



Strategic plan 2013-2017
Changing lives
Changing sport
Changing communities



Welcome messages

"This is an exciting time for StreetGames. We had a tremendously successful Olympics; in 250 disadvantaged areas we have helped 200,000 young people to broaden their horizons onto a pathway towards a healthy, active lifestyle; we have been showered with Awards, from the National Lottery Award for Best Sports Project to the Queen's Diamond Jubilee Volunteering Award 2012. And now we are aiming even higher.

By the end of the lifetime of this strategy we will have made a significant difference in over 1,000 neighbourhoods, 10,000 young people will have become volunteer

coaches and over 250,000 new participants will be enjoying sport on their doorstep. This means that since our launch in 2007, almost half a million young people will have benefited from doorstep sport thanks to the projects that make up the StreetGames network.

I would like to thank all those neighbourhood projects that come together in the StreetGames network to change communities, change lives and change sport."

Professor Steve Hodgkinson
Chair of StreetGames



"Whilst the number of young people playing sport is increasing, young people growing up in disadvantaged areas remain less likely to be in a club, be coached, compete or volunteer, than those from better off areas. We are committed to addressing that imbalance through our support of StreetGames and Doorstep Sport."

Phil Smith,
Sport England Director of Sport

"I'm delighted to be recognising the fantastic achievements of StreetGames, which has been bringing sport to people's doorsteps for six years. StreetGames breaks down the barriers which prevent some from taking part in sport and demonstrates how sport can be a catalyst for social change."

David Cameron
Prime Minister

"StreetGames is one of our very best charities. StreetGames has demonstrated in practice that our communities grow stronger by government acting in partnership with the third sector and with local people to build vibrant communities. StreetGames strengthens the bonds that tie us each to one another and it helps preserve traditional community values in hugely creative ways. We can all learn a lot from StreetGames."

Ed Miliband
Leader of the Opposition

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01

StreetGames Changing Lives



By 2017, we will have supported 250,000 more young people in over 1,500 neighbourhoods to change their lives through sport.

Power of doorstep sport

Sport changes lives. Sport that is designed to keep disadvantaged young people active and alongside positive role models is especially powerful.

Our type of sport is called doorstep sport – we take sport and its life-changing potential right to the doorstep of communities that need it most.

Young people who grow up in a disadvantaged community are exposed to high rates of crime, low aspirations, qualifications and expectations and high rates of ill health and unemployment. The inequalities that mar disadvantaged young people’s lives carry over to sport. Disadvantaged young people participate in sport far less than more affluent young people.

Disparities in sports participation amongst 16-24 year olds by household income

The figures are for England and taken from Sport England’s Active People Survey
APS 7 – April 2012-April 2013

16-25 year olds	Poverty	Prosperity
1 x 30 mins sport per week	44.48%	74.41%
Club membership	18.86%	40.88%
Coaching/tuition	17.86%	39.69%
Organised competition	31.46%	61.95%
Volunteering	13.31%	31.66%
Latent Demand for Sport	71.69%	70.72%

Power of doorstep sport

Doorstep sport is changing lives, changing communities and changing sport.

Sport has the power to inspire. Through the right type of sport, young people can find self-confidence, new skills and experience the joys of teamwork, trust and self-expression.

Doorstep sport provides a vibrant and varied sporting offer that keeps young people coming back for more. Doorstep sport has very few of the costs, social expectations and rules that shape a traditional sports club. Instead it is informal, fun and designed to suit young people's lifestyles and expectations.

Our Us Girls campaign makes doorstep sport attractive to teenage girls and young women.

StreetGames' graduates know sport, enjoy sport and learn to make their own way in sport for the rest of their lives. Along the way the young participant is shown the values and habits of teamwork, fair play, respect and collaboration. They learn to lead and they are influenced by good role models. StreetGames' values are the bedrock of lives that are healthy and joyous, and of communities that are strong and safe.

Doorstep sport brings health benefits and supports reductions in anti-social behaviour and low grade crime. Doorstep sport can help pull young lives together and it can offer a safe place to gather where they will not be hassled or vulnerable.

The Department for Culture, Media and Sport, the Welsh Government, Sport Wales and Sport England recognise that traditional sport is not reaching enough disadvantaged young people. They support doorstep sport.

"StreetGames is using the power of sport to help improve communities across the country and change lives for the better. Our investment will establish hundreds of local sports clubs aimed at young people in disadvantaged areas, encouraging greater participation in sport and helping social cohesion."

Hugh Robertson, Minister for Sport, Department for Culture, Media and Sport

"Fewer things are more important than inspiring the next generation of young people to live active lifestyles. This is something that StreetGames does well. They understand that many young people can be turned away from sport and physical activity by the way it is taught in our schools. We have to make it easier for them to get involved by bringing sport into their neighbourhoods and delivering in ways that boosts their confidence. For me it is about altering the way we think about sport and stitching it into our culture and the fabric of our local communities. Telling people what they should or should not do when it comes to engaging in sport and physical activity does not work. We have to change the attitudes and make it easier for people to get active. The national champion of that kind of approach, and the experienced deliverer at the grassroots, is StreetGames."

Clive Efford
Shadow Minister for Sport



02

StreetGames Changing Communities

By 2017, we will have created 200 partnerships with crime reduction agencies and deployed 100 healthy lifestyle motivators.

Healthier communities

Safer communities

Sport changes communities by giving young people a positive hobby and healthy friendships. The leaders and coaches set standards and model the type of behaviour and way of life that protects the young participants from falling into inactive lifestyles and into patterns of offending.

The Government predicts that 60% of men, 50% of women and 25% of children in Britain will be obese by 2050. Currently about 15% of children and 25% of over 16s are obese. Young people need the chance to enjoy physical activity as one of the routes to a healthy weight.

Disadvantaged young people are at greatest risk of repeatedly offending. Sometimes anti-social behaviour is the product of boredom and a lack of ambition. Doorstep sport helps to keep young people out of the youth justice system and aiming higher.



Healthier communities

Physical activity has been hailed as the best buy in public health. Physical activity is the game changer for building people up, and for cutting budgets down.

“Overall, young people who participated in doorstep sport sessions showed improved fitness levels, improved social skills (making new friends – for example from different schools or estates, better team-work and improving relationships with adults) along with an increased sense of ‘sporting citizenship’ – the knowledge, skills and confidence to try new activities. Most felt inspired to do more sports.”

Dr Laura Hills
Brunel University

Doorstep sport tackles health inequalities within disadvantaged areas by encouraging more young people to get involved in sport and physical activity and, crucially, by keeping them coming back.

Doorstep sport is the healthy choice. Sport England reported in July 2013 that the economic value of sport to health is calculated at £11.2 billion per annum.

Young people who start active, have a better chance of staying active and live longer, happier lives. One in ten children has a mental health problem. Sport sustains friendships, generates endorphins and builds confidence: all key factors in the prevention of mental health problems.

By creating fitter, healthier communities in areas of high deprivation in the UK, StreetGames is contributing to improving health, increasing life expectancy and reducing inequalities.

All StreetGames sessions encourage a long-term sporting habit. 74% of participants who come to StreetGames projects for more than a month or so keep coming for more than a year. Our vibrant and varied offer is designed to keep them active.

Let's Get Fizzical
Our highly successful Birmingham-based Let's Get Fizzical project is a little different. It is designed for young people who are not ready for the open access StreetGames sessions. Fizzical targets inactive and overweight children in school and community settings.

Fizzical is a partnership project with Birmingham City Council.

Young people told researchers from **Brunel University** that StreetGames helps them to be active and get fit

“It keeps you from playing X-box all the time.” **15 year old boy from London Borough of Newham's Street Sport project.**

“I am getting out more and walking a lot to keep me fit.” **14 year old girl from Newcastle's Centre for Sport.**

“It's (the session's) just fun, not like school. You just stand about all the time there not doing anything.” **13 year old boy from Newport.**

“The great work of StreetGames will be felt by individuals and communities for years to come. By successfully getting kids active, where others couldn't, they are overcoming one of our biggest public health challenges”

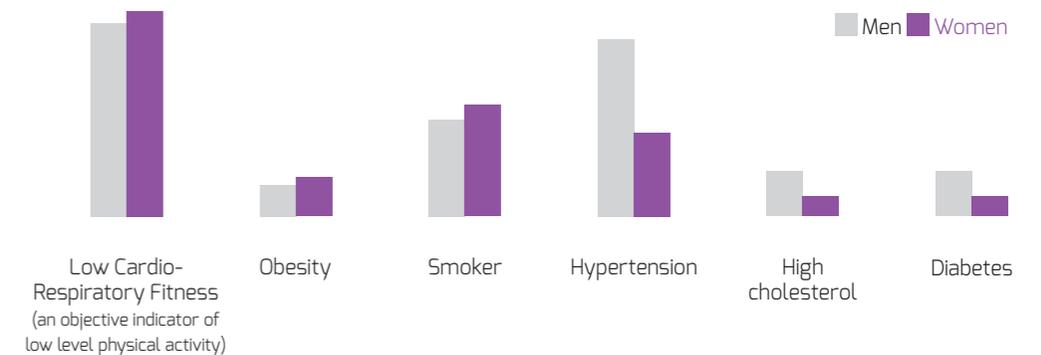
Dr. William Bird MBE, MRCGP,
CEO Intelligent Health



StreetGames is an approved training centre for the Royal Society of Public Health



The causes of deaths in 40,842 (3,333 deaths) men and 12,943 (491 deaths) women in the Aerobics Center Longitudinal Study
Blair S N Br J Sports Med 2009;43:1-2



Residents in disadvantaged areas can expect to die 8 years sooner than their more affluent peers

Safer communities

Doorstep sport makes stronger, safer communities.

Communities with sport at their centre are close-knit and feel safer. Older generations say they prefer their youngsters to join in organised activity rather than just hang about.

Rates of youth anti-social behaviour and nuisance tend to drop when there is a vibrant sports project on the doorstep. Youngsters who make other people's lives a misery with low level crimes are often keen to join in a sports programme that has been set up for them and their mates.

Merseyside Fire Support Network
Merseyside Fire Support Network provided a doorstep sport cage football project. Data showed a 29% reduction in recorded deliberate fires and a 27% reduction in police recorded ASB incidents.

Doorstep sport is a response to Home Office research that showed that young people are more likely to offend repeatedly if they have too many 'risk' influences and too few 'protective' influences.

Doorstep sport and youth offending	
Combats risk influences	Promotes protective influences
Few social skills	Social bonding
Disorganised community	Positive role models
Lack of neighbourhood attachment	Developed reasoning skills
Attitudes that condone anti-social behaviour	Sense of self worth, praise and effectiveness

"Here at Derbyshire Constabulary, we know that sport on the doorstep makes a real difference to community safety - and it can make all the difference to the young people who are otherwise at a loose end and at risk of getting into trouble. The more places that have organisations like Sporting Futures to calm our hotspots, the better the chances our young people have to find a positive interest and keep out of trouble"

Gary Parkin, Superintendent, Derbyshire Constabulary, talking about Sporting Futures, a member organisation of the StreetGames network



"I've seen the benefits that sport can bring to the lives of young people and local communities first-hand through my own boxing club in Bolton. It's great to see the fantastic work that StreetGames does to inspire young people, to get into and stay in sport. Providing local access to sports coaching can change lives and communities for the better."

Amir Khan, Olympic Silver Medallist 2004, WBA 'Super' World Light Welterweight Champion, 2011

"We've had a really positive partnership with StreetGames: we divert young people away from the dangers in messing about on the railway, into safer, more positive sports. Now we're expanding this across Britain and we'll do even more for young people, reduce trespass on the tracks, keep people safe and the railway running better for all."

Dyan Crowther, Network Rail's Director, Operational Services:

Edward (Eddy) Fitzpatrick

Regional winner for Scotland in The Co-operative StreetGames Young Volunteers Awards 2013.

Until he joined Reidvale project In his early teens, Eddy was drifting towards delinquency and gang crime. Since then Eddy's life has changed completely, he attended workshops, established a new circle of friends and was instrumental in securing a National Lottery grant for a new park for his community.

Still just 16, Eddy is a great role model, he is now a senior youth committee member and young volunteer with the Reidvale Project.



03

StreetGames Changing Sport

By 2017, we will have helped community organisations to create over 1,000 new doorstep sport clubs and supported 40 important, national sports organisations to welcome disadvantaged young people through their doors. We will have helped 12,000 young volunteers to learn to lead.

Volunteering for lasting change

Research shows that disadvantaged young people are less involved in sport than more affluent young people.

Recognising lasting change

StreetGames wants sports organisations to open their doors to young people from disadvantaged areas. We also want to help every youth organisation to make the best use of sport.

Training for lasting change

The StreetGames Training Academy shows coaches and leaders how to make the difference.

Volunteers are important to doorstep sport. They improve the quality of the local project and the volunteers mature as they grow into a leadership role. There are too few opportunities for disadvantaged young people to volunteer in sport. We are proud to say that over 80% of young people involved in the Co-operative StreetGames Young Volunteers programme come from the 20% most deprived neighbourhoods.



Volunteering for lasting change

StreetGames wants lasting change in disadvantaged communities so young people now and in the future can grow up without the curse of miserably low expectations. Volunteering in doorstep sport supports that change.

Through the Co-operative StreetGames Young Volunteer programme young people increase their life skills, self-esteem, qualifications and grow into leaders of their communities.

Without volunteers there would be no sport. In disadvantaged communities there is a vicious circle. There is too little sport on offer and therefore there are too few opportunities to become a sports volunteer.

StreetGames Volunteers have an impact in the country's poorest communities. They have organised 200,000 hours of sport for younger children. Our volunteers have achieved over 5,400 qualifications and awards. It is the start of a virtuous circle.

Project leaders are skilled in spotting the participant from this year's project who has the potential to become next year's volunteer leader.

Volunteering builds local teams, so that the sport continues through the generations.

Volunteering means local young adults are empowered to produce the kind of sport their community wants.

Volunteering is a way back into the system for young people, leading to recognised qualifications and jobs.

The Co-operative StreetGames Young Volunteers

A typical young volunteer makes it possible for many more young people to participate in sport, assists at large-scale sports tournaments, learns how to coach and really makes a difference in their own neighbourhood.

Being a volunteer takes a young person to new places, to meet all kinds of people. There is an annual residential course and a conference too. A team of young volunteers organise the annual Awards Night to celebrate each other's success.

A 14 year old boy, struggling with his teachers, said: "They (StreetGames volunteers) are polite with everything you do. Like, they are friendly. They are just a mate to you. Like, I mean, the teachers in my school. Like, they always tell you off and tell you to do stuff... Teachers speak down to you like, all the time, like you need to do this and you need to do that. Like, they (the coaches) will say, like would it help if you done this or would it help if you done it like this ... like you have a choice too. I mean it's more, like, informal."

Michael Fairclough, Head of Community and Co-operative Investment at the Co-operative Group, said: "This is a generation of young people changing their world for the better one session at a time and the Co-operative is incredibly proud to support their work."



StreetGames won the 2012 Queen's Diamond Jubilee Award for Volunteering



Before the Olympics 4,000 people grew through the Co-operative StreetGames Young Volunteers programme. By June 2013, the total number had risen to 7,307. That is an Olympic Legacy!

Recognising lasting change

The participants in the Co-operative StreetGames Young Volunteer programme organise their own annual Awards Night. It's a formal affair – all suits and dresses with an after-dinner speaker and cabaret seating. The young people compère the evening themselves. A panel of judges from sport and journalism decide between the nominations.

TV presenter and Paralympic Gold Medallist swimmer Giles Long was the after-dinner speaker at the Awards Night.



(Mohammed) Zubair Bashir
Pendle, Lancashire

Growing up in Marsden in Nelson, Lancashire is not always easy. Zubair suffered the additional trauma of his father dying while he was still in primary school.

As a 10 year old Zubair attended sessions run by the Pendle Sports Development Team. Once he reached 17 he asked to become a volunteer so he could gain experience.

Zubair was initially uncomfortable talking in front of his peers or young participants but it was evident to the project leaders that the warmth of Zubair's personality and his dedication would see him through. He went on to help out at nursery bike-riding lessons, school coaching sessions, a youth football league and in Pendle's disability sports sessions.

Zubair has developed from an under-confident boy into a superb role model. He has made things happen for himself and relied on nobody to get his foot on the ladder towards future employment. His ambition is to forge a career in sports coaching after he has graduated.

Zubair is at college studying Sports Coaching and Physical Education.



Jasmine Brett

The Dracaena Centre, Falmouth
Jasmine Brett started volunteering knowing that it might alienate her from her circle of friends, as they thought it not to be cool. Two years on, aided by the qualifications and confidence she has gained as a volunteer, Jasmine is now in the first year of a dance degree at the University of Falmouth.

Jasmine is dedicated to her role as coordinator and instructor of a weekly streetdance group for girls aged 8-16, always finding new ways to encourage more participants such as school taster sessions.

Jasmine has grown into a positive role model for her young participants, often acting as friend and mentor to help them with their problems.



Liam James

Positive Futures Duffryn Sports Programme, Newport
Liam James has an unrivalled commitment to improving the lives within his community.

Over the past year, he has given more than 400 hours of his time to volunteering including running football tournaments and assisting with swimming sessions. Only sixteen, his infectious enthusiasm helps all the young participants to enjoy sport and his personal development has been remarkable. Liam is a confident and caring young man, a great ambassador and always the first to explain to any visitor how important the sports sessions are to the local young people and the impact they have made on him and many others.

Tannika Burgess
Sandwell Young Volunteers,
West Midlands

Tannika Burgess has achieved a successful sprinting career, won sports awards and helped make the Sandwell Indoor Athletics League one of the most successful athletics programmes in the country by taking sport into her disadvantaged community.

Her time as a volunteer began as a 14 year old helper five years ago, which dovetailed with her burgeoning athletics career and contrasted with the poverty of her upbringing in an area in which others use deprivation as an excuse for rebellion and lawlessness.

Tannika was very close to being dragged along into gangs and anti-social behaviour, but for being spotted in a sports programme. Tannika has remained dedicated to her volunteering work, mentoring 15 other volunteers in the athletics league and putting competition programmes together.

Tannika is a fantastic role model, she has a genuine 'get on with it' attitude no matter what happens to her and has overcome many barriers and hardships.



Training to deliver lasting change

Doorstep sport leaders have a laid-back and friendly demeanour. But don't be fooled: it's hard, skilled work to appear to be laissez-faire while keeping control of two dozen 15 year old lads playing football on an open field.

The StreetGames Training Academy teaches that growing and sustaining sports participation in disadvantaged communities requires a novel approach based on trust, respect and enjoyment.

StreetGames Training Academy gives adults already working in sport the tools to help young people to grow. The Academy also trains the young volunteers. They learn together.

Because we are in the business of making a difference, the price of our workshops are subsidized by our partnerships with Coca-Cola GB, The Co-operative and The Football Pools together with Sport Wales and Sport England.

Youth organisations that work in sport and work to change lives and communities can join in with the Academy.

- New research findings are quickly integrated into our course materials – we teach what works in the field. Training Academy courses are bang up to date.

- Traditional sports organizations like to integrate our fresh and fun approach into their coaching manuals. Together, we write short introductory workshops to encourage doorstep sport coaches and leaders to offer a variety of sports.

- Further and Higher Education Institutions value our courses and workshops because they help prepare students for work.

Participants in doorstep sport projects are encouraged to complete the Level 2 Doorstep Coaching Programme. Accredited by First4Sport, learners are assessed using the method that best demonstrates their skills. In many cases this is not a written portfolio but video clips, professional discussions and photographs. We go the extra mile to support the young learners to succeed.

"I watched one young lad grow in confidence over the two weeks of the course and that was largely down to the supported learning environment."

Norman Parselle,
Pillgwenly Community First project

Gabby Megson

Battling with dyslexia, Gabby Megson had always struggled with traditional methods of learning and her confidence suffered. Volunteering at The Beck in East Leeds has helped Gabby develop into an inspiring and confident young woman.

As StreetGames encourages verbal as well as written contributions by Training Academy candidates, Gabby was able to learn and teach effectively. Her 'can do' attitude is unparalleled, not only does she work hard supporting events but has recently completed the Three Peaks Challenge to raise money for charity.



04

StreetGames in Action

By 2017, our vibrant and varied programme of doorstep sport activities will be available in 1,500 neighbourhoods. Us Girls will be the club of choice for over 100,000 disadvantaged young women.

Festivals

The StreetGames Football Pools Fives

Us Girls

Disadvantaged young people need help to stay active for life. Festivals, competitions and master classes add to the sporting experience: they become the positive memories that cement a commitment to an active lifestyle.

Going to a StreetGames festival is a good day out: it starts with getting up early for a coach trip to a classy venue – like the Copper Box on the Olympic Park. Next is competition with proper referees and master classes with top quality coaches. Then its lunch and a chance to meet other young people from projects just like your own.

A sporting celebrity always drops in, and so does the regional TV. There is a graffiti wall, art and music to make too.

The young people tell researchers how much they enjoy the festivals and how they are remembered for years. It's a real highlight of a young sporting life.

"Festivals are fantastic – they break down barriers between people and they give neighbourhood projects something to work towards." Jane Ashworth OBE, StreetGames Chief Executive



Festivals



In the summer of 2013, young people came together for festivals in top-quality venues as part of the Coca-Cola GB Legacy 365 Programme. These multi-sport events are a day to remember where young people compete, try new activities and enjoy master classes. At the Copper Box Arena on the Olympic Park, 1,700 participants came from 90 projects.

At the National Indoor Athletics Arena in Cardiff, 750 participants came from 30 projects in Wales.

Local projects hold smaller festivals in their neighbourhood. A good neighbourhood festival brings in family and friends to join in the celebrations.

Festival participants say: "They are great" "It helps improve my skills" "It's fun" "You get to be with your friends" "I loved this day" "I remember going to my first StreetGames festival – it was years ago"

"For my project, the key to the success of this festival is that it is integrated. We have disabled and non-disabled tournaments at the same venue, at the same time. All the elements of the community are working together in sport."

Ben Humphries, Ability Sport Development Officer, PLACE

"I hope I can inspire young people to get involved in their local StreetGames project and, like I did, make sport their route to success. With the opportunities that StreetGames and Coca-Cola GB offer to young people, like free sports sessions and the chance to take coaching qualifications, this partnership offers young people a way to stay fit and healthy and opportunities to build a positive future for themselves and their communities that just aren't on offer to them elsewhere."

Anthony Ogogo, Olympic Bronze medal winning boxer and Legacy 365 Ambassador for Coca-Cola GB and StreetGames

The winner and a guest will win a once in a lifetime trip to the FIFA World Cup™ Final in Brazil!

"We value the work StreetGames are doing so we have extended our partnership with them for another three years. We'll also be looking forward to working with them to bring the inspiration of the FIFA World Cup™ to StreetGames projects."

"In 2014 the FIFA World Cup™ Trophy stops off in the UK on its worldwide journey to Brazil and Coca-Cola will give one inspirational member of the StreetGames network the chance to celebrate its arrival in style by bringing it to their doorstep!"

As if that wasn't enough, the winner and a guest will win a once in a lifetime trip to the FIFA World Cup™ Final in Brazil! This competition is exclusively available to the StreetGames network."

Jon Woods, General Manager Coca-Cola GB & Ireland



Representing your neighbourhood project in a tournament on the Olympic Park is a day to remember





The StreetGames Football Pools Fives

In its first year, the StreetGames Football Pools Fives programme supported 150 neighbourhood festivals and a 5-a-side competition where the winners from 11 regional events qualified for the final at the FA's National Centre at St. George's Park.

All the participants were over 16 and the competition catered for both genders.

The football Pools supported 100 participants to become qualified referees. Qualified referees are always in demand; certification is a route to casual employment.

The Welsh Football Pools Fives champions represented Great Britain at the European Street Cup in Esbjerg, Denmark in 2013. The team from Newport reached the semi-finals. The whole experience was fantastic.

"We have never had anything like this before, it was to a whole new level. They made me feel so welcome and so happy, everyone wanted to be friends with me. People from places like Belgium and Poland and all over the world were actually interested in us, wanted to speak to us, they weren't ignorant."

Omar Belhadeen from Newport

Liam Sealey, of Deepdale La Coruna from Preston, winners of the men's tournament, said: "It was that bit more special given I was the only one in the team who isn't fasting for Ramadan so it's amazing how well we did.

"We never expected to even play at somewhere like St. George's Park and now, having won it, can take a lot of pride in ourselves. We made a lot of friends from all around the country and got to see what the southerners are like compared to us! We'll definitely try and make it back here next year."

Sinead Scott, of CS Allstars from West Bromwich, women's champions at the tournament, said: "We have been on such a long journey to be here and to have it all end by winning the trophy is unbelievable, we're all so happy. It was fantastic getting the chance to play at St. George's Park."

"I am delighted to be an ambassador for the StreetGames Football Pools Fives: it is a fantastic opportunity for young people to get involved in a sport that has the ability to both educate and inspire."

Gareth Southgate England Under 21 Head Coach

Olympic Bronze Medallist Kelly Sotherton said: "What a day! I have absolutely loved being a part of this final, as a big football fan I couldn't wait to have a kickabout at St. George's Park"

"Last year we all experienced the most phenomenal year of sport and it is key that we use that to encourage all young people to stay in sport. These 16-25 year olds are at an age where sports and hobbies start to drop off and programmes like this encourage them to still make time for sport."

Ian Penrose, CEO of Sportech PLC, owner of The Football Pools said "As the Football Pools celebrates its 90th year, we are delighted with our partnership with StreetGames. We share a common belief in the power of football and the StreetGames Football Pools Fives uses this power to positively impact on the lives of people across the UK."

10,000 players in year one of the Football Pools Fives



"I couldn't wait to play at St. George's Park"
Kelly Sotherton



Us Girls



Girls do not have an equal chance to reap the wide benefits of sport, but in some ways they need sport more. They need it to build the confidence to resist the pressure to conform to someone else's idea of what young women should look like and do.

We have created Us Girls to make it easier for young women to find the type of activities they want. Young women tell us they want their sport to focus on 'fun, fitness and friendships'.

Us Girls began with £2.3 million from the Sport England Lottery Fund to tackle the gender gap in sport and in the first two years 43,281 young women took part.

"Us Girls has shown sport what can be achieved on behalf of the young women who live in deprived neighbourhoods. They've demonstrated an extraordinary commitment to the future and I'm really pleased to be part of that commitment too."

Nicola Adams MBE,
Us Girls President &
Olympic Boxing Champion



"Us Girls has given me some great opportunities, volunteering for sports programmes, youth work and carrying the Olympic Torch. Without Us Girls I wouldn't have the qualifications I now have and be employed."

Alex Brooks
Us Girls Manchester



"Us Girls helps girls to realise that they can do it on their own, that they are strong enough and they don't need anyone else... That's what sport does. We've all got different goals. The goal could be just getting up, putting their trainers on, going for a run and not caring what people think. That's a massive goal to some girls - that could be their Olympics."

Sarah Stevenson MBE, two-time world Taekwondo champion and Olympic bronze medallist, Beijing 2008



"Us Girls is a fantastic programme bringing sport to disadvantaged young women up and down the country. While the gender gap in sport is closing there is still more to be done to make sport a regular part of a woman's routine. This is why programmes like Us Girls are so important: they encourage young women to get out and find a sport they love that will keep them playing sport for the rest of their lives."

Jennie Price
Chief Executive of Sport England



Us Girls know what we like!

05

StreetGames' Olympic Legacy



By 2017, we will have connected disadvantaged areas with international competitions like the Commonwealth Games in 2014 and the 2015 Rugby World Cup as well as with the annual All England Lawn Tennis Championships at Wimbledon. We will do this by taking young people to spectate and by introducing the sports to their neighbourhoods at the time of the spectacular events.

The StreetGames network made sure that disadvantaged young people benefited from the London 2012 Olympic & Paralympic Games. We did not allow disadvantaged neighbourhoods to be left out of the national celebrations.

Our legacy commitment was to use The Games as a starting point to make changes that will last long after 2012.

Our partnership with Coca-Cola GB made The Games special.



At the London Olympic and Paralympics Games StreetGames won Gold!

55 StreetGames volunteers and participants were Olympic Torch Bearers.

Four StreetGames ambassadors worked at Coca-Cola GB Pin Trading Centres. Coca-Cola GB donated profits from the badge sales to StreetGames. We were the first charity to ever be allowed to raise money on the Olympic site.

Give and Go: StreetGames rewarded 1,800 young people with a once-in-a-lifetime opportunity to go to a London 2012 event.

StreetGames' Olympic Apprentices

45 StreetGames participants and leaders worked in the Olympic Park during London 2012 as part of the Coca-Cola GB Venue Operations team.

We ran 248 Olympic-style StreetGames sports festivals around the country, attended by over 15,000 teenagers.

"I think the Coke initiative with StreetGames is inspired! I congratulate both for getting together and fulfilling the dreams of young people." Nick Hewer, The Apprentice

"Everyone at StreetGames was really excited for me. When I knew I'd got that job it made me feel just amazing. Like I'm going to be part of something that's global. Everyone wants to do something for it, and I'm in the middle of it!" Arianna Sachet, StreetGames Olympic 'Apprentice'

"Coming here (the StreetGames session) made me want to get into dance, I just love it. I feel really happy for being told I am good at basketball, it is really exciting to think that I could play basketball at a club and I'm looking forward to playing more basketball".

"Sport has changed my life. Without it I wouldn't have a job or my health. It has helped my asthma tremendously. I live in quite a deprived area and the kids there would not get a chance to do any sport at all if it wasn't for StreetGames. It really does bring it to right outside the door, so they don't have to travel and parents don't have to drive them anywhere and give them money - they can go to their local park or sports centre and it's there for them."

StreetGames Voices: Volunteer and Olympic Torch Bearer, Lizzie Stanfield, Pendle, 18

"It's clear from the Brunel University report that the StreetGames model of sport delivery really does make a difference"



06

StreetGames in facts and figures

By 2017, the power of doorstep sport to change lives, communities and sport will be well established in over 1,500 communities and highly valued by local and national Government and the private sector.

[Our record](#)

[StreetGames' own achievements](#)

[The future...](#)

[Ahead to 2017](#)

StreetGames launched in 2007 when community sports projects from Newcastle, Manchester, London and Birmingham joined up to form the national charity. The power of the London 2012 Olympic & Paralympic Games turbo-charged StreetGames' growth.



Our record

StreetGames began in 2007 to change lives change sport and change communities. Doorstep sport has grown enormously in influence and range since then.

Disadvantaged young people are just over half as likely to play sport as their more affluent peers. And yet 70% of disadvantaged young people want to do more sport.

The 250 neighbourhood projects that are part of the StreetGames network have involved 200,000 young people. They are on a pathway to a positive, healthy habit for life.

We are a sharing network; we provide expert advice, training, special events, promotional materials and some of the things the projects need to record and publicize their activity. StreetGames advocates doorstep sport: helping national and local policy makers to see the potential doorstep sport has to change lives and change communities.

The doorstep sport workforce	Launch 2007	Year 1 2008	Year 3 2009	Year 5 2011	Year 6 2012	Year 7 on target for
Coaches	0	555	2,987	5,569	6,182	6,600
Young Volunteers	0	287	2,304	3,116	3,989	8,000
New Sports Qualifications and Awards	0	244	3,298	6,413	7,368	8,200

Young Participants	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7 on target for
Cumulative Attendances	78,619	288,774	845,530	1,400,096	1,849,910	2,162,645	2,600,000

Projects	Launch	Year 1	Year 3	Year 5	Year 6	Year 7 on target for
	0	29	111	128	193	300

70% of disadvantaged young people want to do more sport

StreetGames' own achievements

Winner

National Lottery Awards 2013
StreetGames Us Girls
Best Sport Project

Winner

Big Society Awards 2013
Award for Outstanding Contribution to Community

Volunteering Award

Queen's Diamond Jubilee 2012

Winner

Chief Medical Officer's Public Health Awards 2010
James Wilson Award

Youth Volunteering Award

Children and Young People Now Awards 2013

Shortlisted

Charity Times Awards 2013
Best New Charity

Highly Commended

Business Charity Awards 2012
Community Impact

Shortlisted

Business Charity Awards 2013
Charity Partnership (Retail and Leisure)

Shortlisted

The Charity Awards 2013
Children and Youth

Shortlisted

Charity Times Awards 2013
Big Society (for SYV programme)

Finalist

Sports Coach UK Coaching Awards 2012
Coaching Intervention of the Year for the StreetGames Training Academy

Highly Commended

The Network Rail Partnership Awards 2010
Sole Events StreetGames project in Bristol

The future...

We will make doorstep sport the accepted way to change lives, sport and communities.

The achievements of young people involved in doorstep sport have encouraged investment from the public and private sectors. The next phase is to pull together everything that the network knows and bundle it up into doorstep sport clubs – an even better experience for the next generation.

In England, we will establish 300 new doorstep sports clubs in 2013-14 with £3.38 million of National Lottery funding. In Wales, we will establish 50 doorstep sport clubs in partnership with Sport Wales and the Welsh Government. They will be in the priority regeneration areas that are designated Community First.



Ahead to 2017

Changing lives

By 2017, **over 250,000 disadvantaged young people** will have learned to love sport and set themselves on a pathway to a healthier, active life.

80,000 young women will take part in doorstep sport – we will continue to make a special effort to make sure the girls are not left out of what was once the boys-only world of sport.

52,000 young people taking part will be from black and ethnic minority backgrounds and opportunities will be provided for **8,000** young people with a disability – we will make sure doorstep sport providers understand how to cater for these under-represented groups.

12,000 young people will have volunteered and **8,500** will have gained qualifications or awards that build their confidence and self-esteem and which give them a leg up on the job market. They will have helped to provide sports sessions for **200,000** young people.

100,000 young people will have taken part in a sports competitions and festivals to build their confidence take part in mass participation events (such as charity runs, swims, cycles) We will provide local and national competitions and festivals that are fun and exciting to join in.

300 young people will have been involved in international exchange programmes that broaden their confidence at going to new places and trying new ways of life.

Changing sport

By 2017, **1,000 new doorstep sport clubs** will be established.

Doorstep sport will be making a measurable impact on **young people's health**.

We will have supported over a **dozen of the leading national sports organisations** to commit to growing their sport amongst disadvantaged young people.

40 leading national sports organisations will have high quality educators with a specialism in reducing the barriers to learning for coaches and leaders from disadvantaged communities. We will have trained **30,000 new leaders** of community sport.

20 undergraduate sports courses will prepare students for the doorstep sport workplace.

Changing communities

By 2017, there will be **500 locally owned and locally controlled projects** in the StreetGames network. We will support them to be bigger and better and to more effectively change the sporting offer for young people in their neighbourhood.

By 2017, **300 local sports projects** will have young people from the local community taking responsibility for planning, budgeting, delivery and evaluating sports provision.

By 2017, **100 neighbourhoods** will have local healthy lifestyle motivators to support the development of informed and positive lifestyle choices.

By 2017, we will have made significant contributions to reducing anti-social behaviour in **200 neighbourhoods**.



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StreetGames Stories

By 2017, we will have supported 250,000 more young people in over 1,500 neighbourhoods to change their lives through sport.

[Nicole's story](#)

Growing up in a disadvantaged community has its downsides. There are too few positives and too many negatives. It is easy for a young person to feel the world is not for them.

[Ismael's story](#)

[Roll of honour](#)

Doorstep sport improves young people's life chances and changes their outlook. It is a route to qualifications and to meeting new friends.

The young people who accept responsibility, step up and become doorstep sport volunteers are all young heroes. They give their time for free so that younger people in their own neighbourhood have better chances.

'I do it because I wish someone had done it for me' 17 year old female volunteer in Newcastle.



Nicole's story

Few Co-operative StreetGames Young Volunteers have experienced as dramatic a transformation as Nicole Lee.

Homeless and without hope, her life was spinning into negativity. Her health was suffering and she was frightened, utterly lacking in self-belief.

Thankfully, through the efforts of StreetGames Sport North Tyneside project leader Mandy Bennett, her former head teacher, her case worker and, most importantly, herself, that has all changed.

Senior Youth Worker Carol Wark said: "Nicole has had a lot of weight on her shoulders and is learning how to overcome that. Nicole had a poor attendance record at school, often missing lessons to look after her sister's baby or to cover extra shifts at her part-time job to provide for her and her sister. Her situation rapidly got worse when she had to move out of her sister's house. She became homeless; left her part-time job, missed more school, and became less physically active. With nothing to motivate her, Nicole's health deteriorated.

That was when StreetGames stepped in. Following discussions with Nicole's former head and her case worker, she was offered a place on the StreetGames full time volunteer programme to help get her life back on track.

Naturally, Nicole was nervous about expectations. She didn't want to mess up and was scared of the thought of delivering a presentation or coaching on her own. In short, she didn't think she was good enough.

Through her placement she has supported the planning, delivery and monitoring of StreetGames North Tyneside's Network Rail Project in local schools, youth and street hubs. Her creativity stands out to project staff. She has become more independent and more sociable with her peers and colleagues.

The introverted teenager has blossomed into a determined young woman, out-going and confident among the young project participants, her peers and work colleagues.

Mandy Bennett said: "Nicole wants to give to the community those things that she did not have when she grew up. She wants other young people to benefit from sport. She uses netball, cycling and running as her way of dealing with stress when times get hard.

"Nicole organises the other volunteers and co-ordinates our social network sites. She will take extra time with participants and volunteers to ensure that they are okay, understand and can achieve their goals.

"She is passionate about StreetGames and fully understands its core values of changing sport, changing lives and changing communities as she has first-hand experience of this."



"Accomplishments from this placement are getting qualifications, skills and experience in order to help my career path. But for me they were more, they were personal. Each day I actually wanted to get up and go to work which was a massive achievement. It had allowed me to develop so many different skills and qualities which have helped me inside and out of work time. It let me become better as a person towards myself."

As part of her placement, Nicole wrote down her thoughts in a dossier that stands as a remarkable document of her journey of accomplishment which earned her the award.



Ismael's story

Take yourself back to when you were 19. Imagine working to improve the lives of your fellow teenagers in a deprived neighbourhood, pouring your heart and soul into helping them only for them to turn around and attack you physically. Still think you would continue to volunteer?

Ismael Ali did – and he helped to change attitudes and behaviour in others.

Ismael volunteers on Sport 4 Life's Be Positive Project in the Ladywood area of Birmingham where 50,000 children and young people live in a neighbourhood which ranks in the top 5% of the most deprived areas nationally.

The project fuses football sessions with interactive educational workshops on key inner city topics such as crime, substance misuse and sexual health to encourage children and young people to alter the way they behave.

Ismael supports the project coaches in sessions for 13-16 year olds who have struggled at school, endured difficult home lives or developed behavioural issues.

When Ismael joined The Co-operative StreetGames Young Volunteers (CSYV) programme, he had been unemployed for more than 12 months and was lacking in confidence. He did not have the financial means to undertake training for qualifications to help him progress towards his aim of becoming a sports coach.

Through the CSYV programme he has benefited from a structured programme of personal development and employability workshops, practical work experience and access to formal training and qualifications. Six months after he began volunteering, he had two part-time jobs and had enrolled on to a Foundation degree in Coaching & Sports Development.

He has continued to volunteer alongside these commitments, helping to change negative attitudes in Ladywood by mentoring young people who have needed guidance.

When Sport 4 Life project leader Matthew Forsyth put Ismael's name forward for The Co-operative StreetGames Young Volunteers Awards 2013, he asked some of the participants whether they thought Ismael was deserving of it.

He drew a remarkable testimony from one 15-year-old, who said: "Yes, Ismael is great. He helped me with my finishing (football) and he looks out for me when I get angry. He always tries to calm me down and stop me getting myself into trouble."

Ismael represented Sport 4 Life on an international level. In partnership with Street Football World and KICKFAIR, he assisted in laying on Eurocamp 2012 – an international sports festival which drew 250 young people from disadvantaged social backgrounds from all 53 UEFA nations together for five days of intercultural workshops, football, learning and fun in Wroclaw, Poland.

This cultural exchange of ideas and practices further enhanced both his confidence and his experience.

Ismael collected both the West Midlands Regional Winner and the special Community Impact Award at The Co-operative StreetGames Young Volunteers Awards 2013 in recognition of the change in behaviour and attitudes he has brought about in his community.



Roll of honour

Top: Ken Dullaway from StreetGames Active, Hastings receives The StreetGames Lifelong Contribution to Doorstep Sport Award from Steve Hodgkinson the StreetGames Chair.

Right: Becky Hendry from the Hatrick Project in Newcastle received the Us Girls Volunteer of the Year award from Us Girls President Nicola Adams

Left: BBC presenter Jacqui Oatley and Alicia Fielding, with her helper, receiving the Us Girls Chairman's Award



Sign up with StreetGames

If you know of a neighbourhood that needs doorstep sport and StreetGames' help to set it up or keep it going, contact **Jane Ashworth, CEO** at jane.ashworth@streetgames.org

For festivals and events contact adam.smith@streetgames.org

For Us Girls contact helen.crowley@streetgames.org

For Training Academy contact justyn.price@streetgames.org

For volunteering contact sue.heritage@streetgames.org

For health contact paul.jarvis@streetgames.org

To form a commercial partnership or to make a donation to StreetGames contact john.feaver@streetgames.org

StreetGames would like to thank the projects that make up the doorstep sport network, the young volunteers and all the young people who join in with doorstep sport.

We also say a big thank you to **Sport England** and **Sport Wales**; the **Departments of Health** and for **Culture, Media and Sport** and the **Welsh Government**.

Also thank you to our commercial partners: **The Co-operative Group**; **Coca-Cola GB**; **Sportech – The Football Pools**; **Network Rail** and to **Grant Thornton** who kindly made us their Charity of the Year 2012-2013. The same goes to the staff at **Ceuta Healthcare Ltd** for their efforts.

We are also grateful to **HEAD** for supplying equipment for our pop-up tennis clubs and to many other individuals, businesses and trusts.





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