



**TAKEPART**  
Brighton & Hove  
International Festival of Sport



# TAKEPART 2011

More **people** • More **active** • More **often**



# What is TAKEPART?

Getting more people more active, more often, is the ethos behind TAKEPART. The festival enables sports providers to work together to celebrate sport in the city.

**Jan Sutherland, Sport and Physical Activity Manager, Brighton & Hove City Council**

TAKEPART is an annual two week festival showcasing sport and physical activity in Brighton and Hove. A growing success story which is now in its fourth year, TAKEPART is proud to call itself the biggest celebration of community sport and physical activity in the country.

The festival brings sport in Brighton and Hove together. Schools, sports clubs, community groups, charities and the public and private sectors all focus on the common aim of raising the profile of sport and getting people more active.

Brighton and Hove has over 450 sports organisations. Each year more and more of them are getting involved in TAKEPART. The festival matters to them as it's an effective way of making contact with potential new members and it also enables them to work together in new ways.

If people haven't taken part in a sport before, TAKEPART helps them to find a sport they like. Only 1 in 4 people in Brighton & Hove undertake the minimum recommended levels of regular physical activity<sup>1</sup> and TAKEPART sets out to show them what they're missing.



For sports, it puts Brighton and Hove on the map. The event is great; there have been things that I've never seen before at TAKEPART. That's the key to getting people active - not everybody likes tennis or badminton! I think the TAKEPART team should be proud of what they've achieved.

**Stephen Griffith, Superflex Frescoball**



# Why is TAKEPART Important?

**TAKEPART makes it easier to get active: for all people, all ages, all abilities**

Finding the time; the cost of a session; awareness of what's available and where to find opportunities to participate in sport are some of the main barriers that TAKEPART is looking to address. By showing people what's available in local communities where these barriers tend to be greater, TAKEPART makes it easier for everyone to join in. TAKEPART acts as a stepping stone for local residents to experience a sport or activity and to find local opportunities to take part all year round.



I find the word sport is sometimes a barrier - people associate it with something that has to be competitive which can deter some people. I think there can be even more emphasis on events that bring people together, that are inclusive and community focused.

**Darren Dartnell, Brighton Youth Centre / Brighton & Hove Skateparks Association**

Older people found out they were never too old to try something new like boccia or archery at the Older Peoples Olympics; people with disabilities could try circus skills, Tai Chi or cricket at the Amazing Zone and BLAGSS (Brighton and Hove Lesbian and Gay Sports Society) took over a leisure centre for the day to show off a range of sports and activities.



Amaze works with families with disabled children and TAKEPART provides an opportunity to make sporting activities available for these families. It's important for children and young people with special needs/disabilities and their families to feel part of the local community and to have leisure opportunities like everyone else. The Amazing Zone provides a real welcome for the families we work with. We're delighted to be involved with the zone and with TAKEPART. Long may it continue!

**Ann Blackburn, Amaze**

## TAKEPART makes Brighton and Hove a healthier city

Health and well-being is becoming increasingly important. Just 26.6% of people in the city undertake the minimum recommended levels of regular physical activity required to maintain good health<sup>2</sup>, which in turn costs the Brighton and Hove health service over £3,000,000 per year.<sup>3</sup>

2. Active People Survey 5 NI8 indicator Quarter 2: April 2010-April 2011

3. Department of Health, British Heart Foundation Research, 2010 Physical activity can help all of us to lead healthier and even happier lives, irrespective of age, that is why NHS Brighton and Hove are happy to be a partner in the TAKEPART Festival of Sport and Physical Activity, and see it as a great opportunity to give everyone a chance to find an activity that suits them, have fun with friends, families and neighbours, and improve their health.

Dr Tom Scanlon, Director of Public Health, NHS Brighton & Hove / Brighton & Hove City Council

<sup>1</sup> Active People Survey 5 NI8 indicator Quarter 2: April 2010-April 2011

# What happened at TAKEPART 2011?

Spread over two weeks of fun, TAKEPART offered over 200 activities and events in sports clubs and facilities across Brighton and Hove.

People in the city had the chance to try all sorts of sports and activities, ranging from those they know and trust to new things they might not yet have come across, and all within easy reach.

## TAKEPART Launch event

The launch event in Brighton's Preston Park kicked off the Festival with 100 different groups showing over 50 sports, activities and special performances across the day, to over 12,000 people.



The best thing about TAKEPART is it makes children and families aware of the local sports available. It's free so they can try different things and see what they like.

Attendee at the TAKEPART launch event



## TAKEPART Taster sessions

The festival launch marked the start of a fortnight of TAKEPART Tasters, when Brighton and Hove's clubs opened their doors to show local residents what they offer. People can try out over 52 different types of sports in taster sessions, providing over 100 opportunities for all ages and abilities to experience a new activity.

## TAKEPART Schools festival

TAKEPART Schools festival offers every child in the city the opportunity to try out special sports and activities. City clubs took sports into schools which have real appeal to young people such as free running, kick boxing and street dance. These were all offered to children for free or at a reduced rate.

Primary schools in the city also brought together over 2,000 young people for big competitive events and tournaments, including athletics and the Swimming Gala.



My kids got to see and take part in activities that they wouldn't have otherwise.

TAKEPART Local attendee, Moulscomb

## TAKEPART Local

For TAKEPART Local, over 1,000 people took part in free events across the city. Sports clubs from local communities in eight of the city's neighbourhoods invited their local residents to come in and find out more about the benefits of changing to a healthier lifestyle by getting involved in the sports and activities available on their doorstep.



Paddle Round The Pier audiences have doubled in each of the last four years and we benefit from TAKEPART's marketing.

Dave Samuel, Paddle Round the Pier

## TAKEPART Seafront Weekend

TAKEPART's Seafront Weekend showed off the unique opportunities in the city for water and beach sports, with lots of fun events for all ages to try including beach volleyball and kayaking. Partner event Paddle Round the Pier hosted the Skate and BMX jam sessions, which attracted over 600 active participants.



Lighten images



I got a lot of information about sports activities and would like to take part in some. My kids have also benefited and it was great to go along to something together, thank you!

Attendee at the TAKEPART launch event



# TAKEPART strengthens the city's communities

The festival provides an opportunity for residents to join in activities together, which is important in creating healthier, happier communities. TAKEPART, as an annual event, adds to city life and the opportunity to 'give it a go'.

In 2011 thousands of hours were given to support TAKEPART by volunteers from local sports clubs, school sports leaders and community groups. In addition BUPA staff gave more than 634 hours of support to TAKEPART festival, bringing people together through sport and activity.



It was very fulfilling - being able to help others and give something back to the community.

It was a very rewarding experience, I walked away wanting to volunteer again!

TAKEPART volunteers

## TAKEPART raises the profile of sports in the city

TAKEPART presents a united front for sport in the city by bringing everyone involved together under one banner. Collectively, their combined energy and enthusiasm delivers far more than a single organisation could achieve.



As sports clubs, we all spend a lot of time and waste a lot of money on trying to get new customers. TAKEPART is hugely useful in that it provides a pool of potential new customers to draw on that are coming to you, not the other way around.

Jon Hoyle,  
Sussex Merlins Rugby League

## TAKEPART supports young people to reach their potential

Over 40,000 young people under 16 live in Brighton and Hove. TAKEPART opens up opportunities in sport and physical activity, to broaden their horizons and make more connections with their own communities and local clubs. The benefits are increased skills in leadership and citizenship, as well as benefits to health.



My children got to see and take part in activities they would not have otherwise

Parent attending TAKEPART Local in Moulescoomb

"We use TAKEPART as an advocacy and promotional tool to highlight the additional value and benefits sport can bring to a community - health, community cohesion, parent and child involvement, volunteering and coaching opportunities, skills building."

Sadie Mason, Active Sussex

## TAKEPART creates new opportunities and initiatives

Collaboration and partnerships are at the heart of TAKEPART. By working together, new relationships and resources are emerging which lead to a more effective and stronger sports offer in the city throughout the year.

"As well as offering a wide range of different sports to the public, TAKEPART is also a good networking opportunity for activity leaders where they can build relationships, share information and work collaboratively to make sure sport gets its share of attention in the city."

Darren Dartnell, Brighton Youth Centre / Brighton & Hove Skateparks Association

# Impact of TAKEPART in 2011

Over 150 partners, organisations and clubs came together to help deliver TAKEPART in 2011.

Over 210 taster sessions and special events city-wide, with opportunities to try a wide range of sports and activities including Aerobics, Yoga, Nordic Walking and Kung Fu.

90% of people at the festival launch said it had made them more aware of local sports clubs and groups in Brighton & Hove.

Every school and child in the city had the chance to try-out a free sports activity in TAKEPART.

Over 40 sports available to watch or have-a-go at during the TAKEPART Seafront Weekend, including Skate Jam 2011 which attracted over 6,000 people.

72% of people at Preston Park tried one or more of the activities available on the day, and 80% were inspired to play more sport or be more active in the future.

Opportunities to try over 85 different sports and physical activities across Brighton & Hove over the two week Festival.

99% of people at the festival launch event said they would recommend TAKEPART to others.

12,000 people attended TAKEPART launch at Preston Park. All events were free.

10 special programmes and events for people who find it more difficult to engage including the Older Peoples Olympics, TAKEPART Local and the Amazing Zone for people with disabilities, attracting over 1,000 people.

Two weeks but year round impact: 20% of 2010 taster event attenders have continued to attend sports clubs.

TAKEPART attracted the support of over 50 local and national businesses, including major employers such as BUPA who worked in partnership with the festival to offer volunteering opportunities for their staff.



# How has TAKEPART developed in 2011?

## New people, more events

TAKEPART reaches out to new people across the city by expanding the range of events on offer. Each year the festival attracts more participation across its two weeks of activity, with 99% of the people at the launch event saying they would recommend it to someone else.

## More communities from across the city

More local communities were involved in 2011 than ever before, with TAKEPART Local extending the reach of the festival to 8 key areas of the city.



The TAKEPART Festival offers free and fun opportunities for all residents in the city. However some people and communities need extra support to participate in sport and physical activity. Through initiatives such as TAKEPART Local Events, the Older People's Olympics and the Amazing Zone in Preston Park, the festival offers these groups this extra support.

Emma Greenough, Active for Life Manager, Brighton & Hove City Council

## More partnerships

This year saw the addition of three more official Festival sponsors and additional media partners. 150 organisations and groups are now contributing to the festival.

New partnerships with local companies means that more of the city's workforces are involved in TAKEPART as volunteers, leaders and coaches. Business partnerships benefit from an extensive marketing campaign that includes media partnerships in local radio, newspaper and local magazines. 40,000 free copies of the official programme are distributed across the city through a comprehensive network of partners and contributors.



The Co-operative Eat Well Zone at Preston Park was a fantastic opportunity to mix our commitment to healthy living and getting active. We benefitted from our branding in the programme, website and Preston Park. The demographic of this event is unique - families come for the full day, they have so many activities to try and they know their children are safe.

Stephanie Mizon, Co-operative & Membership Officer

## More private sector support

As a new sponsor for 2011 and major employer in Brighton and Hove, BUPA provided over 30% of their workforce with 174 volunteers giving more than 634 hours of support to the festival.



This year, our involvement with TAKEPART linked up perfectly with the BUPA Global Challenge which was all about volunteering in the community. We worked to get as many BUPA employees involved as possible to help support the festival.

Andrew Rance, BUPA

# Who makes TAKEPART happen?

TAKEPART's strength lies in the huge support it receives from the city's sports clubs, businesses, organisations and communities. It simply wouldn't happen without them. This collaborative, community-focused approach is core to TAKEPART's success, creating a wide network of support right across the city. This support enables the TAKEPART team to deliver a large scale festival that attracts both audiences and commercial sponsors.



TAKEPART is THE main sporting event that happens in the city. There are other things that go on but they tend to focus on specific types of sports and activity, what makes TAKEPART so great is that it includes everything and everyone.

Mark Saul, Lagoon Watersports

The festival is organised by the Brighton and Hove Schools Partnership led by Dorothy Stringer Sports College, The Sports Development team at Brighton and Hove City Council, NHS Brighton and Hove.



TAKEPART relies on huge energy and commitment from a very small team. This is an important platform for collaboration and the city.

Andy Marchant, TAKEPART Management team



I think TAKEPART and all events around it have a huge part to make Brighton & Hove a healthier city. The scheme acts as a catalyst for sport and leisure activities throughout the year. This work is vitally important in a city where childhood obesity remains high and too many people take little or no exercise.

Councillor Bill Randall, Leader of Brighton & Hove City Council



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I think there's an opportunity to broaden the scope of the festival and link up with other creative projects from the city, including arts and music for instance. I think this would help to break down the barriers even more.

Darren Dartnell, Brighton Youth Centre / Brighton & Hove Skateparks Association

# TAKEPART: Looking Forward

## A joint effort

TAKEPART brings everyone involved in sport in Brighton and Hove together. Many city organisations, clubs and communities work together to provide a rewarding experience for the thousands of people who join in each year. Continuing to involve even more clubs and local communities is our 2012 priority.

There needs to be a continued commitment from existing partners involved in TAKEPART, and a focus on uniting resources between community, statutory and private organisations to support sport and physical activity in the city.

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It's important that Brighton feels that sense of ownership of TAKEPART. It's about local endeavour, our communities and participating and making the city an active and healthy place to live. When commercial organisations see the energy in TAKEPART they want to get involved. We have created a model that can be adopted anywhere.

Jack Wilkinson,  
TAKEPART Management Group

## Making everyone welcome

TAKEPART has great potential to offer everyone an opportunity to get involved with sport and physical activity, particularly people who find it difficult to engage. We know that there are even more communities that we'd like to reach out to in the city, so we'll be putting our efforts into getting them on board.

## Create and innovate

Brighton and Hove has a really vibrant sports offer and we intend to do more to get our message out across the city. We will be creating even more opportunities to spark people's interest in getting active right across the entire city.

One of Brighton's main assets is the creative and enterprising companies and artists living and working in the city. We'll look for new opportunities for collaboration to bring new vitality to TAKEPART and for the festival to benefit from their creative energy.

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TAKEPART could do more to showcase the range of different sports on offer before the festival starts – trailers for things that are different or unusual to draw people in. There could be more of a presence in the city in the lead-up to the festival to make it feel more of a big event.

Stephen Griffith, Superflex Frescoball

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TAKEPART is an incredibly exciting initiative that I am delighted to be involved in. It's a fun and innovative way to promote health, wellbeing and sport across families and communities. What better initiative could there be ahead of the Olympic Games?

Sophie Warner,  
Paralympics 100m European record holder

## London 2012: reaping the benefits

A wide range of the country's leading sports personalities are lending their support to TAKEPART and more are getting behind the festival each year. With the London 2012 games just around the corner, this level of endorsement from our sporting figures is becoming increasingly important. They act as valuable role models and an example for young people, showing what they too could achieve through sport.

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I got involved with TAKEPART in 2008 through Brighton Judo Club, who find the festival to be extremely successful for them as it has allowed people of all ages and abilities to TAKEPART and have a go at sport.

Ben Quilter,  
Gold Medallist World Judo Championships 2010

There's no doubt that the London 2012 Games is an opportunity to raise the profile of sport in the city, however the Olympics are a one off event. TAKEPART will harness the excitement and passion around London 2012 to create an ongoing, lasting legacy, so that sports and physical activity continue to grow in Brighton and Hove beyond 2012.

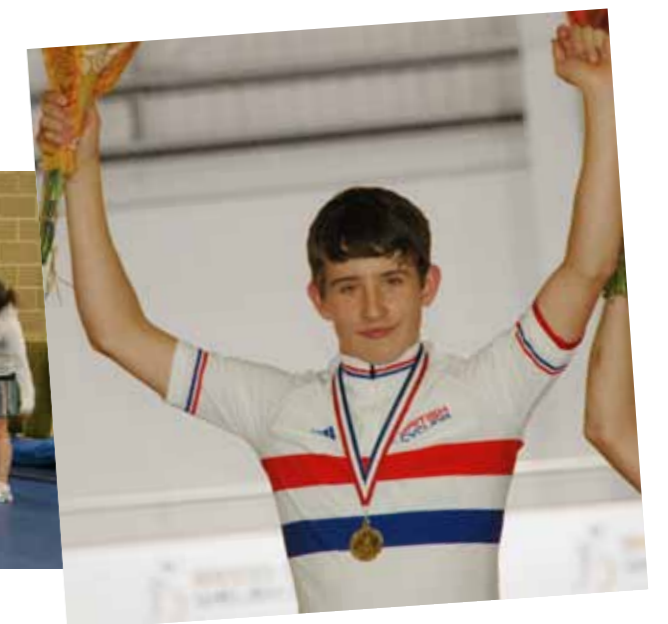
# Case study: Jack Hoyle

TAKEPART is the conduit for bringing together young enthusiasts and proactive clubs, one young sportsman who has found his way to national recognition via TAKEPART is Jack Hoyle.

A fourteen year old student at Dorothy Stringer School, now a national cycling champion, Jack first took up the sport in 2008. He decided to attend a free taster session at Preston Park Cycle Club as part of the TAKEPART festival.

He then joined the club after a few sessions and eventually began racing competitively in January 2010. By May 2010 Jack had won his first track cycling race at Portsmouth Omnium. With a natural talent and a great deal of hard work he then went on to win the under 14's National Championships in track cycling held in Newport, Wales last July.

Without TAKEPART, who knows, maybe Jack would not have discovered this wonderful ability? The aim on the festival is to enthuse and excite people and offer as many opportunities as possible for people to have a go at a new sport or activity. We wish Jack every success for his future in cycling and let's hope we have a new Olympic champion.





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For more information and to TAKEPART in the 2012 Festival contact [info@takepartbrightonandhove.com](mailto:info@takepartbrightonandhove.com) or call **01273 292724**  
Brighton & Hove City Council's Sports Development

[www.takepartbrightonandhove.com](http://www.takepartbrightonandhove.com)

