

## Community Event Model

### Summary

Sporting Equals delivered a partnership approach including national governing bodies of sport, Birmingham County Sports Partnership, professional football clubs and junior sports clubs.

The Community Well-being event was organized by Sporting Equals partners the Nishkam Centre, and as the event featured a 10km run and 5km walk. Sporting Equals worked with England Athletics to ensure that the governing body could promote Run England, their mass participation programme. To ensure that individuals could also experience a run, throw and jump element of the sport through a demonstration events, Sporting Equals secured national club Birchfield Harriers. This was to also provide an exit route for any interested individuals interested in local opportunities.



As part of the England Table Tennis Association Ping! project in Birmingham Sporting Equals had already successfully engaged three local community groups to become part of the programme by hosting a table tennis table in non-traditional settings. The popularity of table tennis within BME communities led to Sporting Equals approaching England Table Tennis Association to have a table at the event.

Football was a key component of the event with two tournaments (for male and female groups respectively), so Sporting Equals was able to secure two Premier League Football Clubs - Aston Villa FC and West Bromwich Albion FC - to support the event. They delivered coaching sessions for tournament participants as well as a penalty shootout competition for visitors to the event. Birmingham County FA provided information regarding local opportunities and information for the FA Mars Just Play initiative which targets non elite footballers regardless of age, fitness level and motivation to help and encourage people to come back to football, and to start playing more often.

Local hockey club Barford Tigers were invited to provide coaching and hockey demonstrations at the event, enabling a host of young people to try Hockey for the first time. Sporting Equals liaised with England Hockey so that they were aware of all activity. In addition Sporting Equals invited one of their Future Champions Ashpal Bhogal (England Hockey U16 International) to attend the event as Sporting Equals insight has indicated the significant impact role models can have on sport participation for BME individuals.



The following NGBs – England Athletics, The Football Association, England Hockey and England Table Tennis Association were consulted and engaged to build awareness of each respective organisation and their role in delivering sporting opportunities within communities. For many individuals it was their first contact with a sports provider and the start of the process of building their confidence in order for them to engage with NGBs directly in the future.

## **Outcome**

This event was a pilot and Sporting Equals will be developing the Community Event Model to work successfully in much larger Cultural Events & festivals, with attendances of more than 20,000 people that have been identified for 2012.

Sporting Equals are working with England Athletics to establish a Run England group with the Nishkam Centre, including scheduling a Run England training course.

“It was a really good opportunity for an organisation like us to get to an event and be in an area like this and engage with communities and people that perhaps ordinarily we wouldn’t be able to get to. It’s great that Sporting Equals can provide that role”.

***Charlotte Fisher - Run England Area Coordinator Midlands & South West***