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. The Coalfields Regeneration Trust has championed the role sport and physical activity can play for the last 20 years.

Game On is the Trust's Sport for Change programme, which through direct delivery of sport-based activity for the last 15 years has helped people in some of our most disadvantaged coalfield communities gain new skills, achieve qualifications, find work and become more active – making lives better through sport. Our approach uses sport intentionally to bring about positive benefits for individuals and our communities.





GAME ON CORE OFFER



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



sessions in community settings for those aged 50+.

We create new walking football



bridge the gap between grassroots and the community game.

for 5 to 11 years old. Helping to

GAME ON ACTIVE

Weekly fitness sessions for

inactive adults and children.

Helping to improve their health



Game On England participants.

volunteering opportunities for



Available in Wales only, £500 kit

grant for grassroots clubs aimed at increasing teenage participation in sport.



and wellbeing.

GAME ON 19/20: BY NUMBERS



England, Scotland and Wales.

Consultancy support to help welsh sports clubs become more

effective and viable through asset transfer, club development, and facility development support.

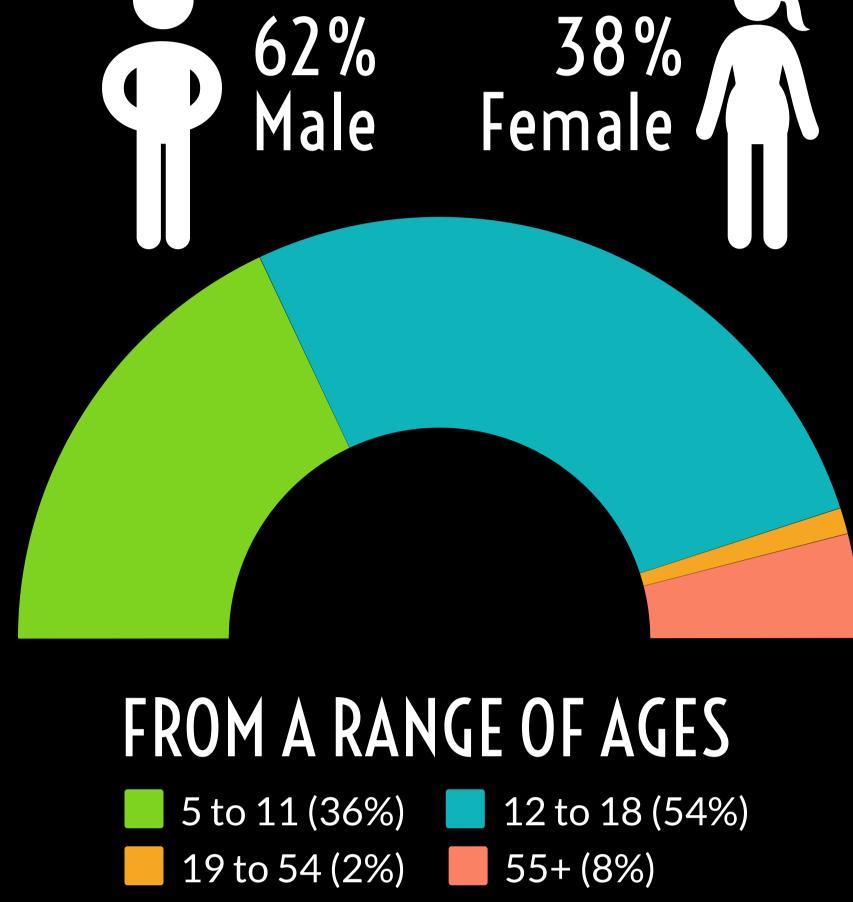
attending weekly participation sessions

1702 PARTICIPANTS



MOST DEPRIVED COALFIELD COMMUNITIES SESSIONS SESSION VISITS DELIVERED

569



THE EAST MIDLANDS AND WALES'

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.







ONE OFF

EVENTS AND

TOURNAMENTS

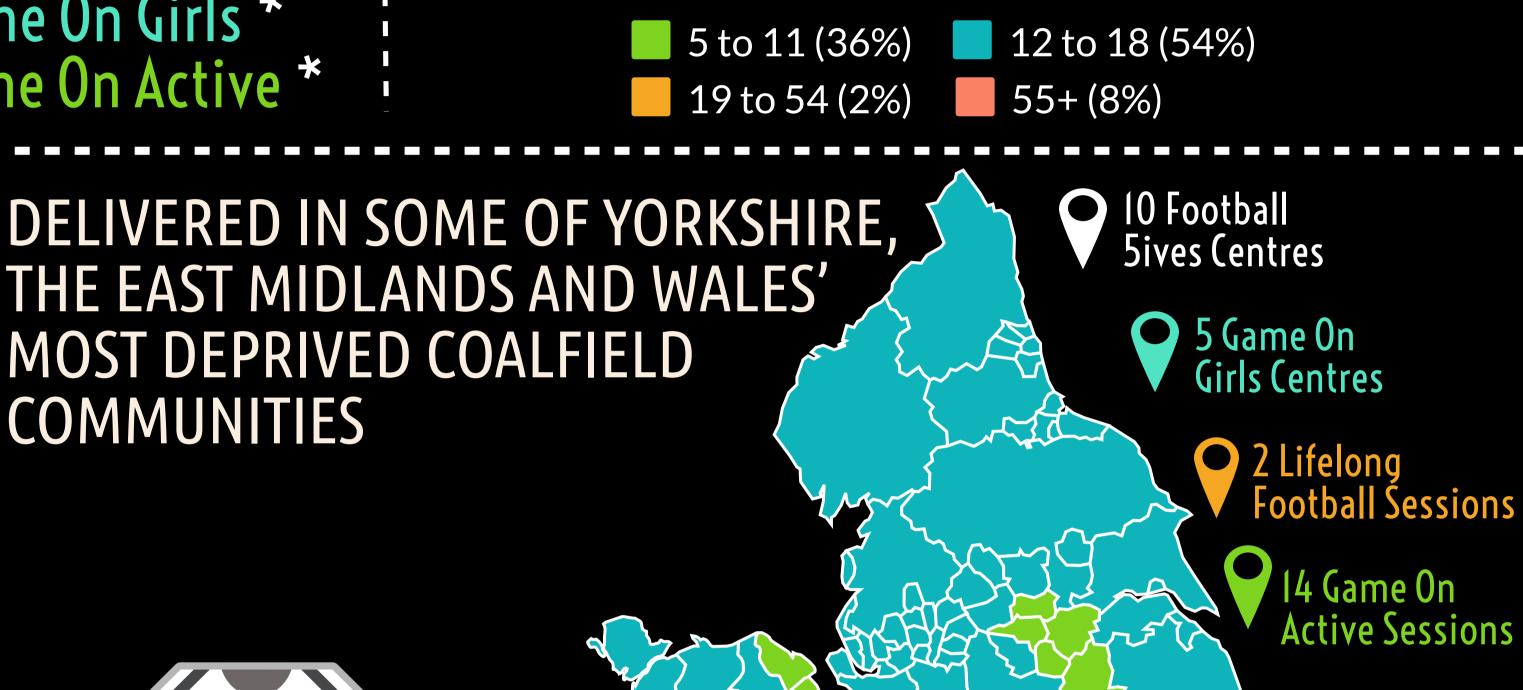


16 CLUBS

SUPPLIED

WITH KIT

£1,357,647 OF SOCIAL VALUE GENERATED FROM AN INCREASE IN AN INDIVIDUAL'S WELLBEING





£37,310

ON DELIVERY

coaching with Game On

regularly volunteering

AMBASSADORS



£8.60 WAS GENERATED IN SOCIAL VALUE **FOR EVERY**



My first session brought back

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

memories from my time in

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

at a session in Athersley each week.

through football.

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

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

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

Lead Community football coach, Matthew Foster, who Hannah has been supporting at the

come out of her shell and develop her confidence and competence when coaching."

sessions said "it has been a pleasure to work alongside Hannah; it has been great to see her

next steps for the future; and her time at the sessions has inspired her to taking on a FA level two

Hannah's newfound confidence and further developed coaching skills has her already thinking about her

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. CASE STUDY

Cardiff game, with team captains going onto the pitch at half time.

Its fair to say the whole weekend has been

fantastic, from the moment we arrived. We

(student) accommodation, (to) the activities.

The girls have made so many friends it's been

have been so well looked after from the

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

tremendous, obviously there should be an England v Scotland divide, it doesn't exist they're all having a good time together. our most deprived coalfield communities. Ian Dibdin (Game On Scotland Coach) Our Growth

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 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 UI6 boy's tournament and a UI6 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 Sive'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

DELIVERED DOUBLE THE AMOUNT OF SESSIONS AND ONE OFF EVENTS with 187 more sessions, 4665 more visits and 7 additional one off events and tournaments with 329 more young people in attendance

DELIVERING IN

£453,111 **INCREASE IN** 6 NEW COALFIELD COMMUNITIES SOCIAL VALUE MORE COALFIELD REGION AN EXTRA £2.40 OF SOCIAL VALUE

TOTAL PARTICIPANTS



FOR EVERY EI INVESTED

48% INCREASE IN

FEMALE PARTICIPANTS

CASE STUDY

18/19 v 19/20

CLUB SUPPORT: Neath Community Tennis Club Sports clubs in Wales are often faced with demanding financial and social challenges, often preventing them from developing into inclusive hubs at the heart of their communities.

to meet modern demands. However, there are ways to combat these growing issues. The Coalfields Regeneration Trust and its Game On Wales programme are striving to lessen the impact of these testing times by enabling local clubs to become thriving centres - encouraging them to become better both on and off the pitch.

Pitches and pavilions are increasingly at the losing end of local authority cutbacks,

One such club that benefited from Game On's club development support is Neath Community Tennis Club. A better business plan and marketing support enabled the club to realise its aim and rejuvenate derelict tennis courts at Dyfed Road, Neath. The upgraded all weather hard wearing playing surface, is available on a pay and play basis which is affordable for all members of the community. This has been

whether its lack of investment, hikes in pitch maintenance fees or facilities unable

achieved in the main thanks to increased fundraising efforts and a better funding bid to Tennis Wales and Sport Wales. Together with direct investment from The Coalfields Regeneration Trust that has improved the changing pavilion (shared with the associated Dyfed Road Bowls Club) we have helped transform the sports facilities at this much-loved park. By seeking the support of Game On Wales and wider The Coalfields Regeneration Trust team, sports clubs in coalfield communities learn how to create more sustainable ways of managing the progression and preservation of their treasured sports facilities.



GREGGS Metropolitan Borough Council

Llywodraeth Cymru Velsh Government Prifysgol

Foundation **University of**

forkshire









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