





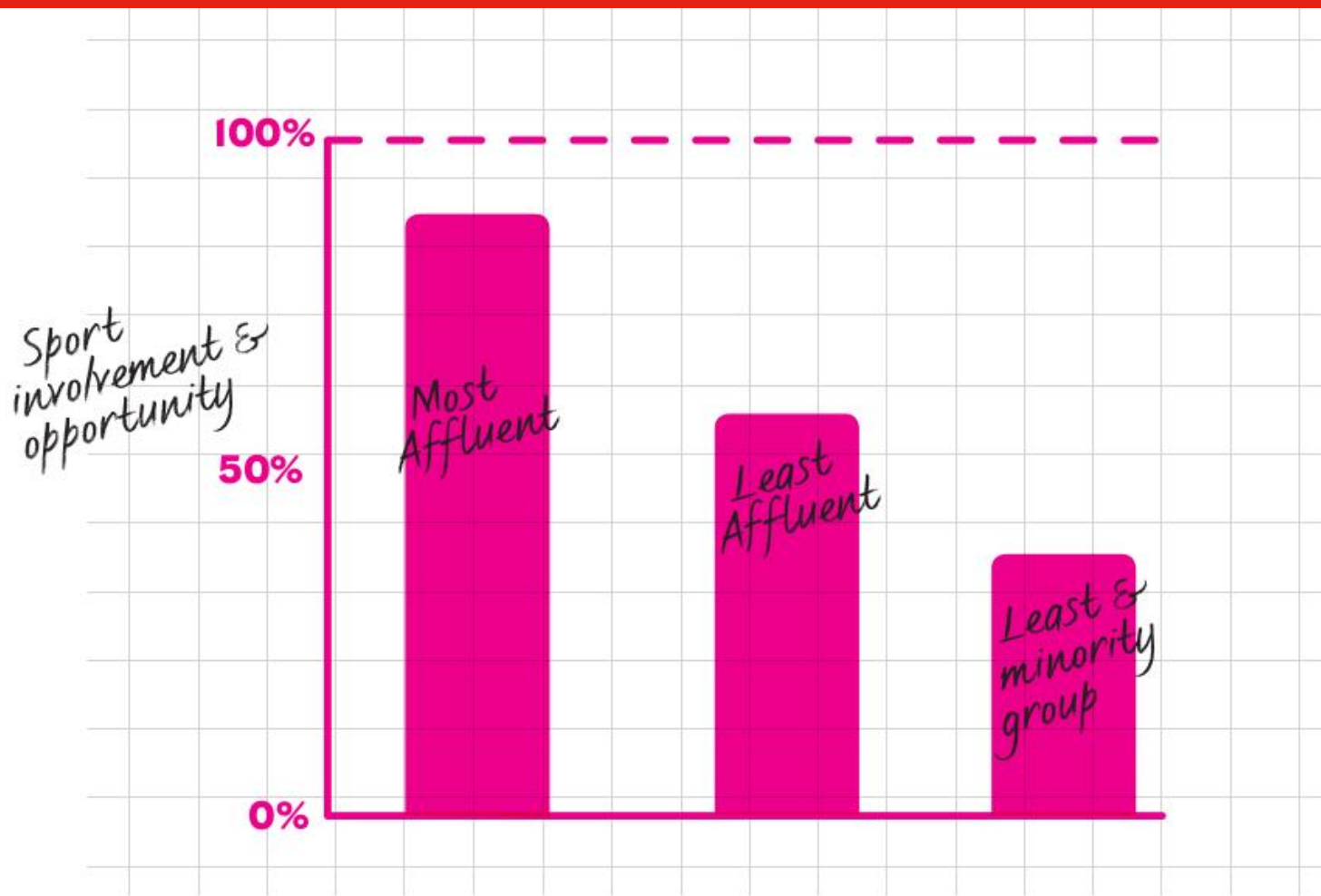
Changing lives; changing communities;
changing sport

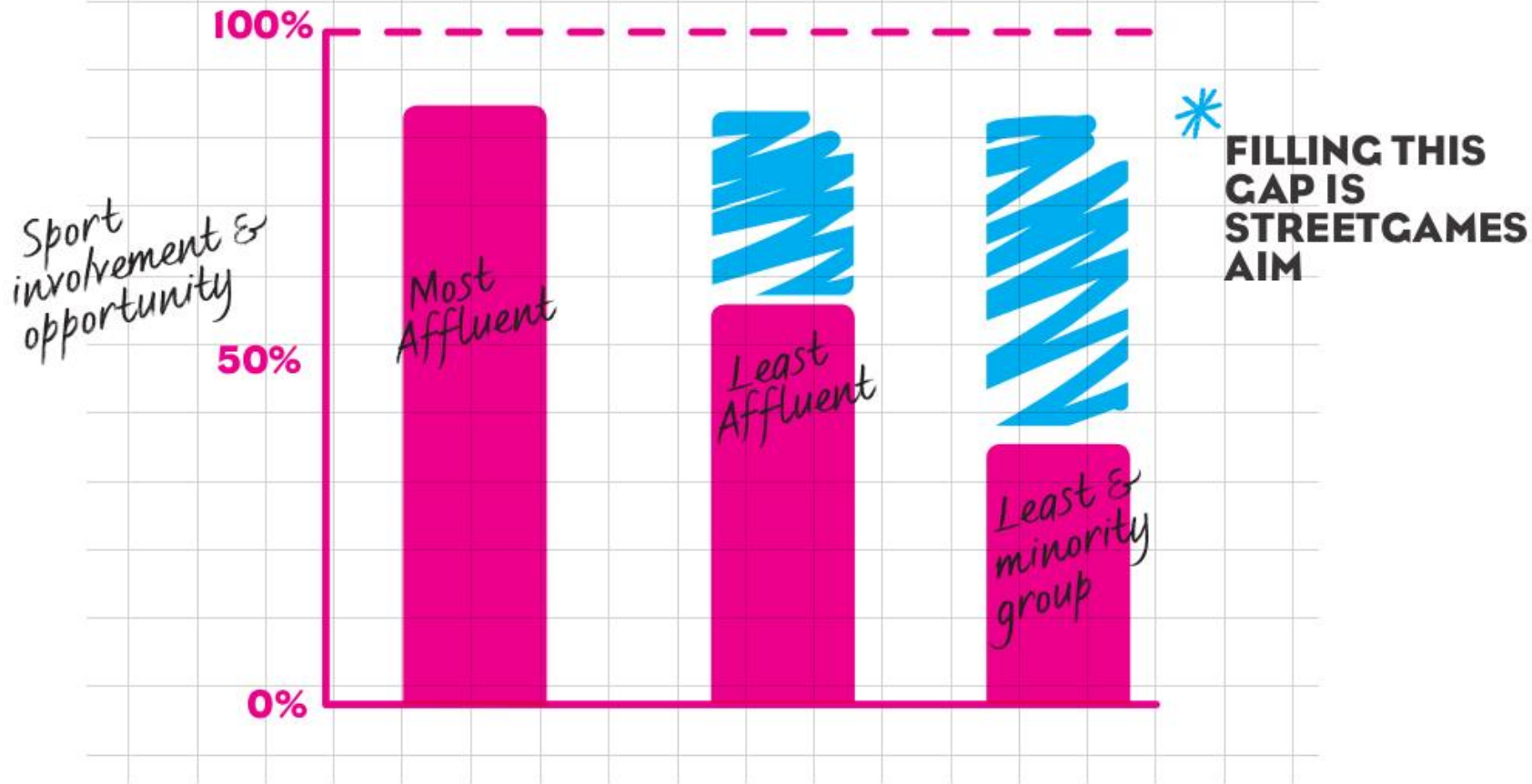
Reaching out and engaging young people from
disadvantaged communities

Gary White
StreetGames



Understanding the issue







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changing sport

How do we engage and retain young people
from disadvantaged communities as
participants?





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In 2015 StreetGames carried out a survey of young people (14-25 years) who attended Doorstep Sport Clubs. We asked them if they also used their local leisure centre. How many stated that they did?

- A Less than 10%
- B 10-20%
- C 20-30%



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ANSWER B

14% of the young people were also using their local leisure centre





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What % of young people (16-25 years) from lower socio-economic groups would like to do more sport?

- A Less than 30%
- B 30-60%
- C More than 60%

(Active People Survey 2015)



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ANSWER C

70.5% of young people from lower socio-economic groups would like to do more sport. That's 1.9 million young people.





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What is the average weekly spend on active sport in low income households?
(Expenditure & Food Survey 2012)

- A Less than £3
- B £3 to £5
- C Over £5



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ANSWER A

The average spend in £2.55





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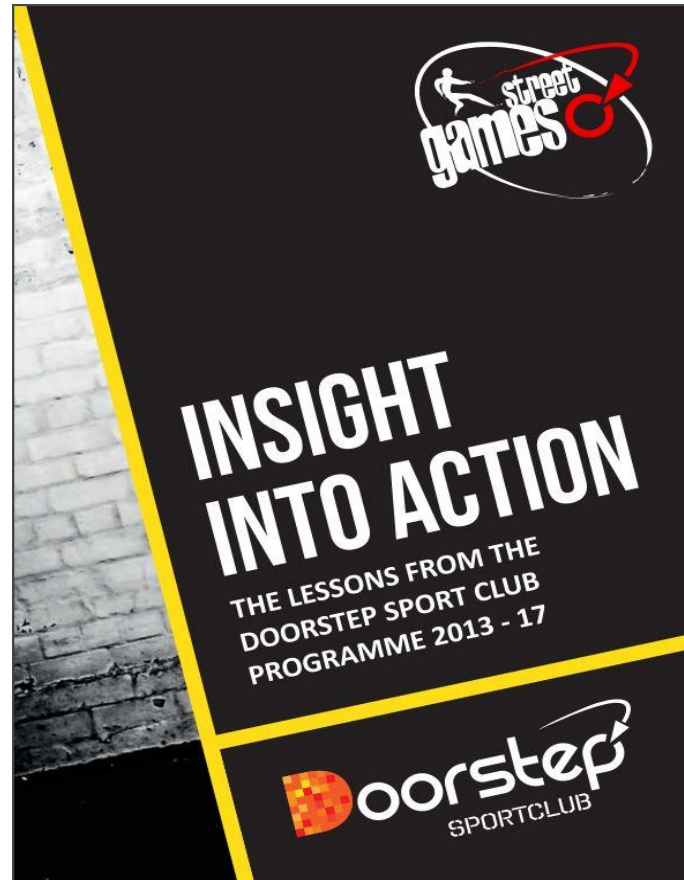
The Doorstep Sport Programme 2013-17

- £20M Investment from Sport England
- 1000 DSCs across England
- Community based MULTISPORT activity within deprived areas.
- Targeting young people aged 14-25 years
- Fun, informal and affordable





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The Lessons of the Doorstep Sport Programme 2013-17

- Use an insight led approach based on an understanding of young people's lives and motivations.
- Consult with young people through trusted individuals and organisations.



The Lessons of the Doorstep Sport Programme 2013-17

- Recruit and train coaches and leaders who can create a positive environment and establish trust.
- Provide a variety of activities and an informal, relaxed style of delivery – no pressure to take part.
- Use ‘hidden coaching’



The Lessons of the Doorstep Sport Programme 2013-17

- Being with friends is one of the most important reason for taking part.
- Including a social element within sessions is a key success factor.



The Lessons of the Doorstep Sport Programme 2013-17

- Balance affordability & sustainability
- Use external funding opportunities
- Local delivery partners – youth services, community, community safety



The Lessons of the Doorstep Sport Programme 2013-17

- Deliver “taster” sessions in places where young people feel safe.
- Build confidence and introduce young people to new venues.
- Run specific youth activity sessions leading to integration in mainstream programme.
- Ensure ‘buy in’ from all staff within facilities.





Training for Leisure Centre Staff



ENGAGING AND RETAINING YOUNG PEOPLE AS LEISURE CENTRE USERS

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

This 3 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 effect 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 Doorstep 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 Staite-Loveridge
Young Person & Physical Literacy Manager
Places 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 Hood
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 Doorstep Sport Skills workshop for a price of £800 + VAT. The full list of DSS workshops can be seen at www.streetgames.org/our-work-changing-lives-streetgames-training-academy/doorstep-sport-skills-workshops

For further details or to arrange a workshop please contact the StreetGames Training Academy on 0161 707 0782

StreetGamesSportsCharity
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 StreetGamesVideos
 StreetGamesUK
 www.streetgames.org



The Lessons of the Doorstep Sport Programme 2013-17

- Involve young people in the design and delivery of the programme.
- Provide volunteering and leadership opportunities.
- Use young people as activators and promoters.



The Lessons of the Doorstep Sport Programme 2013-17

- Work with a wide range of partners to plan, deliver and sustain the programme.
- Effective doorstep sport delivery works with youth services, community safety, voluntary sector, health, housing and education partners.



The Lessons of the Doorstep Sport Programme 2013-17

- Building activity know how will help to create long term participation.
- Once confidence is established young people will transition to a wide range of physical activity opportunities.
- Investment in doorstep sport will lead to future users, members and increased income.





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Quest Doorstep Sport Module

- Available in all 3 Quest strands
- Recognising good quality doorstep sport delivery
- Tool for developing doorstep sport delivery with StreetGames support.
- Additional accreditation from StreetGames – Doorstep Sport Centre or StreetMark Plus.
- Available now.





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StreetGames Support

- Regional networks
- Doorstep Sport Advisors
- Training Academy
- Knowledge & Insight

www.streetgames.org





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QUESTIONS?



