



# INSPIRATION

INSPIRATION 2022 REPORT





## CONTENTS

About StreetGames	3
Doorstep Sport	3
Locally Trusted Organisations	3
#Inspiration2022 – Intent	4
#Inspiration2022 – Implementation	5
#Inspiration2022 – Impact	10
Inspiration Campaign – What Next	12



## STREETGAMES

Access to sport and physical activity is not equal. This inequality of opportunity is clearly reflected in stubbornly lower levels of participation by children and young people living in low-income, underserved communities. There is no lack of demand for sport and physical activity among children and young people in these communities – the right sporting offer is too often absent. Children and young people living in low-income, underserved neighbourhoods suffer from and are surrounded by multiple social inequalities. These are the children and young people with most to gain from the benefits of sport and physical activity.

StreetGames exists to bridge the sporting inequality gap for young people from low-income, underserved communities. Our Doorstep Sport approach bridges the sporting inequality gap and offers sport and physical activity in a way that meets the needs and motivations of our beneficiaries.

### Doorstep Sport

Doorstep Sport is our tried and tested methodology for engaging young people in underserved communities in sport and physical activity, ensuring that sport is delivered in a way that is enjoyable and accessible to young people in the communities we serve.

At the core of Doorstep Sport is the provision of accessible and affordable opportunities for young people to take part in informal sport within their local community through vibrant, varied, fun and sociable sessions. Effective Doorstep Sport delivery has a strong emphasis on youth leadership, offers personal development opportunities and encourages lifelong participation.

Key to the success of Doorstep Sport is its adaptability. Delivered in the right way, this approach can be modified to achieve a wide range of positive impacts within local communities, including helping to: combat holiday hunger, reduce youth offending, and improve young people's mental health and wellbeing.

Doorstep Sport helps the young people we work with, and the communities that they live in, to become healthier, safer and more successful.

### Locally Trusted Organisations

The StreetGames network of locally trusted organisations (LTOs) is the foundation for providing effective Doorstep Sport. StreetGames works beside LTOs to ensure Doorstep Sport is activity that is delivered in local communities in the right style, at the right time, at the right price and by the right people.





# #INSPIRATION2022 *Intent*

The #Inspiration2022 campaign aimed to connect young people from underserved communities to the wide range of major sporting events taking place throughout 2022. With so many opportunities on home soil in 2022, such as; The Commonwealth Games, Women's Euros and the Rugby League World Cup, StreetGames wanted to make sure that a sporting ripple effect was felt by everybody, especially those in underserved communities who experience multiple barriers to accessing sport and physical activity.

We worked closely with the StreetGames network of Locally Trusted Organisations (LTOs) and partners, to bring a year-round, multisport offer of activities and experiences right to the doorstep of those young people who can benefit from it most.



**24K**  
Young People engaged

**725**  
LTOs engaged  
(280 new)

30% of 14-24 year olds are living in poverty. We know that this means they have less opportunities to take part in sport and experience the fantastic benefits of doing so.

StreetGames has a unique ability to reach young people living in poverty through a network of 1,400 locally trusted organisations throughout England and Wales.

We understand the challenges that young people from underserved communities face when it comes to accessing, playing and attending live sport, when compared to their more affluent peers. JRF 'UK Poverty 2023' report states that there are 3.9 million children in poverty in the UK and that circa 40% of those are aged 14-24 years old. We know that this means they have less opportunities to take part in sport and experience the benefits of doing so, the #Inspiration2022 campaign set out to change that.

Our Inspiration 2022 campaign was underpinned by research such as the Inquiry into the Power of Events - Spirit of 2012, which published the following 5 recommendations in January 2022:

1. Long-term impact and a clear plan for "what next" must be the driver for the decision to bid or host a major event
2. The long-term impact of events must be underpinned by demarcated funding, accountability and governance
3. Greater attention must be paid to who benefits from events and who is left out
4. More events should be designed and curated with a broad range of stakeholders to build common ground across divides
5. Events that use volunteers should have a clear strategy to boost longer-term community volunteering

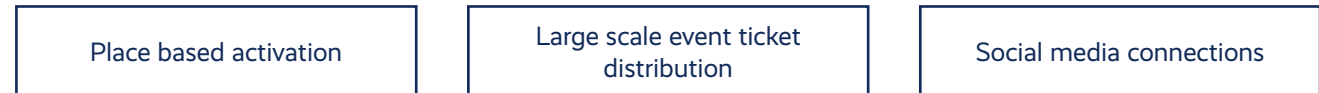
We also called upon our own research, insight and learning from previous work such as our hugely successful residential: Camp Glasgow, which enabled 521 young people to stay at an outdoor residential and spectate at the 2014 Commonwealth Games in Glasgow, as well as creating 200 pop up clubs across England and Wales. Read more about Camp Glasgow and CWG 2014 here: [Spirit of 2012 FINAL](#)

StreetGames has a unique ability to reach young people living in poverty through a network of 1,400 LTOs throughout England and Wales. These LTOs are the right people in the right place, and, with the support of StreetGames, are key to ensuring that major events are accessible to young people in these underserved communities.

# #INSPIRATION2022 *Implementation*

Implementation of #Inspiration2022 required collaboration and strong partnerships. StreetGames set out to identify and work with those partners it believed could have most impact.

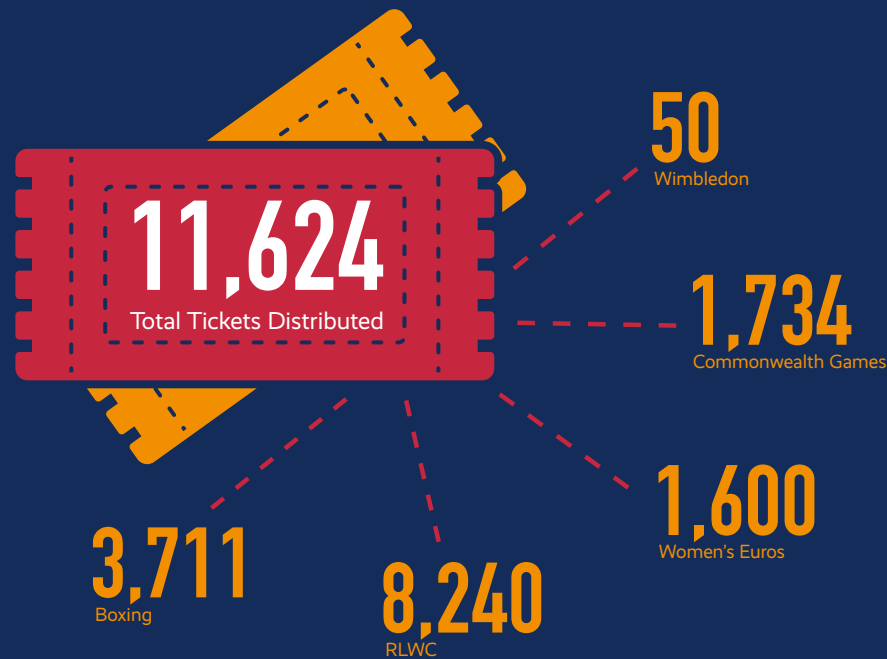
The campaign resulted in implementation across three key areas of work:



JUN / JUL	JULY	JUL / AUG	OCT / NOV	OCTOBER	NOVEMBER	DECEMBER
Wimbledon London	Women's Euros Nationwide	Commonwealth Games Birmingham Tickets, Summer Camp, Day Trips	RLWC Tickets, Mascot Experiences	Youth Summit & Inspiration Awards	ICC T20 World Cup Social Media Campaign	FIFA World Cup Funding in Wales, Social Media Campaign



# 1 ACCESS AND TICKETS TO MAJOR SPORTING EVENTS



## Wimbledon

Through our partnership with the LTA, we were able to provide 50 young people from LTOs in the StreetGames network with the opportunity to attend Wimbledon. Young people also attended some of the regional qualifying events in Nottingham, demonstrating further the desire for young people to access live sport across the country. Without the support from StreetGames and the LTA, through our campaign, many of these young people would not have been able to access this event due to high cost and availability of the tickets.

## Commonwealth Games

1,734 young people and their leaders from across the network attended multiple events throughout the Games, hosted in Birmingham. StreetGames organised bus trips from Wales and beyond to ensure that LTOs from across the network could access this major event.

## Women's Euros

As a partner of the FA, StreetGames were invited to join an invitational ticketing programme, to bring the Women's Euro 2022 tournament to underserved young people. The programme enabled us to provide 1,600 tickets to give the most disadvantaged families and groups living in and around the host cities the opportunity to attend the Women's Euros in July.

[Women's Euros Report](#)

## Rugby League World Cup

The Rugby League World Cup (RLWC) presented an opportunity for LTOs in the StreetGames network to access live, elite level sport across the country. We were able to offer the opportunity to attend at least one RLWC match, particularly in the North West and Yorkshire, two regions where the majority of the games were played. It transpired that many LTOs attended more than one game and even travelled across the regions to attend.

In total we allocated 8,240 to the StreetGames network of LTOs.

[Rugby League World Cup Report](#)

## Boxing

Many of the young people within our network told us that attending boxing was high on their list of priorities when it comes to accessing live sport. Therefore, we engaged with MatchRoom boxing to provide us with a range of ticket opportunities to various events across the country. 3,711 tickets were accessed throughout the year.

# 2 STREETGAMES SUMMER CAMP 2022 & THE COMMONWEALTH GAMES

The 2022 StreetGames Summer Camp took place at Blackwell Adventure Centre, Bromsgrove between Thursday 28th July - Monday 8th August 2022 in conjunction with the Birmingham 2022 Commonwealth Games. Summer Camp provided a once-in-a-lifetime opportunity for 400 young people and LTO leaders to attend the Commonwealth Games in person and watch inspirational athletes perform. Alongside this, attendees met other young people from across the UK, experienced camping and challenged themselves with outdoor adventure activities.

To support personal development, there was also the opportunity to take part in team activities and sports tournaments, where they learnt skills to support Doorstep Sport activities back in their local community.

The event was designed and led by a team of 14 StreetGames Young Advisors who led activity at the camp, they were in turn supported by four ex-Young Advisors who joined as temporary staff for the fortnight to act as mentors to the new Young Advisors.

[Summer Camp - Evaluation Report](#)

[Summer Camp Video](#)

# 3 LARGE-SCALE FESTIVALS AND NEIGHBOURHOOD FESTIVALS

To compliment the #Inspiration2022 connection to major sporting events such as those listed earlier, we used #Inspiration2022 to enhance our Doorstep Sport offer through a range of place-based festivals and events. This truly did bring the power of sporting events to the doorstep of young people. Many of these local events and festivals were designed and led by young people with a passion for leadership.

# 4 CONNECTION TO MAJOR EVENTS THROUGH THE ACTIVATION OF LTOS VIA KIT BAG AND ACTIVATION PACKS.

Throughout the course of 2022, StreetGames provided LTOs with the tools and resources to create place-based activation, linked to the range of events taking place. An outstanding example of this was in June 2022 during Wimbledon (Tennis), StreetGames' ongoing work with the LTA Serves programme provided us with an opportunity to distribute additional kit bags and resources to the network, which allowed young people to engage with Tennis on their screens and in the places in which they play and socialise.

# 5 YOUTH SUMMIT & INSPIRATION 2022 AWARDS

At Edgbaston Stadium in Birmingham on 24th October 2022, StreetGames held their 2022 Youth Summit, with funding from BNP Paribas. The event was organised by young people, for young people.

A team of four Young Advisors played a huge part in organising and running the event which brought together over 100 young volunteers together from across the Midlands. Young people had the opportunity to share their experiences and have their voices heard around a range of topics as well as gaining some practical takeaways in terms of personal development and employability. The day culminated in the StreetGames Inspiration 2022 National Awards, which lived up to the billing and really inspired the young people who attended the Youth Summit.

[Youth Summit 2022 Report](#)

[StreetGames Youth Summit 2022 Video](#)



## 6 SUMMER OF SPORT FESTIVAL

More than 600 children and young people filled the Copper Box Arena at Queen Elizabeth Olympic Park for StreetGames and London Youth's Summer of Sport Festival which took place on Thursday 25th August. The festival was run in partnership with the Jack Petchey Foundation.

The festival was organised to celebrate 10 years since the London 2012 Olympics, and the ongoing legacy of that summer of which StreetGames, London Youth and The Jack Petchey Foundation are proud to be a part.

Over 600 young people took part in more than 25 different sports and physical activities, including BMXing, parkour, climbing, athletics and boxing. Throughout the day, special guests from the world of sport and the Department for Digital, Culture, Media and Sport dropped in to experience first-hand many of the amazing sports and activities that London Youth, StreetGames and The Jack Petchey Foundation help young people from underserved communities to access – continuing the inspiring legacy of our home Olympics.

[Summer of Sport Festival Video](#)



## 7 CONNECTION TO MAJOR EVENTS THROUGH AN ACTIVE SOCIAL MEDIA CAMPAIGN

Our social media activity linked to the #Inspiration2022 campaign created opportunities for us to showcase our work around major events and develop and strengthen partnerships with community organisations and other stakeholders.

We developed an overarching #Inspiration2022 social media guide for community organisations which was adapted for each event, encouraging our network to share their own experiences, photos and videos on social media when attending events as part of the #Inspiration2022 campaign. Organisations were asked to tag StreetGames, as well as relevant event accounts and those of any funders, extending the visibility and reach of the campaign.

Our social media activity around the Commonwealth Games saw us work with NGBs across England and Wales to produce content to share with our network, focused on activities linked to Commonwealth Games sports that community organisations could easily take part in with their young people. As well as creating opportunities for our network to feel connected to the Games in their own communities, this collaborative working with NGBs has strengthened links which will prove useful in developing the Inspiration campaign, for example through ticket offers and local training opportunities.



## 8 TOGETHER FUND

Sport England's Together Fund investment provided many LTOs with the opportunity to directly link their community delivery to our #Inspiration2022 campaign. The Together Fund was focused on four priority groups; lower socio-economic groups, culturally diverse communities, people with disabilities, people with long term health conditions.

The coordinated approach across our organisation enabled StreetGames to activate the network to engage in the #Inspiration2022 campaign through; kits bags, resources and delivery programmes that linked to the sporting calendar. This funding enabled young people in the StreetGames network to participate in a variety of sports in their own space and with the people they trust, further enhancing Doorstep Sport, providing new multi-sport opportunities and creating a sense of connection to major sporting events.

## 9 WALES AND #INSPIRATION2022

Inspiration 2022 engaged LTOs in Wales in large numbers. Especially with work that connected the LTOs to the Commonwealth Games Engagement. Several key interventions were put in place to connect young people in Wales to the Commonwealth Games; 31 LTOs in 10 Local Authority Areas were allocated kit bags to promote a vibrant and varied range of activation opportunities in their communities.

A total of 10 bus trips went to the CWGs, from 10 different Local Authority areas. This enabled 470 young people to attend, for many this was the first major sporting event they had had the opportunity to go to. The trips were supported by Sport Wales and Team Cymru who provided funding for the coaches and packed lunches, plus water bottles for every young person.

LTOs in Wales were provided with financial support to engage with the Football World Cup through the "Football World Cup Support Fund", this included: 15 World Cup Themed Doorstep Sport sites, 15 World Cup Themed Us Girls sites and 6 World Cup Themed inclusive sites, in partnership with Disability Sport Wales through the Get out, Get active programme (GOGA).

LTOs in Wales were sent an Autumn Inspiration 22 Pack to link with other sporting events that were taking place in 2022, such as the Cricket and Rugby League World Cups. We have also continued to provide kit bags throughout the latter part of the year to allow for year-round provision. This includes multi-sport kit bags and cricket equipment.



# #INSPIRATION2022 *Impact*

Opportunities provided by #Inspiration 2022 have played a valuable role in helping to build the sporting capital<sup>[1]</sup> of young people from underserved communities, by providing opportunities to connect with major sporting events, gain new experiences, visit new places and meet new people.

In terms of key outcomes, #Inspiration 2022 has:

- Enabled more young people from underserved communities to **attend major sporting events** – with over 11,600 tickets being distributed to young people from across the StreetGames network.
- Enabled more young people from underserved communities to **experience spectating at a major sporting event for the first time** in their lives – with 87% of young people who attended are Birmingham Summer Camp saying that they had never been to spectate at a similar event before.
- Enabled thousands of young people from underserved communities to **take part in new sports and activities** within their own community, through the provision of: funding, kit-bags, training and resources to deliver new sessions, neighbourhood and large-scale festivals – with 44% of young people who were involved in Together Funded activities saying that they'd been **'able to try new activities'** and that this had **'helped them to do more activity'**.
- Enabled more young people from underserved communities to **gain new volunteer and leadership opportunities** – with over 600 young people taking part in StreetGames led empowerment opportunities, including exciting event volunteering opportunities (e.g. at the Great Manchester Run, Copper Box multi-sport festival, Camp Birmingham and StreetGames Youth Summit).
- Supported the **personal development** of young people who took on volunteering and leadership roles – including the development of key transferrable skills for future employment, as well as personal skills such as: confidence, independence and communication together with enjoyment and feeling proud to be part of something bigger
- Provided LTOs with kit-bags, training, resources and activation ideas that can continue to be used in the delivery of local doorstep sport beyond 2022.

<sup>[1]</sup> Sporting Capital is analogous to human capital and may be thought of as: 'The stock of physical, social and psychological attributes and competencies that support and motivate an individual to participate in sport and sustain that participation over a period of time'. It is acquired by 'education and experience and influenced by prevailing socio-cultural norms' Source: Nicholas Rowe, Sporting Capital 2017.

StreetGames has an ongoing commitment to ensure that learning takes place in every aspect of our work – #Inspiration 2022 has been no different, throughout the process we have taken time to Listen to our network of LTOs and the young people they work with, to enable us to ensure that we are meeting the needs of the young people living in underserved communities.



Major National Events	Link to Inspiration2022 campaign	YP involved	LTOs involved	Young Advisors involved
Wimbledon	Ticket offer - YP accessing world class sport	50	6	
CWG	Ticket offer - YP accessing world class sport	1,734	126	
Euros	Ticket offer - YP accessing world class sport	1,600	TBC	
RLWC	Ticket offer - YP accessing world class sport	8,240	177	
Summer Camp	Large scale resie - linked to CWG ticket offer	321	40	14
Youth Summit	CWG legacy - Inspiration2022 awards	108	18	4
Regional Roadshows	Opp to share experiences of Inspo22			11
Inspo22 Awards Panel	Decision makers on panel of Inspo22 Awards			2
<b>Total</b>		<b>12,053</b>	<b>367</b>	<b>31</b>

Smaller Regional Events and Projects	Young People
Yorkshire	3,720
London & South East	1,211
Midlands	2,073
North East	602
North West	1,151
Wales	3,190
<b>Total</b>	<b>11,947</b>



# THE INSPIRATION CAMPAIGN *What Next*

StreetGames will build on the success of #Inspiration2022 by setting out a campaign which will span a decade, starting in 2022, culminating in 2032. StreetGames hopes that this decade of inspiration will do exactly that, inspire a generation of young people from underserved communities through the power of sport.

The Inspiration campaign throughout 2023 will continue to provide access to major events through a planned and coordinated ticket offer. StreetGames will also use the 2023 campaign to develop partnerships and relationships with NGBs and partners to create a change in thinking on the access young people from underserved communities have to major sporting events. Alongside this, StreetGames will continue advocate for the importance of “growing your own” leaders and broker volunteering opportunities on major national and regional sporting events taking place across England and Wales.

The Inspiration Campaign is StreetGames’ commitment to ensuring that sport is accessible for all, for today and tomorrow. Therefore, we are proud to share a vision for Inspiration with our desire to create a “a decade of Inspiration” for young people in underserved communities.

Read more about [StreetGames’ Inspiration Campaign throughout 2023 and beyond](#)

