



Places
for People



PLACES FOR PEOPLE

PROJECT YEAR 2 REPORT 2024



INTRODUCTION

Since 2021, social housing provider Places for People has partnered with StreetGames to deliver Doorstep Sport programmes in 13 communities across England where PFP manages properties. Doorstep Sport is a proven approach that supports young people in low-income, underserved areas by increasing access to sport and physical activity. Building on the success outlined in the [Year 1 Interim Report](#), StreetGames expanded the programme by commissioning additional Locally Trusted Organisations (LTOs) to deliver a Doorstep Sport project in a further six areas: Leeds, Hull, Preston, Bedford, Huntingdon and St Neots.

PROJECT OVERVIEW

Through a partnership working approach between LTOs, Places for People, residents and staff, each neighbourhood has developed a Doorstep Sport offer that meets local need and places the young people at the heart of provision. In each area, delivery is supported by a Doorstep Sport Adviser (DSA) whose role is to work closely with the LTO leader to ensure the successful delivery of Doorstep Sport provision. LTOs developed a year-round offer of Doorstep Sport for young people and residents of Places for People's housing stock which in many cases included trips and incentives as part of their delivery. The sessions were designed to tackle local issues, such as a lack of existing provision and anti-social behaviour in the area, with the overall aim of improving the lives of each community. Each area presented a different need and LTOs were supported with additional investment to access training to develop the local workforce and young people, ensuring that the project created a lasting impact for the community.



DELIVERY AREAS



DELIVERY ADDRESS



The areas where the projects were based were identified by Places for People based on a variety of needs for each neighbourhood, including a lack of available sporting provision for young people and the presence of anti-social behaviour. LTOs have been supported by a local Doorstep Sport Adviser as well as a Places for People 'Community Connector' to maximise the impact of the sessions within each neighbourhood.

LEEDS

JUNIOR SPORTS HUB

Junior Sports Hub (JSH) is a charity working to provide opportunities and enhance the lives of young people in their community. They are based in the Harehills area of Leeds and have been delivering a multisport session to a focused group of female participants. Sessions incorporate football, badminton, gym fitness and more whilst also allowing for socialising in the Junior Sports Hub community café. The project has been supported by the local Community Connector for PFP as well as a community development officer at Leeds City Council. More recently they have partnered with British Cycling to use cycling to engage women and girls. JSH have incorporated trips and days out into their project with several taking place over the summer months.

The community was deeply affected by the riots and civil unrest that occurred in the area in 2024, which led to the temporary pause of the project to ensure the safety of young people and their families. They showed great resilience to navigate this challenging period and restart delivery using the community café as a safe place for families to connect with one another.

A group of the young people have also been enrolled in an ECB level one coaching course to develop their cricket and leadership skills which will support the sustainability of the organisation's delivery. Looking forward, JSH are looking to secure additional investment to continue their delivery as the sessions have been such a success and a welcome addition to the community.

Read more about the sessions in a case study [here](#).



HULL

HULL FUTSAL CLUB

Hull Futsal Club are a well-established community sport deliverer in Hull that specialises in multi-sport delivery. They have a strong reputation for delivering engaging and vibrant community sport sessions and were identified as a good fit to deliver activity in the area. Hull Futsal Club delivered several taster sessions in Cecil Gardens around the Hawthorn Avenue area, working with local partners such as Hull University and the council's Holiday Activity and Food Team to develop a rapport with the young residents. These taster days, held over the summer months, involved 3 vs 3 Futsal, pop-up tennis, golf and table tennis and attracted a settled group of young people. With suitable indoor space at a premium and engagement throughout the winter being difficult, a decision was made to move delivery to a new site on the newly renovated MUGA at Thoresby Primary School. Sessions taking place here have been supported by the Wellbeing Lead at the school and are attracting high participant numbers each week with football being an extremely popular activity. The young people attending the sessions are involved in shaping what the activity looks like moving forward and are being supported by young volunteers who are part of the #NextGen programme StreetGames support within the area.

Read more about the sessions in a case study [here](#).





PRESTON PRESTON NORTH END COMMUNITY TRUST

In collaboration with Tanterton Village Centre (A Places for People facility), Preston North End Community Trust (PNECT) was funded to deliver a Doorstep Sport offer for the young people in the Tanterton area of Preston. Their multi-sport sessions, with a particular focus on football and dodgeball, were designed as a diversionary activity to tackle the growing issues of anti-social behaviour on the estate. The weekly sessions have been extremely popular, attracting high and consistent numbers of young people which is testament to the ability of the PNECT staff to engage successfully with the participants.

PNECT also delivered two educational workshops alongside their sport sessions - one focused on Black History month and the other on the Kick It Out campaign – both aimed at tackling discrimination in sport and the wider community. PNECT delivered these sessions because of the issues they faced with a cohort of young people demonstrating racist behaviours towards staff. It was hoped this early intervention with a younger group will prevent issues from reoccurring again and to date this has proved an effective measure with participants showing more respect to staff and their peers. Thanks to additional funding from the Million Hours Fund, Doorstep Sport sessions in Tanterton have been able to continue beyond the original funding period, ensuring local young people can keep enjoying the life-enhancing benefits of regular sport and physical activity.

Read more about the sessions in a case study [here](#).



BEDFORD SPIRAL FREE RUN CIC

Spiral Free Run CIC are a Parkour delivery organisation operating in Bedford. As part of this programme, StreetGames commissioned them to deliver weekly Doorstep Sport sessions based at Brickhill community centre in Bedford. The much-needed provision for young people on the estate saw sessions provided weekly for a 12-month period attracting participants between the ages of 5-15. Some of these participants have expanded their engagement in Parkour, seeking additional sessions at Spirals main facility elsewhere in Bedford. The introduction of Parkour classes has not only offered young people a unique way to stay active, but has also helped promote inclusivity in sport and physical activity within the Brickhill community.

Spiral Free Run managed to secure their own premises back in January 2024 and are now operating out of a unit in the Harpur Centre in Bedford where they plan to stay long term all being well. The Brickhill project has acted as a catalyst for the organisation to secure a permanent home as the organisation was using a temporary location at the time the sessions began.

Read more about the sessions in a case study [here](#).



HUNTINGDON SPORTS CONNECTIONS FOUNDATION

Sports Connections Foundation are a charity committed to using the power of sport to inspire, empower, educate and transform the lives of children and young people. Their 'Huntingdon Football Project', established for this programme, is based out of the Coneygear Centre on a housing estate with high proportion of Places for People managed properties. The sessions are delivered in a safe environment with the inclusion of music and drinks and snacks which has been a strong draw for young people to attend, with attendance numbers being consistently high. Some of the young people in attendance have been banned from Huntingdon Town centre due to anti-social behaviour, so the sessions are proving an effective mechanism to engage them in positive activity.

The young people in attendance are feeding back how much they enjoy the sessions and that they look forward to attending each week. One young person who was attending school online for a period is now going back to school as their behaviour and confidence has improved dramatically because of the sessions.

Read more about the sessions in a case study [here](#)

ST NEOTS SPORTS CONNECTIONS FOUNDATION

Sports Connections Foundation have been delivering in St Neots due to their familiarity with the area and skilled workforce. Their sessions have taken place at Loves Farm MUGA and have focused on a multi-sport approach, including delivering football, basketball, dodgeball and others. The sessions have been highly effective at engaging the young people on the estate with the diverse range of sporting activities on offer. The staff have noted a particular moment that left an impact on them which involved supporting one of the young people attending to tie their shoelaces for the first time.

Sports Connections Foundation have been working closely in partnership with the local Tesco to support their activities with drinks and snacks which has enhanced the appeal and keeps the young people energised throughout the session. Participants attending the sessions are from a range of backgrounds contributing to a diverse cohort allowing the young people to mix with their peers and learn about different communities. During the autumn months, Sports Connections Foundation split their delivery between the Loves Farm site and the Duck Lane MUGA to engage with a wider group of young people across the schools local to the area.

Read more about the sessions in a case study [here](#)



PROJECT LEADER FEEDBACK

The funding we received helped us to branch out to a slightly wider demographic and offer free services to individuals who needed it most, in an area of Bedford we had not operated in previously. This has allowed us to inspire a new wave of young people to think and move creatively with heightened levels of confidence as a result of the sessions we offered.

Some of the children from the Brickhill classes have moved to our paid sessions at our HQ but we feel a lot of them accessed the course due to the funding/free aspect and we appreciate being able to give those children the opportunity.

Luke – Spiral Free Run

The sports sessions funded by Places for People have been a great success. They have provided lots of opportunities for local young people to take part in positive activities in their neighbourhood

Joe – Hull Futsal Club

Through our multi-Sport sessions, we have seen a reduction in anti-social behaviour and improved mental health and wellbeing. Our young people have taken ownership of the sessions and display leadership qualities through selecting teams and creating rules for the games. Since we have been doing this, we have had fantastic engagement with the young people. One young person who was on a part-time table has now gone back into mainstream school full-time and has expressed how he is enjoying it. We have seen real community cohesion being displayed with new friendship groups being formed both at Huntingdon and St Neots.

Marvin - Sports Connections Foundation

The centre is situated in one of the most deprived areas of the country. The fact that there is provision right on their doorstep so they don't have to pay for buses or access to facilities where it is safe and warm is amazing. It gives piece of mind to their parents knowing they are somewhere safe and warm.

Ryan – Tanterton Village Centre

Lots of the young people in the local area are Preston North End fans so when they see staff coming in wearing the kit it gives and extra buzz to the sessions. It means the young people are more confident to talk to us and we can offer incentives like match tickets to reward engagement. It's massively important that we target areas like Tanterton due to its levels of deprivation, and we wanted to ensure that the offer was attractive for young people to want to attend.

Alistair White – Preston North End Community Trust

This project has provided a safe and secure space for women and girls in Harehills to allow them to engage in sport and fitness. Their confidence has improved so much over the project and the variety of sports they've been able to participate in has been great for their fitness. The girls especially liked being in the gym and liked seeing progression with different weights! Some of the girls really took initiative of the project and became natural leaders throughout, building the confidence of other girls. Seeing the girls improve their physical and mental health as well as their self-confidence was the most vital part of the project and one thing we want to carry on in our organisation.

Kamran – Junior Sports Hub

YOUNG PERSON & RESIDENT FEEDBACK

I've been amazed at my son's development and engagement with the staff at the sessions. He is not only attending but also enjoying being involved with the organisation and assisting with creating the sessions

Parent of young person at Sports Connections Foundation Huntingdon session

The first day when I came here, I was a bit shy but now I'm not shy I'm confident and I love playing here.

Patryk, Young Person at PNECT Project

I've managed to talk to new people and that has increased my confidence" "Just because you have a different skin colour it doesn't matter. We are all different in our own way and it wouldn't be good if we are all the same.

Elle, Young Person at PNECT Project

Before this I never really thought I liked sport. Now I love football, and I've made new friends too. It's made me feel more confident.

Participant at Junior Sports Hub Project

At first I just went with my friend, but now I go even if she doesn't. It's something I really enjoy now.

Participant at Junior Sports Hub Project

PLACES FOR PEOPLE STAFF FEEDBACK

At Places for People, we're incredibly proud to support grassroots sports projects that make a real difference for our Customers and our Communities. We are grateful to our local delivery partners across the country for delivering such impactful, inclusive sessions that give young people safe spaces to stay active, build confidence, and connect with others. We'd also like to thank StreetGames for their continued support and expertise in helping us bring Doorstep Sport to the heart of our Communities

**Rory Monaghan,
Community Investment Manager – North**

Thank you to all the Community Organisations who have delivered on this project, it is much appreciated

Corinne Cooper, Community Investment Manager – South



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