

SOUTH RIBBLE

**SPORTS AND PHYSICAL
ACTIVITY ALLIANCE**

**VISION, DELIVERY PLAN AND PROJECT
PROPSALS
2007 – 2010**



Foreword

I am pleased to introduce South Ribble's Sports and Physical Activity Alliance (SPAA) Vision and Delivery Plan 2007-2010. The Plan has been prepared by the South Ribble SPAA which is made up of a wide variety of agencies and organisations which are involved in delivering opportunities for sport and physical activity.

The South Ribble SPAA was established in 2006, and our vision is 'To continue to be the leading authority for sports participation in Lancashire creating an *active* borough, that is at the forefront of innovative sports and physical activity provision'. So far, we have concentrated our efforts on developing a framework to effectively establish need, and deliver in a 'joined-up way' against key targets in respect of sport and physical activity, the main one being the target of increasing the number of adults participating in three periods of thirty minutes sport and physical activity per week by 1% per year (an extra 857 people per year).

Although there is already a lot of good work going on in the borough the proposals contained within this Plan have been developed to add further value, and have been developed in response to identified need. Our next key task will be to develop appropriate action plans to ensure that these individual proposals are effectively delivered.

I commend the Plan to you and trust that you will share our commitment to further strengthening partnership working and delivering best value services to the community.

Graham Simpson

Chairman – South Ribble Sport and Physical Activity Alliance

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1. Context

1.1 Introduction to the Borough

South Ribble is at the heart of Central Lancashire, covering 44 square miles south of the River Ribble and Preston. The borough has a rich cultural, economic, industrial and environmental heritage and provides an outstanding quality of life for local residents, workers and visitors. It is made up of a mix of urban and rural landscapes, with 68% of the area designated as green belt.

The character of the borough is significantly shaped by its position at the heart of major road and rail networks, both regionally and nationally, and its proximity to major airports. This makes it an attractive location for development and has led to significant growth and prosperity in recent years, although the resulting traffic congestion is a growing challenge.

The borough is the fifth largest in Lancashire in terms of population, which was 103,867 at the time of the 2001 Census. This is a growing population with a forecast for 2028 of 116,000.

The borough is one of the least deprived in the North West and ranks 224th out of 354 districts in England. However, this masks pockets of deprivation in a few concentrated areas and for smaller numbers of people geographically dispersed across the borough. Two of our wards feature in the top 20% index of multiple deprivation and we have pockets of deprivation at super output area level including one area in the top 10% index of multiple deprivation and two in the top 20% of the index.

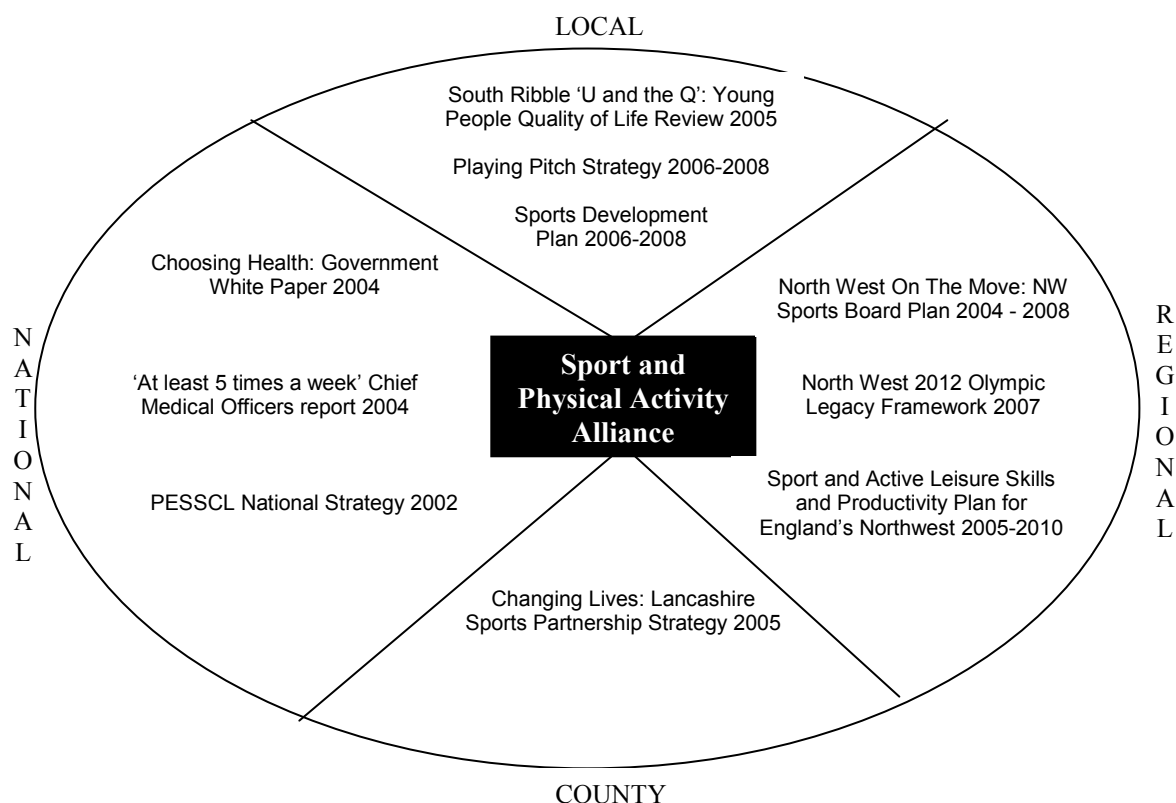
1.2 Sport and Leisure Stakeholders in South Ribble

South Ribble is a two tier authority with some services delivered by the District and some services delivered through Lancashire County Council. Locally the borough operates a Cultural and Community Services Department which features the Sports Development Team. This is made up of a Sports Development Officer and a number of Community Sports Coaches. The 6 Public Leisure facilities are operated through a contract agreement with SERCO Leisure, an agreement which is managed through a South Ribble Leisure Trust.

The Borough has 2 Specialist Sports Colleges, both with a Partnership Development Manager, who work very closely together and also with the Sports Development Team. The Primary Care Trust (PCT) have just been reconfigured and are now operating as Central Lancashire PCT (formerly Chorley and South Ribble PCT) and deliver a number of services aimed at improving physical activity levels with an aim to reduce obesity. There is a Voluntary Club Structure within the borough dominated mainly by Football and Cricket. In addition the following sports are considered as focus sports for the borough Rugby League, Crown Green Bowling, Basketball, Girls Football and Netball.

1.3 National and Regional Drivers

A key element and theme to this strategy is the idea of a joined-up, partnership approach to achieving the goals. A complex range of drivers and outcomes have been considered with the aim of striking a balance between national targets and ensuring delivery is based on local needs and priorities. The ultimate driver for this work is the National Public Service Agreement Target (PSA) 3 which aims to increase participation in sport (3 x 30 minutes per week) amongst priority groups by 1% year on year. Furthermore the aims of the South Ribble SPAA have been formed to ensure synergy with the following key documents and strategies, as represented below in Diagram 1 (Links to Key Strategic Documents)



1.4 Active People

The Active People survey was undertaken by Ipsos Mori (commissioned by Sport England) during 2005/6 and published in December 2006. It is the single largest survey of sport and active recreation participation ever undertaken across all 354 local authority areas in England. The survey also provides information on the proportion of people volunteering (at least 1 hour per week) to support sport and the levels of satisfaction with local sports provision. It reflects an overview of the borough as a whole, providing a picture across all delivery sectors; public, private and voluntary.

Whilst South Ribble has one of the highest participation rates in the county and indeed throughout the northwest, there are still an alarming number of adults (47.3%) who are not participating in sport or physical activity. More detailed analysis of the Active People survey can be found in section 2 but this headline figure provides the real context in which the South Ribble SPAA should operate. That is simply that the SPAA has a significant number of people that it needs to engage with in order that it (the SPAA) achieves its 1% increase year on year.

1.5 South Ribble Demographic Profile

The most recent census provided the following information about the Borough:

General population

- 103,867 population
- 50,614 males
- 53,253 females

Age profile

- 5.44% 0 – 4 years
- 14.76% 5 – 15 years

- 4.77% 16 -19 years
- 33.36% 20 – 44 years
- 26.11% 45 – 64 years
- 15.57% 65+

Ethnic groups

- 98.0% White
- 0.62% Mixed
- 0.78% Asian or Asian British
- 0.18% Black or Black British
- 0.43% Chinese or other ethnic group

1.6 Crime and Disorder Statistics

Crime in South Ribble is significantly lower than for the county as a whole. The South Ribble Community Safety Partnership has developed and is currently implementing its Community Safety Strategy 2005-2008. Through this partners undertake a range of initiatives to tackle crime and anti-social behaviour including providing diversionary activities especially in the most deprived areas of the borough. The highest crime rates are in the wards of Golden Hill, Leyland Central, Leyland St. Mary’s, Bamber Bridge East, Bamber Bridge West, Lowerhouse and Kingsfold.

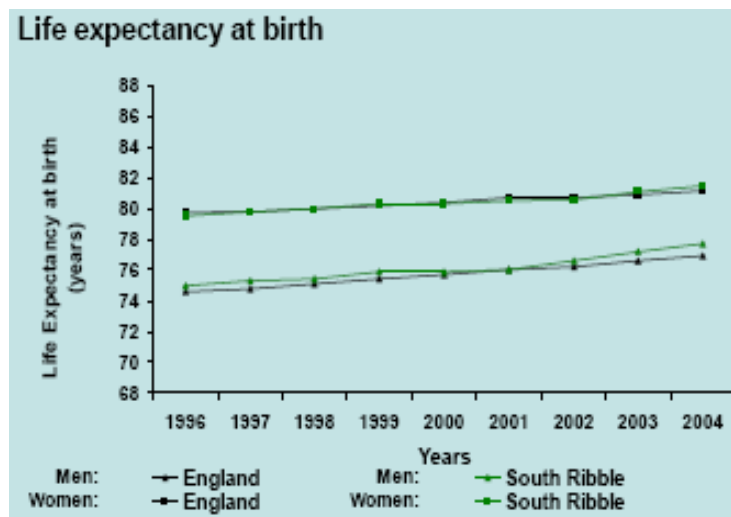
1.7 Health Profile

South Ribble is reported as an area where the residents are of comparatively good health compared to both regional and national indicators. 22 out of 26 indicators used by the Department of Health (2007) are reported as being better or equivalent than the National average. They include:

- Male life expectancy at 77.7 years (against 76.9 years Nationally)
- Female life expectancy at 81.5 years (against 81.1 years Nationally)

Both of the above life expectancy rates have been steadily increasing over the years and both are better than the National and Regional rates. The graph below shows the trends.

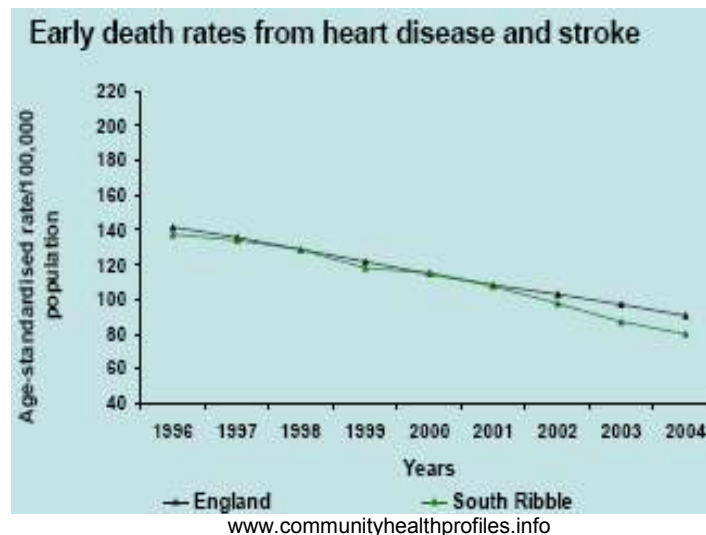
Graph 1: Life Expectancy at Birth



www.communityhealthprofiles.info

Early deaths from heart disease and stroke is 79.7 per 100,000 of population (against 90.5 per 100,000 nationally). This figure is steadily decreasing.

Graph 2: Early Deaths from Heart Disease



However one indicator that is linked to sport and physical activity is worse than the National average:

- 22.7% of adults are classed as obese (compared to 21.8% Nationally)

Source: www.communityhealthprofiles.info

1.8 South Ribble Sport and Physical Activity Alliance

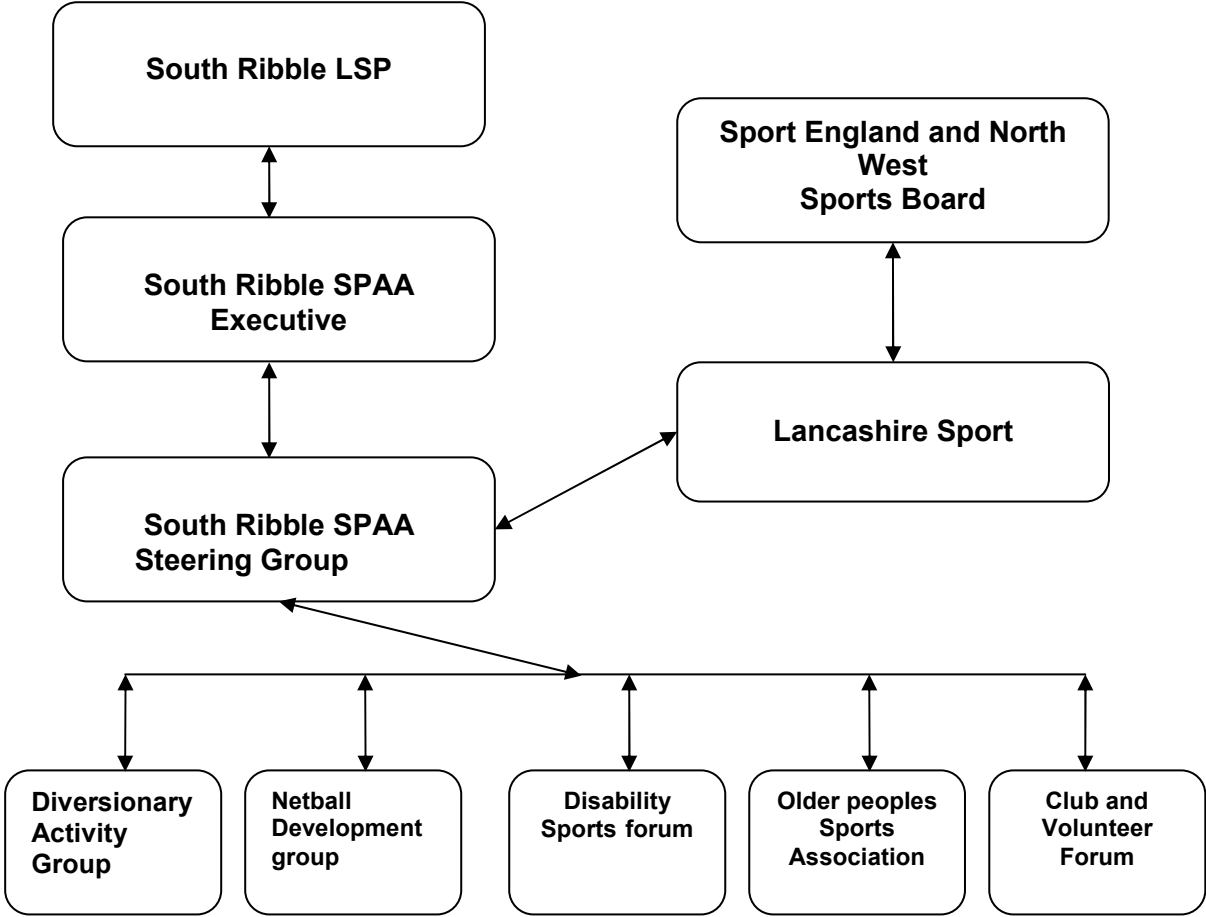
The main vehicle for partnership working in South Ribble is the Local Strategic Partnership (LSP) which has been operational since November 2001. The LSP has a wide and varied membership which spans the public, private, voluntary, faith and community sectors of the borough. The LSP has recently produced its second Community Strategy (2006-2009) which draws on the future plans of all key partners and aspirations of the community to provide a long-lasting sustainable community where people want to live, work, visit and play.

The South Ribble SPAA was established in 2006. Prior to this there was a South Ribble Sports and Physical Activity Network in operation. The SPAA has a Steering Group which has a range of partners including public, private and voluntary sector representatives. The Steering Group meets regularly and reports direct to the SPAA Executive which is made up of key partners from the LSP. Directly connected to this steering group are a series of working groups, which are made up of a variety of agencies and voluntary organisations and whose main role is to implement, drive forward and monitor the SPAA projects. The structure and reporting mechanisms for the various groups is presented in diagram 2.

The development of the SPAA has offered the opportunity to develop a framework to effectively deliver against key targets within the Local Area Agreement (LAA), work with key external partners including Sport England and Lancashire Sport, avoid duplication, and provide added value and accountability.

Regionally (northwest), over £10 million will be invested in community sport through the Sport and Physical Activity Alliances. This investment will be used as a leverage to increase the inward investment into sport and physical activity at a local level and an estimated £168,000 has been made available to the South Ribble SPAA.

Diagram 2: South Ribble SPAA Reporting Mechanism



The representation on the SPAA steering group is currently as follows:

- South Ribble Borough Council
- SERCO Leisure
- School Sports Partnership
- Specialist Sports College
- Extended School Services
- Public Health / PCT
- Sports Specific Development Group Rep
- Community Safety
- Age Concern
- Community & Voluntary Sector
- South Ribble Leisure Trust

2. SPAA Vision, Aim, Objectives and Delivery Plan Themes

2.1 SPAA Vision Statement

In order to successfully achieve an increase in participation the partners that make up South Ribble SPAA have signed up to a core vision, aims and objectives. The vision is stated as:

“To continue to be the leading authority for sports participation in Lancashire creating an active borough, that is at the forefront of innovative sports and physical activity provision.”

2.2 Aim

To work in partnership to increase participation and provide quality and sustainable access to sport and physical activity for all members of the community.

2.3 Objectives

- To develop the quality and quantity of the workforce working within the borough’s sport and physical activity infrastructure.
- To ensure that the provision of sport and physical activity meet the needs of all residents with a particular emphasis on children and young people.
- To provide and direct more sport and physical activity sessions to help create stronger and safer communities within the borough.
- To ensure that all programmes underpin good practice in equality and diversity issues.
- To use Sport and Physical Activity to influence the Health and Wellbeing of the borough’s residents.

2.4 Delivery Plan Themes

The objectives contribute to the intention to increase participation in sport and physical activity within South Ribble and have been derived from the 4 main blocks of the Lancashire Area Agreements (LAA), which will also provide the themes for the delivery plan. This ensures strong synergy between to work of the Local Strategic Partnership and the SPAA. The themes are:

- Economic Development and Enterprise
- Children and Young People
- Safer and Stronger Communities
- Healthier Communities and Older People

2.5 South Ribble Priorities – Analysis Intelligence

2.5.1 Active People Survey

As described earlier the Active People survey was undertaken by Ipsos Mori (commissioned by Sport England) during 2005/6 and published in December 2006. It is the single largest survey of sport and active recreation participation ever undertaken across all 354 local authority areas in England. The survey also provides information on the proportion of people volunteering (at least 1 hour per week) to support sport and the levels of satisfaction with local sports provision. It reflects an overview of the borough as a whole, providing a picture across all delivery sectors; public, private and voluntary.

South Ribble SPAA accepts that a more detailed and on going analysis of the Active People survey is needed to continue shaping the strategic direction of the SPAA. However, in the time available and with the resources available a focussed analysis has taken place which has sought to explore three key strands. These are:

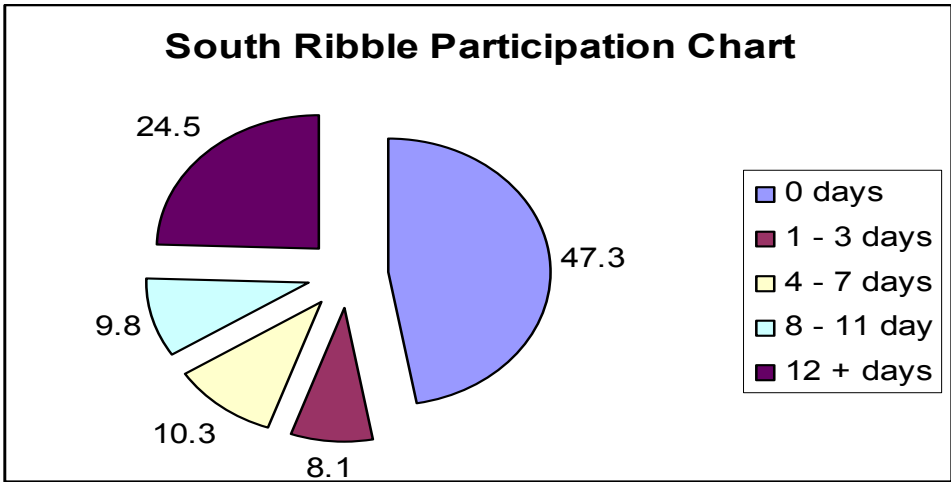
1. **Participation** - who is currently participating and who is less likely to participate and what type of sport and physical activity people are undertaking, in essence what is making them engage.
2. **Club Membership** – who are more and less likely to be members of clubs
3. **Volunteering** – who is volunteering and who is less likely to volunteer

From this a clear strategy could be developed which would set out the priorities and focus resources and effort from across the SPAA.

2.5.2 Adult Participation Profiles

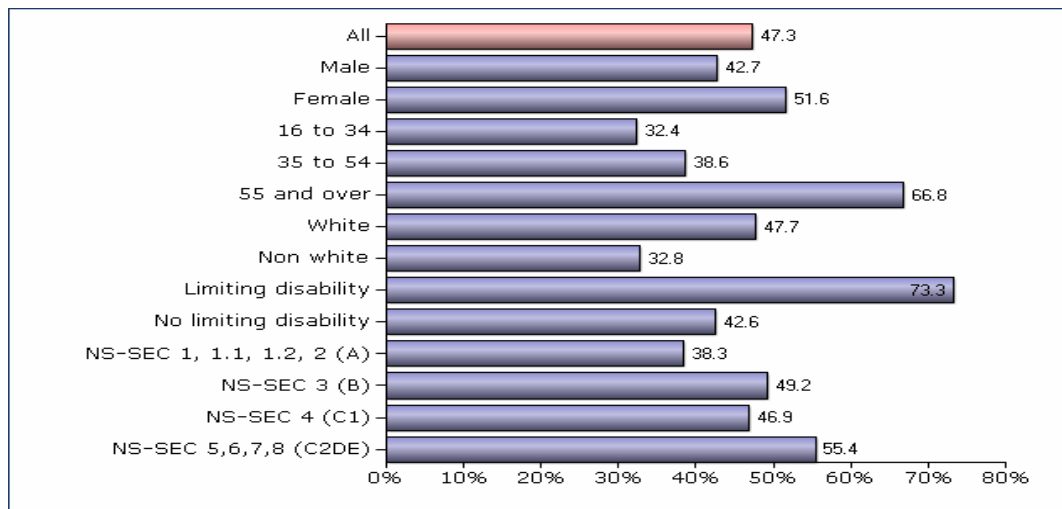
The pie-chart below represents the headline participation figures for adults in the borough in respect of the frequency of 30 minute periods of exercise per month.

Graph 3: South Ribble Frequency of Participation.



As previously mentioned whilst the Borough has one of the highest participation rates (3 x 30 minutes) in the county, there are an alarming number of adults who are not participating in sport and physical activity (47.3%). Further analysis of the data demonstrates that there are specific groups of the population that have a lower propensity to participate, which include women, people aged 55+, people who consider themselves to have a limiting disability and people from the lowest socio – economic groups. See graph 4

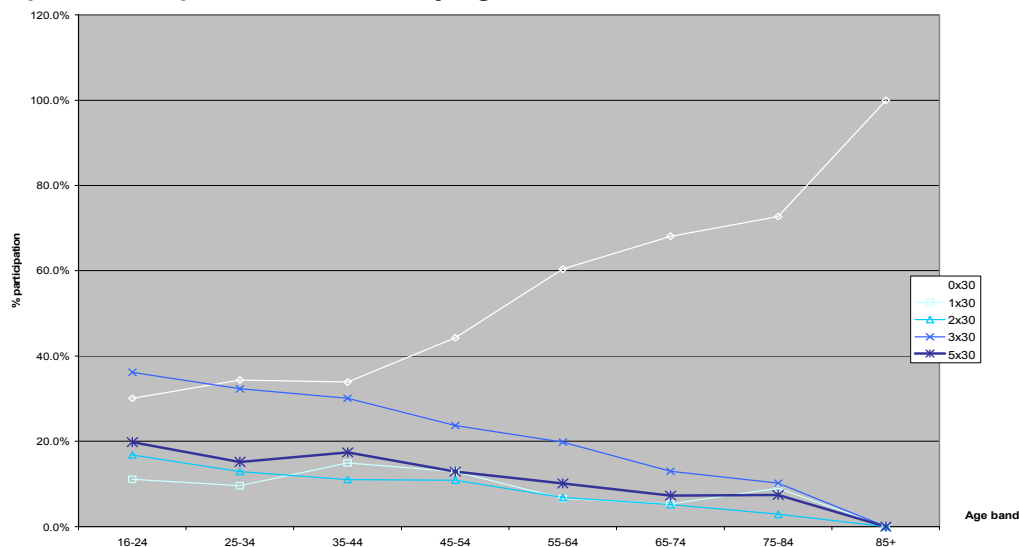
Graph 4 – Non participants by ‘target group’



2.5.3 Adult Participation by Age Profile

An analysis of participation levels by age profile further demonstrated that there is a significant decrease in the participation levels among people (both men and women) from the age of 45 onwards. See graph 5. Over 26% of the population of South Ribble are aged between 45 – 64yrs suggesting that some specific work is needed to ensure that the sports product in the borough is addressing the needs of these people.

Graph 5: Participation Breakdown by Age



2.5.4 Adult Participation by Gender

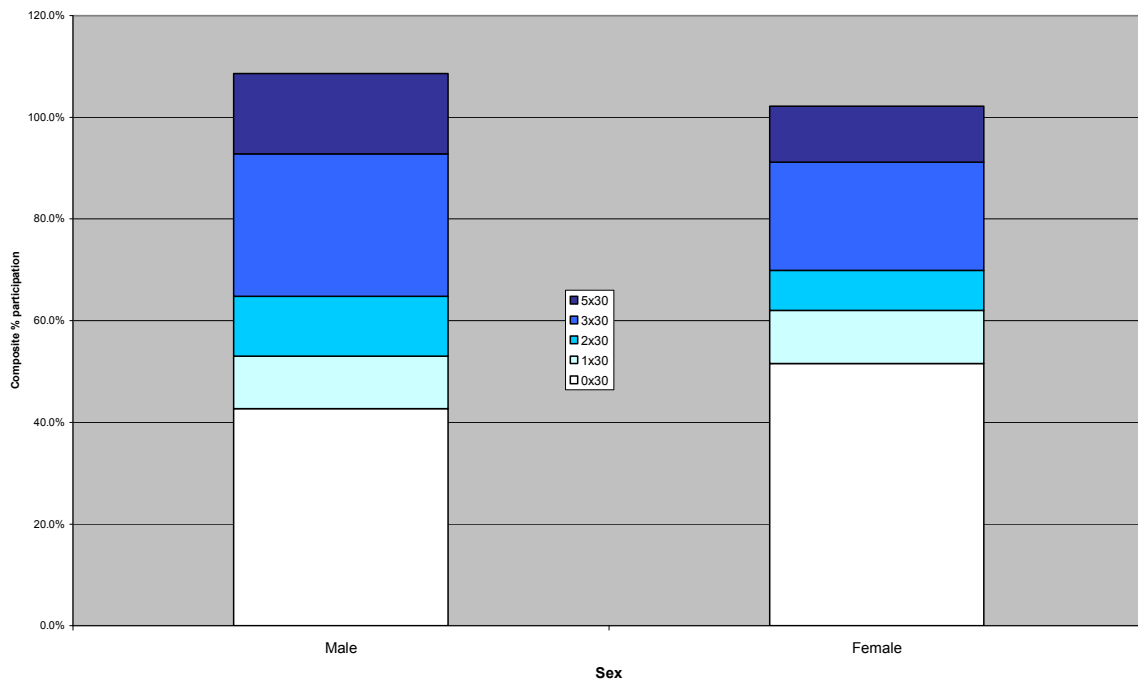
A more detailed analysis of participation by gender demonstrates further the inequalities in participation across genders. See graph 6. There are significantly more men taking part in a minimum 3 x30min sessions of exercise per week (indicated by the 3rd block) whilst there are considerably more women doing no physical exercise at all (indicated by the 1st block). There are also some considerable difference between men and women when you study gender by age profile. See graph 7. For example, there are more women doing no exercise (8.9%) between the ages of 16-24yrs than there are men (4.2%). This picture is also supported through the PESSCL School Sport Surveys which shows that only 25% of girls over the age of 15yrs are involved in a community club compared to 85% of boys whilst interestingly more girls (97.5%) take part in PE and Games in curriculum compared to boys (95.3%), Year 9 Survey 2004. This suggest that there is a need to provide a particular emphasis on engaging

more girls and young women to take part in activities beyond the schools gates and into their adult life thus helping to reverse the trend of women being less likely to participate than men.

Conversely, however, the trend of women doing less activity than men is reversed when you study the older population with men becoming less likely to take part in any activity, with 25% of the male population doing no exercise, compared to women with only 15% of the female population in the age profile of 55-64yrs doing no exercise. See graph 7

Although there is a considerable difference between men and women over 55yrs it is felt that there is enough justification, given that percentages are high for both men (25%) and women (15.4%) to focus targeted interventions at both men and women over 50yrs. Local evidence suggest that there is already a level of interest in older people becoming more active particularly if local incentives are available such as the leisure card which is operated by SERCO Leisure. The highest take up of the leisure card is by people over the age of 60yrs with over 541 card holders, which is double that of the next client group, those with a limiting disability with 255 card holders. See Table 1

Graph 6: Participation by Gender



Graph 7: Age and Gender Participation rates (0x30)

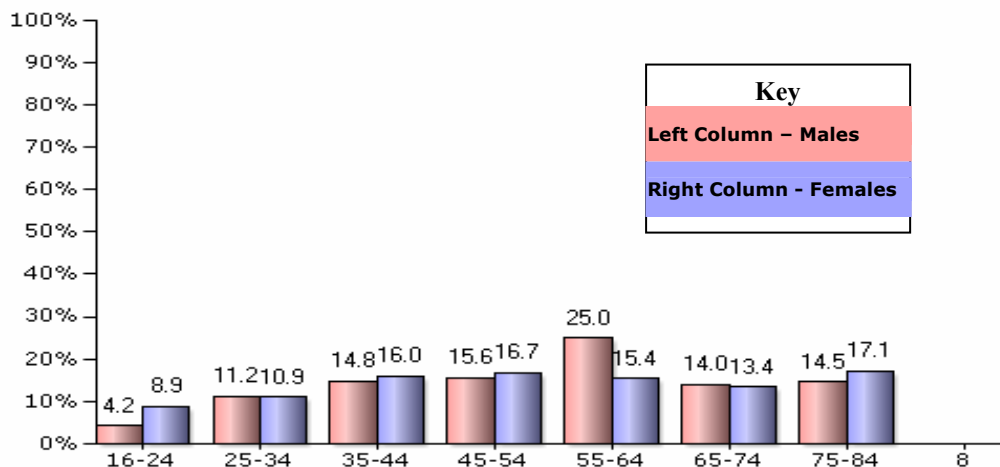


Table 1: Leisure Card Membership Categories (January – March 2007)

Category	Bamber Bridge Leisure Centre	Leyland Leisure Centre	Penwortham Leisure Centre	South Ribble Tennis and Fitness Centre	Total
14 – 19 years	4	10	41	6	61
Carer	24	26	1	2	53
Disability	106	96	44	9	255
Full Time Student	16	18	55	6	95
Housing Benefit	3	30	2	5	40
Low Income	35	80	40	4	159
60 Yrs +	193	182	154	12	541
Unemployed	15	36	18	0	69
Total	396	478	355	44	1,273

The leisure centres are currently implementing a new system for recording attendances at leisure centres. Data from this new system will be available in January 08.

2.5.5 Sport Type

Analyses of the Active People survey suggest that there are 10 sports that the adult population are currently more likely to take part. See graph 8. As would probably be expected football is the dominant sport for men along with gym sessions. South Ribble has very strong infrastructure for football with a number of local leagues and clubs operating across the borough making football readily available to most, but not all. The most dominant sports for women are swimming and visits to the gym. This evidence is further supported by local intelligence provided through the leisure card, which shows that the gym and swimming are the most popular activities taken up by leisure card users. See table 2.

One of the challenges for the South Ribble SPAA is that the local infrastructure of clubs is dominated by football and there are very few alternative sport clubs available to both adults and young people, with the exception of cricket which is also reasonable well serviced but again has a particular emphasis on male cricket. This could suggest that for women in particular there are very few opportunities to take part in activities other than swimming and / or visits to the gym / aerobic type activities, although the parallel argument could be that women take part in those activities because they are what women enjoy most.

However, Active People data demonstrates that although there are marginally more women (22%) members of clubs relative to the rest of the county (19.0%), there are still a staggering 78% of women not taking part in sport or physical activity in a club setting. See graph 9. This suggest that there is further justification in focussing on women with a particular emphasis to get more women in to clubs / providing more opportunities or as the case may be get women back into clubs.

If sustained participation is to be achieved across the borough for both adults and young people a strong club infrastructure is needed. The club infrastructure would also play a critical role in servicing the new statutory guidance set out in the Education and Inspectorate Act Section 6 on the Young Peoples '4-hour' offer.

Graph 8: Top Ten Sports: Men and Women

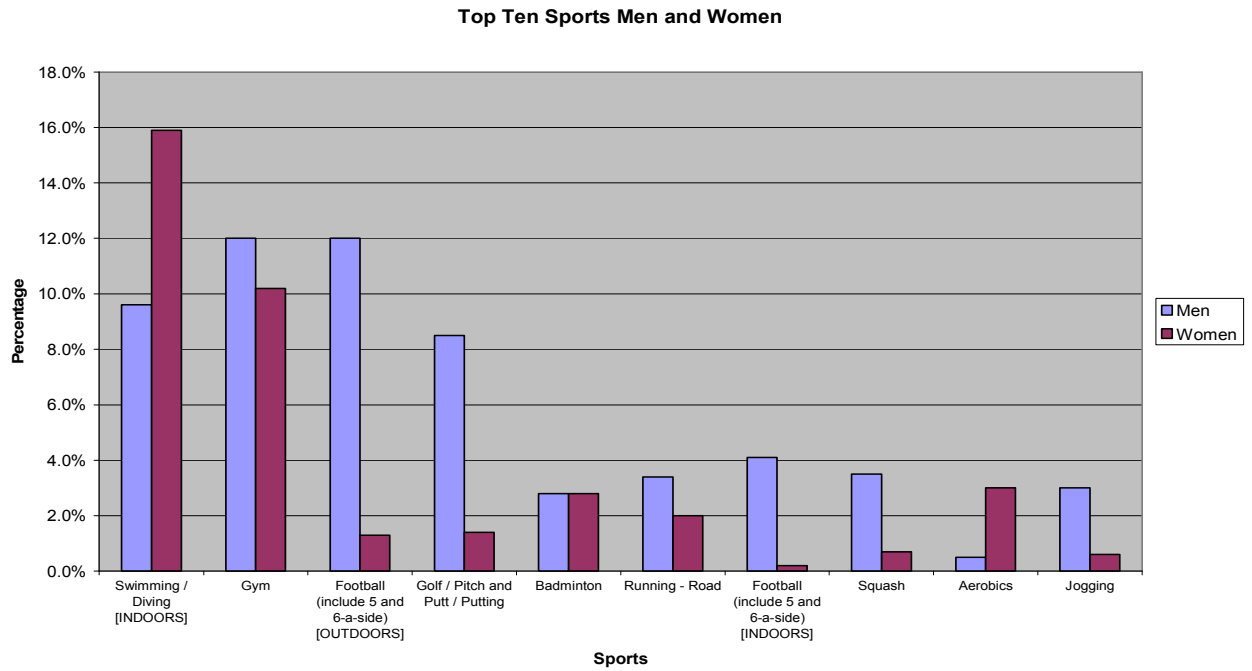
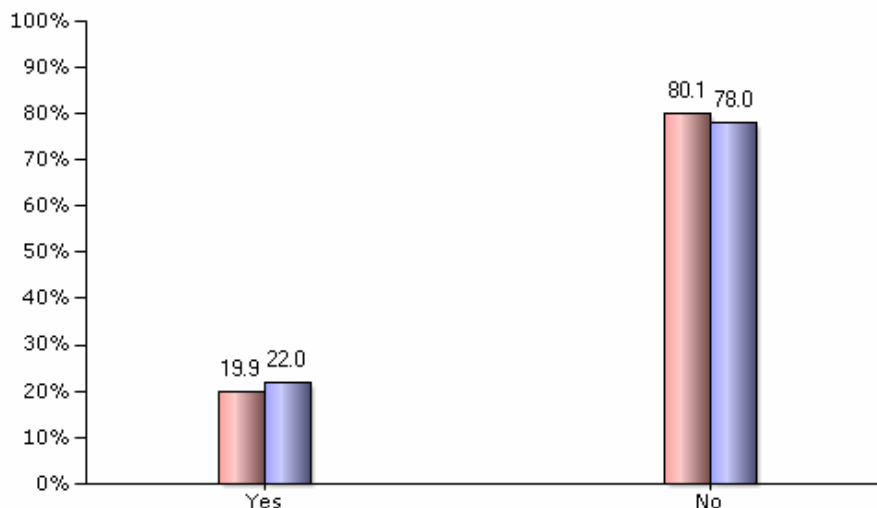


Table 2: Leisure Card Activity (January – March 2007). Total visits in the first 3months of operation.

Leisure Site	Activity	Attendances
Leyland Leisure Centre	Gym	1,599
	Swimming	947
	Squash	4
Bamber Bridge Leisure Centre	Gym	1,263
	Swimming	1,663
	Badminton	46
Penwortham Leisure Centre	Gym	1411
	Swimming	873
	Badminton	86
	Table Tennis	26
South Ribble Tennis and Fitness Centre	Gym	636
	Tennis	6
	Total	8,560

Graph 9: Club Membership: Women

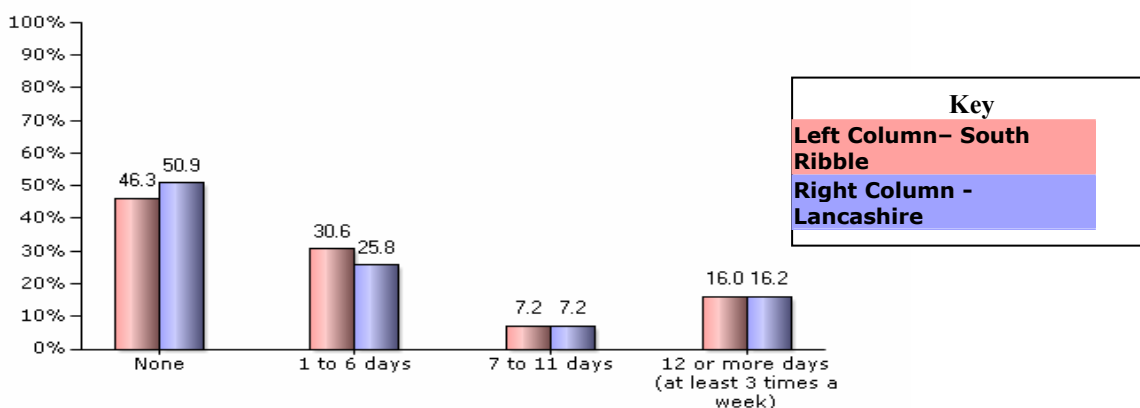


2.5.6 Drivers Affecting Participation

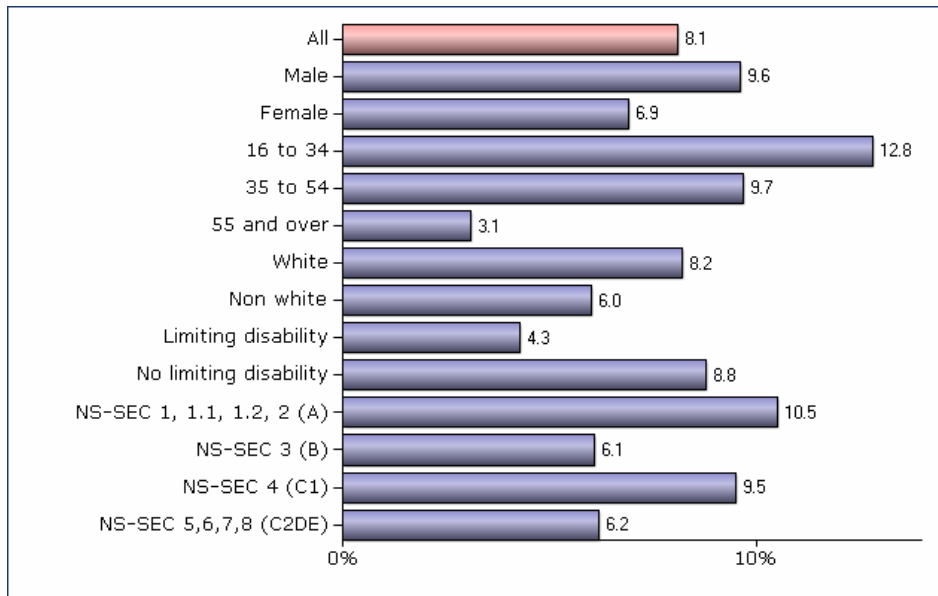
There are a number of drivers which need to be considered when exploring how to engage or re-engage people who are not participating. The Henley Centre research identified over 40 ‘drivers’ which will over time effect people’s propensity to participate. The drivers included dissatisfaction with work life balance, less home working and more commuting, competition for consumer time, greener transport, longer working hours and investment in family life, (Henley Centre Ltd 2003) to name a few. Each of these will have its own negative or positive effect on participation and one of the critical drivers which the SPAA felt needed to be considered was that of longer working hours. According the Henley Centre for Research the UK works longer hours than any other European country thus leaving less time for people to participate in sport or indeed undertake other leisure activities.

With this it is critical to consider encouraging people to take part in sports and physical activities which could fit more easily into daily life, such as walking, cycling and running. As indicated earlier running features as one of the top ten sports which both men and women participate in, whilst walking fairs evenly with the rest of the county with 16% of the population recreational walking at least 3 times per week (see graph 10). However, cycling is less popular with only 8.1% of the adult population recreational cycling at least once per month (see graph 11). However, there is an increasing emphasis across the borough to improve the cycling infrastructure which the SPAA believes coupled with major campaigns and initiatives would encourage even greater numbers to take part. Furthermore, it is also felt that cycling and walking in particular are activities that can be more ‘family orientated’ thus using one of the other key drivers of more investment in family life to an advantage.

Graph 10: Recreational Walking (3x per week)



Graph 11: % of Adult Population Recreational Cycling at least once per month.

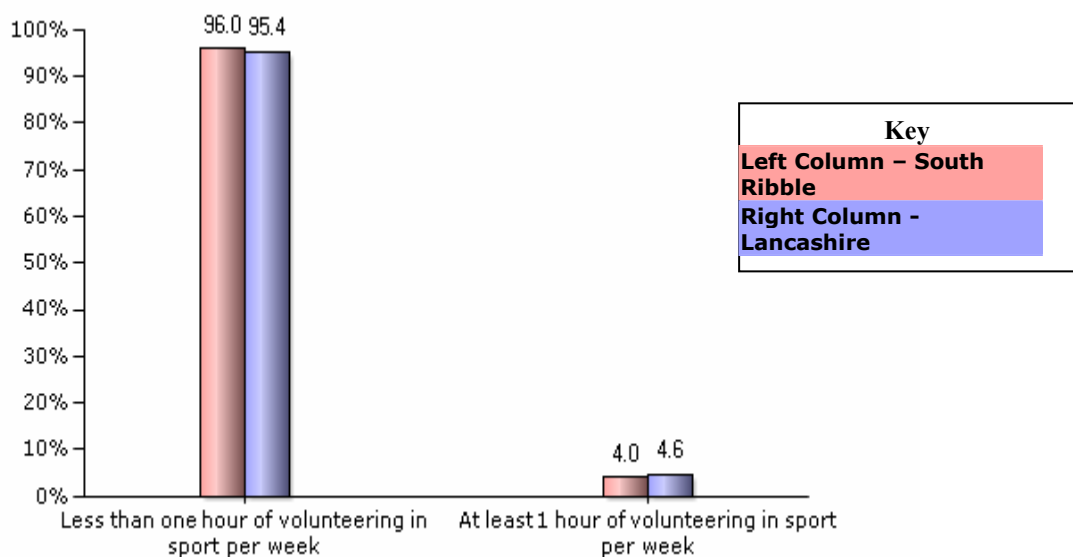


2.5.6 Volunteering

The Active People Survey provided evidence of the number of adults who gave their time voluntarily to support sport and physical activity in South Ribble. Whilst the borough scored highly on participation rates, the data suggests that there is a weak structure in volunteering with just 4% of adults dedicating at least 1 hour per week to supporting sport voluntarily. Graph 12 below details the comparison between South Ribble and the overall figure for Lancashire.

Interestingly however, the year 9 Survey which is a survey of all year 9 pupils across the borough demonstrated that 43.3% of young people reported an aspiration to volunteer in the future. It is crucial that the SPAA harnesses this aspiration and creates effective mechanisms for young people to get involved with volunteering and hopefully progress into the sports industry through education, training or employment.

Graph 12: Adult Volunteering rates



For South Ribble to effectively build on their participation rates an investment into supporting more voluntary work is required to ensure that the supply of volunteers and other roles such as coaches, meets the demands of increased participation.

2.5.8 Young People's Participation - PESSCL School Sports Survey.

Although it is recognised that there needs to be a concerted effort to address the issue of adult participation rates, the SPAA recognises that there is also a need to focus interventions on younger people in order to reverse long term participation trends. There is much positive work happening across South Ribble to engage young people in sport, which is reflected in the figures from the national survey in PE and School Sport. The survey shows that participation across the South Ribble borough is in line with the National average – 80% of pupils participating in at least 2 hours high quality PE. This figure is the combined figure for the two partnerships in the borough, Worden Sports College and Browndedge St Mary's Sports College.

However this figure masks the disturbing underlying trend relating to the commitment to life long participation among young people in particular the transition from School based activities to Community sports clubs. The main findings show:

- Only 34% of Young people at KS 1 and 2 are involved in community clubs, this tracks just below the National average.
- From the age of 12 (KS3 and 4) this figure falls to 16% and by the time they reach 16 this figure falls to 11%.
- 85% of the young people involved in community clubs past the age of 15 are male.
- Average for participation in Multi skills clubs, dance and community clubs is 23% across the borough.

As illustrated earlier this trend continues particular with young women aged 16-24yrs who are less active in community clubs than their male counterparts.

3 Achieving our Vision

3.1 Setting out the Strategy Approach

From the analysis of the various intelligence available relating to adult and young peoples participation, involvement in clubs and volunteering, the South Ribble SPAA has established a strategy which aims to strike a balance of targeted interventions and campaigns and activities aimed at the mass population. This strategy approach is set out at appendix 1 and addresses issues around encouraging mass participation alongside more targeted work around specific groups of the population

The targeted interventions to address the inequalities in participation focus on women, people who consider themselves to have a limiting disability, men and women aged 45 and over and young people (girls). However the exception to this approach will be with those adults from lowest socio – economic groups. South Ribble has limiting areas of deprivation and therefore a smaller population size in this category thus limiting the justification for targeted resources in this way. However, South Ribble does have, relative to its size increasing crime and antisocial behaviour problems and the SPAA in partnership with the South Ribble Community Safety Partnership, has agreed to implement a series of interventions to target young people in selected areas to engage them in sport. The outcome will be to increase participation levels with a by product being to reduce youth crime.

The second part of the strategy will be to addresses the issues of the limiting sporting infrastructure which is available throughout South Ribble. The focus will be, among other things to support exiting clubs to become more inclusive, achieve national accreditation standards, encourage more people particularly young people into volunteering and coaching through a establishing a coaching academy and support the formation of new club opportunities.

The targeted interventions aimed at women and girls, disability and diversionary activities will be combined with the work around the infrastructure to form project 1.

The second project will be to develop a series of interventions designed to develop greater opportunities particularly for adults aged 45yrs plus to access more walking, cycling and running opportunities, which may work more easily with busy lives. Some of these interventions such as organising Race for Life running events, are identified within the delivery plan but will also form part of the second project which will be submitted as batch 2.

In addition to those interventions set out in project proposals readers will see that the Delivery Plan (appendix 2) identifies a whole series of priority projects designed to contribute to increasing participation levels, develop the sporting infrastructure and improve customer satisfaction with services.

3.2. SPAA Delivery Plan KPI Summary Sheet

This can be seen at *Appendix 3* and summaries the contribution of the delivery plan and the individual projects towards the core Sport England KPI's.

3.3 Management, Delivery and Accountability

Both the Chair and the lead officer of the SPAA are officers of the Borough Council's Culture and Community Services. The SPAA is accountable to the South Ribble LSP via the SPAA Executive Group. The SPAA Steering Group has representation from a wide range of LSP partners and organisations as identified in diagram 2 earlier.

The delivery organization and management of CIF funded SPAA projects will be agreed through the SPAA steering group. Progress reports, which outline performance against targets and financial management performance, will be reported on a quarterly basis to the

SPAA Steering group by the individual organisations responsible for project delivery. The SPAA Steering group will then provide reports on performance to the Health and Social Well Being thematic forum of the Local Strategic Partnership.

3.4 Monitoring and Evaluation

The SPAA will concentrate on collecting and evaluating data associated with the priority interventions identified within the Delivery Plan. Guidance on the collection of this data will be taken from the Sport England Monitoring and Evaluation Toolkit.

South Ribble SPAA will continue to work with Lancashire Sport and the other Lancashire SPAAs to improve collection methods and subsequent reporting mechanisms of this data.

Progress reports, which outline performance against the targets and financial management performance, will be reported on a quarterly basis to the Steering Group by those responsible for project delivery. The Steering Group will then provide reports on performance to the SPAA Executive Group and the LSP.

3.5 Key Contacts and Document Sign-Off

SPAA Lead Officer

Suzanne Cubbon
Sports Development Officer
South Ribble Borough Council

Signed:

Chair of SPAA Steering Group

Graham Simpson
Cultural and Community Services Manager
South Ribble Borough Council

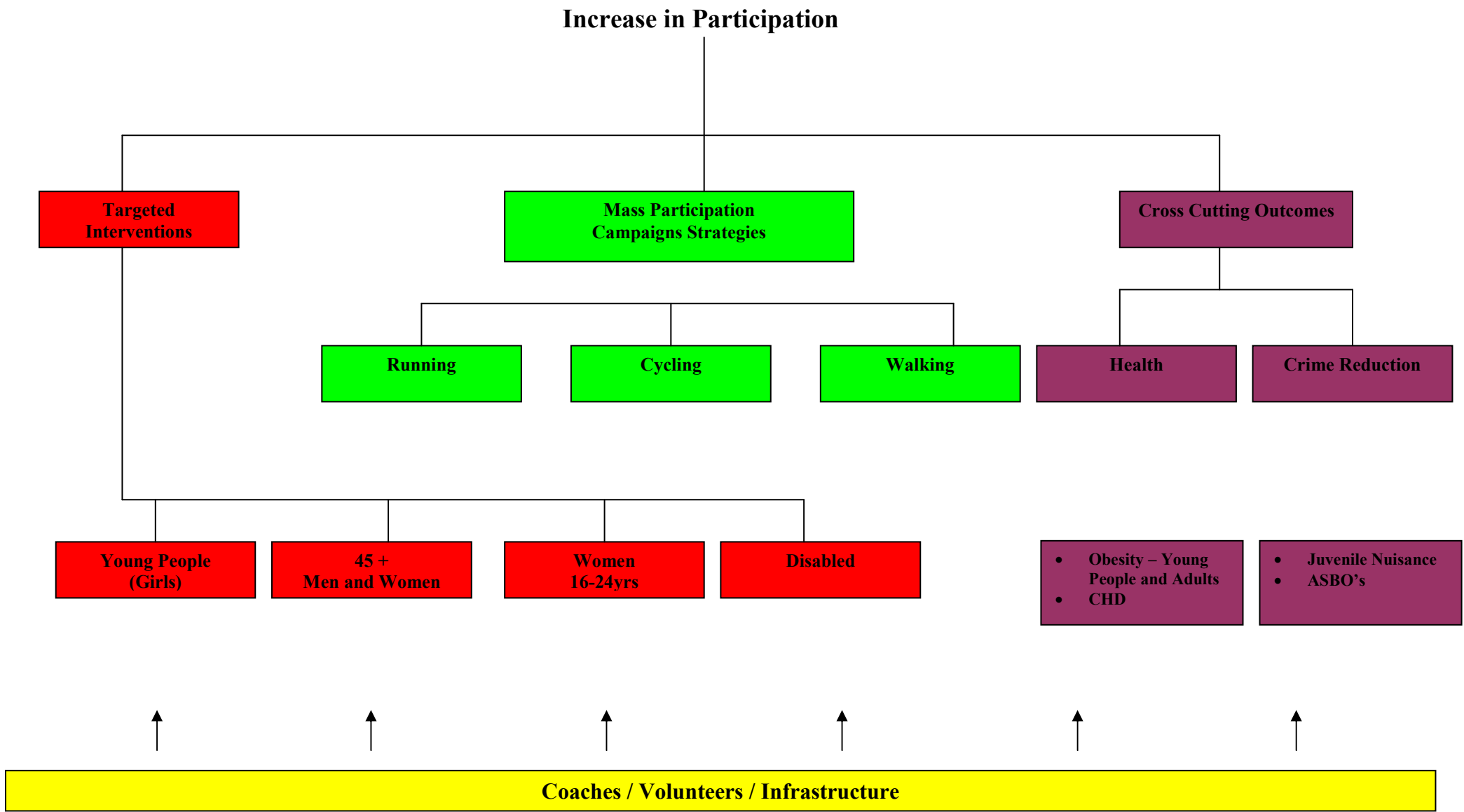
Signed:

Chair of SPAA Executive Group

Jean Hunter
Chief Executive
South Ribble Borough Council

Signed:

Appendix 1: South Ribble SPAA Strategy Approach



Appendix 2: Themed Delivery Plan

Theme: Creating Stronger Safer Communities

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
Develop a programme of diversionary sports activity for young people, establishing a network of community clubs.	Sports Development Sports Diversionary Activities Group	8 x Community Coaches Facility hire Publicity Promotion Equipment £248,270	Oct 07- Oct 2010	Number of participants registered Number of people joining clubs	KPI1 No of new participants 1350 Under 16 1200 Over 16 150 KPI 3 Increasing the members in local clubs 80 Under 16- 60 Over 16 - 20	Yes Community Sports Activities and Infrastructure Scheme
Develop a referral system through the community safety partnership for targeted young people to be able to access the diversionary sports activity	Sports Development Sports Diversionary Activities Group	SDO Time £5,000	Oct 07-Oct 2010	No of referrals	Measured above	No
Develop a programme of community holiday activity for young people within the borough	Sports Development	8 x community coaches Sports Development Staff 6 volunteers £72,000	Current-2010	Registration of children on scheme Registration of volunteers onto volunteer programme	KPI 1 No of new participants 330 Under 16 – 300 Over 16 - 30	No
Encourage through a club development programme, local voluntary sports clubs to host and run holiday courses.	Sports Development Club and Volunteer Forum	SDO time and Club volunteers and coaches £25,000	April 07-2010	Number of clubs engaged in programme. Numbers of participants registered	KPI 1 No of new participants 180 Under 16 – 150 Over 16 - 30 KPI 8 No of volunteers recruited 12	No

Run a comprehensive holiday activity programme for the 4 main leisure centres	Serco Leisure	Coaches time Centre Staff	Ongoing	Number of participants registered	KPI 1 No of new participants Under 16 - 750	No
Form a partnership with Nacro and develop a Football in the Community Project targeting young people who are at risk of offending	Nacro	1 full time Coordinator 2 football coaches £150,000	December 07-2010 (subject to successful funding bid)	Number of new participants Reduction in anti social behaviour	KPI 1 No of new participants 600 Under 16 – 600 Over 16 - 60	No

Theme: Children and Young People

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
Develop further a programme of out of school hours activity in primary and secondary schools focusing on specific areas eg, dance , gymnastics, Striking and Fielding / invasion games and multi skills To employ, deploy and train coaches to be able to deliver these programmes in the above activities	Sports Development Partnership Development Managers	Community coaches £24,000	Sept 07/08	No of participants registered. No of schools accessing programme	KPI No of new participants Under 16 – 4500	No
Develop quality school / club links	Partnership Development Managers	PDM's time £6,000	Sept 07/08	No of links formed PESSCL data	Measured through annual PESSCL results.	No
Produce a yearly guide for primary school festivals. To run a number of festivals linking to the Lancashire Youth Games	Partnership Development Managers Sports Development	PDM's time £5,000 Community Coaches £6500	Sept	Calendar produced	KPI 1 No of new participants Under 16 – 900	No
Produce a programme of activity for years 10 and 11, linking to children not participating in Physical Activity	Partnership Development Managers	PDM's time Community Coach x1 £24,000	Current - 08	Number of sessions run Number registered on the scheme	KPI 1 No of new participants 300 Under 16- 250 Over 16 - 50	No

Develop links with mainstream clubs establishing a range of weekly integrated sports sessions and a community club for young disabled people and their families .	South Ribble Disability Sports Forum Community Coach	SDO time Community Coaches Facility hire Equipment Publicity promotion	Oct 07-2010	No of participants registered No of session run No of volunteers	KPI1No of new participants 510 Under 16- 270 Over 16 - 240 KPI 8 No new volunteers 30 KPI 5 Number of new coaches 6 KPI 3 Increasing the members in local clubs 120 Under 16- 60 Over 16- 60	No
Develop a regular programme of holiday activities for people with more severe disabilities	South Ribble Disability Sports Forum	SDO time Community Coaches Facility hire Equipment Publicity promotion £30,000	August 07 -2010	No of participants registered No of session run No of volunteers	KPI1No of new participants 100 Under 16- 60 Over 16 – 40	No
Develop a programme of fundamental movement skills for young people in mainstream and special schools who have coordination and movement problems	Community Coach	Community Coach £12,000	Sept 07- 2010	No of participants registered	KPI1No of new participants 47 Under 16- 42 Over 16 - 5	No
Top UP Swimming To provide additional swimming lessons for children under performing at Key Stage 2	Serco Leisure Partnership Development Manager	Swimming instructors	Current-2010	Number of young people registered	KPI1No of new participants Under 16- 60	No

Theme: Economic Development and Enterprise

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
<p>Work with a network of targeted clubs to produce a development programme for clubs looking at ;</p> <p>Collation of baseline data</p> <p>Capacity / ability to accept new members</p> <p>Achieving club mark status</p> <p>Development of workforce development strategies</p>	Club and Volunteer Forum Club and Volunteer Support Worker	<p>Appointment of Club / Volunteer support worker with budget</p> <p>£155,391</p>	Oct 07-2010	Club Data Received	<p>KPI3 Increasing the number of members in local clubs</p> <p>Under 16 150</p> <p>KPI 4 Improving standards in sport / organisational 15</p> <p>KPI 8 No new volunteers 90</p> <p>KPI 5 Number of new coaches 75</p>	Yes Community Sports Activities and Infrastructure Scheme
Develop a Volunteer Programme for South Ribble incorporating a Coaching Academy and Mentoring Programme	Club and Volunteer Forum	Appointment of Club/Volunteer with budget (incorporated in above scheme)	Oct 07-2010	<p>No of new volunteers registered</p> <p>No of students signed up to the academy</p>	<p>KPI 8 No new volunteers 147</p> <p>KPI 5 Increase the number of new coaches 24</p>	Yes Community Sports Activities and Infrastructure Scheme

Develop a loan scheme of equipment and training resources available for volunteers and local groups	Sports Development	Storage Fees Equipment Training resources £5,000	Oct 07- 2010	Number of loans		No
Encourage clubs to attend training and ongoing develop around working with disabled people	Disability Sports Forum	Running of training courses £1500	Oct 07- 2010	Number of people attending training	KPI 5 Increasing the number of new coaches 45	No
Work in partnership with Runshaw College to produce a coach education programme for students and Clubs	Sports Development Officer	Cost of Courses Facility hire Publicity Officer time £27,000	May 07-2010	Number of people attending training	KPI 5 Increasing the number of new coaches 60	No
Recruit local coaches to attend the Lancashire Sport Get Qualified Programme	Sports Development Officer Lancashire Sport	Course Fees £3,600	May 07-2010	Number of people attending training	KPI 5 Increasing the number of new coaches 60	No

Theme: Healthier Communities and Older People

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
Activity for Life exercise on referral scheme. Aim to increase activity levels and subsequent health, whilst reducing levels of CHD. Referral from G.P mainly, but other sources are available. Activities are diverse, ranging from tai chi to salsa dancing. For people aged 16+, select criteria applies.	Physical Activity Co-ordinator & Advisors	Funded via PCT (LDP) Local Delivery Plan Choosing Health Monies. £60,000	Ongoing project-recurrent funding	3/6/12 month assessments Lifestyle logs Baseline measures Activity levels	KPI 1 Increasing the number of new participants Over 16 655	No
Active at Work: intends to increase the activity levels, awareness and subsequent health of employees at the PCT	Physical Activity co-ordinator & Active workplace advisor (PCT)	Funded via Sport England £50,000	3 year project 2006-09	Sickness/absenteeism rates Lifestyle survey Attendance/throughput	KPI 1 Increasing the number of new participants Over 16 182	No
Cardiac Rehab. Deliver a phase IV Circuit class to support the ongoing work of the Heartbeat group in filling gaps in provision.	Physical Activity Advisor. Heartbeat.	Delivery funded by LDP Choosing Health monies. £20,000	X2 sessions a week. Ongoing.	Heartbeat collect physical data on health.	KPI 1 Increasing the number of new participants Over 16 60	No
Walking Programme. The team have initiated a series of 5 led health walks across Chorley & South Ribble and are also able to signpost	Physical Activity Team.	Advisor time funded by LDP Choosing Health monies.	Every week. Ongoing- open to general public.	Attendance/Register	KPI 1 Increasing the number of new participants Over 16 600	No

individuals to other walks in the community. Intention is to build a volunteer register, target select groups in society and increase the availability and indeed attendance.		A bid has been put in to support a series of bike rides to complement the walking programs. Awaiting a response. £25,000				
Increase Isospa membership base of members aged 55+	Serco	Marketing and Sales staff £3,000	Ongoing	Number of new participants	KPI 1 Number of new participants Over 16 90	No
Increase the number of 60+ Leisure Card Members	Serco	Leisure centre staff £2,000	Ongoing 2010	Number of new participants	KPI 1 Number of new participants Over 16 150	No
Develop a programme of outreach community based activity targeted at older people	Older Persons Forum	Community Coach x1 £50,000	Dec07-2010	Number of new participants Number of new club members	KPI 1 Number of new participants Over 16 750	Yes Project 2 (To be developed and submitted at a later date)
Establish a programme of Netball for Adult women in the borough	Netball Development Group	Community Coach x2 (project cost in safer and stronger theme)	Oct07-2010	Number of new participants	KPI 1 Number of new participants Over 16 600 KPI 3 Number of participants in clubs Over 16 120	Yes Community Sports Activities + Infrastructure Scheme

Establish a programme for Netball for young people in the borough	Netball Development Group	Community Coach x2 (project cost in safer and stronger theme)	Oct 07-2010	Number of new participants	KPI 1 Number of new participants Under 16 480 KPI 3 Number of members in clubs Under 16 150	Yes Community Sports Activities + Infrastructure Scheme
Develop links with the South Ribble running club leading to the hosting of the 'Race for Life' in the Borough	Sports Development	Race organisers £10,000	Jan 08 – Jan 2010	Numbers entering Race for Life	KPI 1 Number of new participants Over 16 3500	No

Appendix 3: KPI Summary Sheet

Description	Delivery Plan Area	Assessment of Current Baseline	Local Area Target	SPAA Delivery Plan / Project Outcomes		
				Yr 1	Yr2	Yr 3
KPI 1 Increasing Number of New Participants (16+)	Full Delivery Plan	Active People Survey 24.51% (21,016) of adults (16yrs+) taking part in 3 x 30 per week	1% increase in actual numbers (of total population) 857	2517	5038	7192
	<u>Project 1 Community Sports Activities +Infrastructure</u>	New project	1% increase in actual numbers (of total population) 857	340	680	1020
	<u>Project 2 Older Persons Project</u>	New Project		250	250	250

Description	Delivery Plan Area	Assessment of Current Baseline	Local Area Target	SPAA Delivery Plan / Project Outcomes		
				Yr 1	Yr2	Yr 3
KPI 1 Increasing Number of New Participants (under 16)	Full Delivery Plan	Year 9 Survey 2004	N/A	3184	6368	9562
	<u>Project 1 Community Sports Activities+ Infrastructure</u>	New Project	N/A	640	1280	1920

Description	Delivery Plan Area	Assessment of Current Baseline	Local Area Target	SPAA Delivery Plan / Project Outcomes		
KPI 3 Increasing Number of Members in Local Clubs (16+)	Full Delivery Plan	Active People Survey 27.6% (23,664) of adults are members in local clubs	1% increase in actual numbers (of total population) 857	66	133	200
	<u>Project 1 Community Sports Activities + Infrastructure</u>	Netball baseline = 110 (in adult league)	1% increase in actual numbers (of total population) 857	26	53	80
KPI 3 Increasing Number of Members in Local Clubs (under 16)	Full Delivery Plan	Only 22% of pupils within the SSP attend sports clubs (<i>PESSCL Survey</i>)	N/A	140	280	420
	<u>Project 1 Community Sports Activities + Infrastructure</u>	Netball baseline = 100 (in girls teams)	N/A	120	240	360
KPI 4 Improving Standards in Sport/Organisational Accreditation	Full Delivery Plan	Clubmark Database (6) and Football Charter Standard (2)	Area target of 23 (contribute to NW target of 2012 accredited clubs by 2012)	5	10	15
	<u>Project 1 Community Sports Activities + Infrastructure</u>	Clubmark Database (6) and Football charter Standard (2)	Area target of 23	5	10	15

Description	Delivery Plan Area	Assessment of Current Baseline	Local Area Target	SPAA Delivery Plan / Project Outcomes		
KPI 5 Increasing Number of New Coaches	Full Delivery Plan	Lancashire Coaching Database () Total =	SALSPA plan target 1980 (33% of 6000). Sub regional figures to be split by % of current workforce Lancs 22% and then by local authority population. 5	90	180	270
	<u>Project 1 Community Sports Activities Scheme+ Infrastructure</u>	Lancashire Coaching Database () Total =	SALSPA plan target 1980 (33% of 6000). Sub regional figures to be split by % of current workforce Lancs 22% and then by local authority population. 5	33	66	99

Description	Delivery Plan Area	Assessment of Current Baseline	Local Area Target	SPAA Delivery Plan / Project Outcomes		
KPI 8 Increasing Number of New Volunteers	Full Delivery Plan	Active People Survey 4.02% (3,443) of adults (16yrs+) volunteering for at least 1 hour per week.	SALSPA 10% increase in Workforce by 2014 (pro rata per year 59	93	186	279
	<u>Project 1 Community Sport Activities+ Workforce Development</u>	Lancashire Volunteer Programme 16yrs + =	SALSPA 10% increase in Workforce by 2014 (pro rata per year 59	79 (15 on YV scheme)	158 (30 on YV scheme)	237 (45 on YV scheme)
KPI 17 Increasing Leverage into Sport	Full Delivery Plan	Unknown	2:1 Community Investment Match Target for South Ribble £168,000	Investment through Delivery Plan activities = £1,008,453		
	<u>Project 1 Community Sports Activities + Workforce Development</u>	New Project	2:1 Community Investment Match Target for South Ribble £168,000	£- 167,651 Cash £- 98,400 In kind		
	<u>Project 2 Older Persons Project</u>	New Project	2:1 Community Investment Match Target for South Ribble £168,000	£ - 349 Cash £ - 69,599 In Kind (TBC)		



SPAA - PROJECT PROPOSAL 1

SPAA Name	South Ribble
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APPLICANT CONTACT DETAILS (note: all fields are essential)

Organisation	South Ribble Borough Council
Contact Name	Suzanne Cubbon
Position	Sports Development Officer
Address	Sports Development Worden Arts and Craft centre Worden Park Leyland Lancashire
Postcode	PR25 5SG
Telephone	01772 421109
EMAIL	scubbon@southribble.gov.uk

PROJECT DETAILS

Project Title	Community Sports Activities Scheme and Sporting Infrastructure
Project Description	<p>This project is designed to increase participation and widen access to new and existing sport opportunities and provide a strong and vibrant structure of clubs, coaches and volunteers in South Ribble.</p> <p>This will be achieved through delivering a range of sporting activities in different settings targeting specific groups. The project will also be designed to raise awareness of existing local sport opportunities and provide exit routes into local clubs in order that participation is sustained.</p> <p>There will be a range of sports delivered including netball, football, hockey, boccia and multi-skills sessions, to name a few and will be</p>

targeted at:

- Women and Girls ('Back to Netball' programme).
- People with a disability (multi skills/fundamentals).
- People considered at risk of offending or residing in areas with higher crime rates (multi-sports).

The project will involve the employment of community coaches to lead and develop various sessions which will be hosted in a range of venues which are accessible for the target groups, and have already been identified as Leisure centres, schools (non-curriculum time), village halls and sports clubs, amongst others.

A range of activity sub groups based around the targeted groups have been established to coordinate the delivery of each element of the programme. These comprise of

- Disability Sports Forum.
- Diversionary Activities Group.
- Netball Development Group.

All groups comprise of a wide variety of partners. The groups will ensure that the activities provided contribute to meeting the needs of adults and hit the wider agenda and targets stated. The groups will also ensure that if different agencies are involved in the coordination of activity that the correct monitoring and evaluation procedures are followed. Each of these groups will then report against delivery to the South Ribble SPAA.

The second strand will focus on the development of high quality clubs. The project will include the employment of a Club/ Volunteer Support Worker, who will focus on three main areas. Volunteer Development, Coach Development and Club Development.

The Support worker will be engaged in the following tasks:

- Provide 1-to-1 support to volunteers and clubs.
- Work to develop a series of mentors to work with volunteers and coaches.
- Provide a pathway to develop from volunteering into recognised coaching.
- Provide support to sports clubs to achieve their NGB Club Accreditation scheme (e.g. Clubmark).
- Assist clubs in being more inclusive.
- Encourage Clubs to develop links with other organisations in the area (e.g. Youth Clubs).
- Develop a 'Coaching Academy' aimed to recruit, develop and mentor aspiring young volunteers and coaches.
- Support the formation of new and expanding clubs.

<p>Project Aims</p>	<p>Strand 1 – Sports Activities</p> <ul style="list-style-type: none"> • To increase participation among targeted groups of women, disabled people, people identified as inactive/sedentary and young people identified as at risk. • To increase the number of new members in local clubs from the identified targeted groups. • To ensure a multi agency approach is taken to the design, delivery and monitoring of sessions. • To ensure that clear pathways are in place for agencies to be able to refer young adults into the programme. • To develop clear pathways for people to progress from the Community Sports Activity Programme into local mainstream opportunities including clubs, sports centres etc. • To develop a system for monitoring and evaluating the activities. <p>Strand 2 - Infrastructure</p> <ul style="list-style-type: none"> • Increase both the quality and quantity of active volunteers, coaches and administrators that will be supported within sport. • Increase the number of trained mentors in the Borough. • An increase in the number of clubs achieving Clubmark accreditation (or equivalent). • Voluntary sports clubs developing links with their local community. • Development of a 'Volunteers Forum' /management group • Development of a 'Club Development Forum'/management group. • An increase in the number of coaches attending developmental courses.
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<p>How will the project help to achieve the aims of the CSN delivery plan?</p>	<p>The project will significantly contribute to the aim of the SPAA to increase overall participation rates in sport and physical activity and widen access to sport and physical activity. Each strand of the project will contribute to a variety of cross cutting themes set out within the delivery plan such as Creating Stronger and Safer Communities and Meeting the Needs of Children and Young People.</p> <p>Emerging from the data and consultation is a need to establish a more thriving voluntary sports infrastructure through the increase in quality and quantity of the workforce and the development of quality clubs to ensure that participation stimulate in the first strand (and with other activity in the delivery plan)not only sustains but increases.</p>
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KPIs

KPI's	KPI	Baseline	Year 1	Year 2	Year 3
<p><i>(indicative KPI's that the project will be measured against – use the</i></p>	<p>KPI 1 Participation</p>	<p>Current Netball Activity Women 110</p>	<p>200</p>	<p>400</p>	<p>600</p>

<i>'Monitoring & Evaluation toolkit' to help_</i>	Netball Activity Levels Girls 100	160	320	480	
	Disability figures Adults 0	90	180	270	
	Disabled People Young People 0	80	160	240	
	Diversionary Activities 0 Under 16	400	800	1200	
	Diversionary Activities 0 16 +	50	100	150	
	KPI 3 Club Membership	Netball Club levels 16 +=110 -16 = 100	16+ =20 -16 = 50	16+ = 40 -16 = 100	16+ =40 -16 = 150
		Diversionary Activities 0	16+ =6 -16 = 20	16+ =13 -16 = 40	16+=20 -16+=60
		General	-16 = 50	-16 =100	-16 = 150
	KPI 4 Organisation Accreditation	6	5	10	15
	KPI 5 New Coaches	Coaching academy 0	8	16	24
		Club Database – qualified and active in targeted clubs 40	25	50	75
	KPI 8 New Volunteers	Overall volunteers 0	79	158	237
		Of which Lancashire Young Volunteers Registration	15	30	45
	KPI 17 Leverage in to Sport	Cash Match	£167,651		

KPI's - Collection <i>(please indicate HOW the KPIs will be measured accurately?)</i>	Registers Collect data at sessions Collect data from clubs regarding membership through club audit Implement Substance Monitoring and Evaluation Package Number of volunteers on Young Volunteers Programme Number of clubs with Clubmark Accreditation Number of coaches on database Sign up forms Club Audits Partnership funding letters
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FINANCIAL DETAILS

Financial Details	Total Project Costs	£403,661	%
	Partnership Resources - CASH	£167,651	41.5%
	Partnership Resources – IN-KIND	£98,400	24.4%
	SPORT ENGLAND Request	£137,610	34.1%

Partnership Funding	South Ribble Borough Council Community Safety	£75,000
	South Ribble Borough Council Sports Development	£32,151
	LPSA Funding Lancashire County Council	£22,000
	Leyland Motors Sports and Social Club	£6,000
	School Sport Partnerships	£30,000
	Alcoa (equipment)	£2,500
	South Ribble Borough Council (In-kind)	£17,401
South Ribble Schools Facilities (in-kind)	£81,000	

	Item of Expenditure	£
<i>Strand 1</i>	Sports Coaches Salaries x 8 (P/T)	£91,260
	Sports Coaches On Costs , office space, insurance, personnel costs, , office services, IT support, insurance.	£24,000
	Equipment	£3,500
	Facility Hire (in kind)	£81,000
	Facility Hire (Cash)	£20,250
	Marketing	£6,300
	Police checks	£1,080
	Travel expenses coaches	£17,280
	Training costs	£3,600
<i>Strand 2</i>	Club and Volunteer support worker salary	£99,470
	Officer on costs	£6,360
	Travel Expenses	£3,091

	Mentor programme (payment of mentors)	£24,960
	Equipment	£2,250
	Kit	£1,560
	Training fees	£6,750
	Volunteer expenses	£4,500
	Publicity promotion	£3,000
	Police Checks	£1,200
	Room Hire	£2,250

OTHER DETAILS

Timescale <i>(for development of project)</i>	Recruitment and planning will commence in December 07
Risk Analysis - Factors affecting success of project	<p>Recruitment of suitable personnel. Availability of suitable facilities. Need all agency support especially when dealing with difficult children. Need to recruit adult volunteers to help. Need staff to coordinate and promote.</p>
Long Term Sustainability / Exit Strategy	<p>Over the three years the activities will be provided on a rolling programme. During each year it is the aim for 5 sessions to become sustainable, through either payment by participants, partner agencies taking on the running of the session or the success of the session, being able to attract more funding from other agencies. The will allow the programme of activity to be ever changing, being able to develop over the three years to hit other gaps in provision that are identified through the SPAA.</p> <p>In addition we will look to work with the new Coaching Agency which is currently being piloted as well as exploring how the posts could potentially be mainstreamed.</p> <p>The volunteer scheme will be set up in partnership with agencies that are currently involved in volunteering schemes across the borough such as the CVS, Barnardo's, and Age Concern. We do not want to develop another layer to what is currently provided in terms of volunteer support, we will be working to produce a project that all agencies can feed into regarding the use of volunteers working in sport and physical activity. The support workers role will be one of sorting out the pathways, developing the links with clubs and building up the support work of mentors. The project will be designed so that once the pathways are all in place agencies such as the CVS, Age Concern and Barnardo's will be able to continue with the project.</p> <p>We will develop a pool of mentors that are both paid and voluntary, the mentors will be a mixture of community coaches and club volunteers. Over the three years we aim to really promote the role of mentors within clubs, highlighting the difference they can make to volunteer number and the clubs pool of qualified coaches. Through working closely with the clubs, helping them to establish development plans</p>

	<p>and achieve their charter standard accreditation, and providing the necessary training and support for mentors it is the aim that more people will take up this role in a voluntary capacity or where this is not always possible, club may pay a small amount to individuals to cover their expenses.</p> <p>The coaching academy will be set up in partnership with our local FE college. Over the three years it is the aim to link the scheme into the sports studies courses that the college offer. Through being able to promote the benefits this service provides to the students and the college we will be looking towards the college to provide some additional funding to keep the scheme going after the three-year period.</p> <p>The club / volunteer support worker will have a rolling three year programme of clubs to support with their club mark accreditation and school/club links programmes. After this period the clubs will be in a position to maintain the standards required and continue with their links to schools. During this period we will also be working closely with governing bodies to ensure that we are helping to delivery their targets around, volunteers, club mark and school club links. It is the aim to try to attract some partnership funding from these organisations to develop the project further.</p>
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SPAA APPROVAL

SPAA Chair Name	
Signature	
Date	

Sport England Use Only

Sport England Officer Approval	
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Date	
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URN <i>(allocated by Sport England)</i>	
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