



Sustaining participation beyond the school gates

Developing appropriate ongoing opportunities

Emma Turnbull

WHICH AREA OF THE SGO TASK LIST DOES THIS IMPACT?

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

ABOUT EMMA

Stockton SGO Emma Turnbull works four days per week as an SGO, but is also the Inclusion School lead within her extra day for Tees Valley. Emma works with 51 schools within the urban borough of Stockton. Deprivation levels are varied and childhood obesity levels are high.

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WHY

- Schools struggled to increase their school-club links which was noticeable when action planning for the School Games Mark.
- High level of physical and sporty activity in schools, but there was a need to increase this outside of school for many pupils.
- Schools were not aware of local sports clubs to signpost their pupils.
- Clubs wanting to increase their junior membership and link with schools, but weren't sure how.



ACTION

- The SGO developed 'Stockton Schools – Club Link Event'.
- Local clubs and community providers were invited to attend and deliver at a multi-sports festival. Most were selected because they offered alternative sports.
- The SGO informed the clubs and providers that the target audience at the event were 'inactive' children and that the aim was to encourage, motivate and increase the children's confidence levels at the event.
- The main emphasis for the event was fun, with the aim that the children would enjoy the sessions so much they would want to attend further sessions outside of the school day.
- Schools with low club links were identified from the School Games Action Plans.
- Schools identified 15 inactive children to attend the festival.
- The pupils took part in a carousel of activities delivered by the seven local sports clubs and community providers.
- The SGO produced a club links booklet, which included all of the contact details of clubs and providers at the event and others that were keen to be involved, but couldn't attend on the day. Training times were also included within the booklet so that school staff could encourage children to attend by sending this information home to parents/guardians.
- Entry into the festival was so popular that the SGO had to run one in the morning and another in the afternoon to accommodate for all of the pupils.

SCHOOL GAMES



IMPACT

- The schools have given the SGO anecdotal evidence stating that children taking part in the event have since attend local providers' sessions and/or joined local sports clubs.
- Schools have since made contact with clubs to deliver after-school clubs within their school setting.
- One school had never played hockey before and have since employed the club coach to deliver after-school clubs, entered the inter-school hockey competition for the first time, then went on to win the competition and are now representing the SGO area at the county finals.
- The local sports complex which hosts a number of sports clubs has started to engage with their local schools with other projects such as Forest Schools and even hosting open evenings themselves as a 'come and try' session, so that children can take that smaller first step before joining a local sports club.



NEXT

- Increase the number of events for 2018/19 academic year.
- Host geographical events, inviting local clubs rather than borough-wide clubs.
- Possibly hold one event in the summer for summer sports and one in the winter for winter sports.
- Develop a way to track the children following the event to see how many join local clubs



TIPS

- Develop good relationships with the clubs.
- Ensure the clubs are aware of the target audience – inactive pupils. The clubs need to understand what motivates these children and ensure they can build their competence and confidence to take part in their activity outside of school.
- Choose some unusual sports and activities for the children to try. If the children are not already engaged with sport in school then alternative activities and sport might be more exciting.
- Make sure it is fun.

