

# TOGETHER FUND

## Summary Learning from StreetGames Network

April 2023



**SPORT  
ENGLAND**

## INTRODUCTION

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During 2022, 66 locally trusted organisations (LTOs) in the StreetGames network received Sport England Together Fund (TF) investment (average award amount of circa £3,200).

TF investment is being used to support LTOs to provide a wrap-around offer of sport, physical activity and engagement for young people from lower socio-economic groups.

All TF funded LTOs have been given support and guidance to help them provide their young people with opportunities to celebrate, get involved and feel the 'ripple effect' of the major sporting events taking place in the UK during 2022 as part of a wider StreetGames campaign called #Inspiration2022.

The aim of #Inspiration2022 was to bring to life the major events taking place in the UK and make these 'accessible' to young people, through provision of:

- Funding to energise local 'doorstep sport' delivery.
- Multi-Sport Activator Training for coaches & volunteers.
- ACES & Trauma informed practice (online) workshops.
- Kit/Equipment bags to enable LTOs to deliver a range of activities linked to major sporting events.
- Tickets to sporting events (via partners, not funded through the TF) to create memorable experiences (e.g. including the Commonwealth Games, Women's Euros & Rugby League World Cup).
- Support, advice & ideas from StreetGames DSAs and Fieldworkers.

A delivery guide was created to provide funded organisations with lots of sport and physical activity delivery ideas and wrap around activities to ensure young people had the opportunity to take part in a varied and vibrant offer during the summer and beyond. This included innovative ways to capture monitoring data and evidence to help projects demonstrate the impact of their work.

Six sports activators and two 'ACES and Trauma Informed Practice' workshops were delivered over the period, engaging over 100 learners.

The Kitbags included Badminton Rackets, Basketballs, Dodgeballs and many more bits of sports equipment. The actual bags themselves were also useful for LTOs who had storage space for their equipment as they used the bags to transport equipment around their different delivery sites. The variation in sporting equipment provided has enabled LTOs to offer a variety of sports that did not exist within their current offer which was met with glowing feedback from the participants.

At the time of writing this report 27 TF projects had completed their delivery and provided survey feedback (others will be finishing between now, April and September 2023). This report provides a summary of some of the highlights and learning from the LTOs that had completed their activities by 31st March 2023.

## TOGETHER FUND PROJECT EXAMPLES

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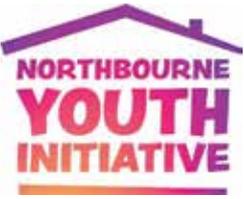
Some TF funded project examples include:



Salford Community Leisure organised a range of activities, including the Salford Summer Festival, to promote sports opportunities in underprivileged areas. The event aimed to spread positive messages and educate young people about health and well-being, while also directing them towards various community services.

Livewire in Warrington ran a 'Saturday Sports' project to engage local young people in a variety of sports sessions, and rewarded participants with incentives and opportunities to take part in other initiatives.





Hat-Trick and Northbourne, based in Newcastle Upon Tyne provided sport sessions for children and families to try new sports and linked the sessions to major sports events. They also used social media to connect young people from across the city.

Liverpool City College provided a range of activities, such as bringing together two organisations to play a futsal tournament, which ran over a week. The young people were from both Liverpool College and Firefit, a youth club based in Liverpool. The tournament was FIFA World Cup themed. Each of the eight teams picked a country to represent and they were encouraged to learn about the countries culture.



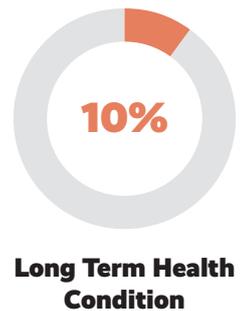
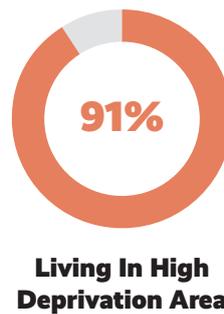
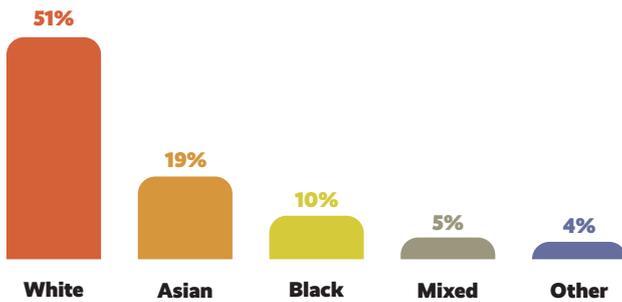
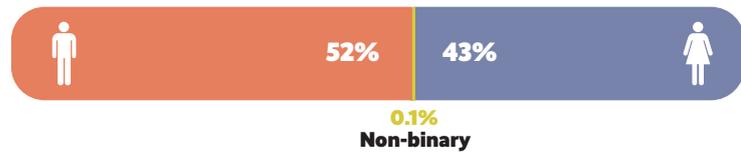
East African Association based in South London, provided new activity sessions, facilitated trips, and offered wrap-around support for young people facing issues linked to housing and immigration.

## PARTICIPANTS OVERVIEW



**2,328**

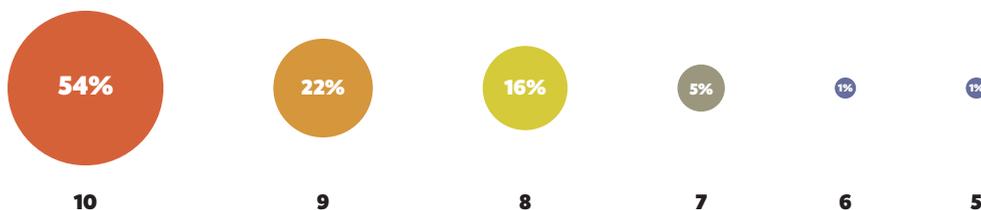
Young People Engaged



## PARTICIPANTS FEEDBACK

Survey feedback from a sample of those that have attended the sessions, shows how much they have enjoyed taking part – with participants scoring sessions 9 out of 10 on average.

How would you rate your overall experience?



## Benefits of taking part & What Young People Enjoy

Young people also provided feedback sharing what they enjoy about attending the sessions and the benefits they feel from taking part, including:



### Being able to try new things

The participants appreciated the diverse range of activities offered in the sessions, allowing them to explore new sports and learn new skills.

*"A variety of fun activities to try out. An opportunity to participate in sports and activities I've never tried before."*



### Socialising

Spending time with friends or meeting new people was one of the main reasons why the participants enjoyed the sessions. The sessions provided a safe space for socialising outside of school hours.

*"Very good social football."*



### Safety

The participants felt safe during the sport sessions, and some felt it kept them busy and out of trouble. The coaches and leaders contributed to this feeling of safety by being welcoming and friendly.

*"Always feel safe and involved."*



### Ownership

The young people valued having control over how their sessions were run, making them feel valued.

*"It really felt like it's our project."*



### Enjoying Sport

Playing the sports on offer was a source of enjoyment for many of the participants. The delivery of the sessions encouraged good sportsmanship and fairness, which enhanced their enjoyment.

*"It gives me freedom to play what I love."*



### Fun

The young people found the sessions enjoyable and fun, which was a key factor motivating them to attend.

*"It's enjoyable and fun."*



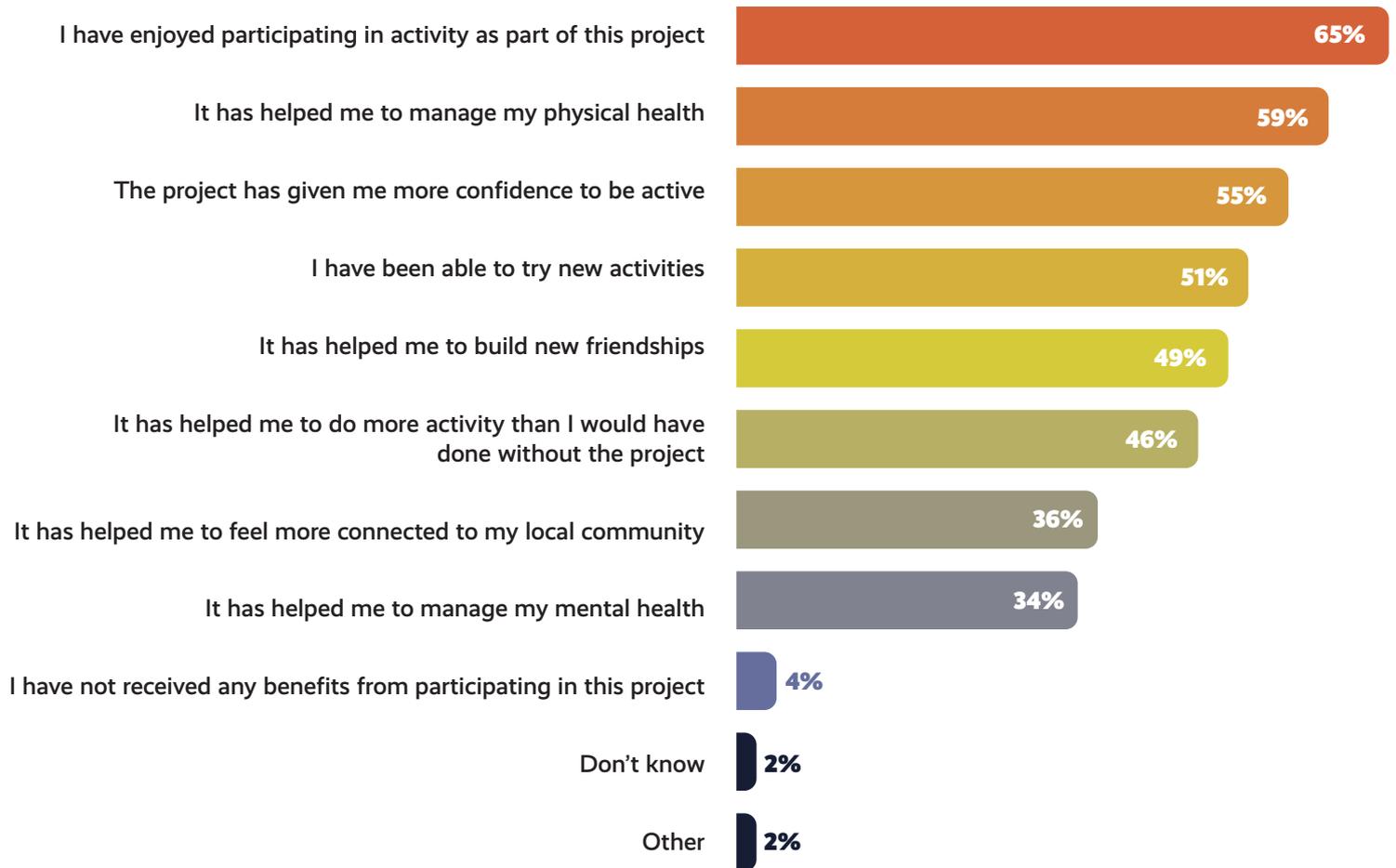
### Personal Development

The sport sessions were viewed as a place for personal development, with opportunities to improve communication skills, health, leadership skills, and confidence. Some participants had the chance to volunteer and undertake placements with their LTOs, which they saw as rare opportunities.

*"I have never had any support like this before and never got placements elsewhere because they always say they are full."*

Young people also shared a range of benefits that they get from taking part in the TF activities, including 'enjoying' taking part, it helping to manage 'physical health', 'try new activities' and be 'more active'.

*What benefits, if any, have you received from participating?*



## LEARNING

Feedback from Project Leaders highlighted a range of aspects, which they felt were important / had helped to make their TF sessions a success, including:



### The Importance of Youth Voice

Many of the projects highlighted the importance of empowering young people to make decisions regarding the project design. The organisations found that young people were able to suggest fun and innovative adaptations to activities which would support less active young people to take part. Empowering young people to choose their own activities, meant they took ownership of the project, which had a positive impact on the consistency of their attendance.



### Diversity

All organisations placed importance on engaging a diverse cohort of young people. They found having a multi-sport approach contributed to this, as they were able to engage a wider range of interests. By working in partnership with other organisations also allowed greater diversity amongst the young people, as it allowed them to mix with groups from other areas/communities.

It was highlighted that providing opportunities to bring young people out of their usual environment had a positive impact, and the organisations provided examples of young people who had never been out of the area being able to access specific sport facilities for the first time which ignited their passion.



### Use of Social Media

Social media was highlighted as being a powerful tool for connecting large groups of young people. Social media was used to bring people together without having to face the barriers of doing this in person, such as, transport, time and territory boundaries.



### Being Adaptable & Flexible

Unforeseen circumstances such as the heatwave over the summer meant that organisations had to be flexible and adaptable with their project delivery. They commented on the importance of having contingency plans such as back up venues.



# KEY INGREDIENTS TO DOORSTEP SPORT

The feedback from project staff shows how many of the doorstep sport ingredients formed part of their offers – see examples below.

## Encouraging Lifelong Participation

- Organisations such as Salford Leisure ensured they were educating young people on the importance of physical activity and its contribution to wellbeing, to support them in making healthy decisions and positive habits.

## Rewards and Rewarding

- Celebration events were often used at the end of the projects. Livewire also used incentives and rewards to encourage participants to take part.

## The 4 'Rights'

- Salford Leisure offered a be-spoke program based on their knowledge of the young person's local area.
- Hat-Trick and Northbourne used social media to connect young people and eliminate obstacles such as transportation.
- Good Deeds provided free tickets to watch live rugby and women's football.

## Right Staff

- Organisations commented on how by using the right staff, who gave the participants ownership of the project, they developed positive relationships with young people and were able to retain them longer term.
- Many coaches/leaders attended ACES and trauma informed practice training that helped them to better understand the context in which they were operating and adapt their delivery and approach accordingly. *"Activator training was great for staff and we can take that forwards for a long time to improve our sessions".*

## Stable And Trusted Organisation

- Salford Community Leisure, Live Wire, Hat Trick/Northbourne, Liverpool College, and East African Association are all established organizations that provide opportunities for young people in their community.

## Clear Ethos

- Hat Trick/Northbourne emphasised connectivity amongst young people using #WestEndTogetherness on social media.

## Provision of an 'Attractive Offer'

- Organisations offered various sports to appeal to a wider range of interests
- The multisport activator training and accompanying kit bags gave coaches and leaders lots of new ideas and equipment to be able to offer a range of activities in a fun and engaging way
- Many of the organisations took advantage of the excitement around major sporting events, such as the Commonwealth Games, by theming their projects around them. Some of the organisations even managed to take some of their participants to watch the events live.
- East African association also provided the young people with opportunities to go on trips to places such as Alton towers and Bournemouth beach.

## Personal Development Opportunities

- Young people attending were empowered to shape the offers and make their voices heard
- Many of the projects informed participants about the various services and support systems in their community that offer personal and professional growth opportunities.
- Organisations such as Good Deeds also used their funding to provide volunteer training.
- Some of the projects encouraged young people to mix with others from outside of their usual environment to broaden their horizons.

## Year Round Opportunities

- Most organisations stated they would continue to provide weekly sessions for the participants once their project had finished.

## Multi-agency Partnerships

- Partnerships were utilised to signpost young people to other services. Liverpool college partnered with a youth club to encourage participants to mix.

