

Sports Volunteering in the UK, Streetgames and a programme that works



Who is trying to grow sport?

- **Sport England** – they give out the funding for participation.
- **UKSport** – gives out money for performance/elite
- **Youth Sport Trust** – school based sport
- **NGBs** – interested in their own sport – often their main funding is linked to how many medals they win.
- **Local Authorities** – starting to have responsibility for Physical Activity



The **co-operative**

aston
sports & community club

Who Plays and who leads?

Sport England are keen to measure participation by...

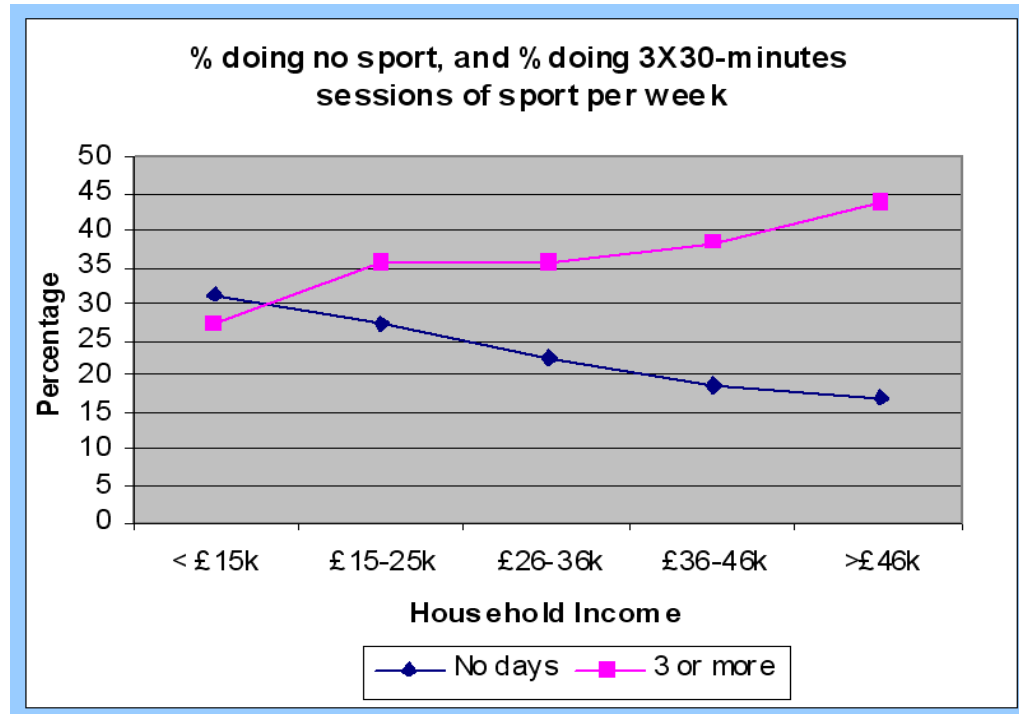
How many 30 minute sessions of exercise people do in one month.

	National Level	Birmingham
0	57.7	61.2
1 to 11/month	26	24.4
12+	16.3	15.9

- Sport England say that there are 5.7 million sports volunteers (80% with clubs)
- 18% of volunteers give 62% of hours.

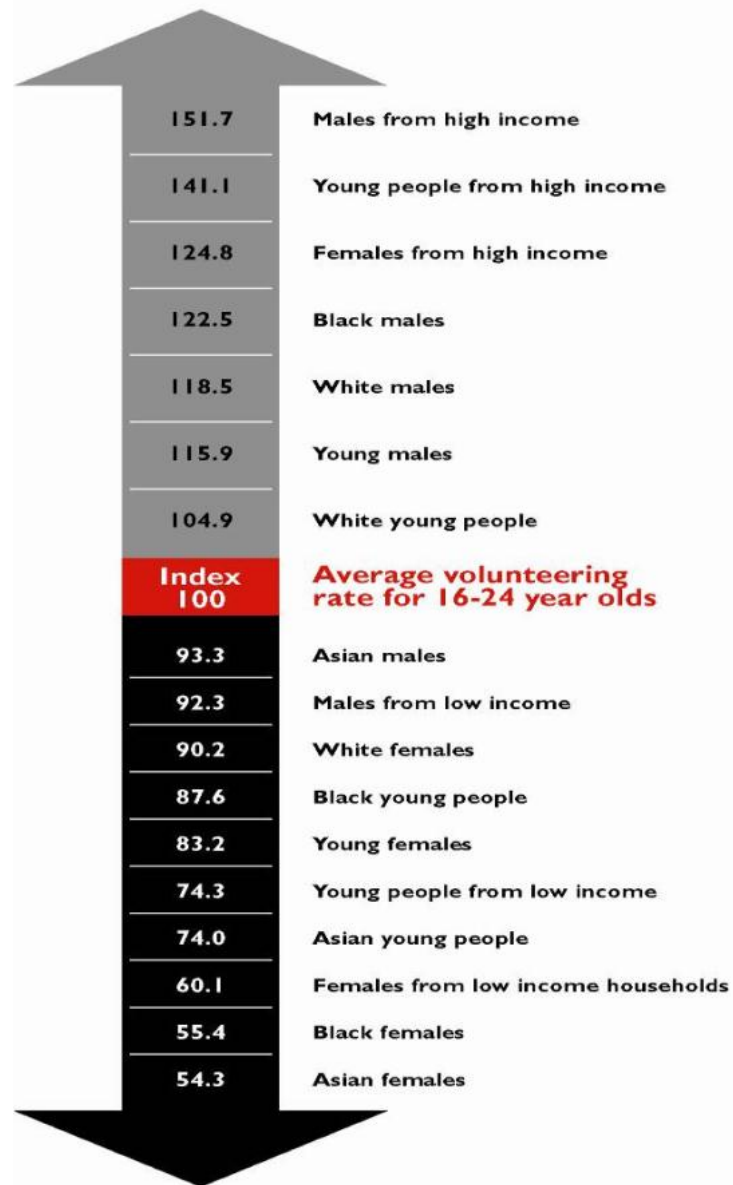
	National	Birmingham
Volunteering	4.7%	3.3%

Why does Streetgames exist?



- 45% of UK medalists in last 3 games from 7% private school

Volunteering equity index



StreetGames:
doorstep sport

The co-operative

aston
sports & community club

Streetgames as a National Network

- All about deprivation
- Promoting 'doorstep sport'
- Local ownership essential
- Develop shared information services and training
- Gender and BME issues a priority
- Quality assurance first
- Gathering data



The **co-operative** volunteering programme

- £350,000 over 3 years – with some match funding
- Young people 16-25 – more opportunities and a clear pathway to education, employment or training
- Supporting those who show leadership quality to engage formally and informally.
- Target 3000 vols by Dec 2011, reached in April – in December it was 3400

What do we provide centrally?

- Personalised assessment
- Skills for project leaders.
- Mentoring qualifications
- Branded gear – T shirts and hoodies
- Residential experience (match funded) – self discovery, leadership and social change
- Link to StreetGames training offers
- Giving the confidence to project leaders to let the young people lead!

Why does it work

- Personal review of project aims
- Design an intervention that meets those aims
- Low level monitoring
- Feeling part of something bigger
- Genuine engagement of young people
- £500 grants available for young people to lead projects

What is different about the approach?

- Brand.
- Identity
- Youth ownership... What do they buy into.
- SE market segmentation
- Who are you?

Challenges

- Constant political interference and change
- Lack of coherent structure in sport.
- Short termist branded initiatives
- Bureacratism
- Lifestyle changes – less time – often youth sport seen as cheap childcare
- Data not targeted at impact of sport on lives and communities
- Football is KING



My Question to you

- How can we challenge funders and decision makers over their methods?
- What's the best way to justify the value of volunteers to sport.... But also of sport volunteers to society?
- Who is our leader?
- Is government money essential?

Contact

- Matt Kendall
 - Aston Sports and Community Club CIC
 - info@astonsportsclub.com
 - Streetgames UK
 - matt.kendall@streetgames.org

www.streetgames.org