



Sustaining participation beyond the school gates

Developing appropriate ongoing opportunities

Andy Pope

WHICH AREA OF THE SGO TASK LIST DOES THIS IMPACT?

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| 1 | Increasing engagement in School Games |
| 2 | Developing competitive opportunities |
| 3 | Increasing and sustaining participation |
| 4 | Workforce – Broadening the range of participation opportunities |

ABOUT ANDY

York SGO Andy Pope works three days per week as an SGO and works two days per week as a School Sport Manager servicing the additional services he offers schools. Andy covers 29 schools in York. It is an urban area within North Yorkshire. Andy works closely with the other York SGO to cover the whole city.

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WHY

- Increase junior sections within local sports clubs as this was particularly low in some areas.
- High level of PE and school sport opportunities within the school setting, but wanted to ensure children were aware of further opportunities in the community setting to encourage more young people to continue their participation outside of the school day.
- The SGO wanted to find out what children wanted to take part in.
- Develop links with local sports clubs to give SGO support and facilities for School Games competitions and events.



ACTION

- Relationships were developed with local sports clubs that wanted more junior members.
- The SGO created an online child-friendly consultation tool (questionnaire).
- Every child is given the opportunity to complete the consultation tool. It asks the children what sport and physical activities they would like to do, when they would like to do it, times, etc. The questionnaire takes each child, on average, five minutes to complete.
- The data collected from the consultation tool allows the SGO to, for example, identify that 10 girls at a particular primary school would like to take part in cricket.
- The SGO can then link the local cricket club up with this particular primary school. This ensures that the clubs can target areas and schools where they know they have children interested. These 10 girls would then receive a hard copy invite to attend a club training session via their school from the SGO.
- Children are invited to attend the local sports club, but are encouraged to go together so that the children do not need to start a new sports club on their own without knowing anyone.
- The SGO does not do any quality assurance checks on the clubs, but has worked very closely with them across a number of years. To ensure all children are safe and all clubs are delivering to the highest standards, the SGO ensures parents and schools are clear with what to look for in a high-quality sports club.

SCHOOL GAMES



IMPACT

- Children taking part have joined local sports clubs with more confidence to attend their first session as they are arriving with friends. The SGO has not collected statistics on this, but has anecdotal evidence from schools.
- Parents have become more involved in the junior sections of the clubs. This is one of the main successes that the clubs report when discussing the impact with the SGO.
- Clubs are now very engaged with working in partnership with the SGO. They offer help at events, free facilities and often deliver sports-specific training to sports leaders.
- Schools are more aware of their local sports clubs.



NEXT

- All major citywide clubs in York signed up.
- Help the clubs to increase their volunteers either by increasing parent volunteers or by linking the clubs to members of the leadership academy.
- Support the clubs to advertise to children and families through schools.



TIPS

- Consultation is key. If you can't afford to purchase an online tool then use your own version of a survey.
- Have patience – this will not happen overnight. Make sure you have firm links with the local sports clubs to start with.
- Establish trust between all partners: SGO, schools and local sports clubs.
- Give the clubs something first before you ask them to do things for you.

