



Changing Sport

Changing Lives

**Changing
Communities**

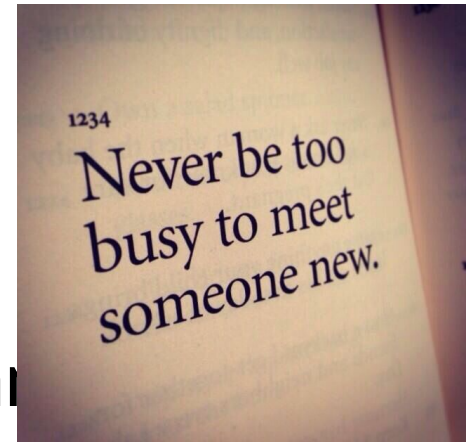




Before we get going...

Tell each other:

1. What you are proud of, in the community you live in (and why)
2. Something you care deeply about (and why)





What I care about

My Community:

- People - genuine collectiveness
- Access to space!

I care deeply about:

- People - family, friends, colleagues
- Sport



Who are we and why we exist . . .

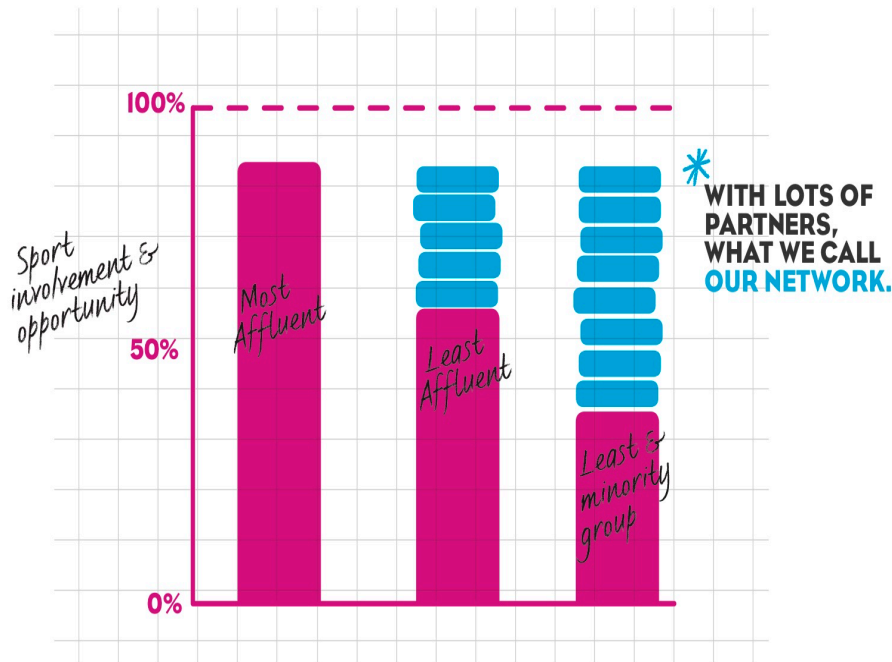
About StreetGames:

StreetGames was established to address:

- High-level inequalities in sports participation between the poorest and the more affluent
- The weak sporting infrastructure in many, if not most, deprived areas
- The high latent demand to play sport amongst disadvantaged young people
- Inequalities in health, community safety, community cohesion, and a deficit of volunteering and leadership skills

We care about making a difference to:

- People
- Communities
- Organisations
- Practice



Key Wales Poverty Wales info

The Challenges in numbers

600,000

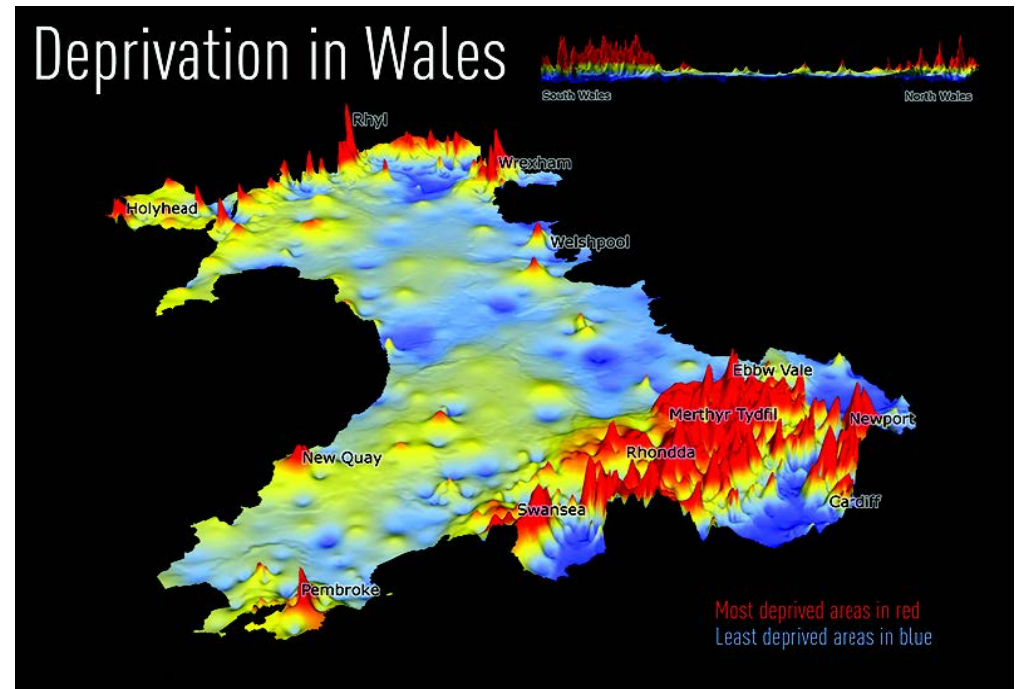
200,000

90,000

53%

£3.21

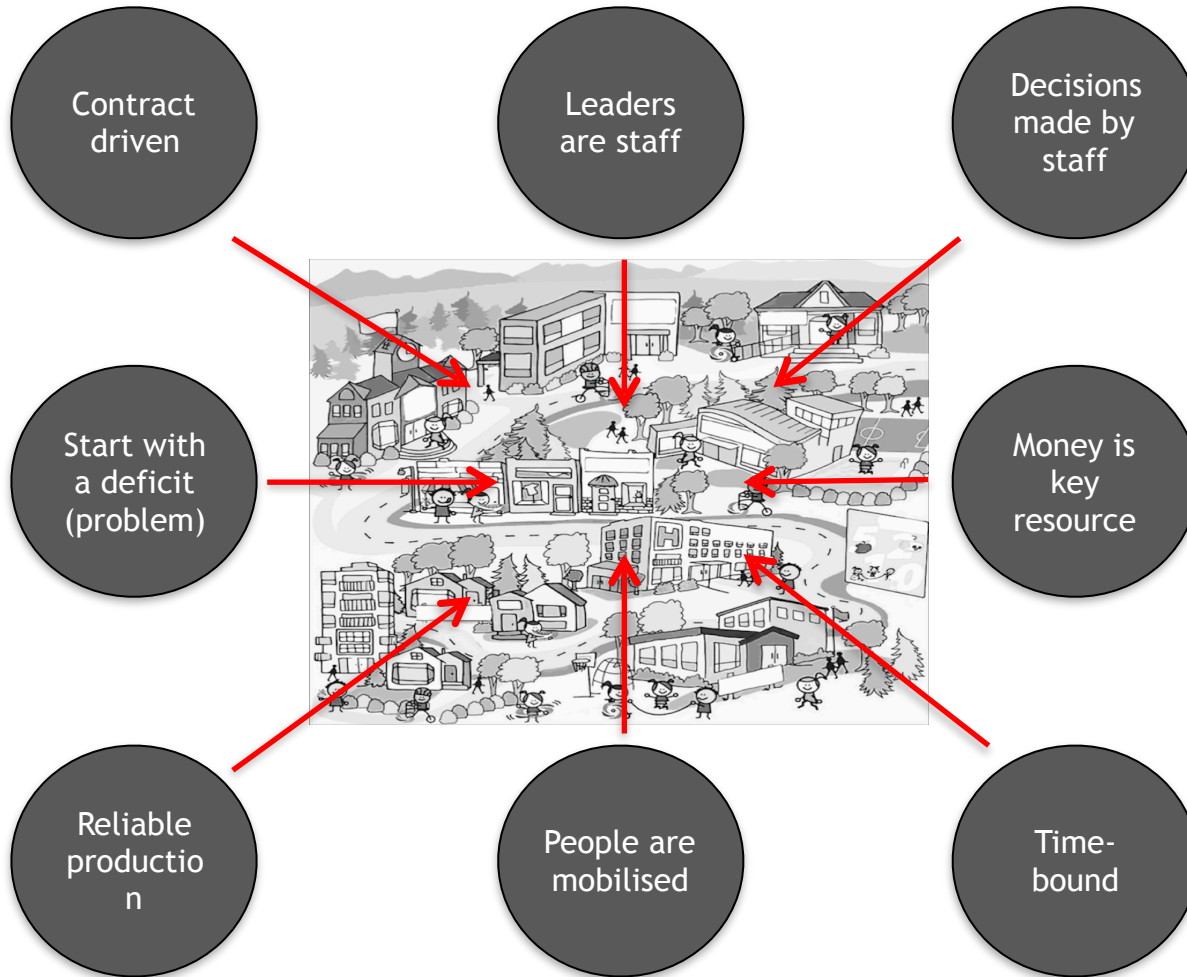
Living in poverty is a vicious cycle



Sport: Engaging to v Engaging with



When sport engages to ...





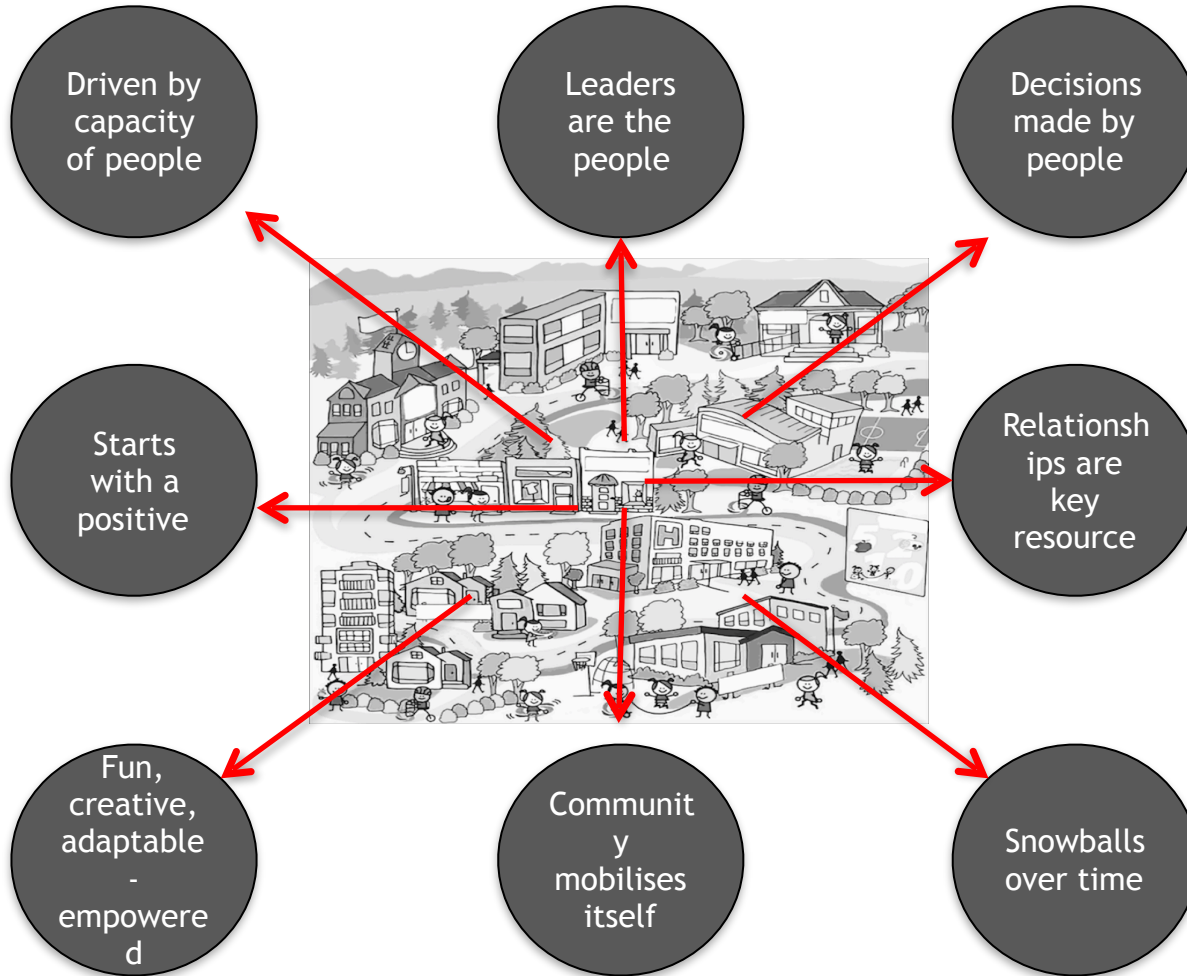
When StreetGames engages to ...



Pro's	Cons
Control	Time restricted
Matches Funder/stakeholder	Thins out over time
Mobilise activity quick	Limited engagement
Reliable	Staff reliant
Clear time frame	Cash reliant
Targeted	Restricted collaboration loop



When sport engages with ...





When StreetGames engages with ...



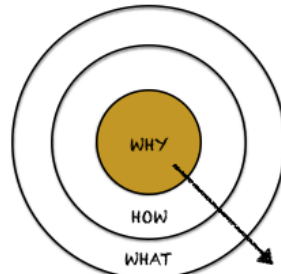
Pro's	Cons
Starts with a positive	What community wants v what authorities want
Flexible innovation	Funders don't often match this approach
Greater diversity of people	Risk of social/community hierarchy
Snowballs - long-term	Measuring whole community impact
Behaviour change - long-term	Service providers - less control
Empowerment	No clear timeline of impact





Collaboration when we 'engage with'

Values based - must care



The 'why' connects us

It takes time!



It's more diverse - No lead!

Decision making is given away



Look, we've all been there.



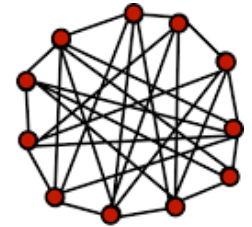
Comes from the community



So, why will we be looking 'engaging with' more in the future?

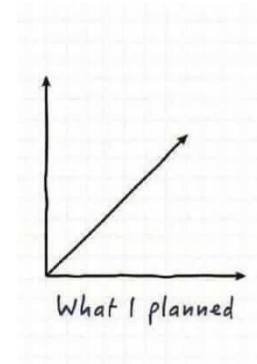


"Top-down"



"Bottom-up"

If you always do what you always did, you will always get what you always got.
 — Albert Einstein





Thank you!

