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Angling for Answers: Research Approaches

A New Ball Game: Substance Conference 2011

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Outline

Introduction: Research approaches

Part 1: The Social Value of Football Research

- The problem of social value
- Approaches
- Developing frameworks and tools

Part 2: The Social and Community Benefits of Angling

- Researching angling tourism in rural communities
- Researching angling participation
- Young people research
- Making data accessible

1: Social Value of Football

Outline

- Ways to evaluate social value
- Research social value of football *clubs*
- Different ownership structures
- Regulatory framework
- 2008 - 2010



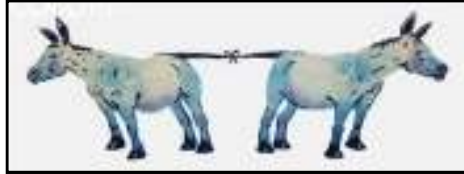
Phases:

- **One** - Literature Review, Working Papers
- **Two** - Qualitative Survey; Case Studies
- **Three** – Dissemination

1 (i) Approaches



1 (ii) The Problem of Social Value

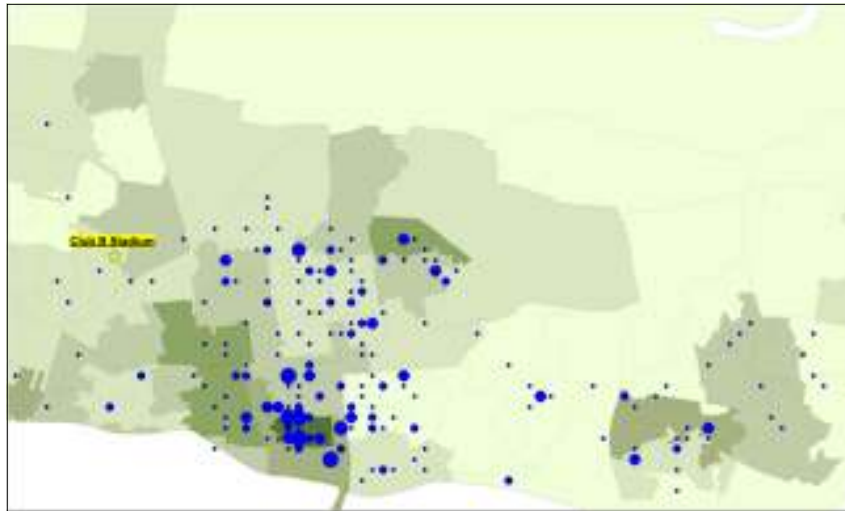


Core business V programmes
Intervention impacts V intrinsic value
Social impact V social accounts/audit
Quantified V qualitative
Fixed point of time V progress
Multiple approaches V Reporting requirements

1 (iii) Primary Research

- 1. Interview Survey** – 10 clubs, all levels
- 2. Case Studies** – 4 clubs (2 fan owned, 2 not)
 - i) **Internal stakeholder** perceptions
 - Qualitative interviews
 - ii) **External stakeholder** perceptions
 - Qualitative interviews – fans, residents, business, local councils
 - Surveys - fans
 - iii) **Community department** monitoring and evaluation
 - iv) **Social Audit Bundle** of clubs
 - Local Spending; Investment in Local Community; Staffing; Environmental Impact; Supporters; Governance

1 (vi) Visualising Social Value: Communities



1 (vii) Developing Social Audit Tool



Substance Social Audit Framework

Section A - External Audit	Section B - Internal Audit
1. Impact of Work	7. Governance
2. External Stakeholder Survey	8. Financial Performance
3. Local Economic Contribution	9. Member Economic Participation
4. Ethical Procurement and Investment	10. Member Democratic Participation
5. Investment in Community and Cooperative Initiatives	11. Staff Participation in Training and Education
6. Environmental Impact	12. Staff Injury and Absenteeism
	13. Staff Profile
	14. Future Developments

Part 2: Social and Community Benefits of Angling 2009-11

BLF research:

- Third sector research
- To influence policy and practice
- Identified evidence gaps



Three Core Issues:

1. Angling Participation
2. Young People and Angling
3. Angling and Rural Communities – Assynt Case Study



2 (i) Assynt Angling Research

Purpose:

- Impact of angling in rural area
- Data gathering
- Development for community benefit
- Sustainability

Problems:

- Remote
- Lack of data collection
- Dispersed visitor population
- Voluntary organisations

Approaches:

- Working with local organisations
- Online
- Map-based
- Information provision > research engagement
- Tools for ongoing information



Online solutions

The screenshot displays the 'Assynt Angling Information & Research' website. It features a main map of the Assynt region with several information panels overlaid. One panel on the left lists 'Assynt Angling Research and Information' with a detailed description. Another panel on the right provides 'Assynt Angling Research and Information' with a list of links. A central panel shows a map with a pop-up window titled 'Muir Fich' and 'Muir Fich'.

www.assynt.anglingresearch.org.uk

Applying Learning

- Location based information
- Information provision to engage
- Comment and feedback facility
- Particularly suitable to dispersed provision
- Can use to show services

www.adbscotland.org

The screenshot displays the 'Angling Development Board of Scotland' website. It features a main map of Scotland with several information panels overlaid. One panel on the left lists 'Angling Development Board of Scotland' with a detailed description. Another panel on the right provides 'Angling Development Board of Scotland' with a list of links. A central panel shows a map with a pop-up window titled 'Angling Development Board of Scotland'.

2 (ii) Young People

Aim of Research

- To identify the benefits of angling for socially excluded young people
- Action research/case study of national charity Get Hooked On Fishing (GHOF)



GHOF peer mentor teaching young person, Liverpool

Methodology

- Very little previous research existed
- No coherent information on spread and type of angling engagement work
- Young people identified benefits and barriers that related to young people's participation in angling more generally
- A clear need for contextualisation alongside the GHOF case study

Methodology included:

- Intensive, qualitative fieldwork at case study sites
- Action research with GHOF
- Scoping tools (for contextualisation)



No Short Cuts- the importance of fieldwork

Research on socially excluded young people

- suspicious of 'outsiders'
- fierce loyalty to project staff
- 'hard to reach'
- potential for orthodox answers

Qualitative Fieldwork:

- multiple site visits
- involvement of project staff
- case study tracking of development
- opportunity to use observation of participation as spark for discussion

Statistics: May 2009-Feb 2011

- 428 hours
- 184 young people
- 282 adults including coaches, parents, teachers, youth services
- 95 site visits, of which 62 were GHOF



Action research

- Start: GHOF had basic evidencing of outputs
- Included a diverse range of projects and activities
- Research aim:
 - to understand the beneficial outcomes of angling intervention work
 - in the process assist GHOF projects to identify and evidence outcomes themselves
 - What was unique about angling offer?
 - What were the key outcomes?
 - How did practice affect outcomes?
- End point:
 - GHOF's confidence in continued ability to demonstrate impact long after the research has finished
 - Use of Views.



Example of GHOF outcome case study from 2010 report *The 'Added Value' of angling intervention programmes.*

Live statistics

- Online survey of angling projects
- 45 participants
- Generating live statistics
- Participants can access data as it's produced
- Links added alongside contribution and mapped

http://www.anglingresearch.org.uk/youngpeople_results



Your Stories

- Feeding back young people's voices
- Opportunity to see quotes and potential to gather data
- Useful model for interactive organisation websites
- But must have a delay

http://www.anglingresearch.org.uk/youngpeople_stories



2 (iii) Participation

Primary aims

- i. What constitutes angling participation in England and Scotland?
- ii. How does angling participation deliver social and community benefit?



What is the importance of this research to angling?

- Angling participation involves much more than the act of catching a fish.
- Gap in knowledge about the benefits of angling
- 'Hidden' nature of angling participation
 - A lot of angling occurs away from public view; non-angling public not aware of benefits
- Evidence-based policy and activities
 - If we want to **protect, fund, and change**, we need evidence
 - This research is about collecting evidence of the benefits of angling

Multiple stakeholders



A Layered, Multi-method Approach

2009: Questionnaire survey of anglers (web-based, 2417 responses)

2009-2011: Structured face-to face interviews with governing bodies, regulators

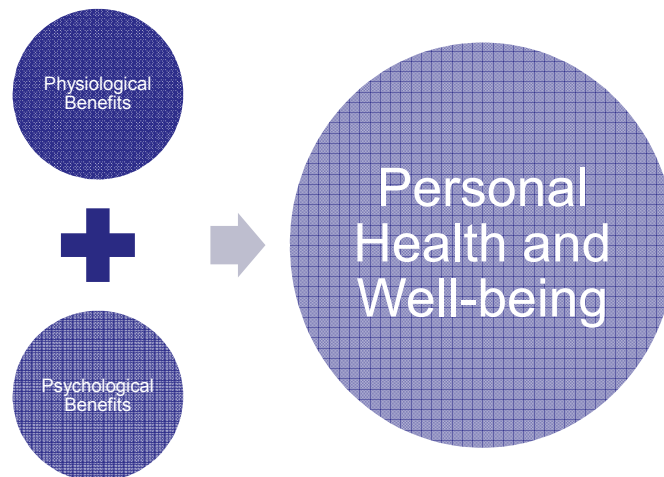
2010-2011: Series of visits, interviews and participant observation at 10 instances of angling participation

2010: Phone-based interviews (50) with anglers to explore specific themes

2010-2011: Online data submission from angling stakeholders



Personal Benefits of Angling Participation



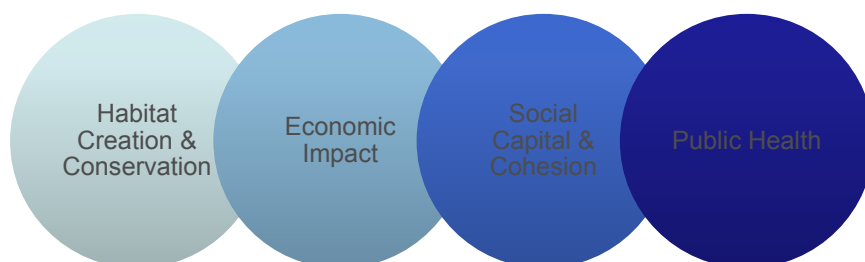
Measuring and evaluating physiological benefit

- Angler self-assessment of physical exertion
 - Survey of participants
 - Online comment tool
- Observation of angling practice
 - Participant observation
- Physiological impairments
 - Disability or long-standing illness
- Basic physiological monitoring and evaluation
 - Data from heart-rate monitor

Measuring and evaluating psychological benefit

- Angler self-assessment
 - Survey, interview
- Stakeholder assessment/perceptions
 - Interviews with fishery owners, club officials, coaches, mentors, parents and carers
- Individual social and psychological context
 - Mental health, social deprivation

Community Benefits of Angling Participation



Measuring and evaluating community benefits

- **Habitat creation & conservation**
 - Action research partnership with Trout in the Town project
- **Economic impact**
 - Economic impact survey in Assynt
- **Social capital & cohesion**
 - Research partnership with angling clubs and social inclusion projects
- **Public health**
 - Research partnership with specialist programmes, such as Mind Get Active in West Sussex and Albrighton Moat & Gardens in Telford



2 (iv) Making It Accessible: Angling Research Resources

Angling Research Resources

Search this site:

Home Project Outputs The Angling Research Library

About This Site
The purpose of the site is to provide a one stop shop for angling research material and specialist...

About the project
The focus and statements benefits of angling research project is a 3-year research project funded by the Big Lottery Fund. Find out more about the research project.

News
JITR interim documents have been published & view online documents from the second year of the research in January 2011. These include:
• 2 Themed Papers on different aspects of social benefit from angling participation
• 2 Reports about going people - on the work being done...

The Project Outputs
Project Outputs
Data Visualisation
Data Presentation and User Guide
Research Findings
Initial Study Report
Project Research Report
Press
Community Research

Angling Research Library
Angling Research Library
Angling Research Library
Search Angling Library

Making It Accessible: Angling Research Resources

The screenshot displays the 'Angling Research Resources' website interface. The main heading is 'Angling Research Resources'. Below it, there's a search bar and a list of search results. One prominent result is titled 'Rest and relaxation' with sub-headings: 'Nature and scenery', 'Social aspects', 'Escape', and 'Hobbiic experience'. The result text includes: 'Challenges Escape Exclusion from Hobbiic experience some... Nature and scenery outdoor Pastime Physical activity Rest and relaxation Skills and abilities Social aspects Social v solo The Therapeutic benefits...'. To the right of the search results, there's a sidebar with a search filter and a list of categories including 'All Publications', 'All Publications and Reviews', 'All Publications', 'Angling Research', and 'All Publications'. At the bottom right of the screenshot, the URL www.anglingresearch.org.uk is displayed.

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