



## 1. Joined up delivery

Examples of strong partnership working have continued across all CSPs, including enhanced club links, private delivery partners and working with Sports Colleges:

### ***Club links (examples: gymnastics and athletics)***

**Humber Sports Partnership** has developed a successful collaboration with Wolds gymnastics club in Driffield, providing cheerleading and trampolining sessions for older girls who tend to drop off from traditional athletics activity from year 5 onwards.

Due to a massive demand for gymnastics following the highly successful Key Steps Gymnastics programme, **Cumbria Sports Partnership** has supported the development of the Kirkby Stephen Gymnastics Club. The Eden Valley School Sport Partnership led the project with support from Kirkby Stephen Grammar School Sports College, members of the local community and young leaders. The club is now over-subscribed - "*a huge success*", and there is a stand alone after school club offering 3 sessions per week. To date 10 adults have attended formal gymnastics training to enable them to set up after school clubs on their respective school sites. Young leaders have also been involved by acting as support to staff and being given the opportunity to gain experience and qualifications in gymnastics.

### ***Joint strategic working with new partners***

**Derbyshire Sport** has reported making "*massive strides*" in forging new relationships and developing strong partnerships particularly within the Chesterfield SSP. The SSP has taken a community focused approach and developed new links with the youth service, young people's manager and community safety team over the past 12 months. Many new partnerships are with different deliverers, including NGB clubs and external providers, who weren't engaged previously. The Sport Unlimited funding has led to joined up working and the formation of a strategy to fulfil the diverse agendas of these groups. Sport Unlimited money has been used to fund 10 week sessions, with Positive Activities funding being utilised to provide holiday provision and additional pathways for young people. New NGB links have also been formed with lacrosse, girl's cricket and fencing attracting a new audience who are trying new activities for the first time. This potentially will create stronger links with the sports to enable sustained activity and the creation of new clubs in the area.

*"Most of what we have done in this respect wouldn't have happened without the Sport Unlimited funding, we are in a massively strengthened position". Barbara Hickmore, PDM, Chesterfield SSP.*

A strong partnership between **Tameside Sports Services** and the **SSP** has led to agreements with Volleyball England to fund a Volleyball Community Coach to further develop the sport. This has resulted from **Greater Sport** funding successful volleyball sessions at Fairfield High School in Tameside during the Spring term.

### **Bottom up delivery by local leads**

Tower Hamlets have been working closely with PRO-ACTIVE East London to deliver Sport Unlimited activity. They say that:

*"Sport Unlimited has added value to what we do through giving us a reasonably significant amount of money to run a locally devised project! No one knows how to better design, manage and implement suitable PE and sport programmes in Tower Hamlets than us and no one is more motivated to get more kids taking up that 5 hour offer. The same will go for other PDMs and their boroughs/partnerships. Heavily directed programmes and initiatives that are too prescriptive are a waste of resources and time because what works and what is needed will be different from Tower Hamlets to Hackney, let alone all over the country. All too often we get asked to run programmes dreamed up by someone sitting in an office, that just bears no relevance to our kids or what we are trying to do. Local ownership and flexibility is key, you have to have a bottom up approach to these things." Chris Willetts, Partnership Development Manager.*

### **Private delivery partners (examples: skateboarding)**

Greater Sport has been working closely with Stockport MBC and UK Skate to provide skateboarding opportunities to young people. UK Skate have an indoor skate park close to Stockport town centre where the activities have been taking place. All equipment has been provided including; skateboards, protective pads and helmets and children who attend at least six out of 10 sessions are allowed to keep all of the kit! Furthermore, all participants receive a free membership to use the skate park at all other times. All 16 of the participants are now regularly skating at the park outside of Sport Unlimited sessions. For 12 of these participants, it is a significant achievement as they did not previously take part in any other sport or physical activity outside of their school PE lessons.



In the Thirsk area of North Yorkshire instructors from a local skate store 'Popcorn' have been coaching young people in the sport of skateboarding and donating equipment for them to use. *"The young people of Thirsk have really embraced the art of skateboarding, which has led to improvements in their balance, coordination and, perhaps most importantly, their confidence"* (Sarah Agar - Instructor).

### **Working with FESCo's and Sport Colleges**

Tyne and Wear Sport has funded the City of Sunderland College to provide a Wednesday afternoon programme of multi sports delivery, including outdoor activities (urban surfing, kayaking, surfing, skiing and climbing), health and fitness and traditional team sport sessions. The outdoor activities were delivered on a fixed schedule with each of the 5 college centres on different sites creating an outdoor activities club. Each club offered 2 weeks of 5 different activities within a 10 week block. Initially transport was provided to transfer students between centres, however this proved to be both expensive and under-utilised and therefore was removed mid-programme.

## Summary: joined up delivery

### Key success factors:

- Creating genuinely sustainable sessions through partnership working - developing shared strategic objectives and promoting shared vision.
- Engagement with the youth sector and wider teams such as community safety.
- Utilisation of private deliverers has been well received by young people.
- Greater engagement with the FE sector and prioritising delivery for 16-19's with support from FESCos.

## 2. Student voice

Consultation remains high on the agendas of many CSPs and is helping to shape delivery:

### What do young people think?

**Suffolk Sport** are currently supporting South West Suffolk Schools Sport Partnership in conducting an online survey (hosted by SIRC) of students in over 40 schools. The survey will ascertain how regularly they participate in sport, what sports they currently take part in and what they would like to try if given the opportunity. The results of the survey will help to inform delivery of Sport Unlimited within Suffolk from September onwards.

**South Yorkshire Sport** has been leading the way in terms of capturing student voice and profiling semi sporty young people. They contracted SIRC to undertake innovative and fun consultation with young people on their behalf, in order to inform Sport Unlimited 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 has now been produced to show the highlights and benefits of in-depth consultation of this type. South Yorkshire Sport are currently producing specific marketing material within a toolkit for deliverers based on further consultation with young people. The headline findings from the research looking at perceptions and preferences using Qwizdom interactive handsets included:



- 10 top 'most interesting' sports: football, basketball, golf, waterpolo, swimming, street dance, boxing, gym, trampolining, free running.
- Most popular 'type' of sport: outdoor / team.
- Why young people take part? fun 52%, health and fitness 24%, competition 17% and to meet new people 7%.

- How to communicate? by text 42%, by post 16%, by email 15%, flyers 11%, posters 9%, social networking 7%.
- Barriers to taking part? nobody to go with 37%, facilities 25%, transport 15%, other 23%.
- Things that would attract / encourage young people: going with a friend 64%, a really good coach 17%, offering an incentive 8%, other 11%.

The headline findings from the focus group research profiling the 'semi sporty' were:

- Self described characteristics of the 'semi sporty': sociable 86%, easy going 86%, ambitious 76%, individualistic 62%, easily influenced 40%.
- The most dominant personality trait: experimental 62%.
- The importance of participating with friends: *"I miss snowboarding, because I was in the school team, I wouldn't go and join it though because just no-one else I know would go"*
- What is appealing about sport? Competition and winning (48%) is important to the semi sporty.

### What do you like best about sport?



#### Summary: student voice

#### Key success factors:

- Fun and innovative consultation methods will help to engage and inspire young people, get them thinking and collect high quality data.
- Encouraging and supporting young people to collect data themselves, and using their ideas for data collection methods generates ownership and enthusiasm for the process.
- Identification of local need is key to offering the right activity mix in the right way.
- Greater understanding of what young people want and how to package and deliver this helps to ensure that young people's needs are met.

### 3. Menu of opportunities

The opportunities available to young people through Sport Unlimited seems to be almost endless and there is an ever expanding list of appealing activities to try, in an increasing range of settings:

#### **Taking sport to young people**

**Active Gloucestershire** and Stroud District Council have been working together to deliver a scheme providing mobile and outreach multi-sport activities in parks in the area. Qualified and experienced coaches work with young people to provide them with the knowledge, confidence and ability to take part in sport in their communities and open spaces, in a non-competitive and fun environment.

#### **Engaging with the Youth Sector**

A new project 'RURBAN' is being delivered by **Hertfordshire Sports Partnership**, Pro-Action and Child UK. The project delivers multi-sport sessions within existing youth club settings, some of which take place on Saturday nights and Sundays. The project focuses on supporting young leaders to empower them to deliver and leaving a legacy, including providing an activity pack and equipment to inspire volunteers. The new lease of life provided by Sport Unlimited has already been instrumental in preventing the closure of one youth club.



The popularity of dodgeball is continuing. **Team Beds & Luton** has run a youth club based dodgeball programme for young men aged 15-19. Of the initial 15 registered 11 were retained. Participants completed 6 weeks of a level 1 course and the project has received some local press coverage. Rob Norris, South Development Officer for UKDBA is now setting up a youth club based league for the local area on the back of the Sport Unlimited project.

#### **Tailoring fitness-based activities (16-19s)**

**Birmingham Sport and Activity Partnership** has been offering 'Urban Rebounding' sessions (a challenging cardiovascular workout undertaken on mini trampolines) in 3 secondary schools in the City, this has had a positive impact on attracting young people who do not usually take part in sport, especially KS4 and 16-19 year olds.

Mixed dance sessions are offered to 16-19 year olds by **Sport Nottinghamshire**. The sessions are being promoted, not only as a chance to get involved in a dancing experience, but also to encourage young people to take on a more active lifestyle in general. Over 35 young people have been attending the sessions each week. The instructor – Holly - believes that ensuring that you have the right approach to engaging with



these young people is key. Using songs and music that are well known and currently in the music charts, along with incorporating a range of dance forms (from street, to break dance to hip hop plus gymnastic and ballet moves) is key to this approach. Holly believes that adopting this varied approach helps ensure interest levels are maintained from week to week. Some students have commented that the sessions have provided a break from their studies and helped them to relieve stress and tension related to the pressures of studying.

### **Events and performances**

**PRO-ACTIVE East London** have been engaging a semi sporty group of pupils in Cheerleading activity allowing them to demonstrate creativity with the aim of building up a routine over a 10 week period. They then have an opportunity to perform in front of the whole school upon successful completion of the course. The pupils are learning cheer technique, how to build a dance routine, stage presence, and cooperation towards a common goal!

### **Changing perceptions**

**PRO-ACTIVE East London** have also been engaging students in horse riding, who may not ordinarily have the opportunity to access the sport due to socio-economic reasons. The project aimed to make the link into Greenwich being the host borough for the 2012 Olympic equestrian event as well as trying to overcome some of the perceived images of equestrian sports being middle class. The project received excellent attendance; 10 out of the 12 students had a 100% retention rate in the Autumn term.

**East London** have also provided opportunities to a new audience of secondary aged children (who prefer not to participate in traditional team sports) to experience BMX biking. This is with a view to creating a pathway into a local BMX club. To date two individuals have gone on to take part in BMX events outside of school and it is hoped that many more are participating on an individual, informal basis.

### **'Girl's only' activities**

**Greater Sport** in partnership with Bolton Wanderers football in the community programme, has delivered a girls only football programme during the Autumn term. The programme achieved a 100% retention rate with over 80 participants attending sessions. 26 girls now regularly attend football in the community sessions on a Friday evening at the girls football development centre, and 5 have also joined a girls team with more looking to join next season.

The Sedgefield SSP working with **Durham Sport** specifically targeted more girls activities than boys because of their overall focus on improving girls participation which came from a series of audits. The SSP has consulted with girls through their GirlsActive steering groups to ensure that the activities on offer meet what was required: ice skating, cheerleading and skiing etc were requested. The levels of retention have been good because of the quality of the coaches and the promotion of the activities by female PE staff. Sports Unlimited has become an integral part of a much wider

GirlsActive initiative which includes changes to PE kit, changing rooms, girls active weeks, girlsActive clubs, community girls clubs, steering groups etc. Wear Valley & Teesdale School Sport Partnership have also had high engagement and retention rates for girls and attribute this success to the following factors: consultation to find out what girl's want, offering activities straight after school on site but using external coaches to deliver, and increasing the range of equipment and activities on offer. A new initiative using Shokk Dance Mats as an interactive physical activity session encouraged high participation levels amongst girls, also martial arts activities such as Taekwondo were very popular.

## **Links with NGBs**

**Active Devon** have funded an orienteering activity project based at Bicton College. This project has highlighted the support received from both the Devon Orienteering Club and British Orienteering via their Regional Development Officer as "*outstanding*". The original idea for the sessions has snowballed and ultimately led to the development of a longer term strategy for both student and community orienteering in the area, including development opportunities for both students and staff. "*Five individuals were trained at Bicton so the legacy will continue*" - Jane Hushon, FESCo.

## **Traditional competitive opportunities**

A new netball squad has formed at West Suffolk College as part of the **Suffolk Sport's** Sport Unlimited programme. The college conducted a student sports survey last summer and out of 238 responses, 25 students (11%) identified netball as the sport they would most like to get involved in. This was one of the top 3 sports coming out of the survey. So far, 10 girls have formed a netball squad and train together regularly, they have also begun to compete in local and regional competitions and in the latest British College East Region Tournament, the team achieved third place!

## **New and innovative sports**

**Active Surrey** funded a project named the 'Tandridge Blades 2020 Kayak Slalom Squad'. This project was aimed at both males and females aged 8-12 years and delivered by Tandridge Canoe/Kayak Club. The sessions encompassed: 10 x basic training sessions on flat water, 5 x whitewater intro sessions and 10 x circuit training sessions for core stability / flexibility. The project has experienced excellent word of mouth promotion with many young people approaching the club saying that they had heard about the sessions and wanted to join in.

*"In short, we started the programme in January with 10 newcomers in the 8-12 age group and aimed to have 6 still in the squad after the programme ended. In fact 8 of the original 10 are still with us and half a dozen more are wishing to join in which is all hugely encouraging". Peter Bedinfield, Coach.*

**Sportsex** has been running Ju Jitsu projects for both primary and secondary aged young people through a local club. At primary level the deliverers have had to turn away pupils as the sessions have been so popular. The sessions were marketed through an assembly to get the pupils interested which was delivered by the Ju Jitsu club, therefore very strong pathways are in place for player

progression. Positive feedback from parents, pupils and teachers has been received. The secondary school club had a slower start but now has many regular participants and the numbers are continuing to increase.

**PRO-ACTIVE Central London's** Southwark Basketball project has taken an innovative approach to delivery using DJs at the side of the court. The project has seen excellent participant numbers with 100+ young people retained to date.



The **West of England Sport Trust (Wesport)**, working in partnership with North Somerset Council and Splitz Gym club, have delivered 'Free Running' sessions within Weston Super Mare. Free running is expressive and creative in nature, with moves such as acrobatics, flips, and spins added for flair. The sessions have seen over 90 different young people attend since starting in September 08 and they are currently attracting an average of 50 (mostly young men) per week. The class has been so popular that they are now running a beginners and advanced class (with some of the more experienced participants helping to coach the beginners *"the class is awesome, I look forward to it every week and I like teaching the beginners"* - Ben). The sessions are currently being developed into a club called 'The Campus

Free Runners' and hopefully further satellite clubs will be developed. Delivery by the gymnastics club has facilitated cross-over in both directions, with free runners joining the gym club and vice versa.

#### **Summary: menu of opportunities**

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

- Fitness based activities have been very successful and have involved new twists on delivery and new technologies (such as urban rebounding and dance mats).
- Females continue to be 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).
- Greater engagement and delivery by the youth sector focusing on activity sessions in places where young people feel comfortable have been successful.
- Friday and Saturday night delivery through youth clubs and professional clubs has been well attended.
- An event to showcase skills, compete or perform is a central component of many projects with high retention rates.

## **4. Signposting**

### **Transition into clubs**

Early findings show that boxing has a high level of appeal and is attractive to young people. Boxing sessions organised by **Birmingham Sport & Physical Activity Partnership** have been set up with a key focus on the transition into clubs. Initially sessions were held in the school environment, but

after a few weeks the young people were transported by mini bus to Aston Boxing club to participate in the sessions. Towards the end of the 10 weeks of activity the students were encouraged to use public transport to attend the sessions and as an incentive, their bus tickets were paid for and they were also supervised by one of their coaches. This gentle transition from school based activity through to participating in the community aimed to ensure continued participation in boxing once the 10 week Sport Unlimited sessions came to an end. It aimed to highlight to the young people that participation in the community is within their reach and should not be daunting or too challenging to access. Initial figures have identified that seven of the 10 young people taking part in sessions have begun attending Aston boxing club on a regular basis and are beginning to flourish in the sport. This is particularly promising as the club is based in the north of the city, which historically is an area involved in large amounts of gang culture and social inclusion.

**PRO-ACTIVE East London** have created new judo sessions for secondary school aged children, the project has been running predominantly in a school based setting, however the final two sessions were held in club settings. The Judo coach leading the sessions also offered free tasters sessions for a limited period of time to encourage further club participation in the sport.

### **Incentives**

Incentives are increasingly being used to engage young people further in activity, helping to signpost them into exit routes. The current top 5 incentives are:

- Vouchers
- Performance opportunities
- Equipment (linked to retain levels)
- Clothing / team kit to encourage unity
- Discounted membership

**South Yorkshire Sport** in partnership with Barnsley Premier Leisure are offering free 6-month passes to Barnsley Premier Leisure facilities for all those attending 6 out of 10 sessions to encourage continued participation in activity. The CSP is also incentivising all participants with t-shirts, bags and water bottles.

**Suffolk Sport** has incentivised golf participation by providing vouchers so that young people taking part in Sport Unlimited can visit the club with their family and friends between sessions to practice their skills.

### **Northumberland Sport**

In Northumberland they have provided 26 tickets to the PGA Seniors tour at Slaley Hall for young people who have taken part in Sport Unlimited golf sessions.

### **Utilising new technologies**

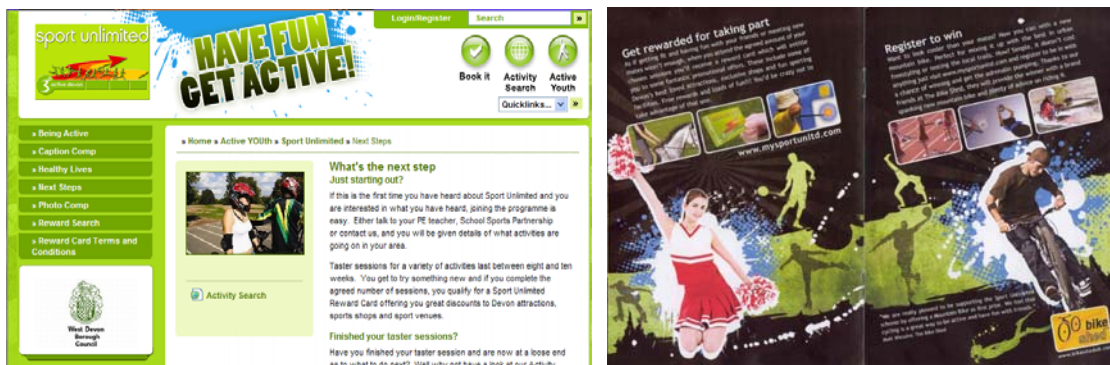
Sport England funded a social networking pilot to look at how this medium could be used to signpost young people to new opportunities. The learning from this pilot concluded that social media alone is

not enough to communicate with young people about participating in sport. Leading from this pilot, further research regarding young people and signposting was undertaken by 'Family Kids and Youth'. This looked at the best ways to signpost the projects to young people in a way that will have meaning and will encourage participation in sport (this has been circulated to CSPs).

Bristol City Council, part of the **West of England Sport Trust (Wesport)**, have established the most successful Sport Unlimited facebook group that SIRC are aware of so far via their 'Go Places Do Things' website. To date the site has 159 members and it features video diaries of activity sessions for dance, cheerleading and ice skating. This is part of a wider signposting strategy which includes: incentivising participation with free t-shirts for each individual meeting the retain target, working with KISS FM to promote activities and launching a website:

<http://www.bristol.gov.uk/sportunlimited>

**Active Devon** has launched their own Sport Unlimited website [www.mysportunltd.com](http://www.mysportunltd.com) specifically for young people. The site contains advice on getting active, a caption competition, a photo gallery and details of their reward card scheme. Additional marketing has also included leaflets, bags and Sport Unlimited branded wristbands. Active Devon's 'rewards card' scheme offers young people the opportunity to receive discounts at a range of local attractions (including go ape, diggerland, zoos etc) and to purchase discounted clothing and sports equipment at a range of shops throughout the county.



## Tool kits / marketing resources

**Northumberland Sport** have produced a range of marketing materials to signpost young people into year 2 of Sport Unlimited. These include A3 posters distributed via schools and CSNs, A5 flyers and A4 posters with an 'open belly area' for details of activity sessions to be displayed. The CSP are also trialling the use of text message reminders to registered participants through the CSN network. An incentive of winning a Nintendo Wii or Apple Ipad has been offered to all participants hitting the 60% retain target and a micro site <http://www.northumberlandsport.co.uk/sport-unlimited> has also been set up to share news and details of activities.

**Tyne and Wear Sport** and the City of Sunderland College have shared learning in relation to engaging 16-19 year olds. They feel that it is particularly important to promote the activities early in the academic year to ensure that activities are merged into the weekly routine of students. A promotional active video displaying 'inspirational' tag lines running over the top of activities was sent to all college tutors and uploaded onto the college blackboard site.



*"The aim was to get the students talking about the activities in the photos, which would hopefully lead to discussions on the types of activities they would like to try. The most effective promotional tool has been word of mouth".*

FESCos have collated the ideas and displayed these via a text wall.

## The role of SSPs

PDMs, school teachers and SSCos are continuing to play a key role in signposting young people into sessions. **Northumberland Sport** has funded a successful gym based project which confirmed the need for this involvement: *"The SSCos and teachers play a big role in letting the students know about the different activities and encouraging them to sign up. The teachers handed out consent forms to semi sporty young people which then allowed them to collect their gym passes".*

### Summary: signposting

#### Key success factors:

- Early findings show that a mix of both traditional and technology based communication methods should be involved in the signposting process.
- 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 (such as the SU Crew).
- Sessions with direct links into clubs, such as the transition examples above, are good ways to signpost young people directly into club environments that they are already familiar with.

## 5. Sustainability

### Measuring sustainability

Young people in **South London** and **Leicestershire & Rutland** piloted the collection of data to assess levels of enjoyment, motivations and achievements, identifying possible improvements, retention levels and sustainability by asking young people to complete diaries. Each page in the diaries corresponded with an activity session, where the young people recorded their experiences of the sessions. The diaries are now complete and have enabled an insight to be obtained on the participants Sport Unlimited 'journey', showing how far they have come and what they have achieved in the activities. This approach will also facilitate longer term tracking of sustainability.



## The stepped approach

In Hertfordshire the newly introduced KS4 Girl's Gym Club has been extremely popular, and consists of a 'stepped approach' to getting girls more active. The Partnership's fitness coach runs these sessions for an 8-10 week block; providing an introduction and familiarisation process. Once the students are comfortable in the environment the gym staff take over. The students are then offered a reduced membership rate to continue on their own. From this, Hertsmere Leisure has been swamped with junior membership applications, they currently have 65 junior members on their list with new members joining weekly. They have extended the hours available, currently Monday to Friday 3-5pm, to include a Saturday morning session 10-12 to keep up with the demand. The impact of the project to date has been 100 girls each week taking part in an extra hour of exercise, with almost all girls achieving a 100% attendance record. In total, 500 girls have attended the programme this year.

## Securing additional funding

Initial Sport Unlimited funding through Suffolk Sport succeeded in engaging around 30 young people into a positive early evening activity programme every week. This project was an open access football project run by Positive Futures for young people aged 10-16 which took place within a local community setting. There was no cost involved to the young people and no need to book. It was simply turn up and join in. Suffolk Sport wanted to try and run a project that would allow large numbers of young people to get involved and get active so football was a great way of achieving this as it was well received and well attended. The sessions took place in a deprived ward of Ipswich. Local councillors are keen to support initiatives in their local areas which can benefit the wider community and as such Positive Futures have secured funding from Chantry Council to continue to fund the project after the initial 10 weeks of sessions. The young people involved all benefited from exercise as well as the fact that rather than just hanging around on the streets or stuck indoors playing on the computer the young people were involved in a constructive activity.

Following delivery of a Sport Unlimited table tennis programme Havant Borough Council and Sport Hampshire & IOW have secured funding to support the establishment of the first junior club in the Borough and continue provision of sustainable community table tennis opportunities for young people.

## Player progression, development and competition



Sport Essex has supported the formation of the North Essex Squash Academy with 4 local clubs involved – Harwich Sports Centre, Frinton Lawn Tennis and Squash Club, Ardleigh Squash Club and the University of Essex. At present retention rates are pretty high and most have moved on to participation in the local (junior) clubs – this proportion is estimated to be around 95%! The overall playing standard of all the kids has been lifted and it is likely that around 60% will participate in some form of local competition or event in the next two to three months e.g. the Essex junior county training sessions (at all ages Under 11–17 boys and girls), the North

Essex Junior League (for the clubs named above) and other local “camps” and training sessions.

The **Active Surrey Sports Partnership** has funded a highly successful 'Tri Squash' project, where three local authorities (Elmbridge, Mole Valley and Epsom & Ewell) joined to run a 10 week squash project. The tenth session brought all three boroughs together for a festival where over 60 young people competed against each other. The main project achievements were; 100 kids taking part from the three boroughs, 2 young volunteers are now Level 1 Mini Squash Qualified, 6 Girls were selected for the Mini Squash Coaching for the Surrey Youth Games and a junior club starting up as a result of the Sport Unlimited project (within Elmbridge Borough Council at the local leisure centre).

A gymnastics project supported by **Active Norfolk** and the Mill School of Gymnastics has shown promising signs of retention and young people are showing signs of continued participation in gymnastics once the Sport Unlimited sessions come to an end. The sessions are seeing nine young people attend on a regular basis and are all working towards their British Gymnastics Proficiency awards. The sessions aim to introduce various pieces of apparatus and provide a basic overview of the skills used on each to provide a basic understanding of what they are aiming towards and how they can build up a routine regardless of ability level. One of the students has already signed up to attend North Walsham Gym club on a regular basis and the other eight have all asked for application forms for the club with a view to joining at the end of the eight week Sport Unlimited period. The girls are showing real enthusiasm and have even bought new leotards to train in!

**Coventry Solihull & Warwickshire Sport** have been using 'events' and 'hub clubs' in basketball, skate boarding, cheerleading and girls football to help engage young people in Sport Unlimited activity. During weeks 8-9 of the Sport Unlimited sessions in the Autumn term, tournaments were held at the local respective community clubs (for example a basketball tournament was held at the Coventry Sports Centre, the home venue of the Coventry Crusaders Basketball Club). The format of the sessions proved very successful and plans are now in place to provide more regular and earlier competition and festival opportunities to stimulate interest and retain numbers during the Spring term.

### **Encouraging parents to get involved**

**Cheshire & Warrington Sports Partnership** working with the basketball team BiG Storage Cheshire Jets have established a new junior basketball club, The Sankey Jets. For a small fee young people have the opportunity to sign up for weekly coaching sessions as well as entry into two weekly leagues. Parental engagement has also been strongly encouraged to help ensure sustainability of the club. Some parents have been working towards coaching qualifications so that they are able to take an active role in running the club in the future. The club is now well on its way to becoming sustainable thanks to increasing numbers of young club members and a growing band of volunteers.

**Northumberland Sport** have been encouraging young peoples' parents to get involved in multi-sports sessions in a multitude of ways. Activity leaders have been working hard with parents to help them complete CRB checks as well as helping them to gain coaching qualifications so that they can assist in the delivery of sessions. Other parents who have not wished to get involved in

the actual delivery of sessions have been helping to promote activity as well as helping with funding applications for grants. The ultimate aim is for parents to solely deliver the multi sports sessions themselves!

### **Summary: sustainability**

#### **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 - Key themes**

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

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

**Merseyside Sport** in partnership with Cardinal Heenan Sports College and Liverpool School Sports Partnership have made the vision of David Price (Olympic Bronze medallist, super heavyweight boxing division 2008) a step closer to reality. His vision was to create a network of amateur boxing academies across the city. His first academy was launched at his old school, Cardinal Heenan Sport College, with the aim of attracting youngsters who have expressed an interest in the sport to a safe and welcoming environment. So far, eight young boys who have taken part in the Sport Unlimited funded sessions have recently competed at a club competition. The involvement of a successful Olympic medallist was a significant factor in motivating the partners. The role of the partners has been hugely significant, Jake Collin of Merseyside Sport says that: *"Great ideas are just that, it is the energy, partnership working and funding that make those great things happen."*

### **Big hitting projects:**

**Derbyshire Sport:** The Star Steppers School of Dance has been delivering cheerleading sessions in the Derwent ward of Derby City. To celebrate the end of a successful 10 week programme they held an 'unstoppable!' cheerleading showcase event with over 300 children performing to an audience of more than 1000 over 2 shows. The event was supported by local businesses.

**Sport Hampshire and IOW** offered a programme of dance activity targeting 270 young people. In total 416 young people from Fareham School Sport Partnership took part in the Spring Term dance programme and 98.5% attended a minimum of 8 sessions. All of these young people will be taking part in a celebration dance event in Fareham during the half term holidays.

**Greater Sport:** Wigan Leisure & Culture Trust supported by the Premier League for Players scheme and the Coalfields Regeneration Trust's Game On, organised Midnight Football Leagues at two locations on a Friday evening through the Spring term. Almost 300 young people, aged between 11 and 16, took part. Both locations (Lowton High School and Robin Park Arena) received visits from partners such as Greater Manchester Fire and Rescue Service and Drug and Alcohol teams. U16 teams at Lowton had a special guest team on Friday 20th February when they played against a local Police team featuring Andy Burnham MP. The leagues culminated in a Wigan Borough final evening at Robin Park Arena where all under 14 and 16 teams competed in a knockout competition to decide the champions of Wigan at each age group. Abram FC were winners in the under 14 category and Westleigh Wanderers collected the trophy in the under 16 age group.

In **West Yorkshire** two big hitting cheerleading projects have taken place as a result of Sport Unlimited funding. Dance Action Zone Leeds (DAZL) has delivered cheerleading sessions to over 1,000 young people, with all these young people taking part in school performances and many more getting involved in community events. The South Bradford School Sport Partnership also hosted a huge cheerleading event which has resulted in all three local cheerleading clubs being inundated with new members. Through Sport Unlimited funding, several clubs have also been established in both primary and secondary schools throughout the Bradford area.

#### **Rural:**

**Active Devon**, West Devon Borough Council, Okehampton Community Recreation Association (OCRA) and the local SSCOs, have been working together to increase physical activity opportunities for children in rural areas. The aim is also to broaden opportunities away from those that are preordained by the skills and activity interests of teachers and coaches within local villages. This has included the up-skilling of coaches, more multi skill development games, greater opportunities for young coaches, a central venue league (In Tavistock) and better signposting into clubs. *"It is pleasing to see that schools are retaining the coaches so the sessions will continue after the initial 10 weeks of Sport Unlimited"*

**Cornwall Sports Partnership** supported by the Active Lifestyles Officer from Restormel Borough Council and Poltair SSP have run a programme called 'teenspiration' which was based around using fitness and fun to offer young people aged 11-16 something different. The class was provided by Petra Rowden-Harvey around the principles of 'inspirational fitness'. The classes were designed so that the teenagers could input ideas, making the class their own, with a performance at the end of each session.



The process of changing from classes into a club is currently underway and the kids from all the Teenspiration classes, along with their parents, are forming a committee. The young people have plans to compete in the Penryn Street Dance Competition in July: *"they are determined that they are going to win, which is making them more determined to compete in something"*. 162 semi sporty teenage participants took part (with throughput of 1,054) and 148 (91%) attending over 60% of the sessions, including 138 teenage girls who had not stepped into a leisure centre since they learnt to

swim! The project has offered the following 'top tips': making the young people responsible for their own learning encourages ownership of the project and retention, the main factor is 'fun' - if the kids don't like it, they don't do it again. Also, get the kids to provide feedback at the end of each session and are encouraged to 'peer-teach'.

#### **Feedback from deliverers and participants:**

Students from Hampstead Hall SSP have been given the opportunity to take part in 'Fun & Fit' programmes, which have been praised by OFSTED, thanks to the support of **Birmingham Sport and Activity Partnership**. The participants have clearly been inspired by this new opportunity:

*"Makes me feel more energetic and fit, when you come in the morning it wakes you up and makes you ready for school. I feel fitter I've never been on a running machine. I've started swimming and go to tennis now since doing FUN & FIT"*

*"It makes you healthy. It gets you strong and fit. I like going on the treadmill. I get up early to come to FUN & FIT because I'm with my friends and now come to school early. I feel strong."*

*"It's brilliant all this apparatus, it's cool each day we get new stuff. We do lots of brilliant activities. I like getting up early to do FUN & FIT. I am fit now."*

[Suffolk Sport]

Hi Holly,

I have been teaching the hip hop club in Elmtree Middle School. The kids are great; they really try hard in the dance classes. It is a lovely school and I have really enjoyed working there. I can't wait till next term to start teaching more dance. I am also really interested in the courses that you have offered, could I have some more information please.

Many thanks  
Emily Peckham.

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January 2009 [Suffolk Sport, Street Dance Project, West Suffolk College]

Hi Neil,

I thought I would send you some feedback.

I think it's fantastic! Sarah the teacher is lovely, friendly and a brilliant dancer. The group seem to all really enjoy it. I appreciate this course so much, it's great fun and would normally cost me quite a lot of money which I wouldn't be able to afford. It's a great work out which is good also for me as I can't afford the not so student friendly gym membership costs.

Thanks again, I think it's great the government support things like this,

Kind regards

Fern Webster

## Focused Case Studies:

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

Last term SIRC reported on the wide scale data collection that had been undertaken by PRO-ACTIVE South London via their 'school's survey' of 28,000 young people. SIRC have recently contacted South London and gained some feedback into how this data is being used:

- The survey was well received by stakeholders “the SSPs loved it”. The evidence is being used as part of the training with local authorities – getting them to deliver what young people want (both within Sport Unlimited and wider delivery).
- Going forward the CSP plans to repeat the survey in collaboration with the Competition Managers and PDM's and also to link it closely with the PESSYP survey to ensure accuracy of information across the board.
- South London also piloted the use of participant diaries and are using 'before and after' perception / sustainability surveys during the summer term to evaluate the experiences of young people and the impact of the sessions.
- "The survey has been really useful in directing the Sport Unlimited funding to meet the needs of young people in south London. It has also helped in our understanding of what the barriers are when young people try to access sport" Justin Webb, Pro-Active South London.

“The survey has been fundamental to our planning and can help us to bridge the gap between school and community sport” – Kurt Pittman, Pro-Active South London.

### **The SU Crew in East London**

PRO-ACTIVE East London have been leading the way in peer 2 peer evaluation with the introduction of the SU Crew! The SU Crew is a group of young people aged 16-19 who are interested in sport and media and have come together to help evaluate the Sport Unlimited programme in East London. The SU Crew will be attending various Sport Unlimited sessions across the partnership, making observations about the quality of the experience and interviewing young people to establish what they think of the activity. In addition to this they will talk to the coaches and teachers involved about how sustainable the projects are in terms of making sure young people come back each week and investigate how many young people go on to participate in sports after the 10 week sessions finish. SU Crew members have also committed to taking part in sport on a more regular basis themselves and to try out new activities. One member Leanne, has recently tried out Handball, she has now been talent spotted and has been given the opportunity to train with the GB Handball team.

*"She [the coach] thought I had a talent for handball, she has invited me to train with her squad over the next four weeks in the run up to an international tournament in Berlin. What an opportunity. I'm sooo glad I signed up for the SU Crew!"*

Feedback from the SU Crew: *"[The best thing was] seeing our video case studies online", "[I] felt important as the first ones to do the SU crew", "[I] felt independent and important", "[SU Crew] inspired us to talk to other young people about sport".*

## Norfolk - Young reporters

Last term SIRC reported on the 'Young Reporters' style data collection that was undertaken by media students, to gather qualitative feedback from young people taking part in Active Norfolk's Sport Unlimited programmes. SIRC has now produced a DVD of the footage that was collected which is helping to inform future Sport Unlimited activity in the region as well as being used to showcase to partners what is being achieved. The images of the young people in the DVD have been distorted to create 'cartoon' like images to ensure the safeguarding of the young people involved in the DVD. Similar consultation was conducted during the Spring term and a DVD of the results is currently being produced.



## Leicester - Participant diaries

**Oadby & Wigston SSP** piloted the use of diaries to record young people's experiences of dance mats activity over the Spring term. The diaries were completed at the end of the sessions each week and allowed progress and retention to be tracked. The diaries were extremely well received and allowed some good quality qualitative data to be collected. A total of 42 diaries were completed and the partnership have expressed an interest gathering further data using diaries in the Autumn term (Yr 2). Below are some of the comments that were recorded:

*"I don't know what to say, I like everything about it, it's fun, it's brilliant, it's fantastic"*

*"It's really enjoyable and its way better than sitting at home and watching the TV"*

*"I have felt more energetic and coordinated. Also I have improved from 30% to nearly 90%. It's only 40 minutes but when you go all the time you can't even realise!"*

## Tees Valley - new and innovative partnerships

Playing with Football Not Fire - Redcar & Cleveland

Tees Valley have funded a project delivered by the Safe In Tees Valley Team (SITV) in partnership with the Fire Service. This project targets young people from areas with "potentially" high crime rates and offers an alternative to hanging around on the streets. It is hoped that the project will reduce the number of young people entering into criminal activity. During the first term the project engaged double the amount of young people expected. Furthermore the Fire Service are hoping to continue the activity post the Sport Unlimited funding.

Kickstart Youth Service - Stockton

Tees Valley also worked with a new sector and partner that they had not previously engaged with to deliver their 'Kickstart' project across the most deprived wards in Stockton. Now this partnership has been formed the CSP will continue to work with 'Kickstart' to provide further opportunities for young people on the back of the good retention rates across all sessions.

### **Berkshire Sport - Measuring sustainability**

Berkshire Sport were one of the first CSPs to pilot the use of SIRC's 'before and after' surveys to assess perceptions of young people regarding sport and to evaluate the sustainability of their projects. During the Spring term, 100 surveys were completed from a range of projects. Overall 57% of participants said that they would carry on taking part in their activity / sport, with a further 36% unsure of whether they would continue or not and 7% not intending to continue. The participants answered 5 questions at the start of their activity programme and then again at the end so any changes in their perceptions could be analysed. After the 10 weeks of activity the likelihood that the respondents would join a club to do any sports has increased for 43% of young people, remained the same for 40% and decreased for the remaining 17%. In addition to these statistics, data was also collected from young people to evaluate why they came to the sessions, how they had found out about them, what could be improved and what was the best thing about taking part. Respondent's answers included:

*"Because it's fun and I like trying new things"*

*"I got told the teacher was cool and I like basketball"*

*"You get to be healthy and have fun with your friends".*

### **Greater Sport - promotion and branding 'X Clubs'**

In **Tameside**, **Tameside Sports Service** created "X Clubs" to become the face of their Sport Unlimited programme. The brand was created through a number of consultation sessions with pupils from secondary schools across Tameside. Each point of the X stands for something different - Recreation (i.e. traditional sports such as netball and badminton); Extreme (i.e. dodgeball, ultimate frisbee); Movement (i.e. dance, cheer, gymnastics); Active (i.e. gym/fitness sessions). Each member of the group was given a starter pack which contained posters, leaflets, applications forms etc, and mouse mats promoting X-Club have been distributed to all secondary schools in the area. Further promotion was included in local news papers, on the local community radio station, in council publications and on an X-Club website. All X club members receive their own individual membership card and free subscription to the X club magazine. Going forward, further incentives to participation are planned including free swim passes at local leisure facilities which can be added to each individual's card.

The **Tameside School Sport Partnership** 'B' League Competition Programme (in basketball and football), has been used to promote participation to the semi sporty, in particular those who do not get the opportunity to participate because they do not meet A Team standards. It was identified that these young people would be suited to attending X club sessions; therefore packs of information were put together and distributed at the leagues.

## West Yorkshire Sport – Who are the 'semi sporty'?

Three consultation days took place within different regions of West Yorkshire during the Spring term to focus on obtaining more intelligence to provide an insight into the sporting landscape, characteristics of the semi sporty and the best ways to appeal to young people and signpost activities. A few of the headline findings are presented below:

What sports do they want to try?



What's the best thing about sport?



What is your main reason for participating in sport?

	Health and Fitness	Competition	To meet people	Fun / enjoyment	I don't participate
Males	30%	25%	4%	39%	2%
Females	16%	9%	1%	68%	6%