



You vs. Train

Everyone loses when you step on the track

2020 / 21 FINAL REPORT

StreetGames work over the 2020/21 You Vs Train Campaign period was focused on educating and raising the awareness of the Campaigns key safety messages with young people from within 43 trespass hot spot areas across England, Wales & Scotland. StreetGames provides support to a network of partners who have existing relationships with young people through sport & physical activity sessions in the most disadvantaged communities in the UK.

These organisations are the lifeblood of their neighbourhoods. They have built trust, they understand what will work to engage young people and they reach those that others find 'hard to reach'.

This document provides a summary progress report of work across the year (April 2020 - March 2021).

ABOUT STREETGAMES

StreetGames harnesses the power of sport to create positive change in the lives of disadvantaged young people, their families and their communities, right across the UK. The work that we do helps those people and communities to be healthier, safer and more successful.

CHANGING SPORT, STRENGTHENING COMMUNITIES & TRANSFORMING LIVES THROUGH SPORT

HEALTHIER

- Tackling Inactivity
- Close the activity gender gap
- Address mental health issues
- Combat food poverty

SAFER

- Boost community safety
- Increase community cohesion and integration
- Build financial awareness and education

MORE SUCCESSFUL

- Equip communities to deal with the issues they face
- Upskill the sporting workforce through training and CPD
- Provide opportunities for volunteering and social action

OUR NETWORK

StreetGames supports the You Vs Train campaign by providing Reach, Scale & Pace:

- Unique reach to land important rail safety messages with hard to reach young people
- Local connectivity to young people, families, partners and route teams
- Reputation and reliability of local delivery partners
- 'Trusted' coaches and leaders – the young people will listen!
- Ability to spread the messages at scale through national communications - social media platforms, 'Word on the Street' newsletter & Conferences
- Dedicated research & insight team.



38 community partners in 43 rail trespass hot spot areas delivering campaign messages to disadvantaged young people

DELIVERY PARTNERS

Community Sports Projects
Youth groups
Sports Clubs
Charities
Community Interest Companies
Housing Associations
Colleges / Schools
Leisure Centres
Local Authorities

DELIVERY METHODS

Webinars, workshops, quizzes, social media posts, sports & physical activity sessions, informal group discussions, 121s, interactive games, arts & crafts and displays. Very few events were able to take place this year due to Covid restrictions.

COLLATERAL

YvT electronic toolkit
Z cards
Leaflets
Tshirts
Wristbands

OUTPUTS



22510

YOUNG PEOPLE BRIEFED



STREETGAMES SOCIAL MEDIA RELEASES



30677

IMPRESSIONS

210

ENGAGEMENTS



250

YOU VS TRAIN EDUCATION SESSIONS DELIVERED

Reading Rockets Basketball Club
@rocketsreading

Great week of running 7 camps and seeing 137 athletes across the week. Great to be able to continue the #youvstrain programme with our athletes too.
@networkrail @StreetGamesSC



3:18 pm · 16 Apr 2021 · Twitter for iPhone

7 Likes

mmchurchbfd
@mmchurchbfd

Con-fession Project. Discussion & workshop on the dangers of crossing the railway lines. Some hard hitting films & worksheets to raise awareness of the dangers of young people trespassing on railway lines. #youvstrain



StreetGames and 7 others

11:59 pm · 3 Nov 2020 from Bradford, England · Twitter for iPhone

1 Quote Tweet 13 Likes

The format of delivery within the 43 hot spot areas varied between projects but tended to be a combination of face to face sessions and digital/online activity with young people with which they had an existing relationship. Whilst some face to face briefings were able to take place at certain points in the year, due to the Covid pandemic much of the delivery had to be moved online. Increased use of digital solutions to cascade out the You Vs Train messaging has enabled us to reach a much higher number of young people compared to last year.

In 2020/21 we used the learning from the previous years Campaign to tweak our model of delivery to ensure greater connection with regional and route teams and to capture and evaluate the impact on the young people's attitudes and behaviours towards rail safety.

A selection of mini project case studies are provided below.

READING ROCKETS

ORGANISATION OBJECTIVE

To provide sporting opportunities to the whole community regardless of gender, race, ability, or social background. Reading Rockets also want to ensure sport is accessible for all by putting clubs and programmes in the heart of communities.

STYLE OF SESSION

Social Media educational videos and competitions, Small Group zoom lessons and quizzes, online physical challenges to promote campaign.

WHAT WORKED WELL

The social media campaigns were successful in getting the messages out to a huge audience with the Twitter and Facebook posts reaching over 3,000 people with over 1,000 engagements. The small group zoom sessions really engaged with the young people and got an insight into their knowledge and opinions around train safety. All the zoom sessions had an opportunity to win sports vouchers for taking part which was a great incentive.

HOW

Reading Rockets Pro team supported the campaign by warming up in You Vs Train T-shirts and having their team photo in the T-shirts. One of the players also created a social media video which included a competition. Small group zoom sessions were run by the You Vs Train lead and Rockets Coaches. During lockdown we also ran a competition which involved being active as well to try to encourage activity.

YOUR LEISURE

Creating opportunities for communities to enjoy life & have fun!

ORGANISATION OBJECTIVE

Through trusted partners, Your Leisure have delivered activities that align with what the target audience can relate to, a theme of street type activity that can happen almost anywhere, this included boxing in and around a skate park, and "street" football in a park venue. This was complimented by the You vs Train merchandise, T-shirts, etc and quiz material, which helped cement the messages.

STYLE OF SESSION

The chosen face to face activities, by nature and because of the experienced facilitators, broke down any communication barriers, which then inter woven with the You vs Train educational tools, meant the message was taken in well.

WHAT WORKED WELL

The social media techniques used, a combination of hard hitting videos and text that encouraged people to share, e.g. "please share you may make the difference to someone's life," tagging in key partners, like the local authority, the English Football league, etc. and using some of the funding to pay for a targeted boosted social post, all contributed to thousands of people being reached.

HOW

PRIME SPORTS NW CIC

ORGANISATION OBJECTIVE

Prime Sports NW are a small local business who work closely with Bolton Rugby club delivering rugby, sports and well being sessions to primary schools, high schools, special educational needs schools in the borough of Bolton.

STYLE OF SESSION

A combination of regular sports sessions which included YvT educational aspects as well as a one off event specifically to highlight the YvT campaign messages.

WHAT WORKED WELL

The outdoor sports sessions were very popular, with good engagement levels across the age ranges. The sprinting race game to beat the electric current was a big winner with all the participants. The schools were especially grateful as they had never embarked on a project like this before. Having played the video, the content was shared with schools as they would like to be able to use the lesson plan ideas again in the future.

HOW

Prime Sports NW have worked with a local high school (11-16 years) and a primary school (7-11 years), both schools are very close to railway stations in Bolton. Prime Sports also worked with the junior teams at the rugby club (7-18 years) which is also close to a railway station.

KPC YOUTH AND COMMUNITY

KPC works in Pyle, Nr Bridgend, with young people aged 8-25 to give them better opportunities in life, through a range of activities, support, advice and positive role models.

ORGANISATION OBJECTIVE

KPC's normal provision is open access - where young people vote with their feet. Through the Covid19 pandemic, and when they have not been able to operate in a normal way, KPC have had to engage through a range of social media content, as well as out on the streets doing "socially distanced" outreach

STYLE OF SESSION

KPC continued to highlight the dangers of playing on the train tracks/local railway for local young people, which has been on-going throughout the year, with a particular emphasis on the summer of 2020 when lots of young people were out in the community, without being able to access centres such as KPC's.

WHAT WORKED WELL

KPC ran a series of quizzes/shared the videos & safety messages. When outreach permitted KPC also shared the resources such as the t-shirts and phone holders as an engagement tool and way of continuing to promote the message.

HOW

IMPACT ON YOUNG PEOPLE'S ATTITUDES AND BEHAVIOURS —○

Prior to attending the sessions...



22% of young people said that they were 'very aware' of the dangers of trespassing on the railway.

of participants now completely agreed with the statement

72%

I UNDERSTAND HOW DANGEROUS THE RAILWAY CAN BE

After attending the sessions...



This had increased to 80% of young people now stating they were 'very aware' of the dangers of trespassing

of participants now agreed or completely agreed with the statement

85%

I HAVE SHARED WHAT I HAVE LEARNT WITH MY FRIENDS AND FAMILY

PROJECT LEADER FEEDBACK

53% of project leaders said that their young people 'engaged a lot' with the rail safety related video(s) & information.

All project leaders reported that they were either satisfied or very satisfied that their participants understanding of rail trespass dangers has increased.

73% of project leaders said it was 'easy' or 'very easy' to integrate the railway safety messages & information into their existing delivery.

"WE FEEL THE CAMPAIGN WAS DELIVERED EXTREMELY WELL AND HAD A POSITIVE IMPACT IN GETTING THE MESSAGES TO THE YOUNG PEOPLE ON THE DANGERS OF PLAYING NEAR RAILWAY LINES."

"THEY GENERALLY TOOK ON BOARD THE MESSAGES. THEY WERE A LITTLE SURPRISED BY SOME OF THE ANSWERS TO THE QUIZ AND WE SAW THIS AS A GOOD SIGN AND THAT HOPEFULLY THERE WAS MORE RESPECT FOR THE RAILWAY AS A RESULT AND MAYBE EVEN A LITTLE FEAR INSTILLED."

"THEY HAD SOME REALLY GOOD DISCUSSION IN SMALLER GROUPS WHEN WE DID THE QUIZ WITH THEM. THEY WERE SURPRISED BY SOME OF THE ANSWERS"

○ — SUMMARY —

Whilst the Coronavirus pandemic has provided some challenges for planned delivery, despite these challenges, there are many examples of innovative delivery, flexibility and adaptability. Delivery partners have shown resilience in these difficult times and many have implemented some excellent briefing sessions using both face to face and digital methods to engage with a high number of young people. The necessity to move to online methods during large parts of the year has meant that partners were able to engage with more young people than they initially envisaged.

The feedback from participants and project leaders shows the positive impact that the You Vs Train Campaign has had on the awareness and attitudes towards rail safety. Whilst StreetGames involvement in the Campaign has officially ended, many delivery partners have said they will continue to use the You vs Train toolkit to embed rail safety messages into their activity programmes in to the future.



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