



Spirit of 2012 StreetGames Evaluation Report

14th November 2014

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STREETGAMES

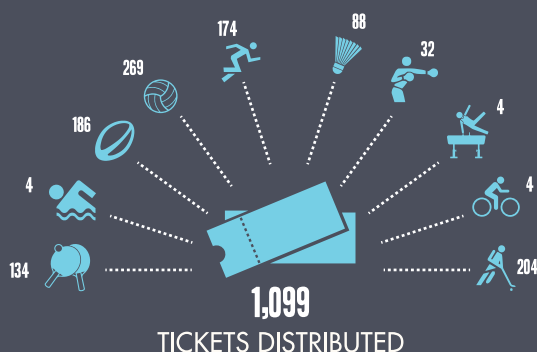
SPIRIT OF 2012

COMMONWEALTH GAMES



CAMP GLASGOW

23rd JULY -
2nd AUGUST

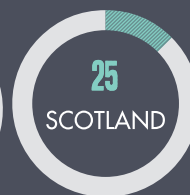
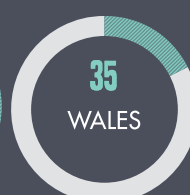


POP-UP GAMES

SUMMER
2014



200 POP UP CLUBS
WERE ALLOCATED
TO THE STREETGAMES
NETWORK ACROSS
THE U.K



Section One – Introduction

Background

- 1.1 In December 2013, StreetGames submitted a funding application to The Spirit of 2012 Trust to deliver a legacy project for thousands of young people living in areas of high deprivation in the UK to connect and be inspired by the 2014 Commonwealth Games in Glasgow.

Project Objectives

- 1.2 The initiative aimed to build on the highly successful 'Give & Go' legacy programme which StreetGames ran during the 2012 Olympics Games, which involved inspiring over 1,800 disadvantaged young people by enabling them to attend the Olympic Games, to turbo charge a large participation programme on the ground across the UK.
- 1.3 Analysis of our Olympic Legacy campaign showed that attending a major event was very inspiring - it opened the young people's eyes to elite performers and world class sports stadiums, increasing their passion and love of sport.
- 1.4 The aim of this initiative was to build upon this, and provide disadvantaged young people, who typically have very limited access to major sporting events, with the opportunity to attend the Commonwealth Games and to reward our young volunteers and inspire new volunteering.

Project Overview & Key Partners

- 1.5 The initiative had three key strands:
 - To give 1,000 disadvantaged young people all over the UK the amazing experience of watching events at the Commonwealth Games, coupled with a residential stay that would also incorporate an outward bound experience.
 - To deliver 200 Commonwealth Games Pop Up Clubs in disadvantaged areas across the UK to inspire and reinforce participation in sport by between 5,000 and 10,000 disadvantaged young people.
 - To create a legacy of youth volunteering in sport with over 150 disadvantaged young people being supported to volunteer in the delivery of the Commonwealth Games visit and residential and the Commonwealth Games Pop Up Clubs.
- 1.6 The initiative was achieved through a financial grant of circa £186,000 from The Spirit of 2012 Trust together with the support of the StreetGames network of doorstep sport projects, Auchengillan Outdoor Centre and StreetGames staff and volunteers.
- 1.7 StreetGames central staff were responsible for the overall programme planning and set up, which included:
 - Communication with StreetGames network projects to promote and engage local projects in the initiative
 - Planning the accommodation, catering and activities schedule together with Auchengillan Outdoor Centre for Camp Glasgow
 - Co-ordinating the transport plan to enable StreetGames projects to travel to Camp Glasgow
 - Volunteer recruitment and induction

- Co-ordinating the collation and distribution of the Pop Up Games equipment packs to projects
- Preparation and delivery of an Activator Training workshop to support local coaches and volunteers to utilise their Pop Up Games packs
- The collation and analysis of monitoring and evaluation information.

Monitoring & Evaluation Methodology

- 1.8 This initiative was funded prior to Spirit of 2012 developing its Theory of Change model and detailed Outcomes and Indicator Framework. Therefore, an initiative specific evaluation plan was prepared by StreetGames and agreed with Spirit of 2012, using the research methods outlined below.
- 1.9 The StreetGames Research and Insight Team was tasked with undertaking this work, which included; visiting Camp Glasgow over ten days to observe activities and gather feedback from the young people staying, the Young Advisors and project leaders via:
- Feedback postcards – asking visitors to write a short message about their best memory on camp
 - A short feedback questionnaire for young people visiting the camp – completed via a touch screen tablet survey
 - Face to face interviews with a sample of Project Leaders
 - Face to face interviews with a sample of Young Advisors
 - Video interviews and footage at the camp.
- 1.10 For the Pop Up Clubs our research methods included:
- Undertaking an on-line survey with Project Leaders delivering Pop Up Games activities to capture monitoring data and general feedback
 - Undertaking visits to a sample of projects to observe activities and gather feedback from coaches, volunteers and participants.
- 1.11 The research was designed to capture both general views/feedback and to also capture evidence re the impact and value of the initiative, particularly in relation to The Spirit of 2012 key outcomes re ‘engaging volunteers’, ‘enabling and connecting’ and ‘inspiring events’.
- 1.12 The information gathered via this research has been used to prepare this evaluation report.

Section Two – Camp Glasgow

Introduction

- 2.1 Camp Glasgow took place between 23rd July – 2nd August 2014 at Auchengillan Outdoor Centre in Scotland.
- 2.2 Through funding received from Spirit of 2012; StreetGames was able to offer hundreds of young people (aged 16-25 years) from the StreetGames network, the opportunity to visit Camp Glasgow. Whilst on camp the young people were able to:
 - Visit and spectate at an event at the Commonwealth Games 2014. In total, 1,099 CWG tickets were available across a range of events, including: athletics, badminton, cycling, netball, rugby 7s and table tennis, hockey and boxing
 - Take part in a range of different instructor-led outdoor activities on the Auchengillan site, including: mountain biking, raft building, power drop, archery and crate building.
 - Take part in a number pop up sports such as table tennis, volleyball, football and rugby
 - Take part in a number of team challenges and evening entertainment activities led by the Young Advisors such as talent show nights, discos, quizzes and treasure hunts.

Headline Data

- 2.3 In total, 63 projects from within the StreetGames network across England, Wales, Scotland and Northern Ireland visited the camp (*see Appendix A for a full list of projects which attended camp*).
- 2.4 In total these projects brought 521 young people of which 59% were males and 41% were females and 135 project staff (*of which 81 were aged 20-30 years – many of which are project volunteers as those aged over 20 were included within the project staff numbers*). The visitors were supported by 30 StreetGames staff members and 17 Young Advisors.
- 2.5 As such, the total number of young people visiting the Camp was lower than the original target of 1,000. However, the duration of stay on average was longer; a typical stay was three nights not two, which was the original estimate. Overall, the total number of individual night stays (sleeping nights) was 1,794.
- 2.6 Initial interest from projects to attend the Commonwealth Games was high with the number of individuals identified being close to the targeted 1,000. We do not believe, that there was a single common reason for the numbers reducing closer to the event however it was clear that projects under local authority control under-estimated the lead in time required, to complete various internal administration and authorization processes and therefore several of these type of projects withdrew themselves from the initiative.
- 2.7 All projects were able to attend at least one Commonwealth Games event, where availability allowed, some projects were able to attend more than one event. 34% of all who attended were able to benefit from experiencing a second Commonwealth Games event during their stay.
- 2.8 In addition, a further 94 Commonwealth Games tickets were distributed and used by projects within the StreetGames network that are located in Scotland, who did not attend Camp, for use with their young people. Therefore, **in total over 700 young people attended the Commonwealth Games via this initiative.**

- 2.9 It is our view; that having a lower number of young people on camp but enabling them to stay for a longer period than originally anticipated resulted in an improved quality of experience, as young people were able to extend their camping experience, take part in more activities and for some visit the Commonwealth Games twice and this is reflected in the feedback below.

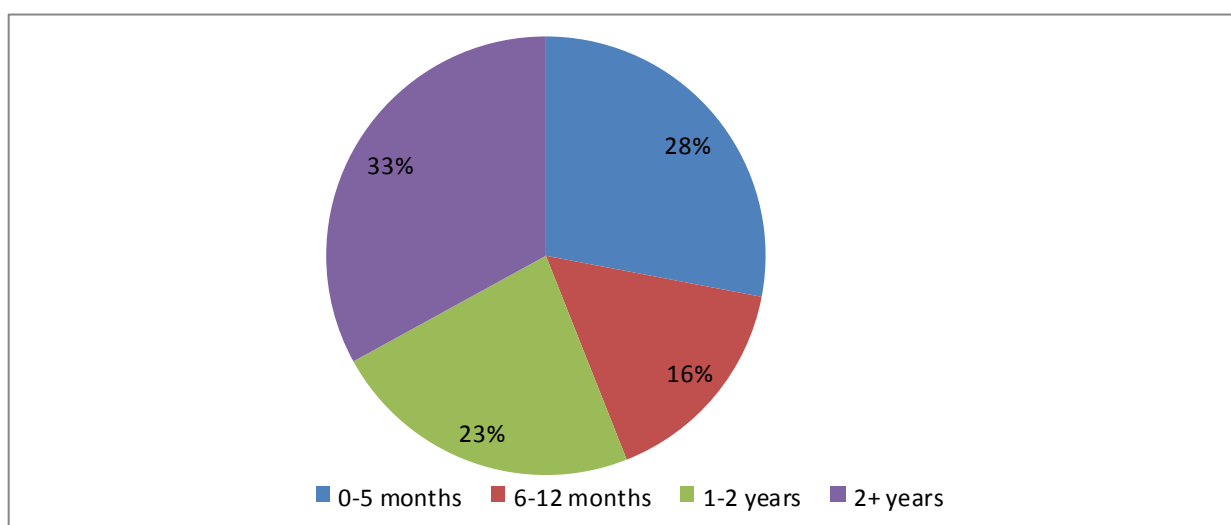
Feedback

- 2.10 The feedback from both the young people and project leaders who visited the Camp was overwhelmingly positive - this was captured within each of the different research formats. The information below provides a summary of the key findings.

Young People

- 2.11 The young people that visited Camp Glasgow were able to provide feedback anonymously via table surveys and memory postcards.
- 2.12 In total over 150 young people completed the tablet surveys. The majority of respondents (76%) were aged 16-20 years and most are studying at either college (43%) or school (20%), whilst 21% are working and 16% who visited are currently unemployed.
- 2.13 Over half (56%) of the young people that visited Camp Glasgow had been involved with their StreetGames project for over a year, including a third – which have been involved for over two years – see Figure One below.

Figure One – Length of time involved in StreetGames Project



- 2.14 The aspects which the young people told us they like most about their local project were; the other participants/friends - which included meeting new people and making friends as well as staff at the project – this also included the support that the staff offers to the young people. Young people also really liked the activities offered at the project, having fun/being happy, the atmosphere at the project, taking part in events and volunteering.
- 2.15 Typically, the most popular activities they take part in at their project comprise: football, basketball, badminton, fitness, table tennis, dance, athletics, tennis and many other – including netball, rugby, dodgeball, hadball and cricket.
- 2.16 Respondents were asked what had attracted them most to come on this trip. Although a diverse range of responses were provided, most commonly – the young people were

attracted to attending the Commonwealth Games and experiencing something new, with the most popular responses comprising:

- To go to the Commonwealth Games (28)
- To have a new experience (14)
- To be with or make new friends (13)
- The Activities/To Try New Activities (10)
- To go to Scotland or Glasgow (10)

2.17 Although the majority of respondents (95%) said that they had stayed away from their local area before, **the vast majority (61%) said that they had never been to a major sporting event before**, with the majority of those which had, having done so via the StreetGames Give and Go Campaign in 2012.

2.18 Providing young people with the opportunity to attend the Commonwealth Games was clearly inspirational. It was by far the most commonly mentioned 'best memory' on the feedback postcards as typified by a selection of comments below.

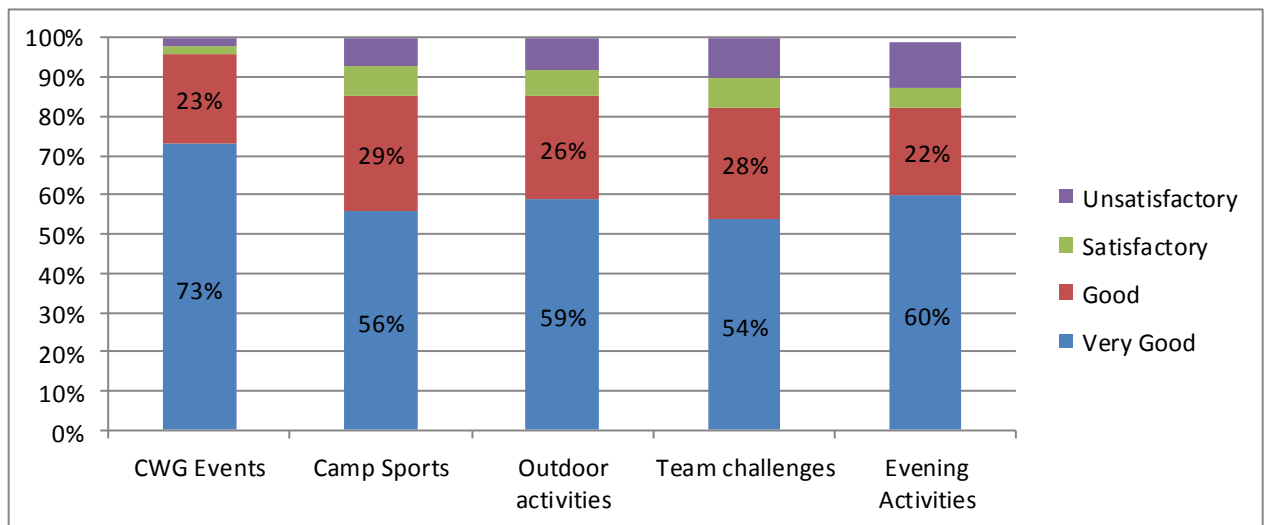
- *'The whole day out at the Games from leaving site to arriving at the match – the whole day was fantastic'*
- *'Watching the games, the sights and the smells of Glasgow. I'm gonna' move here it's an amazing once in a lifetime experience'*
- *'Going to watch an event at the CWG was breath-taking'*
- *'Going to the CWG and watching home team to play netball. Also, to watch such an amazing team Malawi play was a cherry on the cake'*
- *'Watching the England v Scotland hockey match as the atmosphere was amazing!'*
- *'Hampden Park atmosphere for athletics was amazing'*
- *'Watching the table tennis was class'*
- *'Rugby 7s was phenomenal! I've never been a rugby fan, but my perception is forever changed – thanks!'*
- *'Rugby Sevens was wicked'*
- *'Going to the CWG because we watched the rugby and we all danced and sang along with the songs it was a fantastic day – I would highly recommend it'*

2.19 In addition, **78% said that it had made them more interested in following the Games.**

2.20 Attending the Camp not only provided young people with the opportunity to experience a major sporting event, but it also provided many (39%) with the **opportunity to try new activities and gain new experiences** which they had not done before, such as camping, outdoor activities and also some of the pop up games activities.

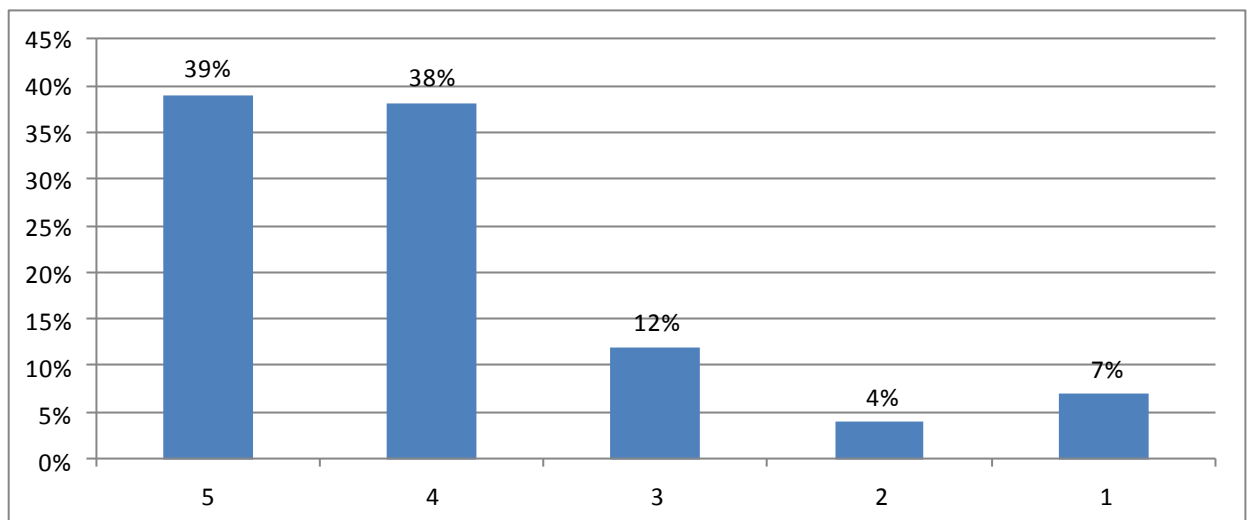
2.21 The feedback about the Camp was overwhelmingly positive and this is perhaps summarised most simply via the feedback about activities undertaken, where over 80% of respondents rated the activities as either good/very good – see Figure Two below.

Figure Two – Satisfaction with Camp Glasgow Activities



2.22 Similarly, when asked about their overall enjoyment of the Camp – the vast majority of young people who stayed rated their experience positively – see Figure 3 below.

Figure Three – Overall enjoyment of Camp (5 = amazing, 1 = rubbish)

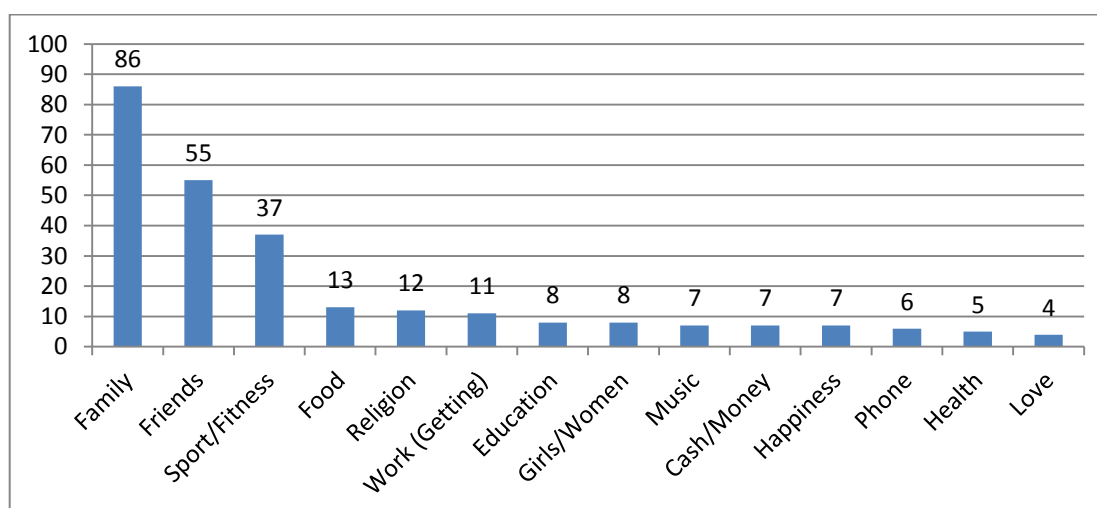


2.23 A selection of messages from the memory postcards also illustrate this positive feedback:

- *'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 to South Wales with me'*
- *'The best thing I liked about the camp was the raft building and the activities we done when we first arrived at Camp and all the workers they were great!'*
- *'All memories were fantastic, the team were great, especially enjoyed the Common Wealth Games along with all the games created by the team. Also meeting new people'*
- *'Going mountain biking and meeting new people it's interesting getting to know people I didn't know. Watching the badminton was superb'*
- *'Loved every single minute of this experience, from meeting new people working with them and going to the Games'*
- *'Seeing the young people have amazing experiences that we can't give them, such as Common Wealth Games tickets it was also great to do the activities with the young people and help them gain further experiences. The staff have been amazing'*
- *'The whole experience has been great! From the epic coach journey, a long walk in the woods, interviews with Radio 5 live and of course going to the games'*

- 2.24 Their enthusiasm and enjoyment, was also reflected, in terms of the words they selected to describe their time on camp, which most popularly included words such as **'Fun', 'Challenging', 'Amazing', 'Exciting', 'Fab', 'Brilliant', 'Funny', 'Good', 'Interesting', 'Different' and 'Entertaining'.**
- 2.25 **86% said that they felt more involved with their project** as a result of coming to the Camp.
- 2.26 The Young people were asked, what they would change about the Camp if they were to take part again. Many said that they wouldn't change anything, but for those which did make suggestions, the aspects most commonly mentioned related to the facilities such as:
- The accommodation - a number of young people mentioned wanting better/cleaner toilets and shower and also some young people which stayed in tents said they would have preferred to stay in the cabins and vice-versa
 - Better food/more variety
 - More organised activities in the day and/or night
 - The Wi-Fi connection
 - More or better facilities available at the outdoor centre.
- 2.27 In terms of the activities – some young people suggested that they would have liked having more free time in the evenings, whilst others wanted more activities available.
- 2.28 Young people were also asked to provide a little information about themselves in terms of things which were important in their lives and dreams for the future.
- 2.29 In terms of three most important things in life, by far the most commonly mentioned answers by young people were family and friends. Followed by factors such as sport/fitness, food, religion, work and education – see Figure Four below.

Figure Four – Three most important things in life



- 2.30 In terms of dreams for the future; for most this related to their careers and being able to work in a specific role, often connected with sport; such as a sports coach, youth worker, teacher or having their own business. Other dreams related to living abroad, being happy and travelling. For a small number, suggestions included being famous or rich.

Young Advisors

- 2.31 17 Young Advisors (experienced volunteers from the StreetGames network) supported StreetGames staff on Camp.
- 2.32 The Young Advisors were all aged between 17-25 years and came from a range of different StreetGames projects across the country such as: Leeds, Milton Keynes, Newport, Stoke-on-Trent, the Wirral, North Tyneside, Birmingham, Warrington and Belfast. Most had been volunteering with their local projects for two or more years, some had also previously supported StreetGames at large events such as the summer Mass Participation Festivals and Volunteer Residentials.
- 2.33 StreetGames provided a Camp Glasgow induction and planning day for the Young Advisors in Birmingham in advance of the Camp to explain the initiative, outline the programme and support required and gather ideas and input from the Young Advisor team to help shape the activities programme.
- 2.34 The Young Advisors worked alongside StreetGames staff and undertook a range of tasks on Camp including welcoming visitors, assisting with registration/accommodation schedules, transport marshalling, leading pop-up games/evening entertainment activities and general camp duties – such as putting up tents, helping out at meal times, phone charging and litter-picks.
- 2.35 The Young Advisors themselves talked very positively about what they get out of volunteering – which most commonly included **gaining in confidence, independence, responsibility, experience, fun, employment opportunities and meeting new people.**
- 2.36 They also talked about key skills they'd learnt on Camp which they could use when they went back home, **such as team work, communication, confidence, decision-making and forward planning.**
- 2.37 Four short Young Advisor case study examples are provided below.

Young Advisor - Joe

Joe is 21 years old from the Wirral on Merseyside and has been volunteering with his local project since 2010.

Joe initially became involved in volunteering through his interest in sport; he loved taking part and wanted to carry on his involvement.

Joe's volunteering role at his local project involves: helping to set up the equipment for sessions, leading activities and motivating others to take part.

Through his involvement in volunteering Joe has undertaken a range of qualifications, including: FA Level 1 Coaching Award, Level 2 Doorstep Sport Coaching Award, First Aid, Safeguarding, Activator workshops in rounders and tennis and also a drug and alcohol awareness peer educator course.

Through his volunteering experience and qualifications, Joe has been able to secure paid sessional work as a coach at a number of after school sports sessions.

Joe previously acted as a Young Advisor at the StreetGames Volunteer Residential at Brathay, which inspired and gave him the confidence to apply for a Young Advisor post at Camp Glasgow. He undertook a wide range of duties whilst on camp, including helping to set up and take down tents, leading activities in the evenings and at the Pop Up Games arena and general duties.

For Joe:

- The key things he gets from volunteering are: ***"Experience and fun"***
- The three words which describe volunteering best are: ***"Amazing, Experience and Friends"***
- He feels rewarded for his volunteering from ***"opportunities to lead and qualifications"***
- Challenges when volunteering have included ***"Speaking in large groups and on a microphone.....but it's good to get outside your comfort zone"***
- The best thing about Camp Glasgow was: ***"Last night, we did Glasgow's Got Talent and everyone was involved with that"***
- The key things he's learnt at Camp which he will use elsewhere: ***"loads of activities and loads of ice-breakers"***
- The three words which describe camp are: ***"Amazing, Fund and Awesome"***
- Dream for the future: ***"Get back into judo again"***

Young Advisor - Gabby

Gabby is 19 years old from Leeds and has been volunteering with her local project for two years.

Gabby initially became involved in volunteering through a friend who started volunteering and told her about it, which she thought *"sounded like my scene"*.

Gabby's volunteering role at her local project involves helping staff to plan and run some of the sports sessions and helping to organise new volunteers.

Through her involvement in volunteering Gabby has undertaken a range of qualifications, including: Level 2 Doorstep Sport Coaching Award, Basketball Level 1 coaching award, first aid, network rail safety training and various sports Activator workshops. Gabby is now studying at University and works part-time.

Gabby has been a Young Advisor for StreetGames before, and wanted to get involved in Camp Glasgow because *"It's a once in a life-time opportunity as it's linked to the Commonwealth Games"*. Gabby undertook a wide range of duties whilst on camp, including helping to set up and take down tents, supervising coach departures/arrivals, planning evening activities and general duties.

For Gabby:

- The key things she gets from volunteering are: ***"Responsibility, confidence and independence"***
- The two words which describe volunteering best are: ***"Friendship and involved"***
- She feels rewarded for her volunteering from ***"Feedback and praise"***
- Challenges when volunteering have included: ***"Gaining attention from some groups of young people"***
- The best thing about Camp Glasgow was: ***"The evening activities, the games – a giant man-hunt"***
- The key things she's learnt at Camp which she will use elsewhere: ***"Planning ahead"***
- The three words which describe camp are: ***"Tiring, busy and different"***
- Dream for the future: ***"To be a PE teacher"***

Young Advisor - Klaudia

Klaudia is 18 years old from Milton Keynes and has been volunteering with her local project for two years.

Klaudia initially became involved in volunteering through a project at her college, where they provided support to a local primary school.

Klaudia's volunteering role at her local project involves: helping to run sports sessions for younger children; co-ordinating the children, making sure they have fun and know what they are doing.

Through her involvement in volunteering Klaudia has undertaken a range of qualifications, including: Sports Leaders UK Level 2 Award, Engaging women and Girls workshop, touch rugby Level 1 referee Award and Activator workshops in basketball, badminton and tennis. Klaudia is now going on to study at University in Chichester.

Klaudia previously acted as a Young Advisor at the StreetGames Volunteer Residential at Brathay and at the StreetGames Conference – she wanted to get involved with Camp Glasgow as the whole idea sounded great. She undertook a wide range of duties whilst on camp, including helping with the registration and accommodation of guests, dining hall supervision and leading activities at the Pop Up Games arena and general duties.

For Klaudia:

- The key things she gets from volunteering are: ***"Giving back, experience and meeting other people"***
- The three words which describe volunteering best are: ***"Passion, Understanding and Proud"***
- She feels rewarded for his volunteering from ***"Thanks, verbal appreciation and because people look up to you"***
- Challenges when volunteering have included: ***"Language, English is not my first language – some people say they can't understand me"***
- The best thing about Camp Glasgow was: ***"Being asked to help with registration"***
- The key things she's learnt at Camp which she will use elsewhere: ***"teamwork"***
- The three words which describe camp are: ***"Tiring, fabulous and full of adventure"***
- Dream for the future: ***"To coach in America"***

Young Advisor - Alex

Alex is 17 years old from Newport in south Wales and has been volunteering with his local project for about two years.

Alex's role at his local project involves: helping to run sports sessions for younger children and supporting the coaches.

Through his involvement in volunteering Alex has undertaken a range of qualifications, including: Sports Leaders UK Level 2 Award, First Aid and Safeguarding. Alex is currently studying at College and is now also employed as a casual coach at his local project.

Alex undertook a wide range of duties whilst on camp, including helping to set up and take down tents, supervising coach departures/arrivals, leading activities and general duties.

For Alex:

- The key things he gets from volunteering are: ***"Meeting new people, qualifications and having connections within his community"***
- The three words which describe volunteering best are: ***"Interesting, Rewarding and Fun"***
- He feels rewarded for his volunteering from ***"Because people respect you"***
- Challenges when volunteering have included: ***"Some issues at my project with fights and disputes – but I try to resolve it calmly and in a controlled manner"***
- The three words which describe camp are: ***"Tiring, busy, different"***
- Dream for the future: ***"To become a successful person"***

2.38 The team of Young Advisors provided fantastic support to the StreetGames staff team which was widely recognised by the young people, project staff (and StreetGames):

- *'The young advisors were brilliant'*
- *'Interaction of all the young advisors. Great job done by all....credit to StreetGames'*
- *'Zikel made my experience fantastic because he cared about what we wanted to do.'*
- *'Meeting the amazing young people – the young advisors staff and the people who are on the trip'*
- *'Doing the activities and the advisors being helpful and funny..'*
- *'Being with an amazing group of young advisors – the evening activities e.g. the talent show, chunky monkey and the rave'*
- *'Young Advisors - really engaging and encouraged the less confident young people, full of energy, nothing is a problem'*
- *'So well organised. Staff and Young Advisors have been great'*

2.39 Although extremely tiring, the Young Advisors themselves, thoroughly enjoyed their time at Camp Glasgow all rating their time as eight or above out of ten and appreciated the skills, experience and inspiration it has given them. For example:

- *"Peers think I'm a natural leader, it's just pushed me that little bit further"*

- *"I've learned loads – just from meeting general meeting and greeting people and being more confident"*
- *"I want to be the person that watches over something like this...I want to be at the top"*
- *"I've learnt about teamwork, communication and backing everyone up that's involved"*
- *"I'd definitely recommend it to others and my project back home".*

Project Staff

- All of the young people which visited Camp Glasgow were accompanied by at least one member of staff from their project. The Project staff were fully integrated with their group – taking part in activities, going to the Commonwealth Games and staying on-site at the Camp. The ratio of staff / Project Leaders to young people was 1:4

Key Benefits

- 2.40 For many project staff it provided valuable, quality time with the young people from their projects and enabled them to have more in-depth discussions than they normally are able to do.
- 2.41 Project staff described the many positive social outcomes that young people benefit from coming on a trip such as this – through coming to a new area, trying new activities, meeting new people and experiencing the excitement of a major sporting event.
- 2.42 Positive outcomes which were typically highlighted by project staff included: **improved cohesion, enhanced social skills, confidence building, increased independence and basic independent life skills**. Illustrated by a selection of comments below:

- *'It's helped them engage with youths from other projects, people from all over come together, addressed the problems of postcode wars and gang wars, drives cohesion and opens up young people's minds'*
- *'The social aspect - making new friends and the opportunity to try new activities'*
- *'Being involved in new activities, being away from home, building confidence and self-esteem, communication skills'*
- *'Good to get them out of their comfort zone, away from home, new opportunity, helps their independence and confidence. Making friends their confidence grows in a short space of time'*
- *'The young feel more engaged and more important/valued - makes them feel valued as they have been brought on the trip'*

- 2.43 Project staff also felt that **the trip had been beneficial in terms of acting as a reward to young volunteers and in terms of encouraging attendance**: *"Yes, the trip is a really good tool/incentivise and they will spread the word at home when they get back too", "Yes - the boys have been asking where the trips are next year so they want to stay engaged" and "It gives them a confidence boost and feel part of one big family".*

Inspiration of the Commonwealth Games

- 2.44 Project staff also talked positively about the benefits of this trip and the Pop Up Games to **help their young people feel more interested and involved with the Commonwealth Games**. Many felt that their young people would not have been actively involved without this initiative. For example: *"They didn't know much about the Commonwealth Games event before and now have really taken an interest. Learning, asking lots of questions, and an eye opener. Good experience", "Yes, definitely, they all got the results out on phones. We*

have been to the netball, it was good” and “We ran a mini Commonwealth Games sports day that offered a variety of sports, it was very good”.

- 2.45 It had clearly acted as an inspiration for many: *“Experience for girls, it inspires them - seeing netball at the Commonwealth Games”, “Once in a lifetime opportunity” and “Yes, they are more interested now in sports in general”.*
- 2.46 Project staff identified a number of different aspects about Camp Glasgow as being the highlight or best aspect which typically included:
- The opportunity to take young people to a major sporting event
 - The variety of activities on camp
 - The opportunities for the young people from different projects to meet up and mix together
 - The StreetGames staff and Young Advisors.
- 2.47 A selection of comments are set out below to illustrate their feedback.

- *‘Variety of offer available, different experiences available’*
- *‘Going to Glasgow and seeing the Common Wealth Games - soaking up the atmosphere.’*
- *‘All the young advisors’*
- *‘Atmosphere been brilliant, help, friendliness’*
- *‘Activities on offer throughout the week’*
- *‘I think it has to be the friendliest of the staff around’*
- *‘So well organised. Staff and Young Advisors have been great’*
- *‘The Young People from all over Britain, lively atmosphere, everyone integrating, really friendly, no barriers’*

- 2.48 Suggested improvements were typically focused around the food and lack of variety together with on-site accommodation, requests for a TV screen to show Commonwealth Games highlights on Camp and for some the length of time required to travel to Glasgow.
- 2.49 However, on the whole the feedback was very positive, perhaps best summarised in the feedback of one project leader who said: *“The whole project is amazing, young advisors, the venue is very basic but organisation wise it's been really good, volunteers and staff have been amazing and go out of their way to help.”*
- 2.50 Key words which project staff chose to describe Camp Glasgow most commonly included: **Fun, Inspiring, Relaxing, Exciting** and **Atmosphere**. Other words also selected included: life changing, once in a life time opportunity, friendly, scenic, fantastic, opportunities, adventures, rewarding, engaging, epic, amazing, refreshing, organised and integrating.

Summary

- 2.51 The research and information collected from the projects and young people involved with Camp Glasgow was extremely positive.
- 2.52 The funding and resources provided by Spirit of 2012 enabled a significant number of young people from with the StreetGames network to engage and connect with the Commonwealth Games, take part in a diverse range of sports, experience new activities, visit new places and gain key skills.

2.53 In terms of headline statistics, the initiative enabled:

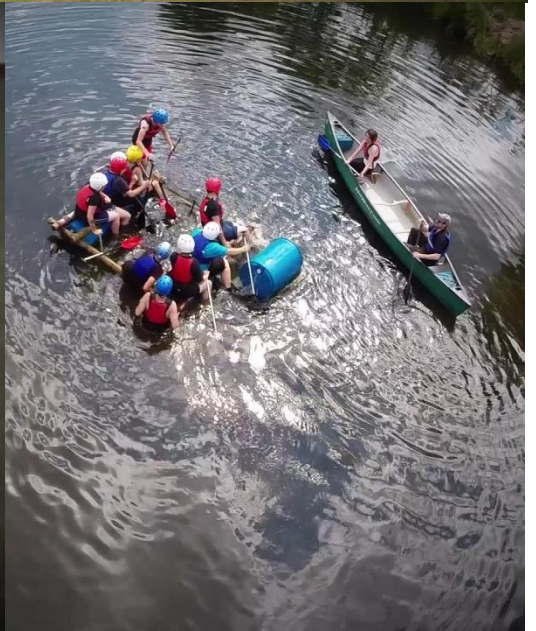
- Over 700 young people from the StreetGames network of projects to watch Commonwealth Games events
- Over 600 young people to take part in Camp Glasgow – a residential stay incorporating outward bound experiences which provided over 1,790 individual night stays
- 17 volunteers to act as Young Advisors at Camp Glasgow.

2.54 As detailed earlier, it is our view; that having a lower number of young people on camp but enabling them to stay for a longer period than originally anticipated resulted in an improved quality of experience.

2.55 In particular, the fact that the initiative provided so many disadvantaged young people with an opportunity to attend the Commonwealth Games proved to be extremely popular and it clearly **inspired** those which attended.







Section Three – Pop Up Clubs

Introduction

- 3.1 Pop-Up Clubs are designed to support the StreetGames network of local delivery partners to deliver new and exciting activities that are linked to an event taking place on the national or international stage.
- 3.2 They are designed to support organisations in the StreetGames network to deliver a vibrant and varied sporting offer that contributes to supporting participants to develop a sporting habit for life.

What Took Place

- 3.3 Through funding from Spirit of 2012, StreetGames was able to offer projects within the StreetGames network the opportunity to access Pop Up Games kits, linked to the Commonwealth Games in Glasgow 2014, focusing on the sports of table tennis, badminton, rugby, athletics and dodgeball.
- 3.4 The Pop Up Games kits included:
 - A range of sports equipment including: 4 dodgeballs, 4 rugby balls, 4 stop watches, 4 whistles, 1 relay baton box, 2 table tennis sets and 1 badminton set.
 - Activity cards with ideas for games, challenges and fun competitions
 - Access to a three hour Activator training workshop to support coaches and volunteers in their pop up games activities
 - Suggested ideas to get involved in fun challenges and competitions and link with other Pop Up Clubs via social media
 - Rewards and incentives for participants, including branded t-shirts, water bottles and certificates
 - An information/welcome pack including loyalty cards, marketing and promotional ideas, poster, leaflet and press release templates and tips.
- 3.5 Interested organisations were invited to submit a short delivery plan – outlining their plans and intentions for using the kits between July – September 2014. From these submissions 200 organisations from the StreetGames network were selected, comprising:
 - 145 projects in England
 - 35 projects in Wales
 - 25 in Scotland
 - 5 in Northern Ireland.
- 3.6 To capture data and feedback in relation to the Pop Up Clubs, StreetGames:
 - Requested that project leaders complete an on-line survey to provide key monitoring data and general feedback
 - Undertook visits to a sample of 17 of Pop Up Games projects to observe activities and undertake short interviews with coaches, volunteers and a sample of participants to gather their views.

Headline Data

- 3.7 The data and feedback provided below is based on information collected via these methods (*n.b. a number of the questions in the on-line survey allowed multiple responses to be selected and therefore the percentages often sum to more than 100%*).
- 3.8 Projects were able to use the kits in a variety of different ways to engage young people in their activities and promote links with the Commonwealth Games in their areas. An overview of their delivery is set out in summary below.

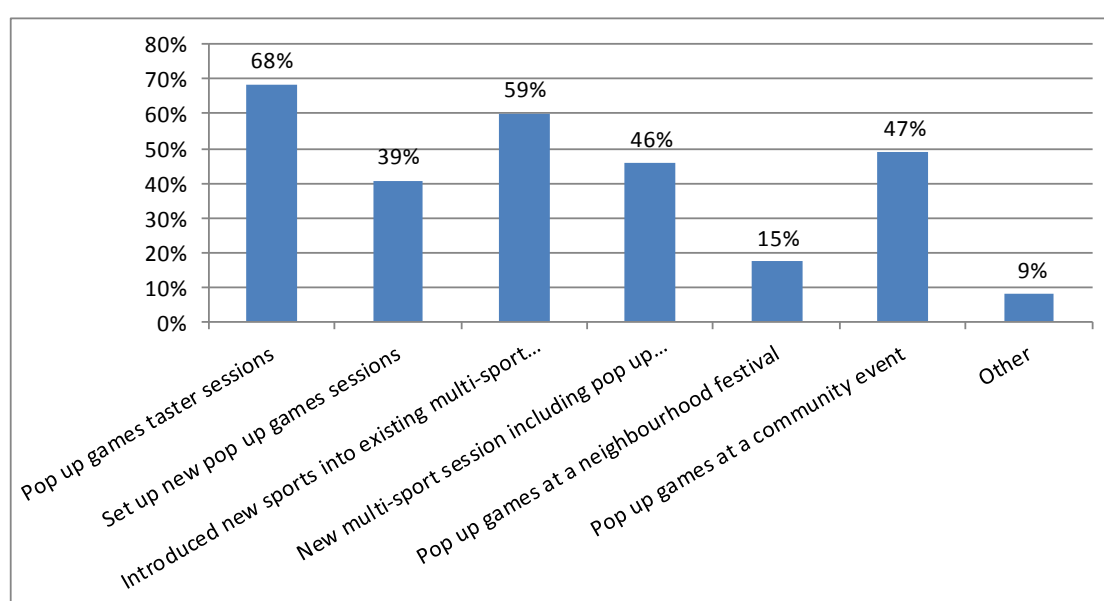
Table Two – Pop Up Games Headline Summary Data

Key Area	Data
Total number of Pop Up Clubs	200
Total number of participants engaged	12,414
Total Number of Pop Up Games sessions	1,441
Total number of Pop Up Games hours	3,218
Total number of coaches delivering Pop Up Games activities	358
Total number of volunteers supporting Pop Up Games activities	281
Total number of learners attending Pop Up Games activator workshops	193

Pop Up Games Delivery

- 3.9 The objective of the Pop Up Clubs was to support projects to deliver a varied and vibrant offer, inspire and reinforce participation linked to the Commonwealth Games. **Projects were encouraged to use the equipment in a range of different ways, in order to meet local needs.**
- 3.10 As Figure Five below shows that many projects used the pop up equipment in a variety of ways ; with for example 68% providing taster sessions, 59% introducing new sports into existing multi-sports sessions, whilst nearly half (46%) used the equipment to set up new pop up games sessions or new multi-sport sessions using the equipment.

Figure 5 – Activities included in Pop Up Club



3.11 Short case study examples from a selection of projects which delivered Pop Up Games activities are provided below.

FARE Glasgow

FARE is a grassroots charity operating from Easterhouse, Glasgow. They aim to improve life in the community by offering activities to lift people's aspirations, enhance their standard of living, and tackle territorialism and anti-social behaviour. FARE use clubs, sport and art activities, family support groups, holidays and adult mentors to engage with children, young people and adults.

FARE run weekly evening sports sessions based across Easterhouse and the surrounding area. The pop up equipment was used extensively within these sessions throughout the summer. A number of sports coaches from FARE attended the Pop Up Activator training, which supported the successful delivery of the pop up activities. The Coach said that *'The Pop Up club will enhance the number of sports we are able to offer. Many of the activities will be new to the participants so it is great for them to get the opportunity to try it out.'*

FARE highlighted the links to the Commonwealth Games locally by running a mini Commonwealth Games event earlier this year with over 1,000 school children. *'We try hard to promote the links to the Games and have managed to source a number of tickets including some from StreetGames to allow the young people to experience the Games.'* FARE also incorporated their Pop Up Games activities into their annual Gala Day, which attracted 200-300 young people. The project manager feels that the Pop Up Clubs will support the development of a Commonwealth Games sporting legacy in Glasgow, *'Offering variety and links to major sporting events is helpful. The sports in the bags link well with some of the Common Wealth Games activities they will be going to see. This will help sustain an interest after the games'*.

The equipment has been utilised extensively throughout the summer, and feedback has been great. *'The young people have really enjoyed the variety. The sessions have been great. The pop up sessions have attracted new participants, given the young people a chance to experience new sports, and the equipment is great quality'*

'We will use the equipment across all our sites and at future festivals.'

Trafford Housing Trust

Trafford Housing Trust owns, manages and provides over 9,000 homes for people across Trafford, including homes and services for older and more vulnerable people. Leon Pietrzak is a Youth Involvement Worker and he supports a range of projects across Trafford including running activities, supporting youth forums and organising trips for young people.

Trafford Housing runs weekly sports sessions throughout the summer to engage with young people within their community. The Pop Up equipment allowed Trafford Housing to offer additional Pop Up Games session to their summer programme, as well as using the equipment in existing sessions. *'It's been going very well – it's good to be able to introduce different sports that they would never have played before – in particular badminton and rugby'*, Project Manager.

Trafford Housing ran the Pop Up sessions in partnership with TUF*C – A charitable organisation that supports young people's involvement and participation in sporting and leisure activities across Trafford. Tuf*C actively encourages healthy living and minds and also promotes good life and social skills. Trafford Housing Trust and TUF*C sent five of their staff members to the Pop up Games Activator training workshop, with delivery also being supported by number of volunteers from within the community. *'The volunteers help with set up and take down of equipment, and build rapport with young people and encourage them to get involved'*. From interviewing participants at the session, it became clear how crucial the coaches were in the success of the sessions, *'It's fun. Cool. They have the best coaches, lots of variety and loads to do – They keep it interesting for the whole session'*

The pop up sessions ran three evenings a week over eight weeks, as well as being used being used in Community venues in the day time. The Project Manager felt the main benefits of the Pop Up activities were, *'...helps engages new participants. A range of activities enables the coach to change the activities and the kids learn by doing. They take part in everything and the coach supports, supervises and encourages them'*. These sessions would normally start with a team sport such as rugby or dodgeball. Then the young people would have the opportunity to branch out and try other Commonwealth Games sports such as athletics, badminton, and table tennis (at indoor sessions).

Trafford Housing Trust also used the equipment in two large scale events throughout the summer. Woodside Family fun day engaged 500 young people, and Old Trafford family fun day engaged 762 young people in Pop Up activities. The events and sessions have also supported the development of increased community cohesion, *'There is a vast range of multi-cultural communities coming together now, sport in this area has broken down the barriers, especially at these venues, it has worked well and the equipment has helped.'* Leon, Project Manager.

Trafford Housing Trust felt that the Pop Up equipment had been, *'a fantastic addition to the summer programme'*, and is planning to continue to use the equipment within community events and sessions going forwards.

A&M Glasgow

A&M Training is an award winning charity specialising in the delivery of diversionary group work and physical activities for young people aged 7- 25 within Glasgow and West-Central Scotland.

The Pop Up Games equipment has been used extensively since it has been received by A&M, who introduced the Pop up equipment to their regular football and dance sessions, running on week nights across the city. Sessions are very well attended and run on a drop in basis. The typical profile of participants is boys aged 14 – 19 years taking part in football. The dance sessions also attract Girls of similar age. *‘The Pop Up equipment gives us the additional capacity to deliver more variety of sports – the normal focus is on football and dance’.* Project Manager.

A&M also ran two Pop Up Festivals throughout the summer, which were advertised through local sessions, and have been hugely successful with over 200 attendances. *‘The kit is excellent and has helped us offer a wider range of sports to the young people we work with’.* Project Manager.

A&M have a large number of Volunteers supporting the project – their roles involve leading sessions, set up and registration. Four volunteers attended the Pop Up Games Activator training workshop on Tuesday 15th July. *‘The volunteers found it really valuable and it was a good source of ideas on how to utilise the kit.’* Project Manager.

A&M have tried to link to the Commonwealth Games as much as possible - as well as running Pop Up sessions and events, A&M also held a mini Common Wealth Games for local schools. The project has seen many benefits of running Pop UP Sports through the summer, these include attracting new participants, increased retention of existing participants, and increased variety within regular sports sessions and events within the community.

- 3.12 In addition, a large proportion **(47%)** also used the equipment at wider community events and festivals – see the example below from Liverpool.

Liverpool Belle Vale

Liverpool City Council used the Pop Up Games equipment as part of a one off ‘Party in the Park’ event in the Belle Vale Park in south east Liverpool.

Over 80 people took part in the Pop Up Games activities, that were enjoyed by all of those who took part. The variety of activities available meant that there was something that all attendees of varying ages could enjoy. *‘The main benefit of the event was the increased awareness of the type of activity available and the exposure of many children and young people to these new activities. The range of equipment offered a much greater variety than would have otherwise been available and attracted a much larger profile of participants and so was valuable.’* Rhannon, Project Manager. Leaflets signposting to local doorstep sport clubs and local sports club activities were distributed to those that enjoyed the sessions.

- 3.13 In total, projects provided over 197 Pop up Games specific events and circa 153 Pop up competitions. For example, some ran fun competitions in town/shopping centres, whilst

others ran different sports competitions within their doorstep sport and holiday programmes.

- 3.14 In addition to the five sports provided via the Pop Up Games kits, many projects also incorporated additional sports into their Pop Up Games activities, including: basketball, rounders, netball, archery, boxing, volleyball, basketball, golf, football and tennis.
- 3.15 Feedback from Project Leaders indicates, that dodgeball proved to be the most popular of the Pop Up Games activities with participants followed by table tennis, badminton then rugby and athletics.
- 3.16 However, many highlighted that it was **the ability to offer a variety of sports** which made the Pop Up Games effective, as illustrated via a selection of comments below:
- "A great way to introduce a variety of games at one session"*
- "Variety - something for all"*
- "The programme was varied allowing the participants to experience 10 different activities".*
- 3.17 Most projects (69%) also used more than one venue to deliver their Pop Up Games activities and in doing so – used a variety of different types of facilities. In line with StreetGames doorstep sport approach – **local community facilities were used frequently, to enable ease of access**, including the use of both formal settings, such as leisure centres to informal settings such as parks, car parks, streets and town centres.
- 3.18 The Project Leader survey feedback highlighted that:
- 36% used parks for their Pop Up Club activities
 - 34% used youth centres for their Pop Up Club activities
 - 30% used community centres for their Pop Up Club activities
 - 35% used leisure centres for their Pop Up Club activities
 - 27% used a community event for their Pop Up Club activities
 - 26% used multi-use games areas for their Pop Up Club activities
 - 12% used tennis courts for their Pop Up Club activities
 - 31% used other settings (including shopping/town centres, streets, car parks, schools/colleges).

Commonwealth Games

- 3.19 Nearly all of the projects (93%) told us that they felt that the **Pop Up Games equipment had helped their participants feel better connected to the Commonwealth Games**. A selection of comments below, illustrate how Project Leads felt this had happened.

- *'We had a week of remarkable activity, culminating in a fantastic Commonwealth Games event in Greenock. Our young people are from one of Scotland's most deprived local authorities and therefore this was an opportunity for them to participate in activity and camps which would not have been accessible to them otherwise. Although they live close to Glasgow, the Commonwealth Games was relatively alien to them'*
- *'Individuals were assigned to commonwealth teams and linked with events. Points were accrued for individuals which made up team points'.*
- *'Our programme ran alongside the Commonwealth games. The fact that we ran our sessions on the same days the events in the Commonwealth games took place, this allowed our participants to feel more connected to the sport'*
- *'The teams choose commonwealth games countries for their team names and had flags of the countries'*
- *'We particularly found with the athletics that the children associated this with the Commonwealth Games'*
- *'Taster sessions linked with Festival and Commonwealth Games on TV - provided atmosphere'*
- *'It made young people more aware of and interested in the Commonwealth Games, it engaged young people in new sports and the medals made participants feel like achievers'*
- *'The equipment inspired the young people to learn about various sports and relate to the commonwealth games. It allowed us to provide a mixture of activities so the young people could try something new or adapt the activities to their needs. By providing a multi-sport offer it encouraged both male and female participants to join in'*
- *'Linked in brilliantly with our trip to the Glasgow StreetGames Camp for the commonwealth games. Young leaders attending workshop to upskill them to use the new equipment and provided the opportunity to introduce new sports/activities to the DSC'*

3.20 In total, 12,414 **participants engaged in the Pop Up Games activities** comprising 65% males and 35% females. To encourage female participation, some projects provided female only pop up games sessions linked to StreetGames Us Girls brand.

3.21 In total, with over 164 of Pop Up Games sessions were female only sessions.

3.22 The age range of participants was varied; with the majority being aged under 20 years – with 38% aged under 14 years, 29% aged 14-15 years, 22% aged 16-19 years, 6% aged 20-25 years and 4% aged over 25 years.

Coaches and Volunteers

3.23 In total 358 doorstep sport coaches helped to deliver the Pop Up Games activities (58% male/42% female).

3.24 In addition, these **coaches were supported by 281 young volunteers aged under 25 years**. Thus exceeding the target set of engaging 150 young volunteers across the initiative as a whole.

3.25 Both coaches and volunteers were provided with the opportunity to attend a three hour Activator workshop delivered via the StreetGames training academy to support them in their Pop Up Games activities. In total **18 workshops took place, which were attended by 193 learners**.

3.26 **Volunteers took on a range of roles in the delivery of the Pop Up Games activities;** including helping to set up equipment, lead sessions, take registers and assist in running Pop Up Games events.

3.27 A selection of short volunteer examples are provided below from the Pop Up Games activities.

FARE, Glasgow

Lee, Volunteer - Lee aged 15 has been volunteering with his project since he was 14 years old. *'I started out as a participant and slowly started to get involved in Volunteering. Lee helps out with a variety of elements within the session including leading activities, setting up equipment, registration and supporting young people to get involved. 'I am helping out today with the Pop Up sports activities and will help at the clubs too. My favourite things about volunteering are coaching and working with the children. I enjoy feeling a part of something and get a buzz from helping out'. Lee is looking forward to turning 16 and developing his skills and qualifications further, 'In the future I would like to go to college or University to follow my dream of working in Sport or Youth Work.'*

FARE, Glasgow

James, Volunteer - James is 21 years old full-time volunteer with FARE through the StreetGames Full Time Volunteer programme. He has been volunteering for the past two years, starting as a participant five years ago, and progressing into volunteering over time. *'My favourite thing about volunteering is coaching on a Friday night, working with a group from Townsend, as I have been involved with them firstly as a participant and now I am leading them. I have really seen them progress and take things on board. I get a real sense of satisfaction from this. I feel rewarded for my input. Seeing the young people take on board what you say and seeing you make a difference gives you a real buzz. I enjoy seeing the kids happy, how much they are benefitting from taking part in sports. It's really rewarding. The Pop Up Games and training have been a great help in developing my coaching skills on a range of activities, not just football. In the future I would like to go to University. I enjoyed college but found it tough and although it's a bit daunting I would like to progress my career in sport.'*

Merthyr Youth Service, Wales

Tom Volunteer - Tom is 20 years old and has been volunteering with the Engine House Youth Centre for the past three years, mainly supporting sport activities. *'My key responsibilities are looking after young people, helping with delivering activities (particularly sport), monitoring participants (i.e. keeping registers) and generally helping out where required.'* Volunteering keeps Tom busy, supporting the engagement of young people in positive activities, which act as a diversion from anti-social behaviour. *'I enjoy being able to provide fun activities for the young people and keep them entertained whilst they are at the Engine House – particularly during the summer given that many can get bored during this time. My main reason for volunteering and the biggest benefit is to gain experience of working in this environment with young people. I also get job satisfaction from helping the young people. I feel rewarded through accessing training courses such as the Pop Up Games Activator Training. I also get a lot of support from my colleagues at the Engine House.'* Tom is hoping to gain enough experience to get a job working with children and young people in some capacity – maybe sport or youth work – in the future.

Everybody Sport and Recreation (Cheshire East)

Jason, 18, volunteer - Jason is 18 years old and is currently working at McDonalds as a Manager. He has been volunteering with Everybody Sport and Recreation for nearly a year, although he has been attending sessions as a participant for over five years. Jason always wanted to be a football coach, so got involved in volunteering at the sessions to gain skills and experience. Within the regular street sessions, Jason leads activities (football, cricket and rounders) and helps put young people into teams, giving them some tips and also helping the Coaches to set up and put away the equipment. At the Cheshire East volunteer CPD day, Jason attended the Pop Up Games Activator training workshop, which was helpful in terms of supporting delivery at the Pop Up sessions. He has also completed his Level 1 FA Coaching, Safeguarding and First Aid qualifications through the volunteer programme. Jason finds volunteering, *'enjoyable, rewarding and difficult,'* and says his favourite thing about volunteering is, *'Working with the kids - It gives you an opportunity to give something back'.* Jason feels rewarded for his volunteering, as he has had the opportunity to, *'Learn new skills and increase my confidence. I've also always wanted to be a football coach and I've taken my Level 1 qualification and want to do Level 2 Award.* Jason looks up to the paid coach at the session (Sam) and says that he aspires to one day be a football coach, just like him.

Sustained Activities

- 3.28 Projects are encouraged to not only engage participants in their Pop Up Activities over short periods of time, but to also support them into on-going activities either within their own projects or into other community sessions, clubs or independently.
- 3.29 Feedback from within the Project Leader survey indicates, that just under half (46%) were **guided into on-going sports activities** with circa 23% being guided into a local sports club – see example from Coventry Blaze project below.

Coventry Blaze

The Coventry Blaze Foundation work with several clubs, including Coventry Rugby Club, Coventry Godivas (athletics), and Coventry Volleyball Club.

To tie in with the Pop Up Clubs and add further variety, coaches from these clubs came to the club to run a focused session on their sport and to encourage those attending the Pop Up clubs to participate and join their club.

It is hoped that the Pop up Clubs, which are linked to Coventry Blaze's Doorstep Sport Clubs will therefore be the foundation level, introducing young people to new sports and acting as a 'stepping stone' that will drive wider participation and membership of local clubs.

Several young people at this session indicated that they were keen to continue with running.

- 3.30 In addition, **many projects will continue to use the Pop Up Games equipment within their communities beyond this specific initiative;** either in their Doorstep Sports Club, Youth Clubs or Community events or similar, as illustrated by the feedback provided below.

- *'The sessions will continue as part of the DSC offer as young people enjoyed the new sports'.*
- *'We are looking to introduce a pop up club/ multi sports club one evening a week off the back of this event'.*
- *'The equipment and support that we have had off Street Games has been phenomenal. The equipment means that the doorstep multi sports project that we run at the Engine House in Dowlais means that we now have a range of equipment that can allow us to have a variety of sports being played at this project'*
- *'The equipment was great for our community day but also gets used each week in youth clubs so it allows young people to continue to take part in sport and develop their skills'*
- *'We thoroughly enjoyed delivering the pop up club and we will be continuing to use multi sports throughout our existing programmes as they benefit every element of the work we do'.*
- *'We tried to link them into our summer programme meaning we could target larger amounts of young people and resources could be put to better use'.*

Feedback

3.31 Feedback from Project Leaders via the on-line survey was extremely positive, in particular, they felt that the Pop Ups had helped to:

- Use the inspiration of the Commonwealth Games to create a fun/exciting atmosphere and inspire young people to try new sports
- Enable projects to provide variety of activities, which were accessible, easy to use and fun: *'It's fun, enjoyable and easy to set up'*
- Increase the amount of good quality equipment within the doorstep sport projects.

3.32 In addition, the inclusion of 'goodies' such as t-shirts and water bottles proved very popular and a useful retention tool/incentives

3.33 Positive feedback to StreetGames from Project Managers is illustrated via the selection of comments below.

Project Manager Feedback

- *'We would like to take this opportunity to thank everyone at Street Games for their continued help and support, without which we would not be able to deliver these activities to young people who get a great deal out of them'*
- *'Our pop up games sessions were thoroughly enjoyed by all and the participants would like to thank StreetGames for providing the pop up games pack - the quality of equipment was good and the resources available were also of a good quality. The participants enjoyed receive t-shirts and drinks bottles as prizes and attendance bonuses'*
- *'Fantastic, well thought through, great publicity stuff and equipment. Well done'*
- *'It worked really well and the T-shirts were really popular'*
- *'These just work! Now that the format has been established, young people are asking what sports will be coming next'*
- *'We had four Volunteers attend the Pop Up Activator course on Tuesday 15th July. The Volunteers found it really valuable and it was a good source of ideas on how to utilise the kit'.*
- *'Over the last 12 months the Pop up equipment has really helped us to reach out into the community and bring sport to their doorsteps. The variety of sports and ideas Street Games come up with in partnerships should be celebrated and more Governing bodies should go this way to increase participation'*
- *'The Streetgames Pop Up activities were highly enjoyable to coach at the event, and were also well-received by all the young people in attendance that day. With the opportunity for the local community to engage in activity and also see a global event such as the Queen's baton passing through, I think the event helped really helped to promote physical activity, health and well-being and also inspire some young people to seek further opportunities in sport'.*
- *'The Pop Up Games project helped us reach areas of the community that we had previously struggled to engage with'*

3.34 A selection of comments from participants is provided below, collected at a sample of site visits.

Participant Feedback

'The things I like most about the Pop Up Clubs are meeting new people, making friends and speaking to coaches as they are all great. I think the session are good because they bring people together, are fun and good to watch.' Sidiki really enjoys taking part in athletics, particularly running, and has been watching the Commonwealth games on TV at home. *'I like watching athletics and squash and seeing the professional athletes, it inspires me to do more.'* **Sidiki**

When asked if Chaye likes the Pop Up clubs, her response was, *'Yes – it's fun, cool and the best coaches. There is variety and loads to do. It keeps us interested for the whole session. The coaches and how they explain things.'* Chaye particularly liked the pop up equipment because, *'...there is variety and I like the fact there is more than one activity going on at the same time.'* Chaye has been enjoying watching the Commonwealth Games, *'I like the athletics – it's good because it's not just the same boring old sports, I like seeing the famous athletes'* **Chaye**

Shannon found out about the sessions via Facebook as her mum looked on there to find out about what activities were available over the summer. She has taken part in badminton, dodgeball, table tennis, tennis, athletics and rugby. Shannon says, *'I enjoyed them all, particularly badminton, dodgeball and tennis.... They are fun!'* Shannon enjoyed badminton so much that she would like to continue playing it. She had been watching the women's hockey and also the cycling at the Commonwealth Games, and said, *'with cycling it made me want to go out and cycle more on my bike.'* **Shannon**

Mitchell attends the Coventry Blaze Doorstep Sports Club and brought along with him to the pop up sessions. Mitchell, *'really enjoyed the pop up activities, particularly the dodgeball and running'*. Mitchell indicated he was keen to continue with the running and other athletics activities. Mitchell also enjoyed having the opportunity to play different games that they didn't pay at school. *'I have enjoyed trying new things without the pressure to be good at the activities.'* **Mitchell**

3.35 A selection of comments from volunteers is provided below, collected at a sample of site visits.

Volunteer Feedback

'I did the Pop Up Games Activator training which was helpful in terms of supporting delivery at the Pop Up sessions. I wanted to learn how to coach sports other than just football. I have also completed my Level 1 FA Coaching, Safeguarding, First Aid qualification through the volunteer programme. Jason's finds volunteering, 'enjoyable, rewarding and difficult,' and say's his favourite thing about volunteering is, 'Working with the kids - It gives you an opportunity to give something back'. **Jason, 18, volunteer at Cheshire East.**

'I enjoy it (volunteering) – helping others and helping the session leaders at the Pop Up clubs. I enjoy sport and supporting young people. It is also important to get the experience of working with young people for going into a career working in sport. My friend's brother (Youth Worker) has the ideal job and something that he would like to get into when I am older, so I need to gain that experience. I enjoy working with young people and ultimately gaining the experience. I hope to now go to college and get qualification in sport with the aim of pursuing a career working with young people in sport'. **Andrew, 17, Volunteer at Gilfach Goch, Wales**

'I really want to develop my coaching skills on a range of activities not just football. The Pop Up clubs and Activator training have been a great help'. **James, 21, Volunteer at FARE, Glasgow**

'The biggest benefit is to gain experience of working in this environment with young people. I am also rewarded by accessing training courses such as the Pop Up Activator Training and get a lot of support from my colleagues at the Engine House. Hopefully I will get enough experience to go on to get a job working with children and young people in some capacity – maybe sport or youth work.'

Tom. 20. Volunteer at Engine House. Merthyr. Wales

Summary

- 3.36 The Pop Up Games kits helped to provide many doorstep sport projects across the country with additional kit to help them to engage with new participants, provide greater diversity in their sessions and enhance their typical weekly activities or events programme.
- 3.37 In terms of key data, the 200 Pop Up Games Clubs delivered over 1,441 sessions and engaged over 12,414 participants.
- 3.38 The Pop Up Games activities were supported by over 280 young volunteers and 358 coaches.
- 3.39 In particular, Project Leaders highlighted that the Pop Up Games kits had helped to:
- Use the inspiration of the Commonwealth Games to create a fun/exciting atmosphere and inspire young people to try new sports
 - Enable projects to provide variety of activities, which were accessible, easy to use and fun
 - Increase the amount of good quality equipment within the doorstep sport projects.
- 3.40 The Pop Up Clubs were also extremely valuable, in terms of helping projects to further engage and up-skill young volunteers; through on the ground leadership experience, opportunities to gain new skills, one-to-one support/mentoring and formal training.
- 3.41 Importantly, most of the projects said that they will continue to use the equipment and deliver pop up games activities within their communities.







Section Four – Conclusions

Summary Overview

- 4.1 The research and information collected from the projects and young people involved with this initiative has been very positive.
- 4.2 The funding and resources provided by Spirit of 2012 enabled a significant number of young people from with the StreetGames network to engage and connect with the Commonwealth Games, take part in a diverse range of sports, experience new activities, visit new places and gain key skills.
- 4.3 In terms of headline statistics, the initiative enabled:
 - Over 700 young people from the StreetGames network of projects to watch Commonwealth Games events
 - Over 600 young people to take part in Camp Glasgow – a residential stay incorporating outward bound experiences which provided over 1,790 individual night stays
 - The provision of 200 Pop Up Games Clubs within disadvantaged areas, which delivered over 1,400 sessions and engaged over 12,400 participants
 - 17 volunteers to act as Young Advisors at Camp Glasgow and 281 young volunteers to support their local projects in the Pop Up Games activities.
- 4.4 All of the actual figures above exceed the original targets set at the project outset, with the exception of providing 1,000 young people with the opportunity of visiting the Commonwealth Games, where the actual number achieved (713) is lower than the target set.
- 4.5 However, as detailed earlier, it is our view; that having a lower number of young people on camp but enabling them to stay for a longer period than originally anticipated resulted in an improved quality of experience, as young people were able to extend their camping experience, take part in more activities and for some visit the Commonwealth Games twice; which is reflected in the feedback.
- 4.6 In particular, the fact that the initiative provided disadvantaged young people with an opportunity to attend the Commonwealth Games proved to be extremely popular – it was the main draw for the young people who chose to attend Camp Glasgow, who were clearly **inspired** by what they saw:
 - *‘Going to watch the Commonwealth Games was breath-taking’*
 - *‘The Whole day out at the Games from leaving site to arriving at the match – the whole day was fantastic’*
 - *‘Going to the Commonwealth Games to watch athletics was amazing’.*
- 4.7 The research also highlighted, that Camp Glasgow had provided those attending with a great deal of **happiness and enjoyment**:
 - *‘Spending the days together in and out of camp. The Commonwealth Games was amazing but camp was such a good laugh’*
 - *‘Everyone is fun and gets on’*

- *'Going to the Commonwealth Games because we watched the rugby and we all danced and sang along with the songs it was a fantastic day'.*
- 4.8 Project staff and young people also talked about how well everyone mixed together on Camp and the **sense of cohesion**:
- *'Everyone here had confidence when talking to each other.....it made the day go quickly, knowing I could have a conversation with anyone.'*
 - *'A cracking game of football with amazing young people from all over the country '*
 - *'The activities at night were great because it gave us the opportunity to mingle with other people from different projects'*
 - *'Everyone is dead friendly and it feels like a home from home there is a lot of things to do to pass time'*
 - *'Bringing our project to meet other StreetGames projects and seeing them bonding and interacting so well!'*
 - *'Everyone here is fab and all very sociable'.*
- 4.9 One Project Leader told us that young people from her project typically shy away from meeting new people or talking to people from outside their local area or group. However, not only did they talk to many young people from different projects across the country at Camp Glasgow, but continued to stay in touch after their trip via social media and arranged to meet up at the StreetGames North West Mass Participation Festival which took place on 26th August at Sport City in Manchester.
- 4.10 The Pop Up Games kits helped to provide many doorstep sport projects across the country with additional kit to **help them to engage with new participants, provide greater diversity in their sessions and enhance their typical weekly activities or events** programme. In particular, Project Leaders highlighted that the Pop Up Games kits had helped to:
- Use the inspiration of the Commonwealth Games to create a fun/exciting atmosphere and inspire young people to try new sports
 - Enable projects to provide variety of activities, which were accessible, easy to use and fun
 - Increase the amount of good quality equipment within the doorstep sport projects – which will continue to be used within community settings well beyond the Summer 2014.
- 4.11 Both elements were also extremely valuable, in terms of supporting doorstep sport projects to further engage and up-skill young volunteers; through on the ground leadership experience, opportunities to gain new skills, one-to-one support/mentoring and formal training.
- 4.12 The initiative not only proved popular and successful within the StreetGames network, but also achieved media coverage at both a national and local level, including the BBC, Huffington Post and Daily Record and a visit to Camp Glasgow from UK Sports & Tourism Minister, Helen Grant MP.

Learning and Future Delivery

- 4.13 In terms of key learning, we feel that both Camp Glasgow and the Pop Up Games provided a valuable addition to doorstep sport projects to help them to provide variety and

excitement to their regular weekly offer and as an important tool to aid participant engagement/retention and volunteer engagement and up-skilling.

Pop Up Clubs

- 4.14 Prior to this initiative we had already delivered a number of other Pop Up campaigns linked to sporting events, such as Pop Up Tennis linked to Wimbledon and Pop up Rugby linked to the Rugby League World Cup. This initiative has further emphasised the value of Pop Up activities and we intend that they will form a key part of our VIVA (vibrant and varied) sports campaigns offer to our network of projects going forwards.
- 4.15 The feedback from Project Leaders has highlighted the importance of:
- Receiving good quality equipment and branded resources
 - Related Activator Training workshops
 - Providing opportunities for young people to watch elite events/matches in related sports.
- 4.16 Although the Pop Up Games Welcome Pack did include some marketing and PR advice, a number of projects highlighted that they would like additional support and guidance to promote their Pop Up Games activities. Therefore, StreetGames should consider how we can further support projects in this area in any future Pop Up initiatives.
- 4.17 However, by far, the most common suggestion made by Project Leaders, is that they would like even more Pop Up equipment – thus, clearly highlighting demand for further Pop Up initiatives.

Camp Glasgow

- 4.18 StreetGames has previously provided residential experiences to support the personal development of young volunteers, thus with a different focus and on a much smaller scale than Camp Glasgow. This initiative proved to be extremely valuable, with feedback highlighting in particular, the importance of:
- Providing opportunities for young people to watch elite sports events and matches
 - Bringing young people together from many different projects across the country – with adequate opportunities to socialise
 - Providing a varied programme of activities
 - Youth-led activities
 - An experienced staff team
 - A flexible approach, in terms of catering, transport and arrival/departure timings
 - Providing young people with access to a Wifi connection and phone charging services.
- 4.19 For both initiatives adequate lead in time is vital, to ensure that local organisations are able to adequately plan, promote and undertake the necessary administrative tasks required to get involved.
- 4.20 StreetGames has reviewed the suggested improvements made by the project staff and young people, particularly in relation to operational factors such as the accommodation, catering, optimal length of stay, the need for the programme to include ‘chill-out’ times and also undertaken an internal review meeting which will be critical in the planning of any future initiatives.

Youth Action

- 4.21 StreetGames has always promoted a youth-led approach and this initiative has further emphasised this importance. From youth consultation and input at the early planning stages to help shape the programme of activities, to the vitally important role played by the Young Advisors on camp and young volunteers within the Pop Up Games initiatives. We therefore, consider this to be one of the most important success factors, that should be included into any future plans.
- 4.22 Based on the learning from this Camp, we are very keen to provide our network of projects with opportunities to take part in additional residential events and Camps linked to major sporting events in the future. For example, we are currently considering potential opportunities to link into the UK Athletics championship event scheduled for August 2015. This could provide volunteer development opportunities not only at the athletics event but also on Camp, whilst also providing disadvantaged young people with the opportunity to stay away from home and spectate at an elite sports event.

Impact on Key Outcomes for Spirit 2012

- 4.23 This initiative was funded and agreed prior to Spirit of 2012 developing its Theory of Change model and detailed Outcomes and Indicator Framework. Therefore, an initiative specific evaluation plan was prepared by StreetGames and agreed with Spirit of 2012, using the methods outlined in Section One of this report; focusing on key outcomes re: (a) enabling more people take part in sport/ physical activity and volunteering and (b) More people are engaged and better connected.
- 4.24 In preparing this report, we have subsequently also looked to evidence the impact of this initiative across a number of key areas included within The Spirit of 2012 Outcomes Framework, most notably upon the following key areas:
- Engaging Volunteers
 - Enabling and Connecting
 - Inspiring Events.
- 4.25 Table Three below provides a summary of relevant information from this research work which evidences the impact across these key areas.

Table Three – Summary of impact in

Spirit of 2012 Key Areas & High Level Outcomes	Summary Evidence of Impact
Area: Engaging Volunteers Outcome: More people Volunteer and engage in their community	<ul style="list-style-type: none"> • 281 Young Volunteers from projects within the StreetGames network supported the Pop Up Games activities • 17 Young Advisors from projects within the StreetGames network provided essential on-site support throughout Camp Glasgow
Area: Engaging Volunteers Outcome Volunteers have enhanced life and employability skills	<ul style="list-style-type: none"> • Through involvement in the Pop Up Games activities and Camp Glasgow, young volunteers were given the opportunity to develop their leadership skills, take on responsibility for specific tasks or areas, work together with experienced coaches/ project staff and attend training workshops. • Qualitative interviews undertaken with a sample of volunteers highlighted: <ul style="list-style-type: none"> ▪ That they recognised the value and benefits of volunteering including: gaining in confidence, independence, responsibility, experience, fun and employment opportunities. ▪ That volunteers also recognised key transferrable skills they'd acquired or built upon through volunteering, which included: communication skills, confidence, team work, decision-making and forward planning. ▪ The positive effect of volunteering, in terms of how it made them feel, which typically included: being happy, proud, rewarded, friendship and feeling part of something. ▪ Many of the Young Advisors have subsequently progressed into paid sessional coaching work and/or a place at University. • Many of the young people who attended Camp Glasgow act as volunteers within their own local projects. The surveys and qualitative interviews highlighted that the opportunity to try new activities and go to somewhere new during their stay on Camp had enabled them to build skills and learn new things. Project Staff highlighted a number of positive outcomes as a result of this, which included: enhanced social skills, independence, confidence building and increased independent life skills. • 193 learners attended the Pop Up Games Activator workshop 135 coaches and volunteers involved in delivering Pop Up Games Activities also attended other training workshops, courses and Awards.

<p>Area: Enabling & Connecting</p> <p>Outcome: Menu or platform of activities exist in the community for people to engage with both passive and active</p>	<ul style="list-style-type: none"> • Projects within the StreetGames network provide a diverse range of activities. The Pop Up Games enabled projects to enhance their offers further – through the provision of increased variety and links to the Commonwealth Games. • In total 1,441 Pop Up Games sessions were provided plus 197 Pop Up Games specific events and 153 Pop Up Games Competitions. These activities engaged 12,414 participants. • Projects used the Pop Up Games equipment to enhance their local offer in a variety of ways, including; setting up new multi-sport sessions, introducing new sports into existing sessions, providing neighbourhood festivals, linking into community events and the provision of taster sessions. • In line with StreetGames doorstep sport approach, a variety of local community facilities such as parks, youth and community centres, leisure centres and MUGAs were used to deliver the Pop Up Games to enable ease of access. • Feedback from Project Leaders, indicates that the Pop Up Games kits were also often used to engage or target specific groups. For example: <ul style="list-style-type: none"> ▪ In Merthyr, Wales the Pop Up Games equipment was used to target tenants within specific housing estates. The equipment was taken out to certain cluster areas to offer sport to young people as a means by which to engage better with their tenants and to also run some pop-up street-based activities in local housing clusters during the summer period to assist with relationship building between the housing association and the tenants, by engaging the tenants children in fun, free, sporting activities on their doorstep. After this initial period, the equipment will be used to deliver additional sports activities within existing doorstep sport sessions. ▪ In Gilfach Goch, Wales the Pop Up Games kits had enabled them to engage better with females. The project saw increased female participation as a result of their pop up sessions, with many of the females indicating that they enjoyed the provision of table tennis in particular. • Feedback from Project Leaders highlighted that the Pop Up Games equipment is not just a short-term initiative. For example: <ul style="list-style-type: none"> ▪ Many projects stated that they will continue to use their Pop Up Games equipment within their communities beyond this specific initiative either within their Doorstep Sport Club,
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	<p>Youth Centre, community events or similar.</p> <ul style="list-style-type: none"> ▪ Many of the Pop Up Games Clubs young people have also been guided into on-going sports activities within their local area, provided by other organisations, such as local sports clubs. • Over 700 Young people from disadvantaged communities were able to attend the Commonwealth Games; of which two-thirds had never previously attended a major sporting event.
<p>Area: Enabling & Connecting</p> <p>Outcome: Role models inspire others to do more and better</p>	<ul style="list-style-type: none"> • The Young Advisors at Camp Glasgow were perceived as positive role models by many of those attending. We received feedback from both Project Leaders and young people asking how others could undertake a similar role in future events and activities run by StreetGames. • Young people attending the Commonwealth Games also talked about being inspired by watching elite athletes which encourages them in their own sports participation. • Qualitative interviews undertaken with volunteers highlighted that a number had been inspired to begin volunteering by their local project coach. This was also reflected in their responses re their aspirations and hopes for the future, in which many of the volunteers talked about wanting to have a career in the sports sector or work with young people either as a coach, PE teacher, youth worker or similar.
<p>Area: Inspiring Events</p> <p>Outcome: People are inspired and empowered to get more involved in their communities</p>	<ul style="list-style-type: none"> • Results from the survey undertaken with young people at Camp Glasgow showed that: <ul style="list-style-type: none"> ▪ 86% of respondents felt that they were more involved with project as a result of Camp. ▪ 78% of respondents felt that they were more interested in following the Commonwealth Games • The feedback gathered from young people clearly highlighted that attending the Commonwealth Games had been inspiring – using words such as <i>‘amazing’</i>, <i>‘unforgettable’</i>, <i>‘fantastic’</i>, <i>‘superb’</i>, <i>‘phenomenal’</i> and <i>‘once in a lifetime’</i>. • Feedback from Project Leaders and participants (at the selected visits) indicated that the Pop Up Games sessions had encouraged participants to try new sports – with many continuing this participation locally. For example: <ul style="list-style-type: none"> ▪ At Gilfach Goch in Wales, the Project Leader told us that the Pop Up Games had enabled them to provide a range of different sports linked to the Commonwealth Games - <i>‘We are ensuring that it is a multi-sport club so the children and young people can try lots of different activities, especially since many have been featured on the TV over the past few weeks for the</i>

	<p><i>Commonwealth Games’.</i></p> <ul style="list-style-type: none"> ▪ At A&M in Scotland, the Project Leader told us:– ‘<i>The kit is excellent.....to offer a far wider range of sports to the young people we work with, therefore increasing variety and aiding retention within the sessions.</i>’ ▪ At Merthyr in Wales, the Coach told us: ‘<i>The equipment has been very well received.....and has provided young people with the opportunity to try some sports they may never have tried. Street Rugby had nearly 35 participants, with 18 young people taking part in the Athletics at one session.....the main benefit is that the pop-up club provides the children and young people with a taster of lots of different sports. It provides a great way to engage them in sport and physical activity in an informal way. It definitely helps offering the variety in sessions. The young people get bored quite easily and the pop up equipment has enabled me to offer a range of sports and quickly adapt sessions as needed</i>’
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4.26 StreetGames would like to thank Spirit of 2012 for their investment and support into this initiative and thank all of the projects and young people which made it so successful.

StreetGames November 2014

