

Extending Activities Achievements Bulletin

▶ ▶ TERM 1 IMPACTS

Issue 2
August 2008

- Since April 2008 almost 500 individual projects have started and delivery by the 12 Trailblazers is anticipated to double during term 2.
- New partnerships with non-traditional and non-sport organisations have formed - with many more new partnerships planned for term 2.
- Funding has been secured from a variety of partners, including Youth Services, Children and Young People’s Services and PCTs.
- The KPI data received so far shows excellent retention rates. Early data from West Yorkshire, Somerset and South London has retention rates of over 70%.

CSP	No. of term 1 activities	No. of term 2 activities planned
Active Norfolk	18	45
Leicester-Shire & Rutland Sports Partnership	12+	50+
PRO-ACTIVE South London	37	31
Herefordshire & Worcestershire Sports Partnership	29	150+
Somerset Activity and Sports Partnership	74	74
West Yorkshire	90	270
Derbyshire Sport	30	10
PRO-ACTIVE West London	15	103
Durham Sport	100	100
Cumbria Sports Partnership	56	124
Buckinghamshire & Milton Keynes Sports Partnership	20	40
Berkshire Sports Partnership	1	tbc



Headline findings from early reported data

Term 1 KPI data is not due for submission to Sport England until 22nd August, however some data has been made available early from three CSPs:



West Yorkshire Sport has received data from 67 projects (as at 31st July).

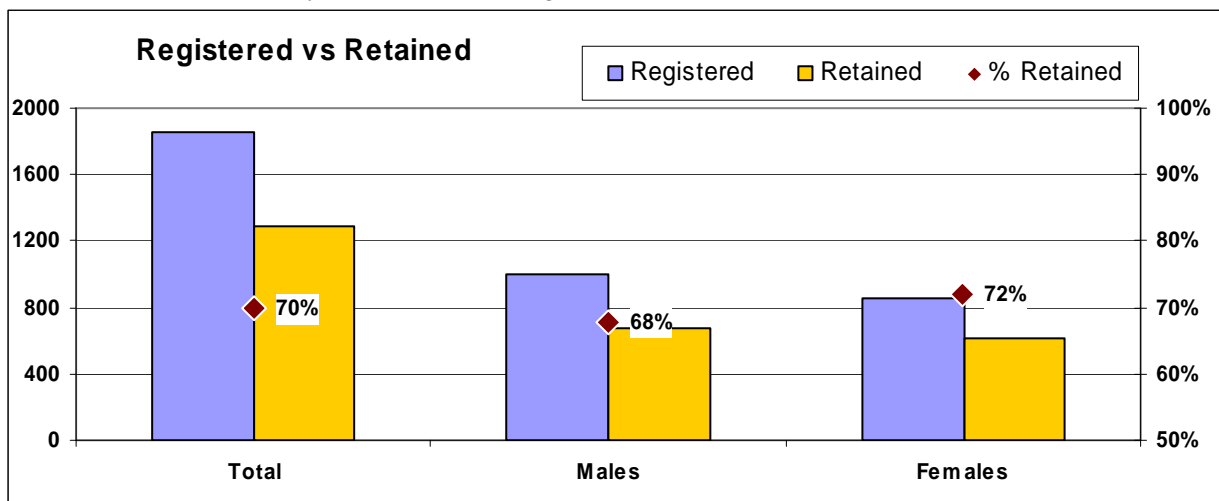
1852 Participants	Throughput = 12,001	1292 Retained
An average of 25 per project	An average of 6.5 sessions per participant	70% of those registered completed at least 60% of sessions on offer

- The majority of participants are from the semi sporty cohort
- There is a good retention rate amongst the semi sporty = 73%
- There is a slightly higher retention rate amongst girls than amongst boys
- The highest proportion of participants from Years 7, 8 and 10
- The highest retention is amongst years 7 and 8

11 sessions have reported retention rates of 100%

These sessions engaged with 235 young people by using the following activities: trampolining, junior wildcats (rugby league), cycling, boxing, multi sports, cheerleading, roller skating, dance and football.

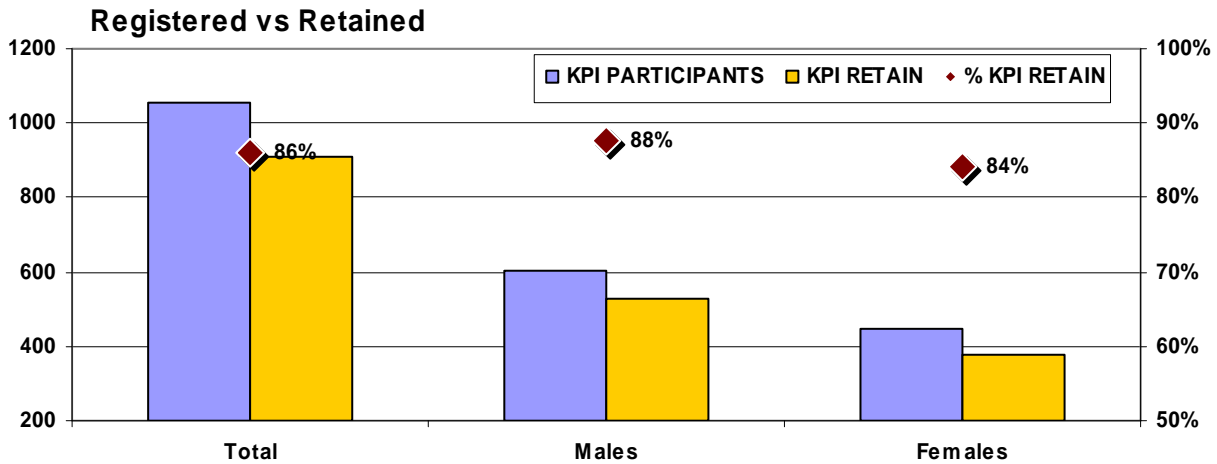
Early KPI data shows high retention rates in West Yorkshire:





Somerset Activity and Sports Partnership

Somerset has submitted all their term 1 KPI data early.



- The majority of participants are from the semi-sporty cohort
- There is an excellent retention rate amongst the semi sporty cohort = 89%
- More males than females have taken part; however retention rates are slightly higher for females



PRO-ACTIVE South London

Term 1 delivery has been made up of 37 activity projects. Statistics from two of these activities reveal:

Activ8 project - both males and females from Years 9 and 10:

203 Participants	141 Retained
Registered	69% of those registered completed at least 60% of sessions

The Lensbury Club – Kayaking & Sailing

- 24 young people per night Monday to Friday each week
- 120 young people passed Level 1 in the first 10 weeks
- A further 15 achieving Level 2 NGB accredited awards in both sailing (RYA) and kayaking (BCU).





Sharing the learning

Top Tips from CSP Trailblazers



1. Ongoing consultation will increase understanding / knowledge of the needs of semi sporty cohort. Consultation with young people can be done during delivery terms, not just at the beginning prior to any delivery.
2. Build on successes rather than sticking to the original plans - there needs to be some degree of flexibility to shape and build projects based on learning and participant feedback.
3. Improve the planning process - identify what local processes are most appropriate to allocate funding.
4. Target communication within local authorities, seeking increased awareness and support at a strategic level.
5. There is a need to support non-traditional providers who may be new to sports delivery to meet child protection and safeguarding guidelines.
6. Spread the word—"We've done some brilliant work; let's shout about it, we need to tell people what we've achieved".
7. Capacity to deliver is fundamental to planning - NGB clubs and other delivery agents need to be central to the planning process from day one. Extending Activities needs to be on the agenda of clubs.
8. Get started quickly: "Use every minute available; get the process started because time is crucial".
9. Bring everyone together. One CSP suggested adopting a 'total partnership' approach. "Partnership working is the key to success - if you can get two or three agencies working together your delivery is going to be stronger, wider and your capacity is going to be much better, which is the key thing".
10. 'Look outside the box' in terms of partnership working, consultation, evaluation, marketing / communications and types of activities offered.

Suggestions from SIRC (Sport Industry Research Centre)

1. Send out information to parents so they know that sessions are part of a national project and subsequently are high quality / safeguarded.
2. Identify the best local systems for filtering down information to deliverers / coordinators responsible for delivery.
3. Clearer guidance for term 2 – consider producing a 'frequently asked questions' style guidance for providers to ensure clear understanding of EA. Further local guidance regarding how money can be spent (e.g. marketing, equipment) would also be beneficial.

➤ ➤ 1. Joined up delivery

'To link the Extending Activities Workstrand planning process into plans already being drawn up and implemented for Children and Young People or to ensure that our planning process becomes the integrated planning process at a local level for Children and Young People'

Due to the newness of Extending Activities, much initial partnership working took place with partners were ready and willing to react quickly – *“this term we mainly stuck to delivery partners who we know and who were ready to deliver, whereas next term we will have a much wider group of key partners to liaise with. Through EA, many partners who we have not previously worked with have come to light”. “EA managed to bring whole groups of people together, and opened new doors to people who didn’t know we were out there”.*

Term 2 has benefited from longer planning timescales which has enabled a greater variety of new-to-sport, non-traditional partners to be brought on board. This has included significantly more direct working with the youth sector (although in some areas this will be a goal for year 2).

Some early examples of joined up thinking include... working with Extended Schools...

Herefordshire & Worcestershire Sports Partnership

A joined up approach to delivery is evident, this includes organisations that the CSP had not considered working with before Extending Activities came along. In particular the strong partnership with Extended Schools is something which the CSP are proud of. *“There has been a huge partnership approach with SSPs, the local authority and leisure providers and we have seen real success as a result” – a coordinated delivery approach across 2 districts has created opportunities for many young people to try out fencing, whilst a health and fitness partnership involving three leisure centres working together will offer different activities on a rotational basis from September (after summer festivals to promote these activities”.*

PRO-ACTIVE South London

The South London borough of Richmond-Upon-Thames has reported ‘excellent partnership arrangements’, which have included a range of sports, youth services and information, advice and guidance services taking part. There has also been leadership and support from Extended Schools, borough sport services and the independent sports community.

Herts Sports Partnership

Despite not being one of the 12 CSP Trailblazers, Herts Sports Partnership has already started delivery (see invitation below) with a trial period of Extending Activities through the summer, in partnership with the Saracens Sports Foundation. Herts Sports Partnership has already acknowledged the significant impact that strong partnership working can have:

“Extending Activities has already brought new partners together - Herts Sports Partnership had a strong desire to work more closely with the Extended Schools team however although discussions had taken place very little action had been taken towards this goal. The Extending Activities project has been the impetus to bring together non-traditional partners and to link up organisations with complementary agendas”.

PRO-ACTIVE West London

The forming of an EA Steering Group in West London - Hillingdon Extending Activities Team (HEAT) - has *“shared the delivery across a wider number of partners and has also created a stronger working relationship between the SSP structure in the borough and the local authority”.*





2. Student voice

'To listen to and understand what Children and Young People from the 50% segment are saying they want provided'

In order to implement successful planning of Extending Activities, it is important to understand what young people want and to discover what new sports are on their radar, but also to take into account local circumstances and infrastructure. It is necessary to work with key personnel and experts on the ground to build a picture what can be achieved at a local level and what delivery is feasible. The following stakeholder quotes illustrate the issues of balancing demand, capacity and cost, whilst assessing what is practical:

“The kids can request ice skating all they want but if there is no ice skating rink then it can’t happen”.

“Young people cannot request sports like lacrosse or Gaelic football if they’ve never heard of them”.

“There’s a balance between what the kids want and what we can afford to give them”.

Two CSPs expressed concern that the short planning periods for term 1 provided insufficient time in which to consult with young people prior to the start of delivery. However it has been highlighted that consultation does not all have to be at the front end and that once the semi sporty audience are engaged in an activity it is possible to consult further and to provide them with alternative activities that attract them.

- Across **London** there are plans to run a similar survey to the one undertaken by Norfolk prior to term 1. In addition to this **West London** are working with Extended Schools and the West London YMCA to develop a Young People’s ‘Marcomms’ group in Hillingdon. This will hopefully serve as a focus group for identifying how young people want to receive information about planned activities.
- In **Droitwich and Worcester City** having the young people involved in selecting the activities is thought to have a positive effect on attendance and adherence. There has been a sea change for schools who are now hosting non-traditional sports on-site e.g. archery.
- Several CSPs (including **Herefordshire and Worcestershire** who have planned two ‘taster’ festivals) have put on taster sessions to trial activities and to get feedback from young people in order to shape delivery: “Young people need to experience taster sessions to see what’s on offer”.
- ‘Sport on the Road’ in **Leicester** are planning detailed consultation with hard to reach young people from deprived areas during the October half term holidays.





3. Activities Framework

'To create a menu of opportunities or 'framework' for Young People to take part in which are time and place sensitive to Young People'

Hitting the slopes in Norfolk

Active Norfolk ran a ten week programme with two groups of young people from the Diss High School and Framingham Earl High School. The young people were transported to Norfolk Ski Club in Trowse from their schools (one of which is in a very rural part of South Norfolk), to take part in one hour of snowboarding or skiing sessions at a dry slope ski facility (funded by Sport England grants). The Club has been awarded Clubmark and is the only ski club in Norfolk. There is early evidence that at least one pupil enjoyed the sessions so much that on completion has joined the club and is going to the regular sessions to do snowboarding.

Working together in Herefordshire and Worcestershire (H&W)

As a result of successful partnership working, Tri-golf, rowing and 'energise' (a project which involves local leisure centres running sessions to targeted groups every night of the week – with each night featuring a different activity targeting different age groups) will soon be up and running. *"It is hoped that the opportunity to try sports which are not normally on offer in schools will be an incentive to boost attendance at EA sessions"*.

Active 8

Extending Activities has provided North West Leicestershire with the opportunity to enhance and extend their award winning Active 8 programme. This project is based on rewarding people who take part in 2 hours of curriculum based physical activity by provided participation opportunities within the local community via the awarding of points. The points received can be 'cashed in' to use facilities in the community. There is a high-tech monitoring and evaluation system in place to measure the success of this project through the use of hand held PDAs and swipe cards.

Getting a head start

Several CSPs in the South East (outside of the 12 Trailblazers) have trailed summer programmes as part of Extending Activities pilots. Activities have included programmes in Surrey designed especially for the new 'year 7' pupils to help with their transition into a new school and to become familiar with their new environment and what is on offer. It is hoped that if young people are supported to engage in sport in their new school environment prior to the start of their first term, then they are more likely to build positive habits and make physical activity a bigger part of their school lives.

West Yorkshire rises to the challenge

West Yorkshire Sport successfully coordinated over 100 activities during term 1 including the introduction of American football (with big plans in the pipeline), cheerleading and dance delivered in youth club settings and making strides in working with private health and fitness clubs. In term 2, the scale of delivery will increase significantly with approximately 270 diverse activities planned.



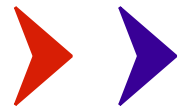


4. Signposting

'To signpost Children and Young People to the framework'

This was one of the less developed areas of Extending Activities during term 1 – but it's beginning to take off and will be a much higher priority during term 2...

- In **South London** one school got a team of young pupils excited about the idea of the new activities on offer, these young people then went around the school talking about the club.
- In **West London** a SSP is planning to use a pupil (with support) to lead the coordination and development of an activity to see if this gains greater attendance.
- **West Yorkshire Sport** and **Active Norfolk** are amongst the CSPs investigating how text messaging young people could work for them in term 2, after learning from the good practice put into place in South London during term 1.



5. Sustainability

Early snapshots of success...

South London - Priory School

The sessions have led to a small number of students now attending a table tennis club out of school hours on a regular basis and the coaches reporting back that several are very talented.

South London - Surrey Clubs for Young People

"Good response from the participants and youth workers and the number of young people participating in sports through the club is increasing, especially girls and young women".

Somerset - Hamilton Park Youth Group

A project designed to increase participation and improve self esteem for 14-19 year olds has taken place during term 1. This project was delivered by partnership between the teenage pregnancy worker and detached youth workers for Taunton. Early impacts have included regular and sustained participation, a reduction in smoking, increased confidence and increased ability to work together, encourage each other and working as a cohesive unit.

"The girls are already talking about what other stuff they want to do and there will be more signposting towards more mainstream provision".

West Yorkshire – Holmfirth Harriers Athletics Club

As a result of outreach work and taster sessions in local schools, Holmfirth Harriers delivered a course of 10 weeks of athletics sessions during term 1. Almost all participants subsequently signed up to take part in continued activity with the club during the summer holidays.

6. Finding out what works

Four stakeholder focus groups have been held and for two CSPs telephone interviews have been conducted with stakeholders. This has helped to draw up the shared learning points on page 4 of this bulletin.

In terms of participant feedback a number of CSPs have trialed the use of photo caption sheets - the examples below are taken from a dance session in Leicester, multi-sports in Redditch (Herefordshire & Worcestershire) and roller skating in Cleckheaton (West Yorkshire). Other innovative techniques have included setting up an online magazine and building the necessary relationships to utilise young 'sports reporters' and video diaries. Sports reporters are ready to go in two CSPs in term 2. Feedback from dance participants (the **bigger** the words the more frequently these were mentioned by participants) is provided below...



"I enjoyed the most taking part in the dance championship because I had a great time and I got to meet other people"

"I like the songs, when it pauses it is very interesting because your feet start getting tingling and you need to move very fast so you can win".

"I love dance and would want to do it again for fun and fitness".



How does it make you feel?
It makes feel happy because it is fun!

What do you enjoy the most?
Having sun
Getting fit



Responses to term 1 feedback

Sport England have responded to feedback from CSPs regarding the evaluation toolkit and have already made changes to registration forms (e.g. questions relating to ethnicity and disability) as a result. SE identified the need for CSP's to have advance warning of the evaluation process and their reporting requirements. A training session was delivered on 9th July to CSPs on the use of the basic evaluation package / KPI evaluation tool kit, which was well-attended.

The aim of Extending Activities is to provide opportunities for 'semi sporty' young people. Therefore it is necessary for CSPs to have a greater understanding of their target market and to accurately measure how 'sporty' young people are prior to taking part in activity sessions. In response to feedback from CSP and delivery partners, Sport England and SIRC have piloted and improved the question for measuring how 'sporty' young people are. This will be circulated to all CSPs before the end of August.

Term 2 preview

Incentives for participation – ideas from new CSPs

From September 2008, Comberton School Sports Partnership in **Cambridgeshire** will run 'Fitness Activity' sessions for girls in the local area. This project will target around 20 girls in years 10 and 11. The idea is to reward consistent attendance by giving access to a beautician in the last week to those that have attended more than seven weeks of the programme. This project is linked into Comberton Leisure Centre in order to provide sustainability. A Wii fit project will also be delivered by the same partners.

In the Forest Heath area of **Suffolk**, children that attend sessions will be given a 'Leisure Card'. These are cards that can be topped up with money & then used to access facilities / courses / activities in the area. The idea is that all children will receive a card, but those who attend at least 60% of all sessions will get a £5 top up on their card at the end of the sessions. The cards will then be used to track future usage & monitor if and how the children remain engaged in physical activity. The idea of having credit on their card should help to encourage them back into activity once the EA course is over. The £5 is being made up of £2.50 from Extending Activities & a match funding of £2.50 from Anglia Community Leisure.

**For more details about any of the projects presented in this bulletin please contact
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