



THE MOST IMPORTANT PARTNERSHIP IN GRASSROOTS SPORTS

local authorities ● sport organisations

COLLECTION OF GOOD PRACTICES

FOCUS ON COLLABORATION 3: *SPORT, CULTURE AND TOURISM*

StreetGames ● activeNewham

BEST PRACTICE EXAMPLE FROM THE COLLABORATION:

PROMOTION OF SPORT, CULTURE AND TOURISM ON THE LOCAL LEVEL

Example projects: London2012 Legacy, Us Girls, Pop Up Clubs, DSCs, Events/ festivals

Working on the Us Girls programme the partnership was designed to increase the number of girls and young women from disadvantaged areas who took part in regular physical activity.

StreetGames received funding and developed a national programme. The aim was to support organisations working in their communities to offer tailored sport sessions while creating a brand which would gain national recognition.

Active Newham were responsible for understanding the target groups and developing an appropriate offer. This needed work locally to ensure that venues, instructors and kit was available at the right time, right place and right price for the target group(s).

StreetGames were responsible for developing a national brand and resources to support the local activity. As well as coordinating networking opportunities for projects to share ideas and activity.

The divide in responsibility was between a national partner with funding, resources and expertise in working with women and girls and a local organisation who understood the demographic of the specific communities.

The result was a very successful project reaching women and girls who would otherwise not have been active and including sports which would not have been easy to access.

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DESCRIPTION OF THE PARTNERSHIP

The partnership between StreetGames and activeNewham in London is an effective one, and this is because of the long-term relationship between the two organisations.

The relationship is defined by several key activities including the Doorstep Sport Clubs programme, which is managed through a Service Level Agreement; events and ad-hoc delivery, e.g. Pop Up Clubs, which are managed through agreed delivery plans.

OBJECTIVES

- Increasing physical activity levels
- Working with disadvantaged youth
- Developing young people's skills through volunteering and training

REACHING THE OBJECTIVES

We work together to reach the above objective by providing development opportunities and support for StreetGames Network – a network of organisations who deliver sport in the most disadvantaged areas across the UK. We also offer training programmes for young people and community staff to increase the quality and frequency of sports delivery. Researching the field is also important, as it gives us insight into what the barriers are for physical activity among young people. We use the results to help us to develop opportunities to reduce these barriers.

IMPACT ON THE LOCAL COMMUNITY

activeNewham is responsible for getting Newham's community more active. Working in partnership with StreetGames allows us to access their expertise and knowledge in

effectively engaging young people aged from 14 to 25.

StreetGames supports the work of activeNewham by providing support and resources for activeNewham to realise its aims.

How do you share information and data? Please give examples of how you have responded and made steps to meet the provision together.

activeNewham is responsible for the local knowledge and expertise within the partnership. StreetGames support this work with national research, which is used to create resources and put support behind efforts to meet local needs.

activeNewham supplies access to direct data. Some of this is formal and shared through a 'Views data' monitoring system or focus groups. Some is informal, collected by community staff and volunteers or shared verbally.

An example of responsive delivery would be the access to Doorstep Sport Clubs (DSCs) in the London Borough of Newham. The DSC programme is available across the UK. activeNewham consulted their communities and decided where and when to access the DSC programme. The aim was to maximise the resource they made available in their communities and target specific areas of need.

BUILDING RELATIONSHIPS WITH ADDITIONAL STAKEHOLDERS IN THE PUBLIC AND PRIVATE SECTOR

StreetGames and activeNewham share strategic relationships that they find to be of benefit to each organisation. Both partners have worked to represent each other where appropriate.

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Seeking mutual funding and support from external sources has worked both in the public and private sector. Working with Coca Cola has enabled both partners to maximise on publicity and profile opportunities. Working with the London Legacy Development Company has increased the local profile and funding available for the work of the partnership in Newham.

ENSURING FUNDING AND SUSTAINABILITY OF ACTIVITIES WITHIN THE LOCAL AREA AS A PART OF A COMMON STRATEGY

The Doorstep Sport Model: Sport delivered in the right place, at the right time, for the right price and in the right style is designed to maximise sustainability. Activity is created where there is most need. Gaining commitment from the community is crucial to its sustainability. The work of individuals to support activity is its starting point. All resources and backing for the project ensure that positive relationships are nurtured and that the delivery methods are varied. These are the key elements of a sustainable project.

WORKING TOGETHER TO PROMOTE PHYSICAL ACTIVITY AND SPORT

Both partners work independently to this end. However, as a partnership we focus on promoting physical activity and sport through delivering sessions in local communities; events and festivals; training and development programmes for young volunteers; training for staff and community groups; identifying target groups who are known as being less likely to participate than others; and building relationships in order to facilitate new activity.

WORKING TOGETHER TO PROVIDE TRAINING AND EDUCATION FOR STAFF AND VOLUNTEERS

The StreetGames Training Academy offers a range of workshops which can be tailored to meet the needs of the learner and activeNewham identifies these needs across their sports development programme. If the StreetGames Training Academy can meet these needs then a course is delivered in partnership. For example, our overall aim of getting people active is addressed through workshops such as 'Retention' and 'Engaging the Inactive in Sport & Physical Activity'.

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