



# StreetGames Case Study: Walcot Youth First Centre for Health Basketball Program

## Summary

As part of an ongoing effort to develop sport within disadvantaged communities and make sport accessible to young people regardless of their social circumstances, StreetGames launched a program in the Walcot area of Swindon and since last January, has raised the attendance of young people in their basketball program by an incredible 700%.

## Challenges

Young people in the Walcot area in Swindon have experienced a negative reputation. The challenge has been turning this around by providing a means of channelling young people, not just on a temporary basis, but by providing an exit route for their futures.

## Results

In January 2009 StreetGames appointed David Colclough to reach out to the Swindon youth community. Being from the US, David has an extensive background in basketball, which only developed further after receiving a basketball scholarship to attend college. In addition, David has experience working with youth groups within disadvantaged areas within New York as well as a Masters Degree in Special Education. David recognised that the Walcot based Youth First Centre for Health provided a prime site to develop a basketball program as a means of reaching out to young people within the area.

Upon commencement of the basketball program, the attendance started with 8 young people. It soon became apparent that there was a thirst in the young community for a program of this sought and through word of mouth the attendance increased to 28 by the end of December 2009. Currently, this attendance figure has experienced further acceleration to an astounding 55 young people on any given night. The Walcot basketball team is now acknowledged by the West of England Basketball Association. Furthermore, the project provides young people 19 years plus with an exit route where they can play basketball for local league team, as well as volunteer at other youth centres, thereby spreading the impact of the program.

*"This project has been pretty amazing when I stop and think about it. We've gone from eight young people playing basketball, to the creation of a fully functioning basketball team, a youth centre basketball league and most importantly, an exit route from the youth centre."*

David Colclough, StreetGames

## The Future

Based on the success of this basketball program and due to the high demand from the young people, in a joint initiative with the Swindon Leisure Services group, they will be launching a women's basketball team and a wheelchair basketball team, in the very near future.

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

Steve Richards, Swindon Borough Council

## 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.

streetgames.org.uk