

## SportBU Judo Project

**The Sportivate Student Judo project at Bournemouth University has involved a multitude of partners: the County Sports Partnership, Bournemouth University departments SportBU (sports department) and the School of Tourism, and British Judo. Sportivate funding paid for British Judo club mats which led to the University offering a previously unavailable sport to their students.**

The School of Tourism sought a student to step forward if interested in coaching Judo and as a result, student Lisa Major (Sports Development & Coaching Sciences degree) has been pivotal to the success of the project. Lisa had recently completed her level one qualification in Judo. The Sportivate application also included funding for further training for Lisa.



Roxanne Blanks, an Applied Sciences student at BU, has committed herself as secretary of the new club, completing the relevant Sportivate paperwork as well as participating herself.

Due to initial lack of available sports hall space, the project partners were innovative as sessions have been taking place in a space usually reserved for the University concert

orchestra!

75% of registered participants are in the semi or non-sporty categories with 50% of the participants representing ethnic groups other than white.

The Judo sessions were well advertised by SportBU by using flyers, posters and display screens in the student shops and coffee shops. An emphasis was made on the Judo being student led. British Judo's RDO Steve Hammond was involved and he and Sandra Klinger (BJA South West Area Technical Officer) visited BU several times to help promote and offer support and advice to Lisa as required. Olympian Tom Reed, the current British number two, has visited the project three times to help engage participants as part of the Sporting Champions scheme. Tom's first visit was at a promotional day at the University and he wore his Team GB kit and helped to sell Judo as an activity to the students. He also attended further sessions to check on the progress of the club with pictures & videos have been for used for publicity.

Steve Hammond at British Judo has also given the students a fantastic discount booklet which has entitled the new participants to free or discounted sessions or reduced cost judo

kit. Furthermore, the Sportivate agreement between Active Dorset and SportBU will allow another series of Sportivate sessions targeting the new intake of students in September. If the club continues to grow at the current rate, SportBU will look to move from the current venue and into the sports hall where more than 20 participants will be able to participate. SportBU are looking into the possibility of entering a varsity team into the BUCS leagues and SportBU are also planning inter-University sport tournaments and now Judo can now be included at those events.



Word of the success of the project has got into the wider community as SportBU have been received enquiries regarding the club from the wider community, not just from students at BU.

“Without Lisa and Roxanne’s enthusiasm and the support of SportBU and Active Dorset, this project would not have got off the ground. It is a great piece of work with a few partners working well together. I can see this new university Judo club growing both in strength and numbers in years to come” said Steve Hammond from British Judo.

