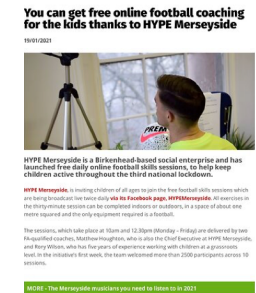
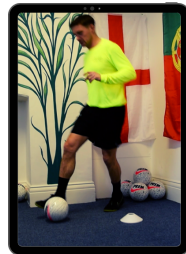


HYPE

HYPE FROM HOME

•A Review of Our Online Sessions During Lockdown•

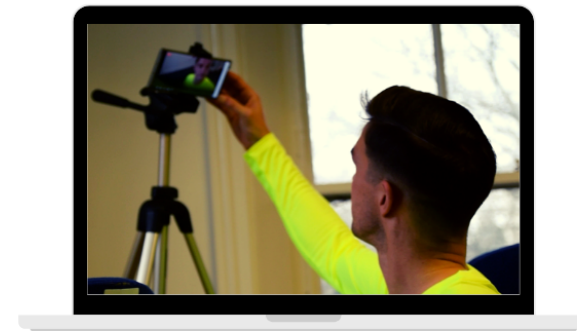
January – March 2021





OUR AIM:

In response to the January 2021 lockdown being announced, we decided to put all of our efforts into keeping children active from home until the lockdown was eased and students were allowed back to school. We knew this was going to be a very testing time for families and we were determined to continue to engage young people, offer free and accessible football/fitness sessions and ultimately encourage physical activity.



With our high intensity online sessions, we were offering a chance to develop and improve football based skills from home, to improve physical fitness, and importantly helping to create a structure as the days and weeks of isolation passed. We decided to lead our campaign with the hashtag *#stayactive* with the intention of inspiring young people to see beyond the limitations of the lockdown, to stay engaged and to stay physically active.



DESIGNING OUR ONLINE SESSIONS:

We ran two sessions per day, a morning session for beginners and an afternoon session for more advanced players. Each session was 30-minutes long and consisted of a 5-minute warm up, 15-minutes on a specific skill, 5-minutes of ball-control and the final 5-minutes for strength and conditioning. It was important we kept to this structure to maximise the 30-minutes, to ensure consistency with each session, but also to keep each session dynamic and fast moving. In order to take part, all you needed was a football and four markers, either cones, socks, tins or even toys!



facebook **LIVE**

The platform we used to host our online sessions was [Facebook Live](#). This allowed for:

- **Easy and Free access to anyone and everyone**
 - **No subscriptions or a signing up process**
- **Each session would remain active for 24hrs!**

PRIZES!

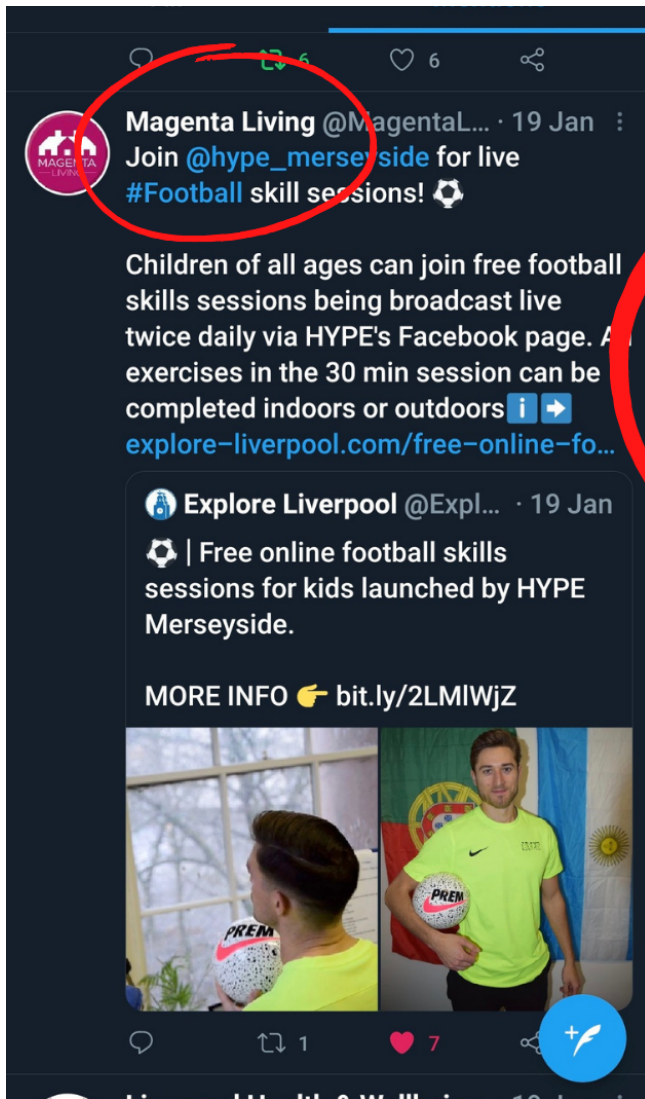
Finally, as a little incentive to encourage participation, we concluded each session with a football quiz, with the first person to answer correctly (and to have participated in the whole session) receiving a prize, either:

- Nike Football!
- Nike HYPE Football Kit!

Check out some of our prize winners below:



ONLINE INTERACTIONS AND ENGAGEMENTS




Magenta Living @MagentaL... · 19 Jan :
Join @hype_merseyside for live #Football skill sessions! ⚽

Children of all ages can join free football skills sessions being broadcast live twice daily via HYPE's Facebook page. All exercises in the 30 min session can be completed indoors or outdoors [i](#) [➔](#)
[explore-liverpool.com/free-online-fo...](https://www.explore-liverpool.com/free-online-football-sessions)

[Explore Liverpool](#) @Expl... · 19 Jan
⚽ | Free online football skills sessions for kids launched by HYPE Merseyside.

MORE INFO bit.ly/2LMWjz



1
7



sessions get kids moving
entirely...

You Retweeted
CapitalLivNews @Capital... · 20 Jan :
Hundreds of kids are getting free INDOOR footy lessons, like this one, via Facebook – the idea's come from @hype_merseyside ⚽👏
#CapitalReports



1,007 views

6
6

Magenta Living @MagentaL... · 19 Jan :
Join @hype_merseyside for live #Football skill sessions! ⚽

Children of all ages can join free football skills sessions being broadcast live twice daily via HYPE's Facebook page. All



12.30pm–1.00pm
All sessions are FREE

1
1

Barbs @barbs_paul · 22 Jan :
The boys loved the @hype_merseyside free #football session this morning. Thanks rolks. 👍 #stayactive @brookdale_ps



Wirral Council @WirralCo... · 22 Jan :
The lovely @hype_merseyside have live football sessions with FA-qualified coaches. These are shared at 10am and 12.30pm Monday to Friday on their Facebook page but they can be watched back at a later date and all that's needed is a football! ⚽
[facebook.com/HYPEmerseyside](https://www.facebook.com/HYPEmerseyside)



MEDIA COVERAGE:

Liverpool Business News Free online football skills classes for kids

[Visit the coverage](#)

The screenshot shows the Liverpool Business News website. The main headline is "Free online football skills classes for kids". Below the headline, there is a sub-headline: "Social enterprise Hype Merseyside is inviting children of all ages to join the free football skills sessions which are being broadcast live twice daily." There is a photo of a man in a yellow HYPE Merseyside shirt. The article text mentions that the sessions are broadcast live twice daily via its Facebook page and are suitable for children of all ages. It also notes that the sessions are delivered by two FA-qualified coaches, Matthew Houghton and Rory Wilson.

Wirral view How to keep your kids busy during lockdown

[Visit the coverage](#)

The screenshot shows the Wirral View website. The main headline is "How to keep your kids busy during lockdown". Below the headline, there is a sub-headline: "Ormeau Meadow School has been awarded ADHD Friendly school status". There is a photo of a child with a ball. The article text mentions that HYPE Merseyside is inviting children of all ages to join the free football skills sessions which are being broadcast live twice daily via its Facebook page. It also notes that the sessions are delivered by two FA-qualified coaches, Matthew Houghton and Rory Wilson.

Wirral Globe Online footie skills sessions for kids

The screenshot shows the Wirral Globe website. The main headline is "Online footie skills sessions for kids". Below the headline, there is a sub-headline: "A WIRRAL-based social enterprise organisation has launched free daily online sessions to help children brush up on their football skills during lockdown." There is a photo of a child with a ball. The article text mentions that HYPE Merseyside is inviting children of all ages to join the free football skills sessions which are being broadcast live twice daily via its Facebook page. It also notes that the sessions are delivered by two FA-qualified coaches, Matthew Houghton and Rory Wilson.

Liverpool Echo Safe way to practice football for free

The screenshot shows the Liverpool Echo website. The main headline is "Safe way to practice football - for free". Below the headline, there is a sub-headline: "HYPE Merseyside is inviting children of all ages to join the free football skills sessions which are being broadcast live twice daily via its Facebook page." There is a photo of a child with a ball. The article text mentions that the sessions are broadcast live twice daily via its Facebook page and are suitable for children of all ages. It also notes that the sessions are delivered by two FA-qualified coaches, Matthew Houghton and Rory Wilson.

The Guide Liverpool You can get free online football coaching for the kids thanks to HYPE Merseyside

[Visit the coverage](#)

The screenshot shows the The Guide Liverpool website. The main headline is "You can get free online football coaching for the kids thanks to HYPE Merseyside". Below the headline, there is a sub-headline: "HYPE Merseyside is a Birkenhead-based social enterprise and has launched free daily online football skills sessions, to help keep children active throughout the third national lockdown." There is a photo of a man in a yellow HYPE Merseyside shirt. The article text mentions that the sessions are broadcast live twice daily via its Facebook page and are suitable for children of all ages. It also notes that the sessions are delivered by two FA-qualified coaches, Matthew Houghton and Rory Wilson.

Capital Liverpool HYPE Merseyside Launches Online Football Skills Sessions

The screenshot shows the Capital Liverpool logo. The logo features the text "107.6 CAPITAL FM" in a stylized font, with "LIVERPOOL'S NO.1 HIT MUSIC STATION" below it.

BBC Radio Merseyside HYPE Merseyside Launches Online Football Skills Sessions

The screenshot shows the BBC Radio logo. The logo features the text "BBC RADIO" in a large, bold font.

HYPE Merseyside online football skills sessions get kids moving HYPE Merseyside Launches Online Football Skills Sessions

The screenshot shows the HYPE Merseyside website. The main headline is "HYPE Merseyside online football skills sessions get kids moving". Below the headline, there is a sub-headline: "A Birkenhead-based social enterprise has launched free daily online football skills sessions, to help keep children active throughout the third national lockdown." There is a photo of a man in a yellow HYPE Merseyside shirt. The article text mentions that the sessions are broadcast live twice daily via its Facebook page and are suitable for children of all ages. It also notes that the sessions are delivered by two FA-qualified coaches, Matthew Houghton and Rory Wilson.

11
PIECES OF
COVERAGE

HYPE

52
BRAND
MENTIONS

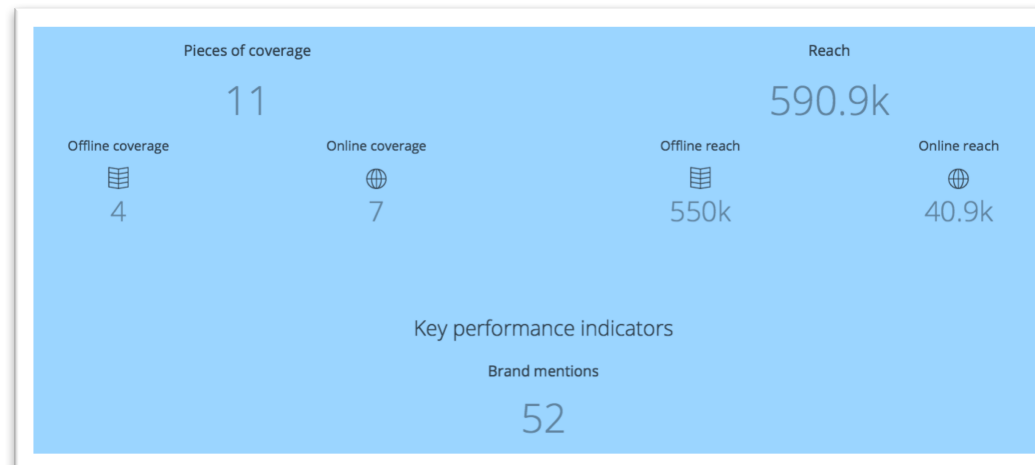
TOTAL REACH

590.9K

550K
OFFLINE
REACH

40.9K
ONLINE
REACH

Full Coverage Report Below:



REVIEWING OUR ONLINE ACTIVITY AND ENGAGEMENTS:

facebook **LIVE**



In conclusion, over the eight-weeks we delivered 80 Facebook Live classes, totalling at 40 hours of online training, engaging a total of 872 players! Considering the response we have had from children/parents and the numbers we were engaging and interacting with, it is fair to say we are proud of the effort we have put in to make this lockdown a little less lonely and more active for our young people. Even if a session was only reaching one person, it would still be worth all of the effort. You never know what circumstances families have found themselves in during these testing times, and that 30-minute session could be the only time in the day where the child is receiving encouragement, praise and stimulation.

	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8
No. Views	2550	2169	2640	2865	2455	2301	2480	2648
No. Players	68	97	129	142	86	114	98	138



CHALLENGES / OBSTACLES

As we began our sessions it became apparent that some children were desperate to join in but did not have a football, so we took it upon ourselves to personally deliver footballs to all of those who were without.

A challenge we had to overcome was working within the limited space from which the sessions were conducted. Considering the children tuning in would be at home, it was important that we designed our sessions to be accessible and possible for all to take part. With such limited space, we decided to focus our sessions around ball mastery and ball control, getting as many touches on the ball as possible, working on both feet and improving coordination and footwork.

As a coach, you use feedback to improve each session. The challenge with our Facebook Live sessions was that I was unable to see the participants and therefore could not assess their skill level or ability. By designating the morning sessions to ‘Beginners’ and the afternoon sessions to ‘Advanced’ we were able partially solve this problem. Coaching the online sessions also challenged me in improving my communication, as whether I was being watched on a laptop or a phone, I had to make sure my instructions were crystal clear and intuitive to follow to avoid confusion and to keep the children engaged.

THE KNOCK-ON EFFECT & MOVING FORWARDS

These past 8-weeks of online sessions have provided us with the opportunity to cast our net further, to develop our online presence, to reach more people and spread the awareness of what HYPE can offer the community. Through our publicity, ranging from radio interviews and newspaper articles, HYPE is continuing to build a reputation as an important influence and key player in the local community, supporting young people and creating opportunities. It is already clear that the interactions and engagements we have made during these past 8-weeks will carry forwards into our camps and opportunities moving forwards.



THANKS TO OUR PARTNERS:



BBC
RADIO MERSEYSIDE

