



# Inspiration Campaign

Annual Report  
2023



# INSPIRATION

StreetGames

# About StreetGames

StreetGames is one of the UK's leading 'sport for development' charities – changing lives and transforming communities through the power of sport.

Since 2007, StreetGames has been working with community organisations across the UK to transform young people's lives through sport.

Our network now totals over 1,600 local community organisations – from sports clubs and community groups to housing associations, leisure trusts and local authorities. These organisations are uniquely placed to support young people in their communities, by offering a safe place with trusted coaches and organisers who know their neighbourhood and the young people who live there.

With our years of experience, and status as trusted sector leaders, we are proud to support every one of the organisations in our network through knowledge and insight, help with sustainability and investment, practical tools and resources, networking opportunities and more – empowering them to do what they do best: creating positive change in the lives of young people through sport and physical activity.

**We are the people beside the people who change lives and communities.**



# Why Inspiration?

## What we know

Recent data collected from the StreetGames Inspiration Campaign, informs us that young people have a desire, more than ever, to access world-class sport. Furthermore, we have also learnt that young people are willing to try new experiences when it comes to accessing tickets to major events. We understand that a major sporting event is more than just the sport itself, it's everything from using public transport (for the first time in some instances), right through to the atmosphere of a large crowd. For many young people living in low income, underserved communities, big sporting arenas and stadia can feel inaccessible. The Inspiration Campaign aims to encourage sport sector partners, National Governing Bodies (NGBs) and organising committees to connect to their local communities and the young people on their doorsteps.



## Influence

The Inspiration Campaign offers StreetGames and our community organisations the opportunity to shape how NGBs and partners in the sports sector engage with young people from low income, underserved communities, enabling them to access world-class sporting events. Through strong external communications, the campaign will continue to work with these partners to help shape their events and make them accessible to **ALL** young people.

## Volunteer

Young people can experience a range of benefits from volunteering in sport and physical activity. The national evaluation of our Volunteering Fund showed “young volunteers reported significant improvements across a range of wellbeing measures, including their satisfaction with life and happiness”.

The Inspiration Campaign aims to combine volunteering opportunities and access to major sporting events. This combination has the capacity to make for truly inspiring and exciting volunteering opportunities.

# Spectate

Through strong collaboration with partners, the Inspiration Campaign created opportunities for young people from underserved communities to spectate at major sporting events, all across England & Wales.

Spectating opportunities in 2023:



6,500



The number of spectating opportunities allocated to the StreetGames network.

250



The number of community organisations accessing tickets via the Inspiration Campaign in 2023.

15



Different places.

London - Manchester - Cardiff -  
Birmingham - Manchester - Leeds -  
Liverpool - St. Helens - Huddersfield  
- Sheffield - Nottingham - Coventry -  
Ilkley - Wigan - Eastbourne





# Spectate

## Boxing

By working in partnership with Matchroom Boxing, StreetGames created opportunities for young people to attend world class boxing events at major arenas in, Newcastle, Liverpool, Sheffield, Nottingham and London.



## Women's Football

Working closely with the Women's FA enabled StreetGames to create spectating opportunities for the League Cup Final at Selhurst Park (London) and the FA Cup Final at Wembley. The StreetGames network in Newcastle were also fortunate to receive an offer to watch Newcastle United Women at Kingston Park, demonstrating the desire for young people in our network to attend a variety of sporting events, not just major cup finals.

## Rugby League

Following the success of the Rugby League World Cup in 2022, which saw over 8,000 people from our network attend the tournament, the appetite for wanting to attend more Rugby League matches has certainly increased. In collaboration with the Rugby Football League (RFL) and Rugby League Commercial, StreetGames were able to offer tickets to the network for the Super League Semi Finals, the Grand Final at Old Trafford and the three match England V Tonga series.



# Spectate

## Basketball

Thanks to partners at the BBL (British Basketball League) we created an exciting ticket offer to attend the BBL play off final at the O2 arena. This was followed up by an invitation from London Lions to attend a match the Copper Box Arena in December.



## Squash

Through our Holiday Activities and Food (HAF) work in Birmingham and the strong relationships forged with British Squash. Members of the StreetGames network attended the Squash British Open in Birmingham, which also included participation opportunities. As this was so popular, the Inspiration Campaign created further opportunities to attend the Junior Squash British Open, young people inspiring young people!

## Wheelchair Rugby

Wheelchair Rugby found many new fans during the 2022 Rugby League World Cup, which was the first time a world cup had combined the men's, women's and wheelchair tournaments. The passion for wheelchair rugby continued and the Inspiration Campaign created an exciting spectating opportunity to attend the European Wheelchair Championships, which took place at the Principality Stadium in Cardiff.

## Tennis

Thanks to our partners the Lawn Tennis Association (LTA), we managed to coordinate spectating opportunities at 10 tennis events across England. This included flagship events, Queens and Wimbledon.



# Participate

Inspiring young people to participate in sport, through connection to major sporting events.

Major sporting events have the ability to capture the hearts and minds of people and leave memories to last a lifetime. We know that young people from low income, underserved communities are less likely to connect to major sporting events, when compared to their more affluent peers. With this in mind, the Inspiration Campaign will continue to advocate for young people from low-income, underserved communities and ensure they too can feel the ripple effect of major sporting events. Our hope is that these opportunities and connections, along with StreetGames support will inspire young people to explore accessible participation opportunities.



The Inspiration Campaign has engaged with multiple NGBs, sport sector partners and event organising committees throughout 2023. This engagement not only helps create further opportunities for young people, it also allows us to support partners and help shape what the offer for young people looks like. We understand that young people from low-income, underserved communities are less likely to connect with and access major sporting events...

**... The Inspiration Campaign aims to change that, not just through ticket access but through system change, advocacy and influence.**



After being Inspired by the Football World Cup, LTOs in Hull came together to host their own World Cup Futsal Tournament.

# Volunteer

The Inspiration Campaign aims to ensure that young people from low-income, underserved communities are given the opportunity to volunteer at major sporting events. We are working with partners to ensure that these volunteer opportunities are accessible, well thought out and most of all, exciting for young people. StreetGames understands how important it is to develop the right volunteering offer, that connects directly with athletes and sporting icons, allowing them to be part of the action whilst giving up their time to support the event.

The Inspiration Campaign continues to make meaningful and exciting volunteer opportunities a real possibility for the young people in our network, examples of this include the London Landmarks Marathon and the Rob Burrow Leeds Marathon. We are also working closely with the Great Run team to bring more opportunities to volunteer at major running events across England and Wales.

What makes for an accessible & meaningful volunteer experience, linked to a major sporting event?

- Advanced planning time, enabling effective recruitment and communication with young people.
- Ensuring the offer is exciting and close to the action.
- Supporting the young people on every step of the process, including during the event.
- Ensuring the event is financially accessible and inclusive for all.





# Volunteer Case Study



TJ McKie

“My involvement in sports began at Jobe's Boxing Gym, a community boxing gym in the heart of Newcastle. Two years later, the gym had an opportunity for 2-3 young people to join the Newcastle City Youth Fund, started by Newcastle Council in partnership with StreetGames. I signed up, which allowed me to connect with StreetGames and access opportunities beyond just the Youth Fund. Through StreetGames, I participated in a Summer Camp, volunteered at major sporting events, and became a Young Advisor for the 2022 Commonwealth Street Games Summer Camp.

The Inspiration Campaign enabled me to engage more deeply with boxing and created an unbelievable experience with Matchroom Boxing. It all started with that community gym, which opened the door to personal growth and invaluable life experiences through sports.

“I’ve enjoyed every single second of it. My dreams are coming true, from a North East lad a year ago not knowing what I wanted to do in life, to now making dreams a reality.”



# Testimonials

## Alex Le-Guevel - Matchroom Boxing

The Inspiration Campaign connects young people with opportunities that genuinely inspire and transform lives. Our vision for community development at Matchroom places increased emphasis on supporting areas of high need and people who are experiencing elements of marginalisation.

The Matchroom logo, featuring the word "matchroom." in a bold, lowercase, sans-serif font with a period at the end.

As such, we were very keen to engage with the programme – utilising our events to provide access to tickets and impactful work placements to youngsters who otherwise might never have had these chances.

## Katarina Graham Rugby League Commercial

The RL Commercial logo, featuring the letters "RL" in a large, bold, teal font above the word "COMMERCIAL" in a smaller, teal, sans-serif font.

It was an absolute pleasure to work with StreetGames for the Super League Grand Final 2024 and the England V Tonga Series. Through this partnership not only did we manage to introduce a new fan base to Rugby League, but we were able to reach deserving communities aligned to the spirit and principles of our sport.



# Team GB



TEAM GB



In 2023 The British Olympic Association (BOA) announced charity partnerships with StreetGames and YoungMinds, two of the country's leading charities for young people, focusing on sport and physical activity in underserved communities and mental health and wellbeing respectively.

In working with StreetGames, a charity that seeks to harness the power of sport to change the lives of young people and their communities, Team GB will support the drive to tackle some of the most pressing issues faced by young people growing up in underserved communities, helping to make them healthier, safer and more successful.

## Team GB & StreetGames - 2024

Harness the power of the Paris 2024 Olympics



Connect to Olympic Themed Events  
Spectate - Participate - Volunteer

Fan Zones

Festivals

Digital campaigns, social media and athlete engagement



# INSPIRATION

# Work with us

If you would like to support the Inspiration Campaign and enable young people from low-income, underserved communities to connect to major sporting events, please get in touch...

Craig McFadyen

[Craig.McFadyen@StreetGames.org](mailto:Craig.McFadyen@StreetGames.org)



# INSPIRATION