

street games case study



Report Subject: Metropolitan Commerce Road DSC

Title: A Doorstep Sport Club in Development

Background

Metropolitan Housing Association set up five Doorstep Sport Clubs (DSCs) during 2013 - three based in London and two based in the East Midlands.

The DSC based at Commerce Road in Haringey was originally set up to provide multi-sport activities on Friday evenings on a multi-use games area (MUGA) situated in close proximity to local housing.

Early Challenges

Set up during the autumn of 2013, the DSC sessions at Commerce Road initially struggled to attract and retain participants. Some of those who did attend during the early weeks tended to be below the target age range of 14-25 years.

The biggest challenge appeared to be the venue - an outdoor MUGA with no floodlights or cover, which proved a difficult place to start DSC sessions during the cold and

wet winter months. In addition, incidences of anti-social behaviour in the area often deterred some young people from attending.

Plus promotion of the DSC via traditional marketing channels such as Housing Association newsletters and leaflet drops were appearing to have little impact in terms of attracting new participants.

DSC Development

By listening to young people, undertaking targeted outreach work, developing partnerships and being willing to make changes, the DSC has gone from strength to strength. It has now engaged 58 participants, comprising 71% in the 14-25 age group and a significant proportion (70%) who have attended at least once a week in any one month.

Key actions have included:

- Securing an indoor venue through discussions with



Background Facts for Doorstep Sport

fellow Housing Association; Homes for Haringey, who owned a community centre in the same area. As a result, the DSC has been able to set up new activities on Monday and Wednesday evenings 6-9pm which uses both the MUGA and the Commerce Road Community Centre. The Friday evening multi-sport sessions continue, but with a focus on the younger aged participants (*provided without DSC funding*).

- Although relatively small, access to the Community Centre has proved extremely valuable - particularly in extreme weather. Plus the indoor space has also provided the opportunity to include activities such as dance/fitness and gives participants a space to just 'hang out' informally with friends and buy refreshments.

- **Direct engagement and promotion** - the DSC has 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 DSC sessions face-to-face to other young people in the area which has proved to be effective.

- The DSC also linked into a Haringey Council community event to promote and act as a launch event in January and the placement of a DSC banner at the Commerce Road venue has also promoted interest in the sessions.

- **Expanding the range of sports available at the DSC.** The DSC has expanded the range of activities available to broaden its appeal. The sports provided are

based on participant demand and have included activities such as football, basketball, dance, handball and Parkour.

- The Monday and Wednesday evening sessions provide a mixture of single sport rotation and multi sports sessions mainly running outside with the indoor venue being used for dance/fitness sessions and in wet weather conditions only.

- **Offering something different** - the provision of Parkour at the DSC has proved to be immensely popular and was described as a 'turning point' by the Project Co-ordinator; an activity which the young people 'really took to'. Given its popularity Parkour has continued to be provided with coaches moving young people around and into different areas to take part in activities.

- Ensuring that the DSC activities **offer something different and complimentary** to other providers. The DSC is located circa 10 minutes away from community sessions provided by Tottenham Hotspur FC. The football club's community sessions are located in a high quality venue and are very popular amongst those with a keen interest in football. By providing different sports, on different nights, in a local, community venue the DSC has been able to appeal to a different set of participants and in some cases also attract those who attend the Tottenham Hotspur FC sessions to take part in new/additional activities.

- **Further developing partnerships** - Through the



Background Facts for Doorstep Sport

DSCs, Metropolitan has been able to develop further links with key local agencies such as Homes for Haringey, who provide use of the Commerce Road Community Centre and in turn have seen the benefit for some of their residents who now attend the DSC. Plus the Police who

use the DSCs as a means of engaging positively with young people, joining in with activities and providing support and information in relation to specific incidences of ASB in the area.

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.

