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| **Alvechurch Unathletics –Football** |
| **Who does the project target?**  The Alvechurch Unathletics project was designed to fit the needs of a group of local teenage boys, who as a collective had stopped taking part in football and were all classed as ‘inactive’ (taking part in sport or physical activity less than three times a month. Through personal links of one of the participants, with the football club the idea for the Sportivate project was created, a predominantly social session where local teenagers were able to have fun and get active. |
| **What was the funding used for?**  The funding awarded was used to facilitate the sessions, providing the groups training equipment. The cost of the coaches time and the facility were also included, to ensure sustainability the participants were charged a minimal cost of £10 for the whole project. The cost of affiliation was also paid for participants completing the project, this removed the financial barrier and facilitated the participants to continue taking part after the completion of the project. |
| **Was the project successful and what has been the wider impact?**  The project has been deemed a great success with the number of participants completing the project (taking part in 7 out of 8 sessions) reaching its target of 11, and with the number of participants reaching 20. The group have continued to participate after the project and have gone on to compete as a team locally, winning the majority of their games. The wider impact has been had on the club itself, with a new under 18’s team being the result of the project. This new team bridges an important gap which can often be created between junior and adult football due to the physicality of adult football often deterring older juniors from taking part. Weekly training and matches the ‘inactive’ participants can now be classed as ‘active’ having for some increased their monthly participation by 100% or more. |
| **Participant Comments**  **Why did you choose to take part in this activity?**  We are a group of college friends who had all played football sometime in the past and wanted to get us all playing again  **Have you enjoyed the sessions? What has been your favourite part?**  We have enjoyed improving our fitness levels and also took some good tactical ideas away from the coach which have been useful in games we have played |
| **Coach Comments**  **How well has the activity been received? Has it been popular?**  I have enjoyed the sessions and the overall enthusiasm of the lads and I can see they were popular simply by how the lads applied themselves  **How will the sessions be sustained?**  The lads will be led by a qualified level 2 coach as they go through a full league season in the CWYFL and I’m monitoring their progress with interest and are really pleased to see they’ve got off to a strong start |