ROTHERHAM

NEXTGEN

StreetGames is committed to changing the lives of young people in underserved communities by harnessing the power of sport to create positive change and helping to make young people and their communities healthier, safer and more successful. The people with the most influence in making this happen with a lasting legacy are the young people themselves. They are role models, influencers and facilitators of change.

StreetGames NextGen draws on experience gained over 12 years of learning what works when encouraging young people to volunteer and take social action, based on the principle that opportunities that allow for fun, altruism, belonging and self-development are the most effective.

The NextGen programme supports young people on their leadership journey, working with Locally Trusted Organisations (LTOs) rooted in their community to identify, develop and support young people through a bespoke and personally tailored programme including training, experience, mentoring and support. An LTO is a community-led group that understands the specific needs of local young people and is trusted to deliver accessible and impactful sports and wellbeing activities.

StreetGames helps young people to take control of their lives and make a positive impact on their community. One way to look at our approach to Youth Engagement is in the form of a continuum – we work with young people at every level to get their voices heard and to get young people involved in decision making. NextGen covers Youth Leadership & Youth Social Action.

This project focused on supporting Rotherham's Children's Capital of Culture (CCoC) provision and worked with young people involved with LTOs to ensure their voices are kept at the forefront of the project, and what young people want to see from a physical activity and sport perspective is brought to life in the 2025 year of culture. This was a great opportunity to identify and support the next generation of community leaders and upskill them to further support the work in their LTO's and more widely across the borough.

This project was developed on a bespoke basis, according to the needs of 24 young people over a 5 month period with a more intense development programme taking place 1 day per week over the summer holiday period.

Recruitment – StreetGames, Yorkshire Sport Foundation, CCoC and LTOs collaborated on recruitment to identify individuals age 14 – 18 with the highest need and most likely to respond positively to the programme. Numbers were limited to 25 individuals to provide a personalised bespoke experience with high impact.

Introduction - StreetGames ran a fun, informal session to introduce the programme and build an initial rapport with the group. This session included a training needs analysis by way of games and informal discussions.

Training - Young people completed a training programme to develop them as leaders, helped them to explore their future aspirations and upskilled them to feel confident and competent to support the Children's Capital of Culture events.

Local Delivery - Each young person volunteered at their LTO, supported by a trusted adult. This allowed them to put into practice the skills and knowledge gained through the training.

Youth Voice – Young people received training to conduct youth voice activities back in their LTO. They then had the opportunity to feed findings back into key stakeholders in the borough and helped shape the Children's Capital of Culture activities for 2025, to reflect what older young people want to see.

Celebration - Celebration event including families with all young people presented with certificates.

PROJECT AIMS

This project aimed to:

- Increase the confidence of young people from low income families.
- Raise aspirations of the young people involved in the project.
- Provide support and mentoring to young people who were uncertain about the direction they are wanting to take next.
- Allow young people to meet other young people from across the borough in a supportive and positive environment.
- Give young people ownership of what the project looks like and empower them to make decisions and to help them plan and evaluate the project to develop their own skills.
- Support young people to identify their own strengths and weaknesses and track their volunteering journey in their portfolio.
- Create young role models who children involved in the CCoC can look up to and raise aspirations.
- Give young people the skills to help them look after their own wellbeing and lead a healthy lifestyle.
- Provide a range of workshops and training opportunities to stretch and challenge young people which can be included on their CV.
- Celebrate young people's successes, especially for those young people who don't often get praise from home or school.

ATTENDANCE

24
Young People aged 14-18 Engaged

64
Attendances

40%
Of attendees were from ethnically diverse communities

60%
Of attendees were female

70%
Of attendees live in the top 3 most deprived deciles

SESSIONS COVERED

- Introduction to being a Young Volunteer (intro to safeguarding)
- Emergency First Aid
- Multi Skills Activator
- Team Building Trip
- Being a peer researcher
- Team Games Activator
- Individual Games Activator
- Managing and Organising Events

FEEDBACK

What has been your favourite part of the NextGen programme?

"Meeting new friends and having fun"

"Meeting new people and doing new activities"

Thinking about your time as young leader, what strengths or abilities do you feel you have developed most?

"I can lead groups I have never taught before and I can develop a lot on my communication skills."

My confidence in speaking to others.

"Interacting with new people. learning new skills and sports. Putting myself out of my comfort zone."

How have your interactions with tutors and fellow young leaders helped you grow or learn new things?

"They have given me more confidence leading me to feel more confident for school as believe it or not, I'm not a confident person in school and find it difficult after school to be confident."

"They have been inclusive and helpful in learning new skills by sharing each others ideas."

"It helps a lot with my socialising skills and my communication skills also to get used to being in environments that I'm not usually in"

"The young leaders have been really proactive to conduct peer research and put forward some really interesting insights as to what they'd like to see as part of the Children's Capital of Culture, from a physical activity perspective"

Tutor

"Its been fantastic to see the young people grow in confidence as the programme progressed"

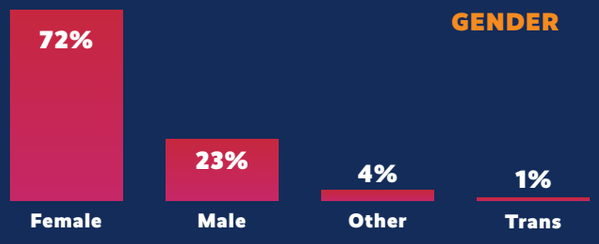
Tutor

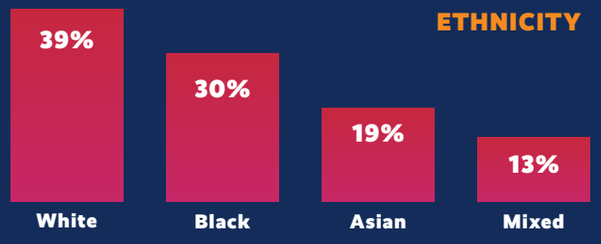
1,000 YOUNG VOICES - SURVEY RESULTS

The Youth Segmentation Quiz, developed as part of the 1,000 Young Voices research, helps community organisations and partners activate key insights. Using three 'golden questions' from the original survey, the quiz identifies which of the seven segments young people are most likely to align with. These questions capture motivations for participating in sport, barriers they face, and emotions experienced during activity.

On this NextGen project, the young leaders worked together to collect 93 responses on the Youth Segmentation Quiz from secondary school aged young people from Rotheram. These findings have been analysed by the young leaders, and they will share a summary of these findings to the Children's Capital of Culture Youth Panel, focusing on what teenagers in Rotherham want to see as part of a physical activity offer in the town in 2025 and beyond. NextGen leaders and the Youth Panel will then be supported to develop an action plan to bring to life how these aspirations will be achieved. This infographic presents the results.

RESPONDENT PROFILE





93
Respondents
Completed the quiz.

Segment 4

Sport is a laugh

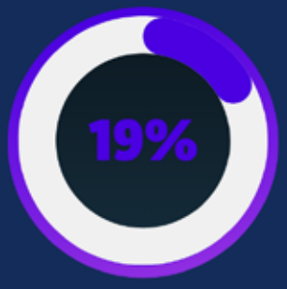
For this group sport provides a chance to have a laugh with friends, release stress and relieve boredom. They don't take life too seriously. Sometimes this group can't be bothered or don't have the time, energy or company which means they can be less active than other sporty groups.

Segment 1

I'd love to but can't

(a lack of confidence stops me)

This group want to be active, but anxiety, feeling self-conscious and not feeling good enough stops them from taking part, but they do appreciate the broad range of benefits from sport and exercise.



Segment 5

It's for me, results matter

This group are confident when it comes to sport but sport is about more than just enjoyment for them. They put pressure on themselves to achieve goals and improve performance so they can get frustrated. This group may have experienced discrimination which can affect how they feel about sport

Segment 2

Like what sport does for me

This group REALLY enjoy sport/getting active: for them, sport is sociable, fun, good for them and it gets their endorphins going! Sport makes them feel great and they get a lot out of doing it.

Segment 6

Keep calm & let off steam

This group need that sense of release that sport brings to bring them calm and peace of mind. They associate getting active with letting o steam/releasing stress and escaping worries. Sometimes it can be diffcult for this group to keep up with a sport as their mental health, lack of time and cost can get in the way

Segment 3

It's not for me... sport is boring

This group aren't convinced sport/ exercise is for them. They see sport as boring and get their enjoyment from other things. The only reason they can see for taking part is to be sociable & have fun / have a laugh

Segment 7

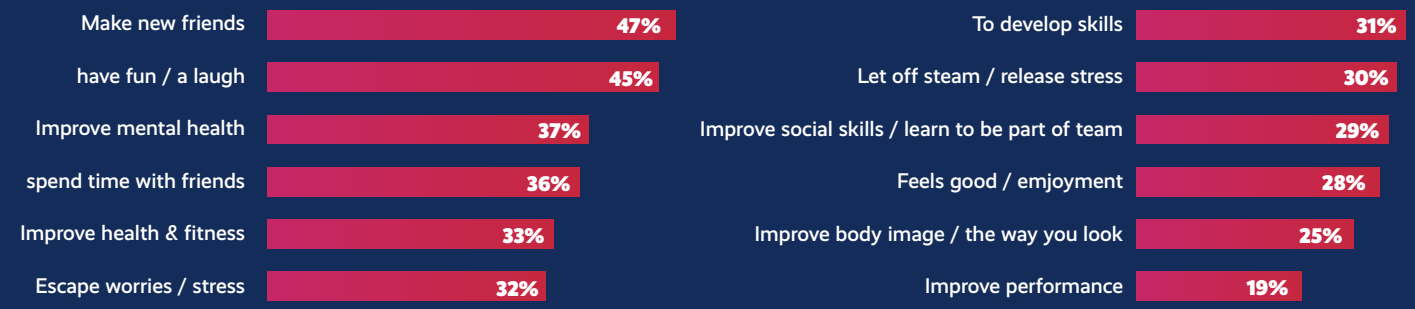
Looking/ feeling good

This group do sport and exercise to look good and feel good about themselves. It gives them energy but they need to prioritise other things like their education right now, which means they struggle to have the time to do sport/exercise and can also struggle with being able to afford it

The survey results show that the young people were spread fairly evenly across the seven segments, with highest number falling into Segment 4 and the lowest in Segment 7. This highlights that the young people will have different motivations, barriers and associated emotions that effect their engagement in sport and physical activity, emphasising the need for a varied offer.

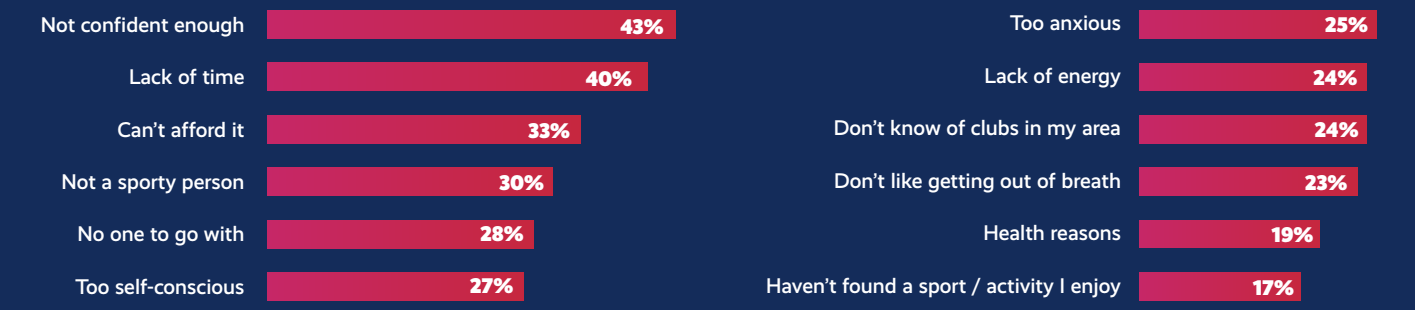
Despite the differing motivations there were certain aspects that were considered important for a large proportion of the young people. The most common reason why the young people in this group take part or would want to take part in sport and physical activity was to 'Make new friends' (47%), followed by 'Have fun/ have a laugh' (42%) and 'Improve mental health' (37%).

From the list below, which are the five most important reasons why you take part, or would want to take part in sport / physical activity?



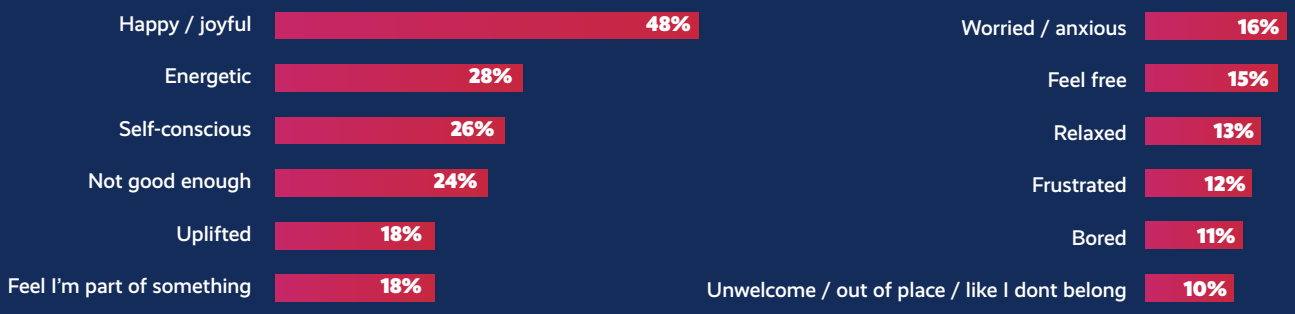
The most common aspects that stopped or made it difficult for the young people to take part in sport/physical activity were 'Not confident enough' (43%), followed by 'Lack of time' (40%) and 'Can't afford it' (33%).

From the list below, which are the five most important aspects that stop you or make it difficult to take part in sport / physical activity?



The most common emotions that the young people feel when taking part in sport and physical activity were 'Happy/joyful' (48%), 'Energetic' (28%) and 'self-conscious' (26%)

What are the most common emotions that you feel when you have taken part in sport and activity?



The charts above highlight that whilst some motivations, barriers and associated emotions were more common than others, there is broad range that should be considered when developing an offer.

Based on feedback from young people and the Youth Segments insight, we have collated a range of sport/physical activity 'offers' which provide illustrative examples of the types of 'offers' that might appeal to each of the seven segments. These activity offers include examples from StreetGames initiatives and wider organisations in the sports sector. The list is by no means exhaustive but is designed to provide a selection of examples which might be useful when exploring activation ideas with young people. It is also important to remember that it is not just about 'what' activity is provided, but also the 'style' in which it is delivered; for some of the segments, particularly those which are 'reluctant' (Segment 1 & Segment 3), this will require a supportive approach and investment in time and resource 'pre-engagement' to help build relationships and confidence before they will contemplate taking part in sport/physical activity Click here for the activity offer guide.