



# TAKEPART

Brighton & Hove  
International Festival of Sport

**28 June – 13 July 2008**

## **Report Summary**



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## Introduction

**TAKEPART** - the Brighton & Hove International Festival of Sport 2008 was the first city-wide sports Festival in Brighton & Hove aimed at people of all ages. It was organised by, Brighton & Hove School Sport Partnership, led by Dorothy Stringer School, the Brighton & Hove Teaching Primary Care Trust (PCT) and Brighton & Hove City Council Sports Development Team. It included the large School Sports Festival that has been successfully run by the School Sports Partnership since 2006.

The long term aim of the Festival is to get more people more active more often, increasing participation levels in sport and physical activity. Five Festivals are planned between 2008 and 2012 building the event in to one of the region's main legacy events for the London 2012 Olympics and Paralympics. The Festival also aims to become an annual event post 2012.

**TAKEPART** 2008 was a great success, exceeding all expectations and achieving significant levels of participation from clubs, groups, organisations and the general public. Its main achievements were:

- Overall attendance for Festival events of 45,617
- Active participation in events or taster sessions of 27,071
- Substantial increase in the Schools Festival element. Attendance increased by 47% on the 2007 level (11,000) to 16,612
- **TAKEPART** Launch Day in Preston Park extremely successful with 10,000 people attending
- Widespread involvement from over 70 clubs and associations from across Brighton & Hove
- Wide range of sports and physical activities offering taster sessions with over 200 different activities available
- Significant amounts of private sector support raised
- High profile gained for the Festival through media partnerships
- Successful launch of the Festival logo and website
- Signposting individuals to active and healthy living schemes across the city
- Highlighting and raising awareness of the Active for Life website and directory in order to promote the database of sports and physical activities available in the city
- Increase in profile of sport within the City and a celebration of the culture of sport and physical activity.

*I just wanted to say, on behalf of all of us at The Choi Foundation, thank you so much for organising such a brilliant event. In my day job I am an Events Director so I know exactly how difficult this event must have been to organise and you did an amazing job. Not just on the day but with the communications before as well. We were also thrilled with the response we received and signed up 31 students to come along to our 2 week introduction course. Looking forward to an even bigger and better event next year. Finally, don't forget, you're always welcome to come to some trial classes with us at The Choi Foundation. Thank you again.*

**Matt Wilson Chief Instructor and School Owner  
The Choi Foundation**

## The 2008 Festival

The two week Festival opened on Saturday 28 June with a spectacular launch in Preston Park. 10,000 people came to try out something new or get back into a physical activity. There were over 70 sports clubs, groups and societies offering taster sessions throughout the day.

On the weekend of 5 and 6 of July the Festival moved to the seafront and delivered opportunities alongside the Paddle Round the Pier Festival. Taster sessions were provided on Hove Lawns, at Nivea Sun Yellowwave and on the public petanque pitches on Hove seafront as well as an exciting skate event at Hove Lagoon Skate Park.

Over the final weekend of the 12 and 13 July the Festival focused on tournaments and competitions. These included football, beach volleyball, tennis, golf, swimming and basketball involving teams from all over Brighton & Hove. The finale weekend also hosted the 'Brighton Carnival' event, which ran from the centre of Brighton to Madeira Drive.

The School Sports Festival took place throughout the two weeks of the Festival with over 16,000 active participants and over 300 Junior Sport Leaders helping facilitate, lead and assist at many of the events and activities.

Throughout the Festival a number of clubs and group from across the city led taster sessions in a number of different sports, which sports clubs from across the city facilitated to hopefully inspire more people to take up a sporting activity in the future.

**TAKEPART** also launched a grants scheme for local groups and community organisations. Up to £250 was awarded to groups of three or more to facilitate something inspired by the **TAKEPART** Festival and that also celebrated active living. Priority was given to applications that came from groups within Brighton & Hove's neighbourhood renewal areas and from sections in the community who are generally less active, for example older people, women and people with disabilities. Activities could include taster sessions in a new sport or physical, activity, organising a healthwalk or group cycle ride, purchasing equipment or hiring a bus to attend the big **TAKEPART** Day in Preston Park on 28 June. The scheme was funded by Brighton & Hove City NHS Teaching Primary Care trust and Legal & General.

There were 20 applications and listed below are the ten successful applicants: (See Appendix 2 for full project details)

- Brighton and Hove Petanque Club
- Brighton Stormers Skater Hockey Club City Synergy
- Falmer Girls Football Club
- The Hollingbury Table Tennis Club
- The Brighton Section of the Amateur Wrestling Club
- Portslade Cricket Club
- Preston Park Youth Cycle Club
- Roundabout Children's Centre
- The Manor Friday Night Football Project

*We were really impressed with all of the applications and delighted to see so many community groups getting active and wanting to take part in the Sports festival this year.*

**David Brindley**  
**Health Promotion Specialist, PCT**

## Festival Structure

A formal partnership agreement was agreed between the three partners with financial administration coordinated by Dorothy Stringer School. Day to day management of the Festival was carried out by a small management team made up from the three partners and Paul Hudson Associates, a local consultancy firm with widespread experience of city-wide festivals and campaigns.



A strategic steering group was established in 2007 to help with the Festivals strategic development. It was chaired by Jack Wilkinson from the Sussex County Sports Partnership and involved local clubs and associations, local and regional sports bodies, individuals and private sector businesses.

### Festival Management Team

Brighton & Hove City Council  
Brighton & Hove Primary Care Trust  
Brighton & Hove School Sports Partnership  
Dorothy Stringer School  
Paul Hudson Associates  
Steering Group Chairman

Jan Sutherland and Shelley Meyern  
David Brindley and Kate Lawson  
Andy Marchant and Emma Greenough  
Trevor Allen  
Paul Hudson and Jo Wait  
Jack Wilkinson

### Strategic Steering Group

Brighton & Hove Albion FC  
Chilled Turtle  
City College  
Consultant  
Councillor  
DC Leisure  
Herford Junior School  
Lagoon Watersports  
Mishon Mackay  
Nielsen Active Holidays  
Nivea Sun Yellowwave  
Nivea Sun Yellowwave  
Royal Yachting Association  
Rugby Football Union  
SkillsActive  
South East Dance Company  
South East Dance Company  
Sussex County Cricket Club  
Sussex County Sports Partnership  
Sussex County Sports Partnership  
Sussex County Sports Partnership  
The Argus  
University of Brighton  
West Hove Golf Club

Alan Sanders  
Rebecca Richardson  
Andy Green  
Chris Holm  
David Smith  
Neil Roberts  
Daniel Weiner  
Harvey Dawkins  
Glenn Mishon  
Pip Tyler  
Dan Clifton  
Katie Mintram  
Gareth Glover  
Gary Henderson  
Emma Forward  
Kyla Lucking  
Mairead Turner  
John Stock  
Jack Wilkinson (Chair)  
Karen Coomber  
Katy Russell  
Jonathon Lewis  
Sarah Hogg  
Megan Bibby

## Partners and Sponsors

### Festival Partners

The three main Festival partners were the Brighton & Hove School Sports Partnership, the City Council's Sports Development Team and the City's Teaching Primary Care Trust. All three partners were actively involved in the management of the Festival and supported the Festival with a minimum contribution of £10,000 plus significant in-kind support in terms of staff time.

### Official Sponsors

There were seven official sponsors:

- City College
- EDF Energy
- Dorothy Stringer Sports College
- Learning and Skills Council
- Mint Design
- Southern FM
- The Argus



All official sponsors supported the Festival with £10,000 of support in either cash or in-kind sponsorship. Official sponsors received logo credits on all publicity and on the website, advance notice of all events, free entry to Festival tournaments and competitions and invitations to all Festival receptions and events.

### Sponsors

There were four sponsors:

- Legal & General who supported the Community Grants Scheme
- Pioneer Construction Solutions who sponsored the Tug-of-War Competition
- Barefoot wines who sponsored the reception on the final tournaments weekend
- University of Brighton who sponsored the Market Place in Preston Park.

### Public bodies / Sports groups

The Festival was also supported by three public bodies/sports organisations:

- Albion in the Community who gave a donation towards the whole Festival
- Health Work & Wellbeing who sponsored the Volleyball Tournament
- Rugby Football Union who gave a donation to support the Festival launch event.

### Local clubs and associations

The clubs and groups involved received regular monthly newsletters from the Festival team as well as press releases and further communications. (See Appendix 1 for a full list of clubs and associations involved). They were also involved in programming meetings in the lead up to the launch of the Festival.

*It was a fantastic day (Preston Park launch) and yes we had lots of interest in Taekwondo. Yes we would love to attend next year's event and make it better. I am already looking to try and get one or two of the GB Olympic taekwondo team there. I would also like to commend you for your students for their cooperation and respectful attitude.*

**Paul Rhymes**  
**British Grappling Committee**

## Headline Figures

Events	Attendance	Active Participants	Highlights
TAKEPART Day Preston Park	10,000	6,447	Ice Rink (626), Tennis (900), Argus (432), EDF (586) Skipping (856), Rat Race (180), Run For the Children (177)
Tasters	2,401	2,401	King Alfred Swim (686) DC Leisure Swim (480)
Competitions	2,000	1,407	
Schools Festival	16,216	16,216	
Carnival	10,000	600	
Paddle Round the Pier	5,000	N/A	
<b>Total</b>	<b>45,617</b>	<b>27,071</b>	—

The three weekends of the Festival were key in engaging with local people and clubs and groups. The launch event in Preston Park was hugely successful and led to an increased awareness to both the seafront weekend and competitions and tournaments weekend. The weekends also enabled greater promotion of the taster sessions.

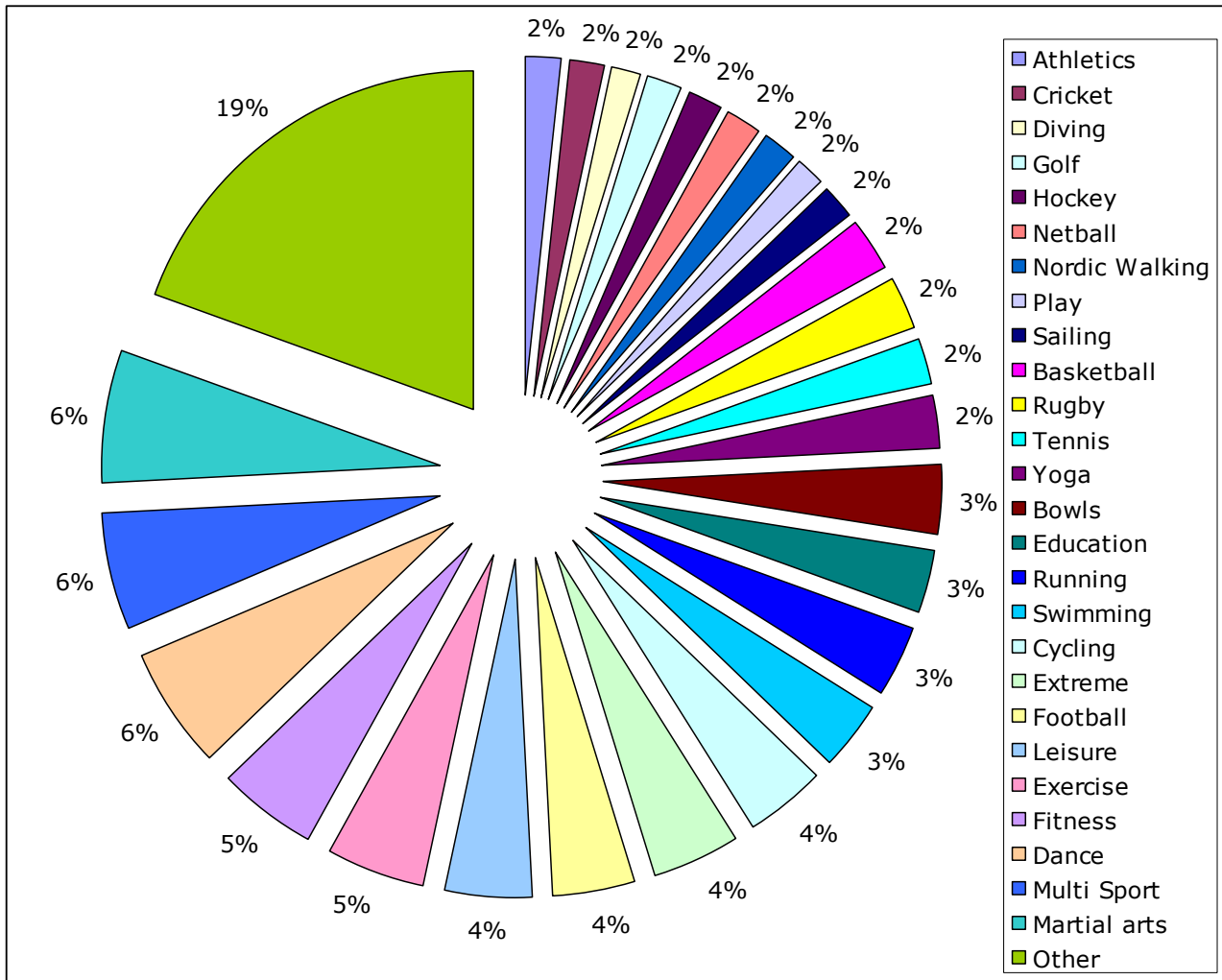
*Congratulations on a wonderful opening event, I came down at lunchtime and I was really impressed by the diverse sports and the huge crowds. My friend has signed me up to Spartan training in Preston Park for the summer so I will soon be taking part in sport again!*

**Johnathan Lewis**  
Marketing Executive Argus newspaper



## Activities Involved

The breakdown of activities is shown below. There was clear dominance in the number of Martial Arts and Dance groups involved. The 'Other' segment is made up of sports and activities where only one club or organisation represented the sport, these included; Aquathlon, Badminton, Clay Pigeon Shooting, Climbing, Croquet, Disability sports, Ultimate Frisbee, Health walks, Kiting, Orienteering, Petanque, Ice Skating, Skipping, Softball, Squash, Table Tennis, Tug of War, Volleyball and Wrestling.



There were a number of sports not represented in the pilot year of TAKEPART and the Festival team are keen to look at the reasons as to why they were not represented and how they can be involved in forthcoming years. These sports, for example might include: Archery, Boxing Fencing, Gymnastics, Equestrian sports, Triathlon and Water sports.

*The 'Health Tent' (in Preston Park) had very positive responses from the public on Saturday and voted it a great all day round. Please pass on my thanks to everyone involved in organising this fantastic event. Very good luck with the rest of the Festival and I'll look out for the Saturday evaluation.*

**Madeleine Mayhew**  
Interim Communications Manager PCT

## TAKEPART DAY, Preston Park 28 June



### TAKEPART Day:

- Was the official launch event of the Festival
- Was a free event aimed at all ages
- Involved a number of high profile spectacle events to attract the general public
- Offered taster sessions in over 35 activities including specific sessions for minority groups
- Included individual sporting events and a large scale participation event open to everyone
- Had a market area with 56 stalls giving out information about how to get involved in sport and physical activity and to lead healthier lifestyles.

A dance stage played host to a variety of activities including 10 dance groups staging performances and running workshops (age ranges from 3 – 40+). The British Heart Foundation led a 'Mass Skip' which 856 people took part in, and other large activities included a Climbing wall supplied by Adventure Unlimited which approximately 300 people climbed, a synthetic Ice Rink that offered 45 minute sessions for all ages and The Run for the Children with 177 runners completing a 3km course. The 'Rat Race' organised by Rat Race Adventure saw 180 participants accessing the park to undertake pre-designed challenges and the Urban Playground Team showcased free running performances and workshops throughout the day. Team Extreme also performed at four separate times throughout the day on a temporary half pipe showcasing BMX and skateboarding skills. There were also two designated areas that offered a number of Martial Arts demonstrations and taster sessions and Play facilities, including the Play Bus and an EDF Energy 2012 Carbon Challenge where people undertook a rowing exercise. The event was managed by HandSprung Productions.

### Recommendations

- Increased signage and clearer marking for each area
- An improved PA System to cover the entire Park
- Larger stage acting as a main stage as well as a dance area
- Market place with designated area of similar activities
- More staff and volunteers utilised to get public response questionnaires completed.



*I would like to congratulate BHCC for a superb event in Preston Park at the weekend. On Saturday the whole of the park was given over to all the different sports available in Brighton at the International Festival of Sport, and it was free. It was a great day and my two 6 year olds found it inspiring and has given them further impetus to get involved. We are looking forward to next year already. I also thought it was superb and have vowed to take part in some more local activities. Well done to all the organisers and sponsors.*

**James Graydon**  
Area Manager NCP

## Taster Sessions

Throughout the Festival period 101 taster activities and sessions were programmed to take place across 25 sports and physical activities. The sessions included open days, coaching sessions, exercise classes and regular weekly activities.

Taster sessions were predominantly targeting young people and adults but specific sessions were run for women and girls, 50+ adults and people with disabilities.

Most of the sessions were fully booked or well subscribed to. The Badminton and Golf sessions proved to be extremely popular and were publicised well with marketing at Preston Park and at the venues in the lead up to them. It was noted that where individual groups promoted their sessions well that a greater number of participants booked on. Those that received few enquiries were also those that had undertaken limited publicity.



## Recommendations



- Greater individual publicity as well as collective publicity
- An incentive scheme for people who attend more than one taster session
- Greater clarity between tasters for young people and adults and those which are specifically targeting workplaces
- Activities delivered during lunchtimes for workplaces
- An increased number of sessions for specific target groups are included in the Festival next year and going forward.

*I just wanted to say a big well done for a fantastic day on Saturday (Preston Park launch). I was delighted to see so many people turn out for it and I thought the organisation of it was great. It was lovely to be part of the day and the Activity sessions I was helping to run had over 300 people take part throughout the day. I look forward to helping with some of the events and activities scheduled for the next couple of weeks but I wanted to congratulate you all on a great opening event.*

**Katy Russell**

**Disability Sport Development Officer, Sussex County Sports Partnership Trust**

## Competitions / Tournaments



A total of 29 competitions took place across 13 sports with the majority of these happening over the weekend of 12 & 13 July. The competitions targeted a range of people including young people, women and girls, people with disabilities and workplaces.

The highlight of the competitions weekend was the 6-a-side football tournaments run by Brighton & Hove Albion in the Community. This was for men, women, disability and social inclusion groups and the tournaments had over 800 participants overall with in the region of 2000 spectators across the two days. The orienteering competition run by Southdowns Orienteering Club was also a highlight with 92 participants taking part.

The Skate Competition which took place on the Seafront weekend on the 5 July was a huge success with 45 of young people taking part. Run by the Active for Life team and the sport development team of Brighton & Hove City Council in conjunction with Hove YMCA this event is key to engaging with people who enjoy non-traditional sports and an expansion of this event would be recommended for next year.



## Recommendations

- Workplace competitions to be held during working hours midweek, and that greater attendance of competitions would be met if they were co-located (where possible) and also open to entry on the day
- Greater publicity and promotion of competitions
- To develop partnership links with the City's Health Work and Wellbeing Officer and business forums
- To link with existing competition structures such as those delivered through NGBs and also to causal competitive structures such as Pitch Invasion
- Further extreme sports and demonstrations to expand on the first skate event
- Utilisation of the city's parks whilst working with the clubs based locally within them.

*We have found that the TAKEPART festival is a great way of attracting youngsters to our club, and next year we would plan to promote more widely in schools.*

**Sally Page**  
**VC Jubilee Cycling Club**

## Partner Events

The TAKEPART Brighton and Hove International Festival of Sport Partner Events took place over the last two weekends of the Festival.

### Paddle Round the Pier

Organised by Dave Samuel, Paddle Event Director, this event took place over the Seafront Weekend on the 5 and 6 of July. The Paddle Village was located on Hove Lawns, to the west of West Pier. The Saturday is branded as the Hardcore Day and attracts seasoned water sport enthusiasts to take part in a number of different races, including the 10 Mile Worthing Pier to the West Pier Oxbow Stand Up Paddle Race. The Sunday is the Family Day and includes the famous Paddle Round the Pier Race. Unfortunately due to poor weather conditions the Sunday was cancelled along with all races. However the Saturday, was more successful with crowds of over 5,000 visiting the Paddle Village.



The Paddle team annually raise money from this event for a number of charities. This year the charities included; the RNLI, 'SurfAid International and locally The Chestnut Tree Hospice. This year's Paddle event raised over £20,000 for the charities

The seafront weekend also included a number of other events:

- A 5KM time trial along the seafront run by Brighton and Hove Athletics Club
- Petanque run by Brighton and Hove Petanque Club
- Hove Lagoon Skate Park Competition run by Active for Life and Hove YMCA
- Swimming for £1 at the King Alfred and other DC Leisure Sites, which saw 471 people take up the offer
- Have a go tasters with British Military Fitness, Sussex County Croquet and Nordic Walking
- Volks Railway TAKEPART £1 a ride special offer.

## Recommendations

- There is a need to incorporate a TAKEPART element within the Paddle Village. Potentially a stall with information and a selection of activities who are chosen to come along to allow people to take part and have a go
- Paddle is also keen to develop more children's activities on the family day (Sunday) and therefore the TAKEPART team could assist with this and with the general promotion of the Paddle Round the Pier
- The Skate Park activities at the lagoon need to be both developed and expanded with links to the skate worker who should be in post in time for next years Festival, and to also develop the £1 swim in all leisure centres
- Overall the stand alone events worked well and the Festival management team need to both support and encourage these more.

*From a SkillsActive viewpoint we need to look at ideas to support the wider festival e.g. workforce development / training / careers advice. We also need to consider linking up some existing projects around volunteering that could add value to the festival. It was a great event – Well done to the team!*

**Emma Forward**  
**Regional Development Manager, SkillsActive**

## Brighton Carnival



The Carnival was the Finale event of the Festival and took place on Sunday the 13 July. The Carnival parade made its way from the centre of Brighton down to where it finished on Madeira Drive. Over 10,000 people watched the colourful

Carnival parade make its way through the streets of Brighton and 600 people took part in the Carnival's celebration of music and dance.

## Recommendations

- Looking forward to next year the management team would look to try and get more sports groups involved in the Carnival parade
- Work closer with the Carnival organisers in approaching these groups and getting them engaged in the finale event
- Work with schools in the lead up to the Carnival to encourage their involvement
- There is also the potential of linking this event with London 2012 Cultural Olympiad activities.

*Thank you for arranging the free ballet taster sessions in the local junior schools. I had an amazing time. The pupils were enthusiastic and the staff made me feel welcome. It was a very good experience and I have booked a couple of pupils for September already.*

**Wendy Bertram**  
**Bertram School of Dance**

## School Sports Festival

*The children had a really good two weeks, well done for all your efforts.*

**Catherine McAuley**  
**PE Coordinator**  
**Stanford Junior School**

The Brighton and Hove School Sport Festival was developed by the Brighton and Hove School Sport Partnership based at Dorothy Stringer Sports College. The first Festival took place in 2006 and saw over 5,000 young people taking part. In 2007 this figure rose to over 11,000 young people aged 5–16 taking part in sporting activities. These activities ranged from Dance and Multi Skills Festivals run by School Sport Coordinators to Beach Volleyball taster sessions down at the Yellowwave Beach Sports Centre. Every school and child in the city had the opportunity over this two week period to take part in a range of activities, for free or at a reduced rate.

One of the main purposes of the School Sport Festival is to celebrate the work of the School Sport Partnership and the range of physical activities that young people in the city can get involved in. It is hoped that from these opportunities and the increased profile of P.E. and Sport young people will be encouraged to continue their participation in physical activities both at school and in the community, helping them make healthy lifestyle choices, both now and in the future.

In 2008, the Schools Festival combined with the **TAKEPART** Brighton and Hove International Festival of Sport for the first time, this saw the numbers of participants soar to **16,216**.

<b>TAKEPART School Sport Festival Headline Figures</b>			
<b>Total</b>	<b>16,612</b>	<b>Activity Type during the 2 weeks</b>	
Junior Sport Leaders	387	Festival	50
Key Stage 1	4933	Intra School Competition	41
Key Stage 2	8016	Inter School Competition	11
Key Stage 3/4	3266	Local Activity	56
Key Stage 5	10	<b>Total</b>	<b>158</b>

The first week of the Festival also coincided with the ‘**National Schools Sport Week**’, which has the same aims of the Festival, in encouraging schools to celebrate, promote and raise the profile of PE and sport to young people both in schools and out in the wider community. During this first week alone 6,238 young people were participating in events run by the Festival.

The table below gives a break down of these figures and the types of activity that were taking place.

<b>National School Sport Week Monday 30 June - Friday 4 July</b>			
<b>Total</b>	<b>6,238</b>	<b>Activity Type</b>	
Key Stage 1	1906	Festival	23
Key Stage 2	3364	Intra School Competition	20
Key Stage 3/4	807	Inter School Competition	7
Key Stage 4 JSLA	161	Local Activity	22
		<b>Total</b>	<b>72</b>

This year has seen new activities ranging from:

- Ballet Taster sessions run by the Bertram School of Dance
- Martial Arts taster sessions run by Matt Fiddes Martial Arts Schools
- Girls Football Coaching run by Sussex County FA
- Beach Volleyball Tournaments run at Nivea Sun Yellowwave Beach Sports Centre.

The Festival has run competitions and hosted finals for local schools:

- The Brighton and Hove Primary and Secondary School Swimming Gala, run in association with Brighton Swimming Club
- The Brighton and Hove Special School's Swimming Gala
- Cricket finals for both boys and girls, run in association with the Sussex County Cricket Board and local clubs in the City
- The first ever, **TAKEPART** Secondary Schools Triathlon competition, in partnership with the regional development officer and coach from British Triathlon. The event also had a club link on the day from local club, Phoenix Tri – who also brought along a European Junior Champion to present the prizes to the winning competitors
- The first ever **TAKEPART** Primary School Orienteering event, which was run in association with Southdown Orienteering Club.

The Festival has showcased the leadership talent that our city Secondary Schools have, with over 300 Junior Sport Leaders helping run, lead and assist at many of the events and activities.



The School Sport Partnership also proved to be a great network for promoting the **TAKEPART** Festival. School Sport Coordinators were essential in the distribution of the marketing materials and promoting the Festival through their continued work in the schools.

### **Recommendations**

- Internet booking with greater use of the website for schools to book into taster sessions/competitions
- A page in the programme giving an overview of what will be on offer to the schools
- Referencing the clubs and groups involved with these activities
- Work with more clubs/groups to deliver free / reduced cost tasters in schools with the ultimate aim of developing more club / school links. This will help to bring the school & community elements of the Festival closer together.

With the appointment of Further Education Sport Coordinators (FESCOs) this year greater links will also be established with the local Further Education (FE) sector and with FE students for volunteering opportunities throughout the Festival period.

A further development is to explore the possibility of an award for the school who took up the most activities; this would in turn link into the City Sports Awards run by the City Council. In relation to this it has been suggested that sponsorship needs to be sourced for the school competitions / tournaments, to help subsidize medals/trophies.

## Marketing and Press

A variety of mediums were used to publicise TAKEPART. This included print media, internet and social media, television and radio broadcasts. The detail below demonstrates the main marketing tools used to advertise the Festival both in the run up to the launch and throughout the Festival period.

### Programmes

40,000 A5 leaflets were produced in full colour (16 pages). The programmes proved extremely popular. However it was noted that there is a need to include a designated section on the schools events in the future.



### A6 Flyers

Two versions were produced, one for the Festival as a whole (15,000) and one for Preston Park (10,000). Both had the same back cover which caused some confusion so if two flyers are produced in the future they should look sufficiently different to be easily distinguishable. Not all 25,000 were distributed before the programmes were available. The

2009 print timetable should allow for distribution of all flyers in advance of the Festival programme.

### Posters

50 Double Crown posters were produced for use on seafront poster sites and by Official Sponsors. 300 A4 posters were also produced and used in all City Buses for the 4 weeks running up to the Festival. All posters were used. More use could have been made of the Double Crown Posters.

200 'Empty Belly' Posters were produced for partner organisations and local clubs and associations to promote their own Festival events. TAKEPART are to actively encourage clubs and associations to increase their use of Festival print to publicise their own events.

### Maps

10,000 A4 maps and timetables were printed for the Preston Park event assisting people in navigating the park and the various activities on offer.

### Argus Supplements

The Argus produced 10,000 copies of a special Festival Supplement the week before the Festival. Distribution of the supplements was not properly planned and some were not distributed in time.

### Other

5,000 slap-on wrist bands were produced that proved very popular with children. Possible link with Nivea Sun, sponsors of Yellowwave for 2009.

### Recommendations

- The majority of programmes were used and it has been recommended that the print run of 40,000 should be maintained for 2009
- An increased poster run of 150
- A suggested print run of maps for TAKEPART Day to 5000
- To increase the planned strategic distribution and timescales for distribution of The Argus supplements or to reduce the print run.

*I can only see this getting bigger and better. Great day (Preston Park), weather always helps, thanks!*

**Keith Walkman,  
British Military Fitness**



## Press & Radio

The two main media partners were Southern FM and The Argus. Southern FM carried out a two week advertising campaign promoting the Festival and the Preston Park event whilst The Argus ran numerous articles as well as producing 10,000 copies of the Festival supplements.



Press coverage of the Festival was given in the following publications and radio stations

- BBC Southern Counties including a number of interviews with partner organisations
- City News including the front cover of their June edition
- G Scene
- Juice FM including a number of radio interviews with Festival organisers
- Southern FM including promotion on the Southern FM website and a Festival advertising campaign
- SportsTalk (County Sports Partnership)
- The Argus including a number of features, a special 4 page supplement with a 10,000 run
- The Insight
- The Latest
- The Leader
- Local community directories – e.g. Preston Pages
- Brighton & Hove Nordic Walking Magazine.

## Recommendations

- The Festival team needs to consider allocating some funding to ensure that the front page of The Latest is secured as well as increased coverage in City News and Media partners again secured for the period
- Greater coverage in community newsletters such as Preston Pages
- Investigate an online booking facility for taster sessions and tournaments
- Increased publicity in targeted promotional material for specific groups



*What a wonderful day, launch of TAKEPART and beginning of a new feature of life in Brighton & Hove. I spoke to, listened to and watched a lot of people all of whom seemed to be absorbing the spirit of the occasion.*

**Jack Wilkinson**  
**Chair, Sussex County Sports Partnership**

## Finance

### TAKEPART

#### Brighton & Hove

#### International Festival of Sport

Income	2008 Budget	2008 Actual	Notes
Dorothy Stringer Sports College	12000	12000	1
B&H City Council	9850	9850	2
PCT (07/08)	8500	8500	3
Sponsorship	33500	33500	4
Public funding / Health / Sport funding	950	950	
Other Funding	2000	2000	
Earned Income (Preston Park)	1500	1250	
Earned Income (Icerink)	6228	6228	
Earned Income (Schools)	5000	2974	
Marketing Partners	20000	20000	
<b>Total Income</b>	<b>99528</b>	<b>97252</b>	
<b>Expenditure</b>			
Staff costs	5000	6718	5
Launch Costs	6200	6200	
Print	15000	14855	6
Website	2000	2000	
Press and Promotion	500	500	
In-kind Marketing	20000	20000	
Preston Park	31850	29293	
Ice-rink	6228	6228	
Tournament Weekend	2750	2083	
Schools activities	5000	4547	
Events	2500	2412	
Community Grants	2500	2500	
<b>Total Expenditure</b>	<b>99528</b>	<b>97336</b>	
<b>Surplus Deficit</b>	<b>0</b>	<b>-84</b>	

#### Notes

- 1 £10K Official Sponsorship plus £2K for launch event
- 2 Includes in-kind costs (venue for launch, football pitches for tournaments and Play Service staff costs)
- 3 Includes £2,500 for Community Grants
- 4 See Page 7 for a full breakdown
- 5 External freelance costs only.  
In-kind staff costs from Partners not included
- 6 Net cost after MINT sponsorship

## Building on Success



Overall the Festival period was a huge success with a number of people already commenting that they are looking forward to next year and even more sport and physical activities to try out. The challenge is to capture the momentum built as a result of the first years pilot Festival and increase the number of people participating in sport year round. With some key areas having already been highlighted for recommended improvements to the Festival, other avenues of development have also been identified in getting Brighton & Hove more active. These include:

- Improve and develop a robust monitoring and evaluation system to ensure all partners priorities and outcomes are met and that participation data is tracked
- Corporate Day to involve more businesses, mid-week, during work hours (possibly It's a Knock Out with a team building element to the day)
- Engage with corporate social responsibility / volunteering programmes, particularly linked to Corporate Day
- Secure public and commercial funding for a Festival Coordinator and elements of the Festival
- Parks day or weekend highlighting all the regular sport / physical activity taking place in the city's parks
- Links to the Journey On Campaign with the development of a map highlighting sporting venues and information on how to travel to them
- Incentives for people to attend taster sessions (especially adults)
- Extreme Sports event at Hove Lagoon Skate Park to expand upon the successful skate event piloted this year
- Increased and improved volunteer co-ordination with a designated volunteer co-ordinator
- Links to qualifications and training programmes to support local groups facilitating sessions and volunteers assisting at the various parts of the Festival in coordination with SkillsActive
- Links to the University of Brighton Sport Development degree programme with a Festival placement
- Wider partnership engagement to pool resources and ensure increased access to Festival activities
- Recruit specific partners to deliver activities that target specific groups which traditionally participate less e.g. Age Concern, BME Partnership
- Links to City Sports Forum and the new City Sports Awards.

## Appendix 1 – List of Clubs and Associations Involved

Academia Flamenca  
Active for Life  
Adventure Unlimited  
Amazonas Capoeira  
Bertram School of Dance  
Bike for Life  
BLAGGS  
Brighton & Hove Albion in the Community  
Brighton & Hove Albion Study Support Centre  
Brighton & Hove Albion Women FC  
Brighton & Hove Athletics Club  
Brighton & Hove District Football League  
Brighton & Hove Field Hockey Club  
Brighton & Hove Petanque Club  
Brighton & Hove Running Sisters  
Brighton & Hove Youth Dance Company  
Brighton Beachcombers Softball Club  
Brighton Belly Dance 4 U – Eastern Promise  
Brighton Clarion Cycling Club  
Brighton Cougars Basketball Club  
Brighton Dive Centre  
Brighton Kicks Martial Arts Centre  
Brighton Netball Club  
Brighton Rugby Club  
Brighton Street Stormers Hockey Club  
Brighton Kite Flyers  
Brighton Swimming Club  
Brighton Taekwondo  
Brighton Ultimate Frisbee  
British Cycling  
British Heart Foundation  
British Military Fitness  
Buqi Brighton & Tai Chi Ch'Man Centre  
Chhi Yoga  
Choi Foundation  
City Tennis Club  
DC Leisure  
East Brighton Golf Club  
Floor Crusaders  
Hand Cycling Sussex  
Hassocks Ladies FC  
Healthwalks  
Hollingbury Table Tennis Club  
Hollingdean Running Sisters  
Hollingdean Yoga  
Hove Lagoon Skate Park  
Hove Rugby Club  
Hove YMCA  
LAW (Brighton) Wrestling Club  
Matt Fiddes Martial Arts School  
Medau Movement  
Millwood Women's Yoga  
Nivea Sun Yellowwave Beach Volleyball Centre  
Nordic Walking for Health  
On Board – Royal Yachting Association  
Phoenix Yoga  
Popdance UK  
Portslade Sports Centre  
Preston Bowls Club  
Preston Lawn Tennis Club  
Preston Park Cycling Club  
Rat Race  
Rugby Football Union  
SkillsActive  
Southdowns Orienteers  
Spartan Fitness  
Spin Cycle  
Sportykidz Unlimited  
Street Surfing UK  
Sussex Badminton Association  
Sussex County Croquet Club  
Sussex County Sports Partnership  
Sussex FA  
Sussex Sailability  
Team Extreme  
The Fitness League  
The Urban Playground  
University of Brighton  
University of Sussex  
VC Jubilee Youth Cycling Club  
West Hove Golf Club  
Withdean Tennis Academy  
Wuxing Wushu

## Appendix 2 – Community Grants Project Details

**Brighton and Hove Petanque Club** will be buying more sport equipment so that they can expand their membership and provide free taster sessions every weekend of the festival.

**Stormers Skater Hockey Club** will be purchasing safety equipment in order to enable children and teenagers to try the sport without having to purchase their own equipment and TAKE PART in the drop in sessions every Saturday at Southwick Leisure Centre.

**City Synergy** is a sports group aimed at the visually impaired; they will be providing a free taster session in Tai Chi with a view to regular sessions in the autumn.

**Falmer Girls Football Club** are using their grant to fund some much needed equipment for the girls football group and arrange for transport in order to TAKE PART in one of the tournaments on the 13th July.

**The Hollingbury Table Tennis Club** will be purchasing new equipment in order to offer young and old people the chance to attain the very first Table Tennis award, as well as hold a number of free taster sessions and encourage as many people as possible to 'have a go' at table tennis.

**LAW (Brighton) Wrestling Club** The Brighton section of the amateur Wrestling Club will be providing a demonstration in Preston park and the seafront weekend as well as free taster sessions at the Deans leisure centre.

**Portslade Cricket Club** are planning a tournament for 192 under 12 & 13 year olds. They will be running the tournament, providing trophies and medals and 3 annual trophies which be purchased so that every year they will be competed for as part of the Brighton & Hove Festival of Sport.

**Preston Park Youth Cycle Club** will be running a 'try the track' session for children and their parents. This is to try and introduce people to the sport of cycling through the loan of specialist bikes and qualified coaches for the sessions.

**Roundabout Children's centre** will be offering transport and free entry into swimming sessions at Prince Regent pool, in order to encourage low income families, parents/carers and pregnant mothers to access their local pool and hopefully continue thereafter.

**The Manor Friday Night Football Project** will be taking their Friday night football groups of under 14 & 17 for a football session at Yellowwave and also be providing a healthy snack and staff supervision.

