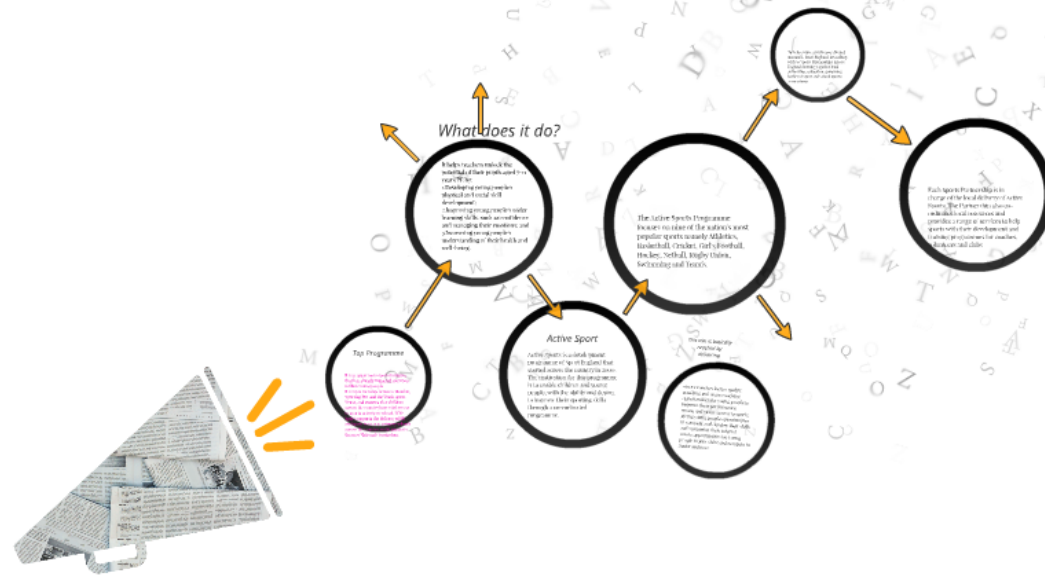
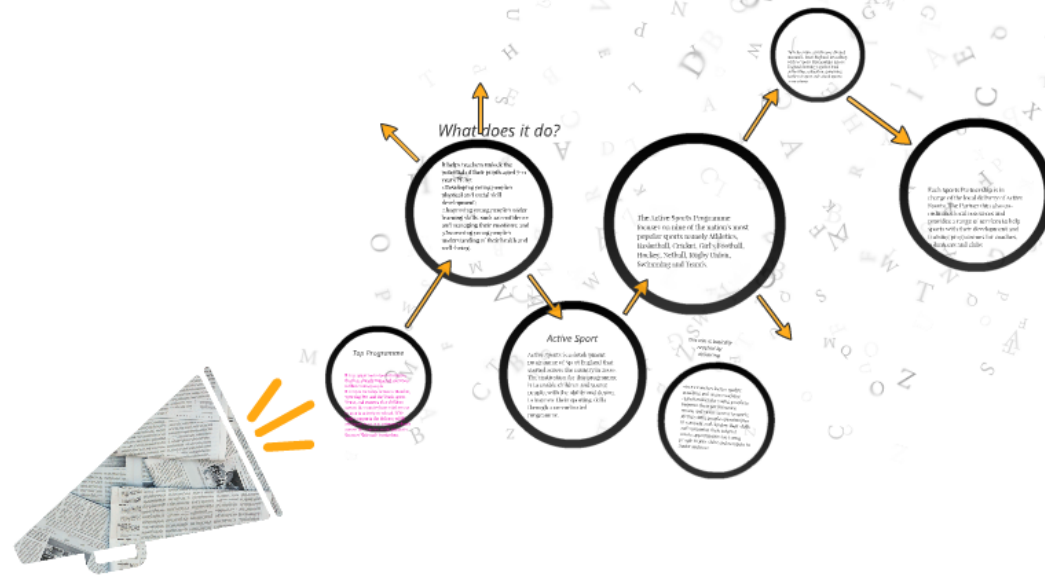


# Active Sports Company (ASE) Harvard Case Solution & Analysis



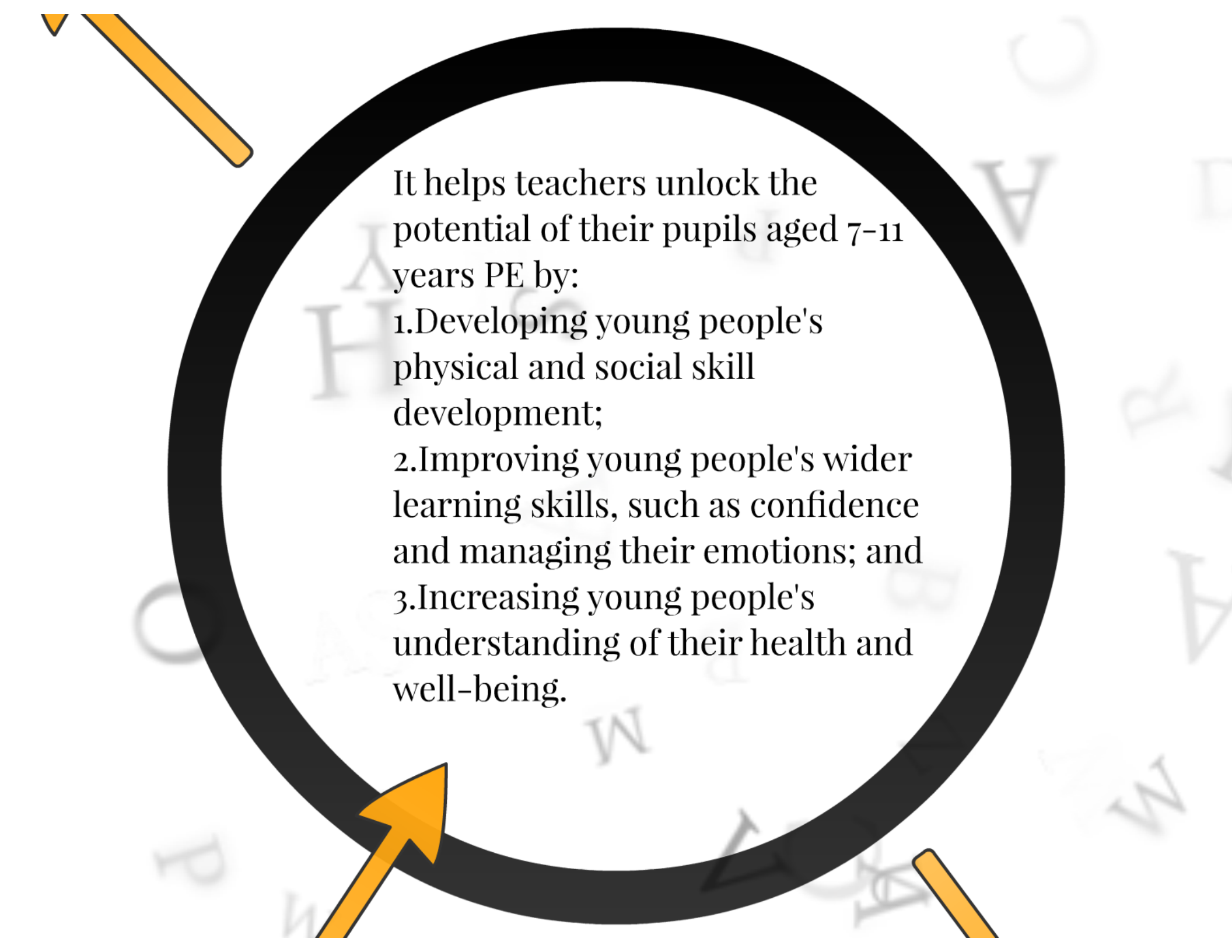
# Active Sports Company (ASE) Harvard Case Solution & Analysis



## *Top Programme*

It is a grass roots sports initiative that has already impacted over two million young people.

It is a partnership between Matalan, Sporting Pro and the Youth Sport Trust, and ensures that children across the country have vital access to sports activity in school. TOP Sport supports the delivery of PE and sport in 10,000 primary schools across the country and it supports



It helps teachers unlock the potential of their pupils aged 7-11 years PE by:

1. Developing young people's physical and social skill development;
2. Improving young people's wider learning skills, such as confidence and managing their emotions; and
3. Increasing young people's understanding of their health and well-being.



## *Active Sport*

Active Sports is a development programme of Sport England that started across the country in 2000. The motivation for this programme is to enable children and young people, with the ability and desire, to improve their sporting skills through a co-ordinated programme.

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- more coaches, better quality coaching and more coaching opportunities for young people to improve their performance
  - more and easier access to sports, giving young people opportunities to compete and develop their skills and sustaining their interest
  - more opportunities for young people to join clubs and compete in junior sections



The Active Sports Programme focuses on nine of the nation's most popular sports namely Athletics, Basketball, Cricket, Girl's Football, Hockey, Netball, Rugby Union, Swimming and Tennis.



To help ensure a truly co-ordinated approach, Sport England, is working with 50 Sports Partnerships across England drawing together local authorities, education, governing bodies of sport and school sports associations