

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





OUR NETWORK—O

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

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

DELIVERY METHODS

webinars, workshops, quizzes, social media posts, sports & physica 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

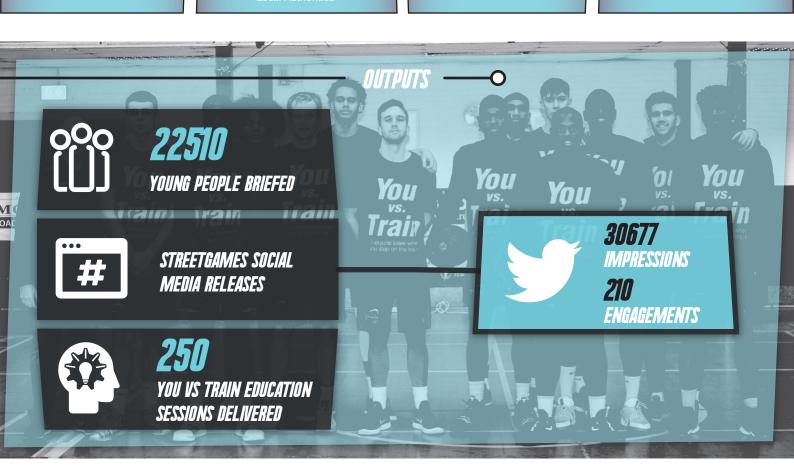
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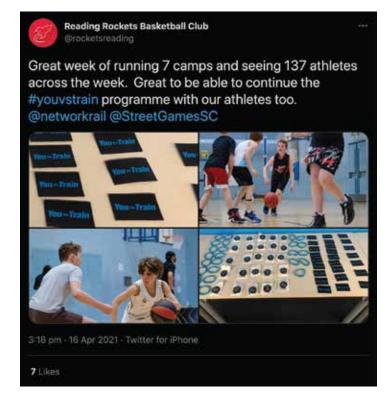
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Loofloto

Tshirt

Wristband







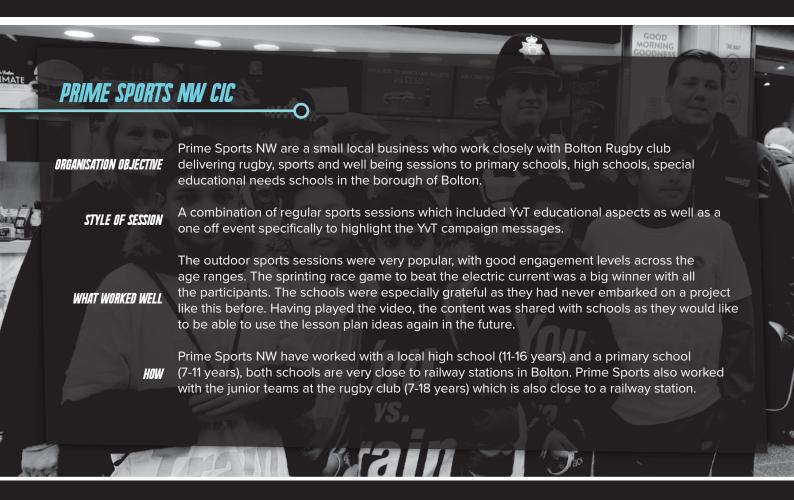


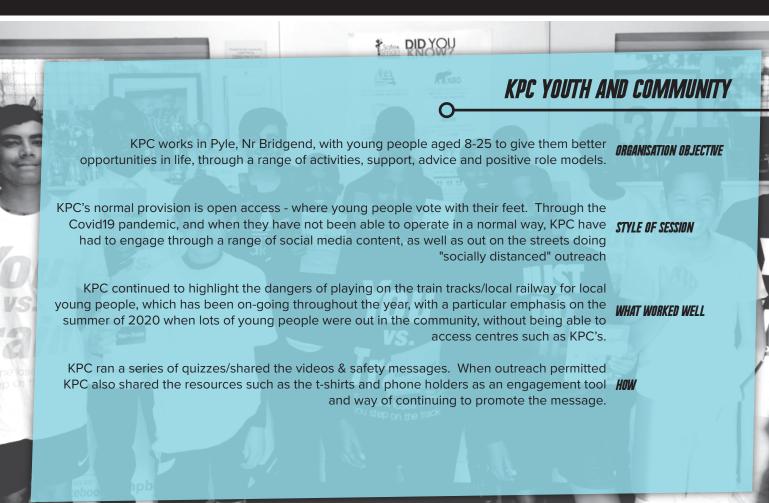
The format of delivery within the 43 hot spot areas varied between projects but tended to be a combination of face to face sessions and digital/online activity with young people with which they had an existing relationship. Whilst some face to face briefings were able to take place at certain points 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.







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. completely agreed with the statement

of participants now

I UNDERSTAND HOW DANGEROUS THE RAILWAY CAN BE

of participants now agreed or completely agreed with the statement

85%

72%

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

After attending the sessions...

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

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"

O—— 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.

