time?

0-3 4-7 8-11 12-15 16+

- 8) What measures/actions do you take to encourage youths to try sailing?
- 9) What measures/actions do you take to maintain participation once they have tried sailing?
- 10) Do you specifically target a particular market segment (e.g. children from specific locations/age groups/backgrounds etc)? If yes, what determinants do you use to identify that market?
- 11) Approximately what percentage of children aged 8-11 do you think
- a) Want to try sailing? _____%
 - b) Have tried sailing? _____%
- Of those who have tried sailing*
- c) Continue to sail (3 or more days per year) _____%
 - d) Do not sail again _____%

THANK YOU FOR YOUR TIME!!!

I) Debrief

Interview Debrief

Thank you for participating in this research. You have contributed to the scientific understanding of the way in which demographic and socio economic characteristics affect youth participation styles for 8-16 year old children sailing in Plymouth. This is based upon the amount, type or context of sailing participated in, in relation to the youth's age, sex, family size, participation in other sports, parental participation and the economic background of the household.

The goal of my research is to identify the existence of market segments, or groups of similar individuals, who share similar needs in relation to youth sailing. These may be either active participants or form latent demand (i.e. want to try sailing but have not yet)

You should be reminded that you have the right to withdraw from the research without justification or penalisation (with your data being destroyed). Any information you have provided will be handled in the strictest confidence with only the researcher and the project supervisor having access to the raw data. All the data will remain completely anonymous.

If you have any further questions about this research you are welcome to contact myself or the project supervisor Ross Pomeroy as below

Philip Timings: philip.timings@students.plymouth.ac.uk

(Researcher) 07828726706

Ross Pomeroy: ross.pomeroy@plymouth.ac.uk
(Supervisor)

J) Interview Summaries

Participant 1

- Which organisation are you from?

Plymouth youth sailing

- What is your role in the organisation?

Secretary/development officer

- What types of sailing activities does your organisation provide?

Sailing & windsurfing, racing, general sailing, residential

- How important is youth participation to the future of sailing? (Please circle)

Very Important

- What trends have you experienced in the number of children participating in sailing over the last 1-3 years?

Increasing

- What situational factors (e.g. age/sex/parental participation *not* why people sail e.g. for the thrill/competition/social) do you think influence
 - Children who haven't sailed before wanting to try?

Thought to expensive, friends don't participate, too cold (environment), middle class, cannot get to sailing venue

- Children who have tried sailing continuing to participate?

Some do/some don't

- What is the best age to try sailing for the first time?

Different for each child

- What measures/actions do you take to encourage youths to try sailing?

Make the equipment user friendly, instructors friendly

- What measures/actions do you take to maintain participation once they have tried sailing?

*Make it a no brainer, try to make it cheap for those for which cost is an issue, etc
It is different for each person*

- Do you specifically target a particular market segment (e.g. children from specific locations/age groups/backgrounds etc)? If yes, what determinants do you use to identify that market?

Yes, those who would not normally take up sailing (middle classes) this is what the club was set up for

Participant 2

- Which organisation are you from?

Hooe Point Sailing Club

- What is your role in the organisation?

Commodore

- What types of sailing activities does your organisation provide?

Yacht Racing, Adult and some youth dinghy sailing .

- How important is youth participation to the future of sailing? (Please circle)

Very Important

- What trends have you experienced in the number of children participating in sailing over the last 1-3 years?

Decreasing

- What situational factors (e.g. age/sex/parental participation *not* why people sail e.g. for the thrill/competition/social) do you think influence
 - Children who haven't sailed before wanting to try?

Children Like to participate in many activities, some like to try sailing for the thrill and excitement, others like to try something different with their peer groups. Others get involved because their parents are involved with the sport and it is just a natural thing for them to undertake in their free time.

- Children who have tried sailing continuing to participate?

Some children continue to sail others drift into other sports again because of their peers. Many children once they enter University they tend to move away from sailing and start again at about the age of 23 or 24, usually when they return home.

- What is the best age to try sailing for the first time?

8-11

- What measures/actions do you take to encourage youths to try sailing?

In many instances clubs take new young sailors out for a day sail, and they are encouraged to return.

- What measures/actions do you take to maintain participation once they have tried sailing?

Club is somewhat different from most clubs in the fact that unless parents are members and own their own boats, at this point in time can offer them very little, However, introduce them to the various sailing clubs in the area such as Plymouth Youth Sailing, or Mayflower Sailing Club. There they are encouraged to advance in the various levels in sailing.

- Do you specifically target a particular market segment (e.g. children from specific locations/age groups/backgrounds etc)? If yes, what determinants do you use to identify that market?

As stated above, the sector interested in our sailing activities are children from members who are eligible to be involved.

- Approximately what percentage of children aged 8-11 do you think

e) Want to try sailing? 30%

f) Have tried sailing? 20%

Of those who have tried sailing

g) Continue to sail (3 or more days per year) 05%

h) Do not sail again 15%

Participant 3

- Which organisation are you from?

Horizons Children's Sailing Charity

- What is your role in the organisation?

Manager and RYA Senior Instructor

- What types of sailing activities does your organisation provide?

Subsidised Disabled and disadvantaged young people dinghy and keelboat sailing.

- How important is youth participation to the future of sailing? (Please circle)

Very Important

- What trends have you experienced in the number of children participating in sailing over the last 1-3 years?

Increasing

- What situational factors (e.g. age/sex/parental participation *not* why people sail e.g. for the thrill/competition/social) do you think influence
- Children who haven't sailed before wanting to try?

There is a perception that sailing is a rich mans sport, expensive and elitist. The sport is therefore viewed as unobtainable even though many of those that do live within half a mile of the sea but have no access to it.

- Children who have tried sailing continuing to participate?

To continue sailing does not incur a cost, many are introduced to the sport by bursaries or free introductions as an enticement

There is no route for those that cannot afford even the lowest of club costs to stay engaged.

- What is the best age to try sailing for the first time?

8-11

- What measures/actions do you take to encourage youths to try sailing?

Work with the local primary schools with daytime provision, also local groups. Subsidise the cost stay geographically close to participants

- What measures/actions do you take to maintain participation once they have tried sailing?

Be available , regular events, lots of friends, Subsidised, very local

- Do you specifically target a particular market segment (e.g. children from specific locations/age groups/backgrounds etc)? If yes, what determinants do you use to identify that market?

Started in Devonport with disadvantaged and disabled young people, as a charity are required to remain with this group but have extended to the wider communities around and surrounding Plymouth

- Approximately what percentage of children aged 8-11 do you think

- | | |
|-------------------------|-----|
| i) Want to try sailing? | ? |
| j) Have tried sailing? | 40% |

Of those who have tried sailing

- | | |
|---|-----|
| k) Continue to sail (3 or more days per year) | 90% |
| l) Do not sail again | 10% |