Applicant: Bexhill College
Project Name: Sportivate Bubble Football
Bid Target: 42
Award: £1,260

Bexhill College smashed their bid target and retained 49 inactive students by approaching departments like childcare, creative art, business, ICT, english and humanities.

The secret to their success was offering an unconventional sport to attract inactive young people. Popularity for the activity was gauged by holding one off taster events at different times over the course of 6 months. Sessions were largely oversubscribed with over 150 students engaged in just a three hour period.

Indoor sessions will follow bubble football Sportivate sessions with the intention that participants will filter from the bubble football sessions into conventional football.

“My students loved the bubble football! It enabled them to bond as a team and break away from the classroom. Most of them are very inactive or have had bad experiences at school with PE. They liked the fact it was in a closed hall with no-one watching.”

Elaine Gausden – Health and Social Care Tutor
Expressions of interest for female basketball opportunities were made to the Community Basketball Initiative. Demand for this activity was apparent and sessions were designed for females only with an achievable retained target.

A successful retention tip was to task each participant with bringing at least two friends along to the next session. This worked with 71 females becoming retained in just three blocks of activity and over 100 females engaged.

The secret to their success: Coaches Miguel Tello and Karl Youngman trained a group of selected participants to become leaders. The leaders volunteered to support weekly games and sessions and they also became responsible for the handover of the project after the funding phase. Girls Best Shot Programme has produced 22 leaders and offered playing opportunities via weekly sessions for 51 females aged 14-25 after completion of the Sportivate project. Continuing sessions are led by empowered young females who ensure venues are booked and manage finances in order to be completely sustainable.

“This programme has challenged me and motivated me to be fitter.”

**Suzy – Sportivate Participant**
The project engaged players between the ages of 11-16 to play Netball on a weekly basis in Eastbourne. There was no existing club providing this provision and clearly there was demand for the activity as a total of 36 girls were engaged and 30 of those were retained!

Whilst delivering 8 weeks of coaching a staggering 22 girls signed up for matches. The first tournament took place on the fourth week of the Sportivate project with participants from the project competing and coming second place. The participants’ confidence soared from this point onwards. After project completion three participants joined the club and are attempting to gain scholarships at local private schools.

**Tips for success:** Free t-shirt, 10% discount on signing up to 8 sessions, 4 coaches managing the session, clear communication with the parents and offering entry into a local league.

**Sustainability:** Continuing to play in the local league, further friendlies are planned with Bedes Upper School for an open day on 21 March 2015, and with Seaford on 26 March 2015 and a further discount incentive when paying for 10 sessions of 10%. We may look into offering hoodies at a later date.

**Claire Guy – Sportivate Project Lead, Eastbourne Junior Netball Club**
Initially the first block of the project did not take off due to coach illness and lack of marketing. However a robust strategy was designed and implemented for the second block. Participants were incentivised with snacks and hot chocolate. An article in the local paper and a popular magazine helped to promote the sessions.

The second block proved more popular with a steady 8 students in attendance, 6 boys and 2 girls. The numbers were not as high as anticipated however the students will be continuing the sessions after the project.

Observation: Recruiting across different institutes proved to be a major stumbling block to attracting the higher age group, with an acknowledgement from Sussex Downs College that communication is not always as it should be and targeting specific students can prove difficult and time consuming.

“I do believe with ongoing exposure that squash will play a part within the school community, giving clear exit signs to a great community facility.”

Sara Riley – Project Lead