



Initiative 1:

# You Never Lose It



Activity Type Traditional sports  
 Value Hooks Sport and lifestyle values  
 Audience C4L Cluster: 5 | SE Segment: Tim, Kev, Phillip, Chloe  
 Legacy Effect **DEMONSTRATION EFFECT**

Goals Re-engage participation  
 Targets Former participants

Ring Rating ○ ○ ○ ○ ○



## How is this part of the 2012 legacy ambition?

For those who played regularly at school or in their early 20s, the sporting values of the Olympic and Paralympic Games (competition, teamwork, camaraderie and so on) can dial up memories of sporting lifestyles that are still attractive, but that they may feel are now beyond their current fitness levels or do not fit into their busy lives.



The 2012 challenge is to both re-engage the enthusiasm of former participants and to show them that sporting participation and achievement is still possible within busy lives or after the age of 25.

*You Never Lose It* projects should focus on the 'backstories' of Olympic and Paralympic athletes who have made comebacks, or who successfully integrate sporting achievements with family life.

Key role models will be more mature Olympic and Paralympic athletes who can talk about having a balance in their lives but still being able to enjoy performing in sport and achieving their sporting ambitions - the sporting lifestyle is important to them, but they compete on their own terms. For *You Never Lose It* projects, the key is to develop this theme in offering 'gentle competition' that allows participants to feel they can make a comeback to sport at a level that suits their current lifestyle and fitness.



## Activity ideas

Projects should aim to re-activate motivations for sport participation among those whose participation has lapsed for a range of reasons that might not be related to sport (e.g. getting married, having a baby, moving home). The most successful activities are likely to be more traditional sports that were played at school, college or university, or in the years after leaving.

Sports like football, netball, athletics, running, badminton, or golf should be provided within a 'turn up and play' structure that requires little long-term commitment to get started, and that can fit easily into busy lifestyles. This could be through short (45 minutes) lunchtime or after-work sessions in easily accessible venues.

Activities can be supported by social networking pages on sites such as Facebook or MySpace to allow participants to develop a social environment around their activity, group or team without requiring a time investment that might mean giving up other leisure pursuits or impacting on family commitments.

For team based projects (e.g. five-a-side), regular 'start-a-team' sessions can be held, and online tools can be developed to help team captains to organise bookings and matches with as little effort as possible, whilst also allowing teams to look at the performances and statistics of other teams (see further information for examples).





## Audience

### Change4Life Clusters

#### Cluster 5

Families in this cluster are likely to be attracted to traditional rather than niche or alternative sports. Activities for parents offered in short sessions without having to sign up to a long-term commitment, and supported by virtual social networking, means that the desire to devote time to being strong parents is not compromised.



### Sport England Segments

#### Chloe – fitness class friends

Although unlikely to have been an adult participant in sport, Chloe is likely to have enjoyed sport at school, for which she has some nostalgia and is attracted to low-commitment sports with friends or work colleagues.

#### Kev – pub league team mates

Attracted to the appeal of mainstream sports that can also be watched live or on TV with children. Traditional male sports with a light competitive edge will appeal, but fitness levels may restrict anything too competitive.

#### Philip – comfortable mid-life males and Tim – settling down males

Attracted to traditional sports, but also keen to try new activities. Office pressures and a busy family and leisure life which, for Philip, includes time spent with older children, make short burst sessions attractive. May be keen to volunteer or organise, particularly if he can do so with his children or partner.



## Volunteering

*You Never Lose It* projects target former participants with busy lifestyles. So while some of the target groups may be attracted to volunteering generally, the initial aim is to encourage active participation, and suggesting volunteering at an early stage may be counter-productive as it suggests a greater time commitment.



Internet support for those who may agree to become team organisers and managers can increase the appeal of volunteering by reducing the workload, particularly if their voluntary work is clearly recognised in social networking applications that support participation. Some projects can be supported by local voluntary clubs and thus may be led by volunteer coaches skilled in providing activity sessions for former participants who may be familiar with the structure of the sport, but whose fitness levels are low.



## Further information

### Example Projects

Get Back Into – [www.getbackinto.sxevents.co.uk](http://www.getbackinto.sxevents.co.uk),  
Goals Soccer Centres – [www.goalsfootball.co.uk](http://www.goalsfootball.co.uk) and  
Power League – [www.powerleague.co.uk](http://www.powerleague.co.uk) or for women,  
Running Sisters – [www.brightonandhooverunningsisters.org.uk](http://www.brightonandhooverunningsisters.org.uk)  
Back to Netball – [www.englandnetball.co.uk/Back-to-Netball](http://www.englandnetball.co.uk/Back-to-Netball)

## Connections

### Potential Partners

- Local leisure centres, schools or colleges as venues, and private sector general (e.g. David Lloyd Leisure) and specific (e.g. Goals Soccer Centres) facility providers
- Voluntary sector clubs, particularly those that own their own facilities, or that are keen to attract new members and volunteers
- Private sector sponsors (e.g. Power League is supported by Xbox), particularly where internet-related networking or support is involved

### Linked Policies and Programmes

- Sport England – Grow Sustain Excel <http://tinyurl.com/growsustainexcel>
- London 2012 Inspire Programme <http://tinyurl.com/inspiresport>
- NHS – Let's Get Moving <http://tinyurl.com/letsgetmoving>

### Research Evidence

Henley Centre Headlight Vision (2006) and Weed (2010) on the process of engaging with sport participation, and Brown & Massey (2001), Hindson et al (1994) and Sport & Recreation Victoria (2006) on demonstration effect outcomes.

Initiative 2:

# Raise Your Game



Activity Type	Formal sports activities
Value Hooks	Sport values
Audience	C4L Cluster: 4   SE Segment: Chloe, Helena, Tim, Alison, Phillip
Legacy Effect	<b>DEMONSTRATION EFFECT</b>
Goals	Increase participation frequency
Targets	Infrequent participants
Ring Rating	○ ○ ○ ○ ○



## How is this part of the 2012 legacy ambition?

The Olympic and Paralympic Games as an inspiration to increase participation are most effective among those who are already engaged with sport but participating infrequently or at a low level. In short, the Olympic and Paralympic Games can be very effective at getting those who are doing a little bit of sport to participate more often.

The Olympic motto, 'Faster, higher, stronger' can be used to encourage participants to *Raise Your Game* by adding one or two extra sessions a week to their current participation levels, or to formalise their participation by joining a club. The values of Olympic and Paralympic sport relating to status and achievement, but also to the intrinsic exhilaration of sports participation, can be used to inspire aspirational emotions relating to greater sport participation levels.



Key role models will be local Olympic and Paralympic athletes in the specific sport being promoted and, in particular, their personal stories of their sporting journeys that led them to Olympic or Paralympic performance levels. Messages should focus on achieving participation goals, and the sense of feeling good about yourself and enhanced health and status that increased participation can bring.

## Activity ideas

A wide range of sporting activities can be included as part of *Raise Your Game* initiatives. As the aim is to get those participating to participate more, activities should be aimed at non-club members who participate on a pay-as-you-play basis or informally in open spaces, and at encouraging those who participate outside sports club structures to join clubs appropriate to their sporting interest and ability levels.

Those sports that are most often played on an infrequent informal or pay-as-you-play basis include swimming, cycling, jogging/running, badminton, table-tennis, squash, tennis and some martial arts based fitness classes, although a wide range of sports could be included in *Raise Your Game* initiatives.

*Raise Your Game* is suited to being both a 'campaign', existing through leaflets and posters at informal and pay-as-you play venues, or particular 'projects' focusing on events or interventions in particular sports drawing on local Olympic and/or Paralympic role models.





## Audience

### Change4Life Clusters

#### Cluster 4

Families in this cluster live healthily, but may lack confidence in relation to children's physical activity. Using locally significant role models, *Raise Your Game* can help parents and children to become more confident and to increase and formalise their participation through joining local clubs or activity groups rather than participating informally and infrequently.



### Sport England Segments

Chloe – fitness class friends and  
Helena – career focused females

Sport participation provides an opportunity for an exhilarating release as a diversion from work, and to provide activities that are more satisfying and social than the gym. The attractive body shape and healthy diet of Olympic and Paralympic athletes is an effective hook.

Alison – stay at home mums

Enjoys sport, and would welcome opportunities to participate more to retain an attractive figure if opportunities can be integrated into her busy life. Daytime clubs when the children are at school are likely to be most effective.



Tim – settling down males

Provides opportunities to develop fitness levels through sports that are already enjoyed. May be attracted to the team environment and the opportunity to develop performance that formalising participation through club membership will bring. Also, once a club member may be a potential volunteer.

Philip – comfortable mid-life males

As children grow older, may be attracted to increasing sports participation and to playing more formally within a club environment, particularly with his partner or children. Also likely to be a good candidate to volunteer or organise.

## Volunteering

*Raise Your Game* is likely to be a good source of potential volunteers for sports clubs, as it targets participants who are already interested and engaged in particular sports, but participate outside of club structures.

Volunteering may be encouraged among those who have increased time as their children grow older, or who have time during the day when children are at school. Volunteering may also be seen as a way to encourage children to participate among parents who are keen to emphasise healthy lifestyles.

As *Raise Your Game* offers the possibility of increased membership for local sports clubs, volunteers from these clubs can offer help and support for specific events or projects.



## Connections

### Potential Partners

- Any pay-as-you-play venues such as local leisure centres, schools, colleges or municipal parks
- Voluntary sector clubs, who will stand to benefit from attracting new members and, in the longer run, volunteers
- Private sector equipment manufacturers or local sports retailers may be persuaded to sponsor campaigns, particularly as the target audiences tend to have disposable income

### Linked Policies and Programmes

- Sport England – Grow Sustain Excel  
<http://tinyurl.com/growsustainexcel>
- London 2012 Inspire Programme  
<http://tinyurl.com/inspiresport>
- County Sports Partnerships  
[www.cspnetwork.org](http://www.cspnetwork.org)



## Further information

### Example Projects

Sport and the Third Sector – [www.navca.org.uk/localvs/sport](http://www.navca.org.uk/localvs/sport)

Street Games - [www.streetgames.org](http://www.streetgames.org)

SportsBase find a club on the web, Facebook and Twitter – [www.sportsbase.co.uk](http://www.sportsbase.co.uk) or sports club directory [www.sports-clubs.net](http://www.sports-clubs.net)

The Big Opportunity – [www.thebigopportunity.org.uk/web/sport](http://www.thebigopportunity.org.uk/web/sport)

### Research Evidence

Weed et al (2005) on voluntary sports clubs, Henley Centre Headlight Vision (2006) and Weed (2010) on the process of engaging with sport participation, and Coalter (2004), EdComms (2007), Hogan & Norton (2000) and Hindson et al (1994) on demonstration effect outcomes.

Initiative 3:

# Generation Games

Activity Type	'Masters' sport and family activities
Value Hooks	Sport and family values
Audience	C4L Cluster: 6   SE Segment: Tim, Alison, Kev, Phillip
Legacy Effect	<b>DEMONSTRATION EFFECT</b>
Goals	Re-engage participation
Targets	Former participants
Ring Rating	○ ○ ○ ○ ○



## How is this part of the 2012 legacy ambition?

One of the five promises for the London 2012 Olympic and Paralympic Games is to make the UK a world-leading sporting nation and, in particular, to inspire young people into sport. However, children's sporting enthusiasm inspired by the Olympic and Paralympic Games, can also be harnessed to encourage parents whose participation in sport may have lapsed as their working and family lives have become busier, to re-engage with sport alongside their children.



*Generation Games* can capitalise on the range of projects promoting children's engagement with sport participation and the London 2012 Games in schools (see, for example, the Get Set programme) to encourage sports participation among parents and families who are keen to spend time participating together.

Successful sports people from different generations of the same family, in both Olympic/Paralympic and other sports, can be used as role models for *Generation Games* projects, which may either attempt to get parents to take up a sport their children already participate in, or to encourage families to take up a new sport together.

## Activity ideas

*Generation Games* projects can focus on both informal pay-as-you-play sport participation or on more formal club-based sport, depending on whether the aim is to get families to try new sports together or to encourage parents to try sports their children play.

Come-and-try-it *Generation Games* activity sessions can be offered for parents and children to play, or to learn to play, a range of different indoor and outdoor sports together, such as table-tennis, swimming, ice-skating or archery. Alternatively, separate sessions can be put on at the same time for parents and for children in sports where it may be difficult for parents and children to play together, such as water polo, hockey or fencing.

For more formal club-based sports, where children are already active sport club members, parents can be encouraged to participate in 'Masters' sessions in the same sport. A number of sports, such as swimming, athletics and rowing, already have well-established Masters or Veterans structures, and *Generation Games* projects can tap into such structures where they exist. The *Generation Games* initiative may also seek to help establish new formal or informal Masters and Veterans sessions alongside sports clubs' mainstream sessions.



## Audience

### Change4Life Clusters

Cluster 5 – Parents in this cluster are concerned with strong parenting and being good role models for their children. Activities in which parents feel they are setting a good example for their children in being active will be attractive. Outdoor sports or activities played together as a family are also likely to be attractive.

Cluster 6 – Families, and particularly children, in this cluster are generally active, and so *Generation Games* initiatives have the activity levels of children to draw on in encouraging parents to take up sports. Parents in this cluster are constantly looking for more ways to become more active as a family.



### Sport England Segments

Alison – stay at home mums and Tim – settling down males  
Opportunities to maintain activity levels in a family context, or while their children are participating, are likely to appeal as they are both time efficient and they reinforce a strong sense of family values. Both may be potential volunteers if time allows.

Kev – comfortable mid-life males

As a sports fan, Kev is also likely to be a keen supporter of any teams his children play in. Opportunities to play sport while his

children train are likely to appeal, but he will not want to miss any of his children's matches.

Philip – comfortable mid-life males

As children may be older and may have left home, sport appeals as a way to spend time with them. May also have time to volunteer.



## Volunteering

Informal *Generation Games* come-and-try-it sessions may be led by volunteer sports instructors, who may be drawn from local voluntary clubs looking to attract both parents and children as active members.

Opportunities to volunteer as instructors, organisers and administrators are likely to emerge if the *Generation Games* initiative encourages more sports and sports clubs to develop Masters or Veterans sessions or structures.

Family members may be attracted to volunteering to support their children's, their partner's, or their own sports participation.



## Connections

### Potential Partners

- Any pay-as-you-play venues such as local leisure centres, schools, colleges or municipal parks
- Voluntary sector clubs, and perhaps regional or national sports governing bodies, who have established or may be interested in establishing, Masters or Veterans structures
- Private sector sports providers, equipment manufacturers, or sponsors who may be keen to identify with the image of active families

### Linked Policies and Programmes

- Change4Life 60 Active Minutes – <http://tinyurl.com/60activeminutes>
- London 2012 Education Legacy Programme – [www.dcsf.gov.uk/L2012/getset.shtml](http://www.dcsf.gov.uk/L2012/getset.shtml)
- Big Lottery Fund Healthy Families: Way of Life – <http://tinyurl.com/healthyfamiliesWOL>



## Further information

### Example Projects

Masters Swimming – <http://tinyurl.com/britishmasters> and <http://tinyurl.com/yorkshiremasters>, Sport England Active Parents Case Study – <http://tinyurl.com/SEactiveparents>, Everyone Active Family Sports – <http://tinyurl.com/familysports>, BBC Sport Academy Parent – <http://tinyurl.com/sportacademyparent>

### Research Evidence

Kremarik (2000) and Kremer-Sadlik and Kim (2007) on family sports participation, Baker, Horton & Weir (2009) on Masters sport, and Hogan & Norton (2000) and Hindson et al (1994) on demonstration effect outcomes.



Initiative 4:

# Cross Over

Activity Type Sports, particularly less mainstream sports  
 Value Hooks Sport and lifestyle values  
 Audience C4L Cluster: 3 | SE Segment: Ben, Jamie, Chloe, Tim, Phillip  
 Legacy Effect **DEMONSTRATION EFFECT**

Goals Refresh participation and re-engage participation  
 Targets Current and former participants

Ring Rating ○ ○ ○ ○ ○



## How is this part of the 2012 legacy ambition?

Uniquely among global sports events, the Olympic and Paralympic Games include a wide range of sports, from traditional or well-known sports such as athletics, swimming, or wheelchair basketball, to less mainstream sports such as handball and taekwondo or, in the Paralympics, boccia. Every four years, the Olympic and Paralympic Games showcase sports that otherwise receive little public or media attention, and this presents opportunities to encourage people to refresh their participation by trying a new sport, or to re-engage with a new activity.



*Cross Over* can use less mainstream Olympic and Paralympic sports to re-enthuse participants who have previously dropped-out of sport, or who may be losing interest in their current sport. *Cross Over* projects should emphasise both the sporting values of activities, but also, where appropriate, the lifestyle values of, for example, outdoor sports such as kayaking or, in the Paralympics, adaptive rowing.

Role models may be used to promote

*Cross Over* projects in two ways. Firstly, top-level Olympic and Paralympic athletes in less mainstream sports, particularly those with a local connection, might lead come-and-try-it taster sessions. Secondly, well-known athletes in traditional Olympic/Paralympic or other sports could be shown taking part in such come-and-try-it taster sessions, which may or may not be led by an experienced Olympian or Paralympian.



## Activity ideas

*Cross Over* projects can focus on 'sport matching' – encouraging people to try sports for which they already have some skills. This is likely to be particularly effective when seeking to re-engage participation. For example, former swimmers, cyclists or runners might be encouraged to try triathlon; basketball, hockey or football players might be encouraged to try handball; or trampolinists or gymnasts might be encouraged to try diving.

If the target is to refresh participation among those who may be losing interest, then *Cross Over* projects might suggest a complete change of sport, which may offer a very different lifestyle. So swimmers or table-tennis players, who may have spent much of their sporting life training indoors, might be encouraged to try more outdoor sports such as sailing or equestrian.

*Cross Over* can also focus on offering new sports to accommodate changes in lifestyles or lifestyles. For example, as participants get older, they may be looking to take up less energetic sports such as archery or shooting, in which they can still be competitive, but that do not require high levels of physical fitness. Similarly, participants may be looking to swap sports with significant commitment levels, particularly team sports such as hockey or basketball, for those that can be played more easily within busy lifestyles.



## Audience

### Change4Life Clusters

#### Cluster 3

These families are generally affluent, so the higher costs of some non-mainstream sports, such as fencing, are not a barrier. Lack of confidence in more traditional sporting environments means less mainstream sports can be more attractive, as can recreational sporting activities such as horse-riding.



### Sport England Segments

Ben – competitive male urbanites and  
Jamie – sports team drinkers

Lifestyle sports such as windsurfing (Ben) or combat sports (Jamie) will appeal, particularly as their friends from university or school sports teams begin to move away or get new jobs.

Chloe – fitness class friends

Attracted to the health club or gym, so classes in combat sports may appeal. May also be attracted to activity weekends with friends learning how to sail, kayak or horse-ride.

Tim – settling down males and  
Philip – comfortable mid-life males

New and unusual activities are likely to appeal, particularly if they are a good fit for lifestyle and lifestyle priorities. Philip may be attracted to outdoor activities with his adult children, whereas Tim is increasingly attracted to learning new activities, such as archery, with his partner. Both are potential volunteers.



## Connections

### Potential Partners

- Commercial and voluntary sector clubs with specialist facilities who may be looking to grow their membership
- Regional or national sports governing bodies, or local or regional clubs, who may be able to offer help with leading come-and-try-it sessions
- Equipment manufacturers in the sports being promoted, who may be keen to be sponsors (and perhaps provide equipment), for initiatives that will grow the markets for their products
- Athlete's sponsors may be keen to involve their athletes in initiatives that co-promote their product alongside *Cross Over* initiatives

- London 2012 Inspire Programme – <http://tinyurl.com/inspiresport>
- Increasing adult participation in sport through a thriving third sector – <http://tinyurl.com/3rdsector>

## Volunteering

*Cross Over* projects are aimed at refreshing or re-engaging sport participation, so suggesting volunteering at an early stage may be off-putting for some participants among whom interest still needs to be stimulated.

As *Cross Over* focuses on less mainstream sports, in which there may be fewer trained coaches available, there are likely to be opportunities for those who are interested to train as coaches or leaders in a new sport. In fact, it may be that coaches in other sports who are losing interest and enthusiasm can be re-enthused by re-training in a new sport.

There may be particular opportunities for volunteers to support new participation in Paralympic sports by acting as, for example, a tandem partner for a blind cyclist.

### Linked Policies and Programmes

- Sport England – Grow Sustain Excel – <http://tinyurl.com/growsustainexcel>
- NHS – Let's Get Moving <http://tinyurl.com/letsgetmoving>



## Further information

### Example Projects

BBC Sport Academy: Try a New Olympic Sport – <http://tinyurl.com/BBCtryanewsport> Active Derbyshire: Try Something New – <http://tinyurl.com/activederbyshire> 'Get Back Into' – [www.getbackinto.sxevents.co.uk](http://www.getbackinto.sxevents.co.uk), particularly the Beds & Luton project – [www.teambedsandluton.co.uk/get-back-into](http://www.teambedsandluton.co.uk/get-back-into) and ParalympicsGB Talent Transfer – <http://tinyurl.com/talenttransfer>

### Research Evidence

Brown & Massey (2001) and EdComms (2007) on the activity switching effect, Henley Centre Headlight Vision (2006) and Weed (2010) on the process of engaging with sport participation, and Hindson et al (1994), Hogan & Norton (2000) and Sport & Recreation Victoria (2006) on demonstration effect outcomes.