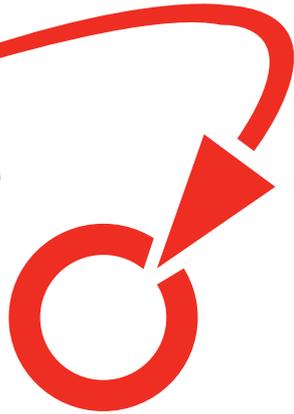


street
games
case study



Report Subject:
Dewsbury DSC

Title:
Delivering a vibrant and varied (VIVA) sporting offer & Making an Impact on Wider Social Outcomes

Dewsbury Doorstep Sport Club opened in October 2013. The first session was attended by 12 local young people from the Dewsbury Moor area of the West Yorkshire town. Six months on and a core of almost 30 now come to every session and it is hoped that numbers will grow still further this summer when the club moves from an indoor facility to outside grassed areas in the heart of the town's most deprived estates.

The Club, which is led by Kirklees Council has been able to link with another community organisation called Set 3 that operates within Dewsbury on the council estates and has provided volunteers and sessional workers which support the DSC sessions.

To promote the DSC, community centres and local agencies were asked to promote sessions, as were the Youth Service and local businesses, which have run car park cricket sessions and Urban Tennis tasters. In addition, StreetGames ambassadors also ran 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.

Consultation and planning was vitally important. The leaders asked the young people around the Dewsbury Moor estates what they wanted to do - boxing, football and basketball came out top, so that's what was provided initially. Sessions have subsequently developed further, to also provide some dance and tennis. The DSC provides three-week blocks of sessions and then changes the sport, it also tries to have two activities running at once so participants can choose what they want to take part in.

The Club has also added a café area, where participants can mingle and socialise ahead of the sessions and also *chill out*, do some graffiti or music during sessions.

In addition, leaders have also arranged for a number of



Background Facts for Doorstep Sport

guest coaches to deliver some of the sessions and organised visits from a number of local sporting celebrities like England rugby league players Eorl Crabtree and Matt Diskin, Andy Booth - a former Huddersfield Town striker and boxer Gary Sykes.

To promote regular attendance, the club has introduced an incentive scheme for the participants - offering branded sports wear for regular attendance as well as reduced entrance fees to local gyms and Council-run sports activities.

Some of the young people from the Dewsbury Doorstep Club have become involved in Parkrun and have actively filled volunteering roles at the weekly running events held in the area. Plus three participants aged 16-17 years have already been on the Tennis Activators course and Futsal Level 1.

During the planning phase, the session leaders consulted with the Police and the Council's Community Engagement team on anti-social behaviour hot spots and targeted these areas to get the young people into the sessions.

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.

The sessions are deliberately run on evenings when instances of anti-social behaviour are usually at their highest.

Encouragingly, the sessions have already made a difference to community safety. West Yorkshire Police have recorded a 10% drop in instances of low-level anti-social behaviour - such as damage to bus shelters, windows and garden fences - at the times the sessions run in the club's first six months. In addition, it appears to be having a positive impact on community cohesion. Project Co-ordinator Neil Joes said: *"It's got its problems but the young people come together on Tuesday and Friday nights. They play their sport together and it's really making a difference in the area.... They were mutually exclusive groups before. They have their certain territories and there's a main park in Dewsbury which acts as the border between the areas that they don't really cross. It's disputed land..... We've been doing some outreach work on the Multi-Use Games Area (MUGA) there and the idea is that the coaches do the outreach work at the MUGA and they direct the young people into the central club which is at one of the schools. We have a 3-G pitch there, a sports hall, squash courts and a dance studio, so it has really helped with getting the groups to mix"*.

