

## street games briefing paper



### Report Subject: Pilot Projects with NGBs

### Title: Growing and sustaining sports participation in disadvantaged communities

#### Introduction

As a national partner to Sport England, StreetGames is working with a range of NGBs to help in their work towards growing and sustaining sports participation amongst young people living in disadvantaged areas. As a result, a range of pilot projects and partnerships have been developed over the last year and we hope that this work will progress over the coming months and years. A selection of this work is summarised below to illustrate the range of interventions that have taken place.

#### England Athletics

During 2010, StreetGames has partnered with England Athletics to deliver a series of Athletics Activator training sessions within doorstep sport settings with support from Sportshall Athletics and Quadkid Athletics.

To date, twelve courses have been delivered, resulting in the training of over 150 community sports coaches who are now able to deliver athletic activity within a



community setting.

The Feedback from local projects has been very positive; with the course providing useful ideas on how to deliver athletics in a non-traditional setting with limited equipment. As a result, local delivery staff have been able to expand the variety and range of activities that are provided within weekly sessions, with many providing athletics as a specific element within a multi-sports session.



# Background Facts for Doorstep Sport

Feedback from England Athletics also confirmed that the courses were well received and that they highlight the demand for coach education courses in athletics within disadvantaged areas.

The increased coaching capacity has resulted in a significant increase in the number of athletics sessions delivered via the StreetGames network (from 314 in 2008-09 to 494 during 2009-10) and a significant increase in the number of participants (from 772 in 2008-09 to 1,427 in 2009-10). There are now also increased opportunities to take part in competition, via the inclusion of athletics within a number of StreetGames Summer Festival Programmes.

## England Handball (EH)

StreetGames has partnered with England Handball on a number of interventions during 2010 including the:  
Joint employment of a handball development worker.

The delivery of 7 EHA Level 1 coach training courses and provision of equipment to a range of local StreetGames projects.

The delivery of England Handball Leaders Awards with focus on North West and London region.

The Courses delivered were welcomed by a range of people, from young adults undertaking leadership awards to sports development professionals, and has enabled England Handball to start building a pool of volunteers and



leaders in areas of the country where there is not a handball tradition.

The NGB acknowledges that the StreetGames network is assisting handball as a sport to build new partnerships, grow local infrastructure and ensure longevity.

The partnership work has also enabled a wide range of StreetGames projects to introduce handball into their sessions, including projects in Blackpool, Chorley, Wokingham, Manchester and Hastings. Plus more mature StreetGames handball projects take place in Newham and Liverpool.

Over 1,000 participants took part in StreetGames handball sessions during 2009-10 and 100 young people progressed to StreetGames regional competition in the North West.



## British Rowing

StreetGames recently partnered with British Rowing to develop a series of pilot interventions, aimed at providing participants from disadvantaged areas with an introduction to rowing within a doorstep sport setting.

British Rowing provided each of the intervention projects with indoor rowing machines and indoor rowing tutor training.

The pilot projects took place within a number of StreetGames projects, including Reading, Sheffield, Stoke-on-Trent Hastings and Newcastle.

The sessions provided opportunities for participants to learn the basics and take part in a range of team and individual challenges. For example, in Sheffield rowing was incorporated into an existing Friday night Youth Project which is attended by around 55 young people each week.

The sessions provided opportunities for participants to learn the basics and take part in a range of weekly team and individual challenges. Whilst in Stoke-on-Trent, rowing was incorporated into existing multi-sports sessions and also included in the Stoke StreetGames Festival in August 2010, which was attended by over 100 participants.

The sessions were well received and provided young people with an opportunity to take part in a sport they had not tried before. As a result, over 400 StreetGames



participants have taken part in rowing during 2009-10 (compared to just 50 in the previous year).

The project also enabled British Rowing to 'test' an alternative model to deliver indoor rowing to young people and a means of accessing typically 'hard to reach' groups.

## Badminton England

StreetGames is working together with Badminton England to provide a series of pilot interventions aimed at attracting participants aged 16-19 years from disadvantaged areas.

The initial 10 week pilot projects were run through a number of existing StreetGames projects including Stoke-on-Trent, East Birmingham, Harrow and Hastings during 2010.

The interventions provided new weekly badminton sessions within a doorstep sport setting in a partnership between Badminton England, StreetGames, accredited Badminton clubs, and local StreetGames projects.

The pilots successfully attracted participants who were traditionally hard to engage (including NEETs and referrals from NACRO) and local feedback has been positive.

As a result, future plans aim to develop the sessions into



satellite clubs, running regular weekly sessions. These will potentially develop into Badminton England 'No Strings' franchises – to provide a sustainable exit route for participants.



## UK Cheerleading Association (UKCA)

StreetGames has partnered UKCA across a number of initiatives which has increased both the local delivery infrastructure and the number of participants in Cheerleading within disadvantaged areas.

This work has included the provision of 10 StreetCheer coaching courses at level 1 and level 2. This has enabled StreetGames projects to expand the range of activities that are provided and develop new StreetCheer weekly sessions and competitions.

For example, in Liverpool the local StreetGames team worked together with UKCA to provide instructor training courses, which has enabled the StreetCheer programme to expand significantly. During the last year

# Background Facts for Doorstep Sport

the number of weekly sessions have increased from 1 to 10 sessions per week. The sessions are attracting a significant number of key target groups, from BME communities including a Kenyan group, a Somali group and a Muslim group.

In the West Midlands – StreetGames is helping to train a significant number of new StreetCheer coaches from disadvantaged areas, and setting up new style clubs where the coach is the dominant factor. As a result, over 12,000 participants took part in StreetCheer sessions across the network during 2010-11 which represents a 24% increase on the 2008-09 total.

## StreetGames

StreetGames is the only national charity dedicated to developing sport with disadvantaged communities. It works across the country to try and reverse this long-standing trend and make sport accessible to all regardless of their social circumstances.

A national partner of Sport England, StreetGames is creating networks at national and local levels to strengthen the commitment to doorstep sport, as well as seeking significant funding to make the StreetGames projects sustainable. StreetGames' ambition is to link new doorstep sport with sports clubs, National Governing Bodies of Sport programmes, local authority services, and primary care trust projects.

Recognised by the London 2012 Olympic & Paralympic Games Inspire Mark, StreetGames Legacy Leaders is creating a lasting legacy of doorstep sport in the UK.

