



**SPORT FOR
DEVELOPMENT
COALITION**



Supporting #OpenGoal

March / April 2024

Promotional guidelines

Raising awareness of how sport and physical activity can contribute to building a healthier, more equitable and sustainable future

‘More than sport...’

sportfordevelopmentcoalition.org

Purpose

This document provides context and guidelines for promoting the #OpenGoal framework in the build-up to Saturday 6th April 2024, the UN's International Day of Sport for Development & Peace, as well as an expected UK General Election in the coming months. The framework aims to showcase how targeted sport and physical activity-based interventions can contribute to building a healthier, more equitable and sustainable future. It has been co-designed by supporters of the Sport for Development Coalition.

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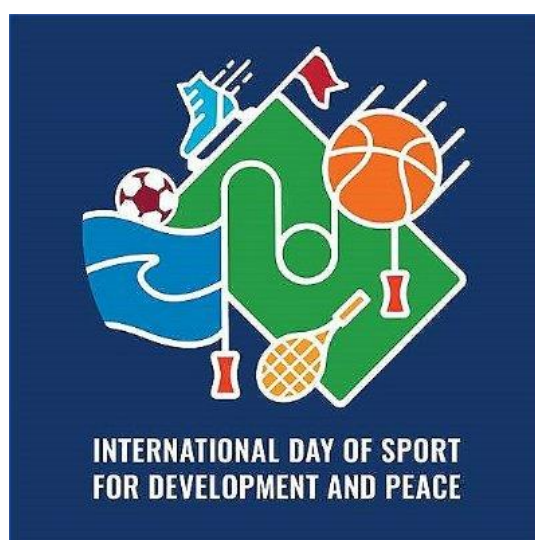
i) Overview

The UK-based Sport for Development Coalition will mark the International Day of Sport for Development and Peace (IDSDP) on 6th April by celebrating the second anniversary of its #OpenGoal framework which aims to showcase how sport and physical activity can contribute to building a healthier, more equitable and sustainable future. In particular #OpenGoal highlights how the Coalition's 400-plus members specifically support a series of positive health and societal outcomes such as reducing crime and anti-social behaviour, improving health and wellbeing, and building stronger communities and social cohesion.

The framework was launched in April 2022 to support national policies aimed at 'levelling up' communities and tackling deep-seated inequalities, but also connect with global efforts advocating sport's role in peace-building and the UN Sustainable Development Goals. #OpenGoal will work with partners to encourage new investment into communities facing disadvantage and deprivation while simultaneously helping to save public funding thanks to the multiple returns on investment which sport for development creates. A good example of this is the £5million Youth Justice Sport Fund created by the Ministry

of Justice in November 2022, and co-ordinated by Coalition partners StreetGames and the Alliance of Sport in Criminal Justice. In January 2023, 218 locally-trusted organisations across England and Wales with a track record of successful interventions in this area, were awarded funding.

IDSDP takes place each year on 6th April and, according to the United Nations, presents “an opportunity to recognise the positive role sport and physical activity play in communities and in people’s lives across the globe”. It resonates more strongly in 2024 than ever before because of the cost-of-living crisis which has followed the Covid-19 pandemic, and continued conflict and displacement around the globe.



ii) Background

The #OpenGoal framework was originally co-designed by Coalition supporters in direct response to the Levelling Up White Paper in February 2022 which, according to UK Government, was a “moral, social and economic programme” for how it intends to “spread opportunity more equally across the UK” by the year 2030. It included 12 ‘Missions’ to tackle inequality and promised to devolve decision-making to the regions, and capitalise on the nationwide fabric of ‘civil society’ networks and groups embedded in communities.

The Coalition is a growing movement of more than 400 charities, VCSE (voluntary, community and social enterprise) groups and networks, sports bodies and foundations, and public and private sector organisations over-arching thousands of projects and programmes intentionally using sport and physical activity for good. It is funded by Sport England and Comic Relief. During 2021-22, Coalition supporters developed a Shared Advocacy Framework to demonstrate Collective Action across five principal outcome areas:



- Improved health and wellbeing;
- Closing the gap in education and development;
- Increased employability and skills;
- Reduced crime and anti-social behaviour;
- Stronger communities and social cohesion.

Note that tackling inequalities and environmental sustainability are cross-cutting themes throughout all areas.

Targeted interventions across the Coalition’s UK-wide network produce cost savings and multiple returns on investment, from sustaining mental health and wellbeing and increasing employability and skills, to reducing crime, anti-social behaviour and unemployment.

iii) Aims & objectives

The aim of #OpenGoal is to stimulate a national conversation on how sport and physical activity features plays a key role in lives and communities but its ability to support and generate important outcomes has not yet been fully realised, thus presenting an obvious solution as Government seeks to 'level up' deeply-entrenched inequalities and combat the growing impact of the cost-of-living crisis by maximising public investment.



Through the support of key Coalition partners, the campaign will also encourage investment in sport for development from other sectors such as the corporate sector, and Trusts and foundations.

- **Open Goal** – sporting metaphor for a solution which is obvious and difficult to miss.
- **Open** – this campaign that is not *owned* by any one organisation or collective, but open to all. The Coalition itself is 'open'; any organisation which can demonstrate that it is intentionally using physical activity and sport to generate positive social outcomes, is welcome to join.

- **Goal** – while the contribution of physical activity and sport to society is often highlighted and calculated as Social Return on Investment (or 'SROI'), its specific role in helping to achieve the priority policy goals in the UK, along with the UN's Sustainable Development Goals, could help to provide a series of measurable goals for the Coalition's collective impact.



iv) Audiences

While #OpenGoal will focus on policy priorities across Government departments, it aims to speak to multiple audiences, as shown below.

- **Policy-makers** – government at national level, including those implementing recommendations and actions outlined by Levelling Up, and at local government level, with a strong focus on devolving power and decision-making to the regions.
- **Public sector** – at both national and local level, #OpenGoal will outline the multiple returns on investment being achieved through targeted physical activity and sport-based interventions, and how these could activate significant cost savings across the public sector, especially with regards to innovative methods such as social prescribing and Integrated Care Systems.
- **Private sector** – in parallel with its focus on policy-makers and government, #OpenGoal will work with partners and support efforts to unlock new funds from corporate partners who are looking to drive better results through social responsibility initiatives. These partners and Coalition members will focus on highlighting the positive social returns that sport can offer and its proven success in changing young futures to drive more funds towards interventions across the Coalition network.
- **Sports sector** – the campaign will speak to sporting partners, clubs and bodies, many of whom are already running important and effective sport for development programmes and encourage them to work collectively to share impact data and good practice. The aim is to encourage a ‘team approach’ to sport’s contribution to society.
- **Mainstream media** – by uniting so many disparate voices under common and shared themes, the occasional interest from paid-media outlets in sport’s role and contribution towards a more equitable and sustainable future will grow and accelerate, especially as it is increasingly being shown to be achieving scaled impact towards important health, societal and environmental outcomes. This will build on the growing interest in tackling inequalities, for example in athlete activism, anti-racism and homophobia, gender and human rights, and environmental sustainability.



v) **Five ways you can help to build awareness and advocacy**



The Coalition is calling on members, partners and supporters both within and beyond sport and sport for development to support #OpenGoal by getting involved online through social media, public affairs and by developing the campaign to promote their own impact and outcomes.

1. Sign up to attend one of our weekly 30min #OpenGoal drop-in sessions, held each Thursday (1200 GMT). Click on the links to book your place:

- [Thursday 22nd February \(1200-1230 GMT\)](#)
- [Thursday 29th February \(1200-1230 GMT\)](#)
- [Thursday 7th March \(1200-1230 GMT\)](#)
- [Thursday 14th March \(1200-1230 GMT\)](#)
- [Thursday 21st March \(1200-1230 GMT\)](#)
- [Thursday 28th March \(1200-1230 GMT\)](#)

The sessions are open to any organisation using sport and/or physical activity to generate positive social and environmental outcomes, not just Coalition members – although you are encouraged to sign the [Coalition charter](#) and join the Movement, and to ask others to do the same.

2. Access and shared the [campaign logo \(generic and co-branded versions available\)](#).

- [Generic](#)
- [Landscape](#)
- [Portrait](#)

If you do not have an in-house designer, we recommend the use of free online tools like Canva. To produce your social media asset on www.canva.com simply –

- i. upload the #OpenGoal logo you wish to use from files above;
- ii. upload and overlay your own organisation's logos;
- iii. add text if required;
- iv. download the new asset you have created, and share.

[View examples of how these have been used in previous years by Coalition members, including in the 2023 live blog.](#)

For queries and assistance, contact slansley@sportfordevelopmentcoalition.org

- 3.** Publish a blog, article or a video with young people or ambassadors showcasing your organisation's work and how it contributes to the positive outcomes highlighted by #OpenGoal. Tag @OpenGoalUK when publishing on X (previously Twitter).



- 4.** Use our template letter to write to your local MP to let them know how you are supporting your local community, and how sport for development can help this and future governments to save public money. Ask them to champion this work in Parliament.
- 5.** Share the Coalition's annual #OpenGoal report (coming soon) and join our call to UK Government to harness the multiple returns on investment that sport for development is generating in communities during a cost-of-living crisis.

vi) Content for websites & newsletters

Find below some suggested content for your organisation's website or newsletter in the build-up to 6th April. Please note this year it falls on a Saturday, so please feel free to publish your content in advance and schedule social media activity. Add quotes from relevant stakeholders where indicated, or feel free to re-purpose as required. Alternatively we encourage you to run your own articles and blogs, and link them to #OpenGoal outcomes.

Suggested content:

[Insert name of your organisation] will mark the UN's International Day of Sport for Development and Peace (IDSDP) on 6th April by supporting the second anniversary of the #OpenGoal framework.

#OpenGoal has been created by *[name of your organisation]* and fellow members of the Sport for Development Coalition to highlight how sport and physical activity can contribute to building a healthier, more equitable and sustainable future.

Ahead of a General Election, the 400-plus members of the Coalition are keen to collectively demonstrate to political parties how the UK's sport for development movement can produce public cost savings by supporting a series of positive health, societal and environmental outcomes such as reducing crime and anti-social behaviour, building stronger communities and social cohesion, and tackling climate injustice.

[Add quote from senior executive in your organisation]

IDSDP takes place each year on 6th April and, according to [the United Nations](#), presents "an opportunity to recognise the positive role sport and physical activity play in communities and in people's lives across the globe". It is certain to resonate strongly in 2024 because of the cost-of-living crisis which has followed the Covid-19 pandemic, and continued conflict and displacement around the globe.

Ahead of an Election, the Coalition is calling on policy-makers to ringfence funding committed for jobs, health and tackling crime towards targeted sport-based interventions that generate multiple returns on investment, from improving the physical and mental health of individuals facing disadvantage and discrimination, to increasing educational attainment and the ability to secure employment.

A recent example is the £5million Youth Justice Sport Fund created by the Ministry of Justice in 2023, which was managed and distributed by Coalition partners StreetGames and the Alliance of Sport in Criminal Justice to 218 locally-trusted organisations across England and Wales.

To find out more, follow [@SFDCoalition #OpenGoal](#) on X (previously Twitter) or visit sportfordevelopmentcoalition.org

vii) Social media content and assets to share

Use these messages alongside the media assets and images [available at this link](#).

In build-up 1	6th April is International Day of Sport for Development & Peace [#IDSDP]. We're supporting @OpenGoalUK showing how #SportForDevelopment can save public money and help to build a healthier, more equitable and sustainable society http://bit.ly/3JX24EI #OpenGoal @SFDCoalition
In build-up 2	How can sport help to build a healthier, more equitable and sustainable society, AND save public money? Join us on International Day of Sport for Development & Peace [#IDSDP] on 6thApril as we support the @OpenGoalUK framework http://bit.ly/3JX24EI @SFDCoalition #OpenGoal
On the day 1	On #IDSDP we're supporting @SFDCoalition call to Government to capitalise on the role of #SportForDevelopment in tackling inequalities and building a healthier, more equitable and sustainable future. Let's not miss this #OpenGoal! http://bit.ly/3JX24EI
On the day 2	#SportForDevelopment - it's an #OpenGoal! On #IDSDP we're calling on our followers and partners to highlight to Government how sport can help to tackle inequalities and building a healthier, more equitable and sustainable future http://bit.ly/3JX24EI @SFDCoalition

viii) Letter to MP

[Add your logo and #OpenGoal logo]

Constituency Office for XXXXXXXXXXXX MP

[insert address]

Dear [insert name of MP],

In the build-up to the General Election, I wanted to let you know about the work *that [insert name of your organisation]* is doing in your constituency, and invite you to come and visit us. We would like your support in raising awareness of the role of sport and physical activity in building a healthier, more equitable and sustainable future.

In particular, I'd like to tell you about the Sport for Development Coalition which *[insert name of organisation]* is a proud member of. The Coalition is a growing UK-wide movement of more than 400 charities and networks that collectively over-arch thousands of projects and programmes using targeted sport-based interventions to generate a series of positive social outcomes – from reducing crime and unemployment, to improving health, wellbeing and social cohesion. It is funded by Sport England and Comic Relief, and includes many networks you may already have heard of – from StreetGames and Spotted, to the EFL Trust and Premier League Charitable Fund – all working in collaboration.

On 6th April the Coalition will mark the second anniversary of its #OpenGoal framework which aims to highlight to policy-makers how the multiple returns on investment offered by sport for development can support national policy priorities and help to reduce public costs, especially in our most disadvantaged communities. A good example of this is the £5million Youth Justice Sport Fund from the Ministry of Justice, which Coalition partners distributed to 218 locally-trusted organisations across England and Wales in early 2023.

Here at *[insert name of organisation]* we believe sport for development believe this is an #OpenGoal for policy-makers and before and beyond 6th April, which is the UN's International Day of Sport for Development & Peace, we're calling for your support in spreading the word. Please come and visit us!

For more information about the Coalition please visit sportfordevelopmentcoalition.org or follow @SFDCoalition on X (previously Twitter). Alternatively feel free to email coalition@sportfordevelopmentcoalition.org and get in touch.

Yours sincerely,

[Your name, title and organisation]

**Got another suggestion
on how to support
#OpenGoal?**

Then let us know!



For further information, or to add your comments
and suggestions on #OpenGoal, contact
slansley@sportfordevelopmentcoalition.org