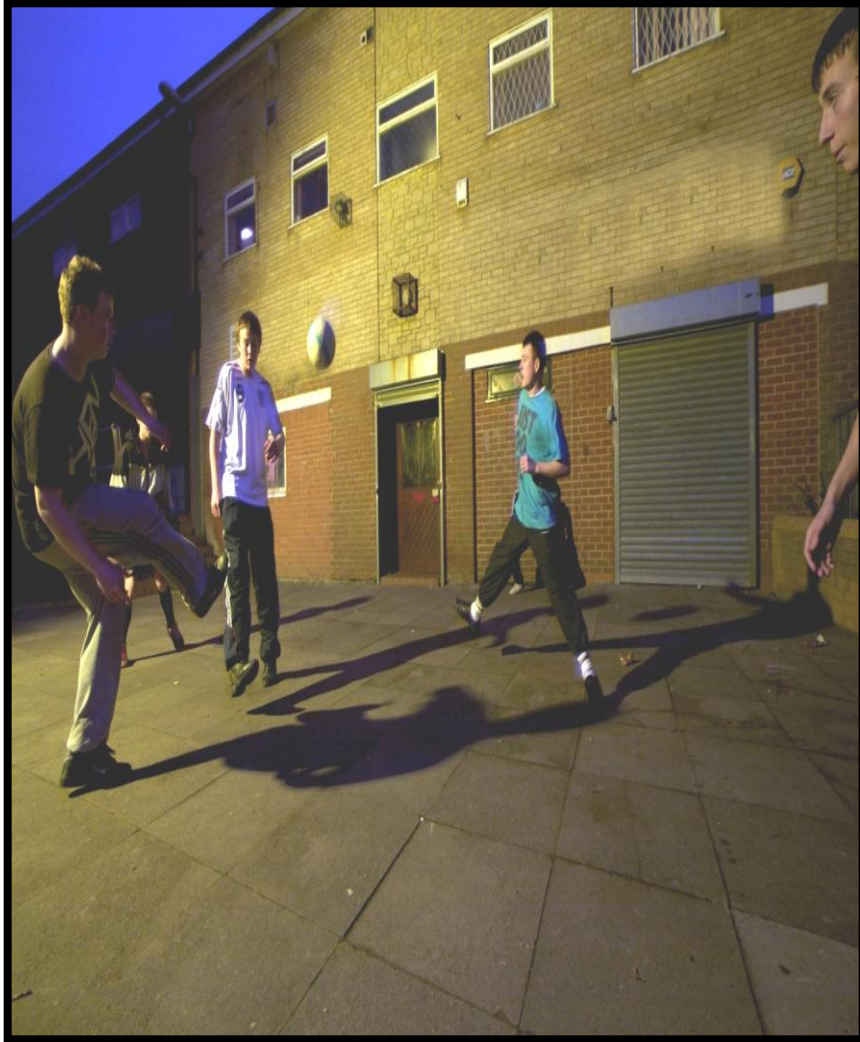


Manchester Festival



Sport for all!



Infrastructure



Prosperity

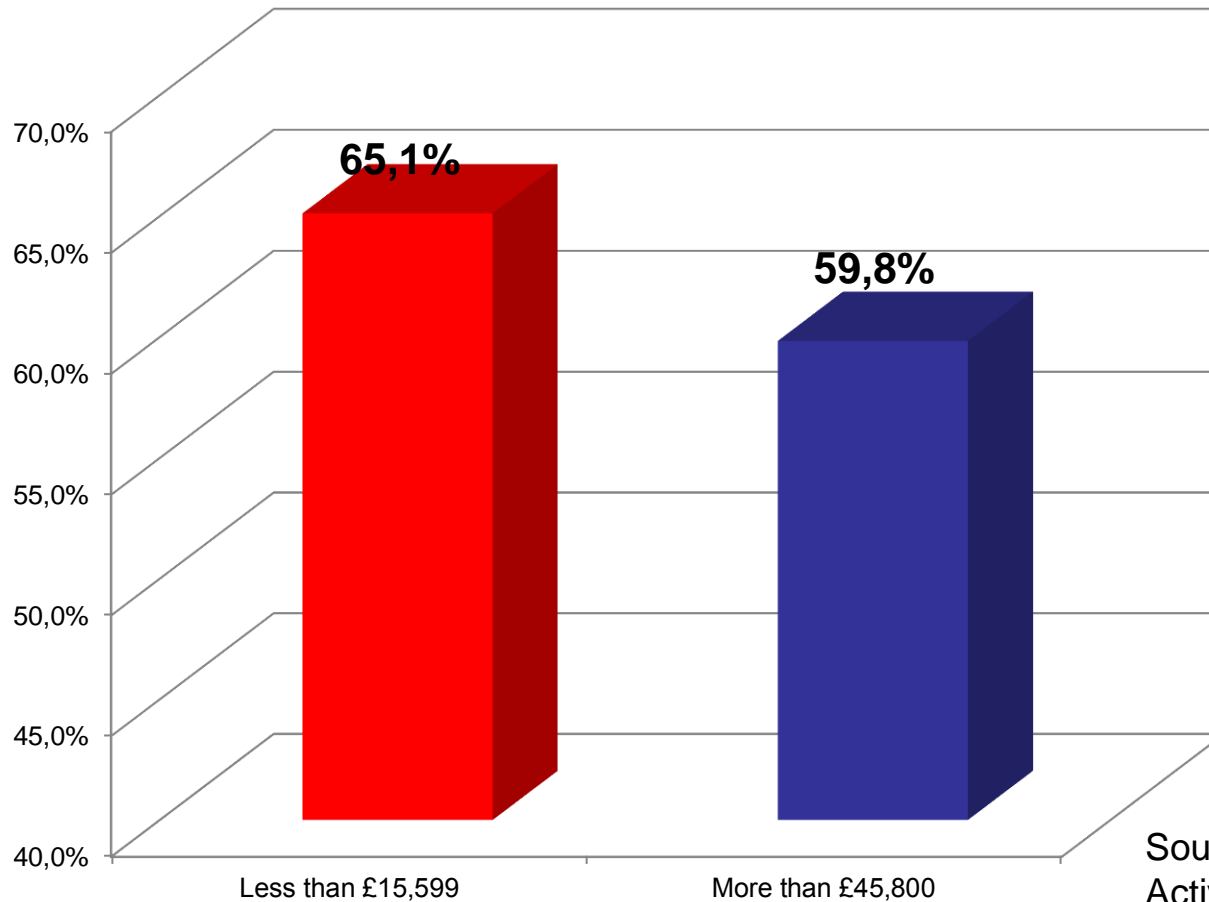
- 42% 16-24 year olds are coached
- 38% compete
- 43% are club members
- 45% achieve 3 x 30 mins
- 10% volunteer

Poverty

- 21% 16-24 year olds are coached
- 17% compete
- 20% are club members
- 27% active at 3x30 mins
- 4% volunteer



Want to do more sport (16-24 year olds)



Source: Sport England
Active People Survey 4

Doorstep sport



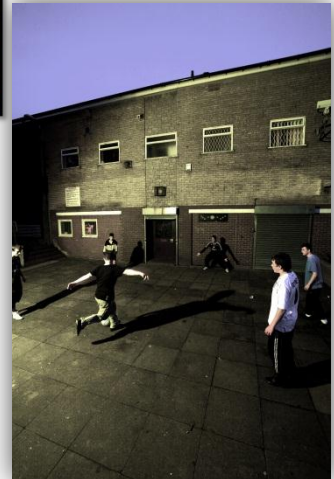
Doorstep Sport is delivered...
at the right time, in the right
place, at the right price and in
the right style...

Doorstep Sport creates...
local leaders and clubs...

Sporting habit for life



Where StreetGames takes place



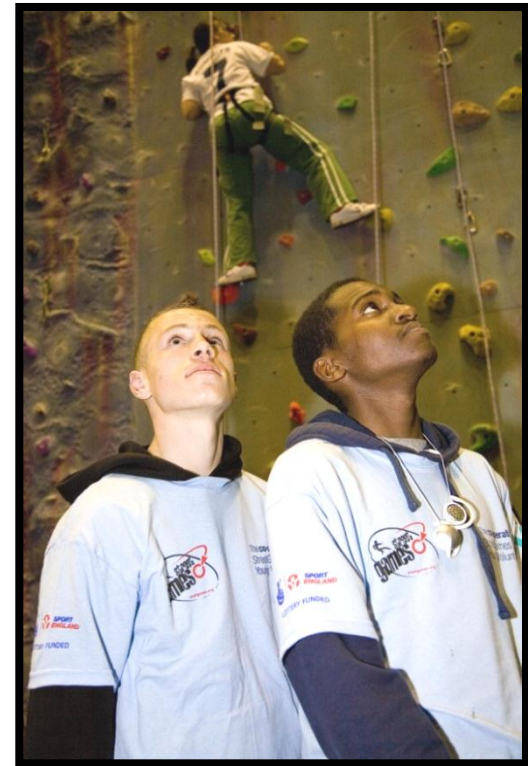
Social inclusion



Promotes:

Social inclusion in sport
and

Social inclusion through sport



How StreetGames works



StreetGames supports a network of local doorstep sport providers

Partners:

- Sport England
- The Co-operative
- Coca-Cola GB



The **co-operative**



StreetGames network



- Local organisations
- 20% most deprived areas
- 14+
- Girls and boys



The StreetGames Portfolio



The StreetGames Charity

Changing Sport; Changing Lives;
Changing Communities through doorstep
sport.

Delivering doorstep sport at the right time,
the right place, the right price and in the
right style

The StreetGames
charity partners Sport
England to support
the growth of sport in
disadvantaged areas



Training Academy

Providing low cost, high
quality learning
opportunities for
doorstep sport
coaches, leaders and
volunteers



Cooperative StreetGames Young Volunteers

Providing volunteering and
community leadership
opportunities to
disadvantaged youth



Us Girls

Providing doorstep
sport for young
women aged about
16-25



Legacy Leaders

Carrying the Inspire
Mark, SGLL provides
doorstep sport projects
with contact with 2012
and opportunities to
celebrate the Games



Give and Go

A fundraising campaign
to provide opportunities
for disadvantaged
youth to enjoy the
experience of watching
live, elite sport

Doorstep sport is growing



	Start of StreetGames (Oct 2006)	Sept 2008	Dec 2011
Number of projects	0	79	142
Total participants	0	50,352	181,043
Sport attendances	0	288,774	1,929,910
Coaches used	0	1,763	5,723
Volunteers recruited	0	1,134	7051
Qualifications gained	0	2,029	6,375
Participants from deprived areas	0	43,806	152,682
Female Participants	0	20,140	58,861
Black and Minority Ethnic Participants	0	10,070	43,685

London 2012 legacy



- Inspire Mark
- 150-1000 communities
- 1000 Tickets
- OTR
- Volunteers



Doorstep sport



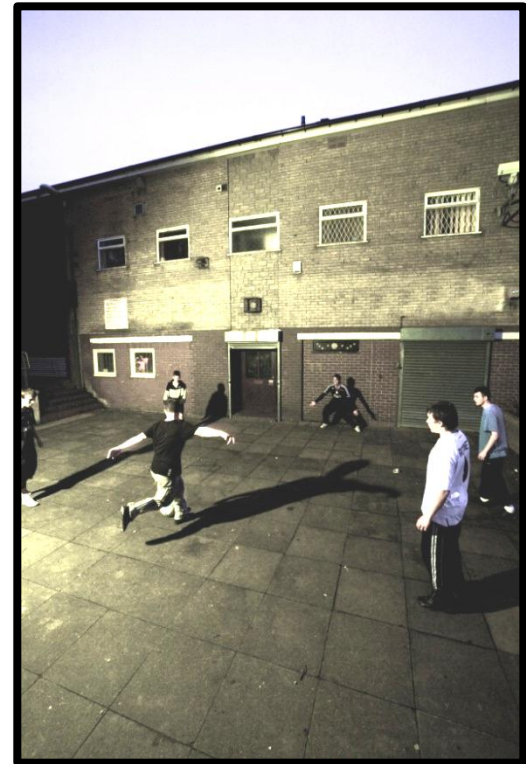
- Changes lives
- Changes communities
- Changes Sport



Change communities



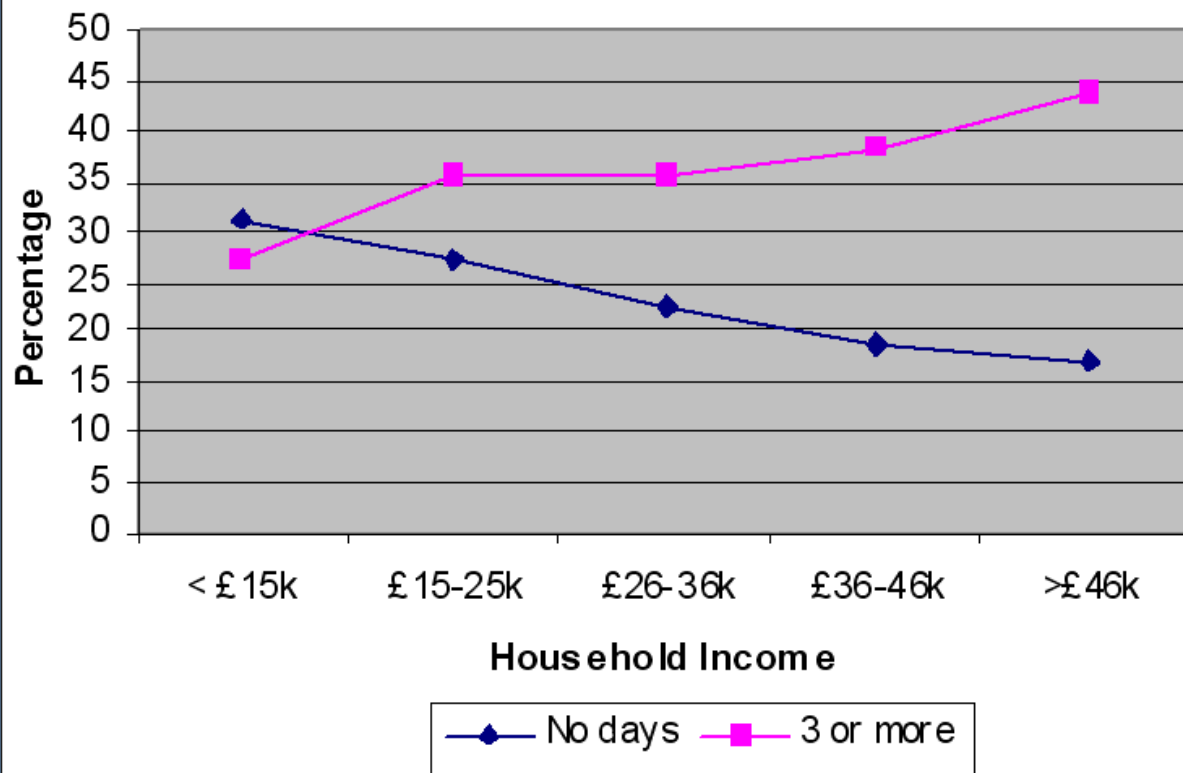
- Adults like it
- Youth like it
- Sense of belonging
- Grow community capital
- Youth crime
- Public health



Health inequalities



% doing no sport, and % doing 3X30-minutes sessions of sport per week



Youth offending

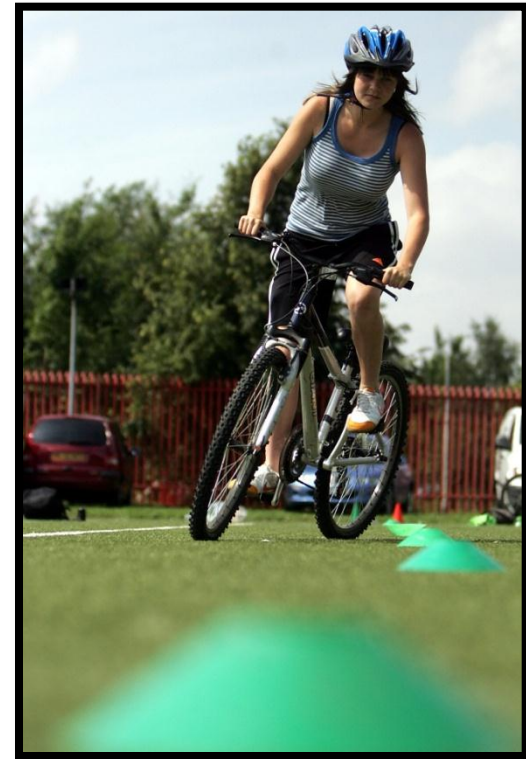


Project	Local Data
Bristol Bike Project	<ul style="list-style-type: none">• 42% reduction in trespasses• 50% reduction in incidents of vandalism• 60% reduction in costs attributed to trespass• 81% reduction in costs attributed to vandalism
Stoke-on-Trent: Bucknall	<ul style="list-style-type: none">• Summer activity helped reduce ASB by 45%.
Hastings	<ul style="list-style-type: none">• 8% reduction in ASB signal incidents reported• 24% reduction between 18.00 – 21.00 i.e. when the sessions are delivered.
Wigan	<ul style="list-style-type: none">• criminal damage offences halved between 17.00-20.00 on Friday evenings in Goldborne/Lowton area• universal reduction in the volume of calls received during the time period when the sessions are being delivered.
Manchester	<ul style="list-style-type: none">• 40% reduction in average number of ASB incidents per month in Woodhouse Park and Sharston area

Change lives



- Engagement tool
- Pathway to other services
- Pathway to learning sport and social skills
- Connectivity



Change lives



- The Cooperative StreetGames Young Volunteers
- 3k young volunteers: 7k total
- 160,000 hours
- 6k qualifications
- Learn to lead



Change sports federations



- Value informal, doorstep sport
- Partnership with Federations
- Train coaches and development workforce
- Secure investment via the network



Whose job is it?

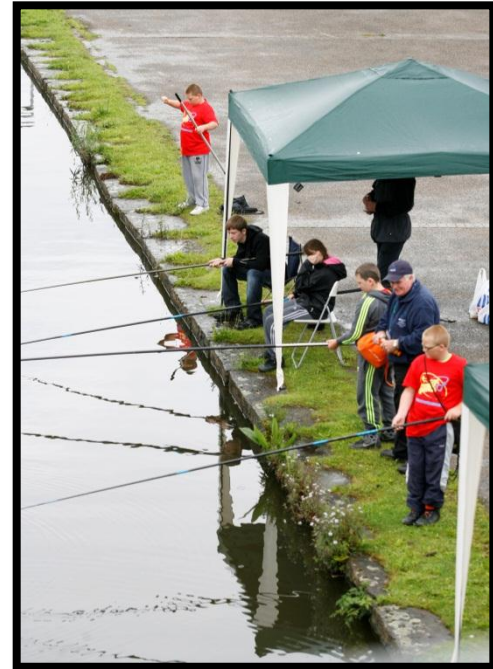


Sports Federations

- Value this market segment
- Value doorstep, informal sport
- Create new products, marketing and approaches
- Partner local deliverers
- Legacy planning

Government

- Health policy
- Crime policy
- Youth engagement policy
- Fund local interventions
- Legacy planning



End



Participant's journey



- Joins informal football session
- Makes friends
- Is coached
- Plays in a league
- Learns to use a gym
- Becomes a referee



StreetGames Support for Multi-Sport Hubs



Multi-Sport Hubs

A network of youth-led Multi-Sport hubs, reshaping sports provision for 1 million young people in disadvantaged communities in England.

The StreetGames charity partners Sport England to support the growth of sport in disadvantaged areas



Training Academy

Providing low cost, high quality learning opportunities for doorstep sport coaches, leaders and volunteers



Cooperative StreetGames Young Volunteers

Providing volunteering and community leadership opportunities to disadvantaged youth



Us Girls

Providing doorstep sport for young women aged about 16-25



Legacy Leaders

Carrying the Inspire Mark, SGLL provides doorstep sport projects with contact with 2012 and opportunities to celebrate the Games



Give and Go

A fundraising campaign to provide opportunities for disadvantaged youth to enjoy the experience of watching live, elite sport

MUGA



London 2012 legacy



- Inspire Mark in
- 250-1000 communities
- Access to the Park
- 1000 Tickets
- OTR
- Volunteers



What we need from Government



Coca-Cola launch

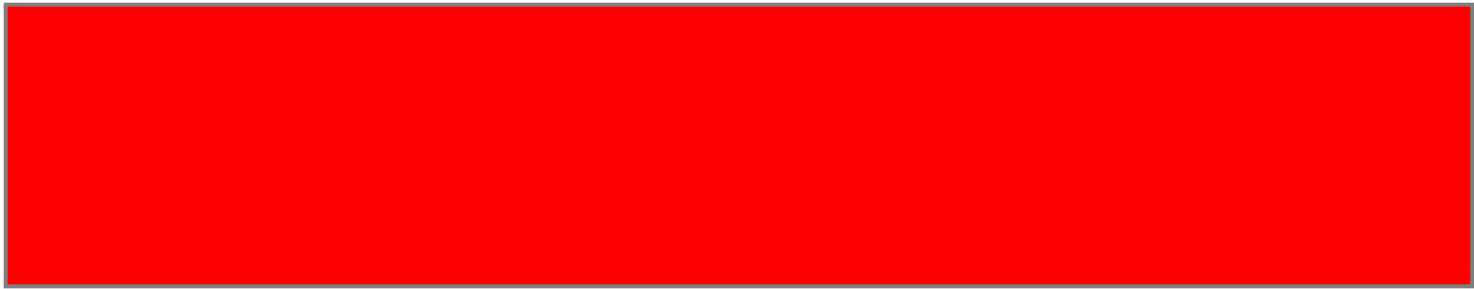


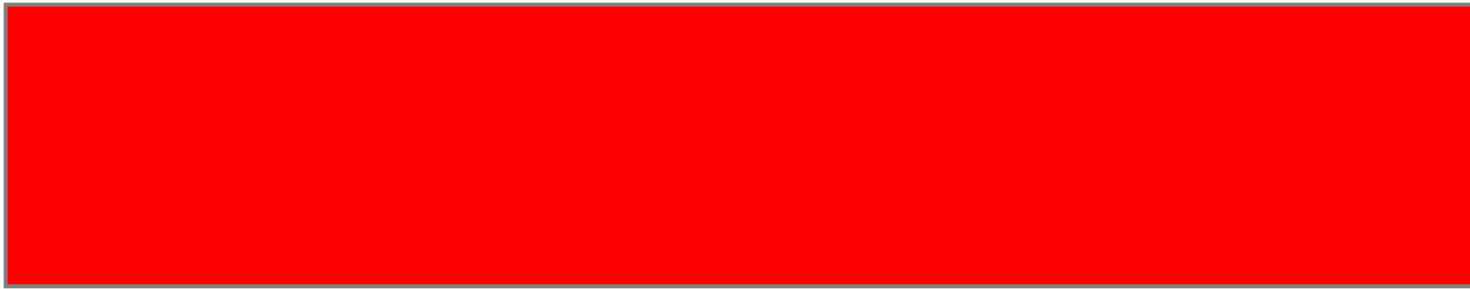
Government's job



- Make the best use of sport for change
- Target funding to community level
- Empower organisers
- Legacy planning

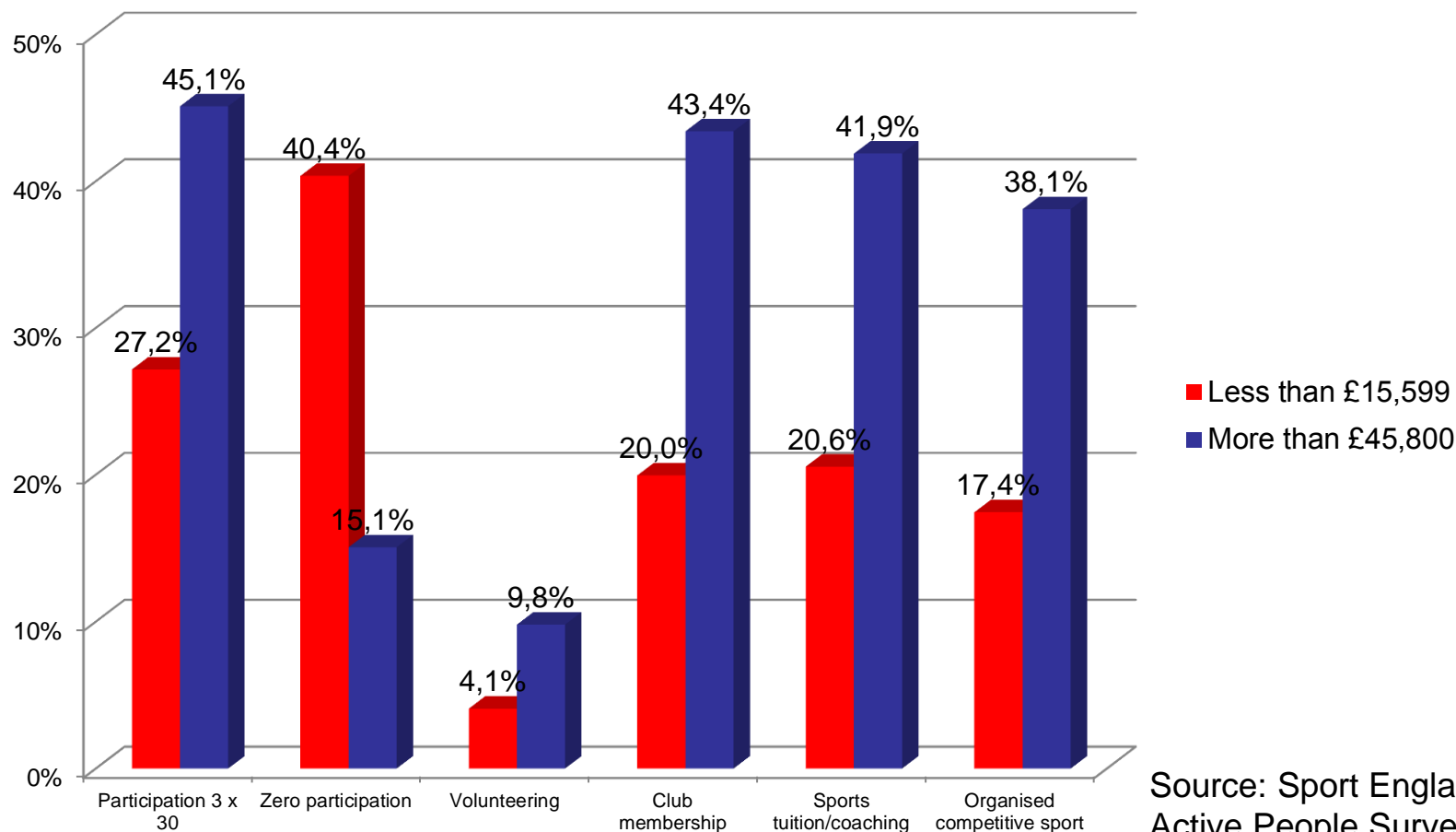






Disparities

(16-24 year olds)



Source: Sport England
Active People Survey 4

Sport for all?



Changes lives



- Volunteering
- Leadership
- Qualifications
- Health
- Well being
- Connectivity

