

Community Sports Development



M5X02089

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The aims of today's lecture:

Task feedback- Designing a netball festival flyer

To look at the different funding in sports development

Sport England – what have they offered, what do they offer?

Planning a sports development project- By the end of today you should understand some of the key factors to consider when planning a community based session

Netball Festival Task



SPORT ENGLAND

Previously known as the English Sports Council, **Sport England** provides services and funding to sport in England

We're here to increase the number of people doing sport and activity – no matter what their background, ability or age (<https://www.sportengland.org/about-us/what-we-do/>)



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- 1- Every child receives the best sporting start in life through a right to physical literacy
- 2- Every young person is provided a sporting chance to succeed in life through reduced inequality
- 3- Every young person will achieve their sporting best in life by developing their creativity, aspirations, resilience and empathy

These aims are delivered by sharing best practice with primary schools (Sporting Start), secondary schools (Sporting Best) and special educational needs and disability (SEND) practitioners. We offer a wide range of resources, intervention programmes and professional training and CPD courses, which are either a government or privately-funded initiative



TOP Play and TOP Sport represent two of the initial TOP Programmes and were first introduced in April 1996 into 2000 primary schools to support the delivery of high quality PE and sport for children aged between 4 and 11 years. The target was stated as being 19,000 primary schools and 33,000 community sites by April 1999, reaching over 4 million children (Department of National Heritage, 1996). One year later, it was reported that 94 LEAs (now known as Local Authorities or LAs) had adopted TOP Play and BT TOP Sport into their schools which spread the programme into 2,438 schools throughout England (Youth Sport Trust (YST), 1997)



School Sport Partnerships were one strand of the previous Labour Government's Physical Education, School Sport and Club Links (PESSCL) Strategy, launched in 2002. They were described in a 2011 Ofsted report as "a family of secondary, primary and special schools working together to increase the quality and quantity of PE and sports opportunities for young people

The funding (162 million) was abolished in 2011. Half was re instated after public protests for a one year period.

2013

The Government has been accused of "turning its back on school sport" and undermining the Olympic legacy six months after the Games.

Shadow Sports Minister [Clive Efford MP](#) told the BBC: "What has gone on in school sport is absolutely disastrous."



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Funding streams for sports development:

Activity- put the right phrase (red) to the right funding stream (green):



FeaturePics.com - 11926472

Charity funding

Lottery funding

Exchequer funding

Commercial funding



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Put the examples (in blue) into the correct area

Sporting Strategy In England

From 2000-2017

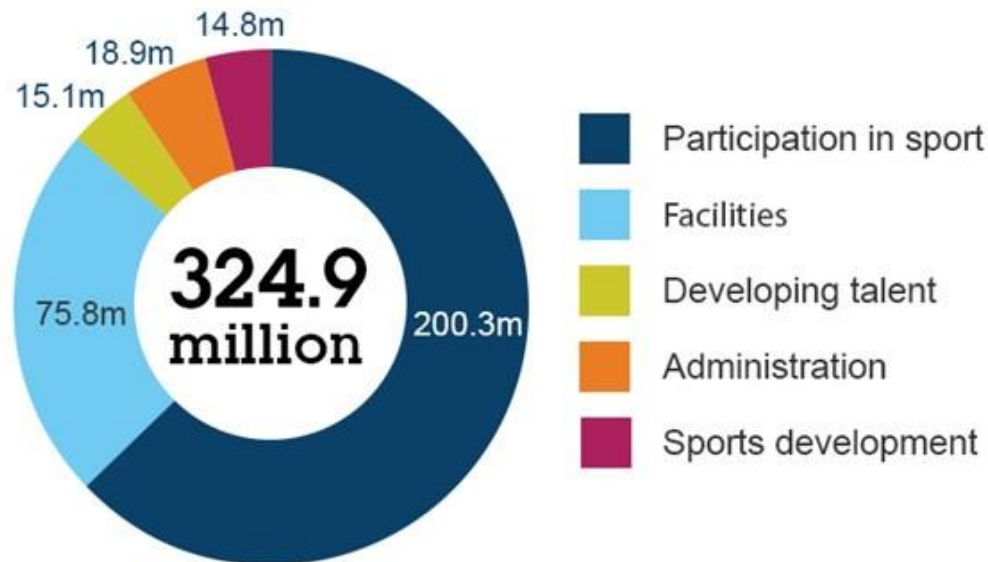
A sporting future for all / GAME PLAN / Sport England
STRATEGY / OLYMPIC GAMES STRATEGY CREATING A
SPORTING HABIT FOR LIFE

Common themes / statements-

- increasing participation
- decreasing the drop out
- sporting excellence
- high quality experiences
- increasing 14-25 participation

2012-2017 Sport England Creating a Sporting Habit For Life

Outcomes- community sports clubs on schools sites, resources for sports partnerships to improve links between schools and community sport, school sports facilities to remain open to the public, college sports makers, university students playing more sport, door step sport clubs for deprived communities, £100m investment into facilities and 30 sports to have enhanced talent pathways.



Did it work?



“We’ve seen a continued downward trend in the number of people who are participating and I want to discuss with Sport England why, when we’ve invested record amounts of money in sport, we’re not seeing an increase in participation rates. The current approach has had its day. It’s not the return we expect to see for a large investment of public money.
Sports Minister Tracey Crouch

“A lot of people are to blame. Government is in part to blame in that we have got a sport strategy that is very much out of date and that is the strategy that Sport England is designed to deliver. I’m saying that I’m going to rip up that strategy and start again.” Sports Minister Tracey Crouch

A new strategy was developed.

Sporting Future:

A New Strategy for an Active Nation



Published December 2015

A paper released in preparation for a new strategy to be launched in 2016

Sporting Future:

A New Strategy for an Active Nation



We have **added things** that have been **missing** in the past, a **focus on social outcomes** asking not just what we should invest in but why, **the need to put the customer first in future**, to understand the differing needs of different groups and a **stronger focus on children and young people**, with a special remit for **encouraging sport outside of school as well as inside**

Sporting Future:

A New Strategy for an Active Nation



At the heart of this new strategy sit simple but fundamental outcomes:
**physical health, mental health, individual development, social and community
development and economic development.**

**It is these outcomes that will define who we fund, what we fund and where our priorities
lie in future (Tracey Crouch, 2015)**

Key Themes:

Investment principles

Partnership working

Projected investment

7 main focuses:

- 1- Tackling inactivity
- 2- Children and young people
- 3- Volunteering
- 4- Taking sport and activity into the mass market
- 5- Supporting sports core market
- 6- Local delivery
- 7- Facilities

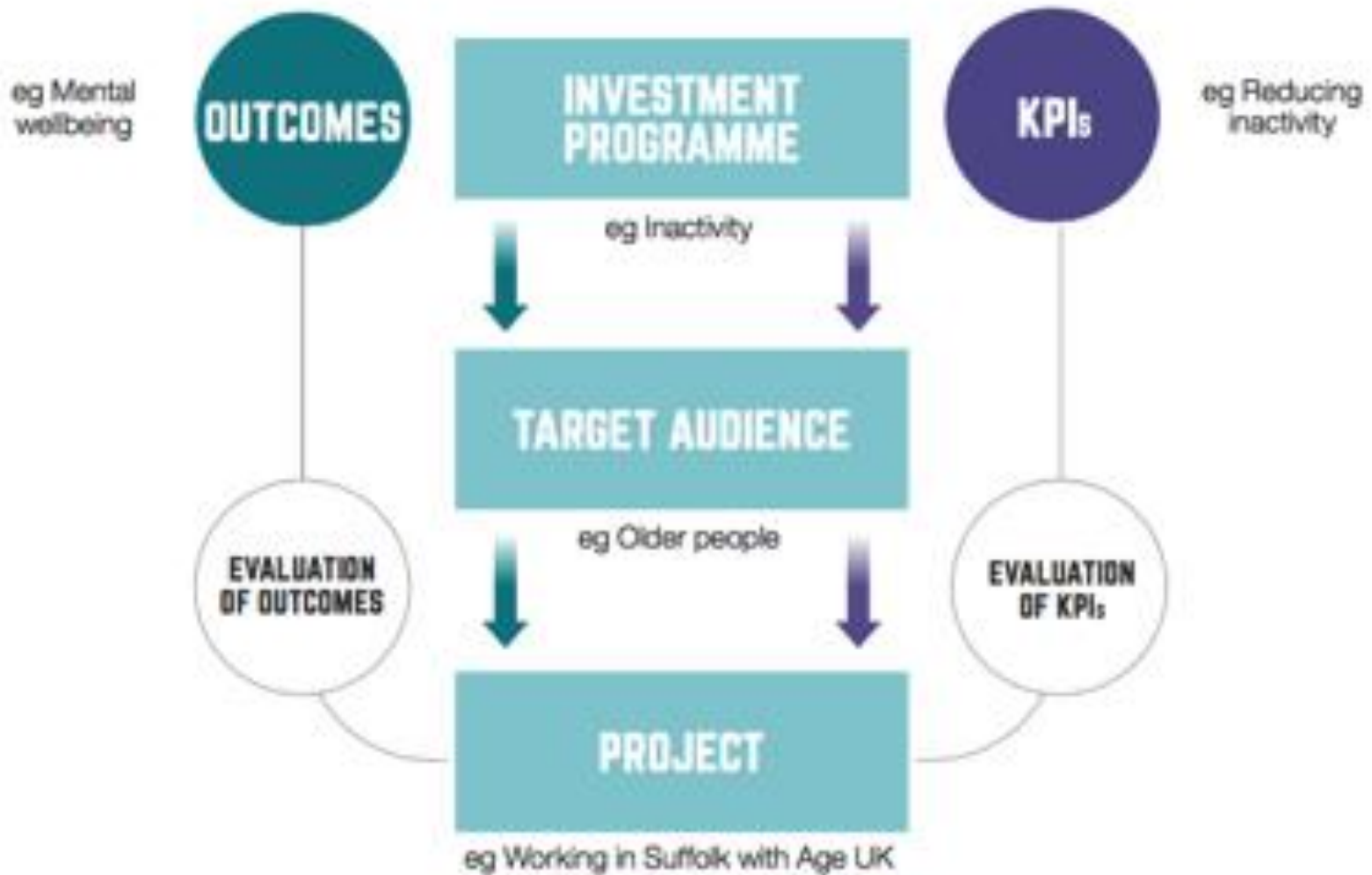
A new workforce strategy, major sporting events, CSP's appraisal

SPORT ENGLAND:

TOWARDS AN ACTIVE NATION

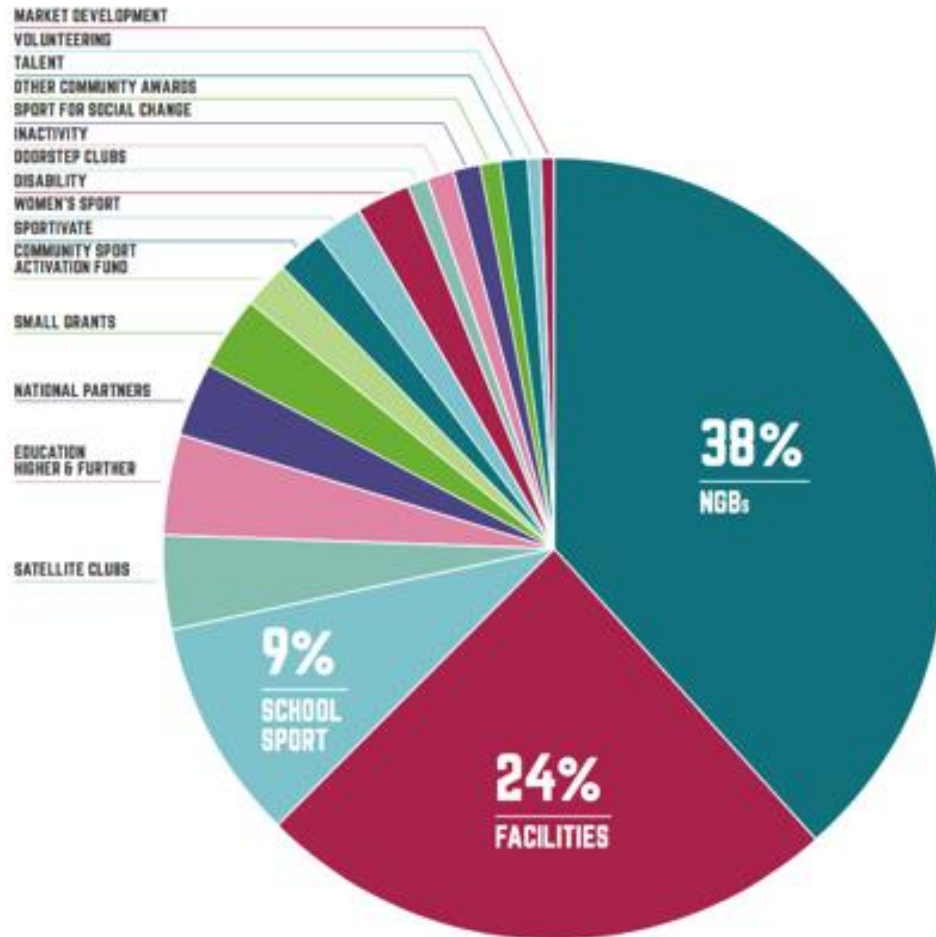
**Strategy
2016–2021**

LINE OF SIGHT

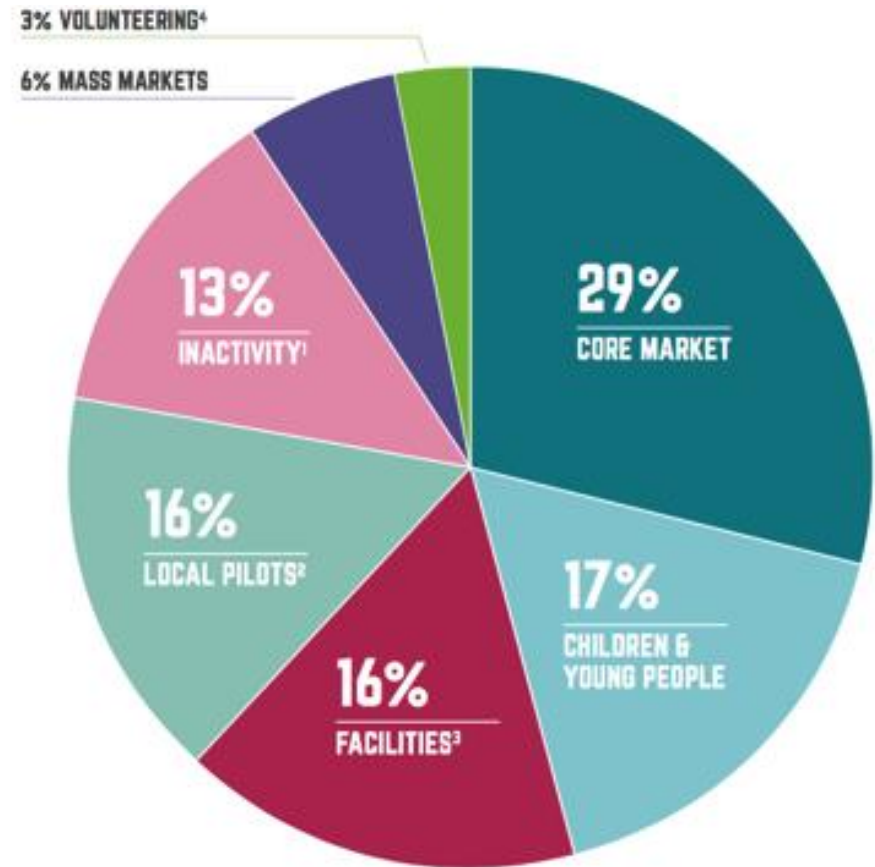


How investment will be decided

2012-16



2017-21



Core market

People who are regularly active already have the habit we are trying to promote and share. But they can't be taken for granted. We want to help everyone in this core market to stay there and feel the benefits of their active life

Is It Working?

Review-

The Government has today (**Thursday 9 February 2017**) published its first annual progress report on its new sport strategy that aims to get the nation more active for the positive impact it has on people's health, local communities and the economy

Findings

KPI's- Not much data to compare. Many KPI's can't be judged

Of the ones that can- 4 improved and 4 declined, a few are static

4 up = Economic development, summer and winter Olympic medal tables, number of Olympic / Paralympic medals won, employment in the sport sector

4 down- Economic impact of events supported through government and UK Sport major events programmes, Anholt GfK Nations Brand Index, attendance at major events supported by sport uk, Percentage of children achieving Bikeability Levels 1-3,

2018 annual report should provide a lot more data. **Figures to be released in March 18**

Is It Working?

Sports bodies must reshape and refocus, thinking less about those that already play sport and more on those who don't, or do but infrequently. I also believe that local authorities should put sport and physical activity at the heart of what they do.

The Primary PE and sport premium

Government is investing in the Primary PE and Sport Premium until 2020 and has also committed to using revenue from the **soft drinks industry levy** **5 to double annual funding** for the premium from **£160m to £320m from September 2017**. This funding will help improve and broaden PE and sport provision, increase participation and help to tackle childhood obesity.

Lots of 'wills' and 'will work towards'

Many other strategies being developed

Break



Can we effect participation in this module?



What we know?

sportswales
chwaraeon cymru

School Sport Survey

Arolwg ar Chwaraeon Ysgol

LLANGATWG COMMUNITY SCHOOL
Neath Port Talbot

6714066



What we know?

Popular community club activities that pupils in LLANGATWG COMMUNITY SCHOOL take part in are shown in the table below:

Figure 11: Popular community club activities

Boys	%	Girls	%
 Football	60%	 Running or jogging	39%
 Rugby	43%	 Netball	32%
 Swimming	30%	 Swimming	30%
 Dodgeball	19%	 Dance	26%
 Table tennis	16%	 Fitness classes	22%

What types of sport and physical activity do pupils want to do?

We asked pupils about the types of activities they would prefer to do more of. Figure 20 below shows the results for LLANGATWG COMMUNITY SCHOOL.

Figure 20: Latent demand – which sports do pupils from LLANGATWG COMMUNITY SCHOOL want to do more of?

Boys	%	Girls	%
 Football	56%	 Running or jogging	46%
 Rugby	43%	 Netball	44%
 Dodgeball	35%	 Tennis	34%
 Basketball	27%	 Fitness classes	34%
 Tennis	25%	 Rounders, baseball or softball	34%

Base: All pupils of LLANGATWG COMMUNITY SCHOOL in school years 7 - 11 (n=150)

Appendix D

The following table shows the percentage of pupils that would like to do more sport, in Wales and in your school.

<i>Break % Respondents</i>	Wales	Your school	Male pupils at your school	Female pupils at your school
<i>Adventurous activities</i>	22%	19%	17%	20%
<i>Athletics</i>	25%	21%	11%	28%
<i>Badminton</i>	22%	7%	5%	8%
<i>Basketball</i>	29%	23%	27%	20%
<i>Boccia</i>	3%	3%	2%	5%
<i>Bowls (not ten-pin bowling)</i>	5%	6%	3%	8%
<i>Boxing</i>	21%	17%	17%	17%
<i>Canoeing/Kayaking</i>	15%	11%	11%	11%
<i>Cheerleading</i>	15%	12%	-	21%
<i>Cricket</i>	18%	17%	21%	15%
<i>Cycling</i>	30%	23%	19%	26%
<i>Dance</i>	20%	17%	-	29%
<i>Dodgeball</i>	34%	31%	35%	28%
<i>Fitness classes (e.g. aerobics, yoga, circuits)</i>	24%	25%	13%	34%
<i>Football</i>	37%	37%	56%	23%
<i>Golf</i>	14%	17%	21%	14%
<i>Gymnastics</i>	21%	20%	5%	31%
<i>Hockey</i>	18%	13%	11%	14%
<i>Horse Riding</i>	19%	19%	3%	30%
<i>Life saving</i>	14%	11%	5%	16%
<i>Martial Arts (e.g. Judo, Karate)</i>	17%	10%	11%	9%
<i>Netball</i>	22%	26%	2%	44%
<i>Other sports</i>	12%	11%	10%	11%
<i>Rounders/Baseball/Softball</i>	29%	23%	6%	34%
<i>Rugby</i>	28%	28%	43%	17%
<i>Running or jogging</i>	31%	35%	19%	46%

Details of chosen idea

- 10 week block
- The winners will have the chance to become the gladiators for the following block if a success
- £40 for the 10 week block and win the chance to have a free 10 week block as a gladiator
- Wednesday after school between 4:30-5:30pm
- Ages 7-11
- Or play for fun £4 a session
- Wednesday 3:30-4:30pm
- Experience the famous show Gladiators in the waters of Llangatwg

Details of
chosen idea

- 1 off taster session in Easter Holidays
- Ages 7-11
- Could be rolled out weekly
- £4 a session
- Day / Time to be decided
- Experience the famous show Gladiators in the waters of Llangatwg

Need a name for it- Gladiator waters

What is it? Why do it?

- This is an activity to get young people participating in fitness and learning the benefits of an active lifestyle.
- Improve social development
- Improves individual achievement
- Active participation
- Can include basic swimming technique / survival skills.

MORE BENEFITS

- Great for all ages
- 7-11 year olds can take part together within the same group.
- Suitable and inclusive for all abilities.
- Both boys & girls can take part together.
- Healthy activity for youngsters in a fun and safe environment.
- Non contact and low risk of injury.

What we know?

- **Community provision**- currently no provision for this type of activity in this area.
- **Facility**- Available in holiday times- cost to be negotiated
- **Coach / Lifeguard** cost £10 per hour per coach- Pay 1hr half for session (set up). Look to find a volunteer / placement student to support club
- **Club can target- 7-11 year olds.**
- **Funding available- £500** budget has become available to start up the club

Task- split to two groups – (two sub groups)

Group one- Look at **the funding** available and **how it can be spent**- equipment, promotional materials, incentives. **Work out a sustainability plan**, do some costings based on the club operating for 5 weeks after initial fun day. The club will be a maximum of £4 per participant. What will success look like?

Group 2- Devise a **promotional plan** and think about **retention**- How are you going to get the children along to the day. Once they are there what will keep them coming back?

Present your findings back to the group on a word document

Next week?

Marketing for Sports Development

Partnership and links

Talk about 1 part of the assignment