

Sportivate

Kent youngsters urged to give sport a go in Olympic legacy push

- Legacy programme to get 9,064 young people across Kent playing sport
- Chance to win London 2012 tickets for those who remain regular participants

Thousands of teenagers and young adults across Kent are to benefit from a new sports programme that aims to fulfil the legacy promise made by Seb Coe in Singapore in 2005 to '*inspire young people to choose sport*'.

Sportivate will give 14 to 25-year-olds the chance to receive six to eight weeks of coaching in a sport of their choice. Launched by Sport England and Kent Sport on 14 June, the £32 million National Lottery-funded project will help those who aren't currently playing sport in their own time to get out and give sport a go.

As part of the *Places People Play* mass participation legacy programme, *Sportivate* will see 300,000 teenagers and young adults across England completing sports courses over four years.

Thanks to £966,960 of Lottery investment in Kent, at least 9,064 local people will be able to take part in activities such as:

- Watersports
- American Football
- Rugby League and Rugby Union
- Golf
- Football
- Boxing
- Cricket
- Athletics
- Volleyball

Sport England's Chief Executive, Jennie Price, said:

"Lots of young people think sport isn't for them. I would like them to have the chance to discover whether there is a sport they really enjoy, so this programme is all about choice. Everyone who takes part will receive high quality coaching – giving them the confidence and skills which will make them want to keep playing in the future."

Nigel Wheeler, Chairman of the Kent and Medway Sports Board highlighted:

"This represents a huge investment for sport across Kent and Medway, which will benefit local young people in the lead up to the London 2012 Games and beyond. Our hope is that young people in the County will take up the challenge to get active."

Today's announcement was welcomed by the Minister for Sport and the Olympics, Hugh Robertson MP, and European Junior Barefoot Waterskiing Champion Adam Chalk.

Hugh Robertson:

“This £32 million Lottery programme launched by Sport England will give hundreds of thousands of teenagers and young adults across the country the opportunity to try out and get coached in the sport of their choice. I’m sure these same young people will also be inspired when the world’s greatest athletes compete here at next summer’s Olympic and Paralympic Games and will then want to stay involved in sport for many years to come.”

Kent’s Adam Chalk who has had tremendous success in water skiing, with titles including Junior British Champion, European Junior Champion, ranked 4th in the world and British Junior Trick Record Holder said:

"Getting the chance to get out and try a new sport is fantastic. I think it is important for young people to have the opportunity to try lots of sports so they can find what they really enjoy. If you are up for some fun and trying something new, you can find a sport you really want to stick with."

Kent Sport will work with local providers and sports clubs to help 14 to 25-year-olds in Kent to continue playing sport long after they have completed the course.

To help inspire and motivate the participants, Sporting Champions - a team of current and retired elite athletes - will visit *Sportivate* sessions to share their experiences and enthusiasm for sport.

As an additional incentive, teenagers and young adults who stick with sport will have the chance to enter a ballot for free London 2012 tickets. Sport England has hundreds of Olympic and Paralympic tickets available for *Sportivate* participants via the London 2012 Ticketshare initiative.

In order to be eligible for London 2012 Ticketshare, participants will need to complete the sports course, missing no more than one session, and then continue to participate in sport for at least three months.

Sportivate is an inclusive programme that will create opportunities for disabled and non-disabled participants.

Sport England

Sport England will invest £8 million of National Lottery funding per year over the next four years into *Sportivate*.

Sport England is focused on the delivery of a mass participation legacy from the 2012 Olympic and Paralympic Games. We invest National Lottery and Exchequer funding in organisations and projects that will grow and sustain participation in grassroots sport and create opportunities for people to excel at their chosen sport.

Sporting Champions

Sporting Champions is a Sport England initiative bringing world-class athletes face-to-face with young people and young adults to inspire and motivate them. For more information, please visit the [Sporting Champions website](#).

Kent Sport

Kent Sport is supported by Kent County Council and acts as the County Sports Partnership. It provides the strategic lead for the development of sport and physical activity in the County, through strategic alliances/partnerships. Kent Sport also aims to ensure that Kent derives the maximum benefit and long-term legacy from the London 2012 Games and other major events.

For more details about Sportivate in Kent contact Andrea Murphy, Business Development Manager, (01622) 605064 or andrea.murphy@kent.gov.uk.

Kent and Medway Sports Board

The Kent and Medway Sports Board is an integral part of Sport England's delivery system for sport, which includes County Sports Partnerships (Kent Sport). The Board seeks to represent the interests of sport in Kent at county, regional and national level.

London 2012 Ticketshare

London 2012 Ticketshare is an exciting initiative that will allow many individuals who would not normally have access to the Olympic and Paralympic Games the chance to attend. Tickets are funded through a levy on London 2012 Prestige Ticketing hospitality packages.

Places People Play