

Best Use of Content

# UK Sport

Levelling the playing field in elite sport



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**true.**

**UK Sport is the governing body who manage and oversee Olympic and Paralympic development pathways and athlete support in the UK, essentially the non-consumer facing arm of TeamGB and ParalympicsGB.**

**Traditionally, UK Sport's Talent ID programme had involved in-person assessments at events across the country that tested participants' physical abilities.**

In 2021, social distancing restrictions meant that the process had to move online, requiring new digital solutions that would uncover new talent from a base of young people interested in sport and allow them to register and apply online.





The stats showed that only 80% of GB athletes at Rio 2016 were non-white, excluding boxing and athletics.

31% of Team GB medal winners attended private school, compared with just 7% of the overall population.

With only 6% of our elite athletes growing up in a city compared to 39% of the UK population, the disparity in diversity was clear.

Moving to an online process gave us a good opportunity to push the appeal of elite sport to a broader audience.

We surveyed physically active young people across the UK to understand their thoughts on achieving their athletic potential. When we asked which barriers they felt were preventing them from reaching the top of their sport, the most popular answers were 'lack of equipment' (44%) and 'lack of money' (43%).

**We therefore decided to change tack from the usual style of art direction; creating polished images of heroic sport stars in skinsuits looking down on potential recruits, in favour of a campaign that made athletes feel attainable and made the journey to stardom seem achievable.**

We created a new youth-facing brand – FromHome2TheGames – around that idea and developed a new visual identity playing on the Olympic and Paralympic colours brought to life in a zine or scrap-book-like art direction that added to the feeling of being attainable and achievable without masses of equipment.





Olympics

Peckham

*IT'S NOT ABOUT WHERE YOU START...*

Olympics

Peckham

*IT'S WHERE YOU FINISH*



Olympics

Home


TEAM GB

FROM HOME 2 THE GAMES

Open Skill:


**HOW TO TAKE THE TEST**

With Adam Peaty.



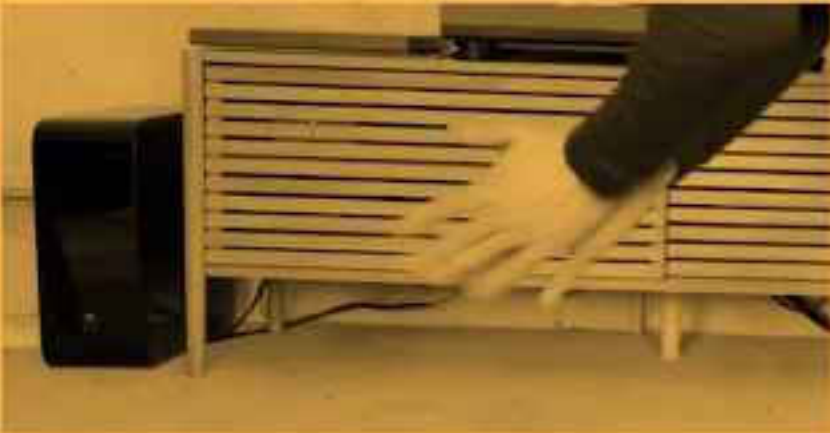
Olympics

Home



**STEP THREE:**

Show us what you can do.




Open Skill test

Olympics

Home

**UPLOAD AND SUBMIT...**



Test yourself at [fromhome2thegames.com](https://fromhome2thegames.com)

Open Skill test



**We then established a team of athlete ambassadors that represented different backgrounds, sports, and regions of the UK; BMX rider Kye Whyte; para-weightlifter Ali Jawad; breaststroke gold medallist Adam Peaty; para-equestrian Teagan-Vincent Cooke; Taekwondo champion Bianca Walkden and Kadeena Cox, a parasport athlete in both cycling and athletics.**

Navigating the need for social distancing and avoiding contact with the athletes; we created long-form interview videos, short social media clips using training footage, remote interviews captured from the athlete's homes and training grounds. This helped lift the curtain on elite athleticism and paint a picture of normality.

We also sourced a range of archive photography, captured throughout their sporting journeys. Paired with aspirational call-to-actions, these assets would form the backbone of the website content and communications campaign.





## **We leveraged our ambassadors and partners to generate awareness around FromHome2TheGames and drive young sporty people to sign up via the website.**

We also worked with ambassadors to create self-shot/accessible “How To” videos to demonstrate the simplicity of the process and “hand-hold” our applicants through the process.

To reach older kids (13+) we focussed the media budget on video advertising, choosing those online channels our research revealed that teenagers used the most: TikTok, YouTube, Facebook, and Instagram. The website housed our athlete stories and the registration process.

Along with our standard registration form and nomination form, we created a ‘guardian-led’ entry process for under 16s, meaning that we didn’t have to store or manage their personal data.

Once registered, we implemented an eCRM program that shared inspirational stories and training tips that captured the excitement of the Tokyo Games and kept them motivated for the rest of the Talent ID process.







HomeApplyThe TestsNominationsAthlete JourneysCampaigns Pages

# START YOUR JOURNEY

From the everyday to the extraordinary. Apply now to explore your potential in a new Olympic or Paralympic sport.

Apply

HomeThe Games

## APPLY HERE

From the everyday to the extraordinary. Apply now to explore your potential in a new Olympic or Paralympic sport.

Apply now

## THE TESTS

Preparation is everything. Check out our skills tests and challenge yourself, before you need to submit your results.

Get ready

## NOMINATE

Know someone with potential to become an Olympian or Paralympian? Let them know we're looking for them.

Nominate someone

# EVERYONE STARTS SOMEWHERE

Greatness often starts small. Discover the challenges faced by our Olympic and Paralympic stars, and the personal achievements that go way beyond a place on the podium.

TEGAN VINCENT-COCKE

Bristol

BIANCA WALKDEN

Liverpool

ADAM FEATY

Ulster

ALI DANIEL

Tottenham

KADEENA COX

Leeds

JOE WHITE

Peckham

MILLY TANNER

Exeter

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# PARALYMPIC TESTS

There are 3 tests we need to see you complete. These will help us analyse your abilities and potential across multiple sports.

After completing your application form, you'll be sent an email with links to submit your test results and videos. If you need to adapt any of the tests so you can complete them please feel free to do so, we want to see what you can do, not what you can't.

SPRINT OR PUSH

PICK UP + THROW

SKILL

# PICK UP + THROW

A quick test to demonstrate your flexibility and movement.

What you'll need

Do's

Don'ts

# INSTRUCTIONS

This test is designed to show us how you can move.

1. Set up your phone or camera in a position to film your effort (see diagram below). If you have a friend who can film you, that would be ideal, if not, you can set up your phone on a wall or tripod to capture your effort, as long as it captures your entire movement.

2. Make sure you're properly warmed up before starting this test.

3. Place your two tennis balls on the ground in front of you.

4. Make sure you are standing up to start, or sitting tall if you use a chair.

5. With your stronger side, in one movement bend or squat down and pick up one of the balls, return to standing or sitting, and throw the ball.

6. Repeat steps 4 and 5 on the other side (if possible).

7. Film your effort from the side, ensuring you start filming a few seconds before the start of your movement and continuing for a few seconds after you have thrown the last ball.

# HOW TO VIDEO

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# KADEENA COX

Age: 29  
Hometown: Leeds  
Sport: Para-Athletics and Para-Track Cycling

Kadeena's love of sport knows no bounds, pick a sport, she's probably done it. But that doesn't mean she's walked into life as a top athlete. Kadeena has overcome many personal hurdles in her life, but her drive, determination and endless talent conquers all.

## WATCH KADEENA'S STORY

Kadeena Cox's Paralympic Journey

Paralympics

Leeds

# KADEENA COX'S

PARALYMPIC JOURNEY

## KADEENA'S STORY IN PICTURES

### STAND OUT PERFORMER

Kadeena came to cycling late, it was one of the few sports she had never taken up during lockdown, her return to the sport is

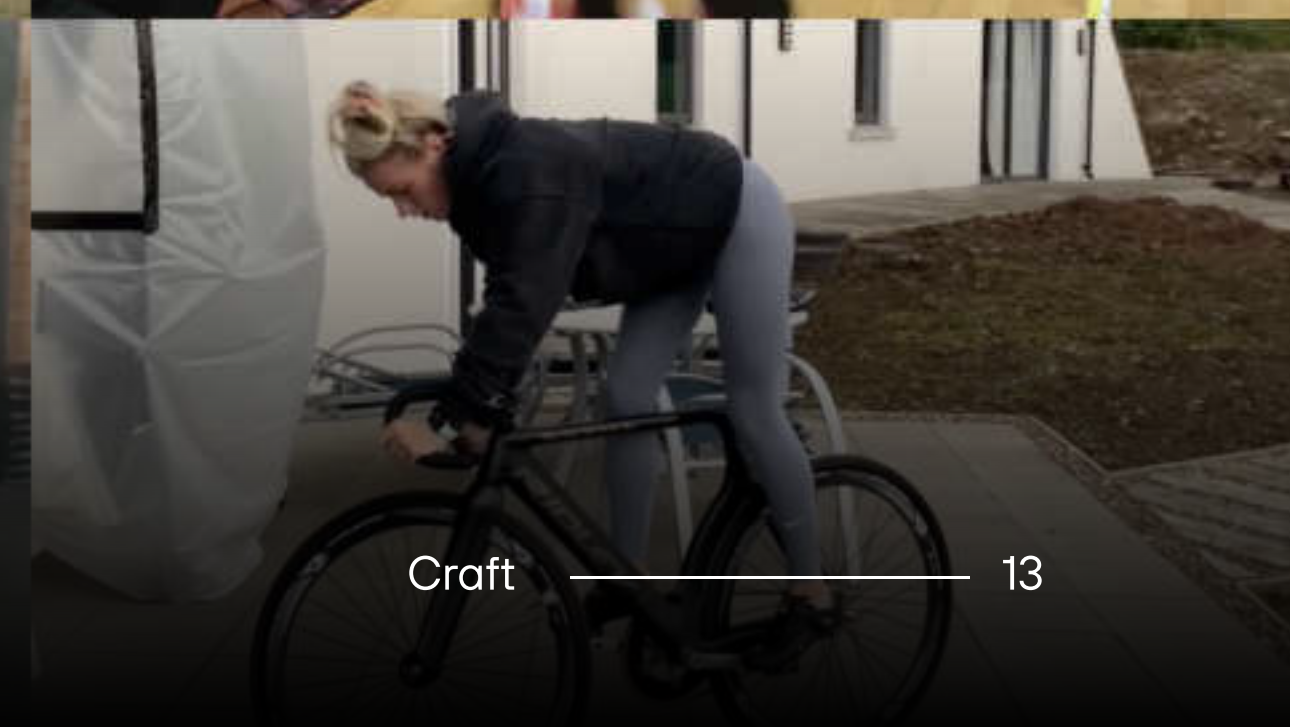
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# 1026

DIGITAL  
APPLICANTS





# Results

Organic campaign reached over

**5 million people**

**80%**

uplift in registrations from under 16-year-olds compared to previous talent ID campaigns

**50%**

uplift in applications from young people that live in the most deprived areas of the UK

**1,926**

new applicants to Team GB and Paralympics GB



x

**true.**