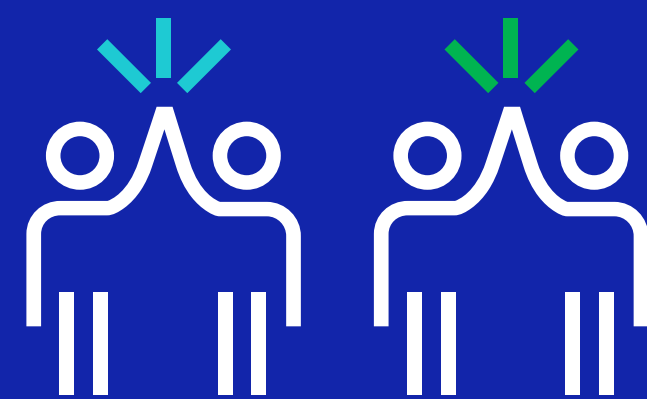




NATIONAL SCHOOL SPORT WEEK **2022**

*Campaign
evaluation*

Belonging
a place in sport
for every child



 #NSSW2022 | @YouthSportTrust



Belonging a place in sport for every child



National School Sport Week focused on building belonging through sport, and the importance of a place for every child in sport. A generation of children are struggling to recover from the many consequences of COVID, increasing screen time, and the wider impact of the digital age.

We want to work with more parents, teachers, politicians, and public influencers to address what should be a matter of public concern. Unhappy and unhealthy children don't learn, if children don't learn

we won't have a society fit for the future. We're working to build back play, physical activity and school sport in children's lives, helping them to balance the demands of a digital age, and create societal change when it comes to the place and value of PE and school sport.



ALI OLIVER MBE
CEO OF THE YOUTH SPORT TRUST

Key Stats



40 million

timelines reached
with National School
Sport Week content

187

mentions in the media,
a potential audience in
excess of **8.9 million**

3

Government Ministers
visited schools in London,
Reading and Birmingham

3,656

resources were
downloaded

655,873

young people attend the
schools which pledged to
ensure a place in sport for
every young person

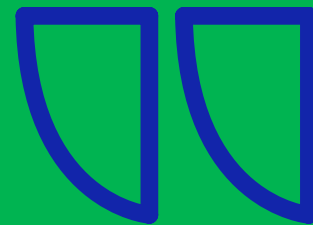
1,359

registrations, 1,280 schools,
77 organisations

Case study

Young people at Sutton Park Primary School and Prince Albert High joined forces to kick off this year's National School Sport Week 2022 with a sports day like no other. To bring to life the theme of 'Belonging – a place in sport for every child', thanks to a special partnership with Team GB, young leaders from the schools designed and delivered fun activities for Team GB athletes and younger peers.

Anyika Onuora, Gemma Howell, Grant Ferguson and Aaron Phipps MBE joined children at the school. Young people designed how each sports day event would be run and led activities for Team GB to ensure everyone got a chance to get involved, have fun and do their best.



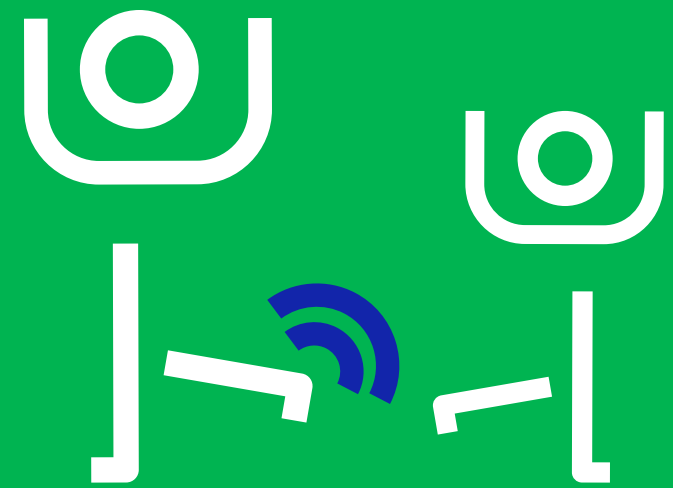
You wouldn't imagine that in a primary school you would have professional athletes coming in. When we found out we had the opportunity to put a sports day on for some of Team GB, it was really exciting. None of us expected that! With the Commonwealth Games happening in our city this year, it makes us feel very honoured and special – it's not every day you get to experience this.

YOUNG LEADER
SUTTON PARK PRIMARY



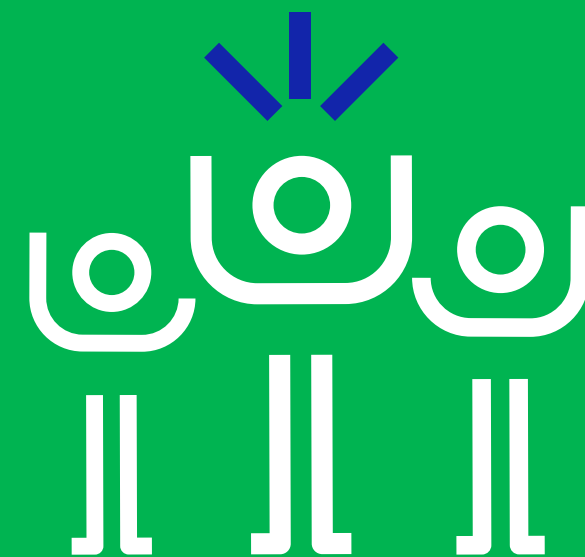
As well as getting stuck into races, javelin, and a daily mile, Team GB athletes also shared their sporting journeys with young people to inspire them to find a love for sport and their place within it. Watch a video highlight of the day [here](#) courtesy of Team GB.

Key activities



Finding fun ways to move

On top of our launch, we challenged schools, families, athletes and politicians to take part in a series of '1 a Day' Challenges across the week. We posted a 60 second challenge every day at 8.30am. Watch our video highlight [here](#).



Transforming perceptions of school sport and PE

We saw millions around the country join the campaign on social media and use their voice in the media to champion the benefits of school sport and PE. New research showed 1 in 10 parents admit to writing their child a sick note to excuse them from PE lessons even though they were well enough to take part. We will continue to work towards a future where every child experiences the benefits of play and sport. Take a look at the highlights [here](#).

Schools



1,280

schools registered and pledged
to help every child feel a sense
of belonging in school sports
days this summer



655,873

pupils attend the schools
which registered

These
included:

813

primary schools

369

secondary schools

98

all-through schools

Supporters

77

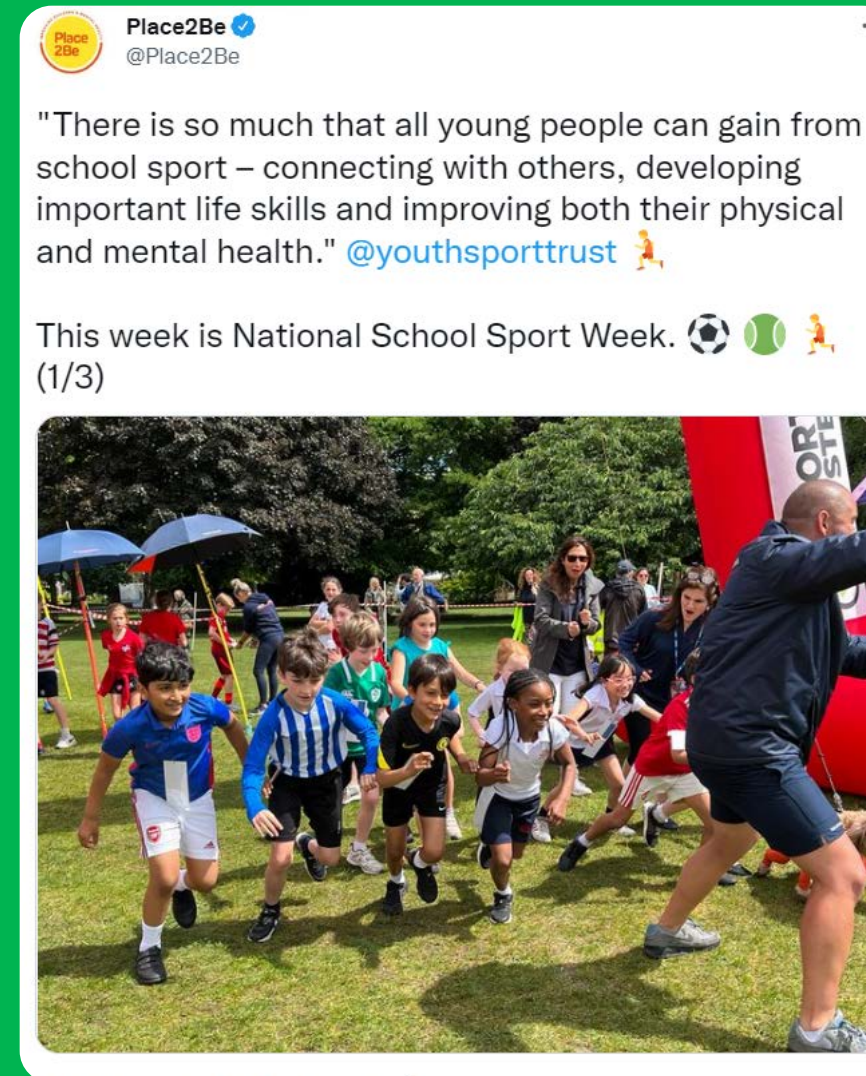
organisations signed up to support the week. They included:

49 businesses and charities

11 school sport and active partnerships

11 national governing bodies of sport

6 local authorities

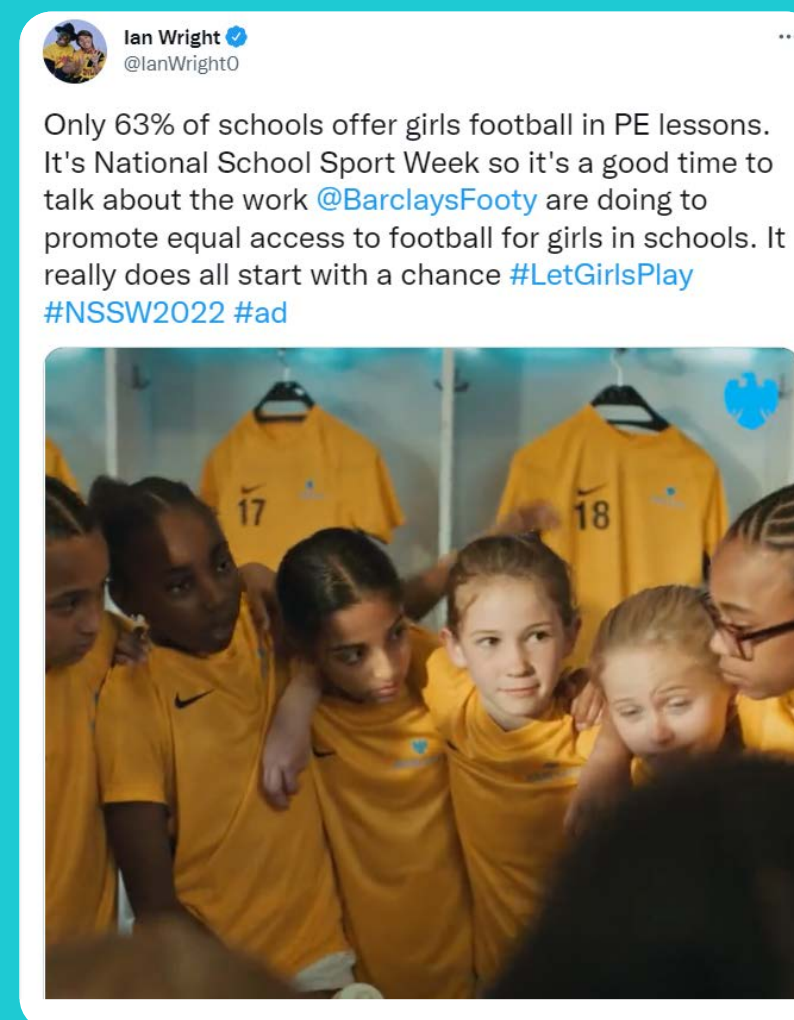


Ambassadors and supporters



European Judo Champion
Gemma Howell

Gemma did media interviews and shared her story with pupils from Prince Albert High School and Sutton Park Primary School alongside 3 other Team GB athletes.



Former professional footballer and broadcaster
Ian Wright

Ian Wright teamed up with Barclays and The FA to raise awareness of equal access to girls' football in schools. Kelly Wright also helped champion this.

Team GB athletes
did interviews for
4
media outlets
across the week

Ambassadors and supporters

Aaron Phipps,

Wheelchair rugby and Paralympic gold medallist shared a special message:

📺 School sport is so incredibly important. I remember growing up, before I became disabled, just being really active, taking part in sports day – I never won anything, but that camaraderie, being out and about all the time. We were really fortunate, it was before tablets and the internet so we'd just be out all the time. That's why I'm so passionate about getting kids out and getting them active.

'1 a Day' Challenges

Olympic bronze medallist Sarah Jones tried the **challenge** while on a special school visit



World champion Hannah Cockroft OBE

Did a new take encouraging others to do as many **shoulder taps** as possible

Also shared by:

Dr Radha Modgil

Joe Wicks

Chris Skelley MBE

Lipa Nessa

Political support

3 high profile visits

in schools to see how sport can build a sense of belonging
Secretary of State for Education Nadhim Zahawi, Minister for Sport Nigel Huddleston and Minister for Children & Families Will Quince swapped the Houses of Parliament for playing fields and sports halls.



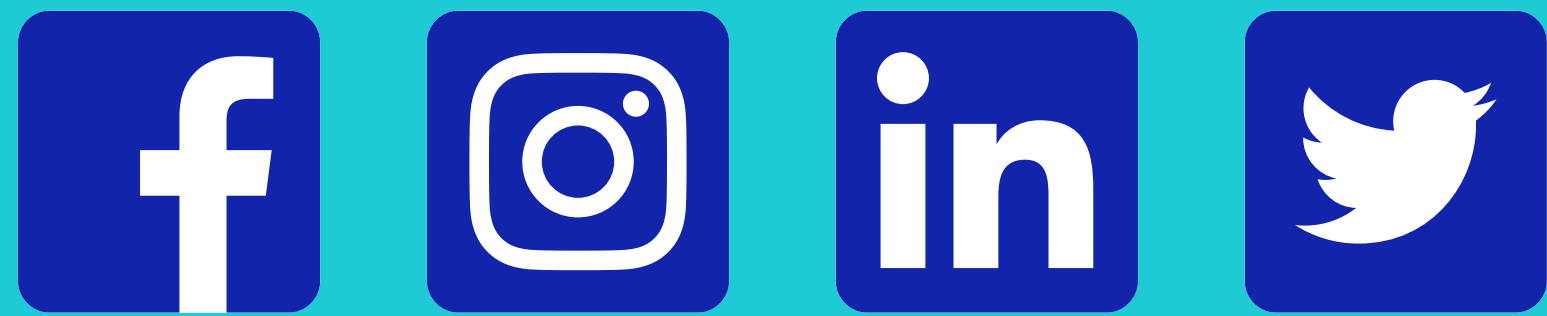
DfE Announcement

The long awaited Primary PE and Sport Premium funding was **confirmed** during the week

All Party Parliamentary Group for Sport

Sports leaders and the industry met to discuss the future of PE and school sport on the week. The group also shared our '1 a Day' Challenges.

Social media overview



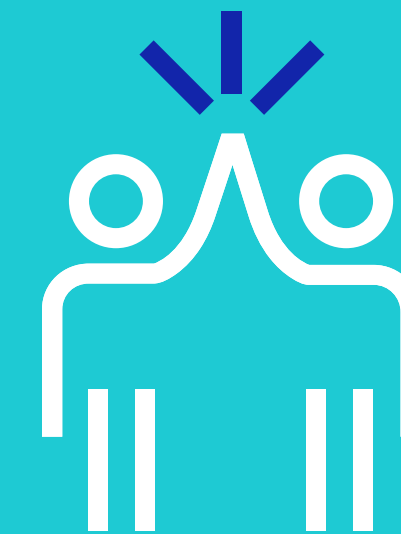
282,620

total impressions made by our posts across Twitter, Facebook, LinkedIn and Instagram



32,975

people saw the launch of our first **'1 a Day' Challenge** on Twitter



261

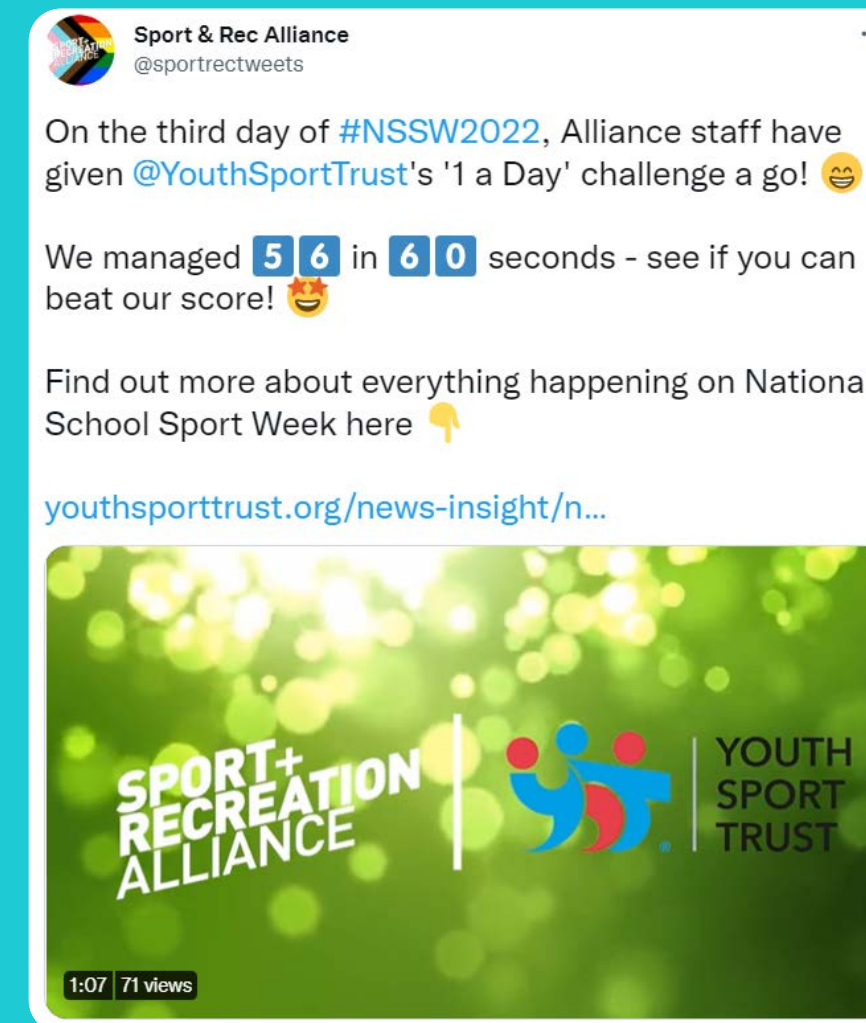
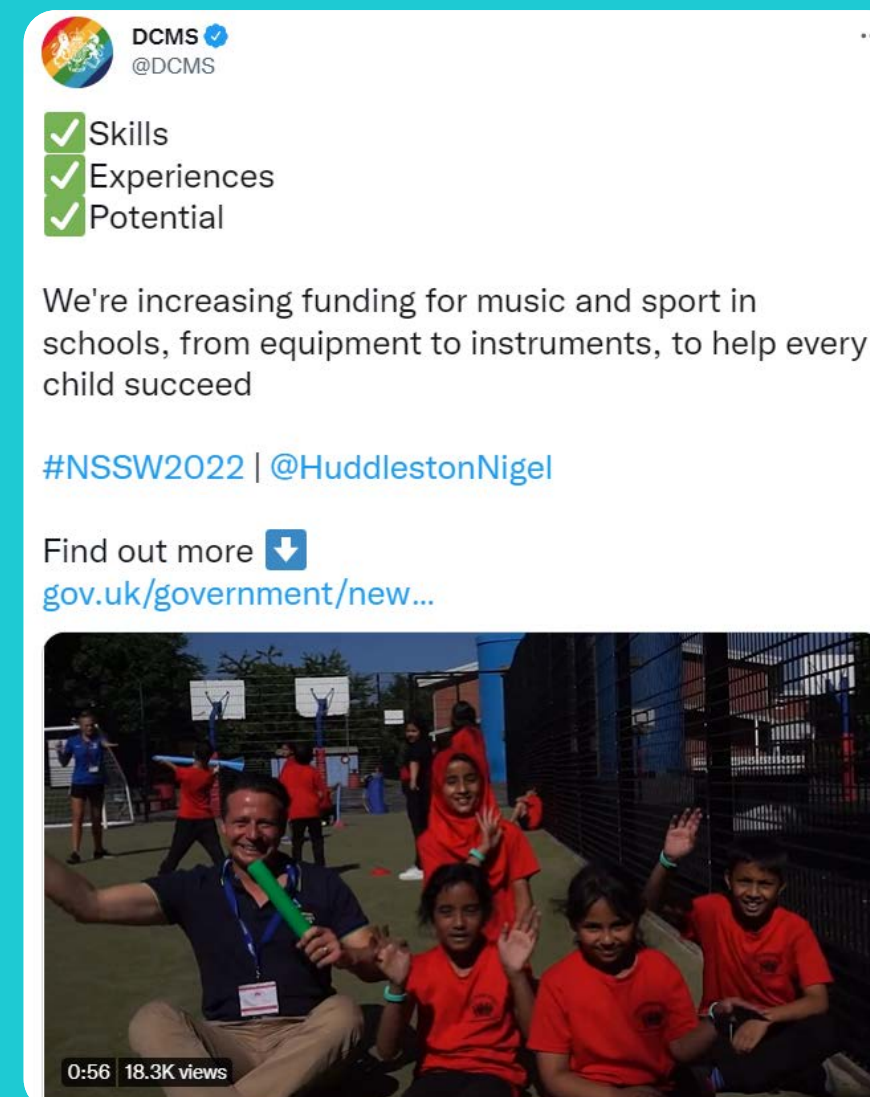
new followers gained

Social media

#NSSW2022

3,400 uses of the hashtag during the week by 1,388 people providing 23,002,955 potential timeline deliveries.

We also tracked **#NSSW**, **#NationalSchoolSportWeek**, **#NationalSchoolSportsWeek**, **#NSSW22** which potentially reached **40 million** timelines during the week



Media overview

187 news stories








National School Sport Week generated over a **hundred print, broadcast and online news stories**, with a potential **audience reach** of more than **8.9 million**. This was a marked **increase** from 2021 by **252%**.


Coverage included:

- **49 mentions** on regional **BBC radio stations** about the week and how urgent action is needed to transform perceptions of **PE and school sport** to reach more **families and young people**. This includes high reach station **BBC London, BBC Leeds** and **BBC Radio Scotland**.
- 2 mentions on national TV stations including **GB News** and **Talk TV**.
- **122 mentions** in local newspapers and online including high reach titles **Glasgow Evening Times, Northern Echo, Southern Daily Echo, yahoo news**, and **The Conversation**.
- **14 mentions** in sports and education trade press, including **First News, Children & Young People Now** and **Inside the games**.

In the press

 GB

    SIGN IN



GBN LIVE

SCHOOL SPORTS WEEK

How important is school sports for children?

GBNEWS.UK

Selby 13°/24°

...s battling blaze in a residential block near Grenfell Tower in West London | F 10:45

Youth Sports Trust GB News


5 views...


0 DISLIKE SHARE SAVE ...

Broadcast Revolution

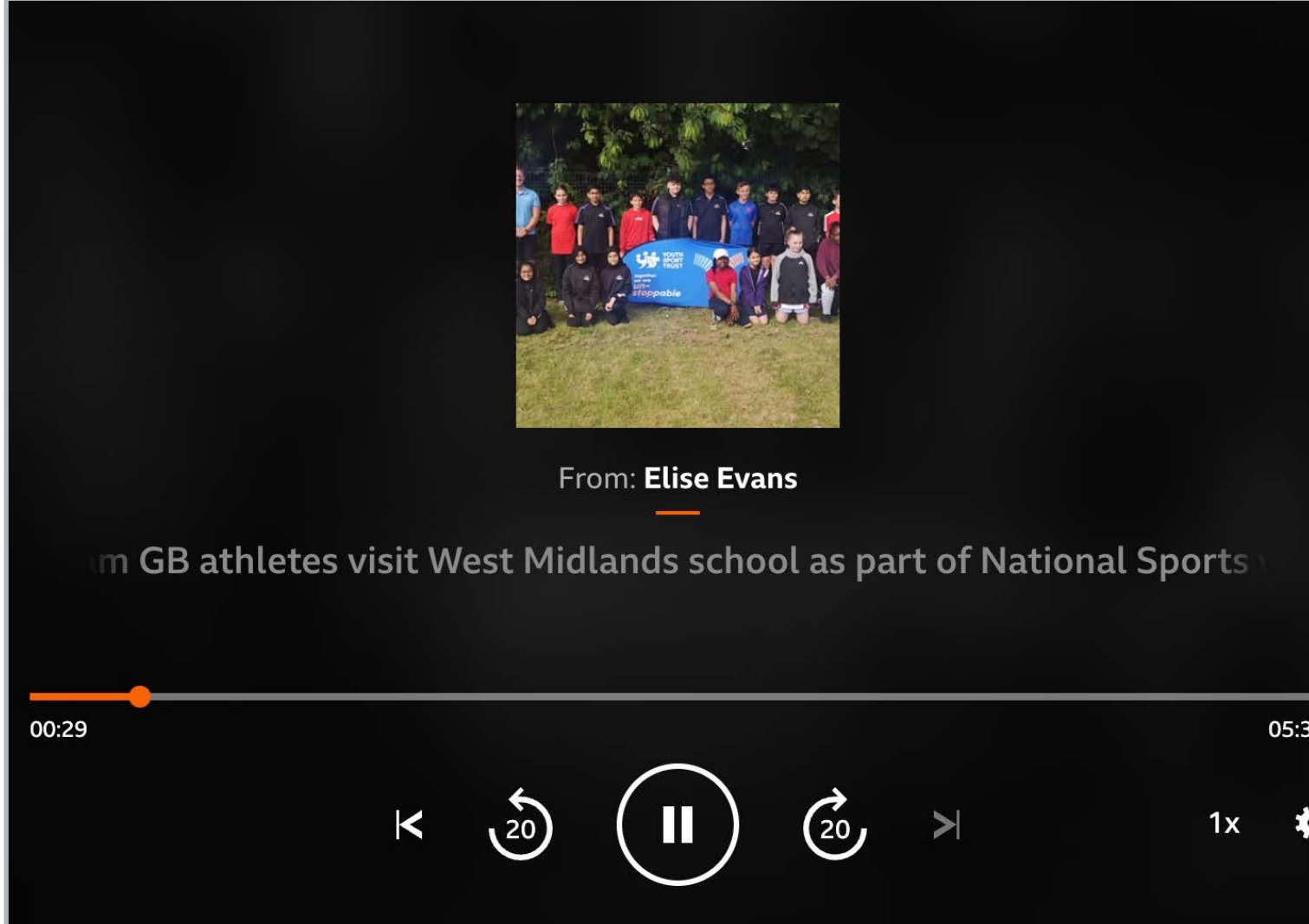
SUBSCRIBE

Last week was National School Sport Week. Throughout the week,

BBC F 

Home News Sport Weather iPlayer ... 

SOUNDS Home Music Podcasts My Sounds



From: **Elise Evans**

m GB athletes visit West Midlands school as part of National Sports

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1x

Available for over a year

Our reporter Nish Chauhan visits Birmingham Sutton Park Primary School.

Subscribe Bookmark





THE JULIA HARTLEY-BREWER BREAKFAST SHOW

The Julia Hartley-Brewer Breakfast Show

EPISODE • 3h 30m

▶ Play

SKIP TO
2HRS 49MINS

In the press

British athletes participate in National School Sport Week

By Michael Houston

Sunday, 26 June 2022

Add comment



Double Olympic gold medallist Lizzy Yarnold and Olympic relay bronze medallist Anyika Onuora are taking part in National School Sport Week to highlight the importance of sport in school.

The celebrations coincided with Olympic Day, which takes place on June 23 every year.

The British Olympic Association (BOA) are working with children's charity the Youth Sports Trust for its annual awareness campaign about mental health and well-being through activity.

"We are delighted to be partnering with the Youth Sport Trust on this fun initiative," said BOA chief executive Andy Anson.

"An important part of our remit is to bring together and inspire the nation through the power of Olympic sport, and inspiring young people to develop and maintain an active lifestyle is a vital element.

"It will be great to see our athletes sharing their stories and encouraging the next generation to reap the benefits of involvement in sport at every level."

TOP BLIND FOOTBALLER INSPIRES SCHOOLCHILDREN



■ Dual Paralympian Darren Harris, England's most capped and most decorated blind footballer, pictured with Wilmcote C of E Primary School children during his visit last week.

CHILDREN at Wilmcote C of E Primary School were put through their paces by England's most decorated blind footballer, writes Daniel Kelly. Darren Harris, a two-time Paralympian, visited the Church Road school on Wednesday, 22nd June, to deliver an activity workshop. The workshop consisted of a fitness circuit, followed by a small talk with a Q&A session. To end, Darren played the piano, an instrument he had learned to play by himself. Aiming to inspire the children to be more physically active and to discover their passion in life, Darren talked about how he came to terms with losing his eyesight and the important role that sport played. With last week being National School Sports Week, Wilmcote pulled out all the stops, from swimming on

Monday, to Darren's visit on Wednesday, followed by sports day on Friday. A school spokesperson told the Herald: "We were thrilled that Darren Harris visited our school, leading an exciting sports workshop and an inspirational assembly about challenges he's faced, the achievements made by hard work and resilience, and the mental, physical and emotional benefits of sport."

PICTURE: Ker Robertson/Getty Images

Power of PE – good school experiences have generational impact

26th May



The Youth Sport Trust launches its PE & School Sport Annual Report this week and earlier this month launched its new long-term strategy

Share   

Just 32% of UK parents have positive memories of PE and school sport as a child. New research from the Youth Sport Trust, conducted by YouGov, comes as the charity looks to National School Sport Week 20-26 June, when it will be championing a place for every child in sport and encouraging schools to focus on physical activity and sport environments where every young person feels they belong regardless of ability or motivation. In the aftermath of the pandemic, it wants to reclaim the life chances of a generation by changing parental perceptions and children's experiences.



Get involved
with the news

Send your news & photos

Website



3,510

page views of the YST National School Sport Week webpage in a one-month period up to the end of the campaign. This included 930 page views during the week itself



3,656

downloads of YST National School Sport Week 2022 resources.
A **63%** increase on 2021

Website resource downloads

337

Tap Up Tennis

412

Speed Bounce

594

Around the World

361

Fast Feet

360

Catch and Clap

284

Changemaker Certificate

263

Changemaker Badges

147

Supporter Press Release

291

Social Media Graphics

607

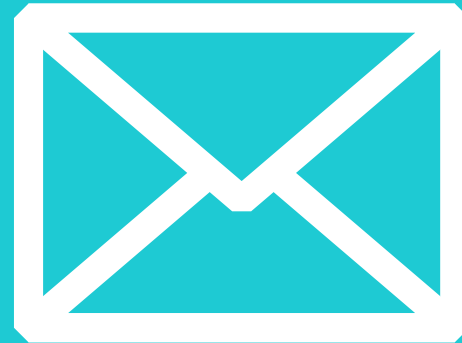
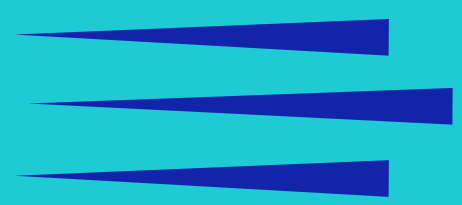
Resource Pack




TOTAL
3,656

Email marketing

32



emails sent by
Youth Sport Trust
with a call to action
for schools and
partners to sign up



Have you registered for National School Sport Week 2022, 20-26 June? Join us and become one of the many schools, organisations and families who will be campaigning with us to ensure there is a place for every young person to belong in school sport.

[REGISTER NOW](#)

Win a sunburn awareness kit for your school
Ensuring everyone is sun protected at sports events can be a task, however, with just one sunburn doubling the risk of melanoma in later life, it's vital. To make this easier, the Melanoma Fund created the Outdoor Kids Sun Safety Code, a free online accreditation campaign, that provides you with a toolkit of resources to help super-charge awareness.

All schools that sign up to the Outdoor Kids campaign from now until 10 June will be put into a prize draw to win one of ten sunburn awareness kits, containing: a SUNBURN! morph suit, x200

244,456
total sends

104,425
total opens

2,740
unique clicks



**NATIONAL SCHOOL
SPORT WEEK 2022**

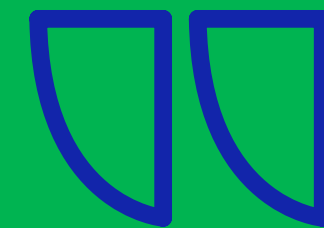
Families

For Margaret Hay, working mother of three from Wales, engaging in National School Sport Week has been another step in supporting her children's love of movement, and journey to find sporting experiences that create memories and opportunities for the whole family.

Author of **A&Me**, Margaret has long written about her son Rhys's Autism and how that's posed its own challenges and unique opportunities when it comes to finding sports that offer inclusive access.

For the specialist school Rhys attends in Wales, sport bridges connection to children and their families and while sport activities may prove unique, it has nonetheless proved why sport offers so much to children, however those experiences are defined by how they see the world.

Reflecting on school sport events like **Sports Day**, Margaret has written about embracing the diverse needs, and sometimes interpretations, of the races and activities, but how the fun remained central to the experience, regardless of the structure that you may often witness at other sports days.



We don't need perfection in life. We need fun. We need inclusion. We need to just let loose and enjoy things as they are. Life is too short to be standing in straight lines. My son is autistic. But that doesn't mean he is unable to learn or experience things in his own way.

Margaret was one of many parents who registered to access National School Sport Week 2022



Save the date

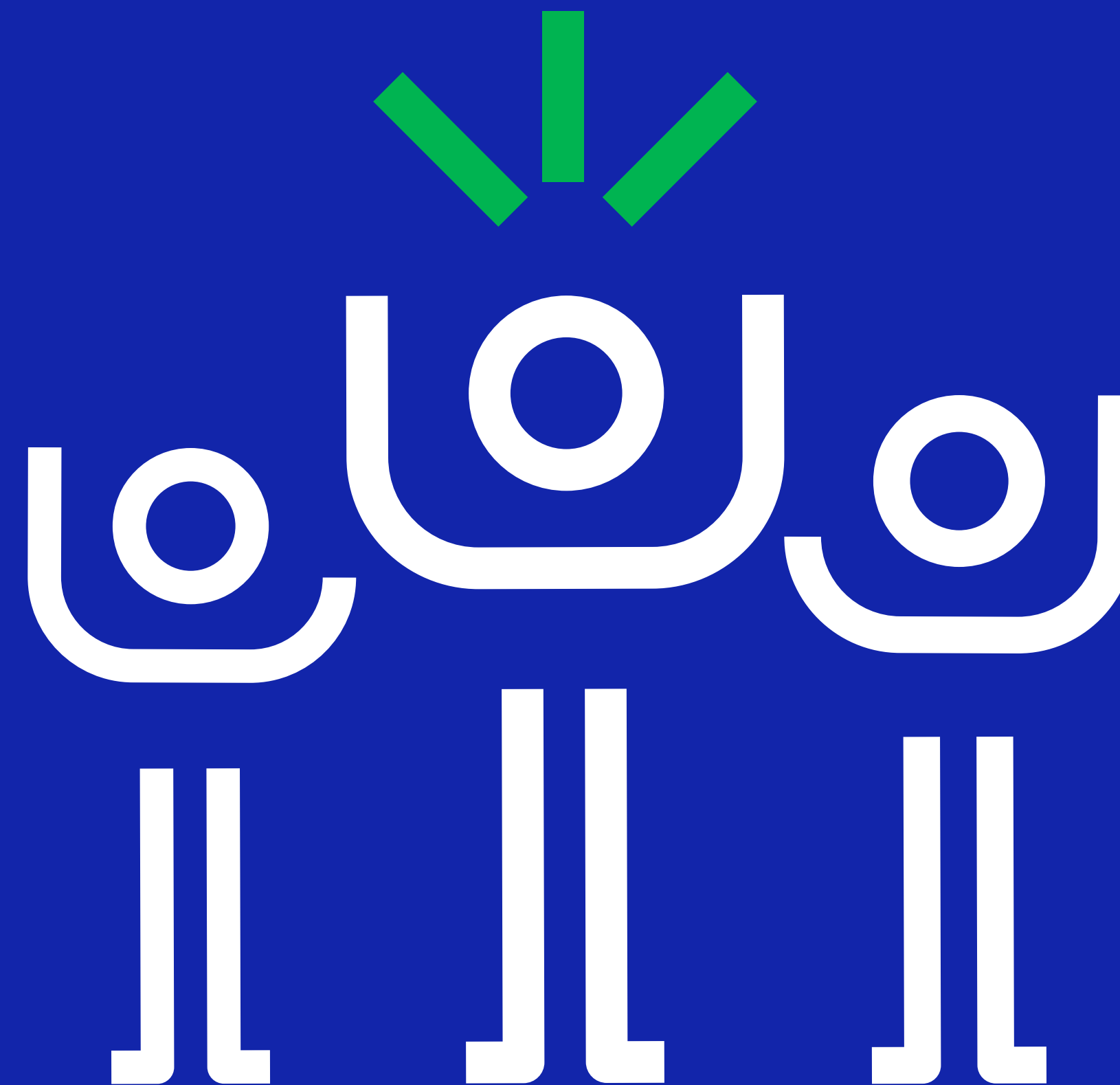


**NATIONAL SCHOOL
SPORT WEEK 2023**

Will take place in

June 2023

youthsporttrust.org/nssw



**NATIONAL SCHOOL
SPORT WEEK 2022**

#NSSW2022 | @YouthSportTrust

Thank you!

Thank you to everyone who made National School Sport Week 2022 a success and helped to work towards a future where every child has a place to belong in school sport.

Special thanks are given to Team GB for supporting this year's campaign and Complete PE for sharing its resources.

The week was run in association with European School Sports Day which takes place on 30 September 2022 and Melanoma Fund's OK Outdoor Kids Sun Safety Code



**NATIONAL SCHOOL
SPORT WEEK 2022**