



The 10 Principles of Doorstep Sport Clubs.

April 2013

Principle 1: To provide a varied & vibrant sporting offer

Doorstep Sport organisations provide disadvantaged youth with a memorable and quality experience which is designed to keep them involved in sport and develop their sporting habit for life. Doorstep Sport encourages young people to experience lots of different sports often in multi-sport sessions and offers a variety of single sports programmes for those who want to pursue a chosen sport. Offering a range of sports increases the probability of increasing frequency of participation and of achieving lasting regular participation.

Principle 2: Equity

The Doorstep Sport offer changes according to which segment of disadvantaged young people is being targeted. A commitment to sports equity means that organisations understand how to cater for disadvantaged girls; disadvantaged young people with a disability; and disadvantaged young people from different cultural backgrounds. StreetGames has significantly developed our understanding of work with disadvantaged females through our successful 'Us Girls' programme, and we will develop further insight into disability and bme communities.

Principle 3: Workforce Development Training, mentoring and qualifications are at the heart of driving up the quality of Doorstep Sport. Our partners are training a generation of skilled coaches to work with the disadvantaged youth market and to coach more than one sport.

Our young volunteers gain confidence, qualification, skills and knowledge through the training we give them. Project Managers and NGB development teams benefit from Doorstep Sport Training so that they are equipped with the necessary knowledge and skills to deliver their sport in disadvantaged areas.

Principle 4: Research, Insight & Data Capture

Doorstep Sport deliverers work together to share top tips and innovation. Organisations delivering Doorstep Sport recognise the importance of recording what happens, capturing data and self-evaluating. This builds up a strong evidence base and provides a continual flow of fresh insight into what works.

Our research programme includes gathering insight, identifying how to respond to that insight, finding key trends/issues and best practice to feed into continual improvement of the Doorstep Sport offer. StreetGames uses this information to strengthen our current products and services, and to create new ones.

Principle 5: Communication & Collaboration

Doorstep Sport needs to communicate well with disadvantaged youth through social media, local networks and word of mouth.

In addition, a strong StreetGames brand helps with reputation and delivery. We will continue to develop strong brands for our products and services.

StreetGames is a network organisation, therefore our collaboration and partnership working with Doorstep Sport organisations is essential. It helps us to ensure that the reach and take up of Doorstep Sport is maximised at a local level and that the benefits of economies are realised. Good quality partnerships also drive up the quality of provision.

Principle 6: Financial Sustainability

To achieve a long-term impact in the community they serve Doorstep Sport organisations will plan for financial sustainability. This includes attracting local and national investors as well as increasing other income generation.

Principle 7: Connecting to and changing mainstream sport

Doorstep Sport organisations connect disadvantaged young people to traditional mainstream sport such as sports clubs and local authority leisure centres. StreetGames provides mainstream, traditional sport and other sectors with expertise on how to engage with disadvantaged young people.

Increasingly, Doorstep Sport provision is becoming part of mainstream sport provision. Doorstep Sport Clubs will become a useful route to market for NGB products and programmes.

Principle 8: Youth Leadership and Action

Doorstep Sport provides opportunities to develop youth leadership and youth action – a concept which stretches traditional ideas of volunteering to include young people having a large say in running their local sport.

Doorstep Sport grows a generation of young people who lead sport as coaches, sports leaders, and organisers in their own neighbourhood.

Principle 9: Making an impact on wider social outcomes

Doorstep Sport is a useful tool to achieve wider social outcomes, especially in health, community safety, community development, youth services, and housing organisations.

Principle 10: Encouraging lifelong participation

Doorstep Sport will equip young people with the desire, skills, confidence and knowledge so that they can 'make their own way' in determining what sports they want to access, thus enabling them to develop a lifelong habit of sports participation.