

**STREET  
GAMES**

Changing young people's lives through sport



**2025**

# **WELLBY ANALYSIS**

**SUMMARY FINDINGS**

# INTRODUCTION

StreetGames commissioned State of Life to undertake a social value study using participant survey data collected from young people taking part in doorstep sport provision.

The analysis drew on survey responses from 1,089 participants across a range of StreetGames-supported interventions delivered over the past year, to explore the relationship between participation and young people's wellbeing.

State of Life applied a WELLBY (Wellbeing-Adjusted Life Year) approach, in line with HM Treasury Green Book guidance. A WELLBY represents a one-point improvement on the ONS life satisfaction scale (scored from 0 to 10), sustained for one year, and allows changes in wellbeing to be expressed in monetary terms.

## STREETGAMES IS A CORE ROUTE INTO ACTIVITY

StreetGames provision makes up a substantial portion of their physical activity



25% of participants reported that every day they were active in the past week was as part of a StreetGames session, while more than 60% said that at least half of the days that they were active in the past week was as a part of StreetGames. This highlights the essential role that StreetGames plays in providing access to sport and physical activity for young people who might otherwise have limited or no opportunities to be active.

## PARTICIPATION IS ASSOCIATED WITH HIGHER WELLBEING

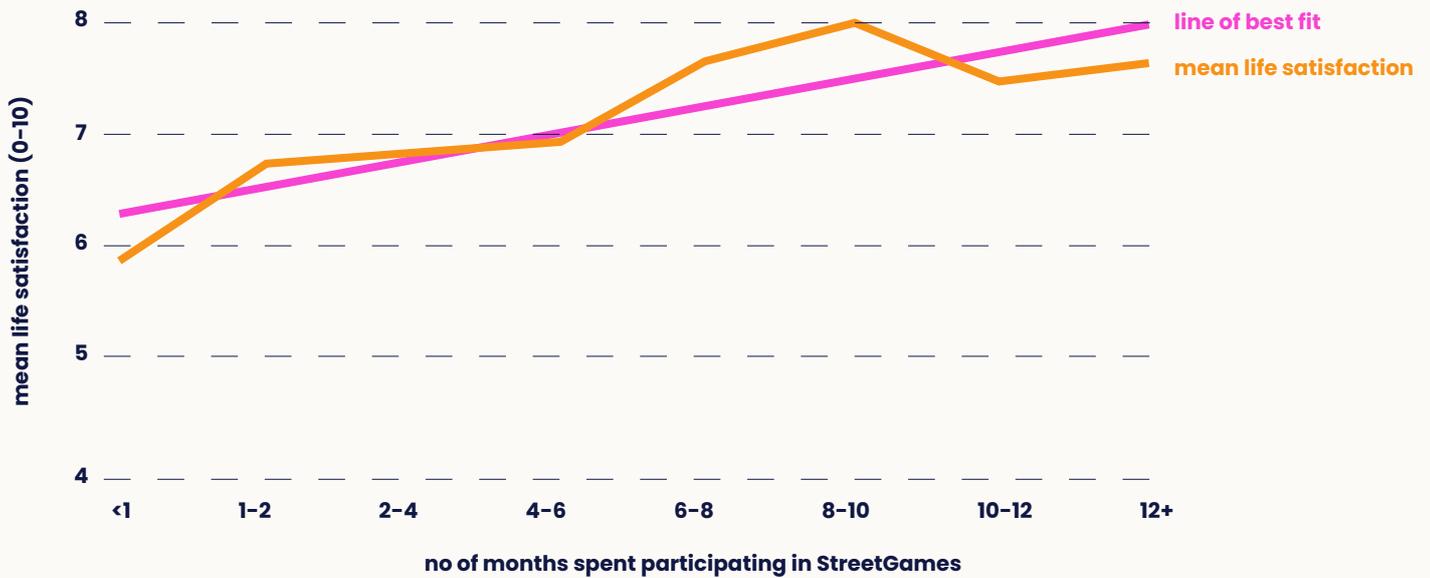
Young people attending for 2+ months report higher life satisfaction



Young people who had attended StreetGames sessions for 2+ months reported an average life satisfaction score of 7.31, compared to 6.25 among those attending for 0-2 months. The mean scores across all children and young people in Years 7-11 is 6.67 and for those from low family affluence backgrounds it is 6.19.

Regression analysis was used to explore this relationship while adjusting for other factors such as age, gender, ethnicity, and activity levels outside of StreetGames. Results indicate that participation in StreetGames for 2+ months is associated with significantly higher levels of wellbeing (+0.787) compared to attending for 0-2 months.

# WELLBEING & LENGTH OF PARTICIPATION



Building on the initial difference, we find evidence that wellbeing may continue to increase with sustained participation. Young people who had attended for 6–10 months and 10+ months reported significantly higher life satisfaction than those participating for 2–6 months, suggesting an association between longer duration of attendance and greater wellbeing.

## WELLBEING GAINS TRANSLATE INTO SOCIAL VALUE

**£13,000 estimated wellbeing value per StreetGames participant**



Using the WELLBY approach set out in HM Treasury Green Book guidance, State of Life estimate that the wellbeing improvement associated with participation in StreetGames-supported activity equates to **£13,000 per person**, assuming the improvement is sustained for one year.

As a comparison, analysis of Sport England's Active Lives Children and Young People survey estimates an average wellbeing value of around **£4,400 per person** for children and young people aged 11–16 across England who are physically active.

*This comparison should be interpreted with caution. The Active Lives estimate is based on a larger national sample and includes more extensive controls than the data used for the StreetGames analysis. The Active Lives estimate also uses a WELLBY value at 2024 prices, whereas the current StreetGames analysis uses 2025 prices. Upating the Active Lives estimate to 2025 prices gives a value of around £4,400.*

*It is also important to acknowledge that correlation does not equal causation. Whilst we take measures to control for the influence of other factors, we cannot be fully confident that the StreetGames supported doorstep sport sessions lead to the differences. Improved data quality and additional analysis would improve the robustness of our results and strengthen our conclusions.*