

Sport RCT Case Study

Getting children more active – Mass participation

This year we have offered a range of mass participation opportunities to schools, such as virtual fitness sessions, fun runs, sports festivals, tournaments, virtual challenges and focus cluster transition events. These events help us to increase participation, engage with schools, and support clubs to recruit junior members. In total we delivered 26 events and engaged with 14,792 participants.

We have delivered seven virtual sessions this year, including Dance, Boxercise, Yoga and HIIT. With these sessions we are able to remove nearly every barrier to participation. Sessions are free for schools to take part in, no equipment is required, and children can take part from the comfort of their classroom. Some schools struggle to pay for transport to our events and festivals. Virtual sessions remove this problem. In order to reduce costs for other events, we aim to make events more localised, targeting schools that are close to the facility. Where there is no local facility, we try to notify schools well in advance, so they have time to organise transport and cover if required.

We delivered ten sport festivals and tournament this year, in partnership with National Governing Bodies and community sports clubs. This approach means that children have an exit route to continue participating regularly, it provides help with workforce, and it gives clubs an opportunity to advertise and gain new junior members.

We are aware that for some children attending our events, it's the first time they have played that sport or attended such an event. We aim to make all our events inclusive and fun, providing an opportunity for children to take part in something new, away from stereotypical school sports.

“I love coming and having fun with my friends and I have more confidence.”

Participant

“The children really enjoyed the activity. They looked forward to the events each day and asked as soon as school started - what is today's challenge?!”

Teacher



14,872
participants



100%
feel healthier



100%
would like to attend more regularly



26
sessions



100%
feel more confident



100%
are more active



86%
feel happier



75%
made new friends