

ACTIVE4TODAY SPORTS DEVELOPMENT

Introduction

The work of the sports development team relies heavily on working together with a variety of partners based within the District and County. There are a number of key areas and objectives identified in the A4T business plan 2017/2018 where the team acts in the lead role for the company.

Club development

Work has been undertaken with key clubs to identify their areas of need and support offered. These have been prioritised with the team supporting clubs that are users of A4T facilities firstly. An example of this is the new partnership with Newark Academy. A4T is providing services for administration of bookings however this also includes club and community engagement which has resulted in utilisation increasing from 18.5 hours to 56.5 hours per week. Club engagement ranges from football, athletics, basketball, netball, martial arts to hosting national sports events.

Festival of Cycling

With the OVO Energy Tour of Britain Stage 4 coming through the District on 4th September 2017, A4T sports development were asked to be involved in the coordinating group, led by NSDC. Active4Today worked with numerous partners to create and co-ordinate the Newark and Sherwood Festival of Cycling, linking clubs with schools, promoting opportunities available in the district, with the ultimate aim being to excite and inspire local cyclists as well as those who have never ridden a bike to give it a try. The Festival consisted of 15 events whereby over 300 riders took part. The activities ranged from mountain bike trails with Sherwood Pines Cycling Club, to riding the Tour course 1 hour before the race came through Newark with Velo Club Flintham. In partnership with NSDC and Newark Castle Cycling Club, Active4Today sports development helped facilitate a junior GoRide event in Newark Market Square where 60 juniors took part.

Southwell Netball Club

In Spring 2017, representatives from a 'Back to Netball' group attended a Southwell Sports Forum workshop on volunteer recruitment. The group, which formed several years ago through a sports development initiative driven by England Netball, made an enquiry about becoming an affiliated club. Following this, the sports development team supported the group to hold an inaugural meeting and club officers were elected, a constitution formed and bank account opened. With direction from Active4Today, the group is now established as Southwell Netball Club and affiliated to England Netball. They have two competitive teams and one friendly team, with membership increasing to around 40 ladies. The club also has strong links with the junior club and the Minster School, with a view to both clubs becoming a single entity over the next couple of years and A4T sports development will continue to offer support.

Clipstone Youth Club

Clipstone Youth Club, a branch of the Miners Welfare, offer in an invaluable service in the community for children aged 5-15. As part of their service, the Youth Club wanted to be able to offer sports and physical activity. Attendees pay only 40p to attend the club, so recruiting the services of a sports coach or activity professional was not financially viable. Active4Today became involved and helped to recruit five local volunteers to assist in running sports sessions as part of the Youth Club. Active4Today sports development designed and delivered a four week programme to train the volunteers to be confident to deliver quality sporting activity. Following this, the sports development team also delivered a mini Olympics style session in the summer holidays, utilising the skills of the young volunteers and giving them experience under the guidance and supervision of a qualified coach. The young leaders were signed up to the VISPA scheme and are continuing to volunteer in their community, receiving points for their hard work and dedication in delivering sports sessions to over 80 people in Clipstone.

Sports Councils

Various levels of support are provided by the sports development team to Newark and Sherwood Sports Council, Southwell Sports Forum and Ollerton and Boughton Sports Forum. This includes secretariat support, communication to clubs, any actions that come out of the meetings, arranging guest speakers and workshops. There have been 9 meetings facilitated and supported by the sports development team in 2017, with over 20 clubs and organisations represented at these meetings.

Coaching and volunteer development

The team supports the development of new coaches and volunteers both in traditional sports clubs but also in community settings. There are many opportunities for people to take part in sport and activity in the District, from football, hockey and rugby to walking and seated exercise classes and individuals are needed to act in various roles to support the sustainability and continuous improvement of the clubs.

There is also a volunteer scheme, introduced initially in 2007 following a successful grant award from Sport England. This project has now become established fully within the team's area of work, recruiting and developing volunteers, mainly from the teenage and young adult age range but still a worthwhile scheme in supporting community clubs and providing the first step in the sporting workforce pathway.

There are currently 62 active VISPA volunteers, with 28 enrolling in 16/17 and 12 in 17/18 to date. Update on the progress of this area of work is set out within the table below and also within the main body of the report.

Grant Aid scheme

The sports development team manages the sports grant aid scheme on behalf of the District Council. This includes the talented individuals, coach and official development and special events and project applications. The team promotes the scheme across the district, share good new stories, meet with applicants, discuss potential projects and work with clubs to ensure

their application has the maximum chance of success at the quarterly panel. The team manage the budget of £7,500 (£5,000 special events/projects and £2,500 coach and official development) and ensure any funds not awarded are carried forward for future years. The amount of funding distributed is determined by the number of applications received and the quality of those applications. Although the sports development team are continuously promoting the scheme in the community and supporting organisations to make an application, the finite number of applications awarded cannot be predicted and is out of the control of A4T.

The summary of the awards history to date is set out below:

15/16	<p>Special Events/Projects - 3 projects total of £3,500 awarded</p> <p>Coach and official development - 44 applications £4,292.50 awarded</p> <p>Talented Individuals - TI's 4 successful applications</p>
16/17	<p>Special Events/Projects - 5 projects total of £6,500 awarded</p> <p>Coach and official development - 44 applications £4,130 awarded</p> <p>Talented Individuals - 9 successful applications</p>
17/18 1 panel outstanding in January 2018	<p>Special Events/Projects - 2 projects total of £1,884 awarded</p> <p>Coach and official development - 18 applications £1,237.50 total awarded</p> <p>Talented Individuals - 4 successful applications</p>

Inclusion

By working in partnership with other agencies, the sports development team has secured funding from Nottinghamshire County Council for the Schools Behaviour and Attendance Partnership. This built on existing schools work and a series of activities for young people were developed that will work towards tackling their priorities. They have identified the positive benefits that sport and physical activity can have on these people and working together with A4T staff, the project is having a positive effect. In total A4T has received £5,000 to develop these opportunities and link to sustainable exit routes available in the community.

The traditional offer of swimming lessons available in the leisure centres has been developed and improved in the last 18 months with specialist knowledge and support from the inclusive activity officer in the sports development team. The centres now offer 1-2-1 lessons for children with particular needs or a disability. These lessons ensure that these children are able to learn to swim in an environment most suited to their needs. An initial assessment is undertaken by the inclusive activity officer on each child. From this the needs are identified and their weekly lesson arranged with an appropriate swimming teacher and the pool time allocated. Statistics from the last School Census in 2012 state that out of 15,205 children on the school roll in Newark and Sherwood, 14.9% have Special Educational Need status. The inclusive activity officer therefore provides advice to parents and guardians on inclusion matters from funding to engagement into specific groups within the community. The advisory

service assists parents and guardians in making the right choices for their child. Inclusion is a priority within the programming of all activities which is continually reviewed to ensure all children have equal access.

Through working in partnership, 'Healthy minds week' has been established as an annual event within schools in Newark. The inclusive activity officer has co-ordinated a range of activities that educate and help children to understand the complexity of mental health, encouraging them to talk about their feelings and the link between sport and positive mental wellbeing. Schools are provided with information of opportunities available, in order to signpost children whilst offering CPD (continuing professional development) for teaching staff. The series of events and activities takes a lot of organization however seeing the benefit that it brings to children to engage in a subject that has not been talked about openly is extremely worthwhile. Children are becoming more aware of the importance of being active and the effect this has on their physical and mental health and wellbeing.

Health and active lifestyles

The healthy and active lifestyles work that is undertaken is again in partnership with other agencies, working on the basic sports development principles of 'kick starting' activity in a particular setting and then identifying volunteers, providing training and equipment for the group to become self-sustaining. These opportunities focus on walking, chair based exercise, the GP Active Referral scheme including activity for specific conditions i.e. stroke, Cardiac Phase IV, Cancer.

These classes cater for a wide range of ages and abilities with the classes attended by older people i.e. over 60 including a social element and refreshments offered also. This provides a much needed opportunity for older people to remain independent and active for as long as possible, and in turn reducing the risks of falls and treatments and medications through the NHS.

An example of this approach is a class held at Blidworth, in a Nottinghamshire Community Housing Association complex for older people. The weekly class has been running for over 2 years, with the class initially advertised for residents but now attracting people from neighbouring villages i.e. Rainworth and Bilsthorpe. The class consists of chair based exercises, all to music, helping individuals with movement, flexibility, coordination as well as keeping an active mind. This group has had a positive impact upon health and wellbeing with each individual, with the social aspect is just as important as the physical benefits.

The well-established, GP Active Exercise Referral Scheme is another example of a scheme that supports people with particular medical conditions by taking part in activity with trained fitness instructors. Active4Today staff develops a programme of exercises that are appropriate for the individual that will improve their condition. The sports development team liaises with a wide range of health professionals including GP's, nurses, physiotherapists as well as other agencies who provide intervention programmes to tackle health inequalities. They refer the individuals to A4T and they are offered a subsidized 12 week programme. One to one assessments are provided in order to change behaviour techniques, increase confidence and may ultimately reduce patient visits to the GP. They are encouraged to stay beyond the initial period in order

to maintain their activity levels and improve their condition. This scheme received over 400 referrals between April 2016 and March 2017.

Annual Sports Awards

The Sports Awards have been organised by the sports development team since 2006. This is an excellent opportunity to raise the profile and celebrate the successes of the sporting community in Newark and Sherwood. There are a number of categories where the team source nominations, encouraging coaches, PE teachers and club members to share the achievements of the local individuals, clubs and volunteers. In each of the years that the event has taken place, the team has worked hard to ensure that the awareness is far and wide and work traditionally starts in June, finishing with the presentations in November/December. In 2015, the team developed a very close partnership with Radio Newark and since then have made the presentations to winners and finalists out in the community, where the sport takes place, allowing more people to share the celebrations and success that the individual or club receives. This is a hugely successful work area for the team, sharing achievements of community sport with the wider district.

Summary of SAFE project

This is a three year project which began in 2014, ending on 31st December 2017. This project was delivered by several partners including Community Safety, NCC Youth Justice team, Newark and Sherwood Homes, and Positive Futures, with a grant received from Sport England of £74,340. In addition, Newark and Sherwood DC contributed £5,000 per year from ring-fenced funds.

The project has been managed by the inclusive activity officer, with figures reported on a six monthly on the online Sport England monitoring portal. There were targets identified initially to engage with 1,483 individuals and a total throughput (user visit) of 19,961 over the three years. The range of sessions that have been developed include chair based exercise, walking football, boccia, badminton, female only fitness, Zumba and boxercise.

Identified outcomes for 17/18 from business plan

Objective	Action	Update
Increase number of volunteers supporting sports clubs and leisure provision (Target of 50 new volunteers)	Develop and promote the VISPA scheme in the district. Target market through campaigns within schools, youth centres and clubs. Demonstrate the contribution through number of volunteer hours.	The current number of VISPA volunteers working throughout the district is 62 (12 new to date this year). These volunteers undertake a range of duties which includes work in the leisure centres, coaching and officiating, events and community projects, and within local clubs. This has also developed through established better links with Magnus and Newark Academies where a process exists for work experience opportunities. Schools and organisations which are supported through the sports development team includes local sports forums at

		<p>Southwell, Fernwood, Ollerton and Boughton, and district wide Sports Council. Due to involvement in a number of other projects including Tour of Britain and Festival of Cycling events between May and September, the planned activities for volunteer recruitment has been delayed and has had to be reprogrammed with negotiation with the secondary schools and clubs for January to March 2018 to reach the target of 50 in the remaining 4 months to the end of the year.</p> <p>Out of the 62 volunteers that are currently active, the sports development team has organised and offered a series of events and training for them to increase their skills and ultimately improve the quality of their experience and ability in community settings. Mentoring of existing volunteers is equally as vital as recruitment and the long terms sustainability of the project.</p>
<p>Increase usage across all centres, improvement to health of the district population, reduced usage of public health services (Target 400 referrals, with 50% retention beyond 12 week programme)</p>	<p>Market and promote the GP Active scheme to all health professionals working in the district. Develop the range of activities offered to include chair based exercise classes and low impact aerobics, in addition to existing gym sessions. Increase GP referral trained staff, with an aim to have 10 across the District (an increase of 5). Agree numbers of sessions per annum, training opportunities and outcomes through MOT checks.</p>	<p>All the development work regarding referrals and health promotion is across all 4 sites including Southwell Leisure Centre Trust. The current performance to period 8 is 187 referrals, with 159 signing up and attending the first session. Currently 54 have continued beyond the 12 weeks programme point and there are 55 who are currently still in their 12 week period. 50 have either left the programme or moved to pay and play. Currently there is 7 staff trained to Exercise Referral level 3 who deliver the GP referral scheme, as well as 3 staff trained to Level IV Cardiac Rehabilitation, 6 in Strokeability and 1 in Level IV Mental Health. A number of experienced key staff have left and moved into different roles which have had a slight impact on the delivery of the. In addition to the formal referral process in place, A4T has developed links with NHS colleagues and other organisations to host group bookings at the sites which are catering for people who are obese, recovering from strokes and falls prevention pathway.</p> <p>Work continues in this area and is well received by the participants on the</p>

		<p>scheme. This may account for the reduction in GP referrals compared to the same time last year, as participants are coming to organised classes, which they can access through pay and play. Recently A4T have recruited new staff and are training these to continue to support the referral programme. There has been an increase in class delivery and development over the year and currently there are 6 classes operating specifically for GP referral patients throughout the district.</p>
<p>Increase participation in sport by 11-18 age group, increased quality and number of volunteers in community settings (Target of 50 new volunteers)</p>	<p>Re-establish partnership working and delivery with all secondary schools. Promote and market the VISPA scheme through schools</p>	<p>Partnership delivery with Newark Academy on Enrichment programme, including Sports Leaders UK accredited course, tag rugby and facilitated new school/club links. 12 new VISPA's recruited with planned new year promotion to meet the target in the performance indicator</p>
<p>More females engaging in activity (Target 635 females aged 14+)</p>	<p>Continue to develop the SAFE programme to focus on engaging more people into sport with women being a key target. Set target areas, how many groups will we engage with and how many sessions will we run.</p>	<p>295 females were engaged up to programme end in October 2017. There were 11 new sessions established since April 2017 with 2 new female only sessions set up in Ollerton. However, numbers were low and attendees were signposted to existing DLC programme. In the initial 6 weeks of activity delivered, confidence was increased amongst the attendees and they felt comfortable to attend the mainstream activities.</p>
<p>Increase usage of target groups, particularly under-represented groups and people with a limiting illness or disability</p>		<p>As above, 11 new sessions have been established since April 2017 engaging with 148 new people. These sessions were developed with two target groups in mind; females and under-represented groups. This is in addition to the existing GP Active referral scheme for people with medical conditions and disabilities, which has recruited 159 people onto the scheme from the 187 referrals.</p>

2018/2019

In 2018/2019, the sports development team will continue to deliver a range of projects, similar to those listed above, within the 2017/2018 successes. This involves working with partners and ultimately increasing sport and physical activity levels for all across the district. The work of the sports development team will continue to focus on target areas including, working in areas of deprivation, developing the GP referral scheme, working with groups of people with physical and mental health conditions. The team will also actively promote the positive benefits of membership to the various sports councils and encourage more clubs to become members,

helping them to identify new opportunities which will increase participation, and work together to develop actions plans and offer support to realise their goals.

Following the review of Sport Nottinghamshire in 2017 and establishment of a new organisation 'Active Notts', it is envisaged that the sports development team will be heavily involved in supporting their aims and working together in partnership across the County in order to have a bigger impact. This will be undertaken by working on the information above over the next three years up unto 2021. Their aims are –

- Inactive People, with specific focus on inequalities at a local level
- Those with a limiting illness or disability
- Children and young people
- Those who are active, but need help to remain so

In addition to the above, the team will also be responsible for developing and delivering against the objectives and actions for 2018/2019 and these have been set out below:

Develop a digital communication platform for clubs and community organisations	Develop with the clubs and community organisations a platform for their usage to assist current and prospective customers to understand what is available for them within the district. This will be facilitated by A4T and allow clubs and community organisations to share information and best practice in a bid to develop their offer to ultimately improve participation. Currently there are over 250 clubs within the district which are known, however, this platform will not only support these clubs, but work to support the unaffiliated clubs which currently there is little known about them.
Develop the outreach programme to deliver more activities in identified areas – Provide 1 new activity/event per area. These sessions can run as 'one off' events or weekly sessions all year round depending on the participants	Develop activities in Clipstone, Ollerton, Blidworth, Hawtonville and Bridge wards of Newark to increase activity to 1 x 30 minutes per week. Provide a FREE 7 day pass to each postcode identified as, in an area of deprivation. Develop 5 new events and or sessions throughout the year for the target group.
Further develop the activities on offer for key target groups including under 16's, over 60's, disabled groups and females. Provide 1 new activity per target group, with sessions running as 'one off' events or as weekly sessions all year round depending on the group	Specifically look at developing daytime usage for the 60+ market at both Newark and Dukeries LCs. Continue to build on the successful XP Junior membership schemes and add additional classes within Dukeries LC. Develop a partnership with the Nottinghamshire Learning Disability and Autism Partnership Board, in a bid to replicate the success which has taken place at Newark, at the Dukeries. Provide 6 new sessions specifically designed for the target audience.
Undertake access audits at each site and priorities the areas identified in order to develop activities to meet requirements. In turn, developed improved access through contactless hardware and customer user software	Undertake physical audits at all sites to understand the journey of a person with disabilities through our facilities. This includes engagement with the website, social media, print etc, before the actual engagement with the facility. Look at the audits and develop a list of possible improvements which will improve the journey for a person with a disability. Training all front of house staff if required through e-learning or facilitated training sessions. Approximately 50+ employees.

Within one of the actions set out above, the Company is setting out to provide those areas identified as an area of deprivation with an opportunity to engage in physical activity, within one of the leisure centres operated by Active4Today. This opportunity will provide a free 7 day pass to each of the households within the designated postcodes in a bid to encourage potential non-users of the facilities to engage in new activities.

Each household within the area will receive a letter providing them with this offer, which to redeem will require the resident to bring a form of proof of address (driving license, utility bill) to either Blidworth, Dukeries or Newark leisure centres to obtain an Active Card, valid for 7 days usage. The card will entitle the user to swim, use the fitness suite and or participate in classes. If there is more than one person in the household, each person will be entitled to receive a pass and where there are children in the household, they will also be entitled to receive the pass, in the event they attend with their parent/guardian, who will be required to bring in the proof of residency for that child.

The initiative above has been designed to target specific residents within the community, who may not usually experience using a leisure centre and the opportunities they provide. The aim is to increase participation and engage with those in the community who may traditionally be seen as 'hard to reach' groups/individuals.