



StreetGames:
doorstep sport

MOVE CONGRESS 2013

STREETGAMES, UK

Mr Kerry McDonald





StreetGames:
doorstep sport

WHY STREETGAMES?



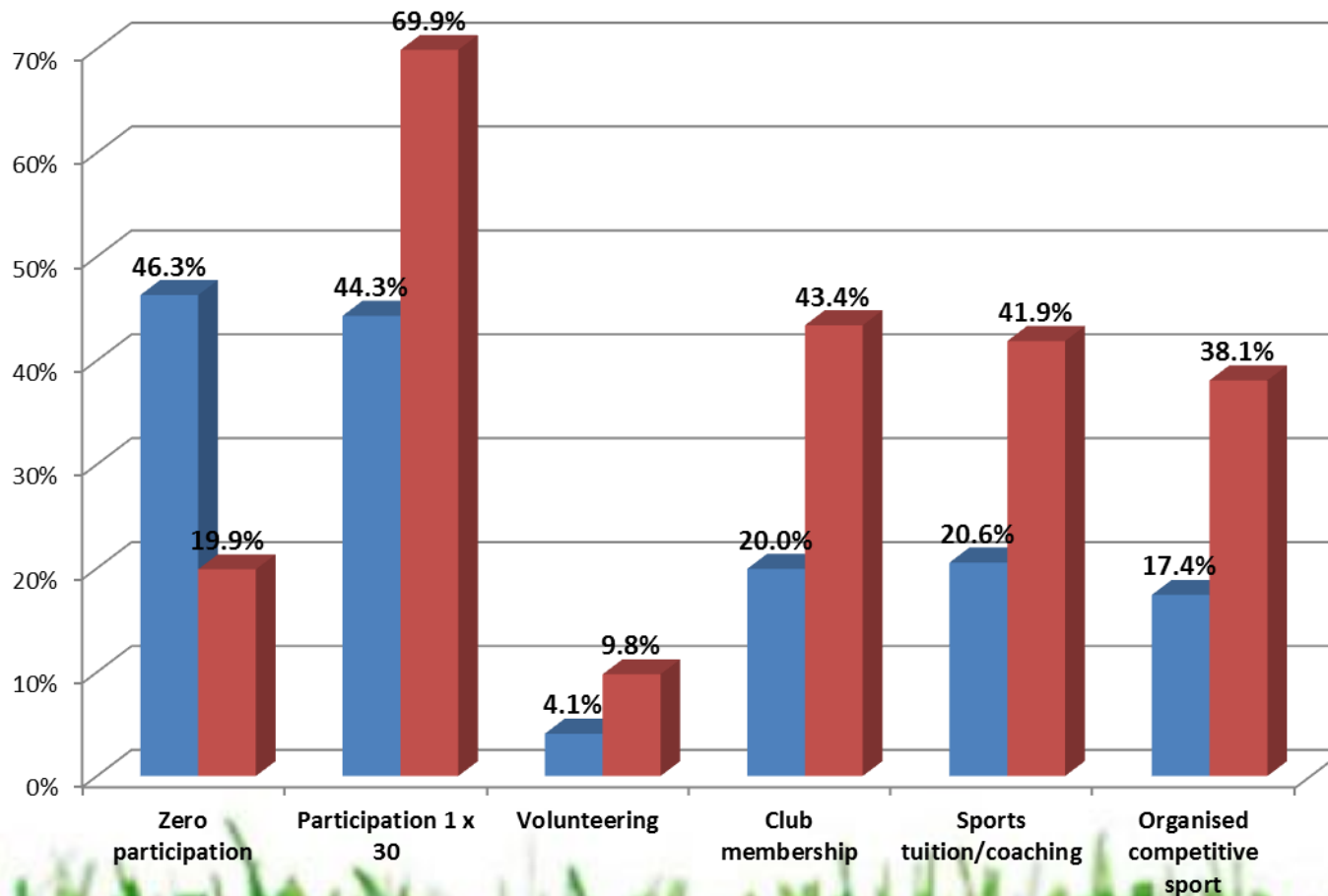
The **co-operative**



Sports Participation 16-24 years by Income



StreetGames:
doorstep sport

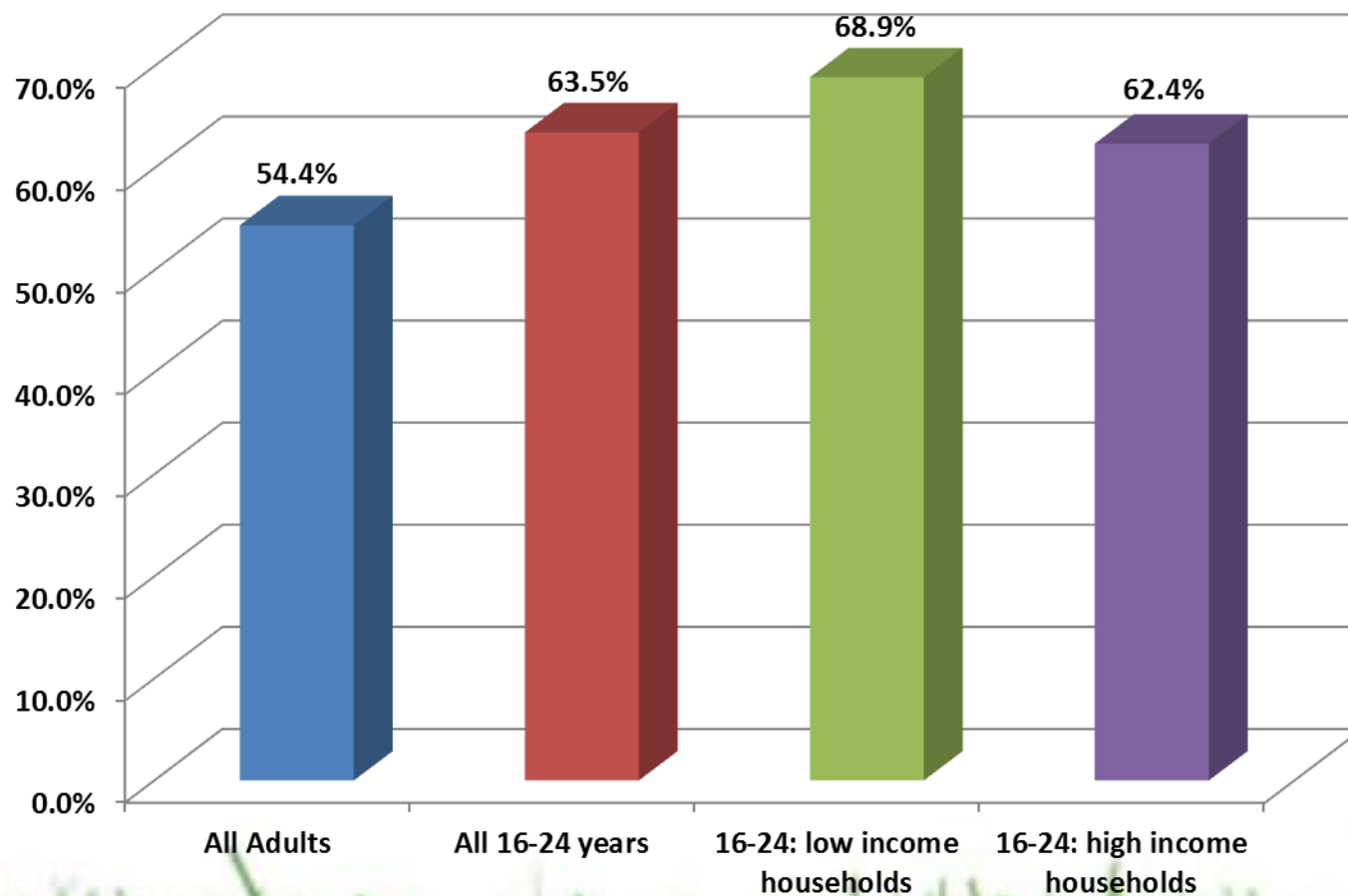


The co-operative

Unmet Demand for Sport



StreetGames:
doorstep sport



The co-operative

UK SITUATION

- Relationship between sport and health
- Relationship between community sport and physical activity
- Sport = DCMS and Sport England
- Health = Dept of Health and Local Authorities



StreetGames:
doorstep sport



The co-operative



England Sport Policy



StreetGames:
doorstep sport

- Priority is 14 – 25 years
- Issue over 0 – 14 years



The co-operative



Deprivation

- StreetGames delivery is focused within 20% most deprived areas (IMD rankings)
 - Income and employment
 - Health
 - Disability
 - Education skills and training
 - Barriers to housing and services
 - Living environment
 - Crime

English Indices of Deprivation 2010

Liverpool - Sefton - Knowsley

Liverpool

50% of Liverpool's LSOAs are within the 10% most deprived in England and 65% are within England's most deprived 20%.

Liverpool is home to 13% of England's most deprived 1% of LSOAs and 22 of the 100 most deprived LSOAs in England.

Sefton

18% of Sefton's LSOAs are within the 10% most deprived in England and 25% are within England's most deprived 20%.

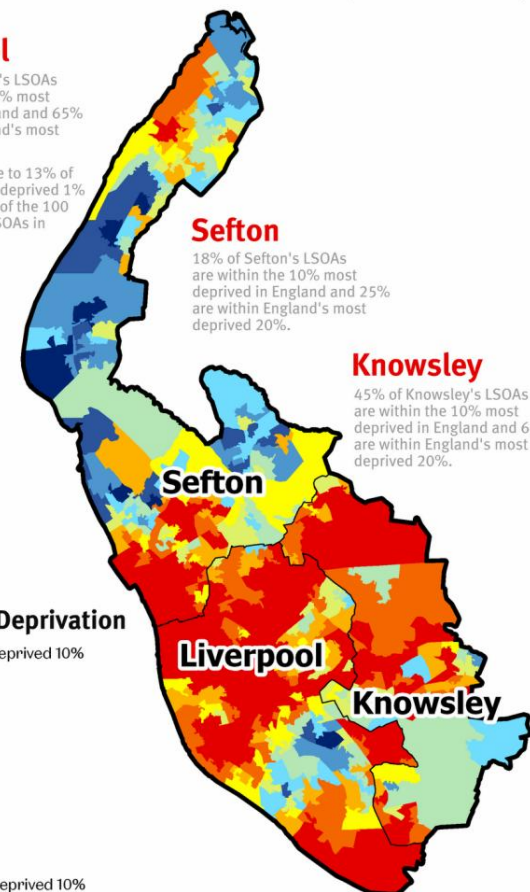
Knowsley

45% of Knowsley's LSOAs are within the 10% most deprived in England and 61% are within England's most deprived 20%.

Level of Deprivation



Source: Indices of Deprivation, 2010, CLG



The size of the challenge

UK POPULATION – IN POVERTY

- 13.5 million – low income and poverty line
- 4 million children/young people
- 2 million aged 14-25
- StreetGames so far: 220,000
- Next 4 years: 150,000



StreetGames:
doorstep sport



Two main outcomes

- **Sport for sports sake**
- **Sport to solve social issues:**
 - Health
 - Youth unemployment
 - Crime
 - Citizenship/leadership
 - Educational attainment



StreetGames:
doorstep sport



The co-operative



StreetGames Achievements



StreetGames:
doorstep sport

- Accepted into the core UK sporting structures
- Raised £50 million directly
- Coca Cola Ltd & Cooperative Ltd
- £100 million added value
- 250 organisations united together under one cause



StreetGames track record



StreetGames:
doorstep sport

| | Start of StreetGames (Oct 2006) | Sept 2008 | Sept 2012 |
|-------------------------------------------|---------------------------------------|-----------|--------------|
| Number of projects | 0 | 79 | 247 |
| Total participants | 0 | 50,352 | 221,115 |
| Sport attendances | 0 | 288,774 | 2,113,350 |
| Coaches used | 0 | 1,763 | 7,451 |
| Participation events | 0 | 185 | 1,150 |
| Volunteers recruited | 0 | 1,134 | 11,121 |
| Qualifications gained | 0 | 2,029 | 7,413 |
| Female Participants | 0 | 20,140 | 79,601 (36%) |
| Black and Minority Ethnic Participants | 0 | 10,070 | 59,701 (27%) |



StreetGames most popular sports/physical activities



StreetGames:
doorstep sport

| Sport-2011 | Sessions | Sport | Sessions | Sport | Sessions |
|-----------------------|----------|--------------|----------|---------------|----------|
| StreetCheer and Dance | 3052 | Handball | 128 | Rugby Union | 38 |
| Multi-Sport | 1674 | Athletics | 101 | Rock Climbing | 30 |
| Football | 1885 | Netball | 95 | Tri Golf | 20 |
| Basketball | 549 | Boxing | 91 | Badminton | 14 |
| Other | 211 | Fitness | 69 | Swimming | 11 |
| LTA Tennis | 135 | Rugby League | 58 | Judo | 10 |
| | | Cricket | 46 | Roller Sports | 8 |



The co-operative



StreetGames:
doorstep sport



LONDON
2012



Coca-Cola Great Britain

The co-operative





An Olympic legacy for all young people?



StreetGames:
doorstep sport



The co-operative



StreetGames:
doorstep sport

“doorstep sport”



The **co-operative**





What is doorstep sport



StreetGames:
doorstep sport

RIGHT PLACE

RIGHT STYLE

RIGHT TIME

RIGHT PRICE



The co-operative



StreetGames Approach



StreetGames:
doorstep sport

- Sports Development concept and industry in UK is disappearing
- New approach – customer led and market segments
- Many market segments in the disadvantaged youth market
- Tailored provision of sport/physical activity for different market segments



StreetGames Approach



StreetGames:
doorstep sport

- High demand/Low Supply
- Not hard to reach – easy to reach with doorstep sport approach
- Make offer ‘varied and vibrant’ including physical activity
- View disadvantaged young people as an asset not a ‘problem to fix’

StreetGames Approach



StreetGames:
doorstep sport

- Youth Led and Youth Action
- New generation of young volunteers in deprived communities (over 11,000 so far)
- Local young coaches/instructors – empathy with local environment and the young people



The co-operative



Positive Relationship between Sport and Physical Activity/Health



StreetGames:
doorstep sport

- Sport in its widest sense
- StreetGames provides sport and physical activity as one offer
- Doorstep Sport is:
 - Informal - Adapted
 - Fun for any skill level
 - Not coaching/skills/drills – just play



The co-operative

Positive Relationship between Sport and Physical Activity/Health



StreetGames:
doorstep sport

- Different approach for the long term sedentary and inactive
- 'Lets Get Fizzical' product
- Careful identification of young people
- Empathetic coaches/instructors
- Low level fitness activities – not sport



The co-operative



Positive Relationship between Sport and Physical Activity/Health

- New programme:
- **‘YOUTH HEALTH CHAMPIONS’**
- Peer to peer support and education
- Peer to peer instruction



StreetGames:
doorstep sport



The **co-operative**



‘Doorstep Sport’ link to WHO Young and Physically Active Report

- Location ✓
- Costs ✓
- Activity Culture ✓
 - Mentors ✓
 - Socialising ✓
 - Choice ✓
- Independence/Self Confidence ✓



StreetGames:
doorstep sport



The co-operative



The future

1000 Doorstep Sport Clubs



StreetGames:
doorstep sport



The co-operative

1000 Doorstep sport clubs



- Led by StreetGames - £42M Programme over 4 years
- Up to 500 organisations receiving StreetGames funds for 3 years
- 14 – 25 age group
- Minimum 150,000 young people in a weekly sustainable club environment
- Multi-sport offer



StreetGames 3 Recommendations



StreetGames:
doorstep sport

1. Create a national coalition of organisations committed to sport and disadvantaged young people (like StreetGames in UK).
2. Adopt the doorstep sport method to engage disadvantaged young people and view sport and physical activity as one offer.
3. Invest in the leadership potential of disadvantaged young people – army of new young volunteers in deprived communities.



The co-operative



StreetGames:
doorstep sport

“the end”



The **co-operative**

