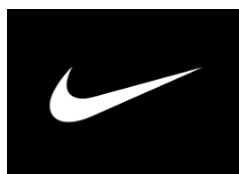


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MEA Central Nike Open Doors & HAF Summer Scheme End of Project Report 2021





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MEA Central Nike Open Doors & HAF Summer Scheme 2021

MEA Central Nike Open Doors & HAF Summer Scheme involved two weeks of sport, activity, art, drama, dance, nutritious food, health & wellbeing for 130 pupils from local and partner primary schools during the 2021 summer holidays. This programme has helped to boost the activity levels, skills and confidence of all attending. The details for this year are:

| | |
|---------------|---|
| When: | Monday to Friday 16th – 20th & 23rd – 27th August 2021 |
| Time: | 10.00am – 2.00pm each day |
| Where: | MEA Central, Fallowfield, Manchester |
| What: | a full week of fun activities |
| Play: | sports, dance, games, art, drama, photography, activities |
| Food: | A breakfast snack and a hot, nutritious & healthy lunch for all |

The past 18 months of the Covid pandemic has had a profound impact on children and young people, isolating many, impacting on mental health and general wellbeing, exacerbating the effects of poverty on both health and education and removing the opportunity for many children to be physically active. The Summer Scheme has enabled MEA Central to:-

- **Respond to the needs of local families and their child** – in particular those in receipt of Free School Meals.
- **Keep children and young people safe**, provide a positive nurturing environment where children can make new friends and enjoy a happy social & active environment.
- **Support the children's health and wellbeing** – providing positive, fun physical activity, a healthy, nutritious breakfast and lunch for all.
- Put **MEA Central at the heart of it's community**

MEA Central has given children a chance to learn in a fun environment which will positively kick-start the new academic year, contributing to narrowing the achievement gap and creating a much greater opportunity for early educational achievement for key target groups – and indeed for all students.





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MEA Central recognises the important connection that this can have to improved attendance, behaviour, attitude and focus.

This scheme targeted children in years 4 & 5, aged 8-10, with MEA Central's Transition Summer School providing places for 110 Year 6 children running at the same time.

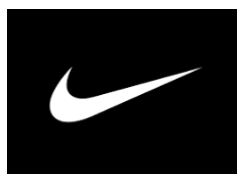


Partnerships, Funding and support

Our thanks and gratitude to the partners that have supported the development of this programme. The programme was delivered as a result of a partnership between **Nike** and **UK Active's Open Doors** national pilot, **Dept. for Education, Greater Sport, HAF** funding, provided by **Manchester City Council** and **Manchester Active, Manchester School's PE Association & MEA Central**.

In addition, our thanks go to all of our partners who contributed to the programme's success, including Birchfield's Primary School, British Cycling, Wallball UK, Manchester United Foundation, Manchester Giants Basketball Club, Projekts Skateboarding, Lancashire Cricket Foundation, Tactile Arts, Rio Ferdinand Foundation, Ferryman Blue Design.





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Summer School Timetable

| | Daily timetable |
|----------------|---|
| 9.45-10am | Students register and play games |
| 10-10.45 am | Session 1 Sport, Dance, Arts and crafts |
| 10.45-11am | Breakfast |
| 11-11.45am | Session 1 continued |
| 11.45-12.15pm | Choice of |
| 12.15 – 1.50pm | Session 2 Sport, Dance, Arts and crafts |
| 1.50pm | Daily awards |
| 2pm | Children depart |

Each day ended with a celebration and presentation of special achievement certificates and medals.

Staffing

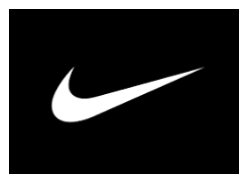
A core of seven members of staff managed the activities, with guest sports coaching for Skateboarding, Cricket, Tactile Arts, Wallball, Rio Ferdinand Foundation.

MEA Central's Sports Leaders played a key role mentoring the children and assisting coaches during the week. They enhanced their skills, developed confidence and added valuable work experience skills to their CV.



Staff roles





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| | | |
|-------------------------|------------------------------------|--|
| Scheme managers | Paul Schofield Jonathon Caslake | Mcr Schools' PE Association MEA Central |
| Coaches: | | |
| Multisport | Rebecca Jade | Multi Sport Coach MEA Central |
| Football | Andrew | M'cr United Foundation |
| Basketball | Adeleke | M'cr Giants Basketball Club |
| Dance | Sarah | M'cr Firestorm Dance Club |
| Skateboard | Ollie Thurston | Projekts Skateboarding Projekts Skateboarding |
| Cycling | Craig | British Cycling |
| Cricket | Jonathon | Lancs Cricket Foundation |
| Wallball | Daniel | Wallball UK |
| Art & craft | Jasmine | Tactile Arts |
| Drama, photography, art | | Rio Ferdinand Foundation |

Young Leaders

The Young Leaders were from year's 9-10, were all hardworking and great role models, a credit to MEA Central. They volunteered from 9.45am until 2pm each day. Their role was to manage the registration, assist in sessions, lunchtime and the afternoon activities. Their role was voluntary. The Young Leaders were:-

- Olivia
- Swera
- Aisha
- Umar
- Yameen
- Nathan
- Junaid
- Uzayr
- Mairaj
- Logan
- Seraj
- Akbar

Sports Leaders in action





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Sports Leaders managed registration, assisted with activities each morning and afternoon, and help to supervise at lunchtime.

Activities included

Multisport
Football
Basketball
Dance – including Street, Cheer, Swing & Jazz, Bollywood
Skateboard
Cycling
Cricket
Wallball
Art & craft
Drama
Photography

Total sessions delivered: **103**

On site safeguarding

Key procedures that were prioritised:-





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- Site security
- Signed emergency contact forms
- Covid monitoring
- Children registering in the morning
- Behaviour management
- Pastoral care
- Breakfast & Lunch
- First Aid
- Fire procedures
- Emergency procedures
- Student collection at the end of the day

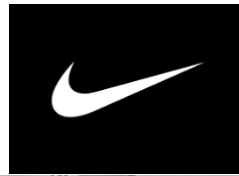


Children getting to know each other and develop skills through 'Cooperation and Team Building' games at the start of the week.

Food

There was breakfast snack and drink for all children at 10-45 – 11am, with a selection of healthy and nutritious hot and cold food for lunch at 12noon. All food was prepared on site by the talented MEA Central catering staff. Feedback from the children was excellent.





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Marketing

Flyers and leaflets were emailed and 100 copies delivered to each of 10 local primary schools. In addition, 3 x PVC banners were displayed locally, with information and a registration link on the MEA Central website.

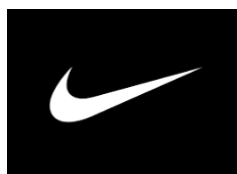


Attendance

The scheme targeted year 4 & 5 students (aged 8-10).

| | |
|--|-----|
| Total Registered | 130 |
| Total Registered and attended at least one day | 121 |
| Total Registered and attended 5 days or more | 86 |





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| | | | | | | |
|-----------------------------|----------|------------------|------------------------|---|---------|--------------------|
| Average attendance per day | | | | | | 72 |
| Total number of engagements | | | | | | 1,580 |
| Free School Meals | | | | | | 59 |
| Gender | | Female 52 | | | Male 78 | |
| Ethnicity | White 25 | Mixed/Multiple 5 | Asian/Asian British 80 | Black/African/Caribbean/Black British 9 | Other 5 | Did not disclose 5 |



Special guests

We would like to thank all of the enthusiastic visitors that came to support, talk to the children and participate in activities. In particular, our thanks go to our partners at Nike and UK Active who enabled four inspirational athletes to visit on Tuesday 17th August. They were:-

| | |
|----------------|-----------------------------------|
| John McAvoy | Inspirational speaker, Triathlete |
| Lauren Quigley | GB & Olympic Swimmer |
| Kane Mousa | MMA fighter |
| Tommy Doyle | Manchester City FC player |

The four athletes provided an assembly talk to the children. Each athlete had their own story to tell. This was an incredibly inspiring talk for the children, leaders and staff.





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VIP guests also included:-

| | |
|--------------------|---|
| Laura Huizenga | Brand and Purpose Director, Nike |
| Hugh Edwards | CEO, UK Active |
| Jade Harris | Strategic Lead, Children & Families, UK Active |
| Phil Clarke | Club & Neighbourhood Sport Manager, M'cr Active |
| Jude Wall | PE Teacher, Birchfields Primary School |
| Hayley Lever | CEO, Greater Sport |
| Francesca Speakman | Strategic Lead, Active Children & Young People, Greater Sport |
| Jessica Simons | Active Children Lead, Greater Sport |



Questionnaire & results

Transitional Results





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Since coming to the Nike Open Doors & HAF Summer Scheme:-

100% of young people reported an increase (or equal) in confidence after the Summer School with a **22%** increase overall and **97%** reporting they '**felt confident**' about starting school in September.

87% of young people reported **their experience of the Summer School was 'excellent', 10/10.**

Questionnaire results

Young people were asked questions at the start and end of the project to enable staff to gauge the success of the scheme over the summer:-

1. How did you feel about coming to MEA Central today?
2. How many friends do you have that are here at MEA Central today?
3. How good are you at working with others?
4. How many different sports & activities have you taken part in over the summer holidays so far?

Results are shown below in figure 1.

And at the end of the scheme....

5. How active have you been this week?
6. Have you enjoyed the Summer Scheme?

Results are shown below in figure 2.

Figure 1. Questionnaire results taken before (blue) & after (red).



Nike Open Doors & HAF Summer Scheme Questionnaire results

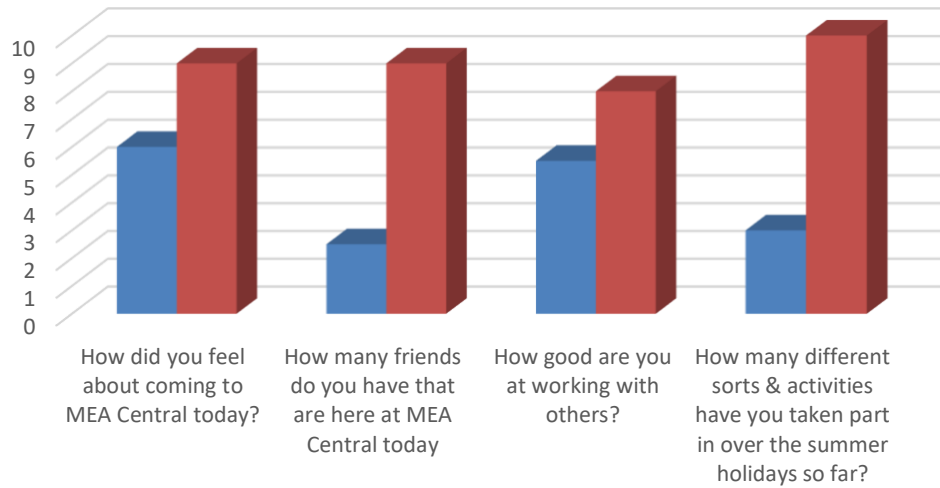
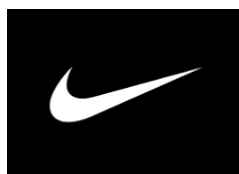


Figure 2. Questionnaire results taken at the end of the scheme.



Additional questions asked at the end of the scheme.



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7. What have you enjoyed most at this week's Open Doors Summer Scheme?

Every activity got a mention, with lots of children writing a list!

Football, Skateboarding, playing & learning different sport, Multisports, Cycling, Dodgeball, Rio Foundation, all of the sport, Art, Dance, Golf, everything, Basketball.

8. Do you feel more confident about starting school?

Of the 66 responses only 2 said 'no'.

9. What is your biggest worry?

The majority said 'nothing' in response to this question. Here's a selection of responses:-

English; hard work; nothing; that there won't be clubs if corona gets worse; Maths; having a strict teacher; not fitting in, going to school,

Feedback

Feedback forms were sent home at the end of each week for children and parents to complete. The number of responses was overwhelming. People were very keen to give feedback. Here is a selection of responses.

Student feedback

Shazia " It's amazing and helps me overcome my fear of doing some sports. I want to go every day but it's only 2 weeks. I hope this continues every year. THANK YOU."

Hardeep. "If I wasn't at Summer School I'd probably be on the Playstation. I've learnt so much about sports and I can't believe the amount of special achievement awards and medals I've got."

Hafsah "I love this club because it's so much fun and you get to do different activities every day.





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Rasheli "I love it! It is great doing activities in the holidays. I met lots of new friends!"

Durga "This was the best programme ever. Thank you to all sports leaders and coaches".

Adeel "I enjoyed dance and want to dance on the school team."

Samir. "I love it. It is amazing. I like skateboarding."

Amaal "I enjoyed it and love all of the activities aswell."

Lily "I love the food!"



Parent's feedback

Nareshi "The programme has really helped me. *My daughter met new friends.* Thank you sports coaches and leaders for giving up your time."

Chandri. "It's been hard to find activities for the kids and some are very expensive, especially if you have more than one child. My children are quite shy. My son really struggles with socialising and *this has really helped his confidence and social skills.* I would love it if there were more opportunities like this and after school for working parents like myself."

Adeel "My kids have loved it. I have seen both my children become more confident making friends and meeting new people. It's really helped keeping the children busy and also learn new skills. We're looking forward to the next holiday programme."





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Sarah "This programme has been a real confidence boost for my daughter. She has autism and lacks confidence and this has really helped her. She has enjoyed learning new skills and sports. I hope the programme continues The staff involved have been very helpful."

Jamila "Thank you for the amazing programme you have organised."

Toni "Hardeep has really enjoyed his time at the sports programme. He has received certificates and medals which has given him a real boost and made him and me very proud."



Fantastic food!



Wake up, Shake up! Everyone dancing ☺

Sarah "This programme was brilliant – he did the full 2 weeks and was never bored! Great to have the opportunity to get used to the high school too."

Mrs Riaz "Found out late so my son joined for the last week. Really pleased with the programme. Wish it was a month long. Extremely friendly staff. My son has really enjoyed it."

Razia "Amaal has really enjoyed the sessions. It has been a good 2 weeks of active lifestyle!"

"Every day she comes home with excitement saying the sports she's been playing and looking forward to the next day. Thank you so much for giving her the opportunity."

"Hafsah has enjoyed the programme immensely. She has spoken about how she is encouraged and supported to try the fun activities. She looks forward





More people
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to coming in every day and is keen to find out what activities she will be doing.”

Coaches comments

Mr Caslake, Head of PE

“This was about so much more than just sport. The children were active all day and were encouraged to try a range of new and different activities led by enthusiastic coaches. The food was healthy and nutritious. Their enjoyment was clear with smiles all round. Health, wellbeing, confidence, resilience, friendship. It's been a very successful programme.”



Rebecca Jagers

“What a lovely opportunity it has been to coach children in a relaxed atmosphere. The students have all benefitted mentally, physically and socially from the experience and will have a flying start as the new school year commences.”





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A film crew arrived on Monday. So exciting!

Social Media

The Social media platform used was Manchester Schools' PE Association Twitter @McrSchoolsPE.

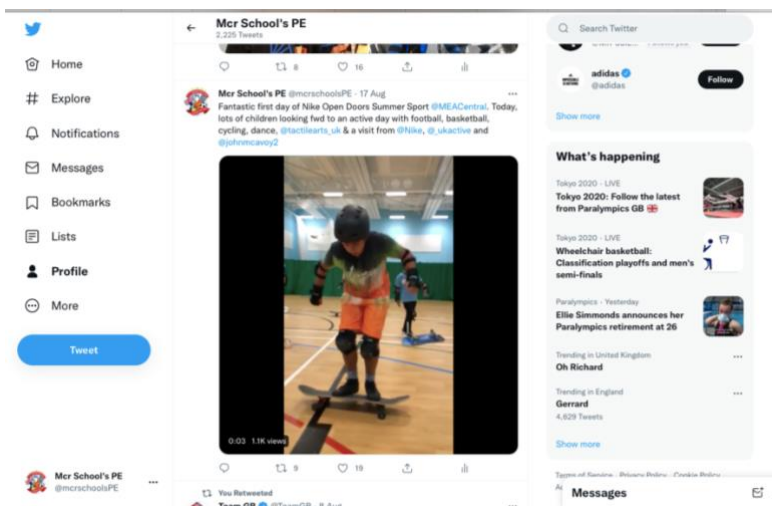
Linked Twitter feeds included:-

@Nike @UK_Active @MEACentral @McrActive @tactilearts_uk @MayorofGM
@GreaterSport @YouthSportTrust @JohnMcAvoy2 @Kane86Mousah
@LaurenAQuigley @Tommy_Doyle8

Total views and engagements across all Tweets:-

Impressions (times people saw the Tweets): **63,123**

Total engagements (times people interacted with the Tweets): **5,181**



Day 1: 1,147 views





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More often





More people
More active
More often

Conclusions

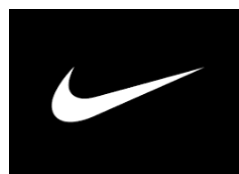
The MEA Central Nike Open Doors & HAF Summer Scheme enjoyed great feedback from partners, students, parents and staff. It's considerable success was evidenced by questionnaire results and written feedback from young people, parents and carers as well as staff.

Structured and planned sessions helped Staff and Sports Leaders support the young people in being active, also developing social, team building, cooperation skills, confidence and resilience. The broad range of activities and provision helped to provide a fun and exciting environment for the young people to get to know the school and make new friends.

The large numbers of Sports Leaders in activities contributed to the smooth running and behaviour management.

Sports Leaders developed their skills and confidence, supporting and taking the lead during lessons and activities. The Sports Leaders took pride in their roles and took their responsibilities seriously, both of which were key factors in the success of the project.





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Recommendations and Actions

| | | |
|----|--|---|
| 1 | Need to better prioritise students most in need. | Discussion with primary school headteachers to better target students most in need. |
| 2 | The age group worked well alongside the Year 6 Transition Summer School. | Future schemes may need to include Year 6. Group Years 3/4 & Years 5/6. |
| 3 | Use electronic registration forms. | Discussion with schools to enable parents who are less able to complete. |
| 4 | Need for easier collation of feedback. | Electronic questionnaires & feedback. |
| 5 | Games organised during registration. Leaders to have responsibility. | Extend training for Sports Leaders to take responsibility for games to be played during registration. |
| 6 | There is a huge demand to run the more holiday schemes. | Talk with partners about future provision. |
| 7 | Expand the number of sites delivering. | Work with schools to expand the number of sites. Look at management options. |
| 8 | Organise the day so that a broader spread of ages can attend. | Investigate ways to include secondary students? |
| 9 | Can performance coaching be incorporated? | Investigate ways to introduce performance coaching. |
| 10 | Can the scheme be linked to new after school sports provision? | Investigate ways to introduce new after school sports club provision at new sites. |

