

## RIGHT PLACE

### ASK PEOPLE WHERE THEY WANT TO PLAY



THE RIGHT PLACE CAN BE A NEIGHBOURHOOD PARK, A MUGA, COMMUNITY HALL, CAR PARK, YOUTH CENTRE, BEACH...ALMOST ANYWHERE!



### VENUE SUITABILITY



A FACILITY WITH A ROOF CAN MORE READILY SECURE YEAR-ROUND INVOLVEMENT THAN AN OUTDOOR VENUE. ESPECIALLY IN COLDER WINTER MONTHS

### HISTORY



MAKE SURE NONE OF THE YOUNG PEOPLE HAVE HISTORY WITH THE VENUE, IE NO ONE HAS BEEN BANNED IN THE PAST

### DISTANCE TO THE VENUE



SESSIONS SHOULD RUN WITHIN WALKING DISTANCE OF THE YOUNG PERSONS' HOMES, ON THEIR ESTATE OR SOMEWHERE THAT IS ALREADY FAMILIAR TO THE GROUP. THIS WILL ALSO NEGATE THE NEED FOR A CAR OR TO PAY FOR PUBLIC TRANSPORT. MAKING THE SESSION MORE ACCESSIBLE

### TERRITORY



DISADVANTAGED TEENAGERS ARE THE GROUP MOST AT RISK OF STREET ATTACK. FINDING A VENUE WHERE PARTICIPANTS FEEL SAFE IS VITAL TO THE SUCCESS OF THE SESSION

### DOORSTEP SPORT HAS NOW REACHED

# 260,000+

### YOUNG PEOPLE FROM DISADVANTAGED COMMUNITIES

# 53%

### WERE PREVIOUSLY INACTIVE

# 72%

### NOW PARTICIPATE ONCE PER WEEK



### COMMUNITY NEEDS



LOCAL RESIDENTS MAY WANT SESSIONS AT TIMES WHEN THERE ARE HIGH RATES OF ANTI-SOCIAL BEHAVIOUR IN THE COMMUNITY

### NAMING THE SESSION



THE NAME OF THE SESSION MUST APPEAL TO THE TARGET GROUP.

A 'MIDNIGHT SESSION' DOESN'T HAVE TO START AT MIDNIGHT!

## RIGHT TIME



NO ONE SOLUTION FITS ALL WHEN IT COMES TO DETERMINING THE RIGHT TIME TO DELIVER DOORSTEP SPORT



A LOT WILL DEPEND ON THE AGE OF THE TARGET GROUP

### CONSULT WITH YOUNG PEOPLE



AND LISTEN TO WHEN THEY THINK IS THE BEST TIME FOR THEM TO PLAY SPORT. BE FLEXIBLE IN THE EARLY WEEKS AS THIS MAY NEED SOME ADJUSTING

### LATE NIGHTS MIGHT SUIT LATE TEENS



NOT MANY TEENAGERS WANT TO GET UP IN THE MORNING EITHER!

## RIGHT PRICE

RESEARCH UNDERTAKEN BY STREETGAMES WITH YOUNG PEOPLE IN DISADVANTAGED AREAS HIGHLIGHTED THAT THE COST OF SPORT IS A MAJOR BARRIER

# 25%

LOWER INCOME HOUSEHOLDS SPEND 25% LESS ON SPORT PER WEEK THAN AVERAGE.

### PRICING SCHEMES



PAY & PLAY PRICING IS ESSENTIAL RATHER THAN UPFRONT MEMBERSHIP OR COURSE FEES

### CONSULT WITH YOUNG PEOPLE



ASK YOUNG PEOPLE WHAT THEY THINK IS A REASONABLE CONTRIBUTION. THE LOWER THE PRICE THE BETTER

### FUNDRAISING



FUNDRAISING TOWARDS SPECIFIC EVENTS SUCH AS TOURNAMENTS OR TRIPS OUT WILL BRING THE GROUP CLOSER TOGETHER

### INCENTIVES HELP



LOYALTY CARDS AND REWARDS FOR REGULAR ATTENDANCE AND PERFORMANCE ARE VALUED



TYPICAL INCENTIVES INCLUDE SHOPPING VOUCHERS, EVENT TICKETS, TROPHIES, MEDALS & SPORTS EQUIPMENT

### BE ADAPTABLE

DOORSTEP SPORT SESSIONS NEED TO ADAPT AND EVOLVE TO MEET THE NEEDS OF YOUNG PEOPLE



## RIGHT STYLE



### BE FLEXIBLE



FLEXIBILITY IS THE KEY TO ENSURING DOORSTEP SPORT SESSIONS ARE SUCCESSFUL

### BE FLEXIBLE!!



DO NOT EXPECT PEOPLE TO CHANGE FOR THE SESSION OR WEAR THE RIGHT GEAR. DO NOT EXPECT CLEAR CUT AGE GROUPS IN EACH SESSION. DO NOT EXPECT ALL PEOPLE TO COME AT THE START AND LEAVE AT THE END.

### BE CREATIVE



SKILLS & DRILLS ARE UNLIKELY TO ENGAGE THE TARGET GROUP, FIND CREATIVE WAYS TO TEACH SKILLS