

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
- Sport England
- Canva



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 visit / Meadow view sports camp
- ✓ School Sport Survey
- ✓ Marketing- Social media promotion- Facebook posts and insights
- ✓ Presenting to groups- tips, practical task



- ❖ Over the coming weeks- Events and festivals, planning, marketing, partnership and links, History and theories, 5x60 case study. Creating sustainability, modernising and the future. Mountain bike practical March 20th.
- ❖ Planning and delivering a session at Llangatwg School with the aim of creating a sustainable activity. - Netball
- ❖ 2 part assignment- to be completed by March 13th – handed out 28th Feb (Industry week to complete)

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.

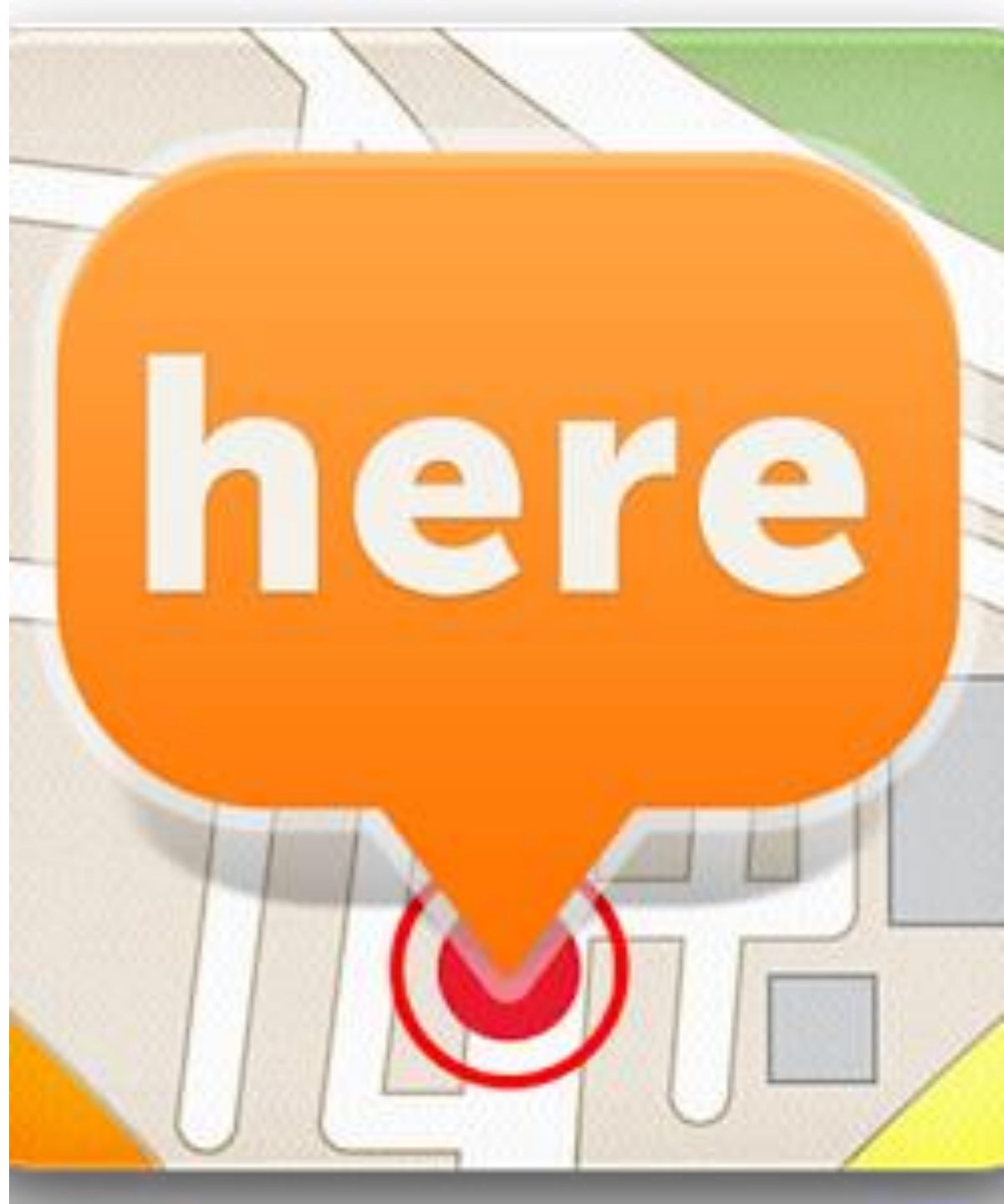
SHARE

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- In Groups- at the end of the lecture



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

Use Canva to design the poster



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



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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**

Key Recommendations

- A summary of the key points
- What will need to happen to make the club / session 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

Sporting Strategy In England

From 2000-2021

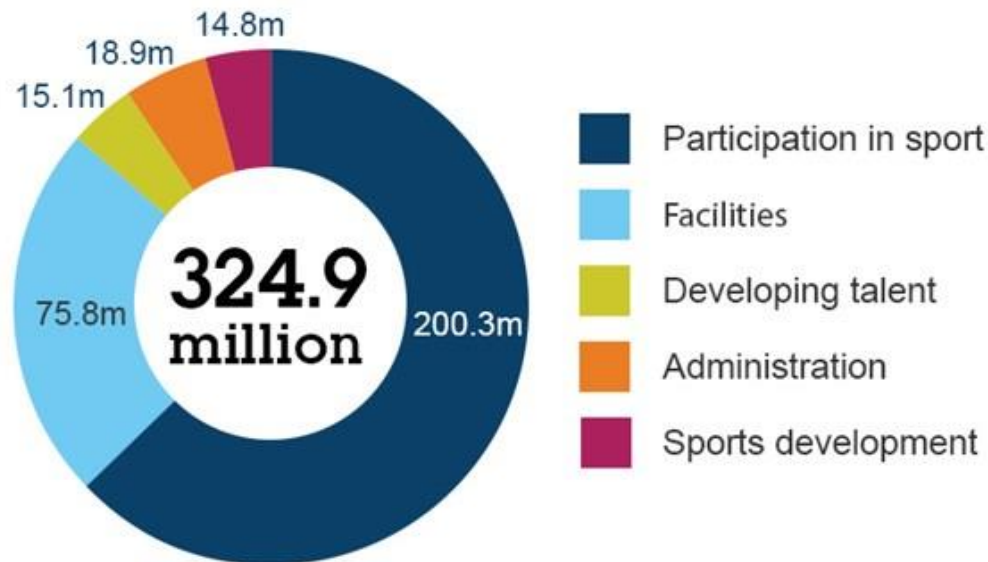
A sporting future for all / GAME PLAN / Sport England
STRATEGY / OLYMPIC GAMES STRATEGY CREATING A
SPORTING HABIT FOR LIFE / TOWARDS AN ACTIVE NATION

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)**

Strategy Released 19th May 2016

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

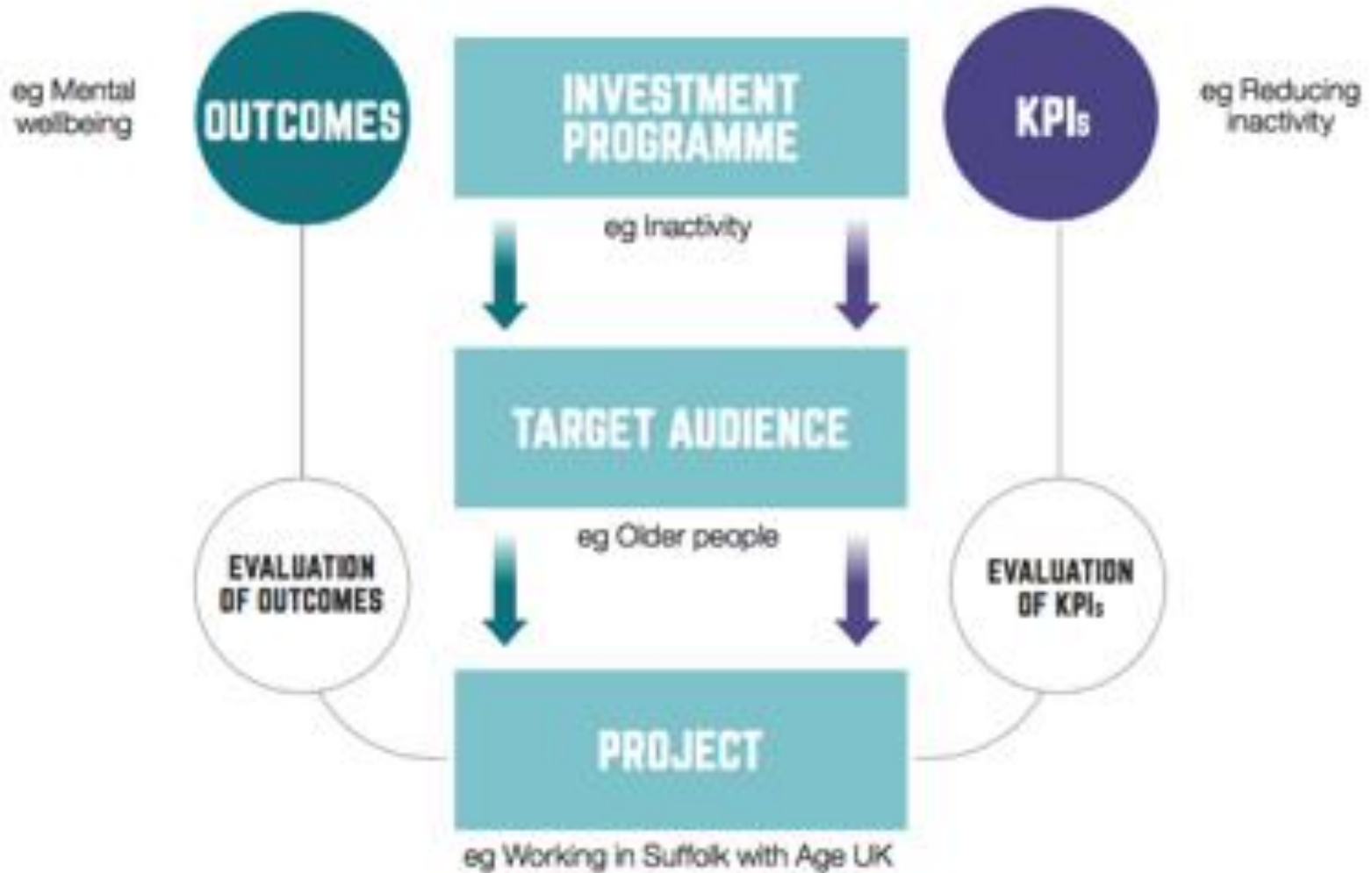
A new workforce strategy, major sporting events, CSP's appraisal

SPORT ENGLAND:

TOWARDS AN ACTIVE NATION

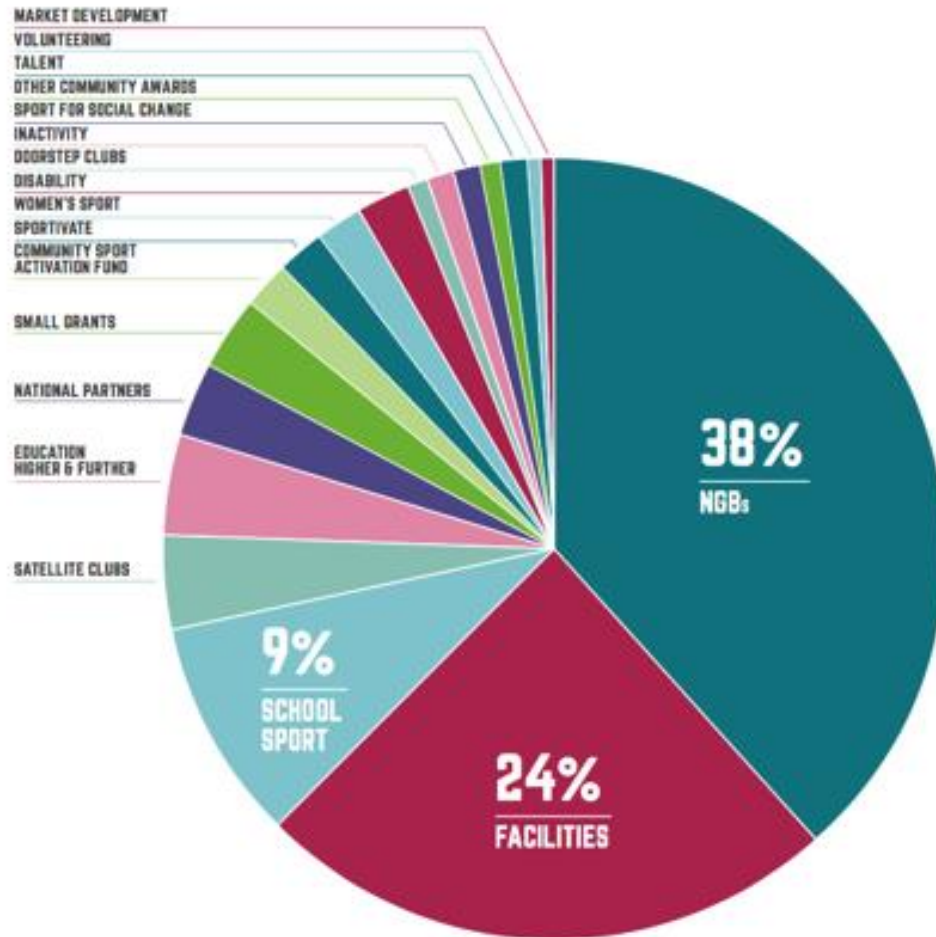
**Strategy
2016–2021**

LINE OF SIGHT

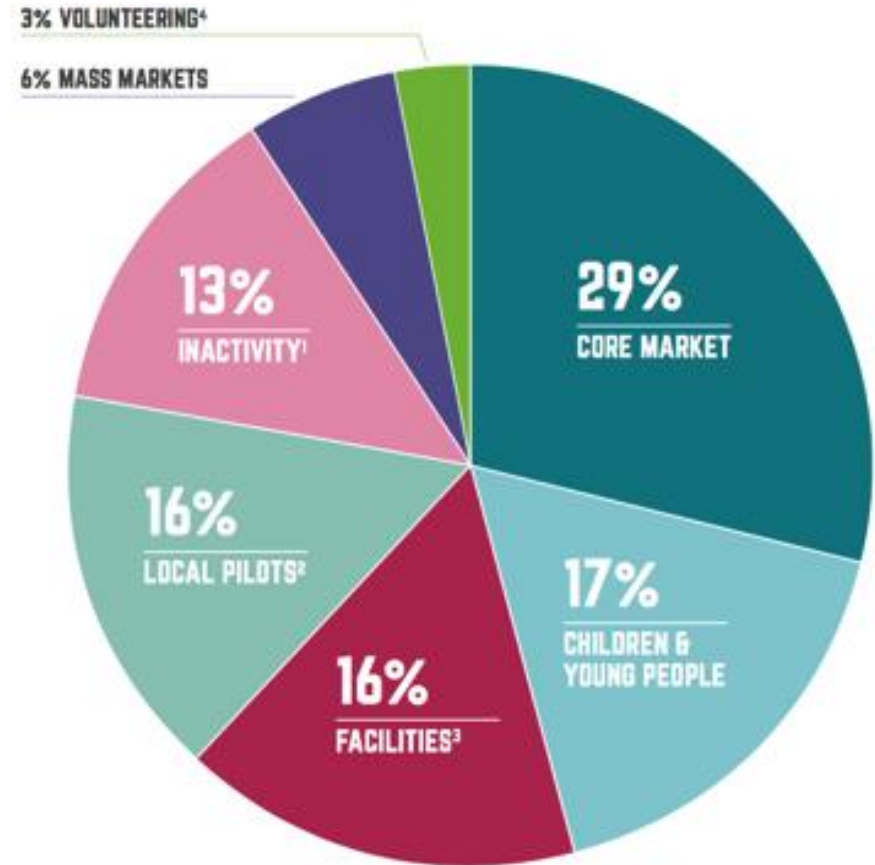


How investment will be decided

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?

Task-

In two groups

Group A- You will form a presentation that argues that the Sport England Strategy is working.

Group B- You will form a presentation that will argue that the Sport England strategy is not working.

Each presentation must be 10 slides and must have evidence to back up your points.

To be developed next week Friday 7th Feb

To be delivered Friday 14th Feb



Next week

- No lecture
- Complete task in preparation for 14th Feb

Practical Task- In Groups- at the end of the lecture



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

Use Canva to design the poster