



**STREETGAMES:
ACTIVE FOR TODAY
AND TOMORROW**

Our 10-Year Vision



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CHAIR'S FOREWORD

StreetGames are unashamedly on the side of children and young people with no money. We always have been and we always will be.

We believe that access to sport and its benefits are a right and not a privilege. But access to sport and physical activity opportunities are not equal for everyone. If you grow up in a low-income, underserved community your opportunities to play sport and be active are either limited or non-existent. To bridge this opportunity gap, we work closely with partners to unlock the multiple benefits that playing sport and being active bring to children and young people living in underserved communities. Sport is at our beating heart.

Our new strategy is ambitious. At its heart is our mission to transform the lives of children and young people from low-income, underserved communities through sport and physical activity.

Its development reflects our values and ways of working. It has been produced collaboratively, with challenge and support from over 200 individuals and organisations. It provides a focal point for meeting the needs of our beneficiaries for the next ten years.

We will continue to listen and learn from young people and the organisations that support them. We will build upon nearly 15 years of learning and developing the Doorstep Sport approach. We know that Doorstep Sport increases activity levels and improves the quality of life for young people living in underserved neighbourhoods. Young people from these neighbourhoods are regularly excluded from traditional sports clubs because of cost, location of activity, timing and the style of provision.

Doorstep Sport addresses these barriers and offers young people a positive route to inclusion, hope, personal and collective growth, wider horizons and aspiration. Doorstep Sport delivered in the heart of low-income communities supports young people to be healthier, safer and more successful.

As we emerge from a global pandemic, Doorstep Sport and its benefits are needed more than ever to address the many inequalities faced by young people living in low-income, underserved communities.

Whilst we are proud of the many things we have achieved in our first 15 years and extremely grateful to the partners and funders who have supported our work, we are not satisfied. There is much more to do to ensure that every young person living in a low-income, underserved neighbourhood can access the right sporting offer for their needs: year-round, life-enhancing Doorstep Sport. We look forward to working with new and existing partners to transform young lives through sport.

John Cove
Chair of StreetGames





CHIEF EXECUTIVE'S FOREWORD

The unprecedented global events of 2020 offer a unique opportunity for genuine transformation.

The impact of the Covid-19 pandemic has been experienced everywhere but that experience has not been an equal one. The death rate from the virus in deprived areas in the UK has been double the rate in the most affluent. A greater proportion of people in low-paid work have lost their jobs and particularly young people. Poor mental health has been experienced across all groups in society but those living in low-income, underserved neighbourhoods already experienced an incidence of poor mental health that was three times higher than more affluent areas prior to the pandemic. The trauma of being in lockdown in overcrowded housing, with limited access to digital devices and for some young people with the fear of abuse or domestic violence will have far-reaching consequences.

Reductions in physical activity levels during the pandemic have also been unequal, with disproportionate reductions experienced by those from low-income backgrounds. The inequality gap has grown in so many aspects of life. The need to heal and rebuild in the wake of Covid-19 in low-income, underserved communities will shape the decade ahead.

Great challenges can also present great opportunities. The pandemic has raised public awareness of the needs of children, young people and families living in low-income, underserved communities. Campaigns like the one headed by Marcus Rashford around food poverty shone a much-needed light on the many needs of these families.

Locally Trusted Organisations (LTOs) that operate in low-income neighbourhoods were the quiet frontline during the pandemic. They provided a broad range of support to their residents. Many were unable to run their weekly Doorstep Sport sessions but managed to find innovative ways to stay in touch with and support young people. LTOs have a vital role to play in healing and rebuilding in their communities. StreetGames will stand beside these LTOs and support them to rebuild their Doorstep Sport offer. We are the people beside the people who transform lives and life chances in low-income underserved neighbourhoods. Doorstep Sport is not a solution to poverty. The power of Doorstep Sport lies in its ability to alleviate some of the impact of living in a community where poverty is common. Doorstep Sport provides young people with an inclusive place to go: somewhere for fun, fitness and friendship in a safe and supportive environment. Doorstep Sport equips young people with the tools they need to find a positive pathway. Doorstep Sport enables young people and their communities to be healthier, safer and more successful.

StreetGames exists to support young people from low-income, underserved communities to access sport and its benefits. These young people inspire us. What they tell us informs our actions and everything we do is with them at the forefront of our minds. To create the scale of change our beneficiaries tell us they want is beyond our reach as a single organisation. Collaboration is hard-baked into the DNA of StreetGames and we will continue to work with partners within and beyond sport to provide life-enhancing, transformational, Doorstep Sport opportunities for those young people who need it most.

Mark Lawrie
Chief Executive, StreetGames



OUR CHALLENGE

The Sporting Inequality Gap

Access to sport and physical activity is not equal. This inequality of opportunity is clearly reflected in stubbornly lower levels of participation by children and young people living in low-income, underserved communities. There is no lack of demand for sport and physical activity among children and young people in these communities – the right sporting offer is too often absent. Children and young people living in low-income, underserved neighbourhoods suffer from and are surrounded by multiple social inequalities. These are the children and young people with most to gain from the benefits of sport and physical activity.

StreetGames exists to bridge the sporting inequality gap for young people from low-income, underserved communities. Our Doorstep Sport approach bridges the inequality gap and offers sport and physical activity in a way that meets the needs and motivations of our beneficiaries. Doorstep Sport delivered in the right way equips children and young people with the tools to face some of the other inequalities they experience – Doorstep Sport transforms lives and life chances.





*Healthier, Safer, More Successful
Communities Through Sport*



*To transform the lives of young
people living in low-income,
underserved communities through
sport and physical activity*



*Changing Sport, Strengthening
Communities, Transforming Lives*

STREETGAMES

Commitment



We are the people beside the people who change lives and communities.

Collaboration is in our DNA - we will play our part in the movement.

StreetGames is committed to growing the reach and impact of Doorstep Sport in more places, with more young people.

We are frontline first - Locally Trusted Organisations and young people are at the heart of all that we do.



DOORSTEP SPORT

Delivers



What is Doorstep Sport?

Doorstep Sport is:

- Our **evidence-based** delivery approach
- Traditional sports often **played in non-traditional** settings
- Chosen locally by **young people**
- Underpinned by **the 5 rights**: Sport delivered at **the right time, the right place**, in the **right style**, by the **right people** and at **the right price**.

Youth leadership plays a central role in Doorstep Sport provision.

Over
2/3

of participants play no other sport in their communities

Doorstep Sport Impact

Doorstep Sport offers an opportunity **for regular participation**. Appropriately delivered Doorstep Sport transforms young lives as it develops confidence, competence and new skills for life. Doorstep Sport offers **positive pathways** to young people, supports a pro-social identity and can alleviate some of the impacts of living in a low income, underserved community. It offers **a route to healthier, safer, more successful young people** and neighbourhoods.

Our Commitment to Doorstep Sport

StreetGames is committed to **growing the reach and impact** of Doorstep Sport in **more places, with more young people**. We will maintain the process of continuous development and refinement that will help us to reach **a greater range of young people within our target audience**. We will work with mainstream sport to share Doorstep Sport learning that helps increase access.



THE ROUTES TO ACHIEVING

Our Vision

1

LISTEN, LEARN AND INNOVATE

Understanding the lives and needs of low-income children and young people in a post-pandemic world and what works to increase their activity levels, develop their sporting capital and improve their life chances and communities.

2

GROW REACH AND REPRODUCE

Developing sustainable and impactful locally trusted organisations through wraparound support and intelligent application of the ingredients of Doorstep Sport to their local neighbourhoods.

3

DRIVE INSIGHT-LED ORGANISATIONAL CHANGE

Collaboratively changing the thinking, strategy and practice of other organisations in the sports sector and beyond to better cater for young people in low-income, under-served communities.



OUR END GAME

StreetGames achieves its vision when...



All young people from low-income, underserved communities can engage in life-enhancing Doorstep Sport.



There is a year-round, multisport offer available in every low-income, underserved community.



All young people from low-income underserved communities can access a pathway to become volunteers and future community leaders.



All mainstream sports providers change their practice to meet the needs of young people from low-income, underserved communities.



There is a place that I go round the corner from where I live where I can try new things, get a say in how things are run and where I can take my mates and make new ones. The people that run it know me and the people that live around here.



I started off going to the holiday club when I was little, so I could get my lunch and run around while mum and dad were at work. Now I go after college on weeknights to play sport, see mates and stay connected in my community. I help out with the things happening at the weekends and in the holidays for the younger kids.



The people that run the sessions are from around here and I can follow in their footsteps. I can start to help out and then get training and new experiences so that I can support the next generation of people growing up here.



I'm happy and comfortable using my local tennis club and the local leisure centre. The coaches, staff and volunteers are supportive and understand how to help me feel part of the club.





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