



STREETGAMES 2022
THEORY OF CHANGE
Explained by Young People



WHAT IS A THEORY OF CHANGE ?

INTRODUCTION

A Theory of Change essentially looks to explain how the activities undertaken by an organisation or an intervention contribute to a chain of results that lead to positive change/impact. In essence, it describes (often through an illustration) how and why a desired change is expected to happen in a particular context.

Linked to the new StreetGames ten year Strategy, we updated our [Theory of Change](#) in 2021, based on learning and evidence from our work and that of the network.

STREETGAMES THEORY OF CHANGE



AUDIENCE

Young People from low income, underserved communities



ENVIRONMENT

Social Inequalities are the root cause of poor health/poor life chances & fewer opportunities



EFFECTS

Low levels of activity, unhealthy lifestyle behaviours, health inequalities



ENABLING ACTIVITIES

Connections & Partnerships
Tailored Advice & Support, Advocacy, Fundraising, Workforce & Volunteer Training, Research & Evaluation, Dissemination of Insight, new Ideas & Innovation



ACTIVITIES

Doorstep Sport: Provision of accessible and affordable opportunities for young people to take part in informal sport / physical activity, volunteering, leadership & youth empowerment opportunities within local communities



INTERMEDIATE OUTCOMES

- Increased Collaboration & Partnerships
- Increased Reach, Resources & Capacity for Doorstep Sport
- Increased Evidence base on the value of doorstep sport
- Changes in the thinking, planning & investment of mainstream organisations within the Sports Sector & beyond
- More accessible & attractive sporting offers for all young people from low income, underserved communities
- Increased opportunities for Youth Empowerment, Volunteering & Leadership



IMPACT

CHANGING SPORT

Broader range of organisations & sectors valuing and adopting the key ingredients of doorstep sport within their offers

STRENGTHENING COMMUNITIES

- A more knowledgeable & skilled workforce
- More young people from low income, underserved communities are volunteers & leaders
- Increased financial stability amongst LTOs

TRANSFORMING LIVES

More young people from low income underserved communities:

- Participating in sport & physical activity
- Positive attitudes towards sport & being active
- Positive mental well-being
- Enhanced Resilience
- Pro-social identity
- Personal Development
- Enhanced life skills



LONG-TERM GOAL

Healthier, Safer & More Successful Communities through Sport

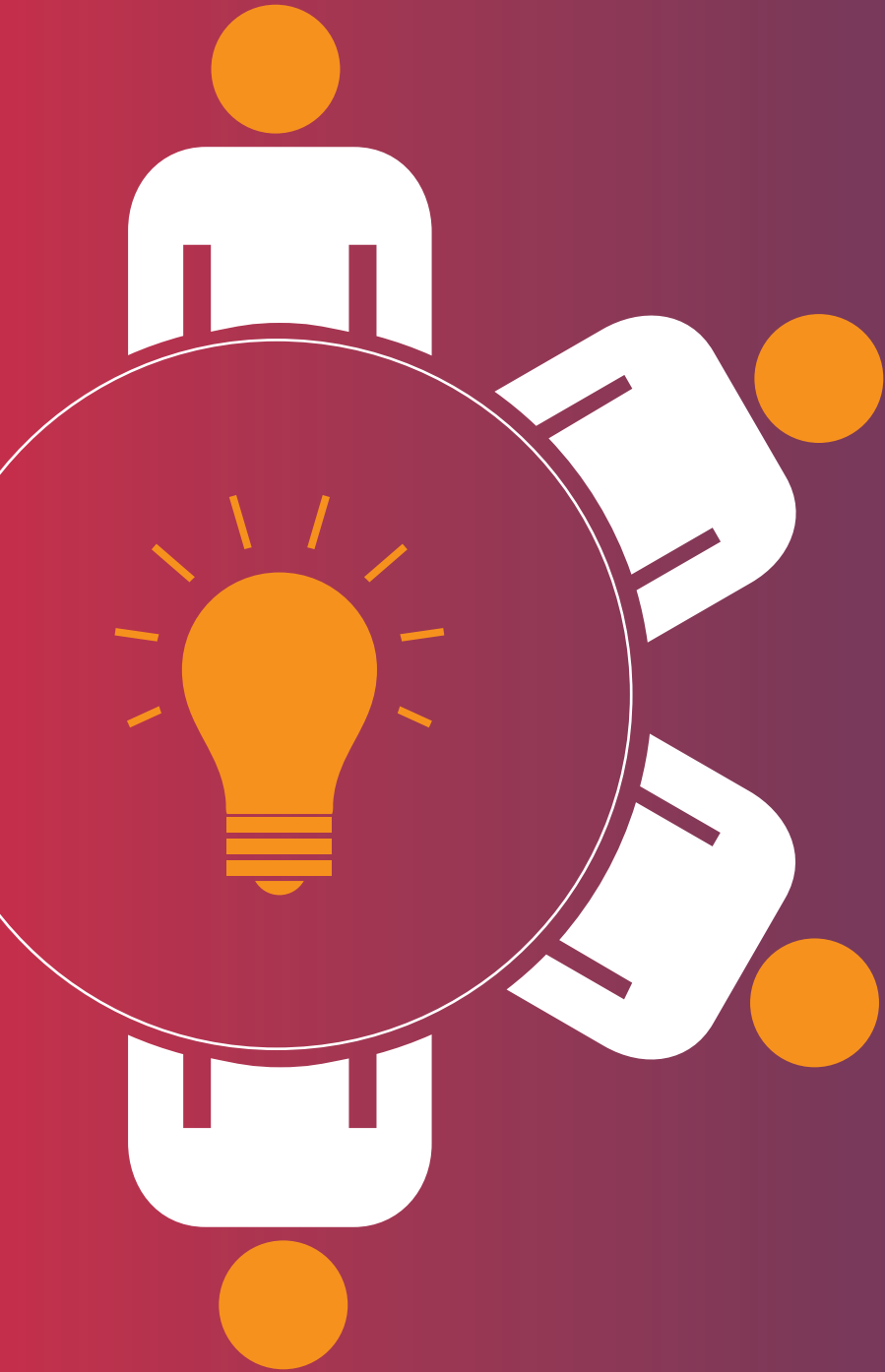
OWNED BY YOUNG PEOPLE

Youth leadership is central to all of our work and it was really important that our Theory of Change is owned by young people in our network.

During March 2022 we worked with young people to share in their own words information about: their local community, the barriers/challenges they may have faced in relation to taking part in sport and for those that do participant/volunteer - what they 'get out' of taking part.

Young People from around the UK shared their experiences and collectively created their own Doorstep Sport Theory of Change.





HOW WE WORKED TOGETHER...

We invited young people who participate and/or volunteer across a range of doorstep sport projects from across the Country to take part in facilitated conversations. They would have their say and receive vouchers for their participation.

Three groups came together online on early evenings in March 2022.

Through interactive activities and discussions, the young people shared their feedback on a range of topics, including: sharing views about their local areas, what barriers or difficulties they may have faced to take part in sport, their experiences of 'mainstream' sporting offers, how they got involved with their local doorstep sport sessions, what they do there, what they like about it, how it is different and how it makes them feel.

At each of the sessions their feedback was captured by a Sketchnoter and then shared back with the young people attending to check it reflected their views (see the three discussion group illustrations overleaf)

The discussions were brought together to see patterns, themes and a single Theory of Change illustration has been created. Young people led on the design, made changes that they say necessary and had full sign off authority of the illustration.



OUR DOORSTEP SPORT CLUB

ABOUT WHERE WE LIVE

WHAT'S GOOD
WHAT'S NOT GOOD

DIVERSE

LOTS OF LOVELY SHOPS NEAR ME

CRIME

LOTS OF SUPPORT AROUND MENTAL HEALTH

YOUNG PEOPLE ARE RESPECTED

FRIENDLY & COMMUNITY FEEL

PUBLIC FACILITIES FREE & ACCESSIBLE

PEOPLE IN OUR COMMUNITY UPLIFT YOUNG PEOPLE

LACK OF GREEN SPACE
CAN'T DO THINGS LIKE TENNIS

NOT SAFE AT NIGHT

LOTS OF SMALL BUSINESSES

CAN SMELL PEOPLE SMOKING

CAN BE EXPENSIVE TO DO POSITIVE ACTIVITY

CRIME AT NIGHT, LOTS OF YOUNG PEOPLE

BARRIERS TO JOINING SPORT



TRY DIFFERENT ACTIVITIES

CONNECTION

INCLUDED

ROLE MODEL

TEAM

BELONGING

HEALTHY

NEW INTERESTS

CONFIDENCE

FRIENDS

ACCEPTANCE

INFORMAL

TREATED AS AN EQUAL... WITH RESPECT

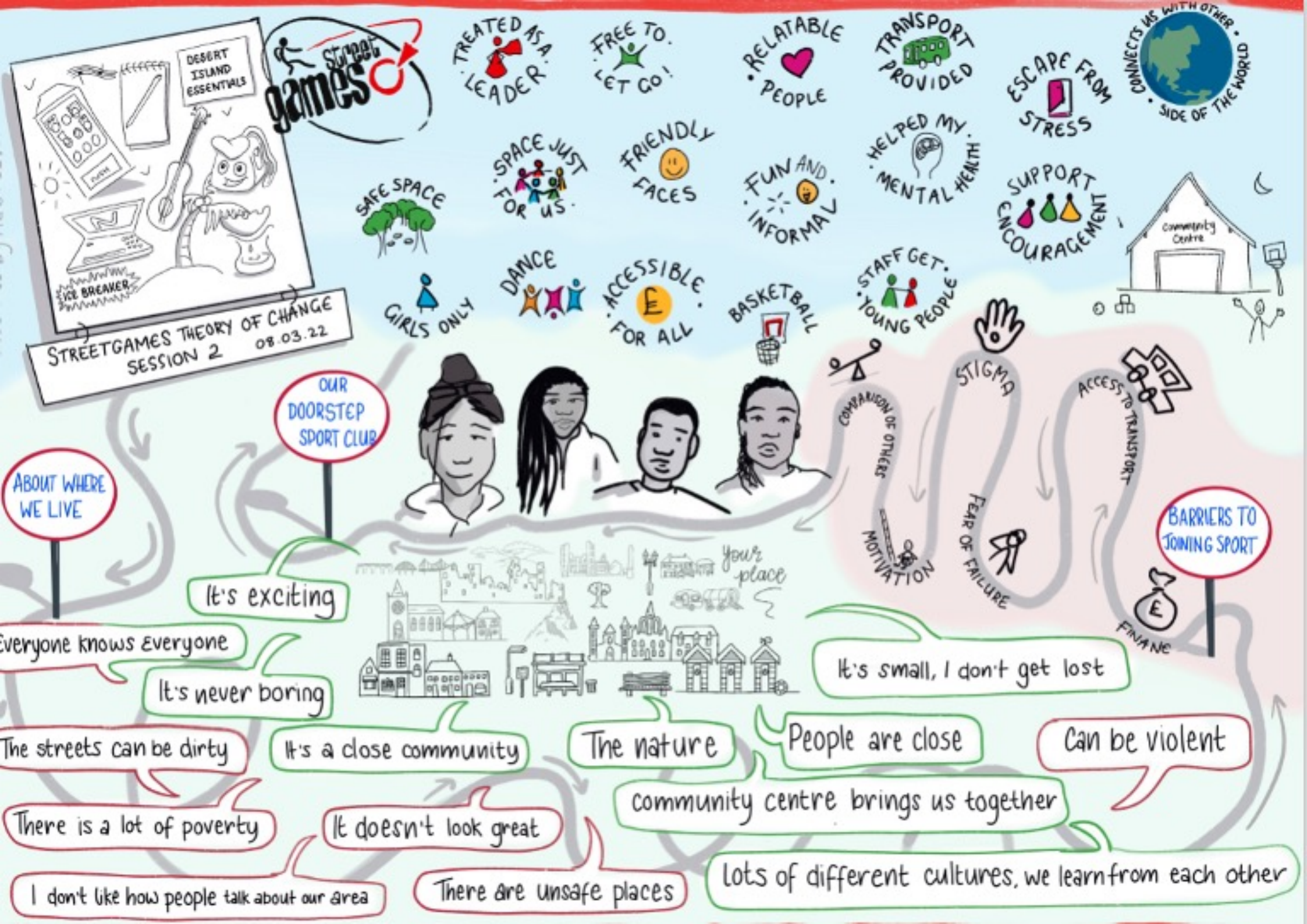
I'M A YOUNG CARER... THE RESIDENTIALS ARE SUCH AN OPPORTUNITY

I'M PART OF DECISION MAKING SPACES

MY WORLD VIEW IS CHANGING

CONFIDENCE
FUN - INTERACTIVE - INCLUSIVE
ENJOYABLE - POSITIVE - SAFE - UNJUDGED
TEAM - SKILL BUILDING - COMFORTABLE - BENEFICIAL

MONEY DOESN'T STRETCH FAR
MISSING RELIGIOUS CONSIDERATIONS



Sketches by A.S. .com

MAKE OUR FRIENDS THROUGH SPORT
 ACCESSIBLE FACILITIES
 LIMITED SPORTS AVAILABLE
 NOT A LOT OF SPORT OPTIONS
 GOOD LOCAL FACILITIES
 IT'S FAMILIAR & COMFORTABLE
 GOOD TRANSPORT
 WE WERE A CLOSE GROUP
 ABOUT WHERE WE LIVE
 OVERRUN BY DRANK STUDENTS



OUR DOORSTEP SPORT CLUB



WORD OF MOUTH GOT ME THERE



FUN COMES FIRST



LEADERSHIP SKILLS



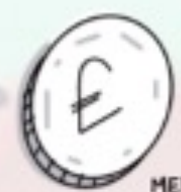
PUSHED TO BE BETTER



WE BELONGED



GIVEN RESPONSIBILITY



MEMBERSHIP + KIT EXPENSIVE

CARING & OTHER FAMILY RESPONSIBILITY



WRONG KIT CREATES STIGMA



GREAT ROLE MODELS



SPACE TO BUILD FRIENDSHIP

BARRIERS TO JOINING SPORT

LACK OF ACCESS TO TRANSPORT



COACH LOOKED OUT FOR ME. HE WAS ALWAYS THERE

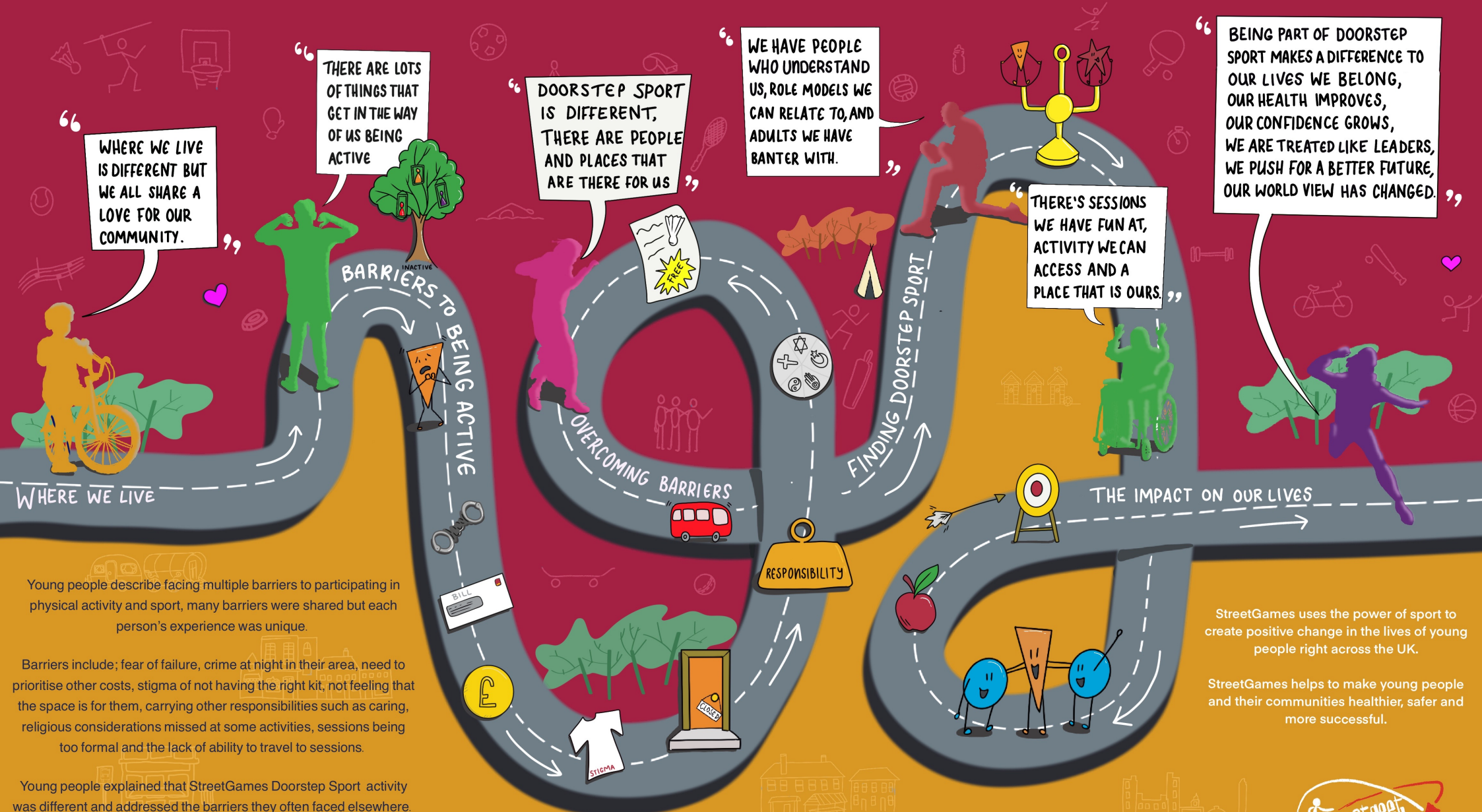


TRANSFERABLE SKILLS FOR LIFE



STREETGAMES THEORY OF CHANGE

Doorstep Sport is activity that is delivered at the right time, right place, in the right style, by the right people and at the right price for young people.



Young people describe facing multiple barriers to participating in physical activity and sport, many barriers were shared but each person's experience was unique.

Barriers include; fear of failure, crime at night in their area, need to prioritise other costs, stigma of not having the right kit, not feeling that the space is for them, carrying other responsibilities such as caring, religious considerations missed at some activities, sessions being too formal and the lack of ability to travel to sessions.

Young people explained that StreetGames Doorstep Sport activity was different and addressed the barriers they often faced elsewhere.

StreetGames uses the power of sport to create positive change in the lives of young people right across the UK.

StreetGames helps to make young people and their communities healthier, safer and more successful.





THANK YOU

A massive thank all of the young people who took part in this project – your feedback was brilliant & has enabled us to create a powerful Theory of Change illustration –

Thank you: Roselene, Silvia, Moshood, Lara, Ellie, Dom, Isha, Aalyia, Eesa, Liv, Basma, Ellie, Harriett & Douggie



Find out more about what we do
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Illustrations by Ali Spaul
Visit SketchesbyAliS.com to see
more of Ali's work.