

#SKIPUNITE

CONNECT | BE ACTIVE | GIVE | LEARN | TAKE NOTICE



WHAT IS #SKIPUNITE

#SKIPUNITE was the third project from our summer of #UNITE events! We worked with our good friends from the Skipping School, Chris & Jodi to produce a series of beginner and advanced Skipping Skill tutorials for KS1 and KS2 children. The aim of the project was to get everyone within our community, including schools, teachers, parents and young people enjoying skipping and learning new skills before taking part in a personal challenge at the end of the week to see how far they had come and reflect on the skills that they had learnt! #SKIPUNITE incorporated the '5 Ways to Wellbeing'; encouraging people to get active, learn something new, connect with friends and family, support/help others and finally to take notice and live in the moment! #SKIPUNITE received high levels of engagement from our schools right across Gateshead and other areas of the North East.

COMMUNITY ENGAGEMENT:

- Over 1750 views just on Youtube
- The #SKIPUNITE posts on Facebook reached over 10,000 people and over 17,000 people on Twitter!
- Over 260 views on the Launch video just on Youtube
- Over 170 photos / collages / videos from schools and parents of children across the country shared with us across social media
- As a result of the campaign the Gateshead School Sport Partnership Page social media following increased - over 90 subscribers on Youtube, over 2100 people following @GatesheadSSP on Twitter, over 500 on Facebook and over 200 followers on Instagram

SCHOOL ENGAGEMENT:

- Approx. 50% of our Primary Schools in Gateshead engaged in the campaign through sending in videos / sharing with their pupils across social media / taking part in school and including the campaign in their weekly home packs / updates for parents

"The skip unite sessions with Chris and Jodi were excellent for giving the children something to work towards in our bubbles and it was a great beginners guide for a non-skipper like myself. The videos were structured really carefully to break the skills down. Fantastic!"

"She was super proud to get 5 cross overs - she has never been able to do this skip before. Thanks to #skipunite for brilliant tutorials!"

"SKIPUNITE - The children enjoyed challenging themselves with the different activities. We even held a mini skipping tournament with our Y6 children!"

"Reception have definitely got the skipping bug and have shown real determination and enjoyment as they improved everyday!"

"We rolled out #SKIPUNITE both in school and at home. Feedback about the programme was overall very positive. Teaching staff found the videos informative and helpful and the children were eager to complete the challenges each day. Please see our school website for photos."

