



# Inspiration 2022 - Delivery Ideas!



Street Games Festival  
Programme





# #INSPIRATION2022

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## 1 Introduction

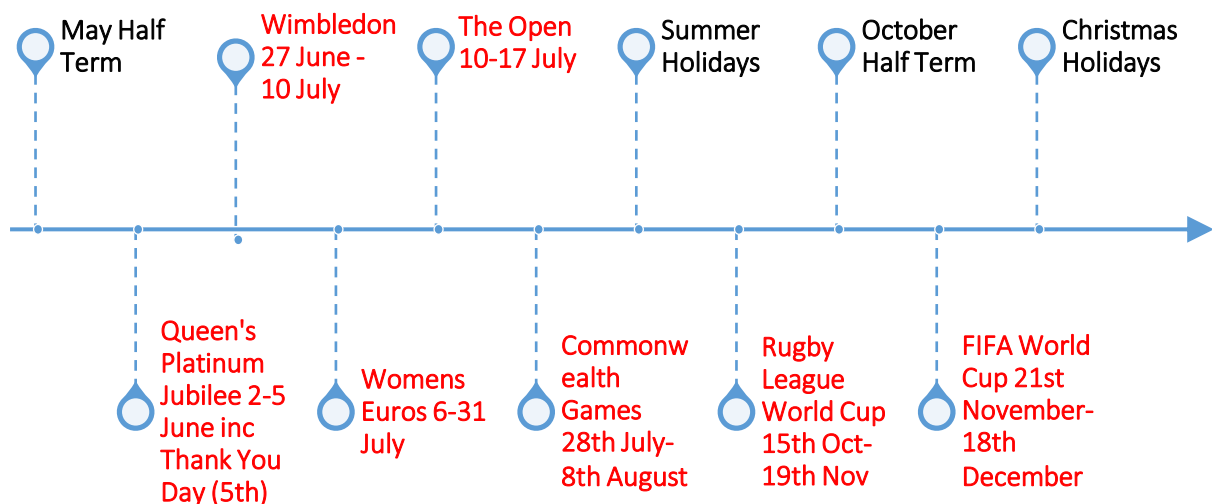
2022 is a hugely exciting year for sport in the UK, with the Commonwealth Games, UEFA Women's EURO and Rugby League World Cup joining annual events including Wimbledon and The Open in taking place on home soil. Further afield, the Winter Olympics, Women's Cricket World Cup, FIFA World Cup and more, round out a sporting calendar that is destined to inspire thousands more people to get active.

We want to make sure that this ripple effect is felt by everybody, including those in underserved communities who experience multiple barriers to accessing sport and physical activity. #Inspiration2022 is designed to do just that.

With a programme of exciting events and opportunities, all tied in with these key sporting fixtures, we will work with our network of Locally Trusted Organisations to bring a year-round, multisport offer of activities and experiences right to the doorstep of those young people who need it most.

This guide is intended to provide you with some ideas of how you can make the most of #Inspiration2022.

## 2 Calendar of sporting & major events (2022)



The above shows the major sporting events that are taking place this year. There will also be others that are happening regionally/locally that you could connect into. Why not echo these events at a local level by providing opportunities for young people to 'come and try' the sports involved. It can build a young person's appetite for sport and impact their future choices (and lifestyles) by providing important experiences and memories making them feel part of the sporting world.



### 3 'Pop-Up' Clubs/Activity

Pop-Up Clubs provide new and exciting activities for young people linked to events taking place on the national or international stage. They support organisations to have a vibrant and varied sporting offer for young people thus aimed at helping participants to develop a sporting habit for life.

Why not organise a 'pop-up' club or pop-up activity in the lead up to and/or during an event? A 'pop-up' can be a session or series of sessions that give young people the opportunity to take part in a sport/s that will be part of a major sporting event. They could be offered as tasters or 'come and try' activities. A pop-up offer should include a fun, accessible modified version of the featured sport/s.

A pop-up could take place at your venue or in a community open space or park to help draw in new participants. The idea is that people see the activity, make the connection with the sporting event and join in. Ideally young people will stay active after the event and join in more regular sessions. Pop-Up Clubs also give young leaders the chance to lead fun sessions. Maybe consider doing some of the sessions at a different venue (that has a connection with the sport eg athletics track) to expose the young people to new settings.

We have a range of pop-up logos for partners to access. See the [resources section](#) on Inspiration2022 webpage.



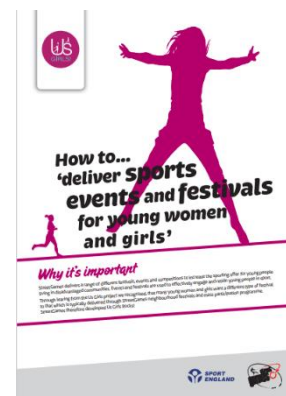
### 4 Neighbourhood Festivals

Neighbourhood festivals provide young people with opportunities to take part in sport, compete and celebrate with other young people from their project or neighbourhood. Echoing a larger scale sporting event at a local level with t-shirts, medals and prizes can help to grow and sustain young people's participation in sport. The inclusion of music, food as well as other lifestyle activities such as face painting, nail art and fitness based activities can help to provide an informal, welcoming and engaging experience for all.

We have a number of resources available for projects that are keen to deliver neighbourhood festivals for girls and young women. This includes logos, a 'how to' guide, poster templates and event checklist and more.



Click here to find out more [Us Girls Rocks | StreetGames](#)



Projects could also think about mimicking opening and closing ceremonies of major events or have an end of tournament celebration or festival.



## 5 *Wrap-around activities*

Providing opportunities for social interaction & bonding is as important as the physical activity/sport sessions themselves. They help to nurture social connections and bring young people together to share common interests. Some ideas for making your offer varied and vibrant are provided below:

Things to do at your usual venue	Trips/visits/experiences
<ul style="list-style-type: none"> <li>• Watch sporting events with your young people</li> <li>• Include fun food and drink eg strawberries &amp; cream during Wimbledon, popcorn or ice cream whilst watching events/matches</li> <li>• Organise sweepstakes</li> <li>• Follow an athlete/player or Country</li> <li>• Organise fun competitions, possibly using social media. Look on the webpage for the individual events, they are likely to provide competition ideas and activities to link to</li> <li>• Decorate your venue &amp; do some associated arts and crafts – flags, banners etc</li> <li>• Inclusion of music in your sessions</li> <li>• Cook &amp; Eat nights</li> <li>• Food &amp; Film nights</li> <li>• DJ sessions.</li> </ul>	<ul style="list-style-type: none"> <li>• Take your young people to one of the live sports events or matches - StreetGames are trying to obtain tickets where we can!!</li> <li>• Take your young people to visit, look around and use local sports facilities</li> <li>• Consider outdoor adventure activities as a taster, reward or celebration.</li> </ul>

Careful planning of ‘down-time’ and social time can enable conversations and ensure that there is an outlet to check-in with young people. It will also ensure that young people who are not as active within sessions have the opportunity to engage in a different style of activity. You can use these opportunities to engage parents too, or let young people shape and lead these activities!

## 6 *Activator Courses & Multi-Sport Kit Bags*

Multi-Sport Activator courses provide community sports and youth workers with the skills to introduce new activities to the groups they work with. They also provide new games and challenges to keep experienced youth, sport and community workers’ offer fresh!

The interactive 3 hour workshop draws on the principles of teaching games for understanding and provide numerous activities to enable coaches to interact with young people and understand their motivations. View the range of sports Activator courses we offer [here](#).



## *7 Events Legacy*

Part of StreetGames' 'End Game' is that all young people from low income, underserved communities can engage in life-enhancing Doorstep Sport and that there is a year-round, multi-sport offer available in every low-income, underserved community.

We hope that investment and resources can be used not only to provide short term opportunities for physical activity, for example in the form of pop-up clubs and neighbourhood festivals linked to major events, but that it also enables the delivery of weekly sessions in those sports that are of most interest to the young people, once the event is over.

There are many investment opportunities for the growth and development of Doorstep Sport activities for young people. The Holiday Activities and Food programme (HAF) is just one example of this, offering local deliverers the opportunity to access funding to include a Doorstep Sport offer in their holiday provision.

The ideal is that workforce development through Activator training and the provision of equipment/kit will result in fun and engaging short term delivery linked to major events, which in turn will inspire young people to get involved and stay involved in the longer term!

## *8 StreetGames contacts*

To find out more about #Inspiration2022 and how you can get involved contact Craig, our Sporting Events Legacy Manager, on [craig.mcfadyen@streetgames.org](mailto:craig.mcfadyen@streetgames.org) or call him on 07485 396309.