



TAKEPART
Brighton & Hove
International Festival of Sport

Evaluation Report 2010

Commissioned by TAKEPART Management Team

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TAKEPART 2010 Evaluation

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“Lots of people struggle to find an enjoyable sporting activity... my work with ‘active family’ campaigns across the UK has introduced me to people who are transforming their health by finding a sport which is right for them. TAKEPART offers people the opportunity to find a sport that suits them”

Sally Gunnell, OBE, athlete and TAKEPART Ambassador



What is TAKEPART?

TAKEPART is growing as *'the biggest celebration of sport and physical activity in the country'*. Across the two week festival, people of all ages are given the opportunity to try out a wide range of sports for free, in a fun and non-competitive setting. The aim is to help people to find a sport that they like. They can have a go at anything from *Nordic Walking* to *Petanque*. If people are encouraged to increase their participation, they will benefit from a more active and healthy lifestyle. The wide programme of events and taster sessions shows people what sport can offer them, highlighting the vast range of opportunities across the many sports clubs and facilities in Brighton & Hove. Many activities are things that families can do together. Most of the events are free and designed to be fun. The Festival also shows people the career, employment and volunteering opportunities that sport offers.

TAKEPART Festival of Sport took place in Brighton & Hove from 19 June until 4 July 2010. This was the third year the city has hosted the sports festival. It is organised by the School Sport Partnership, Brighton & Hove Council and NHS Brighton and Hove and supported by many businesses and organisations. TAKEPART is now constituted as a charity supported by these three main funders and partners.

The festival starts with a major launch in Preston Park; this full day of free activities is followed by two weeks of taster sessions and special events. Festival weekends are high-spots, with TAKEPART Local giving people the chance to try out the sports available in the local area and a Seafront Weekend of water and beach sports.

"TAKEPART is the torch bearer for sport and physical activity in Brighton & Hove. Sport and physical activity is unique in its appeal, inclusive in its delivery, positive in its outcomes and speaks to us across generations, cultures and socio economic divisions"
Andy Marchant, Chair, TAKEPART Management Group

"What we liked best was the ability to get all organisations working together for the same goal and showing what a great variety of stuff goes on within our City."
Neil Roberts, DC Leisure

"I was very happy to find an exercise that we can do together without all the hassle involved with going to a gym."
Mum with daughter aged 14 who tried out Nordic Walking

"Approx 800 people tried out bikes of different types, shapes and sizes."
Katherine Travis; JourneyOn Project Manager

"A fantastic day out for a family trying all different types of sports."
Visitor to Preston Park



Making a Difference: TAKEPART at a glance

Opportunities to try over **85 different sports and physical activities** across Brighton & Hove over the two week Festival

12,000 people attended TAKEPART launch at Preston Park. **All events were FREE**

217 Sport and Physical Activity Taster Sessions and Special Events city-wide with opportunities to try a range of sports from Aerobics to Yoga

Over 62% of people at Preston Park tried one or more of the activities or sports available on the day

Six local communities in TAKEPART LOCAL **free** sports events and physical activities for people of all ages

2,400 people visited the McCain Track and Field Road show in the Park. **200 people** tried Mountain Boarding for the first time

Every school and child in the City can try-out a free sports activity in TAKEPART

Programme of physical activities for **children and adults with disabilities** in association with Amaze

Over 25 sports available to watch or have-a-go at during the TAKEPART Seafront Weekend including Skate Jam 2010

153 partners, organisations and clubs were associated with TAKEPART

What happens in TAKEPART?

Now in its third year this growing festival presents a wide range of sport and physical activities over two weeks:

- **A launch event at Preston Park, Brighton** with performances, activities and workshops - all events are free.
- **TAKEPART Local Weekend** - two days of free activities showcasing local facilities and activities clubs in neighbourhoods around Brighton and Hove
- **Seafront Weekend** with demonstrations and 'have a go' sessions.
- **Over 217 sport and physical activity taster sessions** and special events over two weeks run by local sport and activity clubs within the city.
- **Two week School Sports Festival** including try-out sessions, competitions and tournaments.

Some of the wealth of sports and physical activities on offer at TAKEPART:



Why is TAKEPART important?

TAKEPART celebrates and showcases all the opportunities in local clubs and organisations which provide year-round opportunities for people to get involved in sport and physical activity. As London 2012 Olympics get nearer public interest in sport and physical activity will increase; TAKEPART is an important conduit for people to participate locally. TAKEPART delivers on a range of strategic agenda. Key findings from a range of reports show that driving up participation in sport supports¹:

Health and well being: Sport and physical activity generates substantial long-term economic value in terms of avoiding health costs and improved health-related quality of life. In 2009 only 24.3% of all adults achieved the minimum recommended levels of sport or physical activity, per week, necessary for good health. The cost of physical inactivity in Brighton & Hove is estimated to cost the health service over at £3m per year for treatment of diseases and chronic conditions, strongly linked to sedentary lifestyles, such as bowel cancer, obesity, diabetes, and coronary heart disease.

A positive outlook: Engagement in sport has a positive effect on wellbeing.

Improved standards and skills: young people who participate in organised sport show improved numeracy scores, on average 8% above that of non-participants. Participation by underachieving young people in extra-curricular learning sport activities increases their numeracy skills, by 29% on average above that of non-participants, and increases their transferable skills by 12-16%.

Makes it easy to participate: Factors such as age, gender, alcohol consumption, childhood experience of sport, a limiting illness or disability, educational attainment, unemployment, TV and internet use and the proximity of local sports facilities, are just some of the barriers to participation in sport. By showing people what is available in their local area, and working with local communities, TAKEPART makes it easier to participate.

Family friendly: TAKEPART provides an opportunity for families and children to join in activities together, important in creating healthy communities.

“Family life is still important to many – although family values apparently in crisis there is counterevidence to suggest that ‘family’ is still the top goal for many people both emotionally and economically. 94% of people regard their family as ‘an important source of pride’. Sport has the potential to tap into this family market but needs to provide more attractive family friendly environments”²

¹ CASE: Culture and Sport Evidence, DCMS, 2010

² PE and Sports Strategy for Young People, DCMS, DCSF, 2008

Support for TAKEPART is growing

The number of organisations who want to be associated with TAKEPART is growing. In 2010 the Festival had:

- 3 main funders
- 2 official sponsors: Mint and Southern Water
- 4 partners
- 2 media partners: Juice 107.2 and The Argus
- 27 Festival supporters
- 86 clubs involved

Funders



Partners



Media Partners



Festival Supporters



“TAKEPART fits with the co-operative values and principles around healthy living which we are passionate about. We wanted to raise awareness of some of our campaigns and felt we achieved this. The Co-operative had a small presence this year and would plan to extend this in future should they partner the event again.”

Debbie Mitchell, Co-operative and Membership Officer TAKEPART Partner

The Festival offers sponsors the opportunity to raise awareness of their brand within the local community through a positive link to community events.

“It was the localness and the opportunity to target the local community that attracted Juice 107.2 as a media partner. We ran pre-promotional adverts on air before the launch event at Preston Park and did a live outside broadcast on the day from the Park during our afternoon sports show. Our involvement in TAKEPART met our objectives. We felt it was a great local event and would be happy to get involved again next year.”

Ryan Heal - MD, Juice 107.2 Media Partner

The range of businesses and organisations that support TAKEPART is also expanding, either providing help-in-kind or services.

“Southern Water became an official sponsor of TAKEPART because it is a community event with a sporting aspect. We consider the Festival enables us to promote our key messages of water for health and water efficiency – how to enjoy water and not waste it. Our involvement did meet these objectives and Southern Water would participate again in 2011. The day was well organised and it was useful for Southern Water’s Duncan Goodhew to meet and work with Sally Gunnell”

Jo Peres, Southern Water

TAKEPART Partners

Active For Life

Active Sussex

AimHigher

Albion in the Community Education

Department

Barnardo’s

Brighton & Hove Albion Football Club

Brighton and Hove Food Partnership

Brighton and Hove Volunteers

DC Leisure

Handsprung Productions

JourneyOn (Brighton & Hove City Council)

Portslade Sports Centre

South East Dance

Streetfunk

Sussex County Cricket

Sussex Learning Network

The Hangleton & Knoll Project

Vinvolved project moving voices

Partnership makes TAKEPART work

Partnership is at the heart of TAKEPART. The three main partners are Brighton and Hove School Sport Partnership, Brighton and Hove Council Sports Development Team and NHS Brighton and Hove City Primary Care Trust. All three partners are actively involved in the management of the Festival and support it with a minimum contribution of £15,000, plus significant in-kind support in terms of staff time and resources.

NHS Brighton and Hove City Primary Care Trust is a main festival partner, with a focus on people living healthily and keeping well.

Brighton & Hove City Council is a major funder of TAKEPART and provides staff and facilities to enable the planning and running of the Festival.

Dorothy Stringer School, alongside Brighton and Hove Council Sports Development Team, has a central role, sourcing the funding, brokering the partnerships, securing the sponsorship and creating and managing all the strands that make up TAKEPART.

TAKEPART operates city wide and all Local Authority schools are partners. It is lead delivery agency for PE and School Sport Professional Development and acts as an advisory service in relation to PE: it sits on the Healthy and Extended Schools Committee and jointly organises TAKEPART.

The organisation has now achieved **charitable status**, which increases the funding opportunities available, essential if the festival is to remain a free event.



Who said what about TAKEPART?

Partners, cultural agencies and organisations and media partners are positive and encouraging about TAKEPART. There is much goodwill toward the TAKEPART Management Team. Brighton & Hove School Sport Partnership led by Dorothy Stringer Sports College and the Sports Development Team at Brighton and Hove Council are praised for their work in developing, planning and running the Festival. Their understanding of the ethos behind the idea of a Festival of Sport with close community connections and the professional and enthusiastic delivery of the project was recognised. Such goodwill is a strong foundation for TAKEPART for future years.

“As a Brightonian, it was fantastic to hear the positive sporting ethos from local sports people. I am fully aware of the enthusiasm and organisation required to make an event of that scale a success. I am sure the event could continue to grow. The momentum of the Olympics will encourage even bigger attendances over the next few years.”

Ryan G, Hawks Youth Football Club

“We felt a reasonable proportion of the people we got were likely to give the sport a go at our forthcoming events. Many thanks for a successful day.”

Anna Chapman, Southdowns Orienteers

“Thank you for a great event on Saturday. The dance club really enjoyed the opportunity to perform outdoors. They commented on how much they also enjoyed the other performers from hip hop to gymnastics. We look forward to next year’s event.”

Sam LeBihan, St Luke’s School - United Moves

“I thought it was fantastic!!!! In particular the track and field tent.”

Hazel O’Donnel, FESCO - Varndean College.

“As one of the two big professional sports clubs in the City we already have good links with Brighton & Hove City Council and the School Sports Partnership. TAKEPART is a good festival and lots of people participate. Six weeks into the cricket season it’s a good fit for us.”

Tim Marks, Sussex County Cricket Club

“TAKEPART was a lively event that seemed to appeal to all sorts. It was a good opportunity to talk direct to people. In h20 zone our stand promoted a Get safe for Summer aimed at young people to be safe near water in summer especially. We were with Royal Lifesaving Society. TAKEPART seemed to appeal to all sorts. People of all ages came to our stand asking questions, taking freebies etc. It was a good opportunity to talk directly to people. As an organisation we would be interested to take part and be an exhibitor of an aquatic/ swimming related activity”.

Sarah Porter, ASA, Sussex County Swimming Coordinator

TAKEPART: The Preston Park Launch

The TAKEPART launch in Preston Park is a fantastic opportunity for clubs and groups to showcase their sport and activity. The event brought together performances, activities and workshops for all ages.

- The official launch of TAKEPART
- **Free** event aimed at all ages
- Involved a number of high profile spectacle events to attract the general public
- Offered taster sessions in over 46 activities
- Provided easily navigated zoned areas including: **Eat Well Zone, Health and Fitness Zone, H2O Zone, Play Zone, 'In Zone, Bike Alley, Martial Arts Zone, Community Dance Zone, Amazing Zone** and TAKEPART Arena.

Who joined in?

12,000 people attended TAKEPART in Preston Park, of these:

- **63% of adults took part in at least one activity**
- **59% were female; 41% were male**
- **26% of families brought children aged 3 or under**
- **48% of families brought children aged 4 – 8**
- **39% brought children aged 9 – 11**
- **9% of young people coming with their family were over 12 years**

TAKEPART in Preston Park attracted mainly families and children and a small number of adults came on their own. Just under two thirds of adults attending participated in at least one activity but for the one third who did not may indicate that many people perceive TAKEPART as a children's festival.



People who did take part in an activity said:

“It was really good to have an idea of what Nordic Walking is all about... so much so that I signed up for a course immediately after the taster session”

“We will be joining a class to learn the method properly”

“Quite fun – better than expected”

“Fun, informative and participatory and more things to do than last year”

“Lots of activities; good for kids and raising awareness of being healthy”

“Really good fun for kids and adults and a good way of trying things out”

“Everyone’s having fun...instructors are involving young children which will encourage children to continue with sport. Brilliant!”

Get Involved: The Amazing Zone

The Amazing Zone was made possible by LDDS funding and represented a much greater involvement by Amaze than in previous years. **Over 500 people** visited the Zone, with **79% rating it as ‘good’**; **83% of visitors rating the taster activities as ‘great’** and **55% of visitors rating the information provided as ‘good’**.

Amaze undertook an extensive and successful marketing campaign attracting many people they did know to the zone but also some families, young people and adults with learning disabilities that they had not previously had contact with. **71% of visitors said they had not been to TAKEPART before.**

“Creating opportunities for young people is essential to Amaze, The Amazing Zone was very successful in achieving this. The partnership between the School Sports Partnership and Amaze is strong and the infrastructure and support on the day was welcomed. Subject to funding Amaze will be participating in 2011.”

Ann Blackburn, Amaze



What Visitors to Preston Park said about TAKEPART



Words people used most frequently about TAKEPART are shown in the largest type on this word-map.

What did people TAKEPART in?

This chart provides a snapshot of attendances at some of the participating activities at the Preston Park Festival launch day.

Sport / Activity	Estimated number	Attended by:
Track and Field structure	2,400	Children + Adults
British Military Fitness mini assault course	600	Children
Cycling	800	Children + Adults
Mountain boarding	200	Children + Adults
Orienteering	87	39 boys; 48 girls

“The best reaction I had was from a woman whose 3 year old had “never” eaten a vegetable and who consumed a massive piece of tortilla with a really hot tomato and pepper salsa and then asked for more. Mum was equally gob-smacked, reassured and re-committed. She came into the kitchen and John showed her how to make the dish”.

Robin Van Creveld, Community Chef

The **eight cookery demonstrations** resulted in **400 plates of food** being given out and **500 printed handouts** detailing healthy food options were distributed on the day.



Who came to TAKEPART?

The **Preston Park** launch was aimed at all ages, most people who came were children with their families, welcoming families is a very important aspect of TAKEPART.

At Preston Park:

Postcode	Number attending
BN1	50%
BN3	18%
BN2	16%
BN41 – 44	8%
Other postcodes	3%
North of Brighton – BN6 & RH	2%
London	2%
The Havens & Eastbourne	2%

Most people came from the local communities, central Brighton BN1. Note that more people came from Hove and Portslade - 26% which is further away than BN2 from where 16% originated.

How did people hear about TAKEPART at Preston Park?

- **Flyer or programme (40%)** was how most people heard about TAKEPART.
- **16% heard** from a **friend** and **7.5%** from **school**.
- **30%** of people said they heard about the events in 'other' ways but no further information is available about these 'other' ways.
- The **website** and **radio** editorial and advertising were also mentioned.

"Juice FM ran pre-promotional adverts and had a live outside broadcast from Preston Park into our afternoon sports programming"

Ryan Heal - MD, Juice 107.2 Media Partner

"We felt TAKEPART was a worthy cause, a good idea and something we wanted to be involved with. It worked for us from a community angle but not from a commercial angle which we will review. We would want to be involved next year"

Alan Sanders, Albion in the Community

"The best thing about TAKEPART is seeing such a broad variety of dance groups coming together to perform. Watching people discover dance for the first time and performing in public and rising to the occasion. The Dance Stage and Workshop areas were a great way of getting people 'taking part' in a new form of physical activity – especially older people or those who are not into the idea of 'working out' or 'sport' but who want to be 'active'.

We would like to see more emphasis on DANCE in the marketing materials and for it to be made clear that Dance is an integral part of the festival. We had a fantastic day on Saturday and the volunteers were all really pleased. For most of them it was their first experience of volunteering."

Catherine Gill, Project Co-ordinator at South East Dance

TAKEPART: The Taster Sessions

During the festival local clubs and groups were able to promote themselves and attract new participants by delivering taster sessions over the whole of the festival period. These taster sessions gave clubs an opportunity to welcome people enthused by TAKEPART, they could then attend the club's venue, raising awareness of their presence in the community.

During the festival there were 217 taster sessions and special events delivered by 49 local clubs. Delivered at reduced costs, or sometimes for free, these sessions appealed to people who may not have tried the activity, or had seen the club at either the launch event in Preston Park, or one of the TAKEPART local events. Advertising these sessions as tasters helped identify them as suitable for beginners and welcoming to new participants. This is important as turning up to a unfamiliar session can sometimes be intimidating for beginners.

The taster sessions and special events also served to show off the wide variety of local opportunities in the city - including street dance, karate, football, tennis and cricket. By offering taster sessions, clubs had the opportunity to use the festival to increase participation in certain sessions run by the club where they saw a need.

Facts & figures:

- **217 taster sessions and events run during the festival period.**
- **49 local clubs delivered taster sessions during the festival period outside of the larger weekend events.**
- **71% of clubs returning their evaluations believed the taster sessions were a good way to promote their clubs activities.**
- **All clubs returning their evaluations are keen to offer taster sessions in TAKEPART 2011.**

"The Taster Sessions run during the festival give local clubs an excellent opportunity to promote their activities and attract new members."

Ryan Edwards, Sports Development Manager, Brighton and Hove City Council

TAKEPART Festival grants:

In order to offer clubs and groups support to deliver activities as part of the festival, NHS Brighton & Hove provided 10 x £250 grants to local groups seeking to engage in the festival.

These grants were awarded to clubs and groups in Brighton and Hove to provide the following activities:

- **East Brighton Women's swimming group** - Aqua aerobic taster sessions.
- **Millwood Karate Group** - Taster Karate sessions for parents alongside children's sessions.
- **City Synergy** - Purchasing sports equipment to provide taster sessions for people with a visual impairment.
- **Brighton City Table Tennis** – To bring table tennis tables to Preston Park allowing people to have a go, play against a table tennis robot, watch exhibition matches by top players.
- **Hollingbury Table Tennis** - New equipment for free taster sessions for 8–13 year olds.
- **Craggers** - To buy spare harnesses, shoes and helmets for children's climbing wall sessions.
- **The Men's Network** - Celebrate Fathers day with a 'Dads and Lads' Volleyball tournament at Yellowwave Beach Sports Venue.
- **East Brighton Community Football Club** - Open day at Manor Road Gym consisting of free football coaching and matches for 9 – 16 year olds.
- **Brighton Stormers League Skater Hockey Club** - Free roller hockey taster sessions over 3 Saturdays during TAKEPART festival.
- **Out to Lunch** - family swimming trips to Prince Regent Pool during TAKEPART.



TAKEPART Local: Audiences and Stakeholders

What was TAKEPART Local?

TAKEPART Local was the second weekend of the festival. It offered an opportunity to highlight the work of clubs and groups in communities where there are higher levels of health and social inequality to showcase their activities and their facilities to local residents

Following the successful introduction of TAKEPART Local events in 2009, the 2010 programme on the 26 and 27 June was a series of free events at six venues in local neighbourhoods which showcased community sport and activities available in those neighbourhoods. It aimed to introduce local people to the opportunities on their doorstep to encourage them to get more involved.

Throughout the year Brighton & Hove City Council encourages community participation in sport and physical activity by offering support to local clubs and groups, in targeted communities in the City. TAKEPART Local events were delivered by the BHCC Sport Development Team's Active for Life Project in partnership with the local clubs groups and service providers working in these communities.



Making a Difference: TAKEPART Local at a glance

Six venues hosting **over 50 sports taster and workshops sessions** in local communities in the City

Opportunities for people of all ages to try something new. At many locations **one in three participants was over 40 years of age**

TAKEPART Local attracted **high female participation rates**

TAKEPART Local was successful in **linking the sports and health** agenda in local communities

TAKEPART Local **successfully showcased sporting opportunities** in local communities

TAKEPART Local enabled local sporting and activity groups to demonstrate their **sport within their community**

TAKEPART Local was **fun** and participants were **enthusiastic** about the events

Through TAKEPART Local, sporting groups can raise their profile and **engage with new people**

TAKEPART Local is an opportunity for local groups to be involved in a **City wide initiative**

Volunteering opportunities are presented at TAKEPART Local events

Who took part?

TAKEPART Local events profiled the clubs and groups supported by the Sport Development team in targeted communities, and offered sessions to a wide range of ages from young children to older people. TAKEPART Local drew a more varied age profile of participants for the taster sessions held in local neighbourhoods, compared to the Preston Park event.

Where did TAKEPART Local take place?

Six locations spread across Brighton and Hove.

1. Manor Road Gym, Manor Farm, Whitehawk

This was delivered by BHCC Sport Development's Active for Life Team, in partnership with Manor Road Gym Management Committee, and Bristol Estate Community Association. Activities included Basketball, Fencing and a Gymnastics display. Support by the TAKEPART Festival team was rated Excellent or Good by all participating organisations and **50%** said TAKEPART Local had been **successful in promoting their activities to the public** although they would have liked greater numbers attending. All groups said they would participate again in 2011.

'I thought that the organisation was really impressive. It was a shame that it wasn't busier. Is there anyway of getting more local schools involved in the TAKEPART project?'

Participants ranged in age from 90 to 1 years of age. 36% were over 40; 19% were 20 - 40 years of age and 43% were under 18. 38% of participants were male and 62% female. People came from a wide area to this TAKEPART Local event coming from Hove, Portslade, Worthing and Haywards Heath.

2. Portslade Sport Centre

Portslade Sport Centre showcased tasters and demonstrations for under 16s. The centre felt it had been an excellent way to promote their activities to local people and over 50 people had signed up for participatory sports at the centre.

Sophie and Maisy - year 10 students from Hove Park School volunteered at the Portslade Sports Centre TAKEPART local event on 26 June.

'It has been a really fun morning, with lots of people taking part and having fun trying out the sports.'

Sophie, student volunteer

'It's been good helping all different types of people with the sports and seeing them enjoy themselves. I've had a really good time volunteering.'

Maisy student volunteer

3. Tarner Park, Central Brighton

Tarner Park's activities included a Young People vs. Police football tournament, on the basis that John Street Police Station is its neighbour. Communications and support from the TAKEPART organisers was rated excellent or good by all groups involved and two thirds of organisations recruited new participants for activities on offer.

One participant commented "*Fun for all ages; love the insect / flower bed part*"

Participants at Tarner Park ranged from 82 years down to 5 years of age. **47% were over 40**, and a further **47% were under 18** with very few participants here in the mid-age range. More males than females, perhaps due to the prominence of football activities.

4. Moulsecoomb Leisure Centre

Delivered by Active East Brighton in partnership with DC Leisure. 12 activities were on offer ranging from Basketball to Yoga and including a gentle exercise session run by Moulsecoomb Bangladeshi Women's group.

The event ran from 10 - 2pm. In total 45 people attended TAKEPART Local. Of these, 30 were existing members of the groups and 15 were residents taking part as tasters.

"Joseph loved the Karate and has joined up and will start the sessions proper next week. He has struggled to find something that he really enjoys sports-wise but this seems to have inspired him".

Anne Kennedy, Moulsecoomb parent.

Additional TAKEPART initiatives in Moulsecoomb

- "Five Take Part in the East" - AEB/DC Leisure - June - Sept 2010 – 5 local residents taking part in three month fitness / activity programme
- Aqua - aerobics taster sessions – East Brighton Women's swimming group – June 21st and 28th 2010 – 12 attendances
- Active East Brighton Directory launched

5. Hollingdean Park, Hollingdean

Planned as a whole community festival, over 90% of organisations were involved. They reported excellent or good communications and support with the TAKEPART team in advance and on the day (England also played a world cup match so this impacted on attendance.)

"We weren't quite sure what to expect but we had a nice day. I don't know how well it was publicised but it would have been nice to see a few more people there"

This local event aimed to attract new people to sign up to participate - **29% of organisations said it was 'fairly successful'**; **29% said 'average'** with **42% saying excellent**. No organisations signed up 10 or more new participants.

Participants in Hollingdean Park were aged from **63 years to 2 years**. **17% were over 40**; **23% were aged 18 - 40** and **58% were under 18**. The majority of participants came as part of a family group and all came from local postcodes. There was an equal gender representation.

6. Hangleton & Knoll Project

Hangleton & Knoll Project's Youth Team ran an afternoon of sports as part of TAKEPART Local in Knoll Park and Knoll Pavilion in Hove from 1pm until 4pm Activities included Kwik Cricket, Football, Pool, and WiiSports on the Nintendo Wii. The excellent weather encouraged everyone to join in with the sports. The Cricket was the most popular with children and young people joining in a mass game and having fun. Best performer was a 5-year old boy who came with his mum after seeing the flyers and put everyone else to shame with his batting and bowling. As he said *"I love cricket but my Dad can't always play with me!"*

21 under-18s participated, with an additional 10 over 18's

All organisations who responded to the survey indicated that they **would participate** in TAKEPART Local again in 2011.



School Sport Festival

Brighton & Hove School Sport Festival began in 2006 and has been developed by the School Sport Partnership over the last four years so that every school and child in the city has the opportunity to take part in a range of sporting activities for free or at a reduced rate.

In 2010, 70 different schools participated:

- **53 primary / infant / junior schools (out of 76)**
- **9 secondary schools (out of 9)**
- **2 further education colleges (out of 3)**
- **6 special / SLD schools (out of 6)**

The second week of the TAKEPART Festival coincided with Lloyds TSB National School Sports Week and figures for this are given separately. The numbers of school and college aged participants are shown below.

TAKEPART School Sport Festival Saturday 19th June - Sunday 4th July 2010			
Overall Total	19,513	During the 2 weeks there were:	
TAKING Part	18,909		
Sport Leaders KS3/4/5	604	Intra School Competitions	81
KS1	3135	Inter School Competitions	15
KS2	7296	Tasters	105
KS1/KS2	4493	Total	201
KS3	588		
KS3/4	3207		
KS5	190		

National School Sport Week Monday 28th June - Friday 2nd July 2010			
Total	11,552	During NSSW there were:	
TAKING Part	11,362		
Sport Leaders KS3/4/5	388	Intra School Competitions	37
KS1	1860	Inter School Competitions	11
KS2	2410	Tasters	55
KS1/KS2	3721	Total	103
KS3	147		
KS3/4	2836		
KS5	190		

There are 35,790 young people between the ages of 5 - 18 in Brighton & Hove (www.neighbourhoodstatistics.gov.uk) and these figures show 55% of them participated in a sporting activity during this two week period.

This impressive reach shows the positive impact of TAKEPART across the City in association with the education sector. This is particularly strong across the primary sector. Many 14 – 18 year olds will not have been at school after completing exams and therefore not available to participate.

Five schools took part in 10 or more activities, four primaries and one junior school. Dorothy Stringer High School (the only Sports College in the City) took part in 8 activities and Varndean High School in 7. Downs Park was the only Severe Learning Difficulties school to take part in more than one activity (2) with the other SLD schools participating in one each.

Participation was evenly spread across the city as shown below.

Postcode of school	Number participating in TAKEPART
BN1	26
BN2	18
BN3	15
BN41	10



“The streetfunk tasters were fantastic. It was great to see so many boys taking part in dance. We are looking to run an after school club next term. Thanks for the opportunity”
John Mills PE Coordinator, West Blatchington Primary School

TAKEPART: Seafront Weekend 3 and 4 July

Skate Jam 2010

The TAKEPART Skate Jam 2010 celebrated the culmination of 10 weeks of Sport Unlimited Skateboarding Tuition sessions. It was held at Hove Lagoon on 3 July. The Jam was run by Brighton & Hove City Council's Active for Life Project, working in partnership with Sussex Central YMCA.

33 skated in the competitions: 10 in the under 12's; 13 in the 12-16's and 10 in the 16+ age range. 100 people turned up to watch.

"It was really good, I liked the way the competition was laid out with different age groups and everyone gets a go. There were really good prizes and everyone gets to join in even if you're not that good."

Jake, aged 13

'It was pretty good and enjoyable and I enjoyed the skating. I'd come next year if you do it again!'

Sunny, aged 18



Paddle Round the Pier

Paddle Round the Pier beach festival is an independent two day event held this year on Saturday 3 and Sunday 4 July.

Although TAKEPART is not involved in the organisation or administration of 'Paddle' which is primarily a charity fundraising event, it plays a supportive role by giving coverage in its marketing materials and cross promotion at events.

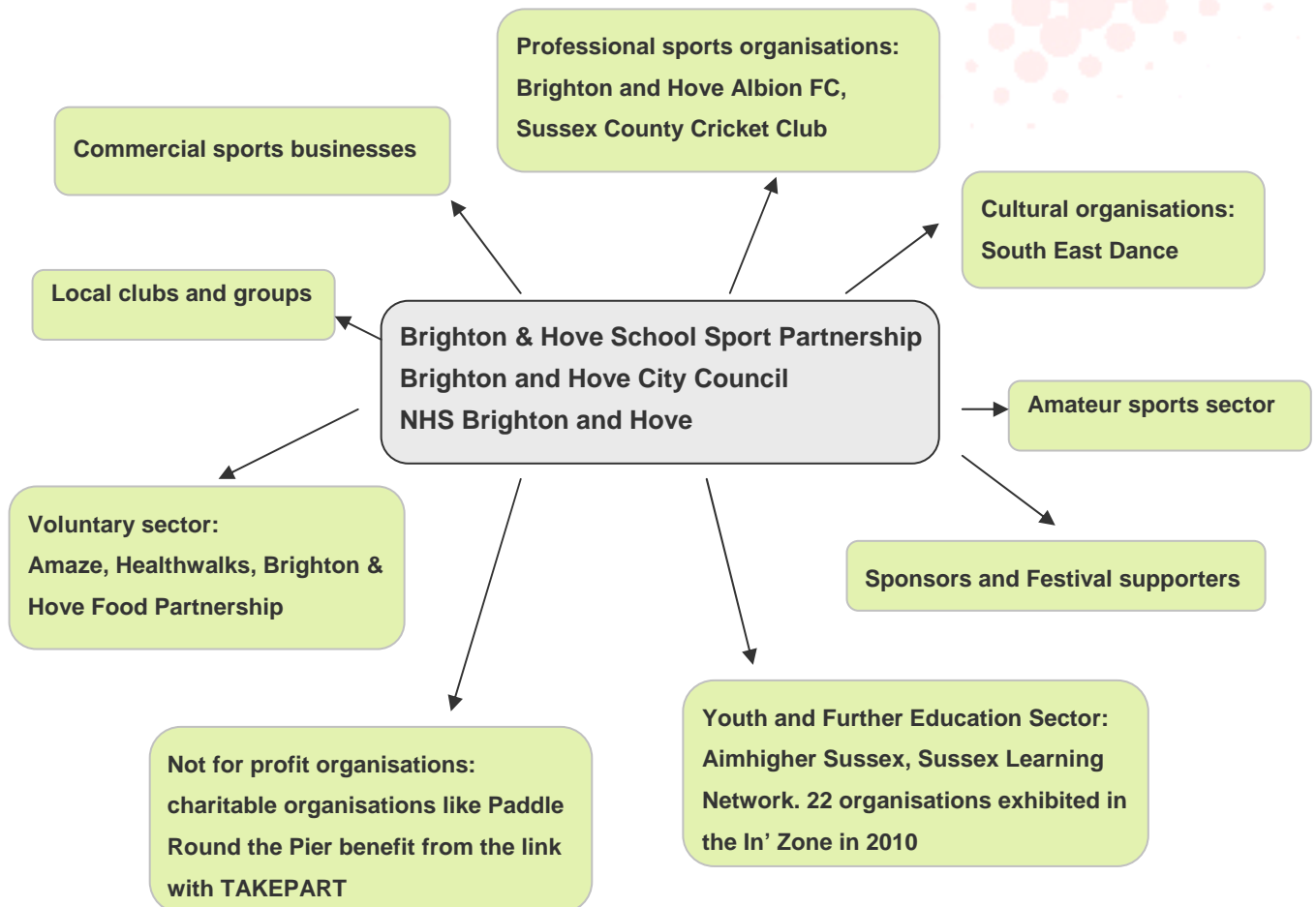
During 'Paddle' the TAKEPART programme provided opportunities to participate in a variety of sports including kayaking and canoeing, beach volleyball, sailing and windsurfing and petanque. There was a five kilometre seafront run. **Twenty five** types of sport were represented either through demonstrations, participation opportunities or a mix of both. A fee for participation was charged for some events; others were free.

These participatory opportunities were featured in the TAKEPART brochure – providing opportunities for water and beach based events that cannot take place elsewhere.

As this is not a TAKEPART organised event, attendance data for these sessions is not included.

What does TAKEPART do for stakeholders?

TAKEPART brings together over 80 organisations at many different levels across the public and private sector. It is instrumental in supporting participating stakeholders to deliver their strategic objectives. Almost all those involved want to increase their profile and expand the level of participation and community engagement.



"The best part is seeing such a broad variety of dance groups coming together to perform and watching members of the public discover dance for the first time. The dance groups who performed received lots of interest which is great for the growth of dance in the city"

Catherine Gill, South East Dance

"The feedback was amazing with our first customers coming the next day"

Stephen Williams, Haredown Mountain Boarding Centre.

Stakeholders recognise the benefits of joining in TAKEPART

TAKEPART ...

- **Offers them the opportunity to be included in a scale of event they could not achieve by themselves.**
- **Makes them part of a community celebration of sport across the City.**
- **Helps them make new relationships with other sports organisations and with their local community.**
- **Provides an impetus for them to engage with new people and introduce their sport to potential new participants - showcasing their sport outside its usual venue. Informal sessions can be challenging but also great fun, providing new activities or building new partnerships.**
- **Raises their profile through the PR coverage generated by a city wide campaign that would be impossible for organisations to achieve on their own.**
- **Identifies them with health initiatives which promote lifelong health, healthy living, Change4Life.**
- **Enhances opportunities for them to work with volunteers: Sports clubs provide good opportunities to offer volunteer help with favourite sports. Volunteer roles include coaching, administration, refereeing, driving and management.**
- **Charitable status: TAKEPART aims to develop its recently acquired status though expanding its current Board of Trustees and attracting funding opportunities in order to ensure the sustainability of the festival.**

TAKEPART: Impacts on the sport sector

Getting ready for 2012

As London 2012 Olympics gets closer, TAKEPART is an opportunity to capture people's imaginations and encourage increased participation and volunteering in sport. The festival will become a key legacy event for the city to continue to build upon the momentum and positive influence of the Olympics.

Leading the way

Stakeholders think that TAKEPART is worthwhile and supports many of the priorities for sport development. The support and drive to deliver a collaborative, city-wide project demonstrated TAKEPART's leadership skills and strengths.

Increasing participation

In 2010 TAKEPART attracted over 12,000 people to Preston Park to the launch day; almost a further 20,000 children participated in sport via TAKEPART Schools and many more people of all ages attended a TAKEPART Local event or a taster session over the two week Festival.

Think national: act local

TAKEPART makes an effective impact for a relatively small investment. It encourages local people to value what is on their doorstep; its supports city sports organisations to build relationships with local people, causing them to think differently about the sports facilities and organisations available. Reaching out to new audiences is an ambition referred to in almost every report emerging from the sports sector.

Increasing access to sport

*A Passion for Excellence*³ prioritises improving provision of culture and sport, offering greater value for money and higher quality services for local residents. TAKEPART supports these ambitions by encouraging sports organisations to try new things to enable communities to get involved, grasp a new opportunity and to have go at something different.

Social integration is a key objective for Amaze and the Amazing Zone was very successful in achieving this. The partnership between the School Sports Partnership and Amaze is strong and the infrastructure and support on the day was welcomed. Subject to funding Amaze will be participating in 2011."

³ A Passion for Excellence: an improvement strategy for culture and sport, LGA, 2008

Joining up city sport

The partnerships and the range of organisations involved in TAKEPART create a critical mass and a focus for the sector to trial ways to engage people and improve access to their facilities and offer. By facilitating partnership working it enables organisations to share resources and expertise in order to reach into local communities and to offer residents a joined-up, expanded offer.

Just to say how impressed I was with Saturday's event. I was struck by the passion and enthusiasm of everyone involved in showcasing their particular sports. It really was a great advert for sport in the City.

Toby Kingsbury, Sports Facilities Manager - Brighton & Hove City Council

Celebrity and Sports

The value of involving sports celebrities such as Sally Gunnell and Duncan Goodhew in 2010 has been to give the Festival endorsement and profile through the media coverage they attract and the 'stamp of approval' they give. For future years high achievers in sport or celebrities who have taken up a sport and are benefiting from it are well worth involving as they provide valuable role models and attract the public's attention.

Effective performance and efficiency

TAKEPART provides the sector with valuable lessons about how to attract new participants to sport. Its collaborative approach highlights all that sport in the city has to offer. The lessons learned year on year are encouraging new organisations to get involved and stimulating people's interest in taking up a sport.

Enriching people's lives through sport

People interviewed ranked their experience as positive using words such as *friendly, relaxed, fun, interesting* to describe their introduction to a sport. People were not challenged or intimidated but excited by an opportunity to try something new. TAKEPART was seen as intergenerational and family friendly.

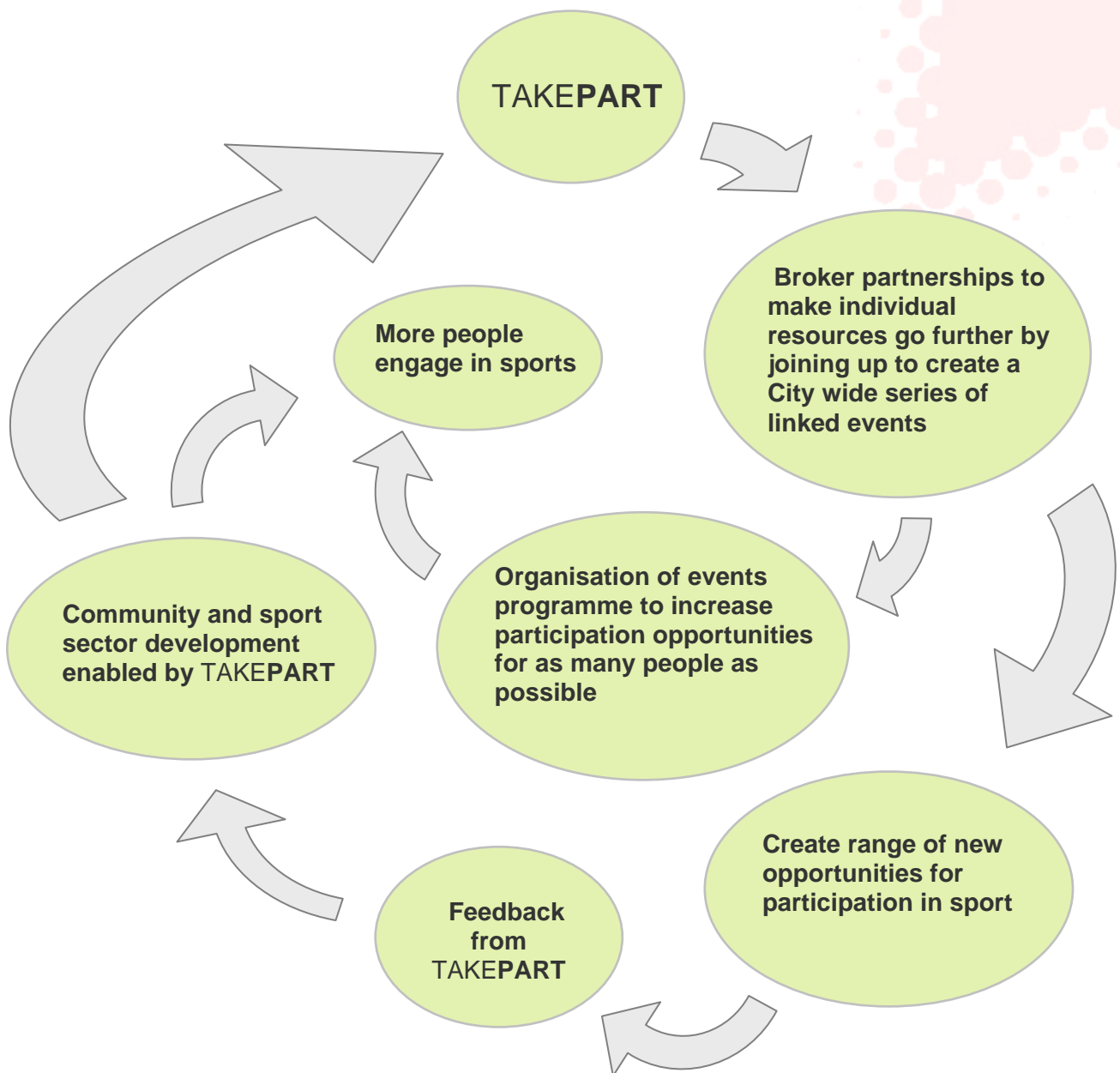
Made partnership central to achieving its goals

The strength of the partnerships was emphasised by the supporters:

"What we liked best was the ability to get all organisations working together for the same goal and showing what a great variety of stuff goes on within our City".

Neil Roberts, Area Manager, DC Leisure Group

How TAKEPART works



Communicating TAKEPART

TAKEPART 2010 undertook extensive marketing and communications, which included:

Local radio

Juice FM, the festival media sponsor ran daily promotional trails for two weeks; a monthly slot on the Saturday sports show and an outside broadcast from Preston Park.

Local press

Regular editorial about the Festival and the schools events was carried in the Argus, Leader and youth in Action throughout the 2 weeks. Press releases were regularly circulated to sixty press contacts throughout Brighton & Hove.

Promotional events

The TAKEPART team staged a special promotion in Jubilee Square, setting up a climbing wall in the square for the public to have free sessions. Other festival promotional activity took place at Brighton Station, ASDA, Sainsbury's, Hove Lions Carnival Twenty 20 Sussex Cricket, Make your Move, Spring Watch and to Friends of St Ann's Well Gardens, Adult Learners Week ,B&H council Staff Conference and at Martlets Midnight Walk. Sports Coordinators also promoted the festival at 15 school assemblies.

TAKEPART Print and marketing materials:

- 36 page brochure, a 40k print run
- 15k flyers
- Posters and banners throughout the city
- TAKEPART branded T Shirts
- 2,000 maps
- Regular e-flyers

Brochures are distributed through Schools and FE college networks; NHS and B&HC networks, all leisure centres and libraries in the city and with regular drops to cafes & shops in Brighton & Hove centre.

In addition, 5,000 programmes were mailed to Co-operative members; 1,000 programmes mailed to AMAZE database of families and carers of children with special needs.

Brighton & Hove Bus Company distributed 1,400 programmes on No5 route.

Website

Full listings were posted on the festival website, which had links to 30 other sites and weekly updates of events and news

www.takepartbrightonandhove.com

For 2010 TAKEPART was good at:

- **Raising the profile of sport**
- **Showing the variety of opportunities sport offers**
- **Engaging at grass root level**
- **Bringing families together**
- **Introducing people of all ages to sport and physical activity**
- **Being open and enabling**
- **Creating tools and resources to help local clubs**
- **Achieving positive media messages**
- **Encouraging a positive response**

TAKEPART 2011: What Next?

TAKEPART 2010 is successfully building on previous years and increasing the range of opportunities for participation and the number of organisations who are involved. **So what next?** The TAKEPART management team and trustees are now thinking about how best to grow and in what direction. Stakeholders and participating organisations and the team members who delivered the project came up with the following suggestions:

Expand the focus

TAKEPART is very successfully engaging with children, young people and families. It should also aim to develop a more adult focus for some elements of the festival to reach out to a wider demographic across the city.

Emphasise that it's fun and free

This is a really important aspect of TAKEPART: emphasise that the festival is fun and free and a good opportunity to get involved with sport.

Celebrity counts

The involvement of sports celebrities is an advantage, endorsing and giving profile to the event: the 2010 celebrities also provided positive role models – so it is well worth developing this aspect of TAKEPART.

Build critical mass

TAKEPART 2010 involved over 75 sports organisations and 38 partners. There are over 350 sports organisations in Brighton and Hove so there is still some room for growth. However, growth requires resources and TAKEPART relies on the commitment and energy of a team who have many other responsibilities.

Extend the partnerships

All the partners interviewed said wish to be involved with TAKEPART 2011. Linking different sporting organisations together under a 'sport' banner involves taking different ways of working into account: volunteer-led organisations require a different level of support from a national gym chain. **Recognise partners have different needs.**

Planning for growth

Increasing resources

TAKEPART meets the priorities of a range of interests and agenda; its ethos and offer has potential to attract commercial sponsors and support from trusts and foundations

Expanding the range of activities on offer

Ensure there are opportunities for everyone: for example, enhance the offer for people with disabilities, over 50's and females - more opportunities for a broader range of age groups. The age group that was most difficult to engage with was 18 – 40 year olds.

Celebrity endorsement or the introduction of some competitive sport events under the TAKEPART banner may reach out more successfully to this group.

Developing the adult emphasis

A strong TAKEPART Taster brand needs to be developed although resources are limited. Although the majority of events should remain free, there may be opportunities to provide Tasters of more extreme / innovative sports for which people would be prepared to pay. This has begun with Mountain Boarding and Windsurfing but could be developed.

Building the profile

More promotion and awareness will benefit the festival considerably. The 2010 marketing campaign was extensive, with wide brochure distribution, radio and press support, advertising, promotional events and banners.

Individual sports organisations could be provided with appropriate tools and encouraged to promote their involvement further across the networks and communities of the city.

Community networking could provide new opportunities for marketing and reaching more audiences.

Strengthening links with local clubs will help to bring local communities into TAKEPART Local.

Building relationships and partnerships with other local events taking part at the same time will help to build critical mass

Review partnerships between Brighton & Hove School Sport Partnership and local service delivery organisations to formalise roles and expectations, so that these can be clarified and delivered.

Make it clear: Although tasters may be free there are costs involved in regular participation in a sport (travel, equipment etc) and these need to be clear for potential participants.



Looking forward

There is great potential to develop the profile of TAKEPART for future years. Obviously this will require more resources, but the festival meets the priorities and agenda of so many organisations that expanding the partnerships to draw more practical support will help the growth of this worthwhile event.

Directions for development include:

- Reaching more young people though raising TAKEPART profile at school assemblies.
- Stronger support from the Argus to raise local profile.
- Building relationships with health and youth professionals: GPs, hospitals and health workers community police and youth workers. Newsletters and in-house screens etc can be used with these sectors to spread the word.
- A drive to recruit volunteers.
- Increased on-street visibility through posters and banners.
- A more strategic approach to print distribution to target local areas.
- More staff resources to keep the website presence current and strong.
- Local links with supermarkets to reach new participants, especially for TAKEPART Local, which has great potential for new local partnerships.
- Presence at more promotional events such as Hove Lions Carnival and St Ann Wells park event.
- Strengthen the role of local clubs and groups to attract their members to join in TAKEPART.

TAKEPART 2010: The Evaluation Process

This evaluation was commissioned by the TAKEPART Management Team from **sam**.

The evaluation assesses the:

- Impacts on and views of participants.
- Success in reaching new participants.
- Impacts on and views of sporting stakeholders.
- Partnerships - successes, benefits, challenges and future plans.
- Quantitative data from event organisers and partners was collected on site through questionnaire and collated into the data presented in this report.
- Interviews with partners and stakeholders were also undertaken and their views are further recorded in the report.



TAKEPART 2011

The 2011 Festival will take place from Saturday 25 June - Sunday 10 July 2011.

www.takepartbrightonandhove.com

Evaluation report produced by **sam**

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