

Activity Levels

1x30 BME 41.1% vs GM average 35.5%

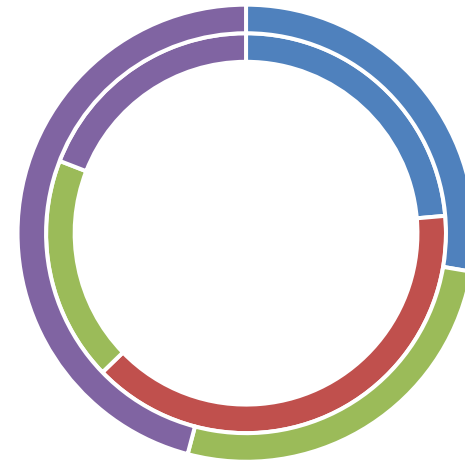
Latent demand BME 79.9% vs GM average 58.6%

High participation rate Asian males 64.3% vs Asian females at only 31.4%

Latent demand BME 79.9% vs GM average 58.6%, but especially Asian females 89.9%

SCUK only 3% of coaches BME

1 x30mins (inner circle) and Latent Demand (outer circle) in GM by Ethnicity and Gender



■ White Male ■ Asian Male
■ White Female ■ Asian Female

150mins BME 45.9% vs 53.3%

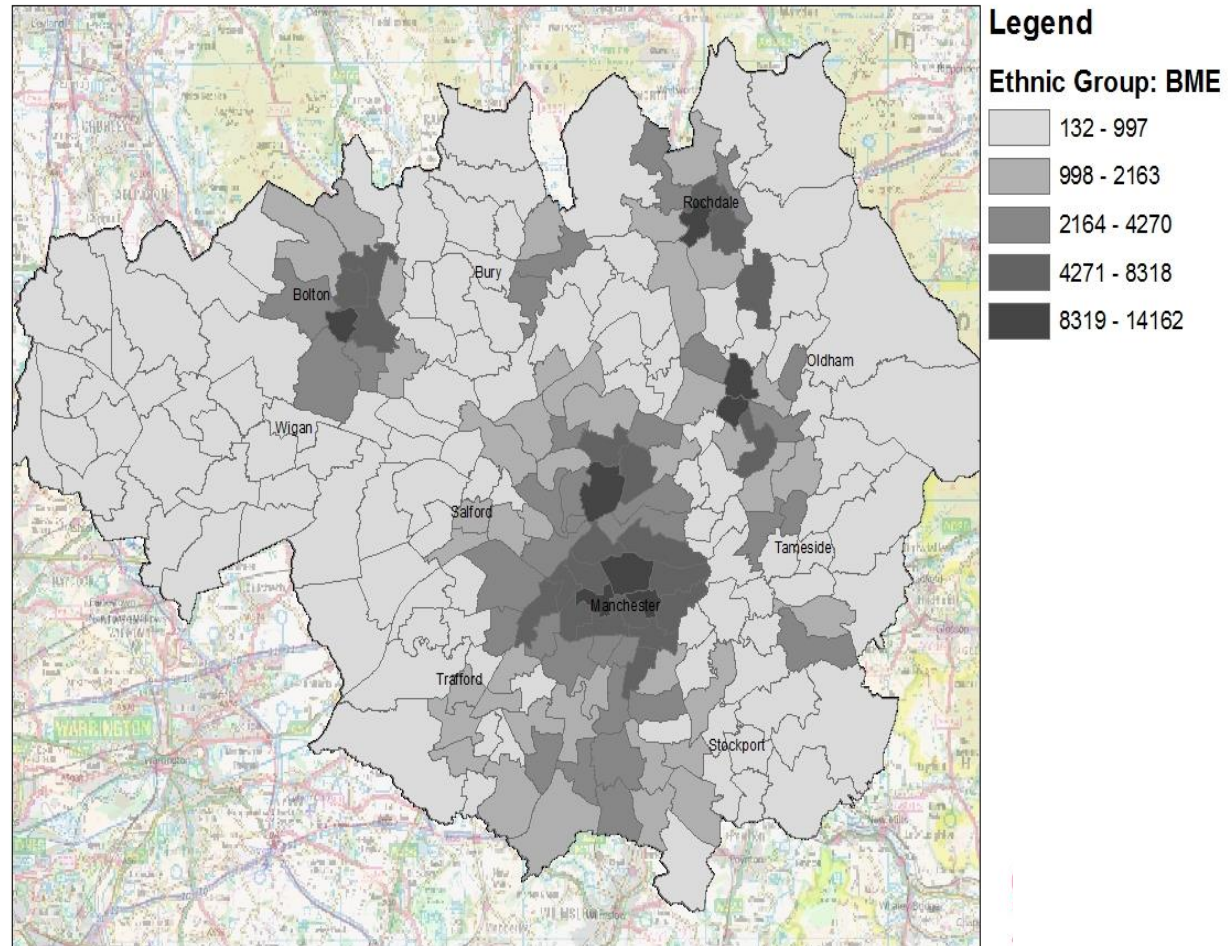
30-149mins BME 20% vs 16.2%

0-29mins 34% BME vs 30.5%

Mapping

16.2% of GM's population from a BME background

- 1. North Manchester** (Cheetham and Crumpsall)
- 2. Central Manchester** (Ardwick, Longsight and Moss Side)
- 3. Bolton** (Rumworth and Great Lever)
- 4. Oldham** (Wernerth, Coldhurst and St. Mary's)



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Sporting Equals

Promoting ethnic diversity across sport & physical activity

**greater
sport**

Greater Manchester Sports Partnership

North Manchester (Cheetham & Crumpsall): Islam largest faith in both wards (43.3% & 32.8%).



Legend

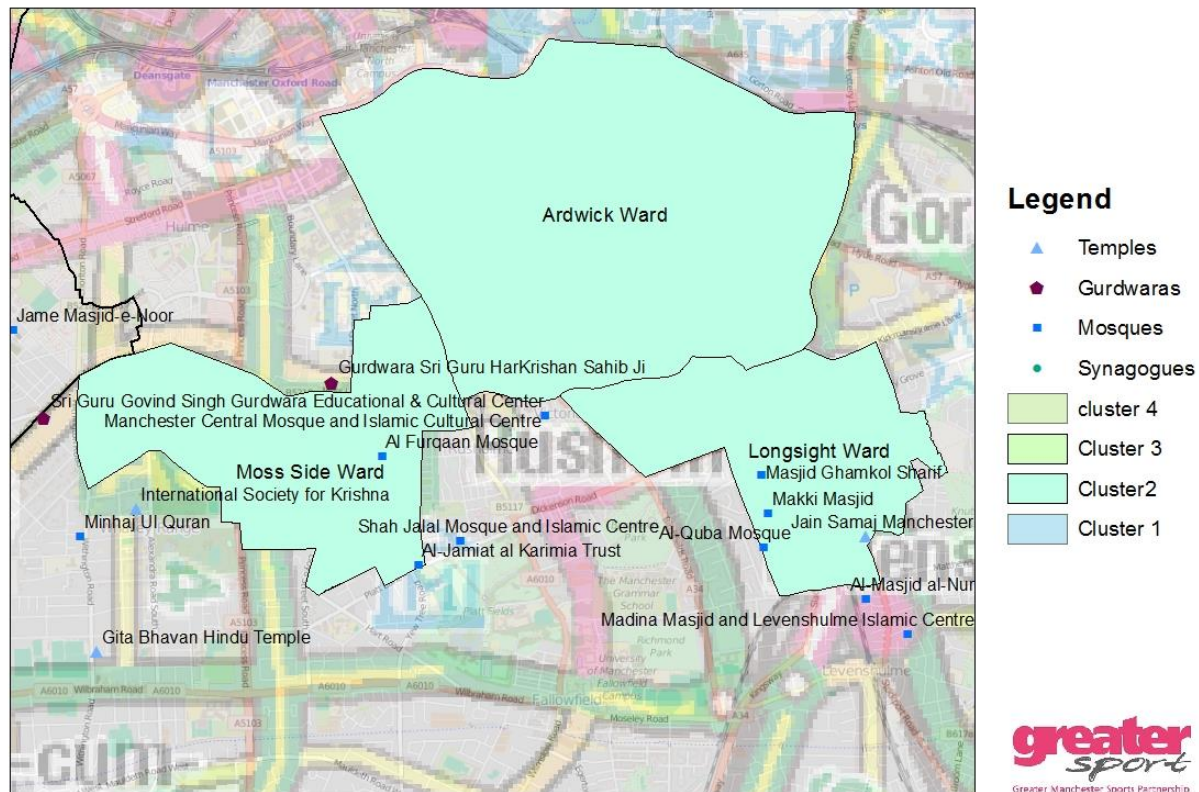
- ▲ Temples
 - ◆ Gurdwaras
 - Mosques
 - Synagogues
- Cluster 4 (light green)
- Cluster 3 (medium green)
- Cluster 2 (light blue)
- Cluster 1 (light blue)



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Central Manchester (Ardwick, Longsight & Moss Side):

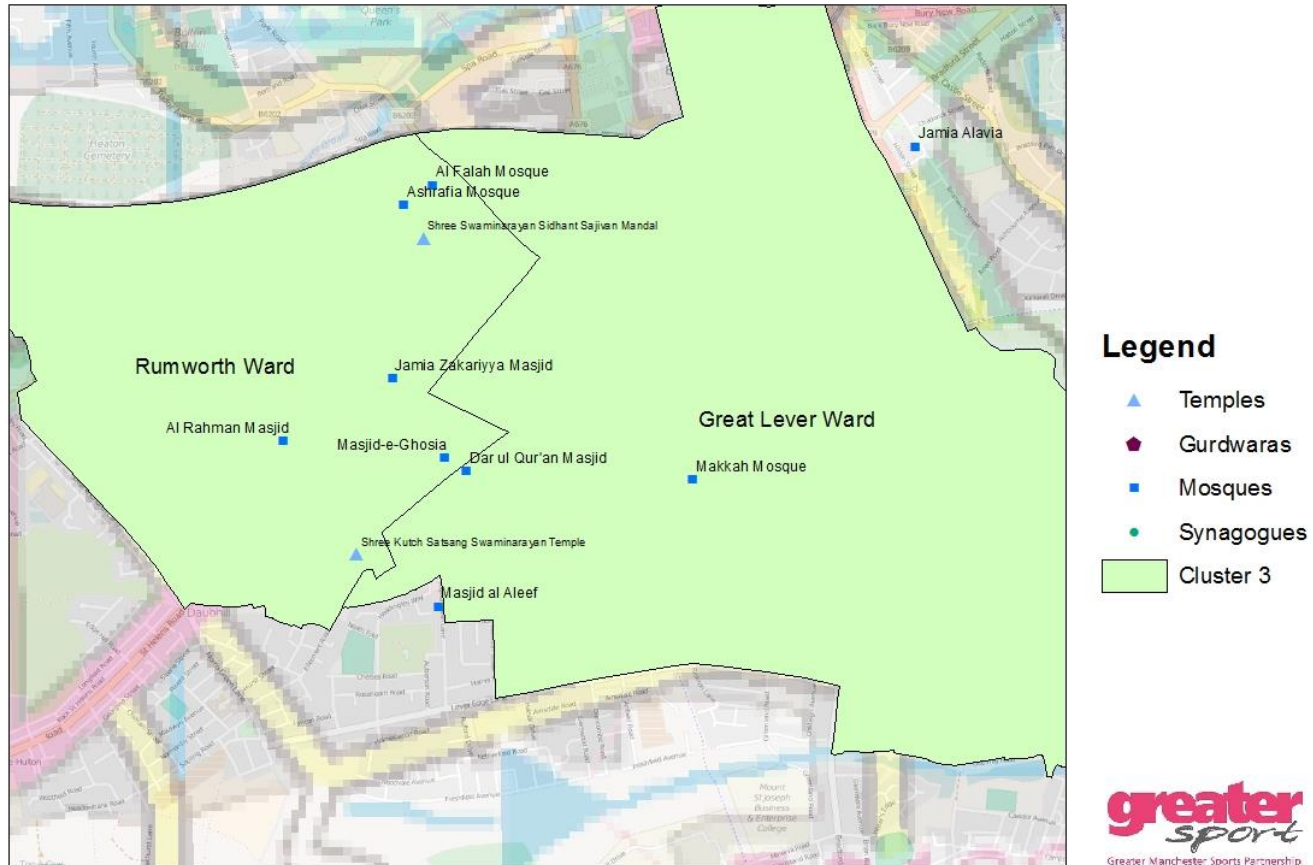
Islam largest Faith across all three wards (22%, 53.8% & 34%), relatively higher proportion from a Black/ African/ Caribbean background vs a Pakistani background (17.6%, 9.8% & 34.5%)



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Bolton (Rumworth & Great Lever):

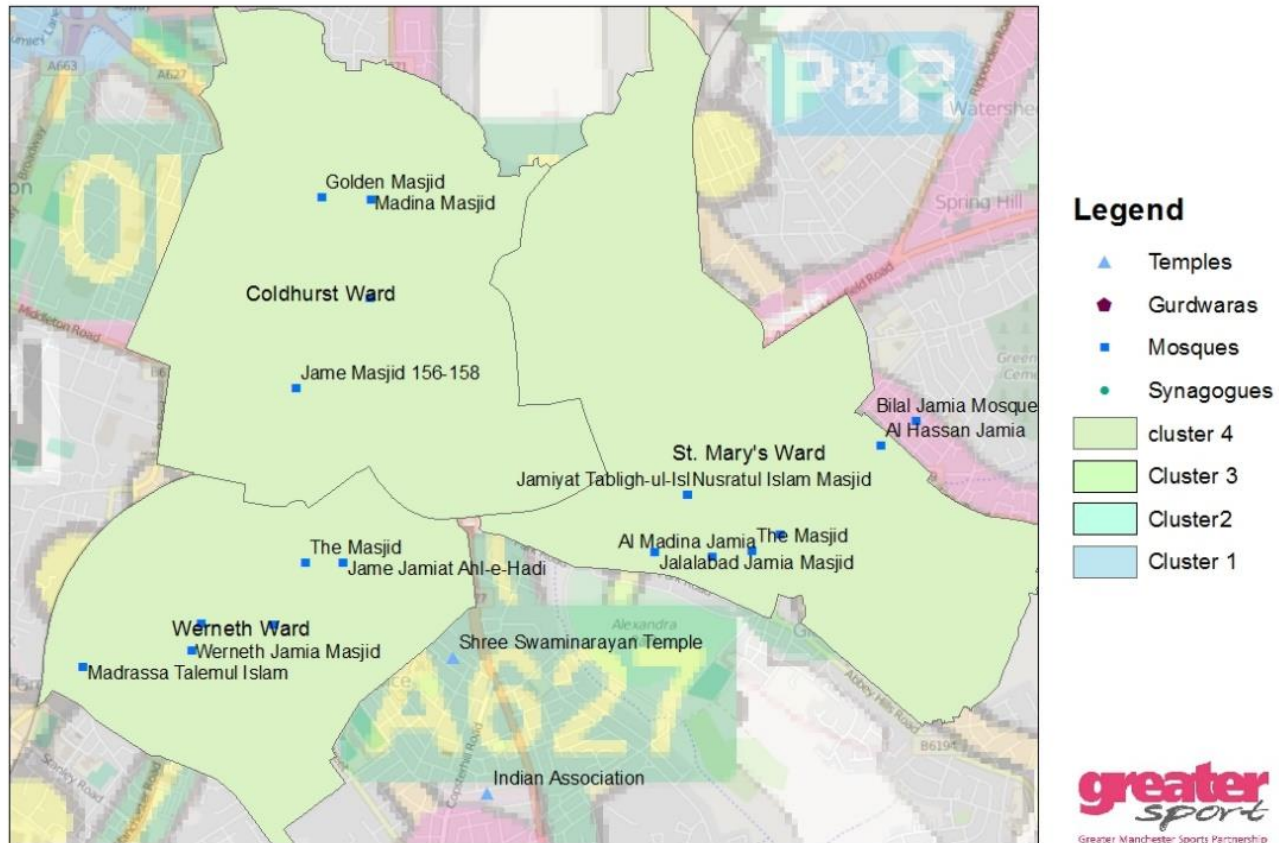
Largest Faith Islam in both wards (51.8% & 36.6% respectively), but also large Hindu community relative to other wards (6.2% & 7.1% respectively).



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Oldham (Wernerth, Coldhurst & St Marys):

Largest Faith Islam in all three wards (68.2%, 64.2% & 58.7%), but also relatively a higher proportion from a Bangladeshi background vs a Pakistani background, in particular in Wernerth and Coldhurst (17.6%, 60.3% & 8.9%)



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Focus Groups

- Khizra Mosque Focus Group (Male)
- Khizra Mosque Focus Group (Female)
- BCOM Focus Group (Female)
- Oldham Indian Association
- Bolton Hindu Forum
- UKIM Oldham (Male)
- UKIM Oldham (Female)

24 participants
considered themselves
as active, majority male

**‘We feel the community are socially
very active, but not physically’**

Motivations

- staying healthy, as well as weight loss within female groups
- enjoyment and fun
- social aspect, taking part with people you know and are comfortable with, having someone to go with, a coach that is able to socialise as well as motivate, more relaxed, sometimes the difficulty can be off-putting particularly for the older generation
- doing something different or learning a new skill
- faith, important within religion, particularly within Hinduism mentioned both spiritual and physical health as important
- community and a sense of togetherness
- family sessions and in particular a mothers and daughters session was discussed

Barriers

- men felt fewer barriers than for women, although many are the breadwinners of the household so family and work come before sport, quite often after this there is no time left to fit it in
- marriage and family commitments are key reasons for drop off within females, felt expected to be a wife and mother and this did not include sport or physical activity
- transport issue for women, few able to drive or have access to car, but also important being in safe, familiar environment
- older generation language barriers, parental attitudes, not encouraging as growing up, lack of education around benefits, expectations of women as wives and mothers
- not feeling welcome in non-BME environment or finding daunting, for example dress can make feel out of place or uncomfortable in sport or physical activity environment, feel uncomfortable in traditional gym or sports centre
- marketing not targeted at BME groups and lack of BME role models
- lack of awareness of organisations who could support and funding opportunities
- rare examples of racism, lack of coach understanding or poor experience at school put people off
- diet and poor health also mentioned

Workforce and Promotion

not necessary to be from same background but it helps if they have an understanding, more important they were able to motivate and enthuse

whether needs to be gender specific was mixed, but important there is the option for female only sessions

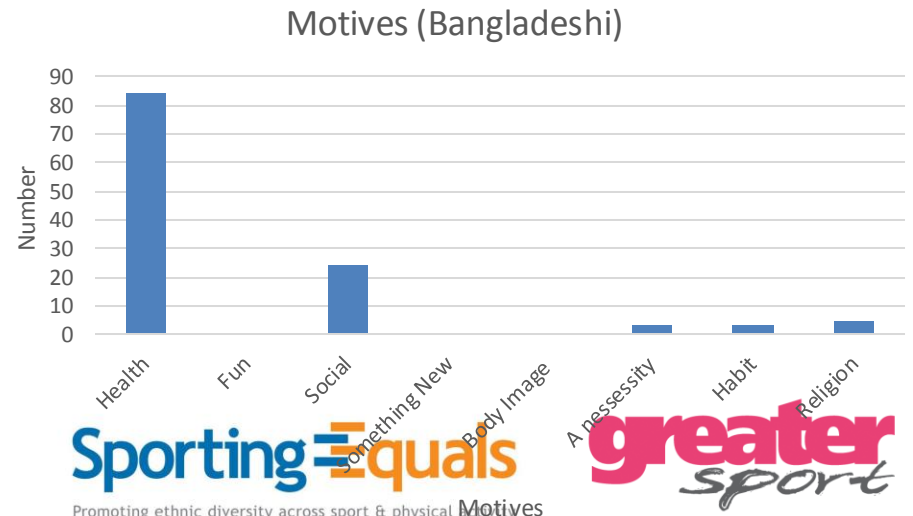
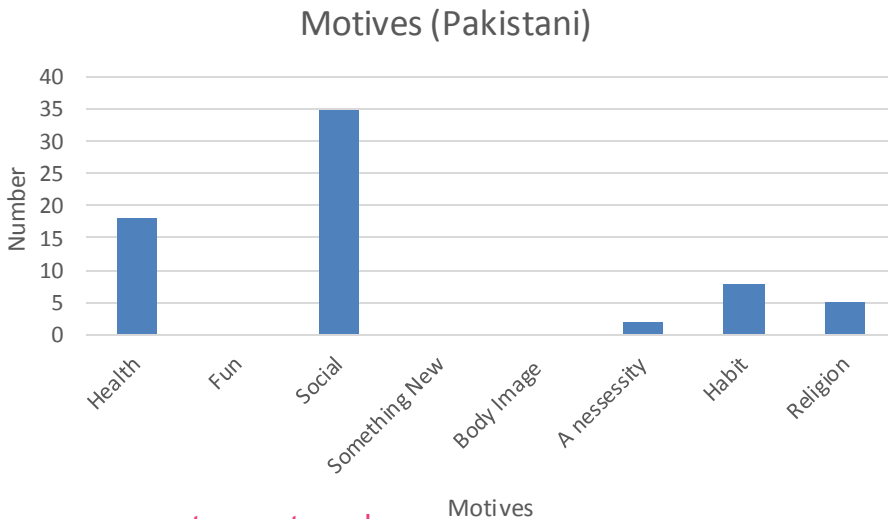
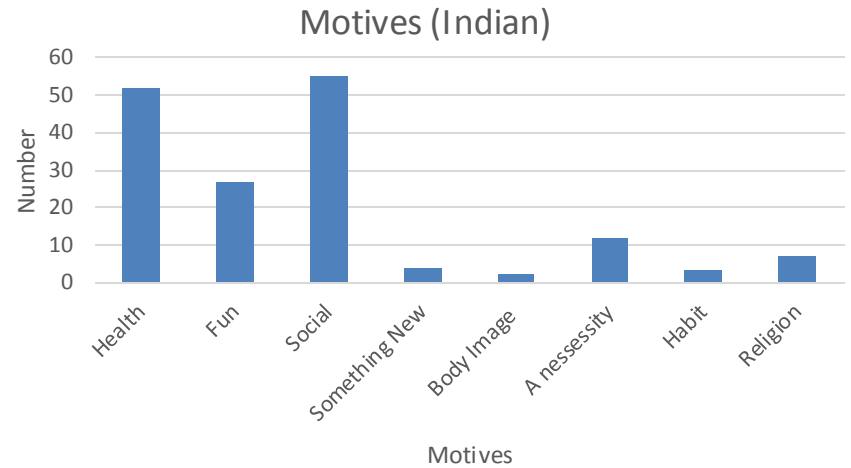
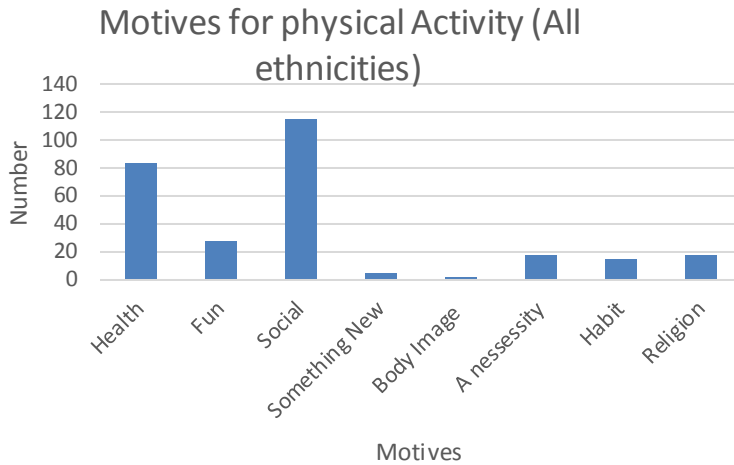
significant opportunity to upskill the volunteer workforce within faith centres, which would provide role models and activity within the faith centres

communication through mosque, noticeboards, newsletters, prayer announcements

use Whatsapp groups, Facebook pages, community or group leaders for word of mouth

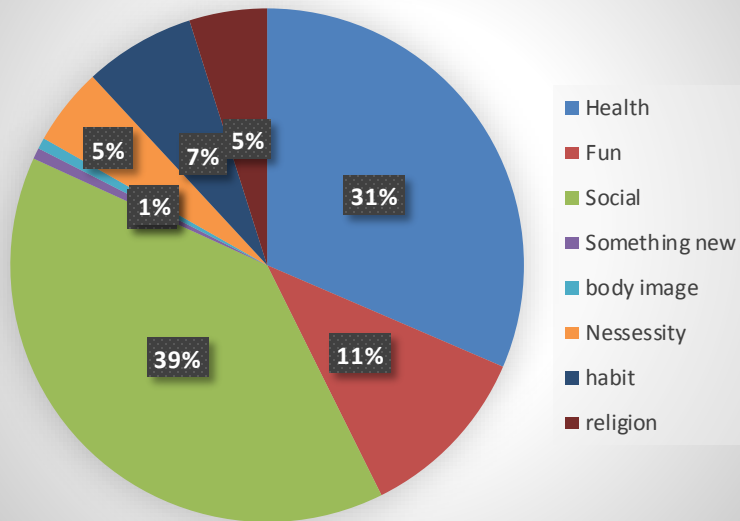
alternatively Asian clothes or ethnic food shops

Survey Analysis- Motives

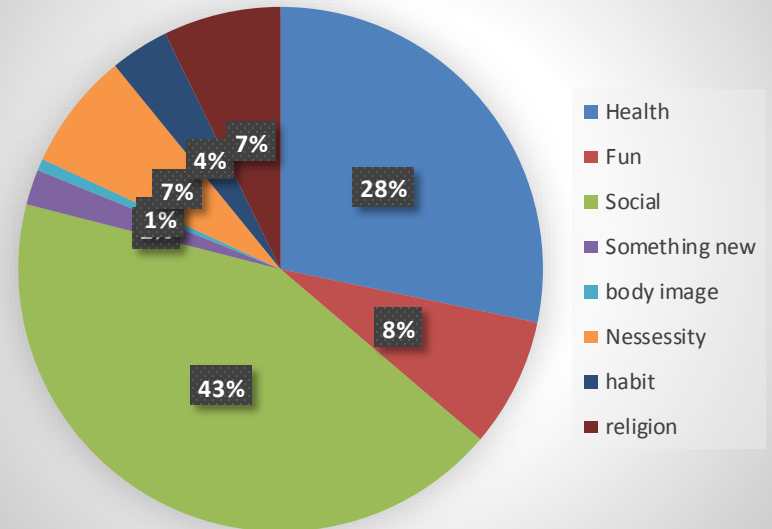


Motives- gender breakdown

Motives (Males)

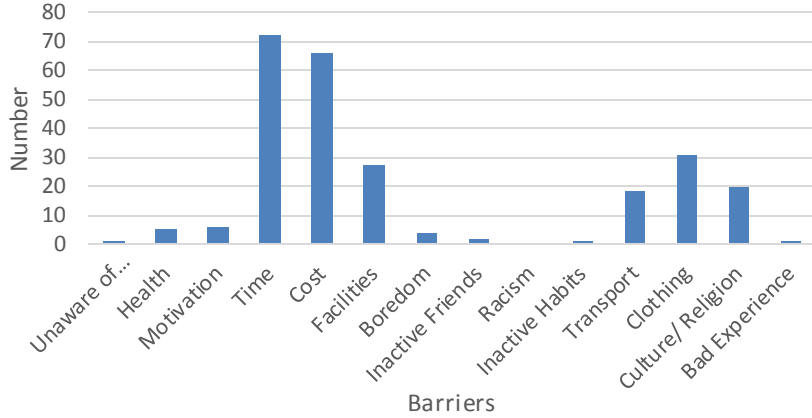


Motives (Females)

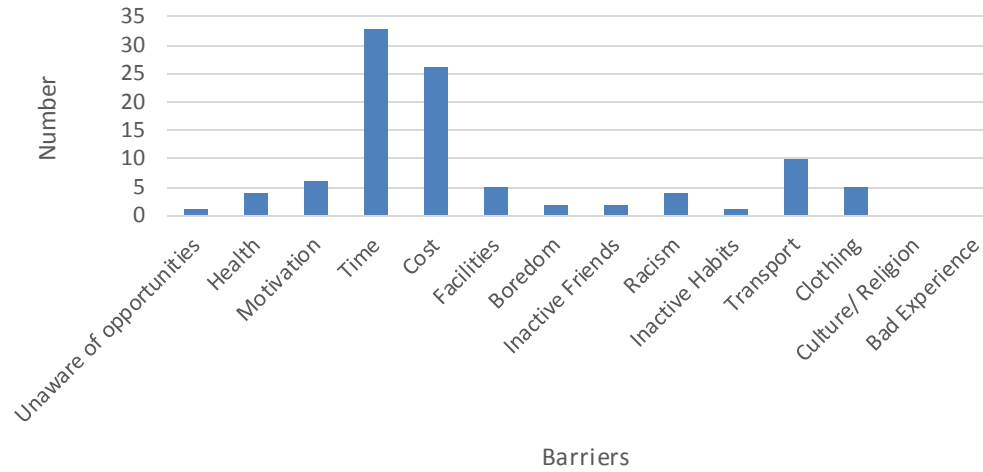


Survey Analysis- Barriers

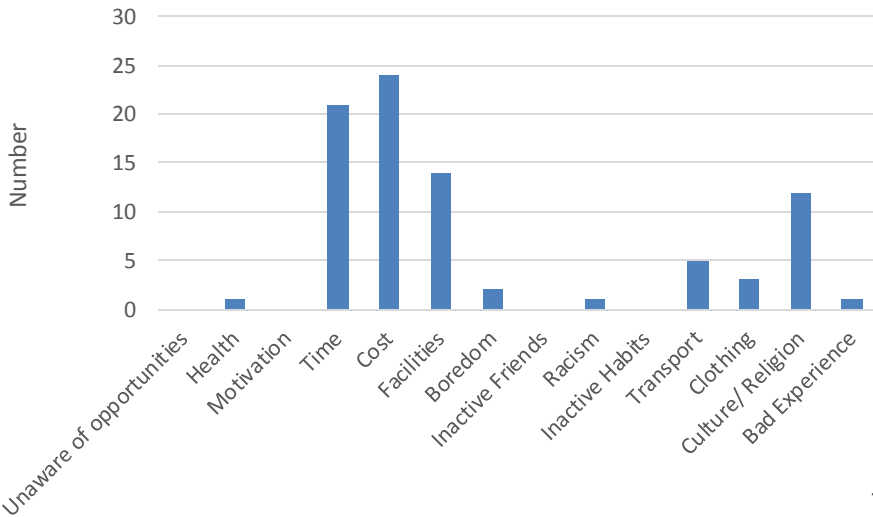
Barriers to Physical Activity (All ethnicities)



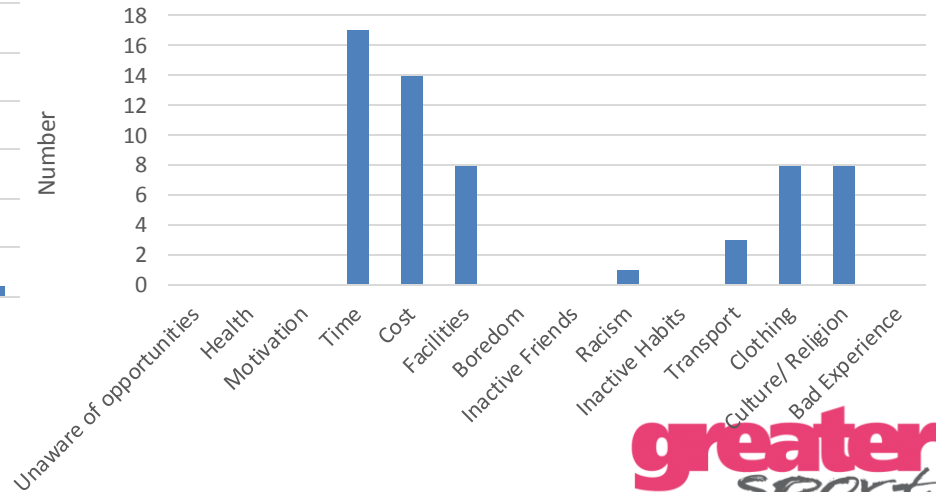
Barriers to physical activity (Indian)



Barriers to physical activity (Pakistani)

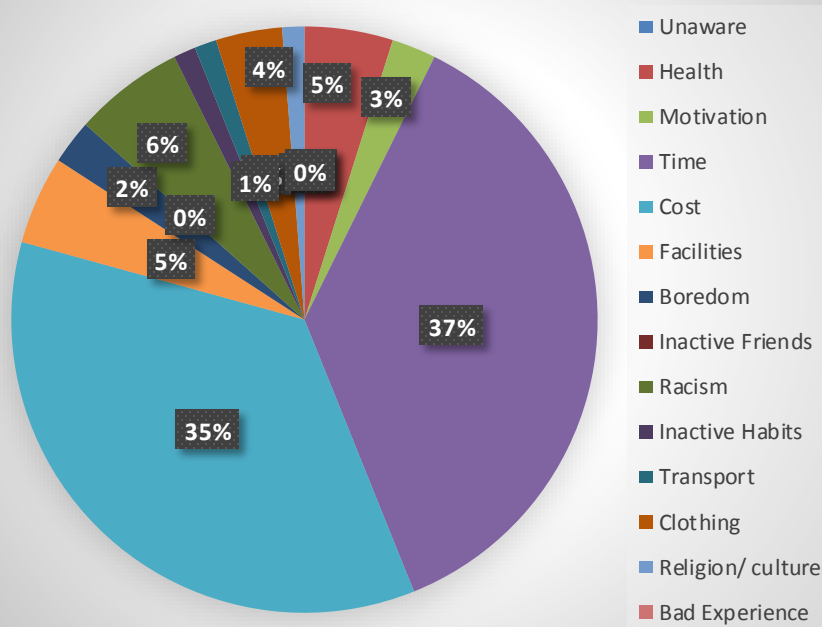


Barriers to physical activity (Bangladeshi)

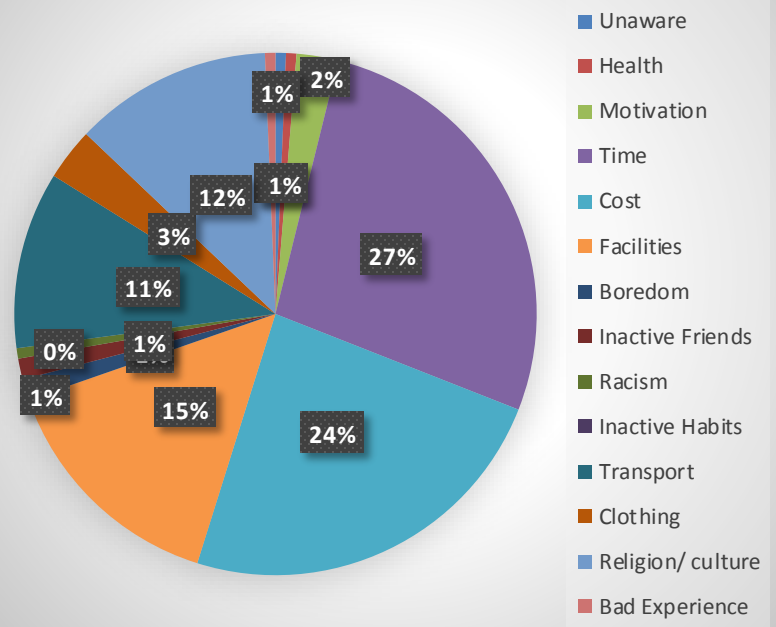


Barriers- gender breakdown

Barriers (Males)

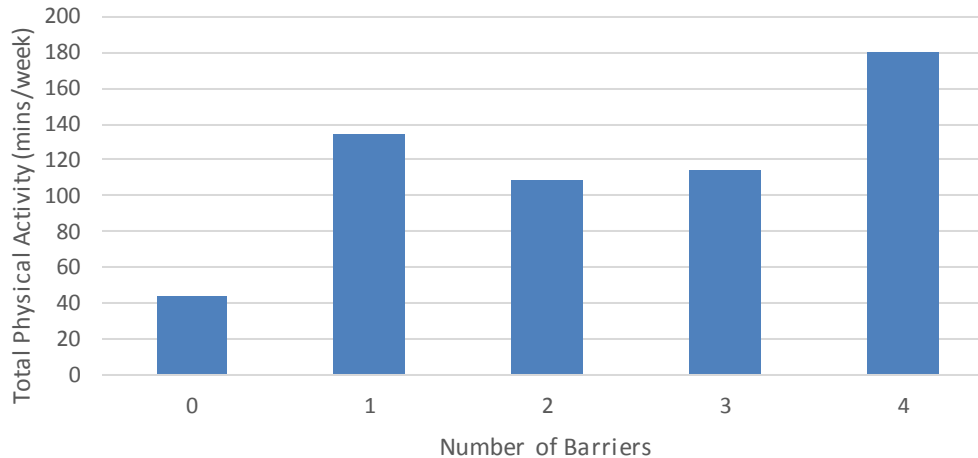


Barriers (Females)

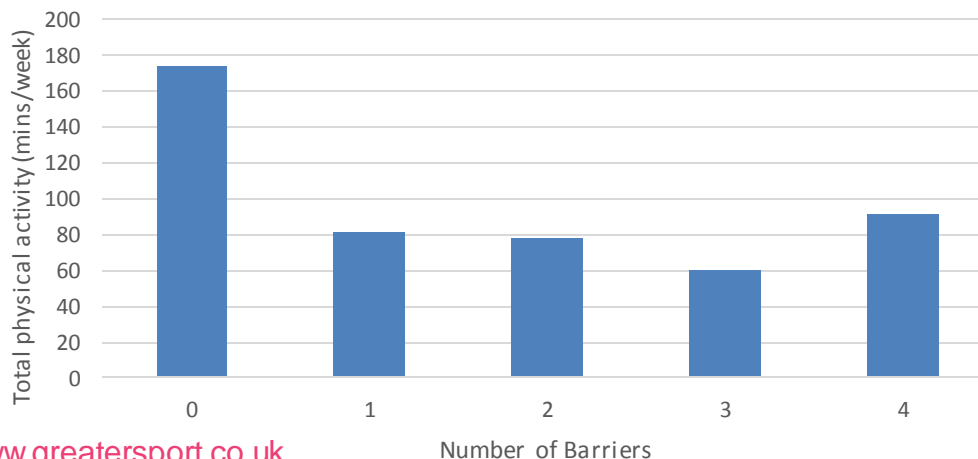


Motives/ Barriers and physical activity levels

Total physical activity by number of reported motives



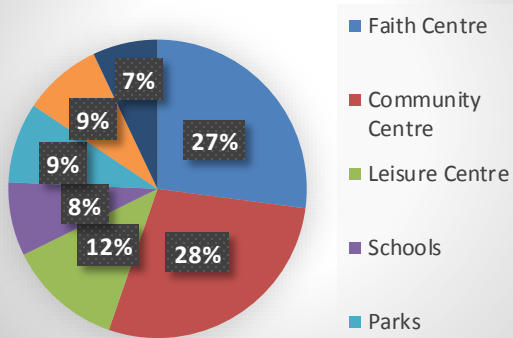
Total physical activity by reported number of barriers



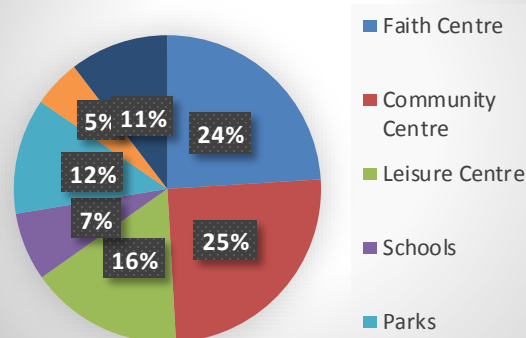
- Regression analysis run:
 - Age, employment, and habit significantly predict total physical activity
 - Age and habit motives predict engagement in sport and fitness
 - Fun and employment significantly predict active travel
 - Fun, social, gender, employment significantly predict recreational walking and cycling

Accessible facilities

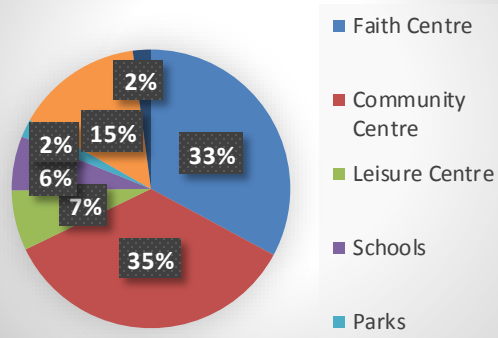
Facility Access (All respondents)



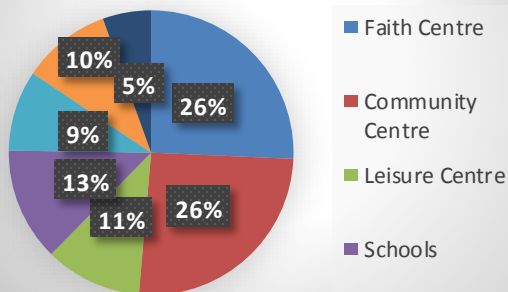
Facility Access (Indian)



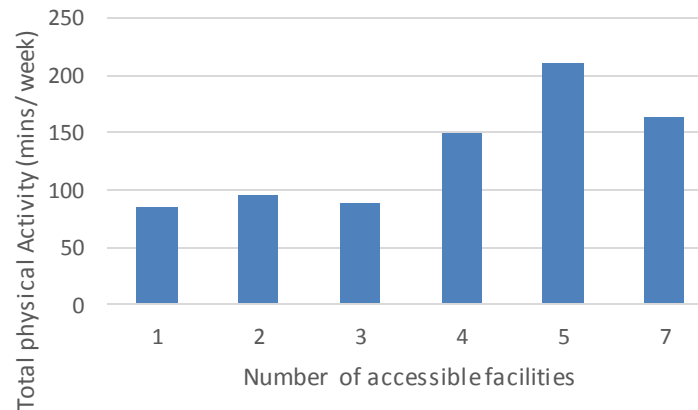
Facility Access (Pakistani)



Facility Access (Bangladeshi)

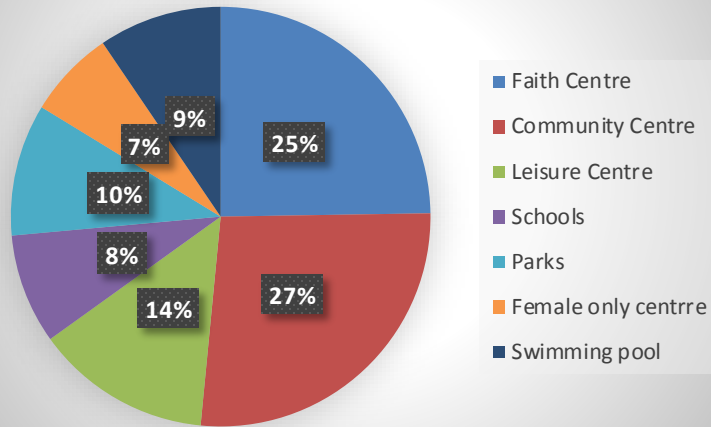


Total reported physical activity and access to facilities (All respondents)

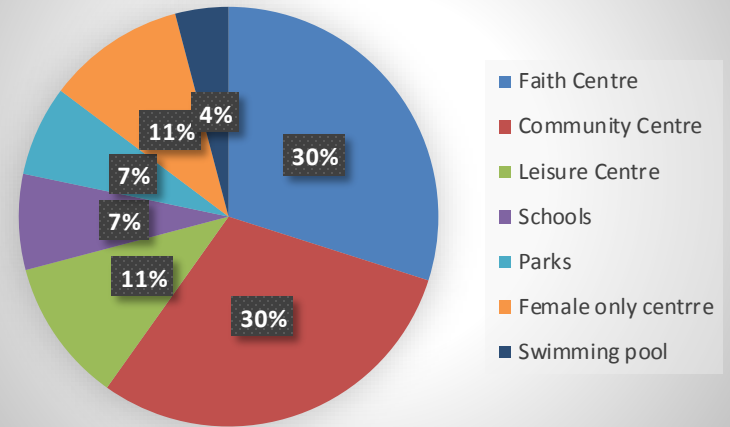


Access- Gender Breakdown

Access (Males)

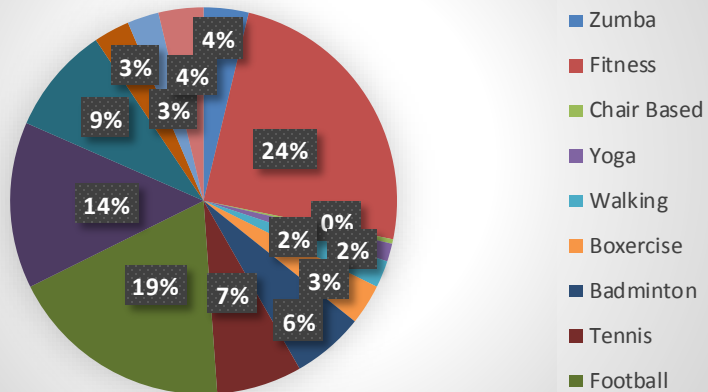


Access (Females)

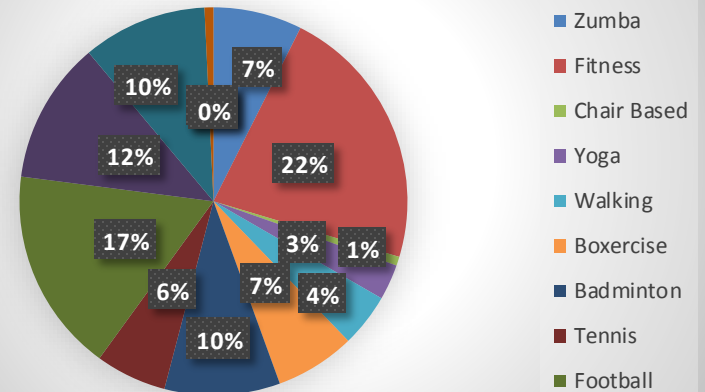


Demand

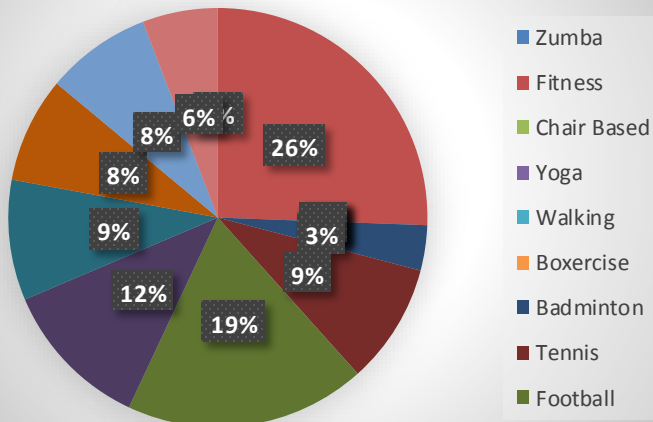
Demand (All respondents)



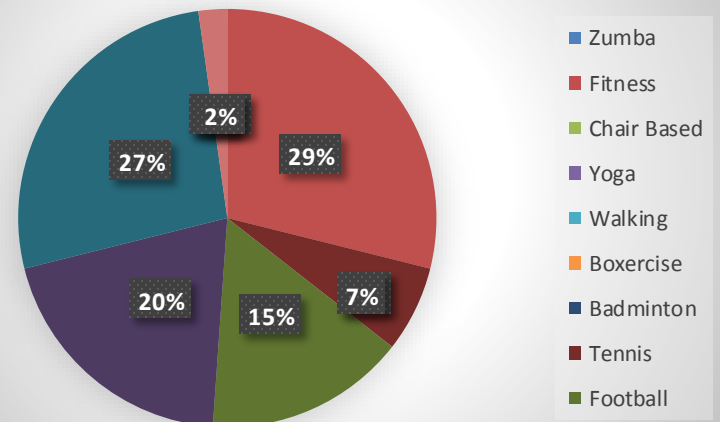
Demand (Indian)



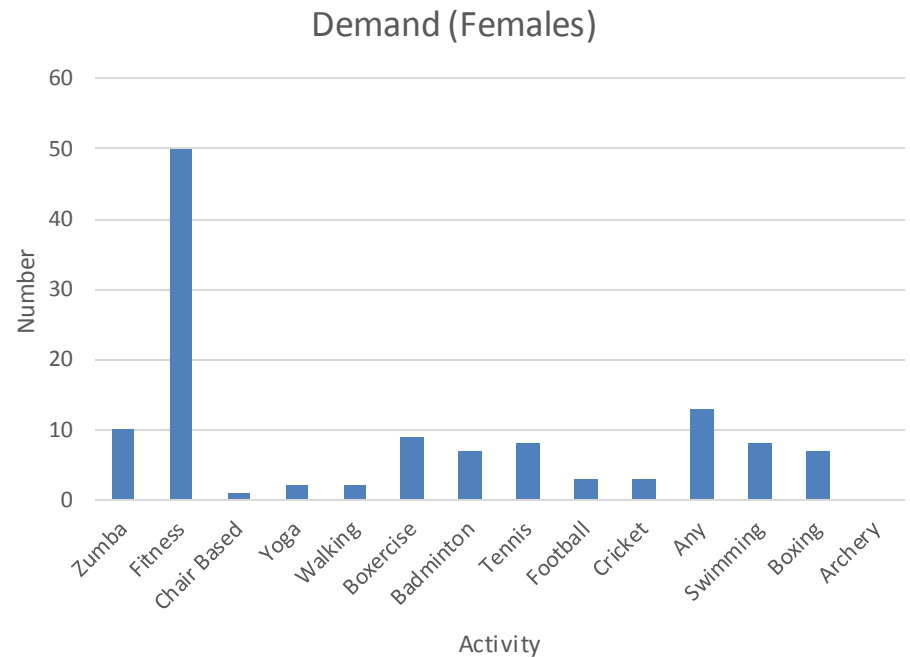
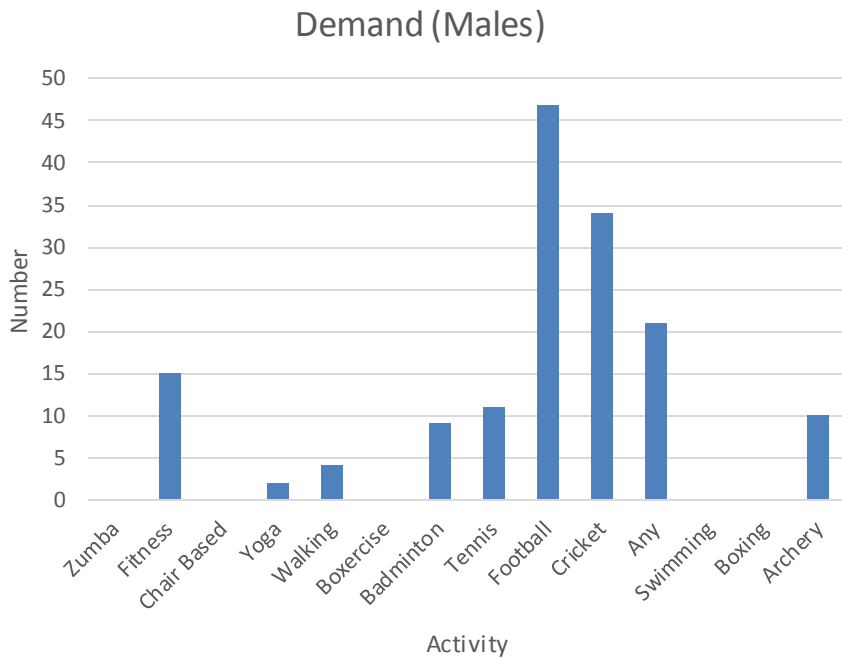
Demand (Pakistani)



Demand (Bangladeshi)



Demand- Gender Breakdown



Recommendations

- Use Faith centres as a hub for sport and physical activity as well as faith
- Train Faith Centre volunteer workforce
- Link to existing groups or community leaders

- Promote health benefits more widely
- Important and messaging should be around to bring family and community together

- Map female only opportunities in the area
- Focus on younger people, opportunity around Madrassa

- Support to connect to funding and sport or physical activity organisations

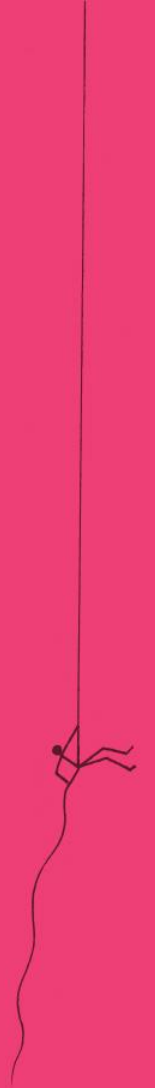
- Opportunity to work across faiths or areas?

Thank you!

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