

SPECSAVERS 'VIRTUAL' SUSSEX SCHOOL GAMES



case study 2020



YOUTH
SPORT
TRUST



Initial Steps

- We started developing this idea in mid-March, and it quickly gathered speed when we were sure that the Summer School Games events would need to be cancelled this year.
- We started to develop a core framework that included the number of weeks, and which sports to include. Using the Sussex School Games brand and Competition as the 'hooks'.
- We worked closely with the Sussex School Games Organisers to develop and promote the challenges and brought in the support of NGB's where possible.
- We developed an easy to navigate and manage online platform to host the challenges, leader boards and entry pages.



Competition Framework

- Weekly and overall leader boards for Primary, Secondary and Active Adult categories.
- Weekly Spirit of the Games awards for the Primary and Secondary schools with the most participants.
- Virtual medals and certificates awarded throughout, with medals and trophies to be delivered post lockdown.
- Weekly spot prizes based on training challenges to encourage practice.



Website

- Kept all event information in one place on the Active Sussex website and directed comms there.

- Created a form for logging scores on the website – quick and easy to make it as accessible as possible.

About the Specsavers 'Virtual' Sussex School Games

Specsavers **SCHOOL GAMES**

CALLING ALL SUSSEX SCHOOL-CHILDREN!

We know that school life might be a little bit different at the moment, but you can still compete to be Sussex champions in the **Specsavers 'Virtual' Sussex School Games 2020**.

Take part alongside your friends and teammates from school, win medals, trophies and prizes, and strive to be the very best that you can in this very special, virtual competition.

Each Monday morning during the Summer Term, a new sport will be launched, made up of four physical or technical sporting personal challenges, which can be done from the living room, garden, or school.

Throughout the week you can practice, train and improve, before submitting your best scores in each challenge on www.sussexschoolgames.co.uk ahead of the Friday deadline (12pm midday). Your score will be added to your school total, meaning that you can be part of your school team, and compete against all of the other schools in the county.

Your school's total score will be calculated by taking the average of score submissions, so it doesn't matter whether you are at a small school or a huge school. Children representing the winning schools will be awarded with, much-coveted, Specsavers Sussex School Games medals, as well as earning points for the overall leaderboards.

Scorecard

Specsavers 'Virtual' Sussex School Games (Athletics)

Step 1 of 2

50%

About You

First Name and Initial *

e.g. Olivia B

School *

Select your school

Age *

Select your year group

Your Scores

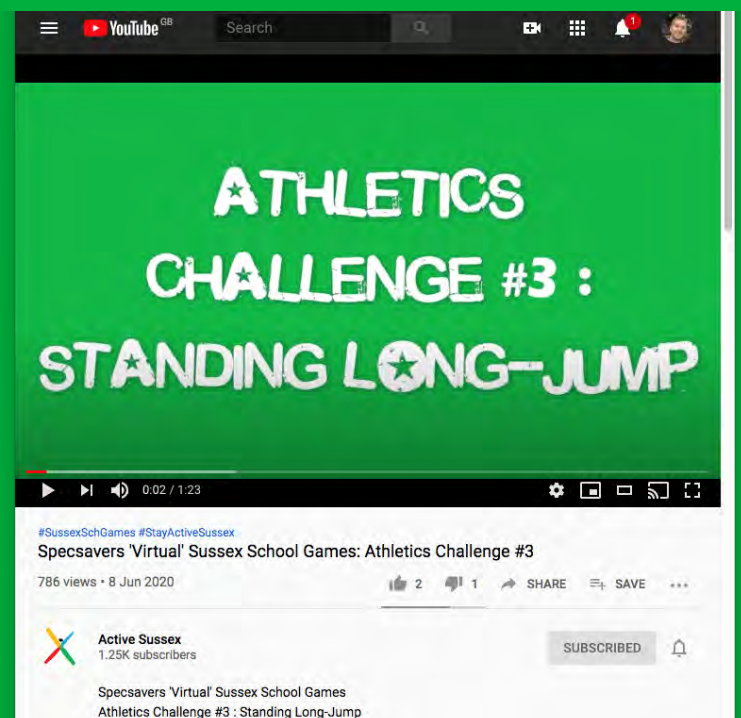
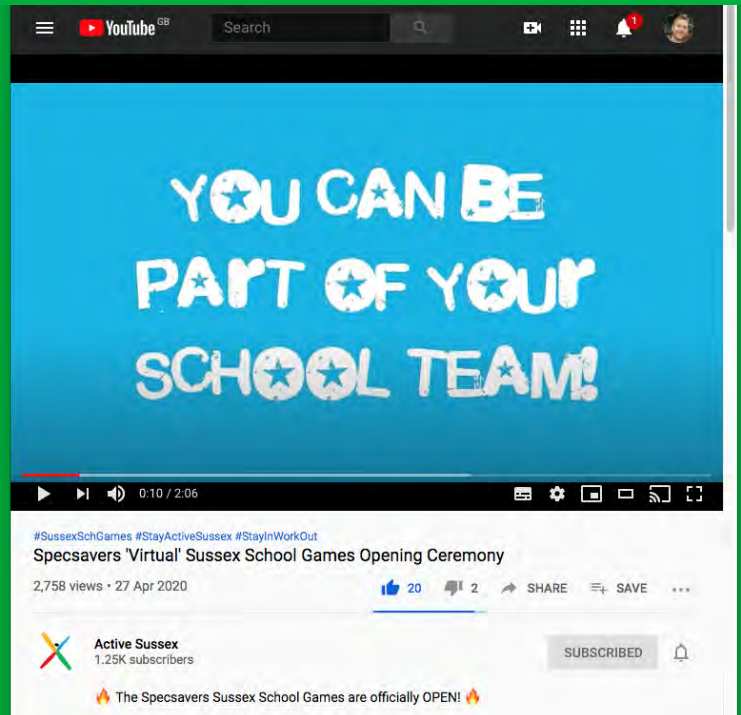
Challenge 1: Speed Bounce *

Count each time both feet land on the other side of the towel. How many jumps can you do in 30 seconds? If you



Videos

- Created a promo video as the main tool for advertising on the new social platforms and to drive people to the mailing list.
- Created an 'opening ceremony' video to create a buzz around the launch.
- Used videos as a way to promote new sports each week, as well as instructing participants on how to complete challenges.

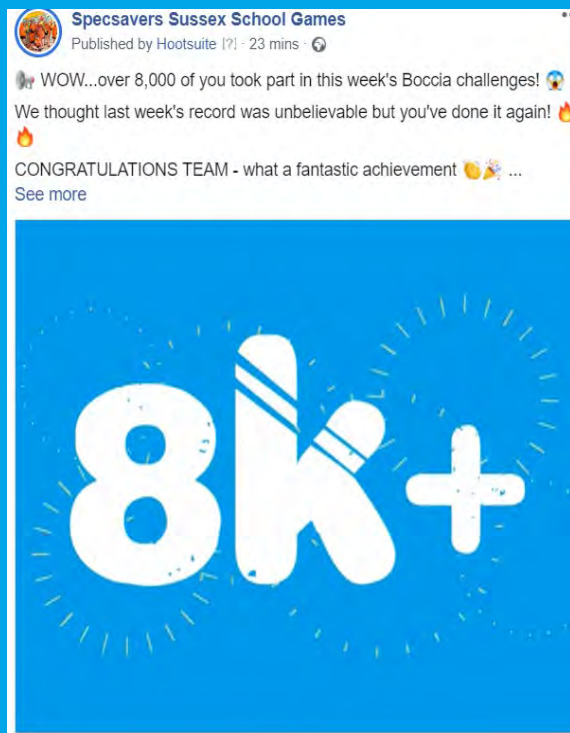
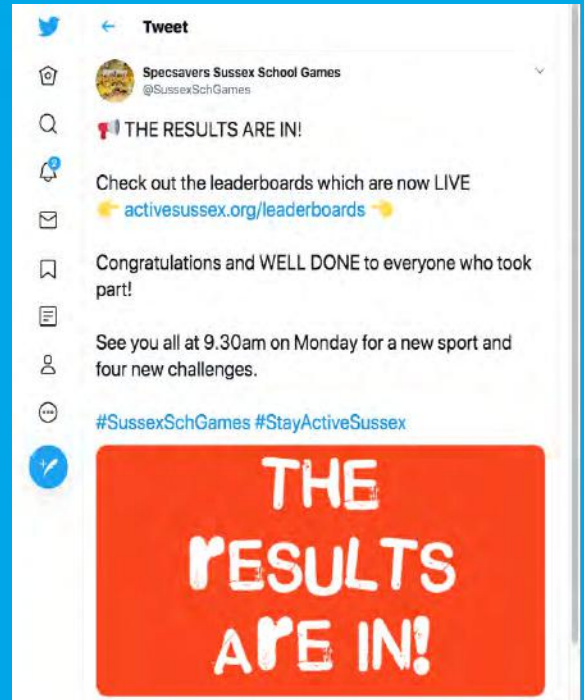
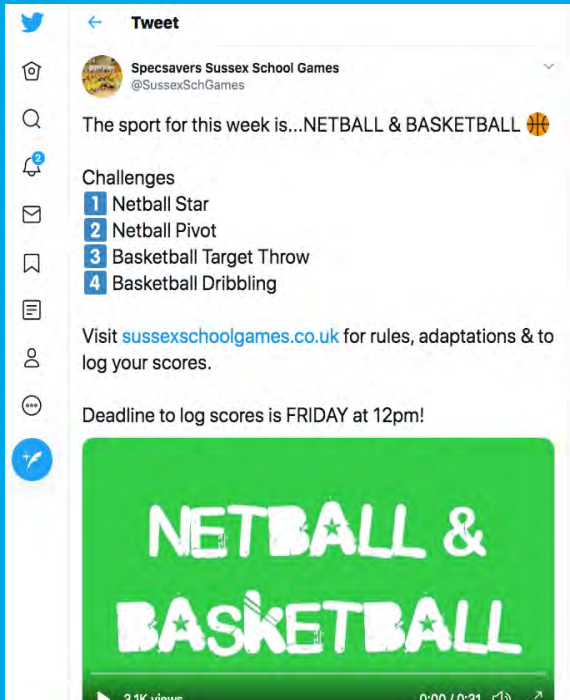


Media & Comms

- Developed a clear marketing plan to include paid social media, celebrity shout outs and inspirational videos. Released one week before the first sport was launched.
- Engaged with teachers and parents through existing networks and by offering adult participation (teachers and parents) and weekly training challenges with prizes.
- Encouraged families and schools to sign up to our Mailchimp to receive Monday launch emails and Friday results emails. (over 10,000 have signed up).
- Created social media profiles on Facebook, Twitter, Instagram and TikTok to reach a wider audience. Used Paid Ads on Facebook to quickly build a targeted following.



Social media posts



At a glance stats



Twitter

- 548 new followers
- 11,597 profile visits since April
- Tweets seen 426,800 since April



Facebook

- 1,649 new followers
- 180,000 organic reach since April
- 55,909 paid reach since April



Instagram

- 659 new followers
- 2,200 post engagements since April



Website

- 75,039 users since April
- 439,582 page views since April
- Average time on website increased by 104%



Press coverage

School children can take part in a Sussex-wide virtual sports event

Andrew Hensley
hensley@theargus.co.uk

The Sussex School Games Summer Festival has been an annual highlight for school sports competition in the county since 2012, with tens of thousands of children competing to qualify.

Due to school closures and restrictions surrounding COVID-19, this year's event has been cancelled, but the organisers are determined to still put school teams to the test, with a virtual competition that sees the title of Sussex Champions up for grabs. With social distancing restrictions still extremely in place in the UK, there is a continuing need to ensure that people are staying healthy and active while at home. On Monday, April 27, a programme of sports challenges will be launched online – the Specsavers Virtual Sussex School Games.



Take on the challenge and represent your school

School Games Organiser network and national governing bodies of sport, are launching the virtual competition as a response to the cancelled programme of school sport this spring and summer. Each week throughout the summer term, children will have the opportunity to represent their school from the comfort and safety of their own homes.

A new sport will be introduced each Monday, made up of four challenges. Children are encouraged to train and improve, logging their best scores online before midday on Fridays, to

contribute to their schools average score. Medals will be awarded to the best primary and secondary schools for each sport and an overall leaderboard will be kept throughout the summer.

It's not only the children who can represent their school, as an Active Adults leaderboard will also be kept for any teachers, parents and carers that would like to give it a go.

The programme is funded by Sport England through National Lottery funding and sponsors, Specsavers.

Sadie Mason MBE, of Active Sussex said: "We invite schools from every corner of Sussex to get involved, not only for their physical good, but for the mental benefits that representing your school team alongside your peers, albeit virtually, can bring."

For more information and to sign up, visit www.sussexschoolgames.co.uk and follow @SussexSchGames on Twitter, Facebook and Instagram.

- Total AVE from April – June 2020 £6,254.44

- Launch press release featured in local online and print papers across Sussex

- The Argus wrote a feature piece

- Hastings & Rother SGO spoke on BBC South East Today & featured promo video

- Featured on BBC Radio Sussex shows 3 times.

Roberto Carlos wishes pupils luck in sports challenge, all the way from Brazil

Football star's words of support

A RENOWNED former footballer has wished pupils luck in a school games tournament.

Roberto Carlos, who helped Brazil win the 2002 World Cup, sent a video message on Twitter to students taking part in the Specsavers Virtual Sussex School Games.

The games, which normally involve tens of thousands of children competing throughout the year to qualify for a final event at the end of the summer term, have been turned into a virtual competition due to the coronavirus crisis.

Each week, children have the chance to represent their school by taking part in a new sports challenge at home.

Roberto, who is considered to be one of the best left back football players in history, wished pupils luck in the foot-

By Rose Lock
 Reporter
news@theargus.co.uk

ball challenge this week. Speaking from Brazil, he said: "It's important that you all continue to study hard, as doing well in school will help you succeed in football."

"So I'm here to wish you all good luck and I hope you score many goals."

Some 4,500 children have taken part in the games each week so far, from more than 330 schools across Sussex.

School Games organiser for Crawley Steven Hand, who teaches PE at Seymour Primary School in the town, said the competition was a good way for pupils to keep active and compete with children in other areas while in lockdown.

He said: "It's going from strength to strength. So far we've done hockey, tennis and football challenges and everyone is submitting their scores each week on the leaderboards. Taking part is the most important thing, and it's not too late to join – the best way to sign up is through the Active Sussex website."

Tracy Lewis, who teaches PE at Beacon Academy School in Crowborough and lives in Brighton, has been taking part in the games with her sons Isaac and Ashton.

She said: "We're quite an active family and they're really missing the after-school clubs so it's nice they can still be part of their school community, even though everyone is physically apart."

"It's great that parents can get involved as well. It gives us a new challenge in what

can otherwise be like Groundhog Day-type weeks. The boys did not believe it was real when Roberto Carlos sent that message. It's fantastic."


Ed Bartram, events officer at Active Sussex, said: "For many children the Sussex School Games is the highlight of the school year and we were determined they should not lose the opportunity to represent their schools and achieve their personal sporting goals due to Covid-19."


"Now, more than ever, being physically active can significantly contribute to increased mental wellbeing and self esteem."

"Active Sussex leapt at the chance to offer a virtual opportunity that our young people and parents/carers could enjoy together and from the comfort and safety of their homes."




Celebrity shoutouts

 Tweet

 Specsavers Sussex School Games
@SussexSchGames

News of the Specsavers 'Virtual' Sussex School Games has travelled around the world to one of the greatest football nations - & greatest football players - in the history of the beautiful game...Roberto Carlos 🇧🇷


Thank you for the special #GoodLuck message!
[@Official_RC3](#) ⚽



Roberto Carlos
World Cup Winner and Real Madrid Legend

Wanted to send my regards to 'Specsavers Virtual Sussex School Games' football challenge.
4.2K views 0:02 / 0:30

9:45 am · 11 May 2020 · Hootsuite Inc.

73 Retweets 78 Likes


 Tweet

 Specsavers Sussex School Games
@SussexSchGames

Any Harry Potter fans will be falling off their broomsticks in excitement when they see this week's #GoodLuck message!

James Phelps AKA Fred Weasley wishes you all the best of luck in this week's athletics challenges ⚡💪

Thank you [@James_Phelps](#) for your motivational message!


James Phelps
Fred Weasley from the Harry Potter films

969 views and I want to wish everybody taking part 0:03 / 0:44

9:45 am · 8 Jun 2020 · Hootsuite Inc.

26 Retweets 22 Likes



Training prizes

PASSION

WIN A £50 AMAZON VOUCHER!

HOW CAN YOU DEMONSTRATE PASSION IN YOUR TRAINING?
 SHARE TRAINING PHOTOS/VIDEOS ON FACEBOOK, TWITTER, INSTAGRAM OR TIKTOK, WITH THE HASHTAG #SUSSEXSGAMES FOR YOUR CHANCE TO WIN

Note: Please ensure that you are following the rules when it comes to age restrictions on social media. Photos/videos must be shared from an appropriate account. It is strongly advised that content is shared from a parent/carer's account, or from a school account with parental permission. Photos/videos from underage accounts will not be eligible for this prize.

Deadline: 12pm on 15th May. The winner will be selected at random from posts across the platforms.

18 16

SELF BELIEF THROUGH SPORT

I always show self belief through sport. Even though I may not be as good as others.

When I started I failed and failed again but I thought of really good athletes like Usain Bolt, it must of taken him ages to become the best.

Here I am running 1 kilometre. I WILL GET TO THE FINISH!

SPRINT!

My first score was 56 but now I can do 63

I AM USING MY INNER NINJA!

Next I did a speed bounce I was fast but I couldn't keep my balance and kept hitting the towel.

But gradually I got better and better until I was jumping so fast my legs were a blur!

BOING BOING

I am very pleased with my long jumping. Last year I competed against other schools in this event so I want to improve my training and be just like, Olympic gold winner, Greg Rutherford.

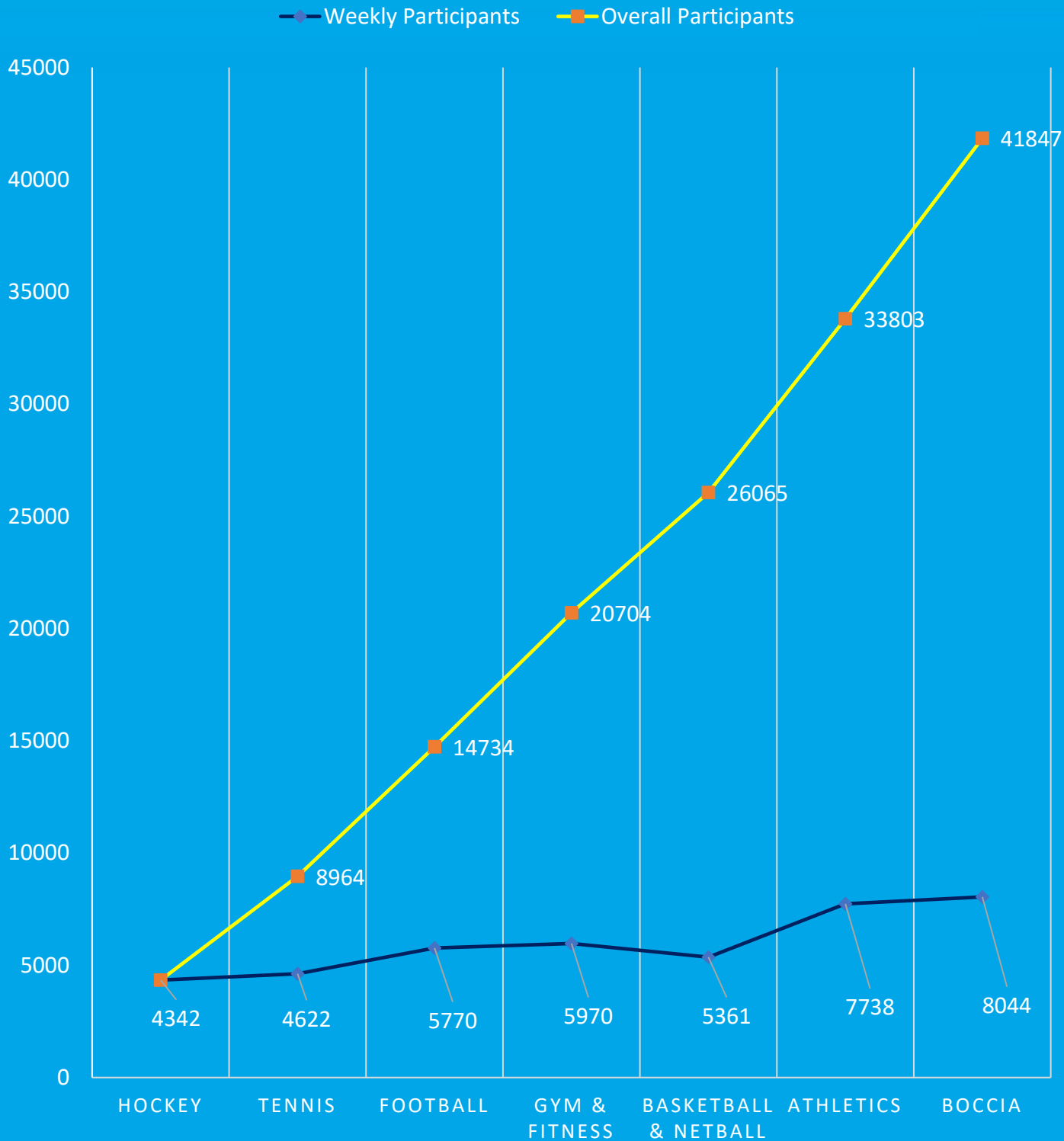
My jumps get longer and longer every time.

MINDFULNESS HELPS YOUR CONCENTRATION AND YOUR SELF BELIEF

 lauraebrown25

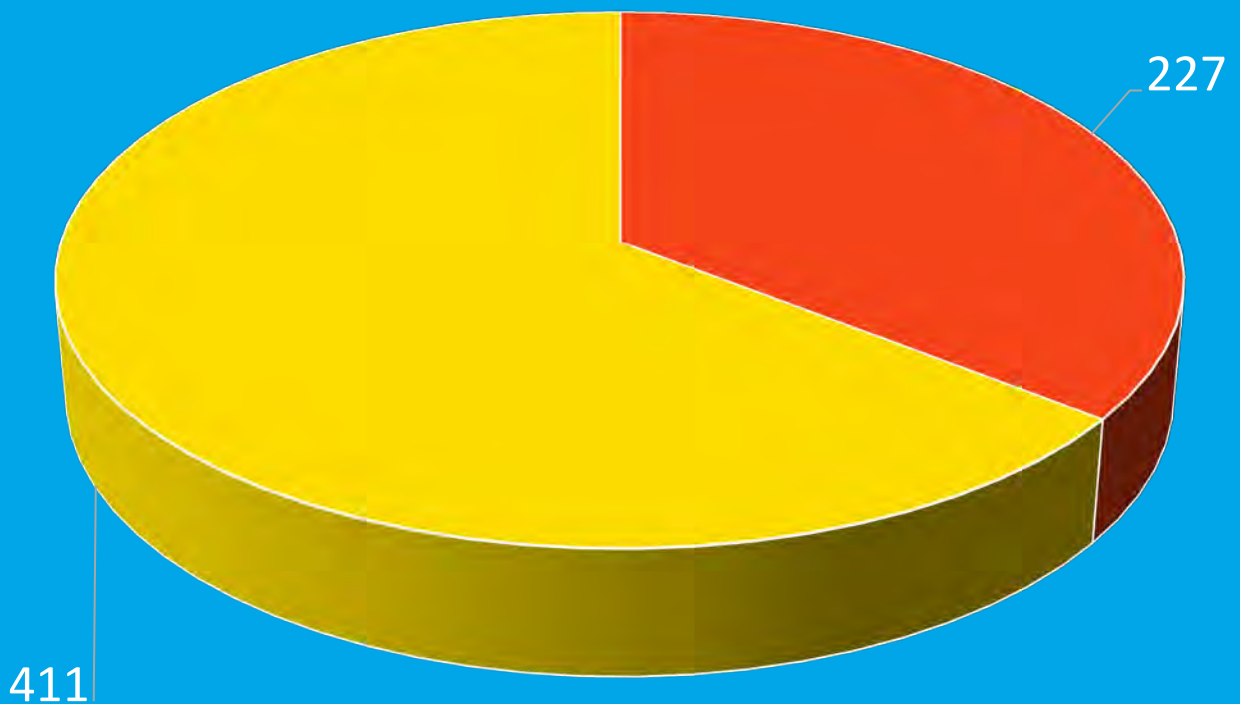


Participation



School participation

Number of Sussex Schools Participating



■ Schools not taking part

■ Schools taking part in Virtual School Games



Feedback

Hello good morning ! I just wanted to thank you.so.much for all the effort that you have put into organising this event and thank you so.much for allowing us to join. (Yapton Homeschoolers)

Both my children represent GB at Modern Pentathlon but because of this only really have chance and time to do the same 5 sports. This has been an amazing opportunity for them to try other sports that they have only dabbled in before and they have been amazed at their improvement from Monday to Friday each week. Thank you again and we are looking forward to the weeks ahead.

Hi there, I just wanted to take this opportunity to thank you so much for all these challenges. My son is autistic and really really struggles academically but has come alive since you started these challenges! He is obsessed with tennis so this was his week! He actually managed 280 volleys with his dad so he was a bit gutted the limit was 100!! I've shared a video of one of his over 100 rallies on my facebook page and on your facebook page. I'm so proud of him and it's great for him to feel good about himself rather than him always feel like he's failing with his school work. So thank you so so much. From a very thankful

When you hit all 5 water bottles with your first shot 🥳🥳 and now your brothers are desperately trying to match the same score! 😊

#bonuspoints @SussexSchGames @HXPrimarySchool #week7 #challenge4



Such fun finding out facts about tennis and training for the challenges this week with Specsavers Sussex School Games #SussexSchGames

Rain doesn't stop play, although our dog was keen to join in (she kept trying to take our 'cones'). Lots of fun

@SussexSchGames @NorthwealdenSSP



385 views

09:56 · 08/05/2020 · Twitter Web App

1 Retweet 1 Like



11:50 · 01/05/2020 · Twitter Web App

1 Retweet 4 Likes

Forwarded by an SGO:

Good Afternoon Dan,

I just wanted to say thank you so much for all you have done for sport in the area and, personally, for our school. I do apologise that I haven't had the opportunity to reply or respond to your earlier emails; it has been particularly busy in school and managing a newborn baby is something I wouldn't say I am overly skilled at yet.

This week's activities have been brilliant. We use them each week, with the children in school, as part of our PE lessons but also do a daily mindfulness session, where we keep active and have a go at some of the shorter activities.

All of the classes love them and the personal challenge I have seen has been incredible. Today, I ran with Jack F's brother Alfie on the 1km run. I finished 2 seconds behind him - gutting - but we both managed to get down below my personal previous best of 3:28 - he achieved 3:19 and I managed 3:21.

I just wanted to send you an email to make sure you know how much this is all appreciated, especially at this time.

Please let me know if there is ever anything I can do to help you.

Cheers,

Proof again today that

@SussexSchGames has made an

impact in my house :) Both kids obsessing about basketball - a sport they barely cared about until the Virtual challenges! Only downside; they've got to listen to my BBall playing stories from when I was a kid :)

#LockdownWins

09:31 · 13/06/2020 · Twitter Web App



Key learnings

- Partnerships are key; a big success has been the team approach to designing and promoting the VSSG.
- Keep it simple; challenges, web pages, communication.
- Adults needed this just as much as the children; competitiveness, ideas, enthusiasm.
- Constant communication via every social media channel directing traffic back to website.
- Video and design-led content key for engagement and simulating the excitement of a live event.



Next steps

- We still have 4 weeks of virtual challenges left, including some exciting celebrity shout outs and a closing ceremony.
- The challenge of delivering medals and trophies to all of the schools will then begin.
- We have started to gather ideas for the 2021 School Games, which may include:
 - Continuation of virtual challenges
 - Intra school events
 - Live virtual events
 - Times entry live events

Thank you

- We are extremely grateful to our headline sponsor Specsavers and to Premier for donating the Spirit of the Games participation awards.
- Thank You Sport England, DCMS and YST for your continued funding & support.





Ed Bartram

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www.activesussex.org