



Sports Development Strategy 2007-2012

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(An Action Plan is available as a supporting document)

Background:

This strategy has been updated in April 2009 to encompass the restructure in local government. On March 31st 09 Tynedale Council ceased to exist and its responsibilities and remit transferred to the new Northumberland unitary authority, Northumberland County Council.

This has two main impacts on sports development:

1. The boundaries of the area for our service have been extended to “West Northumberland” which includes all the existing Tynedale area plus Ponteland, Matfen, Stamfordham areas.
2. North Country Leisure’s condition of grant and service transfers from Tynedale Council to the new authority. The structure of sport for the county is likely to be reviewed and may change in the medium to long term, there will be opportunities and challenges ahead that we need to be aware of and be able to adjust to.

Providing a high quality service to our existing and new customers will remain our priority as well as development work, management of existing projects, future plans and funding applications.

In addition there has been a change in focus from Sport England from “sport and physical activity” to “sport”. In support of the change in strategy, some funding is now being directed through National Governing Bodies (NGBs) in response to their individual whole sport plans. We traditionally have good relationships with NGB officers which will we continue to nurture by working in partnership.

We have always worked closely with the Health services, along with our “Healthy Life” staff team, and see this area of work developing further as they increasingly take on the promotion of physical activity in line with the “Be Active Be Healthy” plan published in 2009. Promotion of physical activity in its broader sense will remain our role, we are not following the Sport England route of limiting our role.

Spring 2009 sees us entering a time of considerable change. We must remain up to date and in touch with relevant partners and their agendas.

We will respond to opportunities as they arise whilst keeping a mindful eye on our action plan

A. INTRODUCTION

1. Overview

The last sports development strategy expired in 2005. A delay in the production of this strategy arose due to changes in Sports Development staff and the staffing structure.

In 2006 Sport England launched the 'Community Sports Network' (CSN) to bring together organisations with sport and physical activity on their agenda. In response Leisure Tynedale have been awarded funding for three years (as from September 2006) to establish and coordinate this group.

Tynedale will brand their CSN as the 'Tynedale Sport and Physical Activity Alliance' (SPAA). In 2008 it was agreed to brand the group as 'Active Tynedale' This group shall be coordinated by the Sports Development team, with an independent Chair and Vice Chair.

There has been a shift in the product of sport, both in terminology and in activity. For some, sport still conjures up an image of cold, competitive school lessons. Our remit has changed in line with Sport England but the team will still be responsive to local needs as well as national strategy. We can develop sport and physical activity in partnership with schools, local clubs, facilities and promotion of outdoor activity.

2. Scope of Strategy

NCL Tynedale is part of a charitable company providing sports and leisure services across the north of England. This strategy covers our Sports Development's process which enhances opportunities for people of all ages, degrees of interest and levels of ability to take part, get better and excel in their chosen areas of sporting activities.

Other areas of work NCL Tynedale is involved in, **not** included in the strategy, are:-

- ◆ Tynedale Healthy Life Scheme – providing exercise/fitness advice to clients referred from Doctors.
- ◆ Facility operation and management – at Wentworth Leisure Centre (now incorporating Hexham Swimming Pool), Prudhoe Waterworld, Westworld, Eastwood Park and Prudhoe Football and Sports Centre

The strategy is backed up by an action plan, which covers the years 2007 – 2010

2. Overall Aim

To enable people from the whole community of Tynedale to take part in sports and physical activities and progress to their chosen level of achievement.

3. Benefits

Sports Development is not only about delivering sport for sport's sake. Sport can also contribute to meeting the requirements of Local Authorities, Government Agencies, and

Strategic Partnerships in the areas of health, regeneration, community safety and community development.

The benefits of sport and physical activity are:

- ◆ Improvement to individual health
- ◆ Development of stronger communities, that are integrated, vibrant and positive.
- ◆ Personal and social development of individuals
- ◆ Provision of alternatives to anti social activities
- ◆ Economic and tourism development.

These are referred to in a range of documents and strategies including:

- ◆ Tynedale Community Plan
- ◆ Tynedale Playing Pitch Strategy
- ◆ Tynedale Cultural Strategy
- ◆ School Sports Partnership Strategy
- ◆ Northumberland Sport Business Plan 2005 -2009
- ◆ Northumberland Care Trust Physical Activity Strategy
- ◆ Sport England – Active England
- ◆ Youth Matters
- ◆ Every Child Matters

4. Values

What we value as an organisation (organisational values)

Serving the whole community by:

- Embracing peoples diverse needs
 - Working positively with partners
 - Challenging learning and improving
 - Being fair, efficient and enthusiastic
 - Working to sustain the environment
- Supporting and developing the local economy

What we value as people

We want to be:-

Positive	Appreciative	Team playing
Honest	Caring	Proud
Respectful	Adaptable	Taking ownership
Diligent	Helpful	Loyal
Enthusiastic	Consistent	Learning

We aim to show these values and attributes in what we do, in practical ways, for example as in our promise to customers.

.In addition, the values we seek to achieve in Sports Development are:-

- ◆ Promoting “Fair Play”
- ◆ Promoting physical activity as a lifestyle choice
- ◆ Enabling individuals to reach their full potential
- ◆ Respecting community aspirations
- ◆ Contributing to the cultural strength and diversity

5. **Sports**

The definition of ‘sport’ most commonly used is a broad one recommended by the Council of Europe in its charter for sport; “Sport means all forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels”. This enables us to work with all commonly recognised sports as defined by Sport England.

6. **Writing of the Strategy and Supporting Action Plan**

This strategy has been written based on the great knowledge that the team has of the geographic area of Tynedale. The focus is on building on what already exists and identifying and prioritising work with potentially successful projects. There are a number of key organisations and groups from who we derive knowledge of exiting activity and areas for development. Key relevant groups and organisations provided information to complete the Action Plan. A draft of the action plan was circulated to key organisations to comment on, prior to being approved by the NCL Tynedale board. These include –

- Local sports clubs
- Local facilities
- Tynedale Community Schools
- Tynedale School Sports Partnership
- National Governing Bodies for sports
- Northumberland Sport
- Tynedale Community groups such as Tynedale Youth Forum, Tynedale Community Development Network
- Tynedale Council

B. VISION FOR THE FUTURE (WHERE WE WANT TO GET TO)

What we are aiming for:

In broad terms, this is what we are aiming to achieve:

In the recent Sport England ‘Active People’ survey, published November 2006 it was found that 23.18% (24.7% in 08) of the Tynedale adult (over16) population take part in sport or physical activity on a weekly basis, (based on 3 x 30 minutes) which ranks us 84th in England.

4.91% (6.4% in 08) of Tynedale’s adult population volunteer in sport for more than 1 hour per week, based on once per month for the last 12 months.

In Tynedale we aim to increase participation levels in sport and physical activity by 1% per year for the next three years, by people not currently participating 3 x 30 minutes per week.

Overall 80% of school pupils in partnership schools participate in at least two hours of high quality PE and school sport in a typical week. The report also showed a massive decline at Year 10 and Year 11 ages, dropping as low as 60%. Whilst curriculum PE is not in our remit, we can support the Tynedale School Sport Partnership (SSP) with School Sport Links`.

We will focus on the following:

- Sports development activities should have a strong emphasis on ensuring the safety of children, with robust policies in place to promote best practice and health and safety.
- Promoting opportunities for physical activity and sport geographically around the rural district
- Strong sports clubs, achieving recognised quality standards – ‘kite marks’ with qualified coaches/leaders, good quality facilities, and a structure to enable people to develop in sport.
- Building and sustaining effective school-club links.
- Non-sports organisations with the skills and confidence to provide activities to encourage people to take part in sport and physical activity.
- More people becoming coaches, officials, and leaders and being active in developing sport.
- More qualified coaches regularly updating their knowledge and skills
- Encourage, value and recognise the work of volunteers in sport.
- More women and girls taking part in sport.
- More people with disabilities taking part in sport.
- Good quality opportunities to people from the more remote rural areas to take part in sport.
- Sustainable activity
- Facility development
- Promoting the wider benefits of sport
- Attracting funding for sport
- A partnership approach, with the Tynedale SPAA at the hub, to develop sport and physical activity in our community.
- Continuous monitoring and improvement in our working practices.
- Marketing of the work of the Sports Development Team
- Marketing of opportunities to participate as a player or volunteer.

To achieve we will actively work with organisations with sport and physical activity on their agenda.

Appendix A shows how we will use the various sports development tools to achieve our wider objectives. Appendix B is the detailed action plan we will follow.

Groups we will work with:

1. Young People

Sports Development will encourage children and young people to participate in sport and physical activity and to contribute to local sport through sports leadership and volunteering. The team will strive to increase standards and opportunities for young people within Tynedale, through coach development, club development and facility development (creating a positive and enjoyable sporting environment).

We will work in partnership with local clubs, facilities, schools and the school sports partnership to achieve our goals.

2. Adults (working age) and Older People

We will encourage adults and older people to participate in physical activity and sport to their chosen level through Club Development, Community Sports Coaches, workplace activity and in partnership with local sports facilities.

The Sports Development team will continue to encourage adults to become volunteers, coaches and sports leaders.

We will also work in partnership with the Tynedale Healthy Life team when working with older people within Tynedale.

3. People with Disabilities

We will identify opportunities to develop sport for people with disabilities of all ages. We work closely with ADAPT, Northumberland Disability Forum, clubs, School Sports Co-ordinators, National Governing Bodies and local facilities.

4. Women/Girls

Girls will be a target group for increasing or maintaining participation through the work of a full time Women's and Girls Community Coach. We will also work with National Governing Bodies supporting their women and girls policies.

5. "Socially Excluded"

We will work with groups and individuals who are not able to access sports and leisure activities– for example people from the rural areas or people on low incomes.

The team will work in partnership with the Active Tynedale, local health visitors, probation workers, and youth and community workers. Through the work with our partners we can identify areas to focus our work.

6. Partnerships

We will further develop and strengthen our links with organisations and local groups through Active Tynedale (the Sport and Physical Activity Alliance). Active Tynedale consists of representatives from the following organisations:

Sport England, Northumberland Sport, Tynedale Council (and its successor), Tynedale Sports Council, Northumberland Care Trust, Youth Services, Volunteering Tynedale, Local Strategic Partnership, ADAPT, Sure Start, FACT, School Sports Partnership, Northumbrian Water, Northumberland National Park, Kielder Partnership, Forestry Commission England, Environment Agency and Crime and Disorder Reduction Partnership. From this group we can communicate with local sports clubs, individuals and other departments with each organisation, for example Tourism department through the Tynedale Council representative.

7. Facilities

- We will support NCL Tynedale facilities, sports grounds, Tynedale community schools and community facilities, such as Haltwhistle Leisure and Swimming Centre and RTC Sports Centre, Otterburn.
- We can provide help with funding applications for new or improvements to facilities

Type of work we will do

1. Club Development

We will help clubs to develop opportunities and facilities, for example by advising on sports development planning and information sources.

2. Direct Delivery of Sports Activity, Competition and Events

We will support delivery/promotion of sports coaching, festivals and competitions to support new sustainable activity or other objectives within this plan.

Through the employment of externally funded coaches, we will provide direct delivery by, either geographic location or by sport.

We will work in partnership with Northumberland Sport to host events and initiatives that come through them including the Northumberland Games and Tynedale branded events. The team will continue to promote national and local initiatives and campaigns across the district including Sport Relief, Million Miles Challenge, Step into Sport and Change 4 Life.

We will support courses and programmes across the district, including rural areas such as Allendale, Bellingham and Otterburn. The team will strive to meet particular target group and area needs. Generally our aim will be to encourage local people to provide sports activities in their areas and to encourage sustainability of activity.

3. Coaching/Leadership

We will encourage as many people as possible to become qualified coaches, sports leaders, officials and club administrators to develop a strong club network by promoting and organising coaching and leadership courses.

Working with the School Sports Partnership, we will find safe club placements for pupils completing the Step Into Sport, Leadership course.

Through research we will highlight the gaps in coaching numbers across the district. We will strive to seek funding for volunteers, coaches and leaders to increase standards through local, regional and national funding schemes. The Sports Development team will continue to develop links with National Governing Bodies and aim to bring more coaching courses to Tynedale.

5. Volunteer Development

We will support voluntary sports clubs and facilities including Haltwhistle Swimming and Leisure Centre, Allendale Middle School Sports Centre and the RTC Centre at Otterburn. We will support voluntary groups, which are not currently set up for sport, encouraging them to provide sports activities, for example local scout groups.

Alongside voluntary club, facility and group development, we will also promote volunteering Tynedale to raise the profile of volunteering in sport.

C. RESOURCES

The staffing resources are:-

Community Leisure Manager 31 hours per week (Full time from Sept 08)

Community Leisure Officer 1 x 20 hours

Community Leisure Officer 1 x 20 hours (fixed term 3 years starting September 2006)

Community Sports Coaches

Rowing Coach 1 x 20 hours working with QEHS and Hexham Rowing Clubs (2 years fixed term starting April 2006)(extended to June 09)

Rugby Coach 1 x 12 hours (starting May 2005 till June 2009)

Cricket Activator 1 x 10 hours (starting April 2005 till July 2009)

Community sports coaches – (3 part time coaches funded through Sport England's Community Investment Fund Sept 08 to Aug 11)

NVQ Student Apprentices – (2 x Level2 Activity Leadership 2009)

TYNEDALE SPORTS DEVELOPMENT

Programmes we will use to meet objectives

Overall Objectives	Partner we will work with to help achieve objectives					
	Northumberland Sport	Work with School Sports Co-ordinator Programme	Sport England Sports Lottery & Awards for All Grants	Active Tynedale (Partners are list above in section B:6)	NGB	Sports Clubs, Facilities & Local Authority
To develop coaches & leaders	✓	✓	✓	✓	✓	✓
To develop school/community links	✓	✓	✓	✓		
To promote and develop sport amongst target groups (including rural areas)	✓	✓	✓	✓	✓	✓
To develop local facilities			✓	✓	✓	✓
To encourage non-sports organisations to develop sport			✓	✓		
To encourage disadvantaged groups to participate in sport e.g., young people, people with disabilities, women and girls, and people who are socially excluded	✓	✓	✓	✓	✓	✓
To develop and support voluntary sports clubs and organisations	✓	✓	✓	✓	✓	✓
Marketing the benefits of sport	✓	✓	✓	✓	✓	✓

This shows how we aim to achieve our broad objectives (in the left-hand column) by using various sports development “tools” and programmes (across the top of the table). Over time, the tools and programme will change, the broad strategic objectives should remain constant – although they should be kept under review.

Sports Development Action Plan 2007 -12

The strategy covers the area of work we will focus on. However, the devil is in the detail and in this case the detail is in the Action Plan.

Action Plan

The Action Plan is designed as a working document to guide the activities of sports development staff.

The action plan features the key areas of work, the actions we will take, partners we will work with, lead and outcomes/outputs. The Sports Development Team will use the Action Plan as an agenda for some team meetings, to enable good communication between the team and understanding of progress

There must be some degree of flexibility to enable us to meet, as yet unidentified community needs. However, we must be aware of ‘spreading ourselves too thinly’ and possibly failing to achieve what we have set out to do.

Happy Reading.

If you would like to discuss any issues arising from this document or a copy of the action plan please contact Kathie Keady, Community Sports Manager on 01434 613219 or email kathie.keady@northcountryleisure.org.uk