



CHANGING SPORT
STRENGTHENING COMMUNITIES
TRANSFORMING LIVES





CHANGING SPORT
STRENGTHENING COMMUNITIES
TRANSFORMING LIVES

Thriving Active Communities

How sport and physical activity can strengthen individual and community wellbeing in a post-Covid world

or

Why would local authorities want to work with StreetGames?

FURLOUGHED



Zoom Meeting

Audio only

With video

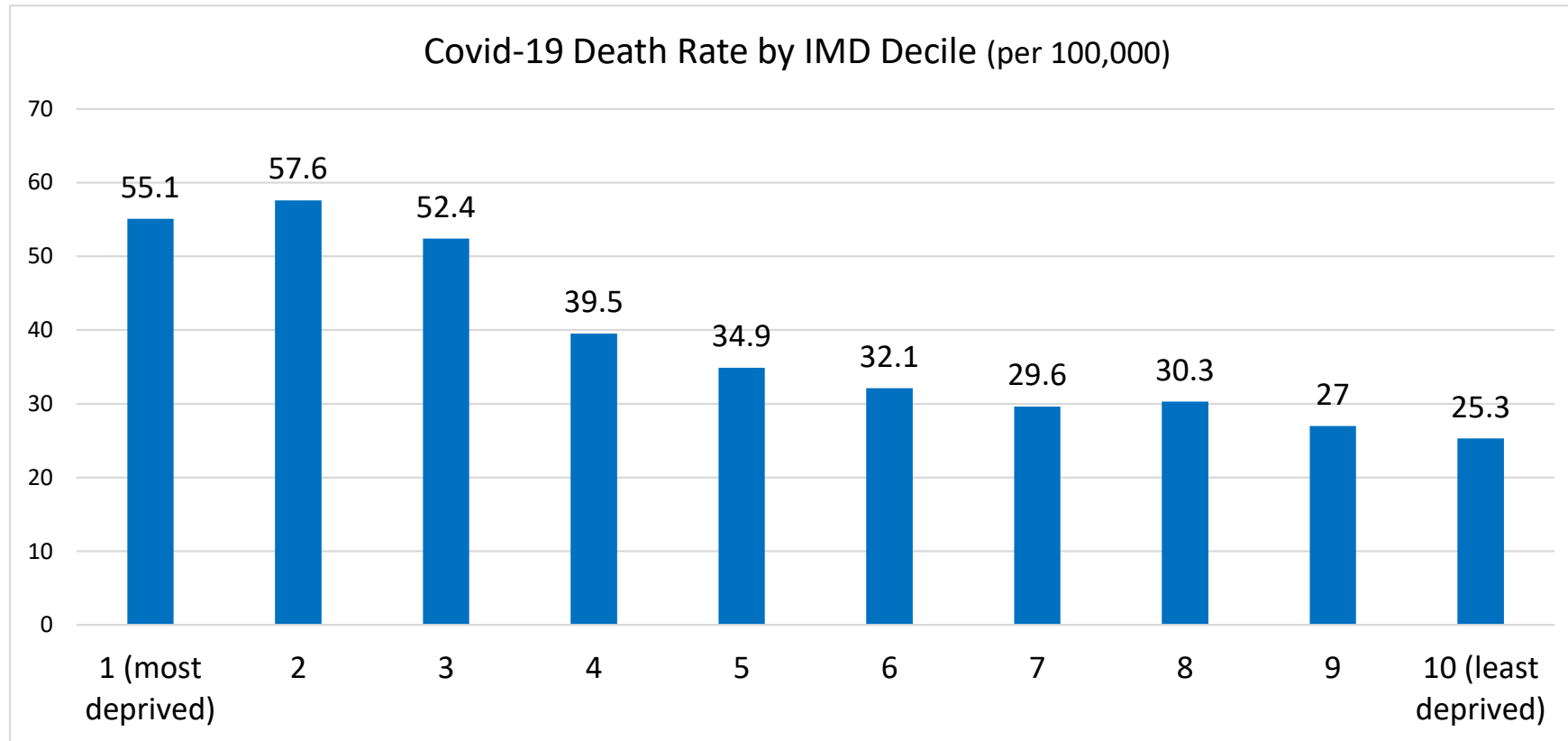


Talking points just under 4 years ago...





Higher Death Rates



Lived experience? Twice as likely to know someone who has died from Covid....



- The Covid pandemic & Lockdown restrictions impacted everyone.....but the lived experiences of the crisis was recognised as **harsher in low-income areas** than in more affluent
- Nearly **one-third** of lower-paid employees lost jobs or were furloughed as a result of Covid
- Only **one-in-ten** top earners were similarly affected.





- 125,000 children and young people not returned to education
- 1.7m children with attendance at <90%
- Cost of living crisis – challenges to basic needs - Maslow
- Mental health tsunami ‘the pandemic within the pandemic’
- Of the 50% of young people who do not go to university, 3 in 5 are NEET
- Public sector and NHS under huge financial and resourcing strain
- Pressure on leisure providers leading to threat of closure – least financially viable facilities likely first.....
- Workforce shortages and knowledge, skills and experience loss



 Loughborough University

Number of children in poverty living in working households on the rise


Seven in ten children experiencing poverty are living in working households. End of pandemic support sees child poverty rising again.

5 Jun 2023

Poorest UK families enduring 'frightening' collapse in living standards, survey finds

The UK's poorest families have endured a "frightening" collapse in living standards over the past year as a result of soaring energy and...

1 month ago

 The Guardian

[More than 1 million children in UK sleep on floor or share bed, study finds](#)

Barnardo's says the rise in 'bed poverty' reflects growing levels of destitution following soaring food or gas bills.

3 days ago



 Institute for Fiscal Studies

Living standards, poverty and inequality in the UK: 2023

We investigate how living standards have changed for different groups in the UK, with a particular focus on the cost of living payments and housing.

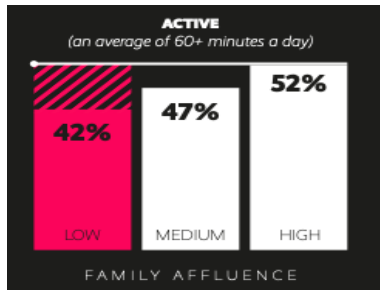
12 Jul 2023



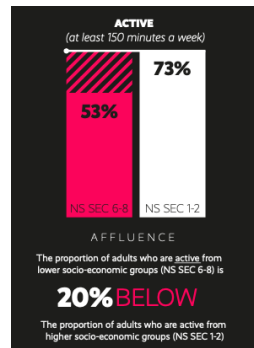


In sport and physical activity ...

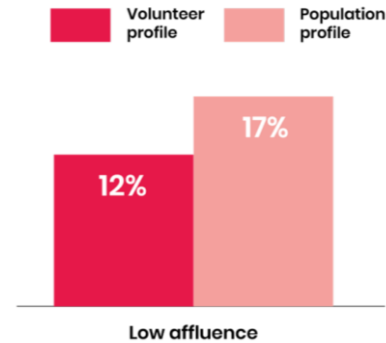
England - % Active: Children & Young People aged 5-16 years [by family affluence]



England - % Active Adults 16+ [by socio-economic group]



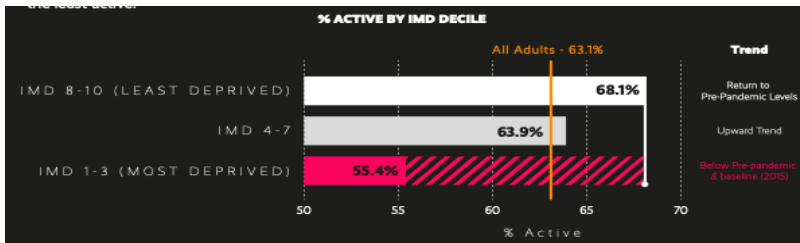
Children & Young People aged 5-16 years [by family affluence]



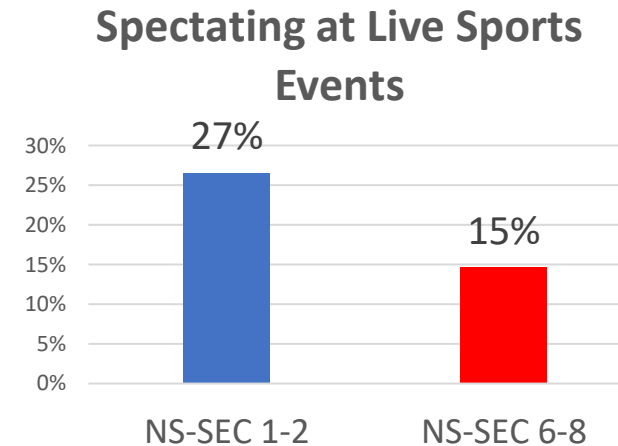
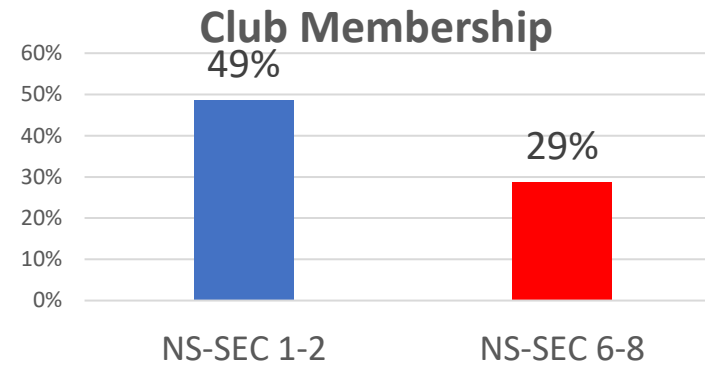
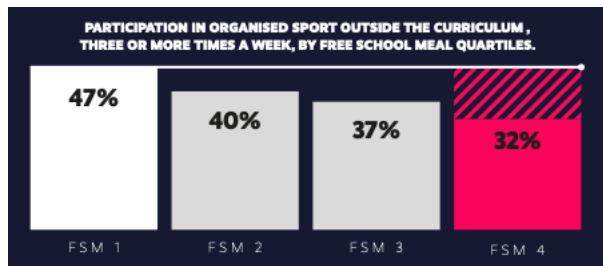
Adults 16+ [by socio-economic group]



Post-pandemic



Wales - % No Physical Activity young people [by FSM]

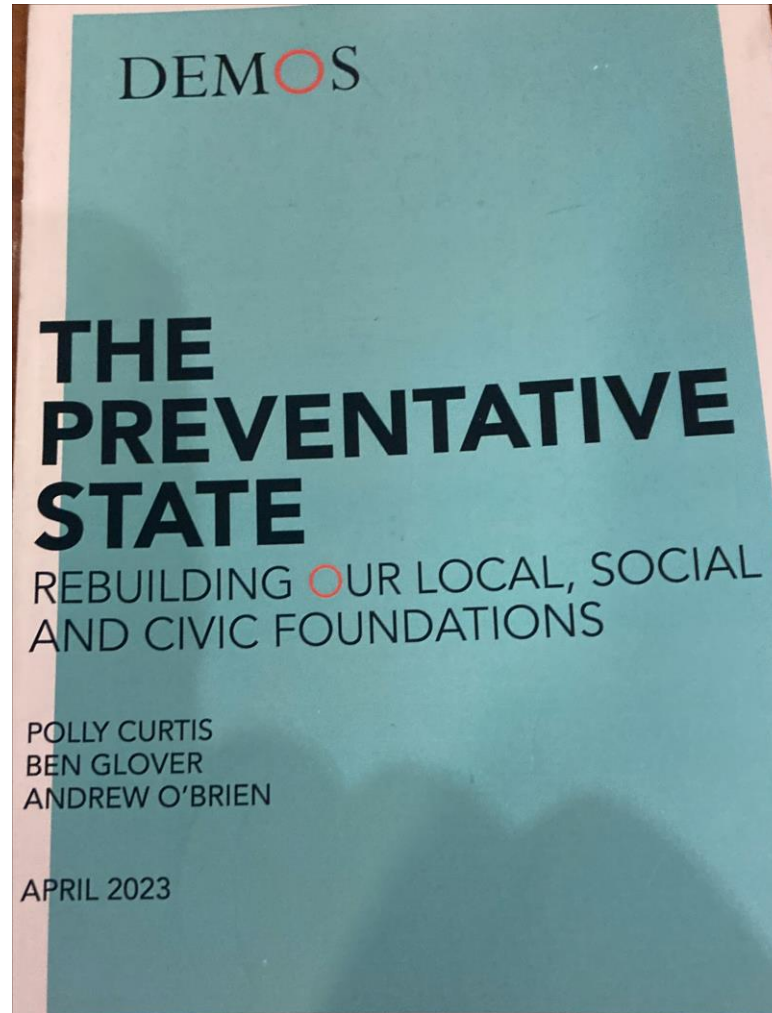
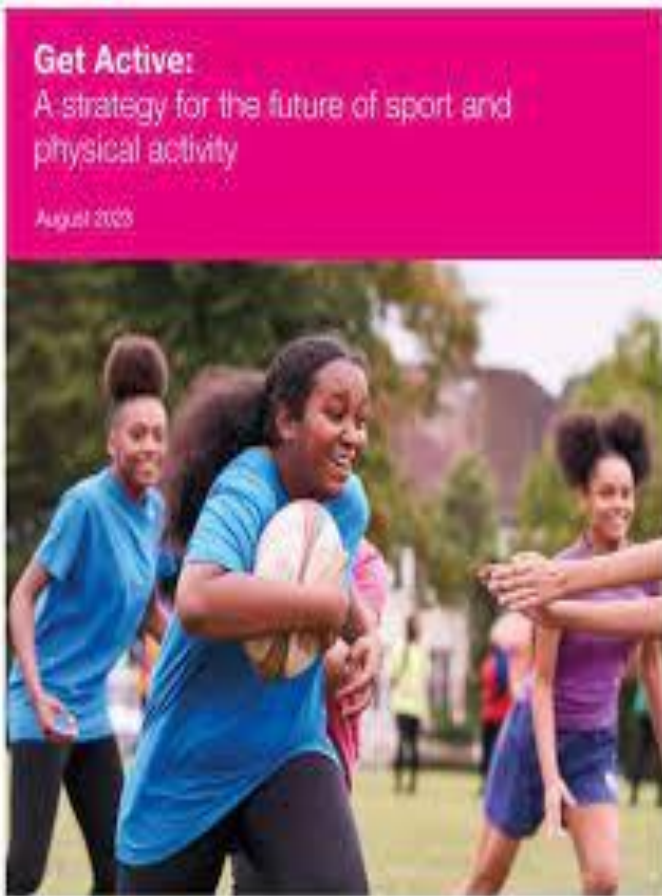


Elite athletes: with private schools increasing their lead over state schools in the Tokyo 2020 Olympics – **35% of GB medal winners were from fee paying schools which educate just 7% of pupils in total.**



CHANGING SPORT
STRENGTHENING COMMUNITIES
TRANSFORMING LIVES

Positive Policy Landscape





We are ‘stuck in a doom loop of servicing ever greater problems, without tackling the underlying causes and strengthening social capital in neighbourhoods to prevent them’

We have ‘taken for granted the social solidarity and the community institutions that shape so much of our lives and the way that we interact with the state’

Prevention should be focused not on public services but the communities where people live their lives. Community strength can rebalance the demand on public services.

*‘The Preventative State: Rebuilding Our Local Social and Civic Foundations’
(Demos, 2023)*



CHANGING SPORT
STRENGTHENING COMMUNITIES
TRANSFORMING LIVES

‘System change’

‘Asset-Based Community Development’

People & Places

‘Lived experience’

‘Place-based approaches’



*Healthier, Safer, More Successful
Communities Through Sport*



*To transform the lives of young
people living in low-income,
underserved communities through
sport and physical activity*



*Changing Sport, Strengthening
Communities, Transforming Lives*

STREETGAMES

Commitment



We are the people beside the people who change lives and communities.

Collaboration is in our DNA - we will play our part in the movement.

StreetGames is committed to growing the reach and impact of Doorstep Sport in more places, with more young people.

We are frontline first - Locally Trusted Organisations and young people are at the heart of all that we do.



DOORSTEP SPORT

Delivers



What is Doorstep Sport?

Doorstep Sport is:

- Our **evidence-based** delivery approach
- Traditional sports often **played in non-traditional** settings
- Chosen locally by **young people**
- Underpinned by **the 5 rights**: Sport delivered at **the right time, the right place**, in the **right style**, by the **right people** and at **the right price**.

Youth leadership plays a central role in Doorstep Sport provision.

Over
2/3

of participants play no other sport in their communities

Doorstep Sport Impact

Doorstep Sport offers an opportunity **for regular participation**. Appropriately delivered Doorstep Sport transforms young lives as it develops confidence, competence and new skills for life. Doorstep Sport offers **positive pathways** to young people, supports a pro-social identity and can alleviate some of the impacts of living in a low income, underserved community. It offers a **route to healthier, safer, more successful young people** and neighbourhoods.

Our Commitment to Doorstep Sport

StreetGames is committed to **growing the reach and impact** of Doorstep Sport in **more places, with more young people**. We will maintain the process of continuous development and refinement that will help us to reach **a greater range of young people within our target audience**. We will work with mainstream sport to share Doorstep Sport learning that helps increase access.



THE ROUTES TO ACHIEVING

Our Vision

1

LISTEN, LEARN AND INNOVATE

Understanding the lives and needs of low-income children and young people in a post-pandemic world and what works to increase their activity levels, develop their sporting capital and improve their life chances and communities.

2

GROW REACH AND REPRODUCE

Developing sustainable and impactful locally trusted organisations through wraparound support and intelligent application of the ingredients of Doorstep Sport to their local neighbourhoods.

3

DRIVE INSIGHT-LED ORGANISATIONAL CHANGE

Collaboratively changing the thinking, strategy and practise of other organisations in the sports sector and beyond to better cater for young people in low-income, under-served communities.





CHILES WEBSTER BATSON
COMMISSION
SPORT AND LOW INCOME NEIGHBOURHOODS



About the Commission:

Launched in 2020 by broadcasters Adrian Chiles and Charlie Webster, and former footballer Brendon Batson OBE.

A given that the evidence base of sports contribution to hot-issues is established.

Aim: combine the lived experience of young people with real academic rigour.

Emphasis: understanding and amplifying the experiences of children, young people, and the neighbourhood organisations that support them.

The Commission's investigations focused around these questions.

- What is the contribution that place-based intervention can make in tackling the issues being investigated?
- And what is the best way to maximize the reach and effectiveness of those organisations which are working on these issues?

StreetGames served as the secretariat to the Commission, providing logistical and administrative support for its work.

Academics formed an External Board to keep us on track.

About StreetGames

- Partner to the Ministry of Justice partner – accountable body for grants; central to HAF development; wrote social prescribing for youth guidance; consultants in redesign on NCS; secretariat for the VRU/PCC sport and crime reduction unit.
- System partner to Sport England
- 1600 community organisations in affiliation: £15m turnover
- Born in ODPM around 2005



Commission Headline Findings

- Young people in disadvantaged areas have less good access to sporting facilities and clubs, and may lack safe spaces. Cost is also a barrier.
- Currently sport is provided in an uneven, patchwork way, rather than focusing on what the children and young people in a neighbourhood need.
- Many mainstream sporting organisations and leisure centres struggle to engage with children and young people in disadvantaged areas.
- Informal sport often appeals more to those in disadvantaged areas, yet it lacks funding and recognition.
- Community organisations are more effective than any other type of organisation to reach young people who may not normally participate in sport especially the most vulnerable, and can also support the delivery of wider social outcomes.

- Understand that LTOs are valuable neighbourhood assets by working towards a culture where they are trusted to deliver, recognising that successful LTOs operate in a multiplicity of ways, rather than being prescriptive.
- Funding for LTOs needs to be longer-term (5-10 years) and funding decisions need to be devolved to local decision makers.
- Think ambitiously about how sport for children and young people can have a positive impact on a wide range of agendas including: obesity, anti social behaviour, mental health and Levelling Up. Develop a business case for connecting these together.



Summary

We agreed that:

- 1. LTOs are highly positive for local communities and need stronger support so they reach more young people especially those in disadvantaged communities.**
- 2. Sport for Development is a strong tool in achieving wider social outcomes and has positive impacts on young people including encouraging enterprise.**
- 3. Need to make connections to other policy areas and help guide councils and others to commission more from LTOs.**



CHANGING SPORT
STRENGTHENING COMMUNITIES
TRANSFORMING LIVES

Listen and Learn: 1000 Young Voices

In Partnership with Platypus Research – specialist children & young people research agency

- Survey with 1,000 young people aged 11-24 years from lower-income households



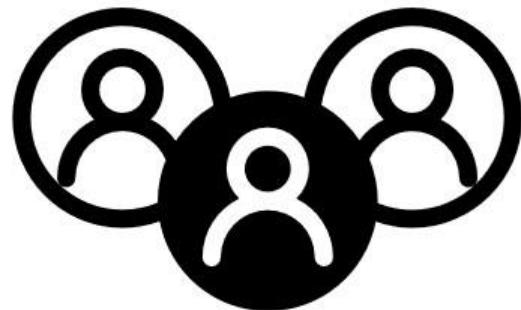
- On-line forum with 24 young people to gather qualitative feedback / 'check & challenge'





The Why.....How this may help?

- Ensure the voices of **young people** are heard
- **Raise awareness** of key issues young people shared
- **Act upon the findings, influence & collaborate with other** organisations to help:
 - Narrow sporting inequalities
 - Achieve our End Game



Activate the Insight:

- **Advocate & lobby** for additional support for young people
- **Help others in the sports & non-sports** sectors to better understand, support & engage with this audience
- Enable LTOs & other partners to **strengthen & diversify their offers**
- Identify and work in a **more targeted** manner with key groups within our audience – and support others to do this too



CHANGING SPORT
STRENGTHENING COMMUNITIES
TRANSFORMING LIVES

Key Areas Explored

Personality



Wider Concerns/
Priorities



Hobbies/Spare Time



The Role of Sport /
Getting Active



Role Models /
Inspiration



Challenges and
Inequalities

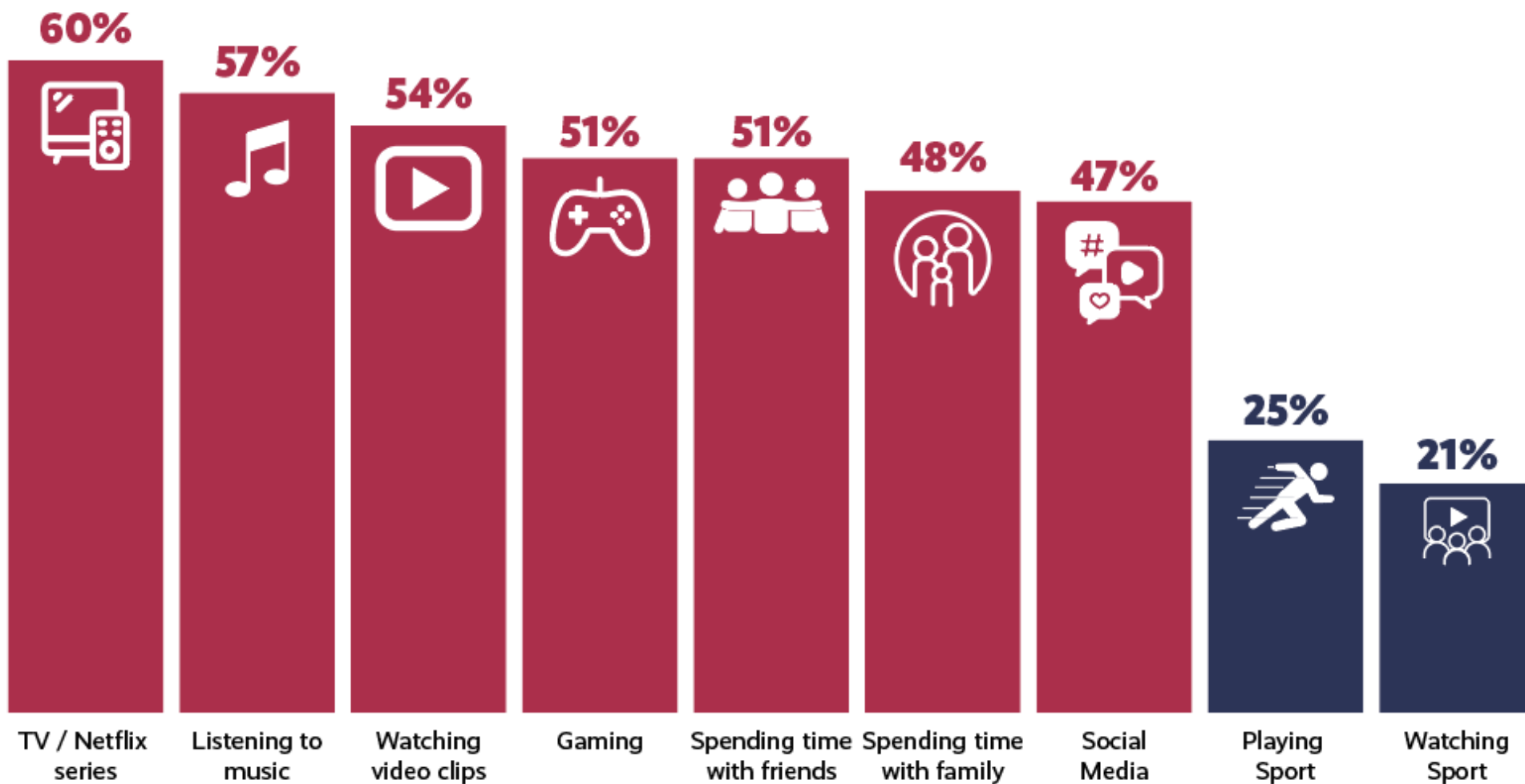




CHANGING SPORT
STRENGTHENING COMMUNITIES
TRANSFORMING LIVES

Young People spend their time on a variety of activities

Top of the list were:

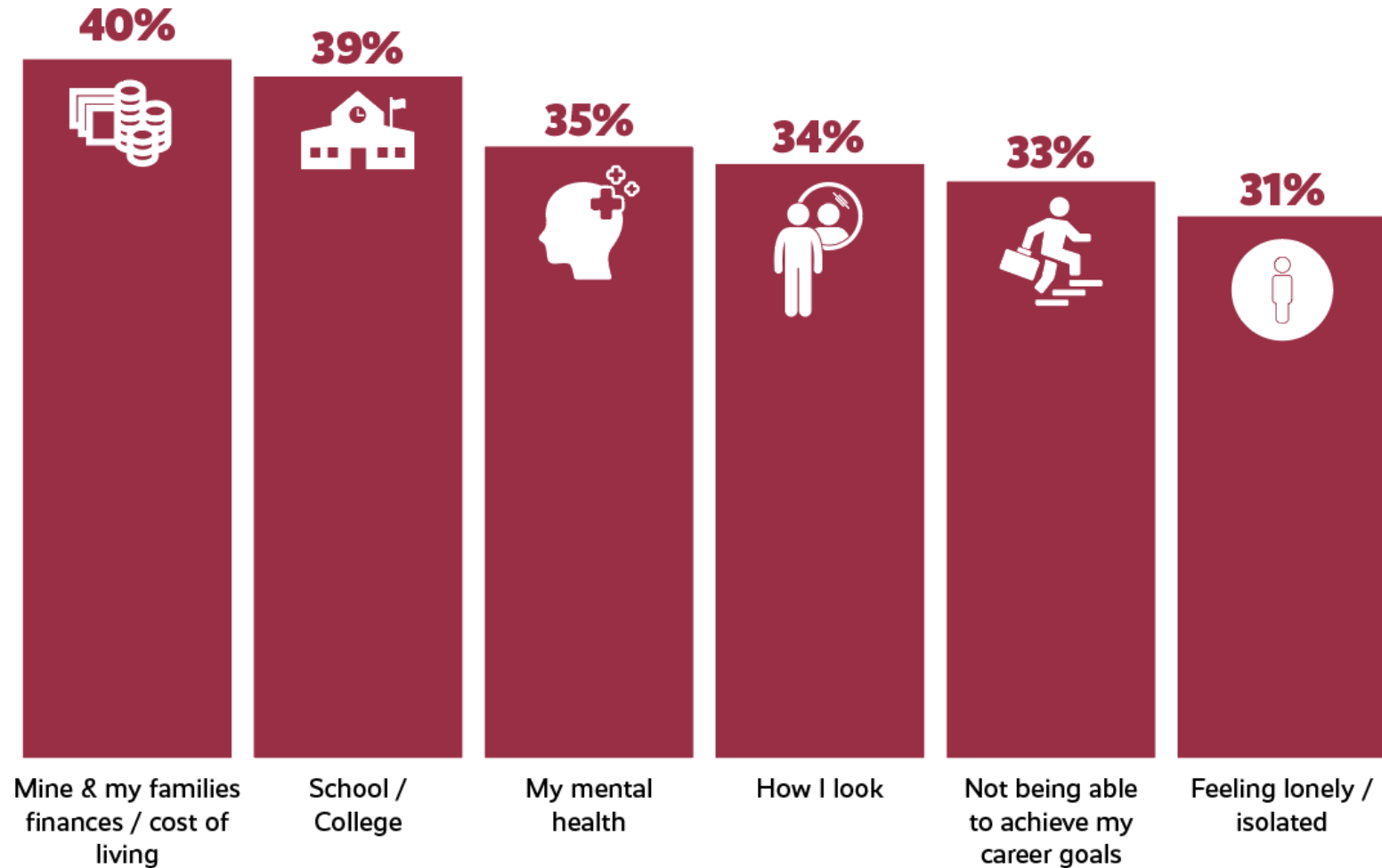




CHANGING SPORT
STRENGTHENING COMMUNITIES
TRANSFORMING LIVES

Young People have plenty on their minds

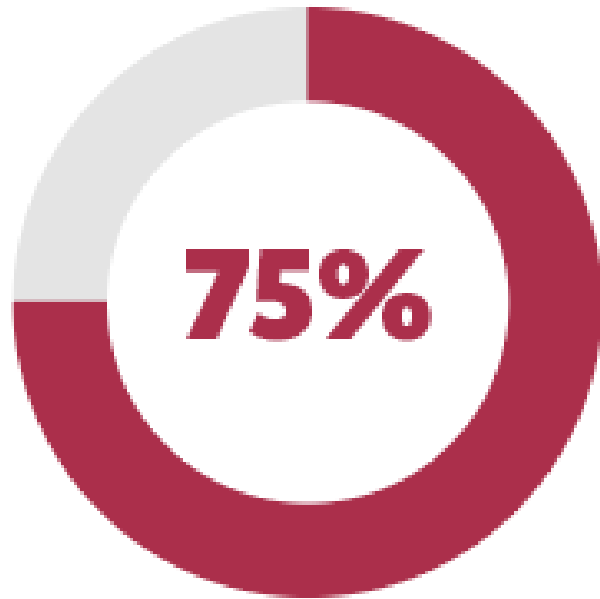
Worried about at the moment:



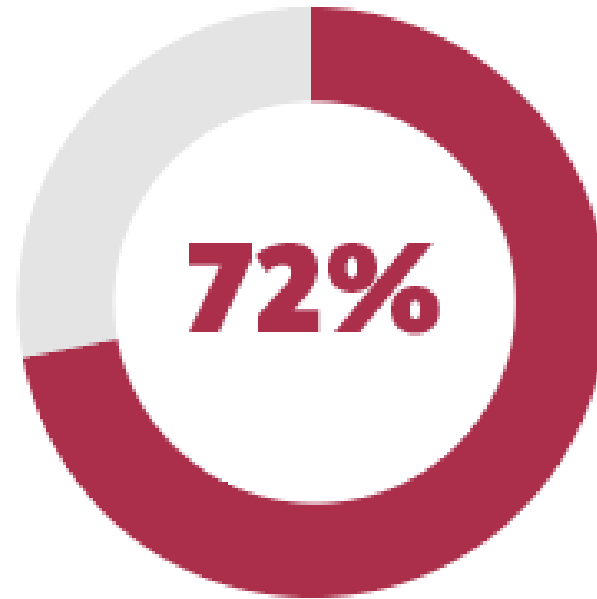


CHANGING SPORT
STRENGTHENING COMMUNITIES
TRANSFORMING LIVES

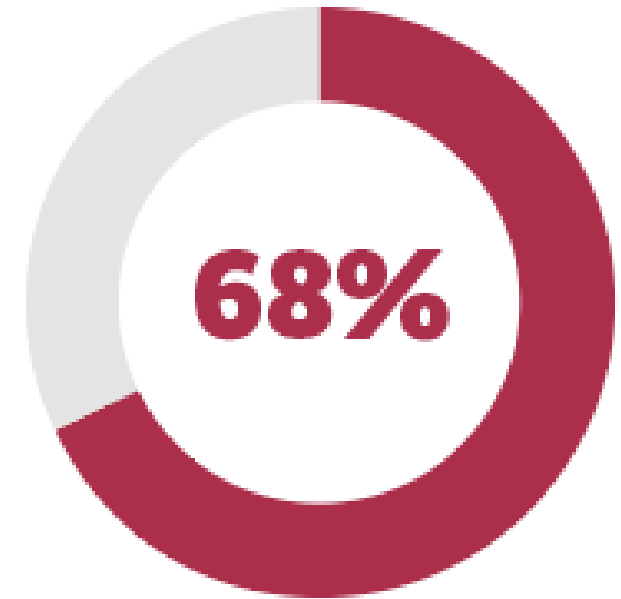
Feelings & Attitudes towards Sport/Physical Activity



Want to take part in more sport / physical activity



Enjoy taking part in sport / exercise

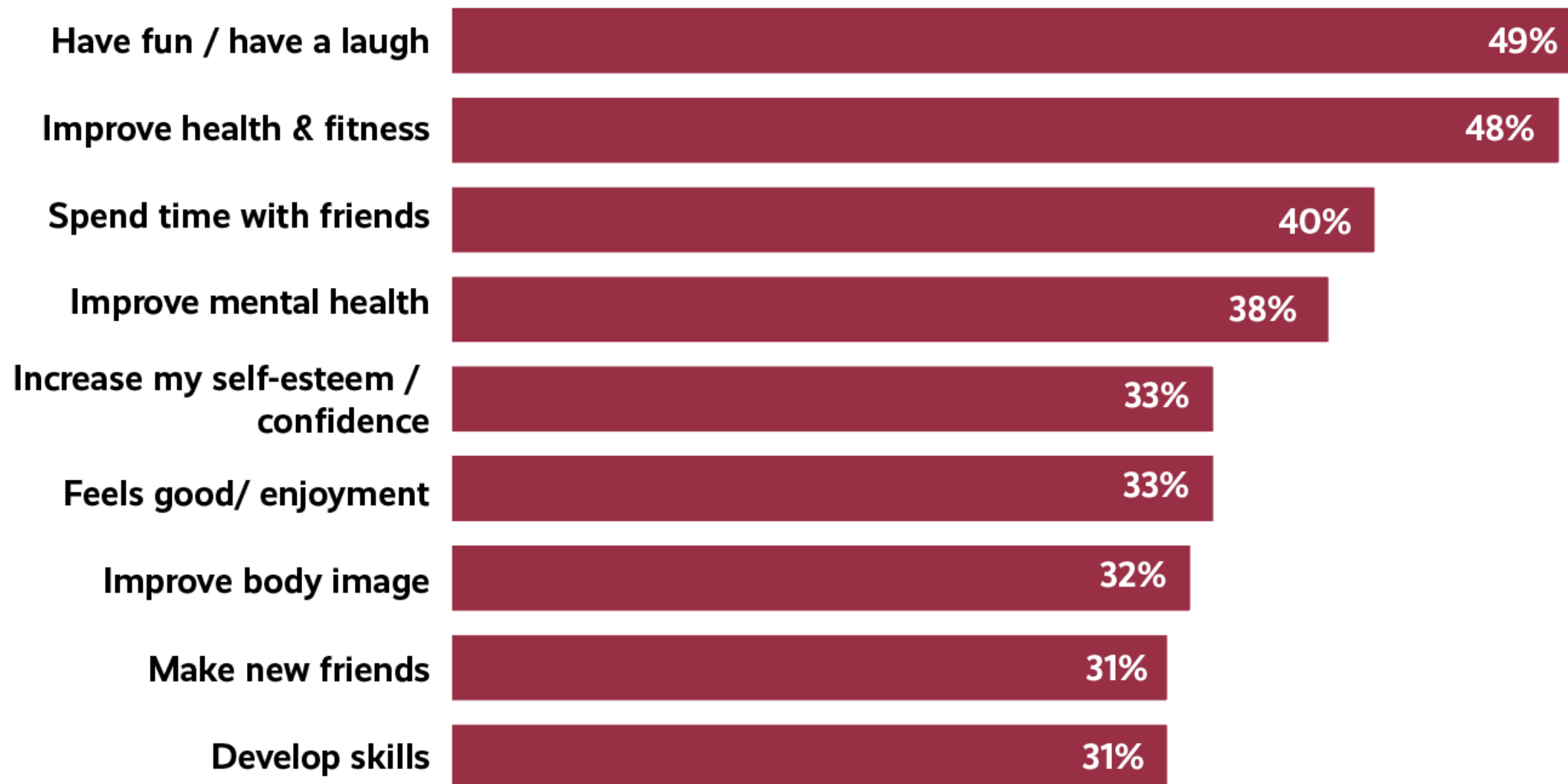


Say they feel confident when they take part in sport / exercise



CHANGING SPORT
STRENGTHENING COMMUNITIES
TRANSFORMING LIVES

....And most appreciate the benefits

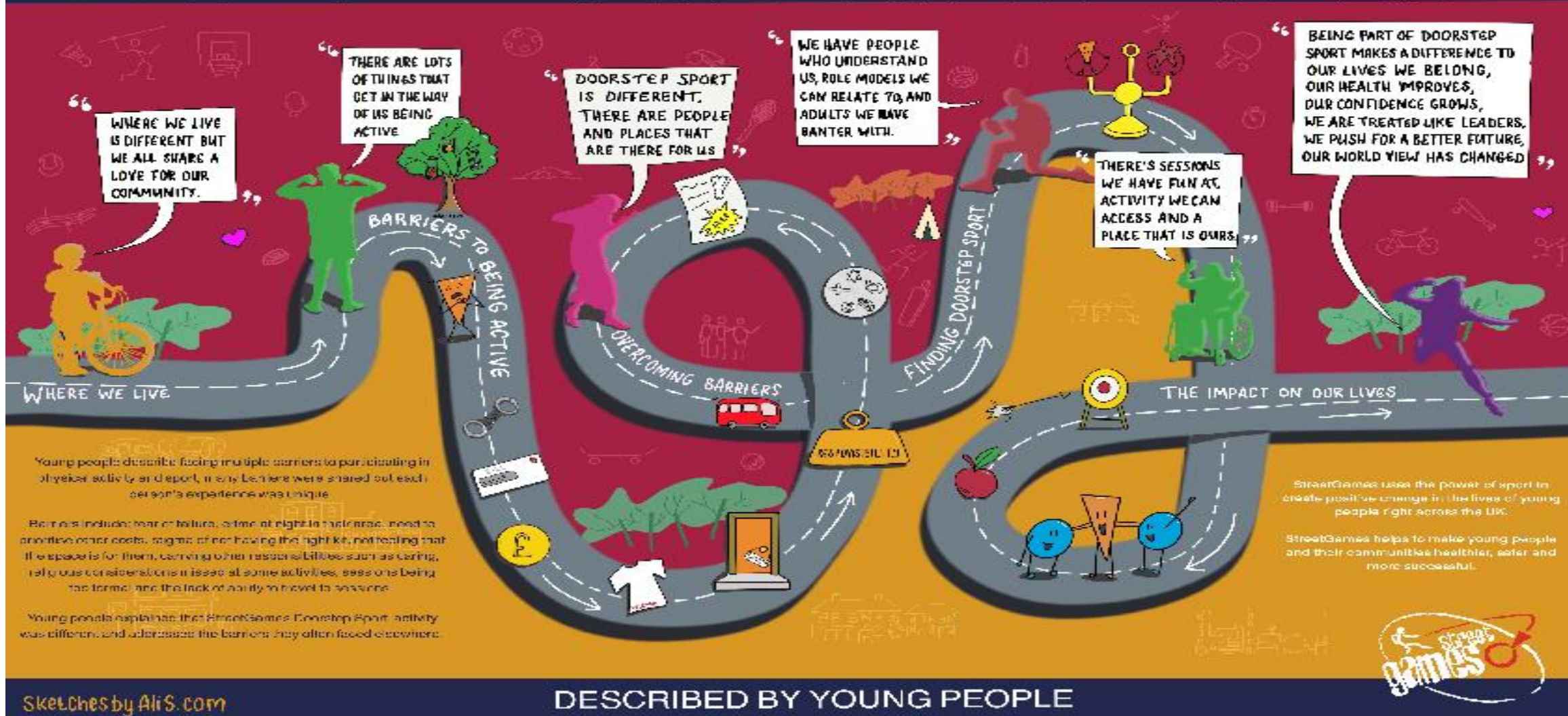




The Sport for Development Journey

STREETGAMES THEORY OF CHANGE

Doorstep Sport is activity that is delivered at the right time, right place, in the right style, by the right people and at the right price for young people.



STREETGAMES THEORY OF CHANGE



AUDIENCE

Young People from low income, underserved communities



ENVIRONMENT

Social Inequalities are the root cause of poor health/poor life chances & fewer opportunities



EFFECTS

A lack of opportunity and capability. Low levels of social capital, physical activity, unhealthy lifestyle behaviours which increase health inequalities



ENABLING ACTIVITIES

Connections & Partnerships
Tailored Advice & Support,
Advocacy, Fundraising, Workforce & Volunteer Training, Research & Evaluation, Dissemination of Insight, new Ideas & Innovation



ACTIVITIES

Doorstep Sport: Provision of accessible and affordable opportunities for young people to take part in informal sport / physical activity, volunteering, leadership & youth empowerment opportunities within local communities



INTERMEDIATE OUTCOMES

- Increased Collaboration & Partnerships
- Increased Reach, Resources & Capacity for Doorstep Sport
- Increased evidence base on the value of doorstep sport on activity levels and wider social benefits
- Changes in the thinking, planning & investment of mainstream organisations within the Sports Sector
- Changes in the thinking, planning and use of doorstep sport beyond the sports sector
- More accessible & attractive sporting offers for all young people from low income, underserved communities
- Increased opportunities for youth empowerment, youth voice, volunteering and leadership



IMPACT

CHANGING SPORT

- A broader range of sporting organisations valuing and adopting the key ingredients of doorstep sport within their offers
- More opportunities to take part in doorstep sport in more underserved communities
- More diversity amongst those who take part, volunteer and work in the sports sector
- A reduction in sporting inequalities

STRENGTHENING COMMUNITIES

- A more knowledgeable & skilled workforce
- More young people from low income, underserved communities are volunteers & leaders
- Increased financial stability amongst LTOs

TRANSFORMING LIVES

More young people from low income underserved communities:

- Participating in sport & physical activity
- Positive attitudes towards sport & being active
- Positive mental well-being
- Enhanced Resilience
- Pro-social identity
- Personal Development
- Enhanced life skills



LONG-TERM GOAL

Healthier, Safer & More Successful Communities through Sport

OUR END GAME

StreetGames achieves it's vision when...



All young people from low-income, underserved communities can engage in life-enhancing Doorstep Sport.



There is a year-round, multisport offer available in every low-income, underserved community.



All young people from low-income underserved communities can access a pathway to become volunteers and future community leaders.



All mainstream sports providers change their practice to meet the needs of young people from low-income, underserved communities.

“

There is a place that I go round the corner from where I live where I can try new things, get a say in how things are run and where I can take my mates and make new ones. The people that run it know me and the people that live around here.

”

“

I started off going to the holiday club when i was little, so I could get my lunch and run around while mum and dad were at work. Now I go after college on weeknights to play sport, see mates and stay connected in my community. I help out with the things happening at the weekends and in the holidays for the younger kids.

”

“

The people that run the sessions are from around here and I can follow in their footsteps. I can start to help out and then get training and new experiences so that I can support the next generation of people growing up here.

”

“

I'm happy and comfortable using my local tennis club and the local leisure centre. The coaches, staff and volunteers are supportive and understand how to help me feel part of the club.

”



CHANGING SPORT
STRENGTHENING COMMUNITIES
TRANSFORMING LIVES

If we get it right:

Community sport organisations act as **cross-policy connectors** = joined up government at a neighbourhood level

We create **safe spaces to play: Somewhere to go; Something to do; Someone to trust** = key lessons from the Chiles, Webster, Batson Commission

We Listen, Learn and Act: 1000 Young Voices = the value of genuine youth engagement to stronger more active communities



- **Unlock funding for Prevention (through sport)**
- **Invest in safe places for young people to be active, in their communities!**
- **Listen to the learning of LTOs (as well as academics)**
- **Engage and involve trusted community leaders when trying to design new ideas**
- **Invest directly into locally trusted organisations, so they can provide more provision for young people**



CHANGING SPORT
STRENGTHENING COMMUNITIES
TRANSFORMING LIVES

StreetGames System Partner roles

- **Role 1: System weaver:** working from national to local to connect policy, strategy and delivery for our audience and collaborating with other partners in local systems with common goals.
- **Role 2: LTO support:** providing a wraparound support offer which sustains and grows the impact of LTOs on the participation levels of our audience and their ability to contribute to addressing wider social inequalities.
- **Role 3: Development of insight through action:** greater understanding of different intersectional segments within the audience and how to cater for their needs; further development of the evidence base of the impact of Doorstep Sport on wider social outcomes; refreshed and developed ingredients of Doorstep Sport that can help to change the approach of the wider sport sector to the audience.
- **Role 4: Putting young people at the centre:** Enabling the development and empowerment of young people from our target audience as leaders and amplifying youth voice.
- **Role 5: Collaboratively changing the approach of the wider sport sector:** using our knowledge, insight and connections to influence their thinking, strategy, practice and investment so that a broader range of organisations and sectors provide accessible and attractive (doorstep sport) offers for young people within in low-income, underserved communities.



CHANGING SPORT
STRENGTHENING COMMUNITIES
TRANSFORMING LIVES

The Perfect Antidote?





CHANGING SPORT
STRENGTHENING COMMUNITIES
TRANSFORMING LIVES

Get in touch

www.streetgames.org

@StreetGames on X

Mark.Lawrie@streetgames.org



-  www.streetgames.org
-  [StreetGamesSportsCharity](#)
-  [StreetGames](#)
-  [StreetGamesVideos](#)
-  [StreetGamesUK](#)