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Changing lives; changing communities;
changing sport

Doorstep Sport in Leisure Centres

Karen Keohane

Director of Innovation and Mainstreaming.
StreetGames





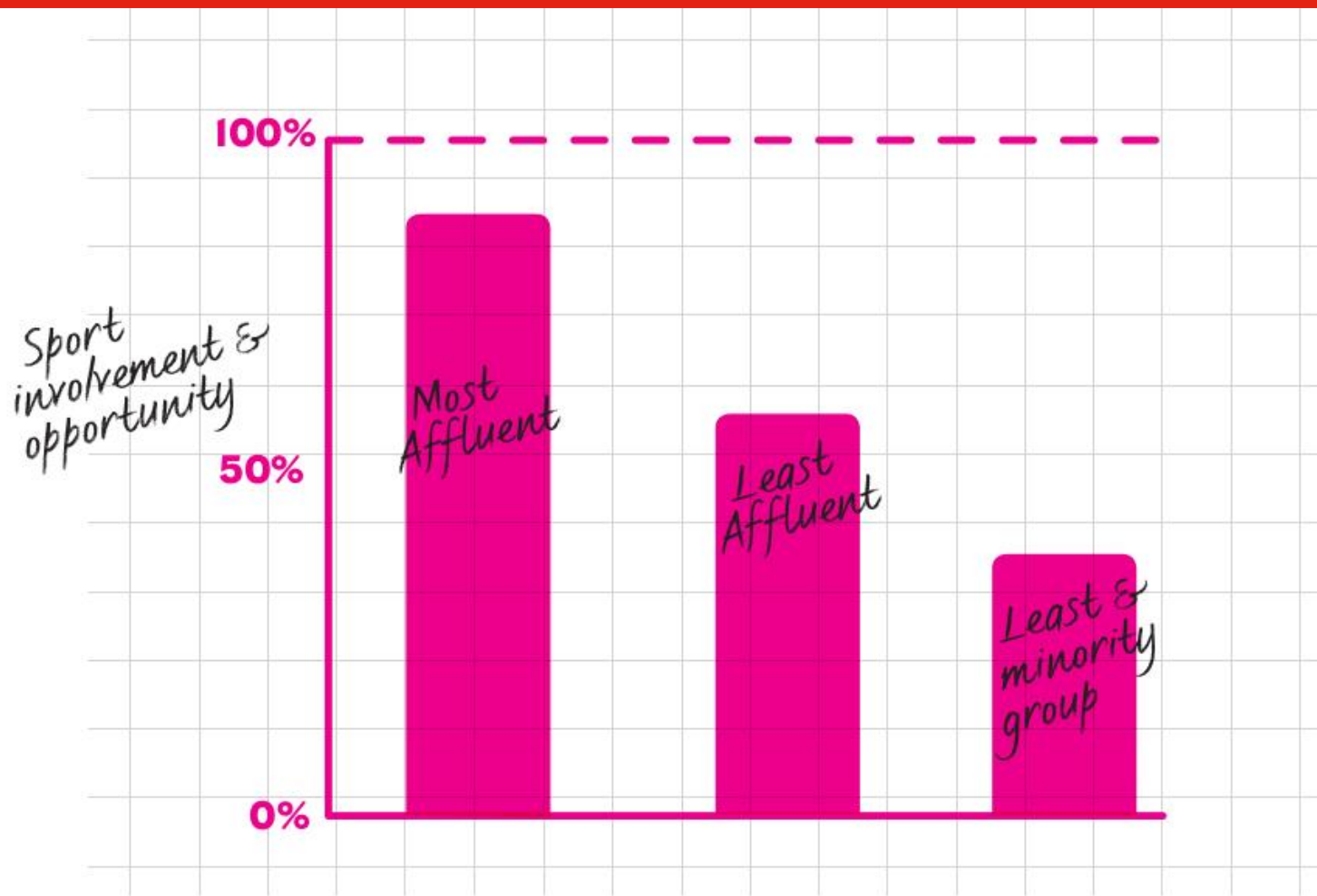
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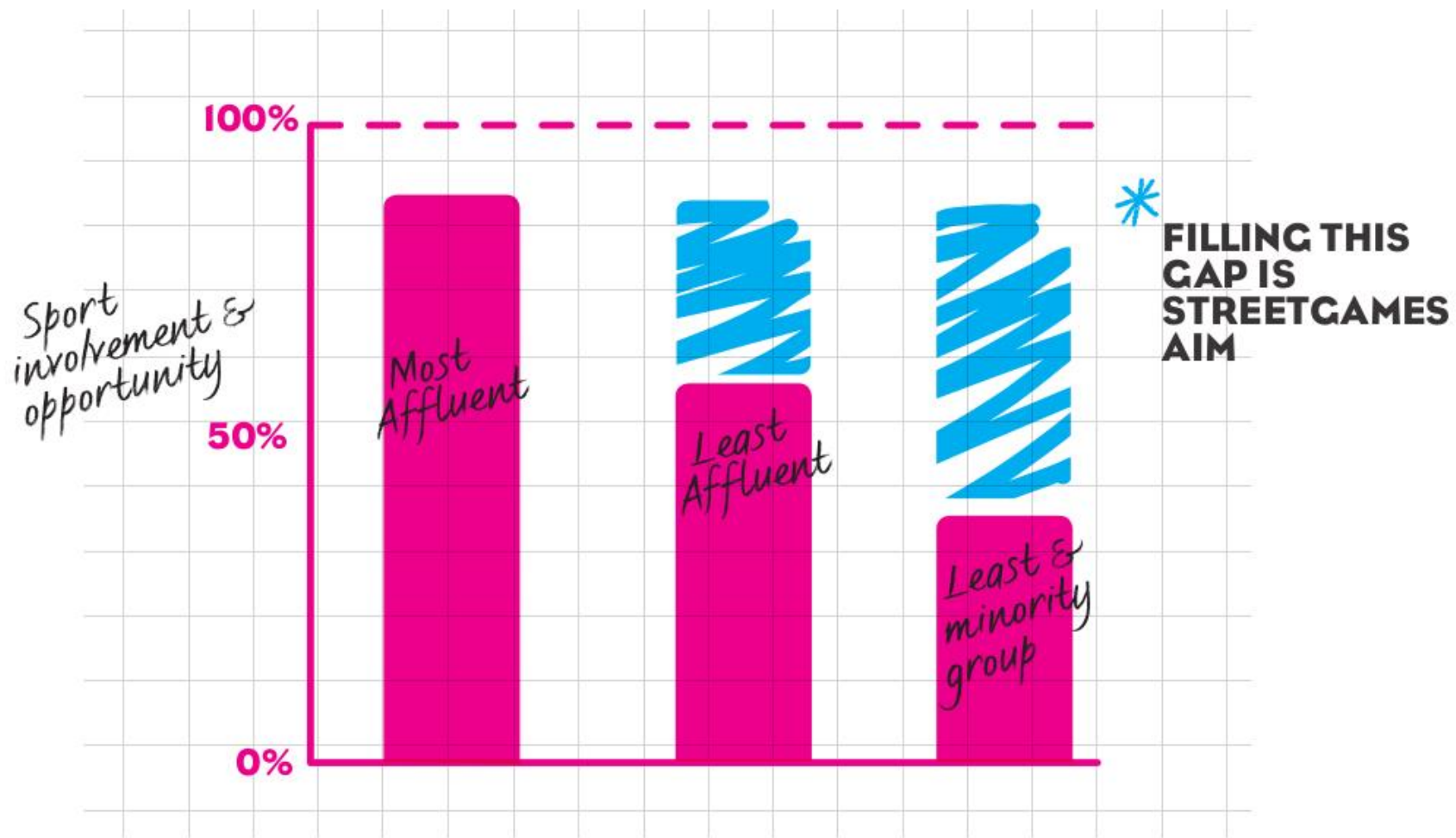
StreetGames

- StreetGames is a national charity which takes sport to the doorstep of disadvantaged communities. Our way of working is known as doorstep sport.
- StreetGames helps disadvantaged young people to become the best they can be through taking part in and leading sports initiatives.



Understanding the issue







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How do we engage and retain young people as
leisure centre users?



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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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Doorstep Sport Clubs

- £20M Investment from Sport England
- 1000 DSCs across England
- Community based MULTISPORT activity within deprived areas.
- Fun, informal and affordable
- Some DSCs delivered in leisure centres





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CLUB1 Programme

- Progression from Doorstep Sport Clubs
- Young People aged 14 to 25 years
- Introduction to 'solo' activities- helping young people to develop activity "know how"
- Linking community activity to local leisure facilities
- Developing a sporting habit for life





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DOORSTEP SPORT IN LEISURE CENTRES

- Evaluation of Doorstep Sport Clubs and CLUB1 programmes across England and Wales.
- Carried out in 2015/16.
- Based on activity delivered in 13 leisure centres
- A number of key success factors emerged



Success Factors

- 'buy in' from all staff
- engagement of young people via partners
- outreach approach



- long-term affordability planned from the beginning
- Coaches and leaders – flexible and able to build a rapport
- Variety of activities
- rewards and incentives



Doorstep Sport In leisure centres- success factors

- Specific “taster” sessions leading to integration in mainstream programme
- including a social element
- involve young people in promotion and delivery
- use of social media





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 OSS workshops can be seen at www.streetgames.org/our-work-changing-lives-streetgames-training-academy/doorstep-sport-skills-workshops

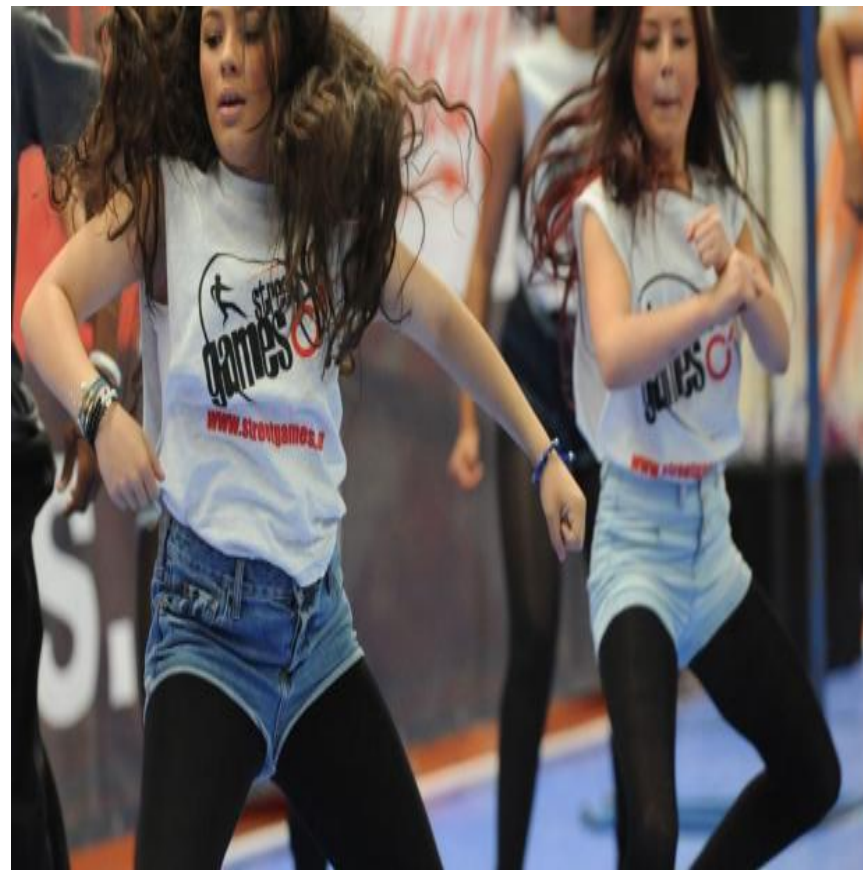
For further details or to arrange a workshop please contact the StreetGames Training Academy on 0161 707 0782

Facebook StreetGamesSportsCharity Twitter @StreetGames YouTube StreetGamesVideos Instagram StreetGamesUK Website www.streetgames.org



- What makes young people choose physical activity? What puts them off?
- How do you get young people through the door of your centre and how do you make them feel welcome?
- Helping facility staff to establish positive relationships with young people
- Understanding the value of the youth market to your business. The financial benefits of increased usage and income

FRIDAY NIGHT IS YOUTH NIGHT



- Leisure centre based youth night
- Friday or Saturday evening
- Staff and volunteers with mix of sport and youth work skills
- Sport and fitness activities



- Local partners – youth, community, community safety
- External funding opportunities
- Balance affordability & sustainability



Friday Night is Youth Night Rochdale Leisure Centre

- Friday Night Doorstep Sport Club
- Up to 150 young people paying £1 each
- Youth workers working alongside coaches
- Local reductions in ASB levels
- Health benefits to participants
- £6,500 funding from Clinical Commissioning Group



What if ?????





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Quest Doorstep Sport Module

- Quest for facilities – new module
- Recognising doorstep sport delivery in leisure centres
- Tool for developing doorstep sport delivery with StreetGames support.
- Additional accreditation from StreetGames – Doorstep Sport Centre
- Available now





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StreetGames Support

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

www.streetgames.org



QUESTIONS?





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