THRU LIFE Places For People

Thru 🖉 Life



Thru life, a local community sports provider, have been delivering the Places for People (PfP) & StreetGames doorstep sport project in a local housing estate in Haringey. The focus of the programme is to engage young people in sessions on their doorstep, to engage as many young residents of PfP housing as possible. This project specifically focuses on engaging young teenagers and the group is predominantly attended by young male residents.

Richard Allicock is the CEO and founder of Thru life, who are StreetGames delivery partner for this project. Richard delivers the sessions himself and the project is close to his heart as he grew up on a local housing estate in Haringey. Alongside Co-founder Michael Donaldson, Richard is passionate about providing opportunities for young people within underserved communities 'At Thru Life, we believe that young people, through positive engagement, have the opportunity to impact their communities and represent continuous future change to make a difference to modern-day society.'

25 young people (aged 8-16) are currently engaged in the sessions and attend every week at the New River Sports Centre, come rain or shine. Richard has created a programme that offers the teenagers a safe place to come and participate in sport. The team at Thru life oversee activities based on demand from the young people and all of the provision is youth led and determined by the participants. Football has been the prominent activity for this group along with fitness activities, and the young people are also offered mentoring support.



The local area has regularly been hit by gang related violence, with a particularly bad incident recently sadly resulting in the death of a teenage boy. Again, highlighting how important sessions like these provided by Thru life are in terms of offering a positive diversionary activity, for young people living in these localities. Richard added:

'I cannot stress the importance of these programme to continue. Tension has been building up in the community for some time, with Haringey postcodes such as, N22, N8, N17 & N15, which all have issues with gang affiliation. We have representation of these postcodes attending the sessions at New River N22 and Ferry Lane N17 to help breakdown postcode barriers.'

From speaking with young people, parents and staff from the project, the impact the session is having on the young people was clear, with one parent saying 'The only way I can get him to do any school work is to promise he can come here afterwards.'

Places for People Community Investment Manager for South said:

"Places for People are delighted to be working with StreetGames in Haringey where community sport sessions are being provided by the fantastic Thru Life at New River Sports Centre. The sessions have been a crucial intervention in the area and we are really pleased with the impact they have had on easing tensions brought about by gangs operating around the housing stock."