

Project Evaluation Report



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Family Sports Project

End of project evaluation

Project Funder/Sponsor

Greater Sport – Sport England

Project Timescale

1st October 2022 to 31st March 2023

Project Purpose

The purpose of this project was to engage with parents from the South Asian community of Oldham as we know from experience of working in the BAME community and national statistics that there is an increase in their inactivity, more so as a result of the pandemic.

Expected Benefits and Outcomes

- Better physical and mental health for adults and young people
- Healthier family relationships
- Increased confidence in both parents and children
- Increased personal sports participation for parents and children
- Increased peer social networking opportunities for a better active community.

Summary of Findings








Prior to the initiation of the Family Sports Project, we had found through our research and consultation with our beneficiaries that there was a lack of physical activities available in the community of Oldham that were suited for families and that were culturally appropriate.

Members of the community that were consulting proposed we organize sports activities where families can come together to stay fit, engage with each other, and have fun. Ideas included indoor football, archery, badminton, carrom-board, sports-day competitions and other similar activities.

Keeping in line with religious and cultural sensitivities, and taking into account age and ability appropriateness, we co-designed with some beneficiaries sports activities that would be suitable for all ages, and that were separated by sessions for “Dads & Lads” and “Mothers & Daughters.”

Upon launch, the project was extremely well received by the community. Throughout the project, we have been able to engage with various sections and ages of the community. We have had sessions attending by children as young as 4 and adults as old as 65. The project being one of its kind within Oldham, we have had great feedback from both participants and non-participants of the project

Outputs

		
Sessions	Adult Males	Adult Females
20	18	33
		
Ages Range	Young Males	Young Females
3 years – 61 years	25	51
		
% of Main Target		
100%		

Impact

The Family Sports project has been an extremely useful platform to use for engaging both young and old members of the BME community of Oldham. While the primary purposes of the project were to encourage taking a family approach to physical and mental health, it also became a platform for sign-posting people to our other activities and services.

There are many parents who joined us who don't do any physical exercise throughout the week otherwise. There were also many parents for whom this was the first time they ever played any kind of sport with their children.

As anticipated, this initiative has led to other organizations within Oldham using a similar approach to engaging with families. For example, Oldham Inspiring Youth have started target practice sessions for young people that are open to parents to join. Oldham Greenhill Community Sports and Recreation Club have also initiated a family fitness project.

Working within a community and people suffering from multiple deprivations, and long-term health conditions, we hope this is just the beginning of a movement towards a more active and healthier community.

Outcomes

- Many parents have started to exercise regularly
- Some parents have expressed their interest in joining our planned Adults Group Cycling Project
- Healthier family relationships
- Increased confidence in both parents and children
- New children have joined our weekly football sessions
- Some of the mothers now attend our weekly women's peer-support group and Mums & Tots sessions

Success Factors

- Captive audience – existing and past beneficiaries, and supplementary school students and parents
- Co-designing with members of the community helped to engage with them earlier on in the project
- Providing snacks and drinks helped to create a friendly and informal atmosphere where everyone felt comfortable and became a platform to socialize
- Sessions were delivered by familiar faces

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- Venues were centrally located that enable families to walk to the venues

Recommendations

- Though football was a popular demand, some children were far too young resulting in risk
- Possibly explore other popular non-contact sports such as bowling
- The mothers & daughters sessions were over-subscribed. Allocate more staff for more popular sessions
- Make an online calendar available with all planned sessions. Many parents were confused about when their next session would be.

Case Study

Mr Miah, aged 41, has been suffering from gallbladder and kidney stone issues for a few years. He has been in and out of hospital for checks and treatments, and has been recommended by his GP to exercise more frequently. He also has a son aged 11 who loves playing football, and regularly attends our weekly football sessions.

Mr Miah was one of the parents we consulted during the design of this project. He immediately expressed his interest in joining the sessions should he get the support for it, and gave us ideas of how to make it more inclusive for people who are in similar situations as him.

Mr Miah signed up for the sessions and has attended all the sessions with his son. He later told us that this was the first time in many years he has physically exerted himself and that he could already feel the difference in his physical and mental health.

“I always watch my son playing football and see the joy in his face when he plays. This was the first time I got to join him in playing football, and the joy on his face each week was just different. When I’d score a goal he would jump with joy, and I’d get tackled he would cheer me on. It’s been wonderful joining these sessions, and I look forward to much more. I hope these sessions can continue as its much needed in our community.”