



## **1. Joined up delivery**

*"We held successful planning days which introduced the right partnerships and activities to the right areas. We impressed on the areas how key joined up thinking was and how partnership working would be required in order to achieve success. Our success [retention rates of 83%] proves our planning days and engagement of partners worked well". SportEssex*

### **Working with trusts**

In Manchester strong partnership working with Stockport Sports Trust has engaged year 8 & 9 girls in Martial Arts Fitness. Due to such high demand and popularity of the activity, the trust has already committed to continue the activity post Sport Unlimited. Boys & girls in years 7-11 have received professional badminton coaching at their local community youth club, with the opportunity to be part of a badminton festival after the 10 weeks of sessions.

Dance has proved popular in Wigan, with a project run from Hindley Leisure Centre in conjunction with Wigan Leisure & Culture Trust's Arts & Festivals section. The project was very successful with 18 out of 19 girls attending 6 or more sessions. The project was successful in attracting participants from a range of communities across the borough, including some of the most deprived areas and from ethnic minority communities, through utilising a partnership approach.

The Maidstone Leisure Trust working in partnership with Serco Leisure and SHOKK have developed a bespoke training programme for young people in the Maidstone area (Kent). The pioneering programme has been devised to offer innovative vocational routes into the health and fitness industry for young people. SHOKK's 10 week course is a multi-skilled development approach, which combines two of SHOKK's specialised accredited training workshops, X-treme and Kombar. On completion, the young people who demonstrate the most promise will be offered an exit route into the health and fitness industry.

### **Partnerships with professional clubs**

Many CSPs have formed partnerships with professional clubs. Successful projects have taken place through linking with professional rugby clubs in both Hertfordshire (Saracens) and Worcestershire (Worcester Warriors) - to offer a range of different sports. In both cases the clubs have assisted with coaching, provided competitive opportunities, incentivised participation and provided a range of exit routes in various sports.

Bury Youth Service ran cheerleading sessions and were able to link up with Bury FC – some of the girls have been invited down to Bury Football club for trials with their cheerleading squad which has led to them doing 'demos' before home games at Gigg Lane.

BiG Storage Cheshire Jets have been running a highly successful British Basketball League (BBL) professional team for many years and have established a network of 'Junior Jets' clubs across Cheshire, The Wirral and Flintshire. This has included the revitalisation of a local basketball club, the Sankey Jets. 61 people registered during the Autumn term and 55 (90%) met the retain target.

*"The success of Sankey Jets is a great example of what can be achieved with the focus and enthusiasm of parents and children supported by a professional sports club through the provision of a framework for them to thrive within" - Peter Hawkins (Director, BiG Storage Cheshire Cats).*

### **Something to cheer about in Herefordshire and Worcestershire!**

In December 2008 a cheerleading and dance festival took place in Worcester at the St Peters Leisure Centre. This event was a celebration of the previous 10 weeks of dance and cheerleading that had taken place around the county and had involved hundreds of young people. The event was hosted in partnership between Sports Partnership Herefordshire and Worcestershire, the Worcester Warriors rugby club, SSPs and Competition Managers and was supported by UKCA (the cheerleading association). Prior to the event young leaders were trained and these leaders then undertook team liaison roles during the event. Each of the 201 participants received a certificate on the day and prizes were given for both the best dance routine and the most supportive team (who cheered the loudest for all teams). SIRC used innovative data capture methods (including video diaries, young reporters, graffiti walls and photo caption sheets) to assess participant experiences and a DVD will be produced to showcase the event.

*"I thought it was great! It had a good atmosphere and everyone was really good. The best thing about cheerleading is the team spirit".*

### **Strong partnerships with NGBs**

Street Cheer is running at various sessions across the North East, usually in community and youth centres where the young people perhaps already attend a youth club. It is sustainable due to the popularity of the level one course currently being rolled out, especially in the North East. Over 60 people attended two courses recently so there are people out there who are delivering straight away. The sustainability is also maintained as the young people who are attending as participants are expressing major interest in becoming trained instructors so they can keep their own sessions running. The UKCA are also a great support with regional representatives who offer continued support to those who have qualified as instructors as well as recruiting more people to do the course.

### **Tees Valley Sport - Fit Rugby**

In Tees Valley 'Fit Rugby' is delivered by the Rugby Football Union in partnership with Tees Valley Sport and has enabled young people to experience rugby and get fit at the same time. The sessions are held in six geographical areas and have proved popular with young people aged 11-13. The programme is cleverly structured with five or six sessions organised in schools from 3.15pm - 4.15pm while the rest are delivered in rugby clubs from 6.15pm - 7.15pm. Acklam Rugby Club is one such club who have supported and benefited from the program and its approach. The positive response from young people has enabled them to recruit 30 new members.

In Greenwich (East London) there has been 100% attendance at a girl's only equestrian project. The project is linked with the Olympic unit and is fully supported by the British Equestrian Federation. Significant press coverage has been achieved locally and one young girl is already riding with her local club.

Key success factors:

- Creating genuinely sustainable sessions through partnership working.
- Engagement with the youth sector.
- Bringing sport into settings which young people are already comfortable and familiar with.
- Linking festivals, tournaments or events into the Sport Unlimited delivery to encourage high retention levels (giving young people something to work towards / aspire to). "An integral part of the autumn term programme was competition" (Heartlift Wrestling).
- Events at the end of Sport Unlimited activity blocks also work well "20-30 girls aged 11-16 are going on to take part in a dance show after attending the Autumn term dance programme in Tameside".

## 2. Student voice

### Young people designing activities

In Oldham a health & fitness exercise programme took place at Hathershaw school for years 9 & 10. In total 16 girls who do not usually take part in any out of school activity signed up to the 8 week course. The programme was designed especially for them, with their input – activities included boxercise, circuit training, exercise to music etc. 15 out of 16 attended more than 60% of sessions and the 16<sup>th</sup> participant only joined the activity halfway through the programme (so couldn't achieve the retain target).

In Lancashire consultation with existing SU participants has led to some partners adapting their sessions to become 'sport on the doorstep' rather than based at a school or community site.

Following some consultation by High Suffolk SSP (in North Suffolk) cheerleading and archery activities came out as the most popular activities that young people would like to try. Sport Unlimited funding helped to support 9 cheerleading clubs, and 15 archery clubs were formed at middle and secondary schools across the partnership. *"The two activities have been extremely well received with over 450 youngsters involved throughout the autumn term. We decided due to this success, to conclude the sessions with competitions for both activities. 30 archery enthusiasts participated at Hartismere High School and an additional 150 took part in the cheerleading event. It has been fantastic fun and great to see a multitude of new faces; youngsters who do not always have the opportunity to represent their school"* Steve Parry (PDM).

Energize Shropshire, Telford and Wrekin have consulted with young people and used the knowledge generated to hand-pick coaches. They understand how to differentiate the delivery of the sport for semi sporty young people that get turned off by traditional sports delivery focused around technical

skills and competition. Subsequently some Sport Unlimited sessions have been delivered in a relaxed manner, with the focus on fun, not using technical speak, and allowing music to play in the background. After finding out what young people want one of the martial arts projects also loaned participants specific clothing for the duration of the project. The young people were responsible for washing their kit each week and turning up with it ready to take part. The participants were then offered the opportunity to buy the martial arts clothing at cost price at the end of the project. This was an effective way of reminding the participants about the project even though they weren't attending every day of the week and kept their interest and motivation levels high.

### **Innovative consultation methods**

South Yorkshire Sport contracted SIRC to undertake innovative and fun consultation with young people on their behalf, in order to inform year 2 delivery plans. Consultation took place within four different settings including youth clubs and colleges and involved approximately 200 young people taking part in various data collection quizzes, games and interviews. These incorporated 60 second 'big brother' style video diaries; writing on graffiti walls; using 'Qwizdom' as a fun interactive way to collect data on participation habits, tastes and preferences and future needs; showcasing varied sporting activities using prompt cards and video clips and profiling young people by getting them involved in 'design your own sport'. A DVD will be released shortly to show the highlights and benefits of indepth consultation of this type. Two students from Sheffield Hallam University are also undertaking research projects (supervised by SIRC) focusing on 'who are the semi sporty', what are their needs and the most appropriate communication methods.

Merseyside Sport has been working with the Liverpool Comedy Trust to highlight student voice. The Comedy Trust is a registered charity set up in 2002 to develop and sustain new comedy talent and to explore comedy as an art form. Young people have been given the opportunity to create their own comedy scripts to express their views on sport and show why they do or don't enjoy physical activity.

West Yorkshire Sport identified a need to undertake more consultation to focus on providing what young people want, in settings and formats which are appropriate to their needs. A consultation day touring around numerous schools and community clubs took place in January, supported by the CSP and SIRC. Various innovative data collection methods were used including graffiti walls, video diaries and voice capture. It is hoped that this will be the first of several such days taking place during the Spring term, also supported by two further Sheffield Hallam University students investigating the sporting landscape in West Yorkshire and identifying the needs of the semi sporty.

### **Young people's focus groups**

Hertfordshire Sport are conducting a series of focus groups in an attempt to really understand the landscape they are working with in terms of 'semi sporty' young people. Focus groups will be undertaken with semi sporty types to ascertain general attitudes to sport, previous experiences of sport and why they have decided to join Sport Unlimited sessions. Focus groups will also be carried out at the end of some projects both with those that completed the course as well as those who dropped out before the end of the course in order to gather insights in the experiences of these

young people. CSW Sport are also taking a similar approach and have contracted a sports consultancy to undertake this research.

### **Surveying young people**

Large scale data collection to identify baseline participation levels and to identify what activities young people want to do have been undertaken by Pro-Active South London (26,000) and Pro-Active West London (10,000+ to date). This data is used to shape Sport Unlimited delivery by determining what young people want to do and then follow up by specifically targeting young people to attend the activities which they said that they wanted to try.

During the Autumn Term 2007 the Carlisle & North Cumbria School Sport Partnership commissioned a survey of 7,000 pupils to evaluate exactly which activities they would like to take part in. They also asked the young people to let them know when, where and on which days they would prefer to participate. From this comprehensive research project the Sports Unlimited Plan developed with a clear focus on Funk Fitness and Extreme Sports activities, which have been successfully received.

### **Active Norfolk - Student Consultation**

Large scale data collection to identify baseline participation levels and to identify what activities young people want to do was undertaken in Norfolk during prior to the summer 2008 term. 32,000 responses to the survey were received, the data has allowed Active Norfolk to shape Sport Unlimited delivery this term and has proved to be a very successful approach. Volleyball courses have taken place in the region as a direct result of this consultation and were targeted specifically at those who had expressed an interest in taking up the sport. The volleyball sessions culminated in a tournament which gave the 40 children involved an opportunity to showcase the skills they had learnt throughout the courses in a competitive environment. At least 5 young people that have taken part in these sessions have gone on to form a team to compete in the forthcoming U14 regional championships.

### **South London's School Sport Survey**

PRO-ACTIVE South London conducted a School Sport Survey throughout the secondary school network with a view to identifying some clear information about a number of key issues; particularly the sports young people would like more access to and any barriers to participation. The survey generated 26,000 responses from young people across the sub-region and is an extremely useful tool for deliverers and providers in identifying demand using an information based, strategic approach to planning.

The top 5 sports were: 1. Football; 2. Swimming; 3. Ice Skating; 4. Trampolining; 5. Dance

The top reasons that stop young people doing sport: 1. Time; 2. Cost; 3. Friends don't take part.

PRO ACTIVE South London have collected really important information which helps take a strategic approach to future planning, budgets and delivery plans. By investigating the views of such a wide proportion of young people in the sub-regions, deliverers can make decisions about future provision based on the views and demands of young people and build up a strong knowledge base.

Key success factors:

- Fun and innovative consultation methods will help to engage and inspire young people, get them thinking and collect high quality data.
- Consulting with young people in places and via ways that they feel comfortable with is the key to collecting good quality data. Getting young people to collect this data themselves and suggest the methods that would work for them generates ownership and enthusiasm for the process.
- Collecting large scale 'student voice' data can be successfully achieved via standardised surveys, however further smaller scale, more focused qualitative research should follow to investigate the reasons behind perceptions and motivations and to develop greater understanding of how young people think and feel.
- Identification of local need is key to offering the right activity mix in the right way.

### 3. Menu of opportunities

#### **Tailoring fitness-based activities**

The Fylde Sport and Physical Activity Alliance (in Lancashire) have launched GO Fitness (Girls Only Fitness) which is a project that targets year 11 girls at secondary schools throughout the SPAA areas of Fylde & Wyre. 10 week gym and exercise sessions were delivered to girls to develop their understanding of the benefits of being active and to create a fun and social setting. In the first term the GO programme has engaged 90 year 11 girls and retained over 60% of these individuals.

An advanced gym project in Blacon in Cheshire aimed at boys in years 11-13 has become very popular with regular high attendance. It has been a great opportunity for boys who do not normally engage in regular PE the chance to get involved and enjoy physical activity. The following quotes are taken from parental feedback received so far: *"This gym gives people a chance to keep fit and off the streets", "It gives the opportunity to learn new skills and it teaches respect towards others", "It is very good to involve the young in something fun and new"*.

Dance is proving very popular. In Oadby & Wigston in Leicestershire retention rates for term 2 of the dance mats programme delivered in partnership with Jinz Health and Fitness Club were 93.5%, and the virtual league on their website is going from strength to strength:

- April – July (Trailblazer Term 1) = 10 teams, 447 visits to league tables on website
- Sept – Dec (Autumn Term 2) = 16 teams, 540 visits to league tables on website

A disability project aimed at 12-16 year olds took place in St Albans in Hertfordshire. The project was aimed at young people with moderate learning difficulties and provided them with the opportunity to take part in fitness activities at a local gym. All of the young people have problems engaging in team games and activities. Therefore providing them with the chance to take part in an activity where they could set their own goals and participate at their own pace was appealing for the young people.

## **New and innovative sports**

Concept 2 rowing has been set up in partnership with Northumberland Sport and Morpeth and Ponteland SSP to engage semi sporty young people. The response to this activity from young people has been excellent with 100 pupils attending during the first ten weeks and a retention rate of 80%. The sessions were attended by a mix of both sexes and young people from all age groups. After just a few weeks they proved confident enough to enter the regional championships. At this event they achieved national acclaim with one year 10 boy winning his category. This was a great achievement considering that he only began taking part in the sport a few weeks earlier. All three schools involved have entered teams into the Concept 2 leagues.

In Berkshire a school dodgeball league has been organised during the autumn term of Sport Unlimited across the whole of the West Berkshire School Sport Partnership. Dodgeball has been attended by an equal mix of both semi sporty male and female participants. The dodgeball league games are delivered by SSCO's with one key SSCO responsible for administrating the league. The dodgeball league is set to continue throughout the year. Other year groups are keen to be involved in future leagues and have requested that their school cater for older age groups.

A partnership was set up between Claverham, Battle Climbing Club and Battle Area Sports Centre to deliver climbing in Sussex. The climbing club was chosen as an activity because it is not your usual curriculum sport that is available widely, and opportunities for young people to participate in climbing are very limited. The aim was to sign up approximately 40 young people from the local areas but there was an overwhelming response with over 80 young people interested.

In the East London borough of Newham, a partnership between the SSP and local YMCA resulted in a whole day of rollerskating activity being taken up by over 600 young people. A local school agreed for rollerskating sessions to be integrated into all PE classes for just one day, with roller discos held after school finished. This was a one-off taster session, which was then followed by 10 weeks of rollerskating. Many young people, especially boys and years 10 and 11, said that rollerskating was something that they would never have thought to try and the idea of the sport didn't really appeal to them, but most people really enjoyed it. 138 young people immediately signed up for the sessions.

## **Multi sport opportunities**

In Burnley activity sessions for 11-19 year olds are offered free of charge every Wednesday afternoon from 1 pm to 5.30pm at the St Peter's Centre. This is when Secondary Schools shut for the afternoon as part of the Building Schools for the Future Programme. The range of sports on offer includes: swimming, trampolining, basketball, street dance, gym and body training systems. Evaluation undertaken by SIRC found that many semi sporty young people were enjoying the opportunity to try a mix of different sports: *"usually on Wednesdays you go down town or like go home and watch t.v. so it's been good to do something and meet other people", "yeah its good, we're gunna try and do everything, it's dark in the evenings now and we're hanging around and stuff so it's good to do something like this".*

### **West Yorkshire Sport – up-scaling delivery**

- The figures: £507,600 funding, year 1 target: 13,338, achieved so far: 6885 engaged, of these 5439 retained.
- A wide range of partners including: NGBs, Youth Sector, LAs, Extended Schools, Third sector, PCTs, etc.
- A varied range of sporting opportunities in different settings and through different providers:

**Year 1 (Term 2) – 60 sports, 283 taster sessions**

**Year 1 (Term 3) – 63 sports, 350 taster sessions**

**Year 2 – 65 sports, over 1000 taster sessions**

Bradford (Term 2) - 2500 youngsters engaged and 2100 (85%) retained e.g. through special Saturday events for young Muslims.

Major achievements: establishment of American Football teams with future plans for an Academy, successful partnerships with private health clubs, multi sport taster sessions and weekend festival.

Key success factors:

- Fitness based activities have been very successful in attracting both males and females, and catering for young people with disabilities.
- Females have been attracted by dance, cheerleading and ice skating activities which are popular due to current high levels of exposure on television (High School Musical, Strictly Come Dancing and Dancing on Ice).
- Some activities specifically marketed as 'girls only' have been well received (e.g. football, cricket, fitness) however other activities have successfully been promoted as mixed sex (including archery, orienteering, canoeing, karate, boxercise, etc).
- Multi sport opportunities have given young people the chance to sample a range of non-mainstream sports and find which ones they enjoy - this has included trials of such sports as lacrosse, handball, capoeira, trampolining and rollerskating.
- Challenging traditional stereotypes and perceptions has been a key success factor. There have been successful projects which have attracted males to sports which have traditionally been perceived as 'girl's sports' including street dance and boxercise, and likewise girl's football and cricket have proved very successful.

## **4. Signposting**

### **Peer-to-peer promotion**

Team Beds & Luton are using social networking sites to promote activity in the partnership. Each school has a Sport Unlimited 'Facebook representative' to communicate messages about the Sport Unlimited programme across the school network. The model has been devised with young ambassadors in the region.

### **The 'SU Crew' in East London (Hackney) –**

The SU Crew are a group of young people aged 16-19 who are helping to evaluate the East London Sport Unlimited Programme. The initial group of 13 young people are taking part in new and different activities themselves, producing video diaries to share experiences with their peers, travelling around Sport Unlimited projects to speak to participants and evaluate how the sessions are going and spreading the word via their own facebook site. The quotes below are from their first induction session, which also included trying out handball, rowing and capoeira:

"thanks ms, friday was awesome you should organise events more often, I'll come" Mubzzy

"thanks for friday, it was a right laugh lol" Dale

In Devon cheerleading sessions have been run by young people for young people. A partnership between the SSP, Youth Service, Cannons Basketball Club and Active Devon County Council has succeeded in introducing cheerleading to young people in Plymouth. Two young leaders from the cheerleading squad took charge of delivery, which included 30 participants taking part in a cheerleading demo before a National League basketball game - the retention rate for the project was 100%. As a result of these successful activities the SSP is setting up a Saturday evening academy on the school site with a direct exit route from this to the club's cheerleading section.

### **Signposting young people into clubs**

In Coventry new after-school satellite clubs have been introduced in basketball, skateboarding, cheerleading and girls football. The clubs provided a new opportunity for young people and a pathway for further participation in 'Hub Clubs'. At week 8/9 of the sessions a tournament or festival event was staged at the local 'Hub Club' venue which introduced the children to the home facilities of the central club and its activities as well as engaging parental support to the programme. The purchase of unique satellite club playing kits to enable the clubs to establish their own identity and encourage club ownership from the participants were invaluable in terms of contributing to the success of the sessions.

#### **Key success factors:**

- Whilst social networking sites established and promoted by adults have failed to take off, several CSPs are trialling Facebook sites that young ambassadors have taken responsibility for. SIRC will monitor the impact of 'peer to peer' social networking.
- Encouraging and supporting young people to take ownership for delivering their own activities has been very successful. Cheerleading sessions in Devon had 100% retention rates, a table tennis session in Lincolnshire attracted 10 young people that have now gone on to form their own club and 'Teenspiration' in Cornwall had 88%

retention for a dance project in which young people were responsible for a performance at the end.

- Initiatives to bring together groups of young people to advocate the benefits of participation to other young people, and also to evaluate activities themselves, is a great way to signpost young people into sport.
- Sessions with direct links into clubs, such as the sessions in partnership with the Saracens in Hertfordshire and Coventry's 'Hub Clubs' (above) are good ways to signpost young people into sustainable participation opportunities and pathways.

## 5. Sustainability

### Club links

#### **Greater Sport - Bolton 'Heartlift Wrestling'**

In Bolton, 'Heartlift Wrestling' has developed an additional club at Harper Green High School. Enthusiastic Sport Unlimited participants have additionally been travelling over to train at the main club, volunteering through their half term to help children with disabilities in buddy / mentoring roles and competing in inter-school competitions against other schools in Bolton and Wigan. Participants were also given the opportunity to compete in an international competition and one of the boys, Wade, achieved second place.

In Greater Manchester, beginner golf for males aged 16-19 has had 100% retention - those who go on to join the exit route golf club will receive reduced membership.

In Bolton, 81 girls attended football sessions with 100% attending over 60% of the sessions. 26 girls have now gone on to the Football in the Community development centre on a Friday night with 5 joining local clubs.

In Stockport lacrosse sessions have been very successful and the club has committed to continuing the sessions on an ongoing, weekly basis. They are organising friendly matches for the rest of the season and are hoping to enter the new team in a league at the start of next season.

A street dance project in Sandbach (Cheshire) has proved popular among young people, with a new club being developed that reached maximum capacity of 25 participants. Of these 23 individuals were retained (14 female and 9 male). There have been three more clubs developed nearby and further funding has been awarded to help develop the dance project in areas that are not yet serviced by these clubs.

## **The creation of teams and leagues**

Introductory futsal sessions in Manchester for both girls and boys have had a retention rate of 98%. This has led to young people, who would not normally have an opportunity to play, competing in a futsal league that has been established. Sport Unlimited activity has also led to the re-establishment of the Secondary School Basketball league and competition.

### **Berkshire Sport - Baseball**

Berkshire Sport has begun delivering Baseball sessions with support from Bracknell Baseball Club as a part of its Sport Unlimited programme. Sessions were held in local youth clubs and were mainly attended by semi sporty males aged between 13 and 16. Young people are signposted to Bracknell Baseball Club by the coaches who attend the sessions. The last session is also held at the club ground so that young people can experience playing there and compete against other youth groups. Sport Unlimited funding will help to train several youth leaders as Level One coaches in the future, who may become involved with the club. This will allow the club to sustain the groups regularly in the youth group setting.

### **Gaining qualifications / leadership opportunities / volunteering**

A kayaking programme run by Longridge in partnership with Bucks and Milton Keynes Sport Partnership has helped semi sporty young people to get involved in sport. The course is held at Longridge's 12-acre British Canoe Union training centre situated on the Thames between Maidenhead and Marlow. The sessions allow participants to work towards a British Canoe Union qualification under the paddle power brand. This scheme comprises the 5 youth friendly awards all with a colourful and youth friendly approach to provide an appropriate pathway for young paddlers. Overall, 165 young people aged between 11 and 13 took part. The participants were predominantly semi sporty or non sporty with 60% of participants being female and 40% male. Longridge also offer the opportunity for participants to join one of their clubs, volunteer at the centre or work towards further qualifications. One of the main successes was that from these sessions 94 young people wanted to join clubs. Unfortunately, only 40 young people could be accommodated at the time.

### **Somerset Sport - Heathfield Transition Club**

Somerset Sport have developed a number of transition clubs from Primary to Secondary schools and Secondary Schools to community clubs after transition was identified as an issue for young people. The sessions were held at local secondary schools on a weekly basis. A highlight of the club is the involvement of the young leaders from the secondary schools who have been working alongside the coaches in developing their coaching/leadership skills. The young leaders have begun leading warm ups and small groups, this has also transferred to their own lessons and many teachers have commented on how they are becoming more responsible and organised during PE.

Key success factors:

- Direct links to clubs and incentives to join.
- Opportunities to undertake qualifications, leadership training and volunteering.
- Supporting the transition from participating in a school or community environment to a club based setting – e.g. using club coaches to deliver in other settings so young people have a familiar face at the club, holding sessions towards the end of the 10 weeks at the club to help smooth the transition.
- Satellite clubs and 'hub clubs' help to create pathways for participation.

## **6. Learning**

**The examples below showcase further elements of Sport Unlimited projects that are proving successful and illustrate how a Sport Unlimited is helping young people to excel in their chosen sports:**

### **Using role models to inspire**

A new table tennis club has been formed – Ramsbottom Table Tennis Academy – which held a fun night at the end of the 10 weeks including a visit from the England no 4 table tennis player Lindsay Thornton and the top Bury league player, Michael Moir. The session included coaching, some exhibition matches from the club coach and volunteers who are top Bury league players themselves, table tennis and general sports quizzes for the children and one for their parents. The children and their parents also got the chance to play a few rallies against Lindsay at the end of the evening. The academy has also been able to gain additional funding of £250 from the Royal Bank of Scotland Group.

With the help of Sport Unlimited, David Price (British amateur boxer from Liverpool, won the Commonwealth title at superheavyweight in 2006) set up the David Price Boxing Academy on November 7th 2008. He is currently teaching non-contact early stage boxing at 6 secondary schools across Liverpool and is looking to expand further.

The Sport Unlimited project in the Black Country was launched by Rowing Olympic gold medallist, Zac Purchase. He said: *“Sport Unlimited is a fantastic way of getting children and young people more involved in activities they’ve always wanted to try but perhaps never had the opportunity. Sport is great for self-confidence and teaches you a lot about teamwork too. Every Olympic Champion started somewhere; you never know what you can achieve until you have a go!”*

### **Incentivising participation**

Stockport were able to negotiate various incentives from the clubs and Sports trust for children who attended 60% of sessions – this included reduced membership to Bredbury Cricket Club, Romiley Cricket club, Moor End Golf Club, Stockport Lacrosse Club & Sports trust venues. The success of this can be seen clearly in Stockport’s KPI figures (with excellent retention rates, 100% in many individual activities). The swimming programme especially was well attended and Stockport Sports trust who

had originally committed to continuing the sessions post Sport Unlimited are now looking to increase the number of these sessions in their regular timetable.

In East London, discounted equipment (£20 roller skates), free equipment (tennis rackets), t-shirts and bandanas (to create team unity before performing at the Notting Hill carnival), £25 sports vouchers and the opportunity for cheerleading and dance squads to perform on the pitch before West Ham United football matches, are just some of the incentives that have been offered as part of Sport Unlimited projects.

Active Devon give participants a rewards card if they attend over 70% of sessions, the rewards card offers them discounts at various shops and places throughout Devon. <http://www.activedevon.org/page.asp?section=0001000100160007&sectionTitle=Sport+Unlimited>

A 'Rock on Roseland' surfing project in Cornwall built on word of mouth promotion from similar projects within schools and incentivised young people by allowing them to reserve places on summer surfing camps if they attended all the Autumn term sessions – all 22 participants attended every session. A Penwith College project also offered free kit to those who attended 100% of sessions (34 out of 36 young people met this target).

### **Talent identification**

One young person has shown a natural talent for skiing, but being financially under privileged could not afford to continue by himself. Norfolk ski club are considering waiving the membership fees, Great Yarmouth College are going to fund him through his one to one tuition and gifted and talented (Norfolk) are giving him access to their Ski specific conditioning coaches and training. Waveney Gymnastics Club have also agreed to subsidise fees for two young boys to allow easier access to trampolining. Great Yarmouth College have agreed to help fund these students in this activity and give them a platform to enter competition with the gymnastics club.

At the East London induction for the SU Crew (see page 10 for more details) the young people got to take part in three new activities – handball, capoeira and indoor rowing. A team GB coach delivered the handball sessions and one young participant was talent scouted to come along to sessions and train with the GB squad.

Key success factors:

- Incentivising participation through discounted membership of clubs and future participation opportunities, vouchers, discounted or free equipment and opportunities to compete or perform, helped to boost retention rates during the Autumn term.
- The use of role models and famous sports people to showcase the benefits of taking part is a good way to appeal to both young people and their parents.

### **Sports Partnership Herefordshire & Worcestershire - Gymnastics**

Bromsgrove District Council, in partnership with the North Worcestershire School Sport Partnership (SSP), identified a huge demand for gymnastics in central Bromsgrove coming from schools in the area. There was provision of after-school sessions and curriculum based activity but there were no clubs to direct the children to. As a result of this need a local club on the outskirts was identified 'Wyre Forest Gymnastic School', described as: *"a very proactive club in terms of what they offer; a very high standard of coaching as well as recreational and competition gymnastics"*.

All young people attending the sessions have the opportunity to work their way up through the badges. Additionally, coaches have been assessing everyone that is attending the sessions in Bromsgrove. If an individual with a particular talent is spotted, they are invited across to additional sessions at Wyre Forest Gymnastic School or there is a potential for them to go in to the competition structure that is also run by the club. There are lots of ways for young people to develop their talent and skills: *"There are lots of avenues for young people to be picked up, and the coaches are really proactive in terms of spotting someone with a talent"*.

### **Leicestershire and Rutland Sport – What do the parents think?**

In addition to gaining feedback and tracking the experiences of Sport Unlimited participants, the CSP have also consulted with the parents of young people attending both gymnastics and trampolining sessions to assess the impact of these projects. The following are a selection of their comments:

- "Harriet's confidence has grown with each session she attended. She is able and willing to try things that she would never have done before."
- "Carmen tells all her school pals how great gymnastics is! She enjoys sharing the exercises at home and is really enthusiastic before each session."
- "Hazel's confidence has increased and her physical fitness has improved. She enjoys walks more and is less tired."
- "It would be devastating for Cormac not to carry on as he has gained so much confidence. Cormac has always struggled with confidence and this is the first out of school activity that he has stuck to. His confidence has soared and his physical strength has improved amazingly. Cormac is so proud of his achievements."
- "Amber sleeps better after the sessions on Tuesdays. She looks forward to gymnastics all week – something she wouldn't normally do with an after school activity."
- "Callum now has a positive attitude to exercise and is proud of his achievements. Callum is not sporty and finds it difficult in group activities at school as there are many sporty children in his class. Callum has found an amazing sense of achievement in being active."