

What we do: **Increase participation in sport, play and physical activity for all.**

The Sports and Play Development Team promotes and creates opportunity for people to take part in sports, play and physical activity.

1. Fun and Enjoyment
2. Health and well-being benefits
3. Playing to their potential and progressing to their chosen level
4. Reducing anti social behaviour and incidence of crime
5. Competitions and leagues
6. Increase the number of volunteers, coaches and officials with National Governing Body Awards
7. Develop sport and physical activity opportunities in priority areas
8. Provide advice and support to voluntary organisations
9. Promote and encourage active and healthy lifestyles
10. Develop facilities for sport and physical activity use.

“Sport development deals with the opportunities available for people to progress to their potential in sport, from taking part for fun and health through to competition level and also encompasses the provision of opportunities for addressing the social issues of the day through participation in sport.”

"Sport for sport's sake deals with activity management, support services and quality of education through coaching with sport for "social good" dealing with a variety of issues from social integration, health, community regeneration, crime and social inclusion"

As a profession sport development needs to justify the claims made for it by politicians and practitioners alike by providing an evidence base for the claims made for its value as a legitimate social service.

This site is dedicated to providing students and public with sport development resources and information to assist in the further development of the profession.

The logo for Street Sports features the word "Street" in a black, lowercase, sans-serif font above the word "Sports" in a white, lowercase, sans-serif font. The "Sports" text is set against a background of five green rectangular blocks of varying heights, creating a stylized, blocky appearance.The logo for Cheshire East Council features the text "Cheshire East" in a bold, green, sans-serif font above the word "Council" in a smaller, green, sans-serif font. To the right of the text is a stylized graphic consisting of a series of curved lines in shades of green and yellow, resembling a sun or a stylized landscape element.