

Community Sports Development



M5X02089

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Community Sports Development



The aims of today's lecture:

- To recap last term
- The plan for this term
- Sports events and festivals- Why do one? How? Planning
- To give feedback from the presentations and SWOT Analysis



Community Sports Development



What we have covered:

- ✓ Woolfedden report, birth of the sports council, Sport for all
- ✓ Sports development- a definition, where it happens, the continuum, planning for sports development, the roles and responsibilities, the qualifications you need,
- ✓ The planning process
- ✓ Grant funding
- ✓ Sport in the community- Margam Park Adventure, Meadow View Sports Complex
- ✓ School Sport Survey
- ✓ Social media promotion- Facebook posts and insights
- ✓ Presenting to groups- tips, practical task



Community Sports Development



Updates as a result of the social media posts:



£9 k this year will be sent back as it was not allocated

New round in April

9K under our budget this year. What does that mean?



- ❖ Over the coming weeks- Events and festivals, planning, marketing, partnership and links, History and theories, 5x60 case study, Possible Surf School visit. Creating sustainability, modernising and the future.
- ❖ Planning and delivering a session at Llangatwg School with the aim of creating a sustainable activity.
- ❖ 2 part assignment- to be completed by April- will update you on the date

THIS IS WORTH 65% of you grade



<https://www.youtube.com/watch?v=5hW9XtQVdD8>

<https://www.youtube.com/watch?v=3qISFIRNIHM>

<https://www.youtube.com/watch?v=909Qn4pFvNQ>

Why plan and organise an event / festival?



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2016 Schools Tournament in numbers:

- More than 13,500 children took part
 - More than 1700 schools entered
- All 20 Premier League clubs were represented
 - 320 children experienced Finals day
- Six Premier League referees officiated including Martin Atkinson, Andre Marriner and Mike Jones

Our Task:

Design a netball festival for Neath and Pontardawe Primary Schools

Why Should We Do This?

THINK

Think about your
answer to the question.
answer.

PAIR

Talk to your partner
about your answer.

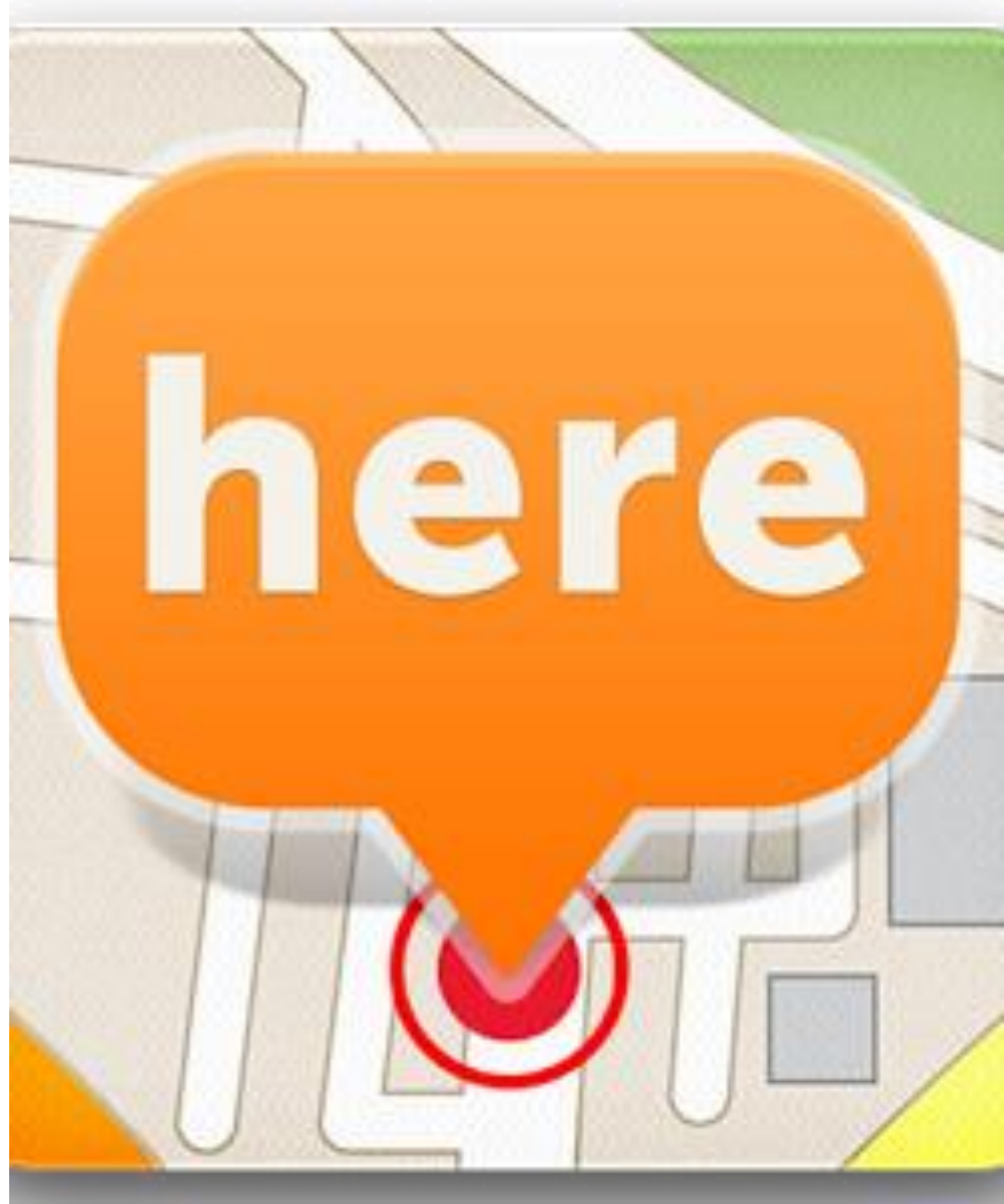
SHARE

Tell the group about
your partner's

Where to hold the festival?



<https://www.youtube.com/watch?v=u2YhDQtnck8>



when

Day / time, linking to next festival, when is best to feed into clubs?

Promotion

How to get the schools to attend?

Email

Social Media

Netball page

Poster / Flyer

Spectators?

Do we want them?

What do we need to consider?



Organising The Day / Preparation

- League, knockout, pools, semi finals and finals?
- The Draw- Is key!
- Umpires / scoring
- Staff needed / staff plan
- Equipment needed
- Health and safety / RA, First Aid
- Timings

The Draw- Is key!



A week before

01

Remind
schools

02

Contact
venue

03

Contact
Staff

04

Arrange
equipment

05

Print out
draw and
scoring
sheets

facebook



Coverage Of The Festival



After The Festival

- Thank schools for attending
- Arrange for the winners to progress and ensure they are aware of the next stage

Practical Task- Next week In Groups

Design a poster / flyer to encourage sign up to the festival. It must include the information on your fact sheet



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- ✓ Information on the facility and the local area
- ✓ Analyse the current offer- review timetables (some)
- ✓ Focus on the venue as a multisports complex (some)
- ❖ Competitors in the local area and their offer
- ❖ Factors that can affect a business- internal and external (finance, staffing, facilities,
- ❖ What are other venues like this doing? Google search- Present evidence
- ❖ Recent trends in sport / exercise
- ❖ Quote the manager from the visit



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Presentation Feedback

Presentation

- Your research
- Ideas for engaging this group
- How you will develop the session
- Potential partners
- Funding
- Key recommendations

You have been asked to develop a new **sustainable activity session** to engage **7-11 year olds** in physical activity / sport at the **Llangatwg Community School facility**

The Reasons

An increased strain on NHS resources, coupled with cuts to key services, has led to some of the biggest challenges our health service has faced

11.7% children in NPT area are classed as obese (Public Health Wales, 2018)

It starts from the bottom up!

Looking after future generations should be the number 1 priority!

The Key Statistics

50% Take Part in Sport!

31% Opinions are
Listened to

69% Enjoy Sport
Outside of School

82% Confident in
Trying something new!

44% Boys
45% Girls
Participate outside of
School

26% Boys
23% Girls
Extracurricular Activity

Sport Wales Survey, 2018

Similar Schemes

- Kids Run Free – Create free, fun and sustainable outdoor running opportunities for children to encourage them to become healthier, happier and more confident! (KidsRunFree, 2018)



- Athletics 365 – Multi-Event, young people development program, designed to introduce the fundamental skills of athletics – less emphasis on the outcome, more emphasis on the technical aspect involved (England Athletics, 2018)



The area of the school

- The school is based near loads of housing estate. Where a lot of children from the estate will go to the school as it is very close and easy to get to by walking and. Also as you can see there are not other school or sporting facility in the area of Llangatwg.



Research on popular sports for 7-11 year olds.



Another research I have decided to do is to see what activities are popular with 7-11 year olds, because of this, I'll then be able to see the differences between the popular activities and the activities that are being held at Llangatwg Community School.

According to Mayo Clinic, the most popular sports for 7-11 year olds are:

- T-Ball, softball or baseball
- Running
- Football
- Gymnastics
- Swimming
- Tennis
- Martial Arts

After doing this research, I then had an idea on what brand new activity I'll be able to bring into the school. By joining this research and also what activities Llangatwg School already has, I then decided to create a session on....

Ideas

- Water Polo
- Water aerobics
- Synchronised swimming- shallow waters
- Snorkelling
- Team building in the water
- Water Gladiators
- Football
- Dodgeball
- Mixed Martial Arts





Ideas for the sports session

- Needs to be fun
- Learning a new game or sports activity
- Long enough to have fun and progress
- Learning what the school has and hasn't got.
- Make sure the children will enjoy it
- Asking the other students what they think
- Making sure the activity works before you do it from your previous session



Develop the session

- The name of the session is



RUN JUMP THROW™

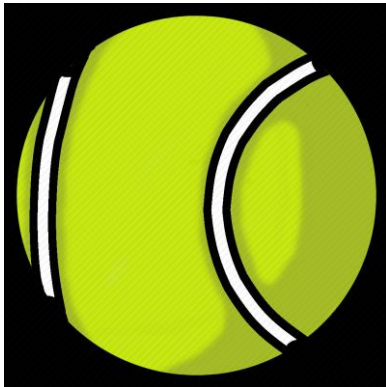


Llangatwg Rush Hour

In this session the Children will be doing a number of different fun games resolving around RUNning, JUMPing and THROWing. The course of the session will run over 11 weeks

1. Run 2. Throw 3. Jump 4. Run 5. Throw

6. Jump 7. Run 8. Throw 9. Jump 10. Assessments
11. Assessments



How Will I Be Able To Develop This Session?

Beginning: How to hold a racket and how to hit the ball.

Develop: I will be able to develop this by showing different techniques. For example, the underarm and overarm. By bringing in different techniques it would then give the participants better development rather than using the same technique over and over again, they'd be bored by doing this.

Middle: Put into partners and practicing hitting the balls back and forth to eachother.

Develop: I would be able to develop this by bringing in a little competition for them to enjoy the activity more. Testing the participants by asking them if they can hit the ball back and forth to eachother 5 times, then 10 times and then 15, challenging them and see if they learnt anything from the start of the session.

Ending: A mini tournament to finish off the session.

Develop: I'd be able to develop this by having a single's tournament and also doubles tournament to make sure that nobody is missing out on the action and standing around doing nothing. Making sure that everyone gets involved and learning something new throughout the whole session.

How to keep it sustainable

- To keep these sessions running and to further develop the idea a small fee will be presented per session.
- Any additional revenue made can help further develop the club by giving us more money to potentially invest in bikes rather than hire out bikes and could be used to help promote the club to gain more participants.
- To keep things fresh and to stop being too repetitive once every couple of months a day trip can be organised where we take the children out to try new sports they won't have done in these sessions, like paddle boarding and canoeing to show them how many different fun options there are to keep healthy.



Information on the session

- Costs?
- The cost of the session will be £27 to hire the astro turf out.
- Time of session?
- 7-8pm, Friday

			Astro	Gymnasium
Monday	<u>Senior Swim Sessions</u> 3.15 - 4.15 <u>Swansea Dance Twerk team</u> 6.00- 7.00 (Main Hall)	<u>Available Main Hall Slots</u> 5.00-6.00 7.00-8.00	<u>Available Astro Slots</u> 8.00-9.00	<u>Available Gym Slots</u> 5.00 - 6.00 7.00 - 9.00
Tuesday	<u>Junior Basketball Community Club</u> 4.30-5.30 £2 a session - school gym 13-16yrs <u>Health & Fitness suite</u> Open to the public—£3 (Pay as you train) 5.30-7.30 Ring for free induction	<u>Available Main Hall Slots</u> 5.00-9.00	No Availability	<u>Available Gym Slots</u> 5.30 - 9.00
Wednesday	<u>DD Mix - Dance Classes</u> 6.30- 7.30	<u>Available Main Hall Slots</u> 5.00-6.30/7.30-9.00	No Availability	<u>Available Gym Slots</u> 5.00 - 9.00
Thursday	<u>**NEW ** Yoga Club</u> 6.30-7.30 Starting Thursday 9th November	<u>Available Main Hall Slots</u> 5.00-6.30 7.30-9.00	No Availability	<u>Available Gym Slots</u> 5.00 - 9.00
Friday	7-8		<u>Available Astro Slots</u> 7.00-9.00	<u>Available Gym Slots</u> 5.00- 6.00 8.00 - 9.00

How to promote this to people

- When promoting this idea it's important to remember not to just promote it to the children but also to the parents as they will be the ones paying and taking them to the sessions.
- A good way to promote to the children is to come into schools and to provide taster sessions and once these are over you can hand out vouchers and leaflet to get their first session for free to gain interest into the club.
- For parents the best way to promote these activities are via social media and school letters or online emails from the school. If I can get the school onboard with the idea then we can fluidly promote it to the target audience..



MAIN TARGET AREAS AND SCHOOLS

Catwg Primary School
Main Road
Cadoxton
Neath
SA10 8BL



Cilfrw Primary School
Pencynor
Cilfrew
Neath
SA10 8LF



Free Taster Sessions at
local primary schools...

- Organised
 - Enthusiastic
 - FUN!
-

Promotions

- Leaflets
- Social Media - Facebook, Instagram, Twitter.
- Talks in local schools to advertise activity.



Funding

Community Chest – up to £1,500 available!

Sport Wales Development Grant - £1,500 - £25,000!

- Coach Education
- Purchase of necessary equipment

Healthy & Active Fund – “The Healthy & Active Fund (HAF) is a new programme managed and delivered in partnership by Sport Wales, the Welsh Government and Public Health Wales. The Fund seeks to improve people's mental and physical health by enabling active lifestyles” (Sport Wales, 2019)

Aviva Community Fund

Club Solution, 2019

Potential Partners

Partners that might help me out over the week, are NPT Pass, Neath harries, Llangatwg Community School, Welsh Athletics.



Difficulties

- Being a contact sport, parents might not want their children to take part as they might get injured. This might affect the attendances at the club.
- A solution for this would be to let the parents attend the first session as this will explain what this club aims to do. In the session we would explain that there is a risk an injury could happen but we will take all precautions to avoid this.
- We could use a projector and laptop to show videos about how doing the correct falling technique to avoid injuries. Also to use it to show the future sessions content to parents and children.



Key Recommendations

- A summary of the key points
- What will need to happen to make the club a success?
- How you will sustain activity

Not many presented this well. Some mentioned
when asked

Presenting

- Energy enthusiasm – Voice and movement
- Use of engaging slides
- Video
- Handouts
- Appearance
- Amount of information on a slide?
- Reading off the slide / body language
- Passion



Next week

- No lecture
- Complete task in preparation for next week