The need for young people to be active & Benefits of Physical activity for young people

The need for the Specsavers Surrey Youth Games

Specsavers Surrey Youth Games 2019 Impact Report
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The need for children and young people to be active

Only 19% of Surrey children aged 4-16 meet the physical activity guidelines of being moderately active for at least 60 minutes every day*

In the least affluent families, 15% of children aged 4-16 are active every day, compared to 22% from the most affluent families

17% of children in Reception are overweight or obese in Surrey. This rises to 26% by the time children are in Year 6

Children aged 5 to 15 spend over 4 hours in front of a screen in a typical day

Mental health problems affect 1 in 10 children and young people. That’s 14,500 individuals in Surrey aged 5 to 15 years old

4 in 10 girls enjoy sport, compared to 6 in 10 boys

The benefits of regular physical activity

Regular exercise has lots of health benefits for children and young people such as:

- improving fitness
- providing an opportunity to socialise
- increasing concentration
- improving academic scores
- building a stronger heart, bones and healthier muscles
- encouraging healthy growth and development
- improving self-esteem
- improving posture and balance
- lowering stress
- encouraging a better night’s sleep

*Chief Medical Officers measure at time of Games
The need for the Specsavers Surrey Youth Games

The overall goal of the Specsavers Surrey Youth Games (SSYG) is to provide young people across Surrey with opportunities to be active by trying a new sport or physical activity.

Targeted outcomes are:

- **Increased positive engagement of less advantaged young people**
- **More young people reporting a positive attitude towards sport and active lifestyle through participation**
- **Increase in sustained levels of physical activity in inactive young people**

The sports and age groups in the Games reflect this aim, with each event targeting specific participants.

The Specsavers Surrey Youth Games gives young people the opportunity to benefit from six to eight weeks of free training provided by their local authority and then take part in a celebratory Games weekend. Coaches, young leaders and officials are trained as part of the programme. Community clubs benefit from an influx of new members as the participants continue to play their sport/physical activity.

2019 was the 23rd Games with even greater focus on social inequalities, targeting children from the most deprived areas across the county and delivering on four of the Government’s strategic outcomes: physical wellbeing, mental wellbeing, individual development (through volunteering) and social and community development.
About the Specsavers Surrey Youth Games

The Games is a collaborative initiative between the Borough and District Councils of Surrey, specialist sports organisers and the County and National Governing Bodies of Sport. The event weekend is managed and delivered by Active Surrey, the county’s Active Partnership.

The headline numbers

2,698 participants took part in the training during the Spring and Summer terms 2019

Of these, 1,452 (54%) were girls and 1,246 (46%) were boys

1,325 participants went on to represent their Borough or District at the Games weekend at Surrey Sports Park

Total of 12 individual sports across 21 competitions. 16 were for mixed gender, four exclusively for girls and one for boys
The Big Change

2019 was a year of transition for the Specsavers Surrey Youth Games. SSYG has traditionally been good at attracting already-sporty children, however following a 2018 review it was agreed that the Games should actively target new audiences. These were: (1) complete beginners (non-club members); (2) children and young people who are inactive; and (3) participants from the most deprived areas of Surrey.

This year was the first that competitive club players were not permitted across all sports, meaning weekend participants faced each other on a more level playing field. We believe this positive experience will further inspire young people to continue with their chosen activity after the Games.

Over time, the 2019 changes will enable more young people from priority audiences to become involved. Moving forward, existing event formats will be further adapted to suit beginners and new activities which can have the greatest impact with the target audience will be introduced.

Wildcats Football

One of the pilots for 2019 aligned SSYG girls’ football with the Football Association’s Wildcats initiative which aims to provide a fun, safe experience of football for new players. Across Surrey, 23 new Wildcats centres operated alongside SSYG. The initial six+ weeks of training were aligned to SSYG, while a minimum eight weeks training post-Games helped sustain girls’ participation.

New Activities for 2019

2019 saw table tennis and Couch to 2k added to the events. Both were suitable for the new target audience, and ‘portable’ enough to be set up in some of the deprived areas we and our partners wanted to target. Table tennis’ reintroduction proved popular with 25 teams entering. Couch to 2k had smaller numbers but made a big impact on those taking part and gave us valuable lessons, offering insight we can build upon for 2020.
Tennis Sustainability Pilot

Working with the Lawn Tennis Association and Surrey Tennis, it was identified that beginners may not feel comfortable or ready to move straight into a club environment after just six to eight weeks of tennis coaching.

A pilot operated with two boroughs post-Games in which an extension activity was offered to all those who had received tennis training before any attempt was made to transition them to a ‘full’ club. The LTA’s Tennis for Kids programme is a six week scheme where for a nominal fee children receive six lessons, tennis racket, ball and personalised t-shirt.

In the two boroughs that piloted the scheme, 77% of participants took up the offer. One of the pilot clubs said, “It helps encourage more vulnerable, nervous or slower players to learn [and] with a focus in part on integration into club activities it can be excellent. It helps players not selected for the Games to feel there is still a continuing programme …the extension means they basically continue to the end of term and do not stop suddenly mid-summer, so it keeps the activity going.”

Active Surrey will advise all boroughs and districts to offer this stepping stone to beginners after the 2020 Games to help sustain participation. In light of this insight from tennis, more suitable pathways for sustaining participation in all sports/activities post SSYG are now being encouraged.

Referral Process Pilot

Lack of parental support or opportunity to complete the online registration process for Games training can act as a fundamental block on participation. In 2019, a revised online form was piloted in Guildford which allowed completion by youth/family support workers. It was used alongside a pack for referrers, devised by the borough, which explained how SSYG was now more suited to their young clients and highlighted how to refer young people to the Games. For 2020, the pack will be adapted for use by other areas with amendments to the online form promoted countywide. The aim is now to engage more referral partners to enable those young people to have the opportunity to take part.
# Target Summary

## Increase in sustained levels of physical activity in inactive young people
- **Target:** 10% of inactive participants increase their activity levels to 3 days or more
- **Target:** 50% of participants answer “YES” to their intention to continue participation

## Increased positive engagement of less advantaged young people
- **Target:** 15% of participants are from areas in the bottom 40% of Lower Super Output Areas of deprivation

## More young people report a positive attitude towards sport & active lifestyle through participation
- **Target:** 70% of participants improve their confidence after training (only), or training & the Games weekend
- **Target:** 50% of words used to describe the experience of training when prompted are positive
- **Target:** 50% of words used to describe the experience of the event when prompted are positive

## Partners report increased satisfaction with the SSYG
- **Target:** 75% partner satisfaction
**Our Impact**

**Increase in sustained levels of physical activity in inactive young people**

**Target**
10% of inactive participants increased their activity levels to 3 days or more activity

**47% of participants were inactive** when their parents registered them for SSYG

Just under **30%** of these inactive participants **increased** their activity levels after attending the training and Games weekend

**Target**
50% of inactive participants answer “YES” to their intention to continue participation

**31% of inactive participants** have or will be continuing to participate in their sport

Overall, **81%** of all participants have or will be continuing to participate in their sport or physical activity

*Inactive defined as being active for 60 mins per day on two days or less a week*
Increased positive engagement of less advantaged young people

Target
15% of participants are from areas in the bottom 40% of Lower Super Output Areas of deprivation*

4.7% of participants were from the bottom 40% LSOAs

Indices of Multiple Deprivation, 2019

The definition and measure of deprivation changed to the IMD in 2019

* Lower Super Output Areas (LSOA), are neighbourhoods where approximately 1,500 residents live. Each LSOA is ranked nationally using the Indices of Multiple Deprivation (IMD) based on seven domains of deprivation.
More young people report a positive attitude towards sport & active lifestyle through participation at SSYG

**Target**

70% of participants improve their confidence

- after training or
- after training and the Games weekend

We asked our participants whether they felt their confidence had improved after the training and the Games weekend.

**After training...**

75% of participants said they were "much more confident" or "more confident" to try new things.

**After the Games weekend...**

89% of participants said they were "much more confident" or "more confident" to try new things.
We asked our participants to describe their experience of the training sessions in 3 words, this is what they told us…….

73% of participants used positive words to describe what the training was like.
We asked our participants to describe their experience of the Games weekend in 3 words…..
this is what they told us…

72% of participants used positive words to describe what the Games weekend was like.
Partners report increased satisfaction with SSYG

Target
75% partner satisfaction

SSYG is delivered by organisations working collaboratively for a collective purpose so we asked partners about the working aspects of SSYG.

- 98% of partners said that the experience of SSYG was “positive” or “very positive”.
- 85% said their roles and responsibilities were “somewhat satisfied” or “very satisfied”.
- 84% said that SSYG was “quite well resourced” or “very well resourced”.
The stories behind the stats

**Bilal’s story**

Bilal, aged 12 from Sunbury, took part in Spelthorne’s Fit & Fed scheme and was encouraged to take part in boxing training. Bilal and his parents were helped to register for SSYG by Surrey County Council’s Youth Team.

The boxing training gave him an opportunity to take part in a physical activity outside of school which he hadn’t been able to do before. Boxing was of particular interest and gave him greater focus and a sense of achievement by representing his borough.

**Katy’s story**

Katy, aged 11 from Burpham is not naturally sporty and sometimes struggles with hand/eye coordination.

Katy registered for the squash under-13 sessions and out of the 25 participants, three of them were girls. She was the only girl who turned up for the first session, daunting for anyone, especially a young girl surrounded by boys, doing an activity she’d never done before.

Despite her worries, Katy turned up to each subsequent week. Although she struggled with learning skills such as serving and holding a rally, she persevered at her own pace. She was reluctant to play rallies against the boys, saying she only wanted to play against Phoebe, Guilford’s Borough Team Organiser who attended training each week.

As the sessions went on, the boys were supportive of her and she overcame her worries.

She knew her playing ability was not as strong as the others and was nervous going to the Games weekend, however she went to ensure the boys got their chance to play. The team cheered each other on, and despite tough opposition Katy won some matches. This was a great result for her, showing that perseverance, team spirit and self-belief can go a long way. The team’s sportsmanship was recognised by other teams and they won the fair play award for squash.
Emily’s story

Emily, aged 18 from Epsom has been involved with the Surrey Youth Games for the last seven years; it’s fair to say she has an impressive collection of borough t-shirts.

Since she was 10, Emily has participated in High 5 Netball, 7-aside Netball and Basketball. In 2018 she transitioned from participant to Assistant Team Manager assisting with the training sessions.

In 2019 Emily took on the role of Team Manager for both High 5 Netball and under-12 Netball teams. She coached the participants and supported them from the side-lines at the Games weekend.

Emily’s enthusiasm is second to none and she went above and beyond to ensure the netball participants had the most enjoyable experience at SSYG. As a result Emily won the ‘Most Supportive Team Manager’ award at Epsom & Ewell’s Surrey Youth Games Presentation Evening 2019.

Judah’s Story

Judah, aged 8 from Camberley, is very shy and has anxiety. He has previously struggled to get into any sports that he’s tried.

His mum has a sporty background and was keen for Judah to find something he liked. The Games training was the perfect opportunity for Judah to try hockey and he really loved the training sessions.

The coaches from Camberley & Farnborough Hockey Club made him feel welcome and a part of the sessions. He attended all six weeks of training and got selected for the Games weekend. The team did well and the coaches commented how all of the players worked so well with each other and got along. Judah’s enjoyment at being part of the team shows how he has been able to improve his communication with other children and have fun playing hockey.

“The whole experience is very exciting...it is like a mini Olympics!! We are very lucky to have this in Surrey”

“Wow is all I can say, the atmosphere was brilliant, amazing”

“I have enjoyed every moment of the Boxing and I’m going to continue”

“Very positive, everyone friendly and encouraging. Very well organised”
Marketing

Broadcast media

The profile of the event and its effect is built through strong support from BBC Surrey as well as coverage from other broadcasters and print / online titles.

In addition to pre-Games coverage, 13 live reports were filed by BBC reporters during the final weekend, giving listeners a glimpse into the children, parents, volunteers and sponsors involved in the event.

Social media

Alongside traditional printed materials, partner support and in-school support from the Active Schools team, social media is used in the months leading up to June to help recruit volunteers and promote registration to parents.

Over the Games weekend this switches to a story and result-led service for families of those participating.

The weekend event itself saw over 20,000 twitter impressions, with engagement hitting 9% for one post. The single biggest SSYG tweet (by impressions) reached 4000 people directly. Sentiment was overwhelmingly positive.

Facebook reach peaked at 1600 with further amplification by BBC Surrey (27k followers) and other partners.
Gerry Ceaser Award Fair Play Award & Highest Team Entry

Waverley won the Gerry Ceaser Fair Play Award

The Gerry Ceaser Fair Play Trophy is awarded to the Borough or District who receives the most nominations of young people demonstrating positive attitude and sportsmanship over the Games Weekend.

Nominations are made by those running every sport event as well as each of the Borough and District Team Organisers. Alongside the prestigious award, the winning Borough or District receives £250 of sports equipment from Surrey Playing Fields Association.

Spelthorne edged Runnymede for the highest number of teams entered into the Game weekend

Teams played fair, without questioning decisions and other teams

Gracious in victory and defeat

Played throughout in the true spirit of the games

They showed excellent sportsmanship by cheering on opponents and teammates alike
Partners and Sponsors

Surrey is the only area of the South East (and, we believe, the country) to hold an event quite like the Specsavers Surrey Youth Games.

Residents can be rightfully appreciative of the Boroughs and Districts who put so much effort into supporting Active Surrey’s belief in the importance of the Games’ message of child development and physical activity.

Staging the Games gets harder every year and Active Surrey would like to acknowledge all the event’s commercial supporters – including Surrey Sports Park and Arriva, the Games’ first official transport sponsor – without whom the Specsavers Surrey Youth Games could not take place.

We would especially like to thank our title sponsor, Specsavers, for their financial support and the enthusiasm of their volunteering teams who helped make the weekend so special for all those families who attended from across the county.
Finally, our thanks go to

- All the volunteers that deliver local training in the build-up and to those that help make the SSYG Games weekend happen: Team Managers, Sports Organisers, officials and weekend event crew.
- The clubs, schools and other venues who throw open their doors to allow children across the county to get involved in a new sport or activity for free.
- NGBs and Surrey County Sports Associations for financial and in-kind support.
- Tesco for their support to feed our event volunteers.
- Community Foundation for Surrey who helped us initiate ways to support young people living in deprived areas.
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ABOUT ACTIVE SURREY
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