

Rationale

Through annual School and Club data collection, we identified that participation in School sport was high but participation in community sport was low from people living in the KA8 postcode. We also know that there are numerous long-term health and wellbeing benefits to taking part in regular sport and physical activity. This project brought together partners from Community Learning and Development, Health & Wellbeing and Ayr Storm Basketball Club to try and find a way of engaging more young people in regular community sport.

Aim

By March 2020 numbers participating from Newton Primary School at the weekly Ayr Storm U12's basketball session will increase by three.

Method

We developed a forcefield analysis and went onto develop a driver diagram to help us identify the factors that influence the accomplishment of the project. We completed a survey to find out what sport people were taking part in during school and in the community. We then developed a questionnaire to further consult with young people about why they take part in sport or not. As no children from Newton Primary School were current members of Ayr Storm Basketball Club, this Club and School were chosen to take part in the project.

Process Change

In order to meet our aim we tested the following changes;

- Junior NBA schools programme. Newton PS received free fit, training and took part in a weekly competition
- Ayr Storm Basketball Club coach delivered school based sessions.
- Club promotional material was circulated to school pupils encouraging them to join.

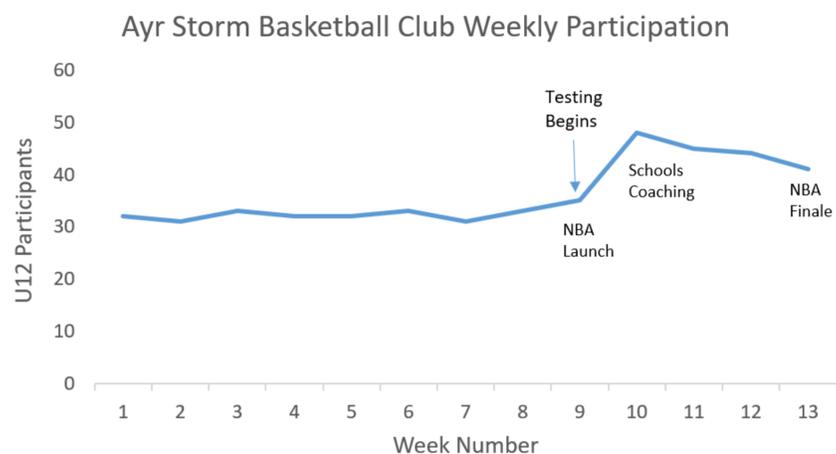
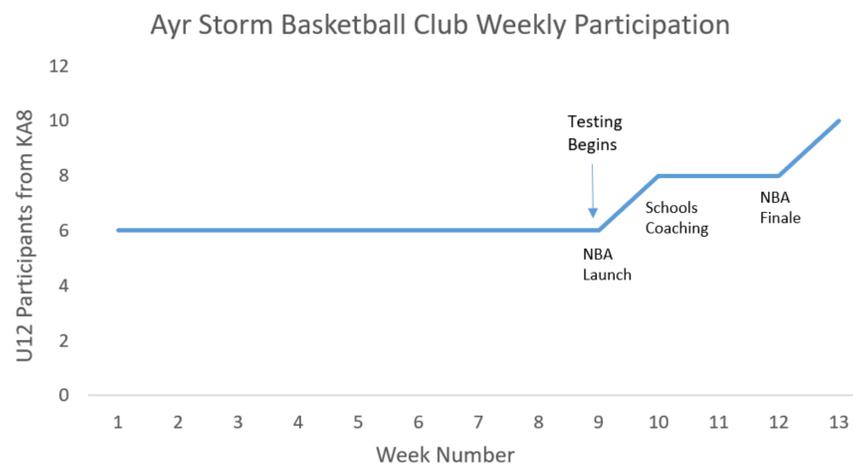


Achievements & Key Learning Points

- All the key influencers working together to effect change – parents, Clubs, Schools, Council.
- Creating a sporting pathway from school to competition to Club.
- QI testing needs to be very targeted and specific.

Results

Overall, there was an increase of four new weekly U12 participants from Newton PS at Ayr Seaforth Basketball Club sessions. This was an increase of six to 10 participants. The overall participation of U12's at the Club also increased from 32 to 41 weekly attendances. From the charts it is clear that the NBA programme delivered in partnership with Newton PS and Ayr Storm has seen an initial increase in participation at the basketball club



Conclusions / Scale

The aim of the project was to increase the numbers participating from Newton Primary School at the weekly Ayr Storm U12's basketball session by three. From the data we can see that an initial improvement has been made but this has not been monitored over a long enough period to conclude that this was a sustainable improvement. We will continue with the project to explore how we ensure that this improvement becomes sustainable. We plan to use the learning to upscale to other Clubs and areas throughout South Ayrshire.

Comments

- "It was fun and it taught me how to play basketball properly"
- "It was a fun experience because I hadn't done it before"
- "It was a new experience and I learned from it"
- "Really fun and Jr NBA actually stood for Newton Being Awesome"
- "It was good fun and I was able to learn new things about basketball"