



INSIGHT INTO ACTION

THE LESSONS FROM THE
DOORSTEP SPORT CLUB
PROGRAMME 2013 - 17





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INTRODUCTION

ON TIME, ON BUDGET AND OVER TARGET

THE £20M DOORSTEP SPORT CLUB PROGRAMME COMPLETED ON TIME, ON BUDGET AND OVER TARGET. THE PROGRAMME RAN FROM 2013 TO 2017 IN 1,000 DISADVANTAGED NEIGHBOURHOODS.



Data from the Sport England Active People Surveys shows that 16 to 25 year olds from the lowest socio-economic group are 20% less likely to participate in sport than the same age range from the highest socio-economic group. This differential persists into adulthood¹.

The contrast is also evident in the numbers of young people who fail to meet the Chief Medical Officer's guidelines for physical activity. The numbers of young people achieving the guidelines are worryingly low across all socio-economic groups – around 24% for boys and 15% for girls aged 5-15. However, levels of participation are significantly lower in low income families. As many as 47% of boys and 49% of girls in the lowest income quintile do little or no activity, compared with 26% and 35% respectively, of their better-off peers.

In 2013, Sport England granted StreetGames £20m to support 100,000 disadvantaged² young people to participate in sport in 1,000 new-style youth sports clubs. These clubs were named Doorstep Sport Clubs (DSCs)³ and were intended as a neighbourhood level response to the issue of inactivity. When the

Doorstep Sport Club programme drew towards a close in April 2017 it was on budget, on time and over target.

The know-how deficit

The target audience for DSCs is the disadvantaged 14-25 year old who, typically, is not a member of any other sports club. Despite being 'sports positive', in so far as they don't rule out sport, 70% of DSC participants are otherwise active only within their educational environment; only 16% are members of a sports club and just 14% visit leisure centres.

The sustaining assumption of the DSC programme is that a new-style of sports club is needed because traditional sports offers do not reach this market segment. Over the course of their childhood and teenage years, many disadvantaged young people develop a deficit in sporting experience and activity 'know-how' when compared to their more affluent peers. This deficit is created by lack of local sporting opportunities, a shortage of volunteer role models and an increasingly

costly, often market-led, mainstream sporting offer that disadvantaged young people cannot afford. The style of traditional sports clubs tends not to be attractive to our target market. In contrast, the style of the Doorstep Sport is informal, easy-access, multi-sport provision delivered in disadvantaged areas. It is specifically designed to overcome this 'know-how' deficit.

The locations of the 1,000 Doorstep Sport Clubs tend to be areas of higher crime, significant health inequalities, fewer community resources and where lower academic attainment is prevalent. These negatives often bundle together to create a distressed neighbourhood. By building on the best aspects of life in a community, Doorstep Sport has evolved to generate positive social outcomes that ameliorate the worst aspects of growing up in a deprived neighbourhood. Doorstep Sport helps communities, and especially their young people, to enjoy themselves though being active in a positive and safe setting. This small beginning can generate changes in the local social and sporting landscapes and in individuals' lives too.

The Insight Led Approach

An early task of the DSC programme was to better understand disadvantaged young lives and find out what the young people wanted from this 'new-style' of sport. The findings influenced how the DSC programme evolved. As we discovered more about disadvantaged young lives, we realised how different the activities had to be from traditional offers. Essentially, a sport-first approach based on the coaching 'skills and drills' would not work. Because sport is a long way down young people's list of priorities, the sporting offer had to play into their primary motivations and become friendship centered, varied and

led by a good, trusted leader who would not expose them to failure. The young people also wanted to live lives free from commitment. Though the young people were short of money and often leading stressful lives, they were also anxious to portray themselves – especially on social media – as 'having swag' and not being 'a tramp'.

As a result of these insights, the programme shaped a low-cost, attractive, friendship-based multi-sport offer that gave participants a fun way of being active without stress-inducing commitment.

DSCs provide the opportunity for young people to have the positive experiences which generate activity know-how. Typically, Doorstep Sport

overcomes the activity know-how deficit by providing as broad a range of activities as local resources permit. The curriculum is designed to help participants gain the skills needed to take part in lots of different sports and activities, feel good about volunteering and to go on trips to see live sport. The programme encouraged many opportunities: group visits to local leisure centres, access to local gym and fitness classes, trying new sports linked to major sporting events, spectating at live sports events and training as young leaders. We call this approach VIVA - a vibrant and varied sporting offer. VIVA generates social media copy that young people find acceptable: it helps in their never-ending campaigns to portray themselves as having an enviable life.



¹The definition of 'disadvantaged' is taken from the Indices of Multiple Deprivation which consist of seven domains to give a relative measure of disadvantage by area. <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2015>

²Throughout this report, 'sport' means the widest spread of games, sports and pastimes that require participants to get up and be active.

³Doorstep Sport is sport delivered on the doorstep of disadvantaged youth and is a blend of youth work, community development, play work and sports provision.

The Asset Based Approach

310⁴ community organisations and local authorities hosted the 1,000 DSCs. Hosts enjoy a good reputation within their DSC's catchment neighbourhood for providing community activities for young people. Some hosts are extremely experienced sports providers, some are youth clubs and others are community projects. Some are all three.

Just as there are many types of organisations that make a good host of a DSC, there is no one-size-fits-all, no prescriptive, approach to Doorstep Sport. A host makes best use of local resources. This methodology anticipates that each neighbourhood's response to common problems will be unique. For example, in an area where there is a floodlit multiple use games area (MUGA), part of that neighbourhood's response to inactivity will be to make best use of it. Where there is a nice park, the DSC will move to it in the summer⁵.

The willingness of the participants to shape their DSC is another asset. DSC hosts listen to young people's opinions and preferences, and then deliver the activities they say they want. In a well-developed club, the young people help to design and deliver the activities.

We have bundled the insight about 'what works' into a 'Five Rights' rubric of Doorstep Sport. These are: right price, right time, right place, right people, right style. Local conditions determine what makes a successful 'right' in the eyes of the young participants.

⁴ 340 organisations hosted DSCs. 310 made it through to the end of the programme.
⁵ Such moves were often stimulated by the Coca Cola Parklives project.



Sport-for-Good

Doorstep Sport can unlock the benefit of sport for individuals and communities. The DSC hosts have multiple primary purposes, and are typically more concerned with the wellbeing of the participants and the wellbeing of the community, rather than seeking new recruits to a particular sport.

Doorstep Sport can generate a range of benefits because most hosts provide more than just activity sessions (such as an exercise class or 5-a-side session). In addition to the activity, they tend to engender a warm internal life in their club. It is a safe place where young people can meet their friends and talk to a trusted adult; where they generate positive memories of sport; where they grow a sporting habit and develop their organisational, team working and communication skills as they learn to lead activity. Within this nurturing environment, youngsters grow their all-round abilities, become more active and build their resilience. Once settled in, and when led by a worker who has mastered the need to create a broad and developmental environment, participants take part in activities and are exposed to a culture that generates positive and broad social outcomes.

The value of Doorstep Sport is recognised beyond the world of sports organisations. During the course of the programme, partnerships were developed with Police and Crime Commissioners, public health agencies and employment agencies. These stakeholders accept that Doorstep Sport hosts have an enviable reach into disadvantaged communities and often have excellent, trusting relationships with otherwise hard-to-reach young people.

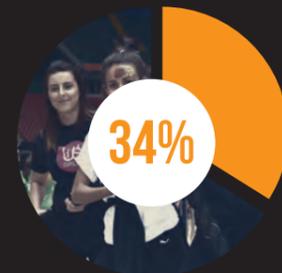
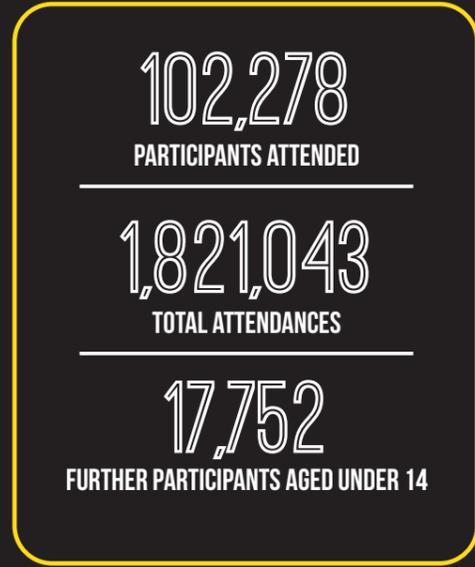
Programme results

By the end of its four year life, the £20m Doorstep Sport Club programme finished on time, in budget and over the target set of engaging 100,000 14-25 year olds. Another 17,000 under 4 year olds joined in too.

All provision has taken place in, or very close to, England's most deprived communities. 76% of participants live in areas that are ranked within the two most deprived quintiles based on the Index of Multiple Deprivation (IMD) rankings of Lower Super Output Areas (LSOAs) - including 53% that live in an area ranked within the most deprived quintile.

Our approach, 'Doorstep Sport', reaches disadvantaged communities and young people who do not use leisure centres or join traditional sports clubs.

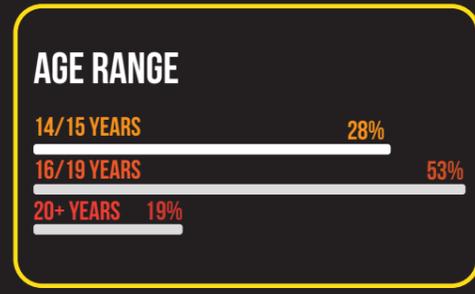
Headlines



FEMALE
The DSC programme has engaged 38,239 (34%) female participants. The ratio of female to male participants has increased year on year during the programme. Year 1 data shows that 28% of participants were female, whereas in Year 4 shows that 43% of new participants are female, a steady increase over the course of the programme, achieved through targeted support and investment.



BAME
The levels of engagement of Black and minority ethnic young people has consistently been above target (26%) throughout the course of the programme.



DISABILITY
The levels of engagement of disabled young people has consistently been above target (3%) throughout the course of the programme.

Top 10 Sports

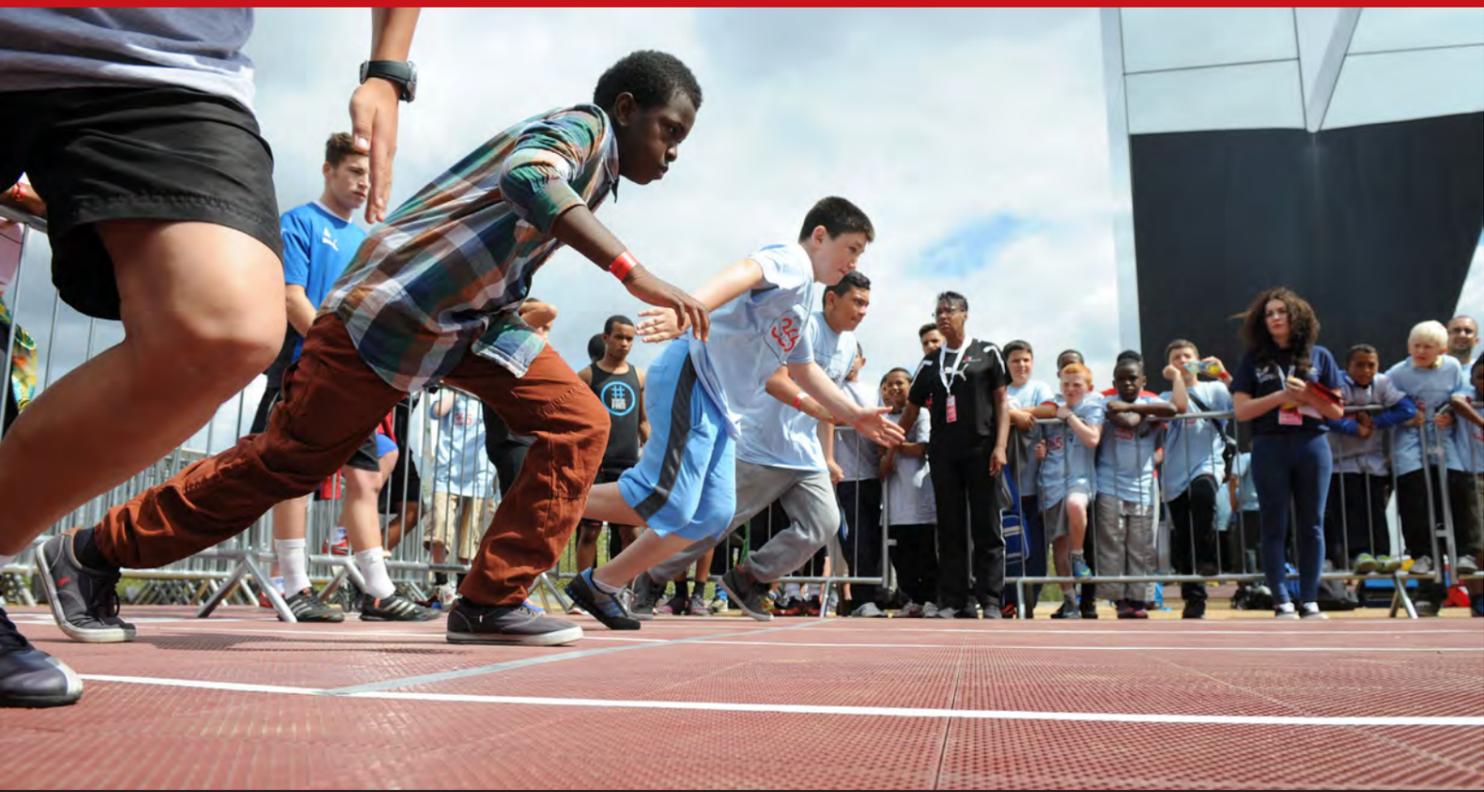


41 DIFFERENT SPORTS OR ACTIVITIES DELIVERED THROUGHOUT THE DSC PROGRAMME

SECTION 1

KNOWING THE CUSTOMER

THE LIFESTYLES AND PRIORITIES
OF DISADVANTAGED YOUNG
PEOPLE AND THEIR ATTITUDES
TO BEING ACTIVE



The issue: How can sport better fit into the lifestyles of young people and therefore become more attractive?

The answer: Sport is a long way down their list of priorities, so the low-cost sport and activity offer needs to be commitment-free, fun and able to be enjoyed with friends.

During the early days of the DSC programme we wanted to find out more about young lives. We commissioned several research studies from specialist social marketing agencies 2CV and Diva Creative[1] and from [Loughborough University](#), the [University of Birmingham](#), [LSE](#) and [SIRC](#) at Sheffield Hallam University.

This research shed light on the priorities and thoughts of disadvantaged young people – DSC participants and non-participants alike. We also analysed the data returns from DSCs to find the patterns of successes and failures and also carried out participant surveys. Hosts used these findings to shape their approach to increasing participation in their club.

The lifestyle insights and the successful DSCs tell us that most participants are not motivated by sport. A social activity that provides, fun, fitness and friendship is more important. The features of ‘fun, fitness and friendship’ are sometimes strung together in promotional slogans, and they are always integral to programme design.

Lifestyle insights

- Although many young people hold relatively positive attitudes towards fitness and sport, they have many other interests and demands on their time. Socialising, school work, earning money and family commitments vie with being active.
- Being a part of a social group is a priority for most young people, and is heightened for those disadvantaged youth whose home lives and finances sometimes lack stability. Their everyday priorities revolve around maintaining relationships – be this physically, in terms of hanging out together, going to town or communicating with friends via Instagram, Snapchat, WhatsApp, Facebook and other forms of social media.
- When teenagers and young adults are tempted into sport, they want it to be part of their social lives - like listening to music, going shopping or hanging out with their friends. They want their sport to be informal, varied and vibrant; they want a say in what goes on at their sports sessions. They also want to be able to drift in and out of sports participation as it suits them.
- Teenagers are concerned for their wellbeing and aware of the value of activity to good health. ***‘You feel more energetic, ‘cos when you just sit you just become lazy’, ‘It makes you feel good after you’ve done it’, ‘Sports can make you a more confident person’, ‘It clears your mind, takes your mind off things’¹***
- Many females feel self-conscious about participating in physical activity, especially if their friends aren’t involved. Some feel that many traditional team sports – such as football and basketball – are for ‘tom boys’, and so drop out of participating. Many feel that sport does not fit with their ideal personal image, and fear the gendered judgement of others if they participate.
- Young males are also very conscious of peer approval. Maintaining body image and reputation is very important; for some this means going to the gym regularly to ‘bulk up’. Sport is also played as a means to create and sustain bonds.
- While disadvantaged youngsters are subject to much the same attitudinal and behavioural influences as all young people, some factors are emphasised through social and financial instability. Anxious to avoid being perceived as ‘disadvantaged’, these youngsters’ concerns and worries include a ‘need to fit in’, a desire to own the ‘coolest’ brands and a ‘live for today’, ‘earn and burn’ mentality. Young people called the aspirational brands, ‘swag’ and were motivated not to appear as ‘tramps’.
- Debt is commonplace – a 2010 study by Bazalgette highlighted how personal debt has escalated and become the social norm for many. 90% of young people are in debt by the age of 21, 46% of 18-24 year olds owe over £2,000 and one in five owe over £10,000.
- Both genders are very much part of the ‘brand me’ generation. The brands they wear, how they present themselves on social media and the celebrities they idolise are integral to their identity. Many seem to live in great fear of a fashion or behavioural faux pas that will lose them friends and status. This humiliation will be ubiquitous since there is no escape from social media.
- What particularly differentiates young people in disadvantaged communities from their peers is living in a world that’s severely limited. While aspirations are generally high, this ‘limited world’, and lack of knowledge about pathways through education and employment act as obstacles. There is often low awareness that they are already veering away from those steps that are necessary to achieve their aspirations.

¹Scoping Exercise into Young People’s Attitudes & Engagement in Sport, Diva Creative for StreetGames <http://www.streetgames.org/sites/default/files/Scoping%20Exercise%20Into%20Young%20People%E2%80%99s%20Attitudes%20and%20Engagement%20In%20Sport.pdf>

Lifestyle insights

- Young people are strongly influenced by their peers and some are driven by challenges and leadership opportunities. Many young people desire fame or money and are influenced by celebrities, especially artists they listen to. However, role models tend to be closer to home, where young people look up to others that inspire them - such as friends, older siblings, youth mentors and coaches.
- There is often a lack of direction in terms of sports participation. Youngsters 'drift in and out' of taking part, with no clear decision-making processes in play. Their pathways can be typically divided into three key stages:
 - **Taking Part:** typically amongst 13-16 year olds where there is high exposure to sport via school PE and team sports.
 - **Fitting In:** typically amongst 15-19 year olds where social capital is of primary concern and looking good and not embarrassing yourself become very important.
 - **Gaining Control:** typically amongst 18-25 year olds where there is a perception that there is very little support, access or encouragement to do sport and it is more about individual activities like going to the gym to look good, de-stress and feel healthy. 2CV research tells us that, after turning 21, young people feel it is too late for them to start to be involved in sport.
- The barriers which curb participation and the trigger which can 'nudge' young people back into taking part differ at each of these stages. This learning, which is shared via summary diagrams in Appendix 1 highlights how different elements of the DSC programme are used to develop 'activity know-how' at each of these stages.
- They want their club to take place close to home. Many, but not all, girls want it indoors and away from the judgemental male gaze. Both genders value being in a place that they consider to be 'safe'.
- Disadvantaged young people are sensitive to relatively small triggers and barriers. This means they are prone to many external influences which result in them temporarily 'dropping out' of sport. However, many can be relatively easily 'nudged' back into participation if the right triggers and offers are present.
- Avoiding situations that threaten humiliation is important: this includes situations where not having the right kit or the right know-how becomes apparent.
- For disadvantaged young people, the move from adolescence to adulthood can feel like an almost overnight change, especially as responsibilities become very 'real' around the 18th birthday. At this age, money moves from being a want to a pressing need; support from institutions seems to quickly fall away and having a child can be perceived as the norm in some locations.

On the whole, teenage males and females have different priorities. Table 1 (below) shows that girls are more likely to prioritise friendship than males. They are also more likely to prioritise 'family' than males. We do not know if this is due to the unequal distribution of family responsibilities or if it is about choice of activity. Males were almost three times more likely to prioritise sport than females.

Lifestyle Priorities

| Priorities | % Males | % Females |
|--------------------------------------|---------|-----------|
| Friends | 54% | 66% |
| Family | 47% | 62% |
| School/College | 44% | 45% |
| Hobbies/interests | 59% | 37% |
| Relationships (boyfriend/girlfriend) | 21% | 18% |
| Playing sport/being active | 29% | 11% |
| Part-time job/work | 11% | 5% |

(StreetGames DIVA Research, 2013)

The Views of Young People in Doorstep Sport Clubs

The mid-programme survey showed the participants' views about what they think are 'good' in both a DSC session and in a DSC environment. It confirms the importance of 'fun, fitness and friendship' and adds the importance of providing a good variety of activities and the critical role of the leader.

What makes a good sports session for you?



The graphic below is from the same survey. This confirms the importance of offering a variety of activities and social aspects in each session. Time to socialise, having a say in the planning of sessions and being with friends are really important – as are opportunities to develop and learn new skills.

The importance of a good leader is also clear: he or she provides the protection young people need and lends a supportive, listening ear.

What makes a good sports environment for you?

- 48% - Opportunities to try different/new sports
- 36% - Time to socialise with friends
- 34% - Banter
- 32% - Opportunities to improve/learn new skills
- 31% - Opportunities to play matches/tournaments
- 31% - Being with friends
- 23% - Being with others my own age
- 20% - Music
- 17% - Informal/fun atmosphere
- 15% - Fairness (clear ground rules)
- 12% - Opportunities to volunteer/lead
- 11% - Having a say in what we do

We sum up this learning into five baskets that guide the planning of Doorstep Sport: DSCs must be at the, right time, at the right price, at the right place, with the right people and in the right style. – which is the focus of Topic paper 2 the 'Five Rights'.

By way of example – see a DSC case study example from Active Newcastle:

www.streetgames.org/resources/newcastle-fusion-plus-girls-fitness-dsc

Fuller insight pieces are on the StreetGames website:

<http://www.streetgames.org/resource/2cv-lifestyle-research>

<http://www.streetgames.org/resources/2cv-research-participant-pathways-0>

'Light Bulb'

Practice

- Listen to what young people say about their lives and what they want from sport.
- The leader must show he or she cares about the young people and has time for them.
- Organise provision around the Five Rights
- Take care never to split up a social group.
- Create a positive environment full of praise and fun where the boundaries of acceptable behaviour are well understood.
- Many girls are happy to exercise with males. Others prefer to exercise away from the male gaze.
- Be aware that young people are under pressure and want the support of adults.

Policy

- Understanding disadvantaged young lives is key to shaping an attractive sporting offer.
- Sporting offers need to reinforce friendship groups and become what a young person 'does', much like any other social activity.
- Fun, fitness, friendship and variety with a good leader are the key touchstones in the design of Doorstep Sport.

Training Workshops

StreetGames also provides **training workshops** across a range of different topic areas. If you are interested in learning more about the lives of disadvantaged young people and how to engage them effectively in sport you may be interested in the following workshops:

- Understanding Young People
- Empowering Coaching For Doorstep Sport.

SECTION 2

DELIVERING THE INSIGHT

**THE 'FIVE RIGHTS' OF
DOORSTEP SPORT**



The issue: How the lifestyle insights inform the sports offer.

The answer: Adopting an insight led and an asset based approach encourages young people to shape what goes on in their Doorstep Sport Club and makes good use of local facilities against a rubric of the Five Rights: right price, right time, right place, right people, right style.

Doorstep Sport Club hosts make a good job of stitching together local, and often limited opportunities into an offer that satisfies young people's priorities. In the 2015 *DSC Participant Survey*, 94% of attendees rated their DSC session as 'good' or 'very good'. Just what makes Doorstep Sport sessions 'good' is shown above in Graphic 1.

The rubric of Doorstep Sport – the 'Five Rights'

We merged the ingredients of the lifestyle research with on-the-ground experience to develop the, 'Five Rights of Doorstep Sport' as a useful starting point for planning DSCs. These Five Rights are: right price, right time, right place, right people, right style. How the Five Rights are applied varies by locality and after negotiation between young people's preferences and local realities – but they stand as a useful planning framework which builds in the young people's lifestyles and opinions.

01 The Right Price

Lifestyle research told us that money is a constant issue amongst our target group. Making sure they were seen looking good in day to day life and on social media was very important and it can be expensive. Some young people said they spent a lot of their available money on take-away food. To make sense of this spending pattern we asked the *Sport Industry Research Centre (SIRC)* at Sheffield Hallam University to explore *sport and leisure spending habits amongst low income households*.

By analysing data from the Expenditure and Food Survey, they found that low income families spend on average £133 per annum on active sport. This equates to just £2.55p a week for a whole family, so DSC provision needs to be free or nearly free. Charging even a 50p admission fee requires typically inactive young people in low income families to put sport very high on their priority list. It is a barrier many could do without.

Some DSC participants, especially the older girls, expect to pay. Hosts overheard girls deploying their savvy shopping skills to

weigh-up the value of their sporting offer. In their social groups, the girls discussed their itinerary for the week and calculated how attending a DSC session fitted into their budget. Hosts found that these girls often responded well to offers, such as '2-for-1' or 'bring a friend' sessions. We fear a price hike would tip the balance away from sport towards activities with less or no financial outlay. In all probability these girls do not attend their DSC for the sport: they could easily drift to a sedentary offer if that fitted in better with their priorities.

The use of incentives and loyalty cards to reward attendance and achievement can encourage regular participation and retention. Some DSCs issued participant loyalty cards which recorded attendance and rewarded participation with goodies (including earphones, water bottles and t-shirts), and included discounted gym passes, free exercise classes and swim sessions.

We also became aware that the participants with part time jobs were sensitive to how the cost of taking part compared to their

pay. If they earned £4 per hour (the national minimum wage for 17-year-olds) the price per session needed to be less.

We accept that charging, and the price asked, is a disputed issue amongst hosts. We understand that charging a small fee can enhance affiliation. Anecdotal evidence tells us many of those DSC hosts that charge actually operate an undeclared policy of letting in for free those youngsters who they know cannot afford even a token admission fee.

If a charge must be made, it's essential for it to be on a 'pay and play' basis, rather than an upfront membership fee.

It is also essential that young people are spared the humiliation of not having the right 'gear'. The dress code of DSC confirms their informality: the club is part of one's social life, not an opportunity solely for activity. Young people turn up ready to join in, usually in jeans and trainers. There is no expectation to get changed or to wear recognised sports kit. DSCs also never expect participants to bring their own equipment.

02 The Right Time

The 'right time' consists of three components.

The first 'right time' relates to clock and calendar. The right time for Doorstep Sport sessions differ according to local opportunities and it is influenced by young people's life stages. Consultation with the young participants is essential to find out when they want their sessions to take place.

Younger members of DSC seem happy to drop in to sessions when school ends. Older teenagers, who do not want to mix with younger ones, probably prefer a later start on weekday nights. Unless it is holiday time, or unless the participants are NEET, then evening activity sessions are better than a daytime or weekend offer. There is little point in running morning sessions for the older youth during school and college holiday time; they need a lot of sleep.

By way of example – see a DSC case study example from ***Ravenhead Foyer***

Substance¹ analysed trends in participation, engagement and retention at Doorstep Sport sessions and found that 1-2 hour

sessions held in early evenings achieved the highest aggregate attendances. (For teenagers who are not old enough for pubs and clubs, Fridays proved most popular.)

We also found that DSCs need to be alert to the crunch times in young people's calendars. May is close to exams, so session times might need to change to earlier in the evenings and centre more on stress-relief and relaxation. The darker and colder nights of winter might necessitate earlier starts to avoid the prospect of walking home alone. During the summer, projects run in parks and other open spaces often do well. For example, in the summer of 2016, 32 projects delivered the Coca Cola ParkLives programme in 37 parks, engaging 2,230 participants against a target of 1,480 participants.²

The second meaning of, 'right time' is to do with adolescence and childhood. Participants need support to move into adulthood with a sporting habit. As with most adolescents, DSC participants' primary focus group is their peers; they want their activity to be peer-group friendly. They do not want to

be separated into other groups, perhaps selected by ability, or have their friendship group otherwise disturbed. Doorstep Sport has evolved to suit this stage of development.

The final meaning of the 'right time' is to do with a DSC as a timely intervention. For example, the case of homeless hostels hosting DSC for residents, Doorstep Sport represents something positive and regular which gives structure to a, typically, chaotic life.

It is a similar story for hosts that are funded to improve community safety. Strategically timed and geographically well targeted Doorstep Sport can reduce calls upon the police service for youth-related anti-social behaviour. This is discussed in Topic 3 – Growing the Potential of Sport for Good.

¹Changing Sport, Changing Communities. Changing Lives: StreetGames National Evaluation. Substance 2015.

²ParkLives with StreetGames - www.parklives.com/councils/streetgames

03 The Right Place

Postcode profiling of participants shows that weekly provision needs to be within easy reach of the disadvantaged young people: ideally, within a mile of their home. This negates the need for car travel and reduces the need to spend on bus fares. It seems those attendees who do live further away attend the DSC with those school friends who live in the neighbourhood of the club. This learning was once again evident in the ParkLives with StreetGames programme, which ran alongside the DSC programme. Hosts piloted family focused programmes in parks. This pilot proved extremely

popular when the park was within their neighbourhood.

Just as important as distance is the need for the venue to be, 'right for me' – and so specialist sports facilities are not always necessary. The right place can be a multi-use community or youth centre; a park, a MUGA, a car park or amenity green spaces.

Hosts in Cornwall, SPARC Sports, ran sessions on a beach. However, not every venue that is within easy reach of the participants' homes is acceptable. Some buildings are regarded as 'not for me' perhaps

because they are perceived to belong to a different social group. Young people value the provision taking place in a space they consider to be 'safe'.

By way of example – see a DSC case study example from ***Metropolitan Housing***

For most girls (but not all) the right place is often an indoor facility that's screened off from potential on-lookers. A skilled coach or leader can often help the group to transition out of these 'safe spaces', and into the public domain, but such a move requires thought and planning.



04 The Right People

There are two meanings of ‘right people’. The first is to do with friendship groups and the second is to do with leadership.

The 2015 Participant Survey showed that 73% of participants attend their DSC with friends; insight reports show that young people care deeply about fitting in with their friendship group. This is discussed further below in ‘right style’.

The second meaning of, ‘right people’ is to do with leadership. Successful DSC sessions are fun, friendly and engaging. This atmosphere is largely determined by the right coaches. Participants tell us that having the right coach or leader is the most important factor in determining whether a sports session is ‘good’. Participants also value leaders who are knowledgeable about sport and good at supporting young people to improve their skills. Young people respect leaders and coaches who show them a strong commitment.

A coach or a leader needs to style a friendly approach, but that is not the same as being a participant’s friend who will let anything go. It is hard and skilled work to appear cheerfully laissez faire while supporting 30 teenagers to attain high standards of behaviour.

Some coaches with a traditional background – who perhaps learnt to coach in a school or traditional sports club – struggle to show the attributes that young people want of their coach and leader. Many wanted support from the StreetGames Training Academy to adapt their style. During the course of the DSC programme, the StreetGames Training Academy provided 1,364 courses and workshops to help paid and voluntary coaches and leaders to master the art of providing fun sessions. There were also courses and workshops designed to support the coaches and leaders to better understand the lives and needs of disadvantaged youth.

The most effective coaches and leaders can appear as attractively laissez faire or they can adopt an equally appealing ‘pied-piper’ approach through their sophisticated blend of interpersonal skills, youth work or play work skills and sport specific knowledge. Many of the best coaches and leaders themselves grew up in the neighbourhood where they work, or grew up nearby, or in a similar place.

These coaches and leaders are positive role models who demonstrate to young people that they, too, could move on

from participant to volunteer to leader or coach role. And where the young person does not want to follow that pathway, they still benefit from association with adults who demonstrate high quality reasoning and verbal skills, who demand high standards, who “get it”, who reject gender stereotypes and who provide a supportive ear.

‘Home-grown’ volunteers, (those who step up from the ranks of participants to become volunteers) are also attractive, positive role models and contribute to the good mood of the sessions. Such youth leadership is important now and for the future. Learning to lead at a young age increases the chances of that young person volunteering in later life. Many go on to become excellent coaches.

By way of example – see a DSC case study example from ***Sporting Futures***



05 The Right Style: a Vibrant and Varied Sporting Offer - Viva!

In many neighbourhoods DSC is the only sport on offer. Therefore, it is important that the DSC is attractive to as many young people as possible. For the same reason, the DSC needs to impart the ‘know-how’ that brings the confidence and competence needed to be active in many situations and contexts, both now and in the future. Consequently, the style of the DSC and the sports that are played are very important components of a good offer.

There is a wide span of interest in sport amongst the participants in a DSC. Between 5% and 10% of participants say they either don’t like sport or are ‘not interested’. Some young people at the more ‘sporty’ end of the scale say they would welcome the chance to focus on a single sport.³ All attitudes held by the participant base need to be satisfied, while bearing in mind that it is the social aspect that keeps the DSC together.

Research and practice shows that even such a mixed group of participants agree they want their sport to be informal, varied and vibrant. Most hosts provide a multi-sport offer to satisfy this need for variety and it is a good way of ensuring participants have ‘know-how’ across a number of sports. Almost always, there is more than one sport on offer per session. Sometimes several sports run simultaneously. Which sports are provided is determined by preferences of the participants and resources available. Young people welcome this opportunity to build their ‘know-how’ by trying new and different sports and they like to be able to choose which sports to join in.

Making sure the young people have a strong say in which sports are available is very important to the mood of the club. The varied offer also reduces the risk of losing interest in a session. The multi-sport environment also keeps the atmosphere casual while preventing better players of a particular sport from dominating. It is the coaches’ job to provide this protection because participants say that fear of judgement and humiliation is a major deterrent to taking part.

Fortunately, some participants found that, when compared with PE lessons, their DSC is a fun, informal, laid back and ‘safe’ space where they get a range of activities to choose from. (Choice is something that many young people say they don’t get in school sport.)

Trips

Just as sessions need to offer variety, the programme of sessions also needs to be varied. Wherever possible the DSC programme connected to sporting events, including the Commonwealth Games and the national championships of many sports. Coaches and leaders say that going on trips or to play sport in other venues is helpful to group morale: trips create more opportunities to spend enjoyable time with friends and record the experience on social media. Because disadvantaged young lives are often spent very close to home, these trips widen experiences. Trips are important too, because many Doorstep Sport participants will be amongst the 3.4m English people who cannot afford a day trip or the 7m who cannot afford a week’s holiday each year.⁴

Style

The delivery style of good DSC sessions includes the characteristics that appeal to the participants’ sense of what is right for them. The session should also increase their stock of ‘know-how’. These characteristics were common in DSCs.

- Time for friends to be together and the whole experience is understood to be part of a young person’s social life
- Plenty of music, food and social time, so the activity session feels social rather than ‘sporty’
- Little or no chance of having to endure the humiliation of not having the right kit or skills
- A variety of different activities and include a multi-sport approach
- Sessions are informal and accommodating
- Hidden coaching – not skills and drills training
- Time to talk and plan future activities – be they in session activities or trips
- Opportunities for individuals to add content to their active profile and so enhance ‘brand me’.

Participants do not want skills and drills sessions: they want fun, fitness and friendship.

³The 2016 Network Survey showed that almost all DSC hosts would like to provide a single sport session for sportier young people. The most mentioned sports for this group are lads’ football, dance, basketball, boxing, tennis and girls’ football.

⁴Today in Britain seven million people cannot find the money for an annual holiday and still more miss out because the challenges of daily life are too great’ - Office for National Statistics: in www.holidaysmatter.org.uk/

Over 40 sports are played in DSCs



Providing opportunities for young people to access a variety of different sports and activities is key - by way of example – see a DSC case study example from [St. Helen's Council](#)

Girls and the right style

For many girls the standard DSC offer is perfectly fine. If a host does not make specific efforts to engage girls, then the ratio of female attendees is unlikely to exceed about 30% and can be lower. However, hosts confirm that many more girls currently prefer to exercise in single sex groups. DSC section 7 looks at the needs of girls in more detail.

'Light Bulb'

Practice

- A vibrant and varied offer is needed to maintain interest and to impart activity know-how.
- Young people themselves should have a say in which sports are played and they should be given the chance to take on leadership roles.
- Participants do not want skills and drills sessions: they want fun, fitness and friendship.
- Time should be set aside for participants to talk to each other and to keep abreast of social media.
- Trips widen the experiences of participants and the young people should organise them.
- The coach and leaders are not the participants' friends. They are friendly and many adopt a laissez faire style but they maintain discipline and standards.
- Coaches must protect participants from humiliation, failure, bullying and instead build their confidence and capacity.

Policy

- Provision needs to be subsidised. Investment is needed in sport in disadvantaged areas and in venues that young people like.
- Investment is needed in multi-sport that is designed with the 5 rights in mind.
- Youth leadership and an informal approach improve the quality of the offer.
- DSC meets the adolescent need to be with friends.
- Many coaches need support to adopt the style that young people like best.
- About £6k investment is needed to run the DSC standard model for a year.
- Funding should be available for extra-curricula activities like group trips
- Many girls prefer to exercise in a single gender group.

Training Workshops

StreetGames also provides **training workshops** across a range of different topic areas. If you are interested in learning more about doorstep sport and the 'Five Rights' you may be interested in the following workshops:

- Doorstep sport induction
- Level 2 doorstep sport coaching programme

SECTION 3

SPORT FOR GOOD

**GENERATING OUTCOMES
AND CONNECTIVITY
WITH STAKEHOLDERS
FROM BEYOND THE
SPORTS SECTOR**



The issue: How does Doorstep Sport generate wider social value?

The answer: Doorstep Sport Clubs' positive, challenging and supportive curriculum is designed to increase resilience and to generate positive outcomes. Doorstep Sport mobilises the power of sport to generate many beneficial personal and communal outcomes.

The Substance evaluation highlighted the valuable role played by Doorstep Sport providers. This included helping to change lives, growing 'participants' social capital by providing opportunities to volunteer, attend high profile sports events and festivals and build their peer and social networks.'

Doorstep Sport can change young lives and generate positive outcomes for individuals and communities. Done well, and following the evidence base of good project design, Doorstep Sport can support individuals and communities to make the most of their assets to create healthier, higher attaining neighbourhoods. Social gain is attained through the right young people taking part in the stretching and supportive environment of a good DSC. Additional gains accrue when the DSC concentrates on a particular issue such as enhancing employability skills or reducing youth offending.

Very few Doorstep Sport Club hosts have sport for sport's sake as their raison d'être and hosts have multiple primary purposes. For most, hosting a DSC is only one aspect of their work with young people. Many also provide activities for younger children, for older people and for families: so they are well placed to provide cross generational support. Almost all hosts work in partnership with agencies from beyond sport, perhaps from the crime reduction sector or public health. They address problems that are common to most deprived areas and which are the concern of many government departments. These are cross-cutting issues which attract a cocktail of funders and partners.

Doorstep Sport is especially valuable to stakeholders because it is attractive as a non-compulsory, leisure pursuit by communities and individuals who they define as, 'hard to reach'. These agencies also value Doorstep Sport because it is non-statutory and not tied up in red tape: it is easy to get organised, it's relatively cheap and it can be set up quickly.

There are two ways of looking at how Doorstep Sport makes such a valuable contribution. The first is through the prism of a Risk and Protective Factors model and the second is to do with building resilience.

The Risk and Protective Factors model

Doorstep Sport works because it is more than just activity sessions (such as an exercise class or 5-a-side session). In addition to providing the activity, hosts engender a warm internal life in their club. It becomes a safe place (where the rules are enforced by adults) where young people can meet their friends, mix with people who know-how to get the best out of agencies and 'the system', try new things that generate positive memories of sport and learn to lead activity. Within this nurturing environment, where high standards of behaviour are insisted upon, youngsters grow their all-round abilities. Once settled in, and when led by a worker who has mastered the need to create a broad and developmental environment, participants experience a culture that generates positive outcomes.

Young people themselves make the changes in their lives as willing participants in the process. The lifestyle research told us that the young people are ambitious, but not able to work out how to attain their goals. Young people can see a good thing when it comes their way, and many are quick to grab the chances to mix with a better crowd, talk to a knowledgeable and supportive adult and use their DSC to keep themselves out of trouble or become qualified in sports leadership.

The benefits of Doorstep Sport for personal development and community improvement

- The DSC curriculum stretches young people and provides valuable experiences such as going to new places, meeting new types of people and coping with events such as representing their neighbourhood in a festival and, of course, coping with a sporting defeat. This personal growth is valuable to all kinds of stakeholders, from health professionals to community cohesion strategists.
- Young people are empowered to develop through Doorstep Sport provision. There are opportunities to lead and design new activities and projects and take new challenges including those physical challenges offered at outdoor activity centres.
- DSCs are run by adults who set standards and apply rules to model and moderate behaviours so that the club provides a welcoming, safe and developmental environment. This is a positive experience for the young person and aligns to the behaviour change principles of 'Making Every Contact Count' – the maxim for good practice in the NHS, local authorities and allied organisations that support the health and wellbeing of the population. These standards are also recognised by the Youth Justice policy community as Protective Factors against repeat offending.
- A DSC makes a positive impact on its neighbourhood. The programme built the capacity of community organisations and upskilled a new layer of young volunteers.
- The families and neighbours of the participants like to see their young people involved in something positive. In some communities, the DSC host might be the only provider of youth activities.
- The timely deployment of Doorstep Sport can reduce tension in a neighbourhood and dissipate hotspots of youth generated anti-social behaviour

The Risk and Protective Factors model and the wider determinants of health

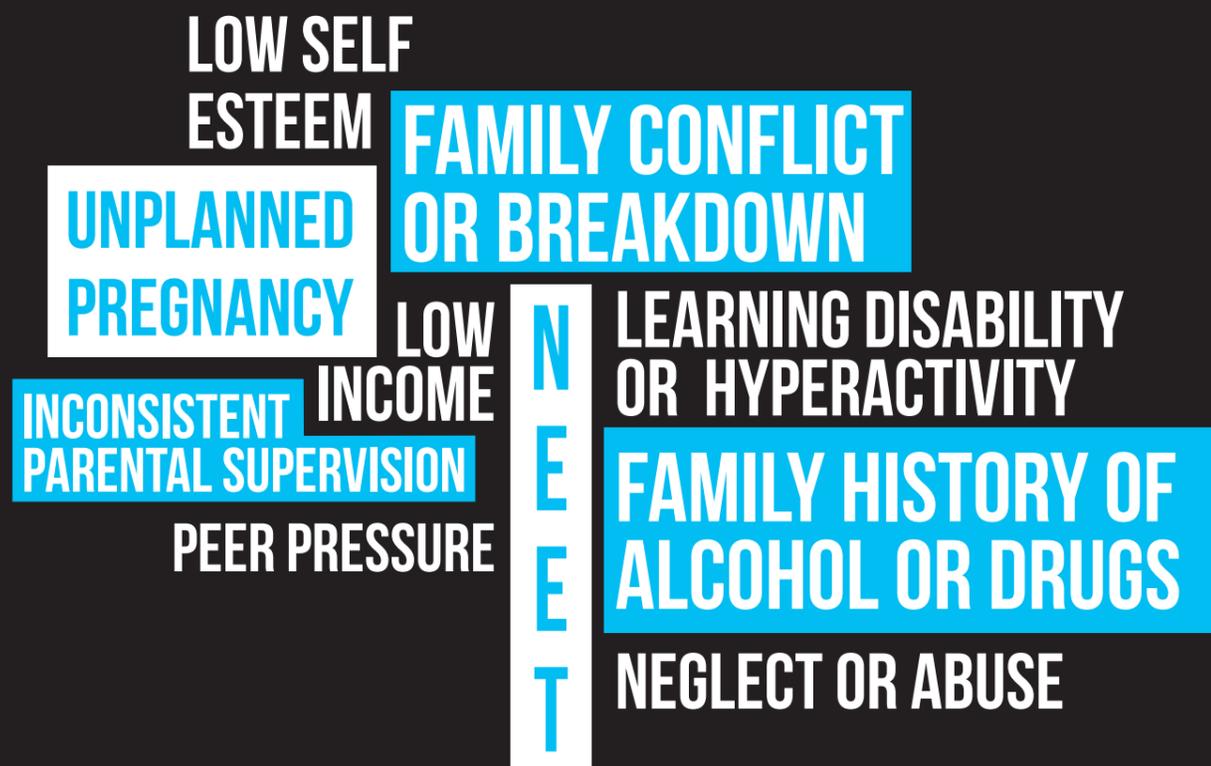
The Doorstep Sport experience corresponds closely with how many policy communities describe the ways they address concerns and shape interventions. Public health, youth offending and employment agencies use a Risk and Protective Factor model to describe concerns and create a framework for interventions. ***The Public Health Outcomes Framework*** shows that these Risk Factors are also amongst the wider determinant of health, with one problem often having an impact on another.

The DSC curriculum is shaped to mitigate Risk Factors and amplify Protective Factors. In fact, StreetGames was launched in 2007 and the ***Youth Justice Board's 'Risk and Protective Factors'*** was a formative paper. The House of Commons ***NEET Briefing Paper*** further examines these factors.

Risk and Protective Factors

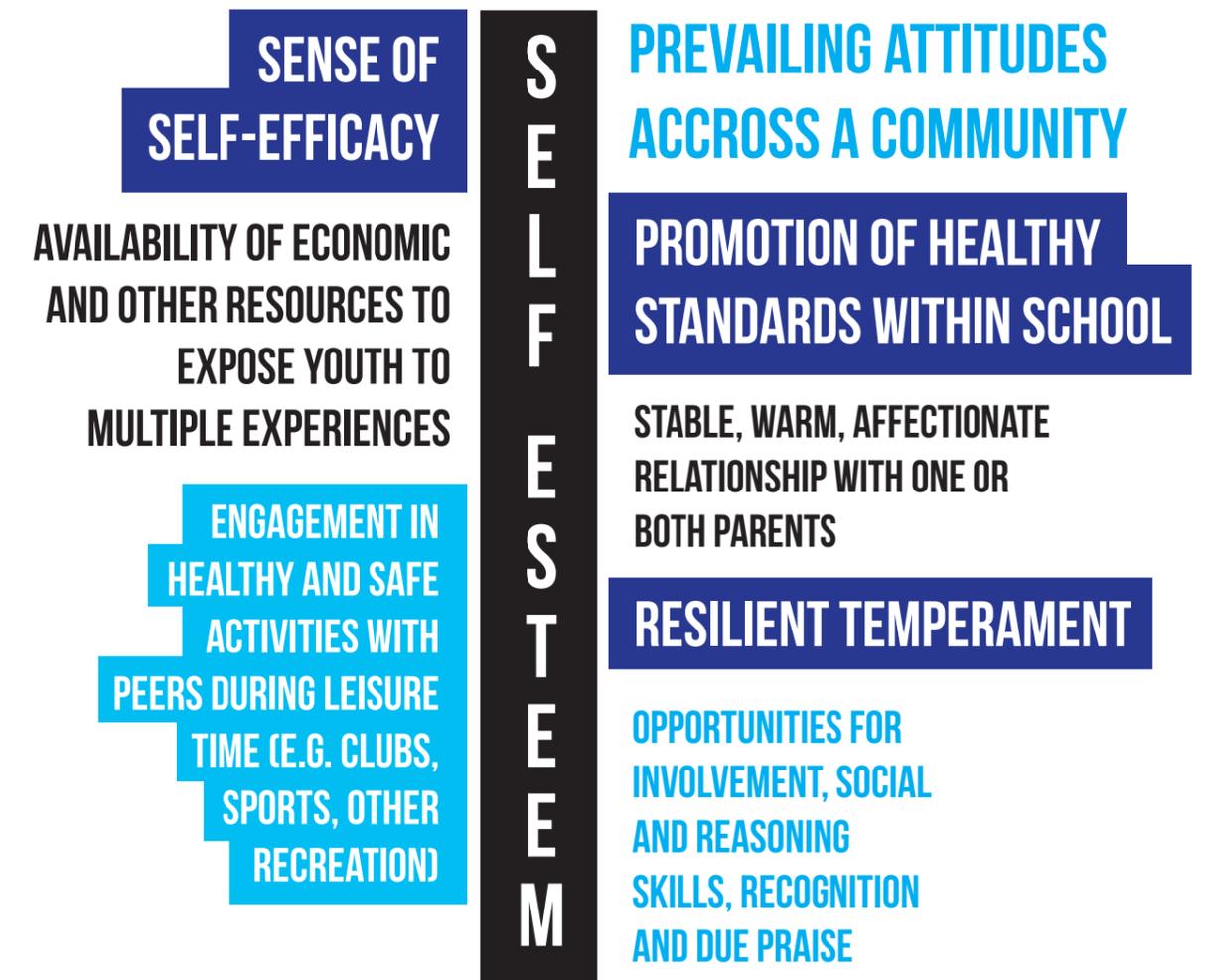
These Risk Factors are common concerns to many policy areas. DSC participants are usually drawn from the areas where these Risk Factors are most prevalent.

Risk Factors



Protective Factors

LINK WITH TEACHERS AND WITH OTHER ADULTS AND PEERS WHO HOLD POSITIVE ATTITUDES, AND 'MODEL' POSITIVE SOCIAL BEHAVIOUR



Doorstep Sport is designed to promote these Protective Factors.

Building Resilience

The second way Doorstep Sport makes such a valuable contribution is understood through the concept of resilience. Without resilience, individuals and communities struggle to cope. The resilience needed to build a sporting habit is much the same as the resilience needed to succeed in wider aspects of life. The most intensive 'dose' of resilience building StreetGames offers is contained within our Young Volunteers programme (see DSC section 4: Growing Young People's Leadership, Volunteering and Social Action 'Know-How').

Resilience is an elusive concept. According to the American Psychological Association¹, **"resilience is the process of adapting well in the face of adversity, trauma, tragedy, threats or significant sources of stress — such as family and relationship problems, serious health problems or workplace and financial stressors."** The resilient are able to bounce back from difficult experiences. Resilience helps people to make good decisions.

Agencies from beyond sport recognise that resilience, and the mitigation of risk factors, are needed to do well in the employment market, to lead peers and communities, to have healthy relationships, and to set goals and devise strategies to meet them.

Regular attendance at a DSC is the bedrock for Sport-for-Good. Once they're attending regularly, young people's resilience and opportunities are increased in the Doorstep Sport environment.

See case study example from [Wirral Positive Futures](#).

The table on the next page shows the key components of resilience and provides examples of how Doorstep Sport can help develop these.

¹American Psychological Association
(The Road to Resilience - www.apa.org/helpcenter/road-resilience.aspx)

Key components of resilience as identified by the American Psychological Association

How Doorstep Sport helps young people to develop resilience

| | |
|---|--|
| A capacity to make realistic plans and take steps to carry them out | This could be as simple as turning up regularly, or being asked to help plan and deliver an event, trip or fundraiser. |
| A positive view of yourself and confidence in your strengths and abilities. | The coach provides praise, recognises achievement and prevents negative banter. |
| An ability to manage strong feelings and impulses. | Coaches and participants together are encouraged to set ground rules and boundaries at the outset and games themselves require discipline and self-control: otherwise it's a red card! |
| Communication and problem solving skills. | Being part of a team is a great way to hone communication skills, problem solving comes in trying to find a way to beat the opposition or work out how to raise money for a trip (for example, by asking the local supermarket manager if the DSC can back bags for customers over a weekend). |
| Research indicates that the primary factor in resilience is having caring and supportive relationships within and outside the family. | Young people attend DSC sessions with their friends, the social elements of sessions are just as important as the sport. Coaches and leaders often act as positive role models and create supportive relationships. Many hosts also provide opportunities for families to take part in activities together and report that enjoyable, cross-generational leisure pursuits can reduce tensions at home. |
| Relationships that create love and trust, provide role models and offer encouragement and reassurance help bolster a person's resilience. | Good project leaders and coaches create an environment in which young people feel valued and motivated to take part and progress. |
| Regularly doing something — even if it seems like a small accomplishment — enables you to move toward your goals. | Skill development, and gaining activity know-how give participants the tools to apply the same learning process in the rest of their lives. |
| Maintaining a hopeful, optimistic outlook enables you to expect that good things will happen in your life. | Good things do happen to DSC participants because they achieve and take part in interesting activities! |
| Taking care of yourself by paying attention to your own needs and feelings. Taking care of yourself to keep your mind and body primed to deal with situations that require resilience | DSC coaches and leaders will often have informal chats with participants during sessions and encourage volunteers to buddy and support participants. This approach helps to provide positive role models, advice and support where needed. |
| Engaging in activities that you enjoy and find relaxing. | A vibrant and varied sporting offer means that there is an activity for everyone to find enjoyment and relaxation. |
| Exercising regularly. | DSCs make regular exercise more accessible to young people from disadvantaged areas. |

The Hosts' Priorities for Sport-for-Good

The 2016 StreetGames Network Survey asked hosts about their plans for the future. Most want to continue their work, extend into more neighbourhoods and generate greater social benefits. There are five areas of work that most DSC hosts are keen to develop. Hosts of the DSC network shared how to generate positive results in these areas.



1

Employability: opening up pathways that might lead towards fulfilling work and a decent income.

Comic Relief's 2015 report, 'Sport and Employability', showed how sport can equip young people with many of the soft skills that are highly valued by employers. These skills are very similar to the skills nurtured by the leader as young people take part in planning a DSC's programme. They include team working, relationship building, problem solving, communication skills and time management.

Because of the high incidence of in-work poverty and because many DSC participants are on a pathway to a lifetime of under-employment in low-paid, unfulfilling jobs, many participants are keen to gain qualifications. Many DSC participants who have the potential and ambition to lead, to organise and to coach are not thriving in the school, college or work environment. This includes participants who are NEET and those that display the key risk factors of becoming NEET. We developed a route to attaining the 1st4Sport Level Two Doorstep Sport Coaching award that maintained standards while providing the

support that many hesitant learners need in order to succeed. By investing in a high degree of pastoral care, young people gained the qualification that gives them the chance to find paid work as coaches. (Level 2 has traditionally been the industry standard for entry-level jobs.) Currently, only a lack of investment prevents more youngsters benefiting from this supported learning. There is no shortage of young people eager to take this life-changing opportunity: to date, 1,134 learners gained 2,268 qualifications at Level 2. A social return on investment study carried out by Sports Coach UK on a cohort of young learners in the North East who took this Level 2 qualification, and validated by the SROI Validation Network, showed that for every £1 invested in this Level Two qualification, a social return of £3 is generated. <http://www.streetgames.org/resources/social-return-investment-analysis>

Holding this award helps young people to work in sport, but it means more than that the award is

evidence that the holder can learn from their mistakes, organise, plan, communicate and lead a group of peers. These are valuable skills on the job market.

NEETS and gaining marketable skills

100 DSC participants who were NEET took up the option of a full-time volunteer placement with a host. The BT Supporters Club and the Cabinet Office Social Action Fund funded this 6 month long opportunity. A further 27 NEETS joined our DWP funded Traineeship Scheme.

These full time work placements help each young person to gain confidence; feel good about themselves; learn to operate as part of a team; adopt a leading role and be reliable and responsible. It is a resilience building opportunity that minimises Risk Factors, enhances Protective Factors and positively contributes to the Health Outcomes Framework.

Each volunteer and trainee was supported to achieve a Level 1 or Level 2 sports coaching qualification and attend three sports specific Activator workshops. The programme also provided employability training and interview skills, often supported by employers. HR professionals from Bourne Leisure, the Co-operative and Admiral Insurance helped run these workshops.

The results for both cohorts were fantastic. Measurement via the Youth Outcome Stars Framework (and the New Philanthropy Capital Wellbeing measurement tool for some placements) evidenced considerable personal growth. Of all the full-time placements that have been completed since 2013, 81% volunteers moved onto another positive opportunity. The programme made the difference by giving them the core soft skills that employers want, and by giving them the resilience to try and take a chance whenever it comes along.

Measuring Impact

The Youth Outcomes Star – an impact assessment tool which charts 'distance travelled' on a scale of 1-5, on a range of aspects including, education and work, making a difference, hopes and dreams, choices and behaviour, well-being and communication – showed an increase across all areas, with an average starting score of 3.0 increasing to an average end score of 4.1 during the placement.

The data showed the largest increase in score in 'making a difference' which increased in score on average from 3.0 to 4.4 followed by 'communication' which increased on average from 2.8 to 4.0 and 'education/work' which on average increased from 2.9 to 4.0.

The data also showed the StreetGames full-time volunteers experienced a larger increase in score when benchmarked against other Youth Outcomes Star organisations with an average change of 1.1 compared to the benchmark change of just 0.6. Also of particular note is the fact that the StreetGames full-time volunteers on average started on a lower score.

The NPC well-being measure showed clear increases from baseline to follow up in aspects including: life satisfaction, resilience, self-esteem and emotional well-being. There was a negative growth in the 'satisfaction with friends' score. This shows the young people are ready to move onto new challenges.

By way of example – see case study examples from [The Beck](#) and [Porchlight](#)

Regardless of their primary purpose, hosts agree that supporting young people to develop an active lifestyle can be a life-changer because significant numbers of disadvantaged young people do not meet the Chief Medical Officer's guidelines for physical activity². Taking part in Doorstep Sport contributes to the 60 minute per day goal for the under 19s, and the 150 minutes per week goal for young adults. Many sports also help with essential bone and muscle strengthening and, as a result of improved fitness, make it more likely that a young person who attends a DSC will stay active for longer. Helping young people who do no or very little activity to start doing something has the greatest impact on health and the long-term benefits at population level will accrue when more young people are meeting the CMO guidelines.

Doorstep Sport's combination of increasing physical activity, strengthening social networks and building resilience has a powerful preventative effect. By setting young people on an active, healthy path for life, DSCs are significantly reducing the risks of mental ill-health, obesity and other life-limiting conditions.

72% of DSC hosts are currently delivering programmes with overall health improvement as the primary or secondary goal. One third of all hosts are delivering programmes specifically targeted at reducing obesity, or improving mental wellbeing. Two of the most valuable attributes of DSCs to health improvement, are: i) they successfully engage young people who are not taking part in

any other structured activity, and ii) they are places where not just physical activity but also the wider determinants of young people's health are supported, particularly feeling safe, growing social and community networks and accessing training.

In the 2015 DSC Participant Survey, 69% told us they are taking part in sport more regularly since coming to their DSC.

Early intervention

The numbers of young people achieving the CMO guidelines for physical activity are worryingly low across all socio-economic groups – around 24% of boys and 15% of girls aged 5-15 on average. In deprived areas, activity rates are even lower. As many as 47% of boys and 49% of girls in the lowest income quintile do little or no activity, compared with 26% and 35% respectively, of their better off peers. Doorstep Sport helps under-active people towards meeting the CMO activity guidelines.

It is a similar picture of inequality with mental health and wellbeing. Young people in the lowest socio-economic quintile are three times more likely to suffer mental health problems and twice as likely to be overweight or obese as the highest quintile. Left unaddressed, lower level mental health and physical health needs become more serious. Half of all long-term mental illness in adulthood has its onset by the age of 15, and a further quarter by age 18. Two thirds of obese teenagers become obese adults. Two projects we developed

during the DSC programme, with additional funding nationally and locally from public health and charitable trusts, are **Let's Get Physical** and Safe, Fit & Well.

Let's Get Physical

Let's Get Physical (LGP) is a physical activity programme that makes sport fun for non-sporty and overweight children. LGP starts by delivering sessions in school to selected groups of 'low active' children and then takes them to regular sessions in the community. During the last four years, LGP has been successfully delivered in Birmingham, Solihull, Sandwell, Lincoln, Warwick, Coventry, Brent and Maidstone. Programmes range in size from 6 schools and one community location, to 45 schools and 6 community locations. In total, over 1,300 children have made 8,200 attendances with an 83% retention rate.

A successful LGP programme is measured by:

- Increases in children's overall physical activity levels
- Increases in children's wellbeing and healthy eating habits
- High rate of transfer from school to community sessions
- Parental involvement
- Community sessions sustained in the long-term by volunteers
- Paid and volunteer workforce skilled and motivated to engage inactive children
- Integration of LGP with other local public health services

The design, implementation and evaluation of LGP is compliant with **NICE Guidance PH17** (Promoting Sport & Physical Activity to Children and Young People) and the Public Health England **Standard Evaluation Framework** for Physical Activity Interventions. The design, implementation and evaluation of LGP is compliant with **NICE Guidance PH17** (Promoting Sport & Physical Activity to Children and Young People) and the Public Health England **Standard Evaluation Framework** for Physical Activity Interventions. [Also see briefing paper: <http://www.streetgames.org/our-work-changing-lives-health/new-guides-youth-sport-sector>]

An external evaluation of LGP, completed in 2016, highlighted the following 'active ingredients':

- Children's description of the sessions as "fun, different, easy to take part, hard work, hot and sweaty"
- The motivational effect of the pedometers
- The presence of friends and buddies at the sessions
- The quality of the coaches and volunteers
- The schools' commitment and support from Head Teachers
- Location of the community based sessions, within easy reach

Mental wellbeing: Safe, Fit and Well (SFW)

In 2016, Sport England funded StreetGames to arrange a consultation and **scoping review** about the value of sport to wellbeing and good mental health. The review carried out by the Association for Young People's

Health, showed "positive but limited" data connecting sport and organised activity with mental health outcomes for young people. Intuition, grey literature and professional expertise also indicate a connection but insufficient research has taken place to define it. Our consultation with practitioners and policy makers in May 2016, including Public Health England, NHS England, NGBs and local authorities, resulted in a short list of recommendations for good practice. We are building these recommendations into the SFW programme:

- Investing in coach and volunteer capacity, particularly mental health first aid training
- Training and mentoring peer champions, as it is peers to whom young people turn first for support
- Creating referral pathways for the most vulnerable young people through partnerships with CAMHS, Youth Offending Teams and GPs
- Working together as an industry, sharing knowledge and research and filling the gaps in the evidence.

Safe, Fit and Well (SFW) is a new project, launched in 2017. It has been designed to explore the connections between young people's mental health and participation in sport. 'Safe' is about reducing offending; 'Fit' is about increasing physical activity; 'Well' is about building resilience and wellbeing. We know there are connections: young people who offend are likely to develop mental health problems and are twice as likely to reoffend. Mental health problems are associated with reductions in physical activity and increased risk of physical health problems. What we don't yet understand fully for young people is how sport can help.

Going forward, we will prioritise the following four areas:

- Using sport to protect and improve young people's mental health – this will be an action research study run in collaboration with the Children & Young People's Mental Health Coalition and the College of Health & Life Sciences at Brunel University
- Engaging inactive children and young people, and using sport to reduce obesity, as members of the national Health & Wellbeing Alliance, facilitated by Public Health England, Department of Health and NHS England
- Training the workforce to support behaviour change and 'Make Every Contact Count', working with Sporta and the national Workforce Development Group for inactives, led by the British Heart Foundation National Centre
- Increasing social prescribing of sport for improved health and wellbeing, in collaboration with the national Social Prescribing Network.

We also advocate that mental health first aid training should be core training for community sport workers, equivalent to physical first aid and safeguarding.

²Physical Activity Statistics 2015, BHFNC Statistics on Obesity, Physical Activity and Diet – England 2015 <http://content.digital.nhs.uk/catalogue/PUB16988/obes-phys-acti-diet-eng-2015.pdf>



3

Reducing youth offending

Over 60% of DSC hosts work with the local Youth Offending Team or police. Youth Offending Teams report that Doorstep Sport contributes to building safer communities and reducing youth offending in at least two ways. The first is to do with providing diversionary activities for young people who are on the edge of contact with the youth justice system because they are at risk of generating ASB. Doorstep Sport sessions can attract these young people at those times of the day when rates of ASB are high in their neighbourhood. It is a sticking plaster response to issues of youth alienation – but it is very valuable sticking plaster in terms of reducing calls for police service, improving the lives of those in the hotspot neighbourhood and keeping young people away from the youth justice system.

During the lifetime of the DSC programme we partnered with Derbyshire Police and Crime Commissioner to successfully bid to the Home Office Innovation Fund to establish the critical ingredients of successful diversionary programmes. Another 7 PCCs joined in the work and Loughborough University provided the evaluation. Crime reduction agencies value Doorstep Sport's capacity to capitalise on many young offenders' affinity with sport.

Loughborough found the characteristics of an intervention that is likely to reduce ASB to be:

- Having the right staff – those with authority but not authoritative
- Attracting the right young people – young people 'like me', similar to the target group but exhibit desired behaviours

- Provision of activities in the right style and place – needs based/accessible delivery.
- An attractive offer – engaging / high quality
- Inclusion of rewards and incentives – to recognise achievement and build self-esteem.
- Having a clear ethos – mutual respect and fairness
- Sustained delivery – on-going, not short term delivery
- Multi-agency- working partnership with other local organisations
- Provision of personal development opportunities – enable young people to take on challenges
- Positive pathways – provide opportunities for young people to adopt positive direction in their life.

The second role for Doorstep Sport is more complex than providing diversionary activities. By building resilience in the young people on the fringe of getting into trouble, and by strengthening their ability to think, to plan and to exercise self-control, the young person is helped to make positive decisions while avoiding risky choices. The positive roles modelled by the DSC leaders and by peers also help to support a young person to develop a lifestyle that protects them from risk. It helps that the DSC offer widens horizons and builds resilience. Young people who feel cut off or alienated, and who cannot see a positive future for themselves, 'find themselves' in a DSC, under the supportive eye of the leaders and coaches.

During the lifetime of the DSC programme, the 2nd Chance³ charity established the **National Alliance for Sport and Desistance of Crime**. With the help of investment from Comic Relief, the Alliance has brought together the sports sector with crime reduction agencies to plan future collaborations.

StreetGames chairs the Alliance sub-group for Prevention and Early Intervention. The intention is to determine the ingredients of successful intervention and then map out the most effective ways that the two sectors can replicate the success at scale. The Alliance will encourage sport and crime reduction agencies to create joint funding pots to invest in programmes that have a good chance of success.

The Alliance will partner Sport England and the youth justice agencies to prioritise these four areas of work:

1. Replication at scale of the effective use of sport to reduce youth generated ASB in hotspots. These hotspots are usually in the most deprived areas
2. Effective use of sport as part of a multi-agency Early Intervention strategy with young people aged 8-17 who are at risk of offending
3. Effective use of sports organisations by magistrates, police, YOTs and Troubled Families teams as sites for referrals
4. Value of engagement with sport for persistent offenders as part of a structured rehabilitation programme.



'Light Bulb'

Practice

- Encourage young people to try new activities, go to new places and take up challenges.
- Praise and encourage and protect from ridicule.
- Consider attending the StreetGames and Birmingham University, 'Empowering coaching' workshop.
- Close working with partners is likely to increase chances of successfully generating positives outcomes. They know stuff community sports providers often don't know.

Policy

- Doorstep Sport can make a valuable contribution to strategies to overcome many neighbourhood problems.
- There is a growing evidence base which shows how to harvest social outcomes in employability, crime reduction and public health.
- Doorstep Sport can build a young person's confidence and competence in sport and beyond sport.

Training Workshops

StreetGames also provides **training workshops** and **accredited qualifications** across a range of different topic areas. If you are interested in learning more about growing the potential of sport for good you may be interested in the following workshops and qualifications:

- Empowering Coaching for Doorstep Sport
- Level 1 Award in developing community activities for youths at risk
- Youth Mental Health First Aid Workshop
- Level 1 Award in Health Improvement
- Level 2 Certificate for Youth Health Champions
- Managing challenging behaviour.

³(2nd Chance, is the country's leading charity that specialises in mobilising the power of sport to help offenders to get out of trouble and to stay out of trouble. 2nd Chance also delivers Doorstep Sport. www.nasdc.org)

SECTION 4

**GROWING LEADERSHIP,
VOLUNTEERING AND SOCIAL ACTION**

**GROWING YOUNG PEOPLE'S
LEADERSHIP, VOLUNTEERING AND
SOCIAL ACTION 'KNOW-HOW'**



The issue: : Creating a volunteering offer that is attractive to disadvantaged youth and which narrows the gap in rates of volunteering between them and more affluent youth.

The answer: Doorstep Sport participants love to volunteer in their own neighbourhood and value the chance grow their skills and competence as well as improve the quality of the DSC offer and life in their community.

The DCMS strategy, 'Sporting Future' and the Sport England strategy, 'Towards an Active Nation' confirm the value of volunteering to sport, to communities and to the individual volunteer. We welcome this recognition because disadvantaged young people are under-represented in sport's volunteer workforce, both as short-term and long-term volunteers. This unfortunate situation creates a vicious circle - too little sport in a neighbourhood generates too few volunteering opportunities and in turn, too few volunteers generate too few opportunities to play sport. It's a cycle that Doorstep Sport can break since there seems to be an endless supply of disadvantaged young people who want to volunteer at their DSC.

At the start of the DSC programme, only a few hosts were providing opportunities for their participants to step up to volunteer. Hosts said they

were inhibited because the transition from participant to volunteer is not always easy and they needed support and training to make sure the young volunteer succeeded. We developed the training that hosts need to effectively mentor individuals through this transition. This training is not available anywhere else and it was developed with help from the Youth Action Network and the Mentoring and Befriending Foundation.

Since 2013, 131 hosts have helped over 3,300 young people step up and volunteer. Almost all the volunteers originally joined the DSC as participants. The number of volunteering opportunities could have been greater, but the roll-out was limited because funding for it was outside the scope of the DSC programme funding. About 150 hosts are still on the waiting list. By way of example – see case study example from [North Tyneside](#).

The DSC programme tells us that when the right structures and offers are in place, disadvantaged young people step up to volunteer, enjoy it and gain a lot from the experience. As a result, the quality of Doorstep Sport in their neighbourhood improves. Hosts insist that the young volunteers who have matured within their DSC, and are now employed by the host, are the best coaches on their staff.

The network nature of the DSC programme improved the volunteer experience. Young volunteers tell us that they like feeling part of a national network and meeting up with their peers from across the country at festivals, residential training opportunities and the other gatherings that shape the annual StreetGames calendar. For example, at the annual leadership residentials, young people consistently tell us that they love 'meeting new people' at these events and many continue to keep in touch through social media.

"The residential has been nice, you get to meet people from all over the country... It's been tiring but it's been eye-opening as well... I've learned people skills, being in a room of different people it makes you adjust and it's given me social skills."

Young volunteer's views on volunteering: Why they like it

External evaluations identified a common set of motivations amongst the young volunteers. These are summed up as Fun, Altruism, Belonging and Self-development (FABS). When asked what they 'get out of volunteering', respondents most commonly mentioned experience, confidence, qualifications and new skills, friendships, enjoyment, helping others and a sense of achievement.

FABS confirms the lifestyle research. Once again, enjoyment, mixing with friends and seeing pathways towards personal goals are motivators.



Young volunteers' motivations: FABS!

FUN

Enjoyment pure and simple, smiles and laughter, feeling good in one's skin, mirroring other people's enjoyment, feeling good in doing good, extending and challenging yourself

ALTRUISM

Giving / paying back to the community, doing good and feeling good in doing good, feeling valued by the community, helping and being helped

BELONGING

Being a member of a group, team, club or family (of your own volition, not through any external compulsion or peer pressure), being affiliated to, allied to, associated with that team, increasing friendship networks, feeling valued by the community, having a place in the community, helping people around whom you can trust and who will support you when times turn tough, helping and being helped

SELF-DEVELOPMENT

Maturing and developing through life as an individual, increasing your stock of 'life-skills' – confidence, resilience, communication including listening, empathy and fellow-feeling, helping and being helped, growth in aspirations and ambitions and 'self-improvement', extending and challenging yourself, increasing 'technical' skills e.g. sports, leadership, gaining experience and qualifications – for themselves and for helping to open up careers

Types of volunteer in Doorstep Sport

Almost all DSC volunteers are also participants and so live within the DSC's catchment area. The most common age is between 16 and 22.

The short-term volunteer

Some young people begin their volunteering journey by helping out at an event or festival. This experience is enhanced when the event is a high profile, large scale public event such as the Great Manchester Run. These opportunities help young people to see the benefit of volunteering for personal development, to experience the nice feelings gained when helping others, as well as its value to their story about themselves (their, 'brandme'). This short term volunteering experience helps the young person build know-how to volunteer in sport. It also helps some to get started on the journey to being a more committed volunteer.

The committed, long-term volunteer

A young volunteer who does more than support events can choose to learn to run the weekly DSC sports session, run tournaments and assist at our large-scale events - like summer camp or residential or design youth-led activities in their own patch. Many will enhance their communication and organisational skills through involvement in their club's social media presence and by joining planning groups. Some will buddy-up with newcomers to help them settle in to the DSC.

For most, this journey starts out by 'helping out' in the session they are participating in. The coach or mentor identifies when the time is right to offer that individual the chance to get, 'more involved and help out' in the DSC. This notion of 'helping out' is important as young people often don't feel like 'volunteering' is for them. Over time, the role, skills and confidence of the young person increase through experience and mentoring.

The volunteers hone their skills, grow their confidence and have the opportunity to gain recognised awards and qualifications. Volunteers have accessed 11,312 training qualifications and workshops to support their personal development and improve their skills for delivery in Doorstep Sport sessions.

Youth Leadership

DSC volunteers are capable of much more than helping out. Clubs need to hear the voice of participants; participants need a voice in the running of their club. Otherwise, it's not really 'their club'. The volunteers are often this voice, and are heard through informal communication, formal committees, consultation groups, online surveys and responding to social media campaigns.

The DSC programme also found great things emerge when young people run their own micro-project. It is amazing what a group of 6 young people can do with £500. Examples include:

- Organising a themed roller disco for 50 young people across Birmingham
- Planning a European trip to represent England in a football tournament
- Devising and delivering a training day to reward 25 volunteers for their commitment to delivering Doorstep Sport.

For some long-term volunteers, their time on the programme brought them a Level 2 coaching award. This puts them on the first rung to earning money by coaching. The StreetGames Training Academy has built up expertise in training reluctant learners who require alternative methods of teaching and assessment.

The DSC supports young volunteers by:

- Training hosts to support the transition from participant to volunteer
- Providing networking opportunities and the chance to share best practice for volunteers and mentors
- Providing development opportunities and qualifications for volunteers
- Providing opportunities to volunteer outside their local area on exciting projects like summer camp.
- Providing recognition and awards for host and volunteers.
- Providing resources and kit: programme uniform helps bond the volunteers.
- Financial support, for example, with a volunteer's expenses.



'Light Bulb'

Practice

- Disadvantaged youth like to volunteer and get a lot out of it. They also improve a DSC's offer.
- Coaches and leaders need training to support disadvantaged young people to step up to volunteer.
- Youth leadership is an excellent progression on from more traditional volunteering. Furthermore, the young volunteers like to take ownership of social action projects that deliver change for the benefit of other young people.

Policy

- Volunteers increase their skills and capacities and enjoy themselves.
- Feeling part of a group of volunteers is very important and so are the symbols of belonging – like hoodies and Awards Nights.
- Many girls are reluctant to step apart from their peers and become a volunteer. New investment programmes should be mindful of this gender difference while not underestimating the number of girls who want to lead in the mixed environment.
- Young people value being stretched and will offer-up imaginative solutions to local problems.

Training Workshops

StreetGames also provides **training workshops** across a range of different topic areas. If you are interested in learning more about growing young people's leadership, volunteering and social action 'know-how' you may be interested in the following workshops:

- Volunteer Manager Training
- Mentoring Volunteers
- Youth Action with Volunteers

SECTION 5

POP UP CLUBS AND GRAND EVENTS

**DOORSTEP SPORT, POP UP
CLUBS AND LEGACY FROM
GRAND EVENTS**



The issue: Can Doorstep Sport connect disadvantaged young people to Grand Events and how can these events build activity 'know-how'?

The answer: Disadvantaged Young People are keen to visit Grand Events and Pop-Up Clubs in disadvantaged neighbourhoods that successfully echo the events.

The DSC programme is designed to build participants' appetite for sport, now and in the future. A young person's experiences, and their memory of those experiences, including spectating, impacts on their future choices and lifestyles. Grand Events provide an opportunity to encourage young people to feel part of the sporting world and generate more 'activity know-how'. We want young people to feel they are 'citizens' of the sporting world and can legitimately go to events and talk knowledgeably about them.

For most disadvantaged young people, the Grand Event is a million cultural-miles away: many do not yearn to go because it is so alien. Tickets and travel tend to be far out of reach. Low income families might not have the credit card required to buy a ticket, let alone the money to afford it in the first place. 'People who live round here don't go to things like that' is a sentiment commonly heard by community workers. The Grand Event is another moment of social exclusion; this reinforces the issue found in the DSC's life-style research: disadvantaged young people's lives are lived within a very small area.

The DSC programme successfully connects neighbourhood provision to Grand Events and so opens them up to disadvantaged youth. Recent figures from the Family Holiday Association show that low income denies seven million people in the UK an annual holiday. 2.5 million children live in families that cannot afford a day-trip. Going to a Grand Event is a big deal for the young person, their family and their neighbourhood. The trips also generate approval and respect for the host in the neighbourhood. People know a good thing when they see it.

'Each and every second was an unforgettable experience that I will be telling my children and hopefully their children to come – bring on the next adventure.'

'Every aspect of this trip was amazing – loads of memories to take back'



The programme provided hosts with the chance of a group visit to a major sporting event. By way of example – see case study example from [Live Wire](#).

StreetGames trialled this approach in 2012, before the DSC programme began. 1,800 young people went to the London Olympic and Paralympic Games: they loved the journey and they loved the event.

During the DSC programme, almost 800 young people camped with us at the Scout's outdoor adventure centre, Auchengillan, near Loch Lomond and visited the Glasgow

Commonwealth Games. The young people loved the Commonwealth Games' informality and being close enough to athletes for a selfie. The camp was paid for by Spirit of 2012 Trust and the most experienced of the StreetGames Young Volunteers ran its activities programme.

The young people fundraised for camps and trips to Grand Events. Groups of young people raised about £70 each through supermarket bag packs, car washes and other events to come to summer camp 2015 for 3 days and spectate at the British Athletic Championships. Some collected money over the long-term – often just £1 a week.

20 young people and four project leaders also went to the 2014 Yonex All England Open Badminton Championships in Birmingham, thanks to Badminton England. Attendance formed part of their Pop-Up Club delivery – all of those who went along got a lot out of the experience.

Going to these events generates copy for social media profiles which show that 'brandme' includes association with exciting and prestigious events. It feels good to receive, almost instantaneously, response in the form of 'likes' and 'shouts'.

*By Grand Events we mean those that register on the public consciousness and so young people have heard about or are willing to accept as important. The global games are 'Grand Events' and so are events like the British championships of many sports. Some city-based events are also 'Grand', like the Great North Run and London Marathon.



Pop-Up Clubs

Hosts organise Pop-Up Clubs that echo these Grand Events. Over the life of the DSC programme, we worked with NGBs, and other national partners, to develop Pop-Up Clubs that are a neighbourhood level echo of a Grand Event. Pop-Up Clubs are run by DSC hosts and offer a fun, modified version of the featured sport that needs little or no equipment.

Pop-Ups take place in public open spaces and draw in new participants. People see the activity, make the connection with the Grand Event and join in. Many of these newcomers stay active with the Pop-Up's host after the event, and some are signposted into mainstream sport opportunities. Young volunteers say they enjoy leading the Pop-Ups; it's a welcome connection to the Grand Event.

Our learning and feedback shows that we may sometimes have been too 'sporty' in our approach to connecting with Grand Events. The programme can also connect to the other 'big deals' in young people's lives such as the finals of Britain's Got Talent, and other popular TV programmes. We also produced guidance for DSC hosts that suggested ways to capitalise on the Pokémon Go trend. These examples provide us with valuable pointers for future development.

The NGB of these sports helped us to visit these events and run Pop-Up Clubs.

- The Glasgow 2014 Commonwealth Games
- The 2013 Rugby League World Cup
- The 2015 British Athletics Championship
- Women's FA Cup Final 2015
- Wimbledon 2015
- The 2014 Yonex All England Open Badminton Championships
- The 2016 World Rugby U20 Championships.



'Light Bulb'

Practice

- A trip to a Grand Event will be talked about for a long time by the participants and their families.
- A youth-led organising committee will do a good job in planning to go on a trip.
- Fundraising through bag backing and other traditional can raise money and bond a group of young people and generate a feeling of achievement.
- Pop-Up Clubs are a good way to connect to Grand Events and are a shop window for potential members.
- Pop-Up Clubs give young volunteers the chance to lead fun sessions.

Policy

- Disadvantaged young people are interested in attending Grand Events. Without planning their inclusion, the event is a moment of social exclusion.
- Legacy planners of Grand Events are asked to make tickets to grand events available to Doorstep Sport hosts. StreetGames used its own reserves to pay for most of the 1800 tickets to the Olympic and Paralympic Games and for the 1,000 Commonwealth Games tickets. We intended to fund-raise to cover these costs, but could not attract donors or charitable trust investment.
- Confirming the tickets well in advance will give hosts time to organise local fundraising to contribute to travel and subsistence costs.
- Funders are asked to be aware of the value of trips to grand events and contribute to the cost.
- Sports administrators who prepare the Legacy plans of grand events are asked to 'proof' plans to ensure disadvantaged communities are included –by design with both tickets and plans for Pop-Ups.

Training Workshops

If you are interested in using pop up sports you may be interested in StreetGames **Activator workshops**.

Activator workshops provide community sports and youth workers with the skills to introduce new activities to the groups they work with. The workshops draw on the principles of teaching games for understanding, and they provide numerous activities to enable coaches to interact with the young people and understand their motivations.

Developed in partnership with National Governing Bodies of Sport (NGBs) these workshops:

- Support young volunteers' journey into sports leadership and coaching
- Provide new games and challenges to keep experienced youth, sport and community workers' offer fresh
- Prepare Further and Higher Education students for work in community settings

Current Activator workshops cover a wide range of sports including: athletics, rugby, tennis, basketball, table tennis, street golf, handball, rounders, dodgeball, badminton, volleyball, dance, football, boxing, parks activation and multi-skills.

SECTION 6

OVERCOMING THE DOUBLE JEOPARDY

PROVIDING EQUAL
OPPORTUNITIES FOR GIRLS
AND YOUNG WOMEN

The issue: : How can Doorstep Sport address gender disparities?

The answer: Doorstep Sport Club hosts provide both mixed gender and female-only activities that enable young females to have fun, be active and meet new people. The clubs provide opportunities for disadvantaged young females to develop their confidence and motivation in sport and also develop leadership skills.

The gender gap in sports participation between males and females has existed over many years. Data from the Active People Survey (APS10) currently shows that while 40% of males aged 16+ take part in regular sport only 32% of females do so. This disparity is even more significant when social class is taken into consideration. For example, 43% of young males from the highest socio-economic groups (NS-SEC 1-4) take part in regular sport, but only 22% of young females from the lowest socio-economic groups (NS-SEC 5-8) do so. Similarly, there is a significant difference in participation even with NS SEC 5-8, with 30% of males participating once a week compared to 22% of females.

Encouraging disadvantaged young females into DSCs did not happen as a matter of course. A few months into the DSC programme, attendance records showed that many DSC hosts were struggling to attract female participants. Hosts found that while some young females were happy to play ball games and team games with their male counterparts, many more were not; with mixed gender DSCs being far more likely to engage more males than females.

To increase the number of girls taking part, hosts asked us to ring-fence resources to pay for sessions under the banner of 'US Girls: Fun, Fitness and Friendship'.¹ As the lifestyle research showed, these three factors are strong motivators with girls.

The Us Girls brand had been developed a few years before the DSC programme began. It is known to work well with girls who can imagine themselves as active and will be so once reasonable adjustments to presentation and the style of sessions are made. Us Girls is designed to suit many girls' self-image. It has a magenta colour palette, stresses movement to music and introduces games like football and cricket in secure spaces free from the judgemental male gaze. The small investment, reinforced with offers of dedicated support and training, enabled hosts to create a new, girls-only session alongside their existing provision. These new sessions met the girls' expectations and were built upon learning gathered in the Us Girls programme which, in summary, emphasised that:

- For most girls (but not all) the right place is often an indoor facility that's screened off from potential 'on-lookers'
- Sessions often need to have a different feel – built around 'fun, fitness and friendship'
- The most popular activities tend to be: gym/fitness, dance, running, swimming and, where traditional sports are provided, it is often in an informal multi-sport environment



- Including opportunities for girls to maintain their desired level of appearance whilst at the same time encouraging them to understand the benefits of exercise and how these benefits outweigh any temporary loss of the 'perfect' appearance.

Us Girls stresses friendship because young women have told us and our network of partners time and time again how important friends are in taking part – views which were confirmed in an independent poll of 1,000 young women which found that:

- 63% would shun any sport or physical activity if their friends were not involved
- 77% said the opportunity to catch up with friends is one of the main reasons for taking part
- 67% say they feel more comfortable exercising with their friends than with people they don't know.

"I want to play sport but I'm shy. I'd only do it if my friends did it first."

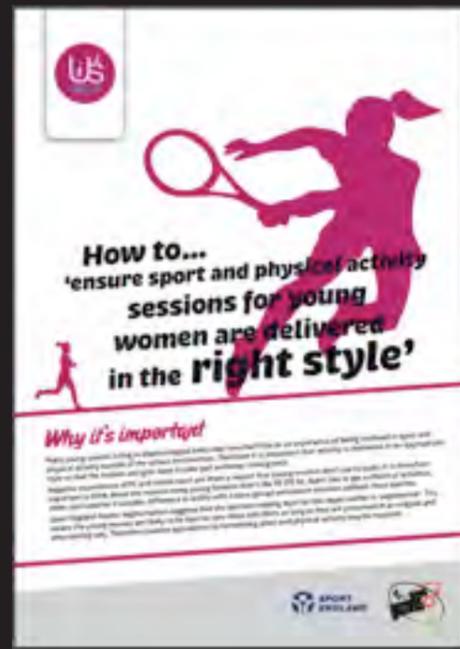
Female 16, London

A series of How To Guides aimed at engaging women and girls in physical activity were developed as part of the Us Girls offer – one of which specifically looks at delivering activity to females 'in the right style'. By way of example – see a DSC case study example from **Child UK**.

¹StreetGames led the Us Girls programme which was a £3.5 million Sport England Lottery funded programme which engaged over 30,000 disadvantaged young females between 2011-2013 and was voted National Lottery Best Sports Project in 2013. www.streetgames.org/our-work/us-girls



UsGirls - Right Style



In year one of the programme, just over a quarter of DSC participants were female. By the end of year 4, when Us Girls and CLUB1 sessions were bedded in, that figure had increased to females making up just under half (43%) of all new members. Females now form over 40% of participants at 238 of the 1,000 DSCs. A further 41 DSCs are engaging 35-39% female participants. There are also 108 girls-only clubs. Overall, 34% of attendees are female but 54% of CLUB1 attendees are female.

DSC Gender Spilt amongst new members by year

| | Male | Female |
|--------|------|--------|
| Year 1 | 72% | 28% |
| Year 2 | 73% | 27% |
| Year 3 | 66% | 34% |
| Year 4 | 57% | 43% |



This change in the DSC offer was attributable to Us Girls sessions which were accelerated by the **CLUB1** initiative. CLUB1 helps hosts to introduce and encourage participants to try 'solo' sports such as going to the gym, running, boxfit and dance based exercise – which proved more popular with young females than with males.

The Most Inactive

Despite these improvements, hosts were very much aware that there was yet another set of girls who we were far away from reaching. This group was not tempted by Us Girls.

We explored the views and attitudes of these young females and found girls who were rendered militantly inactive by the double burden of a low-income existence and deeply ingrained attitudes about gender-appropriate behaviour. Being active was not something these girls thought appropriate. The girls told us that their strong aspiration to get fitter and look fit is flattened and quashed by the fear of “not fitting in” and “looking silly”. Conforming to stereotypical images of attractiveness and femininity was thought to be very much at odds with getting hot and sweaty through taking part in sport and exercise. They feared humiliation if they transgressed their version of the cultural norm. Because of social media, that humiliation could be instantaneous and ubiquitous.

Others said their reasons for inactivity included a range of psychological and social barriers: a lack of confidence; not feeling fit enough; concerns over ability; friends not joining in and a general lack of confidence to try new things.

A small number of hosts worked together to find out if a carefully balanced intervention which relied on other teenage girls volunteering to take leadership roles could break this gender prison. The Department of Health funded this work which we called, ‘Us Girls Alive’. The volunteers took the title, ‘Peer Motivators’. Hosts worked with the Peer Motivators to create an attractive environment which appealed to these highly inactive girls. Because the girls needed a soft, subtle introduction to being active, hosts deployed fashion, music, health and beauty. The plan was then to blend physical activity into these sessions at a pace the girls would tolerate. The subterfuge worked. The Peer Motivators made it easy for the inactive girls to get active, and some of the formerly inactive girls went onto to become Peer Motivators themselves.

An independent evaluation of Us Girls Alive, undertaken by the BHFNC, found direct benefits from engaging Peer Motivators to encourage participation. They found that the Motivators themselves gained key skills and often went on to gain employment with the host organisations. Us Girls Alive sessions provided a safe space for young women to share concerns. As a result, many accessed other local health and support services which they had previously avoided.

By way of example – see a DSC case study example from **Hat-Trick**.



Girls and Leadership

Hosts reported that many young females are enthusiastic to take on leadership roles in their DSC. We found many young females wanted to take on traditional volunteer roles (leadership roles) within their DSC, and aspired to become future leaders in the same way as their male counterparts. For those females, no gendered offer was required as a prompt to volunteer. 36% of the Doorstep Sport volunteers are females, which is similar to the national average that shows females volunteer in sport at around 67% of male rates.

However, there were other females who were keen to 'help out', but did not want a traditional volunteer or leader role. Often these females were not especially motivated by involvement in sport itself and felt stepping up to serve and being seen as part of the leadership at their club would distance them from their peer group. Being different to their friends was the last thing in the world they wanted to be.

So as the DSC programme progressed, we developed an approach to suit these girls. The successes came in Us Girls Alive, as discussed above, and in CLUB1, where young women were recruited as 'peer promoters'. These roles varied, but in the main it was not so much about having a high profile leadership role in sessions as promoting those sessions, making sure individuals were coming to events, using social media to bond the group and helping people try new activities.

Once girls became volunteers in these roles, we tried to combat the gender stereotyping which consigned them to such backseat and low profile roles. Instead, more visible, traditional leadership roles were promoted. By 2017, and after considerable efforts, 34% of successful candidates for the L2 Multi-Sport Coach qualification were female.

By way of example – see case study example from [Chorley](#).



'Light Bulb'

Practice

- The Us Girls slogan, 'fitness fun and friendship', is appealing to many women and girls.
- Girls need protecting from ideas that looking hot and sweaty is bad and renders them, 'unfeminine'.
- Very inactive girls need special help to become active and other girls are great role models.
- Those girls who are happy to exercise in mixed gender provision may need protection from sexist assumptions amongst their male peers.

Policy

- Investment is needed to run sessions that appeal to those girls who want single gender provision.
- Many want to join in with males and mixed sessions need to be welcoming to girls.
- Girls want to volunteer and can help less confident girls to become active.
- Girls are keen to talk about the issues that affect their everyday life.

Training Workshops

StreetGames also provides **training workshops** across a range of different topic areas. If you are interested in learning more about how to engage disadvantaged young females you may be interested in the following workshops:

- Engaging women and Girls in sport and physical activity
- Empowering Women.



Girls Empowerment

Having overcome the barriers around being active, some girls were keen to start meaningful discussions about the wider issues that have a limiting factor on how girls and young women live their lives.

All girls are different, but hosts have observed a readiness to engage in discussion on issues such as body image and body confidence, wider wellbeing such as sexual health, eating habits, sensible drinking and mental health and depression. There is also evidence to show that, when the time is right, girls are also keen to engage in discussions around issues of unequal pay, stereotyping and the issues around violence towards women and girls.

In response, we have developed training and resources that empower women and girls to use their voice, gain confidence and have better conversations so that they can take control of their own destiny by making positive lifestyle choices. A Girls Empowerment course is available for host organisations to use with groups of girls.



SECTION 7

NETWORK APPROACH

**HOW THE NETWORK
APPROACH ENHANCES
LARGE-SCALE PROGRAMME
DELIVERY**



The issue: How can the DSC programme be an example of a network approach that allows funders to reach small, neighbourhood based organisations?

The answer: The network approach reduced competition and generated the collaborative spirit amongst hosts which allowed for 'inflight adjustments'.

The StreetGames network is a loose alliance of over 700 community organisations, housing associations and local authorities that change young lives through hosting Doorstep Sport. Each is self-funding and self-determining. The network meets at local level, holds national conferences, shares the benefits of scale, (for example by organising trips to Grand Events and holding awards nights) and shares the learning from local successes. The StreetGames Training Academy disseminates the learning and reaches about 2000 learners per annum.

Each DSC host received circa £4,500 per annum (and an additional support package valued at approximately £1,500 per year) for each DSC. Some hosts run as many as 6 clubs. With this investment came accountability and the need for transparency. Hosts were expected to complete Service Level Agreements, agree high quality delivery plans and provide financial reconciliation. Hosts also needed

to rigorously monitor their attainment against stringent participation targets. Every quarter, hosts had to upload attendance registers to the Views monitoring system.

Managing a programme as ambitious as the £20m Doorstep Sport Club programme involves high levels of accountability. This threatened to disturb both the esprit de corps and the power relationships within the StreetGames network through.

Joining in with the DSC programmes was an open offer made to community sport organisations in England – the offer was not exclusive to members of the StreetGames network. As the programme matured, all the hosts became members. The table below shows that the DSC programme brought together many types of organisations: from a cricket club with an £11k turnover, to charities with over £1m turnover.

Income Bands of Doorstep Sport Club hosts

| Income Band | Charities & Community Groups | Other |
|----------------|------------------------------|------------|
| £0k to £50k | 25 | 2 |
| £50k to £100k | 28 | 5 |
| £100k to £500k | 74 | 35 |
| £500k to £1m | 2 | 0 |
| £1m+ | 7 | 166 |
| Undetermined | 5 | 3 |
| Total | 131 | 211 |

(‘Other’ includes CIC’s, Companies, Educational institutions, Local Authorities, Housing Associations, Trust & Emergency Orgs)

Because hosts tend to be ‘cocktail’ funded they need to satisfy multiple backers, some of which invest far more than the DSC programme, and so could legitimately command greater attention. Amongst all the project management worries, the issue of effectiveness was most acute. The programme is insight-led, and with that approach comes the expectation that hosts learn from the successful practice of other hosts to make inflight adjustments to their own programme. We were concerned that some hosts would reject this way of working as an infringement on their autonomy.

(This is a very sensitive issue in the Sport-for-Good sector. Funders that turn up for design and development meetings with a metaphorical clipboard and checklist and the manner of an inspecting bank manager is a source of resentment amongst grassroots sports organisations.)

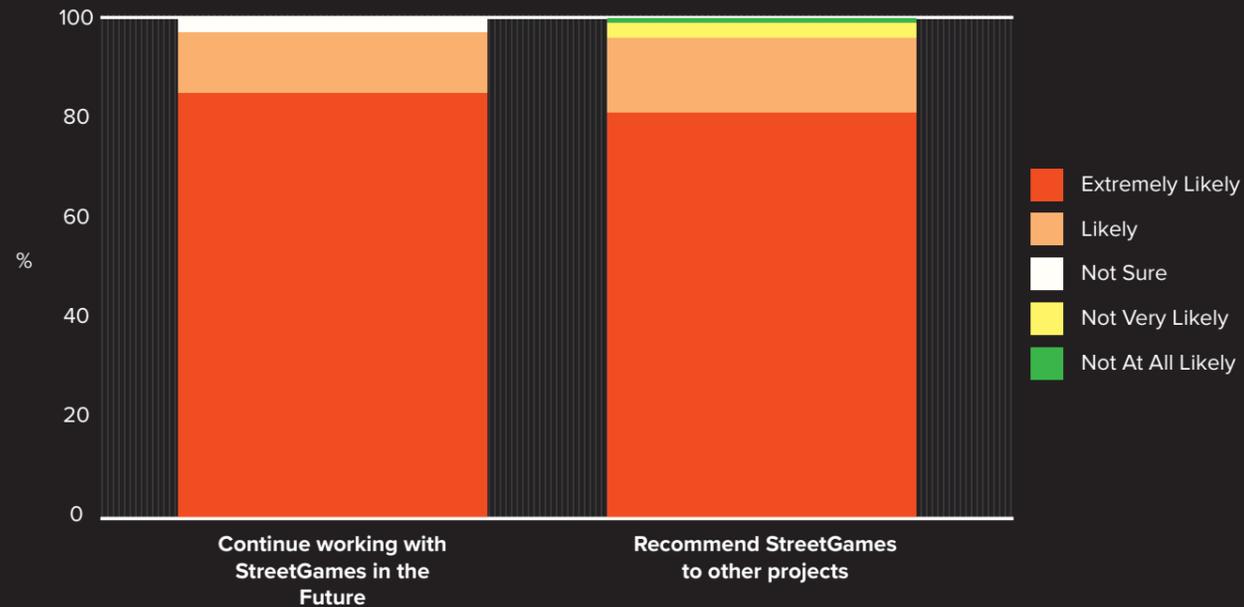
To overcome these fears and to respect the superior local knowledge of the hosts, we adopted an approach called, ‘Frontline First’. Of the 30 hosts that did not last the duration of the programme, about 10 pulled out because they were in financial trouble unrelated to the DSC programme. Only 15 left because they could not tolerate our approach and had to be removed from the programme.



The table below, which shows results from the 2015 Network Survey, confirms that host organisations like working with StreetGames and intend to continue doing so in the future. The network's USP – an alliance of equals – was in still intact. The 2015 Network Survey showed that 92% of respondents felt that StreetGames, 'shares their values' and 98% felt that StreetGames, 'wants the same as I do for young people'. The hosts seem to have felt that pain of project management was more than compensated for by the strength of the network's shared values.

The network's view of future collaborations through the StreetGames network

Respondants were asked how likely they were to continue working with StreetGames and also how likely they are to recommend StreetGames to other projects. The results are very positive:



Frontline-First

There are three facets of Frontline First

Frontline First facet one: Asset-based community activation (ABCA)

Frontline First embraces the asset based community development approach (ABCD). This approach assumes that 'one size does not fit all' and each neighbourhood has different assets and needs. Consequently, hosts were not expected to do as they were told and deliver to a prescriptive model. Instead they were supported to shape a plan that would maximise the value of their particular opportunities. This freedom allowed hosts to make the best use of local resources, including the human resource of young participants who wanted to step up to become volunteer sports leaders. We call this the Asset Based Community Activation: ABCA. Targets, milestones and development plans came out of these conversations. In general, most hosts thought they would be able to reach 100 young people of whom 25 would be new participants in years 2 and 3.

Doorstep Sport Advisors (DSAs), our fleet of peripatetic expert-practitioners, supported hosts

to get the best from the programme and thrive within the network. DSAs are recruited on their ability to share their savvy insights and to approach each situation in an appropriate way. Many have a specialism, like girls work or financial planning. Their savvy and their smarts allow them to quickly weigh up a local situation and be of value to the host. On average, a DSC had four face-to-face conversations per annum with a DSA, unlimited phone calls and took part in 3 or 4 regional and national gatherings a year. The DSC programme was well supported.

Frontline-First gave rise to the new Doorstep Sport Development Toolkit. This open-access, free to use toolkit is an aid to conversations between a DSA and a host organisation about, 'where to next'. The Toolkit also works well to steer discussions amongst a group of people, from one or more projects, and so promote collaboration between neighbouring projects. The Toolkit has been tested with over 200 organisations.



“Our local advisor has lots of knowledge and knows what works well and what to do if not. The regional meetings gets us thinking out of the box on funding. Via the national network we get valuable contacts. We hear about how sports money is allocated and what things might come up to help funding.”

NW community project leader 2016.

Frontline First facet two: Ensuring compliance

Tensions between StreetGames' and the hosts were inevitable given the requirements of the programme. As a condition of joining the programme, hosts had to provide copies of their governing documents and evidence of their insurance policy, their child protection policy and procedures. As the programme developed, hosts had to provide quarterly financial reconciliations and provide quarterly attendance details.

Chasing down all this data meant that the StreetGames back-office was inevitably going to pursue those hosts that missed deadlines. Such annoyance can quickly fester and we feared it might lead to the office mobilising the apparent power relationship by threatening hosts with removal from the programme or withholding the next grant payment. While this approach is sometimes necessary, and actually might work in some situations, it generally leaves a bad taste. And it also misunderstands the real power relationship. StreetGames wants the hosts to do well, because removing a host from the programme would have a negative impact on the young participants.

Securing monitoring data returns from hosts turned out to be the biggest problems of the programme. Hosts formed a register by recording information about each participant (including name, gender, date of birth, ethnicity, disability and postcode) on the Views data capture system. This register is taken at each session. Many DSC hosts found it challenging to provide regular returns. The hosts still found it challenging, even after an app was developed that allowed the register to be taken in the field, and even after each participant was given a QR code and each host a reader that connects directly to the register.

By the end of year two, 88% of DSCs had provided data. Achieving this excellent result required significant investment in terms of providing on-going support and training. We dangled carrots and wielded sticks. We provided hosts with attractive infographic reports on their attainment to use with funders and their management teams. Incentive campaigns also helped. The most successful was the, '12 Views of Xmas' where hosts that uploaded data on one of 12 days in December were entered into a draw for a prize that was specific to that date. Now, after a lot of nagging, organisations are willing to report (even though many still hate doing it!), take data capture seriously and some take self-evaluation seriously too.

The data problem reappeared when it came to more in-depth and qualitative research. Keeping registers is hard enough, and many organisations find it even more challenging to conduct participant surveys, especially those where baseline and follow-up surveys are required. Short, one-off surveys which enable benchmarking against national standards are easier to manage.

Securing 99% of financial reconciliations was an easier job than securing m and e returns, but still, it took a lot of chasing. Most hosts were late with their returns but at the end of each year hosts were compliant and the 15 that were not were removed from the programme which equates to 4% of projects overall.

The StreetGames internal audit process required us to spot-check 10% of the hosts to make sure the data returns and financial documents were in order. No worrying discrepancies were found.

¹<http://www.substance.net/views/>

Frontline First facet three: Sharing knowledge

The third facet of Frontline-First is the training programme. The StreetGames Training Academy is very quick to disseminate finds about what works. The Academy tutors are required to frequently update their knowledge in the light of new reports and findings. In other sectors such intelligence tends to be communicated by the written word. This does not work in community sport which has a more oral culture. We found that as well as traditional training courses, face-to-face conversations between a DSA and a host are an effective way to communicate new approaches and learning.

DSC hosts were encouraged to carry out a training needs analysis of their coaches, leaders and volunteers. The DSC training programme was shaped in response to this exercise. In the early days of the programme it became clear that coaches and leaders with a traditional CV were not always able to deal with the informality of a DSC. They needed support to understand how to shape attractive sessions to young people who did not want skills and drills. A suit of courses was developed to communicate the ethos of Doorstep Sport in the context of understanding young lives. It also became clear that coaches and volunteers alike needed to confidently lead sessions in more than one or two sports. The most popular courses for both volunteers and paid coaches alike were the sports specific Activator Workshops, which we developed for this market with the sport's NGB. These three hour workshops enable coaches and leaders to introduce new sports and activities in a fun way to their sessions. By stripping away the rules and regulations of the full version of a sport, the workshops taught the sport's essence within a three-hour period.

A number of NGBs also made good use of our insights. For example, British Cycling used our training to equip their development staff with ideas about how to grow young leaders. The FA's development staff have been trained in developing programmes that not-very-sporty girls find attractive.



'Light Bulb'

Practice

- Taking part in local and national get-togethers is time well spent.
- Training staff and volunteers boosts confidence and can increase the range of activities on offer.
- Keeping on top of the data returns reduces the need for tetchy conversations with programme managers.
- Pay someone to complete data returns. A smart teenager who loves being on-screen might be ideal for this work.

Policy

- Asset based community activation requires a supportive and flexible approach to programme management.
- Frontline- First is a successful approach.
- The network approach is successful because community organisations enjoy collaborative working and learn from each other. This attribute helps when ensuring compliance: no one really wants to let the side down.
- Community organisations welcome support from savvy, expert practitioners with a track record of on the ground work.
- Programme management costs should include ring-fenced money for data capture.
- Volunteers and coaches enjoy training to expand the range of sports they can lead as part of multi-sport offers.
- Investment in neighbourhood organisations is creatively used to lever other investment.



SECTION 8

SUSTAINABILITY

SUSTAINABILITY OF SPORT FOR DISADVANTAGED YOUNG PEOPLE

The local and the national pictures

The issue: Can Doorstep Sport become a fixture on the sporting landscape?

The answer: Community organisations that host Doorstep Sport are resourceful and funders need to be open to their needs and strengths.



The national picture

Low income families need leisure and sport provision to be subsidised. Analysis of data included in the ONS: Expenditure and Food Survey by SIRC at Sheffield Hallam University showed, that on average, a low income household spends £2.55p a week on active sport. This subsidy has traditionally come from the Lottery, from grant giving charities and from corporate CSR programmes. There are some small, central government programmes, too¹. A handful of the larger Governing Bodies of Sport also run programmes for disadvantaged youth. Of these, the largest is the Premier League's Kicks programme. Premier **Rugby's Hitz**; **The Tennis Foundation**; **Basketball Foundation**, **RFL** Care and **RFU's Try for Change** also resource opportunities for low-income young people. However, the greatest subsidy, by far, has always come from local authorities.

As the largest sports provider, local authorities have traditionally subsidised their pitches, leisure centres, community and youth centres and sports development programmes. Unfortunately, this subsidy does not always reach disadvantaged young people; people from lower socio-economic groups are typically under-represented amongst leisure centre users. Sports development programmes were often more successful as their flexibility allowed them to move towards the customer rather than waiting for the customer to come through the door of a leisure centre.

Data from the Sport England National Benchmarking Service (NBS), which provides key performance indicators and national benchmarks for local authority sports facilities, has consistently shown an underrepresentation of users from lower socio-economic groups – see data below.

¹The biggest national programme paid for by central government was Positive Futures which ran in the Home Office from 2000 and funded 119 local programmes.

NBS Access Performance Benchmarks for NS-Sec groups 6 and 7

| Group | Number of Centres | Median benchmark (NS-SEC 6&7) |
|-------|-------------------|-------------------------------|
| 2007 | 87 | 0.56 |
| 2008 | 99 | 0.45 |
| 2009 | 87 | 0.52 |
| 2010 | 97 | 0.61 |
| 2011 | 64 | 0.59 |
| 2012 | 78 | 0.70 |
| 2013 | 78 | 0.58 |

(nb a score of 1 = representative profile, score of less than 1 = under-representation)



This situation is unlikely to improve in the short term as, since 2010, more than £420m (almost a third) has been taken out of local authorities' sports and leisure budgets. As a result, the subsidy has reduced and prices have risen. Sports development programmes, many of which did effectively engage disadvantaged youth, are under threat for the same financial reason.

During the run up to the 2012 Olympic and Paralympic Games, the corporate sector was interested in community sport. Post 2012, the economic environment is harsher for sports charities. A rough and ready survey of national charities in the UK Sport for Development sector conducted by StreetGames showed that there was a 55% rate of companies ceasing investment after the 2012 Olympics. In this new, attritional, environment all charities reported that securing new corporate investment was either 'very difficult' or 'more challenging than anticipated'.

These experiences were echoed in a report we commissioned from NCVO and by the 2015 StreetGames Network Survey.

StreetGames commissioned NCVO² to analyse the state of the third sector leisure and sports providers. The research found that:

- Overall, voluntary sector funding has remained largely static in recent years. There are indications that more money is being channeled to large charities and organisations. The average turnover of charities in a geographical area is skewed by the high turnover of a small number of large organisations..
- Small and medium sized organisations are more likely than large organisations to report decreased, rather than increased funding.
- Despite static or falling income, national data from the voluntary sector has shown gradually rising levels of demand for services over the last decade. The NCVO survey data also showed that demand for Doorstep Sport services is increasing, with 69% of respondents reporting increased demand. With only 5% reporting any kind of decrease, more is being demanded for the same, or less, money.
- Most organisations reported implementing at least one measure to reduce financial risk. Nearly half (42%) reported cutting back or holding off on delivering new services /projects/ programmes.

The landscape is not good, but there are opportunities on the horizon. Sport England and DCMS strategies have both turned their attention to lower socio-economic groups and other under-represented groups. Also, the main UK funders – including Big Lottery Fund, Comic Relief and Children In Need and all the main funding charities – prioritise poverty and disadvantage. But not all of them want to invest in sport and activity, not even for the most deprived or inactive youth. Those that do want to invest often struggle to reach the right communities because they do not know the right community organisations.

The social value of Doorstep Sport is high, which can encourage investment from a variety of stakeholders. In 2015, Substance used Sported's 'Sport Works' tool as part of their 18 month evaluation of StreetGames. They estimated that, by 2017, the DSC programme was on track to provide £177 million (in terms of annual social cost savings).

StreetGames' report on the viability of attracting investment into sport-for-good through Social Impact Bonds is expected to report in early summer 2017.

²Via A snap-shot of state of this sector, a study that focused on 5 geographic areas (Stoke-on-Trent, Nottingham and the London Boroughs of Southwark, Newham and Westminster) and analysis of relevant comparable survey data, including: NCVO Civil Society Almanac, Charity Commission and Volunteer Centre data 2015. NCVO: 'Examining the anticipated effects of funding cuts on sports organisations in the 2015/16 financial year'.



The local picture: the sustainability of the Doorstep Sport hosts

The StreetGames Network Survey of 2016 confirmed the national findings. Overall, 37% of DSC hosts expect to grow, 39% to stand still, and 24% to shrink. Those third sector organisations which employ managerial staff alongside delivery staff feel most vulnerable. They need to secure enough well-paying contracts to cover management costs as well as delivery costs.

The survey also showed that most third sector DSC hosts do not have a fundraising plan of any kind, nor a nominated member of staff or volunteer to lead fundraising. Some of the smaller third sector organisations seem only turn their attention to fundraising when money is running out. They are accustomed to their services continually expanding and contracting in response to available funding. However, 76% want to grow their services and deliver more Doorstep Sport; 58% want help with their fundraising in the future; 46% are seeking support with planning Doorstep Sport provision. Their priority for fundraising is to secure money for coaching, venue hire and core costs - including management.

DSAs use the Doorstep Sport Development Toolkit to support hosts with this sustainability planning. The Toolkit is an open-source, interactive, straightforward diagnostic tool which provides the rubric for a positive conversation about the future. There are three sections to the Toolkit: Shaping the right offer, Sport for Good and Planning for the future. The Toolkit is structured to help the host think through their growth potential while providing them with a better understanding of their strengths

How hosts used the DSC investment wisely

Host organisations creatively optimise the small amounts of funds they do receive. For example, each DSC host provided an average of 63p match-funding per £1 of Sport England lottery money invested to deliver activities. The host also provide staff management and administration. The participant unit cost to Sport England per annum was £144, of which £77 was spent on direct delivery. The remainder was spent on support, training, monitoring and evaluation and enhancements.

This 63p match funding came from many income streams and hosts report that being part of a national programme opened local doors to investment. The match funding typically came from local authorities, sports organisations, not for profit organisations, private sector and housing associations.

DSC Match Funding



The Importance of Small Grants

Despite the demands on the DSC host being great, and despite the application process to become a DSC host being harder than the Awards for All and the Sport England small grant process, the DSC programme reaches places other sports investment does not reach. The host organisations, and others like them, are significantly under-represented in the acquisition of both large and small grants. Only 44 of the 310 hosts have received a small grant since 2009.

Joining the DSC programme was a two stage process that led to the investment of about £20,000 over 3 years. The first stage was not too different from many a small grant investment regime and required the host to demonstrate their capacity to deliver a well-managed DSC in terms of policies, procedures and protocols.

Once over that hurdle, a host progressed to stage two and produced a delivery plan. The plan covered stretching issues such as how to recruit new participants, what good retention programmes look like, the pathway to reaching equity targets and cost effective budgeting. We were surprised that so many hosts struggled to show how they planned to meet their objectives. Consequently, we changed our procedures to provide more DSA support and co-produced the plans. It took an average of three iterations before the plans adequately conveyed the thoughts and insights of the host.

Hosts explained why they do not apply for a small grant from Sport England or the Big Lottery, yet are willing to go through a tougher process with StreetGames (typically for less money).

The big picture answer is that being part of a supportive and trusted network overcame the barriers to application. Other explanations given by the hosts as to why they do not apply directly for Lottery money were:

- Small and time-pressed hosts never seem to find time to write a small grant application: they think it is too speculative, and they are unable to pay someone else to write it for them for the same reason
- Our support was effective and delivered by a team of peers who the hosts perceived as understanding their programme and particular situation
- The likelihood of success was high, so we were able to overcome the fears of humiliation and rejection that deter many hosts from applying for grants
- The investment would cover three years and not the one year of a small grant. This makes planning easier for organisations of all kinds
- Local Authorities do not think that small grants are, or should be, 'for them'.

This is especially relevant for small grant applications, which offer the greatest opportunity to significantly increase revenue for providers of Doorstep Sport.

'Light Bulb'

Practice

- StreetGames will assist in this by deploying expert fundraising DSAs, to provide help with writing fundraising plans, training fundraising staff and volunteers, developing on-line and digital fundraising and providing close support with bid writing.

Policy

- Investment in sport for disadvantaged areas is needed.
- Community organisations in deprived areas need support to take advantage of the investment opportunity.
- Investment is needed to strengthen the income diversity and fundraising success of the sector.

Training Workshops

StreetGames also provides **training workshops** across a range of different topic areas. If you are interested in learning more about sustainability and fundraising in doorstep sport you may be interested in the following workshop:

- Fundraising and small grants.



CONCLUSION

DOORSTEP SPORT

**KEEP INTRODUCING
YOUNG PEOPLE IN OUR
MOST DEPRIVED AREAS
TO THE LIFE-CHANGING
BENEFITS OF SPORT**

In the space of just four years, StreetGames and the doorstep sport network has had a profound impact. Not just on tens of thousands of disadvantaged young people: the programme has also transformed wider attitudes, from those of community group leaders to policy-makers at some of the nation's most powerful sporting organisations.

The original remit of StreetGames was to create 1,000 Doorstep Sport Clubs, known as DSCs. The aim of these DSCs was to seed an appreciation of active living within the sport-parched terrain of England's most deprived areas.

But before any young person could be persuaded to participate, there needed to be appealing activities on offer. To achieve this, StreetGames adopted a participatory approach. DSCs would be run by existing community organisations, known as hosts, and activities would be delivered, as much as possible, by people from within those neighbourhoods.

Establishing a network of this nature would take a team with a special mix of skills, including sport development, youth work and public health.

- Four years on and Doorstep Sport Clubs will have engaged in excess of 100,000 14 to 25 year-olds. Of those individuals, over 60% live in the top 20% of England's most neglected communities and almost all will be from families on low incomes. But behind these top-line statistics lie a multitude of human stories:
- NEETs who have gone on to find paid employment through the training StreetGames gave them coupled with opportunities to be supported and mentored by local host organisations
- Under-confident girls who, through the Us Girls initiative, have found the self-belief to organise, market and run events in their communities
- Organisers of Doorstep Sport Clubs who are now able to negotiate complex applications for public funding
- Community representatives at the FA who have adopted a youth-led initiative based on guidance provided by StreetGames.

This report divided the project's main findings into 8 sections:

1. Knowing the Customer: the lifestyles and priorities of disadvantaged young people and their attitudes to being active.

Several primary research studies we conducted illuminated the pressures and concerns disadvantaged young people face in relation to sport and exercise. The insights gained helped us to shape the initial StreetGames offer – and influenced how that offer then evolved.

2. Delivering the Insight: the 'Five Rights' of Doorstep Sport.

For the project to stand any chance of success, it had to suit disadvantaged young people, from location and timings to cost and content. We summed these factors up as the Five Rights: right price, right time, right place, right people, right style.

3. Growing the potential of Sport-for-Good: outcomes and connectivity with stakeholders from beyond the sports sector.

The positive influence of the DSC programme reaches well beyond helping participants to reach CMO activity guidelines. The improved resilience that comes from a more active lifestyle goes hand in hand with reducing anti-social behaviour and improving employability skills. This translates to community-level benefits for a variety of stakeholders, including local businesses, public health bodies and the police.

4. Acknowledging Value: how the network approach benefits young volunteers.

Many years of experience gleaned from operating the StreetGames Young Volunteers (SYV) programme allowed us to train host organisations in transitioning participants into roles where they help to organise and extend their DSC's activities.

5. Strengthening Connectivity: linking grand events and local delivery.

Building positive sporting memories when young increases the likelihood of staying active for life. By connecting grassroots to grand events, we've enabled young disadvantaged people to attend some spectacular sporting occasions.

6. Ensuring Compliance: encouraging and ensuring investment reaches disadvantaged young people through the network approach.

Each DSC received financial assistance – which required accountability on their part. To supervise this without jeopardising the supportive role we had nurtured, we developed a hands-off code of practice called Frontline First.

7. Establishing Change: the Doorstep Sport Club programme as a transformational agent in the community sport sector.

By taking an insight-led approach, we were able to evolve our sporting offer to one that closely matched what young people wanted. The vibrant and varied style of delivery we developed is now being adopted by many NGBs and CSPs.

8. Sustaining Doorstep Sport: how best to build on the programme's success.

Funding for the DSC programme ended in March 2017. Long before that date, we took measures to help hosts continue. Our Doorstep Sport Development Toolkit helps hosts plan ahead. We've also created a team of Doorstep Sport Advisors to provide help and guidance, including in how to make successful grant applications.



Although the concluding date of DSC programme has been reached, so much needs to continue.

69% of DSCs are still running several months after funding from StreetGames finished. However, 42% have had to cut back programmes or hold off on delivering new ones. Around 150 organisations are seeking help to train disadvantaged young people who wish to take on volunteering roles. Legacy plans need to be put in place to ensure disadvantaged communities share in the magic of Grand Events.

Currently, appreciation of the need to help deprived areas is high. Many main UK funders – including Big Lottery Fund, Comic Relief and Children in Need – are prioritising poverty. It is our hope more help can be found so that the remarkable DSC network can keep introducing young people in our most deprived areas to the life-changing benefits of sport.

APPENDICES

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Appendix 1 Impact of CLUB1

CLUB1 supports hosts to introduce solo sports to DSC participants. It is promoted as an off-shoot to DSCs with its own apparel, its own youth volunteering structure (called Peer Promoters) and its own image. The image is a little cooler than the DSC image as CLUB1 is meant for the older end of the age group. Non-DSC participants were also invited to join CLUB1.

CLUB1 showed that DSC participants are similar to their more affluent peers in that they like the idea of the solo sports, especially exercise/fitness classes, running/jogging, fitness/gym and boxing (mainly box fit and boxercise). Many took part in activities they had never tried before and many started to use community facilities they hadn't been to before and/or took part in community events such as 5k runs.

CLUB1 showed the most effective way to support DSC participants to take up the solo sports is by working with pre-formed groups of friends. The skilled worker must encourage such a group to attend the new activity before inviting individuals to take part independently. This proved more effective than encouraging individuals or pairs to turn up in isolation from the larger group, even when a free voucher was supplied.

By way of example – see a DSC case study example from Wirral Positive Futures: www.streetgames.org/sites/default/files/CLUB1%20Case%20study%20-%20Wirral%20Positive%20Futures_0.pdf

The most popular of the solo sports are: gym sessions, running, cycling, swimming, exercise classes and dance. One of the hardest activities to deliver is swimming. We think the reasons for the low take up are the cost barrier and because of the fuss associated with getting changed, getting wet, getting dry and having to redo one's hair. Fear of body exposure is also likely to play a part. The final problem with swimming is that there higher numbers of non-swimmers in disadvantaged areas. Data from the Taking Part Survey (2012) showed that whilst 89% of people in the least deprived areas state that they are able to swim, the corresponding figure is 76% in the most deprived areas.

CLUB1 participants were surveyed at the start of the intervention and again 12 weeks later. The survey showed that many participants were now more open to trying new activities. There is a clear rise in the number replying "very likely" to participate. This reflects the wider trend across the UK for young people's increased participation rates in fitness based activities and solo sports.



Table 1: Impact of club1 on DSC participants' intentions: % of participants who said they were 'very likely' to participate.

| Baseline | Very likely | |
|-------------------------------------|-------------|-----|
| Swimming | 383 | 29% |
| Cycling | 264 | 20% |
| Running | 353 | 27% |
| Fitness/Dance Classes (Inc. Boxing) | 461 | 35% |
| Gym | 586 | 44% |

| Follow Up | Very likely | |
|-------------------------------------|-------------|-----|
| Swimming | 54 | 49% |
| Cycling | 25 | 23% |
| Running | 26 | 23% |
| Fitness/Dance Classes (Inc. Boxing) | 49 | 45% |
| Gym | 65 | 58% |

Appendix 2 Empowering Coaching

Following a successful application to the Coca-Cola Foundation, StreetGames, partnered with The School of Sport, Exercise and Rehabilitation Sciences at Birmingham University, to undertake a two year research project. Its purpose was to explore the impact of using empowering coaching methods within Doorstep Sport settings and to develop a new training workshop: 'Empowering Coaching for Doorstep Sport.' Our joint research with the University of Birmingham showed that having a more empowering coach is also positively associated with young people experiencing the following attributes and skills in their lives in general; **resilience, self-esteem, sense of identity, emotional control and leadership/ responsibility skills.**

Empowering Coaching is a theory and evidence-based approach which maximises the development of every participant by creating a supportive, motivational, and enjoyable environment or climate in the activity sessions. By creating an empowering climate, coaches create a learning environment that:

- Acknowledges the young people's thoughts, ideas, feelings and perspectives
- Recognises and encourages every young person to try their best, develop at their own pace, put in maximum effort, and work together to achieve goals
- Provides meaningful choices for the young people (for example, via different activities, opportunities to learn new skills and ways of working with other)
- Is socially supportive by caring for and valuing each young person, and getting to know about them and their lives outside of the session.

Research shows that when coaches are empowering:

- Young people say that their participation in sport is more fun and engaging
- Young people are optimally motivated to keep coming back
- Young people's health, psycho-social development and life-skills are improved.

The Empowering Coaching for Doorstep Sport approach has been packaged into a one-day training workshop and is ready to be rolled out to coaches and leaders who work with disadvantaged young people.



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Appendix 4 The 'Activity Know-How' Implementation Framework

'Activity Know-How' is the term we use to talk about the process that disadvantaged young people go through to become 'confident and competent' in sport.

It is a lot more difficult for DYP to acquire basic competence and confidence in sport than their more affluent peers, who have access to a wider abundance of richer, more varied and vibrant opportunities. Affluent peers have more adults to teach the 'competence' and to increase confidence by being good role models. It is also important to note that the concept of competent means more than the skills acquired to perform the sport. It also means the skills to 'fit in' to the context of the offer, be that in a sports club (with its particular social order) or a private sector provider.

Our work is to create a local sporting landscape replete with the right opportunities and the right coaches to encourage DYP to acquire the attributes of basic competence and confidence.

This framework is informed by the COM-B behaviour change model which locates behaviour change in the context of opportunity. For clarification: C is for Capability, O is for Opportunity, and M is Motivational.

| StreetGames Programmes that build 'Activity Know-How' | What | Why | Outcome | Measure |
|---|--|---|---|---|
| Doorstep Sport Multi-Sport Offer O, M (COM-B) | Local sessions delivered in line with the Doorstep Sport 5 'Rights' to provide participants with experience of taking part in a range of activities in their local area. | <p>A supported, local, accessible offer is vital to activate this audience. Disadvantaged young people typically do not access mainstream sporting offers and cannot afford to pay market rates. They want an affordable sporting offer in their local area.</p> <p>This audience often lack obvious sporting 'direction' and typically drift in and out of activities – a multi-sport approach has the double benefit of providing variety and maintaining interest, whilst also helping to build knowledge and skills across a range of different activities. DSC Multi Sport provides exposure and access to a varied local offer.</p> | <p>Increased frequency of involvement:</p> <p>Physical Well-being</p> <p>Feel more, able motivated & confident to take part:</p> <p>Physical Well-being</p> | <p>KPI 1: Nos. taking part in sport at least 2 x per month</p> <p>KPI6: % of young people with a positive attitude towards sport and being active</p> |

| StreetGames Programmes that build 'Activity Know-How' | What | Why | Outcome | Measure |
|--|--|---|---|--|
| <p>A VIVA Offer</p> <p>CLUB1</p> <p>Events & Festivals</p> <p>Live sport</p> <p>Away from home</p> <p>Pop Ups</p> <p>C,O, M (COM-B)</p> | <p>Experience of solo sport</p> <p>Use of new mainstream sport facilities</p> <p>Taking part in a community sport event</p> <p>Travel outside of neighbourhood to take part in events & festivals</p> <p>Spectate at a sport event</p> | <p>This audience want variety and are keen to take part in 'solo' sports. CLUB1 provides exposure & experience to broader activity offer range:</p> <p>A supported, local, accessible offer which introduces the audience to 'solo' sports and using mainstream facilities – i.e. providing them with an introduction to activities which are typically most popular in adulthood. Disadvantaged young people cannot afford to pay market rates – they need an affordable and supported offer to introduce solo activities.)</p> <p>Disadvantaged young people typically do not access mainstream sports facilities – or respond to open marketing/promotion – they need a supported approach to access offers – via discounted access, group visits, supported introductions. CLUB1 provides this:</p> <p>Exposure & experience to broader activity offers, helps to build activity know-how it is important that dyp gain opportunities to access mainstream community events such as Parkrun or Race for Life: to do this.</p> <p>Typically they do not access mainstream sporting events – they need support and subsidies via discounted access, group participation and support introductions. CLUB1 provides this: Environmental</p> <p>The social aspects of taking part in sport/ activities is important to this audience – taking part in community events provides opportunities to meet and share experiences with other participants</p> <p>Disadvantaged young people are often limited geographically and may not travel outside their immediate locale. Exposure & experience to travel outside their area to take part in sport and spectate at major sporting events helps to build activity know-how.</p> <p>This audience often lack obvious sporting 'direction' and typically drift in and out of activities – Pop Up sports can introduce young people to new activities and help to build knowledge and skills across a range of different activities, whilst also providing variety, connections to major sporting events and maintaining interest.</p> | <p>Increased frequency of involvement: Physical Well-being</p> <p>Increased physical skills & competencies: Individual Development</p> <p>Feel more, able motivated & confident to take part: Physical Well-being</p> <p>Feel more connected to local area: Community Development</p> <p>Increased numbers of dyp spectating at sports events: More people experiencing live sport</p> | <p>KPI1: Nos. taking part in sport at least 2 x per month</p> <p>Increased levels of perceived self-efficacy</p> <p>KPI6: X% of young people with a positive attitude towards sport and being active</p> <p>Social Trust?</p> <p>KPI 9 – Nos. that have attended a live sporting event more than once in the past year</p> |



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|---|---|---|--|---|
| A Doorstep Sport Support Package Training DSA Support Networking M (COM-B) | | <p>Workforce training ensures that coaches & leaders are aware and able to provide motivational environments promoting: Autonomy, Belonging & Competence and support those which lack confidence/fear judgement.</p> <p>Workshop training enables coaches to provide exposure & experience to broader activity offer range</p> | <p>Increased frequency of involvement: Physical Well-being</p> <p>Increased physical skills & competencies: Individual Development</p> <p>Feel more, able motivated & confident to take part: Physical Well-being</p> | <p>KPI1: Nos. taking part in sport at least 2 x per month</p> <p>Increased levels of perceived self-efficacy</p> <p>KPI6: X% of young people with a positive attitude towards sport and being active</p> |
| A youth leadership offer Volunteering Peer Promoting C O M (COM-B) | Volunteer Act as an advocate for Sport | <p>Access to training and leadership opportunities</p> <p>Volunteers act as positive role models to peers</p> <p>Meet and share experiences with other young volunteers</p> <p>Coaches are able to able to attract and support volunteers</p> <p>Peer promoters encourage friends to participate and stay involved</p> <p>Peer promoters act as positive role models</p> <p>Coaches are able to able to attract and support peer promoters</p> <p>Meet and share experience with others</p> | <p>More dyp volunteer: More people volunteering in sport</p> <p>Increased skills and competencies: Individual Development</p> <p>Feel more connected to local area: Community Development</p> <p>Increased frequency of involvement: Physical Well-being</p> <p>Feel more, able motivated & confident to take part: Physical Well-being</p> | <p>KPI 7 – Increase nos. volunteering in sport</p> <p>KPI 8 – The demographics of volunteers in sport to become more representative</p> <p>Increased levels of perceived self-efficacy</p> <p>Social Trust?</p> <p>KPI1: Nos. taking part in sport at least 2 x per month</p> <p>KPI6: X% of young people with a positive attitude towards sport and being active</p> |





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