

Game On - Aims & Objectives

The following are the five Aims & Objectives of the GAME ON national programme as outlined in the National GAME ON Development Plan. They act as the guiding principles for our work :-

1. Grass Roots Participation

To increase participation in football at grass roots level, particularly by young people in coalfield wards.

2. Engagement & Exit Routes

Using the power and profile of football to engage disaffected and disadvantaged people into football and other sports and community activities, encouraging healthy lifestyles, heightening educational and personal goals and their attainment.

3. Investment in Football

To increase investment into football in deprived areas across a range of levels in the Coalfield wards.

4. Networking Opportunities & Best Practice Sharing

Facilitate and deliver opportunities that enable Coalfield (and other) Communities to share Best Practice and increase Networking Opportunities.

5. Inclusive Communities & Community Identification

Football, as an integral part of localised community activity, plays an important part in establishing Community identity and cohesion. GAME ON is in a position to assist with the revitalisation of communities in this sports-orientated way.