



StreetGames Swindon Project

Introduction

The Streetgames project was one of a number of projects that were put forward for a Lottery Bid, which would support the delivery of the Swindon Play Strategy. Steve Richards, Senior Youth Development worker was attending the Play Strategy steering group as a representative for the youth service. A number of the proposed bids from the group were aimed at the younger age group (13 and below) and Steve was keen that at least one project proposal was put in that would engage young people 13 – 19.

The idea of a Streetgames project was to engage young people in sports and physical activity in their own communities at a time and place that suited them. It would target some of the more disadvantaged areas of Swindon, but would also have a borough wide brief. It would aim to engage the more difficult and hard to reach young people, giving them opportunities to engage in sport, pursue a positive interest, and address health and well being issues. The project also drew on the idea of engaging young volunteers on the project to enhance community cohesion, provide an opportunity for young people to develop leadership skills and training, and to increase sustainability of the project. As the project began, the scheme was linked to the national streetgames project, and also the national co-operative/ streetgames volunteering programme for 16 – 25 year olds.


The Streetgames bid, along with a number of the other play bids, was successful. The original post of Streetgames development worker was for 16hrs per week , but through input from Leisure services, and a time lapse in appointment of worker, the post was made full time.

After a particularly strong application and interview process, Dave Colclough was appointed Streetgames development worker, and started in post in January 2009.

The story so far

At the period April 2010, 14 months into the project, and Streetgames has achieved some impressive outcomes. Below are just some of them.

- ✓ Development worker undertook Ultimate Frisbee training with Wiltshire Alternative Youth Sports
- ✓ Met with Mark Lawrie and Stacey Pickett from National Streetgames programme
- ✓ Completed volunteering application to Streetgames
- ✓ Established sessions running in Youth First Centre
- ✓ Delivered sessions at a breakfast club in the Academy
- ✓ Delivered evening sessions running in the Academy
- ✓ Assisted a lunchtime boxing session at Stratton
- ✓ Delivered after school multi games project at Greendown school
- ✓ Set up a Streetcheer training session where 8 young people and 3 youth workers took part
- ✓ Ran a school holiday basketball camp
- ✓ Delivered a monthly Dads and Lads project
- ✓ Coaching at an alternative school curriculum project
- ✓ Undertook Kwik Sticks hockey training
- ✓ Project received official Streetmark accreditation from National Streetgames body.
- ✓ Organised a local Streetgames tournament for 5 teams of young people at the Link Leisure Centre
- ✓ Delivered a half term activity at the outdoor Quarry Road site
- ✓ Taken part in Swindons Festival of Sport
- ✓ Entered the South West Streetgames tournament in Gloucs taking a group of young people to compete
- ✓ Worked with young people who are part of one of the basketball sessions, to put in a successful Youth opportunity Fund bid.



“The StreetGames project continues to go from strength to strength and is proving a massive hit across Swindon.”

Steve Richards, Swindon Borough Council

The story so far cont.

- ✓ Continued developing links with youth team, working in youth centres across Swindon.
- ✓ Delivered sport and activity sessions at Meadowcroft park, working with Youth Teams mobile music project
- ✓ Delivered sessions on Pinehurst circle with the Play service
- ✓ Has delivered a comprehensive Summer Programme 2009 working at outdoor sites across Swindon with Leisure Services
- ✓ Attended 2 national Streetgames conferences at Lilleshall
- ✓ Registration of 8 young volunteers on the project, which is linked to the national streetgames volunteer initiative. The young people are receiving training and support, and in return put a minimum of 15 hours voluntary work back into the project
- ✓ Has supported a local basketball team made up from young people who have been part of the streetgames initiative. They play under the banner of a local team, so all the infrastructure is in place. They have purchased kit, and raised funds for this through local bids, and have completed their first season.
- ✓ Part of the Swindon Youth Festival in September 2009, which attracted nearly 4000 young people. Streetgames was just one of the activities on offer
- ✓ Formation of a junior basketball league which ran in November 2009 based at Youth First centre. 60 young people participated in this.
- ✓ Delivered sessions at community openings
- ✓ Worked with a local youth work mobile project over the Summer of 2009 delivering sessions at 2 local parks
- ✓ Worked with youth workers and delivered basketball camps through the Summer holidays and half-term October 2009.
- ✓ Delivered one off sessions as part of the youth work teams Summer programme 2009
- ✓ Delivered morning basketball sessions before school to motivate young people, particularly targeting groups, working closely with the school.
- ✓ Set up Streetgames steering group-first meeting was November 2009.
- ✓ Some young people on the project sessions have received accreditation through Asdans Take Up The Challenge
- ✓ Part of the Street Athletics initiative which took place in Broadgreen
- ✓ The volunteers and development worker have achieved a number of qualifications through the project
- ✓ 8 volunteers have averaged over 60 hours each of volunteering so far on the scheme
- ✓ Held a midnight madness basketball event that saw over 50 young people participating in a 12 hour event
- ✓ Completed a basketball trip with the young volunteers to Seattle, America, winning the Seattle invitation event
- ✓ Tyrone Small, a young volunteer on the project, won the SW Regional award for volunteers, and attended the national streetgames conference at Lilleshall. He is in the running for the National Award.
- ✓ Swindon is hosting the SW regional Streetgames tournament in July 2010 at Dorcan Leisure Centre.

Participants on the project:

To date StreetGames have run 552 sessions with male participation at 1865 and female at 310, plus those with disabilities at 67. Throughput attendance of the sessions are: 8641 males and 1131 females as of March 2010.

Company Profile

StreetGames is a new national charity, established in 2006 to promote sport for young people living in the most disadvantaged communities. We have tried and tested ways of engaging young people who are currently outside sport. Up and down the country, StreetGames delivers sport and dance to young people where they want it, at times when they want it and in a style they want. We deliver sport to the doorstep of young people who are not members of sports clubs and are waiting for the chance to join in.

Our aims:

- to get more youngsters in deprived areas playing sport;
- to spread skills and knowledge so other sports workers learn how to involve these youngsters;
- to advocate greater investment in disadvantaged communities through sport;
- to support agencies interested in using sport for renewal aims;
- to improve the quality of sports delivery in renewal areas.

For more information regarding this project or StreetGames, contact David Colclough at: 0779 487 7674

streetgames.org.uk