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1350 Hertfordshire youngsters inspired into sport as legacy programme gathers momentum

More than 1350 young people in Hertfordshire have been inspired to take part in sport in their own time during the first six months of Sport England's Sportivate Olympic and Paralympic legacy initiative.

Responding to the legacy pledge made by Seb Coe in Singapore in 2005, Sportivate is aimed at 14 to 25 year-olds who currently aren't playing sport in their own time, giving them the chance to find a sport they enjoy. The young people are then helped to find a club or venue where they can keep taking part.

Herts Sport Partnership, in association with the ten local authorities, is running the Sportivate project in Hertfordshire. Zumba, cheerleading, American football, climbing and skate-boarding are just some of the popular activities that have taken place across the county.

Sessions are often organised through a range of partners and aim to offer activities that teenagers and young adults want to try; in their own communities. The Sportivate focus is not only on participating in physical activity but the social aspect of these sessions is often equally important.

Sean, 14, from Hertsmere is amongst the many teenagers and young adults who have enjoyed six to eight weeks of coaching in a sport as part of the Sportivate programme. He has taken part in the midnight multi-sport sessions in Aberford Park, Borehamwood and still attends most weeks. Sean says, *"The sessions are great fun and the project gets me off the streets and makes me feel safe."*

All those who complete a Sportivate sports course, missing no more than one session, and then continue to play sport for at least three months 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.

Sport England's Chair, Richard Lewis, said: "We're delighted that so many young people in Hertfordshire have been inspired to get involved in sport through Sportivate. This is what the Olympic and Paralympic legacy is all about and it's fantastic to hear about all those finding a new passion for sport."

As part of the Places People Play official Olympic legacy programme, the National Lottery-funded Sportivate will benefit hundreds of thousands of young people over four years.

To help inspire and motivate the participants, Sporting Champions - a team of current and retired elite athletes - are visiting Sportivate sessions to share their experiences and enthusiasm for sport. One of these champions, Tom Davis, member of the GB Judo Team is scheduled to visit the Sportivate Judo sessions at West Herts College, Watford.

For more information about Sportivate sessions in your area, visit www.sportinherts.org.uk/sportivate



Midnight Football (& multisports)



Tom Davis; GB Judo Team

Notes to Editors

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Notes to Editors

Herts Sports Partnership

Herts Sport Partnership is a non-profit making organisation. It is a unique sports organisation that brings together expertise, resources and ideas from all sides of the sports industry to provide a central and coordinated sports service for the whole of Hertfordshire.

The vision of Herts Sports Partnership is to promote and support a greater level of activity and sport participation in Hertfordshire. To encourage people of all ages and abilities to take part, achieve their full potential and be more active, more often.”

Sport England

Sport England is focused on the delivery of a lasting legacy for community sport beyond the 2012 Olympic and Paralympic Games. For more information please contact the press office: Peter Dickinson on 020 7273 1800 or Amy Wright on 020 7273 1593.

Places People Play

Places People Play is a £135 million National Lottery programme being delivered by Sport England, in partnership with the British Olympic Association (BOA) and the British Paralympic Association (BPA) with the backing of The London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) and the London 2012 Inspire mark.

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 package. People and organisations that will be eligible for tickets are: children and young people from London and around the UK whose schools and colleges are part of the Get Set network; servicemen and women and their families through Tickets for Troops; the British Olympic Association; the British Paralympic Association; and the home country sports councils. The scheme is dependent on the success of Prestige ticket sales.