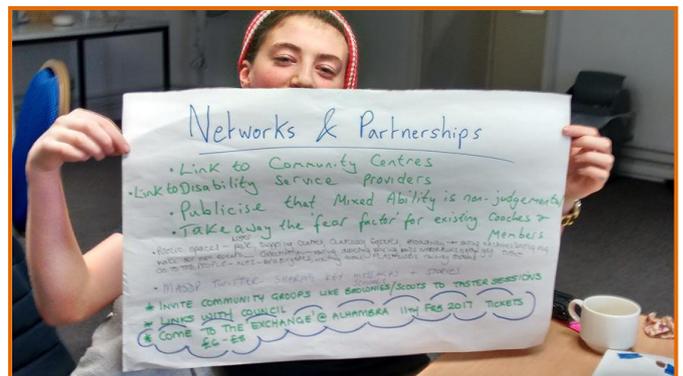


# Evaluation of the Mixed Ability Sports Development Programme (MASDP)

## Report from Workshop 1: Attitudes, perceptions and motivations of MASDP stakeholders

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### **Introduction**

On 27<sup>th</sup> January, 2017, a workshop was held in the Kala Sangam Centre, Bradford as part of the evaluation of the Sport England-funded Mixed Ability Sports Development Programme (MASDP). The MASDP is coordinated by International Mixed Ability Sports (IMAS) as part of their promotion of inclusive sports through education, peer engagement and practical participation in the Community.

Mixed Ability Sport (MA Sport) encourages social inclusion by integrating players regardless of (dis)ability into a mainstream sport setting in their local community. The Mixed Ability Model was first developed through Rugby but IMAS are now rolling the Model out to 7 new sports: rowing, cricket, boxing, tennis, golf, exercise, movement and dance (EMD) and bowls. In the first year of the two-year programme, activities are being concentrated in Bradford but will be extended to Leeds, York, Liverpool and Manchester in year two. The MASDP also has an educational element ('Inclusion in Sport' classes for participants) and a research element led by the University of Leeds and Loughborough University. The workshop forms a central part of the research element of the MASDP.

### **Research in the MASDP**

The role of the research element of the project is to evaluate the MASDP. This includes assessing different stakeholder motivations, perceptions and attitudes, challenges faced in the various sports, impacts of the Programme on participants and the broader community, the consequences of the Programme, both intended and unintended, and gaining an insight into different participants' experiences. The research element will inform the development of the MASDP and provide recommendations for the future sustainable development of MA Sport. The key research methods are interviews, surveys, in-depth participant case-studies, and three multi-stakeholder workshops. This workshop was the first of the three workshop sessions and focused on stakeholder attitudes, perceptions and motivations.

### **Workshop aim & goals**

The workshop aimed to explore the attitudes toward, perceptions of, and motivations for being involved in the MASDP across a group of key stakeholders (see Annex 1 for a list of participants). The workshop was divided into four sessions (see Annex 2 for workshop timetable) as well as an introduction and evaluation session. Sessions 3 and 4 broadly mapped on to a Theory of Change framework allowing the research team to analyse stakeholders' intended outcomes as well as resources available and activities planned. These will provide a basis for developing key performance indicators that will be mapped throughout the project. The workshop also provided an opportunity for the research team to obtain feedback on the participant survey before rolling it out across the programme, and a space for workshop participants to share experience and learn from each other. Participants were in four, self-defined groups which broadly fell into the categories of EMD representatives, tennis and boxing representatives, IMAS and supporting organisations and rowing representatives.

### **Session 1: Motivations for getting involved in the MASDP**

For session one, participants were asked to write their motivations for getting involved with the MASDP on post-it notes which were clustered into themes. The following key themes emerged:

- Sharing a passion for a particular sport/sports
- A desire to work and learn together
- The recognition of personal benefits e.g. health and social advantages
- An interest in promoting social inclusion and broadening participation
- The accessibility of MA Sport with regards to cost and facilities
- Personal contacts and backgrounds



In feedback discussions, participants agreed that these themes covered their main motivations for being involved. These responses reflect findings from the literature around sport participation/sport for development initiatives and also resonate with the broad aims and objectives of the MASDP programme.

### **Session 2: Attitudes and perceptions of the MASDP**

In this session, participants were asked to fill out a perceptions survey, prepared by the research team, in order to try and track whether shifts in perception towards (dis)ability, and MA Sport occurred through participation in the MASDP. Feedback from participants on the survey design was extremely useful, particularly suggestions about the language used and alternative ways to gain information. For example, making language less personal with the use of ‘public perceptions of disability’ (as opposed to ‘your perceptions’), and asking whether census definitions based around ‘impairments’ (rather than ‘disability’) might be broader and better received. Discussions also included whether we could add in data relevant to Sport Leaders (e.g. ‘where did you hear about MA boxing/golf/EMD etc.’) and further questions around satisfaction, for example, whether participants would recommend a friend, would return and were enjoying the sessions. These discussions will feed into the redesign of the survey, in order to make it as useful and relevant as possible to all stakeholder groups.

### **Session 3: Challenges and opportunities of the MASDP**

At the start of this session, participants were asked to tabulate the *Resources* they have available and the *Activities* they currently deliver. There was a broad range of each, summarised in Table 1. ‘People power’ and ‘networks’ came out strongly in terms of available resources, with all four groups recording these on flip charts. Activities focused on regular sessions for each sport as well as recruitment and sharing good practice and networks.

**Table 1 - The range of resources available and activities being delivered by workshop participants**

<b>Resources</b>	<b>Activities</b>
<b>People power</b> e.g. coaches, volunteers, participants, Sport Leaders, delivery teams	<b>Regular sessions</b> e.g. weekly hour long
<b>Networks</b> e.g. IMAS, Bradford Disability Sport and Leisure, Sport England, Yorkshire Sport Foundation, Workers Education Association, local clubs and organisations, volunteers, participants, local communities and schools	<b>Sharing good practice</b> e.g. presenting to schools, clubs, community groups
<b>Facilities</b> e.g. local clubs and schools	<b>Signposting</b> to other relevant organisations
<b>Communication</b> e.g. social media and through networks	<b>Recruiting</b> new participants e.g. through taster days
<b>Kit and equipment</b> e.g. boats, tennis and boxing equipment	<b>Future planning</b> e.g. for upscaling and capacity building
<b>Knowledge and expertise</b> e.g. through networks, and experience	<b>Showcasing/events</b> e.g. dance performances, matches, competitions, regattas

Following on from this, participants were asked to discuss and record challenges and opportunities they were currently facing. Again, a broad range of each were identified, with ‘support from other organisation’ and ‘working well as a team’ highlighted as key opportunities for most groups. Challenges varied widely across the groups and included: promoting the idea of MA Sports to existing club members and able-bodied participants; ensuring there was time available to establish and maintain activities; providing support for coaches; and addressing a lack of experience among staff around disability awareness.

Feedback discussions proved productive in helping to identify ways of addressing these issues, drawing on the variety of expertise in the room. An extra activity was introduced to harness this support, with each group being asked to write their key challenge down on a piece of flip chart paper. These were rotated around the groups, allowing for advice to be given and ideas for addressing the issue to be suggested (see Table 2). At the end of the feedback session, discussions focused on how networks between workshop participants could be fostered and maintained, given the complementary expertise and experience. Participants suggested that an email list for the workshop could serve as a useful resource for the different groups to further share experiences and support each other in future activities.

**Table 2 - Key challenges highlighted by each group and potential solutions**

<p><b>EMD Key Challenge</b></p> <p>How to pitch EMD sessions at a level which will suit everyone?</p> <p>Potential solutions included:</p> <ul style="list-style-type: none"> <li>• Planning a progression pathway</li> <li>• Working towards a performance with roles assigned according to ability</li> <li>• Using difficulty add-ons in sessions</li> <li>• Asking participants what they want from the sessions</li> </ul>	<p><b>Rowing Key Challenge</b></p> <p>How to find a time slot that suits everyone?</p> <p>Potential solutions included:</p> <ul style="list-style-type: none"> <li>• Send out a survey to ascertain when most people are available</li> <li>• Deliver more but shorter sessions focusing on different skills</li> <li>• Use indoor facilities if it makes it more flexible</li> <li>• Don't worry if you can't please everyone!</li> </ul>
<p><b>IMAS Key Challenge</b></p> <p>How do we increase capacity to meet the demand for MA Sport?</p> <p>Potential solutions included:</p> <ul style="list-style-type: none"> <li>• Finding low-cost/volunteer staff such as interns, students, pro-bono workers for well-defined roles</li> <li>• Offer incentives such as CPD</li> <li>• Writing staff members into future bids</li> <li>• Employing a virtual PA</li> </ul>	<p><b>Tennis and Boxing Key Challenge</b></p> <p>How do we foster, maintain and expand networks and partnerships?</p> <p>Potential solutions included:</p> <ul style="list-style-type: none"> <li>• Link to community centres, disability service providers, local council, schools, community groups</li> <li>• Use public spaces to take the MA Sports message to people e.g. shopping centres, railway stations, GPs surgeries</li> <li>• Use MASDP twitter to share key messages and stories</li> </ul>

#### **Session 4: Aspirations for the MASDP**

In this session, each group was asked to record short and long-term objectives for being involved in the MASDP. These were similar across the clubs and different sports, with short-term objectives often focused around increased participation, more sessions being held (and held more regularly), the promotion of activities and the training of staff. EMD representatives also mentioned working towards a performance and rowing representatives highlighted the need for a sustainable pricing model for all. Long-term objectives included additional training especially for coaches, seeking funding, integration and inclusion, competitions and progression for participants. The rowing representative also noted that a long-term objective is to get support from the National Governing Body (British Rowing) and to be able to input into policy making. IMAS objectives were particularly concentrated on building capacity within the organisation in order to meet the demand for MA Sport provision and how to upscale sustainably.



### ***Wrap-up and evaluation***

The workshop was rounded off with a discussion focused on next steps for the research and an invitation for comments, as well as a chance for participants to mingle and share thoughts from the day. Anonymous evaluation forms were filled out by all participants. The majority of participants (18 of 21 feedback forms completed) stated that the workshop was 'very useful' with the remaining 3 saying it was 'somewhat useful'. Overwhelmingly, participants reported that the chance to share experiences, opinions and ideas amongst a range of stakeholders from a variety of organisations was the most helpful aspect of the workshop. Other valued features of the workshop included the 'Key Challenges' exercise, the chance to influence the evaluation process and the networking and interaction with others involved in MA Sport.

Participants made some excellent suggestions as to how future workshops could be improved, including the provision of individual action plans to complete and take away, more mixing of groups for each exercise, short video clips of the different sports to be able to better understand the context and more accessible paperwork/forms. A key challenge of the workshop was raised in being at a difficult time for volunteers who also work to be able to attend.

### ***Next steps***

The data gathered in this workshop are valuable in starting to build up a picture of why different stakeholders get involved in MA Sport, the challenges they may face and what they hoping to achieve through involvement. As well as this, these data will inform the next stages of the research in a variety of ways. For example, participant feedback will inform the redesign and delivery of the perceptions survey, and participant objectives for MA Sport will form the basis of an evaluation framework which can be used to map whether/how these objectives are being achieved and the various challenges faced along the way. The workshop has also been valuable in highlighting the benefits of stakeholder groups interacting about MA Sport and the process of collective problem-solving. Through the research, we will aim to facilitate this as much as possible.

***We would like to say a big thank you to all the participants who volunteered their time and input to the workshop. We hope you found it useful and look forward to working with you further during the project.***



**Annex 1: List of participants**

<b>Names</b>	<b>Organisation</b>	<b>Email address</b>
Sarah-Jane Murray	Unorthobox	<a href="mailto:sjm@unorthobox.co.uk">sjm@unorthobox.co.uk</a>
Kira Carter	Unorthobox	<a href="mailto:Kiracarter2000@hotmail.co.uk">Kiracarter2000@hotmail.co.uk</a>
Paul Mainprice	Unorthobox	<a href="mailto:Pmainprice1@hotmail.co.uk">Pmainprice1@hotmail.co.uk</a>
Celia Hickson	Bradford Amateur Rowing Club	<a href="mailto:celia.hickson@bradforddeafcentre.org">celia.hickson@bradforddeafcentre.org</a>
Alex Prytulak	Heaton Tennis and Squash Club	<a href="mailto:alex@heatontennis squash.co.uk">alex@heatontennis squash.co.uk</a>
Laura Bowden	Heaton Tennis and Squash Club	<a href="mailto:laura@heatontennis squash.co.uk">laura@heatontennis squash.co.uk</a>
Dorcus Dupin	Heaton Tennis and Squash Club member/MA Boxing participant	<a href="mailto:dorcusdupin@gmail.com">dorcusdupin@gmail.com</a>
Laura Liddon	Dance for Life	<a href="mailto:Laura.Liddon@bradford.gov.uk">Laura.Liddon@bradford.gov.uk</a>
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Lydia McQuiston	Dance for Life	<a href="mailto:Lydiamcq11@hotmail.co.uk">Lydiamcq11@hotmail.co.uk</a>
Andy Watmuff	All Teed Up Ltd.	<a href="mailto:andywatmuff@msn.com">andywatmuff@msn.com</a>
Kevin Pringle	Bumbles/MA EMD participant/IMAS volunteer	
Leon Taylor	Bumbles Coach/ IMAS volunteer	
Michael Roast	Bumbles/MA Boxing participant/MA EMD participant/ IMAS volunteer	
Martino Corazza	IMAS	<a href="mailto:m.corazza@mixedabilitysports.org">m.corazza@mixedabilitysports.org</a>
Mark Goodwin	IMAS	<a href="mailto:m.goodwin@mixedabilitysports.org">m.goodwin@mixedabilitysports.org</a>
Michael Hawkes	RFU	<a href="mailto:MichaelHawkes@rfu.com">MichaelHawkes@rfu.com</a>
James Brown	Yorkshire Sport Foundation	<a href="mailto:James.Brown@yorkshiresport.org">James.Brown@yorkshiresport.org</a>
Jo Drapier	Sport England	<a href="mailto:Joanne.Drapier@sportengland.org">Joanne.Drapier@sportengland.org</a>
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Roy Smith	IMAS Advisory Board	<a href="mailto:roy.smith1951@btinternet.com">roy.smith1951@btinternet.com</a>
Rachel Sandford	Loughborough University	<a href="mailto:r.a.sandford@lboro.ac.uk">r.a.sandford@lboro.ac.uk</a>
Jami Dixon	University of Leeds	<a href="mailto:Dixon.jami85@gmail.com">Dixon.jami85@gmail.com</a>
Jen Dyer	University of Leeds	<a href="mailto:j.dyer@leeds.ac.uk">j.dyer@leeds.ac.uk</a>

## ***Annex 2: Workshop timetable***

<b>Time</b>	<b>Session</b>
<b>10.00 - 10.15</b>	<b>Registration and coffee</b>
<b>10.15 - 10.30</b>	<b>Workshop introduction</b> <ul style="list-style-type: none"><li>• What is the MASDP?</li><li>• The role of research</li><li>• Research methods</li><li>• Group introductions</li><li>• Ice-breaker activity</li></ul>
<b>10.30 - 11.00</b>	<b>Session 1 - Motivations</b> <ul style="list-style-type: none"><li>• Post-it notes exercise - why did you get involved in MA Sport?</li><li>• Feedback discussion</li></ul>
<b>11.00 - 11.30</b>	<b>Session 2 - Attitudes and perceptions</b> <ul style="list-style-type: none"><li>• Perceptions survey pilot</li><li>• Feedback discussion</li></ul>
<b>11.30 - 11.45</b>	<b>Break</b>
<b>11.45 - 12.30</b>	<b>Session 3 - Challenges and opportunities</b> <ul style="list-style-type: none"><li>• What resources do you have available?</li><li>• What activities do you do?</li><li>• What works well?</li><li>• What might be challenging?</li><li>• Key challenges exercise</li></ul>
<b>12.30 - 1.15</b>	<b>Lunch</b>
<b>1.15 - 2.30</b>	<b>Session 4 - Aspirations</b> <ul style="list-style-type: none"><li>• What objectives would you like to achieve?</li><li>• Can you rank them?</li><li>• How can you go about achieving them?</li></ul>
<b>2.30 - 3.00</b>	<b>Wrap-up and evaluation</b>