



// motive8 & Streets of Growth deliver a successful community sports coaching initiative in Bromley by Bow

East London is an area that will be seeing vast development in the lead up to the Olympics in 2012. The area has already seen heavy development, which has impacted greatly on community sports facilities. Bromley by Bow once had 14 football pitches and they now have one.

Community leadership organisation Streets of Growth (SOG) are committed to working with young people and adults to develop their own real solutions to create a more sustainable and healthier community in Bow.

To help develop new leaders in the community SOG teamed up with Motive8, a health and fitness solutions company. Motive8 operate a large team of coaches who provide school and community sports and activity programmes throughout London. They worked in partnership with Streets of Growth to implement a sports coaching and community leadership programme with a select group of young people from the area.

Over the last two years, local young community leaders, Koyes Ali and Hafizur Rahman who are part of SOG have been developing an innovative sports programme called Operation Engaged, which engages many young people in the local neighbourhood of Bromley by Bow. The community leader programme was specifically designed to work alongside and enhance the good work that had already been done.

Motive8 and the two young adult leaders from SOG devised a community sports leadership award that was delivered to increase the coaching skills of existing streets of

growth community leaders and develop leadership skills of twelve other young people from Bromley by Bow. The aim of the programme was to prepare them to co-ordinate and run future programmes and initiatives in the area. Thus, providing a sustainable programme that will benefit and enhance the community in the long-term.

The programme led up to a final tournament, where Streets of Growth and Motive8 ran a large football tournament that was open to all members of the local community. Aside from planning the event, the new leaders booked in teams, sold refreshments and refereed the matches.

Olympic High Jumper Ben Challenger joined Motive8 for the final tournament, where he presented medals and the final leadership awards.

Motive8 and SOG will continue to work together on similar projects, including the opening of the refurbishment of the one and only football pitch left. The pitch is being transformed into a more versatile sports facility that hopes to engage more young people in positive activity.

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Note to Editors - motive8 is a health and fitness solutions company based in Hampton Hill, specialising in residential and commercial gym design, personal training and school sports provision. Established in 1998, it has progressed to become one of the market's leading health and fitness providers. Call 0800 028 0198, visit www.m8group.net or email info@m8group.net for further details.

Streets of Growth, founded in 2001 by a local man, Darren Way (Winston Churchill Community Leadership Research Fellow 2000), is a neighbourhood based and community led social leadership development organisation which is committed to working with young people and adults to create together real solutions and positive life changing legacies that will bring about healthier sustainable social, environmental and economic regeneration in our neighbourhood. www.streetsofgrowth.co.uk