



the coalfields
regeneration trust

GAME ON ENGLAND

IMPACT REPORT 19/20

PROGRAMME OVERVIEW

The Coalfields Regeneration Trust is the leading organisation dedicated to improving the quality of life in Britain's former mining communities. Our ambition is to champion and strengthen coalfield communities, generate resources to respond to their needs, and deliver programmes that make a positive lasting difference.

There are still significant problems for the majority of Britain's coalfield communities such as; fewer jobs; higher unemployment rates; more people with serious health issues and a struggling voluntary and community sector. Game On is the Trust's sport for change programme, which for 13 years has helped people in target communities gain new skills, achieve qualifications, find work and become more active - making lives better in coalfield communities through sport.

Whilst delivery of Game On Wales continued, in 2016 delivery of Game On England stopped. Since the re-introduction of the once national Game On England programme in April 2018, the programme has re-started delivery in some of Yorkshire and East Midland's most deprived coalfield communities. Our approach uses sport intentionally to bring about positive benefits for individuals and our communities.



GAME ON ENGLANDS CORE OFFER



FOOTBALL 5IVES

Free evening diversionary turn up and play football activity for young people.



GAME ON GIRLS

Fun female only football sessions for 5 to 11 years old. Helping to bridge the gap between grassroots and the community game.



GAME ON SKILLS

Access to training courses and volunteering opportunities for Game On England participants.



LIFELONG FOOTBALL

We create new walking football sessions in community settings for those aged 50+.



GAME ON ACTIVE

Weekly fitness sessions for inactive adults. Helping to improve their health and wellbeing.



HOME INTERNATIONALS

An annual showcase that brings together and raises aspirations in young people from coalfield communities across England, Scotland and Wales.

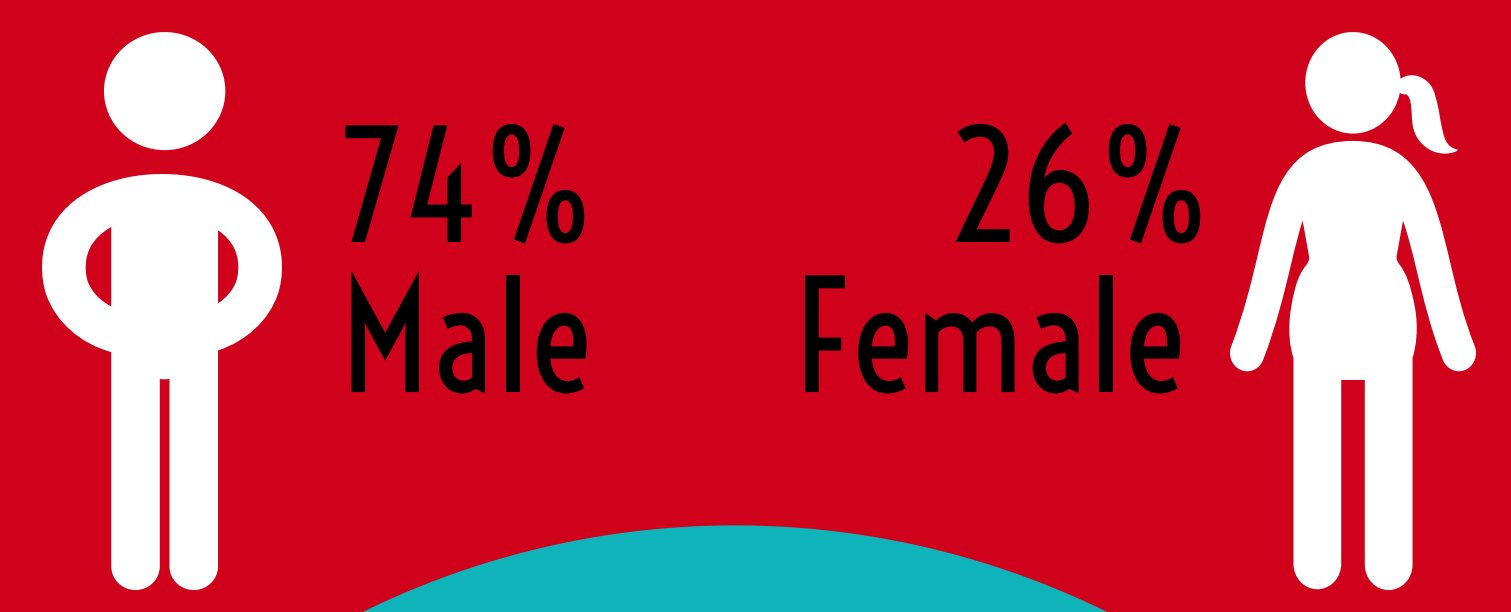
GAME ON ENGLAND 19/20 : BY NUMBERS

998 PARTICIPANTS

attending weekly participation sessions



* 817 Football 5ives * 143 Game On Girls *
 * 31 Lifelong Football * 6 Game On Active *



FROM A RANGE OF AGES

5 to 11 (22%) 12 to 18 (72%)
 19 to 54 (1%) 55 to 65 (3%) 65+ (2%)

5312
SESSION VISITS

292
SESSIONS DELIVERED

DELIVERED ACROSS SOME OF YORKSHIRE & THE EAST MIDLAND'S MOST DEPRIVED COALFIELD COMMUNITITES

GAME ON SKILLS
1 UNEMPLOYED ADULT INTO PART-TIME EMPLOYMENT COACHING ON GAME ON SESSIONS
1 YOUNG LEADER* REGULARLY VOLUNTEERING AT OUR SESSIONS

5 ONE OFF EVENTS AND TOURNAMENTS
 WITH **229** YOUNG PEOPLE TAKING PART



*Football 5ives participant trained through Game On Skills.

£94,510
 INVESTED INTO GAME ON ENGLAND DELIVERY (inclusive of salaries and on-costs)

£3,150
 OF EXTERNAL FUNDING SECURED TO SUPPORT GAME ON ENGLAND DELIVERY

£8,777
 OF IN KIND FUNDING WHICH SUPPORTED GAME ON ENGLAND DELIVERY

SOCIAL RETURN ON INVESTMENT

£581,549 OF SOCIAL VALUE GENERATED FROM AN INCREASE IN AN INDIVIDUALS WELLBEING

These figures are calculated through Value Insight, which allows you to measure the success of a social intervention by how much it increases people's wellbeing.

FOR EVERY £1 INVESTED** = £8.90 WAS GENERATED IN SOCIAL VALUE

**into Value Insight applicable delivery

CASE STUDY

GAME ON SKILLS: Hannah's Story

When Hannah Cunningham got cold feet about leaving home for university, suddenly her entire sporting career got put on the bench. Despite having spent two years at Oakwell College gaining expertise in sports development, coaching, psychology and nutrition, without a degree she didn't feel employers would take her seriously.


Despite pursuing a few different roles and work experience opportunities, nothing quite fit, and Hannah spent the next three years since leaving college at 18 relying on unemployment support.

Things started to look up when she heard about a coach club in Athersley last September, which is ran by our Employment and Skills Service. Helen Murphy, the employment and skills coach who leads the club, knew she had hidden potential.

Helen pointed her towards an assistant coach vacancy for Game On England. Despite being initially hesitant, with the support of Helen and the Game On England Staff, Hannah was offered the job and soon got started coaching girls aged five to eleven at a session in Athersley each week.

Lead Community football coach, Matthew Foster, who Hannah has been supporting at the sessions said "it has been a pleasure to work alongside Hannah; it has been great to see her come out of her shell and develop her confidence and competence when coaching."

Hannah's newfound confidence and further developed coaching skills has her already thinking about her next steps for the future; and her time at the sessions has inspired her to taking on a FA level two coaching qualification so she can lead a Session, which is something both the Game On England Programme and the Employment and Skills Service will be supporting her to achieve.



My first session brought back memories from my time in college, and it made me think why did I ever give up on it? I do really enjoy it, especially with younger kids because there's so much you can do with them. It's really fun.
Hannah Cunningham



CASE STUDY

HOME INTERNATIONALS: 2019

Aspiring young footballers from some of England, Wales and Scotland's most deprived coalfield communities came together in August 2019 for the 13th Coalfields Regeneration Trust Home Internationals tournament weekend hosted by Game On England in Manchester. The Home Internationals Residential Weekend is the Trust's flagship event which unites groups of young people from coalfield communities across the UK through football.

To help celebrate The Coalfields Regeneration Trust's 20 year anniversary, the 2019 event was our biggest yet. All transport, kit, accommodation and meals were provided over the whole weekend for players and support staff. On the Saturday the teams received a tour of Manchester City's Etihad Stadium and training facilities, whilst also attending the Wigan v Cardiff game, with team captains going onto the pitch at half time.

84 girls and boys split across 12 teams, representing the 3 Trust Nations took part in the tournament on 4 August at the prestigious City Football Academy, which is the state of the art training ground of all of Manchester City's football teams. The tournament consisted of a 5 a side competition, which was made up of an U16 boy's tournament and a U16 girl's tournament. England's Denaby 5ives were set for an easy victory after reaching the grand final without losing a single match, but were pipped to the post in a 1-0 victory for Scotland's winning team, The Blue Brazil. But it was Denaby 5ive's captain, 16 year old Cameron Till, who walked away as 'Boys Player of the Tournament'. Wales also got their time in the limelight, with Tredegar Women and Girls FC narrowly beating Scotland's Central FC 1-0 in the girl's final to take home the girl's trophy. Central FC's Olivia Chomczuk was also recognised for her determination and skill with the Girls Player of the Tournament award.

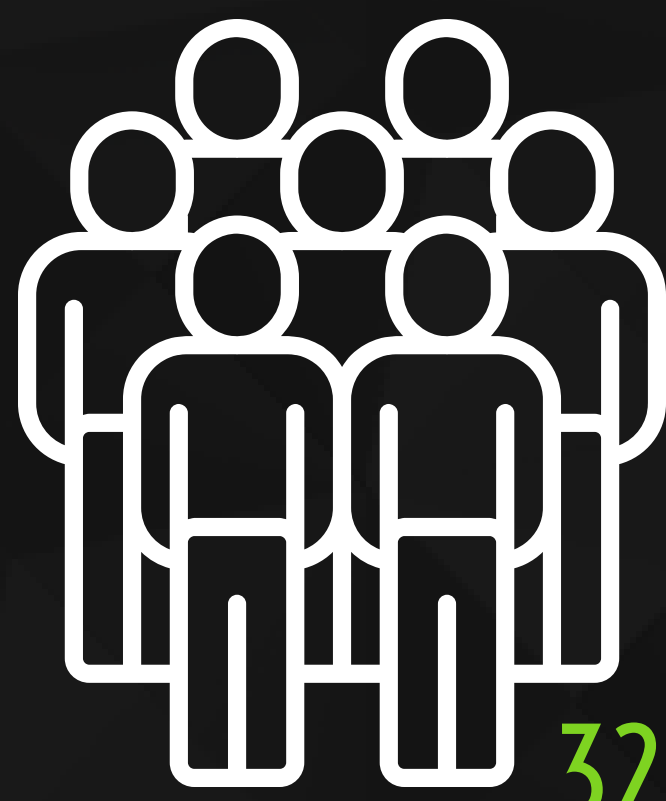


It's fair to say the whole weekend has been fantastic, from the moment we arrived. We have been so well looked after from the (student) accommodation, (to) the activities. The girls have made so many friends it's been tremendous, obviously there should be an England v Scotland divide, it doesn't exist they're all having a good time together.
Ian Dibdin (Game On Scotland Coach)

The tournament weekend not only allowed 14 to 16 year olds to showcase their football talents whilst wearing their respective country colours, but more importantly it was an opportunity to share experiences, raise aspirations, make new friends and build confidence in young people from our communities across the three countries. Participants are selected on the basis of geography and impact on their lives rather than just on ability and the boys teams qualify to play though participating in the Trust's Game On Football 5ives free diversionary participation sessions, which we run in some of our most deprived coalfield communities.

Our Growth

18/19 v 19/20



322 INCREASE IN TOTAL PARTICIPANTS

2x

DELIVERED **DOUBLE** THE AMOUNT OF WEEKLY SESSIONS with 150 more sessions and 2678 more session visits



46% INCREASE IN FEMALE PARTICIPANTS



DELIVERING IN 3 NEW COALFIELD COMMUNITIES 1 MORE COALFIELD REGION

£414,950

INCREASE IN SOCIAL VALUE



AN EXTRA £2.30 OF SOCIAL VALUE FOR EVERY £1 INVESTED

CASE STUDY

FOOTBALL 5IVES: Greggs Foundation



Game On England have been working with a national bakery chain to provide food for hundreds of young footballers in former mining communities.

The partnership with the Greggs Foundation, a charity which donates unsold food from Greggs stores to good causes collected at the end of the day, started back in 2018. Since then, 394 young people aged between 5 to 18 years old have enjoyed free Gregg's food at Game On England's weekly football sessions and tournaments held across some of Yorkshires most deprived Coalfield communities. The food which is donated varies based on the relevant store's stock, but there's usually a good variety of savoury pastries and sweet treats.

Kat Clarke, Development Manager for Game On England, said: "Many of our football sessions are located in some of the most deprived areas in the country, and it's not uncommon for families to struggle with the cost of stocking their kitchen cupboards. Thanks to the food Gregg's provide, we can rest assured that after a tiring football session our participants aren't going to go home hungry. It might not seem like a lot, but it's a real treat for some of these kids they might never have gotten without our combined help."

According to the UN, around 8.4 million people in the UK struggle to get enough food to eat, the equivalent to the entire population of London. Food poverty is especially a concern during breaks in the school term time calendar when "holiday hunger" can strike. A report by the All Party Parliamentary Group (APPG) on hunger suggests that approximately three million children in the UK go unfed during these periods. Many parents find it difficult to budget for an extra meal on their weekly food bill which would have covered by the school, often for free.



WE WOULD LIKE TO THANK ALL OF OUR 2019/2020 PROGRAMME PARTNERS WHICH INCLUDED:

