

Case Study

Extending Activities

The Saracens brand gives a helping hand to engagement

CSP: HERTS CSP

TARGET: GIRLS AND BOYS, YEARS 6 - 8

DELIVERER: SARACENS SPORT FOUNDATION

ACTIVITY: NON-TRADITIONAL SPORTS



Our objectives:

- Exploit the brand image of professional sports clubs to engage semi sporty young people in a range of activities
- Utilise existing relationship with the Saracens Community Scheme to run a pilot project based on the Extending Activities model
- Test and improve delivery methods, assess capabilities and consider necessary factors for success of such a project in preparation for Extending Activities work

Promotion:

- Semi sporty target group was identified from a database of young people already possessed by Saracens Sports Foundation who were emailed directly about the scheme
- Coaches visited schools and attended assemblies accompanied by club mascot and players
- The whole project has been exciting and vibrant with branded flags and banners used to advertise sessions

Structure:

- 8 weekly 2 hour sessions were delivered to local young people - 30 minutes of coaching in two separate non-traditional activities, followed by an hour where participants could select an activity of their choice
- Each week a minimum of two guest clubs provided coaching so that during the 8 week period participants had the opportunity to try a minimum of 16 extremely diverse sports - from sub-aqua to Gaelic football

Advantages of the partnership:

- A large pool of well qualified and enthusiastic coaches to promote the project and assist in its operation
- Established modes of engagement that can be applied to a range of activities in conjunction with other participating clubs
- Smaller sports clubs from peripheral sporting disciplines have the advantage of aligning themselves with a more powerful brand

Lessons learned:

- Getting key partners around the table as early as possible to understand the purpose of the project
- High quality personnel are fundamental to ensuring that projects work
- Adequate funding must be provided and matched resources from other partners can be of great benefit
- The importance of engaging with parents of semi sporty children

Success factors:

- Lacrosse club signed 5 new members from a single session after struggling for numbers all season
- The job of engagement with large numbers of semi-sporty young people made easy for small scale local clubs
- Excellent retention rates, possibly aided by requesting payment (and commitment) up front.

