

Street Base Consultation – Young People’s Views

1.0 Background

During January and February 2009, 1,232 young people aged 14 to 19 years took part in a consultation regarding the proposed branding for new youth centres and activities in Barking and Dagenham. The consultation aimed to gather the views of young people on the name and logo proposed for youth centres and also to find out what activities young people participate in currently, what they would like to do and how they think these activities should best be communicated to them.

2.0 Street Base Logo and Name - Logo Short List



- The most popular logo out of the five suggested was the one below receiving 566 votes.



- 61 per cent of young people liked the branding of Street Base and felt it will advertise youth activities. A further 22 per cent of respondents liked the branding but were not sure if it would make any difference while 6 per cent felt that, although they did not like the branding, other children and young people would and so it could help. Only 5 per cent of young people said they did not like the logo and name for Street Base.

3.0 What activities young people currently do in Barking and Dagenham?

- Of the 1,177 young people who responded to questions regarding activities they take part in during their spare time; 50 per cent currently take part in youth activities or attend a club and 50 per cent were not engaging.
- Young people responding to the Street Base consultation at Eastbury and Warren Schools were least engaged in youth activities or clubs. Over two thirds of children (90 children) at Eastbury School and 56 per cent of children (50 children) at Warren school reported that they did not take part in any activities out of school. Whereas over 90 per cent of young people responding to the questionnaire from Lifeline were taking part in activities in their spare time and at Barking Abbey Schools 54 per cent of young people were engaging.
- 588 young people said they take part in activities in their spare time with over 110 different activities mentioned, ranging from martial arts to volunteering.
- Sport in general was the most popular pursuit; 41 per cent of young people said they were taking part in out of school sport activities. The most popular sporting activity was football; over 12 per cent of responses were made for playing football after school or as part of a club. Other popular sports were rugby, tennis, netball, basketball and cricket. Swimming was also a very popular sport with over 4 per cent of responses relating to this.

- After the category of sport, attending youth clubs and religious youth clubs was the most popular activity; 24 per cent of responses mentioned this activity. Other popular interests included academic based activities such as extra maths classes or GCSE revision classes; dance and drama.

4.0 Activities children and young people would like to be doing

- Young people were asked what activities they would like to see in Barking and Dagenham (please see Appendix 1, p4 for the full list). Again, sport in general was the activity mentioned the most. Sport was requested 1027 times, which made up 54.4% of the responses. Other popular sports requested were swimming and basketball. Dance including street and break dance were requested by 191 young people, representing 10 per cent of responses. A number of young people also requested trips away to theme parks, central London and educational trips such as to the Houses of Parliament.
- Children who are not currently taking part in any activity requested very similar activities to those who are. Sport, football, basketball, swimming and dance were the top five most requested activities for both groups.
- Young people responding to the Street Base consultation said they would most like to take part in activities based in sport or leisure centres.

5.0 Communicating with young people

- Young people were asked how they would like to find out about activities or youth clubs in the area. The respondents felt that **leaflets and posters** were the best way to communicate activities. The second most popular way was to use **Facebook** or similar **social networking sites**. The results were the same for both young people who do and do not take part in activities in their spare time.

Ways to communicate activities to young people

Method of communication	No. of responses	Responses from children participating in activities	Reponses from children not participating in activities
Text messages	515	253	252
Facebook or similar	617	307	302
Websites	551	270	270
Leaflets/posters	664	349	305
Local radio/newspapers	332	182	147

6.0 What happen's next?

All your views will be fed into the planning of development around Street Base. Keep checking out www.lbbd.gov.uk/youth4us for more updates. We would like to come and talk to you again to ensure you are kept informed of progress and to get your views. For further information, please contact Chris O' Connor, Group Manager, Engagement on 0208 227 5557 or via email chris.o'connor@lbbd.gov.uk

Appendix 1 - Activities requested by young people.

Activities	No. of children requesting activity	Activities as % of all categories requested
Abseiling	3	0.2%
Academic	45	2.38%
air hockey	2	0.11%
American football	1	0.05%
Animals	2	0.11%
Anything	43	2.28%
Archery	4	0.21%
Art	46	2.44%
Athletics	21	1.11%
Badminton	28	1.48%
Baseball	3	0.16%
Basketball	77	4.08%
Biking	4	0.21%
bingo	1	0.05%
Books	3	0.16%
Bowling	3	0.16%
Boxing	18	0.95%
Break dance	7	0.37%
canoeing	2	0.11%
Cheerleading	9	0.48%
chess	3	0.16%
Cinema	4	0.21%
Climbing	6	0.32%
Clubbing	13	0.69%
Clubs	6	0.32%
Community/personal safety	18	0.95%
Computers	40	2.12%
Cookery	20	1.06%
Craft	8	0.42%
Cricket	15	0.79%
Cycling	14	0.74%
Dance	148	7.84%

Darts	4	0.21%
Dodge ball	5	0.26%
Drama	50	2.65%
Fashion	18	0.95%
Fencing	2	0.11%
filming	1	0.05%
fishing	1	0.05%
fitness	4	0.21%
Football	171	9.06%
Fun	15	0.79%
Games	24	1.27%
Go-karting	8	0.42%
Golf	6	0.32%
Graffiti	6	0.32%
Gym	17	0.90%
Gymnastics	18	0.95%
Healthy Eating	3	0.16%
Henna	2	0.11%
Hockey	4	0.21%
horse riding	3	0.16%
Ice skating	18	0.95%
Karate	6	0.32%
laser quest	4	0.21%
leisure	6	0.32%
Martial arts	7	0.37%
MC	13	0.69%
Media	9	0.48%
modelling	2	0.11%
Motorbikes/cars	6	0.32%
Music	84	4.45%
Netball	19	1.01%
Paintball	19	1.01%
Performances	8	0.42%
photography	4	0.21%
Pool/snooker	46	2.44%
Relaxing	2	0.11%
Rock-climbing	13	0.69%

rollerblading	2	0.11%
Rounders	4	0.21%
Rugby	17	0.90%
Scuba diving	2	0.11%
shooting	2	0.11%
Singing	34	1.80%
Skateboarding	6	0.32%
skiing	1	0.05%
Sport	244	12.92%
squash	1	0.05%
Street dance	36	1.91%
Sunday school	2	0.11%
Swimming	95	5.03%
Table tennis	28	1.48%
Tennis	36	1.91%
Tramp lining	32	1.69%
Trips	55	2.91%
Volleyball	6	0.32%
Walking	3	0.16%
Yoga	2	0.11%
Youth club	35	1.85%