

What is Sporting Champions?

Sporting Champions inspires young people by giving them the chance to meet their sporting heroes face-to-face. They organise around 450 visits each year, bringing world-class athletes into schools and local communities throughout the country. Funded by Sport England, their programme is an important strand of the national strategy for school sport – PESSCL. Through their work, they hope to encourage youngsters to be more active so they can live up to their potential in sport and in every other part of their lives.

What they do

Their main goal is to show young people sport can and should be fun – they want to sow the seeds that will start a lifelong enjoyment of physical activity. They've found that children get the best out of their events when they have real interaction with the Champion – things like question and answer sessions, sporting demonstrations and coaching workshops work well. For this reason, they don't really go in for formal ceremonies, photo calls or cutting ribbons. Instead, the emphasis during their visits is always on getting involved, having fun and sticking with it.

Why Sporting Champions?

The Sporting Champions scheme is a unique initiative that is helping to create a new generation of physically active people in communities and schools up and down the country. By using athletes from a wide range of sports, they're reaching more young people and inspiring them to take part in sports on a regular basis.

The visits themselves can be tailored to fit the needs of the school or community group. They can involve coaching workshops, interactive sessions or targeted activity such as contributing to schoolwork around citizenship and leadership.

In terms of benefits, a Sporting Champions visit will:

- Raise awareness of sport and the benefits of physical activity
- Engage and enthuse young people
- Increase the profile of a variety of sports and local sports clubs
- Motivate young people in their wider lives
- Raise the profile of a particular event

Arranging a Visit

Obviously demand is high for visits from their Sporting Champions and they're unable to meet all requests so visits are allocated rather than applied for.

The process varies depending on whether you're a school or a local community organisation. If you're a school, the first thing to find out is if you're a member of a School Sports Partnership (SSP) you'll then need to contact your Partnership Development Manager. If you're a community group, you should contact your [County Sports Partnership \(CSP\)](#). They allocate a number of visits to SSPs and CSPs and then ask them to identify suitable events and activities for Sporting Champions to attend in their local area.

To find out more about how to arrange a Sporting Champions visit, please email sportingchampions@creatingexcellence.co.uk or contact your local sports partnership direct.