

A photograph of two young women in yellow polo shirts sparring in a martial arts gym. They are facing each other, with their hands raised in a fighting stance. The woman on the left has long blonde hair in a ponytail, and the woman on the right has dark hair in a ponytail. They are both smiling. The background is a white brick wall. The photo is framed by a red border that curves around the bottom and right sides.

**LONDON
SPORT**

APPENDIX H

Hillingdon Case Study

Hillingdon Case Study

Context

Hillingdon was one of the borough's selected as a focus area due to being a funding 'cold-spot' in the preceding two years and having high levels of inactivity and deprivation. Hillingdon Council's physical activity and sport team were identified as the trusted partner to identify and manage multiple Satellite Clubs across the borough.

Activity:

Hillingdon received £25,000 of funding to establish ten clubs. They were tasked with using the *Under The Skin* research to identify youth personality segments to focus their projects around. They focused on 'Everyday Youth' and 'Cautious Introverts' and considered what was required to create engaging experiences for young people through a variety of sports and diverse delivery structures including as part of gaining leadership qualifications.

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Impact and Success:

Hillingdon found being a commissioned project beneficial as they were able to choose where they delivered sessions and received relevant support from their Relationship Manager. Therefore, they were able to deliver what they believe to be really meaningful offers to the respective age groups.

Knowing the investment into the borough up front allowed the council to broker relationships with other strategic agencies including Healthwatch Hillingdon, Youth Services, YMCA, and local charities that work with young people and develop projects that met the outcomes of both partners.

Challenges and Missed Opportunities:

For many people, many aspects of their lives had moved online whether that was being educated at home or their social life moving online. This led to Zoom/MS Teams fatigue. This could have decreased engagement and motivation due to participants not wanting to log onto another online activity. The young people also joined the Satellite Clubs sessions for the social element, however, when sessions moved online this became less prominent perhaps decreasing enjoyment.

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Finding and delivering projects was difficult due to covid which meant more sessions turned to digital delivery. This meant it was harder to engage participants and track data as coaches could not see what participants were doing especially if their cameras were off.

On reflection, it would have been beneficial to assess the different types of environments young people are comfortable in and want to continue using during lockdown. We could have looked for opportunities to make this happen and increase engagement.

Still to learn

Current delivery of the projects is still ongoing and will provide an understanding of the role of physical activity in the services provided by non-sport sector organisations.