

A young boy with short dark hair, wearing a light blue t-shirt and grey sweatpants, is sitting in a wheelchair. He is looking towards the left with an open mouth, as if speaking or shouting. His hands are positioned near a basketball on the floor. The background is slightly blurred, showing an indoor sports setting with a white banner and another person in a pink shirt. A thick red graphic shape frames the left and bottom edges of the image.

**LONDON
SPORT**

APPENDIX F

Developing video case studies as a promotional tool

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Context:

Open calls required delivery organisations to register their project ideas on the grant management system. These opportunities needed to be promoted to ensure we reached beyond previous partners. To help us gain traction on our social media channels and answer a reoccurring question 'What makes a good Satellite Club?', we decided to highlight the diverse range of existing clubs through video case studies.

Activity:

We commissioned Connect Sport via an open tender process. Connect Sport is a platform managed by journalists whose mission is to increase awareness of the Sport for Development sector. They recruited an up-and-coming reporter who created ten video case studies delving into successful Satellite Clubs and enabling participants and coaches to share how they worked, why they were successful and the impact they were having.

With London Sport support, Connect Sport were able to create a range of case studies which, importantly for us, covered a variety of different sports, areas of London, boys, girls and mixed clubs and really showed the breadth of the Satellite Clubs programme.

Developing video case studies as a promotional tool

Impact and Success:

For each open round, the communications team within London Sport were able to release one or two of the case studies to demonstrate the impact the funding could have. The selected case studies could also reflect the priorities of the given open round e.g., girls or ethnically diverse communities.

The videos were designed for social media, particularly Twitter, as the target audience was fellow organisations who may be interested in funding. In addition to Twitter, each video case study is stored on YouTube as this allowed us to embed them into a specific 'case studies' webpage for Satellite Clubs.

Challenges and Missed Opportunities:

If the decision had been taken to promote Satellite Club funding as an opportunity directly to the young people themselves, so that they could apply to establish their own clubs or support the creation of other agencies ideas, then platforms such as Instagram and TikTok may have been considered and the necessary adjustments to the videos.

Supporting other organisations to develop video case studies and sharing them with us on social channels could have been an interesting approach to test for both providing London Sport with qualitative impact reports and promoting the programme to other agencies for future funded delivery.