



NEW SPORTING FUTURES
Board Meeting – 12 August 2004

1. PURPOSE OF REPORT

- 1.1 To present to the Board for consideration an application received from East Ayrshire Council's Leisure Development Services to provide additional project funding as part of the 'New Sporting Futures' initiative.

2. BACKGROUND

- 2.1 Funding was secured for the East Ayrshire north element of the 'New Sporting Futures' project in April 2003 and the Board received a progress report at its meeting of 13 November 2003.
- 2.2 Managed by Leisure Development Services, the overall project employs four members of staff, and works in partnership with a range of statutory and non-statutory agencies. The project focuses on the inclusive development of sport and active recreation, and the promotion of healthy lifestyle choices among young people, aged 10-18 years, throughout East Ayrshire.
- 2.3 The initiative has a particular emphasis on creating more equitable participation in sport among specific target groups and seeks to develop effective ways to create sustainable sporting infrastructures, particularly in areas of economic and social deprivation.
- 2.4 A range of activities is provided for young people through 'New Sporting Futures' including:
- Sports Night Leagues;
 - Development and Performance Sports Squads
 - hip hop dancing; and
 - Community Sports Leader Awards.

3. NEW SPORTING FUTURES

- 3.1 The 'New Sporting Futures' project has already made a significant impact on the lives of many young people in the north of the authority. Funding is now being sought from the North Social Inclusion Initiative to extend the current programme of services to East Ayrshire's most excluded and 'at risk' young people. There are two proposed areas of activity as follows:

Snow Sports

- 3.2 An innovative programme of snow sports, notably snowboarding and skiing, will be developed for young people aged 12-18 years by utilising Newmilns Dry Ski Slope.
- 3.3 The snow sports programme will provide the most excluded young people with opportunities to participate in extreme adventure sports, which would not previously have been accessible to them. In addition, opportunities will be available for young people to access training, including Snow Sports Leadership courses. The promotion of active citizenship and healthy lifestyles will also be integrated into the programme of activity.

Sports Night Leagues

- 3.4 Sports Night Leagues will provide young people aged 12-15 years with informal, yet structured, activities with a particular focus on football. There will be a real focus on active citizenship, and young people will be encouraged to adopt active and healthy lifestyles. In addition, coaching staff will provide positive role models for young participants. Opportunities to progress sporting performance and leadership skills will be developed through the Community Sports Leaders Awards.
- 3.5 This aspect of the programme will directly address anti-social behaviour among young people aged 12-18 years and provide an alternative to youth crime, and drug and alcohol misuse among the target population. The project will work in partnership with the Police Drug Awareness Officer, Bridge Addiction Services and NHS Ayrshire and Arran, providing participants with a range of advice and information in relation to substance misuse.
- 3.6 'New Sporting Futures' has successfully piloted Sports Night Leagues in the north of the authority in Stewarton, Kilmarnock and Galston on Friday evenings, with an average weekly attendance of 30 young people.

4. PROJECT MONITORING

- 4.1 The project will be subject to the existing rigorous monitoring and evaluation procedures established within the 'New Sporting Futures' project and will focus on both quantitative and qualitative measures, including liaison with community police officers to monitor the impact on local crime statistics and the circulation of consultation questionnaires to young people and stakeholders.

5. FUNDING PROPOSAL

- 5.1 The following proposed package for 2004/05 demonstrates that the request for funding from the North Social Inclusion Initiative Board, totalling £12,000, is approximately 38% of the overall project costs:

	2004/05
North Social Inclusion Initiative	£12,000
Strathclyde Police (confirmation pending)	£10,000
East Ayrshire Council	£ 211
Tackling Drugs Misuse Fund	£ 9,525
Total Funding	£31,736

6. RECOMMENDATIONS

6.1 It is recommended that the North Social Inclusion Initiative Board:

- i) notes the progress of the 'New Sporting Futures' project in the north of East Ayrshire;
- ii) considers the funding request at 5.1 to provide the additional activity of the 'New Sporting Futures' project in the north of the authority;
- iii) notes that, if the proposed funding is awarded, a quarterly monitoring report will be submitted to the North Social Inclusion Initiative; and
- iv) otherwise, notes the content of the report.

Gwen Barker
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4 August 2004