**Stage 1: Developing Your Idea**

|  |  |  |
| --- | --- | --- |
| **o 1. Have you researched your community?** | **o 2. Have you researched the young people in your community?** | **o 3. Have you identified what impact would you like to have?** |
| Achievement goals:* Be aware of the positive things going on in your community to build on
* Understand and identify the local issues that you want to influence and change
 | Achievement goals:* Outline how the local challenges and issues you identified impact a young person’s life specifically
* Narrow down the specific group of young people who you are seeking to work with
 | Achievement goal:* Identify 1 or 2 main Sport for Development aims (e.g. Community Cohesion, Education & Employability, Crime & Anti-Social Behaviour, Inequality in Sports Participation, Health Education)
 |
| **o 4. Would your idea work?** | **o 5. Have you put together a basic plan?** | **Have you ticked all the boxes?** |
| Achievement goals:* Undertake research to understand if there is interest in your offer
* Undertake research to identify other groups and networks you could work with
 | Achievement goals:* Develop a basic delivery plan around your idea
* Undertake research into the different ways of working with young people to co-design a plan with them
 | Whether you would like to work with our team on a specific achievement goal or on all the essential elements, we are here to help.Please get in touch with membership@sported.org.uk and we can help you take the next step. |

**A checklist for individuals with a sport for development idea**

There are a lot of things to consider when setting up a new group. Sported has used its experience and feedback from members who were in a similar position to identify a list of essential questions you need to feel confident answering when setting up a new sport for development group.

**Stage 1 – Developing Your Idea**

**1. Have you researched your community?**

|  |
| --- |
| **Achievement goal 1:** **Be aware of the positive things going on in your community to build on** |
| **Ideas to get you thinking:*** Is there a facility with an available space?
* Are there people contacting you wanting to help?
* Have young people from your local area come up with an idea?
* Have there been any pilot projects or taster sessions that have had high demand?
 |
| **Would you like Sported support to complete the task?*** Search through the local free press, local social media channels and popular websites in your area of interest to see what projects are taking place
* Get in contact with local hubs, such as schools, community buildings and leisure facilities to see what they are and aren’t delivering
* Connect with local community/group leaders to see what is working and where there are areas for opportunity
* Access young people via the appropriate/safe channels to consult what activities they are looking for or have heard about
* Seek out local charities that fundraise and councillors to identify where the financial opportunities are
	+ Knowing where opportunities are currently is just as important as knowing what changes and improvements can be made.
* Consider that some of the people you are contacting might want to join in with your group/idea or develop a project together
* Speak with your Sported local team member about the different places you should be looking for positive activities/opportunities in your local community
 |
| **Your notes/actions:** |
| **Achievement goal 2: Understand and identify the local issues that you want to influence and change** |
| **Ideas to get you thinking:*** Is there a lack of physical activity opportunities in your area?
* Is there a break-down of communications between specific communities in your area?
* Has there been a recent rise in crime and anti-social behaviour?
* Has mental health been identified as an area of concern for your community?
* What is your target area’s deprivation level using government statistics?
* Consider what issues you believe physical activities can help tackle in the community
 |
| **Would you like Sported support to complete the task?*** Speak with your Sported local team member to discuss which organisations could help you to understand local issues better
* Speak with your Sported local team member to determine what level of deprivation your area is technically classified as
* Review [Sported Hub Inclusion and Diversity](https://thehub.sported.org.uk/resource-library.html?sortBy=recent&topics=inclusion-and-diversity) to understand the different communities that make up the United Kingdom and organisations that represent their interests/needs which you can contact
 |
| **Your notes/actions:** |

**Stage 1 – Developing Your Idea**

**2. Have you researched the young people in your community?**

|  |
| --- |
| **Achievement goal 1: Outline how the local challenges and issues you identified impact a young person’s life specifically** |
| **Ideas to get you thinking:*** How might the lack of opportunities affect different groups of individuals? (e.g through higher obesity, drug use, lack of inclusive opportunities, sessions for boys but not girls, poor physical/mental health, etc)
* There is likely to be a substantial amount of public information, reports written by public bodies or charities about the challenges that affect young people and families in your target area
* What have young people themselves said about their local community?
* What stories about young people in particular have been highlighted in local media?
 |
| **Would you like Sported support to complete the task?*** Search for government statistics from bodies such as the UK Government, your local authority, the National Health Service or your National Sports Council.
* Work with a Sported Volunteer who has experience in surveying populations and working with data sets to understand specific communities. Request a short-term volunteer support via [The Hub](https://thehub.sported.org.uk/members/volunteer-support.html)
* Speak with your Sported local team member to be signposted to sources of reliable information about the local young person’s experience and discuss organisations you could speak to.
 |
| **Your notes/actions:** |
| **Achievement goal 2: Narrow down the specific group of young people who you are seeking to work with** |
| **Ideas to get you thinking:*** Make sure you have a clear idea of your target audience; this helps when you are promoting your group*.*
* Think about a certain demographic with a particular need which your activity will help to address (e.g. A multi-sport youth club looking to reduce anti-social behaviour and improve poor physical activity levels)
* Consult with young people (safely and appropriately) in order for them to describe what opportunities they want.
* Are you using the most appropriate language to describe the demographic you would like to work with?
 |
| **Would you like Sported support to complete the task?*** Work with Sported Volunteer who has extensive experience with community engagement and targeting specific audiences. Request a short-term volunteer support via [The Hub](https://thehub.sported.org.uk/members/volunteer-support.html)
* Speak with your Sported local team member to identify the most appropriate organisations to engage with regarding your target audience
 |
| **Your notes/actions:** |

**Stage 1 – Developing Your Idea**

**3. Have you identified what impact you would like to have?**

|  |
| --- |
| **Achievement goal 1:  Identify 1 or 2 main Sport for Development aims (e.g. Community Cohesion, Education & Employability, Crime & Anti-Social Behaviour, Equity in Sports Participation, Health and Wellbeing Education.** |
| **Ideas to get you thinking:*** Think about the difference you want to make and how the activity you carry out does this
* Think about the scale at which you would like to operate (e.g. local, regional, national)
* Consider specific demographic groups (e.g. women, specific age-groups, young people not in education, employment or training)
* Have you thought carefully about how your activity will specifically address an intended impact?
* Have you researched organisations that appear to do similar work to you? How do they describe their impact?
 |
| **Would you like Sported support to complete the task?*** Read Sported How-to Guides on Impact Practice
	+ The Basics
	+ Defining Your Outcomes
	+ Measuring Your Impact
* Watch Sported Webinar, [Introduction to Good Impact Practise](https://thehub.sported.org.uk/resource/intro-to-good-impact-practice-webinar.html) ‘Introduction to Good Impact Practice’
* Work with a Sported Volunteer who is trained in our [Sported Impact Journey](https://thehub.sported.org.uk/members/volunteer-support/sported-impact-journey.html) and has experience in good impact practice
* Speak with your Sported local team member about the impact you intend to make and how sported can support you to determine your aims
 |
| **Your notes/actions:** |

**Stage 1 – Developing Your Idea**

**4. Would your idea work?**

|  |
| --- |
| **Achievement goal 1: Undertake research to understand if there is interest in your offer**  |
| **Ideas to get you thinking:*** How do you know that there is a demand for the specific activity you would like to offer?
* Do you have evidence that these activities are likely to be successful in contributing to your intended impact?
* Have you run taster sessions, and had some positive feedback?
* Have you received feedback from your intended audience that they are interested in this offer? (e.g. carry out surveys, post on local social media boards, etc.)
	+ It is worthwhile doing this properly, as you can use this information later for funding applications but it need not be complicated to do
* Think about the motivations of the young people attending. What do they “want” out of the sessions? (e.g. learning new skills, having fun, making friends)
 |
| **Would you like Sported support to complete the task?*** Work with a Sported Volunteer who has experience in consultation and survey techniques. Request via [The Hub](https://thehub.sported.org.uk/members/volunteer-support.html)
* Speak with your Sported local team member to find the right organisation to help you in engaging with your intended audience and planning your activity
* Read key resource, ‘[UK Coaching Resource – What Motivates Young People to be Active](https://www.ukcoaching.org/resources/topics/guides/what-motivates-young-people-to-be-active)’
* If you are affiliated to a national governing body of sport, check their official resources and courses, which will include evidence-based activity design
* Working with Women and Girls? Check out our suite of [Girls Unite resources](https://thehub.sported.org.uk/site-search.html?q=Girls+Unite) specifically looking at designing sessions for girls.
 |
| **Your notes/actions:** |
| **Achievement goal 2: Undertake research to identify other groups and networks you could work with** |
| **Ideas to get you thinking:*** Make sure that you are unique, or if not unique that there is demand for more than one group in your area offering the same sport or activity
* It might make sense to partner or link in with another organization rather than be in competition.
* Find out what things are happening locally in schools/community groups etc
 |
| **Would you like Sported support to complete the task?*** Speak with your Sported local team member to network with organisations in your area and location of interest
* Speak with your Sported local team member to connect with other groups similar to you in our UK-wide membership in order to share best practice
* Review [Sported Hub Inclusion and Diversity](https://thehub.sported.org.uk/resource-library.html?sortBy=recent&topics=inclusion-and-diversity) to identify organisations that represent the interests/needs of various marginalised communities within the United Kingdom, particularly in relation to sport and physical activity
 |
| **Your notes/actions:** |

**Stage 1 – Developing Your Idea**

**5. Have you put together a basic plan?**

|  |
| --- |
| **Achievement goal 1: Develop a basic delivery plan around your idea?** |
| **Ideas to get you thinking:*** Are you able to clearly write about your group, why you set up and what you are aiming to do?
* Design your committee structure (or proposed one)
* What are you planning to achieve in your first year?
* How will you achieve these goals?
* How much money do you need? What other resources do you need?
* Who is going to do what within your plan?
* Stage 1 is about developing your idea and you should document as you go along. Stage 2 will provide you with ‘The Essentials’ in order to develop a more thorough Business Plan.
 |
| **Would you like Sported support to complete the task?*** Read Sported How-To Guide on Business Planning - The Basics to put together a basic organisation plan for the next year
* Work with a Sported Volunteer who has experience in designing and developing basic business plans. Request via [The Hub](https://thehub.sported.org.uk/members/volunteer-support.html).
* Speak with your Sported local team member to get support outlining a basic plan into a document
 |
| **Your notes/actions:** |

|  |
| --- |
| **Achievement goal 2: Undertake research into the different ways of working with young people to co-design a plan with them?** |
| **Ideas to get you thinking:*** Have you ever designed a plan that was built by or with the views of your participants?
* It is best practice when working with young people to incorporate elements of co-design
* Once you have an engaged audience, there are various ways in which you can co-design activities with them, keeping in mind appropriate safeguarding measures you will need in place (e.g. post-it note exercise, informal activities, focus groups, surveys)
* Whatever your methods, you need to be clear about what you are aiming to achieve from the research and how you will store information
* Have you considered a youth board or having a young person on your committee?
 |
| **Would you like Sported support to complete the task?*** Work with a Sported Volunteer who has experience in consultation and the co-designing of programmes. Request via [The Hub](https://thehub.sported.org.uk/members/volunteer-support.html)
* Speak with your Sported local team member to discuss methods for co-design and the need for external facilitators
 |
| **Your notes/actions:** |

**Stage 1 complete. What are next steps?**

Now that you have ‘developed your idea’, we recommend you move onto Stage 2: The Essentials. The checklist includes essential elements we believe you should have in place before delivering.

In order to speak with a Sported local team member about Stage 2, please email membership@sported.org.uk or contact them directly.

Please send all feedback for this checklist and the recommended support, to membership@sported.org.uk