

# Quest 2016 – Gplus 36 (FM)

## Doorstep Sport

## Guidance Notes

Issue 1 – July 2017



### Outcomes

- The organisation is working with a range of local partners and the community to deliver a sport and physical programme that is engaging young people (teenagers and young adults) from disadvantaged backgrounds (<http://www.streetgames.org/resource/areas-deprivation-postcode>), some of whom were previously inactive\*.
- There is vibrant and varied doorstep sport programme being delivered, taking place at the right time, at the right place, in the right style, with the right people and at the right price to meet the needs of young people - <http://www.streetgames.org/our-work-doorstep-sport-clubs/principles-doorstep-sports-club>.
- The organisation measures and reviews the doorstep sport programme, involving participants, staff, partners and stakeholders, and uses this process to action plan and set targets for the development and improvement of delivery.
- The organisation can demonstrate impact and positive results around activity levels, participant profile, attendance levels, retention rates, personal achievements and wider community benefit.  
(\*Inactivity is defined as doing less than 30 minutes of moderate intensity activity per week. Chief Medical Officer Guidelines, 2011. Public Health England outcomes framework 2014.)

**To achieve the Doorstep Sport Centre award the organisation must join the StreetGames network and apply for StreetMark membership (see link below), if they have not done so already. This will greatly assist the process of preparing for a Quest assessment against this module and provide access to StreetGames Doorstep Sport Advisors. Please use this link to register: <http://www.streetgames.org/about-us/join-us>**

**This award will last for 2 years.**

**\* Organisations can choose this module and not apply for StreetMark membership; however the Doorstep Sport Centre award will not be recognised or issued by StreetGames.**

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### PLAN

Is the centre committed to working with a range of local partners to create a high quality doorstep sport programme, which embraces the concept of youth action, and has effective project management arrangements in place?

### EXAMPLES OF BEST PRACTICE

- There is a focus on participants from disadvantaged backgrounds: <http://www.streetgames.org/resource/areas-deprivation-postcode>
- Theory of Change or Logic Plan model in place.
- Planning embraces external partners and different agencies and clear objectives and targets are embedded in facility business plans.
- Marketing initiatives and messages are carefully planned and precisely delivered to reach, engage and attract the target audience.

### SUGGESTED GUIDANCE

- The doorstep sport programme is planned and operated in partnership with other local organisations, such as youth services, housing, police, fire & rescue service, schools/colleges and local community groups.
- The doorstep sport programme is responsive to local issues relating to young people (health, personal safety, vocational skills) that have been identified through consultation with other local organisations & with young people themselves.
- Specific training (ex. Doorstep Sport Skills workshops: <http://www.streetgames.org/what-we-do-changing-lives/streetgames-training-academy>) is provided at an early stage in the development process for the leisure facility operator's development, operational and delivery staff.
- The centre works in partnership with other organisations, such as schools and colleges, to promote the doorstep sport offer and for the referral of young people. Best practice around safeguarding is built into the process.
- Young people are involved in the planning and decision making process relating to the development of the programme. There is a process in place that allows young people to make their views known and shape delivery, such as a specific youth forum or through more informal consultation, as well as being involved in promotion and delivery. <http://www.streetgames.org/our-work-social-action/streetgames-youth-action-pledge>
- Partner organisations are involved in the planning, promotion, delivery and review of the doorstep sport programme, as well as supporting the work through joint promotion, referrals, providing additional resources and funding support. The doorstep sport programme is effectively managed through a partnership involving local organisations, the community and young people. Young people play an integral role in shaping and delivering the activity programme, with opportunities to progress to volunteer roles or apprenticeships within the centre.

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### DO

Does the centre deliver a varied sporting offer, delivered at the right time, in the right style, in the right place, with the right people and at the right price for young people from disadvantaged backgrounds?

#### EXAMPLES OF BEST PRACTICE

- <http://www.streetgames.org/our-work-doorstep-sport-clubs/principles-doorstep-sports-club>.
- <http://www.streetgames.org/our-work-social-action/streetgames-youth-action-pledge>
- There is a strong focus on programming as part of the marketing mix linking up pricing, product development and effective promotion of the place and activities offered

#### SUGGESTED GUIDANCE

- The centre has a structured programme of activities that is designed to meet the needs of young people, specifically targeting low participant groups, including girls/young women, disabled young people and BME groups, and makes specialist provision for the most inactive.
- Young people are consulted to ensure that the sessions are scheduled at time slots that meet their needs, with a pricing structure based on consultation with relevant partners that ensures affordable access to participants from low income backgrounds.
- The facility has achieved the 'buy in' from all staff to create a welcoming environment for all young people, including those from disadvantaged backgrounds, and also provides opportunities for social interaction.
- There is a designated staff member responsible for doorstep sport delivery and staff are suitably trained to work with young people of all different backgrounds. The programme is led by staff members with the commitment, expertise and capacity to plan & deliver high quality doorstep sport.

Is the centre using an outreach approach to help young participants progress through several stages of engagement?

#### EXAMPLES OF BEST PRACTICE

- StreetGames CLUB1 programme: <http://www.streetgames.org/our-work-doorstep-sport-clubs/streetgames-club1-programme>)
- Stakeholder engagement plan in place to identify agencies with influence and interest in the programme and the outcomes it is trying to achieve

#### SUGGESTED GUIDANCE

- The centre provides taster sessions that are delivered off site, in settings such as school, college or youth club, so that young people can participate in familiar surroundings before being encouraged to visit the leisure centre. (Further details of this approach are outlined within the StreetGames CLUB1 programme: <http://www.streetgames.org/our-work-doorstep-sport-clubs/streetgames-club1-programme>)
- The facility distributes free passes and makes other introductory offers via local organisations (schools, colleges, youth groups) to attract new users.
- The Centre provides facility tours for groups and/or free gym induction, which are promoted through outreach visits to schools, colleges & community groups.
- Introductory sessions are organised at the centre for specific groups of young people, which are promoted through visits to schools, colleges or other youth providers.

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- There are development and progression opportunities within the Centre programme.
- There is positive use of volunteers and buddy schemes designed to help attract young people to the programme.

### MEASURE

**Does the centre have an effective process in place to collect data and evidence that can be used to measure performance within the doorstep sport programme?**

### EXAMPLES OF BEST PRACTICE

- KPIs are in place around both outputs and outcomes with a golden thread linking both
- Monitoring and evaluation system is embedded into planning and delivery processes
- There is good use made of nationally recognised impact measurement tools such as VIEWS.
- There is a blend of quantitative and qualitative research and measurement approaches.

### SUGGESTED GUIDANCE

- There is a system in place to capture and maintain accurate data records from doorstep sport activities, so that it is possible to monitor participant numbers, profiles & attendance records and track young people's progression into the centre's mainstream programme.
- There is some measurement of the broader outcomes of the programme (health, personal development, community cohesion, volunteering) that is used to demonstrate the value for money being achieved for the resources invested.
- There is effective data sharing with local delivery partners and stakeholders, such as anti-social behaviour (ASB) figures and volunteer records, which is used to demonstrate the wider outcomes of the programme.
- Performance is measured through informal/formal benchmarking against other similar programmes.
- The centre collects basic participant data (age, gender, ethnicity, disability) from young people attending sessions and records attendance.
- In addition to recording physical activity participation, there is also measurement of at least one other personal outcome for young people such as health improvement or volunteering hours.
- There is an initial baseline measure of activity levels for new participants, which is subsequently repeated to measure progress.
- The satisfaction of young people on the programme is closely measured and acted upon.
- Appropriate measurement tools are in place to record activity levels, profile users and generate soft outcome studies and individual case studies. In addition to recording physical activity participation, there is also measurement of at least one other personal outcome for young people such as health improvement or volunteering hours.

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### REVIEW

Is the doorstep sport programme subject to regular review and development, with the involvement of participants, staff and partners/stakeholders, and is there a process in place to review the training needs of staff and volunteers involved in doorstep sport delivery, which provides a basis for a programme of development opportunities?

#### EXAMPLES OF BEST PRACTICE

- Young people on the programme are pro-actively involved in its design and development through regular review and consultation processes.
- Partners, funders and stakeholders are pro-actively involved in design, development and review processes
- There is evidence of change and improvement in the programme based on internal review/analysis and external learning/benchmarking.

#### SUGGESTED GUIDANCE

- There is a regular review of participant data to measure performance against targets and outcomes, with programme delivery developed and improved in response to this analysis.
- The review process involves consultation with young people, centre staff, delivery partners and other stakeholders.
- Programme development is supported by external 'experts' such as Doorstep Sport Advisors (see below).
- Young people have opportunities to discuss the programme and shape its future direction.
- The staff member responsible for the activity programme, direct delivery staff, volunteers and young leaders are provided with access to doorstep sport training opportunities (<http://www.streetgames.org/what-we-do-changing-lives/streetgames-training-academy>) and other relevant CPD opportunities, which are based on a review of development needs.
- The centre is part of a local or regional network of organisations delivering doorstep sport, providing opportunities to benchmark and share good practice.

### IMPACT

Is there evidence in place that shows how the doorstep sport programme is improving outcomes for young people and benefiting the local community? Is this evidence used to raise the profile of the centre and secure future funding and partner support?

#### EXAMPLES OF BEST PRACTICE

- Impact report is produced and circulated to local stakeholders
- Outcomes are evidenced through use of a Logic/Theory of Change Model- particularly those that relate to local and national priorities to do with health and well-being; skills development; personal and social development
- Activity rates are improving
- Participation rates are improving
- Soft outcome studies are produced
- Case studies are produced

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### SUGGESTED GUIDANCE

- The centre is able to demonstrate how the programme has increased participation in physical activity amongst the target population, particularly for those who were previously inactive.
- Reports, case studies and statistical evidence are produced to show the positive impact of the doorstep sport programme on a number of local community priorities.
- There is evidence in place that shows the positive impact of the programme on sport and physical activity participation amongst young people living within the facility catchment area. There is evidence of young people from within specific low participant groups (low income, BME, female, disabled) being engaged and retained in sport & PA participation.
- In addition to the impact on sport & physical activity participation, the centre can also demonstrate the wider impact of the programme on a sample of young people in areas such as health, personal development (confidence, communication, leadership) or vocational/employment skills.
- There are reports, case studies and examples of good practice produced, which demonstrate the impact of the programme on addressing local priorities. The programme has secured external support through funding and resources from partner organisations.

\* For further details of the role of youth action in doorstep sport follow the link below:

<http://www.streetgames.org/our-work-social-action/streetgames-youth-action-pledge>