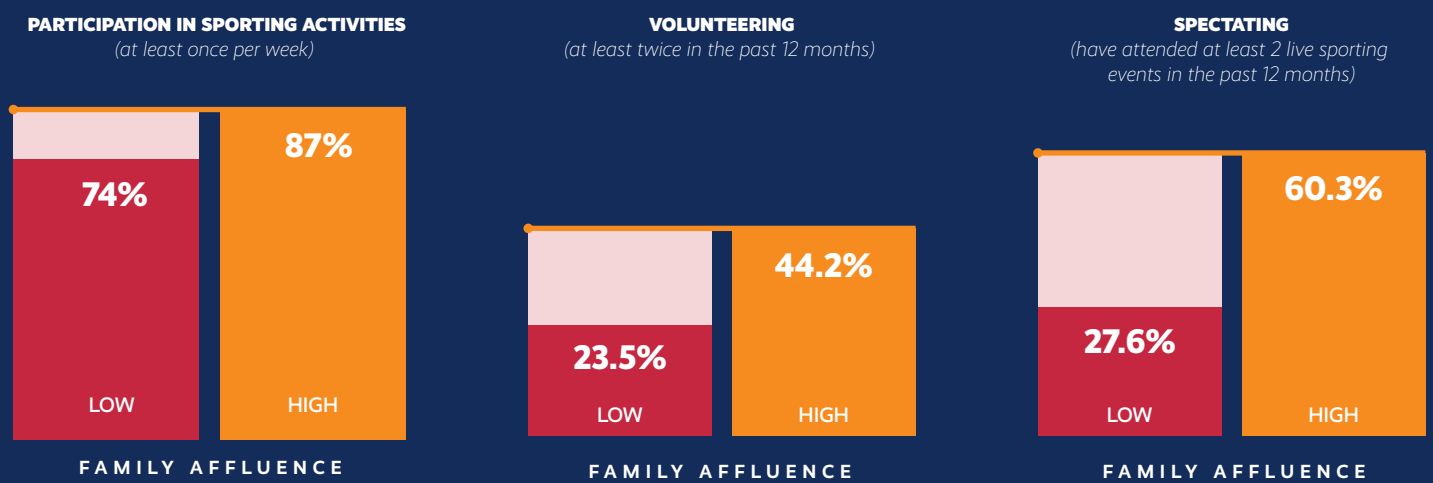




In July 2023 The British Olympic Association and Team GB announced a charity partnership with StreetGames. This partnership would create opportunities to help young people connect to the Paris 2024 Olympic and Paralympic games through StreetGames' Inspiration Campaign.

The StreetGames Inspiration Campaign aims to connect young people living in low-income, underserved communities to major sporting events through spectating, volunteering and/or participating. We achieve this by closely working alongside our network of 1600 Locally Trusted Organisations (LTOs), who we know are best placed to reach young people in these communities.

Below is an example of the sporting in-equality gap across the three Inspiration Campaign strands, extracted from the Sport England Active Lives Children & Young People report (2022/23);

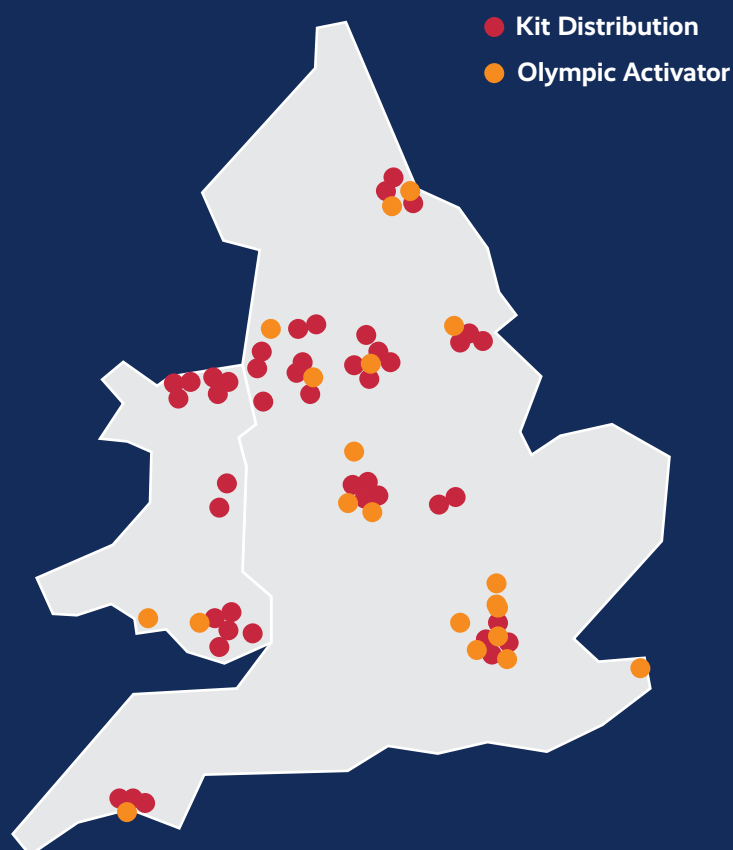


### KIT DISTRIBUTION

Over the course of 18 months, StreetGames has been working collaboratively with Team GB to distribute surplus athlete kit to over 50 communities across England and Wales. The aim of this kit distribution programme was to help young people, from low-income, underserved communities to feel connected to the games, the Team GB brand and encourage them to be more physically active.

Locally Trusted Organisations (LTOs) received the kit directly, this helped to ensure that the right young people benefited from this amazing opportunity. LTOs shared the impact that accessing this kit will have on the young people and volunteers who received it:

- A sense of belonging and connectivity to the games
- A sense of pride and inspiration
- Encouragement to watch the Paris 2024 games.
- More likely to participate in sport and physical activity
- More likely to try new sports
- Having branded kit is important to young people who otherwise may not be able to afford it.
- Helping volunteers feel valued and want to continue to give back to their communities



*"I feel really inspired when I wear my Team GB T-Shirt. It gives me the push to make me want to do more sport and be more actively involved. I also wear it for going out in. I even wear it to go to bed, I cannot get enough usage from it!"*



### OLYMPIC THEMED FESTIVALS

Over the course of the partnership, StreetGames and the network of LTOs delivered Olympic themed festivals, ranging from smaller neighbourhoods' events to larger scale events in Newcastle and Hull.

Festivals delivered with an Olympic theme helped young people to feel connected to the games through branding and kit and also through the opportunity to participate in a wide range of sports. For many young people attending, it was the first time they tried sports such as golf, BMX riding and skateboarding.

*"I've tried things I would never get the opportunity to try"*

**Young participant from Hull.**



OLYMPIC THEMED ACTIVATORS

 **20**  
COURSES DELIVERED

 **353**  
LEARNERS

Key Learnings:

- Emphasis on inclusivity in sessions to accommodate varying skill levels and backgrounds.
- Discovery of new games and activities to keep sessions engaging.
- Adaptation of games to meet session objectives and participant needs.
- Importance of communication and teamwork in organising effective sessions.

Skill Development:

- Enhanced communication skills for giving clear instructions and feedback.
- Encouragement of creativity in designing sports and activities.
- Ability to provide constructive feedback to foster a positive environment.
- Increased confidence through practice and skill refinement.
- Broader knowledge of diverse sports and how to adapt activities.



STREETGAMES & ADIDAS - BREAKING BARRIERS WORKSHOP

In October 2024, StreetGames through its partnership with TeamGB supported two Breaking Barriers workshops (in London and Stockport) delivered by Adidas and supported by The Well HQ. The workshops aimed at girls and young women from underserved communities focused on young women’s menstrual health and aimed to build relationships with the menstrual cycle and sport. The sessions included a talk and Q&A with Olympian Jazmin Sawyers to share her own experiences of navigating the menstrual cycle in her career.



**2**

3 hour workshops delivered



**65**

Attendees aged 12 - 17



**63%**

From ethnically diverse communities



**10**

Organisations Engaged



**15**

Organisation leaders attended

“Very empowering and a lovely comfortable environment to talk”.

“I really enjoyed the workshop, I especially liked the Q&A with Jazmin, it was good to hear the experiences of an elite athlete. If she can overcome these barriers, there are no excuses for anyone else”.





# INSPIRATION

A TOP TIPS GUIDE TO HELP YOUR ORGANISATION  
CONNECT THE YOUNG PEOPLE YOU WORK WITH TO  
THE PARIS 2024 OLYMPIC AND PARALYMPIC GAMES



## TOP TIPS GUIDE

In the build up to the Olympic games, we developed a resource which supported LTOs to bring a sense of connectivity of Paris 2024 to the young people they work with. The resource highlighted the Olympic and Paralympic values, as well as providing practical ways for young people to connect to the games through spectating, volunteering and participating in their local communities.



[Read the Top Tips Guide](#)

## ATHLETE MATCHMAKING

StreetGames connected athletes with LTOs through the "ChangeMakers Initiative" spearheaded by Team GB, Paralympics GB, UK Sport and The National Lottery. This initiative aimed to inspire local communities and support social causes that athletes are passionate about.

*"It was a fantastic event and we're very grateful to Luke and Anna for coming along to inspire the next generation of sporting talent."*

LTO leader



Olympians and Paralympians back Birmingham's groundbreaking watersports festival

