

UNITY SPORTS
PROJECT



M. Claudia 19/5/22

Team 9: Using Sports To Mobilise the Local Community

CIVIS



A European Civic University

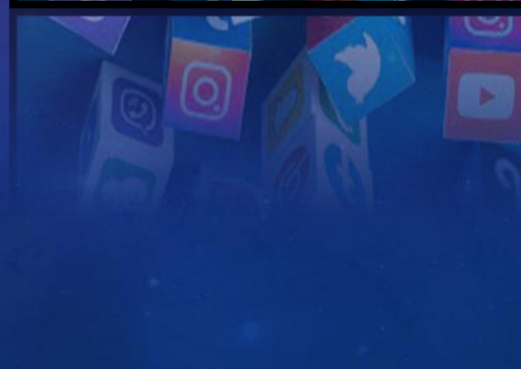
Needs Assessment / Current Issues



Implementation & Communication

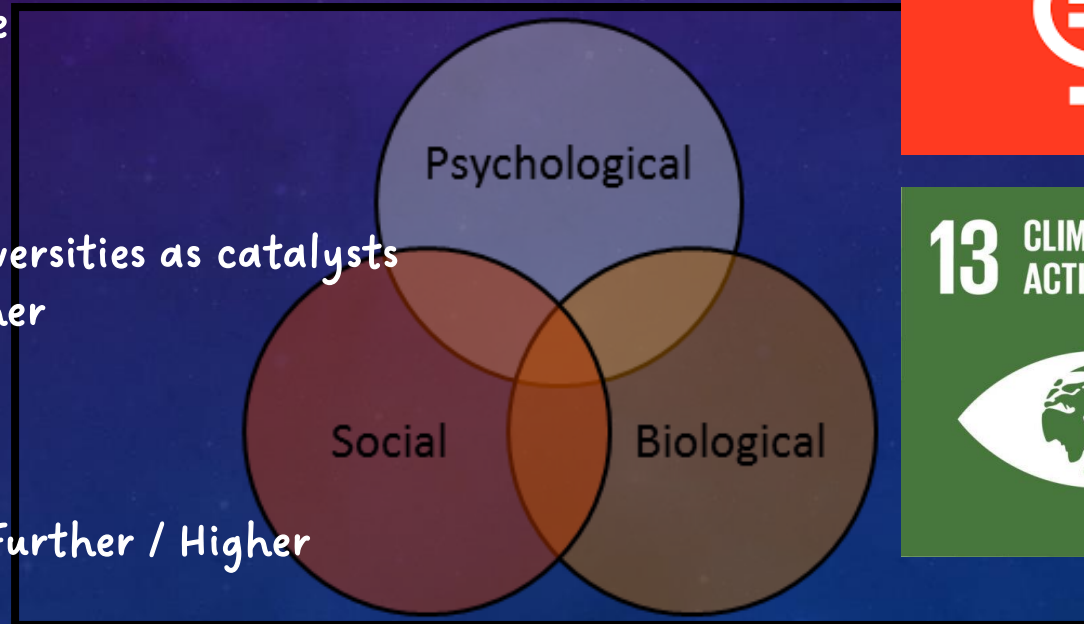


| Sunday Community Class Schedule | Time |
|---|-------------|
| Hoop Basketball | 0900 - 1000 |
| Zumba (Colombia) | 1000 – 1100 |
| Capoeira (Brazil) | 1100 - 1200 |
| Ping Pong | 1200 – 1300 |
| Cycling Bike Mechanics / Promoting Sustainable Travel | 1300 – 1400 |
| "Olympic Games" | 1400 – 1700 |



Benefits

1. A safe and structured space to socialise
2. Early Intervention - Bio/Psycho/Social Development
3. Equality of Access
4. Social Capital - Societal Benefits
5. Culture / Institutional Change
6. Soft Skill Development
7. Wider Sense of Identity - Universities as catalysts for bringing communities together
8. Cultural Exchange
9. Promoting Opportunities For Further / Higher Education



Evaluation



HOW?

- Subjective Evaluation:
 - Participants
 - Volunteers
- Objective Evaluation:
 - External Auditing Body
 - Data Extracted for Funding Grants



THE WHY

- Creative: Societal change of targeted groups of people under the Unity Sports Project Model.
- Multiple impact perspective: Inclusive Activity Accessible to All
- Cost-effective and realistic: Using Social Capital to Identify Non-monetary Resources to sustain delivery of the programme by
 - Collaboration with:
 - National Governing Organisations
 - Charities
 - Private Investors
 - Schools / Local Community Facilities
- Innovative: Creating a universal safe space for all demographics by providing accessible physical activities.