

# StreetGames

## Festival Evaluation Report 2014



## StreetGames Multi-Sport Festivals 2014

*“For literally anyone that just wants to have a go, this is a really inspiring occasion.”*

Jenny Price, Sport England Chief Executive



### Background

Since its inception in 2007, StreetGames has provided young people from doorstep sport projects with the opportunity to take part in large scale sports festivals.

Through support from a range of partners, including Coca-Cola Great Britain and The Football Pools, StreetGames has been able to provide a year round programme of events and festivals, including neighbourhood festivals, a national five-a-side football competition and four mass participation multi-sport festivals in London, Manchester, Cardiff and Glasgow.

The multi-sport festivals provide young people with opportunities to travel outside their area to an iconic sporting venue to take part in a variety of activities, which they might not ordinarily have the opportunity to experience and meet young people from different areas involved in the StreetGames network. The events also provide young volunteers with vital leadership and support experience in an event based environment.

Our research has highlighted the vital importance of such events, in terms of both participant and volunteer engagement, development and retention.

This report provides an overview of the 2014 Mass Participation Festivals Programme, which are supported by Coca-Cola Great Britain.

### Key Facts and Figures

#### Where

StreetGames mass participation festivals 2014 consisted of four multi-sport Festivals:

- **Friday 15th August** - The Copperbox Arena, Olympic Park, London
- **Tuesday 26th August** - Sport City, Rowsley Street, Manchester
- **Thursday 28th August** - Cardiff Metropolitan University, Cardiff
- **Monday 13th October** - Scotstoun Stadium, Glasgow

#### What

The programme of activities at the festivals was designed in consultation with a group of Young Advisors from the StreetGames network. It was designed to enable young people to take part in a range of traditional and non-traditional sports in a non-competitive environment, free of charge.

Activities provided included many different activities: American football, army assault course, athletics, badminton, basketball (including wheelchair basketball), BMX, boccia, boxing, bubble football, canoeing (indoor), circus skills, cross-fit, climbing wall, cheerleading, cricket, cycling, dance, dodgeball, DJ Workshops, fencing, football challenges, panna football, free running,



street golf, graffiti, gymnastics (tumble track and skills), handball, hockey, ice skating, indoor canoe, indoor rowing, lacrosse, netball, orienteering, parkour, roller skating, rounders, rowing (indoor), softball/baseball, smoothie bike, shambala and looms, street rugby, cage rugby, squash, table tennis, street tennis, ten pin bowling, tri volle, sitting volleyball, volleyball, ultimate Frisbee, zorbing and a photo booth.

## Headline Data

Key data from the four multi-sport festivals 2014 is summarised in the illustration and Table 1 below:

*A total of **2,860** young people attended the StreetGames Mass Participation Festivals from **201** different projects across the UK.*

*A total of **147** StreetGames Young Volunteers supported the StreetGames Mass Participation Festivals.*

***86** Delivery Partners worked with StreetGames across the three events, delivering over **100** different sports and activities.*

**Table 1 - Headline Data**

	Manchester	Cardiff	London	Glasgow	Total
Young People	862	791	774	433	<b>2,860</b>
Volunteers	33	32	58	24	<b>147</b>
Projects	51	48	61	41	<b>201</b>
Sports/Activities	26	36	32	16	<b>110</b>
Delivery Partners	22	33	30	1	<b>86</b>



## Summary Feedback

**Participants** surveyed provided very positive feedback with:

**96%**  
*of participants stating that they had enjoyed the festival and rated it either 'great' or 'quite good'*

*I like that it's free*  
**39%**

*I like doing new sports*  
**59%**

**94%**  
*stating that events such as these mass participation festivals encourage them to stay involved in sport*

## Volunteers

There were a total of **147** Volunteers supporting the four mass participation Festivals. **67 Males** and **80 females** between the ages of **14-25**.

The volunteers undertook a wide range of different roles to support the events and spoke enthusiastically about how being involved helped them to gain:

*Experience*

*Confidence*

*Key transferrable skills for employment and training such as communication skills, planning and organisation*

Feedback from a sample of **Project Leaders** attending the festivals highlighted that: **84%** felt that trips to events and festivals were 'Very useful' in terms of participant engagement and retention.

Project Leaders surveyed stated that their main **reasons** for attending the festival were to:

*Provide new experiences for participants*  
**66%**

*Provide fun for participants*  
**66%**

*I like doing new sports*  
**59%**

*I like that it's free*  
**39%**

Project Leaders surveyed felt that the main **benefits** to their project or young people were to:

*Try new sports*  
**68%**

*Travel outside their local area*  
**56%**

*Provide a new experience*  
**53%**

*Mix with other projects/friends*  
**49%**



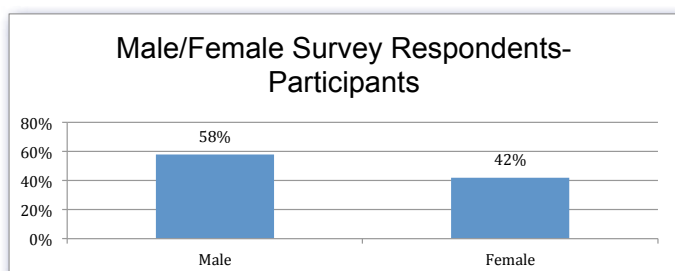
## Participants

In total, over **2,800** young people attended the StreetGames 2014 multi-sport festivals from over **200** doorstep sport projects across the UK.

Feedback was gathered from a sample (374) young people attending, using a short touch-screen tablet survey, which was circulated at each festival via StreetGames Staff and Volunteers. In addition, researchers also conducted 'Vox Pop' interviews with a sample of volunteers and participants at the festivals.

Figure one below shows the gender profile of the participants which completed a survey, comprising **58% males** and **42% females**.

**Figure One -Gender of the Participant Festival Survey Respondents**



For **64%** of the participants surveyed, the festival was a completely new experience for them, as they had never attended a StreetGames festival before. **36%** were returning participants who had attended a StreetGames festival before –see Figure 2 below.

**Figure Two - Previous attendance at StreetGames Festivals**

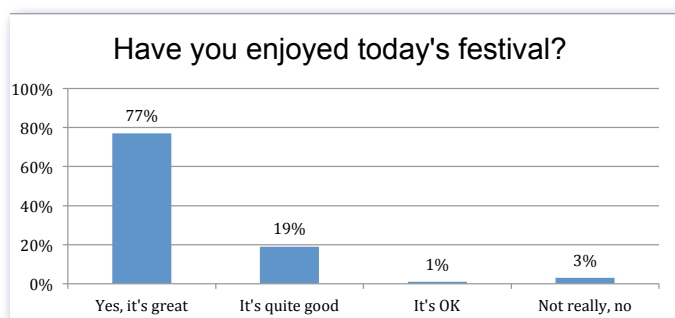


## Participant Feedback

The feedback from participants responding to the survey, was extremely positive, with **96%** stating that they had enjoyed the festival and thought it was either 'great' or 'quite good'.

The remaining **4%** of participants felt that the festival was either 'ok' or that they 'hadn't really enjoyed it', (the festival). See Figure 3 below.

**Figure Three - Enjoyment at the Festivals**



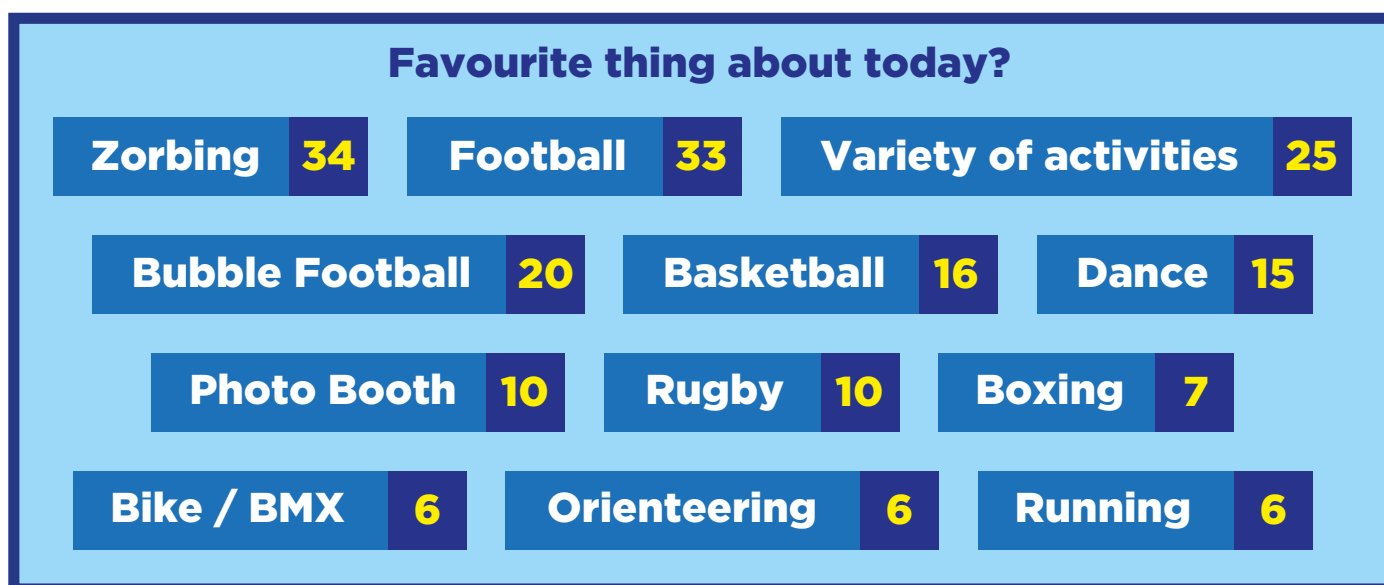


Respondents were asked to tell us what their favourite thing was at the Festival, via a 'free-form' text response. Analysis of the responses identified common themes – with the top five responses comprising:



See Figure 4 below

**Figure Four – Favourite things at Festival**



Other popular activities specified included: table tennis, tennis, handball, street cheer and wheel chair basketball.





Other popular responses included 'having fun', 'meeting new people' and 'trying new sports/activities' – as illustrated via the comments from participants below:

**'Meeting famous people and having a go at everything'**

**'Doing all the sports and trying the hard ones'**

**'Trying out new sports, like ice skating it was really fun and a new experience'**

**'The many different activities and meeting new people'**



Other comments collected via the Vox Pop interviews with participants included:

**"Today I've really enjoyed wheelchair basketball, netball, near enough everything!"**

**"The best thing about today was meeting new people and trying different sports."**

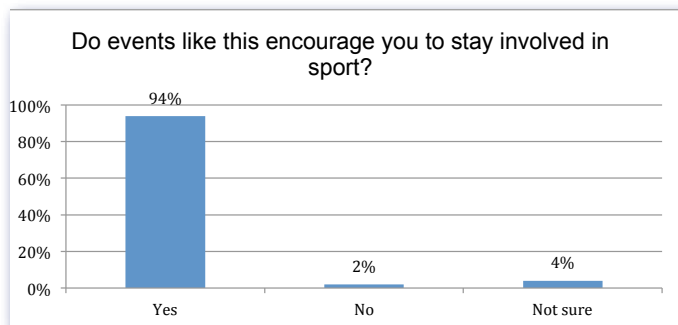
**"Well organised, there's a mix of sports and activities for able people as well as disabled people."**

**"The best thing about the festival today is being able to be who you are and try lots of sport."**



Participants were asked whether they thought that events such as these encouraged them to stay involved in sport – an extremely encouraging **94%** said that they thought that it did – see Figure five below.

**Figure 5 - Do events encourage you to stay involved in sport**



Vox Pop interviewees also spoke extremely positively about the impact of sport on their lives and how it makes them feel; including 'happy', 'healthier', 'more confident' – as illustrated by the comments below.

**"Taking part in sport and fitness makes me feel healthier and happier!"**

**"It makes me feel great because my confidence has boosted a lot more, and I've gained more friends because of it."**

**"Taking part in sport and fitness makes me feel like I'm able to do anything, just because I'm in a wheelchair it doesn't have to stop me."**

**"Sport is important in my life because it keeps me out of trouble."**



## Volunteers

A total of 147 young volunteers supported the four mass participation Festivals from the StreetGames Young Volunteer Programme. **67 Males** and **80 females** between the ages of **14-25** years.

The volunteers undertook a wide range of different roles to support the events and spoke enthusiastically about the experiences they had gained.

The key roles and responsibilities of the Volunteers included:

- Helping with the set-up and clear down of the event
- Assisting registration of teams and participants as they arrive at the event.
- Update of StreetGames social media sites throughout the day.
- Assisting with the delivery of the programme of sport on the day
- Working with StreetGames staff to meet, greet and liaise with VIP's ensuring they have a positive experience at the event.
- Assisting staff throughout the day, including creating a positive event experience for group leaders, projects and participants



When interviewed, volunteers acknowledged the perceived value of the festivals to the young people.

They also described the positive effect volunteering had on their lives, and felt inspired by volunteering at such a large scale event, as illustrated via the Volunteer Comments below:

**"As a young advisor I have been involved in the planning for the event. It's really inspiring to be here and see all the hard work come together."**

**"Volunteering was the best thing that helped me to get employed."**

**"The opportunities that StreetGames provide for you to try things that you've never tried, is the best thing about coming to events like this."**

**"I would 100% recommend volunteering to anyone."**

**"Volunteering helps me understand others, and what I need to do to help them."**

**"Volunteering has given me a lot more confidence as a person."**

**"It's incredible the amount of activities and variety that children can get involved in."**

## Project Leader Feedback

The StreetGames multi-sport festivals 2014 are open to all projects within the StreetGames network and are also promoted to our wider partners, such as Ambition.

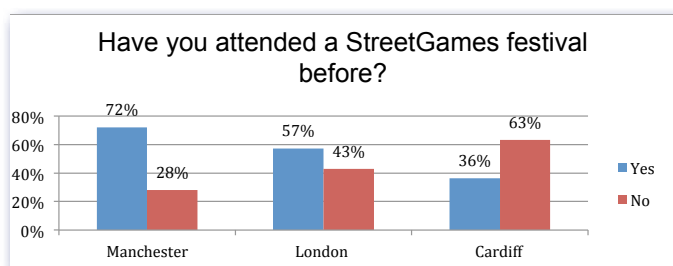
In total, young people from over **200** projects across the country attended the festivals.

93 Project Leaders were surveyed at the events<sup>1</sup>. The information below, provides an overview of their responses.

On average, just over half (**55%**) of Project Leaders surveyed said that they had attended a StreetGames Festival before.

The Manchester Festival had the highest proportion of returning projects, with **72%** of project managers surveyed stating that they had been to a StreetGames Festival before.

**Figure 6 - Attendance at previous StreetGames Festivals**



## Key Value of the Festivals

Previous research with participants and project leaders has highlighted the value of the festivals, in terms of participant and volunteer engagement and retention; the responses from Project Leaders this year also reinforce this view, with:



<sup>1</sup> Project Leader surveys were conducted 'on the day' at London, Manchester and Cardiff festivals. A separate on-line survey of Project Leaders from doorstep sport projects based in Scotland has been carried out subsequently

**84% of Project Leaders surveyed stating that the festival was 'Very useful' in terms of participant engagement.**

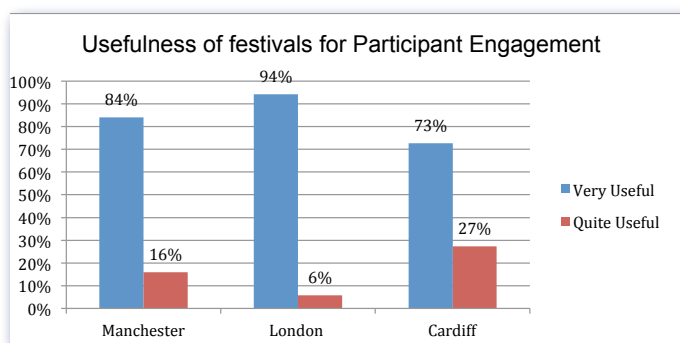
**The remaining 16% felt that events and festivals were 'Quite useful' for participant engagement.**





See Figure seven below.

**Figure 7 - Usefulness of Festivals for Participant Engagement**



Similarly, Most project Leaders also highlighted the importance of the festivals in promoting participant attendance, as they provide a high point, reward and something to look forward to for participants, with:

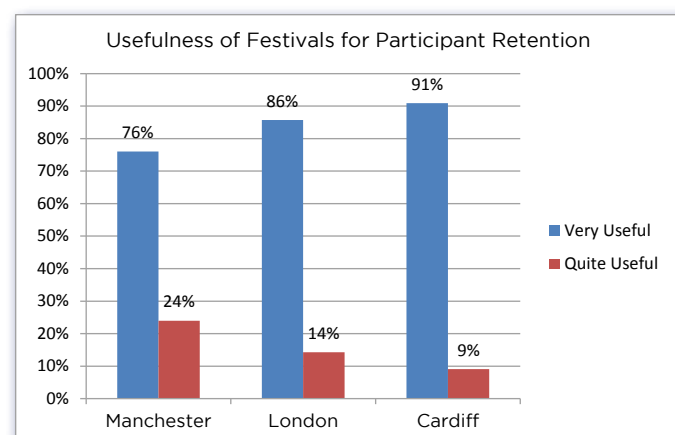
**84% of all project leaders surveyed felt that trips to events and festivals were 'Very useful' in terms of participant retention.**

**The remaining 16% felt that events and festivals were 'Quite useful' for participant retention.**

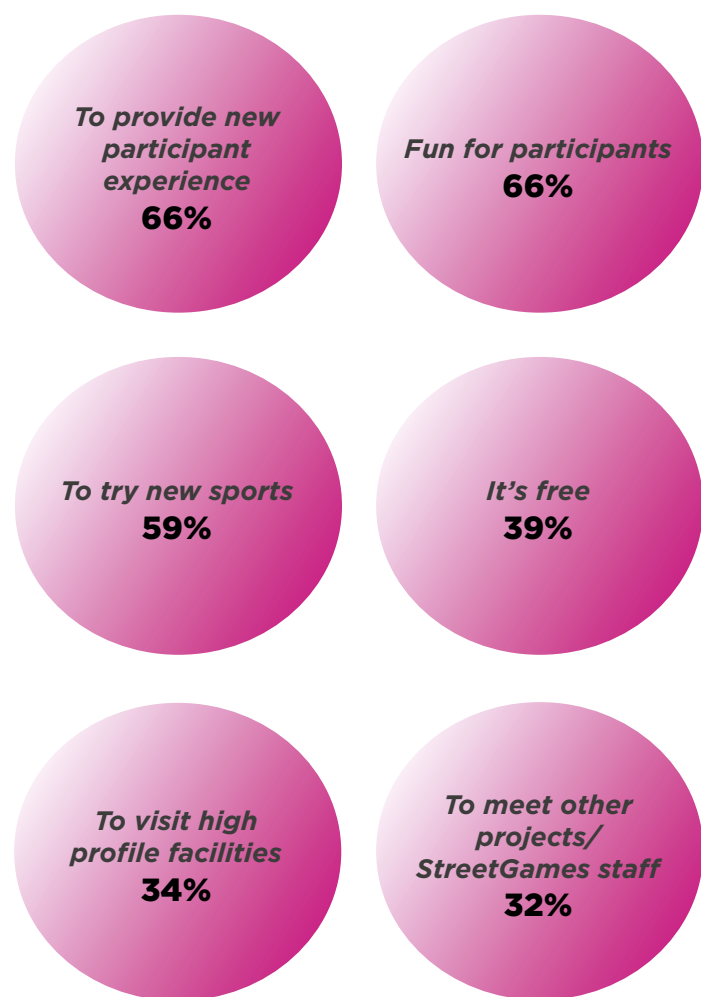


See Figure eight below.

**Figure 8 - Usefulness of Festivals for Participant Retention**

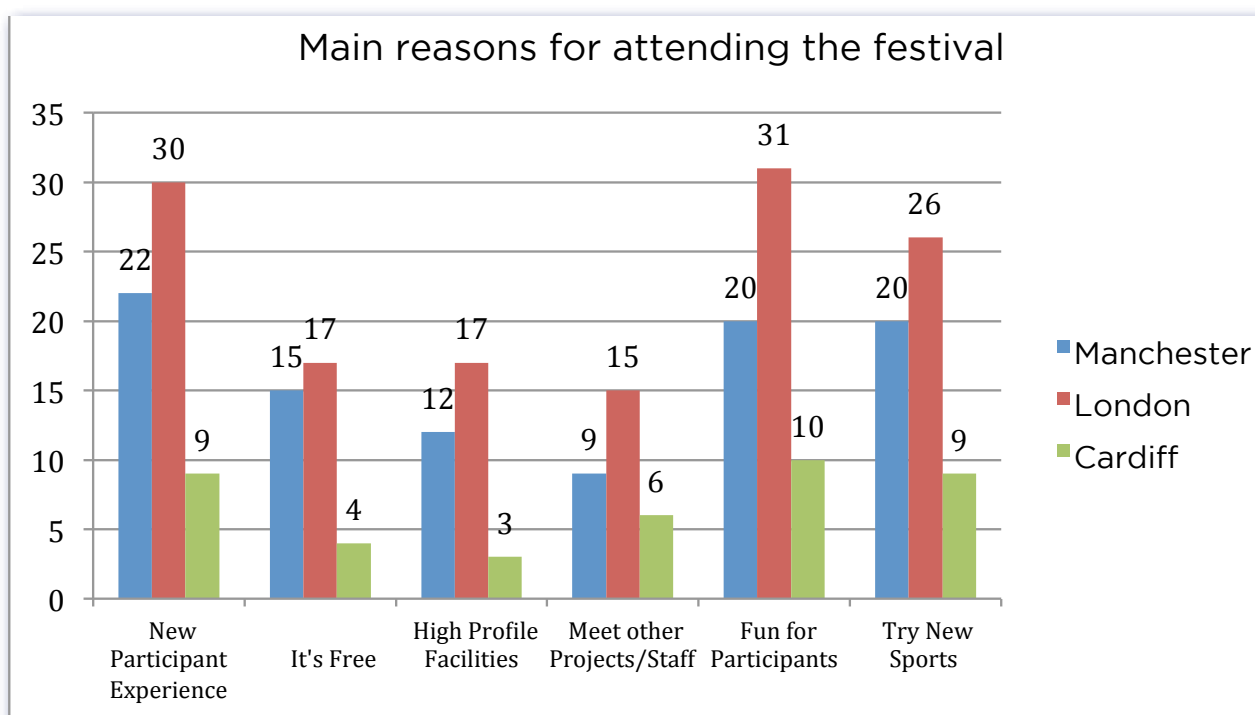


Project Leaders also shared their views, in terms of the main reasons for attending the festivals, which were:



See Figure nine

**Figure 9 - Main reasons for attending the Festivals**







A selection of comments from Project Leaders is set out below:

**'Being part of something out of our own area and see other young people - start of something bigger'**

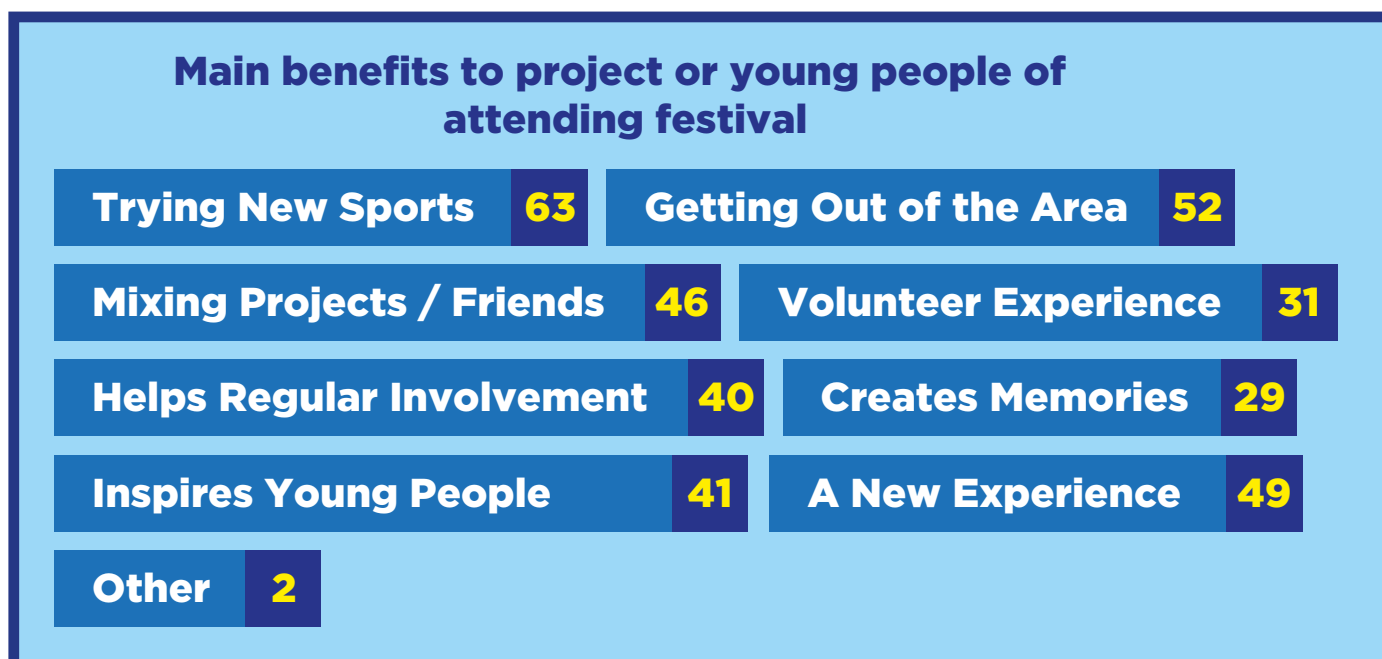
**'Cohesion between youths from different areas of Swindon is massive for us!'**





Figure eleven below shows the Project Leaders responses, in terms of what they consider to be the main benefits for young people of attending the festivals – which most commonly included; being able to try new sports, an opportunity to travel outside their local area and being able to mix with different projects and friends.

**Figure 10 – Main benefits to project or young people**







A selection of comments from Project Leaders which illustrate their views on the benefits of the festivals and wider benefits of StreetGames are provided below:

**'Opportunity for young people to enjoy themselves and experience alternative fun energetic sports sessions'**

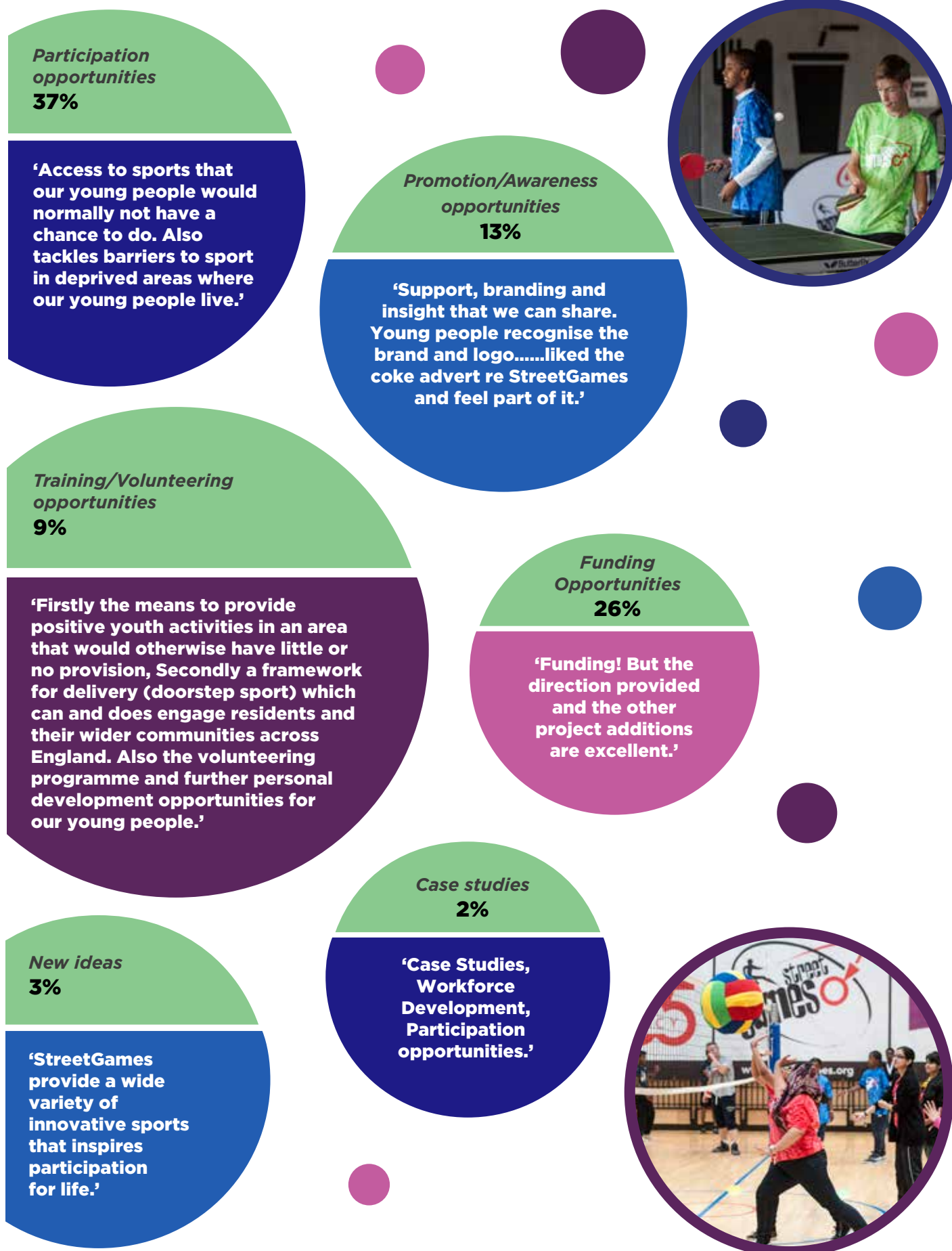
**'Continued support, ideas and inspiration and opportunities to take part in beneficial experiences such as today's multi-sport festival!'**

**'Gives young people the chance to experience new sports and a healthier lifestyle'**

**'National project to link in with, access training, events, one off projects, such as pop up clubs'**

## Value of StreetGames Network

Project Leaders were also asked to indicate what they feel are the main benefits of belonging to the StreetGames network. Responses were provided via 'free-form' text. Analysis of responses has identified the following common themes/ responses:





## Key Challenges of attending the Festivals

Not all projects within the network are able to attend the multi-sport festivals and some bring fewer participants than they originally envisage. As a result, Project Leaders were asked to share their views on the challenges they can face in taking part in StreetGames Festivals.

See Figure 11 below.

**Figure 11 – Main barriers to attending the Festivals**



As can be seen above, transport difficulties were perceived to be the main barrier/challenge to attending the mass participation festivals.

A selection of other comments from Project Leaders is set out below:

**'Many of our young people do not travel out of areas'**

**'Some like competition so didn't want to come'**

**'Late info sent'**

**'Time of year could be better because a lot of youth clubs aren't open throughout the summer...'**



Project Leaders were asked to recommend what support might help them to attend future events or festivals. Responses were provided via 'free-form' text. Analysis of the responses has been undertaken to identify common themes and common responses – see Figure 14 below. Again, it can be seen that additional support with transport is the key area requested.

**Figure 12 – Requests for future support to attend Festivals/Events**

### What StreetGames can do to further support attendance at future events / festivals

<b>More Notice / Transport Support</b>	<b>10</b>
<b>Better Organisation</b>	<b>8</b>
<b>More Regularity</b>	<b>6</b>
<b>None</b>	<b>5</b>
<b>Other</b>	<b>3</b>



The list below provides a summary of the key themes of response which are grouped (in order of frequency mentioned).

### More Notice/ Transport Support (10)

**'Funding for transport - did not know that there was possible funding for transport from StreetGames'**

**'Subsidised Transport, Yearly calendar of events, ambassador visits.'**

**'Assistance with transport as that is our biggest outlay apart from staff time.'**

**'It would have been a good idea and beneficial to have been sent information a lot earlier to enable us to sell the festival to young people and answer queries of many parents. Maybe a briefing on the day so we actually know what we are doing when we get here rather than just turn up and wonder off.'**

### Better Organisation (8)

**'Organisation of specific sports at the festival. Some of the sports seemed to be un-manned by any staff.'**

### More Regularity (6)

**'Regular events throughout year'.**

**'Continue providing opportunities and information'.**



### None (5)

**'The support so far has been excellent, thank you.'**

**'Nah.....it's a great event'**

### Other (3)

**'Hold at start of summer holidays rather than end..... fantastic day. Really enjoyed by all and asking about next year already'**

**'Offer more for older people and note an age range or average age of attendance, how to get involved for volunteering.'**

In addition, a selection of projects were contacted by telephone following the festivals who either:

- Had registered a group for the festival but didn't attend on the day
- Had registered a large group of young people for the festival but brought a smaller number on the day.

They were asked why they hadn't attended, or had brought less young people than planned, and whether they had suggested ideas on how StreetGames could further support their attendance at festivals and events going forwards.

Feedback from projects leaders again highlighted that transport was a major issue and also that information regarding support with transport/facilities/activities should be sent sooner.



The main feedback provided from Project Leaders in relation to transport comprised:

- Projects having limited funding to pay for transport to and from events-thus any support from StreetGames centrally to cover these costs or provide transport would help
- Earlier promotion of the festivals is required to give projects more planning time
- The need to raise awareness of the support available from StreetGames in relation to transport
- The provision of coach pickup points in surrounding cities/towns



Some Project Leaders also commented that:

- Their young people were mainly interested in attending competitive events/tournaments and were less interested in attending a 'come and try' style event.
- They struggled to get their young people to commit due to the festivals being in the summer holidays.



## Summary

The StreetGames Multi-Sport Festivals 2014 were attended by over 2,800 young people from doorstep sport projects across the country – with extremely positive feedback from those attending the events.

In particular **young people liked the range of activities** and that they were **able to try alternative/different sports and activities** which they would not normally get the opportunity to try in their local projects and the **opportunities to meet new people**.

The feedback from young people was also strong, in terms of the impact of large scale events and festivals on participant retention, **with 94% of those surveyed stating that events encouraged them to stay involved in sport**.

A total of **147 young volunteers** supported the four mass participation Festivals; gaining experience in a wide range of sport event based roles.

The volunteers spoke enthusiastically about how being involved **helped them to gain: experience, confidence and key transferrable skills for employment and training such as communication skills, planning and organisation**.

Similarly, Project Leaders also felt strongly that the **festivals were a key tool in terms of encouraging participant engagement and retention** and a good means of providing young people with the opportunity to **travel outside their area, try new sports and meet different young people**.

The key area where additional support was required from projects to increase participant attendance of the festivals related to support with travel and transport.

