



BALANCED SCORECARD

23/24

As part of the StreetGames 10 year strategy, four key 'End Game' objectives have been identified. These are:

- 1 All young people from low-income, underserved communities can engage in life-enhancing Doorstep Sport.
- 2 There is a year-round, multisport offer available in every low-income, underserved community.
- 3 All young people from low-income underserved communities can access a pathway to become volunteers and future community leaders.
- 4 All mainstream sports providers change their practice to meet the needs of young people from lowincome, underserved communities.

The End Game represents a long term ambition. To help measure our progress and contribution, we have developed this scorecard that includes a set of key performance indicators which act as 'proxies' towards these long term goals and the medium term outcomes identified within our Business Planning process and represent a 'step on the way' to delivering the vision encompassed within the 10 Year Strategy. The scorecard also includes a number of internal KPIs related to our internal resources and processes.

ENDGAME 1

All young people from low-income, underserved communities can engage in life-enhancing Doorstep Sport.

STAKEHOLDER PERSPECTIVE

Stakeholders for StreetGames are organisations or individuals with a vested interest in our work. These include the network of LTOs, staff, funders, partners and most importantly the young people who are our ultimate beneficiaries.



92,835

Young people engaged by LTOs in the network as participants

Please note: We do not ask for full monitoring data from all of our network, instead we capture data from doorstep sport interventions where we have provided direct funding to LTOs for delivery (e.g. Us Girls London, Places for People, VRU funded intervention work) and also where we have undertaken a Strategic 'Network Weaver' role e.g. such as HAF delivery. The majority of this data is from HAF to date.

The data above is from these sources.



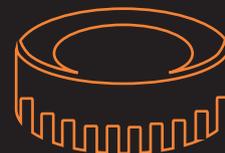
7

On average, doorstep sport participants scored 7 / 10 in terms of their subjective happiness



7.1

On average, doorstep sport participants scored 7.1 / 10 in terms of their subjective life satisfaction



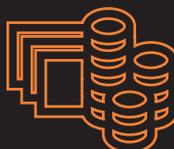
6,117

Opportunities provided to young people in the network to spectate at live elite sporting events



79

Partnerships



£8.3m

Value of partnerships



£10.29m

Investment to LTOs for Doorstep Sport Interventions

LEARNING & GROWTH PERSPECTIVE

Greater workforce knowledge and understanding through CPD and Training

EXTERNAL



3,290

Attended StreetGames training courses

EXTERNAL



92%

Of learners said they had learnt something new

EXTERNAL



91%

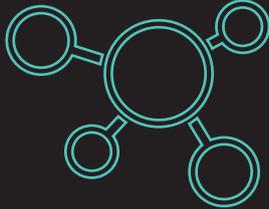
Of learners said they had learnt new skills

ENDGAME 2

There is a year-round, multisport offer available in every low-income, underserved community.

STAKEHOLDER PERSPECTIVE

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74

New Locally Trusted Organisations
in the network



£2.1m

Fundraising Target for LTOs



562

LTOs receiving investment for
Doorstep Sport interventions



49%

of LTOs who have been provided
with funding/sustainability support
from StreetGames



206

Geographic Reach of Network
(no. of Local Authorities)



4

New evidence based
research pieces



97%

Of LTOs report satisfaction
with StreetGames
services & support



67.5

StreetGames has a Net
Promoter Score of 67.5,
as scored by respondents
to the 2023 network survey



89%

Of LTOs feel aligned
with StreetGames

ENDGAME 3

All young people from low-income underserved communities can access a pathway to become volunteers and future community leaders.

LEARNING & GROWTH PERSPECTIVE

Growth in the involvement of young people in all areas of development and delivery



42

Youth empowerment opportunities provided directly by SG

Opportunities have included: Youth Voice (Platypus, Choices & Inspyre health research projects), Next Gen, Young Advisors, Event Volunteering, SG interview panel



436

Young people have taken part in youth empowerment opportunities

ENDGAME 4

All mainstream sports providers change their practice to meet the needs of young people from low income, underserved communities.

STAKEHOLDER PERSPECTIVE

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14

'Formal' Sports Sector Partnership Projects



£467k*

Value of sports sector partnerships

**this figure does not include Sport England or Sport Wales investments*