



## **SPORT AND SOCIAL INCLUSION**

**Board Meeting - 22 May 2003**

### **1. PURPOSE OF REPORT**

- 1.1 To advise members of the result of the funding bid submitted to the New Opportunities Fund for the North of the authority to complement SportScotland's SIP Lottery Programme for communities in the South of the authority.

### **2. EAST AYRSHIRE APPLICATION - "NEW SPORTING FUTURES PROJECT"**

- 2.1 As detailed in agenda item 5 of the Board Meeting on the 6 February 2003, the East Ayrshire North Application is entitled "New Sporting Futures". It focuses primarily upon the inclusive development of sport and active recreation, and the promotion of healthy lifestyle choices among the population of young people, aged 10 -18 years, in East Ayrshire. The initiative has 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.

- 2.2 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, and
- contribute to a long-term strategic approach to the provision of sport.

- 2.3 The overall project will employ 4 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 three years. They will work closely with other Leisure Development Staff, National Governing Bodies of Sport, School

Sport Co-ordinators, Social Workers and Drug Awareness/Addiction Officers with a view to motivating young people to become or remain motivated in sport.

- A Club Coach and Volunteer Development Officer also employed on a full time basis for a period of three years will work with East Ayrshire's sporting community to capacity build within existing Sports Clubs and create new clubs where necessary to ensure sustainable sporting infrastructures
- A part-time Administration Assistant will provide clerical support to project staff.

### **3. PROJECT MANAGEMENT**

- 3.1 The project will be managed by East Ayrshire Council's Recreation Services Team and the posts will be integrated into the existing Leisure Development Team and will report directly to the Sports Development Manager.

### **4. FINANCIAL IMPLICATIONS**

- 4.1 Full funding for the project has now been secured and the funding profile 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         |
| <b>TOTAL</b>                           | <b>£317,525</b> |

- 4.2 East Ayrshire Council will also provide considerable 'in kind' support in terms of management and administration.
- 4.3 The success in achieving substantial partnership funding has resulted in large scale projects being developed with limited financial contributions from the Council.

### **5 ASSESSMENT PROCESS**

- 5.1 NOF approved and officially offered funding for the project in April 2003 and SportScotland approved and officially offered funding for the project on 15 November 2002.

### **6 RECOMMENDATIONS**

- 6.1 It is recommended that the North Social Inclusion Board:
- i) note the success of the bid to NOF;

- ii) remit the Manager Social Inclusion to provide annual progress reports relating to the performance of the project; and
- iii) note the contents of the report.

**Gwen Barker**  
**Manager Social Inclusion**  
**15 May 2003**