

STRONG PARTNERSHIPS for major event education programmes











Establishing strong partnerships is a cornerstone of developing effective education programmes linked to major events

Regardless of the scope of your initiative, or the event it is built around, the success of a major event education programme often hinges on the relationships built with a variety of partners.

These partnerships come in many forms, each with its own unique considerations, benefits, and challenges.

This framework will explore the different types of partnerships and provide guidance on how to effectively create, manage, and leverage them to deliver an impactful education programme.







Why are partnerships important?

Partnerships are a key mechanism in delivering maximum impact through your education programme. Engaging a range of partners has a number of benefits, including:

- Providing your programme with vital expertise and credibility
- Enhancing delivery capacity
- Support in reaching key demographics or wider audiences
- Engaging young people and their families
- Securing legacy by providing continuity
- Funding additional programme elements

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Partnership framework - summary

Commercial partnerships can activate delivery in any of these tiers through providing funding.

Local

Community-based organisations delivering hyper-localised activities.

Experts in the engaging and meeting needs of their communities.

Demographic targeted

Organisations specialising in reaching specific demographic groups: e.g. children with SEND or from global majority backgrounds. Experts in reaching and meeting the needs of their target demographics.

National

Organisations operating nationally to deliver sporting, cultural or other activity: e.g. media companies or National Governing Bodies of sport. Experts in their activity and in reaching large numbers of people across the country.

Each of these tiers is underpinned by expert consultation.

DELIVERY PARTNERS







A tiered approach to delivery partners

Partnerships can support the delivery of your programme on three tiers: local, targeted demographics, and national.

Organisations in each of these tiers can deliver elements of your education programme to different audiences. As you move up the pyramid, partners will reach fewer young people, but have a greater impact on those they engage.

Depending on the size and scale of the programme, you may want to engage partners in each of these tiers, or choose the tier most relevant to your initiative and target audience.

Local

Community-based organisations delivering hyper-localised activities.

Demographic targeted

Organisations specialising in reaching specific demographic groups: e.g. children with SEND or from global majority backgrounds.

National

Organisations operating nationally to deliver sporting, cultural or other activity on a large scale: e.g. media companies or National Governing Bodies of sport.







Underpinned by expert consultation

Partnerships in each tier should be underpinned by expert consultation, allowing your education programme to truly meet the needs of your target audience.

Local delivery organisations

Experts in the needs of their communities. This includes understanding the context of a local area and the nuanced barriers young people may face: from helping to overcome language barriers to knowing the areas that young people may or may not be comfortable visiting. Local organisations also know the opportunities that already exist for young people and where the gaps are, as well as understanding what will drive engagement. They will have existing networks which can be utilised to reach young people where they are.

Demographic targeted delivery organisations

Experts in their target demographics. From SEND to Global Majority or socioeconomically disadvantaged backgrounds, these organisations understand the specific needs of these young people and how best to reach them. They can provide guidance on resource creation as well as means of engagement. They are often trusted sources of information, providing your programme with a credible voice and the authority to speak about issues affecting key demographics.

National delivery organisations

Experts in their activity – whether this is a specific sport, a cultural activity or otherwise. They have experience and expertise in delivering activities at scale, and in reaching large numbers across the country. They have pre-established networks and are trusted sources of information.







Local partners

Definition

Local partners are organisations working in communities delivering activities directly to young people, their families and schools.

Examples

Youth clubs, local Active Partnerships, Holiday Activities and Food (HAF) clubs, housing associations, faith groups, local arts festivals.













Local partners

To the partner

- Amplify the work they are already doing, whether through raising the profile, engaging young people with new approaches, or funding for new activities
- Access to new content, activities and opportunities for young people
- Increase capacity through funding
- Access to an additional network of organisations to share best practice and learn from, including upskilling the workforce on issues central to the programme (e.g. inclusive practice)
- Engage young people through the inspiration of a major event and associated brand

To the programme

- Understand the needs of the community and barriers to engagement
- Provide knowledge about local opportunities for collaboration or alignment
- Reach the 'hardest to reach' young people by reducing barriers to engagement in underserved communities
- Reach people in the places they already are
- Utilise existing connections with key audiences
- Access to expert deliverers
- More targeted and bespoke approach
- Provide continuity after the event to allow the programme to continue to engage young people
- Create meaningful impact stories

Challenges

Benefits

- Plugging any gaps in funding while providing continuous activity
- Engaging young people in major events that occur outside of school term times or other scheduled meeting times
- Tight delivery timelines
- Major events education programmes not being flexible or adaptable enough to meet the needs of the community
- Lack of capacity, resource and funding in smaller organisations, which can impact on working relationships and necessary lead times
- Complex safeguarding priorities making programme engagement difficult







Demographic targeted partners

Definition

Demographic targeted partners are organisations specialising in delivering activity to young people with specific characteristics.

Depending on who your progamme is seeking to make a particular impact on, this could include: children with SEND; young people from Global Majority or socioeconomically disadvantaged backgrounds; LGBTQ+ young people; girls; or any other key demographic.



















Demographic targeted partners

To the partner

Engage young people with new content and opportunities through the inspiration of a major event and associated brand

- Content or activities which are tailored to the demographic group they are trying to reach
- Increase capacity through funding
- Access to an additional network of organisations to share best practice and learn from

To the programme

- Understand the needs of the audience and barriers to engagement
- Reach key audiences through existing connections
- Provide the credibility and authority to speak on issues relating to their demographic
- Provide expertise in inclusive practice
- More targeted and bespoke approach
- Access to expert deliverers
- Support with content creation

- Tight delivery timelines
- Major events education programmes not being flexible or adaptable enough to meet the needs of the community
- Many demographic targeted organisations are smaller (e.g. charities) with limited capacity to manage the partnership or deliver events on a wide scale

 Lack of capacity, resource and funding in smaller organisations, which can impact on working relationships and necessary lead times

Challenges

Benefits







National partners

Definition

Organisations operating nationally to deliver sporting, cultural or other activity on a large scale.















To the partner

• Engaging new and younger audiences through the inspiration of a major event

- Amplify existing activity
- Access to an additional network of organisations to share best practice and learn from

To the programme

- Reach large numbers through existing audiences
- Provide the credibility of a known brand
- Support with content creation
- Access to expert deliverers and evidence-based initiatives

Challenges

Benefits

• Gaining buy-in and sustaining engagement from stakeholders across the organisation







Identify location and target group

1

Identify a specific location or target group for your programme to engage.

This may be in the area surrounding the major event venue, or a specific demographic group that is of interest.

Holistically identify barriers to engagement

2

Consider the location and cultural or social context of young people in this local area and the barriers they may encounter preventing them from engaging in a programme. This may include a lack of awareness, resources, cultural capital, geographical remoteness, or economic barrier.

Identify partners with routes to engagement

3

Identify organisations which will enable your programme to meet the needs of your audience. Consider ways in which your programme can support these organisations to meet their own goals, and what assets you have to leverage these partnerships.

In local areas, utilise and build on your community network, working directly with grassroots organisations that have the direct connections and context to support these young people to engage in your programme.

Deliver programme

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Programmes are delivered in partnership with organisations across the tiers.

This could include: tailoring marcomms messaging to suit the audience; providing partners with comms toolkits; issuing grants to facilitate partners' engagement; and co-branding content where appropriate to provide young people and families with familiarity.

COMMERCIAL PARTNERS







Commercial partners

As well as the three tiers of delivery partners, commercial partners can play a huge role in supporting your major event education programme.

Unlike delivery partners, commercial partners will pay to sponsor your programme or for the rights to licensed content.

Whether local, demographic targeted or national, the funding they provide can activate activity at any tier.

Definition

For-profit organisations of any size or scale who provide funding for the programme in return for the right to use the assets of the event/organisation and opportunities to engage with the event through exclusive content, ticketing or brand promotion.

Examples

Major supermarkets, national banks, local companies.

Benefits to the partner:

- Opportunity to engage with wider audiences
- Increase brand visibility
- Align with commercial objectives or wider organisational priorities
- Deliver against social impact strategies
- Access to major event and brand assets (e.g. venues)

Benefits to the programme:

- Increase capacity through funding
- Reach large numbers through existing audiences
- Provide the credibility of a known brand

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Case study Get Set to Eat Fresh

Over its lifespan, the Get Set programme has engaged numerous delivery and commercial partners. Aldi has been one of its most successful commercial partners over the last decade.

Get Set to Eat Fresh is Aldi, Team GB and ParalympicsGB's education programme and has been active since 2015. The programme creates free materials for teachers and parents to support young people aged 5–14 develop their love and curiosity about healthy, sustainable food, the knowledge and skills they need to cook nutritious, low-cost meals, and the inspiration to advocate for healthy, inclusive communities. It has also run a number of successful competitions and other activations to engage its audience.

Aldi see the partnership as a crucial way to meet their company objective of making sure people have access to healthy food. Get Set to Eat Fresh helps them to reach their target audience of families, and use of the Team GB assets reaffirm their brand as local and high-quality.

Since its launch in 2015, the programme has reached over 3 million young people.







Licensed content

Major events often come with assets that can be licensed, such as the use of a logo or brand.

These assets are often attractive to commercial partners; they add credibility and excitement to initiatives and can be a powerful means of engaging young people.

Consider whether your event has assets that can be utilised to leverage partnerships or generate funds through partners buying the rights to use them in their marketing.

PRINCIPLES FOR ESTABLISHING AND NURTURING EFFECTIVE PARTNERSHIPS







Principles

No matter the number of partnerships your programme engages, or the tier that these partnerships fall within, certain core principles must be followed to ensure that these collaborations are not only established but also nurtured and sustained over time.

Define a common goal

Having a clear vision, mission and objectives gives all your programme's partners something to work towards. This means that momentum is maintained and all activities combine for maximum impact.

Ensure buy-in from across your partner organisations

Having the support of staff across all levels of your partner organisations will help to nurture meaningful, long-term partnerships. This buy-in can be achieved through the other principles outlined here.

Commit to clear communication and feedback loops

The most effective partnerships nurture excellent working relationships. These are driven by open communication and feedback loops that allow for continuous engagement and improvement.

Facilitate learning and the sharing of best practices

Engaging with education programmes provides your partners with an opportunity to learn from best practice and upskill their workforce.

Consider how you can build in the facilitation of this learning across all your partnerships.

Consider how your programme drives your partner's goals

Engaging with education programmes can offer considerable benefits for your partners, including supporting their long-term priorities.

Understanding
these priorities and
aligning with them
will ensure longterm and authentic
engagement with
your partner
organisations.







With thanks to...

Spirit of 2012 is the London 2012 legacy funder, using major sporting or cultural events to harness the power and inspiration of a moment in time.

Hark's experience has then been supplemented by stakeholder interviews from other education programmes linked to major events, including Eurovision and UK City of Culture.

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This Framework should be read in conjunction with the accompanying Blueprint for driving effective youth engagement through major events.