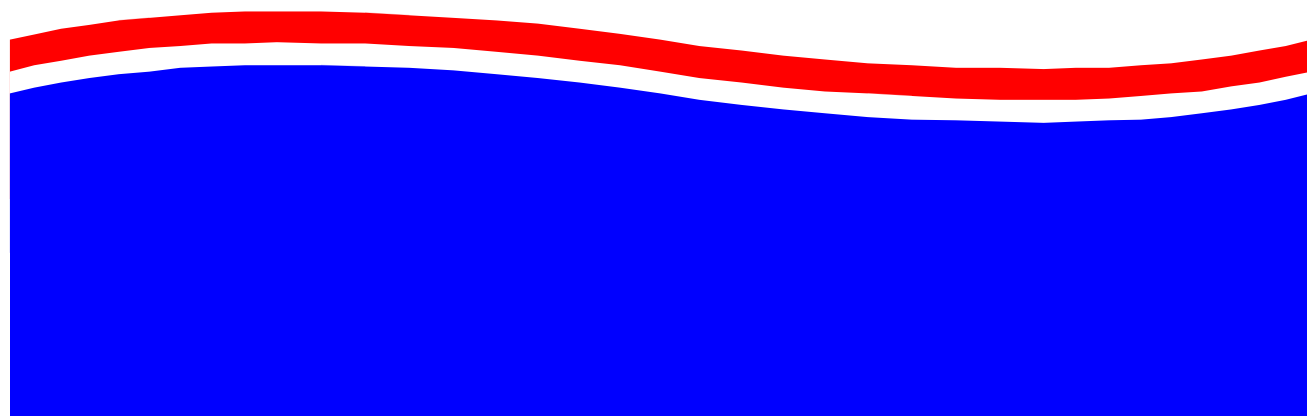




**Sports
Development
Unit
Annual Report
April 2006 to March 2007**



Contents

Sports Development Unit Outcomes 2006/2007	3
Performance Indicators for 2007/2008 (The Future)	4
QUEST	5
Local Public Service Agreement	5
LEAP	6
NOF Projects	7
Community Sports Leaders Award	7
School Fixtures	8
Community Football Project	8
Grant Aid	9
Events	9
Coach and Volunteer Education Courses	10
Coaching Camps	10
Club Accreditation	11
Club Directory	11
Disability Sport	11

Sports Development Unit Outcomes 2006 / 2007

	OUTCOME	PROGRESS		
2.1	a) Discounted swimming for U16's during Summer schools holidays b) Increase the number of pupils who can meet the Key Stage 2 national curriculum standards of swimming 25m unaided.		●	
2.2	Increase percentage of primary school children who engage in 2 or more hours of high quality PE and sport in a week to 77% (LPSA)		●	
2.3	Increase adult participation at named sites by 24,000 (LPSA)		●	+
2.4	Increased community access to schools who were in NOF portfolio		●	
2.5	Increased activity at Manadon Football Development Centre and the Honicknowle, Budshead and Ham wards		●	
2.6	5 holiday coaching camps -		●	
2.7	30 school fixture leagues		●	
2.8	£10,000 of grant aid awarded	-	●	
2.9	15 new sports clubs accredited		●	+
2.10	10 coach education courses	-	●	
2.11	1 CSLA course	-	●	
2.12	4 events/ festivals		●	+
2.13	Support of activities for young people with disabilities		●	
4.2	Introduce relevant club links to facilities directory		●	
5.1	Maintain and improve SDU Quest assessment/ registration		●	
5.3	Link 2006 Sports Bug event with Lord Mayors Day		●	+
5.4	Produce newsletter for sport and recreation, twice a year		●	+
5.6	Introduce web based club's map with sports club directory		●	

- 2.8 was not achieved as the take up of grants was not as great as we would have expected, therefore a small amount was left over, which unfortunately gets subsumed back into central budgets and cannot be carried over.
- 2.10 was under with 7 courses were held in the last 12 months
- 2.11 was not achieved as CSLA courses are now being organised and delivered by the School Sports Partnerships allowing us to concentrate on other areas of work.

The Future

As part of our commitment to continuous improvement we have reviewed the team outcomes again and are proposing to introduce the following Performance Indicators as a more robust measurement of the work of the team.

Ref	Annual Team Plan Performance Indicators	07 / 08 Targets
LAA 9	The percentage of adults participating in at least 30 minutes moderate intensity sport and active recreation (including recreational walking) on 3 or more days a week.	1% increase on 18.6%
SDU 1	Number of attendances on Sports Development programmes	9,000
SDU 2	Percentage of people joining clubs as a direct result of SDU holiday coaching camps	10%
SDU 3	Percentage of places filled on holiday coaching camps	90%
SDU 4	Number of new sports clubs accredited	10
SDU 5	Number of clubs on web based map and sports club directory	100
SDU 6	Numbers of clubs / organisations benefiting from grant aid	40
SDU 7	Number of individuals benefiting from grant aid	40
SDU 8	Number of clubs / organisations benefiting from coach and volunteer education courses	40
SDU 9	Number of pupils taking part in inter school competition	3,500
SDU 10	The percentage of the population (adults 16+) volunteering in sport and active recreation for at least one hour a week	1% increase on 3.6%

As a team we have been developing these indicators over a period of time, gathering information both internally and externally and we now feel we are some way to having some measurable outcomes based on robust information. As the focus of our work continues to develop into the wider social policy agenda these will undoubtedly evolve to reflect this, however, at this time measuring the impact of our service on the wider social agenda is something we are developing with a range of partners, including the Police, Youth Services and the Public Health Development Unit.

QUEST

Quest is an industry standard award developed to assist leisure facilities and sport development organisations improve the quality of service they offer to customers.

Back in April 2005, the Sport Development Unit were put through their paces during a two day assessment and achieved a score of 71%, the second highest score in the South West at that time.

Plymouth City Council's Sports Development Unit had their year 1 maintenance visit in 2006, which focussed on how the team had improved since the last assessment.

As a result of this maintenance visit the Sports Development Unit have maintained their QUEST registration and the feedback suggested that the team had recognised and addressed many of the key areas for improvement.

The Future

The Team are now working towards their next Quest assessment in September of 2007, where it is hoped that another high score will reflect the ongoing service improvements that have been delivered through Plymouth City Council's Sports Development Unit.

Local Public Service Agreement

A Local Public Service Agreement is a voluntary agreement between the Government and an individual local authority. Under the agreement, the individual council agrees to a number of 'stretch' targets. The council sets out how it will improve local public services and in return the Government sets out how it will reward those improvements.

These more demanding targets are rewarded through funding (pump priming money at the start, and a performance reward grant at the end) and the negotiation of additional freedoms and flexibilities (from statutory requirements or regulation). The Government also indicates how it will help the authority achieve its own targets.

Plymouth's targets were agreed as:

1. An increase in the percentage of school children in KS 1 and 2 at identified schools in Plymouth, who spend at least 2 hours each week on high quality PE and sport within and beyond the curriculum.
2. An increase in the number of adults from target neighbourhoods participating in sport and physical activity at named venues.

The end date for both indicators within this LPSA is 30th June 2007.

We used £10,000 of our overall allocation of £77,000 Local Public Service Agreement grant to encourage more junior participation across a range of sports. We invited clubs to express an interest and 6 clubs received money to increase their junior sections.

Each club produced a plan and gave us information about their current levels of participation, then, over a period of 18 months each of them have fed back to us how many more young people are now members of their club or take part in activity as a result of the funding.

Plymouth Racers Ladies Basketball Club were able to get extra junior players and as a result have now joined forces with Plymouth Raiders in order to work together to offer a more sustainable future for female basketball in the city.

The Special Football Development Trust supported the School Sports Partnership in their delivery of football activities at the local Special Schools, including festivals, and continue to grow with now over 50 young people benefiting from community based coaching every week.

Brickfields Netball Club was set up from scratch and is now seeing a regular attendance of over 20 youngsters every week with the Brickfields Sports Centre now having adopted the management of the club and Plymouth Civil Service Netball Club providing coaches.

Devon Schools Sailing Association provide schools with introductory sailing opportunities and they chose to train up teachers from local primary schools to be able to sustain the influx of new sailors to the sport in years to come. They were able to purchase safety equipment, provide all the courses at a reduced cost and have signposted interested youngsters onto established clubs in Plymouth, with many going on to become full members.

Plymouth Cricket Club used funding to provide 25 free memberships to local young people who would not have otherwise had the chance to join the club and were able to access some extra coaching courses for older players in order to sustain activity in the long term. All of the youngsters have returned as full members.

The Future

We now have a Local Area Agreement (LAA) Project, which is aimed at increasing the levels of participation amongst over 16's, in response to the Active People survey, published by Sport England in December 2006 which showed that the current level is 18.6%.

Local Exercise Action Pilot (LEAP)

Ten Primary Care Trusts in neighbourhood renewal areas across England were selected to run pilot schemes- Local Exercise Action Pilots (LEAP) - to encourage people to be more physically active.

LEAP was a £2.6 million programme jointly funded by the Department of Health, the Countryside Agency and Sport England. It is designed to test the best ways of encouraging people to be more active, especially those who do little exercise or who are at risk from health problems.

Plymouth chose to use a free-swimming programme and provided a mixture of structured and unstructured swimming pool related sessions and the project ended at the end of April 2006.

The local evaluation report, based on questionnaires completed by 334 young people, states: "Overall the programme was well received and liked by the young people. For many it was a chance to be more physically active without extra cost being involved. As well as increasing participants self reported activity levels it has also changed their views on physical activity generally by helping young people to enjoy physical activity and making them realise that it can be fun.

It appears that LEAP has made the young people more aware of their health and fitness which was reflected in the number of participants who thought they were active enough to stay fit as well as some of the participants changing their eating habits as a response to information they had received from LEAP.

Being part of the free-swimming programme had made many of the participants feel fitter and healthier as well as increased their self-confidence. In a nutshell the programme has made the majority of the young people more aware of the time they spend doing physical activities as well as encouraging them to enjoy being active. LEAP participants' views about the programme are very positive, they like the programme and it has been instrumental to them as a way of being able to exercise without extra cost."

New Opportunity Fund (NOF) Facility Projects

The first of these sites opened in September 2004 and a Revenue fund of £290,000 was awarded in March 2005 to support the new sites in increasing the number of adults using their facilities.

The requirement of the revenue fund is that it must be spent on work contributing towards increasing the numbers of adults participating in physical activity at their facility. No quantitative targets were set. The fund can be used for marketing and promotion, sports development, outreach work, staff costs and training.

Mount Batten Outdoor Education Centre has been able to offer discounts on some of their courses to attract adults.

Coombe Dean successfully launched their new fitness suite to the public in September 2006, this has been very popular with adults from the local community and young people who attend the college. In July 2006 an Open Day was run to let people know what is on offer at Coombe Dean "NRG".

Heles School have continued to develop their partnership with Plympton Tennis Club and helped them with a marketing campaign to target adults, with the aim of increasing the numbers attending the Tennis club based in the Bri-Dome.

Drake Primary School helped the teachers to relax and get fit with a series of after school Pilates classes. They have been offering a Family Fun Fitness session to encourage families to exercise together.

Community Sports Leaders Award

The Future

To support the SSCO's in their delivery, helping with signposting young leaders to clubs to increase the number of volunteers in the city.

Co-ordination Of Secondary School Fixtures

37 School Leagues completed.

4 Cricket, 4 Rounders, 4 Tennis, 4 Badminton, 4 Hockey, 5 Basketball, 4 Netball & 9 Football.

16 out of 18 Plymouth Schools & 5 non-Plymouth Schools took part.

Approximately 3900 pupils took part.

The Future

Aiming to encourage all 18 Plymouth Secondary Schools to take part.

Consulting on possibility of not inviting schools outside of Plymouth.

In 2005 the Department of Culture, Media and Sport appointed 20 new Competition Managers for School Sport Partnerships.

Their task is to increase the quality and quantity of competitive sport in schools throughout England.

They will manage and co-ordinate the planning and implementation of the National Schools Competition Framework through a programme of inter-school competition within the School Sport Partnership. Complement and develop existing provision, building on good practice, ensuring that the competition programme is linked with other programmes in the local area and liaising with the County Sports Partnership, National Governing Bodies at county and regional level and the local School Sports Associations to ensure that the programme also fits into the wider context.

The number of Competition Managers will increase each year, reaching a total of 90 by September 2007 with the aim of having a Competition Manager in all School Sport Partnerships by 2010.

Community Football Project

Three year project funded by the Football Foundation with support from Plymouth YMCA, Plymouth Argyle and Plymouth Parkway Football Club.

Drop In sessions every Monday & Friday 4 – 6pm & Saturdays 9.30 – 11am. On average 74 young people attending every week.

Football Coaching being delivered at the local Primary Schools, assisting years 4, 5 and 6 pupils with their literacy and numeracy as well as physical activity levels.

Girls' only football coaching at the local Secondary School, with a new girls section started at the local club.

Mini Soccer Coaching Course for young people aged 14+

Holiday Coaching Camps with over 80 youngsters regularly attending.

The Co-ordinator of this project left post and this was filled in December 2006 by a member of the Sports Development Team as a secondment for 6 months to the end of the project.

The Future

From the work carried out and the partnerships we have been able to forge, a new bid is being prepared in partnership with the Mayflower Leisure Centre, Devon and Cornwall Police and Youth Services and has the support of the Youth Offending Team, Anti-Social Behaviour Unit and the Community Safety Partnership. This new bid is being submitted by a newly formed voluntary group called, "Plymouth Youth Sport and Creative Opportunity Project" and will look at encouraging young people who have been identified by police officers to take part in physical activities as an alternative to gathering in large groups in local areas, drinking and potentially causing criminal damage.

Grant Aid

The budget for this year was £10,000 and quarterly meetings were held to assess the applications.

54 individual grants were awarded totalling £9,579.00.

The Future

Promote to more clubs and organisations, ensuring full allocation of grant budget.
Consider a consultation exercise to research how we can encourage more groups to apply.

Events

Sports Bug 2006 successfully completed.

Devon Youth Games was a success with Plymouth gaining 2nd place overall.

Devon Special School Games was extended to include more sports, more schools and more participants.

The Schools Football and Netball Tournaments ran in early January with 120 schools taking part.

Inter schools Badminton Competition hosted by Marjons with 6 schools participating

Various support given to events organised for special schools.

The Future

Adapting and re-branding of Sports Bug to include advertising of the 2007 holiday summer programme, we will publish a comprehensive directory of local leisure opportunities covering the months of July, August and September. Included in the brochure will be a whole range of activities from tennis, cricket and watersports to museum exhibits and fun things for young people to take part in at our local libraries.

The concept remains the same as Sports Bug; family based activities at little or no cost, however instead of one week of "sports" activities it will cover a 3-month period of more generic leisure activities including the sport and active recreation elements.

Facilities outside of Plymouth City Council will not be involved as most now promote their own introductory sessions and open days.

Devon Youth Games being held in Okehampton on 30 June 07, Gymnastics will be include for the first time. We will work with the Community Gymnastics Coach and local clubs to develop a squad to compete.

DML Devon Special School Games will be held at Marjons on Wednesday 4 July. The Active Devon Sports Partnership to take a more active role in the games.
The Schools Football and Netball Tournaments will run again in early January 2008.
Inter schools Badminton Competition will be again at Marjons. Look to increase school participation.

Coach And Volunteer Education Courses

Seven workshops successfully held with 120 delegates benefiting from expert advice and guidance around child protection, core stability, equity in coaching, field based fitness testing and coaching children and young people.

Many of the delegates attended from outside of Plymouth as these courses and our staging of them is being widely recognised as an invaluable tool in developing clubs, coaches and volunteers across the whole county.

The Future

Continue to promote workshops countywide and raise the profile of the courses locally to encourage more Plymouth based clubs to attend. Clubs in Plymouth who have achieved accreditation receive a discount and can claim back half of the course cost by making use of our grants system.

Coaching Camps

Holiday coaching camps delivered during five school holiday periods with a total of 52 individual coaching camps across 9 sports.
1,961 places were filled at the camps, meaning over 90% of places available were filled.

We worked in partnership with 12 Clubs over the year to deliver the camps and identify sustainable exit routes.

We also carried out a satisfaction survey of customers and the results of this are available from the SDU.

The Future

Continue to deliver a full programme of activities across 5 holidays, linking with new clubs to increase their junior participation.

Ensure exit routes into clubs are available as we intend to measure the number of children joining clubs as a result of attending camps.

Club Accreditation

15 clubs newly accredited this year and nine clubs re-gained their accreditation levels. There is now a total of 30 clubs accredited in the city.

The Future

Providing information regarding best practice including policy templates and examples, which clubs can access through our Website.

New Club Directory questionnaire will identify clubs who are close to achieving club accreditation and support will be offered to those that are able to pursue it.

Clubs in Plymouth who have achieved accreditation receive a discount on our coach and volunteer education courses and are also able to advertise their own club sessions for free using our networks.

Club Directory

The Future

The current directory which is hosted and updated by Library Services will be replaced with a new web based Club directory and interactive map on the Sports Development Unit website at some point this summer.

The Sir John Hunt School Sports Partnership are assisting us in the data collection.

Disability Sport

The Special Football Development Trust continues to prosper and its link with Plymouth Argyle has seen them compete, and win, in the Regional Disability League.

We have continued our support for the Devon Special School Games and intend to do so with more interest gathering each year, with, hopefully British Blind Sport coming on board to help us deliver "Goalball".

Support for Special Schools Sports Co-ordinator has been ongoing with coaches and referees supplied for various events and competitions throughout the year.

Without a member of our team being dedicated to disability sport, we endeavour to offer as much support as possible to other professionals and volunteers in the field and act as advocates for the furtherance of opportunities for all.