

"Our approach is that its meant to be fun first, kids are naturally competitive, they have this in-built competitive streak, they might not want to compete all the time because they choose not to but if they get an opportunity to throw a dodgeball at somebody they know quite well and it might be quite fun to hit them, then they really enjoy that. It's fun first, competition second". Andrew Anastasiou, CHILD UK.



Spreading the word -

Word of mouth promotion has worked really well - young people enjoy the sessions and then bring their friends along. "We do a lot of work with that teenage group and we know they like to get involved so the next stage really is to get them to be creative about inventing their own games using the equipment that we provide. Within a youth club word of mouth is key and they are enjoying it, they want to carry on indefinitely and they tell their friends about it." Andrew Anastasiou, CHILD UK.

Interest in the project has been very high, 8 youth clubs took part in a pilot project in autumn '08, with a further 8 joining the project in Spring '09. However year 2 will see delivery expand to 32 youth clubs. There are 48 clubs already on the waiting list for the project - including statutory organisations, disability and religious groups. The fact that young people are already familiar and comfortable with their delivery environments helps to encourage retention and generally projects have experienced high retention rates of 80-90%+.

A new lease of life -

One youth club (in Hunsden, East Herts) was going to close down but because of Sport Unlimited they've been able to carry on. "The club has been able to continue and they have just got some new funding. Delivery by CHILD UK is being increased from one hour to covering the whole session, from 6pm to 9pm on a Sat night, and coaches are forming part of the volunteer community. Sport Unlimited has been a new lease of life and has opened up a new dimension for the club and the young people." Andrew Anastasiou, CHILD UK.

The RURBAN project has also helped to form new groups. In Watford Pro-Action consulted with a group of parents who were interested in offering positive activities for young people in the local area as nothing was available. "The RURBAN project provided support to this group of parents and a membership of 44 young people turned up on the first day" Nicole Williamson, Pro Action.

Confidence building has been a major component of the project and RURBAN has provided extra training support. Both volunteers and young people have taken part in Sports Leaders courses who have been involved in sport and dance leader's awards.

The impact of RURBAN -

"Working with CHILD UK has been great because they do Saturday and Sunday evenings, they are so flexible catering for young people's needs and adapting to specific locations" Nicole Williamson, Pro-Action.

"Working with the youth sector has proved difficult for us in the past, but our aim was to make strong youth connections. This is a ground breaking project, delivered through Herts 'Clubs for Young People', CHILD UK and Pro Action - there is a true partnership approach and as a result the project is excellent". Herts Sports Partnership.

"We wouldn't have been able to run this project without Sport Unlimited funding. Herts Sports Partnership are fantastic and are open to new ideas, their help has been invaluable. They've also enabled us to apply for additional match funding and we are now looking to expand the project to meet demand".

Nicole Williamson, Pro-Action.

sport unlimited

