



LOTTERY FUNDED

Press Release

Embargo: 00.01 24 January 2019

Sport England and StreetGames confirm new £6.65 million three-year partnership

Sport England is investing £6.65 million of National Lottery funding into a new three-year partnership with StreetGames that will tackle inactivity amongst young people in 50 of England's most disadvantaged areas. The funding follows £500,000 awarded to StreetGames last year and will allow the charity to build upon 11 years of crucial work, harnessing the power of sport to enhance the life-chances of young people growing up in deprived areas. By leveraging the vast experience of its award-winning coaches, the local know-how of its thousand-strong network, and the very latest in community sport research and insight, StreetGames has helped communities throughout England to become healthier, safer and more successful.

Sport England's Active Lives Children survey shows that only 1.2 million (17.5%) of children in England meet the guidelines for recommended daily activity, with those from lower income families less likely to be active than those from higher income families.

In response, StreetGames has worked with more than 1000 locally trusted organisations that are embedded in their communities to bring the benefits of sport and physical activity to more than 530,000 young people. StreetGames' sessions and events have now recorded an incredible 3.86 million total attendances, involving 6,182 coaches and some 15,000 volunteers.

This Sport England investment will be used to create new opportunities for young people to get active in the 50 disadvantaged areas, targeting those who are currently inactive or struggle to maintain their exercise habits. StreetGames will work with its network of locally trusted organisations to develop the opportunities alongside the young people. Some will be based at satellite clubs – typically extensions of community sports clubs that are established in a new venue where young people already meet – where there will be opportunities to get active and volunteer.

Mims Davies, Sports Minister, said:

"StreetGames makes a real difference to hundreds of thousands of children's lives, teaching them important skills and improving mental and physical wellbeing.

"It is vital that we continue to create opportunities for everyone to access sport and I am delighted that, through National Lottery funding, this fantastic programme will reach even more young people across the country."

Jane Ashworth CEO, StreetGames said:

"StreetGames is absolutely committed to improving the lives of disadvantaged young people and their communities through sport, not only getting them more active but ensuring we support their mental and physical wellbeing, develop them as individuals within their communities, combat inequalities and help build an activity habit that stays with them for a lifetime. This critical Sport England investment will allow us to continue using sport and physical activity to help create stronger, more resilient communities in these 50 areas and beyond".

Tim Hollingsworth CEO, Sport England said:

"Our Active Lives surveys show that too many young people are not doing the recommended levels of physical activity for their health, with those from low income families even less likely to be active. Making sport and physical activity relevant and enjoyable to many more young people is a huge priority – which is why this partnership with StreetGames is so important. Our National Lottery investment into StreetGames will help them bring low-cost, accessible, opportunities to thousands of young people from disadvantaged communities across England."

- Ends-

For information and to request interviews, please contact the Sport England press office: Jonathan Jones on 020 7273 1593 or jonathan.jones@sportengland.org

About StreetGames

StreetGames is an award-winning national sports charity launched in 2007. A delivery partner of Sport England, and a national centre of expertise for developing sport in disadvantaged communities, the charity helps to make sport accessible to all young people, regardless of their income or social circumstances. It does this by supporting and establishing locally trusted organisations around the UK that deliver doorstep sport. Doorstep sport sessions include positive

activities and sport provided to young people when they want it, where they want it and how they want it. Over 3.86 million attendances have already been generated by StreetGames' programmes. StreetGames has now grown to support over 1,000 locally trusted organisations across the UK. 530,000 children and young people living in the UK's poorest communities are enjoying a more active lifestyle and the opportunity to volunteer within their local community because of StreetGames.

About Sport England

Sport England is a public body and invests up to £300 million National Lottery and government money each year in projects and programmes that help people get active and play sport.

It wants everyone in England, regardless of age, background, or level of ability, to feel able to engage in sport and physical activity. That's why a lot of its work is specifically focused on helping people who do no, or very little, physical activity and groups who are typically less active - like women, disabled people and people on lower incomes.