

Alum Rock Clarion Housing



CLARION
HOUSING



ALUM ROCK - DOORSTEP SPORT

Clarion Housing and StreetGames have worked in partnership since January 2022 to deliver a Doorstep Sport pilot project in Birmingham. The aim of the project was to help build resilience, skills for life and community connectivity among the young people living in the area. Working with Locally Trusted Organisation, Pitch 2 Progress, the project used StreetGames' proven Doorstep Sport methodology to engage local young people in positive activities.

The following neighbourhood in Birmingham was selected for delivery of the pilot project:



Alum Rock Estate (Birmingham) – the estate is located in the Saltley area, approximately 2 miles from the city centre. Clarion Housing manages 326 properties within the neighbourhood. Local amenities include Ward End Park, a MUGA facility and a community building, the latter owned by Clarion.

Community consultation and resident engagement was initially carried out through StreetGames, local Clarion Futures staff and research consultants Liminal Labs. This included engagement by StreetGames with young people attending activities at Alum Rock Community Centre during the Easter school holidays and a consultation session run by Clarion Futures and Liminal Labs during a Commonwealth Games Roadshow that visited the estate on 14/15th April.

Following the consultation period, Pitch to Progress (P2P) and Saltley Stallions were identified as appropriate locally trusted organisations to deliver the doorstep sport programme. A plan was agreed to deliver a weekly multi-sport session on a Monday evening, using the community centre and Ward End Park, and a programme of doorstep sport sessions during the school summer holiday period.

Activity commenced on 9th August with the delivery of a multi-sport programme and provision of healthy food on 16 days over four weeks during the school holiday period, using the community centre and park, delivered by P2P. StreetGames was able to contribute £4800 partnership funding to this element of the project through the Birmingham Holiday Activities & Food (HAF) programme. The summer delivery proved to be a success, with 60 young people engaged (age 8-14 years) and an average daily attendance of 35. Most participants identified as Asian/Asian British or Black/African/Caribbean/Black British and 37% were female.



POST SUMMER DELIVERY

Regular term time evening Doorstep Sport sessions then started on Monday 10th October, 2022. P2P were ready to commence delivery as soon as the summer HAF delivery finished but had to await the issue of a new hire agreement for the community centre before they could start. P2P have been working with local Clarion staff to engage local residents and promote the activity programme, also using the local contacts that they already have themselves and through links to Saltley Stallions Football Club. Over the first 3 weeks a total of 30 unique participants were engaged through multi-sport sessions (dodgeball, football, cricket and Table Tennis) delivered at the community centre and also using West End Park, when weather permitted.

StreetGames also contributed a multi-sport kit bag for use at the sessions, through the 'Inspiration 22' programme. These weekly sessions become a staple at Alum Rock, with sessions running through until July 2023.

Project Monitoring Figures



92%

of participants live in the top 20% most deprived postcodes according to IMD Decile Data.

* Regularity calculated by how many participants attended at least 50% of sessions over a 3 month period

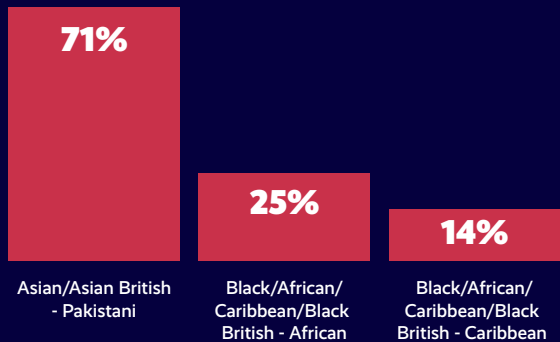
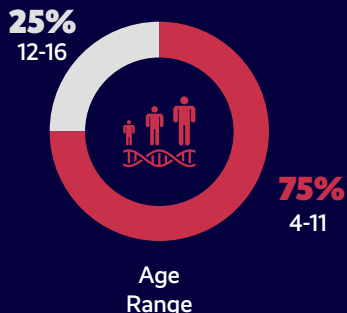
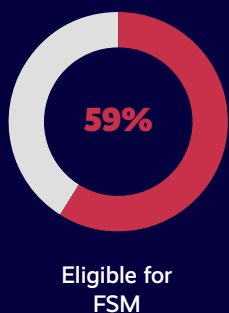
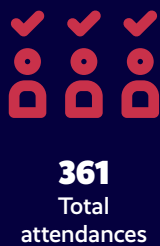


“Clarion Futures are proud to have partnered with Street Games for the delivery of Doorstep Sport in Alum Rock. The programme has been excellent, with local coaches delivering in an area they have great respect and passion for. The young people who have participated have clearly loved the sessions and gained confidence and empowerment from being in such well-structured and fun sessions.”

Clarion Futures Communities Officer - North

2023 & BEYOND

Following the successful delivery pilot, Pitch 2 Progress were awarded £29,520 from the Holiday Activities & Food (HAF) programme to continue sessions over the 2023 summer holidays to deliver 16 days of activity across the four weeks, an overview of those who attended is shown below:



Pitch 2 Progress have since gone on to receive a further £7.5k from Clarion Housing to sustain their Doorstep Sport delivery at Alum Rock CC. Keeping these valuable weekly Doorstep Sport sessions available for the local young people, who gain so much from their attendance.