



WELSH ATHLETICS  
ATHLETAU CYMRU

*LISTEN  
ENGAGE  
REPRESENT*

# The Reality of Our Sport

Zoe Brown, Coach Development Coordinator

Liz Davies, NTDC - Endurance

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ATHLETAU CYMRU

# ***THE REALITY OF OUR SPORT***

- **Between 2018 -2019 1597 athletes in the junior age groups (U11-U20) have lapsed from our sport.**
- **The impact of this drop of is greatest at U20.**
- **As a comparison in England the churn rate is approx. 30%.**
- **A desktop analysis of female endurance athletes showed that 77% of U15s from 2007-2011 are no longer competing at club level or above (source Power of 10).**
- **Over half of the 2007-2011 U15 endurance athletes had their best performance at U15.**





## Women's cricket

ECB launches £20m plan to transform women's cricket and emulate Australia



**BBC NEWS**



## Welsh girls' rugby participation 'up by thousands'

🕒 10 March 2018 | **Wales**

**WHY DO THEY  
DROP OFF?**

**PLEASE GO TO  
[WWW.MENTI.COM](http://WWW.MENTI.COM)**

**ENTER CODE:**

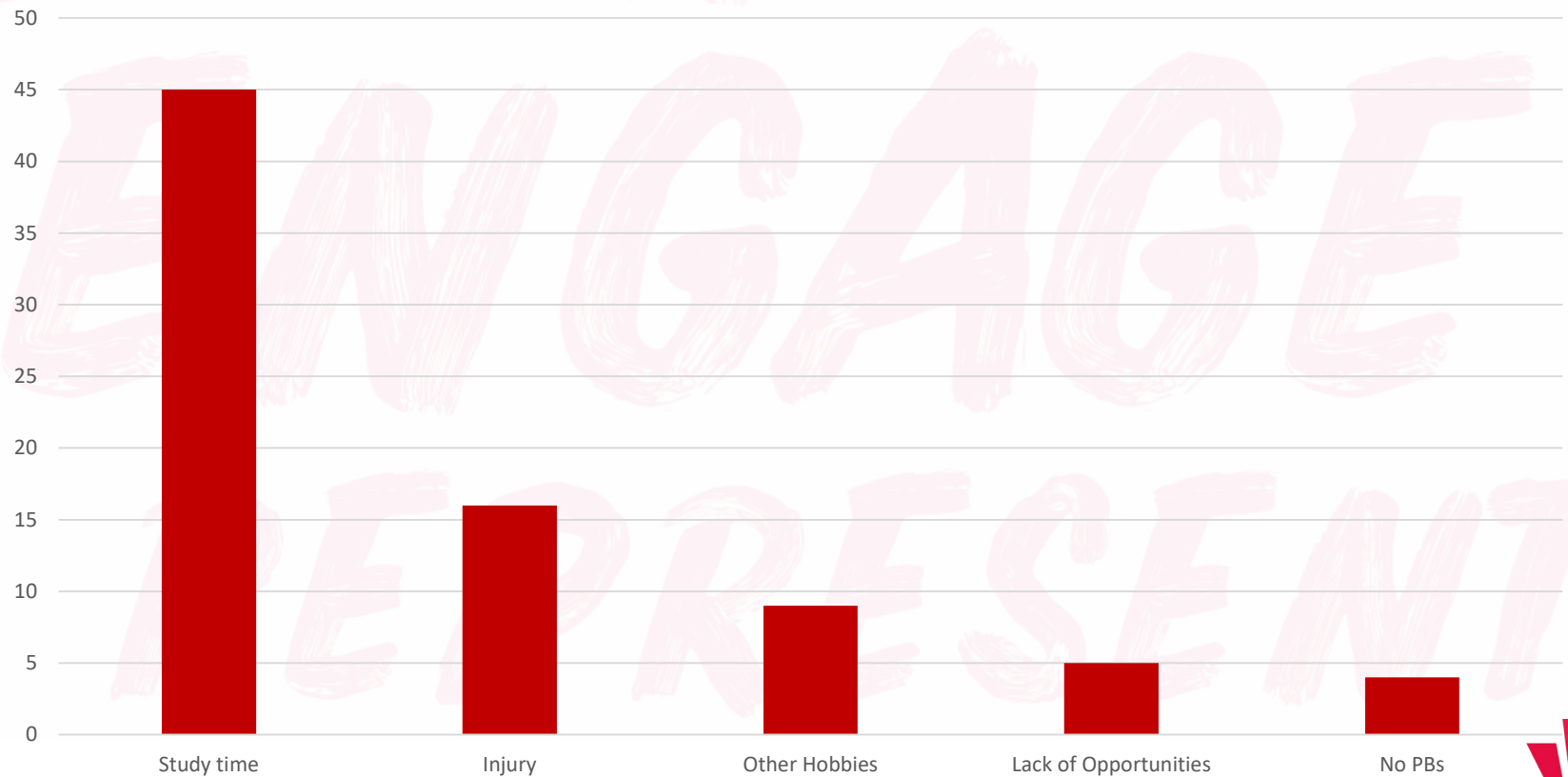
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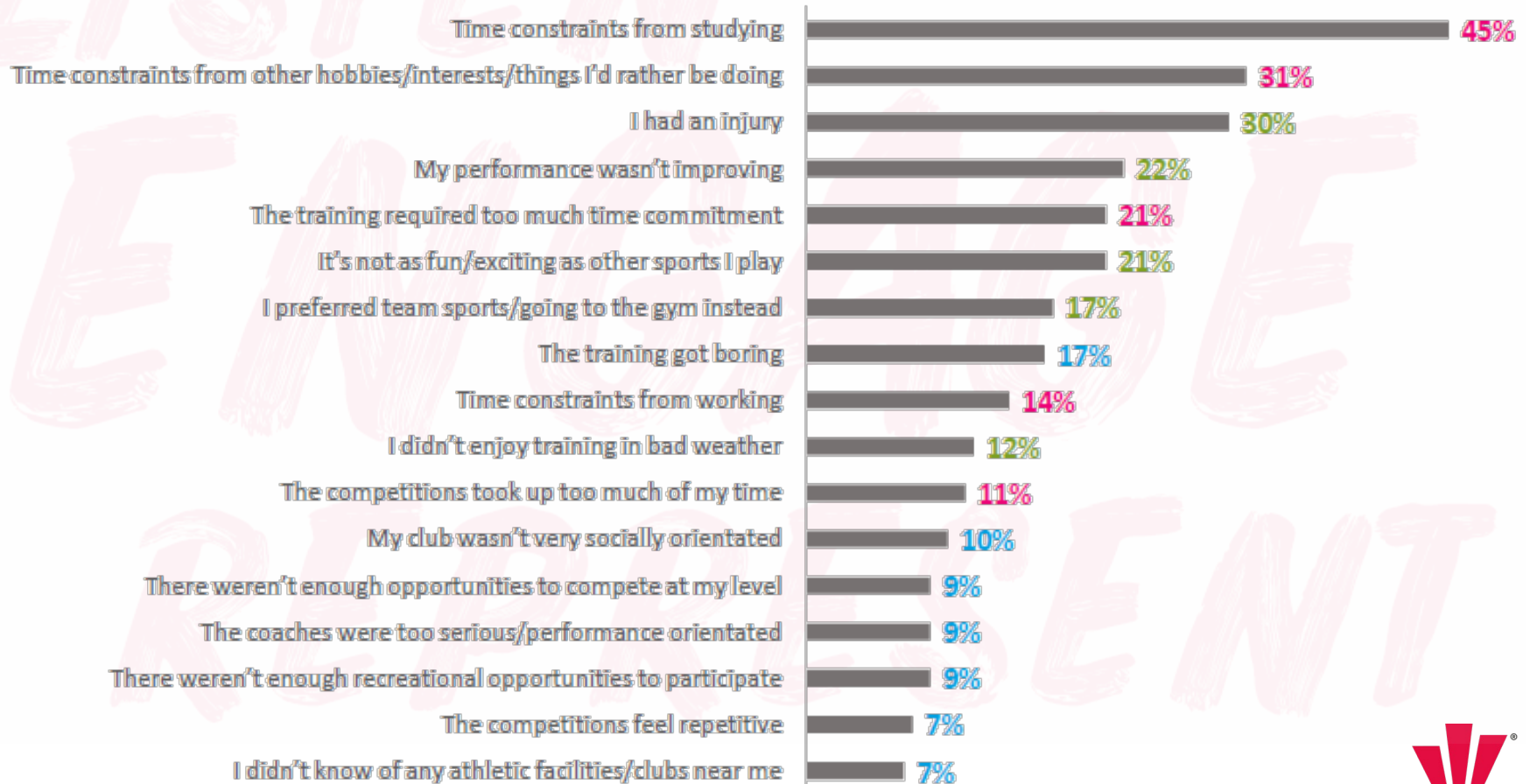
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# TOP 5 REASONS FOR DISENGAGING

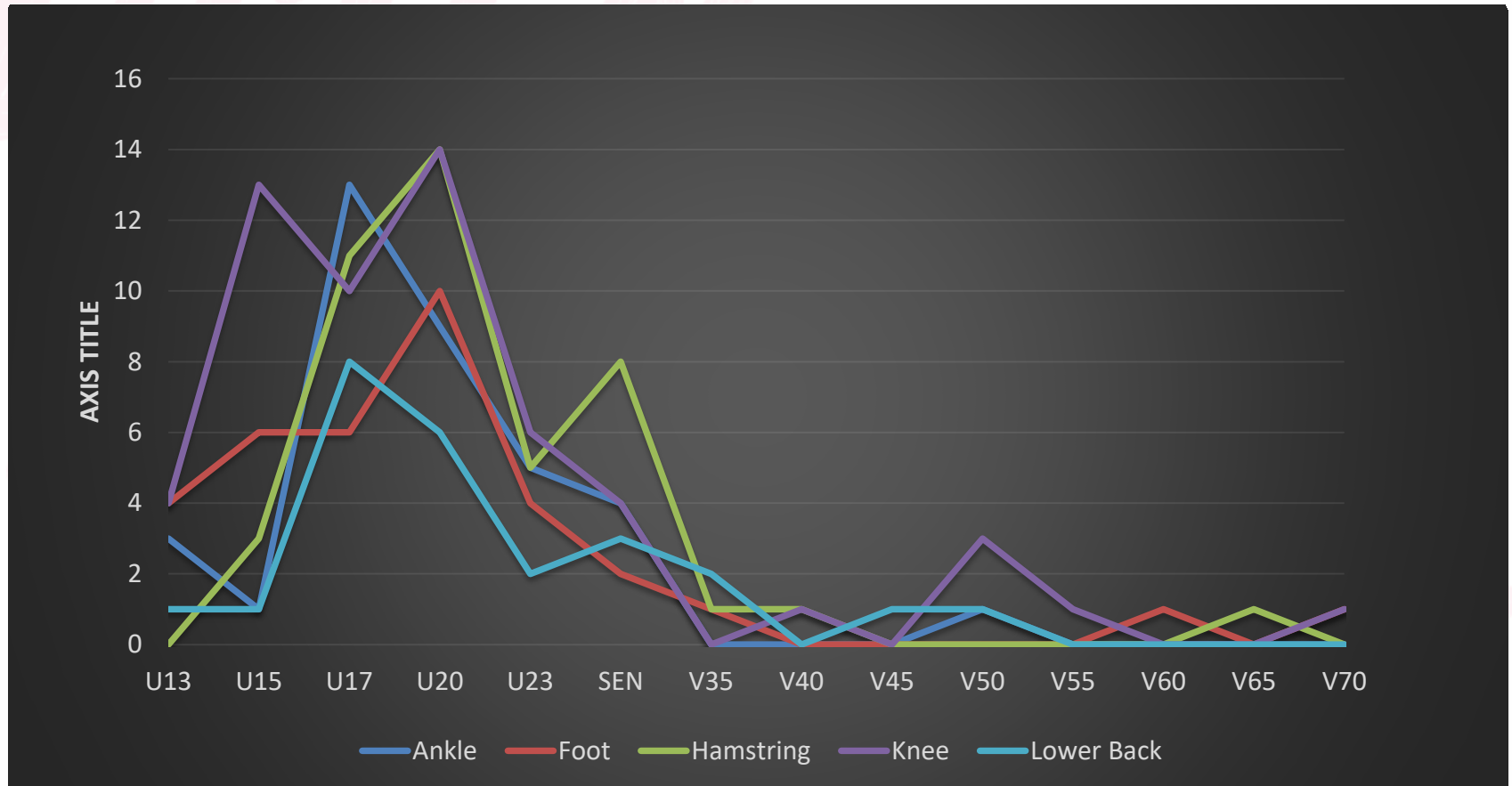
Reasons



# WHY THEY DISENGAGE?



# Track & Field Injuries by Age





***“No variety in training”***

**Training and competing became too serious and this took away the enjoyment from the sport**

***“I achieved what I think was my peak at 15-16 and then I went downhill and then stopped running”***





# DROP OFF OCCURS FOR MULTIPLE AND COMPLEX REASONS

## Context

The athlete's context and how that aligns with athletics

## Sport

The athletes experience of Track and Field offer

The athlete and their internal and external motivations

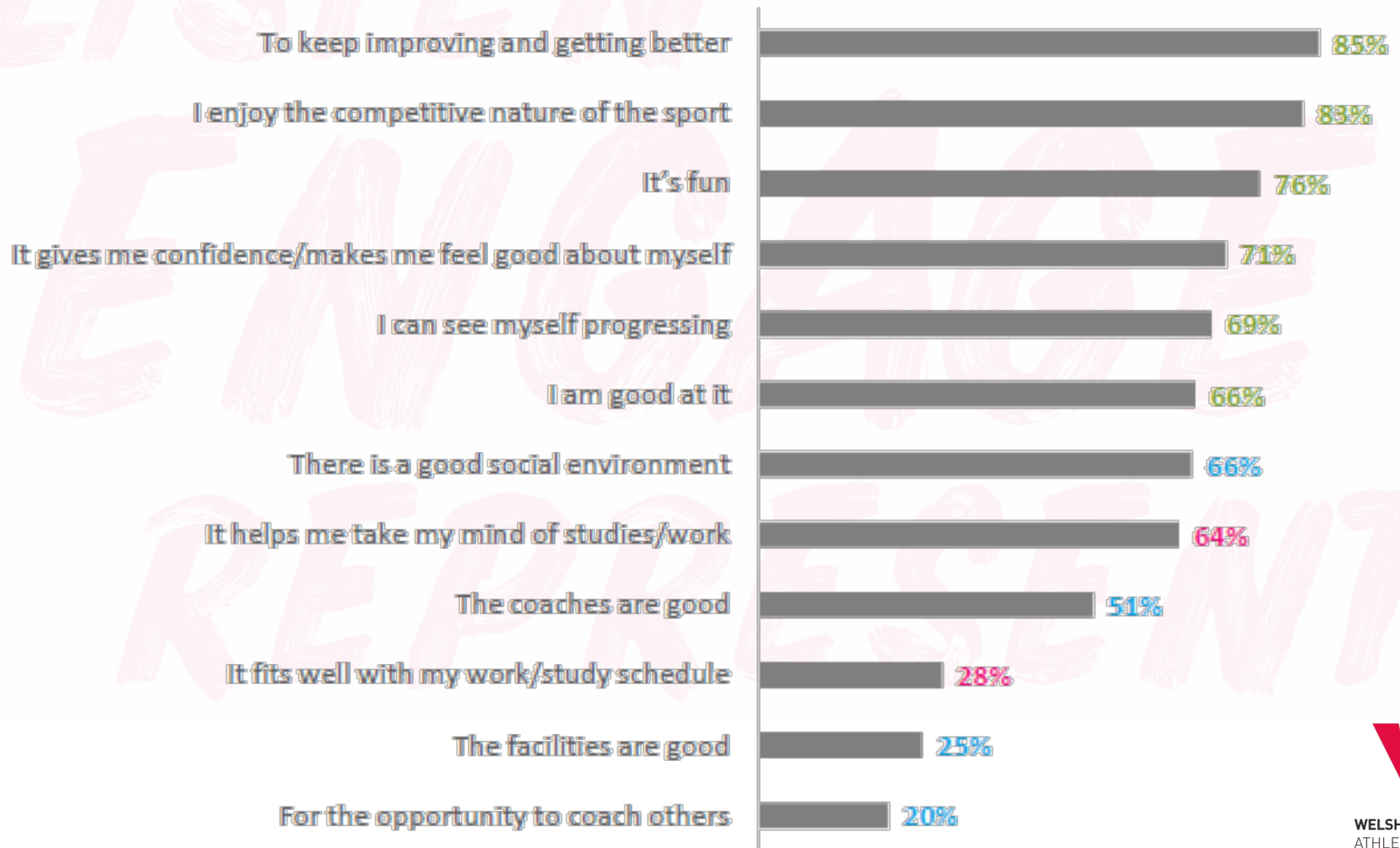
## Individual

*FINDING  
SOLUTIONS AND  
MOVING  
FORWARD*



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# WHY THEY PARTICIPATE?



# WHERE DO OUR SOLUTIONS LIE?

Clubs

Coaching/  
training

Competitions



# CLUB

- Are clubs just about training or do they offer fun or social space?
- Are clubs relevant to young people?
- How do clubs communicate with the younger athlete e.g. social media,
- Do athletes feel represented or have influence in their clubs?



# **COACHING/TRAINING ENVIRONMENTS?**

- **Do coaches relate to young athletes?**
- **How high are the expectations that we put on young athletes?**
- **Can we adopt a more holistic approach that takes life context into account (i.e. exam periods, weekend work etc)?**
- **Is training fun and lots of variety?**



# COMPETITIONS

- Do competitions appeal to athletes?
- Are competitions too long?
- Do competitions clash with exam periods which adds to the athletes stress?



# NO ONE SOLUTION

## Context

The athlete's context and how that aligns with athletics

## Sport

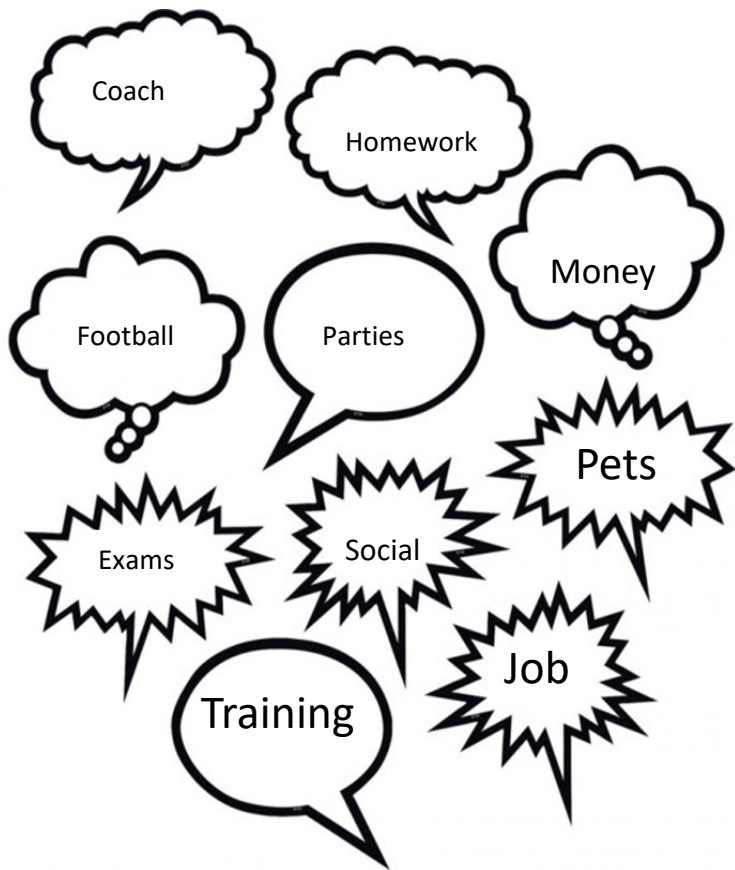
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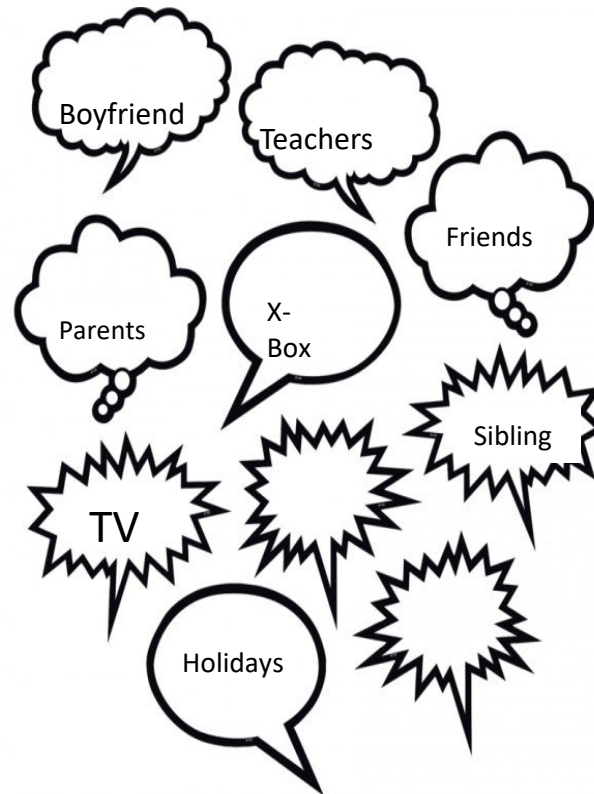
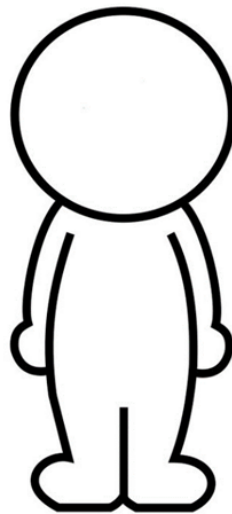
## Individual







Mobile Phone



Uni

Competitions

**DIOLCH  
THANK YOU**

**Research Credit:**

- **Dan Isherwood & England Athletics**



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