



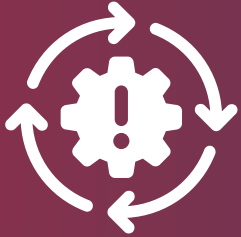
**STREETGAMES**  
**THEORY OF CHANGE**

# STREETGAMES THEORY OF CHANGE



## AUDIENCE

Young People from low income, underserved communities



## ENVIRONMENT

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



## EFFECTS

Low levels of activity, unhealthy lifestyle behaviours, health inequalities



## ENABLING ACTIVITIES

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



## ACTIVITIES

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



## INTERMEDIATE OUTCOMES

- Increased Collaboration & Partnerships
- Increased Reach, Resources & Capacity for Doorstep Sport
- Increased Evidence base on the value of doorstep sport
- Changes in the thinking, planning & investment of mainstream organisations within the Sports Sector & beyond
- More accessible & attractive sporting offers for all young people from low income, underserved communities
- Increased opportunities for Youth Empowerment, Volunteering & Leadership



## IMPACT

### CHANGING SPORT

Broader range of organisations & sectors valuing and adopting the key ingredients of doorstep sport within their offers

### STRENGTHENING COMMUNITIES

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

### TRANSFORMING LIVES

More young people from low income underserved communities:

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



## LONG-TERM GOAL

*Healthier, Safer & More Successful Communities through Sport*

# STREETGAMES THEORY OF CHANGE: HOW & WHY THE CHANGE HAPPENS



There are significantly fewer opportunities for young people from low income, underserved communities to take part in sport and a wide range of barriers that make it challenging for them to access mainstream sports provision.

## STRENGTHENING COMMUNITIES

Local community organisations and local individuals are most effective at engaging their peers in activities. They are ideally placed to provide local doorstep sport offers.

However, many local community organisations need support to help them deliver, sustain and grow their activities. StreetGames provides **wraparound support** to help them do this, including: help to build connections & partnerships, tailored advice, advocacy, fundraising, workforce & volunteer training, research & evaluation, opportunities to network and share learning, the dissemination of insight, new ideas and innovation. This in turn, supports local community organisations to:

- Strengthen and diversify their sporting offer
- Maximise their Sport for Development potential
- Increase the knowledge & skills of their workforce
- Develop increased financial sustainability.

Ultimately **Strengthening Communities** - by increasing a communities' capacity to organise sport & bring people together in positive activities which can impact on wider social issues.

## CHANGING SPORT

StreetGames **works collaboratively** with organisations both within the sports sector and beyond. By using our knowledge, insight and connections, we work to challenge the poverty barrier and **Change Sport** - by influencing the thinking, strategy, practise and investment so that a broader range of organisations & sectors provide accessible and attractive (doorstep sport) offers for young people within in low income, underserved communities.

## DOORSTEP SPORT - TRANSFORMING LIVES

**Doorstep sport supports young people to be the best they can be, because it's more than just activity sessions** – it provides young people with opportunities to:

- Take part in activities within their local community, connect with others and build a sense of belonging
- Develop a positive, committed habit in a safe and structured environment
- Try new sports, improve skills, go to new places, meet new people and widen horizons
- Shape and help to lead sessions, take on new challenges and make their voices heard
- Volunteer, take responsibility, be challenged, receive training, be mentored, gain new qualifications
- Benefit from coaches and leaders who act as positive and encouraging role models who expect high standards of behaviour.

## HEALTHIER, SAFER & MORE SUCCESSFUL COMMUNITIES THROUGH SPORT

**Healthier:** By breaking down key barriers, doorstep sport enables **more young people** from low income, underserved communities to **take part** in sport & physical activities. Young people tell us they enjoy attending doorstep sessions – they enjoy being with friends, the caring nature of the leaders, the non-pressured/informal and social nature of sessions, being able to give their views and try a variety of activities. Doorstep sport sessions map onto four of the 'Five Ways to Wellbeing': being active, connecting, learning and giving. As such, involvement can impact positively on and **mental well-being, resilience** and help develop **sporting capital** [physical literacy] through opportunities which increase confidence, competence and connections.

**Safer:** Doorstep sport can help build a young person's **pro-social identity** by providing opportunities for engagement in positive activities and relationship building. The 'right' coaches & leaders help young people to build **resilience**, model **positive behaviours, attitudes & values** and build onto the strengths and capabilities of the young person.

**More Successful:** Doorstep enables young people to **develop personally**, through opportunities to: try new sports/activities, improve skills, go to new places and meet new people. Young people are also given opportunities to help shape sessions and make their voices heard.

Some young people also volunteer and take on leadership roles within the doorstep sport setting, where they gain new experiences, take responsibility, are challenged and have opportunities to receive training, mentoring and gain new qualifications. These opportunities enable young people to develop **key life & transferrable skills** including: independence, leadership, team work, communication, problem solving and **raise aspirations**.