

Summer Sports Sessions Report

We organised a mixture of sports sessions for the holidays, with basketball, badminton and tennis on offer, across 10 dates. Of these dates there were 19 individual sessions available.

Budget: £1500

Breakdown: £675 Tennis
£620 Basketball
£75 Badminton

Spent: £1370

One of the basketball sessions was cancelled by the provider so the total spend was actually £1060

Publicity

The event was advertised:

- On all the notice boards across Burgess Hill
- The Help Point window
- Sent to all the schools
- Summer Holiday activity flyer
- Community notice boards (Nationwide etc)
- Across the Town Council social media pages
- On the Town Council website
- Event notification via Mailchimp
- Ticketsource
- Mid Sussex Radio

When people booked, we collected data on where people heard about the sessions. We collected 199 pieces of data, broken down into:

Facebook	64	School	13	Google	2
Email	28	About Town	7	Previous Event	1
Poster	21	Council	6	Ticketsource	1
School	13	Group	5	Pantry	1
Word of mouth	20	None	3	Library	1
Website	19	Jackie	2	Last year's event	1
Total					199

Booking Statistics

Across all the sports sessions there were 338 places available, of which we took 204 bookings, this was broken down into 286 individual children booked to attend across the summer.

Originally families were asked to only book into one sports session and were asked to call the help Point to book. We found that people did not like to call to book and so opened it up to book online too. We also removed the limit of one session per child, as we didn't have many bookings.

Looking at the ages, there was a fairly even mix of 3-7year-olds and 8-11year-olds, with far fewer 12 plus booked.

3 to 7	114
8 to 11	127
12+	22
Total	263

We also collected data as to the where people lived, but did not do this when bookings first opened, so it is not available for all bookings, however, it is for 156 of the 204 bookings. This is broken down into:

Burgess Hill	136	Hickstead	1
Haywards Heath	15	Henfield	1
Hurstpierpoint	1	Hailsham	1
Hassocks	1	Total	156

Attendance

Event date	Number of spaces	Booked	Attended	No shows/ Cancelled
Monday 29 July -Tennis 1	20	19	14	5
Monday 29 July -Tennis 2	20	20	12	8
Thursday 1 August - Badminton	16	16	12	4
Monday 5 August - Badminton	16	16	7	9
Monday 5 August -Tennis 1	20	20	15	5
Monday 5 August -Tennis 2	20	20	18	2
Friday 9 August- Tennis 1	20	20	14	6
Friday 9 August- Tennis 2	20	20	7	13
Monday 12 August - Badminton	16	16	9	7
Monday 12 August -Tennis 1	20	20	12	8
Monday 12 August -Tennis 2	20	20	17	3
Monday 19 August -Tennis 1	20	18	14	4
Monday 19 August -Tennis 2	20	17	17	0
Tuesday 20 August - Basketball 1	30	16	7	9
Tuesday 20 August - Basketball 2	30	13	9	4
Tuesday 20 August - Basketball 3	30	15	9	6
Total	338	286	193	93

Feedback

We created a QR code which is available at the events to scan as well as in notice boards afterwards. The code is linked to a Google form which we can keep adding events to without changing the code itself. The form simply asks what event you have attended, 'what went well' and 'it would be even better if...'

Here are some of the responses received for this event:

What went well?

- Friendly staff, well organised, easy to book, children enjoyed it.
- The badminton lady was great, lots of fun whilst also having good control of the group! We liked that it wasn't too busy.
- Both my children ages 10 & 14 enjoyed playing badminton.
- Easy online booking, managed to get additional space on the day by calling the office. Helpful friendly staff. Good coaching, kids really enjoyed it.
- The coaches are professional and my son love to learn Tennis after the first lesson.

- My little boy loved it.
- Easy to find and great communication.
- Well organised.
- Great instructor and environment to play in.
- Good coach.
- Learning music as well as basketball skills.
- Super well organised.
- Organised, great teachers and events.
- Well organised and a fun session.
- Opportunity to try a new sport.
- Well organized.
- Friendly, free sessions easy to book.
- Organised.
- Very interesting for kids, learn new things.
- Well organised.

It would be even better if...

- Few basket balls and an air pump would have been better.
- If the session was a bit longer the children had just got going then it was the end of session
- If control the numbers of each lesson will be better, due to not more space for many kids.
- I booked thinking it was a basketball session not a music session with basketball. Even on the email on the day said about a basketball session so feel like it was advised wrong, and I wasn't the only parent that thought they were attending a basketball coaching session from the way it was advertised.
- More sessions.
- If it lasted x1 hour.
- We didn't have to stay for badminton.
- More availability.
- Nothing to add.
- Longer session!
- The air con had been on!
- More of these events please.
- No improvements that I can think of.
- Additional coach, as it's a large group of kids.
- You could just turn up as well as book.
- If they played basketball at the end.
- Everything was ok.

If the event you attended required you to book in advance, how did you find the process?

- It was a bit confusing, as in the first few days we were told to book through the help point (which is difficult for me as I am at work all the time the help point is open) but then tickets were later available on Ticketsource, which would have been easier for me from the beginning. On the phone I was told there were age limits but on Ticketsource there weren't.
- Easy but would be even better if could be booked online
- Very easy online booking and good reminder emails. Phoned for an additional space on the day. Got a call to confirm right back. Great service!
- We booked in the help point and online. It was very good.
- Easy to book
- Very easy
- Easy
- Quite easy
- Good
- Process to book was easy
- Pretty straight forward
- Easy
- I found the link of BH council from FB
- Easy
- Easy to book and communication great
- Good
- Easy to use
- Online booking system was super easy
- Quite easy
- Easy
- Very easy even though I did it last minute

Evaluation:

We did not equate the data for how many families attended more than once session, as it is too complicated to do, however we did recognize many faces as we ticked children into the sessions.

The team will discuss alternative options for advance booking and this will be presented at our Key Area Group meeting.

**Kayleigh Elliott-Davidson
Events, Communication and Administration Officer**

Photos of the activities are below

