



StreetGames

# ANNUAL *Review*

• 2023/2024

# Chair's Message

We believe access to sport and its benefits is a right, not a privilege. Yet, opportunities to play sports and be active are unequal. For those growing up in low-income, underserved communities, chances to participate in sports are often limited or non-existent. To bridge this gap, we work with partners to unlock the benefits of sport and physical activity for children and young people in these communities.

The rising cost of living continues to widen this gap, making paid sports and activities a lower priority for many families. That's why StreetGames' model of free-to-access, local Doorstep Sport is more crucial than ever. It provides young people with a place to go, something to do, someone to trust, and often, something to eat.

This past year has underscored the dedication and importance of Locally Trusted Organisations (LTOs) in the StreetGames network. These organisations are unsung heroes, supporting young people and their families in the hardest-hit neighbourhoods. They provide essential support, keeping their doors open for children and young people, offering sport, physical activity, and much-needed wraparound support. They know their communities intimately and tailor their support where it's needed most. StreetGames stands with these extraordinary organisations, committed to supporting their vital work.

Safeguarding these community organisations is central to our mission. StreetGames is dedicated to diversifying funding, expanding our network, and building on our successes to ensure that all young people in low-income, underserved communities have access to life-enhancing Doorstep Sport. We aim to create pathways for young people to become volunteers and future community leaders and work with mainstream sports providers to meet the needs of young people in these communities.

StreetGames is a change agent, transforming lives through sport and physical activity. We will continue to adapt, seek the right path, and hold to our vision, clarifying our route to advance our mission. Our success has come from responding to change, and we will keep navigating these waters, supporting our LTOs and the young people they serve.

I extend my gratitude to all StreetGames staff, volunteers, and trustees for their tireless dedication and adaptability. While we are proud of our achievements and grateful to our partners and funders, we know there is much more to do. We are committed to ensuring every young person in a low-income, underserved neighbourhood can access year-round, life-enhancing Doorstep Sport.

We look forward to working with new and existing partners to transform young lives through sport.



John Cove  
Chair, StreetGames UK





# Strategic Report: Annual Review

## Introduction

### *Our Vision & End Game*

Since 2007, StreetGames has been working with community organisations in some of the most deprived areas across the UK to transform young people's lives through sport.

Access to sport and physical activity is not equal – Sport England Active Lives data<sup>1</sup> shows that only 37% of children and young people from low affluence families feel they have the 'opportunity to be physically active' compared to 57% of children and young people from high affluence families. In turn, this inequality of opportunity is reflected in stubbornly lower levels of participation by children and young people living in low-income, underserved communities – with just 44% meeting CMO guidelines for physical activity.

Data from Sport Wales<sup>2</sup>, School Sport Survey<sup>2</sup> shows similar disparities in participation - with just 32% of children that attend schools with high levels of free school meals (FSM) eligibility taking part in sport outside the school curriculum three or more times a week compared to 47% for children that attend schools with low levels of FSM eligibility and only 45% of children attending schools with high levels of FSM eligibility participating in community club settings at least once a week compared to 65% amongst children attending schools with low levels of FSM eligibility.

Our research, shows that there is no lack of demand for sport and physical activity among children and young people in these communities, in fact data<sup>3</sup> captured by Platypus Research on behalf of StreetGames showed that 75% would like to be more active, sadly too often it is the 'right' sporting offer that is absent and these are the children and young people with most to gain from taking part in sport and physical activity.

That's why StreetGames is working hard to reverse these inequalities. Our ten-year vision, 'Active for Today and Tomorrow' sets out our vision of healthier, safer and more successful communities through sport and an End Game in which:

- There is a year-round multi-sport offer available in every low income, under-served community;
- All young people from low income, under-served communities have the opportunity to engage in life enhancing Doorstep Sport;
- There is a pathway existing in every low income, under-served neighbourhood for young people to become volunteers and future community leaders; and
- Mainstream sports providers amend their practice to better meet the needs of young people from low income, under-served communities.

Our ten-year vision was purposefully called 'Active for Today and Tomorrow' as it sets out our dual focus, in terms of making a difference to young people living in these neighbourhoods in the present (Today), whilst also influencing the systems and structures that will lead to longer term change in access to healthy, life-enhancing sport and physical activity (Tomorrow).

Our 'Today' work includes working with and supporting a broad network of locally trusted community organisations (LTOs) which include community, youth and sports organisations, housing associations, leisure trusts and local authorities. These organisations are ideally placed to support young people in their communities, by offering a safe place with trusted coaches and leaders who know their neighbourhood and the young people who live there. By providing the right kind of sporting opportunity, Doorstep Sport, they have a positive, evidence-based impact on the multiple inequalities faced by local young people.



<sup>1</sup>Sport England (2023): Active Lives Children & Young People Survey Academic Year 2022-23

<sup>2</sup>Sport Wales (2022): School Sport Survey 2022

<sup>3</sup>StreetGames (2023): 1,000 Young Voices

# StreetGames Support

*StreetGames is ideally placed to support LTOs in their missions to improve the quality of life for young people through sport in their neighbourhoods, by providing:*



ADVOCACY



TAILORED  
ADVICE



FUNDRAISING  
SUPPORT



WORKFORCE  
& VOLUNTEER  
TRAINING



OPPORTUNITIES  
TO CONNECT &  
COLLABORATE



NEW INSIGHT



INNOVATIVE  
IDEAS

*... to give community organisations the tools they need to strengthen communities and transform lives through the power of sport.*

*We are the people beside the people who  
change lives and communities.*



**Over the past year this work has included:**

PROVIDING

**562  
LTOs**

WITH INVESTMENT  
TO SUPPORT THE  
DELIVERY OF  
DOORSTEP SPORT  
ACTIVITIES  
TOTTALLING OVER  
**£10.2M**  
OF INVESTMENT

DISTRIBUTING  
OF OVER

**6,000**

TICKETS FOR  
YOUNG PEOPLE IN  
THE NETWORK TO  
SPECTATE AT LIVE  
ELITE SPORTING  
EVENTS



ENABLING OVER

**92,000**

CHILDREN AND  
YOUNG PEOPLE  
TO TAKE PART IN  
DOORSTEP SPORT &  
HOLIDAY ACTIVITIES  
PROVIDED BY LTOs IN  
THE STREETGAMES  
NETWORK



OVER

**3,200**

COMMUNITY SPORTS  
COACHES, LEADERS  
AND VOLUNTEERS  
ATTENDING  
STREETGAMES  
TRAINING WORKSHOPS



**74**

NEW LTOs  
JOINING THE  
STREETGAMES  
NETWORK



PROVIDING OVER 40 EXCITING YOUTH EMPOWERMENT OPPORTUNITIES WHICH ENABLED

**436 YOUNG PEOPLE**

FROM THE STREETGAMES NETWORK WITH OPPORTUNITIES INCLUDING:

**BECOMING YOUNG ADVISORS, PEER RESEARCHERS, YOUTH LEADERS,  
CO-CREATORS AND SPEAKERS AT EVENTS.**

# Doorstep Sport

Doorstep Sport is the beating heart of StreetGames – it is our tried and tested methodology for engaging disadvantaged young people in sport.

Doorstep sport activities are designed around 10 key ingredients – with a key focus on providing activities: ‘at the right time, right place, right price, right style and with the right people’. Typically, activities are free/low cost and provided close to home. There will be opportunities to take part in a variety of activities and although sessions will have a fun/informal feel, skills will be developed in a relaxed manner - for example via a game-led approach. There will be opportunities to build positive associations, memories and connections with sport – such as opportunities to spectate at live sporting events, play a role in shaping the local sporting offer or become a volunteer.

Perhaps most importantly of all, young people are placed at the centre of doorstep sport – with recognition of the need for differentiated and tailored approaches as what is ‘right’ for some young people will not be ‘right’ for others. StreetGames believes every low-income community needs a doorstep sport offer like this.

Doorstep sport works, because it is much more than ‘just an activity session’, it is purposefully designed around 10 key ingredients which are both designed to both reduce the barriers to participation and also to help young people to improve their lives and life chances and be healthier, safer and more successful.

It does this by providing opportunities to:

- Take part in activities within the local community, connect with others and build a sense of belonging;
- Develop a positive, committed habit in a safe and structured environment;
- Try new sports, improve skills, go to new places, meet new people and widen horizons;
- Shape and help to lead sessions, take on new challenges and make their voices heard;
- Volunteer, take responsibility, be challenged, receive training, be mentored, gain new qualifications; and
- Benefit from coaches and leaders who act as positive and encouraging role models who expect high standards of behaviour.



## Healthier

Playing sport and being physically active has many benefits for our physical and mental health. Sport and physical activity can help improve and maintain fitness, strength and balance and help prevent and manage medical conditions. It can also contribute to happiness, improved self-esteem, reduce stress, anxiety and depression.

By breaking down key barriers to access, doorstep sport enables more young people from low income, underserved communities to take part in sport and physical activity and helps more young people to lead healthier and happier lives. Young people tell us they enjoy attending doorstep sessions – they enjoy being with friends, the caring nature of the leaders, the non-pressured/informal and social nature of sessions, being able to give their views and try a variety of activities.

Doorstep sport sessions map onto four of the ‘Five Ways to Wellbeing’: being active, connecting, learning and giving. Involvement can impact positively on mental wellbeing, resilience and help develop sporting capital through opportunities which increase confidence, competence and connections.

## Safer

Sport is increasingly seen as having a role in prevention and early intervention work with young people at risk of or already involved in offending behaviour. It does this by offering supervised, positive and fun activities, together with access to positive adult role models and pro-social friendships and the opportunity to achieve. Doorstep Sport strengthens the protective factors that can prevent young people getting involved in anti-social behaviour, youth crime and violence.

Doorstep Sport can help a young person to develop their pro-social identity, as opposed to an anti-social one, by providing opportunities for engagement in positive activities and relationship building. The ‘right’ coaches and leaders help young people to build resilience, model positive behaviours, attitudes and values and build onto their strengths and capabilities.

## More Successful

Doorstep Sport creates opportunities for young people to develop personally, through opportunities to try new sports and activities, opportunities go to new places and meet new people.

Some of the young people we work with also volunteer and take on local leadership roles within the Doorstep Sport setting and nationally on behalf of StreetGames. Here they gain new experiences, take responsibility, are challenged and have opportunities to receive training, mentoring and gain new qualifications. Our volunteering, leadership and social action offer is designed so that young people develop key life and transferrable skills including independence, leadership, teamwork, communication, problem-solving and raising aspirations.

The evidence over the next pages provides a range of examples from our work over the past year across each of our four End Game visions.



Within the StreetGames network there are circa 1,600 LTOs who are providing doorstep sport activities in low-income communities in over 200 local authority areas across England and Wales. Results from the StreetGames 2023 Network Survey indicate that on average, LTOs are:



**DELIVERING CIRCA 14 SPORTS SESSIONS PER WEEK WITHIN THEIR COMMUNITIES**



**ENGAGING OVER 170 PARTICIPANTS AND 10 YOUNG VOLUNTEERS PER ANNUM**

49% of LTOs shared that they are now delivering more weekly doorstep sport sessions than they were pre-pandemic whilst 33% shared that they are delivering the same number of sessions. However, nearly all (92%) shared that if they had additional resources, they would deliver more sessions throughout the year and three-quarters (76%) want to expand their delivery into additional neighbourhoods in their local community – demonstrating increased need, which is why StreetGames is working hard to attract additional investment and to advocate on behalf of LTOs to increase resources for doorstep sport.

Below is a selection of examples of interventions we have led over the past year, which have enabled LTOs to deliver more doorstep sport activities within their communities.



## Together Fund

Between April 2022 and September 2023 StreetGames was successful in securing £350,000 of funding from Sport England to distribute to LTOs in our network as part of the Together Fund. Funding was distributed to 104 LTOs – with 81% stating that the funding had been ‘extremely important’ in helping their organisation to continue to exist and support young people to be active.

The funding enabled LTOs to engage more than 8,400 young people. Comprising 80% from the most deprived areas and including 40% females, 46% from ethnically diverse communities, 5% disabled and 6% with a long-term health condition.

In addition to receiving funding from StreetGames, LTOs were also provided with opportunities to attend Multi-skill Activator Training workshops, equipment kitbags to help provide an increased range of activities and link to major sporting events plus support and advice from StreetGames staff.

LTOs provided a wide range of activities, with 65% of young people sharing in the feedback survey that they’d been able to ‘try new activities’, 63% shared that the project had given them ‘more confidence to be active’, whilst 56% said the activities had helped them to be ‘more active’ and 38% said it had helped them to ‘manage their mental health’. Feedback from young people included:



**A variety of fun activities to try out. An opportunity to participate in sports and activities I’ve never tried before**

**Very good social football**

**It gives me the freedom to play what I love**

**It’s enjoyable and fun**

**This activity has drastically improved my mental health. I think more activities like this should be pushed into action**

# Places for People

Housing Association, Places for People provided funding to StreetGames over a two-year period to deliver Doorstep Sport activities in 13 locations across England, where the organisation has key housing stock. To date, the project has engaged over 1,300 young people in more than 500 sessions. 32 volunteers have supported the delivery, and 13 individuals have been trained, with three gaining employment through the project.

Feedback from local residents and Places for People staff highlights the positive impact these sessions are having on young people's lives, including improved social skills, routine, and school engagement. Overall, the project has successfully engaged diverse communities, addressed social issues, and provided opportunities for personal development and positive activities.

"This is the first opportunity the kids have had to engage in physical activities since Covid, and it has got them back socialising and into a great routine. Annemarie and Hat-Trick staff are superb and we're thankful for these sessions."



## Us Girls London

Us Girls is StreetGames award-winning approach which is designed to increase and sustain young women's participation in sport and physical activity in low-income communities across the UK. Underpinned by the principles of Doorstep Sport, it is an evidence-based methodology to help young women and girls to take part in sport and physical activity in a way that suits them.

Through funding from the Metropolitan Police, StreetGames has been able to provide funding and support to five LTOs in East London to deliver Us Girls activities to support and activate young women from low-income communities in Hackney and Tower Hamlets.

LTOs have so far engaged circa 100 young women – with each LTO delivering activities based on the needs of the young women involved and spanning: dance, boxing, fitness, paddle sports, taekwondo, football and multi-sports. The feedback from those taking part has been extremely positive, as illustrated on the right:

“

*A place where I can see other people and learn self-defence*

”

“

*Taekwondo helps us to be empowered in a world that's hard to be heard*

”

“

*I've loved the different sessions*

”

## Get Out Get Active (GOGA)

Get Out Get Active (GOGA) programme, funded by Spirit of 2012 and led by the Activity Alliance is focused on reaching the least active and increasing participation in fun and inclusive physical activity so that disabled and non-disabled people can be active together.

As a GOGA partner, investment has enabled StreetGames to support three established LTOs in Newport, Cardiff and Swansea to be more inclusive by providing activities for participants with and without disabilities, adapting sessions to become more inclusive and accessible.

LTOs shared that the investment enabled them to offer a broader range of sports to young people in their communities and to tailor / deliberately design sessions with inclusivity in mind and make adjustments to ensure the involvement of everyone - resulting in 594 participants being engaged and, in some cases, wider family members staying to join in too.

The final year of GOGA funding meant that StreetGames was able to provide support to LTOs to help sustain their provision, including:

- Connecting LTOs and Partners with the StreetGames fundraising / sustainability team, to explore further funding opportunities to enable GOGA/inclusive sessions to continue;
- Ensuring that LTO staff and volunteers have access to appropriate training to enable them to continue inclusive provision e.g. GOGA/DSW and StreetGames multisport activator and Disability Inclusion Training.

In addition, StreetGames will be working with Disability Sport Wales and the Senedd to host a celebration event in July 2024 to recognise the work that has taken place throughout the project.



Doorstep Sport supports young people to be the best they can be – through purposefully designed activities which can help young people and their neighbourhoods to be healthier, safer and more successful.

Survey data from a sample of participants carried out over the past year, shows that:



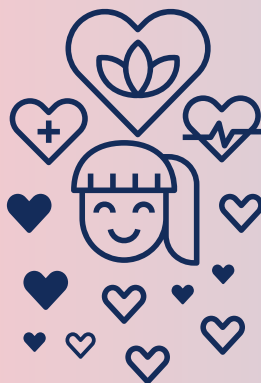
### ACTIVITY LEVELS

**96%** of Doorstep Sport participants typically take part in sport/physical activity on at least two occasions per week - including **39%** who take part on five or more days each week. Most young people attend Doorstep Sport sessions over sustained periods – 47% for four months or longer.



### RESILIENCE

Our data shows that doorstep sport participants typically have above average scores in relation to resilience – with an average score of **3.71** compared to average scores for young people nationally from low-affluence families of **3.58**.



### WELLBEING

Using the nationally standardised ONS Well-being measures our data shows that: Doorstep Sport participants typically have above average 'happiness' and 'life-satisfaction' scores compared to young people nationally from low-affluence families:

Average happiness scores (0-10): for Doorstep sport participants - **6.99** compared to **6.62** for young people nationally from low-affluence families

Average life satisfaction scores (0-10): for Doorstep sport participants - **7.14** compared to **5.95** for young people nationally from low-affluence families.

See below a selection of illustrative examples of our work during the year.

## Family Engagement Project

Through investment from Welsh Government's Healthy and Active Fund (HAF) in partnership with Sport Wales and Public Health Wales, StreetGames led a Family Engagement Project (FEP) between 2019 and 2023.

The project, which spanned over four years and across seven local authorities, used an asset-based community development (ABCD) approach to engage with families living in under-served communities – specifically focusing on families who are: 'inactive', isolated or who have challenging circumstances which may impact on their health and wellbeing.

Over the four-year period, the FEP has engaged with over 400 families (1,339 individuals) and worked with over 60 delivery partners. During this time, family engagement approaches have become embedded into the work of the partner organisations involved. 390 workers and volunteers from LTOs have received training and throughout the project LTOs and StreetGames have gathered insight to highlight achievements and key learnings as to how they have overcome challenges in delivery. Most importantly, the programme has had a positive impact on those involved:



*As a single mum, affording a family membership was out of the picture for me. However, being involved with the FEP has enabled me with a diverse range of opportunities that I wasn't able to have before. I'm also suffering from a personal illness which also made me enquire about the FEP along with support for my mental health. Being able to use all the facilities that the sport centres have to offer is amazing. I'm able to take my son to some classes which is great for me, and he actually enjoys going too. All the staff at the sport centre are really friendly and always on hand to help with any questions or queries. On occasions, I attend the sport centre with a friend where sometimes it's also quite nice to socialise with others and get some of my own free time. Overall, I've seen a great improvement in my mental health, weight management and actually my personal illness. I feel happier, healthier and fitter all thanks to having the chance to attend such amazing opportunities the FEP has given me.*

*It has definitely helped (increase confidence to create/play games at home). Not only for the children, but it has helped me as a parent to interact with them. This programme has really helped with motivation, so I think having a reason to get dressed and get out of the house with my children and attending a weekly session is really helpful. I prefer coming to these sessions over the other playgroups we attend during the week as we are getting involved and encouraged to play together. The support in these sessions make me want to continue attending.*



These successful approaches delivered by LTOs have also resulted in organisational changes to assign longer-term resources to what is working well. Although specific age range and stage-based opportunities are still catered for, family-focussed opportunities are now more widespread and embedded in organisational strategies. For example, one LTO partner reported that family engagement work now features in their organisational business plan. A new Community Engagement Officer role has been developed, where the job specification has been changed to include family engagement work as a key responsibility. Another LTO referenced that core funding has been allocated via social services to commit resources for a staff member to continue with the FEP approach as part of wrap-around support for families. Partnership boards developed through FEP continue to work together.



## Inspyre

StreetGames has been working with University College London (UCL) over the last year to develop and support the Wellbeing Whilst Waiting project. The project aims to develop an implementation pathway so that Children and Adolescent Mental Health Services (CAMHS) can provide a social prescribing offer for children and young people on the CAMHS waiting list. The idea of the project is to look at the different ways CAMHS can implement social prescribing, in order to maintain (or improve) young people's mental health and wellbeing whilst they wait for their service or support. The project is currently working with 11 sites across England, and all have a slightly different model of implementing social prescribing.

UCL are leading the project's research element with StreetGames supporting the implementation of the pathways, providing expert support on children and young people's social prescribing via the 'Principles' document and the CYP Social Prescribing Toolkit. StreetGames has run several communities of practice for the sites on topics that are important to the delivery, as well as allowing sites to share experiences and gain support from their peers. StreetGames has provided a youth advisory function, whereby a Youth Advisory Group (YAG) has been established to give a young person's view on the development of the project.

We are currently halfway through the three-year programme and have supported the development of an initial Implementation manual.



# CLOSING THE HOLIDAY GAP

## Holiday Activities and Food (HAF) programme and Fit & Fed

Research shows that the school holidays can be pressure points for low-income families. This can lead to a holiday experience gap, with children from low-income households being:

- Less likely to access organised out-of-school activities – data from Sport England's Activity Check-in<sup>4</sup> Wave 3 highlighted that those from the lowest socio-economic groups (LSEs) were the most likely to be in the group that does no organised activity in holidays (45% cf 27% for those from the middle social groups).
- More likely to experience 'unhealthy holidays' in terms of nutrition and physical health. One-third of UK parents on lower incomes reported<sup>5</sup> that they miss meals during school holidays to allow their child to eat, serve less healthy (cheaper) foods and server smaller portions to their children. Whilst just 44% of children from LSEs were found to do seven or more sessions of physical activity across a week during the school holidays – meaning less than half are meeting CMO guidelines for physical activity.
- More likely to experience social isolation
- Less likely to be allowed to play outside independently due to safety concerns of their parents and carers – with local police data indicating above average incidences of youth crime, including serious youth violence during the summer months.

In addition, research has also shown that even intermittent food insecurity, such as that experienced during school holidays, has been associated with poorer academic functioning in low-income children – with DfE data showing that pupils receiving free school meals are estimated to be 1.5 school years behind their more financially secure peers by the end of primary school<sup>6</sup> and over two years behind by the age of 16.

Since 2018, the Department for Education's Holiday Activities and Food (HAF) programme has provided support to children in receipt of free school meals through holiday periods. Following successful pilots between 2018 and 2020, the programme was rolled out to all upper-tier local authorities in 2021, with further investment of over £200 million per year announced over the following 3 financial years for the Holiday Activities and Food (HAF) programme.

<sup>4</sup>Sport England (2022): Activity Check-in Wave 3

<sup>5</sup>Kellogg's (2015): Isolation and Hunger – the reality of school holidays for struggling families

<sup>6</sup>Andrews, J., Robinson, D., & Hutchinson, J. (2017). Closing the Gap? Trends in Educational Attainment and Disadvantage





# StreetGames and HAF

To help organisations prepare for the delivery of HAF programmes and maximise opportunities for children and young people eligible for free school meals to access these activities, StreetGames has been providing support via a range of different methods including:

- Undertaking a lead role in coordinating HAF Active, a website dedicated to providing resources and tips on how to deliver HAF programmes.
- Delivering HAF Readiness webinars that were attended by 150+ community organisations
- Undertaking a lead role in the coordination of the HAF Alliance, a collaboration of national and local charities and not-for-profit organisations with direct, on-the-ground experience of what works in providing Holiday Activities and Food at scale, within local authority areas.
- Supporting the co-ordination and delivery of HAF Alliance conferences
- Delivering an extensive training programme to support local authorities, partners and LTOs who are delivering HAF during the school holidays
- Providing dedicated support to local authority teams in the co-ordination of HAF programmes in Birmingham, Lancashire, Newcastle and Derbyshire and supporting several other contracts in Tower Hamlets, Hull and Stockport and Trafford
- Developing a Quality Assurance template to support a number of HAF contracts.



## Bring it on Brum

One of the places where StreetGames is providing dedicated support to a local authority in the co-ordination of HAF is Birmingham. Known locally as 'Bring it on Brum!', the programme is designed to address the 'holiday experience gap' for children and young people from low-income households and is the largest HAF programme in the country.

The programme is co-delivered by StreetGames on behalf of Birmingham City Council alongside trusted, local organisations and delivers a range of activities across the main school holiday periods in summer, spring and winter. Over the past year the programme engaged over 54,000 young people, serving up meals to children and young people across the city as well as providing a wide range of fun, physical activities. These accomplishments were delivered by a citywide network of over 240 holiday clubs operating in the heart of local neighbourhoods, staffed by local coaches and volunteers.

Through partnerships with a range of National Governing Bodies of Sport the programme has also been able to provide those attending with opportunities to take part in a range of sports, they might not usually try, including paddle sports, squash, cycling, hockey and tennis.

Research from Northumbria University calculated the Social Return on Investment for the Bring It On Brum programme – showing a value of £479.28 per child, while for every child deterred from participating in antisocial behaviour and associated crime, it calculated an approximate investment return of £928.40. This research also showed that children and young people attending Bring it on Brum sessions, on average were active for more weeks over the summer holidays compared to children that either did not attend any holiday provision or attended other holiday programmes.



## Fit & Fed

StreetGames created the 'Fit and Fed' campaign in 2016 to help tackle three key challenges faced by families living in underserved communities during school holidays: food poverty; isolation, and inactivity, by providing children and young people with the opportunity to take part in fun sport/physical activity and enjoy nutritious, healthy meals during the school holidays.

Since its inception in 2016, Fit and Fed has benefited over 80,000 children and young people and provided over 600,000 meals during this time.

Since 2020 StreetGames has been working with Pears Foundation to grow Fit & Fed delivery and since 2022, Pears Foundation have funded a Fit & Fed Partnership and Funding Lead post at StreetGames to support and enable clusters of LTOs to access new sources of funding for the delivery and sustainability of their local Fit & Fed offers.

Over the past year, this has included supporting three clusters of LTOs to deliver Fit & Fed activities in Swansea, Denbighshire and Plymouth which has:

- Enabled 19 LTOs to deliver Fit & Fed activities, who have collectively provided over 800 hours of activities, across 41 different venues;
- Enabled 3,943 children and young people to take part; and
- Provided over 6,000 meals and snacks.

80% of LTOs were able to involve young people in the delivery of their project, across a range of aspects which included: food options, discussions, peer mentoring, session leadership, event leadership, project administration and youth voice.

In feedback surveys, young people shared their reasons for attending Fit & Fed sessions, which included: to 'have fun, make friends, to be active, because they enjoy trying new things and because they like sport'. They also shared, that if they weren't at the sessions, they would most likely be: 'gaming, stuck at home or watching tv'. A selection of feedback comments from those involved are shown below:



“

*This project has been very beneficial to our initiative as being able to provide food and light refreshment after the sessions have encouraged the children and even the parents with participation. **LTO Staff***

”

“

*It's difficult to find activities during the holidays as everything costs money, so these sessions have been a massive help to me. **Parent***

”

“

*I've enjoyed playing football and making new friends. I like the coaches. **Young Person***

”





## SAFER

**Over the past year, StreetGames has worked collaboratively with a range of strategic partners to raise awareness of and build the evidence for the role of sport in tackling youth crime and violence with an emphasis on delivering against three key outcomes:**

- Growing the number of high-quality sport provisions in the most deprived and vulnerable communities, which contribute to the prevention of violence;
- Enhancing the confidence, competence and capacity of the sport workforce to ensure high quality delivery which is pro-social in its approach and embeds the principles of trauma informed practice; and
- Increasing the number of vulnerable/at risk young people meaningfully, and successfully, referred into sport through evidence-based, multi-agency referral pathways.

Our work has included working across a range of police force areas across the country including:

- Liaising with the relevant Violence Reduction Units (VRUs) and Police and Crime Commissioners (PCCs) to understand the needs in the area.
- Undertaking audits within an area to identify all Primary, Secondary and Tertiary sports provision that caters for young people with a 'Sport for Good' ethos, rather than performance or results-based sports clubs and using this data, together with open-source data to develop a dashboard and corresponding report, to highlight gaps in provision and influence strategic direction based on the partners strategic outcomes.

Through this extensive partnership work across the country, StreetGames has also influenced the following funding, through VRUs and PCCs:

## Greater Manchester Violence Prevention Fund

In October 2023, eight LTOs in Greater Manchester were awarded up to £45,000 each from the Greater Manchester Violence Reduction Unit, providing £300,000 of investment in total for community sport through the Greater Manchester Violence Prevention Fund.

The £300,000 investment is using community sport-based interventions (incorporating Doorstep Sport) to enhance positive outcomes for young people at risk of violence aged 10-25, with delivery taking place between November 2023 – March 2025.

Each organisation is taking a bespoke approach to their local area and the group of young people they are working with to ensure sustainability – with young people having the opportunity to engage in sport, mentoring, leadership and volunteering based activities. Over 300 vulnerable young people have engaged in the programme.



## Bolton Summer Suppression 2023

Bolton Metropolitan Borough Council Community Safety Partnership commissioned StreetGames for a second year running, to coordinate and deliver Bolton's summer violence prevention programme across eight 'hot spot' areas, as identified through the Serious Youth Violence Reduction dashboard.

£38,000 of funding was invested into LTOs to deliver six-weeks of provision for vulnerable young people. The programme offered a wide range of activities that engaged 295 vulnerable young people across five different local communities that have the capacity to sustain engagement with a longer term weekly, year-round offer.

All organisations took informal and formal referrals, indicating the capability of the organisations to operate with the appropriate intervention tailored to the young person with increased vulnerabilities and needs.



## Thames Valley VRU – Sport and Inclusion Programme

Through a partnership with Thames Valley VRU, StreetGames has been leading the sport and inclusion programme. Now in its second year, the programme has developed significantly over the last 12 months, seeing growth through strategic development facilitated by the Sport and Violence Impact Manager and through the positive impact of six sports interventions run by LTOs in our network, that in total have engaged nearly 300 young people across Thames Valley to date.

## West Midlands Commonwealth Games Legacy Fund

Following the successful delivery of a Gen22 programme, West Midlands OPCC invested £100,000 into five LTOs in the StreetGames network to continue their Commonwealth Games Legacy projects with emphasis placed on working with young people who meet some, or all of the criteria below:

- Wouldn't necessarily have access to sport and arts;
- Are potentially at risk of falling into crime or otherwise struggling;
- Are from a low-income background or other life challenges; and/or
- Come from an underrepresented group.

The programme engaged a total of 119 young people and generated over 1,000 attendances.

In February 2024, a celebration event was hosted by StreetGames featuring the five LTOs involved, amongst young people from the funded sessions, wider partners including OPCC Youth Commissioners and youth representation from local youth centres.

One of the funded LTOs (Blue Jay) had established a film making project called 'Based in Brum' with vulnerable young people in and around the Small Heath area of Birmingham. The project focused on developing short films of inspirational sports people including a local young person and his love of table tennis, as well as local professional boxer Tori-Ellis Willetts. The CWG Legacy Fund enabled young people on the project to further develop a 'show reel' of the other four projects involved, where a live screening took place at the event, bringing to life success stories across the LTOs.





At StreetGames, we want to help young people to be 'more successful' through Doorstep Sport, and to have more opportunities to become volunteers and future community leaders. Our work in this area includes:

- 'Formal' programmes that provide structured training
- Development opportunities alongside informal development through LTO workforce development
- Supporting Doorstep Sport sessions where development of life/ personal skills are integrated as part of the session and
- StreetGames youth empowerment opportunities.

During the last year we have delivered:

## Youth Leadership & Volunteering

Our StreetGames' #NextGen programme helps develop young people into the leaders of tomorrow. We know that too many young people living in under-served communities don't get the opportunity and support required to realise their full potential in volunteering and local leadership. Our #NextGen programme is specifically designed to break down barriers to participation and help young people to develop their talents to the full.

Rooted in over 16 years of experience in 'what works' when encouraging disadvantaged young people to volunteer and get involved in local social action, #NextGen is designed to provide young people with the tools they need to make a lasting difference in their community, empowering them to make a difference in their local areas and broadening their horizons beyond their neighbourhoods by working with and learning from young people in other areas across the country.

The programme includes:

- Mentoring for 16 – 19 year olds;
- A tailored programme of training, delivered locally, where the young people live;
- Online Health Champions training (including weekly dial-in tutor and peer support);
- Away Days centred around fun and personal development; and
- National ambassador opportunities – representing StreetGames and their own communities nationally through youth ambassador roles and event opportunities such as hosting conferences and awards.

Each programme of activity is tailored to meet local needs and external learning is ensured by bringing young people together to share good practice and learn from each other's work. The #NextGen programme has given young people the chance to participate in a wide range of activities that they would never otherwise have had the chance to do, and to develop new skills and gain new qualifications in the process. Some of our young volunteers have gone on to address audiences in the Houses of Parliament, lead sessions in online conferences, and even represented StreetGames at the Royal Garden Party.

Over the past year, #Next Gen programmes have taken place in locations including Derbyshire, Newcastle, North Tyneside, London and Hull.

There is clear advantage for the young volunteers engaged – which has been evidenced through external research and survey data. This includes research undertaken by Loughborough University in 2023/24 which identified a range of benefits experienced by young volunteers across the StreetGames network, including:



### POSITIVE FEELINGS

Happiness, enjoyment, fun and trust



### HEALTH & WELLBEING

Enhanced mental and physical health, social connections and feelings of belonging



### PERSONAL DEVELOPMENT

Increased confidence, self-esteem, sense of achievement, commitment and responsibility



### EMPLOYABILITY (HARD SKILLS)

Gaining technical skills, technical knowledge and qualifications



### EMPLOYABILITY (SOFT SKILLS)

Gaining interpersonal, communication skills, critical thinking, teamwork, leadership and time management

Similar benefits were also identified in survey data captured from a sample of young volunteers involved in the #Next Gen programme, which highlighted above average well-being scores, high levels of resilience and strong feelings of belonging to their neighbourhood and community trust.

Survey Questions	Mean Score (0-10 where 0 is not at all and 10 is completely)
Overall, how satisfied are you with your life nowadays?	7.9
Overall, how happy did you feel yesterday?	7.9
To what extent do you feel the things you do in your life are worthwhile?	7.4
I feel confident having a go at things that are new to me	7.3
If something goes wrong, I am able to bounce back and carry on	7.1
I am able to motivate and influence other people	7.3
I have skills and experience that are valued by employers	7.5
I think that most people in my area can be trusted	5.8
I feel that I strongly belong to my immediate neighbourhood	6.7

Feedback comments also illustrate their development:

“

*I've learnt lots around how to communicate with young people and how to react in different settings.*

”

“

*It was quite a nervous thing at the beginning. And then you just got more and more comfortable with people that you lead activities for, and then yeah it just becomes natural. I actually get used to it.*

”

“

*I think we've gained people skills through the project that should help for a career.*

”

“

*I think the knowledge from the courses will help in the future.*

”

“

*We were able to meet lots of new people from the area.*

”

“

*A massive learning curve.*

”





# StreetGames Young Volunteer of the Year

Rashvin Ramanathas, from Sunderland, was awarded StreetGames Young Volunteer of the Year Award 2023 for his outstanding volunteer work at Young Asian Voices (YAV), a multicultural youth and community project based in the city.

Rashvin joined YAV at the age of nine and has provided over 400 hours in volunteering. Rashvin assists YAV staff and coaches in evening and weekend cricket teams with U9's, U11's and U13's. He has volunteered at every game and has played a pivotal part by using his skills to help and encourage others to progress, develop their cricket skills and become members of Wearmouth and YAV Cricket Club.

Rashvin has developed a strong reputation for team spirit and sportsmanship and has been a key player in encouraging female players to develop their cricket skills and grow. Rashvin aspires to become a cricket coach and encourage marginalised underserved children and young people into sports. As well as sports, Rashvin's journey has also helped him shine in other fields, as he also joined theatre and has performed in the national show 'The Odyssey' in Sunderland and represented the Sunderland cast at the London National Theatre.



## Youth Empowerment & Event Volunteering

Since our inception, StreetGames has supported young people to become StreetGames Young Advisors – these are young people who volunteer with an LTO within their local community, who 'step up' to work on the design and delivery of national StreetGames initiatives.

This year our team of Young Advisors have helped to shape several pieces of work alongside supporting their own learning and development. Young Advisors have:

- Co-hosted presentations alongside StreetGames staff (including at the Labour and Conservative Party conferences).
- Developed and run a workshop on the impact of the cost-of-living crisis on their lives and their access to Sport/Physical activity at the National Youth Innovation Conference.
- Volunteered at a range of sporting events, including: the Hull University 5K, The Great North Run and a series of summer events and festivals across the country.
- Given their views and helped StreetGames to share the findings of our 1,000 Young Voices insight piece through dissemination webinars to wider partners in the sports and youth sectors;
- Undertaken peer researcher and social action roles within their communities – see below.



## Peer Research

An example of a Peer Research project undertaken over the past year is a piece of work undertaken in partnership with Barnardo's. The work involved working with LTOs and young people in three locations (Stoke-on-Trent, Leeds and Essex) to explore young people's needs and to help design service solutions in response.

In each area a group of young people were provided with Peer Research training, to enable them to undertake research with other young people in their communities and share back their findings. Some young people were invited to sit on service design interview panels – meaning that they were not only able to input directly into the decision-making process but also learned new skills along the way.

In total, 21 young people undertook Peer Research roles and captured feedback from over 250 of their peers. The research findings highlighted the need for: more activities in safe and friendly environments, more people to talk to about their mental health, more opportunities for cooking / to access low cost or free food and more opportunities to volunteer.



## Opening School Facilities

StreetGames is a consortium partner, with Active Partnerships, UK Active and the Youth Sport Trust on the DfE funded Opening School Facilities programme which is aimed at helping schools to open their facilities outside the school day.

Our role over the past year has focused on embedding youth voice into the heart of the programme which has seen over 70 youth voice consultation sessions undertaken at schools across the country with over 1,000 young people helping schools to better understand and tailor activities towards young people's needs.

## Youth Voice: 1000 Young Voices

This year, StreetGames undertook a major insight piece working with a specialist research agency – which involved hearing the views of 1,000 young people aged 11-24 years from lower income families. We explored their concerns, priorities, how they spend their spare time and undertook a 'deep dive' to help better understand their attitudes towards the role of sport and getting active. The research culminated in the development of seven youth segments that will help local organisations and wider sports/youth partners design Doorstep Sport offers to target the needs of particular groups of young people. Since hearing from the young people, we have disseminated the findings through a series of webinars and road-show events, to amplify their voices and raise awareness of the issues raised. We are now undertaking work to activate the findings through partner collaborations, a test and learn pilot, workforce training and sharing learning.

## National Citizen Service (NCS) Trust

Over the past year, StreetGames has acted as a strategic advisor to the NCS Trust helping them to enhance and improve their community grants programme, which supports social action among StreetGames target beneficiaries. This has involved working with senior managers at the Trust to support their reflection and understanding of how their new community grants programme is working, developing new approaches to grant-making and improving the reach of and access to NCS offers, particularly for those organisations supporting young people based in underserved communities or working with under-represented groups.

Our role with the Trust, saw approximately £20 million of investment for youth volunteering and social action reach nearly 200 organisations through the 'Open to All' and 'Targeted Grants' funds. This work has helped NCS to reach and fund new organisations and reach more communities in need across England and supported the growth and sustainability of hundreds of LTOs.





National survey data shows that young people living in low-income communities typically have less access to sport/leisure facilities, sports clubs, volunteering and coaching. This in turn impacts their ability to take part in mainstream sport and the range of sports they can access – with Sport England<sup>7</sup> data showing that whilst 87% of children and young people from high affluence families take part in sporting activities regularly, only 74% do so from low affluence families with rates of participation for many sports just half that of their more affluent peers.

We use our knowledge, insight and connections to influence the thinking, strategy and investment of mainstream sports providers, so that they are able to better meet the needs of young people from low-income, underserved communities. We do this through providing insight support, workforce development, youth voice, test and learn pilots and helping NGBs to grow the reach of their sport in low-income communities.

Below are some of the best examples of our work over the past year:

## SERVES

StreetGames has worked with the Lawn Tennis Association (LTA) over several years, as a key partner in the delivery of their SERVES programme. The programme is designed to take tennis into the heart of local communities to people who may have never picked up a racket, or thought tennis was a sport for them. It is delivered in community venues ranging from youth clubs, and community centres, to faith venues and others.

In the last 12 months StreetGames has engaged with over 230 LTOs who are actively delivering the SERVES programme as part of their regular weekly provision, allowing young people the opportunity to play tennis who in many cases usually wouldn't get the opportunity.

We have also:

- Supported 40 LTOs delivering across 60 venues across the country to add tennis to their existing HAF offer with the support of equipment and training;
- Distributed 315 tickets to young people and activators from LTOs engaged in SERVES to attend tennis major sporting events across the country including Wimbledon, the Davis Cup and Billie Jean King Cup;
- Run a test and learn community safety and SERVES piece of work with four LTOs in Stoke-on-Trent which culminated in a festival at the local tennis club and a day trip to watch tennis at the Birmingham Classic; and
- Strengthened our relationship with the LTA - becoming a key partner of their wider work around engaging and working with underserved communities.

## Chance to Shine

Chance to Shine aims to give children the chance to not only play cricket, but to grow a love for the sport, learn vital life skills, improve wider wellbeing, and fulfil their potential.

Our partnership with Chance to Shine has supported the delivery of 18 Chance to Shine Street projects over the past year - delivered by 16 LTOs from our network. The sessions have provided an opportunity for over 1,000 young people from low-income, underserved communities to experience cricket for the first time. The projects deliver to a wide range of audiences and vary from mixed gender sessions, female only sessions and some are exclusively run to provide sport and physical activity to young refugees.

StreetGames also partners with Chance to Shine to co-deliver the two-day Street Coach Training course which incorporates practical skills and a classroom workshop consisting of a mash up of various StreetGames Training Academy courses. The past 12 months has seen circa 200 County Cricket board coaches complete the course equipping them with the skills to deliver sessions to young people from low income, underserved communities.

<sup>7</sup> Sport England (2023) Active Lives Children & Young People Survey, Academic Year 2022-23

# Wales Netball: Blitz Netball Activator Project

Between September 2023 and March 2024 Wales Netball enlisted StreetGames to co-develop a new modified version of the sport, to help them engage with new audiences. The work was commissioned as Wales Netball recognised that whilst they provide excellent mainstream netball opportunities, they did not have an informal offer that could be accessed outside of a traditional club or school environment. The project involved:

- Working with three LTOs in North Wales, to co-create 'Blitz Netball' and an accompanying Activator course to upskill a new workforce.
- Working with a mixed gender group of 38 Young Advisors to explore their attitudes towards netball and involve them in co-designing the end product and resources.

StreetGames has now developed a long-term partnership plan with Wales Netball, who have asked us to be their sole training provider for the Blitz Netball Activator, with Wales Netball recognising that they do not yet have the suitable tutor workforce to deliver this product and appreciating StreetGames expertise in this space.

Wales Netball will co-launch the Blitz Netball product in the summer of 2024.



# The Birmingham Community Paddle Sport Project

The Birmingham Community Paddle Sport Project, which is driven via a partnership between British Canoeing, the Canal & River Trust and StreetGames is an initiative aimed at increasing access and participation in paddle sports across Birmingham's canal network, particularly in underserved communities.

The project has received £100,000 in funding and has successfully built capacity in seven community organisations to offer paddle sport activities.

The project saw over 800 young people engaged in paddle sports over the summer holiday period in 2023, including many who have never taken part in paddle sports before. A survey of attendees found that 53% of respondents had their first experience of paddle sports through this project and reported a high level of enjoyment, with an average score of 8.7/10.

Participants also reported that involvement in the sessions had helped them to: learn new things, making new friends and be more active. The majority of attendees expressed a desire to continue paddling in the future whilst Project leaders shared that their groups had grown in confidence and social skills via exposure to new experiences.

The project has been successful in creating access to paddle sports and plans are in place to further support and develop the paddle hubs in the coming year with another tranche of activities planned for the 2024 summer holidays and beyond.

# Cricket Wales

As part of a wider cricket pilot across England and Wales, Cricket Wales supported three LTOs in the StreetGames network to access and deliver their Dynamos cricket offer between July and September 2023.

The aim of this pilot project was to help diversify the audience that the existing Dynamos product was reaching, and provide Cricket Wales and the ECB with feedback on the current processes and delivery methods.

Each of the three LTOs accessed funded training to deliver the product, received equipment and kit for each participant, and were supported to record their sessional and participant data through the ECP ClubSpark platform.

The LTOs involved, from Wrexham, Newport and Merthyr Tydfil ranged from a local authority sports development team, a football foundation and a Boys and Girls Club.

Over the course of the summer, 56 young people attended a total of 20 sessions across the three sites, with 328 attendances recorded. In addition to the Dynamos pilot, Cricket Wales were also able to support LTOs to access tickets to watch Welsh Fire compete in The Hundred competition.

In total, eight LTOs engaged in this Inspiration Campaign offer, including two of the Dynamos pilot project LTOs. 70 tickets were distributed across four games held in central Cardiff.

80% of those that attended shared that they had never been to a live sporting event before, and 86% said they wanted to access more cricket as a result.

“

Before this opportunity arose, some of our participants had never even left their hometown, let alone experienced a live sporting event. Providing beneficial opportunities, such as The Hundred tickets, helps local young people develop positive aspirations. **LTO Leader**

”

“

I can't wait to show some of the kids in the multi sports sessions what I've seen and learnt from the match!  
**Young Person**

”

As part of longer-term planning with Cricket Wales, we are now exploring a place-based approach to activating cricket locally. This will include joining up of different cricket offers and provision across a specific place to ensure as many young people as possible have access to the right cricket offer for them.



# Archery GB

StreetGames has worked with Archery GB to undertake a pilot project. Working together with three LTOs and three Young Advisors in the Midlands, initial discussions were held to explore how archery could be delivered in doorstep sport sessions that were then followed with a six-week pilot where activities were tested across 15 doorstep sport sessions with 50 young people.

Following the pilot, the groups came up with a series of recommendations about how archery should be delivered within doorstep sport sessions – including how the activities should look and ‘feel’ together with the equipment needs to help Archery GB in their future planning.



## Inspiration Campaign

National data shows that young people from low affluence families are significantly less likely to spectate at live sporting events - missing out on opportunities to build exciting memories, connections and to be inspired. One of the ways that StreetGames is trying to address this inequality, is through our #Inspiration campaign - which aims to connect young people from underserved communities to major sporting events through opportunities to spectate, volunteer and participate.

Over the past year 6,500 tickets have been allocated to 250 LTOs in the StreetGames Network – providing young people with the opportunity to spectate across a range of sports, including: boxing, women’s football, rugby league, cricket, tennis, basketball, squash – at events taking place across 15 different places, including: The Women’s FA Cup Final, Wimbledon & Queen’s Tennis Tournament and the BBL Play off final.

“

*It was very inspirational for the girls to be able to see some of the Lionesses play in such an iconic venue. The girls were awestruck.*

”

“

*Only one of the group had been to a live boxing event before so this was a great experience for them. They absolutely loved the atmosphere and the event.*

”

“

*It was the first time for all our young people at the venue. The first time for all but one to Birmingham. The first for all seeing an event like this. They were enthralled, engaged and thoroughly loved their time recounting the day’s events, atmosphere, people, different place with eyes wide open*

”

The Inspiration Campaign has also engaged with multiple NGBs, sport sector partners and event organising committees throughout the past year. We’ve had successful engagement with partners such as Matchroom Boxing, Rugby League, The LTA, Women’s FA and more. This engagement not only helps create further opportunities for young people, but also allows us to support partners and help shape what their offer for young people looks like – as illustrated via the Archery project above.

The Inspiration Campaign has also provided young people from LTOs in the StreetGames network with the opportunity to volunteer at major sporting events including the: London Landmarks Marathon, the Rob Burrows Marathon and Great North Run. Working with partners to explore how they can develop their volunteer offer to truly connect to the event, be exciting and accessible to all young people.

The Inspiration Campaign created a once in a lifetime opportunity for TJ, a StreetGames Young Advisor, to spend four days with the Matchroom Boxing media team, developing his technical skills in front and behind the camera, as well as sampling life behind the scenes at a major sporting event. TJ told us about his experience working with the Matchroom team...



“

*This is something that I’m so passionate about, to be able to experience what goes on in the run-up to a big fight has been incredible. I just wanted to say a big thank you to the team at Matchroom Boxing and to StreetGames for making this happen, I’ve enjoyed every single second of it. My dreams are coming true, from a North East lad a year ago not knowing what I wanted to do in life, to now making dreams a reality.*

”







[www.streetgames.org](http://www.streetgames.org)



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