

Report to Active and Cohesive Communities
Overview and Scrutiny Committee
29 August 2013
Young People in Sport

Background

Newcastle under Lyme B.C. recognises the importance of sport for young people in developing a healthy lifestyle and serving educational attainment. Indeed both Newcastle under Lyme College and Keele University have stated recently that students who participate in sport are significant in the number of students who are high academic achievers.

For most young people, the first opportunity to participate in sport is at school, and it is important therefore that the experience is a positive one. PE and school sport in the Borough is the responsibility of Staffordshire County Council.

The Borough Council's Health Scrutiny Committee consequently wrote to the County Cabinet Member for Learning and Skills, by email on 27 June 2013, expressing concern that less than half of children (45%) spend at least 3 hours of high quality PE and school sport within and beyond the curriculum per week. Further data was requested of the amount of physical activity provided to pupils at each school in the Borough and what the County Council does to support this. A written response was received dated 9 July 2013. This is appended to this report.

Other providers in the Borough are the Youth Service who promotes youth activities on Youfind.Me.UK. Information on their current activities is appended to this report. Audley based Peak Pursuits (current programme appended) and Newcastle College who run a sports academy for students at the college and pupils from feeder secondary schools, as well children's holiday activities. Finally, Chesterton Sports College and Newcastle Community High School hire their facilities to local sports clubs, who offer opportunities for young people.

The most recent figures for sport/culture participation levels for children in England are available in the DCMS 'Taking Part Survey (2012/13)'. This provides national and regional level data for England. The national dashboard report is appended and illustrates for sport a static or declining picture of sports participation, in spite of the London 2012 Games.

School Games

The main focus for school sport over the last two years has been the School Games. Both years in Staffordshire have culminated in the County School

Games at Keele University with 3000 young people from all over Staffordshire taking part, including 297 from school's within Newcastle under Lyme.

The School Games provide a unique opportunity for young people to take part in competitive school sport.

The Games are made up of four levels of activity: competition in schools, between schools, at county/area level and a national finals event:

- **Level 1** - sporting competition for all students in school through intra-school competition.
- **Level 2** - individuals and teams are selected to represent their schools in local inter-school competitions.
- **Level 3** – the county/area will stage multi-sport Sainsbury's School Games festivals as a culmination of year-round school sport competition.
- **Level 4** – the School Games finals: a national multi-sport event.

The Games are designed to build on the magic of 2012 to enable every school and child to participate in competitive sport, including meaningful opportunities for disabled youngsters.

Nationally and locally the School Games is being delivered through partnerships. The national partnership is made up of:

- the Department for Culture, Media and Sport (DCMS), which has overall policy leadership, supported by the Department for Education (DofE) and the Department of Health (DOH);
- Sport England, which is the Lottery distributor and are supporting the engagement of Sports Governing Bodies and County Sports Partnerships;
- the Youth Sport Trust, the lead organisation for school sport, which has been commissioned by Sport England to provide development support to schools, sports and other local partners.

Over £128m of Lottery and Government funding is being invested to support the School Games. This includes: up to £35.5m Lottery funding from Sport England between 2010-15; £28.4m exchequer funding from the Department of Health and Sport England to fund 450 School Games Organisers (SGOs) and Change 4 Life Clubs; £65m exchequer funding from the DOE to release a PE teacher for one day a week in all secondary schools.

At a local level, the School Games are delivered by schools, clubs, county sports partnerships and other local partners, including local authorities through a Local Organising Committee.

Sport and Active Lifestyles

The following is a summary of the opportunities provided by the Council's Sport and Active Lifestyles Service for young people in sport:

Sports Development Programme

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.
- Assisted Tom Lowe Boxing Club to gain £50,000 in the fourth round of Sport England Inspired Facilities Funding for changing room and toilet facilities.

Club Development

- Accredited Clubs

Sport	Name of Club	Type of Accreditation
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
Cricket	Leycett Cricket Club	Clubmark
Cycling	Lyme Racing Club	Clubmark / Go-ride
	Madeley White Star Centenary	
Football	FC	Charter Standard Club
Football	Madeley White Star Ladies FC	Charter Standard Adult
Cricket	Newcastle & Hartshill CC	Clubmark
Rugby	Newcastle (Staffs) Rugby	Clubmark / Seal of
Union	Union Club	Approval
	Newcastle (Staffs) Swimming	Clubmark / swim21
Swimming	Club	Competitive
	Newcastle (Staffs) Volleyball	
Volleyball	Club	Clubmark
Athletics	Newcastle Staffs Athletics Club	Clubmark
		Charter Standard
Football	Newcastle Town FC	Community
Netball	Newcastle Town Netball Club	Clubmark / CAPS Gold
	Newcastle Track Cycling	
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

- Work with 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

- Offer volunteering placements within the department.
- Worked 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.
- Offer placement opportunities through the CVS.
- We are link with local schools and colleges to offer work experience placements.

North Staffs Special Schools Sport Association

- Organise and run the short tennis tournament as part of their sports competition programme.
- Link in with other competitions as organised by the group.

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. These weekly lessons take place from April to September each year.
- 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.

Sportivate (14 to 25 year olds)

- We are the lead organisation for managing and coordinating the Sport England led Sportivate Project for Newcastle.
- This involves working in partnership with clubs, facilities and educational establishments to allocate £12k of funding for young peoples' activity projects throughout the Borough.
- Funding awarded for 3 projects:
Handball (based at Kidsgrove SC)
5 a side football (kidsgrove and Newcastle)
Girls Boxing fitness (Kidsgrove and Tom Lowe Boxing Club)

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, Parksite, Knutton & Cross Heath area.
- Transport provided for young people from Silverdale and Parksite 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 childrens activities at Clough Hall Park.
- Held activity sessions at Silverdale Park.
- Part of Love Parks event at Brampton and Clough Hall to help highlight a national campaign for people to use their local parks more.
- Tennis Taster Sessions at Westlands Sports Ground
- Free sports sessions at Knutton 3G Football Pitch

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

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.

Summer Holiday Activity programme

Parks Drop In Sessions

- Children's Activities in Parks/Open Spaces.
- Part of diversionary activities programme.
- During summer, we worked with Staffs Police to undertake a programme of children's activities at Clough Hall Park.
- Part of Love Parks event at Brampton to help highlight a national campaign for people to use their local parks more.
- Transport provided for young people from Silverdale and Parksite to attend.

Horse Riding

- Work with Rockley Riding Stables to provide holiday activities such as own a pony days which highlights local opportunities as well as new experiences.

Sky Ride

- As part of the London 2012 legacy and British Cycling's success, working in partnership with British Cycling in 2013/14 to provide led cycle rides at beginner, intermediate and advanced levels. The rides are based in the Borough and take place during the summer and autumn.

Football Development Programme

Football Coaching & Mini Soccer

The football development programme offers opportunities at all levels from grass roots to excellence and includes:

- Holiday coaching courses, for which we have achieved the Football Association Charter Standard Award. Our summer holiday football courses allow boys and girls aged between five and 13 years the opportunity to take part in a safe and enjoyable environment. Over the course of each week skill practices, fun games and small sided games will be delivered by our coaches.
- Player development programmes for 5 to 13 year olds
- Mini kickers football sessions for 3 and 4 year olds
- Weekly mini soccer sessions at Roe Lane and Kidsgrove Sports Centre.

- Coach Education programme in partnership with Staffordshire Football Association which allows coaches to gain suitable qualifications.
- Schools coaching and football tournament.
- Provides advice to football clubs

We are also linked with the Newcastle Football Development Group which is made up of representatives from local football clubs, school sports partnership, and Staffordshire FA to focus on how the sport can be developed further across the Borough.

As per SLA with NHS

School Holidays

- 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)

Mini-Kickers gives young children aged three to four years the opportunity to take part in football coaching sessions alongside their parent or guardian.

The programme will allow adults to take part in the coaching sessions on a one-to-one basis with their child.

All sessions will be led by our coaches and will last for a total of 45 minutes per session for five weeks.

This is an ideal opportunity for young children to learn the basic skills of football in a fun, safe environment.

- 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

Sports Facilities Programme

JAM (Junior Activity Membership)

At Jubilee2 the JAM membership is for teenagers that want to be part of a club that helps them get fit and maintain a healthy exercise regime that lasts a lifetime.

A health and fitness membership for 12 – 17 year olds, includes the use of :

- Gym (3 – 5.30pm Monday – Friday, 10am – 5pm at weekends)
- Swimming pools
- JAM group exercise classes
- JAM climbing club

As a JAM Member they gain access to the following JAM Group Exercise Classes:

- Spinning
- JAM Blast
- JAM Circuits
- Street Dance
- Bokwa
- Zumba

JUNIOR CLIMBING

Courses and Supervised Sessions

For those children wishing to learn to climb we have a range of courses and supervised sessions.

All our courses and sessions are supervised by a qualified instructor who take safety very seriously, but believe in a fun learning environment.

Rock Starters Five to Seven-Year-Olds (six per class)

This course covers the fundamentals of movement control and climbing using a mixture of our main and traverse walls.

Rock Stars Eight to Eleven-Year-Olds (six per class)

Develop strength, stamina, suppleness, stickability and teamwork while developing good climbing techniques.

R:Rocks 12 to 15-year-olds (six per class)

Learn the basics of rope work, knots, safety and communication. Children will also understand the importance of teamwork when team climbing in a group.

Rock club 16 to 17-year-olds (eight per class)

After understanding the basics of safety and teamwork this course really adapts to the individual needs of the climber and challenges the group.

The courses cost £30 each, last for six weeks and should be booked at reception.

Family rock school (eight per class)

We understand the importance of quality family leisure time and this course will cover the safety foundations of climbing, rope work, knots and teamwork.

SWIMMING LESSONS

Getting children to swim is an important priority for many families and our 'Learn to Swim' programme is available six days a week and offers a variety of ASA approved swimming courses that follow the National Curriculum for swimming.

At Jubilee 2 & Kidsgrove Sports Centre:

- Currently teaching swimming to 700 children per week.

Lifesaving Rookie

- Children are signposted to our Rookies classes (lifeguarding, water safety and first aid) or to NASC (Newcastle Amateur Swimming Club) who are based at Jubilee2.

DISABILITY SPORT

Newcastle Disability Sports Group

Introduction

Newcastle Disability Sports Group was set up on October 2010. The forum has representation from the education system, local authorities, disability sports development groups and from local communities.

Opportunities within sport and physical activity should not be seen as a privilege for disabled people. The forum will be working towards positively influencing change and decision making that will ultimately increase opportunities for disabled people to participate in leisure and sporting activities across the Borough.

Aims

The forum aims to widen access, increase opportunities and promote awareness and understanding for people with disabilities with reference to sport, physical activity and participation.

Objectives

- To organise a calendar of events to be supported by the group.
- To encourage the local commercial section to enhance their facility for use by people with disabilities.
- To seek external funding to help enhance progression for the projects.
- To integrate when possible all of the community and voluntary organisations in all activities.
- To work together with partners to co-ordinate services.
- To liaise with people with disabilities and help to meet their needs.
- 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.

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Newcastle-under-Lyme Borough Council