



Product:

Sportivate/Young Adults Course or Club



Pics: Paul Wyeth

- Aim:** A club/course offering enjoyment, keep fit and socialising.
Product aimed at Adults aged 18 to 25 years old.
Segment = Ben, Jamie, Chloe and Leanne.
- Duration:** Evening mid-week sessions.
- Run by:** Similarly aged, same dynamic instructor each week. Experience with Facebook, maintaining contact with participants helpful.
- Example:** A club that is run at the same time each week or a course delivered over a series of weeks. Course linked to regular membership.
- Facilities/kit needed:** Modern equipment, opportunity for a fast buzz.
Good, clean changing facilities.
- Format:** Sessions are well planned; start on time and very active.
High quality experience, good if called club but involves challenge.
Keep theory to a minimum, sessions should be challenging.
Avoid cancelling sessions where ever possible, have alternative activity.
Social event at end linked to club.
- Benefits:** Mid week activity at your club or centre.
Activity throughout the year (if move sessions to weekends in winter).
Possibility of accessing Sportivate funding. See Sportivate Guidance notes.
- Longer term actions:** Sustainable club. Ben segment most sporty of all segments therefore more likely to keep involved in sport on longer term basis.
Develop social aspect of club, linking into encouraging their friends to get involved.



Example of a young adults club

The South West Lakes Trust is a charitable Trust that runs a number of sailing and windsurfing training centres within the SW of England. The Trust has been extremely successful at developing child and young people's activities across their five centres. However, they have struggled to fill adult courses at any of their sites to the same degree.

In 2011 they are going to deliver a series of Sportivate Clubs/Courses across four of their sites specifically aimed at the 18 – 25 year old segment. They have also decided to apply for Sportivate funding through a number of County Sports Partnerships to underwrite the cost of these courses for the participants.

The aim is to engage with 18 to 25 year old adults during an open evening at which they hope to sign up participants to a six week sailing or windsurfing program to achieve an RYA level 1 certificate followed by regular participation through weekly club sessions.

The clubs would deliver:

- Weekly sessions either in the evenings or weekends depending on the time of year.
- Have yearly membership.
- Offer subsidized sessions to encourage long term participation and progression in your chosen sport.
- Reduced rate hire opportunities.
- Hold regular social activities such as BBQs, and challenges for the whole group.
- Use social media to spread the word and keep people up to date.

The SW Lakes Trust has met with three County Sports Partnerships (under which the relevant sites fall) and applied to each for Sportivate funding. This will underwrite the cost of the course to over £40 per participation. However, even if the funding applications were unsuccessful they will still deliver the above courses in a similar format.