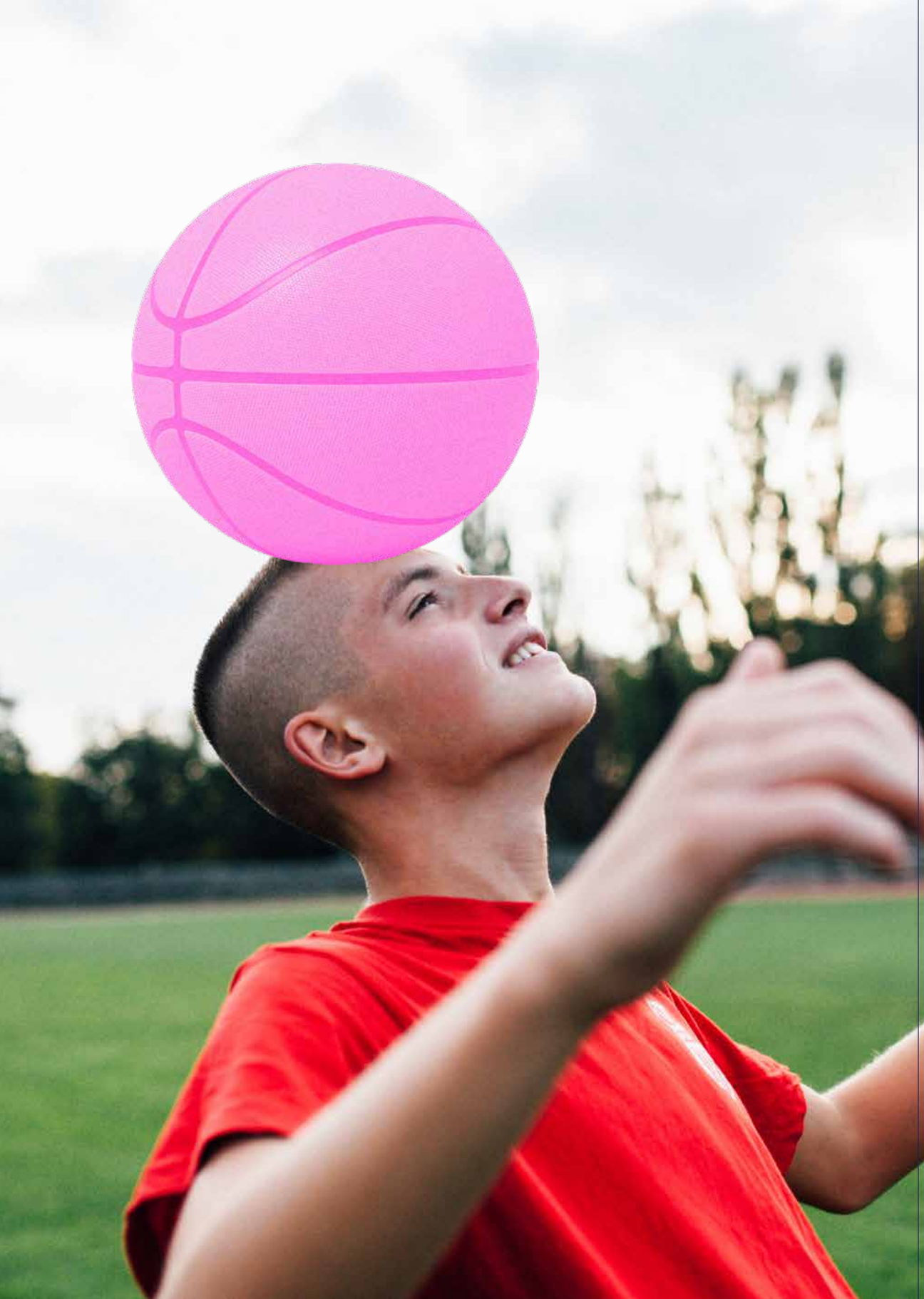
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STREET GAMES



STREETGAMES IMPACT REPORT 2025/2026

Changing young people's lives through sport





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MESSAGE FROM THE CHAIR

In October I was immensely proud to be appointed as Chair of StreetGames UK as I had seen, first hand, the difference the organisation can make in our local communities through their support for a whole range of partners and people. StreetGames has grown into one of the most influential sporting organisations in the country with a laser-like focus on using sport to improve the lives of children and young people facing the greatest challenges in life brought on by financial inequalities.

We hold dearly to the concept of 'Doorstep Sport Clubs' where the right activities need to be led by the right people, at the right time, at the right cost and in the right place - in doing so ensuring sport doesn't become a privilege but a right in itself. We are clear that won't be achieved through a single programme. Since October the Board and Executive team have been working together on a refreshed strategic framework that includes expanding our local reach through our support for our community partners; supporting and influencing national and regional bodies to make systemic changes in how they work so that their sports and their facilities can be accessed by children and young people in low affluence areas; and similarly, working with non-sporting agencies in Combined Authorities, Police Forces, and Health bodies to ensure sport and physical activity is properly playing its part in wider social outcomes for our young people.

Prior to my appointment we went through a brand refresh which is much more than a 'new look' for ourselves as it reflects better the vibrancy and energy of the organisation. Everyone I've met associated with us has been hugely passionate about the work and the difference it is making. Moreover, ingrained in the work is the voice, opinions and experiences of young people themselves which has stood out as a feature I haven't experienced as extensively elsewhere.

I know I have a tough act to follow in the footsteps of John Cove whose eight years of being Chair came to an end this year. John has been brilliant in his term as Chair and was hugely supportive to me in the transition. We are delighted he has accepted our invite to become Vice-President of the organisation. I am also immensely grateful to the other hugely skilled and experienced Board colleagues in welcoming and supporting me into the role. The high levels of corporate governance within the organisation has been more than reassuring to say the least.

Thanks also must go to the whole of the StreetGames team who, day in day out, lead and carry out the work that is featured in this report. Their enthusiasm is second to none.

We know funding for all charities at the moment is a permanent challenge, and we are no different. We also know we are privileged in being able to access 'core funding' from Sport England and Sport Wales that gives us the foundation to work from, and we are grateful to both government agencies for that. We don't take this responsibility lightly and we know we need to continue to deliver on their needs by playing our part in the sporting infrastructure of both countries and look forward to further discussions on how we do that in the future. We are also grateful to all our other funders and partners who have made their commitments to us in the last year. In the meantime it gives me great pleasure to be able to present this Annual Report, reflecting the work of a huge number of people and organisations.

Nigel Harrison
Chair of the Board
StreetGames UK





MESSAGE FROM THE CEO

Sport is powerful. As one of the young women StreetGames works with describes, 'Sport is more than sport'. For many of the children and young people StreetGames works for, sport is their happy place. The place where they feel safe and secure. They trust the adults who support them to care both about their opportunity to access sport and about them as individuals. They love the opportunity to play locally, with friends, in a way that works for them – they love the choice they can make to play in their immediate neighbourhood. They develop a strong sense of connection and belonging, feel physically and mentally healthier and as they get older, develop skills and attributes that are a strong foundation for adult life. Sport is fun and creates a sense of hope.

This report contains many examples of how sport, delivered in the right way, changes and in some cases transforms young lives. The challenge is that too many young people from low-income backgrounds living in under-served communities still do not have opportunities to play. There is a significant sporting inequality gap between children and young people from low-income backgrounds and their more affluent peers, and it is not closing. StreetGames exists to play a leading role in closing the gap for the children and young people who have most to gain from access to sport. We work to unlock the multitude of benefits that come from access to sport because we believe that being able to play should be a right and not a privilege.

We are pleased with the difference that our work with our many partners has made in the past year, but we are not complacent. We are passionate about doing more to change young people's lives through sport as we move forwards.

Mark Lawrie
Chief Executive Officer
StreetGames UK



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.

We know that sport delivered at the **right time, right place and right price, in the right style** and by the **right people** has the power to improve lives and help young people to feel happier, healthier and safer, and to 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.

Less than half (45%) of children and young people from low affluence families are currently meeting the Chief Medical Officer (CMO) guidelines for physical activity.

National data shows that in the most deprived communities there are fewer leisure centres, fewer sports clubs and fewer volunteers, and for those on low-incomes, structural barriers such as high activity costs and the need for kit, equipment and transport create additional challenges – which in turn influence additional, less visible barriers associated with culture, values and expectations.

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.**

However, only 38% of children and young people from low affluence families feel they have the opportunity to be physically active.

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. Since 2007, we have been working with community organisations in some of the poorest and most under-served areas across the UK, helping provide access to sport that transforms young people's lives. We work from national to local to reduce barriers, drive change and unlock funding and resources.

OUR REACH

StreetGames works with a network of around 1,600 community partners, who are based in low-income, under-served areas in 235 of the UK's 382 local authorities. Our network is open to all organisations whose work is focused in low-income, under-served communities. It is free to join, with the community partners who are part of it typically including small-medium community, youth and sports organisations - often charities and CICs plus some housing associations, leisure trusts and some local authorities. They are united by their desire to increase access to sport for young people in their local neighbourhoods.

StreetGames is recognised for its reach, insight, and expertise as a System Partner to Sport England, and a National Partner to Sport Wales. We are at the forefront of a national sports strategy, Uniting the Movement, that focuses on tackling inequalities in access to and participation in sport and physical activity in low-income, under-served communities. Having worked within the sector for nearly 20 years, we know the local organisations that are truly making a difference when it comes to providing sport and physical activity to children and young people from these communities and it has always been our mission to support them.

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 do this through four key areas of work:

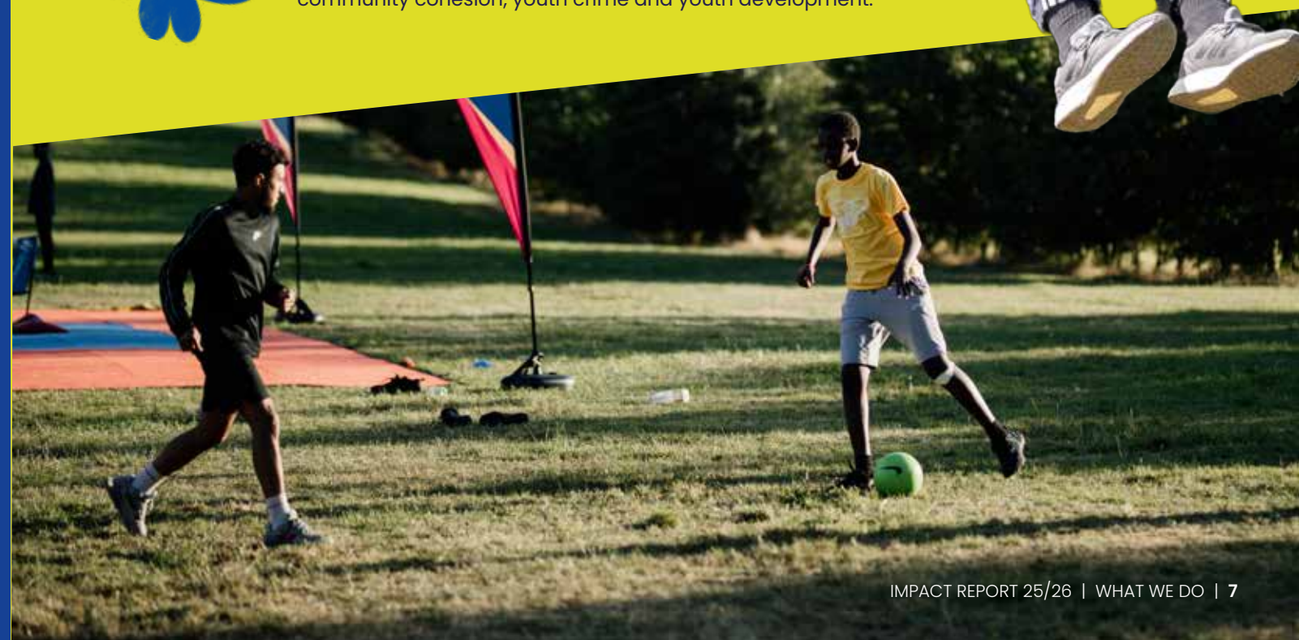
1. **Providing Support to Community Partners:** including opportunities to access funding and resources, workforce development, partnerships and collaborative networks, programme delivery, inspirational opportunities for young people, awards and recognition.

2. **Listening, Learning & Innovation:** including undertaking research, sharing learning, amplifying young people's voices and testing new ideas.

3. **Driving Organisational Change:** Supporting organisations in the sport and leisure sector by helping them to connect to new communities and partners, hear the voices of young people, develop and grow their workforce, build partnerships and access data and insight.

4. **Influence & Advocacy:** Using our insight, expertise and reach into under-served communities to advocate for the power of sport to drive social change with national, regional and local government and to influence statutory agencies and other sectors to intentionally use sport to tackle social issues including community cohesion, youth crime and youth development.







CHANGING YOUNG PEOPLE'S LIVES THROUGH SPORT

Doorstep Sport is our tried and tested methodology for engaging young people living in low-income households in under-served communities. It is purposefully designed using the Five Rights: providing sport at the *right time, right place* and *right price*, in the *right style* and by the *right people* to both reduce the barriers that exist, and grow the positive benefits by helping young people to:

Connect & Belong

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

Build Skills for Life

Through opportunities for young people to shape local activities and make their voices heard together with opportunities to 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. Collectively these types of opportunities can help young people 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

Our research shows that young people who take part in Doorstep Sport activities not only increase their activity levels, but also that those who attend for over two months report above average levels of happiness and life satisfaction as compared to national averages. Young people tell us how much they enjoy taking part – through opportunities to spend time with friends, the caring nature of the leaders, the non-pressured/informal and social nature of sessions, and being able to give their views and try varied activities.

The information below shares data and illustrative examples from our work over the past year and the impact this has had on the young people involved and the partners that support them.

SUPPORT TO COMMUNITY PARTNERS

SPORT WITH FUNDING

Community partners tell us that their biggest challenge is funding: responses to our 2025 Network Survey highlight that 83% find it difficult to access funding to support core costs and 68% find it difficult to source funding to support the delivery of their activities and sessions.

To help combat these challenges, StreetGames provides fundraising and sustainability support plus opportunities to access to funding, including:

- Helping to **make sense** of the varied resources that flow down into local communities;
- **Access to tools** including our Fundraising and Sustainability Toolkit and support **webinars**.
- Resourcing three Network Fundraising Officers who have collectively **supported/sign-posted community partners to secure over £900,000 of external funding** over the past year from sources including the Million Hours Fund, Awards for All, Pride in Place, the LTA Foundation and Sport England.
- Securing external funding to deliver interventions and campaigns which include the distribution of funding to community partners to support their Doorstep Sport and holiday activities. Over the past year StreetGames has **distributed £11.24 million of funding to 600 community partners.**

> *I bring good news from Castle Vale! This email is to thank you all so much with the support, help and input you have had in making our Movement Fund application successful. For me this really illustrates the power of connection, collaboration and working with amazing people! Thank you!*

> *I feel so much more confident in the angle to go for now with the grant, so thank you for being a listening ear and it will be great to have your support through this process - thank you!*



> *Hi StreetGames, I just wanted to personally reach out and say a big thank you for your support with our Pride of Place funding application. We're really pleased to share that Phoenix UTD FC has been awarded £110,000 to support improvements at Jaffray Playing Fields. It was a highly competitive process with over 250 applicants, so this is a huge achievement for us. Your input in letting us know about the opportunity, reviewing our outline proposal, and making those vital suggestions really helped to strengthen and shape the bid into something much more robust. It made a real difference, and we truly appreciate your time and guidance throughout the process.*

MINI CASE STUDY

Foundations 4Change Programme

Through a three-year funding partnership with City Bridge Trust we've developed our Foundations 4Change programme to support community partners in London to develop their capacity. The programme includes a one-to-one mentoring approach using our Fundraising Readiness Tool to help organisations to better understand their needs and to co-create individual action plans and structured steps forward.

The one-to-one meetings enable us to understand, see and listen to the context, challenges and lived experience of our partners. This approach is highly valued and unique to the Foundations 4Change programme. The trust and relationships built via this approach also helps to generate rich intelligence, placing us in a strong position to inform local strategic partners (such as London Sport) and ensure that the support and training provided is informed by need. Key highlights from year one of the programme include:

- 48 community partners receiving support during this first year of delivery
- Over 30 individuals accessing training courses
- Over 20 organisations being supported with the review of draft funding bids prior to submission
- 29 organisations being supported to develop a fundraising action plan
- £218,000 of investment being secured for Doorstep Sport by partners





SUPPORTING WORKFORCE DEVELOPMENT

The right people are a key ingredient in Doorstep Sport - every year we train thousands of coaches, leaders and volunteers. We offer 35 different training courses and workshops: everything from Level 2 qualifications in multi-skills coaching and 3-hour workshops on managing challenging behaviour and supporting mental health, to tennis and handball activator courses, as well as providing support to help organisations to measure and demonstrate their impact.

Over the past year **over 2,300 learners** have attended StreetGames **training workshops** and **900** have attended **insight webinars.**

OPPORTUNITIES TO CONNECT, COLLABORATE, REWARD & RECOGNISE

Our Regional and Place teams provide regular opportunities for community partners to connect, share learning, hear new insight and foster partnerships and provide tailored support.

We also host a StreetGames Awards event, which is designed to recognise, reward and share highlights from the incredible work taking place across the StreetGames network across a broad range of work – from community safety initiatives and projects tackling holiday hunger and inactivity, to the championing of youth voice.

In 2025 the awards were held at Team GB's headquarters (StreetGames is a charity partner of Team GB) – with each winner being presented with a trophy, certificate and some Team GB kit. The event also provided an opportunity for networking, with winners from different parts of the country exchanging ideas and inspiration, as well as connecting with StreetGames' supporters and partners including Sport England, Sport Wales, the LTA and Greater London Authority.

LEADING PROGRAMME DELIVERY & CAMPAIGNS

Through collaborative partnerships and securing external funding, we also lead a range of programmes and campaigns that increase opportunities for young people to participate, volunteer and lead sport in under-served communities. All activities are built around our Doorstep Sport approach, with some specifically 'tailored' to engage key underrepresented groups, such as our Us Girls activities, or with a focus on wider social outcomes including cohesion and belonging, youth development, youth crime and health.

MINI CASE STUDY

Belong & StreetGames – Power of Sport in Communities Pilot Project

StreetGames has been working collaboratively with Belong – The Cohesion and Integration Network on a project that is using sport to enhance community cohesion.

Building on an initial pilot in Bradford, local initiatives have now been rolled out in Manchester, Birmingham, Leicester and London (Brent & Tower Hamlets) with 15 community partners from our network. The project uses sport to bring people together through shared activities, connecting individuals who might not normally meet to help create stronger, more inclusive communities.

The project is also upskilling sport sector workers to embed social cohesion into the design, delivery and evaluation of their programmes. S40 sports practitioners have so far been upskilled across the six locations with clear positive impact on their skills, knowledge and confidence:

"I am more confident in bringing diversity together", "I've learnt how to communicate with other people of different backgrounds to come to a common conclusion and find the best outcome together".



MINI CASE STUDY

Building Community Leaders Through Doorstep Sport

Through funding from Welsh Government, we tested a place based Doorstep Sport Activator (DSA) model across South and Central South Wales, working with community partners in some of the most deprived communities. The programme engaged young people aged 16–24 with lived experience of poverty, providing training, mentoring and opportunities to lead activity within their own communities.

Over the course of the project, more than 50 young people were supported to become Doorstep Sport Activators, delivering free, youth led sport sessions in local settings. Young people co designed activities, led sessions, and took on responsibilities such as planning, risk assessment and supporting younger participants. Following feedback that online approaches were less effective, training focused on practical, face to face learning, with sessions covering areas such as youth leadership, managing challenging behaviour and community delivery.

The programme supported significant personal development outcomes, with young people reporting increased confidence, improved leadership and communication skills, and a stronger sense of belonging within their communities. Many progressed into further volunteering, accredited training or paid opportunities, with some exploring wider pathways into employment and enterprise. The project also strengthened the capacity of local organisations to support young volunteers and embed youth leadership into their ongoing delivery.

By combining youth led design, poverty aware practice and strong local partnerships, the programme demonstrates how community sport can act as a powerful vehicle for developing skills, building aspiration and creating pathways for young people in under-served communities

MINI CASE STUDY

Towards Sport

Through funding from the Youth Endowment Fund, StreetGames has been leading a multi-site trial called 'Towards Sport'.

The project aims to strengthen the evidence base on the impact of community sport on youth offending and has involved working collaboratively with 55 community organisations and nine Local Authority Early Help Teams.

The project has now referred over 800 vulnerable young people into the programme. Community partners provide access to supportive local sports activities.

An independent evaluation is being conducted as part of this project, with the findings due next year.



MINI CASE STUDY

Closing the Holiday Gap

Research shows that school holidays can be pressure points for low-income families which can lead to a holiday experience gap, with children from low-income households being less likely to access organised out-of-school activities, more likely to experience 'unhealthy holidays' in terms of nutrition and physical health, more likely to experience social isolation, and less likely to be allowed to play outside independently due to safety concerns of their parents and carers.

To help combat these issues, StreetGames created the Fit & Fed campaign in 2016 which has since benefited over 80,000 young people. Through a partnership with Pears Foundation, we have supported three clusters of organisations to deliver Fit & Fed activities in coastal communities in Blackpool, East Durham and North Wales – engaging over 640 young people over the past year.

StreetGames also provides programme management support to local authorities in the co-ordination and delivery of the Department for Education's Holiday Activities and Food (HAF) programme, including those in Birmingham, Newcastle upon Tyne and Derbyshire that engage thousands of young people each year.



INSPIRATIONAL OPPORTUNITIES FOR YOUNG PEOPLE

StreetGames also provides young people from our network with opportunities to access inspirational opportunities – for example to spectate at live sporting events and attend away from home residentials.

MINI CASE STUDY

Inspiration

Through our Inspiration campaign we have **distributed 6,407 tickets** to community partners in our network to enable young people to spectate at live sporting events including the Rugby League Grand Final and Challenge Cup, Women's Cup Finals and Lionesses international fixtures at Wembley, and the Super League Basketball trophy and play off finals, as well as non-traditional events such as the Baller League UK which has proved extremely popular.

Feedback from young people and community partners show that these opportunities provide more than 'just a ticket' but also provide opportunities for young people to gain new experiences, feel inspired, reconnect with sport, help develop a sense of belonging and spark an interest in becoming a volunteer.



MINI CASE STUDY

Residential in Wales

In August, we supported 38 young people from eight of our community partners across Birmingham and Derbyshire to attend their first residential at Plas y Brenin, the national outdoor centre in Wales — working closely with community leaders and young people to shape the experience. Over three days, the young people took part in a range of outdoor sports and team-building activities, returning with increased confidence, new skills, and a stronger sense of connection.





LISTEN, LEARN AND 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, as well as strengthening the evidence base on the important role that sport can play in improving young people's lives. This work includes undertaking research, sharing learning, amplifying young people's voices and activating insight to innovate and test new ideas to improve understanding of young people's needs and ensure that decisions are shaped by lived experience and what works.

The information below provides illustrative examples from our work over the past year.

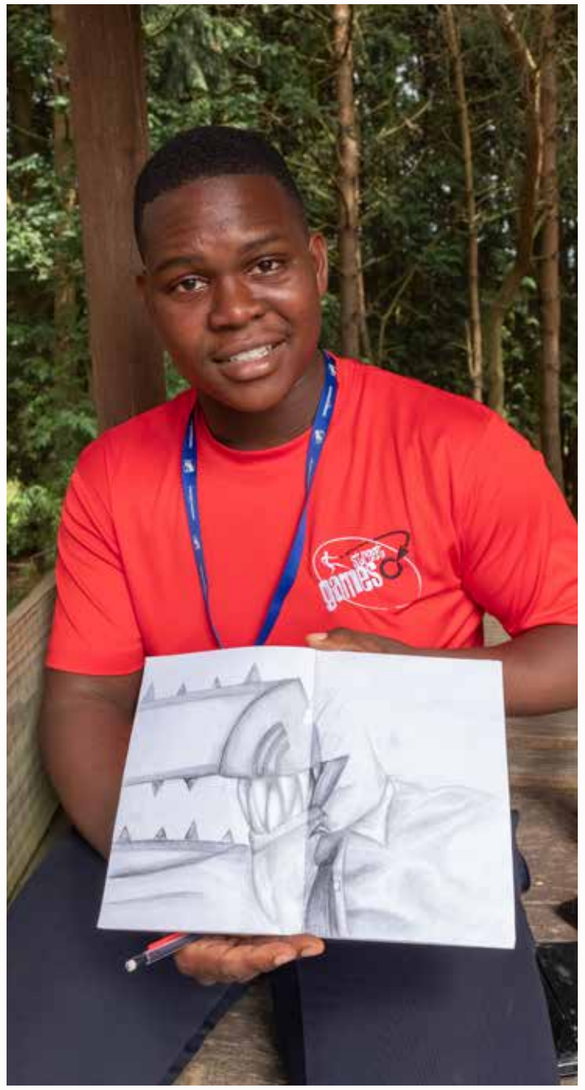
MINI CASE STUDY

Youth Voice Quiz

Building on our 1,000 Young Voices Research study, we developed a simple youth voice 'quiz' to help partners (including community partners, Active Partnerships, Colleges and Universities) to build their understanding of young people's needs, motivations and the barriers they face in taking part in sport.

Over the past year nearly 3,000 young people completed the quiz with the findings being used to shape local activities and influence planning and investment into sport in Place.





MINI CASE STUDY

Welsh Manifesto

Prior to the Senedd election in Wales in 2026, StreetGames supported a team of Young Advisors to develop a Young Person's Manifesto to raise awareness of issues that are important to them.

Through consultation with their peers the Young Advisors highlighted five key asks of political parties from young people living in under-served communities in Wales, which focused on the need for safe spaces for young people such as youth centres and outdoor spaces, more accessible volunteering opportunities, improved services to support mental wellbeing, increased access to sport and physical activity, and improved transport for young people.

MINI CASE STUDY

Poverty Proofing in Sport

Our North East Team have been working in partnership with Children North East (CNE) to develop and test poverty proofing in sport/ physical activity. Initial testing has taken place at two leisure centres in Newcastle - including undertaking community consultation to understand key barriers and access challenges. The work has identified a number of structural barriers which are negatively impacting people from low income households. The learning is being used to influence change and inform ongoing poverty proofing work with Children North East across other locations.

MINI CASE STUDY

Neurodiversity in Sport

Through a fully funded six-month secondment from the John Lewis Partnership we have been working in partnership with Neurodiverse Sport to explore the issues and challenges faced by young people and community sports workers in meeting the needs of neurodivergent individuals. The work included undertaking exploratory research with 100+ community sports organisations, focus groups, sector interviews and co-creation work with young people and representatives from community sport.

The end result has been the creation of a blueprint to support workers in the 'onboarding' of neurodivergent young people, session design, coach confidence and environmental design.

MINI CASE STUDY

Gender Audit Tool

Our Northwest team have been working with a group of young women and girls from our community partner Your Trust and Rochdale Youth Service to co design and create a Gender Audit Tool (GAT) to help more women and girls from under-served communities to access and feel included in the sporting offers provided by the Leisure Trust and Youth Service.

The women and girls have been trained as young auditors so that they can use the GAT to give their reflections on what's working well and what could be improved to increase their likelihood of feeling that leisure centres are for them — both now and over their life course.

DRIVING ORGANISATIONAL CHANGE

We use our knowledge, insight and connections to influence and challenge the thinking, strategy, practice 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 and are able to engage and feel the 'ripple effects' of major sporting events.

The information below provides illustrative examples from our work in this area over the past year.

MINI CASE STUDY

Support to National Governing Bodies of Sport (NGBs)

To support NGBs more holistically, we have developed a new Pathway to Change Framework tool. Using a self-reflection tool to guide their thinking, NGBs are able to review and reflect on their current approaches to enabling more young people from under-served communities to access their sport across six thematic pillars: listening to young people; data, insight & planning; connecting in communities; workforce development & learning; coaches & leaders; and partnerships & multisport approaches. Completing the self-reflection tool helps to identify priority areas and where support from StreetGames is most needed.

A range of NGBs and sports partners have already commenced this process, including England Hockey, the Golf Foundation, British Cycling, Basketball England, England Athletics, Paddle UK and Wales Golf. These partners are now being supported to develop and implement a development plan.

MINI CASE STUDY

Social Impact Partner

StreetGames is one of three social impact partners to UK Sport. Through this partnership we are developing relationships across the Major Sporting Events eco-system to enable more young people from under-served communities to engage and feel the ripple effects from major sporting events taking place in the UK, such as the European Athletics Championships which is being hosted in Birmingham in August 2026. For this event, we have:

- Been working with the Personal Best Foundation to support four community partners from the StreetGames network to act as **Community Athletics Hubs** within Birmingham. The hubs will receive training, equipment, and funding to deliver a 26-week programme.
- Supported community partners in our network to develop a **Doorstep Sport club running offer** for 12-16 year olds across Birmingham and provide them with an opportunity to feel connected to the European Athletics Championships.
- **Created an event volunteer team**, recruiting young people from the StreetGames network in Birmingham who will be supported to undertake event volunteering roles and leadership training.
- Secured tickets to enable young people from across Birmingham and the West Midlands to spectate at the European Athletics Championships.

MINI CASE STUDY

Team GB/Kit Out

Through our charity partnership with Team GB and the International Olympic Committee Solidarity Fund, we have developed an event volunteer programme which aims to provide resources to event organisers, including the international Olympic community, to widen access to event volunteer opportunities for young people.

This has included bringing together a group of young people from community partners across the StreetGames London network to form a #NextGen Events Team. Between April and September 2025, the team co-designed and took part in a programme of training and mentorship, volunteered as the Athlete Kit Team at the Aquatics GB Championships at London Aquatics Centre, volunteered as Ball Patrol at the International IHL Pro League Hockey at Lee Valley Hockey and Tennis Centre, and visited and took part in exciting activities at inspirational venues such as the Olympic Park.

Feedback gathered from the young People involved has highlighted how these opportunities have helped them to develop transferable skills, knowledge and behaviours including communication, confidence, decision making, teamwork, leadership, creativity and time management.

> ***It was a great event to help develop more skills and to be able to work in groups with people that I don't know.***

> ***I've gained a lot of new skills and experiences which was very fun to do especially with friends.***

> ***Definitely improved my confidence and allows me to speak more openly about sport, it's sparked an interest in sports again and boosted my confidence in a lot of areas. I am continuously thinking of how I can input what I've learnt here into my everyday life.***

Over summer 2025 as part of the Inspiration Campaign, StreetGames partnered with Team GB to provide Adidas Team GB kit to young people through its network of community partners. The initiative aimed to help young people feel connected to the Olympic movement and inspired by the values of Team GB. The partnership reached 94 community partners – with over 2,500 young people benefiting from the kit.

MINI CASE STUDY

Children's Coaching Collaborative

Over the past year, StreetGames has led the Youth Voice work on behalf of the Children's Coaching Collaborative (CCC), developing ways to embed children and young people into the heart of coaching design and decision-making. Investment through Sport England has enabled us to recruit a Youth Voice Manager to recruit, develop and support a diverse Young Advisor Group to share their experiences and help shape a child-first coaching system.

Our desk-based research found that across the sector, there is strong commitment to youth voice, alongside common challenges around time, capacity and confidence. This work for the CCC is now building on these foundations and shaping our work for the coming year – strengthening good practice, sharing learning, and supporting organisations to embed meaningful youth voice in a consistent, sustainable way.



MINI CASE STUDY

NGB Hackathon

In February 2026, StreetGames co-ordinated a Hackathon with around 80 young females from community partners in West Wales in collaboration with Wales Golf, Beicio Cymru, Welsh Boxing, Hoci Cymru and Swim Wales.

The event enabled the young people to take part in a range of sports, including some activities they may not previously have tried or may struggle to access locally. Participants were supported to share their reflections, ideas and suggestions with representatives from NGBs and foundations through a series of facilitated youth voice activities.

The event provided the young people with positive exposure to a range of different sports whilst enabling the NGBs to gather feedback from non-traditional participants that will be used to shape future activities and offers in under-served communities.

This initiative has been made possible through our collaboration with Activate West Wales, whose innovation funding supported a peer research project aimed at identifying barriers to participation for women and girls. The Hackathon serves as a central element of this approach, offering young people the opportunity to try different sports and share genuine experiences that will help shape both local and national practice.



MINI CASE STUDY

Matchroom Partnership

We have commenced a three-year partnership with the Matchroom Foundation. The partnership has enabled 12 community partners from our network in the North West to deliver new boxing related activities, through the provision of training for staff, equipment, a small amount of delivery funding and the opportunity to engage with wider boxing events in their area through our Inspiration Campaign.

Although still at an early stage, feedback from participating community partners suggests the programme is already having a positive influence. Boxing has proven to be an effective engagement tool, with organisations reporting strong interest from young people and early signs of increased confidence, resilience and focus.

Partners have highlighted examples of previously less-engaged young people attending regularly, trying new activities and building relationships with peers, while girls' sessions have shown promising signs of helping young people step outside their comfort zones and develop new skills.

> ***Boxing has proven to be a strong hook for engagement, particularly with those who are less interested in traditional youth club activities.***

> ***We are already seeing increased confidence, improved focus, and better engagement from some participants.***

> ***One young person who initially struggled with engagement and behaviour has responded particularly well to the boxing sessions. They have shown improved focus, regularly attend sessions, and positively encourage others.***

> ***Many of them have expressed a strong interest in continuing the sessions and developing their skills further, which is a great sign of engagement and motivation.***



INFLUENCE AND ADVOCACY

We use our insight, expertise and reach into under-served communities to advocate for the power of sport to drive social change with national, regional and local government.

We also influence statutory agencies and other sectors to intentionally use sport to tackle social issues including community cohesion, youth crime and youth development, with the aim of increasing awareness, institutional support and funding to deliver the right sport in under-served communities.

The information below provides illustrative examples of our work over the past year.

MINI CASE STUDY

Community Safety Partnerships

At a national level, StreetGames jointly chairs the Sport and Crime Policy and Strategy group with Sport England which brings together partners from across the sport, crime and youth sectors, together with academic institutions including Welsh Government, the Youth Endowment Fund, Police and Crime Commissioners, Active Partnership Network, EFL in the Community and NYA.

We continue to work with community safety partners in Greater Manchester, Hertfordshire, Thames Valley, Walsall and Cheshire to provide vulnerable young people with opportunities to take part in sport-based interventions. Collectively over 1,200 vulnerable young people have been engaged and supported over the past year.

MINI CASE STUDY

Sport England Place Based Investment

Sport England is investing £250m into local communities to help address regional inequalities in activity levels across the country. To support this work, StreetGames has been working collaboratively with a range of strategic partners in local communities across a number of places, including in Birmingham, Stoke-on-Trent, Hull, Lambeth, Brent, Tower Hamlets, Bradford and Durham.

Our work helps to amplify young people's voices and ensure that the needs of young people and community organisations are considered and acted upon to help tackle inequalities.

MINI CASE STUDY

Youth Strategy & Youth Service Reviews

In partnership with the Sport for Development Coalition, we facilitated partners from across the sport for development sector to input into the DCMS Youth Strategy consultation. We also engaged the DCMS Youth Team to emphasise the important role that sport plays within wider youth provision.

In partnership with the National Youth Association (NYA), we supported Youth Service reviews in Stoke, Derbyshire and Hartlepool. The work involved connecting with strategic partners across youth, VCSE, community safety, health and education to identify key priorities, provision and existing gaps and the role of sport within these.



IMPACT

The headline data and feedback below highlights the positive impacts of our work, both within local communities and also on broader sectoral and system change – which in turn help more young people living in under-served communities to engage in and enjoy the wider benefits of sport.

STREETGAMES' WORK HELPS TO INCREASE

REACH, RESOURCES SKILLS & CAPACITY

IN UNDER-SERVED COMMUNITIES

210
community partners joined the StreetGames network

600
community partners received investment from StreetGames to support Doorstep Sport and holiday activities totalling
£11.24M

We distributed surplus Team GB athlete kit to **over**
90
COMMUNITY PARTNERS
across England and Wales

72%
of community partners stated that StreetGames had helped them to **connect with key organisations locally**

2,550
community sports coaches, leaders and volunteers attended StreetGames training workshops & **900** have attended online insight webinars.

95%
of learners that attended our training workshops said that the course developed their skills.

Three month follow up surveys to learners show that **90% learnt skills** that they have been able to put into practice, including:

> *Adapting sessions to suit a wider range of young people.*

> *Feeling more confident when delivering sessions.*

> *Using the skills regularly to improve engagement.*

> *helping me look at behaviour differently and be more understanding.*

Nearly three quarters (72%) of community partners describe their organisational stability as **'manageable/minor concerns'**

WHAT WE HEAR FROM

COMMUNITY PARTNERS



> *The support we've had from StreetGames has been invaluable. We could not have ascertained our most recent grant without the support and grant writing training.*

> *StreetGames Wales has been a massive support to us. They have given our young people volunteer opportunities which have developed into workforce, as well as kit for the young people to help them fit in with sports clothes.*

> *StreetGames has been incredibly valuable to us. The staff's ongoing support, guidance, and being on hand whenever needed has been extremely helpful. We're truly grateful for the opportunities they provide to grassroots organisations like us. It really does make a real difference to the communities we serve.*

> *StreetGames does fantastic work in supporting young people and communities through sport. The opportunities you create make a real difference, not just by improving physical health, but also by building confidence, resilience and a sense of belonging. Your commitment to making sport accessible to all is hugely valued and has a lasting impact on the lives of so many young people. On a personal level, StreetGames has supported me in accessing funding and with the monitoring and evaluation aspects that link to your Theory of Change, helping us to embed this practice within our organisation. This guidance has been invaluable in strengthening the way we deliver and evidence our work.*



INCREASE COLLABORATIVE WORK WITH ORGANISATIONS IN THE SPORTS SECTOR TO INFLUENCE AND SUPPORT THEIR THINKING, PLANNING AND INVESTMENT:

Including 44 collaborative partnerships – spanning work with five National partners, five formal NGB partnerships, 21 informal NGB relationships, nine formal Active Partnership agreements and four Regional Sports Partnerships.

WHAT WE HEAR FROM

SPORTS PARTNERS

> *StreetGames can connect at a local level, so things are ready to go quickly… you are not starting from scratch.*
> *[England Athletics]*

> *The collaboration with StreetGames has helped to provide a route to market… to access the right young people.*
> *[Golf Foundation]*

> *Our partnership with StreetGames has been pivotal… providing the spark to create wholesale change in the way they are now looking to target children and young people differently.*
> *[England Hockey]*





SUPPORT MORE YOUNG PEOPLE LIVING IN UNDER-SERVED COMMUNITIES TO ENGAGE AND FEEL THE RIPPLE EFFECTS OF MAJOR SPORTING EVENTS TAKING PLACE IN THE UK:

6,407 tickets have been distributed within our network to enable young people to spectate at live sporting events. We have also provided opportunities for some young people to volunteer at high profile sporting events.

> *Watching a live event I've never been to before was amazing.*

> *It was my first time watching a big football game.*

> *I'd never been in a stadium that big before.*

INCREASE THE INTEGRATION AND USE OF SPORT BY WIDER SECTORS:

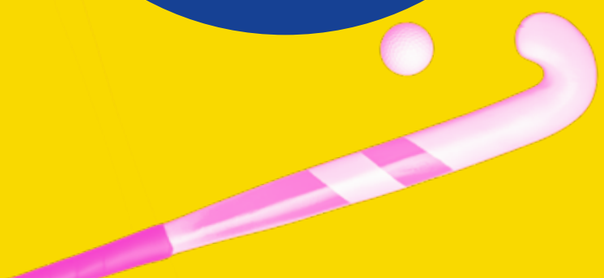
Including collaborative partnership work with seven regional community safety partners (e.g. VRUs and OPCCs) which has enabled over 1,600 vulnerable young people to access Doorstep Sport activities within their local community.



WHAT WE HEAR FROM

PARTNERS IN WIDER SECTORS

> *The GM VRUs relationship with StreetGames continues to go from strength to strength and this past year is no different. The StreetGames team are an integral feature of our work which extends beyond the borders of sport deep into our community engagement on so many levels and across our city region. We are proud of our connection with StreetGames and regard them as vital to the success of so much of what we do.*
> *[Greater Manchester Combined Authority]*



SUPPORT MORE YOUNG PEOPLE LIVING IN UNDER-SERVED COMMUNITIES TO PARTICIPATE, VOLUNTEER AND UNDERTAKE LEADERSHIP ROLES IN SPORT:

*Over **86,000 children and young people** have taken part in StreetGames-led Doorstep Sport and holiday activities over the past year.*

***87%** of our community partners deliver activities **year-round** (including school holidays). **56%** said that StreetGames had helped them to **deliver new activities** for young people locally.*

***1,060** young people have taken part **in youth empowerment opportunities** provided by StreetGames including Young Advisor roles, peer research, youth leadership and co-creation opportunities.*



TRANSFORMING LIVES

More young people feel happier, healthier and safer, build skills for life and develop a sense of belonging.

During 2024/25 we captured feedback from a sample of young people attending Doorstep Sport sessions across the network through participant surveys. The data shows:

- Over half (52%) get more than half of their 'active minutes' at Doorstep Sport sessions – emphasising **how important these sessions** are to these young people.
- Doorstep Sport sessions **help participants to increase the number of days they are active**, with participants who have been attending sessions for 10+ months active on one more day per week compared to baseline.
- Participants who have been attending sessions for 10+ months also **report higher self-efficacy** scores.
- **Improvements in participants' socio-emotional skills**, including teamwork, problem solving, empathy, emotion management, responsibility and initiative — with young people who have been attending sessions for 10+ months consistently scoring higher than those with less than two months of participation across all aspects.
- Participants report **high levels of mental wellbeing** – with survey data showing above average 'happiness' and 'life-satisfaction' scores (using the ONS wellbeing measures) compared to young people nationally from low-affluence families – see social value data below.

WHAT WE HEAR FROM YOUNG PEOPLE

Feedback from young people in their own words illustrates the benefits they perceive from taking part in Doorstep Sport.

> *The centre is like my second home now I come every day and train.*

> *I feel like I am getting fitter and I am getting help with my work.*

> *Mainly the people that attended as I'd consider them all friends and obviously the fact it's free.*

> *It's safer than being on the park and you get to do things you wouldn't be able to if you weren't here.*

> *It's a release for me to forget about everything else around me, and the coaches are very supportive.*

> *How welcoming & friendly the people and staff are.*

> *It's something to look forward to every week, having a relationship with my coach.*





SOCIAL VALUE

In September 2025 we commissioned State of Life to undertake a social value study.

Drawing on survey responses from over 1,000 participants across a range of StreetGames supported interventions, it explored the relationship between participation and young people's wellbeing. The study highlighted:

- That participation is associated with **higher well-being.** Young people who had attended Doorstep Sport sessions for 2+ months reported an average life satisfaction score of 7.31, compared to 6.25 among those attending for 0-2 months.
- Participation in Doorstep Sport supported activities for 2+ months is associated with significantly **higher levels of wellbeing** (+0.787) compared to attending for 0–2 months [Using regression analysis to explore this relationship and adjusting for other factors such as age, gender, ethnicity, and activity levels outside of the StreetGames led sessions].
- 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.
- Using the WELLBY approach set out in HM Treasury Green Book guidance, State of Life estimated that the **wellbeing improvement** associated with participation in StreetGames supported activities **equates to circa £13,000** per young person, assuming the improvement is sustained for one year.

IMPACT OF DOORSTEP SPORT ON PERSONAL DEVELOPMENT AND WIDER LIVES

In January 2026 we commissioned research agency 2CV to undertake a qualitative research project to explore how experiences of sport and physical activity in childhood and adolescence have subsequently influenced behaviours, attitudes and wider lives amongst a group of young adults who grew up in areas of high deprivation. This included a number of former Doorstep Sport participants and volunteers.

The research generated a series of real life case studies that highlight how sport has played a key role in supporting personal development – with the former Doorstep Sport participants and volunteers sharing how it had helped them to **build confidence, develop emotional stability, feel a sense of collective belonging, shape their identity, leadership & communication skills, broaden their horizons and support career development.**



The lessons taught in sport, and the attitudes gained through sport have really set me up personally and professionally.

Once I got into volunteering that's really when my confidence came out.

Where we lived wasn't very safe, so my mum signed me up to as many after school clubs as possible to keep me safe.

It's helped me with the confidence to make friends, speak to people, social intelligence... it's helped me with emotions and to speak about how I'm feeling.

Running has really had an impact on me in terms of helping me feel better, and with my mental health, as well as developing resilience.

You're a good team player and you know how to look out for other people.

Through coaching, I was developing my social skills. This is helpful now as my business relies solely on my ability to talk to people and network.

Meeting people from different places – I absolutely loved it.

STORIES FROM AROUND THE NETWORK

Award winning impact

We were thrilled to see our community partner African Community Advice North East (ACANE) named Street Club of the Year at the Chance to Shine Awards. Before ACANE introduced Street cricket, there weren't any real opportunities for young people in the local area of Byker to get involved in the sport. Kicking off in 2021, their Street Cricket club has completely changed that. The free sessions regularly attract over 20 participants, with even bigger turnouts during school holidays.

ACANE's sessions are run by local volunteers who know the community well — ensuring they feel familiar, welcoming, and inclusive. The impact on the young participants has been huge: they have formed close friendships, grown in confidence, and developed their communication and teamwork skills.

We are proud to be the only non-county cricket board delivery partner of Chance to Shine's Street programme, working together to help community partners like ACANE provide cricket opportunities for their young people through kit, equipment and funding.

"It's like a community here. You always know that you're going to have an amazing time." Vanessa, Street cricket participant.





Bale scores big for community sport

It was an honour to partner once again with Gareth Bale as he stepped up his drive to promote sporting opportunities for young people at the Celtic Manor Resort. Organised in partnership between StreetGames, Celtic Manor, Wales Golf and CAA Sports, with support from the R&A, the fourth annual Gareth Bale Festival of Sport saw more than 100 young people from some of the most under-served communities in Wales given the chance to try out a wide variety of sports.

As well as joining participants in getting stuck into tennis, boxing, basketball, athletics, football and more, Bale also took part in Q&A sessions and posed for photos with the delighted youngsters.

"This event is a critical step in our mission to establish year-round, multisport opportunities in under-served communities, opening pathways for young people to grow into volunteers and community leaders." Rhiannon Sheen de Jesus, Regional Partnership Manager for StreetGames Wales.

Ice, camera, action!

Our role as an Event Social Impact Partner of UK Sport continues to open exciting new doors for young people — including a unique content creator experience at the 2026 ISU Figure Skating European Championships.

Six young people from our community partner Reach Up Youth attended the Championships at Sheffield's Utilita Arena, taking part in a content creation masterclass with experts from Lucky Socks Media before capturing and editing their own content from across the event.

From interviews with competitors to capturing crowd reactions and the electric energy of the event, Karl from Lucky Socks believes that the content the group created should be best practice across the industry — increasing reach by engaging both existing fans and the young people's own peers and communities.

"It was very inclusive … instead of just learning, we were actually contributing. I really enjoyed that. It broadened my horizons and I feel like I can do a lot more." Asha, young content creator.





Game-changing moments for young people

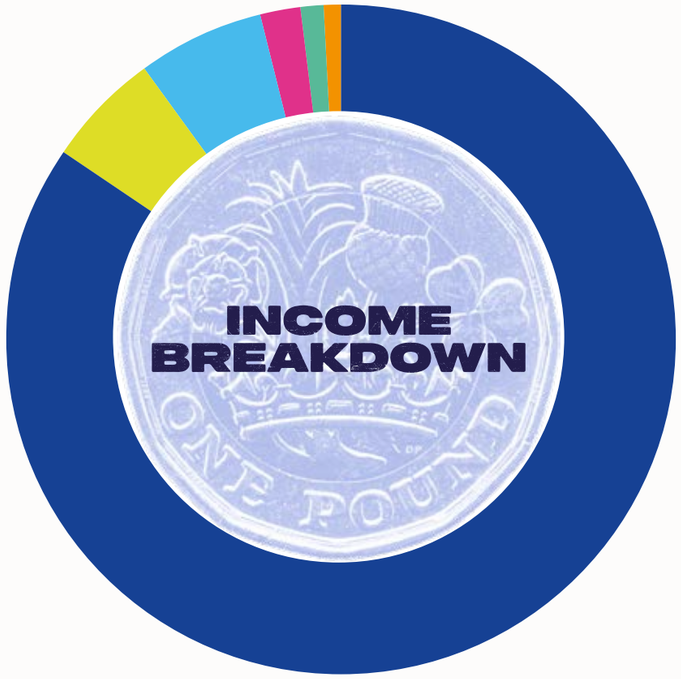
Our Inspiration campaign brings the buzz and benefits of major sporting events right to the doorstep of those young people who stand to benefit the most. This year, we've been working with the viral Baller League to create opportunities for young people to think about and consume sport differently — allowing it to reach new audiences, change perceptions and improve lives.

In December we distributed 185 tickets to eight community partners, allowing their young people to attend two nights of fast-paced Baller League action at London's Copper Box Arena. As well as watching their favourite teams in action, the young people had the chance to meet players and YouTubers, with some even enjoying a shout out on the big screen to add to their excitement.

Moments like these are exactly what our Inspiration campaign is about. By connecting young people with new formats and role models, we can show them that sport can absolutely be a space where they belong.

FUNDING

Our income this year came from a diverse mix of public funding, charitable grants, trading, and partnerships, demonstrating the strength and reach of our collaborations across sectors.



84.6%
Public Statutory Funding

5.5%
Trust & Foundations

6.1%
Sector & Delivery Partners

1.9%
Trading

1.3%
Other

0.6%
Corporate Partnerships

Financial Summary for the Year Ended 31 March 2026

INCOME

Category	Amount (£)
Charitable funds	8,369,471
Trading activities	296,811
Donations and legacies	167,959
Investments	100,105
Total income	**8,934,346**

EXPENDITURE

Category	Amount (£)
Charitable activities	5,307,991
Grants to community partners	2,639,722
Raising funds	275,999
Trading activities	257,732
Total expenditure	**8,481,444**





FUNDERS AND PARTNERS



StreetGames' work would not be possible without the fantastic partners, funders, and supporters who believe in our mission. Their generosity makes a real difference to young people's lives. The collective impact of partnership means that together, we can reach more young people and provide equal opportunities through sport.

We would like to thank all of our partners, funders and supporters who have changed young people's lives through sport, in partnership with StreetGames:

SPORT ENGLAND
sportwales chwaraeoncymru
YOUTH ENDOWMENT FUND
Pears Foundation
CITY BRIDGE FOUNDATION
COMIC RELIEF
JD FOUNDATION
BRITISH OLYMPIC FOUNDATION
BIRMINGHAM CHILDREN'S TRUST
THE BRITFORD BRIDGE TRUST
Tim Lewis Trust
The Millby Foundation
METROPOLITAN POLICE
UNDER ARMOUR
premier PARTNERSHIP
VINCI
SW BRUCE
ATKINS

We welcome discussions with those who share our ambition to give every young person, regardless of background, the chance to enjoy the life-changing benefits of sport. Contact: fundraising@streetgames.org and start a conversation with us today.

STREET GAMES

Changing young people's lives through sport



www.streetgames.org