

**Report to the Active and Cohesive
Scrutiny Committee
Monday 5th October 2015**

Sports Development Activity within Newcastle
Borough



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Introduction

The following report details the current activities for sports development in Newcastle Borough.

Background

Members received a report in 2012 detailing activity in the Olympic year. This report serves to update Members on legacy and progress, despite of reduced resources.

Questions to be Addressed

What is the current scope of activity within the Borough currently?

Outcomes

The current priorities in sport are aligned to the corporate objectives for health and wellbeing and provision is suitable and sustainable for the future.

Supporting Information

Club Development through Sport England's Club Matters

The Sports Development section supports local sports clubs through Sport England's Club Matters Programme.

Launched on 12 February 2015, Club Matters provides free guidance, support and learning on all aspects of running a club. At its heart is a brand new website, but it's far more than that.

The Club Matters website brings together all of the previous support for clubs: Club Leaders, Help for Clubs and the Clubmark website.

We provide help and assistance to improve the clubs within the Borough using the Club Matters website.

Club Matters provides all of the following:

Online Support – All the help and guidance clubs need, in all areas of club development from budgets to marketing. There is a range of support available including online toolkits, quick reference guides and e-learning modules.

Workshops – Club Matters workshops are free, short training sessions given by experts across the country. The sessions will develop club members skills, improve their knowledge and ultimately help them develop their club.

Mentoring – Whether they want long-term support, or just a short call to sound out their ideas, Club Matters mentors can help. The flexible mentoring scheme will offer more personal support to members and their club through online, group and one-to-one mentoring at a time and place to suit members.

Club Improvement Plan – An online health check for clubs of all sizes and at all stages of their development, to establish where they are performing well and where they can develop. This will provide the clubs with a tailored development plan, identifying recommended actions and priority areas.

Club Views – A club review tool allowing clubs to ask their members and volunteers what they think about their club and make suggestions on areas for improvement.

Clubmark – The universally acknowledged cross-sport accreditation scheme for community sports clubs.

Clubmark accreditation is awarded to clubs that comply with minimum operating standards in four areas: the playing programme, duty of care and safeguarding and protecting children and young people, knowing their club and its community and club management.

In total the Borough has 31 sports clubs who have achieved Clubmark Accreditation and the following 2 clubs have been awarded Clubmark since the last report.

Sport	Name of Club	Type of Accreditation
Cricket	Whitmore Cricket Club	Clubmark
Golf	Newcastle-under-Lyme Golf Club	Golf Mark

Newcastle Sport Advisory Group (Castle Sport)

Since the last report Newcastle Sports Council has been replaced by an advisory group called Castle Sport. This group is made up of local sports clubs representatives, education representatives and higher education representatives.

The main purpose of the group is to review, advice and make recommendations to the Grant Assessment Panel on individuals sports funding applications.

The Sports Development section has been heavily involved in ensuring that the transition has been a smooth one and their work programme now includes:

- Deal with enquiries on how to apply for the funding.
- Coordinate all applications for the panel to consider.
- Attending the Castle Sport meetings.
- Attending the pre Grant Assessment Panel meeting to present the recommendations of the Castle Sport group.
- Attending the Grant Assessment Panel meetings to present the report on the applications.
- Contact applicants to inform them of funding outcomes.
- Coordinate the awards evaluations

Community Sport Activation Fund Bid

- Working alongside Newcastle College and Aspire Housing to submit a funding bid for a three year project to get more residents of the Borough involved in sport. Potentially this project could be for £250,000 over 3 years.

Disability Sport

- Working in partnership with the Power Chair Football Club to establish new members and help them to gain funding, the club is based at Newcastle College

Badminton

- Weekly No strings badminton session at Kidsgrove Sports Centre. Average of 30 attendances each week.
- Part of the North Staffs Badminton Development Group which looks at the development of sport within the area.

Community Groups

- Assist a variety of sports and leisure groups throughout the Borough with funding advice and support. Groups include Bowls Clubs, Exercise groups, badminton group etc.
- Many of the groups specifically target older people and people on low incomes.
- Assist with funding applications to help them become self-sustainable in the future.

Sportivate (14 to 24 year olds)

- Coordinate all the Sportivate projects for the district and work with other established organisations to set up projects locally. £7280.00 spent across

projects, £4292 spent on projects at Newcastle College and £2345.31 capacity funding for our section.

- Work with SASSOT to ensure all projects are completed and submitted on time to meet national deadlines set by Sport England.
- Deliver projects within the team.
- Involved in the promotion for next round of funding projects for April 2016 to March 2017 – current allocation for funding yet to be confirmed by Sport England but likely to be similar as per this year.

Volleyball

- Aim to get adults involved in playing the game at local sites within the Borough.
- Working with partner agencies as part of North Staffordshire Development Group

Archery Arrows Programme

This 'mini' version of archery provides child-friendly equipment and resources to get started quickly and easily. Simple ideas for activities and competitions are provided that can be used in out of hours clubs and community sessions.

- Developing 'Arrows Programme at Kidsgrove Sports Centre and Jubilee2.
- Work with local archery club to provide exit route to further develop sport.
- Link into national campaign – to apply for up to £1000 to develop new opportunity.

Newcastle Partnership Contracts

- Involved in the organisation and delivery of two funded projects.
- Project 1 – Active2 – focusing on children and young people in targeted wards in the Borough to undertake more physical activity.
- Project 2 – This Girl Can – Focusing on women and girls aged 14 to 40 to undertake more sport and physical activity in targeted wards.

Bowls (Crown Green & Indoor)

- Submitted a bid to the Bowling Alliance as part of a county wide project to increase bowls participation rates in the over 55s and disabled people. Awaiting outcome and approval but potentially could receive approximately £800 (could be higher) towards bowls activities in 2016/17 if successful.

UK Corporate Games

- Assisted with the delivery of tennis event as part of the Corporate Games weekend held across various sites in North Staffordshire. Approx.120 people took part in the tennis event at Westlands Tennis Courts.

'Space' 2015

- Successful funding bid to the Police and Crime Commissioner for Staffordshire People Power Fund for £15,000 to deliver subsidised summer holiday activity programme for young people aged 11 to 17 in the borough on a first come first served basis. The fee for the reduced price membership was £10 for up to 7 weeks of activities. The membership included open and unlimited access to activities at Jubilee2 and Kidsgrove Sports Centre. 288 young people took up the offer, with over 1,500 attendances.
- Space 2015 contributed to Staffordshire's Priorities of Early Intervention by providing diversionary activities for young people to access leisure activities and the Community Safety Priorities: Providing healthier solutions to our localities and Tackling fear of crime.

Football Development Programme

Player Development coaching sessions (5-13 yrs)

- 2 x 10 week blocks
- Three times a year
- 2 different venues

Approximately 25 young people per session

Mini Kickers (3-4 yrs)

- 2 x 5 week blocks
- Twice a year
- Different venues

Mini Soccer (5-16 yrs)

- Every Saturday morning all year round
- 1 venue

Average 65 young people each week attending.

Just play (16 yrs +)

- FA / Mars link
- Every Saturday all year round
- 1 venue

Approximately 15 attendees each week

Girls coaching (5-13yrs)

- 3 x 5 week blocks per year
- 2 venues

Club links

- Specialist coaching with local clubs in the Borough

School links

- After school clubs with local schools in the Borough
- 15 sessions at present

Funding Bids

- Assisted Silverdale Cricket Club to gain £50,000 of Sport England Inspired Facilities Funding for facility improvements to changing facilities and storage.
- Assisted Basford Tennis Club to gain £50,000 of Sport England Inspired Facilities Funding for money to improve playing courts.
- Assisted Leycett Cricket Club to gain £50,000 of Sport England Inspired Facilities Funding for facility improvements to changing facilities and disabled toilets.
- Assisted North Staffs Sporting Club to gain £80,000 of Sport England Inspired Facilities Funding for facility improvements to changing facilities and club house.
- Applying on behalf of the Stone and District Sports Association (Clayton Sports Centre) to Sport England for £144k and to the England and Wales Cricket Board for £100k for refurbishment of the centre. The forward plan is for the organisation to become sustainable and, in collaboration with Newcastle and Hartshill Cricket Club, to become a centre of excellence for cricket in the Borough.
- We have recently become the lead organisation for managing and coordinating the Sport England led Sportivate Project for Newcastle. This will involve working in partnership with clubs, facilities and educational establishments to allocate £12k of funding for young peoples' activity projects throughout the Borough.

Invited Partners/Stakeholders/Residents

Please give thought to inviting partners/stakeholders/residents as appropriate. Their attendance can add real value to scrutiny.

Constraints

The permanent staffing resources have been reduced in line with the Council's financial plans. In addition the Football Development Officer has left our employ to progress his career in the professional game. We therefore currently only have one member of staff working under the direction of the Community Development Manager (Sport and Active Lifestyles). The intention is to replace the Football Development Officer with generic sports development officer to extend coaching opportunities into other sports.

Conclusions

We face a huge challenge to keep our Borough active to contribute to the health of our communities and this is compounded by the fact that as the Borough's population ages there are less people in the active demographic (under 55 years)

Relevant Portfolio Holder(s)

Leisure, Culture and Localism

Health and Wellbeing

Background Information

Local Sports Profile at

<http://localsportprofile.sportengland.org/ProfileReport.aspx?g=41UE&t=D,H,P,F,E,N&s=D01,D02,D03,D04,D06,D07,D08,D09,D09A,D10,D10A,D11,D12,D13,H01,H02,H03,H04,H05,H06,H07,H08,H09,H10,P01,P02,P03,P04,P05,P06,P07,P19,P20,P28,P21,P22,P25,P27,F01,F03,F02,F04,F05,F10,F11,F12,F13,F08,F09,F99,E01,E02,E04,E05,E07,E08,E09,E10,E99,N00,N01,N02,N03,N04,N05,N06,N07,N08,N09,N10,N11,N12>