



**STREETGAMES  
RESEARCH & INSIGHT**

*Strategy 2022-25*



# ABOUT *StreetGames*

StreetGames was established in 2007 to tackle the sporting inequalities facing children and young people in low-income, underserved communities and to enable them to enjoy the wider benefits of sport and participate at the same rate as their more affluent peers.

*Our mission is ‘To transform the lives of children and young people from low-income, underserved communities through sport and physical activity’ and our vision is of ‘Healthier, Safer & More Successful communities through sport’.*

Our approach is through what we call Doorstep Sport i.e. sport/physical activity that is delivered, for young people, on the doorstep of low income, underserved communities. At its core is the provision of accessible and affordable opportunities for young people to take part in informal sport within their local community through vibrant, varied, fun and sociable sessions. Effective Doorstep Sport delivery has a strong emphasis on youth leadership, offers personal development opportunities and encourages lifelong participation.



## INSIGHT-LED

We have always prided ourselves on being insight-led and on ensuring that a core element of our work is focused on building and sharing knowledge and using this knowledge to drive change and win institutional support for doorstep sport.

To help drive this area of work, we have developed a stand-alone Research & Insight Strategy. This document provides an overview of our R&I Strategy 2022-25.



# What We Heard...

To inform this Strategy we have reviewed R&I work undertaken over the past 3-4 years to appraise and make honest reflections about what has worked well (both in terms of approach and what we learnt/ acted upon) what didn't work so well and to identify gaps and where we could improve or make adaptations.

We also held discussions with a wide range of StreetGames colleagues to gather their feedback, check and challenge and listened to young people, LTOs, partners and funders.

## LTOs

**48%** identified demonstrating impact as their biggest / second biggest challenge

**86%** find support from StreetGames to help evidence & demonstrate impact useful / very useful

*“ Streetgames has given us a clear and precise way of thinking and support... through insight and sharing with other organisations ”*

## STREETGAMES STAFF

*“ Its about being ahead of the curve... ”*

*“ LTOs see data as participant numbers / registers and sessions - how can we change the narrative to impact measures. We constantly get asked for support in this space, but a more consistent / coherent offer surely would be good for all ”*

## PARTNERS / FUNDERS

Learning, reflection, actionable insight, lived experiences

*“ We want an approach... which creates a safe space where partners are encouraged and supported to give an honest account of their actions and to prioritise collection of insight which is useful to help them learn and improve (rather than to satisfy us as a funder) ”*

*“ Move away from a narrow focus on targets and KPIs towards a greater focus on shared accountability and learning ”*

## YOUNG PEOPLE

**67%** want to share their views / help shape sessions

*“ I liked that you got involved at the planning meetings and saw them through to fruition ”*



## RESEARCH & INSIGHT STRATEGY

# Our Ambitions

# 1

### Listening & learning is at the heart of all that we do.

We will:

- Ensure the voices of young people from low income communities are heard and acted upon;
- Create opportunities for co-production and the sharing of learning with young people, Locally Trusted Organisations (LTOs) and stakeholders;
- Build an organisational culture where honest reflection, critical analysis and shared learning is promoted & highly valued.

# 2

### StreetGames is recognised & valued as a knowledgeable organisation.

One that:

- Is driven by insight – using our ability to engage and listen to young people as a basis for sharing our insight across the sector;
- Is well-researched and well-evaluated - that speaks with legitimate authority;
- Is recognised by government, funders, community sport and sport for good agencies as the centre for knowledge and sector experts in working with young people from low income communities. We expect to partner with experts and delivery organisations that secure positive outcomes in key social outcomes including health, youth volunteering, workforce training, employment, and crime reduction.
- Evaluates our work using recognised methods and guidance, whilst always ensuring that measurement is proportionate and appropriate to the setting and audience.

# 3

### We intend to intelligently turn knowledge into action

- We will continually use learning and insight to help improve Doorstep Sport
- We will test approaches on the ground and look to provide cost effective interventions.
- We wish to be recognised as commissioning good research and turning research into policy and action.
- We recognise the need to develop the evidence base of 'what works' to engage more young people from low income communities in active lifestyles and to improve young lives through doorstep sport activity.



# IMPLEMENTATION

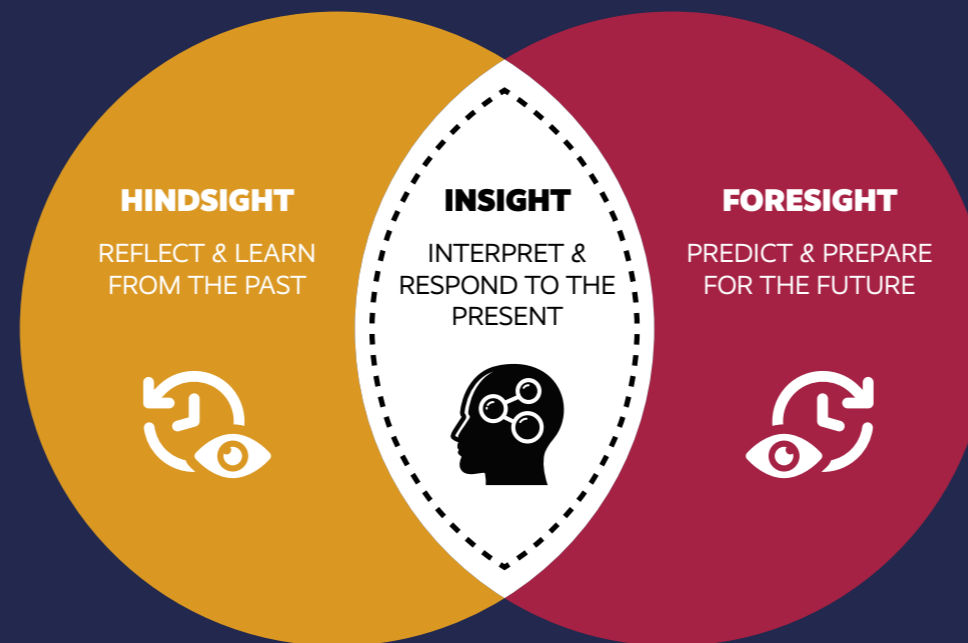
We are not starting from a level of zero knowledge - through the work of StreetGames together with our network of locally trusted organisations (LTOs), key partners and other organisations we have developed a good understanding over recent years of doorstep sport and the effective engagement of young people from low income, underserved communities into sport, which we can build upon.

However, we know that the Coronavirus Pandemic has impacted young people's lives and the communities they live in enormously. We need to continually grow our knowledge and understanding to ensure that we can respond to the changed environment and provide creative and innovative solutions that meet young people's needs.

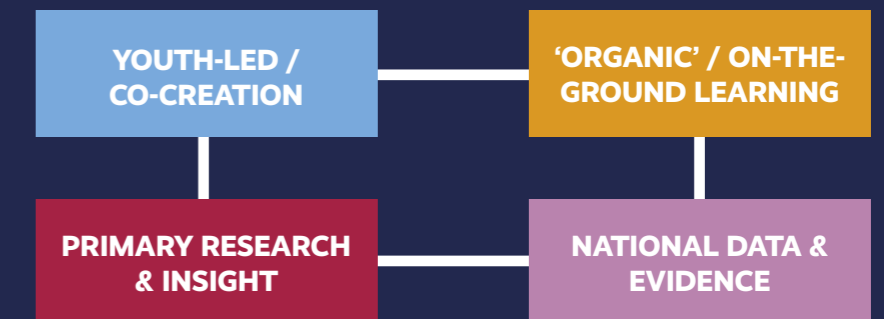
In addition, although we have increased the evidence base for doorstep sport over recent years through external evaluation and impact studies, often these have tended to be programme specific. We are keen to develop a more co-ordinated approach to monitoring and evaluation and commission studies that will clearly demonstrate the value and impact of StreetGames and doorstep sport as a whole, in terms of changing sport, strengthening communities and transforming lives. Whilst also providing tailored support to LTOs to help them to demonstrate their impact.

# WHAT WE DO AND *How we Work*

To be effective, this research strategy will involve: reflecting and learning from the past, interpreting and responding to the present and predicting and preparing for the future.



We do this using a diverse range of methods, including: undertaking desk research to review relevant published data and reports, undertaking primary research studies with our target audience and enabling youth voice, listening to LTOs and partners in our network, collating and analysing monitoring data from doorstep sport activities, visiting sessions and events to talk with young people and LTO staff and volunteers. We also use insight gathered to test and learn new offers and approaches, commission external evaluations, host community of learning groups and share learning within training workshops, at conferences and via the production of user friendly reports, 'how-to' guides, case studies, infographics, fact sheets and videos.



Some of the work we do will take place over short time periods to gain 'fast reaction' feedback and to test responses to specific ideas and interventions whilst other work will take place over a number of years to identify trends and track progress. Some of our work we do will be undertaken in-house by members of the StreetGames R&I Team, whilst for other pieces of work we will commission studies from Universities and external agencies with specific expertise in research, consumer insight and evaluation.

For some pieces of work, we will also look to collaborate with others. For example, in the past we have previously worked together with a number academic and commercial partners on joint research projects





# Our Priorities

1

## GROW OUR UNDERSTANDING

We will prioritise work that helps deepen understanding of the lives and needs of young people from low income communities in the post-Pandemic environment and 'what works' to increase activity levels, develop sporting capital and improve life chances. We will also build deeper understanding of the needs of locally trusted organisations (LTOs) and the Partners we support. This will include:

- Driving more regular activities which capture **youth voice** and support LTOs to embed youth voice and peer research so that the voices and lived experiences of young people are being heard and are able to influence practice.
- Exploring opportunities for new research **partnerships and collaborations**.
- Identifying potential sources of **funding** to enable us to **undertake and commission robust research & insight studies**.
- Explore opportunities for undertaking **longitudinal research** to better understand how behaviours change over time.
- Growing our **understanding of the different needs** of different 'segments' and intersectionality within our target audience and maintain our reputation for being 'ahead of the curve'.
- Ensuring a clear focus on **activating insight** via test & learn / innovation to explore new approaches, evolution of existing offers and build further learning from practice about 'what works' and what 'good' doorstep sport comprises.

2

## DEMONSTRATING IMPACT

Demonstrating impact and building further the evidence base for Doorstep Sport remains vitally important for both StreetGames and the LTOs and partners we support. To drive this important area of work will include:

- Developing and maintaining a suite of **key performance indicators**, which together with stories and external evaluations can clearly and simply articulate the collective impact of StreetGames' work, in terms of: changing sport, transforming lives and strengthening communities.
- Using this collective data to generate learning, advocate and share the **collective power** of the network.
- **Developing an M&E 'kit-bag'** to support LTOs to better evidence their impact. The kit-bag will include: guides, templates, access to tools, creative methods & infographics together with tailored advice, webinars and community of learning events to share best practice and enable LTOs to enhance and tailor their approaches to M&E.
- Developing a group of **'Data Ambassadors'** amongst LTOs within the StreetGames network.
- Driving opportunities that further build the **evidence base** for doorstep sport including:
  - Building a programme of **exemplar projects** that bring the richness of doorstep sport to life, what 'good' looks like and why
  - **Building the evidence** re: sporting capital, personal development & life skills.

3

## DISSEMINATING LEARNING & INSIGHT

We will continue to maintain an 'open-handed' approach to sharing learning and insight and work hard to ensure learning is both insightful and practical to grow doorstep sport and enhance the knowledge and skills of the sports and wider workforce. To drive this area of work we will:

- Regularly share new learning and insight using **multiple channels and sources** to maximise reach. Including via: the StreetGames website, social media, communities of learning, dissemination webinars, e-zines, network meetings, training workshops and DSA conversations.
- Enhance the **StreetGames website to improve navigation**, so that insight and learning material can be more easily sourced.
- **Expand the formats** we use to share learning, to include: greater use of blogs, videos, podcasts mapping, visuals and diversity of voice.
- **Enhance internal mechanisms** so that new learning is more regularly shared and incorporated into training workshop updates.
- Connect with key **partners and networks** that provide additional dissemination routes.
- Work with the StreetGames Communications Team to 'package up' and disseminate new learning and insight and **raise StreetGames profile** with partners beyond the network/sector to maximise reach and impact.

4

## LISTENING & LEARNING AT THE HEART

We want to build an organisational culture where honest reflection, critical analysis and shared learning is at the heart of all that we do. To help achieve this, we will:

- **Create safe and supportive** environments to 'test and learn' and share honest accounts of what has happened.
- Explore opportunities to develop further Practice & Innovation Groups (internal staff) and Communities of Learning style events (external partners) to facilitate shared learning and **increased opportunities for critical analysis, reflection and challenge**.
- Work with the StreetGames CPD group to develop new ways of sharing **learning and insight with staff**.
- **Extend involvement in the R&I Working Group** to other StreetGames staff and look to identify a nominated 'Champion' from the StreetGames Board of Trustees.
- Explore the potential of developing an **external R&I Advisory Group** – which could include representation from Higher Education partners and research experts to provide further advice, check and challenge
- Explore opportunities for the use of additional **tools and technology** to help capture and share learning and look to identify potential external partners who may be able to provide guidance and support on this.





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