



THE 2020 VIRTUAL SPAR LANCASHIRE SCHOOL GAMES REPORT



ENGAGING CHILDREN ACROSS THE COUNTY:

Blackburn with Darwen
 Blackpool
 Burnley
 Chorley
 Heysham
 Hyndburn
 Lancaster
 Pendle
 Preston
 Ribble Valley
 Rossendale
 South Ribble
 West Lancashire
 Wyre and Fylde



REVIEW OF 2019 SUCCESS:

100,000 school children engaged

Media coverage:

Total media value - £181,604.22

Audience reach - 2,338,615

161 press releases

(Coverage between February - August 2019)

Facebook

86,017 people reached
 6,391 engagements
 2,157 followers
 2130 page likes

Instagram

New for 2019
 185 followers
 63 posts

Twitter

170,600 impressions
 2139 followers
 972 mentions
 697 likes
 415 retweets



OFFICIAL LAUNCH EVENT

The fourteenth SPAR Lancashire School Games started like any other, with an invitation only VIP launch event held at James Hall Co.'s SPAR distribution centre in Preston.

Held on Thursday 13th February 2020, 100 school children attended the event, representing their school and 15 Lancashire district teams, alongside the team of Lancashire School Games Organisers, representatives from Active Lancashire and SPAR, and special guest Brian 'The Lion' Rose.

The former British middleweight champion spoke to the children about how sport had helped him keep out of trouble as a child, and the importance of being active to remain healthy and ensure positive mental health.

Brian said, "So many kids could benefit from using sport as a way to channel frustration and aggression. I was quite a mischievous child and focusing on boxing definitely helped keep me on the straight and narrow. Sport can teach you so many life lessons including how to deal with setbacks and disappointment. I have had both amazing highs and devastating lows in my career and have found you need dedication, hard work and the strength not to give in when times get hard."

Adrian Leather, Chief Executive at Active Lancashire said, "The SPAR Lancashire School Games is a unique programme which was designed around the magic of the 2012 Olympics and aims to motivate and inspire children to live active, healthy lives. Our network of fantastic Lancashire School Games Organisers work throughout the year to inspire teachers' confidence in delivering regular sport sessions to ensure that children in Lancashire have opportunities to take part in competitive sport, regardless of their school's size, location or financial resources."

Peter Dodding, Sales and Marketing Director at James Hall & Co. also spoke about SPAR's commitment to health, wellbeing and sustainability, explaining more about James Hall & Co. and what goes on behind the scenes at the company's purpose built SPAR distribution centre.

Peter said, "We are absolutely thrilled to be in our fourteenth year of sponsorship for the SPAR Lancashire School Games. The ethos of the games fits perfectly with SPAR's commitment to the sponsorship of European Athletics, and we are proud to be able to support Active Lancashire in promoting the importance of good health and physical activity across the county."

100 children then donned high vis jackets and enjoyed a guided tour of James Hall & Co.'s 35,000sq.ft warehouse, before enjoying lunch in the Kettle House and taking home SPAR branded goodie bags with a reusable drinks bottle, SPAR Lancashire School Games t-shirt and drawstring bag.



AN UNPRECEDENTED YEAR



The 2020 SPAR Lancashire School Games promised to be a fantastic year, with competition themes centered around Japanese culture and the excitement of the 2020 Tokyo Olympics. Early qualifying events (Sportshall Athletics, U13 and U15s Handball and a Multiskills festival) engaged 1401 children from across the county, alongside events such as the regionals dance finals (Burnley's winners pictured).

Then in March, the landscape changed dramatically with the emergence of COVID-19 and a full UK lockdown. Schools closed, non-essential services ceased operating and the SPAR Lancashire School Games had to be temporarily postponed. As lockdown continued into April, Active Lancashire decided to launch a virtual timetable of resources for schools, parents and carers, ensuring that children across the county remained active and engaged with sport.

This 10 week timetable included daily activities for three main age groups, in line with school P.E. curriculum and four main areas:

- Fun through physical activity (Play)
- Ensuring 60 minutes of activity (Move)
- Continuing to learn new skills (Learn)
- Delivering personal best challenges (Challenge)



The stay at home programme had a fantastic response from parents, children, teachers and carers, and even family pets! Using the SPAR Lancashire School Games hashtags, hundreds of images and videos were sent in over the ten weeks, from homes across the county and schools caring for keyworkers' children.

Activities were designed for Year 1-2, Year 3-6, and teenagers, with celebrity boxer and former British champion, Brian Rose, hosting fitness workouts on YouTube. Professional paraplegic adventurer, Shaun Gash, also took part alongside the team of Lancashire School Games Organisers.

Following the success of the stay at home programme, Active Lancashire hosted a virtual sports day on the 30th June, the original date for the county finals event at Stanley Park, Blackpool.

The virtual sports day timetable included a celebration dance-along video, personal best activities and challenges set by football freestyler and world record holder, John Farnworth. The day came to a close with a thank you video from SPAR, Active Lancashire and the Lancashire School Games organisers.

EXAMPLES OF VIRTUAL ACTIVITIES

The timetable below has links to 4 different areas.

[Move](#), [Challenge](#), [Play](#), and [Learn](#)!

Monday	Tuesday	Wednesday	Thursday	Friday
Move!	Move!	Move!	Move!	Move!
Learn! Video Demonstration	Learn!	Learn!	Learn!	Learn!
Challenge! Video Demonstration	Challenge! Practice	Challenge! Beat your score	Challenge! Practice some more	Challenge! Beat your score Certificate
Play! Today's top play!	Play! Today's top play!	Play! Today's top play!	Play! Today's top play!	Play! Today's top play!

Every week we will have a new word of the week linked to the school games values and the values we believe to be important as organisers of the Spar Lancashire School Games.


Word of the Week- Effort



John Farnworth local football freestyler and world record holder has set you some Spar Lancashire School Games challenges to have a go at, good luck:


- 4 Step touch down challenge
- Laces to next door football freestyle challenge
- Keep your spirits up challenge

- 1: Long Jump and Triple Jump Challenge
- 2: Orienteering Challenge
- 3: Climbing Challenge
- 4: Tri Golf Challenge
- 5: Netball Challenge
- 6: Volleyball Challenge
- 7: Cricket Challenge
- 8: Dance Challenge
- 9: Athletics Challenge



Fitness - Strong Core - Age 5 to 11

The Mountain Bike Challenge!



- Follow along to the fun Mountain Bike Challenge movie
- Enjoy the scenery and sounds as you pedal down the mountain paths
- Pedal hard and put loads of effort in!

Videos and photos posted on social media with the **#LancsGames20** will be entered into a prize draw to win some Amazon vouchers!

Use the hashtags below to find out more information and additional resources.

#stayinworkout
#LancsSGOchallenge
#yourschoolgames
#LancsSchoolGames
#alittlebitmoreathome



CONGRATULATIONS!



You have taken part in our Stay at Home Heroes 'Volleyball' #LancsGames20 challenge activity!

#StayInWorkout #LancsSGOchallenge #YourSchoolGames

Well done! What an achievement!

Remember to keep practising!



PRESS COVERAGE PRE-COVID

District	Title	Publication	Print/Web
Hyndburn	Sporting youngsters from Hyndburn	Accrington Observer	Print
Burnley	Burnley pupils get into the Olympic spirit at Tokyo-themed dance competition	Burnley Express	Web
Burnley	Burnley pupils get into the Olympic spirit at Tokyo-themed dance competition	Tokyo News	Web
Burnley	Burnley and Pendle pupils help launch SPAR School Games	Burnley Express	Web
Overall	Boxer Brian Rose launches 2020 SPAR Lancashire School Games	Lancashire Business View	Web
Overall	Boxer Brian Rose launches 2020 SPAR Lancashire School Games in Preston	Lancashire Evening Post	Web
Blackpool	Boxer Brian Rose launches 2020 SPAR Lancashire School Games	Blackpool Gazette	Print
Trade	James Hall launch the Lancashire School Games	Talking Retail	Web
Preston	Boxer Brian Rose launches 2020 SPAR Lancashire School Games in Preston	Lancashire Evening Post	Print
Trade	Boxer Brian Rose launches 2020 SPAR Lancashire School Games in Preston	Lancashire Evening Post	Print

District	Title	Publication	Print/Web
Blackpool	Fylde coast schools at launch of SPAR Lancashire School Games	Blackpool Gazette	Web
Wyre and Fylde	Fylde coast schools at launch of SPAR Lancashire School Games	Lytham St Annes	Web
Wyre and Fylde	Fylde coast schools at launch of SPAR Lancashire School Games	Fleetwood Weekly News	Web
Trade	SPAR Lancashire School Games 2020 opened to encourage active lifestyles	India Retailing	Web
Trade	SPAR UK 2020 Lancashire School Games opened	SPAR International	Web
Preston	SPAR Lancashire School Games goes virtual	In your area	Web
Blackpool	Lancashire school games final goes virtual	Blackpool Gazette	Web
Blackpool	Lancashire school games final goes virtual	Lytham St Annes	Web
Pendle	Lancashire school games final goes virtual	Pendle Today	Web
Burnley	Lancashire school games final goes virtual	Burnley Express	Web
Ribble Valley	Lancashire school games final goes virtual	Clitheroe Advertiser and Times	Web
Preston	Lancashire school games final goes virtual	Garstang Courier	Web
Preston	Lancashire school games final goes virtual	Lancashire Evening Post	Web
Blackburn	Free online programme	Lancashire Telegraph	Web
Lancaster	Free online programme	Lancaster and Morecambe Citizen	Web
Overall	Free online programme	The World News	Web
Lancashire	SPAR Lancashire School Games tackle inactivity	Lancashire Business View	Web

Total coverage between November 2019 and July 2020

Media value - £ 21,023.39

Media reach - 1,686,706





MEASURING SUCCESS

The virtual platform was launched through the SPAR Lancashire School Games website where timetables and activities were available to download, alongside links to external sporting resources and video workouts. The official Facebook, Twitter and Instagram accounts were used to engage with schools and parents, as well as the Lancashire School Games Organisers' personal accounts. Videos were available on YouTube through Active Lancashire and the Lancashire School Games Organisers' accounts, and as a result, the overall reach of the games is difficult to quantify.

The following statistics show the reach and engagement from official SPAR Lancashire School Games channels but overall engagement levels will be much higher when taking into account, shares and likes from individual schools and families not using the #LancsGames20 hashtag and from the Lancashire School Games Organisers' personal accounts.

There is no doubt that the virtual platform has boosted and strengthened the games' digital reach and leaves us in an exciting position for 2021 to capitalise on this stronger digital following.

DRIVING DIGITAL ENGAGEMENT IN 2020:

LANCASHIRE SCHOOL GAMES WEBSITE :

41,706 website users
(76% increase in new website visitors)

FACEBOOK :

250,000 Facebook users (190% increase)
2,393 followers (11% increase)
19,249 hours of video watched

TWITTER :

370,800 Twitter impressions (117% increase)
2800 link clicks (903% increase)

INSTAGRAM :

375 followers (105% increase)
199 posts (215% increase)

YOUTUBE (New for 2020):

30,000 views
757 hours of video watched
95 new subscribers

BOOSTING DIGITAL ENGAGEMENT

Despite the disappointment of having to cancel physical events, the virtual nature of 2020's programme allowed the games to reach more digital viewers than ever before. With online resources and plenty of video content, schools and parents were encouraged to share videos and photographs through the following channels...

Share your videos and photos on:

We want to see you trying these challenge at home, please share your videos and photos to



Twitter- @LancSchoolGames



Facebook- @LancSchoolGames



Instagram- @lancshireschoolgames

EXAMPLES OF SCHOOLS ENGAGING WITH THE GAMES...



Lancs School Games Retweeted



St. Joseph's Catholic Primary School @JosephCatholic · Jul 23
Your support has been superb. We have thoroughly enjoyed all your resources whether we were at home or in school. A big thank you from us all @JosephCatholic 🙌🙌🙌



St Leonards CofE Primary School @StLeonardsCofEP · Jul 6
Our Infant Bubbles have had a great time this morning taking part in our (delayed!) School Games Day. The sun has finally come out and lots of fun was had! 🙌🙌🙌 @BurnleySSP @LancSchoolGames



St Joseph's Catholic Primary School, Withnell @josephswi... · Jun 30
What an amazing day Year 6 have had doing the Lancashire School Games Virtual Festival. Thank you for organising this amazing event. Here are a few videos from Y6 @josephswithnell @LancSchoolGames @ChorleySSP #lancsgames20



Rossendale SSP @RossendaleSSP · Jul 3
This absolutely brilliant, a whole school and community getting behind the @LancSchoolGames Virtual PB Sports day. Check out the YouTube video in the link below to see what's been going on at @haslingdenpri over the past week 🙌🙌🙌



Brunshaw Primary School @BrunshawPrimary · Jun 30
Our 2020 Virtual Sports Day....thank you to all the amazing children, staff and parents for your wonderful efforts ❤️ @LancsPE @LancSchoolGames @BurnleyLeisure @BurnleySSP



Lancs School Games Retweeted
Holytrinityrc @Holytrinityrc · Jul 6
Y6 had fun playing 'socially isolated' indoor team games with Mrs Travis. 😊😊😊 @pendlesgo @LancSchoolGames 🏀🏀🏀





Ian Ashmore @IanAshmore4 · Jul 1

A great Lancashire sports day at home. @LancSchoolGames



Wyre & Fylde School Sports Partnership @WyreandFyldeS... · Jun 30

Just crunching some numbers....not taking into account today's @LancSchoolGames day, we have had 550 entries over the challenges we have been running over the last 9 weeks! THANK YOU CHILDREN, PARENTS & PARTNER SCHOOLS 🍌🍌🍌🍌🍌 @YourSchoolGames @LancsPE



Golf Foundation @GolfRootsHQ · Jun 30

Lee Cadwallader, @wyreandfyldeSgo & all the kids involved deserve a big cheer for brilliant clips in their Tri-Golf Challenge with 70+ entries! Have a watch – shows why @LancSchoolGames so good! @YouthSportTrust #StayInWorkOut @EnglandGolf youtu.be/hesHfdYAG1o via @YouTube



St John the Baptist RC Primary @BurnleySJB · Jul 1

🌟 | All the children loved the virtual Lancashire School Games Day | 🌟



🔄 Lancs School Games Retweeted



St. Joseph's Catholic Primary School @JosephCatholic · Jul 12

BREAKING NEWS!

Just a quick tally to say there has been over 57 pupils engaged with our virtual sports day which is phenomenal 🌟👏👏👏👏👏🌟 There is still time to send in your entries and it is super to see all our families taking part too ❤️ @WyreandFyldeSGO @LancSchoolGames



St Peter's Primary @StPetersPrimar1 · Jun 30

CW bubble 1 cosmic kids yoga. 🧘🧘🧘 @RossendaleSSP @LancSchoolGames #LancsGames20



SportHPS @sport_hps · Jun 30

Great fun had by Miss Fildes and her class this morning completing the Spar Lancashire School Games Virtual Festival. Even the rain didn't stop them having a good time! 🌧️🏆🏆🏆🏆 @RossendaleSSP @LancSchoolGames @EllisHPS @haslingdenpri



Bradley Primary Nelson @PrimaryBradley · Jun 29

We will be having a mini sports day with our key worker children tomorrow. We want you to join in the fun too. So get your trainers on and send us your sporty pictures library@bradley-pri.lancs.sch.uk #stayintouch



Balshaw Lane Primary @BalshawLaneCPS · Jun 23

Groovy dancing from @Mrs_Singleton2 's bubble for the #lancsgames20 🌟🌟 @ChorleySSP



