

Sport and inclusion: bringing people together



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Why sport?



Jacques Rogge, President of the International Olympic Committee (IOC) in a recent statement argues that

“sport can and should play a positive role as a catalyst for our societies, that physical exercise and sport are contributory factors in social cohesion, tolerance and integration; and that they are powerful instruments for physical and socio-economic development.”

Some great examples from the UK...



- Powerboating at Birkenhead YMCA
- Simon Community, Belfast - yachting
- Football tournaments in Derry and Belfast
- Walking clubs (need example)
- Five a side at M25, Doncaster

And further afield



- Sport used to overcome conflict - Liberian refugee camps, Ghana
- Mathare Youth Sports Association (MYSA) Sport and Inclusion, Nairobi, Kenya
- Pinelands Project, Cape Town, South Africa

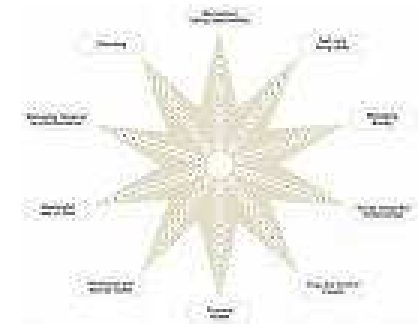
So sport works...



**But how do we know what
difference it makes for our
clients?**

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It's all about the outcomes!



- Can be embedded in regular support planning and keyworking
- Should be part of a wider programme of motivational support



To conclude



- Sport alone cannot ‘cure all ills’
- But it can help! - and think about how you can measure the benefits.

“After the yachting trip, several of the kids who were really hard to engage completely turned around...”

“It’s funny how motivated the lads can be to get up on time for the five a side matches... if we could just transfer that to motivation to get a job!”