

Sport Unlimited Case Study

Incentives Help Engage Young People in Activity



CSPs

Northumberland Sport, Active Devon, South Yorkshire Sport, Coventry, Solihull & Warwickshire Sport

ACTIVITY

Using 'Incentives' to engage participation in sport

CRITICAL SUCCESS FACTORS

Sustainability, Joined up Working, Signposting

DATE

July 2009

The use of incentives to engage and signpost young people in to Sport Unlimited activity continues to be a positive tool in motivating and retaining individuals. CSPs across the country are adopting innovative and varied incentive schemes and are now demonstrating their success through positive KPI results. Some examples are highlighted below, along with the current Sport Unlimited 'Top Five Incentives' list...



Northumberland Sport have provided all participants of their Sport Unlimited programmes with a chance of winning a Nintendo Wii. Anyone completing the full course of activities is automatically entered into a prize draw with a chance of winning this extremely popular computer console. In addition to this, those individuals who attend at least 60% of a course will be entered into a separate draw with the chance of winning an 8GB iPod Nano. All participants who complete at least 60% of their course will also be presented with a certificate signed by Olympic Athlete Steve Cram MBE. Northumberland Sport have also teamed up with the Golf Foundation to provide 24 Sport Unlimited participants (who have a 100% attendance record in their Sport Unlimited sessions) with coaching from European Senior Tour pros playing at the PGA Senior Championship at Slaley Hall. As part of this offer, a golf clinic will also be held which will provide a 45 minute tuition lesson from a Tour Pro looking at putting, chipping and driving. There will also be an opportunity to meet some of the players and get photographs and autographs.



Active Devon have introduced a reward card scheme in an attempt to engage and retain young people in activity. All those who complete at least 60% of their Sport Unlimited courses earn a 'Reward Card' which entitles the holder to some fantastic promotional offers in the region, including discounted entry to some of Devon's best loved attractions, discount in exclusive shops as well as in fun sporting facilities! In addition to this, Active Devon are offering budding young photographers the chance to win a brand new digital camera, all they have to do is upload photographs taken in their Sport Unlimited activity sessions to the dedicated Active Devon Sport Unlimited website. The photograph which the judges believe captures the best moment of enjoyment in the participants new sport along with a photo caption at the end of the term will win the camera!



South Yorkshire Sport in partnership with Barnsley Premier Leisure have been offering a free 6-month pass to Barnsley Premier Leisure facilities for all those who attend 6 out of 10 Sport Unlimited sessions, with the aim of encouraging continued participation in sport or physical activity. South Yorkshire Sport is also incentivising all participants on Sport Unlimited programmes with free kit including t-shirts, bags and water bottles.



In the Autumn term 2009 **Coventry, Solihull and Warwickshire Sport** will be providing incentives to parents to try and entice people to come along to their golf sessions. Parents are being offered free access to a 9 hole golf course plus free equipment hire so that they can play some golf whilst they wait for their children.

Top Five Incentives!

1. Events
2. Free Kit / Equipment
3. Certificates
4. Free / Discounted club sessions or membership
5. Free / Discounted tickets to sports matches / tournaments

sport unlimited

