Doorstep Sport in Leisure Centres

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StreetGames
StreetGames

• StreetGames is a national charity which takes sport to the doorstep of disadvantaged communities. Our way of working is known as doorstep sport.

• StreetGames helps disadvantaged young people to become the best they can be through taking part in and leading sports initiatives.
Understanding the issue

Sport involvement & opportunity

100%

50%

0%

Most Affluent

Least Affluent

Least & minority group
Sport involvement & opportunity

100%
50%
0%

Most Affluent

Least Affluent

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FILLING THIS GAP IS STREETGAMES AIM
How do we engage and retain young people as leisure centre users?
In 2015 StreetGames carried out a survey of young people (14-25 years) who attended Doorstep Sport Clubs. We asked them if they also used their local leisure centre. How many stated that they did?

A  Less than 10%
B  10-20%
C  20-30%
14% of the young people were also using their local leisure centre
What % of young people (16-25 years) from lower socio-economic groups would like to do more sport?

A  Less than 30%
B  30-60%
C  More than 60%

(Active People Survey 2015)
ANSWER C

70.5% of young people from lower socio-economic groups would like to do more sport. That’s 1.9 million young people.
What is the average weekly spend on active sport in low income households?
(Expenditure & Food Survey 2012)

A  Less than £3
B  £3 to £5
C  Over £5
ANSWER A

The average spend is £2.55
Doorstep Sport Clubs

• £20M Investment from Sport England

• 1000 DSCs across England

• Community based MULTISPORT activity within deprived areas.

• Fun, informal and affordable

• Some DSCs delivered in leisure centres
Club1 Programme

• Progression from Doorstep Sport Clubs

• Young People aged 14 to 25 years

• Introduction to ‘solo’ activities- helping young people to develop activity “know how”

• Linking community activity to local leisure facilities

• Developing a sporting habit for life
DOORSTEP SPORT IN LEISURE CENTRES

• Evaluation of Doorstep Sport Clubs and CLUB1 programmes across England and Wales.

• Carried out in 2015/16.

• Based on activity delivered in 13 leisure centres

• A number of key success factors emerged
Success Factors

- ‘buy in’ from all staff
- engagement of young people via partners
- outreach approach
Doorstep Sport In leisure centres - success factors

• long-term affordability planned from the beginning

• Coaches and leaders – flexible and able to build a rapport

• Variety of activities

• rewards and incentives
Doorstep Sport In leisure centres - success factors

• Specific “taster” sessions leading to integration in mainstream programme

• including a social element

• involve young people in promotion and delivery

• use of social media
Training for Leisure Centre Staff

"Are you ready to welcome teenagers and young adults into your leisure centre?"

This 1-hour workshop will help frontline management and development staff to increase centres re-engage young people and maintain their loyalty to leisure centres. The workshop is delivered in a lively manner and focuses on the needs of the clients.

The workshop will cover the following key areas:
- What makes young people choose physical activity? What works for them?
- How do you get young people through the door of your centre and keep them coming back?
- Staying on track with their healthy lifestyles.
- Understanding the needs of the youth market in your service area.
- The benefits of increased usage and income through leisure activities and new memberships.
- How to engage with young people from under-represented groups and how to engage them via a leisure facility.
- How to deliver a range of staff to a single leisure centre or a group drawn from across facilities.

Suitable for community leisure staff, with opportunities to share experiences, processes and resources.

Training for Leisure Centre Staff

“Training and retaining young people is a key. The current and emerging trends with new norms of its relevance to leisure centres staff. This workshop worked well for the former and improved positively to the style of delivery.”

Andrew Bland, Head of Fitness at the leisure centre.

PRICE

All clubs offering the workshop will receive a set of the ‘Youth’ manual (price is £30.00 + VAT)

Alternatively, to organize and purchase the workshop please contact Leisure Sport UK, the workshop fee is £30.00 per hour. The fee includes a set of workshop materials and a set of workshop.

For further details on how to arrange a workshop, please contact the Development Manager on 01234 567890.
Training for Leisure Centre Staff

- What makes young people choose physical activity? What puts them off?

- How do you get young people through the door of your centre and how do you make them feel welcome?

- Helping facility staff to establish positive relationships with young people

- Understanding the value of the youth market to your business. The financial benefits of increased usage and income
FRIDAY NIGHT IS YOUTH NIGHT
• Leisure centre based youth night

• Friday or Saturday evening

• Staff and volunteers with mix of sport and youth work skills

• Sport and fitness activities
Friday Night is Youth Night

- Local partners – youth, community, community safety
- External funding opportunities
- Balance affordability & sustainability
Friday Night Doorstep Sport Club

- Up to 150 young people paying £1 each
- Youth workers working alongside coaches
- Local reductions in ASB levels
- Health benefits to participants
- £6,500 funding from Clinical Commissioning Group
What if ?????
Quest Doorstep Sport Module

• Quest for facilities – new module

• Recognising doorstep sport delivery in leisure centres

• Tool for developing doorstep sport delivery with StreetGames support.

• Additional accreditation from StreetGames – Doorstep Sport Centre

• Available now
Changing lives; changing communities; changing sport

StreetGames Support

• Regional networks
• Doorstep Sport Advisors
• Training Academy
• Knowledge & Insight

www.streetgames.org
QUESTIONS?

Changing lives; changing communities; changing sport