



Doorstep Sport Clubs Year 1 - Report

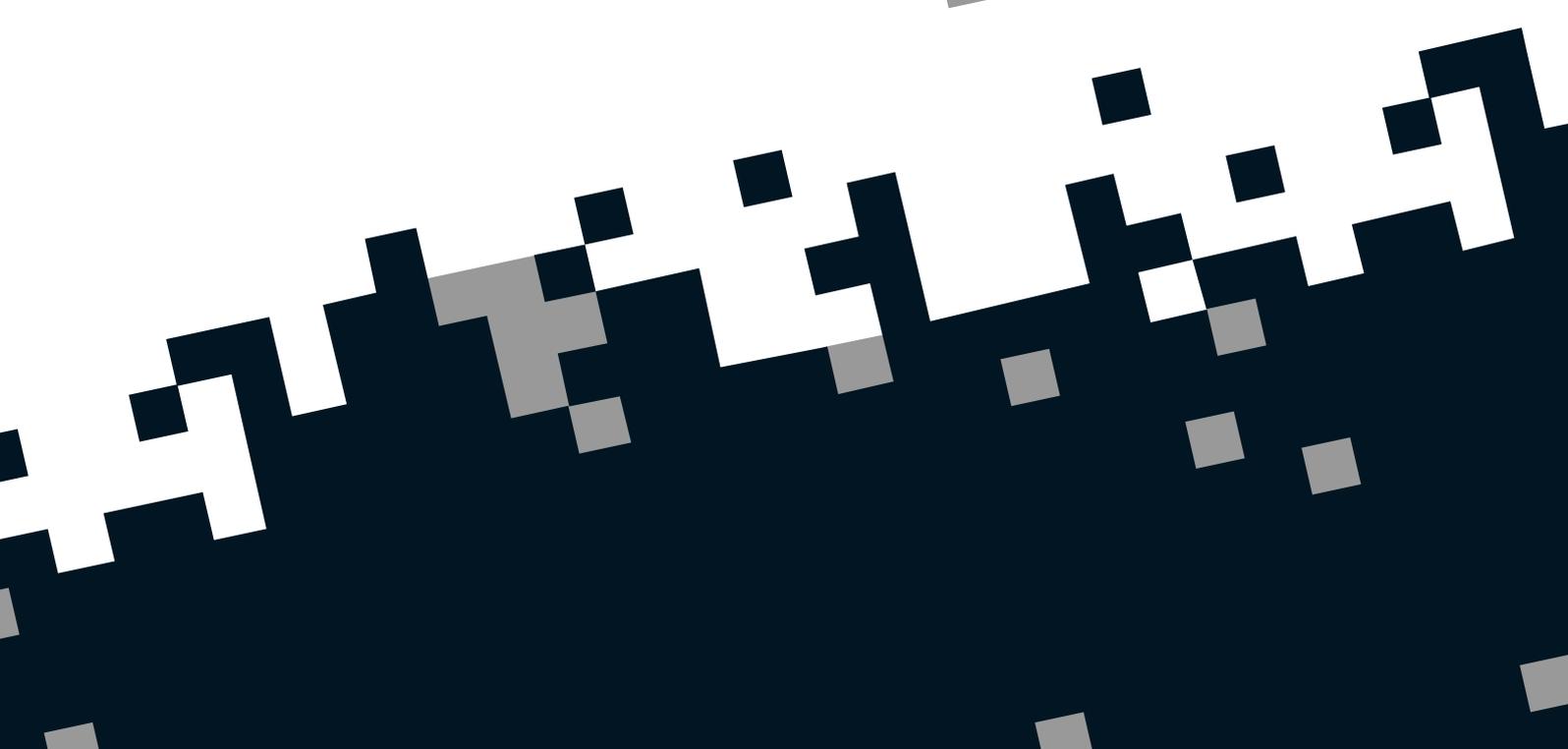
September 2014



**SPORT
ENGLAND**

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Executive Summary

- StreetGames has committed to delivering 1,000 Doorstep Sport Clubs(DSC) in disadvantaged communities in England between 2013 and 2017. The ambition is to reach 10% of the age cohort in the 20% most deprived areas. This amounts to circa 120,00 14-25 year olds.
- Doorstep Sport Clubs start to change the sporting landscape in deprived communities, giving young people (aged 14-25 years) a chance to develop a sporting habit for life through the provision of a vibrant and varied multisport offer.
- This report shares the progress made in Year 1 of delivery - 2013-14. Following a successful pilot phase of Doorstep Sport Clubs during 2012-13, Sport England awarded StreetGames £3.38 million Lottery funding in June 2013 to lead the development of 307 Doorstep Sport Clubs by June 2014.
- Following the contract being signed in July and an initial set-up phase, Year One Doorstep Sport Clubs launched their activities in the period since September 2013.

Headline Data

- This report provides summary information relating to year one of Doorstep Sports Clubs and covers the period between **September 2013 - June 2014**.
- During this period 307 Doorstep Sport Clubs have been established with 295 Doorstep Sport Clubs commencing delivery (12 Doorstep Sport Clubs have been deferred/delayed delivery until year two due to circumstances changing at a local level- often linked to staff changes)
- There was a waiting list of approximately 30 organisations who expressed an Interest to join the DSC programme and were waiting for the Year 2 process to open.
- Collectively the Doorstep Sport Clubs have:
 - Provided over 15,500 sports sessions
 - Attracted over 20,000 participants (16,722 aged 14-25 years) comprising 27% females, 30% BME and 5% disabled.
 - Generated over 191,000 attendances.

Participant Feedback

- Feedback from Doorstep Sport Club participants has been overwhelmingly positive.
- In particular, the participant feedback has highlighted the importance of a youth led approach; a coach/leader who can make activities fun and relate to the young people attending; that offer a range of activities; sessions which include opportunities for participants to 'hang out' with friends and meet new people.

Characteristics of Doorstep Sport Clubs

- The Doorstep Sport Clubs are hosted by a variety of organisation, including Local Authorities, Leisure Trusts, community organisations, professional clubs and educational facilities.
- The Doorstep Sport Clubs are based within a variety of settings including leisure centres; community/ youth centres; outdoor facilities - MUGAs, ATPs, parks and schools.
- Doorstep Sport Club sessions are working towards being youth-led and shaped around the doorstep sport approach of 'right time, right place, right price and most importantly right style'. We are refining the components of "rights" as the programme progresses.
- Over thirty different sports have been provided at Doorstep Sport Clubs. The most popular activities to date are: football, cricket, dance, badminton, basketball, fitness, handball, boxing, athletics and table tennis.





StreetGames Planning & Central Support

- StreetGames provides broad, smart and ongoing support to the Doorstep Sport Clubs. The purpose of the support is to ensure that host agencies understand their commitments and targets; to ensure the host agencies meet minimum operating standards; to ensure the host agency get the best out of the StreetGames offer and to make sure the host is aware of current thinking and best practice. We are keen to make sure that the most up to date learning finds its way to frontline deliverers.
- We have a Needs Assessment tool (Appendix B) that structures a host agencies thinking and planning. The Needs Assessment is based on the Operating principles (see Appendix C), which will be reviewed during Year Two.
- In Year one this support was determined though:
 - A new needs assessment process that was developed to make it easy for a DSC host agency to determine their own developmental needs.
 - A mid-term review of the host agencies progress was carried out in February 2014 to assess progress and identify key needs for support.
 - Undertaking site visits to a wide range of Doorstep Sport Clubs to gather feedback, insight and learning.
- These three exercises shaped the training and doorstep sport advisor programmes for the year and the learning shaped the planning for the recruitment of host agencies

for year two of the programme. As a result, key support provided during Year One included:

- Training workshops for Doorstep Sport Club staff and volunteers across the range of needs. This included sport-specific Activator workshops, doorstep sport induction, managing challenging behaviour, youth action, engaging women and girls, fundraising and the Level 2 accredited qualification in doorstep sport coaching.
- Experienced practitioner support - via our team of Doorstep Sport Advisors (DSAs) - deployed to support Doorstep Sport Clubs on a one-to-one basis.
- Support to create a richer vibrant and varied offer of Festivals, Pop Up Clubs and Volunteer support to help enliven the local sports offer; give DSCs something to build up to and plan for.
- Access to a central data collection monitoring tool for Doorstep Sport Clubs (using the Views system) and providing induction training and on-going support for Doorstep Sport Club staff.

Early Learning - Success Factors

- Reviewing year one Doorstep Sport Clubs has highlighted these characteristics and success factors:
 - A variety of sporting opportunities- ensuring sessions are offered in the 'right style'
 - Sessions which are fun, friendly, informal and engaging - with the atmosphere largely determined by having the 'right coach' who understands the young people's lifestyles.
 - The use of direct engagement and promotion via word of mouth e.g. via outreach work, taster sessions and links into pre-existing friendship groups, schools/colleges and youth centres and the use of social media.
 - A youth-led approach - almost all DSCs consult participants and more actively engage participants in programme planning
 - The engagement and up-skilling of young volunteers to support the Doorstep Sport Clubs
 - Working in partnership with other community organisations
 - The inclusion of 'female only' sessions - with over 40 organisation running girls only sessions
 - Ensuring the sessions are provided at the 'right place' which is at a venue which is easily accessible and familiar to the community being targeted (*and wherever possible the inclusion of indoor facilities*).

Section One - Introduction

- 1.1** Doorstep Sport Clubs (DSCs) form part of the Sport England and Department for Culture, Media and Sport (DCMS) 2012-17 Strategy 'Creating a Sporting Habit for Life'.
- 1.2** The aim of the Doorstep Sport Club programme is for StreetGames to create 1,000 different places for young people from disadvantaged communities to take part in doorstep sport, thereby helping to change the sporting landscape in these communities and give young people a chance to develop a sporting habit for life.
- 1.3** Following a successful Doorstep Sport Club pilot phase during 2012-13 Sport England awarded StreetGames £3.38 million Lottery funding in June 2013, to lead on the development of 307 Doorstep Sport Clubs by March 2014.
- 1.4** Doorstep Sport Clubs exist in many different forms and are hosted by different types of organisations. At their core, the informal clubs are for young people, aged 14-25 years including those who enjoy sport in school/college as well as those who are less interested in sport. They are fun, sociable and have a strong element of youth leadership.



- 1.5** DSCs provide an increasingly varied diet of competitive and non-competitive sports. Talented youngsters will be encouraged to join in the development programme of their chosen sport's governing body. Feedback captured by StreetGames from across a range of doorstep sport initiatives has shown that typically, circa 30% of participants who are attracted will have been previously inactive.

Doorstep Sport Club Year One Report

- 1.6** This report provides summary information from the year one Doorstep Sports Clubs and covers the period between September 2013 - June 2014
- 1.7** The findings are based on performance data and review, which has been taking place throughout the period, and has included:
- Visits to a wide range of Doorstep Sport Clubs to observe sessions and consult with coaches, volunteers and participants
 - Interviews with Doorstep Sport Club lead staff
 - Analysis of Doorstep Sport Club monitoring data to review key outputs such as the number of sessions, participants and attendances - review participant profiles and participation patterns
 - Analysis of a mid-term review exercise undertaken with all year one Doorstep Sport Club organisations
 - Desk research to review key documents and background information.

Section Two - The story so far

Year One Doorstep Sport Clubs

- 2.1 295 Doorstep Sport Clubs are running across England (12 Doorstep Sport Clubs deferred delivery during this period until year two).
- 2.2 Doorstep Sport Clubs have been set up in 85 different local authority areas in England - Table I below shows the distribution of clubs on a regional basis.

**Table I -
Year One Doorstep Sport Clubs by Region**

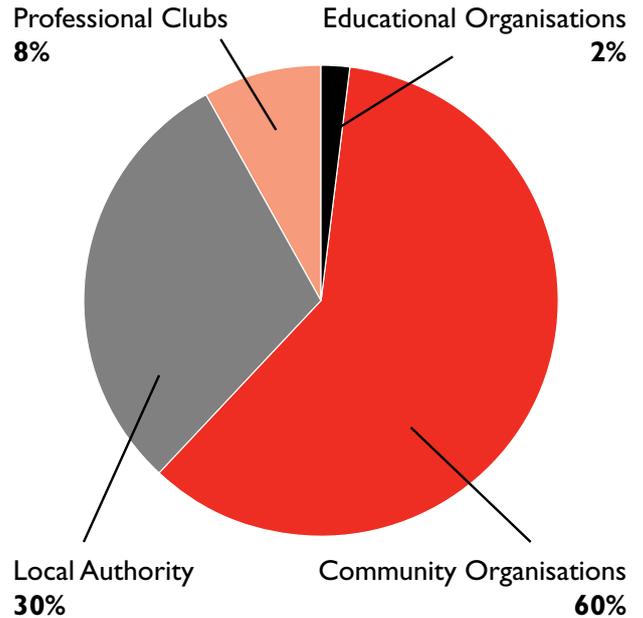
Region	No. of Clubs	
London	55	18%
North West	48	16%
North East	20	7%
West Midlands	45	15%
East Midlands	20	7%
East	18	6%
South East	14	4%
South Central* (M4 Corridor stretching from Bristol to Slough, down to Southampton)	28	10%
South West	14	5%
Yorkshire	33	12%
TOTAL	295	

*M4 Corridor stretching from Bristol to Slough, down to Southampton

**48 Doorstep Sport Clubs led by national organisations including The Football League Trust, Access Sport, Street League and the Rugby League Foundation - Doorstep Sport Club provision is across a range of different regions.

2.3 The Doorstep Sport Clubs are delivered by over 130 different organisations, including Local Authorities (30%), Community Organisations (60%), Professional Clubs - such as the Football League Trust (8%) and Educational organisations (2%).

**Figure I -
Doorstep Sport Club Lead Organisations**

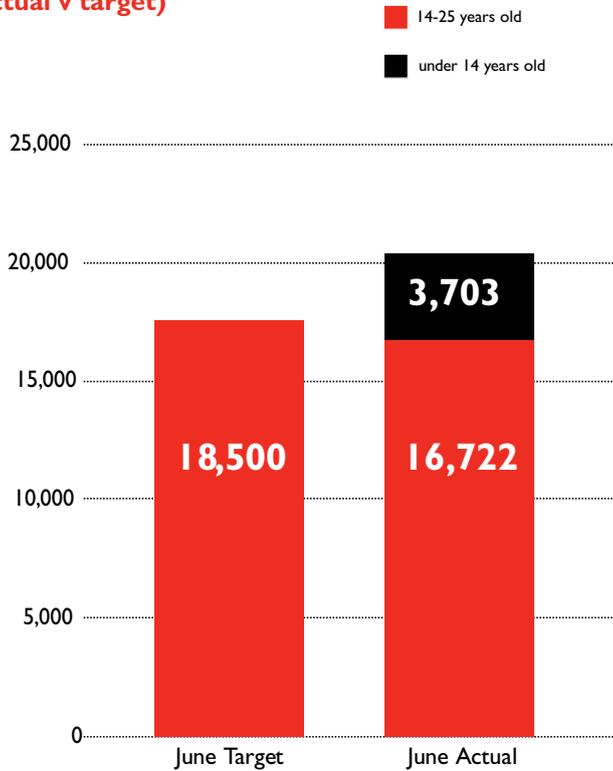


2.4 Doorstep Sport Clubs are based within a variety of different settings including leisure centres, community/youth centres, outdoor facilities - MUGAs, ATPs, parks, schools and colleges. The emphasis is on doorstep sport provision i.e. using community facilities in areas of high deprivation to negate/minimise reliance on the need for car or public transport - at the right time, right place, right price and in the right style.

Participant Profile - Headline Data

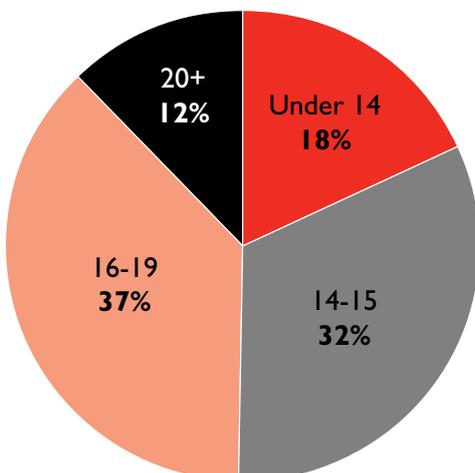
2.5 Monitoring data shows that between September 2013 and June 2014 the Doorstep Sport Clubs attracted 20,472 participants comprising 16,777 (82%) in the 14-25 year target age range (the majority of those outside this age range are 12-13 years old and come as friends or family with other participants).

**Figure 2 -
Year One Doorstep Sport Club
Participation Numbers
(actual v target)**



2.6 In terms of age profile - as Figure Three below shows, the majority of participants (69%) are aged 14-19 years, 12% are aged 20-25 years and 18% are aged under 14 years.

**Figure 3 -
Year One Doorstep Sport Club Participants:
Age Profile**



2.7 The Year One Doorstep Sport Clubs attracted:

- 27% females (target 30%)
- 30% BME (target 26%)
- 5% disabled. (target 3%)

2.8 On average the Doorstep Sport Clubs attracted 55 participants per club - although in practice there are some DSCs with significantly higher numbers and some, particularly those which target specific groups with additional barriers to engagement (such as those with a disability, BME females or those living in homeless hostels) which have lower numbers. In the next period we will interrogate these figures more closely and look to produce a typology of provision against likely attendance.

2.9 Participant postcode information shows that the Doorstep Sport Clubs are attracting the young people who live in areas of high deprivation. This confounds the conventional wisdom that this target group is hard to reach.

Doorstep Sport Club Sessions

2.10 Individual Doorstep Sport Clubs develop their activities to meet local need, and therefore programmes and activities can vary widely from one club to another. The common thread is that every Doorstep Sport Club uses the doorstep sport approach and provides a multi-sport offer.

2.11 Doorstep Sport Clubs have achieved this using a variety of methods, which can typically be grouped into one of the five following multi-sport offers

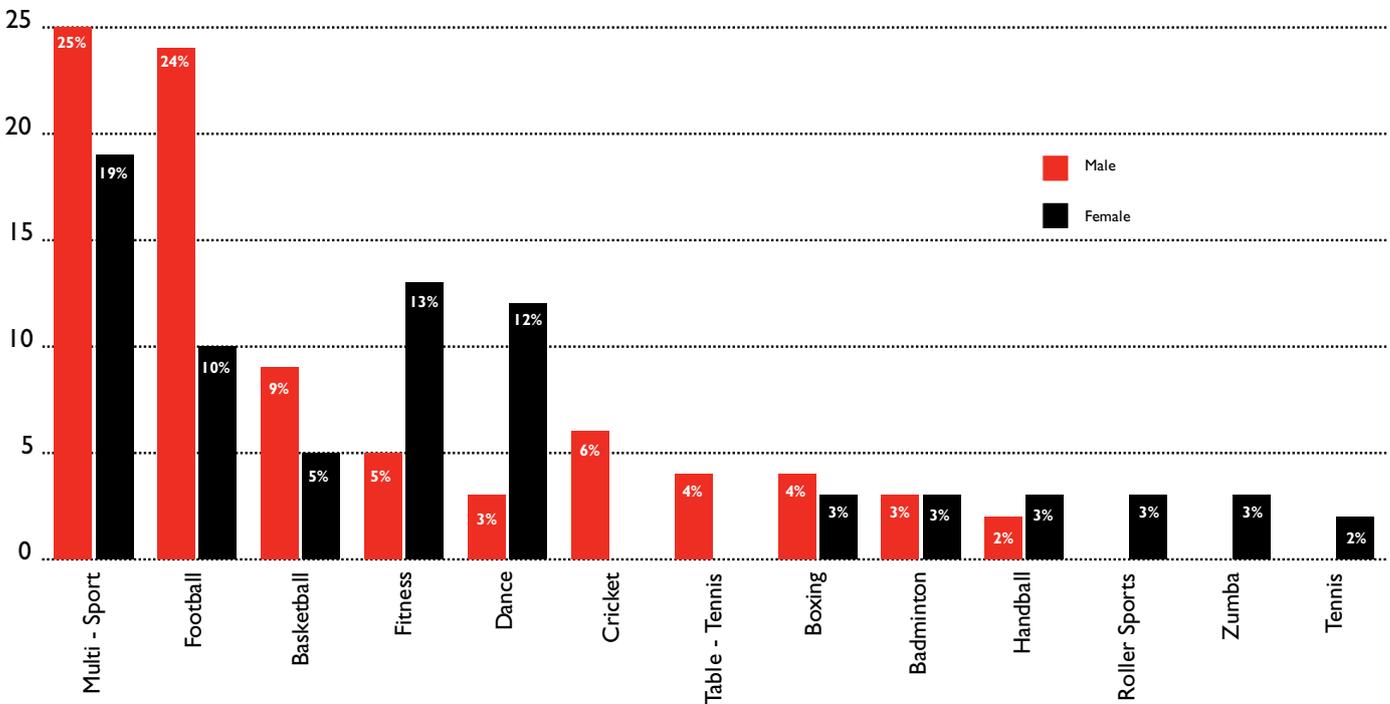
No.	Multi-Sport Offer
1	A single sport session that introduces new sports at the end of this session. The aim is to then develop a multisport offer of single sport sessions
2	A number of sports already offered as separate clubs/sessions brought together to form a multi-sport offer - using outreach programmes to gain new participants, aimed at one identity. The activities can be at different venues but all sports opportunities are promoted as one club package
3	New multi-sports activity - mixture of sports in one session
4	Same venue, same time each week but different sports happen at each session (or blocks of sessions)
5	Different sports offered in the same venue, but happening on different nights

2.12 Monitoring data indicates that over 30 different sports activities have been provided across the 15,500 sessions. **The most popular are: football, basketball, fitness, dance, cricket, table tennis, boxing, badminton, handball, roller sports, Zumba and tennis.**

2.13 Figure Four below shows the sports which are most popular to date within the Doorstep Sport Clubs, further broken down by gender.

2.14 The format and content of Doorstep Sport Club sessions are youth-led and shaped around the doorstep sport approach of 'right time, right place, right price and most importantly right style'. Some focus on providing a friendly/competitive environment (which is none elitist) including internal competitions and challenges. Others may be less structured - where participants try a range of different sports in a relaxed and friendly atmosphere with social breaks and 'hang out' areas.

Figure 4 - Year One Doorstep Sport Club: Most Popular Activities by Gender



(n.b. multi-sport option tends to be selected amongst Doorstep Sport Clubs which provide a number of different activities in one session in response to young people's demands 'on the night').



2.15 Given the diversity of offer from the Clubs, the profile of participants within the Doorstep Sport Club sessions varies. Some sessions are attracting both males and females across the full age span 14-25 years, such as the Hub at Walthamstow which provides five different sporting offers at one session including basketball, badminton, table tennis, street dance and football. This takes place in a target venue: it serves many friendship groups who join in together.

2.16 However, it is more often the case that sessions attract particular segments within the overall target group. For example:

- A number of the female only sessions have proved to be particularly successful in attracting teenage girls aged 14-19 years - such as the Girls Fitness Club in Newcastle which has a dance and fitness focus and the Try Line Girls Club in Hull which offers touch rugby, fitness and cheerleading.
- Single sports sessions - a slightly more structured approach often proves popular with older teenagers and young people aged 20-25 years (both males and females) - such as the Doorstep Sport Athletics Club in Newham and North London Muslim Community Club which offers football and cricket training and match opportunities.
- Doorstep Sport Clubs which include sessions with a (fun) competitive element have proved to be particularly popular with teenage males, for example the Fusion + Doorstep Sport Club at Newcastle

provides opportunities to take part in different sports (such as cricket, basketball, handball and dodgeball) on a weekly basis, focusing on providing a fun competitive environment and The Wyke Club in Hull which offers training and match play in Futsal and Cricket with strong links to local clubs and NGBs.

2.17 A selection of Doorstep Sport Club mini case studies are provided at Appendix A.

Participation Patterns

2.18 The majority of Year One Doorstep Sport Clubs launched in September-October 2013. From their launch to the end of June 2014 the Doorstep Sport Clubs have collectively generated over 191,000 attendances.

2.19 Most clubs run sessions continuously and new participants are able to join at any point, therefore, the length of attendance across Doorstep Sport Club participants will vary. Data on the Views monitoring system indicates that most participants attend on a regular basis and the majority are staying involved:

- Between 65-70% of Doorstep Sport Club participants have attended on a regular basis (i.e. at least once per week) in a four week period between October 2013 - June 2014
- 12,353 participants have attended five or more sessions
- 7,817 participants who have attended ten or more sessions

2.20 We plan to undertake more detailed analysis of DSC participant data during year two in order to further analyse participation and retention patterns.

Participant Feedback

2.22 Overwhelmingly positive feedback has been gathered from a range of Doorstep Sport Club participants, volunteers and project staff during site visits.

2.22 The feedback highlighted: the importance of a **youth led** approach (e.g. *having input into sessions and choices*); a **coach/leader** who makes activities **fun** and relate to the young people attending: a **range of activities**; sessions which include opportunities for participants to **'hang out'** with friends and **meet new people** often with the ability to connect to the outside world through WIFI hot spots.

2.23 Coming to a Doorstep Sport Club with friends was mentioned time and time again as a key factor which encouraged participants to attend initially and was also critical in keeping them coming back. This does mean that some participants who attend Doorstep Sport Clubs are just outside the target age range of 14-25 years - as participants will come with friends who may be either slightly older than 25 years or slightly younger than 14 years. This is in line with previous research into doorstep sport participants. We continue to monitor the Under 14 usage closely and offer guidance and support to help hosts readjust their programmes to ensure an appropriate balance.

“Fun, we get to choose what we want to do, lots of different opportunities, the leaders and volunteers are friendly.”
“The coach is sound...Players decide what they want to do”
“It’s with all my mates”
“You get to know everyone”
“Getting to know new people”
“It’s local and fun, and cause my mates come”
“Not having to rush and having a coach telling you what to do - chilled out!”
“If you want to sit and take a break you can - no pressure”
“The feeling that we are all equal. I can come here and it doesn’t matter that I am autistic, I can see my friends and we can all join in together.”
“Your own take on things, it’s good”
“Exciting, hard and fun”
“Fun, creative, social”
“Fun, pushes your limits, exciting”
“It’s like a family”
“It’s perfect for me as I love dance”
“That we have input into the session - we asked for hoodies which we were given as incentives but we were asked what we wanted on them and got to pick out own colour and design”
“It’s fun...you choose who you play with”
“Our doorstep, club gets us off the street, fun, all hanging out together, good atmosphere, friendly, cool, innit...”
“I most like the activity and that I get to try new things”
“It’s friendly, you meet new people, fun activities, music - you can pick your own music to play, socialise with friends...”
“Wouldn’t have been able to come if the sessions weren’t free”

2.24 A selection of comments from participants are set out opposite which illustrate what they like best about their Doorstep Sport Club.

Partnerships

2.25 All organisations delivering Doorstep Sport Clubs work with partners to support the delivery of their activities. This is extremely important in terms of an integrated local sporting offer, encouraging DSC participants to try a different provider’s offer and the sustainability of the host agency. This is also important because we want to change the local sporting offer so that more agencies provide youth-friendly provision and because we want to encourage DSC participants to make their own way around the sporting landscape.

2.26 Feedback from the Mid-Term Review Process shows the types of organisations which Doorstep Sport Clubs most commonly partner:

- Sports organisations - e.g. NGBs/professional clubs (16%)
- Local Authorities/Leisure Departments (15%)
- Youth Services (14%)
- Schools (14%)
- Colleges/Universities (11%)
- Voluntary organisations (10%)
- Housing associations (6%)
- Leisure Trusts and Private Gyms (5%)
- CSPs (4%)

2.27 Our learning to date highlights the vital importance of forging and developing local partnerships in successful Doorstep Sport Clubs - see Section Five.



Section Three - Central Support

StreetGames Planning & Central Support

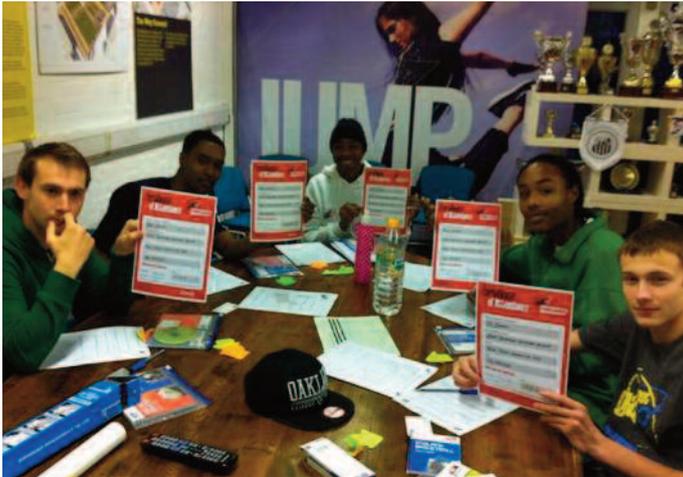
- 3.1** StreetGames provided broad, smart and ongoing support to the Doorstep Sport Clubs. The purpose of the support is to ensure that host agencies understand their commitments and targets; to ensure the host agencies meet minimum operating standards; to ensure the host agency get the best out of the StreetGames offer and to make sure the host is aware of current thinking and best practice. We are keen to make sure that the most up to date learning finds its way to frontline deliverers.
- 3.2** StreetGames provides support to the organisations that host DSCs. The support is shaped by the results of the Needs Assessment which happen at the point of joining the DSC programme. The Assessment is structured around the 10 Operating Principles of Doorstep Sport. Appendix C details the 10 Principles
- 3.3** The team of Doorstep Sport Advisors (DSA) (the expert practitioner model) provides one-to-one support for the Doorstep Sport Clubs across the 10 Operating Principles
- 3.4** StreetGames teams analyse and review the information flowing from the Needs Assessments, it helps to determine a range of support services that are then offered, see section below for detail of support offered



- 3.5** The assessment tool has been modified for Year two and DSC host organisations are categorised as either (a) Mature Organisations - that currently have experience of providing a Doorstep Sport Offer (b) Aspiring Organisations - that are wishing to develop Doorstep Sport in new areas or with new audiences and (c) Young Organisations - where Doorstep Sport is a new method of delivery and they have limited experience in multisport delivery.
- 3.6** This assessment is backed up with site visits to a sample of Doorstep Sport Clubs to observe sessions, gather feedback, insight and verify monitoring data.
- 3.7** Additional support was provided at a series of Regional Roadshows in March 2014 which were attended by over 250 organisations to update, inform and liaise with key project staff, discuss progress and identify challenges and support requirements for year the year two Doorstep Sport Club roll out.

Management Information System

- 3.8** Central support from StreetGames has included setting up a data collection monitoring tool (using the Views system plus a participant registration app) for all Doorstep Sport Clubs to use to record and track attendance and related Doorstep Sport Club performance data. Views training has been provided by StreetGames for Doorstep Sport Club staff to support their use of the system, with the provision of on-going telephone and email support via StreetGames I.T Staff.
- 3.9** Supporting a large number of organisations to use a new monitoring tool and regularly update their data records has been challenging. We have therefore, introduced additional, local support during Year Two to assist organisations in this area and re-emphasise the benefits of monitoring performance and evidencing impact.
- 3.10** The ongoing analysis of the participant data is a crucial part of the evaluative process. The individual club data is reviewed to ensure:
- The DSC programme is attracting the right age group (14-25yrs)
 - The host's performance against the participation targets
 - The data is being updated regularly.
- 3.11** The information is then shared across StreetGames to ensure that appropriate support is being offered. Where necessary DSC hosts are informed of the need to adapt



their programmes - For example, see case study in Appendix A from Commerce Road, London. If this is not possible, a de-commitment process then begins (*fortunately to date - this number has been extremely small*).

Training Support

3.12 The StreetGames Training Academy has delivered workshops to Doorstep Sport Club staff and volunteers across a wide range of topics including: sports specific activator courses, doorstep sport induction, managing challenging behaviour, youth action, engaging women and girls, fundraising and the Level 2 accredited qualification in doorstep sport coaching.

3.13 In total **over 1,937 learners attended Doorstep Sport Workshops, 1,988 learners attended sports specific Activator workshops** and 170 learners achieved the Level 2 accreditation in Doorstep Sport.

The most popular workshops were:

- Introduction to doorstep sport
- Managing challenging behaviour
- Engaging women and girls
- Handball Activator
- Dodgeball Activator
- Table tennis Activator.

The wider sporting offer

3.14 The StreetGames VIVA team provides Doorstep Sport Clubs with access to wider StreetGames services, to enhance their provision, such as Pop Up Clubs, Festivals and volunteer training/ resources.

Pop Up Sport Activities

3.15 To support Doorstep Sport Clubs to provide a vibrant

and varied sporting offer for their participants, StreetGames offers Pop Up activities to enable local delivery partners to provide new and exciting activities that are linked to an event taking place on the national or international stage. During Year One this included:

- Tennis Pop Up - linked to Wimbledon 2013
- Rugby Pop Up - linked to the Rugby League World Cup 2013
- Badminton Pop Up - linked to the Yonex All England
- Open Badminton Championships 2014 and Smash Up!

3.16 The support provided by StreetGames to local projects to enable them to deliver the pop up activities includes: sports specific activator training for local coaches and volunteers, an equipment set, game cards, event tickets and on-line resources.

3.17 The Pop Up Clubs are extremely popular and an effective means of providing Doorstep Sport Club participants and others within the local community with access to new or different sports and the opportunity to experience attending at a high profile sporting event.

3.18 Many of the new participants who took part in Pop Up activities have gone on to join their Doorstep Sport Club whilst others have been guided into local clubs or sports specific sessions. For others the Pop Up was simply a chance to have a go. For example 41% of the badminton pop-up club participants were guided into on-going badminton participation - either via signposting to a local club or by the Doorstep Sport Club now offering badminton as part of their regular programme.

3.19 Feedback from NGBs involved in the Pop Up programme has also been extremely positive . For example, Julia Strong, Head of Community Programmes at Badminton England said: *“StreetGames has been pivotal in supporting the development of our SmashUp! programme. Throughout the development of the Activator programme, StreetGames were committed to directing and informing the leadership element using their own insight and knowledge about young people in disadvantaged communities. The collaborative approach has led to the production of an outstanding training and education product. Not only has it had an instant impact for organisations in the StreetGames network, but has contributed to the significant success of the overall programme for BADMINTON England. We are really excited about the long-term potential and expanding the reach of SmashUp! in local communities together!”*



3.20 Table two below summarises the headline data from the Pop Up Clubs delivered during 2013-14.

**Table 2 -
Pop Up Club Headline Data**

KPI	Tennis	Rugby	Badminton
Pop Up Clubs set up	18	21	32
Pop Up Sessions delivered	218	185	226
Total Participants	3,044	691	1,066
Total Participants aged 14-25 years	1,000	369	811
New Doorstep Sport Club Participants aged 14-25 years	1,000	200	235
Coaches/leaders trained	36	56	109

A selection of feedback comments from local Doorstep Sport Club project staff are set out below:

“The young people love having something in their area, and are all competing to be the next Andy Murray! We have been playing singles, doubles, winner stays on, and also football tennis which was 3v3 and 4v4.” Chorley

“Pop-Up Tennis has arrived in Walsall! We have played casual tennis matches and the around the world.T-shirts were given out to the winners and strawberries and squirty cream were given on the Wimbledon final day Sunday 7th July 2013.Pop Up T ennis was extremely well received by families and young people.” Maddisons

“In our first session there were in 21 young people in attendance. During the session they practiced hand-eye co-ordination.They also played mini matches.The group played doubles matches and showed off their talent by displaying what skills they could do. In the second session we had 25 young people who participated in the session. During their session they played doubles matches and also learnt how to hit the ball doing an under-arm serve.The session was really good.” Aston

“It was brilliant, got to watch the England mixed got through second round. Got to shake hand with Thailand number one ladies player, got my racquet restring so brilliant.” BID Services

“The pop up equipment helped the club to enable young people to try a new activity that they had not undertaken, or undertaken at a limited level” Red Rose Sports Club

“We can use the equipment to adapt and play a variety of many different styles of badminton games, it was great to have!” Child Dynamix

“The Rugby Pop-up Club has been a great positive opportunity for the young people that we have engaged at Cross Heath.We have had a real boost in interest in Rugby and many of the participants had never played before” Sporting Communities

Festivals

3.21 The StreetGames festival programme provides Doorstep Sport Clubs with an opportunity to take part in local, regional and national sports events and festivals with other doorstep sport projects.

3.22 During 2013-14 over 70 of the 135 organisations which host Doorstep Sport Clubs have taken part in the StreetGames festival programme.

3.23 The festival programme includes:

- Neighbourhood festivals - these are local sports festivals/tournaments which take place within the local project area and involves a minimum of 50 participants, with resources provided to support the event.
- Mass participation festivals - StreetGames provides four mass participation festivals per annum (two in England) which provide participants and volunteers from doorstep sport projects with the opportunity to travel outside their area to take part in a range of activities at a high profile venue such as the Copper Box in London and Sport City in Manchester.
- Football Pools Fives - StreetGames provides a 5-a-side football tournament for doorstep sport projects, in which participants compete in regional knock-out competitions for a place in the national final at St. George's Park.

3.24 In total, during 2013-14 there have been:

- 166 neighbourhood festivals, 11 Football Pools Fives competitions and four mass participation festivals.
- 12,950 participants have attended neighbourhood festivals and 6,200 participants have attended large scale events.



3.25 A selection of feedback comments from festival participants are set out below:

"I really enjoyed today - I even did boxing in a boxing ring - I would never have done that before today. I had so much fun"
"I liked that we could try any sport to see if it was something we could do. It was good that we could have a quick go at everything"
"I want to do it again - All of it"
"Young people from different backgrounds coming together"
"Competitive but friendly atmosphere"
"It brings people from different communities together to play the sport everyone loves"
"Great day of sport where football unites everyone peace and love"

NGBs

3.26 In addition to our work with National Governing Bodies of Sport (NGBs) in relation to the Pop Up Club programme, we have collaboratively prepared a series of fact sheets which set out key information relating to appropriate products, support and offers provided by NGBs which is suitable for the Doorstep Sport Club participants.

3.27 For example: The Golf Foundation offers free training, equipment and local NGB officer support for StreetGolf. This enables StreetGames delivery partners to not only access the training to help them to deliver StreetGolf in their setting, but with local NGB officer support, it also enables them to link with a local golf club and take their participants to the club to access further coaching and support.

3.28 In addition, Doorstep Sport Clubs are offered the opportunity to test new NGB products and services. For example the U Canoe product was tested by Cornwall College Doorstep Sport Club in Cornwall and SmashUp Badminton was tested as part of the Pop Up Club programme.

Volunteers

3.29 110 of the Year One Doorstep Sport Clubs see volunteer development as a key element of their provision. Not only do volunteers provide key support to the Clubs, but as the volunteers often tend to be recruited internally they act as positive role models and peer champions to other young people; whilst the volunteers themselves gain key skills and experiences. In addition, given that there is often a shortage of active coaches in disadvantaged areas, the volunteering programme provides vital community capacity building.

3.30 StreetGames provides support to doorstep sport projects to aid volunteer engagement and development, in the form of access to resources, training, awards and events. To date, 58 organisations running Doorstep Sport Clubs are formally involved in the StreetGames Volunteer programme - this equates nearly half (48%) of all organisations running Doorstep Sport Clubs. These projects have engaged over 658 new young volunteers to support their activities during 2013-14.



Section Four - Financial Information

Financial Spend

4.1 In addition to support and resources from StreetGames, each Doorstep Sport Club is provided with funding through the Sport England Lottery Award to provide their Doorstep Sport Club activities. The money is largely ring fenced for front-line delivery costs such as venue hire and coaching costs. Figure 5 opposite provides a breakdown of the Doorstep Sport Club spend.

Match Funding

4.2 Doorstep Sport Clubs are required to provide 30% match funding contribution, which can be provided 50% in cash and 50% in-kind. In practice, a higher amount (36%) of match funding has been contributed to the running of Doorstep Sport Clubs - totalling over £800,000.

4.3 Figure 6 below shows the key sources which have provided this match funding, with the most common being from:

- Sports organisations
- Local Authorities
- Not for profit organisations
- Private sector
- Housing associations.

Figure 5 - Doorstep Sport Club Spend

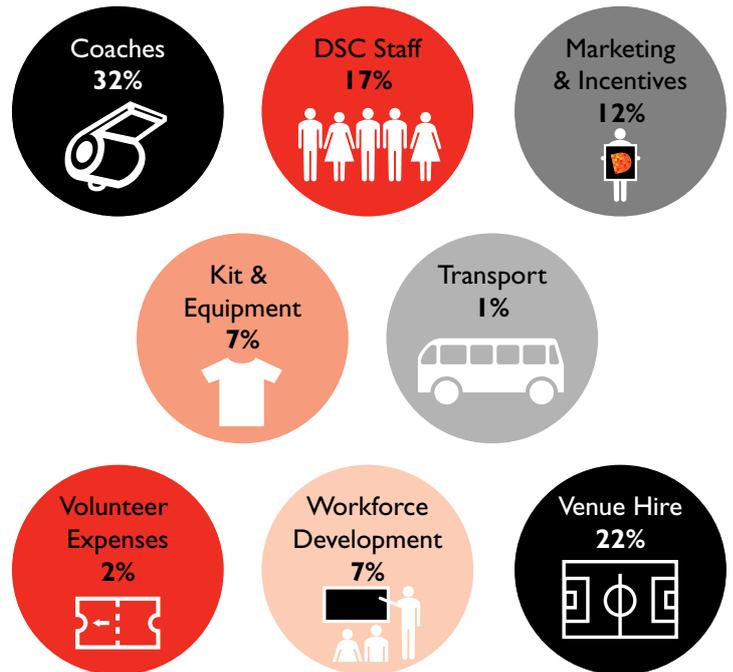
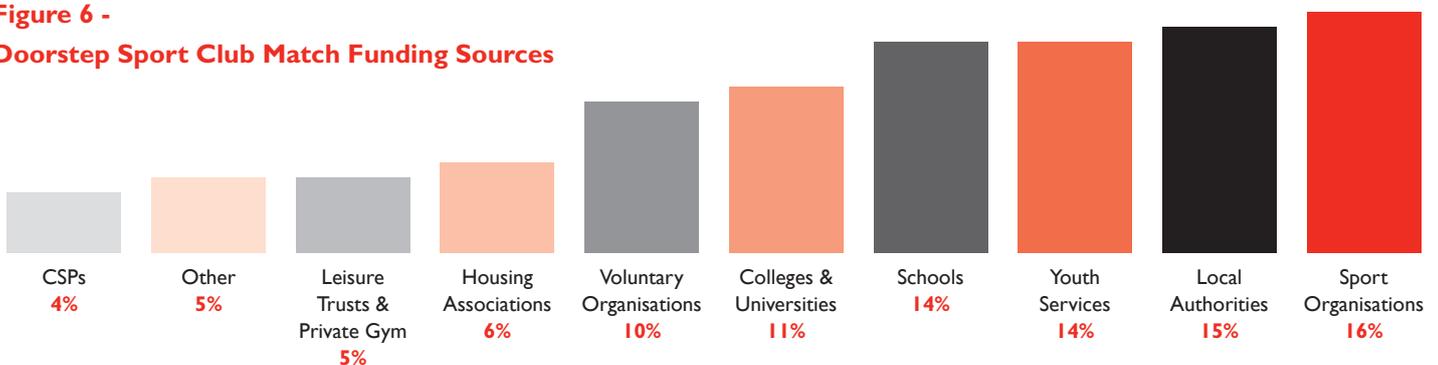


Figure 6 - Doorstep Sport Club Match Funding Sources



Section Five - Learning

Learning to date

5.1 The 10 Operating Principles are vitally important to successful development of a Doorstep Sport Club and so they shape the design of StreetGames services as well as being guides to action for the delivery of Doorstep Sport.

Not all organisations that deliver Doorstep Sport are effective in all 10 Operating Principles straight away but all agencies that deliver Doorstep Sport Clubs will be supported to make progress along these principles. Packaged up together, Doorstep Sport runs along the lines of the 10 Operating Principles to create a vibrant sporting environment which attracts disadvantaged young people and sets them on a pathway for a sporting habit for life.

5.2 The table below provides a summary of the results of the Needs Assessment of Host Organisations that expressed an interest in the DSC programme. The table ranks the 10 Operating Principles in terms of how often the organisation indicated that they did not do a specific strand of activity and needed support.

Table 3 - Summary of needs assessment results

No.	Operating Principle	Score
1	Connecting to and Changing Mainstream Sport Formal partnerships with NGBs/use of NGB products/enter NGB tournaments/ enters events affiliated to NGB	0.41
2	Encouraging Lifelong Participation Offers membership scheme and incentives/social activities are run	0.33
3	Equity Female only experience/fitness exercise/activity is representative of community/disability experience/ ethnicity representative of community/ training offered	0.33
4	Youth Action Organisation is part of national programme/ young people lead sessions/training offered/young people in planning of sessions/youth forum/	0.32
5	Vibrant And Varied Sporting Offer Multi-sport experience/single sport rotation/attend StreetGames events/enter CVL/NGB competition	0.31
6	Workforce Development Reviews needs/paid staff and volunteers trained/mentoring /qualified tutors	0.30
7	Research, Insight and Data Capture Feedback from participants/data collection system/ experience of internal and external evaluation/ use external evaluation org	0.25
8	Making an Impact on Wider Social Outcomes Partnerships including LA)/members of forums/attends network meeting/CSP aware/public health/ evidence	0.19
9	Communication and Collaboration Advertise locally/market dsc/use social media/provide local press stories	0.16
10	Financial Sustainability Plan/ has secured funding mainstream/ evidence of funding or income	0.12

- 5.3** So it can be seen, from the information in Table 3, that that prior to commencing the DSC programme, Connecting to the Mainstream was the area which most organisations identified a gap in delivery (i.e. the highest scoring principle on the initial needs assessment) and financial sustainability the least (i.e. the lowest scoring principle on the initial needs assessment).
- 5.4** However, in reality, the relative importance of the Principles changes over time. In the first phase of DSC delivery, the emphasis is very much focused on creating a vibrant and varied offer and therefore, operating principles 1-5 tend to be the focus, as DSCs prioritise attracting the right young people to a great sporting offer. Over time the focus changes and DSCs look at the operating principles which assist with retaining participants and sustaining doorstep sport provision.
- 5.5** In addition, certain principles sometimes prove to be more challenging than originally anticipated once delivery has commenced. As part of the Mid Term Review, which took place after approximately 4-5 months of delivery, DSC organisations were asked which Principles they were finding challenging and needed support with. Table 4 below shows the findings, which identifies the need for support in different areas to those which were originally prioritised via the Needs Assessment.

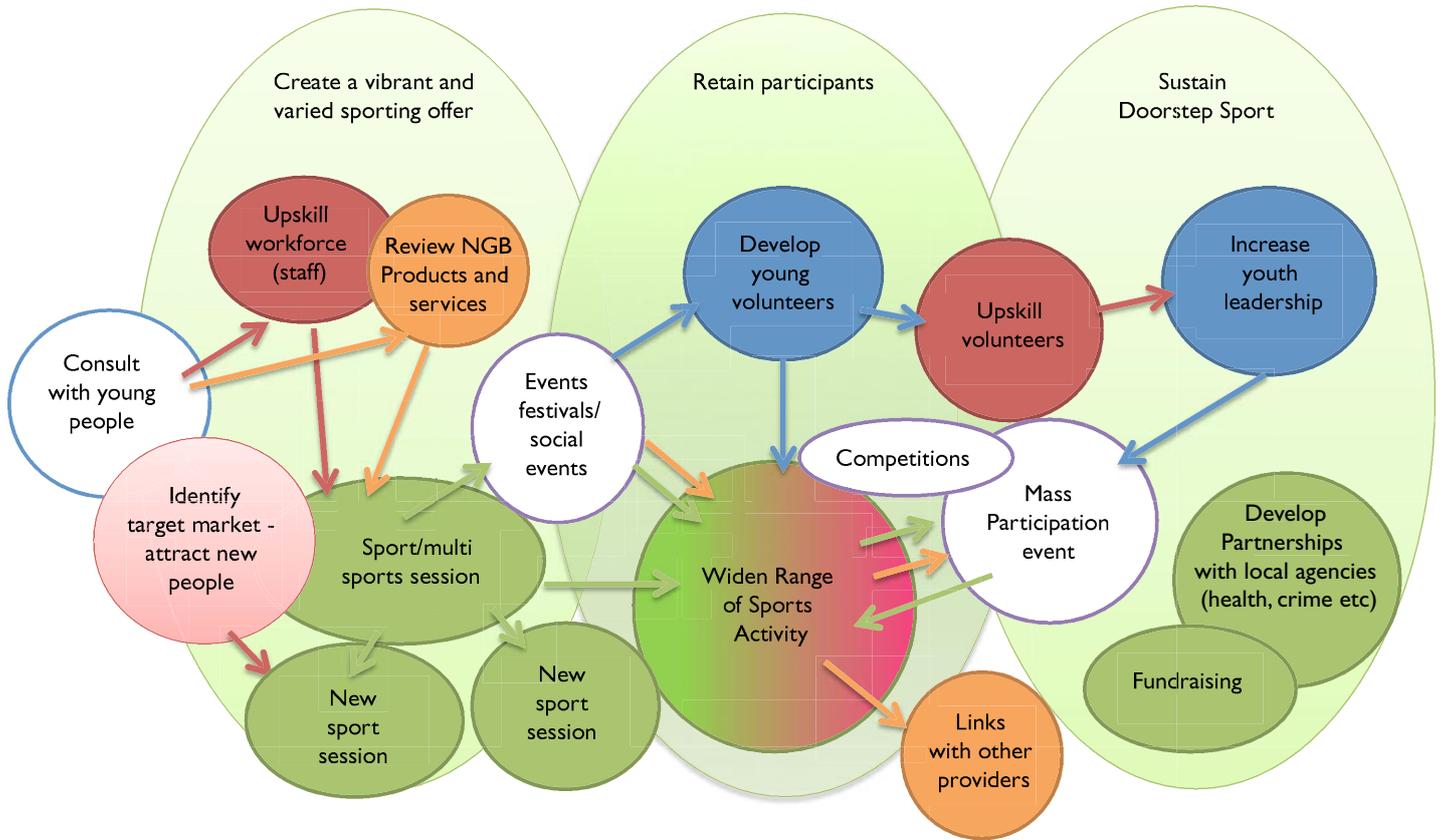


- 5.6** This development journey can be understood by the diagram overleaf. The emphasis of StreetGames support will be tailored to meet the changing requirements as DSCs mature.

Table 4 - Rank of Operating Principles - DSC Mid Term Review March 2014

Rank	Operating Principle	No of Organisations noting support needed
1	Equity	42
2	Research and Insight	35
3	Communication and Collaboration	33
4	Workforce	23
5	Vibrant and Varied Offer	22
6	Encouraging Lifelong Participation	19
7	Impact on wider social outcomes	15
8	Connecting and changing mainstream sport	14
9	Financial Sustainability	13
10	Youth Action	10

Doorstep Sport Club Journey



- 5.7 The StreetGames Research Team, DSAs and Regional Staff have visited a sample of Doorstep Sport Club sessions to observe activities and gather feedback from project staff, volunteers and participants.
- 5.8 The learning from these observations and interviews together with learning from the pilot Doorstep Sport Club phase has emphasised the importance of getting the doorstep sport basics - time, place, price and style right together with the 10 operating principles to be successful. These observations particularly emphasised the importance of certain operating principles during the early stages of delivery to create that vibrant offer, attract and retain participants. We expect the emphasis to change as the year one DSCs mature during 2014-15.
- 5.9 Table five provides key learning in relation to these principles and illustrative examples from across a range of DSCs.



Table 5 -**Learning to date: Doorstep Sport Clubs****Key Success Factors & Learning****Operating Principle No 1 - Creating A Vibrant & Varied Offer**

- **Providing a varied multi-sport sporting offer:** the target group is far from homogeneous and it is therefore important to provide young people with opportunities to take part in a varied range of activities through a multi-sport offer.
- **Providing a varied range of activities:** many Doorstep Sport Clubs have found that in addition to providing traditional team sports within their multi-sport offer, adding opportunities to take part in non-traditional and adapted activities such as Parkour, dodgeball or megaball and fitness related activities such as gym and dance sessions are popular.
- **Provision of a Doorstep Sport Club offer which goes beyond the provision of weekly sports sessions:** for example through opportunities for participants to socialise informally, to take part in competitions and one-off trips
- Doorstep Sport Clubs can be successful in a range of different settings and venue types - what is most important, is that **the setting is easily accessible and familiar to the community being targeted**. Also, it is critical that facility based staff are welcoming of the young participants.
- Many Doorstep Sport Clubs use community and youth centres which provide participants with **refreshment and social** areas to 'hang out' and socialise with their peers during the Doorstep Sport Club activity nights.

Doorstep Sport Club Examples**Chorley**

- Core staff at the Chorley Doorstep Sport Clubs offer a range of different activities on a weekly basis including basketball, football, badminton and squash. In addition, coaches from local sports clubs come into the Doorstep Sport Clubs to provide taster sessions in activities such as free running, gymnastics, trampolining, fencing, korf ball, rugby league and a mobile skate park!
- The Doorstep Sport Club has also provided participants with opportunities to take part in wider StreetGames events such as the Mass Participation and Regional Festivals, Football Fives tournament and Pop Up Clubs. Plus the Club also hosted a one-off celebration event which brought together local sports clubs and partners to offer activities such as fencing, trampolining, aquatics, human bar football, rugby league challenge, boxing, badminton, table tennis, basketball, graffiti art and inflatable sumo wrestling!

St. Helens

- The X-Club Doorstep Sport Club in St. Helens partitions a sports hall into two areas to provide Parkour and Free Running in one half of the sport hall and a female only football session in the other half of the hall. For the second hour, the main lights are switched off, party music and disco lights are switched on, and the hall is transformed into a retro style Roller Disco.
- The Dance Boot Fit Doorstep Sport Club focuses on offering fitness activities such as dance, fitness and gym sessions including . On a Zumba, bokwa, aerobics and street dance.
- Ravenhead Foyer Doorstep Sport Club run by the Your Housing group aims to provide activities every day of the week for their residents. Activities include Zumba sessions, a running group, rugby league sessions including early morning 'burn your breakfast' training and a club night of social and 'drop in' activities which include pool, table tennis, dance, cycling, Wii and healthy cooking sessions followed by a healthy living quiz and movie night. The Doorstep Sport Club has also recently attracted match funding to develop an on-site gym facility.

Table 5 -**Learning to date: Doorstep Sport Clubs****Key Success Factors & Learning****Operating Principle No 5 - Communication & Collaboration**

- **Direct Engagement:** The target audience are unlikely to attend a Doorstep Sport Club if it is only promoted through print material such as posters and leaflets. Word of mouth is essential - through outreach work, taster sessions and links into pre-existing friendship groups at youth centres etc. Plus the use of social media messaging was also found to be an effective form of word of mouth.
- **Developing partnerships** and providing Doorstep Sport Clubs via a multi-agency approach can be extremely helpful, in terms of helping to promote and enhance Doorstep Sport Club sessions

Doorstep Sport Club Examples**Haringey - London**

- The Commerce Road Doorstep Sport Club in Haringey initially struggled to attract and retain participants and many of those who did attend during the early weeks tended to be below the target age range of 14-25 years.
- Staff at the Doorstep Sport Club were finding that promotion via traditional marketing channels such as Housing Association newsletters and leaflet drops were appearing to have little impact in terms of attracting new participants.
- In response, the Doorstep Sport Club utilised local young people involved in the StreetGames Young Volunteer programme to act as local Activators and go out onto the street to promote the Doorstep Sport Club sessions face-to-face to other young people in the area which has proved to be effective. The Doorstep Sport Club also linked into a Haringey Council community event to promote and act as a launch event in January and the placement of a Doorstep Sport Club banner at the venue also promoted interest in the sessions.

Doorstep Sport Club Examples**My Future Doorstep Sport Club - London**

- MyFuture Doorstep Sport Club which is led by the MyFuture community team in Bromley south London is delivered with support from a range of different partners. The Youth Support team from Bromley Council provide pastoral support to participants plus advice, guidance and key local intelligence. Affinity Sutton Housing Association help to promote the Doorstep Sport Club activities to their residents, recruit participants and provide pathways into employment. The Priory School provides use of their community sports facilities and also refer participants to the programme, whilst local sports clubs provide specialist coaching and pathways into sports specific activities. Pro-Active Bromley provide strategic support.

Dewsbury

- Dewsbury Doorstep Sport Club in West Yorkshire is led by Kirklees Council. However, the Doorstep Sport Club team see a key part of their success being a result of the involvement of another community organisation called Set 3. The Set 3 team operates within Dewsbury on the council estates and has provided volunteers and sessional workers to support the Doorstep Sport Club sessions. In addition, the Doorstep Sport Club has asked local community centres and youth agencies to promote the Doorstep Sport Club sessions. In addition, StreetGames ambassadors have also run taster sessions within the local college and the club organised and hosted a neighbourhood festival using coaches, volunteers and young leaders from the sessions and which featured sport, music, nail art, and street art.

Table 5 -**Learning to date: Doorstep Sport Clubs****Key Success Factors & Learning****Operating Principle No 8****Youth Leadership & Action**

- Teenagers and young people want to have a say in their activities - Doorstep Sport Clubs which **put youth action at the heart** of the sessions
- Clubs which have **engaged and are up-skilling young volunteers to support the Doorstep Sport Clubs** have been key. Young leaders and volunteers not only support the running of the Doorstep Sport Club but also act as peer champions for the Club and promote it to friends.

Doorstep Sport Club Examples**Granville, Derbyshire**

- At Granville Doorstep Sport Club youth action is at the heart of the sessions - every week young people make decisions about the sports they want to play. At the end of each term, Doorstep Sport Club staff ask all the young people what they want to play next term so that they can make sure that they have the right skills and equipment for the new sports. Participants are also encouraged to take on roles and responsibilities that they feel comfortable with and 'ease into' volunteering.

Newcastle Upon Tyne

- Both the Fusion Plus and Girls Fitness Doorstep Sport Clubs in Newcastle place a strong emphasis on developing young volunteers. The Doorstep Sport Club coaches leading the Fusion Plus sessions are supported by six young volunteers who are part of the StreetGames Young Volunteer programme. In addition to gaining on-the ground experience during the weekly sessions, the volunteers have also taken part in a wide range of training courses, including Activator workshops in rugby and tennis plus NGB Level 1 qualifications.
- Young females from the Girls Fitness Club have also been encouraged to develop their leadership skills - with two now having completed their Street Cheer Coaching training and leading teams in the Cheerleading National Championship (including the winning team). One young volunteer will now be taking over as lead instructor at a dance based session held at the Centre on Monday evenings.

Leeds

- The NCL Doorstep Sport Club in Leeds puts its high retention rate down to the Doorstep Sport Club being volunteer led, with young people from within the sessions taking an active role in the development and delivery of each session. For example the dance session is run by two youth leaders, aged 19 and 21 who choreograph and teach routines to the rest of the group each week.

Operating Principle No 2 - Equity

- The **inclusion of 'female only' offers and sessions** can help to attract young females who prefer to play in a single-sex environment.

Table 5 -**Learning to date: Doorstep Sport Clubs****Key Success Factors & Learning****Doorstep Sport Club Examples****Hull**

- The Try Line Girls session run by Hull FC has proved popular - running on Wednesday evening, the Club offers a multi-sport session which girls can stay for as long or short as they want spanning three sports; touch rugby, fitness and cheerleading. The session complements a more male based Club which runs on Monday evenings and provides a rugby league and multi-sport offer.

Borehamwood

- Child UK in Borehamwood, Hertfordshire has developed a female only Doorstep Sport Club offer - Us Girls Rocks .The sessions take place on Friday evenings in a modern dance studio on a school site in the heart of the local community and provides dance during the first hour followed by creative activities, such as nail art for the second hour. Participants have a good relationship with the dance instructors - with lots of chatting and laughing, creating a good atmosphere at the session.

Operating Principle No 3 - Workforce Development - (Doorstep Sport Club Delivery Staff)

- Successful Doorstep Sport Club sessions are fun, friendly and engaging - this atmosphere was largely determined by having **the 'right coaches' to lead the sessions**. Those most effective, tended to have a sophisticated blend of interpersonal, youth work and sport specific knowledge, in order to provide sport at the right time, at the right price, in the right place and the right style.
- The **skills and qualities which were a golden thread for successful delivery** regardless of geography included frontline staff who were: knowledgeable about sport and easy to understand, down to earth and real, open and helpful, positive, welcoming and consistent, motivational and supportive. "In for the long-haul", experienced in managing group dynamics, passionate about sport and physical activity, a mentor and role model who encouraged feedback.

Doorstep Sport Club Examples**Granville, Derbyshire**

- The sports leaders at Granville Doorstep Sport Club adopt an informal approach to the sessions with a focus on fun and enjoyment for the young people, giving hints and tips for improving their playing skills (via hidden coaching) and encouraging different friendship groups to mix with each other.

Chorley

- The success of the Doorstep Sport Clubs in Chorley are largely down to the passion of the staff involved, who work tenaciously to drive both clubs forwards. They ensure the sessions are participant led, as well as ensuring the sessions are fun and varied. Doorstep Sport Club Staff work hard to build a rapport with the participants which keeps them coming back each week.

(See Appendix A for additional Doorstep Sport Club case study information)

Next Steps

Year Two Doorstep Sport Club Roll-out

- 5.10** Following the successful roll-out of Year one Doorstep Sport Clubs, StreetGames will induct 700 new Doorstep Sport Clubs during 2014-15. Approx. 300 Organisations will be delivering the Doorstep Sport Club programme in year two
- 5.11** During Year two there will be approximately 150 Organisations commencing new delivery and 150 Existing Doorstep Sport Club Organisations - developing Year two programmes for existing clubs and also growing and developing new clubs.
- 5.12** The new Doorstep Sport Clubs will begin to launch their activities from June 2014 and will be set up in many new areas across the Country.
- 5.13** In order to make a bigger impact in areas of high disadvantage, a number of Priority Local Authority Areas have been identified. A strategic discussion has taken place in 15 Priority Local Authorities to seek to influence local strategies to ensure the needs of disadvantaged youth are considered and to raise the possibility of establishing a local forum that brings together DSC hosts to engage in a process of joint planning and collaboration. We would like to talk to Sport England about helping with this work
- 5.14** A fundamental part of the StreetGames support mechanism is the hand holding via Doorstep Sport Advisers that helps identify develop needs and next steps. One of the Case Studies included in Appendix A paints the picture of a local Housing Organisation who have made great strides in growing and developing their Doorstep Sport Club programme. The Year 2 programme



will involve a wide variety of Host organisations delivering DSCs- including colleges/leisure trusts and Housing organisations. This is a very important part of helping to grow doorstep sport in new markets. Appropriate support will be given to support these organisations with a view to opening further opportunities in these networks

- 5.15** As we move into Year two we expect to see a greater focus on the business of helping host organisations to build their capacity and increase their fundraising activities.
- 5.16** Year two will also see increased support to help organisations to make a case for impacting on wider social outcomes. The opportunity to connect to health and crime agendas is of vital importance. StreetGames will be providing both case studies and toolkits as well as brokering local relationships, where possible. Experience shows that where we can connect people locally, the biggest gains have been realised.
- 5.17** Year two will also see StreetGames seeking to develop quicker and more targeted responses to organisations that are “struggling” for whatever reason. We will have a team of DSAs who are able to respond to data gaps and concerns, as well as requests for help. The DSA teams will work closely with Network Co-ordinators to ensure they stay close to the “delivery action”
- 5.18** The new Doorstep Sport Clubs will include 200 which will be focused on the provision of ‘solo’ activities i.e. sports which can be undertaken by participants on an individual basis such as running, dance and fitness. These clubs will be tasked with testing different solo sport offers with our target market in order to gather learning

on 'what works', the lessons and key challenges - with the key objective of helping young people develop their sporting habits for life in activities which are known to be popular through later life stages.

- 5.19** Year two will also see StreetGames prioritising the need to support host organisations in their work to develop leadership pathways for young people, through youth volunteering and leadership programmes. There will be an increased focus on developing a framework for demonstrating impact in terms of the personal development of young people.
- 5.20** In addition, year two will see an increased focus on ensuring the Host Organisations prioritise the need to attract females into DSCs. It is anticipated that approx. 100 organisations will be delivering girls only programmes- through the Us Girls Programme.
- 5.21** A Year two priority will be the further analysis of the participation data, we will be able to monitor and analyse data that highlights important trends such as which sports are most popular/popular multisport combinations/drop out points/ seasonal differences.
- 5.22** We are committed to enabling an increased involvement of young people in providing feedback and ideas about future delivery issues and ideas - via regular feedback opportunities.
- 5.23** Efforts will also continue, around gaining leverage from Major Sports Events to enable DSC participants to enjoy and be inspired by opportunities to spectate at major sporting events; building upon our previous Give and Go campaigns linked to the London 2012 Olympics and 2014 Commonwealth Games.

