

**STREET
GAMES**

Changing young people's lives through sport

THEORY OF CHANGE



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WHO WE ARE



StreetGames is a UK charity changing young people's lives through sport. We're on a mission to bring sport to the doorstep of young people living in low-income households in under-served communities and to amplify their voices.

THE NEED

- Inequalities mean many young people in low-income and under-served communities miss out on sport due to:
- Fewer leisure facilities, sports clubs and volunteers
 - High costs for activities, kit and transport
 - Local partners they trust having limited funding and capacity
 - Greater barriers for women and girls, young people from Black, Asian and other ethnicities, and those with SEND
- Fewer than 45% of young people from low affluence households meet the Chief Medical Officers' guidelines for physical activity - despite many wanting to be more active.

WHY IT MATTERS

THE RESPONSE

Sport has the power to change lives when delivered at the:

RIGHT TIME

RIGHT PLACE

RIGHT PRICE

IN THE RIGHT STYLE

BY THE RIGHT PEOPLE

It can help young people feel happier, healthier and safer, while building skills and a sense of belonging. We gain a triple dividend of benefits by increasing activity by young people: now, into adult life and for their children.

COST BARRIERS

WHAT WE DO

LISTEN, LEARN & INNOVATE

- Amplify young people's voices
- Undertake research
- Test new ideas
- Share learning

Outcome: A stronger evidence base, increased understanding of need - ensuring that decisions are shaped by lived experience and what works.

DRIVE ORGANISATIONAL CHANGE

We support organisations in the sport & leisure sector by:

- Connecting them to new communities and partners
- Sharing data & insight including voices of young people
- Developing & growing their workforce

Outcome: Increased ability of sport and leisure organisations to cater for young people from under-served communities and to harness the 'ripple effects' of major sporting events for them.

SUPPORT COMMUNITY PARTNERS

- Workforce development
- Direct access to funding & resources
- New partnerships & collaborative networks
- Inspirational opportunities for young people
- Awards & recognition

Outcome: Community Partners become stronger, more sustainable and deliver better sporting opportunities to more young people.

INFLUENCE & IMPROVEMENT

StreetGames advocates for the power of sport to drive social change with:

- National, regional and local government
- Statutory agencies to use sport to tackle social issues, including community cohesion, youth crime and youth development.

Outcome: Increased awareness, institutional support and funding unlocked to deliver the right sport in under-served communities.

LONG-TERM OUTCOMES

More young people participating, volunteering and taking on leadership roles in sport which promote improved well-being, safety, skills & belonging

IMPACT

More accessible places and spaces for sport in under-served communities

LONG-TERM OUTCOMES & IMPACT

More opportunities for youth voice, volunteering and leadership

Greater diversity across the sport workforce and volunteer base

Reduced sporting inequalities

WHO WE ARE

StreetGames is a UK charity changing young people's lives through sport. We're on a mission to bring sport to the doorstep of young people living in low-income households in under-served communities and to amplify their voices.

OUR AUDIENCE

Children and young people living in low-income households in under-served communities.

THE NEED

Improving the health and wellbeing of children and young people has the potential to deliver a [triple dividend](#) of benefits: now, into future adult life, and for the next generation of children who will learn from their healthy behaviours.

However, [less than half](#) (45%) of children and young people from low affluence families are meeting the chief Medical Officers (CMO) guidelines for physical activity.

We've seen time and time again, how sport delivered at the *right time, right place, right price*, in the *right style* by the *right people* can help young people to feel happier, healthier, safer, build skills for life and a sense of belonging. Yet too often those living in low-income households in under-served communities are missing out. Social inequalities are the root cause.

ACCESS TO SPORT

National data shows that there are fewer leisure centres, fewer sports clubs, fewer volunteers in under-served areas. Those on low-incomes are often excluded because of structural barriers, such as high activity costs, kit and equipment or the need for transport – which in turn influence additional, less visible barriers associated with culture, values and expectations.

[Only 38%](#) of children and young people from low affluence families say they have the opportunity to be physically active. However, our research shows there's no lack of demand – 75% of the children and young people we spoke to in our [1,000 Young Voices](#) insight study said they want to take part in more sport/physical activity. We also know from talking with young people and [1,000 Young Voices](#) data that when it comes to sport, young people's motivations, needs and interests vary significantly:

- For some, taking part in sport is all about socialising with friends – having a laugh, releasing stress and boredom. These young people tell us, they want to take part informally and locally in setting such as youth/community facilities, parks and local games areas – but sometimes there isn't anything nearby or the facilities feel unsafe or rundown.
- For some it's about improving their health/fitness, the way they look and feel. They tell us, they enjoy/want to access fitness and exercise activities at a local gym or leisure centre – but too often the costs are prohibitive.
- Some are driven by competition – they enjoy developing skills, improving performance and working towards goals – they want accessible opportunities to participate as part of a local team or club.
- For others, whilst they may appreciate there are benefits to taking part in sport, they lack the confidence to take part, feel self-conscious, some don't feel sport is for them or haven't found a sport they enjoy yet. Typically, these young people would benefit from a supportive approach to aid their initial engagement and offers that incorporate wider 'wraparound' activities, such as mentoring, well-being/creative activities, music and food.

WHAT WE DO

We want to improve access and bring sport and its benefits to the doorstep of children and young people living in low-income households in under-served communities. We work from national to local to reduce barriers, drive change and unlock funding and resources. We do this through four key activities:

1. Listen, Learn & Innovate

We have always prided ourselves on being insight-led and on ensuring that a core element of our work is focused on building and sharing knowledge and using this knowledge to drive change and win institutional support for doorstep sport. This work includes:

- Undertaking research and driving youth voice activities to deepen understanding of the lives and needs of children and young people living in under-served communities and ensuring that decisions are shaped by lived experience and 'what works';
- Developing research partnerships and activating insight to innovate and test new ideas and approaches 'on the ground';
- Undertaking monitoring, evaluation and learning to gather and build the evidence base on the important role that sport can play in young people's lives and supporting Community Partners to evidence the impact of their work;
- Creating opportunities for co-production and the sharing of learning with young people, Community Partners and stakeholders; and
- Sharing and using our learning, and impact to enhance the knowledge and skills of the sports and wider sectors, influence policy and drive structural change.

2. Support Community Partners

StreetGames works with Community Partners. These partners are embedded and trusted within their local communities, meaning that they are ideally placed to provide local sporting offers and are most effective at engaging their peers in activities.

StreetGames provides wraparound support to Community Partners. This includes providing: advice & support, helping to build connections & partnerships, fundraising & sustainability support, workforce development & training, unique experiences and opportunities for young people to connect with major sporting events, the distribution of funding, kit and resources and leading programme delivery & campaigns.

This wraparound support helps Community Partners to increase their financial sustainability, increase the knowledge & skills of their workforce, strengthen, grow and diversify their sporting offer and maximise their sport for development potential. Ultimately helping to strengthen communities – by increasing a communities' capacity to organise sport & bring people together in positive activities in a way that harvests social outcomes.

3. Drive Organisational Change

Using our knowledge, insight and connections to influence and challenge the thinking, strategy, practise and investment of those within the sport and leisure sector so that a broader range of organisations provide accessible and attractive sporting offers for young people living in under-served communities. This includes:

- Support to connect with local communities, hear the voices of young people, develop & grow their workforce, build partnerships & connections and access key data and insight.
- Working with major sport event organisers to influence their planning and delivery of events so that more young people living in low-income, under-served communities are able to spectate, volunteer, engage and feel some of the 'ripple effects' of major sporting events taking place in the UK.

4. Influence & Advocacy

Using our knowledge, connections and evidence base to:

- Influence and encourage wider sectors to integrate and use sport as a tool to positively impact on wider social issues including community cohesion, the prevention/reduction of youth crime and youth development
- Work with organisations responsible for delivering government priorities at a regional, sub-regional and local level, to unlock resources and change the way that they write their strategies and plans to include sport as a tool for changing young people's lives.
- Advocate with governments and other national bodies for the power of sport to change young lives in under-served communities.



CHANGING YOUNG PEOPLE'S LIVES THROUGH SPORT

Our support means that more young people living in low-income communities have fair access to sport, including sport that is intentionally designed to reduce their multiple disadvantages / barriers and change lives. Since our establishment we have built an evolving base of evidence and insight which demonstrates that sport delivered in the 'right' way can reap the following benefits and help young people to:

Connect & Belong

By providing opportunities to take part in activities within their local community – try new sports, meet new people, improve skills and develop a positive habit in a safe and structured environment.

Build Skills for Life

Through opportunities to shape sessions and make their voices heard. Some young people also take on volunteer and leadership roles which helps them to gain new experiences, take on responsibility and have the opportunity to receive training, be mentored and gain new experiences; which in turn supports them to develop key life and transferrable skills including: independence, leadership, teamwork, communication, problem solving and raised aspirations.

Be & Feel Safe

By providing opportunities for young people to engage in positive sporting activities and build relationships with the 'right' coaches and leaders who support young people to build pro-social behaviours.

Feel Happy & Healthy

Young people tell us how much they enjoy taking part in doorstep sport activities – through opportunities to spend time 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 varied activities. Our research shows, that young people who take part in doorstep sport activities not only increase their activity levels but, those who attend for over two months report above average levels of happiness and life satisfaction as compared to national averages.



WHO & WHY

Audience

Young people living in low-income households and under-served communities.



Need

Sport has the power to change lives – delivered at the right time, right place, right price, in the right style by the right people sport can help young people to feel happier, healthier, safer, build skills for life and a sense of belonging.

Social & structural inequalities mean that young people living in low-income households and under-served communities often miss out on sport.

Improving the health and wellbeing of young people delivers a triple dividend of benefits: now, into future adult life and for the next generation of children who will learn from their healthy behaviours.

Effects

A lack of opportunity & capability. Low levels of social capital, physical activity, unhealthy behaviours which increase health inequalities.



WHAT WE DO

Listen Learn & Innovate

To increase understanding about young people's lives & needs and ensure that decisions are shaped by lived experience and 'what works'. This includes:

- Amplifying young people's voices
- Undertaking research
- Testing new ideas & innovate
- Building the evidence base
- Sharing learning & insight

Support Community Partners

We provide wraparound support to aid the sustainability, growth, reach & impact of Community Partners that are embedded in under-served communities. This includes:

- Workforce development: training, support & learning
- The distribution of funding, resources & sustainability support
- Opportunities to connect, build partnerships & network
- Programme delivery
- Unique experiences & opportunities for young people
- Awards & recognition

Driving Change

We work collaboratively with others in the sport & leisure sector to influence & support their thinking, planning and investment. Including:

- Developing partnerships and collaboration
- Strategic influence
- Facilitating local connections
- Youth voice
- Grow the workforce
- Applying learning, insight & innovate to affect change

Influence & Advocacy

Using our knowledge, connections & evidence base to influence change via:

- Advocacy & influence
- Strategic influence
- Applying learning & insight to affect change
- Unlocking resources

INTERMEDIATE OUTCOMES

- An increased evidence base on the power of sport and its ability to change lives
- A more skilled & knowledgeable workforce
- Increased financial sustainability amongst Community Partners
- Increased collaboration & partnerships
- Changes in the thinking, planning & investment of organisations in the sport & leisure sector
- More NGBs & Major sport event organisers change their practices & policies to better consider young people living in under-served communities
- Increased integration & use of sport by wider sectors [e.g. criminal justice, regeneration, youth, cohesion and health]
- Increased reach, resources and capacity for sport in under-served communities



LONG TERM OUTCOMES

More young people living in under-served communities are able to participate, volunteer and undertake leadership roles in sport.

More young people's lives are transformed through sport – supporting them to be/have:

- More physically active
- Positive mental wellbeing
- Increased self-efficacy / resilience
- Socio-emotional skills developed
- Enhanced social trust & sense of belonging
- Positive attitudes towards sport & physical activity



IMPACT

- There are more accessible and attractive places and spaces to take part in sport in under-served communities
- There are more youth empowerment, youth voice, volunteering and leadership opportunities for young people living in under-served communities
- Diversity is increased amongst those who volunteer & work within the sports sector
- Sporting inequalities are reduced



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