



INSIGHT INTO ACTION

THE LESSONS FROM THE
DOORSTEP SPORT CLUB
PROGRAMME 2013 - 17



SECTION 5

POP UP CLUBS AND GRAND EVENTS

DOORSTEP SPORT, POP UP CLUBS AND LEGACY FROM GRAND EVENTS



The issue: Can Doorstep Sport connect disadvantaged young people to Grand Events and how can these events build activity ‘know-how’?

The answer: Disadvantaged Young People are keen to visit Grand Events and Pop-Up Clubs in disadvantaged neighbourhoods that successfully echo the events.

The DSC programme is designed to build participants’ appetite for sport, now and in the future. A young person’s experiences, and their memory of those experiences, including spectating, impacts on their future choices and lifestyles. Grand Events provide an opportunity to encourage young people to feel part of the sporting world and generate more ‘activity know-how’. We want young people to feel they are ‘citizens’ of the sporting world and can legitimately go to events and talk knowledgeably about them.

For most disadvantaged young people, the Grand Event is a million cultural-miles away: many do not yearn to go because it is so alien. Tickets and travel tend to be far out of reach. Low income families might not have the credit card required to buy a ticket, let alone the money to afford it in the first place. ‘People who live round here don’t go to things like that’ is a sentiment commonly heard by community workers. The Grand Event is another moment of social exclusion; this reinforces the issue found in the DSC’s life-style research: disadvantaged young people’s lives are lived within a very small area.

The DSC programme successfully connects neighbourhood provision to Grand Events and so opens them up to disadvantaged youth. Recent figures from the Family Holiday Association show that low income denies seven million people in the UK an annual holiday. 2.5 million children live in families that cannot afford a day-trip. Going to a Grand Event is a big deal for the young person, their family and their neighbourhood. The trips also generate approval and respect for the host in the neighbourhood. People know a good thing when they see it.

*By Grand Events we mean those that register on the public consciousness and so young people have heard about or are willing to accept as important. The global games are ‘Grand Events’ and so are events like the British championships of many sports. Some city-based events are also ‘Grand’, like the Great North Run and London Marathon.

‘Each and every second was an unforgettable experience that I will be telling my children and hopefully their children to come – bring on the next adventure.’

‘Every aspect of this trip was amazing – loads of memories to take back’



The programme provided hosts with the chance of a group visit to a major sporting event. By way of example – see case study example from [Live Wire](#).

StreetGames trialled this approach in 2012, before the DSC programme began. 1,800 young people went to the London Olympic and Paralympic Games: they loved the journey and they loved the event.

During the DSC programme, almost 800 young people camped with us at the Scout’s outdoor adventure centre, Auchengillan, near Loch Lomond and visited the Glasgow

Commonwealth Games. The young people loved the Commonwealth Games’ informality and being close enough to athletes for a selfie. The camp was paid for by Spirit of 2012 Trust and the most experienced of the StreetGames Young Volunteers ran its activities programme.

The young people fundraised for camps and trips to Grand Events. Groups of young people raised about £70 each through supermarket bag packs, car washes and other events to come to summer camp 2015 for 3 days and spectate at the British Athletic Championships. Some collected money over the long-term – often just £1 a week.

20 young people and four project leaders also went to the 2014 Yonex All England Open Badminton Championships in Birmingham, thanks to Badminton England. Attendance formed part of their Pop-Up Club delivery – all of those who went along got a lot out of the experience.

Going to these events generates copy for social media profiles which show that ‘brandme’ includes association with exciting and prestigious events. It feels good to receive, almost instantaneously, response in the form of ‘likes’ and ‘shouts’.



Pop-Up Clubs

Hosts organise Pop-Up Clubs that echo these Grand Events. Over the life of the DSC programme, we worked with NGBs, and other national partners, to develop Pop-Up Clubs that are a neighbourhood level echo of a Grand Event. Pop-Up Clubs are run by DSC hosts and offer a fun, modified version of the featured sport that needs little or no equipment.

Pop-Ups take place in public open spaces and draw in new participants. People see the activity, make the connection with the Grand Event and join in. Many of these newcomers stay active with the Pop-Up's host after the event, and some are signposted into mainstream sport opportunities. Young volunteers say they enjoy leading the Pop-Ups; it's a welcome connection to the Grand Event.

Our learning and feedback shows that we may sometimes have been too 'sporty' in our approach to connecting with Grand Events. The programme can also connect to the other 'big deals' in young people's lives such as the finals of Britain's Got Talent, and other popular TV programmes. We also produced guidance for DSC hosts that suggested ways to capitalise on the Pokémon Go trend. These examples provide us with valuable pointers for future development.

The NGB of these sports helped us to visit these events and run Pop-Up Clubs.

- The Glasgow 2014 Commonwealth Games
- The 2013 Rugby League World Cup
- The 2015 British Athletics Championship
- Women's FA Cup Final 2015
- Wimbledon 2015
- The 2014 Yonex All England Open Badminton Championships
- The 2016 World Rugby U20 Championships.



'Light Bulb'

Practice

- A trip to a Grand Event will be talked about for a long time by the participants and their families.
- A youth-led organising committee will do a good job in planning to go on a trip.
- Fundraising through bag backing and other traditional can raise money and bond a group of young people and generate a feeling of achievement.
- Pop-Up Clubs are a good way to connect to Grand Events and are a shop window for potential members.
- Pop-Up Clubs give young volunteers the chance to lead fun sessions.

Policy

- Disadvantaged young people are interested in attending Grant Events. Without planning their inclusion, the event is a moment of social exclusion.
- Legacy planners of Grand Events are asked to make tickets to grand events available to Doorstep Sport hosts. StreetGames used its own reserves to pay for most of the 1800 tickets to the Olympic and Paralympic Games and for the 1,000 Commonwealth Games tickets. We intended to fund-raise to cover these costs, but could not attract donors or charitable trust investment.
- Confirming the tickets well in advance will give hosts time to organise local fundraising to contribute to travel and subsistence costs.
- Funders are asked to be aware of the value of trips to grand events and contribute to the cost.
- Sports administrators who prepare the Legacy plans of grand events are asked to 'proof' plans to ensure disadvantaged communities are included –by design with both tickets and plans for Pop-Ups.

Training Workshops

If you are interested in using pop up sports you may be interested in StreetGames **Activator workshops**.

Activator workshops provide community sports and youth workers with the skills to introduce new activities to the groups they work with. The workshops draw on the principles of teaching games for understanding, and they provide numerous activities to enable coaches to interact with the young people and understand their motivations.

Developed in partnership with National Governing Bodies of Sport (NGBs) these workshops:

- Support young volunteers' journey into sports leadership and coaching
- Provide new games and challenges to keep experienced youth, sport and community workers' offer fresh
- Prepare Further and Higher Education students for work in community settings

Current Activator workshops cover a wide range of sports including: athletics, rugby, tennis, basketball, table tennis, street golf, handball, rounders, dodgeball, badminton, volleyball, dance, football, boxing, parks activation and multi-skills.



-  StreetGamesSportsCharity
-  @StreetGames
-  StreetGamesVideos
-  StreetGamesUK
-  www.streetgames.org

