

Tom Reed – Satellite Disability Judo club

Sporting Champions



Sporting Champions was approached by [Sport Hampshire and Isle of Wight \(SHIOW\)](#) satellite club lead Priya Samuels to support a successful disability judo and martial arts club in Basingstoke. The club requested visits from GB judo star [Tom Reed](#) and [Sporting Champions](#) supported the club with three visits on the 26th November 2015, 4th February 2016 and 3rd March 2016. Three visits were received to maximize the impact from the Sporting Champion [Tom Reed](#) and to raise the aspirations of the irregularly active participants.

Special feature of satellite club

[Satellite clubs](#) are funded through [Sport England](#) and aim to bridge the gap between school, college and community sport. The [satellite club Sporting Champion Tom Reed](#) visited was based at [Dove House School Academy](#) and is an extension of [Basingstoke Martial Arts club](#).

Media Activity

A bespoke media invite to attend the [satellite club](#) sessions with [Tom Reed](#) were sent out by the deliverer ([Sport Hampshire and Isle of Wight \(SHIOW\)](#)) in conjunction with [Sporting Champions](#) to local media outlets.

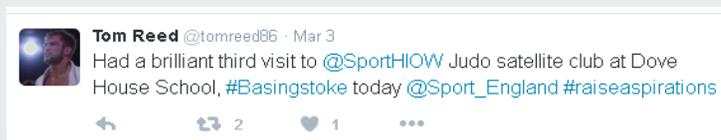
A bespoke press release agreed by [Sporting Champions](#) and the deliverer was sent out featuring quotes from [Tom Reed](#).

Social media guidelines (including Twitter hash-tags) were sent to [Tom Reed](#) who was briefed to stay involved in social media chats throughout the project. Below is an example of some of the social media activity that took place around the visits.



Post visit

Post event follow up included a local radio interview with Sporting Champion [Tom Reed](#) and the visit featured in the annual school newsletter. Click [here](#) to find the newsletter!



Sporting Champion [Tom Reed](#) said:

“This was a really enthusiastic group of boys with various special needs. I led a session that they all engaged with, even the boys that the lead person said sometimes aren't engaged. I told them some of my story and showed medals to inspire and motivate them.”

Becky Wilson the deliverer at [Basingstoke Martial Arts club](#) said:

Tom attended one of our normal weekly martial arts after school club sessions, during the session Tom engaged with the students at an appropriate level and was friendly and approachable. By bringing his medals he was able to inspire the participants to achieve their goals and dreams.



Social Media

Impressions: 1,812

Total engagements: 46 (no of times people interacted with tweets)

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