

EAST AYRSHIRE COUNCIL

COMMUNITY SERVICES COMMITTEE – 2nd April 2003

NEW SPORTING FUTURES PROJECT AND ACTIVITY MOTIVATION INITIATIVE

Report by Director of Community Services

1. PURPOSE OF REPORT

- 1.1 To advise Elected Members of recent strategic funding bids and seek committee approval to begin the implementation process associated with new Sport and Play Development Initiatives.

2. BACKGROUND

- 2.1 The Leisure Development Section, in partnership with East Ayrshire Coalfield (Social Inclusion Partnership) and Educational and Social Services, have developed strategic funding bids in order to address gaps in Sports Development provision for young people aged 10 – 18 years and develop local sporting infrastructures. In addition, a further bid has been submitted to build upon existing community and school based Play and Sports Development initiatives, targeting the 5 – 12 year old age group.
- 2.2 Both projects will be systematically delivered across East Ayrshire in conjunction with a range of statutory and voluntary organisations including local sports clubs, community groups, Learning Partnerships and Criminal Justice.
- 2.3 Following an application to the SportsScotland Sport and Social Inclusion Programme an award of £113,000 was offered on 13th November 2002.
- 2.4 The outcome of a parallel bid for £478,999 to The New Opportunities Fund PE and Sport in Schools Programme which was outlined in a report to committee on 18th September 2002 is expected on 28th March 2003.
- 2.5 Partnership funding has also been secured from East Ayrshire Coalfield Social Inclusion Partnership and The Tackling Drugs Misuse Fund.

3. THE PROJECTS

- 3.1 The New Sporting Futures project will focus primarily upon the inclusive development of sport and active recreation, and the promotion of healthy lifestyle choices among the population of young people in East Ayrshire. The initiative will have a particular emphasis on creating more equitable participation in sport among specific target groups, and will seek to develop effective ways to create sustainable sporting infrastructures, especially in areas of economic and social deprivation.

3.1.1 The philosophy of the project is to:

- promote more equitable participation in sport;
- develop new ways of delivering sport by working with, and linking to, new policy areas and partners;
- promote a community development approach to delivering sport;
- promote “sport and physical activity” as a contributor to helping to combat social exclusion;
- access new resources for sport and target existing resources and funding programmes;
- develop innovative solutions to local needs and sharing progressive practices;
- contribute to a long term strategic approach to the provision of sport.

3.1.2 The project will employ four members of staff to work in partnership with a range of statutory and non-statutory agencies. Two Youth Sport Development Officers will be employed to work on a full time basis for a period of 3 years. They will work closely with other Leisure Development Staff, National Governing Bodies of Sport, School Sport Coordinators, Social Workers and Drugs Awareness/Addictions Officers with a view to motivating young people to become or remain involved in Sport. A full-time Club, Coach & Volunteer Development Officer will also be employed for 3 years. This officer will work directly with the Sporting Community of East Ayrshire, viz. the Local Sports Council, School Sport Coordinators, Sports Clubs, Coaches and Volunteers, to capacity build within existing Sports Clubs and create new clubs where necessary to ensure sustainable sporting infrastructures. A part-time Administration Assistant will be the fourth member of staff and will be responsible for providing essential backup in terms of collating data relating to project performance, designing questionnaires using SPSS evaluation software, providing clerical support to project staff and assisting in the production of evaluation and monitoring reports.

3.2 The Motivator Activity Programme aims, over a three year period, to involve up to 12,000 pupils aged 5 – 12 in East Ayrshire’s 9 Learning Partnerships in regular coaching sessions and workshops in sports, play, dance/theatre skills and outdoor adventure within a flexible curricular framework, out of school hours and summer school setting. Participants will have the opportunity to take part in annual festival/showcase events, and there will be a strong emphasis throughout on promoting a “healthy mind and body” philosophy linked with the aim of encouraging lifelong involvement in sport and cultural activity. The project aims to respond directly to the physical activity task force in terms of encouraging children to be more active more often.

- 3.2.1 The Out of School Hours Activities will include coaching and taster workshop sessions in a wide range of sport, play, cultural and outdoor adventure activities to enable young people to develop a lifelong interest in particular activities. Learning Partnership special events focussing on enhancement activities and sharing opportunities will serve to strengthen links between Primary and Secondary schools, while a strong emphasis on staff training will provide a tangible level of sustainability. The project will also add value to the School Sports Coordinator and Cultural Coordinator programmes.
- 3.2.2 The Motivator Activity Initiative will employ two Sports Motivators, two Play Motivators, one Cultural Motivator and one Outdoor Adventure Motivator. The sports and play posts will be managed by the Community Services Department and the remaining posts will be managed by Educational and Social Services Department. These posts will all be for a 3 year term.
- 3.2.3 All Community Services posts will be integrated into the existing Leisure Development Team and will report directly to the appropriate Play or Sports Development Manager.

4. FINANCIAL IMPLICATIONS

- 4.1 The funding profile for the New Sporting Futures Project is as follows:-

Sportscotland	£113,000
New Opportunities Fund – Active Steps*	£96,000
East Ayrshire Council**	£30,000
Tackling drugs Misuse Fund	£58,252
East Ayrshire Coalfield Area SIP	£20,000

TOTAL
£317,525

*NOF – Active Steps Funding to be confirmed.

** Contribution from existing Recreation Development Budget

- 4.2 The Motivation Activity Programme will be funded entirely from the Out Of School Hours NOF Application for **£478,999**. The Community Services Department will receive a proportion of this budget to fund the sport and play elements. The outcome of this bid will be available on 28th March 2003.
- 4.3 East Ayrshire Council will also provide considerable in kind support in terms of management and administration.
- 4.4 The success in achieving substantial partnership funding has resulted in large-scale projects being developed with limited financial contributions from the Council.

5. LEGAL AUTHORITY/IMPLICATIONS

5.1 NIL

6. POLICY IMPLICATIONS

6.1 The projects are informed by key national and local policies/strategies relating to health promotion, health inequalities, social inclusion, curriculum development, youth crime, physical activity, leisure, sport and play development. The philosophy of the project also intersects with East Ayrshire Council's Leisure Strategy and Children's Service Plan.

7. CONCLUSIONS

7.1 These innovative projects are committed, via their strategic aims, to making a real difference to the health, inclusion and active participation of local young people living in East Ayrshire.

7.2 The projects will provide full time employment for 7 staff, part time employment for a clerical assistant and a network of sessional staff within the Leisure Development section.

7.3 The projects are an excellent example of partnership working between council Departments, East Ayrshire Coalfield Area Social Inclusion Partnership and National Lottery Distributors to achieve integrated aims and objectives.

7.4 The projects further demonstrates the Department's expertise in attracting large scale funding which raises the national profile of East Ayrshire Council.

8. RECOMMENDATIONS

8.1 It is recommended that the Committee: -

- (i) approve the implementation of both projects subject to confirmation of external funding
- (ii) remit to the Director of Community Services to provide progress reports relating to the performance of the projects;
- (iii) refer this report to the Corporate Sub Committee of the Policy and Resources Committee in relation to the staffing implications; and
- (iv) note the contents of this report.

William Stafford
Director of Community Services

WS/LF

11th March 2003

LIST OF BACKGROUND PAPERS

1. Application to SportsScotland Sport and Social Inclusion Programme
2. New Sporting Futures Business Plan.
3. Application to New Opportunities Fund P.E. and Sport in Schools Programme.
4. Report to Community Services Committee entitled New Opportunities for P.E. and Sport in Schools Initiative 18th September 2002.
5. Report to East Ayrshire Coalfield Social Inclusion Partnership Board Meeting – 5th December 2002.
6. Report to East Ayrshire North Social Inclusion Initiative Board Meeting – 6th February 2003.

Any person wishing to inspect the background papers listed above should telephone (01563) 576722 and ask for Katie Kelly, Leisure Development Manager.

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