

## Boost to nationwide legacy plans

Sportivate is being embraced by National Governing Bodies in their quest to capitalise on the excitement and interest created by the 2012 Games.



Sportivate projects have been particularly effective when County Sports Partnerships have worked well with NGBs to plan and co-ordinate projects and when the product offered by the sport has been right.

This case study feature on NGBs looks at two sports that are using Sportivate, and their raised profile from involvement in the 2012 Games, to build a nationwide legacy and take advantage of the excitement created by our triumphant summer of sport.

*“For volleyball, Sportivate is a great opportunity to pilot and land new offers such as aqua volley, provide additional support and funding for local delivery structures, and an opportunity to capitalise on the momentum created by the London 2012 Olympic and Paralympic Games to a key target growth market for all forms of volleyball.”*

Stuart Johnson - Head of Development, Volleyball England



**Volleyball England** is typical of NGBs that do not have national coverage of professional staff but have targeted resources at areas where there is the greatest chance of success. Working closely with Sport England, a detailed mapping exercise helped to identify target areas where significant groups of the desired market segmentation live. This information has then been compared against an assessment of existing relationships with partners and local capacity to deliver. In these areas Community Development Coaches have sought to build local relationships and use Sportivate as one of the routes to market for Volleyball England's range of products. This is a key strand of the current and future Whole Sport Plans. In areas with a professional infrastructure in place there has been, as you would expect a higher volume of Sportivate activity.

There is growing evidence to suggest that the traditional sports club offer is dated and unappealing to new, lapsed or even existing participants who increasingly would like to play in informal and less competitive environments. Volleyball England is convincing existing clubs to broaden their appeal by adapting their sessions, membership rules and categories to reflect the needs and expectations of new players. Volleyball England is using Sportivate, through these clubs, to reach out to new, current or lapsed participants encouraging them to play a version of Volleyball in their off season from their main sport.

In Higher Education, Volleyball England has worked hard to establish 52 Higher Education Volleyball Officer (HEVO) across 46 universities in England. The HEVO role offers a student the opportunity to become part of the Volleyball England family working with their university volleyball club. For students that want to participate in less formal surroundings or considering volleyball for the first time there are opportunities for indoor and outdoor 4play4 intra and inter mural style festivals in single and mixed gender teams. The HEVO is given training and an equipment package to help them become the key driver in organising, promoting and monitoring 4play4 club nights. marketing and promotions package of resources and training to ensure 4play4 club sessions are visible and vibrant amongst the student population. HEVO's will be seeking to use Sportivate to further stimulate activity programmes

**Sportivate**

In 2011, Volleyball England launched the Go Spike campaign to increase adult participation and get 10,000 new people to try the sport. The branding covers a range of formats and products to appeal to specific segments including 4play4 which uses costly sports hall space more efficiently and aqua volley which takes the sport into the pool. In Warrington, over the summer, a Sportivate aqua volley project introduced 31 new people to the sport at Orford Jubilee Park, itself the largest Olympic legacy development outside London which was officially opened by HRH Queen Elizabeth II on 17th May 2012. This is the model Volleyball England want to see developed through the Sportivate programme.

Interest since the 2012 Games has been unprecedented. Volleyball England reports website visits increased by 850% (particularly to the club finder section), there has been a 30-fold increase in enquiries to the office about how and where to play, and social media activity boomed with followers of the sitting volleyball twitter account rising from 800 to over 7000. The sand from Horse Guards Parade has been used to create facilities across the capital and weekday pay and play and free weekend sessions are introducing volleyball to first time players. As part of a pan London Sportivate project, forty Greenwich Leisure staff have been trained to become coaches and to deliver beginners courses. A Groupon offer is being used to promote the 8 week courses at 10 city venues. Volleyball England now intends to apply the lessons learnt in London to the rest of the country and to develop relationships with commercial providers that can help spread the reach and popularity of the sport.

**British Rowing's** main priority for Sportivate has been to support its Community Sports Coach Programme to increase 16+ participation. This is being achieved through water based activity at Clubmark accredited clubs that have links to local schools and/or youth groups. Universities and colleges that are working with BUCS and British Rowing to develop indoor rowing (Gold Challenge) and offer Learn to Row through Explore Rowing accredited clubs are also prioritised. In some parts of the country - for example in Devon and Cornwall - the demographic profile means it is harder to recruit 20 . 25 year olds and so the focus has been on younger age groups. British Rowing has worked with clubs to ensure that Sportivate is used as a genuine attempt to increase club membership. Membership of British Rowing is included in Sportivate costs so that retained participants are given a pack including issues of the official magazine Rowing & Regatta, access to the RowHow online learning and information system, the latest news via the official British Rowing email newsletter, and discounts for a range of leisure activities.

Club membership is rarely prohibitively expensive but clubs are encouraged to offer discounts to Sportivate graduates. British Rowing ensures consistency of approach by ensuring that the cost is kept to a minimum and therefore maximises engagement through British Rowing officers quality assuring delivery of the Sportivate projects. British Rowing take an active role in visiting and supporting projects.

A number of clubs have built up a track record of success during Sport Unlimited and the first year of Sportivate and can now be relied on to recruit and retain rowers. For example, the Plymouth Rowing Forum has brought together six clubs - including fixed and sliding seat, river and coastal disciplines - to co-ordinate learn to row courses at a central hub before passing the rowers on to their local or most suitable club.

The logo for Sportivate, featuring the word "Sportivate" in a bold, white, rounded font with a thick blue outline, set against a dark blue background.



British Rowing created 50 Explore Rowing funding packages for clubs consisting of up to £12,500 towards stable boats (this part must be matched by the club through partnership funding or club funds), £500 towards the training of two new UKCC Level 2 coaches and £3,480 towards getting the programme off the ground. This has been enhanced with support from a Sportivate project. Accredited Explore Rowing Pioneer Clubs are asked to deliver the Explore Rowing Learn to Row scheme (this includes a commitment that all participants in the scheme will become British Rowing members and that official resources will be used), provide affordable club membership fees (including where appropriate an off-peak membership for those participating solely outside peak hours), and deliver a 50% retention rate from Learn to Row courses.

The Rowing in 2012 project at Longridge Activity Centre in Buckinghamshire was selected as the national Sportivate project of the year after working with local schools, colleges, young offender institutions and disability support groups, to retain over one hundred young people. The scheme was innovative and enabled young people to develop life skills alongside with new found sporting enjoyment. Any financial barriers were removed by allowing young people to exchange volunteer hours for receiving coaching at the centre. Local partners, including **Bucks Sport** have since launched the CanRow campaign to capitalise on the profile of the events at Eton Dorney during the 2012 Games and dispel the myth that rowing only takes place in private schools. A series of events and projects will now raise awareness of local opportunities to spectate, take part and volunteer in rowing. For information about local clubs and water sports centres go to [www.canrow.org.uk](http://www.canrow.org.uk)

# Sportivate



Sportivate offers a flexible way to bring delivery partners together to innovate and reach new markets. National Governing Bodies that have identified how Sportivate compliments their offer and that have aimed their time and resources at priority areas are reaping the rewards.

## Critical success factors

- Some NGBs - such as Volleyball England and British Rowing - have been very clear about how Sportivate fits into their plans to recruit more 14 to 25 year olds into their sport
- These sports have used Sportivate to reinforce the principles they have introduced into their club networks and have identified and involved clubs that are genuinely committed to expanding and can cope with the influx of new members
- New, exciting formats have been designed and promoted to suit the target market such as 4play4, aqua volley and indoor rowing
- The NGB's knowledge and participant profiling has been matched by CSPs' local knowledge of demand and available support structures
- These sports have carefully targeted areas of potential growth and have concentrated their efforts where they are most likely to be successful
- The NGBs have taken care to get the marketing messages right and have developed brand identities to appeal to the market segments they most want to reach
- The NGBs have backed innovative promotional initiatives such as Groupon offers
- CSPs have been asked to broker relationships with local HE and FE colleges and with facility operators at local level

