



Sport Relief 2016

Good Sports Wanted

Evaluation of Stage 1 of 'Do it for Real'

2016

15 July 2016





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Introduction

In 2015, Spirit of 2012 partnered with Comic Relief and UnLtd to create Do It for Real – a four-stage programme to inspire young people to become agents of change in their communities.

Stage 1 of Do It for Real began last year with 'Funny Business', which used Red Nose Day 2015 as a springboard. This year the initiative was extended into Sport Relief with the proposition 'Good Sports Wanted to do good in their neighbourhood'. Both years, the focus has been on encouraging young people to hold events that will have a positive impact in their communities, with the aim of:

- giving them a positive experience of the benefits of social action that connects communities
- providing the spark for some to continue with the event or apply to UnLtd for awards to carry on their good work.

This document is an evaluation of the Good Sports Wanted project in 2016. It includes:

- a description of the project
- data produced by research company Chrysalis
- outcomes linked to the Spirit 2012 project objectives
- successes and challenges
- case studies from seven youth groups that took part.

The outcomes of success

For Stage 1 of Do It for Real, Spirit of 2012 identified the following key outcomes of success.

1. People are inspired and empowered to get (more) involved in their communities
2. Inclusive national and regional events enable groups to connect and have fun
3. Events show that getting involved in the community (as a volunteer or 'connector') can be fun, engaging and rewarding



In addition, it was hoped that Good Sports Wanted would enable young people to:

4. Do something that makes them happy
5. Do their community proud
6. Change their lives positively after taking part in an event



Research aims and approaches

Chrysalis Research carried out a survey of youth groups' participation in Good Sports Wanted on behalf of Comic Relief's Schools and Youth team. The aims of the research were to understand:

- the ways in which youth groups got involved in Sport Relief 2016
- the types of fundraising activities they engaged in
- the impact of these activities.

Questionnaire

A short questionnaire covering different aspects of Sport Relief participation was developed by Spirit of 2012, Comic Relief and Chrysalis Research. It was distributed electronically, shortly after Sport Relief 2016, to participants who had requested a youth group fundraising pack.

By the time the survey closed on 22nd April, a total of 176 participants had completed the survey.



Telephone interviews

To supplement the survey findings, telephone interviews were carried out with the following youth and community groups:

Active8, After school club, Hampshire

Berrymead Evangelical Church, Acton, London

Broadfield Youth & Community Centre, Crawley, West Sussex

The Factory Youth Zone, Manchester

Pioneer Youth Centre, St Albans, Hertfordshire

Sidcup Youth and Community Centre, Bexley, Kent

Under 16s Lawn Tennis Club, Burnley, Lancashire

Youth Work, Yeovil Community Church, Devon

Five interviewees were either qualified youth workers or after church leaders/co-ordinators. The remaining four were volunteers who spent a significant amount of their spare time organising, planning and running activities for uniformed groups.

Eight of the nine groups said they had seen a steady increase in numbers over the past two years, which they attributed to lack of provision elsewhere.

Case studies

In addition, case studies were collected from seven youth groups:

Clapham Centre, London

Hackney Marsh Partnership, London

Pedro Youth Club, London

Sub Youth Club, Falkirk

Thamesmead Youth Voice, London

Tredegar Communities First, Gwent



Young Melksham, Wiltshire

These are included in this report from page 13.

Evaluation of Good Sports Wanted

Chrysalis Research gathered a variety of quantitative and qualitative information from:

- analysis of pack orders
- website interactions
- social media engagement
- responses to the evaluation surveys
- telephone interviews.

Involvement and engagement

- **4,300** youth groups around the UK took part in Sport Relief events
- **£73,000** was raised **so far** (final total in February '17)
- **9,926** bespoke Sport Relief Youth Group packs were sent out
- **5,084** clicks (reach of 329,027) through bespoke Facebook advert compared to 3,221 in 2015
- **34** youth group chains promoted Sport Relief 2016 compared to 27 in 2015
- **331** tweets from youth groups mentioning Sport Relief compared to 227 in 2015
- **57** was the average number of participants at each event
- **94%** of survey respondents said they would hold a similar event again
- **93%** of young people involved said they had fun
- **73%** through their fundraising event made people feel positive about the young people in their area
- **68%** of young people said that they felt more involved in the local community



What did the youth groups do?

Sponsored sporting events were the most popular type of fundraising activity among youth groups this year, organised by around one-third (36%) of respondents. These sporting events had a positive impact on the neighbourhood by encouraging team work and cooperation within the community. Young people were given an opportunity to showcase their skills and an outlet for their passion.

'Pay to play', community and sports skills sharing events were each organised by just under one-fifth of the participating groups. These were reported as being used as catalysts to reach out to the community and bring people together.

'Pay to play' events were most popular with sports clubs – the proportion of sports clubs holding these was twice as high as for other types of youth groups.

There were no other significant variations in the form of event that different types of youth groups chose to run.

Did the project meet the outcomes of success?

Outcome 1: People are inspired and empowered to get (more) involved in their communities

Quantitative evidence

- 94% of survey respondents said they would hold a similar event again
- 68% of young people said that taking part in the event has made them feel they have a voice and are more involved in the community
- Nearly 50% of youth groups surveyed cited bringing the community together as a motivation for taking part – for some, it was the only motivation
- 79% cited raising money for a good cause as a motivation for taking part
- One-third of youth groups involved other members of the community in their Sport Relief 2016 activities
- 25% of young people involved said that taking part in the event has inspired them to volunteer in their community



Qualitative evidence

- It was the first time many groups had held a fundraising event for a cause other than raising funds for their group and they are keen to continue this
- It was also the first time that some groups had invited the local community to join in: *'Normally we just invite our parents to our events. This was the first time we had advertised it locally.'*
- Some groups built relationships with local business owners, who donated food etc. They are keen to continue these relationships moving forward and now have the confidence to do so: *'They were worried about asking local businesses for stuff for free but soon gained confidence and encouraged each other.'*
- Young people are extending their community involvement by doing further volunteering qualifications

Outcome 2: Inclusive national and regional events enable groups to connect and have fun

Quantitative evidence

- 24% were motivated to take part by their sense of being involved in a bigger national moment
- 331 tweets from youth groups mentioned Sport Relief
- 83% used the bespoke Sport Relief fundraising pack

Qualitative evidence

- Being part of Sport Relief gave the feeling of being part of a big national moment
- The wider Sport Relief campaign activity motivated young people to get involved
- Youth groups used Twitter to promote their events, communicate with networks and connect with other groups taking part
- Inclusivity was important for the young organisers – they recognised that the event should be for everyone: *'Our members wanted to hold an event that anyone could take part in. They chose to have various activities which cost £1 to take part in.'*



Outcome 3: Events show that getting involved in the community (as a volunteer or 'connector') can be fun, engaging and rewarding

Quantitative evidence

- 93% of young people involved said that they had fun
- 94% of survey respondents would hold a similar event again
- 68% of young people said that taking part in the event has made them feel they have a voice and are more involved in the community
- 25% of young people involved said that taking part in the event has inspired them to volunteer in their community

Qualitative evidence

- Young people felt a real sense of achievement from their involvement in Sport Relief 2016 events: *'We had our differences at the beginning and I wasn't sure if we'd get the event off the ground. Somehow it all came together and I've learnt so much about teamwork and marketing. I can't wait to do it again next year.'*
- Young people showing older community members skills was seen as very worthwhile – skills sharing and trying a new sport were very popular

Outcome 4: Young people had the opportunity to do something that made them happy

Quantitative evidence

- 93% of young people involved said that they had fun
- 94% of survey respondents would hold a similar event again

Qualitative evidence

- Young people's talents were showcased, e.g. singing skills, sports skills
- Events gave parents an opportunity to see young people in a new, better light: *'Some parents didn't know how talented their kids were. Seeing them on stage was a huge surprise.'*



- Young people felt a real sense of achievement from their involvement in Sport Relief 2016 events
- Young people enjoyed holding a Sport Relief social enterprise

Outcome 5: Young people had the opportunity to do their community proud

Quantitative evidence

- Nearly 50% of youth groups surveyed cited bringing the community together as a motivation for taking part – for some, it was the only motivation
- 48% of survey respondents said there was a more positive feeling towards young people in the area following the Sport Relief activities
- One-third of youth groups involved other members of the community in their Sport Relief 2016 activities

Qualitative evidence

- Events which involved the community helped to promote what the groups were doing locally – sports skills sharing, demonstrations, sports tournaments, talent shows
- Young people's talents were showcased, e.g. singing skills, sports skills, and negative stereotypes were broken down: *'I was surprised to see young people doing a variety of activities, I particularly enjoyed getting a henna tattoo from one young lady.'*
- Group leaders stated that young people gained new skills and impressed them in how organised and professional they could be as event organisers
- Young people were proud of their fundraising totals and shared them on social media
- Events gave parents and other members of the community an opportunity to see young people in a new, better light: *'The event certainly helped us to see the young people in a different light. We normally avoid groups of young people on the street but this showed us they have real talent.'*



Outcome 6: Young people changed their lives positively after taking part in an event

Quantitative evidence

- 25% of young people involved said that taking part in the event has inspired them to volunteer in their community
- 68% of young people said that taking part in the event has made them feel they have a voice and are more involved in the community

Qualitative evidence

- Young people went on to progress further in their community involvement by applying for volunteering awards after taking part in Sport Relief 2016 (see the Sub Youth Club case study, page xx)
- Helping to organise events has given young people the confidence to interact more with the local community and feel that they have a voice: *'They were worried about asking local businesses for stuff for free but soon gained confidence and encouraged each other.'*
- Youth groups who were involved in Sport Relief have seen an increase in numbers, with more young people wanting to take part: *'Since our Sport Relief event we have had a few new members. Mostly siblings and friends of current members. Sport Relief was a good way of inviting people along to have a go at a new sport and meet us.'*

Overall conclusions

It is clear that young people thoroughly enjoyed organising and taking part in their Sport Relief 2016 sporty social enterprises. They rose to the challenge with enthusiasm and gained confidence from planning events and seeing them succeed. Taking the lead on events provided a great opportunity to develop skills such as teamwork, marketing and project planning that will stand them in good stead in the future.



Interacting with the community increased young people's sense of connection to where they live – they were proud to contribute to the local area and raise money for Sport Relief. Their feelings about the future changed positively as a result of being involved in the project and many are now planning to hold further events and/or apply for further training.

Building on the success of Year 1 of 'Do It for Real', youth groups were engaged and keen to get involved. The youth group fundraising packs were widely requested and very well received. There was a more enthusiastic response to the survey than in 2015 and positive outcomes were reported by all.

It is clear from feedback from youth group leaders, members and attendees themselves that members of the community who attended events had fun. They enjoyed seeing young people working together to take positive action – in many cases Sport Relief 2016 succeeded in breaking down negative stereotypes and building bridges between different generations.

Campaign successes and challenges

- The campaign saw high levels of participation and community involvement.
- All the printed youth group fundraising packs were requested and distributed before Sport Relief weekend and feedback was very positive.
- Youth networks received and used online assets to promote Sport Relief social action on social media.
- Three times as many people responded to the survey as in 2015.
- As of 16th May 2016, there were 27 expressions of interest to UnLtd for stages 2–4 of Do It for Real.
- It was difficult to get a complete assessment of Spirit's outcomes as the survey and phone calls were all with group leaders. All evidence from young people was anecdotal, from events.
- Uniformed groups were keen to get involved but felt it wasn't an appropriate offering for them.



Case studies

The following case studies explore key outcomes for the first stage of 'Do It for Real' (year 2). They look at the impact the Sport Relief events had on both young people and the wider community. Findings are based on observations and informal interviews with organisers and youth group leaders.

Clapham Centre, London: Life-changing learning

Young people at the Clapham Centre discovered the real value of community involvement during two days of fun and fundraising.

Spirit outcomes achieved: 1, 3, 4, 5, 6

The young people:

- were inspired by this experience of involving the community in their activities and are planning to do the same in the future
- found out that engaging with the community can be fun and a great way to develop self-confidence and skills
- discovered the happiness to be found in bringing people together to take part in events like this
- did themselves proud, impressing local people and gaining a sense of achievement
- developed skills such as teamwork, event planning, use of social media and sales that will help them in future employment

The Clapham Centre acts as a lifeline for young people aged 16 and upwards, in particular those who have struggled with unemployment or with English as a second language. Youth leaders always have an eye to developing young people's skills in



preparation for employment and decided that Good Sports Wanted would provide a worthwhile, purposeful context for doing this.

With no budget for the activities, as youth leader Callum Whitton explained it was a question of *'begging and borrowing to get things done!'* The young people decided to plan activities spanning two days, culminating in a Sport Relief Mile. They used the youth group fundraising pack for inspiration and came up with ideas ranging from a FIFA tournament and a ping-pong-a-thon to a static bike journey along the length of the Thames (215 miles). These active endeavours were fuelled by a healthy food and drink sale.

Along the way, the young people had the opportunity to develop and practise a variety of useful skills that will support their future employment search, such as event planning, marketing, use of social media and sales. To supplement the stickers and balloons in the fundraising pack, the more creative team members made their own event posters, competition forms and labels for collection buckets.

The young people were keen to involve the wider community as much as possible, so to make activities inclusive they decided to ask for donations to take part rather than a set amount. The healthy food sale proved particularly popular with locals and the young people gained confidence and self-esteem from meeting new people and selling their products. Links with the community were further strengthened when family and friends joined the group to demonstrate their shared commitment to the cause by taking part in the Sport Relief Mile on Clapham Common.

Overall, stage 1 of Do it for Real proved a highly successful springboard for the Clapham Centre to connect with its local community. It laid the foundations for a brighter future for the young people involved and has inspired and empowered them to get more involved in community events in the future. And perhaps best of all, it was great fun for all!



Hackney Marsh Partnership, London: Breaking down barriers

Hackney Marsh Partnership used fundraising for Sport Relief as a fun, rewarding focus for building links with the local community.

Spirit outcomes achieved: 2, 3, 4, 5

The young people:

- created connections with younger children, an over 40s club and staff from the local housing association
- gained a great sense of achievement from their community involvement
- discovered the fun to be had from sharing activities with all age groups
- challenged older people's negative stereotypes about youth in the community, breaking down intergenerational barriers.

One of the main aims of Hackney Marsh Partnership is to help young people in the area find their own ways through problems associated with poverty, prejudice and powerlessness. Youth leaders focus on teaching new skills, nurturing talent and improving community relations, and quickly identified the potential for Good Sports Wanted to deliver on these goals:

'Our passion is in the process – enabling people to flourish and succeed; and the outcomes – authentic improvement in the quality of life locally.'

The youth group fundraising pack proved a useful starting point for planning. Together, young people and volunteers decided that they wanted to offer activities for the whole community to enjoy and get involved in. With this in mind, they decided to make their Sport Relief fundraising a Saturday occasion, with distinct events taking place at the two main bases for the Partnership's youth work: Morningside Children's Centre and Concorde Youth Centre.

Activities at Morningside were mainly aimed at children aged 3 to 12 and included extreme bouncy castling, arts and crafts, zumba, nail painting and a pool



competition. Young organisers, like 12-year-old Karen, took great pride and satisfaction in the success of their ventures: *'I baked 62 cupcakes especially for the Sport Relief event. I'm excited to see them selling out and watch the money roll in!'*

At Concorde, greater emphasis was placed on organising activities to develop community cohesion. In the past, there has been a tendency for local residents to complain about young people in the area. To help reduce negative stereotypes and improve community relations, the young people organised and delivered a range of fun activities for all ages, from trampolining and REBO wall tennis to face painting and temporary tattoos. The Over 40s club played its part by holding a three-hour sponsored pool and dominoes marathon, while the highlight of the day was a football match between the young people and staff from the local housing association.

The enthusiasm, fun and friendship shown on the day were testament to the success of Good Sports Wanted as a tool for breaking down barriers and improving community relations. At least 60 young people were involved and felt an immense sense of achievement when they discovered that they had helped to raise an amazing £710!

Pedro Youth Club, London: A knockout event

Pedro Youth Club decided that Good Sports Wanted would be a great way to show young people that getting involved in the community can be fun, rewarding and engaging.

Spirit outcomes achieved: 1, 3, 5

The young people:

- enjoyed meeting and engaging with new people from the local community – both young and old
- gained confidence and a real sense of achievement from showcasing and sharing their skills



- helped to change the community's perception of young people by channelling their energy into positive action and activity

Pedro Youth Club, one of the oldest in London, aims to reach out to the youth of Hackney and instil a sense of respect in young people on the streets. It appeals to as broad a range of 7- to 19-year-olds as possible by offering everything from PS3 and pool tables to art and arcade racing machines. But perhaps the best-known activity on offer is boxing – the youth club shares its home with the Pedro Amateur Boxing Club, which caters for over 60 boxers from the age of 8 upwards.

As a result, boxing provided an obvious focus for Pedro's Sport Relief fundraising. The young people in charge of planning decided to organise a sporting showcase, charging £5 for local people to attend an evening of displays of mixed martial arts (MMA), boxing and boxercise by group members. Street football matches and other 'have a go' activities encouraged visitors to get active themselves. And there was even a chance to earn a first-aid certificate, thanks to demonstrations and training provided by a volunteer from St. John's Ambulance.

The event was a fantastic success – buzzing, competitive and fun. It got young people off the streets for an evening and gave them insight into the type of skills they could learn if they joined Pedro. Older community members were equally impressed: as Hackney resident Jackie said, *'before this event I didn't know what happened at Pedro. My neighbours' kids invited me along and it's been brilliant. I even got a certificate!'*



Sub Youth Club, Falkirk: Young people lead the way

The Sub Youth Club made the most of Good Sports Wanted as an opportunity to develop young people's leadership skills while improving intergenerational relations.

Spirit outcomes achieved: 1, 2, 3, 4, 5, 6

The young people:

- were inspired by involving the community in their activities and are planning to do the same again
- connected with different community groups through Good Sports Wanted, including a local football team
- developed new leadership skills, had fun and enjoyed themselves
- broke down some of the prejudices and barriers between older and younger people in the community
- have gone on to change their lives positively by going on to take part in a youth leadership course

Boredom often leads to anti-social behaviour in Falkirk, where unemployment is above the Scottish average and just 29% of school leavers go on to higher education. The Sub Youth Club offers a lifeline for young people in the area, giving them the opportunity to socialise, get involved in the local community and channel their energies into a range of positive activities.

One of the Sub's priorities is to develop young people's leadership skills – it has pioneered a leadership programme for girls in conjunction with Youth Scotland – and Good Sports Wanted proved an ideal context for young leaders to put their skills into action. An organising team of young people aged 12 to 20 decided they wanted to plan an event that followed the sporting theme but would be appropriate for everyone – young, old, active and inactive. Together, they came up with the idea of a fun-filled retro games evening, based on traditional playground games.



With a limited budget, the young people were forced to be resourceful. Baking and food preparation was delegated to a group who had completed a basic food hygiene course. Sport Relief balloons from the youth group fundraising pack were used for a game of balloon keepy uppy. Henna tattoos were on offer in exchange for donations.

People arrived on the night dressed in school uniform – some more retro than others! The young people had advertised the event locally and 80 people came to join the fun. Visitors ranged from members of Coe Park United, a local community football team for young girls and boys, to local residents Jane (68) and Len (72). Feedback was positive from all and everyone appreciated the effort and enthusiasm shown by the young organisers. *‘Tonight we met some very nice people doing their best with not very much,’* said Jane. *‘It’s heartening to see them doing their bit for charity when they have very little themselves.’*

When the money was counted at the end of the evening, the young people were delighted to discover they had raised a grand total of £190 for Sport Relief. Inspired by the experience, the young people have gone on to undertake an eight-week youth leadership course to give them the skills to volunteer in youth groups.

Thamesmead Youth Voice, London: Community unity

Thamesmead Youth Voice used Good Sports Wanted as a focus for bringing the community together.

Spirit outcomes achieved: 1, 2, 3, 4, 5

The young people:

- were inspired by bringing together people from across the local community and are likely to run a similar event again
- worked with another youth group for the first time
- discovered how rewarding an event like this can be, gaining confidence and self-esteem



- relished the opportunity to showcase their talents and perform in front of family and friends
- showed how much they have to offer the community, breaking down barriers and changing perceptions

Thamesmead Youth Voice is a group of young people who are passionate about their community. Their purpose-built centre with café and studios offers a retreat in the midst of a socially-deprived area – a safe space where the young people can develop actively and creatively.

Having run a 'Funny Business' event for Red Nose Day last year, the young people were keen to build on the experience by doing something even bigger and better for Sport Relief! Teaming up with Bexley Youth Council brought a new dimension to the project and offered an opportunity to overcome former tensions between the different groups as they worked together to achieve success.

The young people decided to organise a Sport Relief weekend, with activities taking place at the Thamesmead centre throughout Saturday and Sunday. Picking up on the sporting theme, visitors were encouraged to pay to take part in outside gym sessions, stationary bike challenges, a yogathon, dance-a-thon and football. Face painting, a home-made photo booth and a bake off cake sale provided alternative entertainment for the less active. The emphasis was very much on inclusivity, with something for everyone.

The headline event was an open mic night – a major organisational undertaking. The young people demonstrated fantastic teamwork and leadership skills, dividing up roles to ensure all ran smoothly. Some promoted the event on social media and designed posters, while others decorated the venue with Sport Relief balloons before welcoming guests and selling tickets. Three bubbly 17-year-olds acted as comperes for the evening, keeping the audience entertained with witty anecdotes and exhorting them to '*Get involved, you know you want to!*'



The theatre was packed to the rafters on the night and the audience of family, friends and local residents were overwhelmed by the young people's talent as singers, rappers, dancers and poets. Omo, who only signed up to perform after watching a Sport Relief film about malaria the night before, received a standing ovation when he sang 'I believe I can fly'. *'I couldn't just sit on the couch and watch,'* he explained. The event had not only created new connections within the community, but also inspired young people to achieve more than they would ever have imagined possible.

Tredegar Communities First, Blaenau Gwent: Sport for all!

Tredegar Communities First used Good Sports Wanted as a catalyst for working with other youth organisations across the area.

Spirit outcomes achieved: 2, 3, 4

The young people:

- collaborated with five other youth groups from across the area, creating new connections
- discovered that organising a community event like this is engaging and rewarding, giving them the opportunity to learn new skills
- made new friends and had lots of fun!

Tredegar Communities First in Blaenau Gwent is part of a Welsh Assembly programme to tackle poverty. The group has a long history of supporting Comic Relief and from the start of the year Sport Relief was set to be a highlight!

The young people in the group were excited by the prospect of organising events that would raise money while providing an opportunity to collaborate with their peers from five other organisations across Blaenau Gwent. As well as fostering new friendships, this taught all involved valuable skills in teamwork, negotiation and leadership.



Together, the organising group decided to opt for a sponsored dodgeball tournament, with the added twist of staff taking on young people. They promoted the event across social media, as well as making the most of the stickers, posters and balloons in the youth group fundraising pack.

The tournament proved a big hit, with fierce, lively competition supplemented by refreshments and baked goods on sale for a small fee. The young people were thrilled to discover that their efforts had paid off, raising a fantastic £100 for Sport Relief.

As Anthony Hughes of Communities First explains, Good Sports Wanted was an excellent fit with the organisation's overall goals. *'Our vision for the Trust is to support and improve community life through leisure, learning and culture, so it's great to see so many people getting active and participating together in sporting activities.'*

Young Melksham, Wiltshire: Building bridges with the police

Young Melksham used Good Sports Wanted activity to improve relations and create new connections between young people and the local police.

Spirit outcomes achieved: 1, 3, 5, 6

The young people:

- were inspired by the event and are now planning another joint activity with the local police
- had fun taking part in the event and engaging with the police as individuals
- broke down barriers between themselves and the police, improving community spirit
- feel they have more of a voice in the community having interacted with the police in their own environment



Young Melksham is a community youth organisation that aims to provide all children and young people in the area with opportunities to thrive and make a positive contribution. It does this by developing their confidence, resilience and relationship skills through youth groups and outreach work.

When it came to organising a fundraiser for Sport Relief, a volunteer at the centre remembered a Young Melksham event involving the police that took place several years ago. Taking this as inspiration, it was decided to organise a young people vs. police sports tournament, with a bake sale and raffle to add to the fun and raise extra cash.

On the night, 30 young people were joined by members of Wiltshire Police to play pool, table tennis and beat the goalie. The local gym lent equipment, while local businesses provided food and donated raffle prizes.

From both young people's and the police's perspectives, the event proved a big success. Club member James (14), who showcased his DJ-ing skills at the event, believes that it *'built community spirit and showed young impressionable people that the police are OK.'* Police Sergeant Kane Fulbrook Smith praised the event for *'allowing young people to see the police differently and build relationships.'*

Young Melksham are keen to continue working with the police to build good relationships across the community. They are looking at putting on a summer BBQ together in August.