



# TAKEPART

Brighton & Hove  
International Festival of Sport

**27 June – 12 July 2009**

## **Report Summary**



**Funders**



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## Introduction

**TAKEPART** - the Brighton & Hove International Festival of Sport 2008 was the first city-wide sports Festival aimed at people of all ages. It was organised by the Brighton & Hove School Sport Partnership, NHS Brighton and Hove 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.



As the London 2012 Olympics gets closer **TAKEPART** has the opportunity to capture people's imaginations and encourage increased participation in sport and physical activity. The long term aim of the Festival is to get more people more active more often and increase participation levels in sport and physical activity. The first 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 then aims to become an annual event post 2012.

**TAKEPART** 2009 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 over 59,000 from 45,617 in 2008
- Substantial increase in the Schools Festival element which coincided with Lloyds TSB National School Sports Week. Attendance increased by 40% on the 2008 level (16,612) to 23,197
- **TAKEPART** Launch Day in Preston Park was extremely successful with 12,000 people attending
- Inclusion of disability programme in Preston Park
- Introduction of the In' Zone, an interactive area in Preston Park providing information about training, education, careers, coaching and volunteering opportunities in the sport and active leisure sector
- Widespread involvement from over 100 clubs, associations and organisations from across Brighton & Hove
- Significant increase in in-kind sponsorship
- Wide range of sports and physical activities offering taster sessions with over 200 different activities available, an increase of over 100% from 2008
- Introduction of **TAKEPART** Local which replaced the competitions and tournaments element on the final weekend of the Festival
- Higher profile gained for the Festival through media partnerships
- Highlighting and raising awareness of the Active for Life website and directory to promote the database of sports and physical activities available in the city
- Increase the profile of sport within the City and a celebration of the culture of sport and physical activity.

*"I just wanted to thank you for inviting us to the event on Saturday. We were blessed with the weather and it was really well organised. I think it's a really great way to get people back into sport, including me, I might give stoolball a try, it looks fun, I'm going to take my daughter along too. "*

**Jilly Giannakoudakis**

## The 2009 Festival

The two week Festival was opened on Saturday 27 June by Sally Gunnell OBE and Ben Quilter, the official TAKEPART ambassadors. A spectacular launch was held in Preston Park and over **12,000** people came to the park to take part in a huge array of activities on offer. There were over 70 sports clubs, groups and organisations offering free taster sessions throughout the day; so plenty of opportunity to try something new.

On the weekend of Saturday 4&5 July, the Festival moved to the seafront where the Paddle Round the Pier Festival and the NIVEA SUN Yellowwave Barefoot Open UK Footvolley Championships were taking place. Other activities were also facilitated on the seafront alongside an exciting skate event at Hove Lagoon Skate Park.

Over the final weekend of the 11&12 July the Festival focused on TAKEPART Local. Four local events were held across the city; in East Brighton Park, Hove Park, Portslade & Mile Oak and Woodingdean. The final weekend also hosted the Brighton Carnival, which ran from the centre of Brighton to Madeira Drive.

The School Sports Festival took place throughout the two weeks with over 23,000 active participants and over 500 Junior Sport Leaders helping facilitate, lead and assist at many of the events and activities.

Throughout the Festival over 200 taster sessions in a number of different sports were provided by local clubs and groups to hopefully inspire more people to take up a sporting activity in the future.

“Last Saturday saw the start of the TAKEPART International Festival of Sport with nearly 40 sports being demonstrated in Preston Park to the great enjoyment of thousands of people. Personally it was inspiring to meet the people running a variety of clubs and associations as well as groups of our young people championing sport through their schools and colleges.

I am confident that TAKEPART will continue to grow as a major part of our cultural offer. This weekend the TAKEPART activities head to the seafront with the Paddle Round the Pier event and Barefoot Open UK Foot Volley Championships. The degree of energy, skill and wide participation in the Festival is another example of our city at its best. I hope you get the chance to enjoy it.”



**Alex Bailey, Acting Chief Executive  
Brighton & Hove City Council**

## Headline Figures

Events	Participants 2008	Participants 2009	Notes
Preston Park	10,000	12,000	
Paddle Round the Pier	5,000 (Saturday only)	23,000	
Carnival	600	800	
Competitions	2,000	100	Skate Jam 40, Volleyball 60
<b>TAKEPART Local</b>			
Hove Park	N/A	55	5km Time Trail 40, Healthwalks 5, The Albion 10
East Brighton Park	N/A	60	
Portslade and Mile Oak	N/A	290	Morning tasters 250, Street Games 40
Woodingdean	N/A	500	
Tasters	2401	500	Portslade street dance 28, VC Jubilee Cycling session 31, Funky Footsteps 80, Brighton Judo Club 17
Schools Festival	16,216	22,533	
<b>Totals</b>	<b>36,217</b>	<b>59,838</b>	



“I was delighted to be involved with TAKEPART the Brighton & Hove International Festival of Sport. Lots of people really struggle to find an enjoyable sporting activity, so well done to Brighton and Hove City Council, the School Sport Partnership and NHS Brighton and Hove for organising this fantastic event. My work with “active family” campaigns across the UK has introduced me to people who are transforming their health by finding a sport which is right for them. The opening day in Preston Park was a fantastic opportunity for adults and children alike to try out new activities and find the right sport for them. And it's all FREE! I hope the Festival continues to grow year on year.”

**Sally Gunnell OBE**

“It was a great day and the temporary terrain constantly had people waiting for their chance to have a go. A lot of interest was also generated for the Seafrost Weekend so the club is looking forward to that.”

**Tony Mann, President  
Brighton and Hove Petanque Club**

## Partners and Sponsors

### Festival Partners

The three main Festival partners were the Brighton & Hove School Sport Partnership, the City Council's Sports Development Team and NHS Brighton and Hove. 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 and resources.

### Sponsors and Supporters

This year the Festival would not have been able to happen without the help of its many supporters. It has been a very difficult year for businesses in this present financial climate and we have been overwhelmed at the level of local support from businesses and groups. Where businesses have not been able to offer support in cash they have helped with 'in-kind' support and often with both.

### Official Sponsors

We would especially like to thank **Mint Design** who designed and produced all of our marketing material and for continuing to be an official sponsor this year.

### Official Media Partners

- Heart 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. **Heart FM** was also given the artificial ice rink for an evening promotional event and branding of the rink throughout the week

### Sponsors

New this year was the In' Zone was kindly supported by;

- Brighton & Hove Albion in the Community
- SkillsActive
- Sussex County Cricket Club



*"SkillsActive were delighted to once again work in partnership with the TAKEPART team at the 2009 Festival. The In Zone was an innovative development and valuable addition to the Preston Park day. It reinforced the importance of developing the paid and volunteer workforce that is so essential to the effective delivery of sport and physical activity in Brighton & Hove, Sussex and beyond."*

**Emma Forward, Regional Development Manager (South East)**  
**SkillsActive**

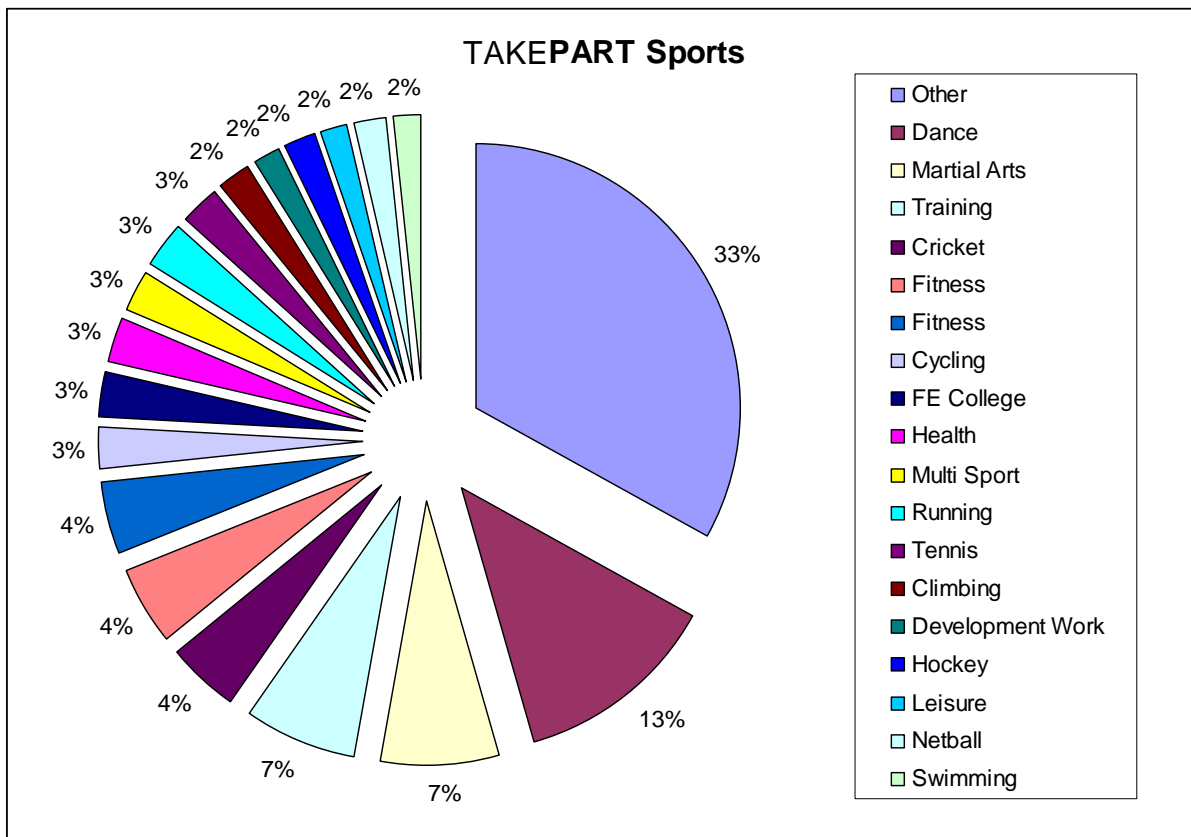
### Supporters

Amaze  
 Brighton & Hove Albion  
 Brighton & Hove Buses  
 DC Leisure  
 Handsprung Productions  
 Healthwalks  
 Paddle Round the Pier  
 Streetfunk

Brighton Carnival  
 British Military Fitness  
 City College Brighton and Hove  
 Dockerills  
 Health work & Wellbeing  
 JourneyOn  
 South East Dance  
 Street Games

### Local clubs and associations

Over 100 clubs and associations took part in the Festival with all of them receiving regular communication from the Festival team as well as Press Releases and further communications. (See Appendix 1 for a full list of clubs and associations involved). A graph of represented sports is shown below.



The 'Other' segment is made up of sports and activities where one club or organisation represented the sport or activity, these included; Alexander technique, aquathlon, athletics, badminton, basketball, carnival, circus skills, clay pigeon shooting, croquet, equestrian, golf, gymnastics, Healthwalks, ice skating, judo, meditation, Nordic walking, orienteering, petanque, ice skating, sailing, softball, special Olympics, stoolball, table tennis, tai chi, visually impaired activities, volleyball, volunteering, wakeboarding, water sports, wrestling and yoga.

## TAKEPART DAY, Preston Park 27 June Free official launch event of the Festival

### Market Place

An area with over 60 stalls giving out information about how to get involved in sport and physical activity.



### Martial Arts

A designated area that offered a number of martial arts demonstrations and taster sessions with over 10 groups.

### Community Dance Stage

The dance stage 2009 was coordinated by South East Dance and their 'Moving Voices' volunteer dance project. Funded through the V Project, Moving Voices gives young people aged 16–25 the opportunity to volunteer in their local community.



### In' Zone

The In' Zone provided an area with information and guidance about the range of sport and leisure qualifications, training, jobs and volunteering opportunities that are on offer in the City and in Sussex. In its first year the In' Zone had 19 local, regional and national exhibitors (see Appendix 1).



The In' Zone also showcased the current work of the Brighton and Hove School Sport Partnership and Brighton and Hove sports development team. Both of these organisations demonstrated volunteering opportunities and work that they currently run in the local community.



### Children's Area

A designated area with Brighton and Hove Play Bus and other local providers of activities for Under 5s.

### Other Activities

Over 50 activities were offered in the park in a range of sports and activities. New for 2009:

- Brighton & Hove Petanque Club facilitated a temporary petanque terrain and engaged with 288 people throughout the day
- The Sussex Beacon Fun Run with 44 runners
- Large scale Giant Jive event open to everyone with over 200 participants
- Roller Hockey taster sessions with Brighton Street Stormers
- Go Ride with British Cycling
- Skillrythmics who ran activities for over 300 people
- Falun Dafa (pictured right) handed out over 2500 leaflets and lotus flowers
- Workshops with STOMP.



Signage was increased from 2008 which made the park easier to navigate and staff from the sports development team at Brighton and Hove City Council were utilised to collect information and feedback on the event from attendees on the day.

### **Preston Park Prize Draw**

A new scheme aimed at encouraging participants to navigate around the park to collect stamps at various points. The data captured was then entered into a prize draw.

### **2009 Recommendations**

- Improved signage across the event
- More adult focused dance tasters in the Workshop Area.
- Greater publicity of the In' Zone with Key Stage (KS) 3/4 and 5 students in Brighton and Hove
- More publicity with Brighton and Hove Careers service and Connexions services
- Getting more sport and leisure based job agencies involved with the Festival
- Increased number of spectacle events
- Increased activities targeting adults and older people to take part
- Exploration of facilitating a registered crèche in the Park to enable adults to take part in activities
- Healthy food court development.

The Preston Park event was managed by HandSprung Productions.

*"Thanks to South East Dance and to TAKEPART for giving me this amazing opportunity to learn new skills. I am glad the day went so well and would love to take part again."*

**Katie**  
**South East Dance - Moving Voices Volunteer**

## Taster Sessions

213 taster activities and sessions were programmed to take place across 34 sports and physical activities. The sessions included open days, coaching sessions, exercise classes and regular weekly activities.



Taster sessions targeted a range of audiences including young people and adults but specific sessions were run for women and girls, 50+ adults and Lesbian, Gay, Bisexual and Transgender (LGBT) people. Most of the sessions were fully booked or well subscribed to:

- The water sports sessions at Hove Lagoon proved to be extremely popular and were publicised well with marketing at Preston Park and at the facility in the lead up to them. These sessions targeted children and adults and provided affordable tasters in sailing and windsurfing
- Bandbazi facilitated a circus skills workshops for adults which was well attended
- Portslade Street Dance had 28 new attendees due to TAKEPART
- VC Jubilee had 31 people attend their taster sessions
- Funky Footsteps reported that an extra 16 new young people had attended their TAKEPART dance sessions at Balfour School
- Brighton Tornado Taekwondo had over 100 telephone enquiries alone from people wanting to access their taster sessions.

The amount of taster sessions listed in the programme increased from 105 in 2008 to 213 in 2009, an increase of over 100%. This demonstrates the commitment of the clubs and groups to the concept of TAKEPART, as well as the vast range of additional sessions submitted for inclusion in the 2009 Festival due to the success of those included in 2008.

Sessions were given increased coverage and pages in the TAKEPART Programme as well as on the website.

## 2009 Recommendations

- Lunchtime taster sessions linked to Healthy Workplace programmes running across the City
- To revisit the structure of the Corporate Day to link closely with the Health and Well Being programmes running across the City
- Online downloadable full resource if number of taster sessions increase.



*"I thought I'd just drop you a quick line to say thanks and congratulations for Saturday. It was really fantastic in the park, and we were completely run off our feet giving free taster sessions to people. We worked out we must have worked on over 60 people and talked to/handed leaflets to at least another 45. "*

**Astrid Holm**  
**Alexandra Technique**

## Seafront Weekend

### Paddle Round the Pier

Organised by Dave Samuel, Paddle Event Director, this event took place on the 5 and 6 of July. The Paddle Village was located on Hove Lawns, to the west of West Pier. The village this year had a 'Big Top' which housed all of the music and bands as well as its usual mix of shopping areas, information and have a go sessions with many different water sport clubs and extreme sport activities. 2009 was a record breaking year for Paddle with **crowds of 23,000** visiting the Paddle Village over the weekend. It is estimated that £30,000 pounds has been raised to be split evenly between The Rockinghorse Appeal, RNLI & Surfaid International charities.



### TAKEPART JourneyOn Seafront Challenge

The Festival worked in partnership with JourneyOn – Brighton and Hove City Councils' sustainable transport team, to promote the entire programme of events taking place along the seafront by creating the TAKEPART JourneyOn Seafront Challenge. The challenge encouraged those who either walked, skated or cycled along the seafront to collect hand stamps at Yellowwave, the Paddle Village or Hove Lagoon Skate Jam. Over 100 free bike lights were handed out and in its first year the challenge showed great potential in getting people to use the cities cycle lanes and promenade to visit the huge range of events taking place along the seafront.



### Skate Jam

2009 saw the development of the 'Skate Jam' event at Hove Lagoon. This event was part of a Sport England - Sport Unlimited funding bid which saw the Skate Jam become the finale of an 11 week afterschool skate workshop programme for young people aged 8 – 16. This event was heavily promoted with the primary and secondary schools in area as well as with the local skate community who use the park. The Skate Jam 2009 was run by Active for Life, 40 young people turned up to take part in the event which also facilitated a Street Surfing display by Highland Streetboards.



The seafront weekend also included a number of stand alone events:

- The NIVEA SUN Barefoot Open UK Footvolley Championships 2009 saw some of the world's top players compete for the first time on the city. An audience of **1500** saw the event and took part in Footvolley taster sessions after the competition
- A 5km time trial along the seafront run by Brighton and Hove Athletics Club
- Petanque tasters run by Brighton and Hove Petanque Club
- Hove Lagoon Skate Park Competition run by Active for Life
- Junior Netball Tasters run by Brighton Netball Club
- Adult Netball Tournament run by Brighton and Hove Mid Week Netball League
- Nordic Walking taster sessions.

### 2009 Recommendations

- Expanding the TAKEPART JourneyOn Seafront Challenge by increased publicity
- To continue to support and encourage further stand alone events
- Working in partnership with Paddle Round the Pier to try and engage Secondary Schools.

## TAKEPART Local

As a result of feedback from the 2008 Festival the structure of the final weekend of the Festival was changed from staging competitions and tournaments to have a more local focus.

Following on from the 2008 recommendation of utilising the city parks to showcase local activities TAKEPART Local was introduced. It was a great success and demonstrated strong partnership links across the city.



- **Hove Park facilitated by TAKEPART**

A range of activities were facilitated by groups local to either the Hove Park or Hove area. These included; football with Albion in the Community, bouldering with Adventure Unlimited, Nordic Walking tasters with Nordic Walking for Health, Pushy mothers tasters, adult tennis with April Daniels, Hove Park Healthwalks, British Military Fitness and Brighton & Hove Park Run 5k Time Trial.

- **East Brighton Park facilitated by Active East Brighton**

The Health Living Centre in East Brighton, led by Active East Brighton facilitated a range of activities in East Brighton Park. 3000 TAKEPART fliers were produced and were distributed in school book bags and promoted via email to local residents, professionals and organisations.

- **Portslade and Mile Oak facilitated by Portslade Sports Centre and Hove YMCA**

Clubs and groups who regularly use the centre showcased a variety of tasters and demonstrations throughout the morning. **Over 250 people** took part in a wide variety of taster activities.

During the afternoon Street Games Basketball and Street Cricket competitions ran at the centre with **40 young people** from Portslade and Mile Oak taking part. The competitions were run in conjunction with the charity Street Games and Hove YMCA. Street Games is a national charity that works with young people in disadvantaged communities and whose main goal is to make sport accessible for everyone.



- **Woodingdean facilitated by Longhill School PTFA**

The Longhill Community Festival was organised by the Longhill PTFA and supported by Deans Leisure Centre, Rottingdean & Saltdean Lions, PARC, Brighton and Hove School Sport Partnership and Woodingdean Youth Centre. **Over 500 people** from the Woodingdean and Rottingdean areas took part.

*“TAKEPART Local at Portslade Sport Centre has been fantastic. It is the best day that we have had at the Centre in years.”*

**Graham Whittaker, General Manager  
Portslade Sports Centre**



Facilitated by a range of organisations the TAKEPART Team supported and advised each provider on event management and structure, partnership working and worked with each provided in staging their events.

The Local events proved to be a good way to reach out to local communities and showcase a range of sports and activities that are on offer to local people.

### **2009 Recommendations**

- To develop the TAKEPART Local structure to include more partners
- Increased publicity of the TAKEPART local events to the local communities they are appealing to
- For the Active for Life team to support the develop of TAKEPART Local in their designated areas
- Events running in conjunction with leisure and community centres.

### **Brighton Carnival**



On Sunday 12 July Brighton Carnival made its way from the centre of Brighton to Madeira Drive. This year the parade had over 800 people taking part and looked more splendid than ever before. 26 groups took part in the carnival this year many of these were local community dance and youth groups.

The Carnival team attended both of the TAKEPART programming meetings to speak with clubs and groups about getting involved with the carnival and also attended a TAKEPART management team meeting to discuss options around involving more local school and youth groups.

### **2009 Recommendations**

- To continue to work alongside the Carnival organisers in getting more local sporting, school and youth groups involved with the Carnival parade.

*"We feel that the event was successful despite the weather and we have had very positive feedback from the community and the people that attended."*

**Sally Conniff**  
**Longhill PTFA Organising Committee**

*“Congratulations to you all! Well done on such a fantastic and clearly engaging event.”*

**Penny Matkin  
Development Manager  
Youth Sport Trust**

## School Sports Festival

The School Sport Festival element of TAKEPART is now in its fourth year. The number of young people taking part in activities in 2009 rose to a staggering **23,197 up 40% from 2008**.

The sole purpose of the Brighton and Hove 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.

The Lloyds TSB National School Sport Week which coincides with the first week of TAKEPART – also mirrors these ideals as its aims are to *‘To help excite and motivate pupils to do more sport by celebrating and profiling all that had been achieved in PE in schools, and to launch new sport based initiatives’*. (Youth Sport Trust NSSW 2009)

Overall TAKEPART School Sport Festival Participation Figures 2009			
Total	23,197	Activity Type	
Sport Leaders KS4/5	534	Intra School Competition	39
KS1	6258	Inter School Competition	130
KS2	13037	Local Activity	112
KS3/4	3338		
KS5	30	<b>Total</b>	<b>281</b>

National School Sport Week Monday 29th June - Friday 3rd July 2009			
Total	10,991	Activity Type	
KS1	2525	Intra School Competition	70
KS2	5039	Inter School Competition	24
KS3/4	1698	Local Activity	81
KS4/5 JSLA	307		
		<b>Total</b>	<b>175</b>

- TAKEPART 2009 saw a 40% increase on 2008 participation rates
- Lloyds TSB National School Sport Week 2009 saw a 76% increase on 2008 participation rates.

## Taster Activities and Competitions

This year has seen a range of new activities taking place to appeal both to sporty and semi sporty young people. Activities included:

- Brighton and Hove Albion Gully’s Girls Cheerleading Tasters
- Why Dance? Traditional Dance Tasters
- Caperioa (Brazilian dance / movement activity)
- KS1 Tattybumpkins Yoga
- Funky Footsteps Dance Tasters
- Barnados Big Toddle



- Netball Coaching Master class for KS2 and KS3 with Jan Crabtree – England U21 Coach
- Brighton Tornados Taekwondo Academy

From these taster sessions the Why Dance - Traditional Dance group provided dance resources to the primary schools, Brighton Tornados Taekwondo Academy will now run an after school club at one of the schools they visited and a number of students at the Netball Coaching Master class were recommended by Jan Crabtree to attend satellite development squad trials.

All of these activities are helping both schools and the Partnership work towards achieving the '5 hour offer' of Sport and P.E for every 5-16 year old (3 hours for 16 -19) by 2012 (PE & School Sport Strategy for Young People).

A number of competitions were hosted during the Festival, for example:

- The First Brighton and Hove Primary and Secondary School TAKEPART Swimming Gala & the Special School's Swimming Gala
- The First Sussex Secondary School Girls Stoolball Final
- KS1 Mini Olympics
- JourneyOn TAKEPART Pedometer Challenge

## Leadership and Volunteering

The Festival has again provided a fantastic opportunity for the cities Sport Leaders to volunteer at a number of different events. This year saw over 500 Sport Leaders run, lead and volunteer at events throughout the 2 weeks ranging from:

- Cluster Mini Athletics Events
- Primary School Sports Days
- Partnership Competitions and Festivals
- Street Surfing taster sessions



A number of the cities Sport Leaders in years 10 and 12 from the Step in Sport – Leadership Academy programme also volunteered in Preston Park and helped assist with various aspects of the event management on the day. Some of these students also helped with the marketing and promotion of the Festival.

Positive relationship developed with all three FESCOs who have promoted the Festival at their respective FE campuses and provided both facilities and sports leaders at many Festival events.

### 2009 Recommendations:

- To develop more KS 3/4 opportunities
- Continual development of KS 1 activities and competitions
- Work with a small number of clubs to develop more leadership opportunities for young people in the community
- Greater promotion in schools and colleges of the In' Zone in Preston Park.

*"Thanks for all the TAKEPART activities, loads of positive feedback from pupils and teachers, we went to Yellowwave which was amazing."*

**Karlynn Silkowski**  
**Coombe Road Primary School**

## Marketing Distribution

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

### Heart FM

- Campaign of 10 daily promotional trails for 1 week 7 days commencing 22 June, reaching 313,110 adults
- On average each listener heard it 4.8 times
- 5 daily ice rink promotions week commencing 29 June.



### Argus

- 6 half page adverts
- Brochure distribution of 10,000 leaflets and 10,000 flyers through Argus outlets
- Double spread photos and editorial in Saturday Argus on Monday 29 June
- Regular editorial about the Festival in the Leader, Argus and Youth in Action.

### Interviews

- Interview with Sally Gunnell for Heart FM and The Argus.

### Press releases

- 7 press releases circulated to 60 press contacts throughout Brighton & Hove.

### Adverts

- ABC Magazine double page editorial with an interview with Sally Gunnell
- Argus
- Heart website
- Absolute Brighton – ¼ page advert with full page editorial and images as well as listings in 'What's on in Brighton'
- Articles and images in local community newsletters such as Preston Pages and Patcham news.

### Flyer distribution

- 15,000 flyers distributed through City Council, NHS & Schools
- Flyers also distributed to GP surgeries, cafes, leisure centres and other outlets.

### Special promotional event

- 21 June – ASDA MARINA – A portable climbing wall was taken to the car park for children to have FREE sessions whilst marketing team distributed leaflets and brochures to the public – estimated footfall of 500.



## Events attended by TAKEPART marketing team for brochure distribution (40,000)

Moulsecoomb Fun Day	Brighton's Jubilee Library/square
Friends of St Ann's Well Gardens	Brighton Racecourse
St Ann's Wells Park 100th anniversary	Asda Hollingbury
Lions Fair	Sainsbury's Lewes Road
Twenty 20 Sussex Cricket	Buddy Day - Brighton Racecourse
Asda Marina	Brighton Primary Schools Athletics
Brighton Station	Brighton Seafront West Pier
Spring Watch	George Street Parade

### PRINT

- 40,000 32 page Festival brochures which were distributed as above
- 16 additional pages including Schools Festival listings and the In' Zone
- 20 Seafront poster sites for one month from the 15 June
- 1000 Preston Park maps distributed at Primary School athletics championships and at Preston Park
- 15 A2 'A' boards for Preston Park
- 6 12 x 3 foot banners were displayed in Preston Park 3 weeks prior to the event
- 15,000 A6 Flyers.



### School Assemblies

- School Sport Coordinators were involved in approx 20 School assembly's to promote the event to Schools.

### 2009 Recommendations

- Print run of 40,000 programmes maintained for 2010
- An additional 1,000 paper maps to be printed for Preston Park
- To reintroduce the wrist slappers and consider adult based TAKEPART supermarket trolley tokens
- Funding for advertising on lamppost banners and banners across North Street
- Attempts should be made to attract television coverage
- Increased publicity in targeted promotional material for specific groups.

"Heart launched in June and TAKEPART Brighton and Hove International Festival of Sport was an event which fitted well with our brand values; it's a really well-organised, family, feel good and fun event. The Preston Park launch event was hosted by our breakfast presenter Tom – from Heart Breakfast with Tom, Lynsey and Jack. I think he enjoyed hosting the event as much as all the families having a go at new sports and activities!

We also had the opportunity for the first time to host 'Club Classics on Ice' at the TAKEPART ice rink in Jubilee Square, this gave us a chance to extend the partnership to our listeners through getting families to experience ice skating in summer to some of the biggest anthems from the last four decades. It's important for us to support events in Brighton which engages families in Sussex, and having seen this event grow over the past two years we look forward to working with the Festival in future."

**Tara Rogers, Marketing Manager**  
Heart FM

# www.takepartbrightonandhove.com

The TAKEPART website was developed and launched in May 2008 and was key to the marketing of the Festival. Full listings were included on the website with links to approximately 50 other sites.

From 1 May – 15 July 2009, 4225 hits were recorded. This included:

- 3255 unique visits
- 17,395 page visits
- The average time spent on the site was 3 minutes.

People visited the website via a variety of ways with:

- 42% being referred to the site via a search engine (e.g. Google)
- 32% via referring sites
- 26% through direct traffic.

The 4225 visits came from 39 countries with the UK accounting for 4117 visits. Other countries to have visited the site include USA, Germany, Spain, Brazil, Netherlands, Sweden, France Australia and Turkey.

Schools were able to book online for sessions which were part of the Schools Sports Festival and a calendar of events was produced to display the listings of available activities.

There were also links to all the Official Sponsors websites, a photo gallery and updated press releases and newsletters available.



## TAKEPART Community Grants

For the second year running TAKEPART launched a small grants scheme funded by NHS Brighton and Hove for local groups and community organisations.

Up to £250 was awarded to local groups to facilitate a celebration of active living inspired by and taking part during the TAKEPART Festival

Priority for the awards was given to applications that came from groups based within Brighton & Hove's priority areas and from sections in the community who are known to be less physically active, for example older people, women and people with disabilities.

This year 39 applications were received for an exciting and wide-ranging number of different activities.

Over 500 people took part in the 13 successful activities. These included the following:

- Mobility scooter races in Stoneham Park
- A 1940s style afternoon tea dance
- A Boccia tournament
- Taster sessions in 'Disc Golf'
- A showcase event for 'well-being' courses
- Dinghy sailing on Hove Lagoon
- New sports equipment for a local children's centre
- A football tournament at a community diversity festival

Listed below are the successful groups:

Group Name	Amount Awarded (£)
Buzz Community Dance Group	230
Manor Boccia	250
Brighton Ultimate Club	250
Bike for Life	250
The Bridge Community Education Centre	250
All different, all equal	250
In the mood dance	130
Portslade Youth Forum	240
Brighton Tornados Taekwondo Academy	250
Ingram Crescent Residents Association	200
Out to Lunch	250
Bevendean Children's Centre Association	155
Friday Night Football Project	250
<b>Total</b>	<b>£2955</b>

## **Festival Structure**

The management of **TAKEPART** is based upon the developing partnership of the four main sponsors, NHS Brighton and Hove, Dorothy Stringer High School, Brighton and Hove City Council and the Brighton and Hove School Sport Partnership. Representatives from these organisations meet regularly throughout the year to plan all aspects of the Festival and to look to the future to ensure the long term sustainability of the event.

The Festival is primarily however an event of the people and **TAKEPART** relies heavily upon the support of clubs and individuals to ensure that it speaks to all residents of Brighton and Hove in a positive and energising manner. Schools also play a significant role in the success of the Festival not only through the mass participation of our young people but by helping solve transport and facility problems and by the provision of young leaders who support, alongside adult volunteers, numerous activities during the two week period.

As **TAKEPART** grows and becomes an event embedded in the city festival programme the management team will look to those with experience and expertise in the field for guidance and to add quality to the Festival. **TAKEPART** in order to succeed must embrace all aspects of health and physical activity and develop a sporting culture in which we can all share.

To ensure the Festival gains maximum benefit from the fundraising efforts of the management team, an application has been made to the Charities Commission for **TAKEPART** to be awarded charitable status. This will open up new avenues of funding, guarantee transparency in the system and bring **TAKEPART** into line with other major Festivals not only in Brighton and Hove, but across the country.

### **Festival Management Team**

Brighton & Hove City Council	Jan Sutherland
Brighton & Hove City Council	Shelley Meyern
Brighton & Hove NHS	David Brindley
Brighton & Hove School Sports Partnership	Andy Marchant
Brighton & Hove School Sports Partnership	Emma Greenough
Dorothy Stringer School	Trevor Allen
Dorothy Stringer School	Ros Stephen
Dorothy Stringer School	Jo Wait
Consultant & Chair of County Sports Partnership	Jack Wilkinson

## Building on Success

After a second successful year the focus is now on how TAKEPART 2010 can surpass current achievements and continue to support the objectives of all partners. The challenge is to maintain the momentum built over the first two years and to continue to increase the number of people participating in sport all year round.

Key areas have been highlighted for recommended improvements to the Festival. Specifically TAKEPART will look to:

- Secure funding to expand the Festival team
- Improve and develop a robust monitoring and evaluation system
- Have wider partnership engagement and working to expand resources
- Work with clubs to increase the disability sport offer
- Continue to develop links to the City Sports Forum and the City Sports Awards
- Explore the opportunities arising from 2012 legacy programmes in the City.

Linking to partner objectives, and feedback from Festival evaluations, five key themes have emerged as priorities for the future development of TAKEPART and its influence within the City's infrastructure:

- Increase adult participation
- Volunteer and workforce development
- Equitable access for all
- Children and young people
- Active and healthy living.

*"We've worked extremely hard to get these two weeks off the ground bringing lots of different sports activities and opportunities together. This is a superb chance for everyone to try different activities and really benefit from getting active within their community."*

*"I'd particularly like to thank the Festival team who are instrumental in making this happen, working with the various sports clubs and generally pulling it all together."*

**Councillor David Smith**  
**Brighton & Hove City Council's cabinet member for Culture, Recreation and Tourism**

## Appendix 1 – List of Clubs and Associations Involved

Academia Flamenca	National Skills Academy**
Active for Life	NIVEA SUN Yellowwave Beach Volleyball Centre
Adult Advancement & Careers Service**	Nordic Walking for Health
Adventure Unlimited	On Board – Royal Yachting Association
Amazonas Capoeira	Open University **
Argus Appeal	Paul Nicholas School of Performing Arts
BandBazi Circus Theatre	Phoenix Athletics and Triathlon Club
BHASVIC – Brighton & Hove 6 <sup>th</sup> Form College**	Phoenix Yoga
BLAGSS	Popdance UK
Brighton & Hove Albion in the Community	Portslade Cricket Club
Brighton & Hove Albion Study Support Centre**	Portslade Sports Centre
Brighton & Hove City Athletics Club	Preston Bowls Club
Brighton & Hove Field Hockey Club	Preston Nomads Cricket Club
Brighton & Hove Petanque Club	Preston Park Youth Cycling Club
Brighton & Hove Training Association**	Preston Tennis Club
Brighton & Hove Volunteers**	Reflexions Academy
Brighton Alexander Technique	Rottingdean Cricket Club
Brighton Beachcombers Softball Club	RunningsSports**
Brighton Belly Dance 4 U – Eastern Promise	SkillsActive**
Brighton Cougars Basketball Club	South East Dance
Brighton Netball Club	Southdowns Orienteer's
Brighton School of Samba	Southwick Cricket Club
Brighton Street Stormers Hockey Club	Stomp
Brighton Swimming Teachers Centre	Street Funk
Brighton Carnival	Street Surfing UK
British Cycling	Sussex County Badminton Association
British Military Fitness	Sussex County Cricket Club
Buqi Brighton & Tai Chi Ch'Man Centre	Sussex County Croquet Club
Buzz Community Dance Group	Sussex County Sports Partnership Trust
Chhi Yoga	Sussex Cricket Board
Choi Foundation	Sussex Downs College**
City College**	Sussex FA**
City Tennis Club	Sussex Sailability
DC Leisure	Sussexsport
Egyptian Dancers & The Ladybirds	Team Extreme
Freedom Leisure Training**	The Fitness League
Floor Crusaders	Unique Streets
Funky Footsteps	University of Sussex
Healthwalks	Verdean College**
Hollingbury Table Tennis Club	VC Jubilee Youth Cycling Club
Hove Lagoon Skate Park	Vertigirls
Hove YMCA	West Hove Golf Club
LAW (Brighton) Wrestling Club	Withdean Tennis Academy
Metaphor Events	Wuxing Wushu
Millwood Women's Yoga	Youth Force**

