

# Street Games

What is Street Games?

Street Games is a new national initiative to engage young people in sport within neighbourhoods that normally miss out on quality sporting opportunities. Street Games is established as a registered charity and announced a national expansion programme in January 2007. Street Games works with a range of partners to create exciting opportunities for young people and connects through to local community opportunities to enable young people to continue being active.

Street Games believes that sport can contribute to healthy living, can support personal development, build self confidence, develop leadership skills and install a sense of community pride.

Register NOW to receive regular updates and news: [www.streetgames.org](http://www.streetgames.org)

On Wednesday 17th January 2007 StreetGames was launched at the House of Commons as a new national charity that brings sport to the doorsteps of young people living in disadvantaged communities. The keynote speakers at the event were Richard Caborn MP, Minister for Sport & Tessa Jowell MP, Secretary of State for Culture, Media and Sport, the launch was hosted by John Mann MP.

Jane Ashworth, StreetGames newly appointed Chief Executive said: "Whilst the under representation of disadvantaged groups in sport can be partially explained by financial barriers - like having to buy kits, pay for travel and coaching, it only goes part of the way. StreetGames has proved that by taking sport and dance to the doorstep of young people who are currently outside sport, we can get them involved and help them achieve. And the winners are not just the young people - but their communities and the wider sporting world. StreetGames has run projects across England, from the streets of Liverpool to the beaches of Cornwall. It runs national and regional tournaments where teams from target communities compete and make friends. It also runs training events and get-togethers for coaches and development workers, which are open to anyone who wants to increase sporting opportunities in areas of disadvantage.

Read on for information about Street Mark Accreditation

StreetMark: The StreetGames License

This is an on-line, tick-box, self-assessment application form for the StreetMark award. It is not necessary to tick all the boxes to successfully apply for StreetMark.

StreetMark holders enjoy:

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A formal partnership with StreetGames - the nationally recognised agency for delivering sport in deprived areas.

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Evidence that local delivery meets national standards for delivering sport in deprived areas.

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Access to strong networks in sport and neighbourhood renewal.

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Access to tournaments and competitions at the right level which promote positive ethics.

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The right to use the brand and promotional materials including t-shirts and certificates.

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Support from StreetGames Regional Managers in design, delivery and development meetings.

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Online monitoring and evaluation system.

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First call to test out new developments and pilot schemes.

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Access to year round training and networking events and activities: many at a reduced rate.

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Networking opportunities to share good practice and propose new developments.

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Access to the website including blogging rights and discussion forum.

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Support for local fundraising through fundraising bulletins.

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Access to twice yearly conferences or national get-togethers at reduced rates.

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Specialist consultancy and advice on delivering sport in deprived areas at reduced rates.

There are 6 sections to complete:

1. Quality and safety assurance
2. Branding policy
3. Monitoring and evaluation
4. Financial regulations
5. StreetGames vision
6. Promoting positive ethics

Local projects are advised to discuss their application with the Regional StreetGames Manager before starting out on this application process. An early conversation will make for fewer mistakes. Holders of StreetMark are required to hold their own insurances.

To register your project for StreetMark accreditation follow this link:  
<http://www.streetgames.org/drupal-4.6.6/?g=node/51>

1st Street Games Podcast

Follow this link to listen to the 1st Street Games podcast:

<http://www.streetgames.org/drupal-4.6.6/?q=node/56>