

 SPiRiT OF 2012 INVESTING IN HAPPINESS	Grant holder	British Olympic Foundation
	Project name	Travel to Tokyo
	Grant start date	01-Feb-20
	Projected delivery start date	01-Feb-20
	Project staff start date	01-Feb-20
	Grant end date	31-Dec-21
	Period from	01-Jan-22
	Period to	30-May-22
	Date completed	

REPORTING SCHEDULE.

Monitoring report	Period from	Period to	Report due	Spirit sign off
Report 1 - year 1 PHASE 1	00-Jan-00	31-May-20	08-Jun-20	15-Jun-20
Report 2 - year 1 PHASE 2	01-Jun-20	31-Dec-20	11-Jan-21	18-Jan-21
Report 3 - Year 2 Phase 3	01-Jan-21	31-May-21	11-Aug-21	18-Aug-21
Report 4 - Year 2 Phase 4	01-Jun-21	31-Dec-21	07-Jan-22	14-Jan-22
Report 5 - Year 3 Phase 5	1-Jan-22	30-May-22	10-Jun-22	17-Jun-22

End of grant report due

10-Jun-22

Project name **Travel to Tokyo**
 Table 1.1 - please complete budget details for the period you are reporting on

Period from:	01/01/2022
Period to:	30/05/2022

	CUMULATIVE PROJECT SPEND PRIOR TO THIS REPORTING PERIOD (£)			PROJECT SPEND IN THIS REPORTING PERIOD (£)						CUMULATIVE PROJECT SPEND INCLUDING THIS REPORTING PERIOD (£)		
	SPIRIT SPEND	OTHER SPEND	TOTAL SPEND	SPIRIT SPEND			OTHER SPEND		TOTAL SPEND	SPIRIT SPEND	OTHER SPEND	TOTAL SPEND
	Actual	Actual	Actual	Projected	Actual	Difference	Actual	Source of funding (text entry)	Actual	Actual	Actual	Actual
REVENUE												
Marketing and communications	58,847	-	58,847	21,750	25,675	(3,925)			25,675	84,522	-	84,522
Reward and recognition	38,343	-	38,343	11,260	7,300	3,960			7,300	45,643	-	45,643
Athlete ambassadors	6,984	-	6,984	1,200	1,200	-			1,200	8,184	-	8,184
Partnerships	33,614	-	33,614		3,200	(3,200)			3,200	36,814	-	36,814
Translation	10,383	-	10,383	800	-	800			-	10,383	-	10,383
Insight and reporting	16,407	24,850	41,257	9,084	6,054	3,030	4,000	Funding from Get Set Core	10,054	22,461	28,850	51,311
Resource development	38,332	-	38,332	6,000	6,500	(500)			6,500	44,832	-	44,832
Programme management	31,580	22,480	54,060	9,660	9,670	(10)			9,670	41,250	22,480	63,730
			-			-			-	-	-	-
			-			-			-	-	-	-
Revenue total	234,490	47,330	281,820	59,754	59,599	155	4,000		63,599	294,089	51,330	345,419
OVERHEADS												
			-			-			-	-	-	-
			-			-			-	-	-	-
Overheads total	-	-	-	-	-	-	-		-	-	-	-
CAPITAL												
			-			-			-	-	-	-
			-			-			-	-	-	-
Capital total	-	-	-	-	-	-	-		-	-	-	-
TOTAL	234,490	47,330	281,820	59,754	59,599	155	4,000	N/A	63,599	294,089	51,330	345,419

Cumulative Spirit funding received including for this reporting period **294,244**
 Cumulative underspend (negative figure) OR Cumulative overspend (positive figure) **(155)**

2. Financial report

Project name Travel to Tokyo
Financial Information

Period from	Period to	Planned Spirit spend this period £	Actual Spirit spend this period £	Over / underspend this period (calculated automatically)	Financial narrative - briefly explain any over/underspend this period of +/- 20%
01/06/2021	31/12/2021	£ 59,754.00	£ 59,599.00	-£ 155.00	

Match Funding If relevant, please complete the match funding for each source and confirm its status

Source	Phase 1 - Mar-	Phase 2 -	Phase 3 -	Phase 4 -	Report 5 -	Report 6 -	Report 7 -	Total to date	Secured
Get Set core	£3,413	£7,962	£13,413	£22,542	£4,000			£ 51,330.00	
								£ -	
								£ -	
								£ -	
								£ -	
Total	£3.413	£7.962	£13.413	£22.542	£4.000	£0	£0	£51.330	

Project name

Travel to Tokyo

Complete ONCE at start of grant

How are you defining your participants and volunteers? How deep and/or frequent is their engagement with the project?
NOTE: You may not be engaging people at each of these levels and should only complete this table once.

	Participants		Volunteers	
	Description	How are you calculating this figure?	Description	How are you calculating this figure?
Engagement Level 1: Inspire	Number of people reached by your project. Please only report to us on this if reaching and influencing a wide range of people is an important part of your project.	e.g. gallery footfall, followers on social media		
Engagement Level 2: Engage	Number of people involved in one-off or mass participation elements of your project	Primary school children and their family members logging activity to their school teams	Number of one-off volunteers	Teachers registered to Get Set
Engagement Level 3: Enable	Total number of beneficiaries engaged in regular, intensive or life changing activity.	e.g. core project beneficiaries	Semi regular and trained volunteers	

Participants data

Complete every 6 months	Level 1: Inspire		Level 2: Engage		Level 3: Enable		Totals
	Number of people inspired by your project.	TOTAL no. reached to date	No. of NEW people reached this period	TOTAL no. reached to date	No. of NEW people reached this period	TOTAL no. reached to date	
Report 1 - Phase 1&2	11215			63720		0	63720
Report 2 - Phase 3	6385			109382			
Report 3 - Phase 4	3985			18178			
Report 4 - Phase 5	21			29,624			
Totals		0		109382		0	#VALUE!

volunteers data

Complete every 6 months	Level 2: Engage ONE OFF		Level 3: Enable REGULAR / TRAINED		Totals
	No. of NEW volunteers this period	TOTAL no. reached to date	No. of NEW volunteers this period	TOTAL no. reached to date	
Report 1 - Phase 1&2		583			583
Report 2 - Phase 3		391			
Report 3 - Phase 4		293			
Report 4 - Phase 5		41			
Totals		974		0	#VALUE!

Output DATA narrative - this section gives you the opportunity to explain any of the data in this tab and/or to tell us about the retention within the programme as well as those who are joining the programme as a participant or volunteer in the past 6 months.

We do not collect demographic data on participants in the programme, all activity logged is anonymous. Gender breakdown is based on the national average of gender split is 49% female 51% male, of which Get Set core tracks this.

Demographic data. level 3 only

Complete every 6 months	Participants				
	Report 1 - Phase 1&2	Report 2 - Phase 3	Report 3- Phase 4	Report 4 - Phase 5	Total
8-14 years	49143	87993	9566	27640	174342
15-25 years					0
26-64 years	14577	21389	8612	1984	46562
65+ years					0
Unknown / Prefer Not to Say					0
Disabled					0
Non-disabled					0
Unknown / Prefer Not to Say	unknown	unknown	unknown	unknown	0
Asian/ Asian UK					0
Black/ African/ Caribbean/ Black UK					0
Mixed Ethnicity					0
Other ethnic group					0

3.1 Beneficiary data

White					0
Unknown / Prefer Not to Say	unknown	unknown	unknown	unknown	0
Male	32497	55784	9271	15108	112660
Female	31223	53598	8907	14516	108244
Other					0
Unknown / Prefer Not to Say					0

Complete every 6 months	Volunteers				
	Report 1 -	Report 2 -	Report 5 - Y2	Report 7 - Y2	Total
8-14 years					0
15-25 years					0
26-64 years	583	391	293	41	1308
65+ years					0
Unknown / Prefer Not to Say					0
Disabled					0
Non-disabled					0
Unknown / Prefer Not to Say	unknown	unknown	unknown	unknown	0
Asian/ Asian UK					0
Black/ African/ Caribbean/					0
Mixed Ethnicity					0
Other ethnic group					0
White					0
Unknown / Prefer Not to Say	unknown	unknown	unknown	unknown	0
Male	297	191	149	21	658
Female	286	200	144	20	650
Other					0
Unknown / Prefer Not to Say					0

Project name: **Travel to Tokyo**

Output narrative (past) - briefly describe what has happened over the last period. This section should be used to give us an overview of the activity and progress that has taken place since your last report. You should include both achievements and challenges. Please think about what would help bring your hard work to life, rather than listing meetings.

Yr 1 - mid point <i>[Add subheadings here if useful, e.g. by location, or programme area]</i>	REPORT 1 Travel to Tokyo was performing well in the first part of 2020 and was showing a positive impact on its participants. However COVID-19 and the associated Games postponement and school closures has meant we have had to rapidly pivot the programme to maintain its usefulness to our target audience of young people and their families. Digital platform Before COVID-19, the programme reached its participants through teachers registering with the site and engaging their school community. When schools closed, we rapidly pivoted the programme mechanic to remove the requirement of initial teacher engagement, and auto-created teams for every primary school in the UK which parents could join directly. We also launched a brand new programme mechanic which converts activity logged into distance, enabling participants to travel virtually across the world, stopping off at previous and future Olympic and Paralympic host cities on their way to Tokyo. We have seen a massive increase in engagement since this feature launched in mid January and we expect to see further uplift as we get closer to the Games. Marketing and communications Schools still communicated the benefits of the programme to their parent communities, and were an important conduit as an endorser of home activity, but with schools shut, we explored new channels to reach families whatever the national circumstances. • A weekly parent newsletter enabled direct communication with existing engaged families to provide support tailored to the challenges they faced: home-schooling, a lack of space and limited equipment. With 1,686 families from the home nations subscribing since March this has proved a highly effective channel which we will continue to use; • Outdoor billboards to increase awareness of the programme. We knew we needed to get the message out more widely so we secured value-in-kind billboard space from a Team GB partner in locations in England, Scotland and Wales; • PR, going beyond our traditional school media we targeted key national family publications to help reach inactive families. With maintaining physical activity being a hot topic we achieved coverage in major children's titles like First News; • Facebook advertising via ParalympicsGB and Team GB's pages proved to be a fantastic route into the home. Carefully timed bursts, reached an incredible 2-million impressions and 13,000+ website sessions, translating into 13,100+ activities logged across the UK in a two-week period. Supporting materials Predicting a worrying increase in inactivity during the initial lockdown, we created a Home Learning pack, accessible to families without registration. Activities required minimal space, no expensive equipment and were easy to follow, ensuring maximum useability by low-income families. Since launching in March, this has been our most popular resource page, with 17,397 views nationally. We knew the importance of physical activity would only grow, so we ensured resources in our pipeline were adapted to be usable in any space. E.g. the Happiness pack was aligned to a lockdown narrative and promoted the importance of connecting with older people, being kind to others and bringing nature indoors when you aren't able to go outside. We have produced an incredibly popular printed pack of materials for schools to display to promote the programme to their community. Filled with bunting, posters, banners and stickers, this Tokyo Takeoff Pack has already received 105 orders from Home Nations schools since it's launch in January. To support the new programme mechanic update we produced a pack of 'Travel Guides' which provide time-poor teachers with curriculum-linked active learning ideas themed with the various countries participants travel through on their way to Tokyo. Athlete ambassadors Our two home nations Team GB and ParalympicsGB athletes Bradley Forbes-Cryans and Benjamin Pritchard have helped create inspirational resource content as part of our Happiness Pack and are scheduled to provide virtual opportunities for schools in the home nations in the coming weeks. Rewards and recognition Incentivising physical activity through regular, small rewards is a proven, effective tool in creating active habits amongst lower income families. We wanted to maintain this core element of the programme, despite school shutdowns removing our original delivery method. So we pivoted our approach to send prizes directly to the home and have so far incentivised 30 families from across the home nations to get active. Evaluation Our programme data shows us that the programme is encouraging families to get active together and enjoy the activity they do: - 86% of all activities logged amongst home nations schools included a family member. - Pupils from home nations schools felt happy after 93% of all activities logged. REPORT 2 Due to a highly popular new programme mechanic, Travel to Tokyo has performed incredibly strongly through Q1 & 2 of 2021 with continued positive engagement expected in the continued build up to the Tokyo Games. Digital platform In January, we launched a brand new programme mechanic - converting logged activity into distance, enabling teams to virtually travel the distance from London to Tokyo stopping off at previous (and future) host cities along the way. We have seen a massive increase in engagement since this feature launched in mid January which grows ever higher as we approach the Games. In week 19 of this year the programme saw 24,600 activities logged - 5 times higher than the same week in 2020. The engaging design of Team's Dashboards have resulted in high levels of sharing on social media, with schools posting screenshots of their progress and encouraging families to keep logging. Marketing and communications We have continued to maintain our family audience whilst engaging our existing schools database: - Our weekly parent newsletter which enables direct communication with existing engaged families to provide support tailored to the challenges they faced: home-schooling, a lack of space and limited equipment, has continued to grow with 2,202 families from the home nations subscribing since March this has proved a highly effective channel which we will continue to use; - Outdoor billboards to increase awareness of the programme. We have secured additional value-in-kind billboard space from a Team GB partner in locations in England, Scotland and Wales; - We've delivered three recruitment email campaigns to a variety of audiences including Headteachers, PSHE teachers and PE teachers. These emails were segmented to specifically target High Pupil Premium schools. The emails had great results seeing highs of 21% Opens and 12% Click to Open rates. - Paid Facebook advertising was run across January and March targeting teachers and parents which generated fantastic results. We saw over 2 million impressions and 16,000 link clicks. These ads also generated high peer-to-peer engagement with teachers interacting in the comments. - Our organic channels continue to thrive as we receive fantastic content from our Travel to Tokyo teacher and family participants - PR: We have secured 12 pieces of coverage from January to May this term which has achieved a reach of 2,186,416. - PR: Utilising new research from Parent Ping and an ad with their Teacher Platform, Teacher Tapp, Travel to Tokyo has continued to find new ways to target teacher and parent audiences across the UK. - PR: Alongside the Royal Yachting Association, we ran a live event as hook for press and have already used summer term events as press opportunities to secure coverage in June and July. We've created a new press release for the summer term in order to encourage young people to stay active over the summer break. Supporting materials We worked on a range of exciting nationwide packs of resources in development for launch in the summer term and summer holidays: - Summer term activity: A celebratory PowerPoint to bookend school's Travel to Tokyo Journey. - Summer holidays activity: Resources to provide families with inspiration on how to get active over the summer holidays and also keep momentum during the Olympic Games and in the build up to the Paralympic Games. We are developing a series of challenges that launch at the beginning of each week throughout the holidays (19 July - 6 Sept) - NB. these will be promoted to Scottish schools at the beginning of their school term. Each challenge will be introduced by one (or more) of our ambassadors in a short film clip (including home nations ambassadors). We will then provide stimulus activity sheets to support children. We are encouraging sharing of challenge attempts on social media to help build our community and brand awareness Athlete ambassadors To support the programme during 2021 we recruited two new home nations Team GB and ParalympicsGB athletes Elinor Barker and Bethany Firth, they helped create inspirational resource content as part of our Summer Holiday Challenges and provided virtual opportunities for schools in the home nations. The feedback from schools has been wholly positive: "The children loved chatting to Bethany today - it was a real treat and has certainly motivated them to think about the possibilities for the future!" Welsh primary school Rewards and recognition Incentivising physical activity through regular, small rewards is a proven, effective tool in creating active habits amongst lower income families. We also additionally offered larger termly prizes (e.g. Nintendo switch and Ring Fit Adventure, Exclusive Team GB branded microscoters) which proved enormously popular with 1778 entries to the Team GB microscoter April offer. Since the return of schools we have maintained sending prizes directly to the home, as this has proved a popular feature of the programme, whilst also returning to our original schools incentive programme. During the Jan - May period we incentivised 54 families and 8 schools (schools prizes restarted in March 2021) from across the home nations to get active. Evaluation Our programme data shows us that the programme is encouraging families to get active together and enjoy the activity they do: - 97% of teams logged activity with a family member. - Pupils from home nations schools felt happy after 93% of all activities logged. Partners - our NGB liaison lead has developed positive conversations with more than 10 Olympic and Paralympic NGBs which has led to a variety of opportunities for participants to engage with including a school taster sessions with sailing, canoeing and volleyball, table tennis, rounders, archery and virtual challenges. - we have developed relationships with other external partners including the Environment Agency (England only), Micro scooter and Royal Mint
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REPORT 3

Travel to Tokyo continued to highly engage schools and families right through to the Games and the end of the programme.

Digital platform

During this portion of the TTT programme, focus was on optimising and enhancing the user experience of the Travel to Tokyo programme. Improvements to the log activity page allows the user to be automatically moved to the next stage of the form once their previous choice has been recorded. The Show and Tell page was equipped with a 'lazy loader' to improve page load times and enable unlimited postings to be made to the page. The addition of heat map functionality to the data dashboard has improved understanding of geographical spread of participants and has enabled more focussed targeting.

The new programme mechanic of converting minutes into kilometers continued to prove incredibly popular, with a fantastic 400 years' worth of activity logged on the site throughout the programme - showing that the gamified element encouraged people to keep logging activity

Marketing and communications

We had the opportunity of organising a visit by the Minister for Sport Nigel Huddleston to one of our top Travel to Tokyo schools to see how the programme has been benefiting young people. His visit included participating in some Tokyo Ten activities with the children on the playground, giving a talk on the importance of sport alongside Olympic swimmer Jazz Carlin. The visit generated 210 pieces of coverage across the UK. Sport England CEO Tim Hollingsworth said that it performed exceptionally well.

Supporting materials

To continue our engagement with our families audience during the school summer holidays, we launched a series of six athlete-led 'Summer Holiday Challenges' which were released one per week of the summer holidays. Challenges were themed 'Try Something New' and each challenge was a fun twist on an existing Olympic or Paralympic sport and included 'Toilet roll gymnastics', 'frying pan table tennis' and horizontal climbing'. Athlete Ambassadors were filmed being tasked with trying one of these new sports, demonstrating their attempts and challenging families at home to have a go and share their attempts at social media to win a prize.

Bethany's frying pan table tennis: <https://twitter.com/GetSetCommunity/status/1433762945171873815>

Elinor's surfing challenge: <https://twitter.com/GetSetCommunity/status/1425104984060878849>

Films were supported by a two-page activity sheet.

Athlete ambassadors

The programme's athlete ambassadors participated virtually and in person in the filming for the Summer Holiday Challenges. They also fulfilled their remaining 2 school visits which received fantastic feedback to the chosen schools:

Bethany Firth's visit to Cranmore Primary School, Belfast NI:

"Thanks so much for the visit. The children really enjoyed it and staff commented on how smoothly it ran."

Rewards and recognition

Rewards and recognition continued to play an important role in getting families and pupils more active. In the June - December period we incentivised 21 families and 7 schools from across the Home Nations to get active.

Partners

We worked with 12 NGBs to develop mutually beneficial opportunities for both the NGBs that we were working with and the programme and our users. Partnerships included:

- Cross promotion of existing opportunities (in some cases rebranded as TTT offers)
- Development of new online challenges
- Taster sessions at local clubs
- Coaching sessions at schools
- Festivals bringing schools together to learn, try and celebrate different sports

All NGBs said that they wanted to work with Get Set again in the future which is a huge opportunity and we received wonderful feedback from the schools involved:

"The children had a great time and were chatting about it all the way home so thank you! More than happy to engage in anything like this in the future. It was a great experience for the children"

Evaluation

2x virtual schools in Scotland case studies (interviews with 2-3 teachers and 3-4 parents)

2x virtual schools in Wales case studies (interviews with 2-3 teachers and 3-4 parents)

8x parent interviews across the Home Nations

1x parent virtual focus group (1.5 hours)

1x teacher virtual focus group (1.5 hours)

2x face to face school visits with pupil workshops and teacher interviews

Travel to Tokyo full monitoring and evaluation report will be published at the end of the grant, but wanted to take you through some of the topline findings from the programme (please see interim findings document for further info):

- Competition: Families were engaged by the competitive nature of logging activity. Children often encouraged their parents to participate in activity so that they could increase the number of people they could log. Similarly, parents encouraged children to go on walks or have a break from screens by enticing them with logging more activity.
- Ease and accessibility: the simplicity and accessibility of the activities meant that anyone felt they could be involved in the programme. Schools liked that it engaged both pupils that were typically active and those that weren't typically active. The focus on teamwork and the range of activities that could be logged helped this feeling of inclusivity. Parents liked that the resources could be used quickly and easily at home - particularly during lockdown. Some pupils enjoyed the competition against themselves, seeing how much they could log each week and aiming to improve, whilst others liked comparing to other teams in their school.
- Links to the curriculum: There are specific links to the Welsh and Scottish curriculum which encouraged schools to participate. For example: Health and Wellbeing in the Scottish Curriculum supports not only how to be healthy, but also how to evaluate evidence in sport. In Wales, a similar area of focus is covered. The curriculum supports physical wellbeing and the more holistic wellbeing support around decision making or communication.

Report 4: Bound for Beijing

Digital

Upon completion of Travel to Tokyo the digital site switched immediately over to the new campaign Bound for Beijing. Aimed at inspiring the same audience to get active throughout the winter using the Beijing 2022 Winter Olympic and Paralympic Games, participants were tasked with virtually hiking up to the top of fictional Mount Spirit. Activity logged was converted into metres and their progress was tracked on their Team Dashboard which displayed a map with their route and a marker. They stopped at destinations along the way to learn about the different sports of the Games and challenged to try them at home and share via social media.

At the end of Bound for Beijing, we sent out a final system email, thanking participants for being involved and displaying their total activity data for both TTT and B4B as well as a certificate of participation.

Supporting materials

Included new winter themed Active Challenges and athlete films, cost-effective re-skinning of Travel to Tokyo introductory materials and Tokyo Tens, and 500 printed Poster Packs to incentive immediate engagement with the programme.

Marketing and communications

Schools continued to communicate the benefits of the programme to their parent communities, and were an important conduit as an endorser of home activity, and we continued to reach out to our well established parent database. We boosted our marketing activity towards the end of the programme to increase engagement which included a hugely successful Facebook Ad campaign which led to 864 entries to a prize draw.

Athlete ambassadors

We worked alongside one Team GB and one ParalympicsGB athlete: Joel Fearon and Millie Knight. They participated in the launch film, gave school visits and took part in an athlete challenge film which accompanied the Active Challenges as well as providing social media support.

Partners

Various different opportunities with relevant organisations were activated to enhance our offer and provide new ways for our users to engage:

- Penguin Random House - we teamed up with The Snowman and Snowdog and GB Skating to provide an inclusive ice-skating event for children and young people.
- Environment Agency - developed new 'Snakes and Ladders' themed resource with a physical activity twist, as well as raising awareness of environmental issue and how young people can make a difference
- British Biathlon - Collaboration with British Biathlon to run two 'Intro to Biathlon' events in schools in England and Scotland, 60 pupils attended each event.
- GB Ski/Snowboard - Collaboration to run two events at Tamworth SnowDome on March 22/23rd for three schools, 136 pupils attended in total

Rewards and recognition

Project name **Travel to Tokyo**

Progress this period:

What progress have you achieved towards each outcome during this period?

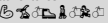
What does the data from your surveys tell you?

What qualitative tools (interviews, focus groups, feedback) have you used and what has that told you about how this has contributed towards that outcome for beneficiaries?

Outcome 1	Reach
Briefly describe what you want to achieve and how are you measuring this?	Engage 141,450 participants in Travel to Tokyo by the end of the programme. Participant engagement measured through a mixture of log activity data (how many family members are selected during each log activity session) and children
Report 1 - Phase 1 and 2	63,720
Report 2 Phase 3	School based delivery The vast majority of users within the programme across the Home Nations are coming into the programme through schools. Participating schools are manually creating teams for themselves. Manually created teams are 30% more popular than the auto-created 'school teams' for families. Regional variation Within the Home Nations, Scotland is the region with the most active Travel to Tokyo teams, with 67% of participating teams. Followed by Wales at 27% and Northern Ireland at 6%. In Scotland the most engaged counties are Aberdeenshire, Edinburgh and West Lothian. In Wales, the majority of schools engaging are in the south, with the lowest levels of engagement coming from central Wales. Whilst NI has a fairly even spread of engagement across the country. Activity type Participants in the programme are most likely to engage through the activity of 'walking and running', which can be done anywhere and with no equipment. Martial arts is the least popular activity type. Enjoyment The vast majority of teams enjoyed their experience with Travel to Toyo. 92% of activities logged were categorised as either 'enjoyable' or 'very enjoyable'. Time Length of activity logged varied widely amongst users, however the mean length was 81 minutes of activity per session (including family members' time).
Report 3 Phase 4	191280 participants were reached in total by participants in the Travel to Tokyo programme surpassing our target of 141,450. Most popular week The most popular week for participants logging activity during the period was w/c 14 June after launching Get Set recruitment emails and FB ads. The week saw 21,032 visits to the website, 95,639 pageviews and 1,267 activities logged to the website (compared to 20-30 activities/week logged during the summer holidays). Top teams The school team with the most logged activity during the period was Fallin Primary School, Stirling who logged 255 activities, 'Hermitage Heroes' from Hermitage Primary School, Helensburgh came in a close second with 248 activities. Weekend logging 21.7% of all activities were logged during a weekend, with the remainder logged during school time or before/after school during weekdays. 80% of families members participated in the programme during weekends.
Report 4 Phase 5	47,802 participants were reached in total during Bound for Beijing Top teams The team with the most logged activities was Windygoul Primary School, near Edinburgh with 165 logged activities, Ochiltree Primary School, came in a close second with 135 activities logged. Activity type 'Walk and run' maintained the most popular activity spot (30%), which can be done anywhere and with no equipment. The top two activity categories of logged activities after Walk and run were Playground (16%) and Ball games (14%). Adventure was the least popular category which was only used for 3% of logged activities. Time Participants logged a large number of activities which equated to a combined total of 737,500 minutes of activity (1.4 years). Average time spent per logged activity was 89 minutes (including family members' time) - longer than the average time for Travel to Tokyo. Family The majority of activities participants logged were with family members. 93% of activities were logged with at least one family member. 68% of family members getting active were children and only 32% were adults. Enjoyment Enjoyment levels remained high throughout Bound for Beijing, with an average of 94% of participants enjoying the activities they log. This was actually a small increase from Travel to Tokyo (92%)

Please unhide rows for report 3, 5, 7, 9 and 11 as required for relevant outcome areas

Outcome 2	Engagement
Briefly describe what you want to achieve and how are you measuring this?	Engage 820 volunteers (teachers) in Travel to Tokyo by the end of the programme. Volunteer engagement measured through teacher registrations to the Get Set website. Teachers will then help promote the programme to their school community and encourage mass participant engagement in participants. NB. only participants that fall in our core target audience have been counted here.
Report 1 - Phase 1 and 2	583
Report 2 Phase 3	The unprecedented educational environment has meant Travel to Tokyo has needed to adapt as situations change and develop. School closures Initially, when schools closed, this meant opening the programme up to families as well as teachers through the auto-creation of school sized teams. This has been a very popular change, 44% of active teams are school-sized teams. We have been encouraging schools to use the school-sized teams that we have developed, though schools are still able to manually create their own teams within the programme, which has also remained popular as outlined above. We also created a series of home workouts and mini-challenges presented by our athlete ambassadors to keep families engaged at home. Summer holidays As the Olympic and Paralympic Games took place over the summer holidays we needed to ensure engagement remained high after schools broke up. We did this by creating a weekly challenge called the 'Summer Holiday Challenges'. Each Monday a video was released, presented by an athlete ambassador asking children to 'try something new', demonstrating a fun twist on a sport they have never tried before, including a litter picking relay and toilet roll rhythmic gymnastics. Virtual athlete visits We were originally intending for athletes to deliver sessions in schools in person. However, due to the ongoing situation regarding COVID and schools not allowing external visitors onto their premises, we reverted to delivering athlete visits virtually. Whilst in person visits are more popular amongst pupils, it is possible to conduct more virtual visits within the same time frame and there are no geographic barriers to delivering the sessions, enabling us to reach more schools with these opportunities.
Report 3 Phase 4	By the end of the programme we reached 1267 volunteers (teachers), surpassing our engagement target by 22%. Booster to late joining teams To ensure we attracted new volunteers right up until the start of the Games in July, we implemented a 'booster' for any new teams engaging in June/July. This meant that the target of Tokyo was still attainable to new teams even if they started their journey late. This removed a barrier to teachers joining the programme in the summer term. Summer Holiday Challenges As mentioned in the previous report, we planned to continue engaging our families audience over the summer holiday when teachers were not able to promote the programme to their school community. These challenges were launched on Twitter and Instagram and teachers were able to promote that these challenges were coming before the holiday began. NGB opportunities Our partnerships with NGBs enabled us to run several schools sessions for highly engaged Travel to Tokyo schools around the country. These events included a sailing day with the RYA, Goalball session with Goaball England and a paddle event with British Canoeing, where 250 children and their families tried paddlesports for the first time at a series of Go Paddling month events through July. These events received fantastic feedback from teachers, through word of mouth and social posts about the events other teachers were inspired to get involved with the programme: "I've also had a few texts and calls from other schools PE staff after seeing my photo in the get set email to ask how it went and a few are interested in trying too. So win win all round." RYA Sailing event teacher
Report 4 Phase 5	N/A

Outcome 2	Participation
Briefly describe what you want to achieve and how are you measuring this?	
Report 1 - Phase 1 and 2	
Report 2 Phase 3	"We're loving the Get Set Tokyo challenge. We are a Welsh primary school of almost 500 pupils situated in Merthyr Tydfil. We have three school teams that are racing ahead to Tokyo. Parental involvement has been great and the teams had logged lots of activity over Easter before our launch at school. Teachers have incorporated the challenge into their planning and we've all been learning some French too." Ysgol Santes Tudful "Boyd has been actively trying hard to help his school, Newington Primary in Dumfries and Galloway to get to Tokyo. He loves his gymnastics training, has completed many fitness challenges and also enjoys family outdoor walks and adventures."  "Thank you to @GetSetCommunity for our new #goalball equipment and donation to our school funds to purchase sporting equipment! The pupils have really enjoyed supporting TeamGB and ParalympicsGB" Braidbar Primary School Bethany Firth's athlete visit to Ysgol Maes y Llan school: "Thanks very much for all your help, support and patience with our ICT facilities! We managed it in the end! The children loved chatting to Bethany today - it was a real treat and has certainly motivated them to think about the possibilities for the future!" "I think my youngest, he certainly likes logging his gymnastics. He specifically loves to be able to see what hours he's been doing, and he enjoys taking part in those. It's been quite good for him as well, through lockdown, there have been little challenges and things through the schools" Parent at Scottish school

Report 3 Phase 4	Nigel Huddleston MP: "At Curwen Primary School in London today celebrating #OlympicDay and National School Sports Week by getting active with @JazzCarlin These #TraveltoTokyo events are inspiring children and families to get active in the lead up to the Olympic and Paralympic Games! #NSSW2021" Oakbank Primary, Scotland: "P5-7 pupils in Arran won a virtual Athlete visit by collecting points last term in a Travel to Tokyo challenge. They met double medal winner and Olympic cyclist Elinor Barker online. What a great experience! #TravelToTokyo @elinorbarker @TeamGB" Home Nations weekly prize winner (tennis racket and balls): "Thank you so much, I still can't believe it! My children are going to be so excited when it arrives 😊 Have a lovely week" "Today myself and Kevin tried something new. We grabbed our bikes and went on a mini bike ride. For myself it has been a very long time riding a bike but I was reminded how free I feel. Kevin said he didn't feel overly confident in going fast but he enjoyed going at a steady pace and staying on the cycle path. I think we will make this a regular activity." - Parent (Summer 2021) "Yes, [I think we will continue] don't think they get enough physical activity at school and definitely not enough variety. She only has PE once a week and with them outside, it's limited, what they do. She tends just to walk round, whereas, when she's here and she's encouraged to do something-, so yes, I think so." - Parent "I have spoken to both staff and children and they have all said hands down it is the best ever experience and trip they have been on. Staff confirmed the whole day was so well organised and professional. Hawthorn Primary School, British Canoeing event in July.
Report 4 Phase 5	Thanks to @GetSetCommunity for giving our P7s a chance to become biathletes for the day. We definitely have some future Winter Olympians in our classes! just wanted to say a big thank you from all the children in Year 6. We have had a great day and the children had lots of smiling faces. Some of the children who were apprehensive about taking part in the events loved them also. Thanks for the coaching support and everyone who made the day possible. Brilliant to see all our children keeping active during our inter-house competition. You still have time to record your activity this week before the deadline! @CdaleActiveEd @ActiveCdale Amazing effort from everyone- well done! 🏆 #Bound4Beijing @TeamGB @GetSetCommunity Not once, not twice, but THREE times Windygoul pupils and families have managed to reach the summit of Mount Spirit by logging their activities! WELL DONE TO ALL! @TranentActiveS @GetSetCommunity @ActiveEL #teamworkmakesthe dreamwork @TeamGB Are you passionate about #PreventingPlasticPollution? 🌱 We worked with @GetSetCommunity, to bring you the 'Scarves and ski-lifts' game, which helps children discover ways to help prevent plastic pollution 🗑️👉 Find out more: https://gov.uk/government/news/environment-agency-raises-its-plastic-pollution-game-for-the-winter-olympics @TeamGB @ParalympicsGB We have almost reached the next mountain peak! Our Active Arkly Stars have been logging their physical activities and working together to reach the top of Mount Spirit 🌲. Keep logging your activities using this link

Guidance:

For ease you may want to HIDE or UNGROUP previous reporting rows

To hide a row: hover the cursor over the row number you wish to hide, right click and select 'Hide'

To unhide a row: select the row numbers on either side of the row that is hidden, right click and select 'Unhide'

To remove a row from a group, select the row and click 'Ungroup' (found in the Data ribbon tab)

To insert a new line in a cell: in Microsoft Word you can simply press 'ENTER', in Microsoft Excel press and hold 'Alt' then press 'ENTER'

Adjust the cell height: on the left hand side of Excel, hover on the horizontal line between two row numbers, click and drag down (or up) to adjust the height of a cell.

Completion for Report 1 only (Year 1 Q1/Q2):

Complete relevant cells in yellow. This is based on your M&E framework

Completion for all Reports:

Complete relevant grey cells linked to your reporting period.

This tab should be completed by the grantee not an external evaluator. If you have an external evaluator, please ensure they have sent you the data in time for you to reflect on it in these pages.

You may find not every cell needs to be completed every submission

Use the questions in the box to help you reflect on what the progress you have made to date and what the data is telling you

Project name**Travel to Tokyo****Looking back in the last 6 months:**

Comms collateral - insert links or attach any that we could use (e.g. blogs, photos, newspaper articles)	https://drive.google.com/drive/folders/1Thhvp1yuzOvgmYZ-gG6UhegJglp1U4?usp=sharing Coverage tracker: https://docs.google.com/spreadsheets/d/1XRoxJb0JrJNWxITfGu3Cu9pru0o-1o7uD4YarWQ1rRs/edit#gid=0
Human interest stories - are there any we can use to bring the project to life? These could be 2-3 sentence examples of people who we could cite anonymously as examples of what the project is achieving or we could follow up with for a larger case study.	"I felt that in terms of having already had the basis of engaging in Travel To Tokyo the understanding of how it worked was already there, and then it was more linking it to, now we're going to Beijing." Teacher "I think just moving from Travel To Tokyo to Bound for Beijing, the reason I was so keen to continue it is because the impact that we'd had with Travel To Tokyo, we wanted to sustain that and continue it. The kids that were engaged with physical activity who maybe weren't so active before, were making a choice to compete, they wanted to show me as much as anybody else how much they were doing. But having that continue for whether it's Olympics, Paralympics, Winter Olympics, it's important for me as a PE teacher to sustain their interest in physical activity for a life long

AUTHORISATION & COMPLIANCE

Project name	Travel to Tokyo
Grant holder	British Olympic Foundation
Grant start date	01-Feb-20
Grant end date	31-Dec-21
Period from	01-Jan-22
Period to	30-May-22
Date completed	Please enter the reporting period end date on the 'Cover Sheet' tab, cell G9

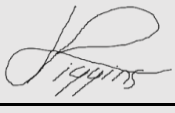
This form must be signed and dated by an authorised signatory

1. I declare that to the best of my knowledge, the information given in our Monitoring Report is correct and complete
2. I understand that the information provided in our Monitoring Report may be circulated and discussed with any person or organisation helping the Spirit of 2012 evaluate our project
3. I have read the Compliance statement (below) and confirm that the organisation has complied with every term
4. I confirm that the management committee or governing body knows about this report and that all sections have been completed and as far as I know all the information given in this report is accurate.

First name	Jamie
Surname	Piggins
Position or job title in organisation	Olympic Relations Manager

Signature

Please ensure a signature, rather than a typed name (for audit purposes)


29/06/2022

Compliance statement

Tick to certify that:

1. Our grant has been used by this organisation exclusively for the project as described in our grant application and in accordance with the grant agreement and any major changes to the project have been agreed in writing with the Spirit of 2012.
2. There have been no major changes to this project during the last 6 months other than what we have told the Spirit of 2012 about which have received written approval.
3. Our organisation has not received duplicate funding for this project to date.
4. Our organisation has declared all sources of funding for this project to date.
5. Our organisation has not changed its constitution about its aims, payment to members of its governing body, distribution of assets (whether on a dissolution or not) or admission of members (where it has a membership)
6. Our organisation is keeping full and proper accounts and records, including invoices, which show how the grant has been used.
7. Our organisation has an equal opportunities policy that is carried out and regularly reviewed.
8. Our organisation has child protection/vulnerable adult policies and procedure in place.
9. Our organisation has not disposed of any Spirit funded assets in the past year.
10. Our organisation is following all statutory requirements and other laws and regulations relating to the project and its work including: adhering to employers liability insurance; the national minimum wage; the working time directive; health and safety;

Mark YES to agree with compliance statement

YES