



INSIGHT INTO ACTION

THE LESSONS FROM THE
DOORSTEP SPORT CLUB
PROGRAMME 2013 - 17



SECTION 3

SPORT FOR GOOD

**GENERATING OUTCOMES
AND CONNECTIVITY
WITH STAKEHOLDERS
FROM BEYOND THE
SPORTS SECTOR**



The issue: How does Doorstep Sport generate wider social value?

The answer: Doorstep Sport Clubs' positive, challenging and supportive curriculum is designed to increase resilience and to generate positive outcomes. Doorstep Sport mobilises the power of sport to generate many beneficial personal and communal outcomes.

*The **Substance evaluation** highlighted the valuable role played by Doorstep Sport providers. This included helping to change lives, growing 'participants' social capital by providing opportunities to volunteer, attend high profile sports events and festivals and build their peer and social networks.'*

Doorstep Sport can change young lives and generate positive outcomes for individuals and communities. Done well, and following the evidence base of good project design, Doorstep Sport can support individuals and communities to make the most of their assets to create healthier, higher attaining neighbourhoods. Social gain is attained through the right young people taking part in the stretching and supportive environment of a good DSC. Additional gains accrue when the DSC concentrates on a particular issue such as enhancing employability skills or reducing youth offending.

Very few Doorstep Sport Club hosts have sport for sport's sake as their raison d'être and hosts have multiple primary purposes. For most, hosting a DSC is only one aspect of their work with young people. Many also provide activities for younger children, for older people and for families: so they are well placed to provide cross generational support. Almost all hosts work in partnership with agencies from beyond sport, perhaps from the crime reduction sector or public health. They address problems that are common to most deprived areas and which are the concern of many government departments. These are cross-cutting issues which attract a cocktail of funders and partners.

Doorstep Sport is especially valuable to stakeholders because it is attractive as a non-compulsory, leisure pursuit by communities and individuals who they define as, 'hard to reach'. These agencies also value Doorstep Sport because it is non-statutory and not tied up in red tape: it is easy to get organised, it's relatively cheap and it can be set up quickly.

There are two ways of looking at how Doorstep Sport makes such a valuable contribution. The first is through the prism of a Risk and Protective Factors model and the second is to do with building resilience.

The Risk and Protective Factors model

Doorstep Sport works because it is more than just activity sessions (such as an exercise class or 5-a-side session). In addition to providing the activity, hosts engender a warm internal life in their club. It becomes a safe place (where the rules are enforced by adults) where young people can meet their friends, mix with people who know-how to get the best out of agencies and 'the system', try new things that generate positive memories of sport and learn to lead activity. Within this nurturing environment, where high standards of behaviour are insisted upon, youngsters grow their all-round abilities. Once settled in, and when led by a worker who has mastered the need to create a broad and developmental environment, participants experience a culture that generates positive outcomes.

Young people themselves make the changes in their lives as willing participants in the process. The lifestyle research told us that the young people are ambitious, but not able to work out how to attain their goals. Young people can see a good thing when it comes their way, and many are quick to grab the chances to mix with a better crowd, talk to a knowledgeable and supportive adult and use their DSC to keep themselves out of trouble or become qualified in sports leadership.

The benefits of Doorstep Sport for personal development and community improvement

- The DSC curriculum stretches young people and provides valuable experiences such as going to new places, meeting new types of people and coping with events such as representing their neighbourhood in a festival and, of course, coping with a sporting defeat. This personal growth is valuable to all kinds of stakeholders, from health professionals to community cohesion strategists.
- Young people are empowered to develop through Doorstep Sport provision. There are opportunities to lead and design new activities and projects and take new challenges including those physical challenges offered at outdoor activity centres.
- DSCs are run by adults who set standards and apply rules to model and moderate behaviours so that the club provides a welcoming, safe and developmental environment. This is a positive experience for the young person and aligns to the behaviour change principles of 'Making Every Contact Count' – the maxim for good practice in the NHS, local authorities and allied organisations that support the health and wellbeing of the population. These standards are also recognised by the Youth Justice policy community as Protective Factors against repeat offending.
- A DSC makes a positive impact on its neighbourhood. The programme built the capacity of community organisations and upskilled a new layer of young volunteers.
- The families and neighbours of the participants like to see their young people involved in something positive. In some communities, the DSC host might be the only provider of youth activities.
- The timely deployment of Doorstep Sport can reduce tension in a neighbourhood and dissipate hotspots of youth generated anti-social behaviour

The Risk and Protective Factors model and the wider determinants of health

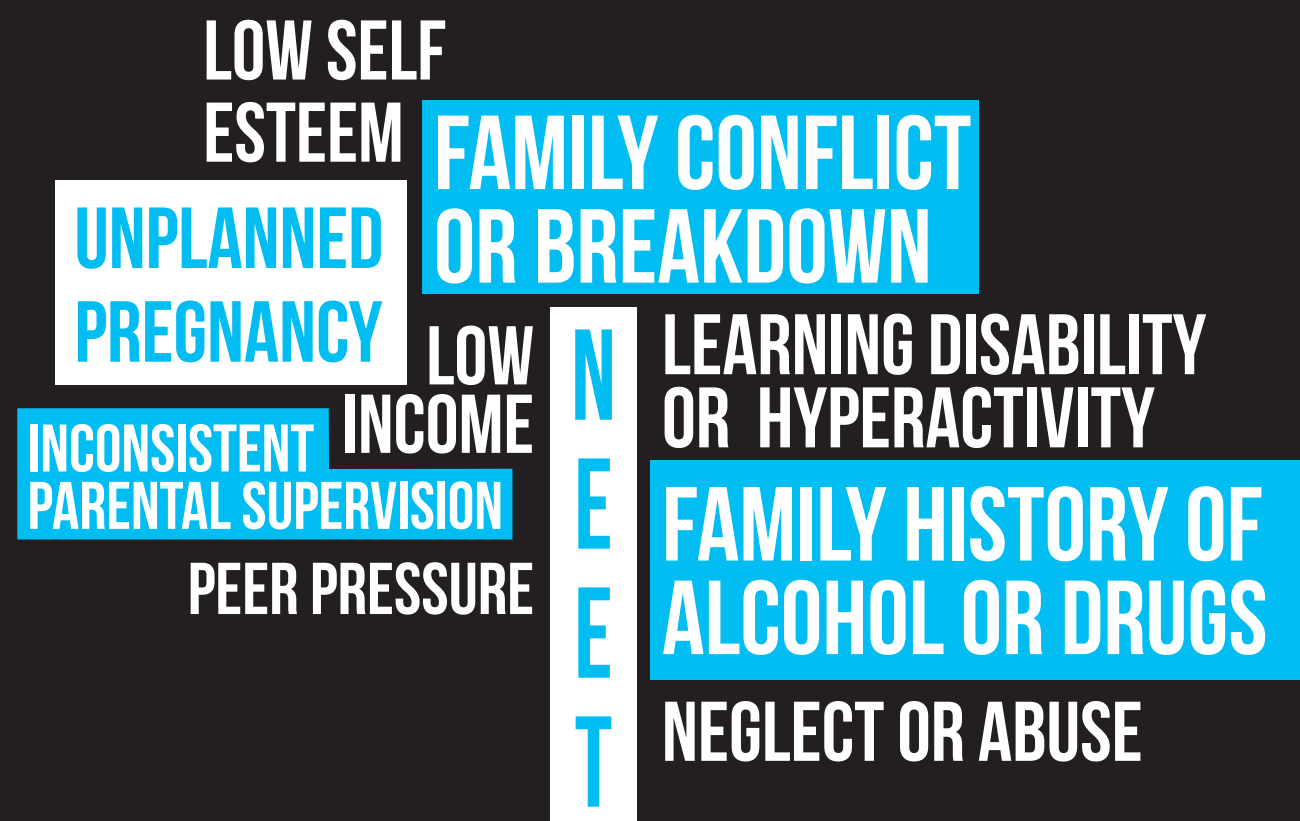
The Doorstep Sport experience corresponds closely with how many policy communities describe the ways they address concerns and shape interventions. Public health, youth offending and employment agencies use a Risk and Protective Factor model to describe concerns and create a framework for interventions. *The Public Health Outcomes Framework* shows that these Risk Factors are also amongst the wider determinant of health, with one problem often having an impact on another.

The DSC curriculum is shaped to mitigate Risk Factors and amplify Protective Factors. In fact, StreetGames was launched in 2007 and the *Youth Justice Board's 'Risk and Protective Factors'* was a formative paper. The House of Commons *NEET Briefing Paper* further examines these factors.

Risk and Protective Factors

These Risk Factors are common concerns to many policy areas. DSC participants are usually drawn from the areas where these Risk Factors are most prevalent.

Risk Factors



Protective Factors

LINK WITH TEACHERS AND WITH OTHER ADULTS AND PEERS WHO HOLD POSITIVE ATTITUDES, AND 'MODEL' POSITIVE SOCIAL BEHAVIOUR



Doorstep Sport is designed to promote these Protective Factors.

Building Resilience

The second way Doorstep Sport makes such a valuable contribution is understood through the concept of resilience. Without resilience, individuals and communities struggle to cope. The resilience needed to build a sporting habit is much the same as the resilience needed to succeed in wider aspects of life. The most intensive ‘dose’ of resilience building StreetGames offers is contained within our Young Volunteers programme (see DSC section 4: Growing Young People’s Leadership, Volunteering and Social Action ‘Know-How’).

Resilience is an elusive concept. According to the American Psychological Association¹, **“resilience is the process of adapting well in the face of adversity, trauma, tragedy, threats or significant sources of stress — such as family and relationship problems, serious health problems or workplace and financial stressors.”** The resilient are able to bounce back from difficult experiences. Resilience helps people to make good decisions.

Agencies from beyond sport recognise that resilience, and the mitigation of risk factors, are needed to do well in the employment market, to lead peers and communities, to have healthy relationships, and to set goals and devise strategies to meet them.

Regular attendance at a DSC is the bedrock for Sport-for-Good. Once they’re attending regularly, young people’s resilience and opportunities are increased in the Doorstep Sport environment.

See case study example from [Wirral Positive Futures](#).

The table on the next page shows the key components of resilience and provides examples of how Doorstep Sport can help develop these.

¹American Psychological Association
(The Road to Resilience - www.apa.org/helpcenter/road-resilience.aspx)

Key components of resilience as identified by the American Psychological Association	How Doorstep Sport helps young people to develop resilience
A capacity to make realistic plans and take steps to carry them out	This could be as simple as turning up regularly, or being asked to help plan and deliver an event, trip or fundraiser.
A positive view of yourself and confidence in your strengths and abilities.	The coach provides praise, recognises achievement and prevents negative banter.
An ability to manage strong feelings and impulses.	Coaches and participants together are encouraged to set ground rules and boundaries at the outset and games themselves require discipline and self-control: otherwise it’s a red card!
Communication and problem solving skills.	Being part of a team is a great way to hone communication skills, problem solving comes in trying to find a way to beat the opposition or work out how to raise money for a trip (for example, by asking the local supermarket manager if the DSC can back bags for customers over a weekend).
Research indicates that the primary factor in resilience is having caring and supportive relationships within and outside the family.	Young people attend DSC sessions with their friends, the social elements of sessions are just as important as the sport. Coaches and leaders often act as positive role models and create supportive relationships. Many hosts also provide opportunities for families to take part in activities together and report that enjoyable, cross-generational leisure pursuits can reduce tensions at home.
Relationships that create love and trust, provide role models and offer encouragement and reassurance help bolster a person’s resilience.	Good project leaders and coaches create an environment in which young people feel valued and motivated to take part and progress.
Regularly doing something — even if it seems like a small accomplishment — enables you to move toward your goals.	Skill development, and gaining activity know-how give participants the tools to apply the same learning process in the rest of their lives.
Maintaining a hopeful, optimistic outlook enables you to expect that good things will happen in your life.	Good things do happen to DSC participants because they achieve and take part in interesting activities!
Taking care of yourself by paying attention to your own needs and feelings. Taking care of yourself to keep your mind and body primed to deal with situations that require resilience	DSC coaches and leaders will often have informal chats with participants during sessions and encourage volunteers to buddy and support participants. This approach helps to provide positive role models, advice and support where needed.
Engaging in activities that you enjoy and find relaxing.	A vibrant and varied sporting offer means that there is an activity for everyone to find enjoyment and relaxation.
Exercising regularly.	DSCs make regular exercise more accessible to young people from disadvantaged areas.

The Hosts' Priorities for Sport-for-Good

The 2016 StreetGames Network Survey asked hosts about their plans for the future. Most want to continue their work, extend into more neighbourhoods and generate greater social benefits. There are five areas of work that most DSC hosts are keen to develop. Hosts of the DSC network shared how to generate positive results in these areas.



1

Employability: opening up pathways that might lead towards fulfilling work and a decent income.

Comic Relief's 2015 report, 'Sport and Employability', showed how sport can equip young people with many of the soft skills that are highly valued by employers. These skills are very similar to the skills nurtured by the leader as young people take part in planning a DSC's programme. They include team working, relationship building, problem solving, communication skills and time management.

Because of the high incidence of in-work poverty and because many DSC participants are on a pathway to a lifetime of under-employment in low-paid, unfulfilling jobs, many participants are keen to gain qualifications. Many DSC participants who have the potential and ambition to lead, to organise and to coach are not thriving in the school, college or work environment. This includes participants who are NEET and those that display the key risk factors of becoming NEET. We developed a route to attaining the 1st4Sport Level Two Doorstep Sport Coaching award that maintained standards while providing the

support that many hesitant learners need in order to succeed. By investing in a high degree of pastoral care, young people gained the qualification that gives them the chance to find paid work as coaches. (Level 2 has traditionally been the industry standard for entry-level jobs.) Currently, only a lack of investment prevents more youngsters benefiting from this supported learning. There is no shortage of young people eager to take this life-changing opportunity: to date, 1,134 learners gained 2,268 qualifications at Level 2. A social return on investment study carried out by Sports Coach UK on a cohort of young learners in the North East who took this Level 2 qualification, and validated by the SROI Validation Network, showed that for every £1 invested in this Level Two qualification, a social return of £3 is generated. <http://www.streetgames.org/resources/social-return-investment-analysis>

Holding this award helps young people to work in sport, but it means more than that the award is

evidence that the holder can learn from their mistakes, organise, plan, communicate and lead a group of peers. These are valuable skills on the job market.

NEETS and gaining marketable skills

100 DSC participants who were NEET took up the option of a full-time volunteer placement with a host. The BT Supporters Club and the Cabinet Office Social Action Fund funded this 6 month long opportunity. A further 27 NEETS joined our DWP funded Traineeship Scheme.

These full time work placements help each young person to gain confidence; feel good about themselves; learn to operate as part of a team; adopt a leading role and be reliable and responsible. It is a resilience building opportunity that minimises Risk Factors, enhances Protective Factors and positively contributes to the Health Outcomes Framework.

Each volunteer and trainee was supported to achieve a Level 1 or Level 2 sports coaching qualification and attend three sports specific Activator workshops. The programme also provided employability training and interview skills, often supported by employers. HR professionals from Bourne Leisure, the Co-operative and Admiral Insurance helped run these workshops.

The results for both cohorts were fantastic. Measurement via the Youth Outcome Stars Framework (and the New Philanthropy Capital Wellbeing measurement tool for some placements) evidenced considerable personal growth. Of all the full-time placements that have been completed since 2013, 81% volunteers moved onto another positive opportunity. The programme made the difference by giving them the core soft skills that employers want, and by giving them the resilience to try and take a chance whenever it comes along.

Measuring Impact

The Youth Outcomes Star – an impact assessment tool which charts 'distance travelled' on a scale of 1-5, on a range of aspects including, education and work, making a difference, hopes and dreams, choices and behaviour, well-being and communication – showed an increase across all areas, with an average starting score of 3.0 increasing to an average end score of 4.1 during the placement.

The data showed the largest increase in score in 'making a difference' which increased in score on average from 3.0 to 4.4 followed by 'communication' which increased on average from 2.8 to 4.0 and 'education/work' which on average increased from 2.9 to 4.0.

The data also showed the StreetGames full-time volunteers experienced a larger increase in score when benchmarked against other Youth Outcomes Star organisations with an average change of 1.1 compared to the benchmark change of just 0.6. Also of particular note is the fact that the StreetGames full-time volunteers on average started on a lower score.

The NPC well-being measure showed clear increases from baseline to follow up in aspects including: life satisfaction, resilience, self-esteem and emotional well-being. There was a negative growth in the 'satisfaction with friends' score. This shows the young people are ready to move onto new challenges.

By way of example – see case study examples from [The Beck](#) and [Porchlight](#)

Regardless of their primary purpose, hosts agree that supporting young people to develop an active lifestyle can be a life-changer because significant numbers of disadvantaged young people do not meet the Chief Medical Officer's guidelines for physical activity². Taking part in Doorstep Sport contributes to the 60 minute per day goal for the under 19s, and the 150 minutes per week goal for young adults. Many sports also help with essential bone and muscle strengthening and, as a result of improved fitness, make it more likely that a young person who attends a DSC will stay active for longer. Helping young people who do no or very little activity to start doing something has the greatest impact on health and the long-term benefits at population level will accrue when more young people are meeting the CMO guidelines.

Doorstep Sport's combination of increasing physical activity, strengthening social networks and building resilience has a powerful preventative effect. By setting young people on an active, healthy path for life, DSCs are significantly reducing the risks of mental ill-health, obesity and other life-limiting conditions.

72% of DSC hosts are currently delivering programmes with overall health improvement as the primary or secondary goal. One third of all hosts are delivering programmes specifically targeted at reducing obesity, or improving mental wellbeing. Two of the most valuable attributes of DSCs to health improvement, are: i) they successfully engage young people who are not taking part in

any other structured activity, and ii) they are places where not just physical activity but also the wider determinants of young people's health are supported, particularly feeling safe, growing social and community networks and accessing training.

In the 2015 DSC Participant Survey, 69% told us they are taking part in sport more regularly since coming to their DSC.

Early intervention

The numbers of young people achieving the CMO guidelines for physical activity are worryingly low across all socio-economic groups – around 24% of boys and 15% of girls aged 5-15 on average. In deprived areas, activity rates are even lower. As many as 47% of boys and 49% of girls in the lowest income quintile do little or no activity, compared with 26% and 35% respectively, of their better off peers. Doorstep Sport helps under-active people move towards meeting the CMO activity guidelines.

It is a similar picture of inequality with mental health and wellbeing. Young people in the lowest socio-economic quintile are three times more likely to suffer mental health problems and twice as likely to be overweight or obese as the highest quintile. Left unaddressed, lower level mental health and physical health needs become more serious. Half of all long-term mental illness in adulthood has its onset by the age of 15, and a further quarter by age 18. Two thirds of obese teenagers become obese adults. Two projects we developed

during the DSC programme, with additional funding nationally and locally from public health and charitable trusts, are **Let's Get Physical** and Safe, Fit & Well.

Let's Get Physical

Let's Get Physical (LGP) is a physical activity programme that makes sport fun for non-sporty and overweight children. LGP starts by delivering sessions in school to selected groups of 'low active' children and then takes them to regular sessions in the community. During the last four years, LGP has been successfully delivered in Birmingham, Solihull, Sandwell, Lincoln, Warwick, Coventry, Brent and Maidstone. Programmes range in size from 6 schools and one community location, to 45 schools and 6 community locations. In total, over 1,300 children have made 8,200 attendances with an 83% retention rate.

A successful LGP programme is measured by:

- Increases in children's overall physical activity levels
- Increases in children's wellbeing and healthy eating habits
- High rate of transfer from school to community sessions
- Parental involvement
- Community sessions sustained in the long-term by volunteers
- Paid and volunteer workforce skilled and motivated to engage inactive children
- Integration of LGP with other local public health services

The design, implementation and evaluation of LGP is compliant with **NICE Guidance PH17** (Promoting Sport & Physical Activity to Children and Young People) and the Public Health England **Standard Evaluation Framework** for Physical Activity Interventions. The design, implementation and evaluation of LGP is compliant with **NICE Guidance PH17** (Promoting Sport & Physical Activity to Children and Young People) and the Public Health England **Standard Evaluation Framework** for Physical Activity Interventions. [Also see briefing paper: <http://www.streetgames.org/our-work-changing-lives-health/new-guides-youth-sport-sector>]

An external evaluation of LGP, completed in 2016, highlighted the following 'active ingredients':

- Children's description of the sessions as "fun, different, easy to take part, hard work, hot and sweaty"
- The motivational effect of the pedometers
- The presence of friends and buddies at the sessions
- The quality of the coaches and volunteers
- The schools' commitment and support from Head Teachers
- Location of the community based sessions, within easy reach

Mental wellbeing: Safe, Fit and Well (SFW)

In 2016, Sport England funded StreetGames to arrange a consultation and **scoping review** about the value of sport to wellbeing and good mental health. The review carried out by the Association for Young People's

Health, showed "positive but limited" data connecting sport and organised activity with mental health outcomes for young people. Intuition, grey literature and professional expertise also indicate a connection but insufficient research has taken place to define it. Our consultation with practitioners and policy makers in May 2016, including Public Health England, NHS England, NGBs and local authorities, resulted in a short list of recommendations for good practice. We are building these recommendations into the SFW programme:

- Investing in coach and volunteer capacity, particularly mental health first aid training
- Training and mentoring peer champions, as it is peers to whom young people turn first for support
- Creating referral pathways for the most vulnerable young people through partnerships with CAMHS, Youth Offending Teams and GPs
- Working together as an industry, sharing knowledge and research and filling the gaps in the evidence.

Safe, Fit and Well (SFW) is a new project, launched in 2017. It has been designed to explore the connections between young people's mental health and participation in sport. 'Safe' is about reducing offending; 'Fit' is about increasing physical activity; 'Well' is about building resilience and wellbeing. We know there are connections: young people who offend are likely to develop mental health problems and are twice as likely to reoffend. Mental health problems are associated with reductions in physical activity and increased risk of physical health problems. What we don't yet understand fully for young people is how sport can help.

Going forward, we will prioritise the following four areas:

- Using sport to protect and improve young people's mental health – this will be an action research study run in collaboration with the Children & Young People's Mental Health Coalition and the College of Health & Life Sciences at Brunel University
- Engaging inactive children and young people, and using sport to reduce obesity, as members of the national Health & Wellbeing Alliance, facilitated by Public Health England, Department of Health and NHS England
- Training the workforce to support behaviour change and 'Make Every Contact Count', working with Sporta and the national Workforce Development Group for inactives, led by the British Heart Foundation National Centre
- Increasing social prescribing of sport for improved health and wellbeing, in collaboration with the national Social Prescribing Network.

We also advocate that mental health first aid training should be core training for community sport workers, equivalent to physical first aid and safeguarding.

²Physical Activity Statistics 2015, BHFNC Statistics on Obesity, Physical Activity and Diet – England 2015 <http://content.digital.nhs.uk/catalogue/PUB16988/obes-phys-acti-diet-eng-2015.pdf>



Over 60% of DSC hosts work with the local Youth Offending Team or police. Youth Offending Teams report that Doorstep Sport contributes to building safer communities and reducing youth offending in at least two ways. The first is to do with providing diversionary activities for young people who are on the edge of contact with the youth justice system because they are at risk of generating ASB. Doorstep Sport sessions can attract these young people at those times of the day when rates of ASB are high in their neighbourhood. It is a sticking plaster response to issues of youth alienation – but it is very valuable sticking plaster in terms of reducing calls for police service, improving the lives of those in the hotspot neighbourhood and keeping young people away from the youth justice system.

During the lifetime of the DSC programme we partnered with Derbyshire Police and Crime Commissioner to successfully bid to the Home Office Innovation Fund to establish the critical ingredients of successful diversionary programmes. Another 7 PCCs joined in the work and Loughborough University provided the evaluation. Crime reduction agencies value Doorstep Sport's capacity to capitalise on many young offenders' affinity with sport.

Loughborough found the characteristics of an intervention that is likely to reduce ASB to be:

- Having the right staff – those with authority but not authoritative
- Attracting the right young people – young people 'like me', similar to the target group but exhibit desired behaviours

- Provision of activities in the right style and place – needs based/accessible delivery.
- An attractive offer – engaging / high quality
- Inclusion of rewards and incentives – to recognise achievement and build self-esteem.
- Having a clear ethos – mutual respect and fairness
- Sustained delivery – on-going, not short term delivery
- Multi-agency- working partnership with other local organisations
- Provision of personal development opportunities – enable young people to take on challenges
- Positive pathways – provide opportunities for young people to adopt positive direction in their life.

The second role for Doorstep Sport is more complex than providing diversionary activities. By building resilience in the young people on the fringe of getting into trouble, and by strengthening their ability to think, to plan and to exercise self-control, the young person is helped to make positive decisions while avoiding risky choices. The positive roles modelled by the DSC leaders and by peers also help to support a young person to develop a lifestyle that protects them from risk. It helps that the DSC offer widens horizons and builds resilience. Young people who feel cut off or alienated, and who cannot see a positive future for themselves, 'find themselves' in a DSC, under the supportive eye of the leaders and coaches.

During the lifetime of the DSC programme, the 2nd Chance³ charity established the **National Alliance for Sport and Desistance of Crime**. With the help of investment from Comic Relief, the Alliance has brought together the sports sector with crime reduction agencies to plan future collaborations.

StreetGames chairs the Alliance sub-group for Prevention and Early Intervention. The intention is to determine the ingredients of successful intervention and then map out the most effective ways that the two sectors can replicate the success at scale. The Alliance will encourage sport and crime reduction agencies to create joint funding pots to invest in programmes that have a good chance of success.

The Alliance will partner Sport England and the youth justice agencies to prioritise these four areas of work:

1. Replication at scale of the effective use of sport to reduce youth generated ASB in hotspots. These hotspots are usually in the most deprived areas
2. Effective use of sport as part of a multi-agency Early Intervention strategy with young people aged 8-17 who are at risk of offending
3. Effective use of sports organisations by magistrates, police, YOTs and Troubled Families teams as sites for referrals
4. Value of engagement with sport for persistent offenders as part of a structured rehabilitation programme.



'Light Bulb'

Practice

- Encourage young people to try new activities, go to new places and take up challenges.
- Praise and encourage and protect from ridicule.
- Consider attending the StreetGames and Birmingham University, 'Empowering coaching' workshop.
- Close working with partners is likely to increase chances of successfully generating positives outcomes. They know stuff community sports providers often don't know.

Policy

- Doorstep Sport can make a valuable contribution to strategies to overcome many neighbourhood problems.
- There is a growing evidence base which shows how to harvest social outcomes in employability, crime reduction and public health.
- Doorstep Sport can build a young person's confidence and competence in sport and beyond sport.

Training Workshops

StreetGames also provides **training workshops** and **accredited qualifications** across a range of different topic areas. If you are interested in learning more about growing the potential of sport for good you may be interested in the following workshops and qualifications:

- Empowering Coaching for Doorstep Sport
- Level 1 Award in developing community activities for youths at risk
- Youth Mental Health First Aid Workshop
- Level 1 Award in Health Improvement
- Level 2 Certificate for Youth Health Champions
- Managing challenging behaviour.

³(2nd Chance, is the country's leading charity that specialises in mobilising the power of sport to help offenders to get out of trouble and to stay out of trouble. 2nd Chance also delivers Doorstep Sport. www.nasdc.org)



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