

# street games briefing paper



## Report Subject: **SPEAR Additionality Evaluation of StreetGames provision**

**By:**  
**Sport Physical Education &  
Activity Research Centre  
(SPEAR), Canterbury Christ  
Church University, 2011**

### Background

The Sport, Physical Education & Activity Research centre (SPEAR) at Canterbury Christ Church University carried out an additionality evaluation of StreetGames provision during 2010-11.

The study focused on the extent to which StreetGames sessions cater for needs that may not otherwise be provided for. Comprising a survey of a sample of participants and selected site visits<sup>1</sup>.

***“I like being able to play, if the session wasn’t on, I would just stay inside” Participant London***

<sup>1</sup> Conducted in 2010-11, the key elements of the study comprised a feedback survey undertaken with a sample of StreetGames participants (510). Plus site visits to a selection of projects (6) in which interviews and informal conversations were held with lead coordinators and a sample of coaches, participants and volunteers.

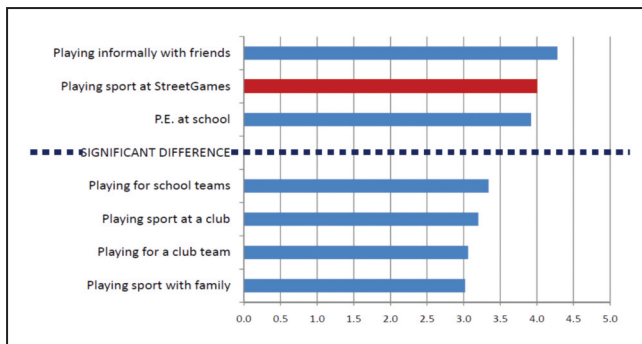
### Key Findings

#### Important role of StreetGames

The report highlighted the important role of StreetGames and in particular, it confirmed that there was clear evidence:

- That StreetGames sessions are reaching the key target group of disadvantaged young people.
- Of young people, mostly former participants, taking on leadership roles in delivering StreetGames projects.
- That for some young people StreetGames sessions are providing their only opportunity to take part in sports sessions outside of school or college.
- That StreetGames is providing something distinctive from and therefore additional to, the traditional organised sport context.





**Figure 1 – Average ratings for the contexts for playing sport**

- Participant ratings for StreetGames sessions are statistically significantly higher than any other organised way to play sport in participants’ free time (*c.f. playing sport in a club, school or club team*). See Figure 1.

## Appeal of StreetGames

A significant proportion of StreetGames participants are considered to be ‘low activity loners’ who were found to play little sport, either formally in clubs or teams, or informally with friends or family. However, they have clearly engaged with StreetGames as they rank StreetGames as their favourite way to play sport. As such, the report states that *“it seems highly likely that without StreetGames a significant proportion of low activity loners would barely engage with sport at all”*.

***“If I wasn’t here I’d be bored out of my mind at home or on the streets, causing no good if I am honest”***

**Participant, Sussex**

StreetGames sessions are also attracting ‘footie friends’ participants, who play lots of sport informally with their

friends and many, circa 70% are also members of a sports club. However, they too rank StreetGames highly as a means of playing sport; second only to playing sport informally with their friends.

The top three valued features by participants are that StreetGames is cheap, fun and safe. Followed by; being with friends, playing matches and it being organised. Informal feedback also highlighted that young people liked the sessions being ‘structured’ as this provides the opportunity to develop skills and ‘having organised games arranged’, although they valued this being in a relaxed manner and without formal coaching.

***“It’s good to have something competitive and organised”***

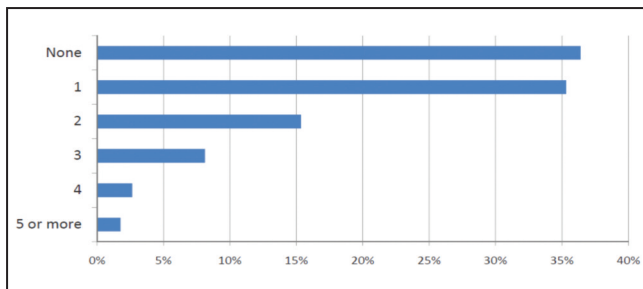
**Participant, Berkshire**

The survey results indicate that for StreetGames participants, the most popular sports outside of school/college comprise football, dance, basketball, rugby, gymnastics, tennis, swimming, netball, hockey, cricket and boxing.

Two-thirds of participants play sport informally with their friends on a regular basis. Suggesting that an emphasis on ‘friendship groups’ is likely to be a fruitful approach to engaging young people in StreetGames sessions.

72% of participants report none or one to the number of sports clubs of which they are a member of outside of school/college – see Figure 2.

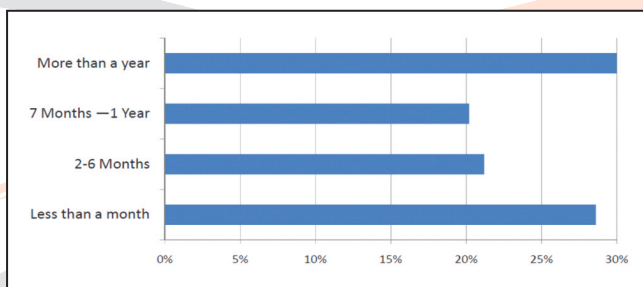




**Figure 2 – Number of clubs outside school/college participants are members of**

## Growing and sustaining participation

StreetGames sessions appear to continually attract new participants, whilst also retaining existing participants. The survey results show that whilst 30% of participants have been attending for more than a year, 28% have been attending for less than once a month – see Figure 3.



**Figure 3 – Participants length of attendance at StreetGames sessions**

Furthermore, based on the survey findings, the report estimates that once participants have been attending for more than a month, retention is likely to be high. The report estimates that 79% of those attending StreetGames sessions for 2-6 months will go on to attend for 7-12 months, and of those 74% will go on to attend for more than a year.

*“At first we were scared and shy as there were older girls there and we didn’t know how to dance...now it’s like a team”*

**Participant, Kent**

The average age of participants surveyed was 13 years; with just under half (44%) being drawn from the key ‘drop off’ age groups of 14+ years. There was also clear evidence of teenagers being retained within the projects; for example, at one of the site visits, the Project Coordinator commented that: *“the group of young people involved had started at the age of 15 or 16 and three years later the same young people now 18 or 19 are still playing together and are now largely running the sessions themselves with very little support from the original leaders.”*

## Report Conclusion

*“Participants themselves see StreetGames as providing a recognisably different product and experience from other contexts for organised sport,” and that “StreetGames is providing something distinctive from, and therefore additional to, the traditional organised sport context”.*

# Background Facts for Doorstep Sport



## StreetGames

StreetGames is the only national charity dedicated to developing sport with disadvantaged communities. It works across the country to try and reverse this long-standing trend and make sport accessible to all regardless of their social circumstances.

A national partner of Sport England, StreetGames is creating networks at national and local levels to strengthen the commitment to doorstep sport, as well as seeking significant funding to make the StreetGames projects sustainable. StreetGames' ambition is to link new doorstep sport with sports clubs, National Governing Bodies of Sport programmes, local authority services, and primary care trust projects.

Recognised by the London 2012 Olympic & Paralympic Games Inspire Mark, StreetGames Legacy Leaders is creating a lasting legacy of doorstep sport in the UK.



[streetgames.org](http://streetgames.org)

