

Outcomes

- To provide quality participation opportunities for children and families
- To encourage children to be more active
- To assist in addressing Government agendas
- To attract partner funding and deliver partner objectives

MV
General Observation (not scored)
EXAMPLES OF BEST PRACTICE • Centre based Information
GUIDANCE • Does the centre display information well that would attract children and parent/carers to try the activities on offer
EXAMPLES OF BEST PRACTICE • Communication with children
GUIDANCE • Has the centre considered different ways to attract children's attention such as Ipads, games consoles, video screens and characters
EXAMPLES OF BEST PRACTICE • Web based information
GUIDANCE • Does the web site communicate with the child or with the parent, does the website encourage children to return to the page for further information or updates
PLAN
How do you plan to deliver an inclusive junior activity programme and maximise capacity?
EXAMPLES OF BEST PRACTICE • National and regional agendas • Local agendas • Partner objectives • Centre objectives
GUIDANCE • Creating plans that address and are aligned to the Department of Health's, UK physical activity guidelines. Early Years (Under 5's who can walk) 180 minutes a day of activity, Children & Young People (5-18) 60 minutes or more a day (up to several hours) of moderate to vigorous activity • Aligning standards, activity and programme to national campaigns such as Sport England's Sportivate programme, Sportivate gives participants aged between 14 and 25 the chance to receive six to eight weeks of coaching in a sport of their choice, accessed via the County Sports Partnerships • Including actions to address Local Authority corporate objectives such as health, diversionary activity, and physical activity for juniors • Construction of programmes that consider the commissioning outcomes of Primary Care Trusts, local education boards, Fitness Industry Association and National Governing Body's of Sport • Aligning the programme of activity to assist in achieving the centre objectives such as income, usage, family membership and utilisation.
DO
How do you communicate the programme and progress of participants to staff, new and existing customers?
EXAMPLES OF BEST PRACTICE • Marketing plan • Existing customers • Team • Partners



GUIDANCE

- Marketing plans that consider actions to promote in both child and parent/carer mediums, that set targets for promotions to generate and timetable activity to maximise opportunities such as summer holidays.
- Promotional activity that draws the attention of the child via outreach to schools, shopping centres, sporting and community events. Activity that attracts the child to enable interaction with the parent/carer
- Referral campaigns that encourage customers to recommend the activities to others, celebrating the achievement of the scheme and individuals that take part
- Ensuring the team have a clear understanding of the programme on offer and their responsibilities via induction, briefings and team meetings
- Informing partners of success and regularly updating organisations that provide funding of the programme on offer

What external influences and good practice have you considered?

EXAMPLES OF BEST PRACTICE

- National Governing Bodies
- Sport Development
- National suppliers
- Ofsted

GUIDANCE

- Aligning activities to NGB's schemes to assist the progression of participants and ensure best practice is applied to all activities
- Assisting to deliver the programme of the sports development department and ensuring that the programme does not internally compete
- Considering the programme of existing national suppliers such as MEND (Mind, Exercise, Nutrition, Do it) and Carnegie Weight management programme
- Ensuring childcare standards comply with either the voluntary or registered standards of Ofsted

What training has been put in place to deliver this commitment?

EXAMPLES OF BEST PRACTICE

- Induction
- Activity
- Safe guarding

GUIDANCE

- Providing the team with a full understanding of how to entertain children, move children between activity spaces and deal with emergencies as part of the induction process.
- Setting minimum qualifications such as level 2 coaching awards, childcare and supervision and paediatric first aid
- Providing access to regular safe guarding courses and ensuring all team members are Disclosure checked

What resources have you in place to fulfil the delivery of the programme?

EXAMPLES OF BEST PRACTICE

- Programme
- Space
- Team
- Food and beverage

GUIDANCE

- Aligning the programme to provide opportunities for progression, complimentary activity for parents/carers and siblings and attracting usage to traditionally quiet times.
- Delivering birthday party themes that complement the programme and give children a taste of the day to day activity of the centre.

- Introducing new and different activities such as dance, parquor, dance mats, games consoles, and climbing
- Identifying the teams qualifications, abilities and interests and using these to identify further needs or maximising the potential of the existing skills
- Ensuring the food and beverage offering reflects healthy eating and educates customers about the need for a balanced diet

MEASURE

How do you measure?

EXAMPLES OF BEST PRACTICE

- Key performance indicators
- Participants measures
- National indicators
- Research
- Customer satisfaction
- Competitive results

GUIDANCE

- Setting KPI's such as cost per head, income per head, capacity utilisation, length of stay, progression through the programme, number of participants that join a club, number of club members that compete, family memberships purchased
- Requesting participants to complete activity and food diaries to enable them to measure progression, organisations could set targets for number of participants using diaries
- Understanding the contribution to active people surveys and national physical activity measures
- Trend analysis of customer comments, course surveys, satisfaction surveys, utilising methods that encourage children to give their feedback
- Carrying out independent research into the health gains and benefits generated from participation in schemes and courses
- Celebrating the success of children that started their sporting career at a centre and have gone on to compete in county, regional and national levels.

REVIEW

How do you review what you measure?

EXAMPLES OF BEST PRACTICE

- Benchmark
- Comparison
- Improvement in satisfaction

GUIDANCE

- Sharing performance information with other similar organisations and learning from the areas that are completed well
- Comparing performance across the local authority, what centres do well and why, comparing performance against competitors
- Survey results describing an improvement in satisfaction levels, understanding how these results can be continually improved
- Understanding what partner objectives have been achieved and what will be required to maintain or generate more funding

IMPACT

Has what you have done made a difference?

EXAMPLES OF BEST PRACTICE

- Health
- Clubs
- Career



GUIDANCE

- Do participants describe improved physical and mental health over time, are more children participating more often
- Are clubs busy, is there demand for club space and are members of clubs competing at a higher level
- Do partners request assistance, is funding made available for the centre to maximise the programme
- Does the team feel that coaching and delivering the programme is a career opportunity

Other useful links:

- http://www.sportengland.org/about_us/places_people_play/sportivate/sportivate_briefing.aspx
- <http://www.activkids.co.uk/>
- http://www.sportengland.org/support_advice/county_sports_partnerships.aspx
- http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_12793_1 (Department of Health, UK physical activity guidelines)
- <http://www.ofsted.gov.uk/early-years-and-childcare>
- <http://www.mendprogramme.org/>
- <http://www.cwmhealth.com/>