

Back to Sport in Knowsley

Back to Sport was established to engage adults in fun informal sport sessions within the local community. The project used Sport England market segmentation information to actively target the most prevalent segments with the most popular sports for those groups. Paula's and Kevin's were Knowsley largest segments, so Football and Netball sessions were delivered.

Back to Netball sessions were established in Huyton, Kirkby, Halewood, Prescot and from April 2009 to now have brought the sessions to 110 number of women. Back to 5 A side football sessions have been established in all 4 localities of Knowsley too involving 68 men from April 2009.

These projects involved key partners from the Knowsley Sport and Physical Activity Alliance and were delivered by Knowsley Sport Development. It was funded by a Sport England CIF bid to cover coaching, facility hire, promotion, marketing and training.

The project involved close work with Knowsley Council/NHS marketing team to ensure promotion material was relevant to the audience and looked at social aspects of sport with the slogans 'Monday netball is my time with the girls' and 'It's great meeting up with the lads every week.'

Knowsley needed to increase its adult participation figures as the National Indicator 8 was a joint priority for key partners through the Sport and Physical Activity Alliance, no such provision was previously in place apart from universal activities at local leisure centres.

The Netball club in Huyton is now fully constituted and working towards accreditation, 5 members of the clubs have enrolled on a Level 1 Netball course. Other activities have been developed from the scheme through consultation with service users, including aerobics sessions and running networks.

3 new members are now qualified Run Leaders and plan to organise beginner running sessions in 2 other areas. Plans for the future include the development of more 'Back to' sports sessions following consultation with the community.

In the 2009/2010 year the project brought in 1,389 new participants, 27 new coaches and 22 new volunteers into sport.