

# KIT OUT

## *How to guide*



# NOTE FROM THE PARTNERS

'Kit Out' was born in Hull, from a partnership involving Kate Roberts ([StreetGames](#)) and Sarah Tague ([Active Humber](#)) who have a passion for ensuring that all children and young people have the opportunity to participate in physical activity and sport and experience the life changing effects.

*"We knew that despite there being a vibrant and varied range of affordable activity across the city, some young people cannot access it due to not having the appropriate sports kit. We wanted to do something about that!*

*Through relationships, networks and collaboration we were able to get people on board to support the effort, including:*

*- collection - sorting - storing - stigma-free distribution -*

*This not only allowed kit to be distributed to over 300 young people, but also diverted well over 200kg from potentially ending up in landfill!*

*This is just the start; we have a system that works, learning to take forward, and a citywide team of people who want to grow our efforts and support more people. We have developed this summary of our approach to share and support more people to take Kit Out to your area."*



*Sarah and Kate xoxo*

'Kit Out' Hull came from a partnership involving StreetGames and Active Humber. Both organisations have a passion for ensuring all children and young people have the opportunity to participate in the life changing effects of physical activity and sport.



## What Worked Well

- Informal partnership working.
- Getting started and learning along the way.
- Trust and relationships.
- Using existing capacity within people's employed/volunteer role.
- Working with local volunteer network.
- The tangible activity galvanised and strengthened relationships.

## Even Better If...

- We had a bit more time.
- More businesses engaged in collection.
- More time with collection bins in place.

## Unexpected outcomes

- Kit collection continues after key activity.
- Young people, families, staff, engaged in other local activity, services, support and training as a result of Kit Out Hull.
- School PE kit was donated and developed new relationships and a new pathway for school uniform/kit exchange.

## COORDINATION



ACTIVE  
HUMBER



Hull  
City Council

Pears  
Foundation

## DONATIONS



## SORTING



## DISTRIBUTION



## Asset Map

**Make use of what is available** including businesses, volunteer schemes, locally trusted organisations and support organisations. Consider what skills you need, who has trusted relationships and who has capacity?



**Top tip...**  
Think about every stage at the beginning.

## Engage

You cannot do this on your own and there are **people who want to support**. You'll need different skills, knowledge, relationships and understanding to maximise reach and impact.



## Communicate

**Tailor your approach** to different audiences and make things as easy as possible for people to engage, such as providing templates and resources. Have a clear ask, timeline and a single point of contact where possible.



## Collect, sort, store

Investment is needed for collection bins. Work with collection points to agree an **appropriate collection period** and pick up slot and try to minimise the storage time needed to store. Sort clothing appropriately.



## Distribute stigma free

Work with people who **have trusted relationships** with beneficiaries. If distributing at events, consider appropriate events, language and display the items well allowing people to choose for themselves.



## Think sustainable

Consider different approaches that can keep Kit Out going; for example, buddying a distribution centre with a collection centre, continuation funding for ongoing central coordination, or building into job roles.



## Learn and share

Collect data and learn together. Understand your impact and share what you have achieved so that others can get involved.



**Keep Going - build on the approach year on year.**

# APPROACH - IN A BIT MORE DETAIL

This section gives more detail on our approach and some suggestions, based on learning from Hull. Please note that the approach may need to be tailored from place to place.

## Engaging support

### Who's best placed in your local area to support your effort?

**Businesses** based in the area - support employees to collect items, promote the scheme, offer capacity and/or resource needed to store and sort donations.

**Locally Trusted Organisations** with established relationships with young people are uniquely placed to distribute the donations, plus, in some cases, they could collect kit.

**Sports/Leisure Clubs and Leisure Centres** - large footfall of people who may have kit, and an interest in supporting young people to be active.



# Communication and information

**Make it as easy as possible** for organisations and people to be involved. Keep all communication clear, timely, and friendly.

**Ask for information required upfront** where possible. See example forms for

- key information needed from collection points
- key information needed from distribution point

Create communication template resources such as flyers, social media posts and suggested wording for letters.

## Coordination support:

**Active Partnership** - Active Partnerships are a nationwide movement, physical activity and sport network that exists to make active lifestyles the norm for everyone. Active Partnerships take a **place-based** approach to reducing inequalities through their network of 43 local organisations, each dedicated to removing barriers to movement, physical activity and sport in the local communities.

**Local Authority** - may have vans, storage space, volunteers, capacity and/or complementary schemes.

**Volunteer Networks** - many areas have volunteer schemes where people sign up to help out.

**StreetGames Local Team** - StreetGames harnesses the power of sport to create positive change in the lives of young people living in underserved communities right across the UK. StreetGames' work helps to make young people and their communities healthier, safer and more successful. StreetGames has teams across England and Wales who would be keen to support!



# Collect, store, sort, distribute

This stage requires some logistical mastery, and clarity. To ensure success and that appropriate kit is collected and shared you'll need to:

- find out what people want/need through good communication with distribution partners
- share this information, help people donate the right items
- provide clarity to sorters so that they can organise donations well

## Collection

Cardboard collection bins aren't cheap but are **environmentally friendly**. Check to see if the printing company will give you a discount if you add their logo.

**Things to consider** about collection:

- When is the best time for businesses to collect?
- Could collection length vary depending on the collection point? For example, one-off football tournament or two weeks in a leisure centre reception?
- Venues that have a large footfall or companies who have a vested interest in sport and children and young people are great partners.
- Is there a central point to drop off for the collections or do you need to arrange a pick up?
- Do you want the same deadline for donations to be brought together for sorting centrally?
- Are any council vehicles/staff available to support the pick up of goods?



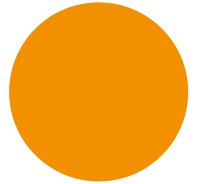




## Storage

Storage can be a real challenge, try to **minimise the amount of time you need** storage for by coordinating collections and distribution in a timely manner.

As part of your asset mapping and/or as relationships develop, consider partners involved that have **space for storage that is accessible and safe** for volunteers to kit sort!



## Sort

Getting the kit ready for the distribution sites is critical. Work with distribution sites to understand their needs as best as you can, taking into consideration:

- Age and size of clothes
- Genders
- Activities of the recipients
- Cultural considerations

Not all kit will be appropriate to distribute. Have a plan where this may go, for example recycling, rags store, or charity shops.

There are fab people who may want to support with this stage, such as local volunteer networks.

Consider what impact you are making at this stage. Collect data such as the weight of clothes you collected, how many pairs of shoes, how many coats and warm jumpers, how many people could benefit. Demonstrating the impact is not only interesting for everyone involved but may help to grow the scheme and generate more support.

“

“Working with locally trusted organisations to distribute the kit to the right young people, in the right style and at the right time has been crucial to the success of this project”. – Kate

”



1. Invitation to host donation bin flyer
2. Suggested Social Media Posts
3. Example Collection Box Design (Copyright belongs to WH Skinner 2024)

**HELP US TO ADD TO THE RESOURCES**



**Kit  
Out!  
Hull**



## Can you host a kit donations bin?

We are looking for businesses and community organisations to collect donations of good quality, clean condition sports kit to distribute into the local community and keep it out of landfill (or the back of your cupboards).

We are accepting donations of;

- Training tops / hoodies / waterproofs
- Leggings / joggers / shorts
- Tracksuits
- Sport specific footwear such as football boots and running shoes
- Small equipment such as footballs / rugby balls etc.

Donations will be distributed into the community by not-for-profit organisations.

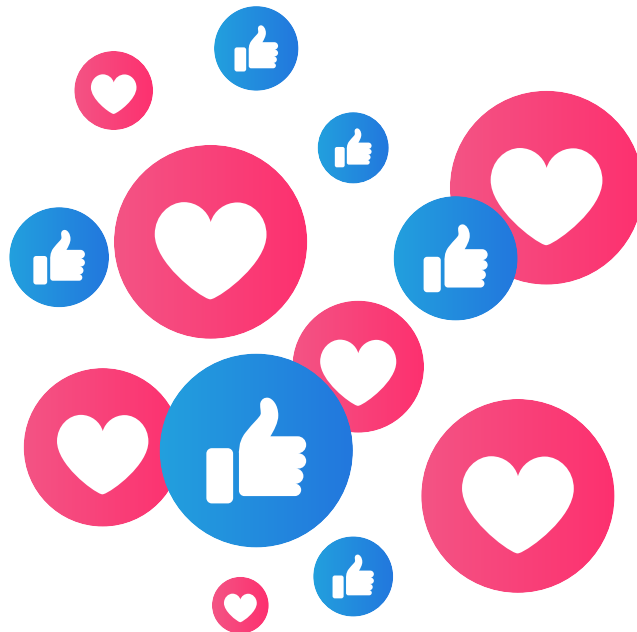


### Contact Us Today

**Email:**  
kate.roberts@streetgames.org

**Telephone:**  
07776 691 267





We're really proud to be supporting @StreetGames and @ActiveHumber 's #KitoutHull campaign to ensure that all children have sports kit to get involved in @Healthyholshull this summer!

Clear out your garage and your cupboard! We're collecting used, clean, sports kit as part of @StreetGames and @ActiveHumber 's #KitoutHull campaign next week!  
You can find our collection bin in the foyer ....

Can you help us to #KitOutHull this summer? We're collecting used, clean, sports kit to distribute to children and young people across Hull ahead of this summer's @Healthyholshull programme

# EXAMPLE SOCIAL MEDIA

# KIT OUT

StreetGamesYorksh...  
4.4K posts

Posts Replies Highlights Articles Media L

You reposted

**Active Humber** @ActiveHum... · 17/07/2024  
As Chris continues 'Pedal for Paris', we're highlighting key climate efforts. A sports kit recycling scheme in Hull was launched with @StreetGames & Hull City Council, reducing waste & providing affordable kits. Read: [zurl.co/53EL](http://zurl.co/53EL)



**Our Support**  
Supporting local organisations to create a greener future

171

StreetGamesYorksh...  
4.4K posts

Posts Replies Highlights Articles Media L

**StreetGamesYorkshire** @S... · 24/06/2024  
#KitOutHull is underway!!

A huge thankyou to all the organisations who are collecting for us this week.

We're so grateful for all the support and are ready to get all the kit to the right young people via our fab network of community organisations



182

StreetGamesYorksh...  
4.4K posts

Posts Replies Highlights Articles Media L

@SouthHunsleyEco @EagleTeamUK  
@HullUniSport @PaisleyPrimary  
@ActivePlusHull @CaveGolf @ArcoSafety 🙌

1 1 3 182

**StreetGamesYorkshire** @S... · 02/07/2024  
#KitOutHull SORT OUT day is upon us!!

A massive thanks to @HeyVolunteering for all their support 🙌

We're so chuffed with all the great quality sports gear that has been donated.



3 4 250

# EXAMPLE COLLECTION BOX *KIT OUT*

<b>CLIENT:</b> STREETGAMES	<b>DESIGNER:</b> GW	<b>FLUTE DIRECTION</b>	<b>FIXING TYPE</b>	<b>QTY PER UNIT</b>
<b>JOB NO:</b> 41937b	<b>MATERIAL:</b> EE, DOUBLE 3.0mm		N/A	
<b>JOB REF:</b> DUMP BIN + LID	<b>DATE:</b> 22/05/2024			

**Donate your sports kit!**

Helping more young people be active and keeping good kit out of landfill.

**Donate your sports kit!**

**What can I donate?**

- Sports tops
- Hoodies
- Leggings & joggers
- Waterproofs
- Trainers & boots
- Balls (rugby, football, etc.)
- Small sports equipment

**Donate your sports kit!**

We are accepting donations of recycle clean, good condition sports kit.

Donations will be distributed to young people in the community by not-for-profit organisations.

In partnership with:

**Donate your sports kit!**

**DO NOT CUT ONTO THIS FACE**

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Net is provided at 100% scale

Please DO NOT alter the net in anyway

■ SOLID CYAN: CUT  
■ SOLID YELLOW: CREASE  
■ SOLID GREEN: REVERSE CREASE  
 DASHED RED: ARTWORK BLEED  
 SOLID RED/PURPLE: REGISTER  
 DASHED GREEN: SIGHT LINE