



StreetGames

**WORKFORCE**

*Strategy*

**2022-25**

# CONTEXT



## *StreetGames* **VISION**

*Healthier, Safer,  
More Successful  
Communities  
Through Sport*



## *StreetGames* **MISSION**

*To transform the lives of  
young people living in  
low-income, underserved  
communities through  
sport & physical activity*



## *StreetGames* **IMPACT**

*Changing Sport,  
Strengthening  
Communities,  
Transforming Lives*



## *StreetGames* **END GAME**

- All young people from low income, underserved communities have the opportunity to engage in life-enhancing Doorstep Sport
- A year-round multi-sport offer in every low income, underserved community
- A pathway in every low income, underserved neighbourhood for young people to become volunteers and future community leaders
- Mainstream/ traditional sports providers amend their practice to meet the needs of young people from low income, underserved communities

# Workforce

## IS CENTRAL TO ACHIEVING THIS END GAME

END GAME	PURPOSE OF AN EFFECTIVE STREETGAMES WORKFORCE	HOW WE IMPROVE SKILLS, KNOWLEDGE AND BEHAVIOURS OF THE WORKFORCE
All young people from low income, underserved communities have the opportunity to engage in life-enhancing Doorstep Sport.	<p>Increase the size of the workforce.</p> <p>Improve the skills, knowledge and behaviours of the workforce to increase access and positive experiences of Doorstep Sport.</p>	<p>Refreshing core Doorstep Sport training to reflect learning.</p> <p>Providing new and updated training on inclusion and how to engage the target audience.</p> <p>Developing and providing training that uses Doorstep Sport to support young people to be healthier, safer and more successful.</p>
A year-round multi-sport offer in every low income, underserved community.	<p>Building sustained Locally Trusted Organisations (LTOs) with the right offer through a skilled and knowledgeable workforce.</p>	<p>Knowledge and skill development to increase the sustainability of LTOs.</p> <p>Training that builds the understanding of how to design and deliver opportunities which engage and retain young people e.g. through a vibrant and varied offer of sport.</p>
A pathway in every low income, underserved neighbourhood for young people to become volunteers and future community leaders.	<p>A diverse and local workforce committed to the communities they serve in Doorstep Sport.</p> <p>A workforce reflective of society for sport and physical activity across the UK.</p> <p>Developing the local leaders of tomorrow.</p>	<p>Training and development opportunities delivered with young people to be leaders, and to enable them to fulfil their potential.</p> <p>Support volunteering opportunities with appropriate training.</p> <p>Accessible training delivered (free or at cost) locally, or online and designed to provide a positive learning space for all.</p>
Mainstream/ traditional sports providers amend their practice to meet the needs of young people from low income, underserved communities.	<p>Improving the skills, knowledge and behaviours of the mainstream workforce to design and deliver appropriate provision for young people from low income, underserved communities.</p>	<p>Support for organisations who want to review their policies and approaches.</p> <p>Training for the workforce responsible for designing and delivering sport intended to reach young people from low income, underserved communities.</p>

# WHAT IS WORKFORCE AT STREETGAMES AND WHY DOES IT MATTER?

'Workforce' is central to achieving the End Game. The workforce across sport must be appropriately skilled to enable increased access to, and excellent delivery of sport which meets the needs of every young person. The workforce must also be sustainable, relevant and authentic.



*StreetGames' role is to develop and deliver training which:*

- Ensures there is an appropriate number of activators, coaches, volunteers and sports development staff to facilitate Doorstep Sport in every underserved community
- Builds a diverse local workforce which is reflective of society
- Provides a pathway for young people from underserved communities to develop their skills and contribute to Doorstep Sport in their community
- Broadens understanding about the needs of young people from underserved communities so that all sports organisations design and deliver the right provision

*Our learners tell us what we do makes a difference to their lives...*

“

*I think workforce development is very valuable, as someone who left school with not many GCSEs I knew what I wanted to do in life but I was lost as I didn't know how to get there, getting involved with StreetGames helped me develop so many skills such as communication, leadership & team building skills to help me gain more qualifications and use them skills for life. I'm so glad I discovered StreetGames and became a part of the organisation.*

*Nadine, aged 19, Newcastle*

”

“

*I'd been part of my Doorstep Sport Club for 3 or 4 years but when I finished college I really didn't know what to do. My coach then started informally mentoring me (I didn't realise at the time!) and I started to volunteer doing more bits with the organisation. From the support I got, I gained confidence and then started to attend different activators and workshops which really helped me progress into being a Level 2 coach and being a full-time coach with the organisation.*

*Ryan, aged 26, Hull*

”

# Who is the workforce?

## Young PEOPLE

the future  
workforce



## Staff & VOLUNTEERS

working in  
Locally Trusted  
Organisations



## Staff & VOLUNTEERS

working in  
mainstream sport

*i.e. those who design and deliver  
sport that could or should be  
accessible to young people  
from low income, underserved  
communities*

## STREETGAMES WAYS OF WORKING FOR WORKFORCE DEVELOPMENT

### YOUTH VOICE CRAFTED

Our workforce offer is designed using insight from those working at the frontline of youth delivery in community sport and the young people that access it.

Young people shape decisions about our own workforce by being part of interview processes as well as our content by being part of development and testing.

We go the extra mile so young people learn to lead and communicate in a way that builds their confidence, empowering them to express themselves and show their capabilities to future employers.

### LEARNER RESPONSIVE

Our workshops and courses help leaders to enable young participants to get involved, stay involved and get the best out of sport and physical activity. They are designed to meet the needs of the workforce that aren't met elsewhere – training that is local, easy to access, affordable and delivered by tutors who understand their world.

Tutors are highly trained to identify and respond to learning needs and preferences. Training is designed to enable flexibility to meet the needs of learners who require support to understand or express themselves.

### NEEDS AND EVIDENCE LED

The courses designed and delivered by the StreetGames are determined by Training Needs Analysis and other forms of consultation. Learning resources are developed to meet the expectations of those who will use them as practical tools or reference material.

New research findings are quickly integrated into course material – we teach what works and new learning materials are developed as a result of our research function.

### EXPERT DIRECTED

We use internal and external experts to shape content that draws on the latest findings from outside of our sector.

We establish effective partnerships to add value to the existing offer and ensure staff and volunteers access learning they may not otherwise get. Partnerships are chosen to meet stated needs e.g. using mentoring to work with young people at risk of becoming victims or perpetrators of crime.

With a focus on sustaining our training activity and making training as financially accessible as possible to those working in Doorstep Sport, we deliver training for organisations at market rate. This enables us to work with wider partners and support learning and development within more mainstream areas of education and sports delivery.

# IMPACT

**Since its inception (2010) StreetGames' Training Academy has delivered training to...**

# 50,000+ learners

Continuing to put learner experience at the heart of our planning and delivery will ensure high quality experiences for learners, and maintain the excellent retention rates we have measured.

Our learners have told us:

The tutoring team were responsive to my needs	99% agreed or strongly agreed
I learnt something new that I will put into practise	93% agreed or strongly agreed
The tutor's knowledge of the topic was good	99% agreed or strongly agreed
The course developed my skills	94% agreed or strongly agreed
How useful was the course for you in your role?	81% agreed it was useful

Our focus on making learning easy, practical, and interactive is what enables us to reach those who might not otherwise access training or have a positive experience; broadening not only their knowledge, skills and behaviours, but also their opportunity and confidence to pursue further training, volunteering opportunities and often employment.

In turn this ensures that high quality Doorstep Sport is delivered by competent local role models who represent and understand their community and the issues facing it and are trusted by the young people in those communities.



# A 10-YEAR VISION FOR WORKFORCE

The commitment of the Training Academy to fit training to communities, not communities into training, is underpinned by a vision to assist young people to change their lives and maximise their potential. This approach, driven by the training that is needed by those delivering Doorstep Sport, is delivered when and where suits their staff and volunteers. This will ensure StreetGames continues to reach those whose needs are not being met by other training providers.

StreetGames' work with organisations and individuals at the frontline of sport and youth provision allows fast sharing of learning and rapid translation of insight. This allows us to support developments and workforce needs as they emerge and stay ahead of the curve to meet those needs at scale. Spotting issues and responding quickly ensures our training offer remains up to date with new findings, and ahead in development terms.

StreetGames learners can expect a high standard of quality in the delivery of our training which meets their individual needs and helps them achieve to the best of their ability. Training will be delivered by those with the skills to best meet learners' needs, and with the up-to-date knowledge in order to share relevant experience.

The ambition of StreetGames is to be recognised as industry-leading in the quality and consistency of the training we deliver. We will work internally to exceed our own quality standards and constantly review processes, teaching and content through ongoing evaluation and feedback. We will work with partners to ensure we are meeting expectations for content development, learner experience and governance.



# PRIORITIES FOR 2022-25

## Listening, learn, innovate

### Stay at the forefront of insight developments

Using the breadth of StreetGames' work, partners, and reach into communities, training will be developed to ensure the Doorstep Sport workforce is equipped to deliver in the context of their community, responding to the changing experience of young people, armed with the latest understanding of issues affecting society and the tools with which to act.

The use of 'practice and innovation' groups will be increased to capture ongoing learning from live programmes in key topics such as youth leadership development and community safety.

### Use innovative approaches to make it easy to learn

Rebuilding our training presence in the communities we have worked in prior to the pandemic will require significant face-to-face delivery of training. Responding to societal developments will also see more StreetGames training available online or through blended learning options e.g. partly online and part face to face.

Training will continue to focus on sharing knowledge, testing and checking for learning and providing practical opportunities to apply learning. Training developed or reviewed will focus on increasing accessibility through online or blended learning options and skill development through practical activities where learners evidence their learning through doing.

StreetGames will continue to provide pastoral support to nurture learners who may have had previous negative learning experiences or require alternative styles.





## Grow reach and reproduce

### Learning into practice

StreetGames will continue to develop training that puts Locally Trusted Organisations at the forefront of high-quality sports and youth provision in communities. Specialist topics will be reviewed and grown to meet demand.

StreetGames will continue to review our delivery practice to ensure training is available at the most affordable rates to community organisations. A sharp focus on the relationship between value for the learner / deployer and the cost of training will help keep training accessible.

### Sustainable activity

Training focussed on the core of Doorstep Sport will be reviewed to reflect recent learning. Ensuring that the heart of the 5 rights and how they apply in each community is understood as the starting point for all delivery.

This renewed 'core training' will form the bedrock for a structure of training that helps LTOs trace a journey of improvement through learning. Training needs will be more easily identified by considering topics in pillars that build on each other e.g. how Managing Challenging Behaviour links to our Level 1 in Developing Community Activities for Youth at Risk and beyond.



## Drive insight-led organisational change

### Develop a culture for learning & improvement

StreetGames will continue to place learning at the heart of all our work. The training and development available will be part of a broader approach that means all those connected to Doorstep Sport understand the importance of continual learning.

StreetGames training will be designed and delivered to build confidence and empower individuals to recognise their own contribution to the sector-wide knowledge base. Facilitative learning styles will be applied to encourage sharing and peer-to-peer learning becomes second nature to those engaged in StreetGames training. This will be embedded through peer-to-peer discussion and open learning sessions in all areas where StreetGames staff work with Doorstep Sport delivery organisations and young people.

### Diversify our workforce in partnership with LTOs and Young People

A 'grow our own' approach will be taken to identify and support young people to access training, mentoring and jobs within the workforce team at StreetGames.

This will increase the diversity and skill of the current StreetGames workforce, building our leaders for tomorrow and ensure that the skills developed continue to be deployed locally.



# *Considerations for informing strategy*

In the design of this strategy we used data and feedback from learners and Locally Trusted Organisations, sought input and discussion from staff and applied our insight about the landscape of training provision in our sector.





**SPORT  
ENGLAND**

*sportwales  
chwaraeoncyfwr*



[www.streetgames.org](http://www.streetgames.org)



[StreetGamesSportsCharity](#)



[StreetGames](#)



[StreetGamesVideos](#)



[StreetGamesUK](#)