

## **Current Sports Development Activity** **Within Newcastle Borough**

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

### **Club Development**

The following are clubs accredited to Clubmark, a Sport England standard. Sport England recognises and values the commitment made by sports clubs to develop high quality, welcoming environments for young participants. The development of clubs that encourage young people to take-up sport, improve their talents, possibly play a leadership role and give them the option to initiate and maintain life-long participation in sport is an essential part of supporting the sporting infrastructure in England. Clubmark was introduced in 2002 by Sport England to ensure that accrediting partners apply core common criteria to ensure that consistent good practice and minimum operating standards are delivered through all club development and accreditation schemes. Also, to empower parent(s)/carer(s) when choosing a club for their children, to ensure that Clubmark accredited clubs are recognised through a common approach to branding and to provide a focus around which all organisations involved in sport can come together to support good practice in sports clubs working with children and young people.

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 your club and its community and club management.

<b>Sport</b>	<b>Name of Club</b>	<b>Type of Accreditation</b>
Cricket	Audley Cricket Club	Clubmark
Football	Audley FC	Charter Standard Club
Tennis	Basford Lawn Tennis Club	Clubmark
Football	Betley FC	Charter Standard Club
Cricket	Bignall End CC	Clubmark
Football	Bradwell Belles FC	Charter Standard Club
Football	Bradwell Bombers FC	Charter Standard Club
Football	Chesterton AFC	Charter Standard Adult
Badminton	Dominies Badminton Club	Clubmark / Premier Club
Football	Keele University FC	Charter Standard Adult
Football	Kidsgrove Athletic FC	Charter Standard Adult
Cricket	Kidsgrove CC	Clubmark

<b>Sport</b>	<b>Name of Club</b>	<b>Type of Accreditation</b>
Cricket	Leycett Cricket Club	Clubmark
Cycling	Lyme Racing Club	Clubmark / Go-ride
Football	Madeley White Star Centenary FC	Charter Standard Club
Football	Madeley White Star Ladies FC	Charter Standard Adult
Cricket	Newcastle & Hartshill CC	Clubmark
Rugby Union	Newcastle (Staffs) Rugby Union Club	Clubmark / Seal of Approval
Swimming	Newcastle (Staffs) Swimming Club	Clubmark / swim21 Competitive
Volleyball	Newcastle (Staffs) Volleyball Club	Clubmark
Athletics	Newcastle Staffs Athletics Club	Clubmark
Football	Newcastle Town FC	Charter Standard Community
Netball	Newcastle Town Netball Club	Clubmark / CAPS Gold
Cycling	Newcastle Track Cycling Association	Clubmark
Cricket	Porthill Park Cricket Club	Clubmark
Football	Red Street FC	Charter Standard Club
Football	Redgate Clayton FC	Charter Standard Adult
Cricket	Silverdale CC	Clubmark
Football	Wolstanton United FC	Charter Standard Club
Cricket	Wood Lane CC	Clubmark
Snowsport	North Staffs Ski Club	Clubmark

## **Sports Makers**

Sport Makers, quite simply, make sport happen. Some do it informally with their friends, neighbours or colleagues. They might organise a kickabout with their mates or a weekly game of tennis with their work colleagues, who must be aged 16. Others don't take part themselves. Instead, they do all the other things that make sport possible, like organising a sports event for their village or managing a team of race volunteers.

Becoming a Sport Maker will give people the knowledge, information and connections to help you make sport happen.

Newcastle Borough Council is:

- Currently working with the County Sports Partnership to refer interested volunteers to join up to Sports Makers.
- Clubs and organisations within the Borough offer placements for volunteers to gain their 10 hours experience.

## **Volunteers**

Newcastle Borough Council is:

- Offering volunteering placements within the Community Recreation Department and centre based.
- Working with Staffs County Council Open Doors Project to have people on placement.
- Staffs University students have been on placement in Football coaching to gain experience, as well as undertaking project work for studies.
- Offering placement opportunities through the Community and Voluntary Service.
- We are the link with local schools and colleges to offer work experience placements.

## **Disability Sport**

- Organise and run the North Staffs Special Schools Sport Association short tennis tournament as part of their sports competition programme.
- Link in with other competitions as organised by the group.
- Established the Newcastle Disability Multi-Sports Club at Jubilee 2 and have gained funding from Aiming High for the second year running. The club encourages people with a disability and their families to try a number of sports e.g. boccia, goal ball, climbing, zumba and swimming.

## **Tennis**

- We organise junior (5 year-olds and over) and adult coaching programmes held at Westlands Sports ground to help people learn how to play. This enables more people to use the existing courts around the Borough in their own time.
- We organise taster coaching courses during school holidays to attract more children to play.
- Hold and organise the Tennis Tournament held during the Summer Holidays for 8 to 16 year olds.

## **American Football**

- Working with a new club to develop a junior section that can operate within the Borough.
- Working with the club on possible Sportivate bids to be submitted for 2013/4. One for 14 to 17 year olds, another for 18 to 25 years olds.

## **Athletics**

- In conjunction with SASSOT (Sport Across Staffordshire and Stoke on Trent) we have recently trained two Run Leaders who will pilot running groups from Kidsgrove Sports Centre starting in January 2013.

## **Cycling**

- Worked in partnership with British Cycling in 2012/13 to train Ride Leaders from within the department and Newcastle Cycling Club to provide led cycle rides at beginner, intermediate and advanced levels.
- The rides were all based in the Borough and took place during the summer and autumn to coincide with London 2012 and British Cycling's success.

## **Knutton 3G Pitch at Knutton Recreation Centre**

- Currently organising the football teams that play on the pitch.
- Team coordinating bookings, invoicing teams, staffing the facility, maintaining cleanliness and safety of site.

## **Community Football Sessions at Knutton 3G Pitch**

- Currently run 2 weekly football sessions for Silverdale, Parkside, Knutton & Cross Heath area.
- Transport provided for young people from Silverdale and Parkside to attend.
- Part of diversionary activities programme.

## **Children's Activities in Parks/Open Spaces**

- During summer, we worked with Staffs Police to undertake a programme of children's activities at Clough Hall Park.
- Looking to expand on this during 2013 as part of a wider activity programme including some 'community games' style events.
- Part of Love Parks event at Brampton to help highlight a national campaign for people to use their local parks more.

## **Badminton**

- Weekly no strings badminton session at Kidsgrove Sports Centre
- Part of the North Staffs Badminton Development Group which looks at the development of sport within the area.

## **Cricket**

- Worked with Kidsgrove CC to provide indoor cricket opportunities over the winter
- Part of Newcastle Cricket Development group who focus on the development of the sport with all the cricket clubs within the Borough

### **Horse Riding**

- Work with Rockley Riding Stables to provide holiday activities such as own a pony days.
- Highlights local opportunities as well as new experiences.
- Support the Newcastle Equestrian Forum.

### **Knutton & Cross Heath LAP**

- Working with partner organisations such as Project House, and Staffs Young People's Service to look at activities for young people within the 2 ward areas.

### **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.

### **Older People Activity Programme**

- Organise and deliver a range of activities including tennis, badminton, exercise classes and walks.
- Sessions held in local community centres and sports centres.

### **Football Development Programme**

#### **As per Service Level Agreement with the NHS:**

- 1 day Football coaching
- 2 day Football coaching
- 3 day football coaching
- 5 ( Fun week ) football coaching

#### **Player Development coaching sessions (5-13 yrs)**

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

#### **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

### **Just play (16 yrs +)**

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

### **Girls coaching (5-13yrs)**

- 3 x 5 week blocks per year
- 2 venues

### **Club links**

- Specialist coaching with local clubs in the Borough
- Development centre sessions with pro club (PVFC)

### **School links**

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

### **Funding Bids**

- Assisted Silverdale Cricket Club to gain £50,000 in first round of Sport England Inspired Facilities Funding for facility improvements to changing facilities and storage.
- Assisted Basford Tennis Club to gain £50,000 in the second round of Sport England Inspired Facilities Funding for money to improve playing courts.
- 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.

## **Jubilee 2**

- Currently teaching swimming to 700 children per week.
- Children are signposted to our Rookies classes (lifeguarding, water safety and first aid) or to NASC (Newcastle Amateur Swimming Club) who are based at the centre.
- Working in partnership with the ASA (Amateur Swimming Association) and the IOS (Institute of Swimming) as a host venue in North Staffordshire for aquatics and swimming qualifications and training courses.
- We are a member of the Institute of Qualified Lifeguards Approved Training Centre Scheme – this means that we can deliver the National Pool Lifeguard Qualification to employees and the public.

**Rob Foster**  
**Head of Leisure and Cultural Services**