StreetGames: Working with Housing Associations
21st October 2015
Heather Coates
changing communities, changing lives, changing sport
Who we are

• **Heather Coates** – YUSport Project Manager (Secondment from Metropolitan Housing)
StreetGames

• The sports charity that brings sport to the doorstep of young people in disadvantaged communities across the UK

• If you are 14 – 25 years old you are half as likely to be regularly active as your peers if you live in an area of high deprivation
In the beginning...

- Why we started working with Housing Associations
- Looking to increase estate based work in London
- Investment available to support this work
- Greater London Authority funding opportunity
Mayors Participation Fund: YUSport 1

Mayors Legacy funded project working with four G15 member housing associations in London to create 10 sustainable sports hubs. Headline information from the project delivered by StreetGames between October 2011 – October 2013:

- 6,650 Individual 14-25s
- 3,065 Sessions delivered
- 71,413 Total attendances
- 3,516 Previously inactive
- 417 Disabled participants
- 284 Qualifications
Mayors Participation Fund: YUSport 2

Mayors Legacy funded project working with five housing associations (4 new partnerships) in London to create 8 sustainable sports hubs.

- 2,707 Individual 14-25s
- 1,940 Sessions delivered
- 54,160 Total attendances
- 811 Previously inactive
- 1,279 Regular attendances
Beyond YUSport

**Changing Lives:** Away Games, Health & wellbeing, Youth Crime, Employability, Training Academy, Health.

**Changing Sport:** Increasing Enjoyment, The NGBs, Legacy, VIVA – A vibrant and varied sporting offer.

**Changing Communities:** Politics and Advocacy, Poverty, Obesity, Housing Associations.
Why work with StreetGames?

• How could StreetGames support your work?

• Bespoke Housing Association programmes engaging your residents and wider communities

• Working together towards key themes: employment, ASB, youth engagement

• Resources tailored for Housing Associations

• Training: managing challenging behaviour, retention, engagement, sports specific and more

• Support to attract external funding for sports projects

• FREE Access to StreetGames initiatives such as residential trips and festivals
Case Studies

How could StreetGames support your work?
Creating a sustainable model for replication:

Metropolitan – Leading the way

In October 2011 Metropolitan in partnership with StreetGames began the delivery of a two year Mayors Legacy funded project: YUSport.

Since the partnership started StreetGames have funded three sports projects at Metropolitan, amounting to £285,847 of external funding.

Through the YUSport 1, YUSport 2 and Doorstep Sport Club programmes Metropolitan have delivered the following outcomes to date:

- 6,037 Individual 14-25 year olds engaged
- 3,749 Sessions delivered
- 92,289 Total attendances (Throughput)
- 331 Volunteers

In addition to this a total of 34 individuals (28 residents) have been employed through the programme to deliver services amounting to £87,596 of generated income.
Case Studies

How could StreetGames support your work?
Cross department working, sport for social change:

Parkour – Tackling ASB
• Anti-social behaviour on site
• Existing multi-sport engagement
• Perfect facilities
• Consultation with ASB team
• Reduction in complaints
• Sustainable Model
• Replicated by Housing Association
Case Studies

How could StreetGames support your work?
Referral and further engagement opportunities:

Orbit – Consultation
• Engage residents 14-25
• Mobile DJ
• Photobooth
• Social Media
• Youth Led
• Referrals
• Empowerment
Case Studies

How could StreetGames support your work?
Empowering, enabling and equipping the tenants of tomorrow:

StreetGames – SYV
• Award winning programme
• Resources
• Training
• Residential trips
• Event volunteering
• Young advisors
• Full time volunteers
How could StreetGames support your work?

Employment Outcomes:

**StreetGames – Entrepreneurship**
StreetGames young leaders run projects and events. They ran Camp Glasgow, each year the young people run the annual young volunteers conference, and the annual awards night for volunteers.
Next steps....

Do you currently run sports/youth activities for 14-25 year olds?
How successful are these activities at engaging the target age group, in particular your residents?

- Review current activities
- Link to existing local StreetGames projects for your residents to benefit
- Consider running your own estate based StreetGames activities
- Work with us to tailor a programme for your residents
If we can help....

StreetGames is always looking to broaden our partner base and to expand our work with Housing Associations – if you think we can help then let us know.

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