



# P&G Surrey Youth Games ANNUAL REPORT 2010

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# Headlines



6 weeks, 11 boroughs,  
13 sports, 27 events

388 schools

3074 training squad members

58% girls

5% competitors with a disability

86% participants from state schools

506 volunteers

295 coaches

143 officials

55% of participants in their first ever county event

29% of participants have since joined a club

38 newspaper and website articles

80% of clubs involved are accredited

21% of volunteers attended  
training courses

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# Our Goals are to

Inspiring more young people to get involved and stay involved in sport.



- Encourage sustained participation in sport
- Ensure a high quality of provision and experience
- Promote volunteer development
- Support coach development
- Raise the profile of youth sport
- Widen access and reduce inequalities in sport
- Provide new competitive opportunities
- Promote fair play and a spirit of friendly competition
- Be exciting, enjoyable and rewarding for the individual
- Be a showcase of future sporting talent
- Encourage effective development work
- Encourage the personal development of young people

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# 2010 SCOREBOARD

**Mole Valley win the Overall Borough Trophy and Spelthorne and Runnymede share the SCPFA Fair Play Award**



**Lilly Pingerra wins Gatwick Airport Volunteer of the Games**  
**Laura Quinn, Spelthorne netball coach, wins Coach of the Games**  
**Katie Sevenoaks, a hockey official, wins Official of the Games**

## 2010 Winning teams

Badminton - Junior Mixed	Tandridge
Badminton - Senior Mixed	Reigate & Banstead
Badminton - Disability	Guildford
Basketball - Boys	Woking
Basketball - Girls	Woking
Boccia - Junior Mixed	Reigate & Banstead
Boccia - Senior Mixed	Guildford
Cricket - Junior Girls	Spelthorne
Football - Junior Girls	Epsom & Ewell
Football - Senior Girls	Elmbridge
Football - Disability Boys	Spelthorne
Golf - Senior Mixed	Epsom & Ewell
Hockey - Junior Mixed	Tandridge
Hockey - Senior Boys	Spelthorne
Hockey - Senior Girls	Reigate & Banstead
Judo - Junior Boys	Woking
Judo - Junior Girls	Reigate & Banstead
Judo - Senior Boys	Guildford
Judo - Senior Girls	Reigate & Banstead
Netball - Mixed High 5	Waverley
Netball - Junior Girls	Epsom & Ewell
Netball - Senior Girls	Mole Valley
Rugby - Mixed	Guildford
Squash - Junior Mixed	Reigate & Banstead
Squash - Senior Mixed	Woking
Swimming - Mixed	Woking
Tennis - Mixed	Mole Valley

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# Who benefits?

3074 participants took part in free training sessions across the county  
 135 clubs were directly involved with helping to deliver the Games

"My daughter took part in training sessions for netball, but didn't go on to take part in the Games. She enjoyed the sessions very much and would consider trying out again. I was very pleased with the sessions and was glad that she had an opportunity to take part in a sporting event outside of school. These activities are brilliant for kids/teenagers and give them a chance to try new things and make new friends. Thank you for organising them."



2 girl basketball players from the 2010 Waverley team have been selected to represent both Surrey and the South East of England.

	No. of training squad members		Attending State school %		Non Club Members %		First experience of SYG %	
	2010	2009	2010	2009	2010	2009	2010	2009
Elmbridge	386	202	85	79	54	54	67	60
Epsom & Ewell	487	229	92	94	44	55	37	62
Guildford	229	172	85	85	39	37	36	16
Mole Valley	541	247	95	91	67	88	46	52
Reigate & Banstead	242	176	82	85	35	na	51	31
Runnymede	127	121	87	82	48	80	40	13
Spelthorne	247	237	94	93	60	28	64	53
Surrey Heath	244	222	94	85	74	61	50	54
Tandridge	91	na	58	na	100	na	100	na
Waverley	244	200	94	88	49	55	60	45
Woking	236	207	82	87	62	36	56	50
<b>TOTALS</b>	<b>3074</b>	<b>2013</b>	<b>86</b>	<b>87</b>	<b>57</b>	<b>49</b>	<b>55</b>	<b>44</b>

506 volunteers helped to make the Games happen - 295 coaches, 143 officials and 68 support volunteers

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# DEMONSTRATING IMPACT:

## Raising Participation

### OUTCOMES

- Basketball: New boys club at Rodborough School and new girls & boys clubs at Kings International College
- Boccia: New after school club at the Ridgeway School
- Cricket: New girls sections at Egham, Epsom, Pyrford & Rowledge Clubs
- Football: New Girls club in Dorking and new girls teams at Curley Park Rangers and Mytchett Athletic
- Netball: New Junior clubs in Epsom and Runnymede
- Squash: New junior sessions run at Surrey Sports Park and Xcel Leisure Centre

### HOW? By:

- Identifying sports needing local development
- Providing free introductory sessions to sport
- Directing new members to clubs
- Providing an incentive to give sport a go
- Establishing new clubs
- Bringing new people into sport

One of Surrey Heath's MLD boys football squad now attends Fulham's Disability Development Centre



10% more competitors now take part in 5x60 minutes of sport and physical activity per week compared to before the Games.

100% of the Waverley girls basketball squad were players new to the sport

Overall, 57% of competitors were non club members

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# DEMONSTRATING IMPACT: Raising Participation

## Case Study

In order to bridge the gap between school and community sport, Waverley cricket training sessions were run by a coach from Rowledge CC who had previously run sessions in Waverley schools and so was already known to pupils. The training sessions were held immediately after school, which maximised the opportunities for parents to lift share.

The girls, from 4 different schools, found that their confidence in knowing the coach made a big difference. This model has resulted in a new girls section at the cricket club being created.

New hockey sticks were given to new players to encourage participation, with an agreement that they will be returned when the player buys their first stick



Colne Valley football Club continue to use the SYG sessions as a way of building a new team for the next season from the Ug's each year



4 of the Epsom girls cricket team have now joined Epsom cricket club.

## *P&G Surrey Youth Games Young Ambassadors Scheme*

Feedback from the 2009 Games illustrated that more promotion needed to be done in the local schools to help with publicity. As a result of this, P&G Surrey Youth Games Young Ambassadors was piloted for 2010. The scheme involved 2009 participants being invited to become Young Ambassadors.

Their role was to help promote the Games within their school, neighbourhood, family, clubs – anywhere they liked! All the promotional material was supplied by the borough (flyers, posters, DVD's). Ambassadors were encouraged to do assemblies in their schools and generally promote the Games to their friends.

This proved to be a success in Epsom & Ewell as the 30 Young Ambassadors helped to achieve the Borough's highest ever number of registrations, nearly 500!

Even though only a small proportion of this number can be selected to take part on the Games weekend, local clubs have still benefited from increased membership (from participants who were not selected for the Games) as well as increased awareness of their sport and/or club.

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# DEMONSTRATING IMPACT:

## Sustaining Participation



29% of non club Members joined a club after SYG, compared to 15% in 2009.

2 members of the Surrey Heath U13 Netball Team are now members of the county academy

### HOW? By:

- Providing an incentive to stay in sport
- Providing a player pathway
- Establishing new clubs
- Establishing school / club links

### Case Study: Epsom Oaks Netball Club

Epsom Oaks Netball Club used to run successfully in the Borough 5 years ago, unfortunately the club stopped running and since its demise there has been huge demand for a new club.

Over 120 participants registered to take part in training for High 5 and Netball as part of the 2010 Surrey Youth Games. Of the 120 registrations only 9 were existing members of a Netball Club.

In partnership with Laura Wilson, a committee of interested parents and potential coaches was created. The club re-launched in September 2010, and is able to accept new members, train and mentor volunteers and develop existing Level 1 coaches.

Epsom Oaks is working towards being a sustainable club and already has 24 members after 1 session!

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# DEMONSTRATING IMPACT: Sustaining Participation

## Dorking Girls Football Project

Dorking Girls Football was formed in 2009 due to demand highlighted from the P&G Surrey Youth Games (SYG). The first session was attended by 12 very enthusiastic girls. Funding was then accessed through Sport Unlimited to deliver a schools programme to five primary schools in the Dorking area. This provided high quality coaching to over 100 girls and increased membership of Dorking Girls Football to 35 members by November 2009.

In January 2010 a second schools programme was delivered in the Leatherhead/Ashted area, targeting a further 9 schools and providing coaching to nearly 400 girls. The programme finished in March 2010 and was planned to coincide with the start of the P&G Surrey Youth Games.

The SYG trials for the girls football teams took place from April-June and unsurprisingly proved very popular with an incredible 90+ participants trying to make the final squads! After a tough selection process the final squads were chosen and 3 teams were entered into the P&G Surrey Youth Games competition weekend: two U9 teams (17 participants) and one U11 team (9 participants).

The girls thoroughly enjoyed the Games; for many this was their first experience of a competitive county wide sporting event. Everyone including participants, parents and the volunteer coaches had a positive experience; particularly the U11's who wished to form a team.

In July 2010, Mole Valley Girls FC was affiliated to the Surrey FA and an Under 12 Team registered with the Surrey County Girls League for the 2010/2011 season.

- 500 girls coached since July 2009.
- 120 girls registered with the project since July 2009.
- 14 School Club Links.
- Assisted in the development of Mole Valley Girls FC
- 2 qualified volunteer coaches



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# DEMONSTRATING IMPACT

## Raising Standards: Clubs and Coaches



Three more clubs involved in the SYG, Yamabushi Judo, Staines Hockey and Ashford Hockey clubs achieved club accreditation this year

### Case Study: Volunteer Development

Two Year 11 pupils from Rodborough School, who had represented Waverley in 3 previous youth games, were invited to assist with High 5 netball training.

Both the coaches thoroughly enjoyed the experience, and are now planning to take their Level 1 Netball Coaching Qualification.

### HOW? By:

- Working with accredited clubs
- Seeking to use Level 2 qualified coaches
- Providing mentoring to young coaches to develop their skills
- Offering funding for training to volunteers via the Gatwick Airport bursary

### Case Study: Coach Mentoring

The Waverley boys basketball coach received mentoring from a more senior coach during the training sessions leading up to the Games and over the weekend. He was given feedback on his performance, thus helping him to grow in confidence and become a better coach.



Camberley Judo Club are on the accreditation pathway as a result of their involvement in the Games.

80% of clubs involved in the Games have either achieved or are working towards club accreditation

55% of coaches leading Games training sessions held NGB level 2 qualifications or above

34% of coaches gained access to mentoring opportunities because of the Games

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# DEMONSTRATING IMPACT

## Raising Standards: Officials and Volunteers

60% of officials gained access to mentoring opportunities via the Games

### Case Study: Official Development: *Katie Sevenoaks*

Katie, a hockey official, was voted the 2010 Official of the Games. She received numerous votes from boroughs and districts across the County for being completely in control, making quick, clear decisions, keeping the games flowing, being very consistent and explaining decisions clearly when umpiring.

Katie has competed in the P&G Surrey Youth Games on 5 occasions and was chuffed to be given an opportunity to be involved with the Games at a different level. A qualified Level 1 hockey umpire, Katie now often umpires school and junior club games and is an excellent example of how the Games provide an opportunity for personal development.

- HOW? By:**
- Providing mentoring to young officials to develop their skills
  - Offering funding for training to volunteers via the Gatwick Airport bursary

56% of volunteers have started to regularly help in a sports club since helping at the Games

**The Gatwick Airport Bursary**

Gatwick Airport have sponsored volunteering at the Games since 2007, enabling all volunteers to apply for free or subsidised training courses.

This year we funded 14 volunteers to attend courses in first aid, sport psychology, challenging behaviour, safeguarding, coaching children and young people, analysing your coaching, speed, quickness and agility, coaching the whole child, long term athletic development, and swimming, netball, rugby, badminton and tennis coaching courses.



21 % of volunteers have attended training courses as a result of their involvement in the Games

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# DEMONSTRATING IMPACT

## Raising Standards: Officials and Volunteers

Did you know:  
73% of employers  
would rather  
employ someone  
with voluntary  
experience than  
someone without

### Case Study: Official Development: *Carys Potter*

Carys has been part of the P&G Surrey Youth Games on six different occasions, five times as a competitor and this year, her sixth year, as one of the Football Officials. Carys is a dedicated sports person who enjoys volunteering and is committed to helping further develop sport in Surrey.

Carys' education in sport coupled with her P&G Surrey Youth Games experience has helped her gain recent employment as a Leisure Apprentice with Waverley Borough Council. Carys really hopes to build on her P&G Surrey Youth Games experience and continue to develop in the Sport and Leisure industry.



Nationally 94% of people who volunteer to learn new skills have benefited either by getting their first job, improving their salary or being promoted (Reed/Timebank)

- HOW? By:**
- Offering volunteering opportunities for young people to help develop their skills
  - Supporting all volunteers through their journey in sport



Carys Potter, front row third from left

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# DEMONSTRATING IMPACT

## Raising the Profile



The Games were launched in April at the newly opened Surrey Sports Park, when a distinguished list of guests enjoyed watching netball and badminton masterclasses led by Surrey Storm netballer Tamsin Greenway and ex England Badminton player Hayley Connor respectively.

Richard McVittie, the Guildford sports development officer, helped all guests fully understand how the Games impact on sports development by sharing examples of successes he has enjoyed.

Press coverage was achieved across the county, with articles on the BBC news channel website, Get Surrey website, the Surrey Times and the Surrey Advertiser.

**38 press articles were published about the Games across the County**

### HOW? By:

- Holding a Games launch immediately prior to the start of training sessions
- Sending regular press releases to media contacts between April and June
- Producing a promotional video for use when promoting the Games
- Promoting the event on Active Surrey and borough/district websites
- Recording interviews with BBC Southern Counties and Eagle Radio prior to and over the Games weekend
- The scale of the event attracts publicity in a way that smaller festivals cannot, with full page spreads often achieved in the week after the event.

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# Making it fun

... the key to success

The annual mascot race drew large crowds and brought all competitors and spectators together



- Circus skills
- Circus shows
- Drumming
- Dance shows
- Orienteering
- Cheerleading



... Just some of the entertainment on offer over the weekend

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# Our Supporters

## The Games are funded by a blend of private and public finance:



A number of high level sports personalities paid a visit. Surrey Storm's Rhianne McHale, England U19 badminton player Toby Penty, and England fencer Tom Bennett dropped in to meet Surrey's young people participate in a variety of sports, giving out medals and answering competitor's questions about what it takes to reach the top.

P&G have been our title sponsors since 2007, and are committed until at least 2012, giving us £15k per year.

With 127,000 employees across the world and over 6,000 in the UK and Ireland, P&G is committed to improving life for children in need throughout the world, and each year improves life for more than 50 million children in need via their global cause, Live, Learn and Thrive.

The Surrey Local Government Association (SLGA), a collection of all the districts and boroughs in Surrey, are committed to funding the Games until 2012 with a £20k annual donation.

Gatwick Airport continued to support our volunteering programme, enabling us to offer training bursaries to some of our volunteers and thus raise the quality of volunteers in Surrey.

Surrey's boroughs and districts, along with the county Council, together fund over 40% of the cost of staging the weekend's events.

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# Money Matters

## Expenditure

## Income

12 Local Authorities @ 2.1k	£	25,200.00
SLGA Contribution	£	20,000.00
Brought forward	£	6,873.00
Surrey Heath LC	£	1,000.00
Spelthorne Better Neighbourhoods	£	1,440.00
Procter & Gamble	£	15,000.00
Gatwick Airport	£	2,000.00
<b>Total</b>	<b>£</b>	<b>71,513.00</b>



<b>Core Staffing</b>	<b>£</b>	<b>23,203.35</b>	<b>Marketing</b>	<b>£</b>	<b>2,434.79</b>
Event Manager salary	£	17,507.56	Video production	£	975.00
Event Manager on costs	£	3,581.40	Photographers	£	800.00
Event Manager desk rental	£	2,000.00	launch: catering	£	275.00
event manager travel costs	£	114.39	launch: facility hire	£	305.00
			launch: photographers	£	50.00
			launch: balloons	£	29.79
<b>Transport</b>	<b>£</b>	<b>2,486.23</b>	<b>First Aid</b>	<b>£</b>	<b>2,045.00</b>
van hire	£	250.15	Location Medical services	£	2,045.00
petrol costs	£	10.00			
volunteer travel payments	£	626.08	<b>Catering</b>	<b>£</b>	<b>2,398.00</b>
park and ride bus	£	1,600.00	Volunteers lunches	£	1,410.00
			VIP hospitality lunches	£	650.00
<b>Venue hire</b>	<b>£</b>	<b>9,957.95</b>	staff and volunteer coffees	£	338.00
Surrey Sports Park hire	£	9,318.95			
Overnight security and gate men	£	639.00	<b>Event Staffing</b>	<b>£</b>	<b>10,499.30</b>
			AS staff costs pre games	£	4,640.00
<b>Equipment and stationery</b>	<b>£</b>	<b>12,926.62</b>	staff costs over weekend	£	3,600.00
Stationery	£	171.94	AS staff costs post games	£	705.00
postage	£	7.77	volunteer bursary from Gatwick	£	1,554.30
staff T shirts	£	1,721.91			
marquees, tables and chairs	£	831.20	<b>Entertainment</b>	<b>£</b>	<b>2,179.50</b>
pa systems	£	1,015.00	circus sensible	£	1,775.00
walkie talkies	£	222.00	orienteeing print costs	£	34.50
medals	£	1,714.64	cheerleading tutor	£	120.00
prizes for award winners	£	150.67	dance mats	£	250.00
engraved plates for trophies	£	30.00			
Certificates	£	262.90	<b>GRAND TOTAL</b>	<b>£</b>	<b>68,130.74</b>
VIP folders	£	391.60			
posters	£	192.50			
shuttlecocks	£	276.00			
foghorns, stopwatches, whistles	£	87.83			
Other eg bibs	£	61.26			
Direction signs - correx boards	£	816.40			
promolink bannering	£	4,598.00			
cable ties	£	125.00			
judo mat hire	£	250.00	<b>Surplus</b>	<b>£</b>	<b>3,382.26</b>

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# Looking to 2011

Roll on 2011 – see you on 17/18/19 June!



- Our 2011 priorities:**
- To continue to work with our sponsors, P&G, to deliver a high quality event.
  - To work closely with the Surrey School Games to ensure a good fit between the School and Youth Games
  - To work with the School Games team to develop a new disability event on the Friday before the Games.
  - To continue our partnership with Gatwick Airport to support and develop our volunteers.
  - To continue to raise awareness amongst the parents of Surrey in order to inspire more youngsters to play sport.
  - To work more closely with each sport to ensure development targets are being worked on and met.

To ensure the event remains at the fore front of the Surrey youth sporting calendar

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