SCHOOL GAMES IMPACT AWARDS

Hampshire Games: Inspiring a New Audience to Get Involved

Overview:
The SGOs in the Hampshire and Isle of Wight areas and Active Partnership Energise Me have for years co-delivered an annual School Games final - the Hampshire Games.

Seeing the same cohort of young people attending over the years, and with the changing direction of SGOs' role in competitions they felt the time was right for change.

They utilised the Commonwealth Games to inspire a 'different' cohort of schools and young people to attend the Hampshire Games, with sports like Quidditch, Target Games and Dodgeball.

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Hampshire Games

Objectives

- Revitalise the existing Hampshire Games to better reflect the new direction of the School Games
- Engage new schools and children and young people (CYP) and increase their physical activity levels
- Showcase a less traditional sport offering for teachers to expand their ideas and enhance what they could deliver back in school

Who was the target audience and how were they engaged?

The Hampshire Games targeted pupils in Years 4-6 in schools that had not previously been involved in competitions or engaged in the Active Partnership's wider work, usually because they were too small to field teams or nervous about negative impact of competition on the children. The Hampshire Games in particular addressed less active pupils who were not engaged in school teams, after-school activities or other activities outside school, and pupils likely to benefit from the opportunity to develop their physical, social and personal skills. An important secondary audience was wider stakeholders, partners from education, public health and local authorities who were invited to watch the action.

Why was the activity unique?

The festival was distinctly different from a 'normal' school sports event, engaging schools and students that would have previously not attended competitions, through truly emphasising the Commonwealth Games connection. The day started with a welcome ceremony, with each school allocated a country and encouraged to come with flags and banners to celebrate them. The young people were invited to visit the special Commonwealth Village, to find out more about the Commonwealth countries and their different cultures, including but not limited to African Drumming, Nigerian Dancing, Austalian Surf Simulator and Indian Food.

What was the impact felt in schools and by CYP?

A total of 1,100 largely inactive children in Year 4-6 attended from across Hampshire and the Isle of Wight, trying over 30 different sports and activities. Many of them would not have previously been selected to represent their schools at competition-based activities.

As a secondary impact, over 200 young volunteers delivered activities and supported the event, gaining valuable leadership skills.

I didn't know I was good at anything, but actually I am [at squash]!
- CYP

Karate was amazing, I loved it and I want to do it again!
- CYP

I really enjoyed seeing the impact of this work in person and well done for putting together such a broad, engaging and diverse day.
- Staff

Why is this an example of School Games best practice?

This is a great example of collaboration and co-creation. The Hampshire & Isle Of Wight SGOs and the Active Partnership worked with NGBs, local sports clubs, county associations, students from Winchester University and Everyone Active to deliver the different sports and activities. Many of these are long standing partners with the AP/ SGO network, however the team also engaged with new providers for the Commonwealth Village and additional sport provison (including Golf and Skateboarding), relationships they will continue to develop.

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