



YOUTH  
SPORT  
TRUST



**YST** **RESEARCH**

Insight driving innovation and impact

# YST RESEARCH

We offer research, analysis, insight and evaluation services to organisations with an interest in the wider children and young people's sector.

Our research expertise is focussed on improving the wellbeing of children and young people through sport and physical activity and covers the following subject specialisms:

- education, PE and school sport
- community sport / clubs
- early years settings
- life skills and employability
- activism and volunteering
- health (physical, social and emotional).

## Expertise – our capabilities

Research and insight

Monitoring and evaluation

Quantitative data collection and analysis

Statistical analysis

Research and evaluation design

Evidence and literature reviews

Analytical mapping and visualisation

Translation and dissemination

Qualitative research including focus groups and case studies

## We deliver

We deliver bespoke high-quality research and insight to positively influence policy and practice affecting the wellbeing of children and young people.

Our research and insight offer includes mixed methods research approaches, with both quantitative and qualitative research, supported by highly-skilled analysis to help uncover new insights, trends and impact.

At a strategic programme level we provide systems analysis and 'big picture' thinking.

At a project level we can provide youth insight, expert monitoring and evaluation services; using clear logic models to establish the appropriate framework, with proven data collections systems.

## Our approach – making it work for you

We work closely with our clients to design robust, fit for purpose, cost effective research and insight projects tailored to your needs and requirements.

Our collaborative approach is key to how we work. We ensure that you benefit from our specialist knowledge about the power of PE, sport and physical activity in children's lives and our sector knowledge of broader health, education and sport data sets and insight. We offer clear, practical recommendations in accessible, engaging formats. To aid dissemination we have capabilities in mapping, data visualisation and infographics.



## Why work with us

We have a passion for turning research into meaningful insight. With our experienced and dedicated team of analysts and mixed method researchers, each member of our team has a unique skill set that together brings added value to the clients we support.



young people are at  
the heart of all that  
we do



we help you translate  
insight into practical  
solutions



we are a national  
charity with many local  
networks

### We can help you

- **Understand** the wider PE, physical activity and sport landscape for young people
- **Design your research** with you to enhance your knowledge and understanding, be it understanding participation, better youth insight into motivations and barriers or testing new ideas
- **Deliver** research, analysis and insight
- **Translate findings** and advise on how to use and implement them
- **Evaluate** the effectiveness and impact of your projects and programmes
- **Disseminate** what works
- **Influence** policy and practice

**Youth voice** – we put young people at the heart of what we do. Our delivery experience, reach and networks enable us to talk to and work with a huge range of young people as part of our research offer.

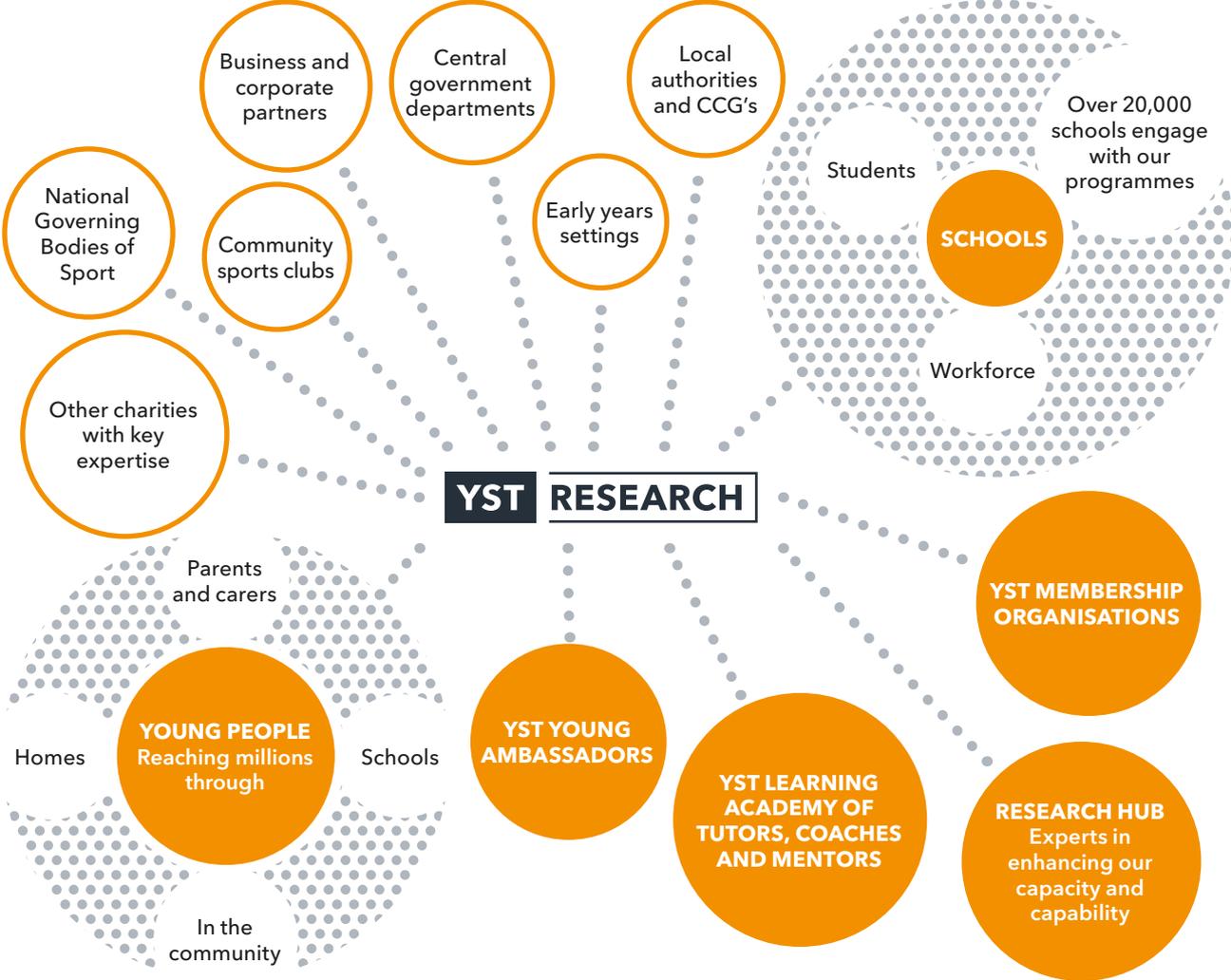
Our proven track record and combination of skills and experience mean we can help you maximise the impact of your research. We can help you to frame your research questions and analyse the findings to provide real insight that will make a difference, whether that be optimising the impact of your funding; or providing clarity on priorities for action.

We are a leading authority on research into the impact of PE, sport and physical activity on the wellbeing and life chances of children and young people.

We work across the public, private and voluntary sectors to conduct sound research and provide thoughtful insight and practical recommendations.

# Our reach and networks

Our networks give us a broad reach of engagement for research and insight, through delivery networks, our influencing relationships and research partners.



## Research and insight services

We offer a wide range of research and insight services to help you build your knowledge, explore ideas, test your hypotheses, analyse the evidence and deliver a deeper understanding to inform your work and shape next steps. These include:



Research and evaluation design



Evidence and literature reviews



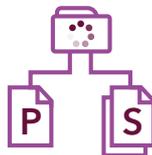
Quantitative data collection and analysis



Analytical mapping and visualisation



Research tools and survey design



Analysis and overlay of secondary data sets



Trends and tracking

We:

- Derive meaningful insight for you
- Translate this insight into practical recommendations to help you
- Share and disseminate via our networks to shape policy and practice

We translate our insight into clear, practical recommendations. The reach we have via our networks enables us to help disseminate and share insight and recommendations for policy and practice as required.

Working with us brings access to a range of significant primary data sets:

- Youth voices – a rich and growing data set, from talking to 26,000 young people about their barriers, motivations and perceptions of PE, physical activity and sport
- School Workforce and Learning Academy data – data from hundreds of school sports practitioners on the delivery of PE across schools
- National School Games data – the most robust data set on school sport competition and participation levels across England



## Girls Active Research

### The FA's Women and Girls Football National Mapping Tool

To assist the Football Association (FA) with their 'Gameplan for Growth' strategy (to double the number of women and girls taking part in football by 2020), we developed an interactive tool that brought together football participation data from across multiple programmes, databases and organisations. This tool produced maps which allowed each one of the 50 County FAs to identify their area's participation "hot spots" for women and girls thereby underpinning their implementation of the new strategy.

In 2016, working with Women in Sport, we surveyed over **26,000 students** from 138 secondary schools which had signed up to the Girls Active programme. This large quantitative study into girls' and boys' experience of physical activity and PE in secondary schools produced very valuable insight into their attitudes, motivations, barriers and behaviours relating to being physically active.

**Findings:** A clear gender participation gap – girls were, on average, less physically active than boys, they experienced more barriers to taking part in PE and sport than boys, such as lower confidence and poor body image. They are missing out on opportunities to lead healthy lives and develop key life skills associated with sport and physical activity, such as teamwork, leadership and communication.

## Evaluation and Impact

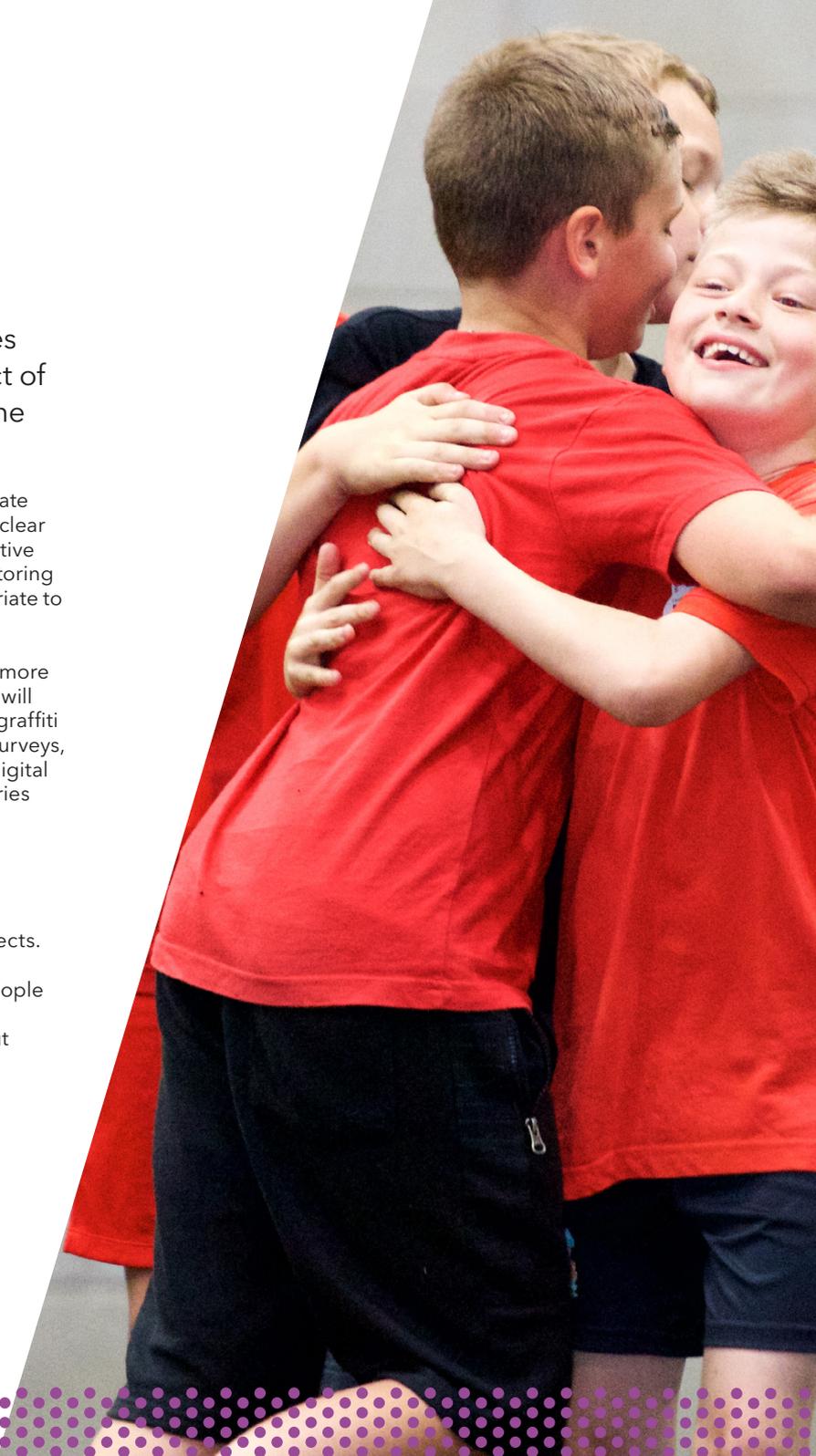
We have over 20 years' experience of delivering effective evaluation services to assess the effectiveness and impact of project interventions at all stages of the implementation cycle.

We tailor our approach to devise the most appropriate evaluation framework for your projects, based on a clear logic model. We have expertise in developing effective data tools and data collection systems for our monitoring and evaluation work, ensuring that they are appropriate to the specific project.

We use a range of methods, mixing traditional with more innovative – for example, in our qualitative work we will use consultations alongside other techniques such as graffiti walls, picture research and 'speed dating'. We use surveys, both print and online, and we maximise the use of digital approaches via forums, panels, vox pops, video diaries and social media as appropriate.

We pride ourselves on delivering effective impact evaluation, as well as social impact and return on investment evaluation, to help our clients really understand the outcomes and impacts of their projects.

We want our work to make a difference to young people so we work closely with you in how we present our findings to be engaging and accessible, drawing out practical recommendations.



## Evaluation of Play Unified, Special Olympics GB

Play Unified is a Special Olympics GB youth led advocacy campaign, delivered by the YST, to help end intolerance, especially towards young people with intellectual (learning) disabilities. It was designed by young people for young people, to tackle social isolation, rejection and bullying of students with an intellectual (learning) disability (ID) by using sport as a catalyst for social inclusion and behavioural change.

**Findings:** The 2-year evaluation used pre and post surveys, focus groups with young people, interviews with teachers and ethnographic research at events in schools. 200 schools took part, reaching 29,781 young people through Play Unified inclusive sports projects and whole school messaging. 87% of young people felt they held a more positive view of people with an intellectual disability as a result of the programme. 87% of young people, both with and without ID, felt more positive about their own abilities since being involved with the programme. The evaluation was independently verified by Free Thought Research and carefully designed to engage young people with disabilities.

## Evaluation of Beyond the Baseline, Tennis Foundation

For three years, YST has evaluated this programme which works with disengaged young people in secondary schools, using tennis and tennis mentors, as a vehicle to improve lives.

It nurtures pupils' aspiration and puts them on a path to achieve those aspirations. Over 300 pupils have taken part.

**Findings:** Using pre and post project surveys we found:

73%



had a positive view of taking part in sport, PE and physical activity



Pupils' average daily physical activity increased **from 91 to 100 minutes**



84%

increased their teamwork skills



80%

increased their communication skills

72%



increased their problem solving skills



76%

experienced increased feelings that they can achieve anything they want

## Our values



**Trust**



**Responsibility**



**Integrity**



**Partnership Working**



**Ethics:** We work the highest standards throughout our research activities. We put children and young people at the heart of our work, so that every individual involved in our research has a positive contribution experience, without fear of judgement and that they feel valued participants in the research project.

We adhere to the principles of the Market Research Society Code of Conduct, which is applicable to research conducted with all individuals, including children and young people. We also work within the boundaries of the Code of Ethics outlined by the Social Research Association.

All data, information and materials is stored securely in line with the Data protection Act 1998 and the General Data Protection Regulation 2018. You can find out more about our privacy policy here: [www.youthsporttrust.org/privacy-policy](http://www.youthsporttrust.org/privacy-policy)



Sporting Equals worked with the Youth Sport Trust on the Making Equals project in Croydon and are working in partnership with them to deliver 'Breaking Boundaries through Cricket' project. YST are an extremely dedicated and skilled team who have supported our work and we look forward to working with them in the future."

**Shaheen Bi**  
Head of Research, Sporting Equals



It was a pleasure working with the research team at the YST. They were knowledgeable and innovative and worked well with other research agencies. There is a breadth of experience at the YST team that would be of benefit to any project looking at ways to increase young people's health and wellbeing."

**Nick Chamberlain, MTB Leadership and Cycle Training Manager, British Cycling**

## YST Vision and Mission

**Our Vision:** a future where every child enjoys the life changing benefits that come from play and sport.

**Our Mission:** We pioneer new ways of using sport to improve children's wellbeing and give them a brighter future.

By commissioning us and working with us, you are supporting us to achieve our mission to improve children's lives and their futures.

### **Our research partners**

We work with a range of research partners so that we can adapt our research offer to meet your needs.

Our partners include:

- Universities and academics
- Other research organisations/ agencies
- Other charities/ third sector researchers
- Thematic experts who complement our knowledge
- Specialist researchers as needed
- YST Youth Board

We are always open to new partnerships and collaborations, and are actively seeking to develop a 'Research Hub' which helps the sector evidence its impact.

If you would like to join us as a research partner or work with us on a particular project, do get in touch.

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