

RE-ENGAGING & REACTIVATING YOUNG PEOPLE



BACKGROUND & CONTEXT

The Coronavirus pandemic and the lockdown restrictions have impacted on everyone across the UK. However, the lived experience of the crisis is recognised as being harsher in low-income areas than in more affluent places - this is true both economically and in terms of physical and mental wellbeing.

YOUNG PEOPLE & ACTIVITIES DURING LOCKDOWN

During April and May 2020, StreetGames undertook research with nearly 200 young people comprising: participants, volunteers, young advisors and former volunteers. Their feedback highlighted several key issues which have been collated into a short [infographic report](#), these included young people:



Experiencing disrupted routines, a lack of structure and boredom



Challenging home conditions - including financial hardship, digital exclusion and limited access to private space



Missing friends, feeling lonely and isolated



Lower levels of physical activity / exercise and missing being able to take part in sport - 68% said they had been less active.



Sharing that for them, exercise in isolation doesn't provide the same enjoyment and benefits as group based activities - with most (80%) saying that they missed the opportunity to 'socialise with friends' which Doorstep Sport sessions provide



Wanting their doorstep sport sessions to resume as soon as it is safe to do so - with many also welcoming opportunities to take part in other activities, providing they are within budget and could involve their friends.

“ I really miss...just being allowed to all be together, just being together is all we need as a group. ”

“ All sports I normally participated in are cancelled so I'm doing a lot less exercise than normal ”

“ ...I have a big family and it's hard to do my assignments at home with no quiet space ”

“ I cannot work, and I currently am not being paid ”

RE-ENGAGING & RE-ACTIVATION

To re-engage and re-activate young people, it will be really important to understand:

- How young people locally are feeling - many are keen to resume group-based activities as quickly as possible, but others may be wary of being in groups.
- Key motivations - for example, is the 'social' element their main motivation for attendance, do they want to learn new skills, is it about fitness, trying something new or is competition the main draw?
- What 'triggers' or cues may be needed to help young people attend - for example, are reminders needed, could one of the group take on the role of Peer Promoter and set up social media groups with group reminders and chat?
- How offers can be designed to make it as easy as possible to do - consider the '5 Rights' (i.e. right time, place, price, style and people) have things changed - are adaptations needed?
- Might 'rewards' help to motivate young people to keep coming back - this may be a tangible reward for attendance or it might be about promoting a sense of achievement and hearing positive feedback.



SHARED IDEAS & APPROACHES

Many of the young people we spoke to were really keen for their doorstep sport sessions to resume as quickly as possible. However, adapted approaches likely to be needed.

Here are some ideas and examples which other Locally Trusted Organisations (LTOs) in the network have used recently - which span adapted face-to-face delivery, online engagement and the distribution of equipment and resources:

ADAPTED APPROACHES



DAZL

Dance Action Zone Leeds and local community-based charity BARCA worked together during lockdown to bring activities directly to young people by providing socially distanced dance sessions for children and young people on streets within the Bramley area of the city. The sessions proved really popular and provided young people with the opportunity to take part in safe and fun dance based exercise whilst sticking to social distancing guidelines.

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#NEXTGEN - YOUNG VOLUNTEERS

The NextGen group of young volunteers from Yorkshire were supported to create and promote a series of short videos which provide coaches, leaders (and parents) with ideas for fun socially distanced activities - [see here](#). While a group from Sheffield helped to make up activity packs and a group in Leeds helped to paint and redevelop the Mandela Basketball Court.

ACTIVITY CARDS

Members of the StreetGames Training Academy have developed a pack of activity cards which include 50 simple games/activities that can be done in groups of 6 or less either in parks, at home, on the street or in gardens.

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DISTRIBUTION OF EQUIPMENT & RESOURCES

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THE CHERRY TREE PROJECT

in Stockport adapted their approach to Fit & Fed by delivering support to the doorsteps of families in the form of goodie bags, games, sports equipment and food hampers. They also regularly update their Facebook and Instagram pages with resources, giveaways, activities and challenges. Their bags of ingredients for their online 'cookalong' videos, meaning families can bond while cooking a free homemade meal for their household.

STORY QUEST

funded by Sport England uses story trails to guide families around local parks and outdoor spaces in Stoke-on-Trent whilst they complete physical and written challenges. During lockdown, the Story Quest team adapted their approach, by sending out activity booklets to local families that would enable them to undertake activities from their homes and on their own. The booklets proved extremely popular - with over 5,000 being distributed. As lockdown restrictions eased Story Quest encouraged local volunteers to share information and photos on-line of things they've done with their children to show other families that Story Quest activities can be done safely.

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ONLINE ENGAGEMENT

Even with the lifting of many restrictions, there will still be a need for some online activities to help in areas which experience localized lockdowns, meet the needs of young people that are shielding or that may not be able to attend sessions. Some ideas aimed at supporting engaging online activities include:

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OLYMPIC CHALLENGE

During July StreetGames launched a virtual 'Olympic Challenge' which provided community groups with ideas and daily challenges across a range of activities over a six week period - see additional information [here](#).

LETS DO MORE (LEEDS) VS WEST BROM BASKETBALL

Let's Do More Leeds & West Brom Basketball held a weekly online competition against each other which has been really successful - they plan to play against each other when it's safe to do so.

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YOUNG PEOPLE – KEY ASSETS

As illustrated via the NextGen group above, many young volunteers are keen to help out. Young people are looking for opportunities to feel 'useful', develop new skills and to 'give back'. During the pandemic; many young volunteers have been actively helping their LTOs and communities - some helped to provide emergency food deliveries to vulnerable families, some have assisted with specific community and social action projects whilst others are helping to increase an LTOs workforce - particularly in instances where there have been increased staffing needs to cater for bubble sizes/ staggered starts/ new ways of promoting sessions.

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MENTORING

In Leicester, 18 project staff have been recruited to become Mentors. This role will involve assisting and supporting the transition of the hardest to reach, disengaged young people back into face to face delivery and engagement with community organisations following the pandemic. Each mentor will receive training and guidance, including, four days of Reality Therapy Training (an approach that helps people take more effective control of their lives.)

As well as this, the mentors will work with their allocated organisations to train and upskill staff and volunteers as well as work with specific targeted young people identified by the organisation. The aim is then that the dissemination of information will filter down in an umbrella effect across the Leicester network, from the Mentors out through their network of colleagues, connections and peers.

