

street  
games  
case study



**Report Subject:**  
**Access Sport - Storm  
Doorstep Sports Club,  
Newham**

**Title:**  
**A Doorstep  
Sport Club in  
Development**



## Background

The charity Access Sport currently run 19 Doorstep Sport Clubs (DSCs) located in East London and Bristol.

During the summer of 2013 Access Sport met with Thames Housing and Newham Active to discuss the best location for a new DSC - these discussions, identified the need for a DSC at a Foyer within Newham, where Active Newham had previously provided 10 week blocks of sports sessions.

Foyers provide accommodation for young people aged 16-24 years who are at risk of being homeless, have had difficult upbringings and might have had problems with difficult behaviour and/or alcohol and substance misuse.

With a unified belief that regular access to sport and additional opportunities would be a positive foundation for these young people, Access Sport and Active Newham set up Storm DSC in Autumn 2013.

Prior to launching the DSC, Access Sport held a BBQ on site in September 2013 to engage with Foyer residents and gather their opinions on what activities they would like the DSC to provide. This initial feedback highlighted demand for boxing and Zumba.

## Early Challenges

Sadly, in the weeks leading up to the launch of DSC activities, one of the young men who had shown an interest in volunteering at the club committed suicide at the Foyer. Weeks later another young person was stopped by police after threatening to jump from the building and funding cuts have resulted in the mother and baby unit at the Foyer being closed.

## DSC Development

Against the back-drop of these extremely challenging circumstances, Access Sport has worked hard to establish and develop a DSC at the Foyer and weekly Zumba and boxing sessions have been running since October 2013.



# Background Facts for Doorstep Sport

Although there is a park located near to the Foyer, residents were not keen to use this facility and therefore, the DSC activities have all taken place within an on-site function room, which although not ideal for sports activities, is where the residents feel more comfortable.

Numbers attending the sessions were very low during the early weeks, as it took time to reach out and engage the residents. However, over time the club has built up a core of regular attendees and in total has engaged over 70 participants.

The Zumba sessions are led by a local instructor, whilst the boxing sessions were initially set up by linking with West Ham Boxing Club.

Incentives and rewards such as vouchers, t-shirts and snacks have been provided to encourage attendance, which are well received and although the numbers are not large (circa 8-10 per session) the activities are now attracting a core of regular attendees with extremely positive feedback.

In order to support the sustained develop of this DSC, Access Sport has:

- Worked collaboratively with the residents to design their DSC name and logo - to develop a sense of ownership.
- Supported three young residents to attend a Boxing Leaders qualification. One of these young men has now

also undertaken a Basketball Activator Course. As a result two of the young residents (Ashley aged 26 and Jourdyn aged 23) have now taken on responsibility for running the session. Ashley is now being paid by Access Sport to run the weekly boxing sessions.

- Identified an Activator, Adam who is now supporting the administration and promotion of the club.
- Encouraged two further residents to help set up the room and equipment for the sessions. These volunteers, Sophia and Jamie have also helped to add archery and table tennis to the Tuesday evening offer.
- Provided residents with C.V. skills workshops.

In addition, the Zumba instructor has built up a great relationship with the residents and is not only teaching the girls Zumba but also helping them to understand fitness and nutrition.

## Future Plans

Over the next year, Access Sport plan to work closely with Storm DSC to increase the sporting offer available at the site and establish competitive pathways for those wishing to take the sport further.

By enhancing the sporting offer, Access Sport hope to attain 40 regular club members and engage an additional 40 young people through one-off sessions.

Through sport leadership courses, coaching qualifications, workshops and training, Access Sport hope to up-skill at



# Background Facts for Doorstep Sport

least 10 young people who can support the club as volunteers, as well as providing opportunities outside of the club which will improve their employability skills. Ultimately, Access Sport aims to help set up a young person's committee so that the residents themselves can take over the responsibility for maintaining and growing the club.

Given the extremely challenging starting point and the fact that the DSC is specifically targeting a group of vulnerable young people - these achievements are no simple task!

## StreetGames

StreetGames is a national partner of Sport England and a centre of expertise for developing doorstep sport in disadvantaged communities.

The charity supports community based sports projects that deliver sport and volunteering opportunities to young people living in the 20% most deprived wards in the UK.

StreetGames works with National Governing Bodies of Sport to establish and develop links between community and mainstream sport. Recognised by the London 2012 Olympic & Paralympic Games Inspire Mark, StreetGames is creating a lasting legacy of doorstep sport in the UK.

