NATIONAL AWARDS 2020
WELCOME

Welcome to the StreetGames National Awards 2020 – celebrating the very best in coaching, volunteering, and project delivery work over the past 12 months. Tonight, we are honoured to be joined by some of the UK’s most inspiring, selfless and hardworking individuals: our 31 ‘charity champions’ - drawn from all corners of the StreetGames Network.

Over the past year, these finalists have demonstrated a truly extraordinary level of commitment to the lives and goals of young people: enhancing their skills, improving their prospects and revitalising their overall health and wellbeing. They are the unsung heroes who make this sector what it is today, by inspiring and empowering the community leaders of tomorrow.

I hope you’ll join me in wishing them all the very best of luck this evening. Thank you all for your continued support and attendance. Enjoy the night!

John Cove
Chair, StreetGames

MARK CLEMMIT
Over the past two decades Mark Clemmit has become one of the most recognisable faces and voices covering English football. He is best known for his relaxed access-all-areas features on BBC One’s Football Focus. He is also a member of the channel’s studio presentation team for the country’s most watched results programme Final Score; a regular contributor to BBC Radio 5 Live; and an occasional reporter on BBC One’s topical daily magazine programme The One Show.

An immensely popular event, conference & awards presenter, Mark has worked extensively for football’s main organisations, sponsors and beyond.

BETH TWEDDLE
As Britain’s greatest ever female gymnast, Beth’s impressive achievements include being an Olympic Bronze medalist, a triple World Champion, a six-time European Champion, a Commonwealth Champion and seven-times consecutive National Champion. Beth has since retired from competitive gymnastics but remains very much involved with her beloved sport, as a director and ambassador of Total Gymnastics. Founded by Beth and fellow Olympian Steve Parry, the company provides the opportunity for as many children as possible to take up gymnastics.
COACH OF THE YEAR
Sasha Moore (Life Leisure)

YOUNG COACH OF THE YEAR
Ezekiel ‘Ziggy’ Cameron (West Brom Basketball Club)

PROJECT OF THE YEAR
Wigan StreetGames: Inspiring Healthy Lifestyles

VOLUNTEER OF THE YEAR
Samantha Goad (Friday Fitness)

MENTAL HEALTH AND WELLBEING
Tyne Met College

COCA-COLA GB PARKLIVES WITH STREETGAMES
Streatham Youth and Community Trust

OUTSTANDING WORK IN THE COMMUNITY
The Peterlee StreetGames Project

ENGAGING WOMEN & GIRLS
Access to Sports

FIT AND FED
Active-ate Fit and Fed Rugeley

MATT KENDALL AWARD
Kathryn Stanworth (Bright Star Boxing Academy)

SUSTAINABILITY AWARD
Wiltshire StreetGames

OUTSTANDING CONTRIBUTION TO DOORSTEP SPORT
Jane Shewring (Herts Sports Partnership)
THE JUDGING PANEL

John Cove
Chair
StreetGames

John Downes
North East Area Director and Head of Youth & Sport, StreetGames

Margaret Bowler
StreetGames Trustee

James Stewart
StreetGames Volunteer at Havering Athletic Club

Annabel Tarling
StreetGames Trustee
STREETGAMES AWARDS 2020
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VOLUNTEER OF THE YEAR

Alfie Lawson - Girl Riders Folkestone & Skate Folkestone Open Skate Session

Alfie is an 18-year-old skateboarding volunteer in Dover, who currently divides his time between the Girl Riders Folkestone provision, and Skate Folkestone’s own Open Session programme. Part volunteer, part skate park handyman, Alfie’s character and commitment have both helped to sustain and improve these local sessions, drawing more young people into the sport, and encouraging those already in attendance to make huge leaps in their development.

“He has encouraged those who may not necessarily try one sport because they don’t feel good enough to actually want to join in. He makes them feel that the more they try, the better they will get”.

Ethan Kyte - Duffryn Friday Night Project/ Newport Live

Equal parts knowledgeable and enthusiastic, Ethan brings a strong sense of professionalism to his role as a volunteer, regularly supporting over 100 participants across two local clubs. Ethan’s contribution is as varied as it is impactful – bringing a contagious sense of enthusiasm to tasks as varied as assisting coaches, leading on sessions, supporting outside organisations, and contributing new ideas of his own.

“Being able to rely on Alfie’s contributions has been incredibly valuable for the projects. Without his help, we would struggle to cater so well”.

Nahimul Islam - Wapping Youth FC

Founder, treasurer, welfare officer, coach and chairman: Nahimul Islam does a little bit of everything for Wapping Youth FC, and almost all of it as a volunteer! Despite working a full-time job with the local authority, Nahimul somehow finds time to handle everything from recruitment and fundraising to running small errands for community members in need – a tireless work ethic that has even attracted the attention of television producers and the Home Office, who have approached Nahimul to present a new series of webisodes outlining positive responses to Islamophobia.

“he’s done all this […] by the age of 24! Without his contribution there would be no project”.

#SGAwards20 | Page 5
Tommy Tanner - Olympia Boxing CIC

A former participant with Olympia Boxing, Tommy Tanner was once a difficult and disruptive figure - so much so that he was once asked to leave the project completely. After being given a second chance, Tommy worked hard to improve his attitude - attaining many important coaching qualifications and becoming a trusted local mentor. Nowadays, Tommy coaches the very sessions he had once attended – employing his unique insight and ideas to empower others to succeed, just as he has.

“He has his heart set on becoming a great coach and [...] has found his purpose in life!”

Ayah Abduldaim - Grangetown DSC

After fleeing the conflict in Libya with her family, Ayah Abduldaim came to Wales without the means to effectively communicate with her newfound classmates. Thankfully, sport provided an answer. Finding connection through her enormous love of football, Ayah was able to quickly advance from project participant to volunteer, all the way up to coaching. Today, Ayah leverages her hard-won reputation as a local role model to overcome cultural hurdles and inspire dozens of young women from similar backgrounds.

“There were no girls participating before Ayah started her sessions. Ayah now regularly has at least 25 young Muslim females attending”.

Bobbie Lou Taylor - North Shields Juniors AFC / Tyne Met College

Bobbie-Lou Taylor is a bright, polite and enthusiastic young coach, responsible for many positive developments in local women’s football. After studying at Tyne Metropolitan College, Bobbie-Lou went on to complete an apprenticeship in FA Women & Girls Football, after which she achieved several further qualifications. Always eager to learn and improve, Bobbie-Lou brings this same sense of enthusiasm to her delivery work, earning no end of plaudits from grateful clubs and young participants in the process.

“I could write so much about Bobbie’s character, personality, commitment and passion, but no words could do justice to the contribution she has made!”
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COACH OF THE YEAR

Wayne Smith - Olympia Boxing CIC

A former competitive boxer, Wayne Smith’s career was sadly cut short by injury. Thankfully, he now brings that same sense of energy and enthusiasm to his role as the lead coach and co-founder of Olympia Boxing CIC, which works to bring the benefits of boxing to hundreds of young people, week in and week out. In addition to developing numerous local and UK-wide partnerships and programmes, Wayne has also trained champions at the national, European and youth Olympic level.

“Wayne has set up every one of our programmes himself, [and] still volunteers 30+ hours a week!”

Liam Sheridan - West Brom Basketball Club

A passionate, knowledgeable and highly respected local leader, Liam Sheridan has succeeded in ‘upskilling’ dozens, if not hundreds, of young people through sport. As director of the West Brom Basketball Club, Liam has leveraged his ten-plus years of experience to create a uniquely positive and multi-faceted platform for success – with participants going on to play at the international level; earn top-level coaching awards; and even overcome lifelong behavioural issues.

“[Liam’s] approach to coaching has allowed West Brom Basketball Club to grow. We all believe in his vision!”

Hussein Muhamad Hussein - Streatham Academy FC

As a child, Hussein’s family fled war-torn Somalia to settle in the Streatham area of London. Years later, he experienced a second loss of community - this time with the closure of the local Somali-run Waaberi FC. Of its 30 beneficiaries, only Hussein and three others were able to avoid the traps of youth crime and gang life. Since that time, Hussein has made it his mission to inspire, educate and empower the local youth to help them all to make the same positive choice!

“What [Hussein] has sacrificed to get the organisation to where it is now is astonishing.”
Paris Sellwood - TransformUK

Having previously been excluded from three schools and a pupil referral unit for her issues with anger, Paris Sellwood’s life was utterly transformed, much as its name would suggest, through the incredible efforts of TransformUK. Now, as a member of the Transform team, Paris has dedicated herself to ‘paying it forward’ - and then some - by helping others to grow and develop just as she has, all while earning plenty of qualifications in the process!

“I have learned to embrace the pain I felt and use it to inspire people. I have found what I’m passionate about and I’m determined to make a difference!”

David Taylor - Positive Futures Lincolnshire

Diagnosed with epilepsy at the age of 22, David Taylor would soon to go on to experience a series of personal and professional setbacks, all of which left him feeling anxious and depressed. His inspiring turnaround began in 2014, when David began volunteering with the Positive Futures project in Lincolnshire. Since that time, David has become a fully-fledged member of the team, demonstrating an incredible passion for youth development, and mentorship work that has helped him to become the inspiring figure he is today.

“[we] quickly recognised how much passion, enthusiasm and drive Dave had for working with young people in sport”.

Hussein Hussein - Streatham Academy Football Club/ Together Stronger

You can learn more about Hussein’s inspiring work by reading his entry in the Coach of the Year category, the second award for which he is nominated!
The Denis Law Legacy Trust’s ‘Project 51’ provides free weekly sport sessions for young women and girls in the Aberdeen City and Shire area. Led by a team of inspiring female coaches and volunteers, these sessions tackle many of the common barriers that surround female participation - encouraging participants to play a more active role in their design and delivery. As such, the organisation has succeeded in ‘upskilling’ a great many of its young attendees, massively boosting confidence and employability in the process!

“We empower the young people [...] by giving them the responsibility to choose how they want their sessions to be!”

Us Girls Swansea

Swansea Councils’ Us Girls camps offer young girls living in the Swansea area the chance to experience a wide range of sports-based physical activities in a safe, friendly and non-judgmental environment.

With a strong emphasis on teamwork and confidence-building exercises, coaches support attendees to develop more than just their sports skills. Here, problem solving skills are just as key – outfitting young women with many of the abilities and attributes that will aid them in other aspects of their lives.

“ [...] we are able to provide a unique offering, which is sustainable, beneficial and making a difference to young women and girls”.

Run the World in partnership with Shepway Sports Trust

Folkestone’s Run the World project offers running and jogging-based activities to young women from all backgrounds and ability levels, but with a particular focus on disadvantaged and/or marginalised communities. With its safe, communal and non-competitive atmosphere, Run The World has succeeded in reaching out to more than 20 such individuals so far – as participants work together to overcome social and cultural stigmas, and support one another through sport.

“Some have started [displaying] leadership qualities that they never knew they possessed. Others, facing extremely difficult situations at home, now feel that they have the confidence to make a stand. The transformations were inspiring”.
Pro Touch SA SEND - Community Youth and Sports Health and Wellbeing project

Delivered in partnership with Camden Youth Services and Somers Town Youth Club, Pro Touch SA’s ‘SEND’ project seeks to provide a variety of benefits to the region’s young people, including volunteering, apprenticeship and overseas travel opportunities. With its heavy emphasis on mental health awareness, SEND prides itself on upskilling all members of staff with relevant wellbeing training: thereby empowering them to make an even greater impact in the lives of young people.

“[Engaging] individuals about their needs and issues is the best form of support, and the best way to develop our staff”.

Link4Life - #Thrive social activities

Link4Life’s #Thrive initiative works to provide information and support to young people dealing with mental health issues, many of whom experience steep barriers to social inclusion. Assistance comes in many forms - from involvement in socially active games, to the creation of personalised ‘social activity’ plans involving elements of sport, art and cultural appreciation: all of which have been specially tailored to tackle anxiety and to build greater resilience.

“The Denis Law Legacy Trust StreetWise campaign

When it comes to tackling stubborn mental health stigmas, the StreetWise campaign opts to take a varied approach. Depending on the situation, that could mean training up more team members to tackle wellbeing-related issues or to signpost users towards more specialist support. Whatever the case, StreetWise is prepared to offer meaningful support, and to do so in a way that takes account of the particular wants and needs of every individual – whether that means chatting in person, online, or anonymously.

“At the Denis Law Legacy Trust we value and appreciate the importance of good mental health to our staff, volunteers, participants and all of those around them”.

Livewire Warrington

Combining a much-needed sense of structure with opportunities for personal expression, the LiveWire Warrington project has succeeded in bringing fun, safety and
stability into the lives of disadvantaged youth. Backed by an expanding, multi-agency partnership, LiveWire works to maintain a constant dialogue between youth justice, sports-based and community-centric groups. This ever-deepening relationship has already succeeded in transforming many young lives for the better.

“The project has witnessed a major transformation in the behavioural change of some key individuals [and] there has been a real change in behaviour within the community, at home, and at school”.

**Carney’s Community**

Inspired by boxing legend Mick Carney, the Carney’s Community project was created with the goal of helping disadvantaged young people to stay off of the streets and away from a life of crime and despair. To achieve this, the organisation has made it its mission to provide participants with a variety of new skills, opportunities and experiences, while also working with regional partners to establish a ‘positive pathway’ of referral and support.

“Coaches have to be strict to ensure the young people know the rules and boundaries, [but] they also direct the young people into employment, education and away from crime”.

**Aura Leisure**

With a strong local referral system as its basis, Aura’s Leisure’s community sports programme works to bring the benefits of sport to some of the region’s hardest hit local communities - areas where youth crime and anti-social behaviour are unfortunately common. The programme’s unique and creative efforts have included a recent anti-knife crime festival – which gave at-risk young people the chance to interact with several youth justice figures as part of a laid back day of activities.

“Aura Leisure [have] been able to offer young people a different choice through the development of positive values, activities and relationships.”

**Gwent Positive Futures Early Intervention Project**

Delivered in association with the Gwent Police & Crime Commissioner, with funding provided by the Home Office, Gwent Positive Futures’ Early Intervention project targets local young people aged 10-11. These individuals, who are considered to be at heightened risk of offending, are identified through the organisation’s partnership with local schools and youth justice bodies, then offered a range of empowering, personally tailored interventions, from fun sporting activities to interactive learning sessions covering fire safety, substance misuse, and more.

“The flexibility to adapt the sessions has given it a very positive image. [...] young people now see the project as fun, engaging, and something to look forward to during their school week”.
Manselton Youth Club

Manselton Youth Club prides itself on offering low-cost sporting opportunities to the area’s young people - something that its organisers have only been able to achieve through careful and sustainable planning. By utilising a range of cost-cutting measures, from equipment shares with local groups, to special themed fundraising events, the organisation has succeeded in not only maintaining its existence, but also justifying its work to a grateful wider community, who now embrace it wholeheartedly.

“The club has had great support from both the local councillor and local area coordinator, who have said that it’s a fun, safe space [for] young people”.

Aura Wales

Since its creation a little over three years ago, Aura Wales’ Doorstep Sport provision has continually strived to create a better and more sustainable sporting offer. It has achieved this, and more by continuing to diversify its efforts - partnering with a numerous local organisations, including the emergency services; negotiating discounted deals with nearby sports facilities; and working with other local providers to pool their resources - to name just three examples.

“Over the past year, the programme has made huge steps into sustaining the future of the community sports hub sessions”.

Northampton Street Sports Project

Now in its 15th year of local activity delivery, the Northampton Street Sports Project is continuing to go from strength to strength. Using sport to steer young people away from crime and anti-social behaviour and towards more positive opportunities, the organisation has succeeded in achieving long-lasting sustainability through a combination of factors. These range from its pro-active approach to partnership development and impact assessment, to the organisation’s continual re-investment and improvement of its services, all throughout the region.

“The greatest success that the project [could] experience is to see the young people succeed and go on to great things”.

STREETGAMES AWARDS 2020
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FIT AND FED AWARD

Burgess Sports

With over 150 young people in attendance, each and every school holiday, Burgess Sport’s ‘multi-sport camp’ regularly serves up an exciting selection of sports and activities alongside hot, nutritious meals. In addition to feeding and activating the area’s disadvantaged youth, the project also delivers cooking classes, volunteering opportunities and training to parents and participants alike – all of which has been made possible by the organisation’s tireless approach to partnership development.

“In the local ward, 45.1% of children in Year 6 were found to be overweight or obese. During the week of camp, these participants completed three-and-a-half hours of moderate to vigorous physical exercise every day!”

Link4Life

In the space of just three years, Link4Life’s Fit and Fed provision has expanded from just one location to an incredible 22 – serving up a little over 5,300 meals in 2019 alone! Backed by a diverse range of funders and contributors, from the Tesco Bags of Help campaign to the organisation’s numerous volunteers, the programme has continued to develop, and to broaden its offer to include more people, more meals and more training opportunities, each and every year!

“Some children arrive for the first time unsure of what to expect and are very shy and not willing to join in. By the end of the session, it’s all smiles and they are having great fun and looking forward to next time”.

Plymouth City Council - Fit and Fed Plymouth

Plymouth City Council’s Fit and Fed provision works to deliver a consistent, joined-up response to the region’s holiday hunger problem. Despite its extensive experience with this issue – having run a holiday hunger scheme since 2014 – the organisation has nevertheless continued to adapt and improve its offer through direct consultation with children and parents alike. Utilising funding sourced from a wide range of donors, Fit and Fed Plymouth has been successful in refreshing its activities, resources, and staff/volunteer know-how – with the result that the programme now provides almost 25,000 free places for young people aged 4 – 18!

“Fit and Fed Plymouth is great: It makes life bearable. For once, I can work without begging people for child care”.
STREETGAMES AWARDS 2020
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PROJECT OF THE YEAR

Community Youth and Sports Pan London

Pro Touch SA CIC works to support Black and Minority Ethnic young people living throughout London. Working predominantly in areas of high deprivation, anti-social behaviour and gang-related crime, the organisation regularly interacts with, and empowers young people from as many as 20 different national backgrounds. Through its uniquely creative approach, Pro Touch SA has succeeded in not only engaging many of these ‘hard-to-reach’ communities, but has done so through a range of activities rarely seen in such areas, including fencing and tennis.

“We get a lot of referrals from organisations and services as well as existing members [inviting] friends and family. Word of mouth is by far the biggest marketing tool out there”.

SAVI

The Rhyl-based ‘Stand Against Violence Initiative’ (SAVI) prides itself on taking a truly ‘joined up’ approach to Doorstep Sport, and the development of positive pathways for young people. Led by the West Rhyl Young People’s Project, the partnership works to offer fun and informal sporting sessions in an area where similar opportunities have typically been limited. Equal parts creative and receptive, the organisation is always quick to respond to the young people’s thoughts and opinions, ensuring maximum retention and a consistently strong sense of investment from participants.

“SAVI project team members recognise risk factors and look beyond ‘challenging’ behaviour to understand and work constructively with young people”.

Valleys Gymnastics Academy

Valleys Gymnastics Academy (VGA) is much more than your traditional gymnastics club. Based in an area of high deprivation, comprising five local authorities, the Academy works to provide a range of sports to neighbouring schools and communities.

These inclusive and highly subsidized sessions help to ensure that all young people can take part, with programmes ranging from female-focused Us Girls, to other work targeting food poverty, family engagement, and leadership development.

“The pure scale and variety [on offer] make VGA deserving of the award. They serve the most disadvantaged areas […] and strive to make a difference to so many people’s lives!”

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OUTSTANDING CONTRIBUTION TO DOORSTEP SPORT

This lifetime achievement award recognises the contribution an individual has made to the lives of others through Doorstep Sport.

THE WINNER OF THIS AWARD WILL BE ANNOUNCED ON THE NIGHT.
Together we’ve accomplished a huge amount in these last ten years. Let’s look at some of our best bits…

Since forming in 2005, StreetGames has helped to make sport more widely available for young people living in disadvantaged communities throughout the UK. Recognising that sporting involvement and opportunities are lowest for low income and minority groups, StreetGames works to bring sport directly to the doorstep of young people, in their local neighbourhoods, in the right style and at the right time.

Like StreetGames, Coca-Cola GB recognises the power sport has to change lives. That’s why investment in sport has long been a part of the organisation’s global strategy. In 2010, Coca-Cola made the decision to partner with StreetGames and help the charity to fulfill its mission: mobilising the power of sport and physical activity to improve the lives of disadvantaged young people and the communities they live in.

It’s safe to say that neither organisation has looked back since! Over the past ten years, we’ve provided fantastic sporting experiences to over 385,000 young people, as well as training opportunities for over 30,000 sports coaches and volunteers.

There have been some standout moments in that time: from our Mass Participation and Neighbourhood Festivals, in which more than 60,000 young people have taken part, to providing work experience to 50 StreetGames young people at the London 2012 Olympic and Paralympic Games. Other highlights have included bringing the FIFA World Cup Trophy to a sports coach in Southend during the 2014 FIFA World Cup, and the ‘Win a Ball’ campaign - which provided young people with the unforgettable opportunity to play on the pitch at Stamford Bridge in 2019.

The StreetGames Training Academy
In 2011, Coca-Cola and StreetGames united to launch the StreetGames Training Academy. When we said we’d trained over 30,000 coaches, this is exactly what we were talking about!

Today StreetGames’ Training offers 33 individual courses, and the award-winning team is playing a significant role in supporting and producing the UK’s next generation of community sports coaches.

London 2012
The London 2012 Olympic and Paralympic Games were huge for sport in the UK. For StreetGames, the partnership with Coca-Cola enabled the charity to forge new ties that would go on to create a true legacy following the Games.
In what was surely our standout moment of London 2012, the Coca-Cola GB and StreetGames partnership supported 50 young people to work as part of the Coca-Cola team at the Olympic and Paralympic venues. We also celebrated 65 inspirational coaches and young people by giving them the chance to be Olympic Torch Bearers, and donating all the profits from the Olympic Pin Trading campaign.

**2015 Rugby World Cup**
With Coca-Cola serving as a worldwide launch partner for the 2015 Rugby World Cup in England, both organisations came together to launch the Pop-Up Rugby initiative. Eleven Pop Up Rugby Clubs were rolled out across the StreetGames network to help engage more young people in the sport.

Not only that, but tickets to Rugby World Cup fixtures were handed out to StreetGames’ beneficiaries throughout the tournament. Not even England getting knocked out in the group stages of a home World Cup could dampen spirits!

**ParkLives with StreetGames**
In 2014, Coca-Cola launched ParkLives, a free initiative encouraging people of all ages and ability levels to get outdoors, make the most of their local parks, meet new people and enjoy new experiences.

Today ParkLives has had over 1 million participations, with people enjoying the activities in 45 different towns and cities throughout the country.

**Fit and Fed**
The early development of the StreetGames Fit and Fed campaign, aimed at tackling inactivity, isolation and holiday hunger in the UK’s most deprived communities was funded by the Coca-Cola Foundation. That successful pilot is now rolling out more widely across the UK.

**Premier League**
At the start of 2019, Coca-Cola announced a new three-and-a-half-year partnership with the Premier League. The organisation announced the partnership with the promise that it would bring fans closer to the action than ever before - something that it has pursued through its ongoing relationship with StreetGames.

During the Premier League Trophy Tour, Coca-Cola brought the silverware to a local StreetGames football tournament in Manchester; and, more recently, invited StreetGames to Stamford Bridge for a day of footballing fun, alongside Jermaine Jenas, Jimmy Floyd Hasselbaink, Fara Williams and a host of other famous faces.

Coca-Cola can’t wait to bring StreetGames and its network closer to the Premier League action over the next three years, but right now you can check out how we’re bringing football to more people than ever before with the ‘Ball Games Allowed’ initiative.
Training Academy

StreetGames’ award-winning training courses are designed to meet the needs of coaches, volunteers and local leaders by designing and delivering sport and physical activity in ‘left behind’ areas. StreetGames’ workshops and qualifications help to develop the skills of anyone working in a community setting – enabling them to promote healthy lifestyles among participants and to increase the range of activities offered at their sessions. Every workshop and qualification has been designed to provide learning in a style that is engaging, practical, and recognises existing strengths. StreetGames Training has already helped more than 20,000 coaches to gain qualifications so far!

StreetGames is also a registered training provider for apprenticeships. Through a mix of on-the-job training, work with a mentor and StreetGames’ own workshops, these apprentices gain job-specific skills and increased workplace competency, thereby allowing them to develop more effective sporting offers for low-income areas. StreetGames offers both the ‘Community Activator Coach (Level 2)’ and ‘Community Sport and Health Officer (Level 3)’ training courses.

Remember: StreetGames is constantly developing new training methods. Talk to a member of the training team about your needs today!
Alternatively, please visit:
www.streetgames.org/trainingacademy
Youth Leadership

By providing disadvantaged young people with new opportunities for skills development and personal growth, StreetGames helps to establish positive role models, and to create a lasting cycle of engagement and achievement by younger members of a community.

These key skills can be taught in any number of ways, and tailored to meet the needs of a wide variety of young people. Through leadership and youth action opportunities in Doorstep Sport settings, StreetGames teaches a whole host of valuable and transferable skills – including teamwork, co-operation and improved self-confidence and self-esteem. The organisation’s successful volunteering programme further develops these traits into winning leadership skills – emboldening young people to develop their peers, organise social activities, and speak confidently in large groups, particularly as part of our yearly youth volunteering conference and residential programmes!
Us Girls

A double award-winning programme, Us Girls is designed to increase and sustain young women’s participation in sport and physical activity within some of the nation’s most disadvantaged communities.

StreetGames aims to support and develop positive female role models, as well as to influence the behaviour and practice of community sports organisations, with the ultimate goal of ensuring that female sports participation becomes a routine part of their core work, particularly in those communities challenged by poverty and disadvantage.
SERVES

SERVES is a community-based programme designed by the Lawn Tennis Association (LTA) to tackle some of the issues faced by people in disadvantaged communities, such as high levels of unemployment, poor health prospects, physical inactivity, and low self-esteem. It does this by bringing tennis into the heart of these communities - giving young people the chance to develop valuable life skills both on and off the tennis court, which in turn builds their confidence, health and employment prospects.

Following a successful pilot period, the LTA has continued to build upon the programme, with StreetGames serving as an important national partner. The charity now employs two specialist managers to ensure the programme’s growth in both England and Wales.
Fit and Fed

‘Fit and Fed’ is StreetGames’ flagship holiday activity programme: providing young people with an energising mix of nutritious meals, fun activities and engaging social opportunities - all for free, and all inside their communities.

‘Fun, friendship and food’ is the name of the game where participants and parents are concerned. However, at its core, Fit and Fed is focused upon tackling the devastating ‘triple threat’ of holiday hunger, which manifests as food poverty, social isolation and physical inactivity.

With childhood poverty increasing all over the UK, and one in three young people now at serious risk of malnutrition, the school holidays often present the greatest challenge, as Free School Meals come to an end, and parents struggle to keep up. Shockingly, one in five parents admit to skipping their own meals in order to feed their children over the holidays.

The impact on young lives continues to be devastating, but StreetGames is fighting back! Through Fit and Fed, the charity has already helped tens of thousands of young people to reclaim their school holidays, with a goal of reaching 70,000 by 2021!
Mental Health and the #21by21 campaign

Growing up in poverty can have an enormous negative impact on young people’s mental health, with disadvantaged youth now up to three times more likely to endure mental health problems, compared to their wealthier peers. StreetGames knows that regular exercise can have a marked positive impact on physical and mental wellbeing, and it’s this commitment to personal health that has seen the charity expand its efforts into the mental health sector.

This includes programmes such as ‘Safe, Fit & Well’ - pioneered by StreetGames and positively evaluated by Brunel University London, as well as the Youth Mental Health First Aid (MHFA) training programme, developed by MHFA England – the nation’s foremost provider of first aid training for mental health.

Launched in 2018, the #21by21 campaign seeks to expand this work still further. Created by a group of 12 leading sport and mental health sector partners, the campaign involves a nationwide pledge to train 21,000 sports coaches, volunteers, and local leaders in mental health awareness by 2021, with the ultimate goal of ensuring that sports coaches and leaders are as confident in responding to issues of anxiety and mental distress as they are to a strain, sprain or other physical injury.
Community Safety

As part of its commitment to a more active nation, StreetGames aims to provide its activities in a safe, comfortable and familiar local environment. By connecting young people to their communities, and providing them with inspiring opportunities, StreetGames works to tackle the twin issues of boredom and alienation – leading causes of youth crime and anti-social behaviour.

Together with leading figures from the Youth Justice sector, including several Police & Crime Commissioners, StreetGames continues to play an important role in shifting attitudes, shaping policy and broadening the traditional response to youth offending – establishing the first Youth Crime Prevention and Sport Conference, in Stoke-on-Trent in 2016. With ‘Safer Together through Sport’, StreetGames is further expanding upon these efforts, and broadening its focus to address issues such as serious youth violence, trespassing on railways (via Network Rail’s #YouVsTrain campaign), and more.
Mental Health

StreetGames knows that regular exercise can have a major positive impact on both physical and mental wellbeing. It's this commitment to personal health that has seen the charity expand its efforts into the mental health sector. This includes programmes such as 'Safe, Fit & Well' - pioneered by StreetGames and positively evaluated by Brunel University London.

StreetGames is pleased to offer the Youth Mental Health First Aid (MHFA) training programme, developed by MHFA England – the nation's foremost provider of first aid training for mental health. StreetGames has also played a major role in the creation of the Sport for Development Coalition's #21by21 campaign, which aims to train 21,000 coaches, volunteers and local leaders in Mental Health First Aid and awareness techniques by 2021.