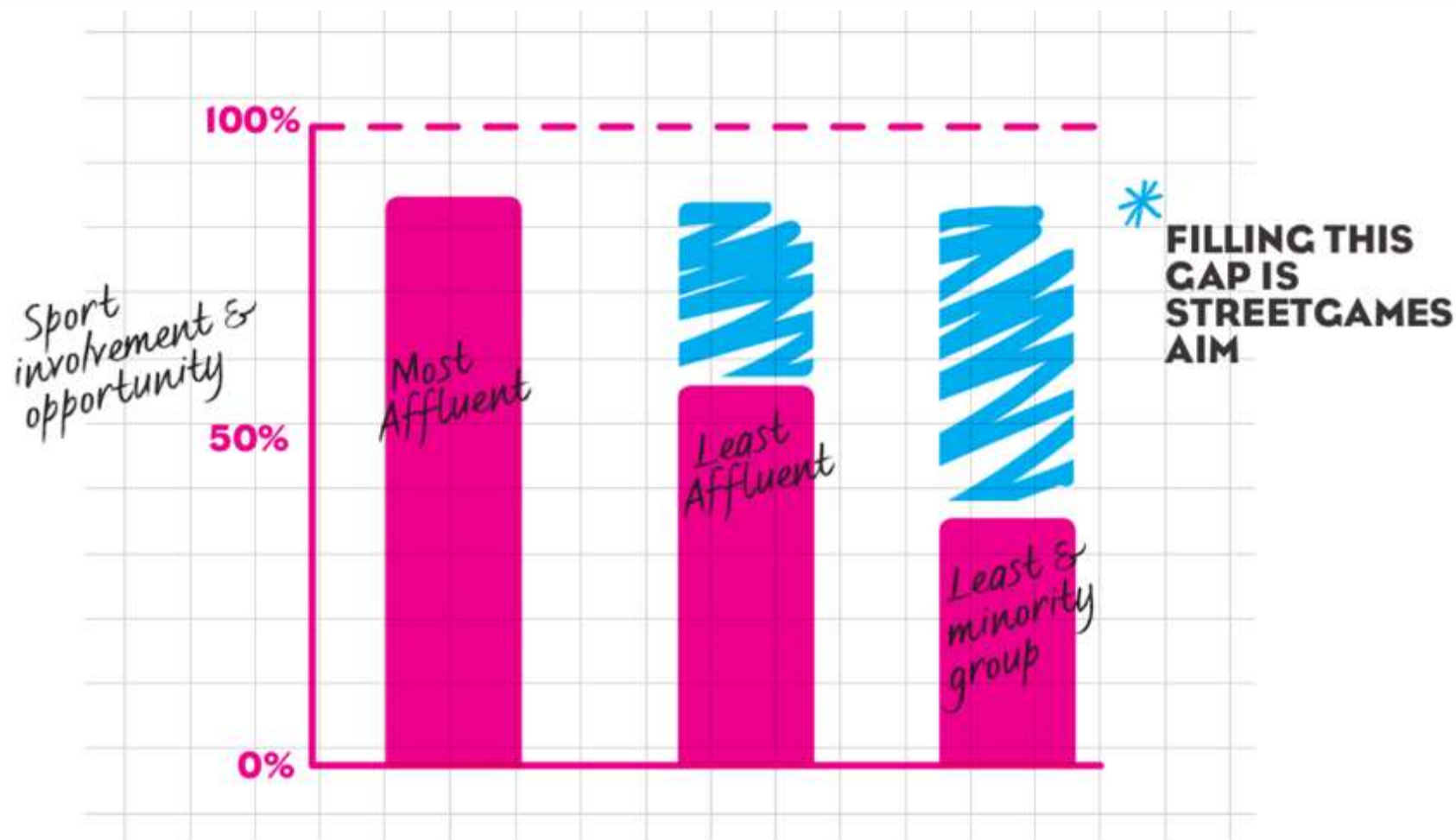




Quest

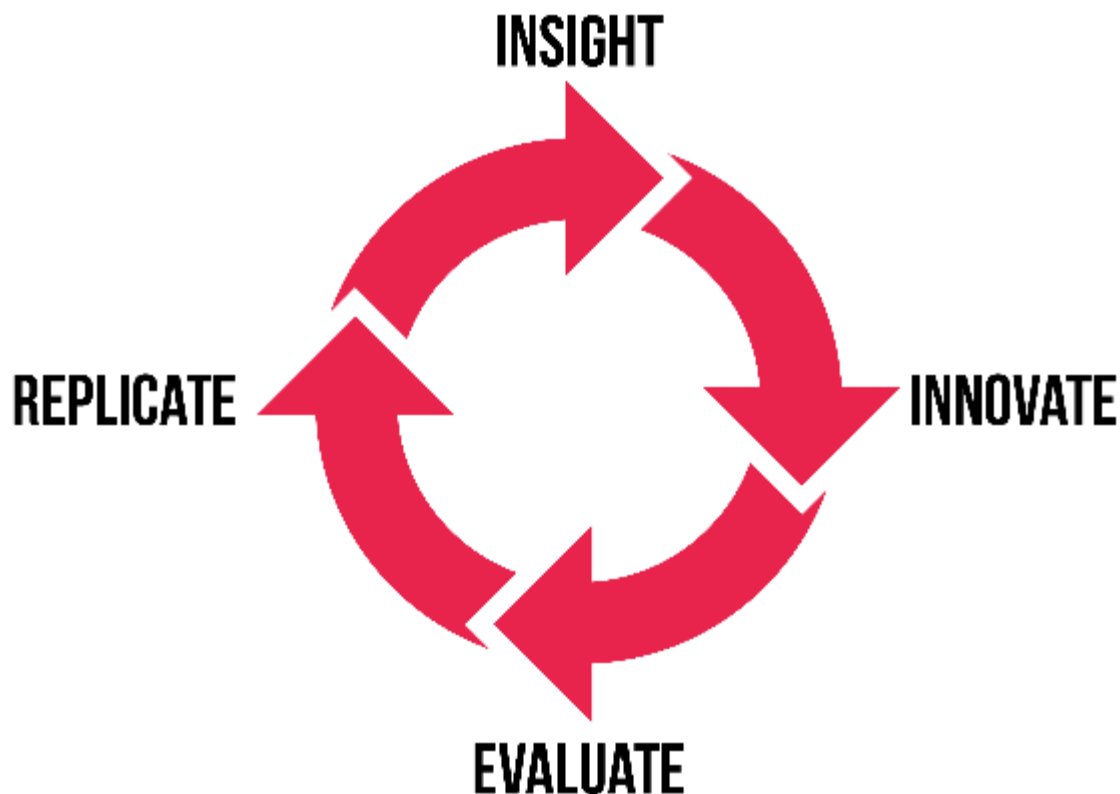
Active Communities Conference

Narrowing the gap



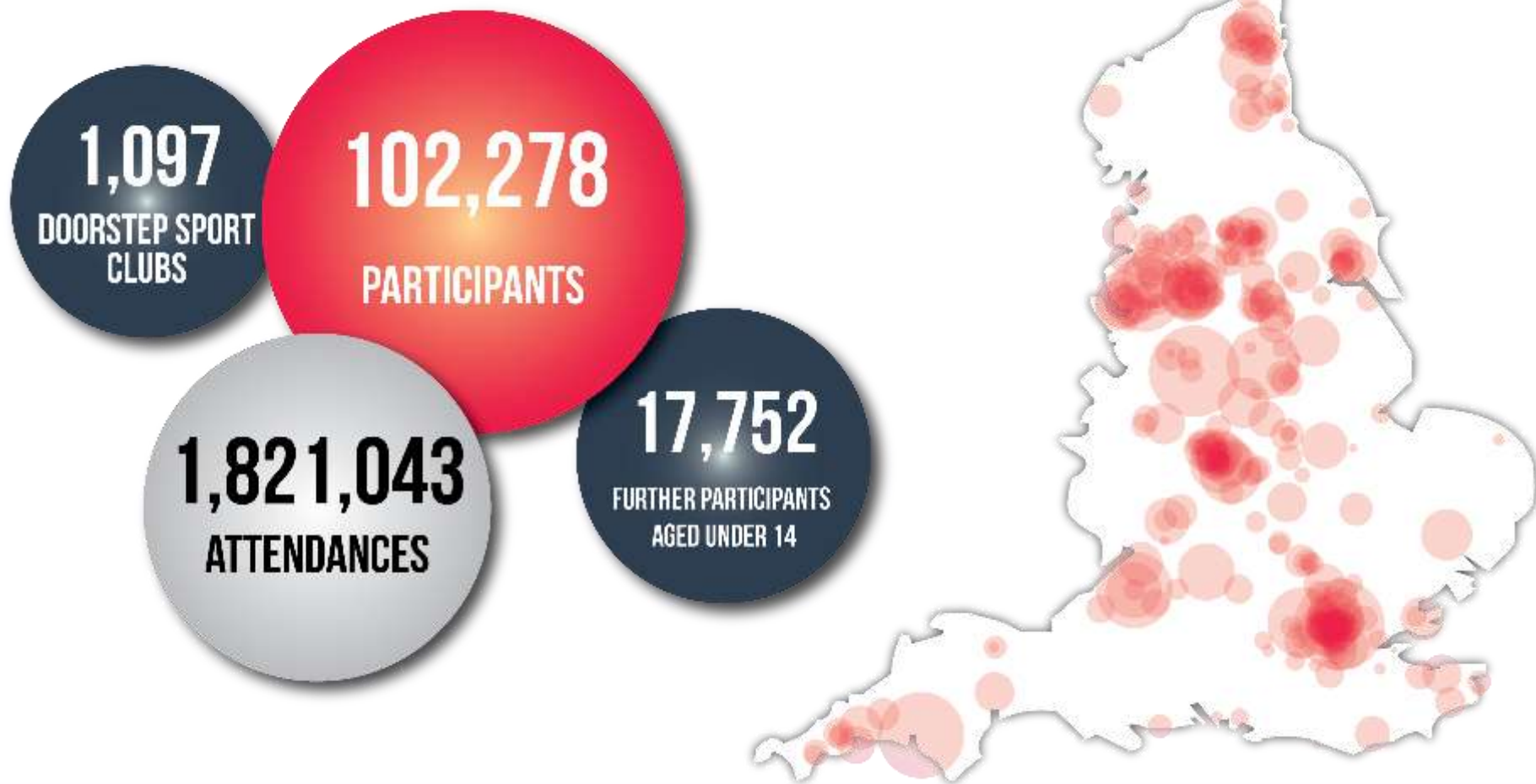
Principles

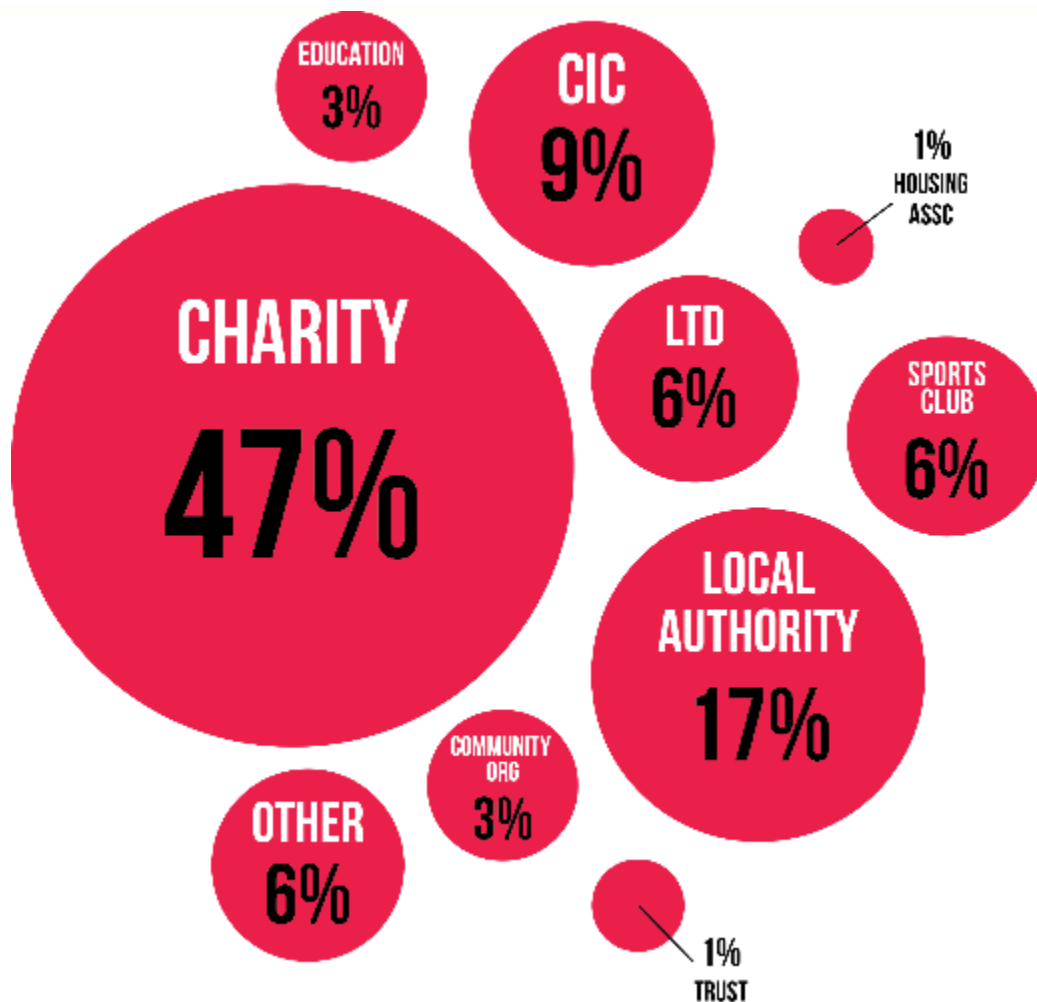
- Changing Lives
- Changing Sport
- Changing Communities





£20m investment

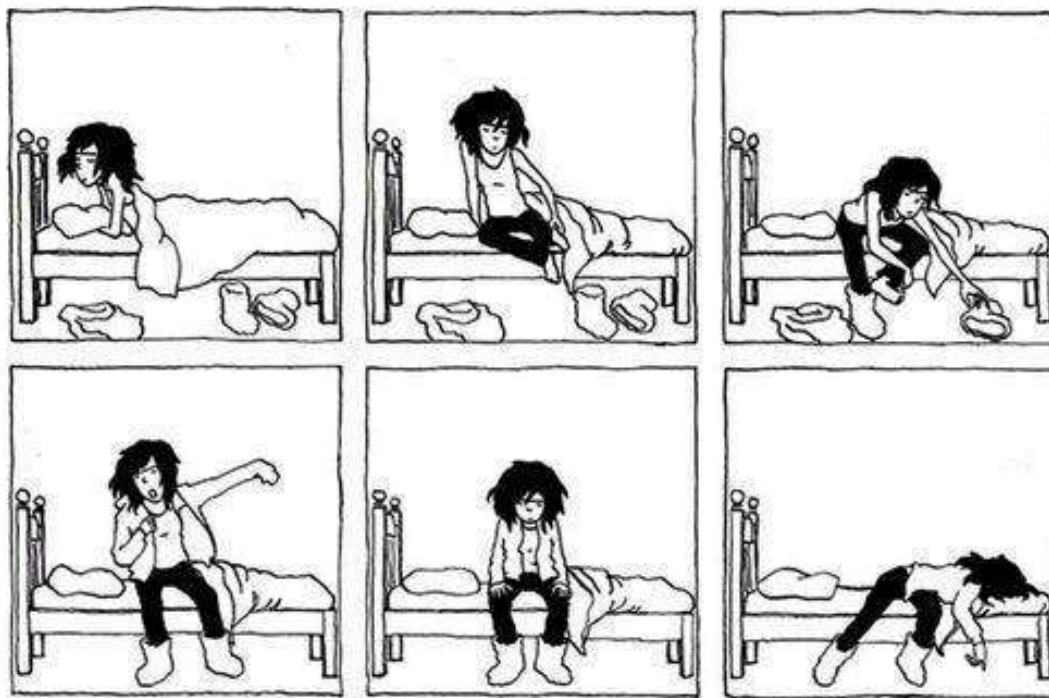




Knowing the customer

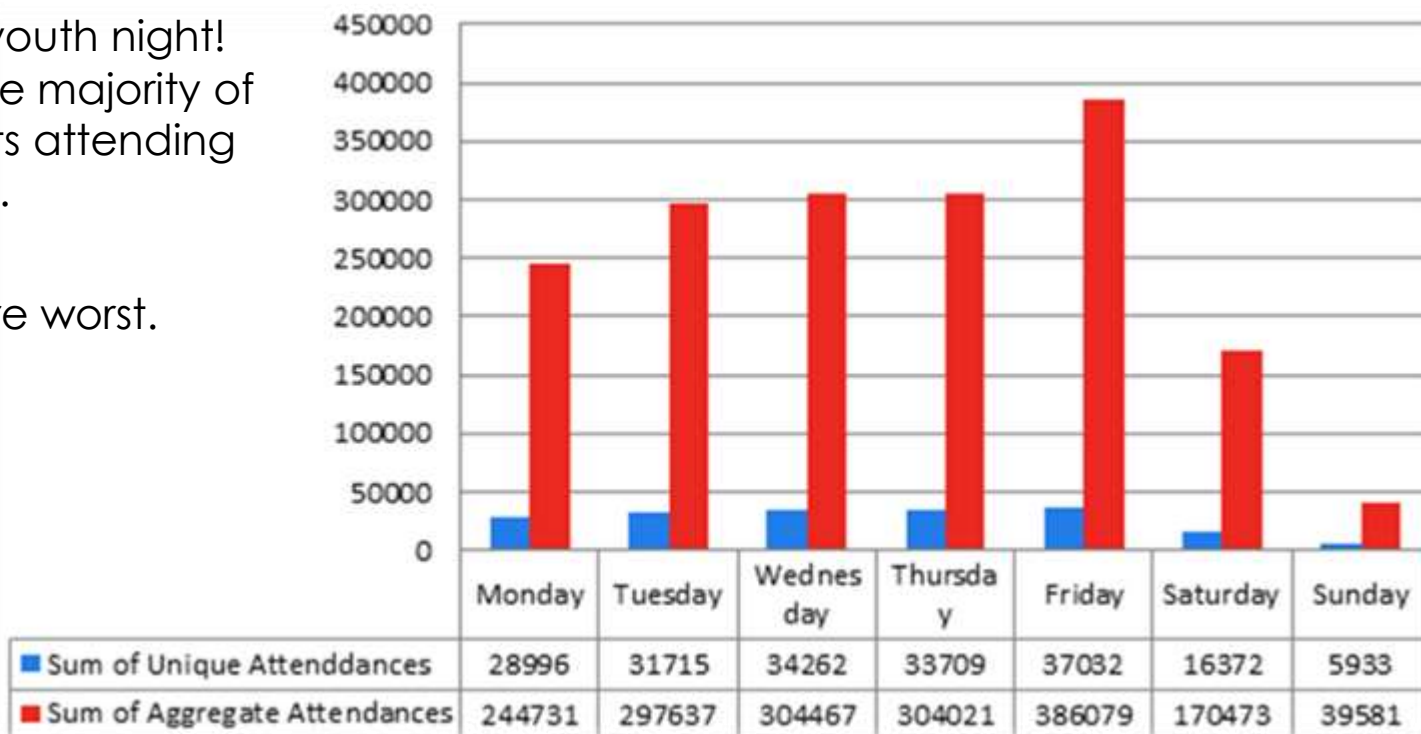
- Having a strong understanding about young people's lives and the offers that were likely to appeal was key
- Insight-led approach - allowed for 'in-flight' adjustments
- Designed for friends to play together
- The lifestyle insights and on-the-ground experience helped to inform and shape the DSC offer
- Codified as '**the 5 Rights of Doorstep Sport**'
 - Right **time**
 - Right **place**
 - Right **price**
 - Right **style**
 - Right **people**

WHEN TEENAGERS ARE UP!



ADOLESCENCE - when friends are everything and confidence can be low

- **Friday** is youth night!
With a large majority of participants attending at this time.
- Sundays are worst.





Right price

Total Leisure Spending in the
UK in 2012
£154.8bn



Active Sport

£528 pa

per average household

£133 pa

per low income household
households

Low income
households
spend just

£2.55 per week
on Active Sport

Avg households spend £10.15 pw





Right Place



Right People

- 'People like me'
- Local role models
- Volunteers
- More than sports workers



Empowering Coaching

Workshop Aims:

- To help you understand and apply the principles of *Empowering Coaching™*
- To help you create a more positive coaching climate and enhance young people's motivation



FUN FITNESS FRIENDS

...To help us all promote *healthier Doorstep sport experiences for healthier young people!*



Activate under-actives

100k DSC Participants

- 40% do nothing but DS
- 16% belong to a club
- 14% use a leisure centre

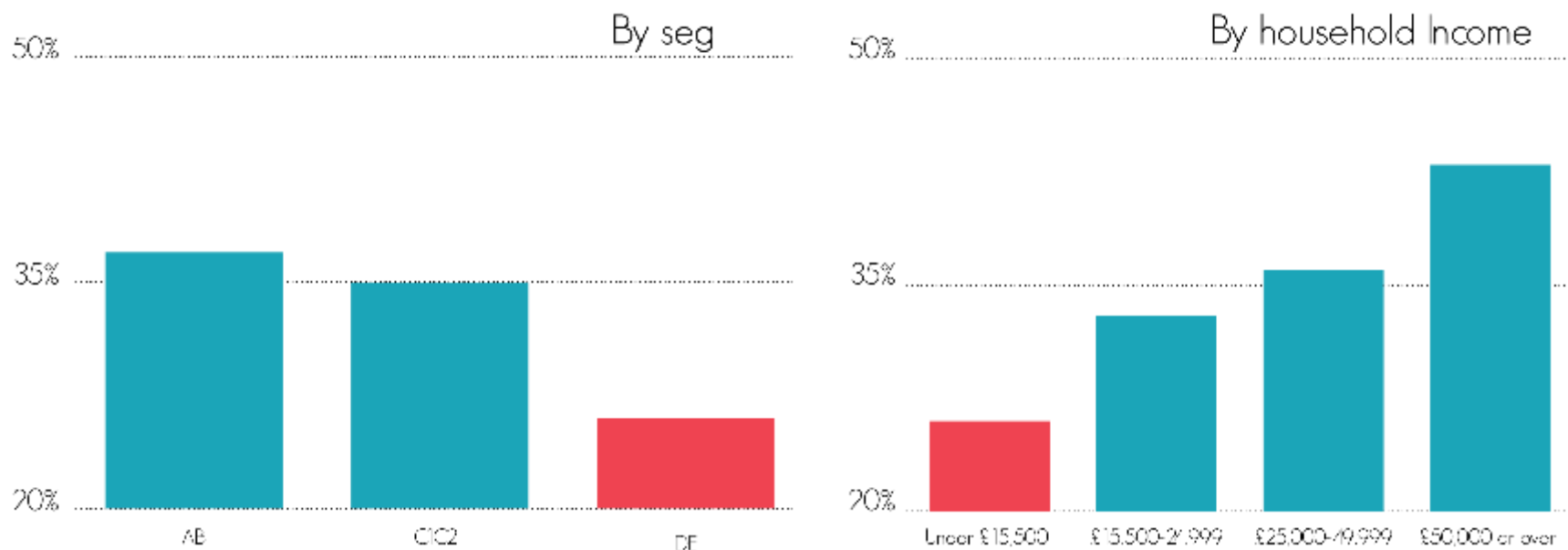




Leisure trusts

Source: Mintel - Leisure Centres & Swimming Pools 2015

Have you visited a public (ie council-owned) leisure centre or swimming pool complex during the past 12 months?
(Sample: 2,000 aged 16+)





Replicating

- Sharing top tips
- Community Safety
- Social Prescribing
- HACT
- Apprenticeship Trailblazers



**DERBYSHIRE
CONSTABULARY**





Training for leisure centre staff

‘Are you ready to welcome teenagers and young adults into your leisure centre?’



ENGAGING AND RETAINING YOUNG PEOPLE AS LEISURE CENTRE USERS

‘Are you ready to welcome teenagers and young adults into your leisure centre?’

This 9 hour workshop will help frontline, management and development staff at leisure centres to improve engagement with young people from low-income groups and increase the diversity of their users.

The workshop will cover the following key areas:

- What makes young people choose physical activity? What puts them off? How can you make your programme more appealing?
- How do you get young people through the door of your centre and how do you make them feel welcome? Top tips on engaging and retaining the more inactive and hard to reach young people as participants.
- Helping facility staff to establish positive relationships with young people and deal effectively with challenging behaviour if it does arise.
- Understanding the value of the youth market to your business. The financial benefits of increased usage and income through both casual use and new memberships.
- How working with young people from under-represented groups can help a leisure facility to demonstrate the wider contribution it makes to the local community and provide access to new sources of funding.

The workshop can be delivered to a team of staff from a single leisure centre or a group drawn from several facilities.

All StreetGames workshops are interactive, with opportunities to share experiences, problems and solutions.

Tutors with an in-depth knowledge and experience of engaging young people in physical activity and an understanding of the issues that affect delivery within leisure centres, will lead this workshop.

Planning for the workshop includes a pre-course discussion between the tutor and a nominated contact from the host organisation. This will allow the tutor to tailor the session to specifically meet the requirements of the facility operator and the needs of participants.

The workshop will assist leisure centres that have included the new Secondary Sport module (available from Spring 2017) within their Quest for Facilities application and are preparing for assessment.





‘The StreetGames training was very good. The content and approach worked well in terms of its relevance to leisure centre staff. The group engaged well with the tutors and responded positively to the style of delivery.’

Glen Steele-Lewis
Young Person & Physical Literacy Manager
Pharm for People Leisure Ltd

‘The StreetGames workshops were exceptionally well organised and delivered, and I know that everyone who attended took a lot away from the day. The content was relevant and it definitely got facility staff thinking about how to engage with young people going forward.’

Steven Wood
Community Sport Activity Officer
Bolton Community Leisure

PRICE

As an introductory offer to leisure facility operators the workshop cost is £350 + VAT (normal price is £500 + VAT).

Alternatively, an organisation can purchase this workshop plus a second Secondary Sport Skills workshop for a price of £600 + VAT. The full list of 2017 workshops can be seen at:

www.streetgames.org/training-changing-how-streetgames-training-academy/doorstep-sport-skills-workshops

For further details or to arrange a workshop please contact the StreetGames Training Academy on 0185 707 0762.

 [StreetGamesSportsCharity](https://www.facebook.com/StreetGamesSportsCharity)  [@StreetGames](https://twitter.com/StreetGames)  [StreetGamesVideos](https://www.youtube.com/StreetGamesVideos)  [StreetGamesUK](https://www.instagram.com/StreetGamesUK)  www.streetgames.org



Volunteers

- Youth social action
- Personal growth
- Changing communities
- Over 3,000 Volunteers
- Many participants keen to help out
- Support provided helped to grow volunteer numbers





Fit and Fed

Fit and Fed RECLAIMING THE SUMMER



Poor Children endure three associated problems during the school holidays:
hunger, isolation and inactivity.



- Doorstep Sport module in all 3 strand of Quest
- New partnerships always welcome
- Website
- Regional events and clusters
- Training