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Executive Summary

The Specsavers Surrey Youth Games gives young people the opportunity to try a new sport, benefit from six to eight weeks of free training and then take part in a celebratory Games weekend. Coaches, young leaders and officials are trained as part of the programme. Community clubs benefit from an influx of new members as the participants continue to play their sport.

For the 22nd event the Games continued to focus on social inequalities, targeting children from the most deprived areas across the county and to deliver on four of the Government’s strategic outcomes: physical wellbeing, mental wellbeing, individual development and social and community development.

- **Physical wellbeing**: 20% of the least active participants are now taking part in more physical activity.
- **Mental wellbeing**: 9 out of 10 participants are more confident.
- **Individual development**: 93% of participants developed their skills.
- **Social & Community development**: 7% of participants were from the most deprived areas.
- **Mental wellbeing**: 9 out of 10 participants are more confident.
Introduction

The Games is a collaborative initiative between the Borough and District Councils of Surrey, specialist sports organisers and the County and National Governing Bodies of Sport. The event is managed and delivered by Active Surrey, the local County Sports Partnership.

- **3,054 participants** took part in the training. 1,730 (57%) girls and 1,324 (43%) boys.
- 1,456 (48%) went on to take part in the Games weekend at either Woking Leisure Centre or Surrey Sports Park. 942 (65%) were girls and 514 (35%) were boys.
- There were a total of **12 individual sports** across 20 competitions. 10 were for mixed gender, eight exclusively for girls and two for boys.
- Sports involved in the Games:
  - Badminton
  - Boccia
  - Boxing
  - Cricket
  - Football
  - Hockey
  - Judo
  - Lacrosse
  - Netball
  - Rugby
  - Squash
  - Tennis

“The event was run well and everyone knew what they were doing.”

Team Manager – Spelthorne
2018 Highlights

Targeting Beginners

All sports included in the 2018 programme were primarily targeted at beginners, with more sports encouraging non-club players to take part. The competitions focussed on giving young people a fun and fair experience with the borough / district Fair-Play Award taking on as much importance as the Medal Table (see page 21). The Overall Borough Trophy was retired in 2017 in order to simplify the event, making scoring more transparent and encouraging friendly competition.

“Great facilities, well organised and run. Felt like going to the Olympics”

Parent – Runnymede hockey player

Club Players

Feedback from some parents about their child’s experience shows there is a small but significant number who competed against players of a much higher standard – this is an ongoing challenge of a non-elite competition and we continue to work with NGBs and communicate with coaches to level the playing field further. The overwhelming feedback from young people, their coaches and the Borough Team Organisers was about the positive energy, friendly atmosphere and great sportsmanship on show.

“Amazing! Couldn’t fault it. We took the whole family including grandparents and it was a great day out!”

Parent – Runnymede squash player
Pioneering change by British Judo

There was a pioneering change in judo this year: a beginner competition was delivered for participants who had been training for only eight weeks. This new format was developed with British Judo by Jonathon Purssey, a former GB International, and the NGB are now considering this tournament system as a possible new model for development-level events around the country. Following the event’s success British Judo sent their most senior referee and development officer to discuss how this might be achieved. There were zero injuries and the medical team were not called upon during six hours of competition. Initially sceptical coaches from all parts of the county are now fully endorsing the format and the feedback from players and parents was massively positive.

Volunteer Development

Year on year Active Surrey have developed the volunteer programme which now includes 6th form students who can gain work experience in event management and insight analysis. In 2018 we had a full team of volunteers at the Games weekend helping with insight interviews, practical event logistics and sports specific liaison.

Thank you to Surrey Sports Park for hosting our volunteer induction and training evening ahead of the Games so that all of our volunteers arrived prepared and confident to tackle the weekend challenges. Three cheers to the Specsavers directors and store staff who kept everyone hydrated on the hot weekend and made sure families were welcomed and directed to their sport and Arriva whose bus drivers ensured families made it to the Sports Park in good humour.
<table>
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<tr>
<th>Targets &amp; Measuring impact of the Specsavers Surrey Youth Games 2018:</th>
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<tr>
<td><strong>Club Membership:</strong> 50% of non-club members intend to join, or have already joined a club after the Games (evaluated by post-Games parent survey).</td>
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<td><strong>Volunteers:</strong> At least 100 Volunteers (including Young Leaders and Activators) are involved in delivering the Games (Source Volunteer registrations).</td>
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<td><strong>Workforce:</strong> At least 50 coaches attend a qualification course since the last SSYG (Source Team Manager registrations).</td>
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<tr>
<td><strong>Marketing:</strong> Media articles on training &amp; / or the Games weekend promoted county-wide. Specsavers Surrey Youth Games name to be clearly communicated.</td>
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<td><strong>Marketing:</strong> Good social media coverage of training opportunities and competition weekend using #SpecsaversSYG</td>
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<td><strong>Marketing:</strong> Event promoted on all 11 boroughs, Active Surrey and Surrey County Council websites with Title Sponsor named and correct SSYG and Surrey Sports Park logos.</td>
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<td><strong>Family Activities:</strong> 20 participants per Borough / District registering online for family activities.</td>
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<td><strong>Physical wellbeing:</strong> 10% of less active participants inspired to increase their levels of physical activity and sport (less active defined as those taking part in less than 1 hour per week; evaluated via participant registrations and post-Games parent survey)</td>
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<td><strong>Mental wellbeing:</strong> 70% of participants are more confident about themselves because of their experience at SSYG (evaluated via participant survey)</td>
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<tr>
<td><strong>Individual development:</strong> 50% of participants recognise that they improve their skills and develop new skills at SSYG (evaluated via participant survey)</td>
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<tr>
<td><strong>Social and community development:</strong> 80% of participants feel proud to represent their Borough or District at SSYG (evaluated via participant survey)</td>
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<tr>
<td><strong>Social and community development:</strong> 10% of training participants are from areas of deprivation (Source Participant registrations).</td>
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<tr>
<td><strong>Individual development:</strong> 50% of volunteers recruited by Active Surrey recognise that they improve confidence and develop skills including communication and teamwork at SSYG (evaluated via volunteer survey).</td>
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<tr>
<td><strong>Social and community development:</strong> 80% of volunteers feel proud to be involved in delivering SSYG (evaluated via volunteer survey).</td>
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<tr>
<td><strong>Social and community development:</strong> 75% of volunteers plan to volunteer, or have volunteered, at least twice in 2018 (evaluated via volunteer survey).</td>
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How were these targets measured?

The Games collected a huge amount of information from various sources:

1. Participant Registrations – this information was collected through the online booking system provided by RiderHQ. Parents registered their child’s details for sports they wished to take part in. This included information such as name, address, age, how active a child was etc.
2. Volunteer and Team Manager Registrations – Volunteers and Team Managers registered to be part of the Games through the RiderHQ system.
3. Participant Survey – participants were surveyed over the Games weekend. 121 (8.3%) of those competing completed the survey.
4. Post-Games Survey – parents were surveyed after the Games weekend. All parents who registered their child to take part in the training were surveyed. A total of 465 parents completed the survey online (15%).
5. A Volunteer’s Survey was sent to all 30 Active Surrey volunteers with 18 responding.
6. Post-Games staff survey – all BTOs, Sport Organisers and Team Managers were surveyed.
Target: Volunteers

Target: At least 100 Volunteers (including Young Leaders and Activators) are involved in delivering the Games.

The Games is made possible by an army of volunteers, both adults and young leaders, who work tirelessly to enable participants to take part and enjoy their sports.

- **23 young sports leaders** were involved in delivering and officiating at the Games weekend.
- **164 volunteer Team Managers** were recruited by the B/D and these coaches trained and managed teams across 20 different competitions.
- **70 volunteers**, including Specsavers store directors and staff, helped with Games weekend event logistics.
- Borough Team Organisers deployed primary and secondary school Ambassadors, themselves previous participants, to promote the Games in school assemblies.

Target: Workforce

Target: At least 50 coaches attended a qualification course since the last Games.

This target has been withdrawn as Active Surrey no longer manage coaching bursaries.

**98% of Team Managers** delivering training for the Boroughs and Districts had a coaching or teaching qualification.

"Fantastic instructors, Jean Claude and Wayne, motivational, patient, fair and welcoming. Son thoroughly enjoyed it and wishes to continue."

Parent – Spelthorne judo competitor
Targets: Marketing

Target: Media articles on training & / or the Games weekend promoted county-wide. Specsavers Surrey Youth Games name to be clearly communicated.

Extensive county wide print, broadcast and online coverage of the Games weekend:

- **BBC Surrey radio partnership** (weekly reach of 237,000):
  - Seven live interviews from Surrey Sports Park on ‘Super Sunday’.
  - Additional result updates throughout Saturday.
  - Four studio interviews pre and post the Games.
  - Promotion of the event via BBC Radio Surrey’s social media to their 57,000 followers.

- **Print and online coverage of the Games** by key local and regional papers including the Surrey Advertiser.

- Support from **That’s Surrey TV** (satellite station), producing and sharing promotional videos.

- **County wide promotion to Surrey schools** via Schools Ambassador network, Active Surrey’s Inside Active Schools newsletter and at the Active Schools Conference.

- Posters and promotions at **Specsavers stores** throughout Surrey as well as further posters and leaflets in Surrey wide leisure centres and clubs.

- Posters on **Arriva buses** in the lead up to the Games.
Target: Good social media coverage of training opportunities and competition weekend (using #SpecsaversSYG hashtag)

- 59 social media messages generated by Active Surrey, resulting in 120,000 impressions and total engagement of 2204 (1.8% engagement rates).

- Reposting of Active Surrey tweets by Surrey Matters to their 40k+ followers.

- Additional extensive coverage from partner and supporter organisations and organic posts by parents, organisers and official guests, spiking over the Games weekend.
Target: Event promoted on all 11 boroughs, Active Surrey and Surrey County Council websites with Title Sponsor named and correct SSYG and Surrey Sports Park logos.

- All of Surrey’s boroughs and districts had details of the Games and associated training on their website, with full logos where appropriate.
- Additional coverage on their online news pages and via printed hand delivered newsletters.
- Included in Surrey County Council’s ‘Surrey Matters’ e-news for residents.
Target: Family Activities

Target: 20 participants per B/D registering online for family activities.

Family Activities were piloted in 2017 and 2018 and offered family fun skills and activities in either golf or jogging. They were charged at £2.50 per person and run by Community Golf and Run Leader volunteers. Weather conditions were hot but nonetheless results were disappointing and they will not be part of the Games in future years, at least in their current format. A total of five people pre-registered and 12 additional participants took part on the day.

Target: Club Membership

Target: 50% of non-club members intend to join or have already joined a club after the Games.

"[My daughter] persuaded her head teacher to start running a netball club after school."

Parent – Elmbridge netball player

46% of children have joined or plan to join a club in the sport they took part in at the Games.
Target: Physical Wellbeing

Target: 10% of less active participants inspired to increase their levels of physical activity and sport ('less active' defined as those taking part in less than 1 hour per week).

Available data indicates that there was a **20% increase in the activity levels of the least active participants.**

Parents were asked their child’s levels of physical activity when they registered for training. The left chart gives a robust measure of participant’s physical activity levels pre-training for all 3054 participants. The right chart gives some insight into whether participant’s levels of physical activity changed after the Games, though it should be noted that the data source used was the smaller, post-Games parent survey (465 respondents).
Target: Mental Wellbeing

Target: 70% of participants are more confident about themselves because of their experience at the Games.

89% of participants said that they felt more confident after taking part in the training and being selected for the Games weekend.

Do participants feel more confident after taking part in the training and Games?

- Yes: 89%
- No: 8%
- I don’t know: 3%

My daughter loved being involved with the Specsavers Surrey Youth Games - she made new friends and developed confidence.

Parent – Spelthorne football player
Targets: Individual Development

Target: 50% of participants recognise that they improve their skills and develop new skills at the Games.

89% of participants said that they thought they had developed new skills after being involved in the training and Games weekend.

97% of participants said they thought they had improved skills after being involved in the training and Games weekend.

“My son thoroughly enjoyed the squash training. Peter and Alex were fantastic coaches and taught my son new skills and have sparked a real love for the game, which he wants to continue to play.”

Parent – Mole Valley squash player
Target: 50% of volunteers recruited by Active Surrey recognise that they improve confidence and develop skills including communication and teamwork.

78% of volunteers said that they felt they had improved their confidence and developed new skills as a result of being part of the Games.

Do volunteers feel that they improved their confidence as a result of being part of the Games?

- Yes: 78%
- No: 22%
- Not applicable in my case: 0%

Do volunteers feel that they developed new skills as a result of being part of the Games?

- Yes: 78%
- No: 11%
- Not applicable in my case: 11%

"[I most enjoyed] running the shooting and running games for the under 13’s all by myself"

Young football leader (volunteer)
Targets: Social and community development

Target: 80% of participants feel proud to represent their borough or district at SSYG.

90% of participants said they were proud or very proud to represent their Borough / District at the Specsavers Surrey Youth Games.

How proud do you feel to represent your local area at the Games?
Target: 80% of volunteers feel proud to be involved in delivering SSYG.

83% of volunteers said they felt **proud** to be involved in delivering SSYG.

Target: 75% of volunteers plan to volunteer, or have volunteered, at least twice in 2018.

71% of volunteers plan to volunteer or have volunteered, at least twice in 2018.
**Target:** 10% of training participants are from areas of deprivation.

**7% of participants were from areas of deprivation in 2018.**

An area of deprivation is defined by the Index of Multiple Deprivation 2015 (IMD). The IMD is the official measure of relative deprivation for small areas in England. It combines information from seven domain indices using appropriate weights to produce an overall relative measure of deprivation below. Areas of deprivation were identified through the Surrey University Outreach Programme, 2016 as an indicator of levels of deprivation.

Source: Department of Communities and Local Government, 2015
<table>
<thead>
<tr>
<th>Sport / Event</th>
<th>Gold Medallists</th>
<th>Silver Medallists</th>
<th>Bronze Medallists</th>
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<tbody>
<tr>
<td>Badminton – U11 Mixed</td>
<td>Tandridge A</td>
<td>Epsom &amp; Ewell</td>
<td>Reigate &amp; Banstead</td>
</tr>
<tr>
<td>Badminton – U14 Mixed</td>
<td>Woking A</td>
<td>Reigate &amp; Banstead</td>
<td>Spelthorne A</td>
</tr>
<tr>
<td>Boccia - Disability U13 Mixed</td>
<td>Waverley / Woking</td>
<td>Woking</td>
<td>Epsom &amp; Ewell</td>
</tr>
<tr>
<td>Boccia - Disability U18 Mixed</td>
<td>Epsom &amp; Ewell</td>
<td>Elmbridge / Reigate &amp; Banstead</td>
<td>Surrey Heath</td>
</tr>
<tr>
<td>Boxing - U16 Contact Mixed</td>
<td>Woking</td>
<td>Guildford</td>
<td>Surrey Heath</td>
</tr>
<tr>
<td>Boxing - U16 Non-Contact</td>
<td>Woking</td>
<td>Tandridge</td>
<td>Guildford</td>
</tr>
<tr>
<td>Cricket – U11 Girls</td>
<td>Epsom &amp; Ewell A</td>
<td>Tandridge</td>
<td>Elmbridge</td>
</tr>
<tr>
<td>Football – U9 Girls</td>
<td>Reigate &amp; Banstead / Woking</td>
<td>Guildford</td>
<td>Mole Valley</td>
</tr>
<tr>
<td>Football – U11 Girls</td>
<td>Reigate &amp; Banstead / Tandridge</td>
<td>Spelthorne</td>
<td>Waverley</td>
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<td>Hockey – U11 Girls</td>
<td>Woking</td>
<td>Reigate &amp; Banstead A</td>
<td>Elmbridge</td>
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<tr>
<td>Hockey – U11 Boys</td>
<td>Spelthorne A</td>
<td>Runnymede</td>
<td>Epsom &amp; Ewell</td>
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<td>Judo – U13 Boys</td>
<td>Epsom &amp; Ewell</td>
<td>Elmbridge</td>
<td>Surrey Heath</td>
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<tr>
<td>Judo – U13 Girls</td>
<td>Epsom &amp; Ewell</td>
<td>Reigate &amp; Banstead</td>
<td>Elmbridge</td>
</tr>
<tr>
<td>Lacrosse – U15 Mixed</td>
<td>Spelthorne</td>
<td>Epsom &amp; Ewell</td>
<td>Surrey Heath A</td>
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<tr>
<td>Netball – U11 High 5 Girls</td>
<td>Woking</td>
<td>Waverley A</td>
<td>Surrey Heath A</td>
</tr>
<tr>
<td>Netball – U13 Girls</td>
<td>Reigate &amp; Banstead A</td>
<td>Woking</td>
<td>Mole Valley</td>
</tr>
<tr>
<td>Rugby – U11 Girls</td>
<td>Epsom &amp; Ewell</td>
<td>Mole Valley</td>
<td>= Guildford = Elmbridge / Surrey Heath / Woking</td>
</tr>
<tr>
<td>Squash – U10 Mixed</td>
<td>Epsom &amp; Ewell</td>
<td>Elmbridge A</td>
<td>Spelthorne A</td>
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<tr>
<td>Squash – U13 Mixed</td>
<td>Spelthorne A</td>
<td>Epsom &amp; Ewell</td>
<td>Elmbridge</td>
</tr>
<tr>
<td>Tennis – Mini – U8 Mixed</td>
<td>Spelthorne</td>
<td>Reigate &amp; Banstead A</td>
<td>Guildford</td>
</tr>
</tbody>
</table>

Surrey Heath won the inaugural Gerry Ceaser Fair Play Award, while Spelthorne edged Epsom & Ewell for the highest number of teams entered.
Partners and Sponsors

Surrey is the only remaining area of the South East (and, we believe, the country) to hold an event like the Specsavers Surrey Youth Games.

Residents can be rightfully appreciative of their Boroughs and Districts who put so much effort into supporting Active Surrey’s belief in the importance of the Games’ message of child development and physical activity.

Staging the Games gets harder every year and Active Surrey would like to acknowledge all the event’s commercial supporters without whom the Specsavers Surrey Youth Games could not take place.

We would especially like to thank our title sponsor, Specsavers, for their financial support and the enthusiasm of their volunteering teams.

“It was a great experience, a new sport learnt, with enthusiasm and much encouragement. Opportunities to compete in something new were amazing - would recommend it to all!”

Parent - squash player
We would also like to thank:

**RiderHQ**, our registration system, for their in kind system development and support.

**Arriva** buses, for their support with transport

**BBC Surrey**, our broadcast partner

**Surrey Sports Park**, University of Surrey, our official venue sponsor, for the use of their amazing facilities

Finally, our thanks go to ....

- All the **volunteers** that deliver local training in the build-up and to those that help make the SSYG event weekend happen: the Team Managers, Sports Organisers and officials and weekend event crew.
- **The clubs, schools and other venues** who throw open their doors to allow children across the county to get involved in a new sport for free.
- **NGBs and Surrey County Associations** for financial and in kind support.
- **Tesco** for their support to feed our event volunteers.
- **Woking Leisure Centre** (operated by Freedom Leisure) for use of their facilities and support.
- **Community Foundation for Surrey** who helped us initiate ways to support young people living in deprived areas.