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Lewisham Housing Directorate Doorstep Sport Project

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Interim Report
April 2024



About StreetGames

StreetGames is one of the UK's leading 'sport for development' charities – changing lives and transforming communities through the power of sport.

Since 2007, StreetGames has been working with community organisations across the UK to transform young people's lives through sport.

Our network now totals over 1,600 local community organisations – from sports clubs and community groups to housing associations, leisure trusts and local authorities. These organisations are uniquely placed to support young people in their communities, by offering a safe place with trusted coaches and organisers who know their neighbourhood and the young people who live there.

With our years of experience, and status as trusted sector leaders, we are proud to support every one of the organisations in our network through knowledge and insight, help with sustainability and investment, practical tools and resources, networking opportunities and more – empowering them to do what they do best: creating positive change in the lives of young people through sport and physical activity.

We are the people beside the people who change lives and communities.



Lewisham Housing Directorate & StreetGames



Lewisham

Context

Since September 2023, StreetGames have been working with Lewisham Housing Directorate to deliver a Doorstep Sport programme for the young people living on the Crossfield Estate in Deptford. Lewisham Housing Directorate are responsible for the management of 19,000 homes across the borough, providing essential services for residents. The aim of the project was to help build resilience, skills for life and community connectivity among the young people living on the Crossfield Estate.

StreetGames were tasked with commissioning a Locally Trusted Organisation (LTO) to deliver an engaging programme that would achieve a long-term impact on the estate. LTOs are stable and trusted by the local community, they build partnerships, relationships and connections locally, have good governance and are able to demonstrate the impact of their work. By applying the 5 rights of doorstep sport – Right; Place, Price, Time, People & Style, LTOs contribute to enhancing the lives of young people across targeted areas.

Project Design

Having undergone a consultation with the residents on the estate and with the support of Lewisham Housing Directorate staff, StreetGames commissioned a Locally Trusted Organisation - Saving Souls Hub, to deliver a project over a 12 month period. Saving Souls, who had previously worked with Lewisham Housing Directorate on the opening of a MUGA in Forest Hill are known by the community and have extensive experience of delivering sport and physical activity making them perfectly placed to take on this work.

Saving Souls project incorporates a mixture of football, basketball, self defence and wellbeing sessions. The sessions are accessible, educational and empowering opportunities for the young people on the Crossfield Estate with the activity being delivered on a MUGA nearby. At the start of their project, Saving Souls delivered a taster day of activity to understand what sort of sports the young people wanted to access. They have also incorporated trips and enrichment activities into their project to enhance engagement and retain participants.

Saving Souls



Saving Souls is an all-inclusive hub which focuses on the reduction of violence, isolation and loneliness as well as improving the wellbeing of their local community through the power of sport. Saving Souls have experience of providing services and activities for young people from low income, underserved communities. They do this through the delivery of educational workshops, regular football training, self-defence sessions, access to a trained counsellor and peer support sessions.

Led by a respected local leader, Kerry, Saving Souls also run a local community foodbank and work exclusively to benefit the lives of people from the local community. Kerry has the needs of the young people at the heart of everything he does and is regularly looking for ways to enhance Saving Souls' offer. Most recently this has been illustrated by providing hygiene packs for young people to use after the sessions including deoderant cans and hand sanitiser.

As part of their involvement in this project, Saving Souls, which is the trading name of The O.T.M.S Foundation Ltd have joined the StreetGames network to widen their reach and connect with likeminded organisations. Whilst the focus of a lot of the activity delivered as part of the project is male participant dominated, Saving Souls are developing an offer to include female participants in their sessions.



Delivery Stats

Thanks to the work of Saving Souls, the young people on the Crossfield Estate have been able to access weekly sport and physical activity for free.

Below is a summary of what has been delivered by Saving Souls so far:



179



Total attendances by young people at the sessions

24



The number of unique young people attending the sessions

21



The number of sessions delivered by Saving Souls so far



Trips & Activities



Training Sessions at Goals

In December the young people attended 2 sessions at a 'Goals' centre where they worked with a professional coach on an advanced playing surface. They then progressed to playing a team game against a Rising Talents who are led by a well known social media influencer Marcus Daryll. The opportunity aimed to boost their confidence, empowerment and team spirit.



Bromley vs York

The young people were treated to a trip to watch Bromley FC vs York City in the Vanarama National League as a reward for their engagement in the sessions. Some of the young people were fortunate enough to meet one of the Bromley FC players. York won the game 2-0 but that didn't stop the young people thoroughly enjoying the experience.



Trips & Activities

London Youth Community Football Tournament

The young people were entered into a community tournament organised by London Youth in King's Cross. The event allowed them to compete with other youth organisations in London and enjoy a new experience.



FOOTBALL FESTIVAL

The tournament will be 5-aside and each organisation can register up to 2 teams per age group, with a maximum of 8 players in each squad.

Boys
U19s U16s
U14s

Girls
U14s

 CORAM'S FIELDS WC1N 1DN



 FRIDAY 16TH FEB 2024

 10:30 - 16:00



TROPHIES
& PRIZES

For more information, please contact
carl.reid@londonyouth.org or call 07513 724 186



Promotion

Saving Souls produced the below flyer to advertise their taster sessions to the young people.

CROSSFIELD ESTATE PROJECT

EVERY FRIDAY 4PM-5PM

AGE 11-18

Join us each week as we take on different sports activities including Football, Basketball, Self-Defence, all geared around providing a space for you to meet new people and create a thriving community

Included in this, some young people will be selected to take part in free training provided by streetgames in order for you to one day create your own project

Time to get active!!!!



ADDRESS

CROSSFIELD ESTATE, OFF
DEPTFORD CHURCH STREET
SE8 3DY

MORE INFORMATION

INFO@SAVINGSOULS.ORG.UK



ideal
HEATING

Lewisham
Homes

Moving Forwards

Partnerships

Saving Souls are constantly looking to enhance their offer for young people, ensuring nobody misses out on the opportunity to take part in sport and physical activity. Kerry, the lead coach for Saving Souls has established a partnership with GLL to use Wavelengths Leisure Centre during periods of bad weather and so that the sessions can be sustained long term.

Conversations are also underway to develop a partnership with another local organisation XLP to collaborate over school holidays which will support the young people to engage with their peers and integrate into new projects to stay engaged in other provision. XLP are another organisation that are part of the StreetGames network and this is a great example of LTOs in the network connecting with each other to enhance the lives of young people from low income underserved communities.

Engaging Female Participants

Saving Souls are in discussions with local schools to involve girls in their delivery. There is a group of young females who have attended the sessions on a Friday to spectate sessions, rather than participate. Kerry is consulting with them to understand how they become more actively involved from a participation perspective.



Stay Tuned....



I've been very impressed with the doorstep sport project delivered in partnership with StreetGames and Saving Souls Hub in Deptford. From day one, they have always been looking at how they can go the extra mile to ensure the project is a success and deliver for local young people. Saving Souls have gone out of their way to support the young people who have got involved in the project, even registering them for a 5-a-side tournament in North London and taking them along in their own time. The team at StreetGames have kept me informed on progress and become a trusted partner. It has been a pleasure to work with everyone involved in the project.

Emilio Scozzafava - Senior
Community Relations Officer,
Lewisham Housing Directorate.

We are delighted to be working with Lewisham Housing Directorate and Saving Souls Hub to provide an exciting doorstep sport programme for young people on the Crossfield Estate.

Gary White - Sustainability
Team Leader & Housing Sector
Lead, StreetGames