

## Increasing engagement in school games

Steve Jamieson and Tim Fletcher

### 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 STEVE & TIM

Lancaster and Heysham SGOs Steve Jamieson and Tim Fletcher both work three days per week as SGOs in their own areas, covering 38 and 39 schools respectively. Both have other school sport roles in their other two days covering SSP additional services. Deprivation levels are varied across their schools in Lancashire.

Steve Jamieson, Lancaster SGO  
[jamieson.sm@gmail.com](mailto:jamieson.sm@gmail.com)

Tim Fletcher, Heysham SGO [TFletcher@heyshamhigh.co.uk](mailto:TFletcher@heyshamhigh.co.uk)



### WHY

- SGOs struggled to fit all their events into their calendar within their SGO role.
- A need to improve the look and feel of local competitions.
- Issues getting schools to attend lots of events and leaders out of school multiple times throughout the year.
- Encouraging schools to engage more and different pupils in the School Games.



### ACTION

- The SGOs developed a multi-event, inter-school competition day. This comprised of 14 inter-school competitions taking place on one day at one venue with an average of 1,000 children taking part.
- The event is always hosted on the last day of term.
- The event is aimed at primary schools. One special school is involved too.
- To facilitate this large-scale event, the SGOs met with local providers to encourage them to volunteer to help support the event.
- Local coaches volunteered to help at the event and were then welcomed to advertise their services and clubs to the schools.
- Many leaders were needed for such a large-scale event so the SGOs work with the local university, college and high schools to train leaders.
- The SGOs designed different competition formats for the day to suit different types of children. Some of the sports were run as fun festivals that were participation based, such as Change4Life, aqua splash and cycling. Some sports had a more competitive feel, but all based on fun friendly type games with no overall winner. Some of the competitions were competitive, but were not a pathway to the county finals. Some were highly competitive and led onto the county finals.
- Each year the SGOs add in new sports. Schools are made aware of the new sports in advance so that they can start to introduce the sport to their pupils all year in preparation. This is encouraging schools to offer a broader range of opportunities.

# SCHOOL GAMES



## IMPACT

- This year the SGOs partnered with 'Active Lives', who supported the festival by giving out health messages and ideas to the children throughout the day.
- 100% of schools engaged in the School Games.
- Fewer transport costs for the schools.
- More children engaged, as this stops schools from bringing the same children to every event.
- The highlight of the year for the Sports Leaders and gives them something to train and work towards.
- Big showcase for the SGOs and School Games.
- Partners such as local clubs, NGBs and the County Sports Partnership supported the SGOs, so there was less delivery for the SGOs across the year. This frees up time across the year.



## NEXT

- This year the SGOs partnered with their local Primary Stars programme. The Primary Stars programme has financed the event and between all partners they have plans to grow the event for the future.
- The SGOs plan to keep evolving the event with the changing landscape, e.g. health and active lives.
- The plan is to develop a series of smaller mini festivals (three or four competitions on one day).



## TIPS

- Work in partnership with other SGOs.
- Highlight the benefits to partners to attract them to volunteer their time and get involved.
- Don't be afraid to do things differently.

