

Case Study

Street league

Equity focused
- disadvantaged

What were our objectives?

To get disadvantaged people into a 'sport for development'



Project description

Sport England awarded £416,132 of Active England revenue funding to Street League to employ six outreach sports co-ordinators in the east end of London. The remaining £482,377 project cost was provided by partnership funding. The Active England element is the expansion of Street League to the east end of London. The Active England funding finished in November 2007.

Street League uses sport (mainly football) to motivate socially excluded people to lead a healthier and "better" life. It works in two stages. Stage 1 is to get people involved in sporting activities, stage 2 will be the lifestyle development scheme which has a non-sport focus. It targets both males and females aged 16+ from various disadvantaged backgrounds including homelessness, drug and alcohol abuse, displacement, unemployment, crime, learning difficulties and mental health.

Street League provides:

- A structured football programme, Street Sports; and
- An educational programme called Directions 2 Work (D2W).

Street League is unique in being able to offer a lifeline to these groups and help break down the barriers these groups face and signpost them to mainstream services.

Project origin

Dr Damian Hatton founded Street League in 2001. Street League recruits people through organisations that have existing relationships with disadvantaged people and through direct outreach and engagement with individuals.

Street League was set up to engage disadvantaged individuals, who are 'at risk' of social exclusion, in a structured 'sport for development' programme. This builds on opportunities for clients to improve physical fitness, develop a better quality of life, acquire life skills and relevant qualifications, and make positive choices as they progress towards employment and independent living.

Project aims

Street League's key objectives are to:

- Engage individuals from disadvantaged backgrounds to start, stay and succeed in sport;
- Raise participants' self-esteem while helping them to improve their physical fitness, health and well being;
- Help participants to develop their aspirations and personal goals;
- Provide a range of education programmes and career or training advice and guidance to enable some of the players to move towards long-term employment and/or further training; and
- Provide players with personal support mechanisms appropriate to their needs.

Project performance

Over the period of the Active England funding the project:

- Engaged with 2,650 participants;
- Had a total throughput of 30,758;
- Used 133 coaches to deliver activities; and
- Had 76 regular volunteers.

Street League has been elected onto the board of directors of Street Football World - a global network of 'best practice' projects and has been voted by Streetfootballworld to be the best practice project for Europe.

What's next?

The posts created through the Active England funding have continued through funding from other sources. Street League has already set up a very successful project in Glasgow and will continue to expand. It is also working with the private sector through yearly twinning tournaments. A team from a homeless hostel plays against a team from the corporate sector. This lets companies see what happens to their sponsorship and homeless people see how people of their own age work and succeed in life.



To get active visit

www.streetleague.co.uk

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March 2008