



LONDON MARATHON
CHARITABLE TRUST



LONDON MARATHON CHARITABLE TRUST

Final Evaluation Report

2019-2022

In 2019 StreetGames was awarded a 3 year funding agreement from the London Marathon Charitable Trust.

Project Purpose

To provide accessible and attractive opportunities for young people living in disadvantaged areas to take part in sport, increase their activity levels and grow 'activity know-how'

Project Aim

To engage 1,950 young people aged 12-25 years through a variety of doorstep sport activities including:

- Weekly doorstep sport sessions
- Us Girls sessions
- Holiday activities
- Neighbourhood festivals.

Locations

15 Locally Trusted Organisations (LTOs) across Liverpool, Merthyr Tydfil and Newcastle.

Each cluster area was supported by a StreetGames Doorstep Sport Adviser who helped them shape local delivery, collect evidence of impact and provide advice, support and guidance.

This infographic shares a summary of the work during this period, together with key learning and impact data. More detailed information relating to the work during this period is included within the 6-monthly reports provided to LMCT between November 2019 and June 2022. A full external evaluation was undertaken by Platypus and a separate report is provided.

Key Outcomes

- To increase activity levels of disadvantaged teenagers who are inactive/with low activity levels
- To increase the activity levels of disadvantaged teenage girls who are inactive/with low activity levels
- To create a more skilled workforce by training 75 voluntary and paid sports workers, to engage and activate young people
- To increase the skill sets of disadvantaged young people, by training 75 sports leaders from young participants who, in turn, activate others in their neighbourhood.

CORONAVIRUS PANDEMIC

Plans and activities were significantly impacted by the Coronavirus Pandemic and lockdown restrictions. Despite the Pandemic, StreetGames continued to support LTOs to provide sporting activities and opportunities for young people through a variety of different methods including both face to face and virtually. LTOs also provided young people and families with kit and equipment during lockdowns as well as wider support such as food packages, mentoring and one-to-one support.

KEY STATS

YOUNG PEOPLE ENGAGED IN SPORT & PHYSICAL ACTIVITY



2,235

Young People Engaged

(Target : 1950)



1,049 (47%)

Females Engaged

(Target : 40%)



50

volunteers supported delivery of sessions within each 6 month delivery period

Types of sports & activities delivered – Wide ranging including ball sports (football, basketball, volleyball etc), fitness, racket sports (eg badminton, tennis), dance, yoga, YouTube videos, watersports, running, cycling, trampolining

WORKFORCE DEVELOPMENT

406

Workers Trained

(Target : 75)



125

Young People Trained

(Target : 75)

Most popular courses delivered – Introduction to Doorstep Sport, Multi-skill Activator, ACES & Trauma Informed practice, Managing Challenging Behaviour, Engaging Women & Girls in Sport & Physical Activity, 5 Ways to Well-being

IMPACT ON ACTIVITY LEVELS & ATTITUDES

Survey data from a sample of young people who participated and/or volunteered at doorstep sport sessions in the 3 areas during the period using the Sport for Development Coalition Collective Survey Tool showed that:

ACTIVITY LEVELS

96%

of respondents are either 'fairly active' (60%) or 'active' (36%).

64%

of respondents are undertaking 60+ minutes of sport/physical activity on at least 3 or more days per week.

77%

The majority of respondents do most of their sport/physical activity at their doorstep sport sessions

56%

of respondents have been attending their doorstep sport sessions for at least a year.

ATTITUDES TOWARDS SPORT/EXERCISE & WELL-BEING

89% stated that 'they find sport & exercise enjoyable & satisfying'

National Average
StreetGames Participants

6.31

Overall, how happy did you feel yesterday?

7.3

6.36

Overall, how satisfied are you with your life nowadays?

7.5

This survey data is from a sample of 120 young people who participate and/or volunteer in doorstep sport sessions across Newcastle, Liverpool & Merthyr who completed the Sport for Development Collective Survey Tool during 2021/22.

WHAT DOORSTEP SPORT DOES

Provides

- Space, equipment and support to try new sports and activities
- A much-needed sense of routine
- A 'space to unwind'
- Role models in the form of coaches and leaders
- A sense of community and belonging

“ I would never have thought about playing table tennis, but then when I went to the youth club I decided to try and now I always play when I go!

Millie, Participant



Removes/reduces

- Barriers to sport and activity ensuring that local provisions are an easy way for them to be active – eg no pressure/demand, making it easy to re-join/take up when they can, being in walking distance, safe, inclusive, no kit, music
- Negative stereotypes about girls and sport, as well as girls' beliefs about their ability to do sport

“ All the other sports clubs are too far away and I have no way of getting there. So it's good that the youth club is close otherwise I'd have nowhere to do sport

Ella, Participant



Improves

- Mental well-being & increased confidence and self-belief (beyond sport)
- Future opportunities, both sporting and educational
- The desire to continue being active in the future.

“ I suffered with bad anxiety and was struggling with my mental health but being able to come here has helped so much, and now I'm helping to coach other people!

Participant & Coach



“ I'd definitely be confident to do sport in the future now like going to community centres. Coming here has made me get used to different surroundings and different people, and really helped boost my confidence.

Megan, Player & Future Volunteer



KEY LEARNING & INSIGHT

Engagement with the young people involved through the external evaluation process has identified some key learning points that can/should be considered in the future design of any sport & physical activity programme targeted at this audience.

What's important to young people

- **Relationships** – family and friends

“ In my free time I usually spend time with family and friends, play sports whenever I have the time and watch TV. My family are definitely the most important to me. I am proud of myself, family and my friends

Megan, Hatrick, Participant & Future Volunteer



- **Personal development** – opportunities to develop, community involvement, moments of pride

“ We did a Dragon's Den presentation in front of people to get money to build a gym and dance studio. It was scary but a really good experience and we won!

Participant



- **Personal Wellbeing** - fun & no pressure, having space to wind.



I like coming because there's different things you can do and you don't have to take it seriously. All you do is show up and there's no commitment

Participant



It's a nice break away from daily stresses. It's a chance to forget about everything and enjoy yourself while being active and healthy too

Shaina, Participant



Sport & physical activity sessions facilitate many of these priorities - friendships, opportunities to develop skills, community involvement through volunteering and increase in wellbeing, especially mental wellbeing. Moments of pride come from academic achievements, volunteering/community involvement, and personal development- many of which can be achieved through sports sessions.

Young People's suggestions on how provisions can be enhanced further:

- A wider variety of sessions can keep interest levels high and encourage 'trial' of new activities
- Recognition of the needs of different levels of fitness and motivation & design of sessions accordingly - eg some tougher/harder fitness challenges for some, competitive & non-competitive options
- Offer a 'buddy up' scheme – a partner OR group that you can join up with for motivation
- More sessions to accommodate increase in numbers & to ensure young people get the most out of sessions

SUMMARY & FUTURE OPPORTUNITIES

The Doorstep Sport model, supported through LMCT funded sessions, is proven to be an effective way of engaging young people from underserved communities in sport and physical activity. Local community sessions are valued by young people and provide a non-pressured environment to facilitate exploration of new and familiar sports/activities, whilst also helping to develop essential life skills and giving encouragement to reach their full potential.



StreetGames was able to source further funds to support activity in all 3 cluster areas in the final year and beyond. For example, from the Holiday Activities Fund (in Newcastle), Sport England Tackling Inequalities Fund (in Newcastle & Liverpool) and Sport Wales Families Fund (in Merthyr). However, as the cost of living crisis continues, people are likely to spend less on sport and physical activity and specifically, it is likely that groups of people who often find it harder to be active such as women, people with long-term health conditions/illnesses and people from lower socioeconomic groups (DE) will be most adversely impacted. With this in mind, future investment into affordable doorstep sport opportunities for young people in underserved communities is of paramount importance.

THANK YOU

- o **LMCT** for the investment & support to make delivery of these activity sessions possible
- o **StreetGames delivery partners** across Newcastle, Liverpool & Merthyr, for providing local doorstep sport opportunities for young people
- o The **young people and volunteers** involved for their enthusiasm, time and commitment
- o **Platypus** for carrying out an external evaluation & providing a wealth of insight to aid future doorstep sport initiatives.