

Changing young people's lives through sport

**STREET
GAMES**



STREETGAMES
IMPACT
REPORT
2024/2025

www.streetgames.org

A registered charity



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MESSAGE FROM THE CHAIR

At StreetGames we hold a simple conviction: access to sport is a right, not a privilege. Yet for too many young people growing up in low-income, under-served neighbourhoods, opportunities to participate remain out of reach. The ongoing cost of living crisis has widened the gap, pushing paid-for sport and leisure ever further down the list of family priorities. Analysis of data from the ONS Family Spending in the UK Survey shows that low-income households typically spend just £1.40 a week on sports related activities. Being a member of a local football club costs upwards of £5 a week per child.

Our response is to provide access to sport on the doorstep. Working with and through an open network of 1,600 community partners across the UK, we help them offer free or low-cost, hyperlocal, youth-led sports activities that provide a safe place to go, something positive to do, someone trusted to turn to, and, increasingly, something to eat.

FROM NATIONAL INFLUENCE TO LOCAL DELIVERY, WE AIM TO UNLOCK THE PHYSICAL, MENTAL AND SOCIAL BENEFITS OF SPORT FOR EVERY CHILD AND YOUNG PERSON WHO WOULD OTHERWISE BE UNABLE TO ACCESS THEM.

I have been involved with sport for all of my career, from working in an inner-London centre that had 200+ kids coming to play sport every day, to developing Stadium Milton Keynes and Milton Keynes Dons Football Club, where we established its award-winning charity. At every level I have seen sport's transformative power.

SPORT DOESN'T JUST BUILD TEAMS - IT BUILDS TRUST, BELONGING AND RESILIENCE IN THE HEART OF COMMUNITIES.



In an increasingly fractured society, the role of sport is becoming ever more important. Alongside the clear benefits for both physical and mental health, its prevention-first approach has the power to boost social cohesion and create safer spaces for families and communities.

For the last eight years I've had the privilege of working with StreetGames, acting as Chair of Trustees for seven of them. It's been an honour to support the organisation in its growth from year to year, taking on new activities and enhancing our reputation at both local and national level.

StreetGames are exceptionally good at providing targeted support for our broad spectrum of Community Partners. This can range from training a local youth group to write a grant application, to working with a Housing Association that's keen to create sports hubs and engage with young people in their communities. Equally it could be our strategic change work with national governing bodies like the Lawn Tennis Association, helping them provide free access to tennis for young people in under-served communities, or as a System Partner of Sport England and National Partner to Sport Wales, supporting their commitment to addressing inequalities through place-based initiatives.

Whether partnering with a local community group or a national organisation, our staff remain unwavering in their commitment to serving all of them in the best possible way - meaning that it's no surprise that in 2024/25 we welcomed 185 new community partners to the network.

Equally, to use a sporting metaphor, I'm proud that as a charity we punch above our weight when it comes to key areas of influence. This particularly applies to Government policies on sport, demonstrated by the fact that we're regularly invited to attend Select Committees. Having this impact, right at the heart of Government, means that not only can we represent the needs of our community partners but we're also able to create a bridge between policy makers and those working on the front line - using our insight and learning to suggest, for instance, how things could be better connected.

As outgoing Chair, I hope that my love of sport has permeated the organisation at every level. I truly believe that our greatest strength is that 'sport is the beating heart of everything we do' - not least because it enables us to do so many other positive things for young people.

I leave an organisation that is well-managed, in good financial shape, and excited about its future opportunities. Adaptability has always been our hallmark. I am confident that whatever challenges arise, those who follow will hold fast to our mission: transforming the lives of young people in low-income communities through sport and physical activity.

Over the past eight years I've worked with many brilliant people, both on the Board and across the staff, all of whom share a common aim. As a result, I know that we've helped communities in a way that is the envy of many. And again, this makes me exceptionally proud.

As I step down from the role of chair, I ask that you continue your support, for it will be crucial for the new Chair and the organisation over the coming years. Personally, I'd like to thank everybody who's been a part of my journey with StreetGames. It's been a blast, and I've thoroughly enjoyed it.

**John Cove
Chair of the Board
StreetGames**





MESSAGE FROM THE CEO

The inequalities facing young people growing up in low-income households in under-served communities are more acute than at any time since StreetGames' inception. Whether it be the ongoing cost-of-living crisis; issues around criminal justice and knife crime; tensions and divisions within their communities; or the pandemic of poor mental health they are experiencing in the wake of COVID-19, the challenges that young people describe to us, paint a picture of an increasingly tough environment.

Against this backdrop, an increasing number of sports organisations are now pivoting to focus their efforts in low-income areas. At StreetGames, this has been our absolute focus for the past 18 years. With almost 90% of the support we give going to trusted, local Community Partners who support and work alongside young people in the country's most under-served areas, we have a deep understanding of their lived experience – and of the power of community sport to have a truly transformative impact.

Critical to our success is the breadth of our work and influence, at both national and local level. 2024/25 was a period of turbulence for charities, not least with a general election being called. Overnight, so many things changed when it came to policy. It was more important than ever that we were able to offer a stable vision to our community partners, interpreting and sharing information at a local level to support their vital frontline work.

I am also incredibly proud of our ability to use the scope of our influence to create opportunities for young people to take the lead. StreetGames is an apolitical organisation and we work hard to ensure that all political parties are aware of the value of our work. This year, we were delighted to be joined at the Labour Party Conference by two young women from community partners in the StreetGames network. Mia and Arissa opened our Youth Zone panel event in front of the newly appointed Sports Minister, the Police and Crime Commissioner for Cheshire, and almost a hundred other people. Within a discussion on how sport can contribute to the Labour government's missions around health, opportunity, and safer streets it was Mia and Arissa's voices, sharing the impact of community sport in their own lives, that shone through.

One of Mia's lines will always stay with me: that **'sport is more than sport'**. As she explained to a rapt audience, her experience with netball has protected her mental health, supported her through a tough time at home, and set her on a path to university and a future career. As she put it, it's about so much more than 'just throwing a ball about.'

Mia is just one example of the success we've had in inspiring young people. Over the past year, many hundreds have progressed from being sporting participants to taking on roles as volunteers, coaches or youth representatives. Knowing that their voices are being listened to directly, as opposed to hearing others talk about them, is immensely empowering. It also means that young people don't just benefit from access to sport on their doorsteps: they're helping to shape it.

A lot of the time young people, and especially the young people that we work with, get a bad press.

WHAT WE DO IS SHINE A LIGHT ON THE BRILLIANCE OF YOUNG PEOPLE, AND THE DIFFERENCE THEY CAN MAKE IN THEIR COMMUNITIES.

'SPORT IS MORE THAN SPORT'



At a neighbourhood level, sport has an extraordinary capacity to generate positive connections and strengthen the social fabric in our communities. Within the field of community cohesion, there's a growing recognition of the power that sport has in creating a sense of well-being, connectedness and belonging – something that we are keen to amplify in low-income, under-served communities across the country, especially those facing acute polarisation and division.

We are delighted to be working with Belong, the Cohesion and Integration Network, to share expertise and best practice. The results of our partnership are empowering community leaders and organisations to design inclusive, impactful sport and physical activity programmes that bring people together and bridge divides.

For me, it's an approach that was perfectly captured by Nelson Mandela:

“SPORT HAS THE POWER TO CHANGE THE WORLD. IT HAS THE POWER TO UNITE IN A WAY THAT LITTLE ELSE DOES. IT SPEAKS TO YOUTH IN A LANGUAGE THEY UNDERSTAND... SPORT CAN CREATE HOPE WHERE ONCE THERE WAS ONLY DESPAIR. IT IS MORE POWERFUL THAN GOVERNMENTS IN BREAKING DOWN RACIAL BARRIERS.”



The lives of StreetGames' beneficiaries are often complex. Our work connects national policy and strategy with local action, helping our community partners navigate many of the challenges facing young people. It also works the other way though, enabling us to amplify the local voices that know what works in neighbourhoods on a national stage. Managing this complexity is made immeasurably easier by the passion and commitment of the people within the StreetGames team. Our staff truly believe in what we do and consistently work in ways that reflect our values. I am proud that our annual survey highlighted an exceptional level of alignment between the team, our mission, and the reasons we exist.

As we move forward, our commitment to changing young people's lives through sport remains unwavering. In communities where, at times, hope can be hard to find, StreetGames continues to enable young people to have somewhere safe to go, something active and positive to do, and someone they can trust to be on their side. Alongside our community partners, we create spaces where young people feel seen, heard, and empowered to lead. And we will continue to work together to demonstrate that sport, in the lives of our young beneficiaries, is so much more than sport.

Mark Lawrie
**Mark Lawrie OBE
Chief Executive Officer
StreetGames UK**

THE NEED

The opportunity to access free sport is increasingly difficult to find. It might be accessible if you live in an area with well-maintained green space, or a safe outdoor space to play with a sibling. It's much less accessible if you live in an area with high concerns around crime, very little green space, and parents who cannot drive you anywhere or haven't got the money to pay for you to join a sports club.

ONLY 38% OF CHILDREN FROM LOW AFFLUENCE FAMILIES STRONGLY AGREE THAT THEY 'HAVE THE OPPORTUNITY TO EXERCISE AND PLAY SPORTS'

[Source: Sport England Active Lives Children & Young People Survey Academic Year 2024-25]

Even where there are free facilities, for example accessible tennis courts, affordability and accessibility of equipment can remain a barrier. In our 1,000 Young Voices research just under half (40%) of the young people we surveyed told us they were concerned about 'mine and my family's finances / the cost of living'. StreetGames exists to close this sporting inequality gap.

The number of young people in poverty in the UK is increasing, whilst figures about their access to sport and activity levels remain stagnant. There's a clear misalignment between the rhetoric that says sport is of vital importance, and the reality that there isn't enough access to it.

Those living in low-income households in under-served communities are at further risk from multiple individual and environmental challenges that impact on their health, wellbeing and ability to thrive. Unlocking the benefits of sport and physical activity for these young people has a disproportionately transformative impact when compared to their more affluent peers.

Sport England Active Lives data shows that less than half (45%) of children and young people from low affluence families are 'active' enough to meet the Chief Medical Officer guidelines for physical activity.

Data from the Sport Wales School Sport Survey shows similar disparities – with just 32% of children who attend schools with high levels of free school meals

(FSM) eligibility taking part in sport outside the school curriculum three or more times a week, compared to 47% for children who attend schools with low levels of FSM eligibility. Furthermore, only 45% of children attending schools with high levels of FSM eligibility participate in community club settings at least once a week, compared to 65% amongst children attending schools with low levels of FSM eligibility.

Our research shows **there is no lack of demand for sport and physical activity among children and young people from our beneficiary group. In fact, data captured by Platypus Research on behalf of StreetGames showed that 75% would like to be more active.** Sadly, too often it is the 'right' sporting offer that is absent where children and young people who most stand to gain from it are concerned.

We know that there are 195 school days, lasting just over six hours, in an academic year. This means that 85% of children's lives are spent outside of the school classroom – reinforcing StreetGames' conviction that sport being freely accessible within the local community is vital.

Since 2007, we have been working with community organisations in some of the poorest and most under-served areas across the UK, helping provide access to sport that transforms young people's lives.



WHO WE ARE AND WHAT WE DO

We are StreetGames

StreetGames works to bring sport and its benefits to the doorstep of children and young people living in low-income households in under-served communities. As set out in our 10 Year Strategic Vision, [Active for Today and Tomorrow](#), we are striving to achieve our vision by undertaking work across three key areas:



Our Work

StreetGames works at all levels of society. At a national level, we advocate with governments and other national bodies for the power of sport to change young lives in low-income, under-served communities. In the sport sector, we collaborate with national sporting bodies to influence their planning and investment into sport for our beneficiaries.

At a regional and sub-regional level, we work with organisations responsible for delivering government priorities to change the way that they write their strategies and plans to include sport as a tool for changing young people's lives. For example, we work with Police & Crime Commissioners and Violence Reduction Units to enable them to use sport as part of their approach to tackling youth crime and serious violence. In the sport sector we work with sub-regional organisations like Active Partnerships to weave the priorities of our beneficiaries into their thinking and planning, to increase access to sport in the neighbourhoods where we focus.

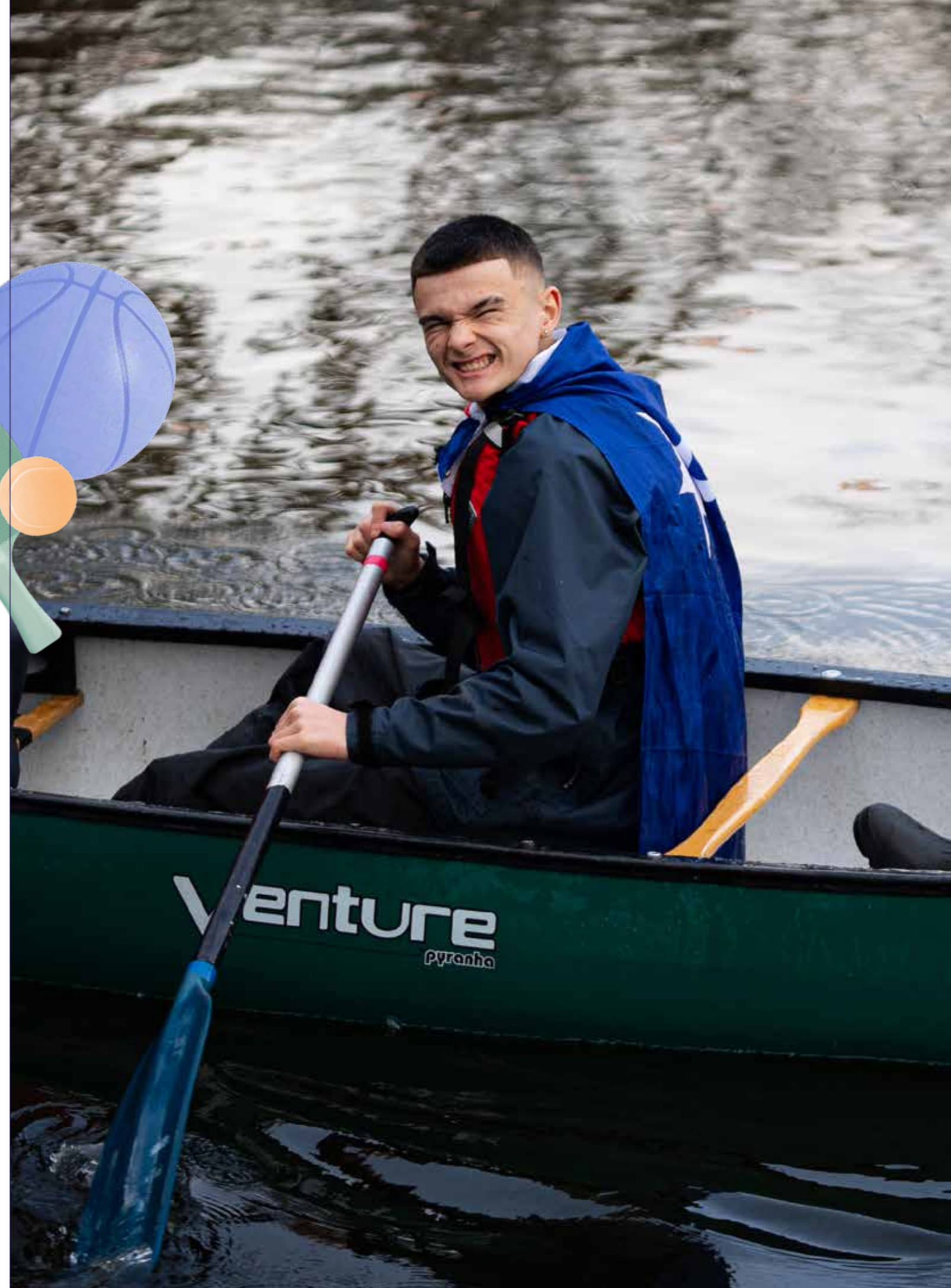
At a local level, we connect brilliant Community Partners with opportunities for funding and partnerships that enable them to sustain and increase the impact of the sporting opportunities they provide in local neighbourhoods. From a sport perspective, we offer them opportunities to attend inspirational major events, training for their staff and volunteers in delivering new sports and support to enable them to develop young people as the sport and community leaders of tomorrow and to involve young people's voices in their planning and delivery. Over the past 18 years we have wrapped all of these ingredients and others into a methodology that we call 'Doorstep Sport'. Doorstep Sport is designed to remove the barriers faced by our beneficiaries to accessing sport and to maximise the benefits to their wider lives.

Our Reach

StreetGames works with a network of 1,600 Community Partners, who are based in low-income, under-served areas, in 217 of the UK's 382 local authorities.

StreetGames is recognised for its reach, insight, and expertise as a System Partner to Sport England, and a National Partner to Sport Wales.

We are at the forefront of a national sports strategy, *Uniting the Movement*, that focuses on tackling inequalities in access to and participation in sport and physical activity in low-income, under-served communities. Having worked within the sector for the last 18 years, we know the local organisations that are truly making a difference when it comes to providing sport and physical activity to children and young people from these communities and it has always been our mission to support them.



WRAPAROUND SUPPORT

Our network is open to all organisations focused in low-income, under-served communities. It is free to join, with the Community Partners who are part of it typically including community, youth and sports organisations, housing associations, leisure trusts and some local authorities. They are united by their desire to increase access to sport for young people in their local neighbourhoods.

Community Partners are embedded and trusted within their local communities, therefore ideally placed to provide local sporting offers through their existing engagement in local neighbourhoods.



StreetGames provides what we call 'Wraparound Support' to Community Partners, which includes:



Providing advice and support



Helping to build connections and partnerships



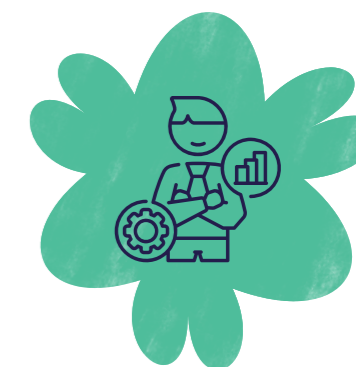
Fundraising, sustainability support and the distribution of funding



Assistance with measuring and sharing their impact



Workforce development and training



Support with growing youth voice and young people as leaders



Unique experiences and opportunities for young people to connect with major sporting events



Leading programme delivery and campaigns



Kit and resources

We provide the wraparound support in under-served communities, helping organisations successfully change young people's lives.



Support with funding

Typically, the biggest challenge Community Partners in our network face is raising enough money to stay afloat, particularly when it comes to core funding.

We make sense of the disparate resources that flow down into local authorities and local areas. Most of the time our Community Partners don't have the time to attend scores of meetings to find out about funding opportunities available through partnerships, other organisations, or individuals.

We simplify it for them, guiding them towards accessing relevant funds. Some larger organisations like local authorities and Police & Crime Commissioners entrust StreetGames with the role of commissioning grant funding to local organisations. When this happens, we do all that we can to streamline and democratise the application process, whilst maintaining a high standard of governance. This support means that our Community Partners can concentrate their resources on doing what they're really good at: providing sport and physical activity to improve young people's lives. We have become a trusted intermediary for large local organisations including Birmingham City Council, Newcastle City Council and Greater Manchester Combined Authority because we help them achieve their priorities through our reach and network. We have provided direct funding to 515 Community Partners, distributing funding totalling £9.84 million.

Beyond our role in influencing and running commissioning and grants programmes, our team of three Network Fundraising Officers has, over the past year, supported 202 organisations with funding applications.

“THANKS AGAIN FOR EVERYTHING! I USED TO FEEL OVERWHELMED AND INTIMIDATED BY THE IDEA OF TACKLING BIDS - ONLY TO FACE POTENTIAL REJECTION. BUT NOW I'M READY TO TAKE ON THE CHALLENGE.”

Coach Ceejay, Future Kidz Development

Support with workforce

The right people are a major ingredient in the blend that increases access to sport in low-income, under-served communities. Every year we train thousands of coaches, leaders and volunteers. We offer 35 different training courses and workshops: everything from Level 2 qualifications in multi-skills coaching and 3-hour workshops on managing challenging behaviour and supporting mental health, to tennis and handball activator courses. We also provide support to help organisations to measure and demonstrate their impact.

Young people often tell us that one of key factors when deciding whether to attend a neighbourhood sports session is the person who runs it.

Sharing learning

At a local level we bring Community Partners together in local 'clusters' to collaborate and learn from each other.

This wraparound support helps Community Partners to enhance their financial sustainability, increase the knowledge and skills of their workforce, strengthen, grow and diversify their sporting offer – providing what we call Doorstep Sport.

How our work grows the impact of Doorstep Sport

Over the past year...

MORE THAN 110,000 CHILDREN AND YOUNG PEOPLE

living in low-income communities have taken part in StreetGames supported Doorstep Sport and holiday activities.

Doorstep Sport is our tried and tested methodology for engaging young people living in low-income households in underserved communities.

THE RIGHT PEOPLE

THE RIGHT TIME

THE RIGHT PLACE

THE RIGHT PRICE

IN THE RIGHT STYLE

Doorstep Sport is purposefully designed to not only reduce the barriers that young people living in low-income, under-served communities often face, but to also reap positive benefits and help young people **to connect and belong, build skills for life, be and feel safe and feel happy and healthy.**

Doorstep Sport helps young people to:

Connect & Belong

By providing opportunities to take part in activities within their local community – try new sports, meet new people, improve skills and develop a positive habit in a safe and structured environment.



MINI CASE STUDY



One example from the past year includes our work with five Community Partners in Tower Hamlets and Hackney in East London. StreetGames has provided delivery funding together with training for staff and volunteers to support **Us Girls** activities for young women and girls within their local communities. Over 150 young women and girls (comprising 87% from ethnically diverse communities) have taken part to date, in a variety of sports including water-based activities, rock climbing, taekwondo, football, basketball and multi-sports with survey feedback highlighting a positive impact of the sessions on their activity levels and mental wellbeing.

Doorstep Sport Festivals

A further example includes StreetGames work with partners to deliver multi-sport festivals in local communities to enable young people to experience new sports. The Gareth Bale Festival of Sport was hosted at the prestigious Celtic Manor Resort in

Newport, in partnership with Wales Golf and Gareth Bale. More than 100 young people aged between 11 – 18 years took part, enjoying ten different sports (including cycling, badminton, golf, table tennis, bowls, football, cricket, hockey and skateboarding), meeting other young people from different areas and spending precious time with football legend Gareth Bale who concluded the day with a Q&A session. Feedback from young people attending the event highlights their enjoyment and joy at attending such a unique opportunity:

‘UNFORGETTABLE EXPERIENCE!’

‘VERY FUN – GARETH BALE GAVE ME A FIST BUMP!’

‘I FOUND MY PASSION FOR BADMINTON HERE AND I’VE BEEN PLAYING IT EVER SINCE’

Build Skills for Life

Through opportunities to shape sessions and make their voices heard. Some young people also take on volunteer and leadership roles which helps them to gain new experiences, take on responsibility and have the opportunity to receive training, be mentored and gain new experiences; which in turn supports them to develop key life and transferrable skills including: independence, leadership, teamwork, communication, problem solving and raised aspirations.



Over the past year we supported three Community Partners to deliver a #NextGen leadership and empowerment programme for 12 young people in Derbyshire. We brought together three groups of young people and their organisation staff leads at different points across a five-month period to deliver a range of workshops and training sessions and support them to plan and develop a social action project that would support the needs of other young people in their local communities. Feedback from the young people involved highlighted how the #NextGen programme provided them with new experiences that took them out of their comfort zones leading to improved confidence, communication skills, leadership and teamwork that they felt would aid them in the future.

The Community Partners involved shared that the biggest success was the increase in confidence that they witnessed in the young volunteers, as well as the friendships that they fostered with each other. They identified that the work had added significant value to their organisation in terms of increased capacity and support to deliver sessions.

Be & Feel Safe

By providing opportunities for young people to engage in positive sporting activities and build relationships with the 'right' coaches and leaders who support young people to build pro-social behaviours.



Sport is increasingly seen as having a role in prevention and early intervention work with young people at risk or already involved in offending behaviour. Through support from StreetGames and the Greater Manchester Violence Reduction Unit, **New Bury Boxing** has re-established a vital sporting and social hub for young people in Farnworth. Now celebrating its third anniversary, the club has grown from offering only one weekly session in its first year, to providing six weekly sessions for 8-18-year-olds, plus an additional adult session. Outside of the ring, the club offers one-to-one mentoring and small group sessions called Talk and Train to help young people with social, emotional and mental health issues.

“NEW BURY BOXING IS A PLACE WHERE I FEEL SAFE AND I CAN TALK TO THE COACHES”

– Participant



Feel Happy & Healthy

Young people tell us how much they enjoy taking part in Doorstep Sport activities – through opportunities to spend time with friends, the caring nature of the leaders, the non-pressured/informal and social nature of sessions, being able to give their views and try varied activities. Our research shows that young people who take part in Doorstep Sport activities not only increase their activity levels, but those who attend for over two months report above average levels of happiness and life satisfaction as compared to national averages.



In 2016, we first developed our Fit and Fed programme to help tackle three key challenges faced by families in under-served areas during school holidays: food poverty, isolation, and inactivity.

The programme provides children and young people with opportunities to take part in fun sport and physical activity, as well as enjoying healthy meals. Since its inception it has benefited more than **80,000** children and young people and provided more than **600,000** meals.

In 2020, StreetGames began a long-term partnership with **Pears Foundation**. Since 2022, they have funded a full-time Fit and Fed position within our organisation, making a significant difference to our ability to deliver the programme.

In 2024, StreetGames supported three clusters of organisations in Swansea, Denbighshire and Plymouth, enabling 18 Community Partners to deliver Fit and Fed activities during school holidays with each local programme co-created with young people – helping to shape the meal plans; deciding which foods would complement the sessions; preparing and distributing the food; and raising awareness about the scheme within their local communities. Food is the fuel for young people to take part in sport and physical activity. It is as important as the kit they wear.

“WHEN I WAKE UP IT’S AN EMPTY HOUSE BECAUSE MUM HAS TO WORK. MY MUM IS HAPPY THAT I’M AT A SAFE PLACE AND I GET MY BREAKFAST AND MY LUNCH, AND SHE DOESN’T HAVE TO WORRY ABOUT ME.”

– Adam, aged 12



LISTEN, LEARN & INNOVATE

StreetGames has always been insight-led. A core element of our work is focused on building and sharing knowledge and using this knowledge to drive change and win institutional support for Doorstep Sport. This work includes:

Undertaking research and supporting youth voice activities to deepen understanding of the lives and needs of children and young people living in low income, under-served communities and sharing our learning about 'what works' to get them actively involved in sport and physical activity.



This year we used learning gathered in our 1,000 Young Voices research project and funding from the Tim Lewis Trust, to deliver a test and learn project with eight Community Partners. The Community Partners developed activities to help better understand how best to engage and support young people who typically have low activity levels.

The project engaged over 150 young people in six local communities using a range of different sports including football, volleyball, dance, multi-sports, martial arts, fitness/gym, dodgeball, cycling and handball, together with wrap-around activities such as creative activities, gaming, food and quizzes.

The project captured new learning about engagement techniques, types of activities, session format and role of the coach/leader which proved successful in engaging this audience. This learning has since been shared with partners across both the sport and other sectors through insight webinars, conference workshops and on-line resources to help support and influence their delivery.

Developing research partnerships, creating opportunities for co-production, activating insight to test new ideas and approaches 'on the ground' and share learning.



StreetGames has been working with University College London (UCL) on a three-year research project which set out to explore the different ways that Child and Adolescent Mental Health Services (CAMHS) can implement a social prescribing approach involving sport and physical activity, in order to maintain (or improve) young people's mental health and wellbeing whilst they wait for their service or support.

StreetGames recruited and supported a Youth Advisory Group (YAG) to ensure young peoples' voices were involved throughout the project. We ran Community of Practice sessions to share experiences and help them to gain support from peers. UCL have now completed their research and have produced two [research papers](#) with potentially ground-breaking results.

Undertaking monitoring, evaluation and learning activities to gather and build the evidence base on the important role that sport can play in young people's lives and supporting Community Partners to evidence the impact of their work



In May 2024, StreetGames was successful in securing funding from the Youth Endowment Fund (YEF)* to lead a two-year multi-site trial to help build the evidence base on the impact of community sports programmes on serious violence impacting young people.

The **Towards Sport programme** has been introduced across nine local authorities in England, in partnership with 54 Community Partners and nine Local Authority Early Help Teams.

The programme, which provides young people with the opportunity to attend small, group-based sports activities within their local community, has already engaged nearly 200 young people aged 10-17 years with additional vulnerabilities.

The coaches leading the activities have extensive experience of supporting vulnerable children and young people. All are providing sessions that include personal development opportunities and 'teachable moments' to help foster pro-social behaviours.

The programme, which is being independently evaluated by Alma Economics, looks to build the evidence base on:

- How taking part in sport affects offending rates in vulnerable children and young people
- How taking part in sport changes the emotional status and behaviours of vulnerable children and young people
- How taking part in sport impacts on the mental wellbeing, physical activity levels and transferable skills of vulnerable children and young people
- How this change may differ between ethnic groups.

*The Youth Endowment Fund (YEF) was established in 2019, with a £200m endowment and ten-year mandate from the Home Office. Its mission is to prevent children and young people from becoming involved in violence.

Creating opportunities for co-production; sharing and using our learning, insight and impact to enhance the knowledge and skills of the sports and wider sectors, influence policy and drive structural change.



StreetGames was the lead youth engagement partner for Sport England's Design Jam. Over a three-day period, 15 brilliant young volunteers from our community partners helped design ways in which young people's voices can be better heard at the heart of Sport England's work.

Prior to the General Election in July 2024, StreetGames supported a team of five Young Advisors in the development of a Young Person's Manifesto, concerned with issues such as access to sport, volunteering, and mental wellbeing. More than 150 young people shared their thoughts with the Young Advisors, highlighting key 'asks' for the new Government. The document was disseminated widely, with two of the Young Advisors being asked to share their findings at a Fringe Event at the Labour Party Conference.

2024 also saw the inaugural year of 'The Huddle' made up of ten young people recruited from within our network. The group meets up four times a year to discuss different aspects of StreetGames' work, providing lived experience when it comes to discussing ideas and best practice.

DRIVING ORGANISATIONAL CHANGE

Our organisational change work involves working collaboratively with organisations both within the sport sector and beyond to help drive positive change for our beneficiaries. This includes:



Using our knowledge, insight and connections to influence the thinking, strategy, practise and investment of those within the sports sector, so that more organisations are able to provide accessible and attractive sporting offers for young people living in low income, under-served communities.



StreetGames partners with the national cricket charity **Chance to Shine**, which aims to provide opportunities for young people to play cricket in a positive environment in under-served communities where playing club or league cricket are not easily accessible. We help Chance to Shine deliver their 'Street' programme in areas where our network can reach beyond theirs.

As the only delivery partner of 'Street' that is not a County Cricket Board, StreetGames has supported 18 projects delivered by 16 Community Partners across seven regions of England to provide accessible opportunities for their young to participate in cricket. Partner organisations have provided weekly cricket sessions for their young people, with some delivering extra sessions as part of their holiday provision. Over the last year more than 1,300 young people have taken part in weekly cricket sessions with the vast majority experiencing the sport for the first time. Young people have had the opportunity to be nominated for Chance to Shine awards and to become part of the Youth Advisory Board designed to elevate young people's voice in the programme's design.

StreetGames has played a role in developing the Chance to Shine and wider cricketing workforce,

through delivering a series of bespoke training courses designed to upskill coaches delivering to young people from under-served communities. County Cricket Boards have benefited from several full and half day workshops delivered across the country equipping them with tools and techniques to enable them to deliver more inclusive and engaging sessions.

StreetGames partners with the Lawn Tennis Association (LTA) in the delivery of their **SERVES programme**. The programme is designed to take tennis into the heart of local communities to people who may have never picked up a racket, or thought tennis was a sport for them. It is delivered in community venues ranging from youth clubs, and community centres, to faith venues.

In the last 12 months StreetGames has engaged with over 30 Community Partners who are actively delivering the **SERVES** programme as part of their provision, allowing young people the opportunity to play tennis who in many cases usually wouldn't get the opportunity.

As part of our Inspiration Campaign, we have distributed over 300 tickets to young people and activators from Community Partners engaged in **SERVES** to attend events across the country including Wimbledon and the Davis Cup and worked collaboratively with the LTA to explore how best to activate newly refurbished courts.

Working with major sport event organisers to aid their planning and delivery of events so that more young people living in low-income, under-served communities are able to spectate, volunteer, engage and feel some of the 'ripple effects' of major sporting events taking place in the UK.



StreetGames is a charity partner of the Team GB Foundation and a Social Impact partner of UK Sport. We also partner with Matchroom Boxing and a number of major sporting events organisers.

Through collaborative partnerships, StreetGames' Inspiration Campaign has **secured and distributed 5,500 tickets** to local partner organisations in our network; providing young people with the opportunity to spectate across a range of sports, including flagship Rugby League events including the **Challenge Cup Final at Wembley** and the **Super League Grand Final at Old Trafford**, an array of **Matchroom Boxing** events, **England's Lionesses** taking on Sweden and the USA and cricket's fast-paced **Hundred** matches, as well as one of the UK's most iconic events of the sporting calendar - **tennis at Wimbledon**.

“SEEING THE LIONESSES PLAY IN REAL LIFE WAS AMAZING AND INSPIRED ME EVEN MORE TO DO WELL AND WORK HARD TO ACHIEVE MY DREAM TO ONE DAY PLAY AT WEMBLEY AND REPRESENT MY COUNTRY”

– Participant

With the Olympics and Paralympics taking place in 2024, StreetGames' **charity partnership with TeamGB** took centre stage this year, including:

- Delivering two large scale Olympic-themed festivals with our community partners in Hull and Newcastle and a number of smaller Olympic-themed neighbourhood festivals. These engaged around 1,000 young people, providing opportunities to try out Olympic sports including BMX, skateboarding and golf.
- An 'Athlete Matchmaking' initiative, where Team GB Olympians visited some of our Community Partners to share and celebrate their successes and take part in activities with young people.
- Working collaboratively to distribute surplus Team GB kit in more than 50 communities across England and Wales.

Using our knowledge, connections and evidence base to influence and encourage wider sectors to integrate and use sport as a tool to positively impact on wider social outcomes, including: community cohesion, the prevention/reduction of youth crime and youth development.



Sport is increasingly seen as having a role in prevention and early intervention work with young people at risk or already involved in offending behaviour. In 2024/25 we were proud to work with the Deputy Mayor of Greater Manchester as the system sector partner to the Greater Manchester Violence Reduction Unit.

The **Safer Together Through Sport** programme has seen £300,000 commissioned through the Greater Manchester Violence Prevention Sport Fund, with eight Community Partners successfully securing investment.

Following 12 years of research with Loughborough University, we have measurable evidence that young people who are at risk of entering the criminal justice system can benefit significantly from participating in intentionally designed sport and 'Sport Plus' activities: sport delivered alongside mentoring, volunteering and leadership opportunities.

We work with local Community Partners that are experienced in working with vulnerable young people. All offer a sport-based intervention, with many offering one-to-one or small group mentoring support – giving the young people referred to the programme the space to thrive in a safe place with a trusted adult advocating and supporting them as they navigate their individual challenges.

Working with the eight organisations, located in priority areas across Greater Manchester, we saw the scheme work with 500 vulnerable, at-risk children and young people over a 16-month period. Evidence has shown that most of these young people made huge progress, with positive outcomes in their socio-emotional skill development, physical activity levels and wellbeing. These outcomes serve to positively contribute to each young person developing pro-social behaviours and identity – with many participants progressing from being a participant to being a volunteer and leader, and eventually becoming role models for the younger children in their communities.

With partnerships also in place with Violence Reduction Units and community safety partners in Cheshire, Hertfordshire, Thames Valley, the West Midlands and Leicestershire, we are proud to be at the forefront of developing best practice in this area.

'Weaving' across the system from national policy to place-based strategy and local delivery to secure the position of Community Partners



Sport England is investing £250m into local communities to help address regional inequalities in activity levels across the country. To support this work, StreetGames has been working collaboratively with a range of partners in local communities (including in Birmingham, Stoke-on-Trent and Hull) to ensure that the sport and physical activity needs of young people living in low-income communities are considered and the voices of young people and locally trusted community organisations are heard and acted upon to help tackle inequalities.

In Hull, this has included providing dedicated support, where StreetGames led youth voice activities to better understand how more children and young people from underrepresented groups can engage in sport and physical activity.

The work included hosting discussion groups with over 250 young people, issuing a feedback survey which was completed by over 500 young people and distributing materials which supported creative feedback activities. The findings will be used to develop an action plan for the city.

Using our insight, advocacy and policy connections to unlock resources for Community Partners to support their work with young people living in low-income under-served communities.



The Million Hours Fund programme, financed by the Government, provides additional funding to youth services to offer more positive activities for young people living in areas with high anti-social behaviour and violence rates. Using our research into reducing youth offending and re-offending through community sport, carried out in conjunction with Loughborough University, we were able to help these learnings be injected into the Million Hours' application criteria.



WORKING WITH LOCAL AND NATIONAL GOVERNMENT

The Holiday Activities and Food Programme (HAF)

In 2024/25 we once again acted as a key partner organisation in the Government's Holiday Activities and Food Programme (HAF). Worth more than £200million annually, it's been provided by the Department for Education since 2018.

School holidays can be a pressure point for many families, but particularly those on low incomes. This barrier to access can mean that children are less able to participate in organised out-of-school activities, and experience 'unhealthy holidays' in terms of nutrition and their physical health.

RESEARCH HAS SHOWN THAT EVEN INTERMITTENT FOOD INSECURITY, SUCH AS THAT EXPERIENCED DURING SCHOOL HOLIDAYS, IS ASSOCIATED WITH POORER ACADEMIC FUNCTIONING IN LOW-INCOME CHILDREN.

Young people might also suffer from social isolation, being less likely to be allowed to play outside due to parents' safety concerns. Police data shows that above average incidences of youth crime, including serious youth violence, occur during the summer months.

To help combat these issues, the HAF programme supports children and young people in receipt of benefits-related free school meals during the holiday periods. Part of the programme's criteria is that all participants should engage in moderate-to-vigorous physical activity for an average of at least 60 minutes a day. A second criteria is that these should develop movement skills, muscular fitness, and bone strength.

StreetGames provides tailored support to many of our community partners, including for local authorities in Birmingham, Newcastle upon Tyne, Derbyshire, Hull, and Lancashire, ensuring that the delivery of the HAF programme is embedded in their year-round activity offer for under-served neighbourhoods.

In Birmingham, we are the Programme Management Organisation for the largest HAF programme in the country, with an annual value of £8m. We engage a city-wide network of more than 400 organisations, helping them deliver around 700 holiday clubs, staffed by local coaches and volunteers.

In 2024/25, the programme engaged with more than 55,000 children and young people, served more than 260,000 daily meals, and provided a range of daily fun, physical and enriching activities, alongside healthy eating guidance.



IMPACT

OVER THE PAST YEAR OUR WORK HAS HELPED TO:

Build Individual & Community Capacity

3,202

community sports coaches, leaders and volunteers attended StreetGames training workshops, while

679

delegates from across the sport and wider sectors have attended our 'core offer' insight webinars.

515

partner organisations received investment to support the delivery of Doorstep Sport and holiday activities - totalling more than

£9.84M

of investment.

95%

Support workforce development, with of the learners who attended StreetGames Training workshops stating that they had **learnt something new that they will put into practice.**

185

new community partners joined the StreetGames network.

Increase Access to Sport & Unique Experiences for Young People

Data from the StreetGames 2024 Network Survey shows that:

90%

OF OUR PARTNER ORGANISATIONS

deliver activities year-round, including term times and school holidays

ENABLED

49

YOUNG VOLUNTEERS

from low-income communities to take part in a five day **leadership development residential opportunity** in the Lake District.

PROVIDED

54

youth empowerment opportunities - enabling

814

young people from the StreetGames network with opportunities to become Young Advisors, Peer Researchers, Youth Leaders, Co-Creators and Event Speakers.

5,999

tickets for young people within our network to spectate at live elite sporting events.

On average our partner organisations deliver **10 Doorstep Sport sessions per week** within their communities and typically engage

262

PARTICIPANTS &

18 YOUNG VOLUNTEERS

PER ANNUM.

Distributed **SURPLUS TEAM GB ATHLETE KIT TO OVER 50 COMMUNITIES** across England and Wales.

Increase Activity Levels, Wellbeing & Socio-emotional Skills

During 2024/25 we captured feedback surveys from a sample (n=841) of young people attending Doorstep Sport sessions across a range of Community Partners within the StreetGames network.

The data shows that on average:

Most (73%) of participants

GET MORE THAN HALF OF THEIR WEEKLY 'ACTIVE MINUTES' AT DOORSTEP SPORT SESSIONS

- emphasising how important these activities are to young people in low-income communities.

INCREASED THE NUMBER OF DAYS THEY ARE ACTIVE

for 60+ mins by 1.5 more days compared to baseline.

Participants report **improvements in socio-emotional skills** including teamwork, problem solving, empathy, emotional management, responsibility and initiative.

Participants who had been

ATTENDING FOR 10 MONTHS OR LONGER ON AVERAGE, ARE ACTIVE ON TWO MORE DAYS PER WEEK

than those who have just started attending.

Participants report above average 'happiness' and 'life-satisfaction' scores (using the ONS wellbeing measures) compared to young people nationally from low-affluence families, with:

AVERAGE HAPPINESS SCORES (0-10): for Doorstep sport participants - **6.8** compared to **6.59** for young people nationally from low-affluence families.

AVERAGE LIFE SATISFACTION SCORES (0-10): for Doorstep sport participants - **7.2** compared to **6.09** for young people nationally from low-affluence families.

Build Enjoyment & Connections

The young people we surveyed told us how much they enjoy their Doorstep Sport sessions and how they help them to feel more confident about sport/exercise. The data showed that:

93%

of Doorstep Sport participants shared that they: 'find sport and exercise enjoyable'

97%

said the sessions had 'helped them to feel more confident about sport/exercise'

Survey feedback also shows that participants recognise a range of benefits from attending, including:

"THE OPPORTUNITIES TO HAVE FUN, IMPROVE HEALTH, DEVELOP SKILLS AND SOCIALISE."

STORIES FROM AROUND THE NETWORK

From Street Sport to Downing Street

At StreetGames we believe that young voices deserve to be listened to at every level: from a local youth group to a policy meeting in Downing Street.

Scott was one of our Young Advisors who worked on the Young Person's Manifesto – designed to enable young people to speak their truth to power, ahead of the general election. Scott began his volunteering journey with StreetGames' community partner Active Hastings. Having initially joined at just 11 years old as a participant in the organisation's Street Sport sessions, Scott's coaches identified his passion to spark positive change within his community and encouraged him to volunteer.

Taking up the opportunity to join the Young Person's Manifesto team, Scott continued to flourish. He has had to overcome a number of challenges on his volunteering journey, including a stutter that impacted his confidence, especially around public speaking. This project has given him the chance to not only find his voice, but to use it to advocate for his peers at a national level.

“WITHOUT DOING THIS PROJECT I'M AFRAID THAT I WOULD HAVE JUST GONE THROUGH LIFE WITHOUT THINKING ABOUT THE LACK OF OPPORTUNITIES IN THIS COUNTRY TO VOLUNTEER, AND THE SAFETY FOR THE FUTURE GENERATIONS – ESPECIALLY THOSE FROM DISADVANTAGED AREAS.”

Scott

Championing Change

We believe in the power of sport to transform lives and are passionate about championing our Community Partners who make this transformation possible.

Suffia Hussain, from Bradford, was this year's winner of our Outstanding Work in the Community Safety Award – celebrating those who have recognised and harnessed the power of sport and community in breaking the cycle of youth crime in low-income areas.

Suffia's inspiring initiative, Project On Guard, equips young people with practical self-defence skills, whilst at the same time opening up vital conversations around healthy relationships, coercive behaviour, gang involvement, and knife crime. What makes the programme especially powerful is its peer-led approach: young mentors, many of whom are graduates of the programme, now lead discussions and serve as role models for others.

“WE'RE ALL TRYING TO MAKE A DIFFERENCE, UNLOCK THAT POTENTIAL. THAT'S WHAT KEEPS ME GOING.”

Suffia

We are proud to have continued to support Suffia on her journey, including further developing her skills through our Level 2 Multi Skills coaching training course.

Sliding Doors

Omar* is a young leader at Pitch 2 Progress, a StreetGames community partner based in Birmingham and part of the Government's HAF programme that we help facilitate.

Before becoming involved with the club, Omar spent the majority of his time hanging around on the streets of East Birmingham as part of a group of young people.

After the group was approached with the offer to become involved with Pitch 2 Progress, Omar grasped the opportunity with both hands. He now leads activities at the club and has become a role model for the younger participants. While he has continued to grow in confidence and purpose, his peers who chose not to get involved have struggled to find direction, becoming caught in cycles of disengagement and missed opportunities.

“SPORT IS OFTEN A VITAL PART OF CHOOSING BETWEEN A NEGATIVE PATH AND A TRULY POSITIVE ONE. THROUGH IT, WE SEE THE REAL-TIME IMPACT OF THE WORK OF THE ORGANISATIONS WE SUPPORT.”

*Name has been changed



FUNDING

Our income this year came from a diverse mix of public funding, charitable grants, trading, and partnerships, demonstrating the strength and reach of our collaborations across sectors.



- 83%** Public Statutory Funding
- 8.1%** Trust & Foundations
- 3.9%** Sector & Delivery Partners
- 3.2%** Trading
- 1.1%** Other
- 0.6%** Corporate Partnerships
- 0.2%** Community

Financial Summary for the Year Ended 31 March 2025

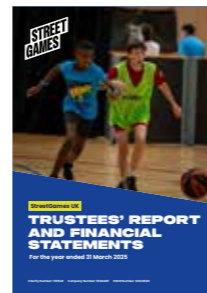
INCOME

| Category | Amount (£) |
|------------------------|------------------|
| Charitable funds | 7,974,354 |
| Trading income | 317,040 |
| Donations and legacies | 94,175 |
| Investments | 78,604 |
| Total income | 8,464,173 |

EXPENDITURE

| Category | Amount (£) |
|------------------------------|------------------|
| Charitable activities | 5,401,339 |
| Grants to community partners | 1,807,651 |
| Raising funds | 266,563 |
| Trading activities | 313,533 |
| Total expenditure | 7,789,086 |

Full financial details are available in our Trustees Annual Report



Click [here](#) or scan QR code for full report.



FUNDERS AND PARTNERS



StreetGames' work would not be possible without the fantastic partners, funders, and supporters who believe in our mission. Their generosity makes a real difference to young people's lives. The collective impact of partnership means that together, we can reach more young people and provide equal opportunities through sport.

We would like to thank all of our partners, funders and supporters who have changed young people's lives through sport, in partnership with StreetGames:

- SPORT ENGLAND
- sportwales chwaraeoncyfmsu
- YOUTH ENDOWMENT FUND
- Pears Foundation
- CITY BRIDGE FOUNDATION
- COMIC RELIEF
- JD FOUNDATION
- BRITISH OLYMPIC FOUNDATION
- BIRMINGHAM CHILDREN'S TRUST
- THE BRITFORD BRIDGE TRUST
- Tim Lewis Trust
- The Millby Foundation
- METROPOLITAN POLICE
- UNDER ARMOUR
- premier PARTNERSHIP
- VINCI
- SW BRUCE
- ATKINS

We welcome discussions with those who share our ambition to give every young person, regardless of background, the chance to enjoy the life-changing benefits of sport. Contact: fundraising@streetgames.org and start a conversation with us today.

WORKING FOR THE FUTURE

The Challenges of Funding

Never before have we experienced a period where funding has been so unpredictable. The current focus on reorganising big government and creating system change – including within the NHS – mean that much of the money and attention has been diverted away from the frontline work of the Third Sector.

We must work even harder to demonstrate the value of what our Community Partners are doing, and the value in how we work to support them – using our influence at national level to champion the transformative power of community sport in local neighbourhoods and our expertise in commissioning and grant-making to channel resources to where they can have greatest impact on activity levels.

BECAUSE ONCE THOSE COMMUNITY SPORT AND PHYSICAL ACTIVITY ORGANISATIONS DISAPPEAR FROM OUR STREETS, THEY WILL BE ALMOST IMPOSSIBLE TO REPLICATE.

The current crisis in funding means that our relationships with devolved authorities, local authorities, and the Police and Crime Commissioners become ever more important. Likewise, we must make greater use of our network to facilitate collaboration between different organisations in a geographical area when it comes to placing joint funding bids.

The Importance of Connecting Communities

Never has social cohesion been more important, and the work we are doing is at the forefront of its development.

Through training and support we are creating a ripple effect – enabling others to replicate our successful models while advocating for the importance of sport as a means to increase social cohesion, connectedness and belonging with policymakers and funders.

Now, more than ever, StreetGames is vital to society because we know, first hand, how much young people from low-income, under-served communities live their lives hyper-locally. Online, we might scan social media and sink into echo chambers of any ideological calling, but all the evidence suggests that still, at a neighbourhood level, people like and trust the people they live around.

Through our partnership with Belong, we are empowering local sports providers to bring people together through shared activities. This initiative not only helps to break down barriers to participation but also showcases the powerful role that sport can play in fostering unity and understanding within our communities.

To borrow from Maori culture: 'he tangata, he tangata, he tangata'.

“IT IS THE PEOPLE, IT IS THE PEOPLE, IT IS THE PEOPLE.”

“NEVER UNDERESTIMATE THE MAGIC THAT HAPPENS WHEN PEOPLE ENGAGE WITH THE TRANSFORMATIVE POWER OF SPORT.”



STREET GAMES

Changing young people's lives through sport



www.streetgames.org



CREDITS

Additional copywriting by Jess Morency
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