

StreetGames Case Study
WHO European Healthy Cities Networks
Annual Business and Technical Conference
15-18 June 2011, Liège, Belgium



Title

“Doorstep Sport – Changing Lives, Changing Communities”

Context

Young people living in areas of high deprivation are half as likely to participate in sport as those from better-off families. However, there is no shortage of demand¹. Participation in sport is profoundly skewed by socio-economic status. Inactivity in the UK costs the economy £8.3 billion per year and increases the risk of developing 6 major diseases.² Physical activity declines with age, 16-19 year olds drop out of activity at an alarming rate, but drop-off is not inevitable³

Communities that lack access to physical activity are unhealthy communities. There are correlations between low participation, high deprivation and poor health.⁴ Few public health initiatives have greater potential for improving health and well-being than increasing physical activity.⁵

Only one in three young people is active at recommended levels, and the picture is not even. The poorest families are least active and suffer the poorest health. In the last 10 years, the gap between the healthiest and the least healthy has grown⁶. The need to get more families active has never been more urgent.

Politically, recognition of the need for social action to help transform struggling communities is very high on the agenda. The programme for Government in the UK: *Freedom, Fairness, Responsibility*, published in May 2010 clearly set out the need for ‘*the innovation and enthusiasm of civil society*’ to help tackle the ‘*social, economic and political challenges that the UK faces today*’ and the need for a ‘*fundamental shift of power from Westminster to people*’.

Rationale

Launched in January 2007, StreetGames delivers doorstep sport; that is sport and dance at the right time, the right place and the right price, and in the right style to engage young people and make sport



¹ Source: Sport England Active People Survey

² Be Active, Be Healthy, HM Government 2008

³ 2009 Annual Report of the Chief Medical Officer, Department of Health

⁴ Fair Society, Healthy Lives – the Marmot Review (2010)

⁵ Department of Health (2004). At Least Five a Week: Evidence on the impact of physical activity and its relationship to health.

⁶ Department of Health (2008), ‘Tackling Health Inequalities’

accessible to those who live in the most deprived areas in the UK.

StreetGames is a national partner to Sport England, our national sports council, and is delivered via a network of local providers in 120 areas across the UK. **All projects are locally funded, locally controlled and locally managed**– thus providing a great example of community engagement and empowerment. There is more than one model: 60% of our projects are led by third sector organizations, and 40% by local authorities. In all cases, strong partnerships are formed with a resulting increase in capacity across all sectors.

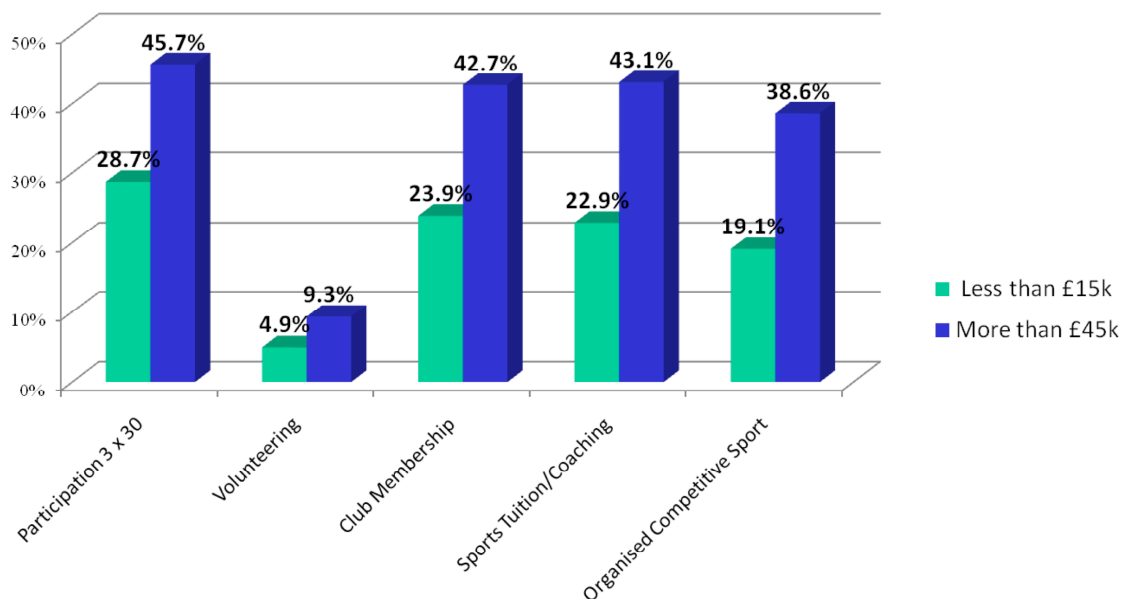


Figure 1: Sports Participation Data – Ages 16-24 – by Household Income
Source: Active People Survey (Sport England) 2008/09

StreetGames exists because mainstream physical activity services fail to engage with our target group. **Our single purpose, in support of public health improvement, is to apply an evidence-based approach to addressing the inequalities in physical activity and health that exist in disadvantaged communities.** Much of our effort is devoted to the ‘motivated sedentary’ group – people who aren’t doing activity at the moment because they haven’t found the right thing, but want to.

The evidence base that we implement comes from the National Institute for Health & Clinical Excellence (NICE) and includes guidelines on brief interventions to promote physical activity, behaviour change and promoting physical activity to children and young people.

We also conduct our own primary research and evaluations in partnership with institutes. These include Brunel, Coventry and Canterbury Christ Church Universities.

StreetGames is a member of the WHO Working Group on Physical Activity for Disadvantaged Groups. At the recent meeting of the Working Group in Bonn, we began the process of compiling new guidelines based on good practice case studies and a review of the existing evidence.⁷ The guidelines will be published later this year or early in 2012.

⁷ Physical activity promotion in socially disadvantaged groups – evidence and actions, Bonn, Germany, April 11-12 2011

Description

StreetGames delivers and evaluates **doorstep sport**.

Doorstep sport is weekly physical activity sessions, run by local volunteers for local young people in a range of local settings, including parks, car parks and community centres.

From our own evaluation, doorstep sport is a proven and successful method of engaging young people living in the most disadvantaged areas.

We are currently 120 projects nationwide; 137,810 participants have made 1.4m attendances to date at 60,441 sessions run by 4,446 coaches and 3,711 volunteers. **87% of participants live in areas of high deprivation.**

We do a lot more than deliver sport.

Our mission is to bring to an end the inequality that exists in physical activity between affluent and disadvantaged areas.

Towards that mission, all our activity falls into one of three phases:

1. **Growing and supporting the network that delivers doorstep sport**
2. **Understanding what works and using the knowledge to drive mainstream change**
2. **Winning institutional support and sustainability for doorstep sport**

Growing and supporting the network covers training and professional development, promotion, fund raising, sport development and partnerships.

Understanding what works and driving mainstream change involves research, evaluation, interpreting and contributing to the evidence base, dissemination, education and advocacy.

Winning institutional support and sustainability involves campaigns, relationship building, strategic partnerships, building environments and policy development.



Dean Trent

Dean has been volunteering with the StreetGames programme in Stoke-on-Trent since April 2010. The StreetGames programme involves delivering multi-sport activities to young people aged 8-18 throughout the city.

Dean started by working just one evening a week, but is now attending every night. As well as running actual sessions, Dean is involved 'behind the scenes', helping with administration, promotion and event planning, all the while developing his personal skills and qualifications.

He went on to win the 'Spirit Award' at the City's 2011 Volunteer Awards ceremony, and then the highly prestigious Young Volunteer of the Year Award in the same year. This was a huge achievement for a young man, who, not so long ago, was roaming the streets with little to do.

The **co-operative**
StreetGames
Young Volunteers



Our Sources of Data

We use the following data sources to analyse the need for our work:

2010 Community Health Profiles

<http://tiny.cc/healthprofile>

2010 Child Health Profiles

<http://tiny.cc/childhealthprofile>

2011 Inequalities Indicators

<http://tiny.cc/inequalitydata>

Active People Diagnostic

<http://tiny.cc/activepeople>

As well as our own primary research, we use the following **sources of evidence**:

NICE Guidance PH17: Promoting physical activity for children and young people

<http://guidance.nice.org.uk/PH17>

Active Celebration: Using the London 2012 Olympic & Paralympic Games to get the nation moving

<http://tiny.cc/activecelebration>

Let's Get Moving: A physical activity care pathway for primary care

<http://tiny.cc/lgm>

Fair Society, Healthy Lives: Professor Sir Michael Marmot's evidence-based strategies for reducing health inequalities

www.marmotreview.org

"The potential benefits of physical activity to health are huge. If a medication existed which had a similar effect, it would be regarded as a 'wonder drug' or 'miracle cure'."

*Sir Liam Donaldson
Chief Medical Officer
March 2010*

"StreetGames operates in the areas of highest inequality. Large numbers of young people are more active on a regular basis and the activity is sustained."

*Dr Felicity Owen
Director of Public Health
NHS Cornwall and Isles of Scilly.
September 2010*

Achievements

StreetGames and the Healthy Cities Network

StreetGames is already active in the following WHO Healthy Cities in the UK:



EUROPE

Manchester
Stoke-on-Trent
Sheffield
Brighton & Hove
Preston Newcastle
Liverpool Sunderland

What does a doorstep sport session look like?

Visit a doorstep sport session and the difference to more orthodox sports sessions is immediately obvious. The doorstep sport session is less formal, people are likely to come and go and wear everyday clothes. There will be no parents on the touchline and no cars in the car park. The sessions might appear chaotic as it is not a skills and drills session and it will be noisy.

There are likely to be more adults supervising than you would normally expect and the coaches are likely to be local people; there will be volunteers who were once participants. The coaches may not be NGB Level 2 qualified but instead have the experience and empathy to secure the participants' interest. The venue itself might not be a dedicated sports space but a bit of grass or other open space in the heart of the target community.

It is a mistake to see these sessions as unstructured or chaotic or of lower quality than mainstream sessions. With participants who are not convinced of the value of taking instruction a coach who is indeed under-organised would soon lose control. It's hard work to appear so laissez-faire.

In recognition of our pioneering ways to get and keep children active and healthy, we received the Sir James Wilson medal at the Chief Medical Officer's Public Health Annual Awards 2010.

Here is a summary of the other awards StreetGames has won:

[The Network Rail Partnership Awards 2010](#)

Award level achieved: Highly Commended

[The Business Charity Awards 2010](#)

Award level achieved: Winner

[The Charity Awards 2010](#)

Award level achieved: Highly Commended

[Beyond Sport 2009](#)

Award level achieved: Shortlist



The awards look at factors such as measurable impact, sustainability and how replicable a project/initiative is. StreetGames impressed the judges by demonstrating how doorstep sport can be used as an effective mechanism for tackling health inequalities.

Sir Liam Donaldson said:

"All the finalists are truly inspirational, and their projects are beacons of good practice in the field of public health."

A StreetGames summer activity programme in Bucknall, Stoke-on-Trent which attracted over 200 participants, contributed to a **45% reduction in anti-social behaviour** during the summer holidays.

StreetGames Manchester, which provides a wide range of activities for children and young people from disadvantaged areas across the City, recorded that **the number of anti-social behaviour incidents decreased from 302.3 to 231.3 (23.5%)** when compared to the same three month period in the previous year.

The Bristol StreetGames Bike Project which attracted circa 1,000 participants during 2009 also had an extremely positive effect on a number of hotspot areas where the programme was running. Data provided by Network Rail highlighted a **42% reduction in trespasses and a 50% reduction in incidents of vandalism** compared to the previous year.

Based on survey data from 510 participants and six site visits to different projects to interview staff, volunteers and participants, researchers at Canterbury Christ Church University made the following observations about what makes StreetGames different:

"LOW ACTIVITY LONERS", comprise about a third of participants, represent a real success story for the StreetGames concept. It seems highly likely that without StreetGames a significant proportion of "LOW ACTIVITY LONERS" would barely engage with sport at all.



•"LOW ACTIVITY LONERS" play little sport, either formally in clubs or teams, or informally with friends or family, but they have clearly been engaged by the StreetGames concept as they rank StreetGames as their favourite way to play sport, even above playing sport more informally with their friends.

Estimates from the data suggest that 79% of those attending StreetGames sessions for 2-6 months will go on to attend for 7-12 months, and of those 74% will go on to attend for more than a year.

Conclusion

StreetGames has had proven impact using sport to reduce crime and anti-social behaviour, improve health, reduce inequalities and increase training and employment.

The need for further social action to help transform struggling communities and address inequalities in health is evident.

Our learning so far is that a successful intervention promoting physical activity in a disadvantaged community requires us to:

1. Understand the cause(s) of the inequality to be addressed
 - By reference to the evidence and the needs and views of the target group
 - By acknowledging the multiple determinants of the inequality to be addressed
2. Be explicit about how and why our intervention will have an impact on the cause
3. Set realistic objectives and ensure that the expectations of all stakeholders (including the target group) are included
4. Assess available resources, capacity and existing actions to avoid replication and/or conflicts of interest
5. Build the resources necessary for the intervention with multiple components and input from all interested stakeholders
6. Create a monitoring and evaluation system that measures progress against stated objectives and includes formative process and outcomes evaluation

StreetGames impacts on behaviour change. From young volunteers who have turned from lives of petty crime to become sports leaders, to participants who were once sedentary and lacking confidence and are now active and sociable.

StreetGames has kickstarted a societal movement in which national government, local authorities, public health practitioners, sports leaders, volunteers and families are all working together to increase physical activity and reduce health inequalities in areas of high disadvantage.

By taking a three-pronged approach: building the local networks, understanding and disseminating what works, and driving mainstream change, we are working towards a sustainable and significant improvement in public health.

We can only do this in partnership and welcome all enquiries, especially from our European partners. To discuss any aspect of our presentation or how we might be able to assist you with developing a doorstep sport approach, please contact:

Paul Jarvis
Strategic Lead for Sport & Health
paul.jarvis@streetgames.org
07889 046106



STOKE ON TRENT STREETGAMES PROJECT
JORDAN, YOUNG VOLUNTEER CASE STUDY
MARCH 2011

The **co-operative**
StreetGames
Young Volunteers

The Stoke on Trent StreetGames project was the largest programmes in England last year, with over 45 sessions running every week and over 20 young volunteers supporting these sessions. These sports sessions targeted some of the most deprived wards and played a significant role for young people living there - helping to keep them involved in sport, keeping them active and healthy and out of trouble. Dave Hardwick, Stoke on Trent's StreetGames officer said that volunteers were important for the project as they improved the quality of these sessions - 'volunteers make the sessions better. All the sessions have two coaches and if they have volunteers, it's better as they can give more attention to the young people playing sport'.

Jordan is a regular volunteer at two of the project's sessions and has followed the 'participant to volunteer pathway'. He started playing sport at the Stoke on Trent StreetGames project when he was younger and decided that he would like to start helping out. He started by helping to set out the equipment, organising the teams, and doing the warm-ups at the session. After he had been volunteering for several months, the Street Games staff enrolled him on his first NGB level one course – football. He received his football level 1 award in January 2011 and was then able to play a greater role in delivering the sessions – delivering more skills and taking more responsibility. He volunteers at two sports sessions and also at the summer holiday multi sports schemes where he helps to run sports such as football, dodgeball, kwik cricket etc.

Jordan had an altruistic approach to his volunteering – he said that he liked helping out as a volunteer because 'as a kid I got helped'. He also knows that his volunteering is important as it helps to keep the young people out of trouble in their communities. Jordan said, 'Yes, the kids are usually dossing around on the streets, causing trouble, so giving them 2 hours of sport gets them off the streets and they then go home because they're tired'.

Jordan's most memorable experience so far has been going to the Young Volunteers conference last year, 'The conference was brill, 'cos we organised the tobogganing at the Snowdome'. Jordan enjoys volunteering at the project, 'The sessions that I go to are all good, it's good helping out with the kids'.

Jordan feels that he has learnt a lot from volunteering - he has improved his sports skills, communication skills, team working skills and listening skills. Volunteering has helped to increase his confidence, 'I am a lot more confident now. .. and knowing that I am good enough to get my Level 1 football qualification'. Jordan is now doing his Sports Leaders UK level 1 course at college and would like to become a sports coach in the future.