SPECSAVERS 'VIRTUAL' SUSSEX SCHOOL GAMES

case study 2020
Initial Steps

- We started developing this idea in mid-March, and it quickly gathered speed when we were sure that the Summer School Games events would need to be cancelled this year.

- We started to develop a core framework that included the number of weeks, and which sports to include. Using the Sussex School Games brand and Competition as the 'hooks'.

- We worked closely with the Sussex School Games Organisers to develop and promote the challenges and brought in the support of NGB's where possible.

- We developed an easy to navigate and manage online platform to host the challenges, leader boards and entry pages.
• Weekly and overall leader boards for Primary, Secondary and Active Adult categories.

• Weekly Spirit of the Games awards for the Primary and Secondary schools with the most participants.

• Virtual medals and certificates awarded throughout, with medals and trophies to be delivered post lockdown.

• Weekly spot prizes based on training challenges to encourage practice.
Website

- Kept all event information in one place on the Active Sussex website and directed comms there.

- Created a form for logging scores on the website – quick and easy to make it as accessible as possible.
Videos

• Created a promo video as the main tool for advertising on the new social platforms and to drive people to the mailing list.

• Created an ‘opening ceremony’ video to create a buzz around the launch.

• Used videos as a way to promote new sports each week, as well as instructing participants on how to complete challenges.
Media & Comms

• Developed a clear marketing plan to include paid social media, celebrity shout outs and inspirational videos. Released one week before the first sport was launched.

• Engaged with teachers and parents through existing networks and by offering adult participation (teachers and parents) and weekly training challenges with prizes.

• Encouraged families and schools to sign up to our Mailchimp to receive Monday launch emails and Friday results emails. (over 10,000 have signed up).

• Created social media profiles on Facebook, Twitter, Instagram and TikTok to reach a wider audience. Used Paid Ads on Facebook to quickly build a targeted following.
Social media posts

1. **Tweet**
   - **@SpecsaversSussexSchoolGames**
   - The sport for this week is... NETBALL & BASKETBALL 🏀
   - Visit [sussexschoolgames.co.uk](http://sussexschoolgames.co.uk) for rules, adaptations & to log your scores.
   - Deadline to log scores is FRIDAY at 12pm!

2. **Tweet**
   - **@SpecsaversSussexSchoolGames**
   - THE RESULTS ARE IN!
   - Check out the leaderboards which are now LIVE.
   - Congratulations and WELL DONE to everyone who took part!
   - See you all at 9:30am on Monday for a new sport and four new challenges.
   - #SussexSchGames #StayActiveSussex

3. **Tweet**
   - **@SpecsaversSussexSchoolGames**
   - WOW... over 8,000 of you took part in this week's Bocce challenges! 😍
   - We thought last week's record was unbelievable but you've done it again! 😊
   - CONGRATULATIONS TEAM - what a fantastic achievement 😊
   - See more

4. **Tweet**
   - **@sussexschgames**
   - KEEP GOING!

5. **View Insights**
   - Liked by activesussex and 30 others
   - sussexschgames When things get a bit tough, it's easy to stop trying and feel deflated.
At a glance stats

**Twitter**
- 548 new followers
- 11,597 profile visits since April
- Tweets seen 426,800 since April

**Facebook**
- 1,649 new followers
- 180,000 organic reach since April
- 55,909 paid reach since April

**Instagram**
- 659 new followers
- 2,200 post engagements since April

**Website**
- 75,039 users since April
- 439,582 page views since April
- Average time on website increased by 104%
Press coverage

School children can take part in a Sussex-wide virtual sports event

Andrew Jenner
mungo@activegames.co.uk

The Sussex School Games Summer Festival has been an annual highlight for school sports competition in the county since 1999, with thousands of children competing each year.

Due to the current COVID-19 restrictions, the event has had to be adapted, but the format remains and is designed to still put school teams to the test, with a virtual competition that encapsulates all the fun and energy of Sussex School Games.

With social distancing restrictions still currently in place in the UK, there is only one way to ensure that students are staying healthy and active while at home.

On Monday, April 27, a programme of sports challenges will be launched online – the Sussex Virtual School Games.

Schools in partnership with the Sussex School Games network and a virtual sports competition will be launched online. The competition will feature 24 different events from the Sussex School Games, with the schools participating.

Each week, children have the chance to represent their school in a new virtual sports challenge at home.

The first challenge is to be one of the best left foot football players in the country, with pupils voting on who they think is the best left foot player in the country.

Football star’s words of support

By Rose Lock
reporter_rosely@theargus.co.uk

Roberto Carlos wishes pupils luck in sports challenge, all the way from Brazil.

A renowned former footballer has wished pupils luck in a new school games tournament.

Roberto Carlos, who helped Brazil win the 2002 World Cup, sent a video message on Twitter to students taking part in the Sussex School Games.

The games, which normally involve teams of children competing throughout the year to qualify for a final event at the end of the summer term, have been turned into a virtual competition due to the coronavirus crisis.

Each week, children have the chance to represent their school in a new virtual sports challenge at home.

This week’s challenge is to be one of the best left foot football players in the country, with pupils voting on who they think is the best left foot player in the country.

He said: "It’s going to be a fantastic opportunity for pupils to keep active and compete with each other in other areas while in lockdown."
Celebrity shoutouts

Tweet
Specavers Sussex School Games
@SussexSchGames

News of the Specavers 'Virtual' Sussex School Games has travelled around the world to one of the greatest football nations - & greatest football players - in the history of the beautiful game...Roberto Carlos 🏆

Thank you for the special #GoodLuck message!
@OfficialRC3 🏆

9:45 am - 11 May 2020 - Hootsuite Inc.
73 Retweets 78 Likes

Tweet
Specavers Sussex School Games
@SussexSchGames

Any Harry Potter fans will be falling off their broomsticks in excitement when they see this week’s #GoodLuck message!

James Phelps AKA Fred Weasley wishes you all the best of luck in this week’s athletics challenges 🏋️‍♂️

Thank you @James_Phelps for your motivational message!

9:45 am - 8 Jun 2020 - Hootsuite Inc.
26 Retweets 22 Likes
Training prizes

PASSION
WIN A £50 AMAZON VOUCHER!

HOW CAN YOU DEMONSTRATE PASSION IN YOUR TRAINING?
SHAPE TRAINING PHOTOS/VIDEOS ON FACEBOOK, TWITTER, INSTAGRAM OR TIKTOK, WITH THE HASHTAG #SUSSEXSCGAMES FOR YOUR CHANCE TO WIN

Note: Please ensure that you are following the rules when it comes to age restrictions on social media. Photos/videos must be shared from an appropriate account. It is strongly advised that content is shared from a parent/carer’s account, or from a school account with parental permission. Photos/videos from underage accounts will not be eligible for this prize.

Deadline: 12pm on 15th May. The winner will be selected at random from posts across the platforms.

SELF BELIEF THROUGH SPORT

I always show self belief through sport. Even though I may not be as good as others.

When I started I failed and failed again but I thought of really good players like Usain Bolt, I want to be as good as them.

My first score was 54 but now I can do 80.

I’m using my knee valves.

Next I did a speed burst but was fast but I couldn’t keep my balance and kept falling on the floor.

But gradually I got better and better until I was playing at pace, my legs were a blur.

I am very pleased with my long jumping. Last year I jumped 0.2m on other schemes in local events as 1 want to improve my training and be top like Olympic gold winner, Greg Rutherford.

Boing boing!

My jumps get longer and longer every time.

Has proved you can concentrate and keep up again.

laurabrown25
Participation

Weekly Participants

Overall Participants

HOCKEY
TENNIS
FOOTBALL
GYM & FITNESS
BASKETBALL & NETBALL
ATHLETICS
BOCCIA

4342
8964
14734
20704
26065
33803
41847

0
5000
10000
15000
20000
25000
30000
35000
40000
45000

0
5000
10000
15000
20000
25000
30000
35000
40000
45000

Department for Digital, Culture, Media & Sport
change4life
The National Lottery
YOUTH SPORT TRUST
Specsaurs
active Sussex
School participation

Number of Sussex Schools Participating

- Schools not taking part
- Schools taking part in Virtual School Games

227 schools taking part
411 schools not taking part
Hello good morning! I just wanted to thank you so much for all the effort that you have put into organising this event and thank you so much for allowing us to join. (Yapton Homeschoolers)

Both my children represent GB at Modern Pentathlon but because of this only really have chance and time to do the same 5 sports. This has been an amazing opportunity for them to try other sports that they have only dabbled in before and they have been amazed at their improvement from Monday to Friday each week. Thank you again and we are looking forward to the weeks ahead.

12 May

Hi there, I just wanted to take this opportunity to thank you so much for all these challenges. My son is autistic and really really struggles academically but has come alive since you started these challenges! He is obsessed with tennis so this was his week! He actually managed 280 volleys with his dad so he was a bit gutted the limit was 100!! I've shared a video of one of his over 100 rallies on my Facebook page and on your Facebook page. I'm so proud of him and it's great for him to feel good about himself rather than him always feel like he's failing with his school work. So thank you so so much. From a very thankful:

When you hit all 5 water bottles with your first shot 🙌 and now your brothers are desperately trying to match the same score! 😊
#bonuspoints @SussexSchGames @HXPrimarySchool #week7 #challenge4

Forwarded by an SG:

Good Afternoon Dan,

I just wanted to say thank you so much for all you have done for sport in the area and, personally, for our school. I do apologise that I haven’t had the opportunity to reply or respond to your earlier emails; it has been particularly busy in school and managing a newborn baby is something I wouldn’t say I am overly skilled at yet.

This week’s activities have been brilliant. We use them each week, with the children in school, as part of our PE lessons but also do a daily mindfulness session, where we keep active and have a go at some of the shorter activities.

All of the classes love them and the personal challenge I have seen has been incredible. Today, I ran with Jack F’s brother Affle on the 1km run. I finished 2 seconds behind him - gutting - but we both managed to get down below my personal previous best of 3:26 - he achieved 3:19 and I managed 3:21. I just wanted to send you an email to make sure you know how much this is all appreciated, especially at this time.

Please let me know if there is ever anything I can do to help you.

Cheers,

Such fun finding out facts about tennis and training for the challenges this week with Specsavers Sussex School Games #SussexSchGames

Rain doesn’t stop play, although our dog was keen to join in (she kept trying to take our ‘cones’). Lots of fun @SussexSchGames @NorthwealdenSSP

Proof again today that @SussexSchGames has made an impact in my house :) Both kids obsessing about basketball – a sport they barely cared about until the Virtual challenges! Only downside; they’ve got to listen to my BBall playing stories from when I was a kid :) #LockdownWins

09:31 · 13/06/2020 · Twitter Web App
Key learnings

• Partnerships are key; a big success has been the team approach to designing and promoting the VSSG.

• Keep it simple; challenges, web pages, communication.

• Adults needed this just as much as the children; competitiveness, ideas, enthusiasm.

• Constant communication via every social media channel directing traffic back to website.

• Video and design-led content key for engagement and simulating the excitement of a live event.
Next steps

• We still have 4 weeks of virtual challenges left, including some exciting celebrity shout outs and a closing ceremony.

• The challenge of delivering medals and trophies to all of the schools will then begin.

• We have started to gather ideas for the 2021 School Games, which may include:
  o Continuation of virtual challenges
  o Intra school events
  o Live virtual events
  o Times entry live events

Thank you

• We are extremely grateful to our headline sponsor Specsavers and to Premier for donating the Spirit of the Games participation awards.

• Thank You Sport England, DCMS and YST for your continued funding & support.
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