



**SPORT AND SOCIAL INCLUSION**  
**Board Meeting – 13 November 2003**

**1. PURPOSE OF REPORT**

- 1.1 To advise members of the progress that has been made to date on the New Sporting Futures Project.

**2. BACKGROUND**

- 2.1 As detailed in agenda item 3 of the Board Meeting on the 22 May 2003, funding was secured for the East Ayrshire North element of the application entitled “New Sporting Futures” in April 2003.
- 2.2 Managed by East Ayrshire Council’s Leisure Development Team the overall project employs 4 members of staff, working 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 the population of young people, aged 10 – 18 years, in 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, especially in areas of economic and social deprivation.

**3. PROGRESS TO DATE**

- 3.1 A series of meetings and consultations with various young peoples groups have taken place to raise awareness of the New Sporting Futures project and create a network of potential users.
- 3.2 Programmes of sport and active recreation are now being delivered to a range of young people’s groups throughout East Ayrshire with activities ranging from Volleyball and Badminton to Hip Hop and Street Jam.
- 3.3 Four priority sports for East Ayrshire have now been identified through the analysis of current participation levels, facilities, school and club activity. These sports are Athletics, Badminton, Basketball and Volleyball.

- 3.4 Development Squads for Athletics and Badminton have now been formed and Development Squad Camps have been organised, allowing for young people who are showing potential in the sport to learn from some of the best sports coaches in the country as recommended by the Sports Governing Body.
- 3.5 An audit of clubs, coaches and volunteers for sport within East Ayrshire has been undertaken through a postal survey and an additional telephone survey is due to commence this month. This audit will help provide a clear picture of exactly what sport provision is available in East Ayrshire and allow for work to begin in building capacity and empowering sports clubs to develop and meet the needs of the sporting community.
- 3.6 A programme of club and coach education has been organised with the aim of increasing the awareness of volunteers in sport, on areas such as child protection, anger management, drug/alcohol misuse, motivation and mental toughness, coaching athletes with a disability and injury prevention and management.

#### **4. RECOMMENDATIONS**

- 4.1 It is recommended that the Board:
- i) note the most recent developments that have been undertaken through the New Sporting Futures Project, and
  - ii) otherwise, note the contents of the report.

**Gwen Barker**  
**Community Planning and Partnership Manager**  
**3 November 2003**