

Move it Mondays – Summer Sport Sessions

Every Monday from 28/7/25 to 18/8/25

Venues:

Basketball 10am – 12pm Maple Drive Multisport Court / Tennis 2pm – 4pm St John's Park

Budget: £1,700

Spent: £980

Breakdown:

- Basketball: £280 for 4 x 2-hour sessions
- Tennis: £640 for 4 x 2-hour sessions
- Publicity: £60 for 4 correx boards

Aim:

To provide free taster sport sessions to children in Burgess Hill during the summer holidays.

Number of Attendees:

- Basketball: 106
- Tennis: 111
- Total attendees for Move it Monday across 8 sessions: 217

Publicity:

The event was advertised:

- Summer Events Calander
- Press release as part of the 'Summer Holiday Fun in Burgess Hill'
- Article in the Middy
- Poster in the Help Point
- All noticeboards in town
- Graphic in July's About Town
- Event mailer via Mailchimp
- Post on Town Council social media
- Stories on Instagram and Facebook
- Nationwide noticeboards
- Posters at Maple Drive Multisport Court and St John's Park
- Correx boards at the bandstand and McDonalds
- Flyers at the Help Point

Event delivery

Parents/guardians were asked to complete the online waiver form before attending. This collected photo permissions, age, medial or special needs information and emergency contacts.

The waiver explained that places were not secured for the full two-hour session, but that participation would be managed on the day by the coaches and Town Council staff. This is flexible approach again allowed more children to take part, even if others did not attend.

Basketball took place at Maple Drive Multisport Court and tennis at St John's Park – we asked for two coaches for tennis as we had a higher demand.

Feedback:

We promoted our QR feedback form at sessions and spoke with parents/guardians during the event.

Here are some of the responses for the event:

What went well:

- My Grandson enjoyed this's session mixing well different age groups all having fun. The trainer was excellent. I myself was enjoying this.
- Excellent time spent at the basketball sessions
- Great organisation. Free event.
- Professional coaches, children had fun & learned new skills. Free to attend so accessible to all
- Inclusive event and fun coaches
- enjoyable activities, all engaged and lots of fun
- The staff is good and helped my shy child settle well
- Was lots of fun

It would be event better if...

- Cannot be better girls and boys having a great time
- I think the age range is too wide. I think it was difficult for the younger ones to get the most out of it due to the older children being more capable.
- Longer sessions
- More skills based games
- Slightly less people / split age

If the event you attended required you to book in advance, how did you find the process?

- Easy
- Booking was straightforward, easy to understand
- Very simple and intuitive
- N/A - just did the online waiver which was fine

Feedback from Jimmy from Encore Tennis:

Just wanted to email to say thanks for all the support from the council with the summer Move it Mondays tennis at St John's Park. We have had some follow-on business as a result, it's great to have a continued support for the new coaching programme.

Evaluation:

Move it Mondays built on the success of the Easter sessions, using the same coaches: Zaher from Worthing Thunder (basketball) and Jimmy from Encore Tennis. We decided to bring them back largely because of the great feedback we received.

The waiver form continues to be an effective system. Compared with Easter's 83 forms, the summer sessions saw 217 completed waivers — almost three times as many. Basketball in particular saw triple the attendance compared to Easter, showing the strength of word of mouth and the popularity of the coach.

No-shows are still common at free events, but the waiver system meant that sessions remained busy and flexible, allowing walk-ins where possible. Reminder emails before each session helped families prepare and encouraged attendance.

This summer's Move it Mondays built real momentum, with numbers far surpassing Easter and families returning week after week. By offering free, high-quality coaching in basketball and tennis, the programme gave children the chance to develop new skills, grow in confidence, and enjoy being active together

Valentina Gaggero

Events, Communication and Administration Officer

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