

Case Study



The 'sail of the century' attracts young people

CSP: PRO-ACTIVE SOUTH LONDON
DELIVERER: LENSURRY LTD

TARGET: BOYS AND GIRLS IN YEARS 7 -10
ACTIVITY: WATERSPORTS



Our objectives:

- To encourage semi sporty young people to become involved in water based sporting activities
- To attract 120 children to participate in classes in kayaking and sailing spread over five evenings per week - 24 young people per class each night (Monday to Friday)

The structure:

- Through links with appropriate National Governing Bodies the sessions offered semi sporty young people the opportunity to participate in the new British Canoe Union (BCU) Paddle Sports Programme and the Royal Yachting Association (RYA) Youth Sail Program
- Local schools were targeted via contact with local School Sports Partnership and PE teachers
- 9 schools immediately expressed interest to get involved, the first 5 of which were signed up to the programme; the remaining 4 were put on a waiting list for second term

Next steps:

- Align the programme more closely with the BCU and RYA
- Seek match funding to improve the programmes on offer
- Double the number of participants from 60 to 120 in each activity

- Increase the duration of sessions to one and a half hours
- Address issues concerning the organisation of sessions so that time is not wasted getting started
- Encourage participation in Saturday and Sunday sailing clubs as well as creating links to other clubs
- Organise further regattas for sailing club members
- Create opportunities for work experience and the chance to become Outdoor Activity Leaders

Success factors:

- 3 of the sailing team representing Richmond in the London Youth Games - all of whom started sailing because of the Extending Activities programme
- 100% of participants passed BCU Level 1 Kayaking
- 100% of participants passed RYA Level 1 Sailing
- A total of 15 passed Level 2 and many others have signed up for next stage of programme
- Good attendance at a Saturday morning club which has started up to provide an exit route for Extending Activities participants
- A regatta involving kids from the club was a great success