



FRIDAY NIGHT
TAKEOVER

STREETGAMES FRIDAY NIGHT TAKEOVER

Friday Night Takeover (FNT) involves providing: fun and affordable multi-sport activities for teenagers and young people within local leisure centres on Friday evenings.

Over the past few years, many different organisations in the StreetGames network have delivered FNT sessions in which they have provided a wide range of activities including: badminton, football, basketball, tennis, fitness classes, yoga, table tennis, swimming and trampolining, usually with the inclusion of music and sometimes with the addition of food and healthy eating messages or wider offers such as hair and beauty treatments.

FNT has been found to be an effective way of engaging large numbers of young people who don't typically use a leisure centre. In some areas, the sessions have also acted as an effective diversionary activity in areas/times that are often typified as being 'hot-spots' for youth related anti-social behaviour.

To help other organisations that might be considering setting up a FNT session, StreetGames has undertaken research to gather learning from those already delivering, and distilled this into 10 'Top Tips'.



10

TOP TIPS
FOR FRIDAY
NIGHT TAKEOVER

01

PLANNING & PREPARATION

It is vitally important that staff leading on FNT delivery have sufficient time and capacity to plan and prepare the sessions prior to embarking on the delivery of the activities.

The planning stage is crucial for: identifying and engaging group(s) of young people to work with, undertaking training, linking with other local partners that might be able to support the project, identifying and appointing a Peer Promoter (see below) and organising taster and outreach sessions.

02

STAFF TRAINING

We recommend that leisure centre development and delivery staff attend training prior to setting up a FNT session so that there is cultural 'buy in' from all staff re having an 'open door' policy towards this target demographic.

StreetGames provides a range of Doorstep Sport Skills workshops that will support the delivery of FNT – this includes: 'Engaging and Retaining Young People as Leisure Centre Users' workshop. For more information see [here](#).

03

ENGAGING LOCAL PARTNERS

The recruitment of young people from the target demographic is key to the success of FNT sessions. Previous experience has found that this is most effectively achieved via partnerships with local organisations that are already engaging with young people from the target age range and background, rather than using open recruitment methods.

Potential partner organisations to consider, include: an existing StreetGames project, school, college, youth organisation, community group, housing association or other relevant local partner. Looking to attract in-tact friendship groups can be really effective, but an over-reliance on just one friendship group should be avoided.



04

CONSULTATION

Speaking to young people during the project development stage and engagement through outreach activity is also important in developing FNT sessions. To consult with young people about a new session, it is important to go to the places where they already meet up, such as a youth centre, local park, school or college. It doesn't have to be a 'formal' consultation exercise – but might just involve having informal conversations or use of a 'graffiti board' to gather suggestions or asking a young volunteer to consult with their peers and feedback to you. More information on consulting with young people can be found [here](#).

05

ACTIVITY PROGRAMMES

For Friday Night Youth Night Takeover sessions, programmes that include access to a variety of different activities, ideally including both group (sports) activities and individual (fitness) activities have been found to be most popular. The feel of the sessions should be fun and informal - including a social element within the session. Some projects also successfully incorporated food and healthy eating messages into their sessions.



06

COACHING & LEADERSHIP

Finding the 'right' person to lead sessions is vital. They will usually need to have a number of key attributes, including: a relaxed and informal style, the ability to offer a range of activities, experience of working with beginners as well as mixed ability groups, and an ability to build a strong rapport with participants. Through local partnerships, some organisations have been able to support coaches at their sessions with additional staff including: youth workers, specialist support workers (e.g. from CAMS, Mind and the Drug & Alcohol Trust) or PCSOs which has proved helpful. The engagement and up-skilling of young volunteers to support sessions is also key.

07

PEER PROMOTER ROLE

A Peer Promoter is a young person that helps to raise awareness of activities and helps to motivate, engage and retain other young people (their peers) in activities.

Peer Promoters have been found to be a key component of effective delivery and therefore, the recruitment of a young person to carry out this role should be prioritised at the outset through engagement with local partners.

Peer Promoters have proved to be really effective by: encouraging friends to come along, promoting sessions on social media, welcoming and buddying new comers, promoting a rewards and incentives scheme and motivating/inspiring attendance.





08

TASTER ACTIVITIES & OUTREACH SESSIONS

To effectively engage new participants in FNT sessions, it can be helpful to consider ways of providing young people with the opportunity to experience new activities in an environment where they feel comfortable and relaxed. Ideally this will include the provision of taster sessions delivered on an outreach basis in venues that young people are familiar with, as well as taster sessions within the host leisure centre. Pop up equipment and multi-sport [activator training](#) can play an important role in helping organisations to undertake community taster and outreach sessions.

09

SUBSIDISED ACCESS & PRICING POLICY

It is important that the sessions are affordable to enable access by young people in the long-term. Very few will be in a position to take out direct debit memberships (even if discounted) and therefore a pay and play offer is recommended of circa £1 per session or free of charge where possible. This therefore requires a commitment by providers, to subsidise the cost of sessions. Other doorstep sport organisations have done this via a range of methods including: negotiating discounted venue and staffing charges, securing a commitment to cross subsidise the sessions or through securing external funding to support activities (e.g. from Police & Crime Commissioners, Clinical Commissioning Groups, local authority township funding, Government Departments and local grants and trusts).

10

REWARDS & INCENTIVES

The inclusion of a rewards/incentives scheme has been found to be a successful way of motivating and retaining participants. Some doorstep sport organisations have included incentives such as: sports equipment, clothing, promotional items and discount vouchers; whilst others have found that group trips, tickets to events and social evenings are also popular.

Finally, although FNT is a good brand, in some cases a Saturday or other evening may be the best day for a multi-activity doorstep sport session at a leisure centre - depending on local circumstances and the needs of the young people. If another night is preferred then this is just as valuable!

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Click here for examples of
FNT mini case studies



FRIDAY NIGHT TAKEOVER



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