

Improving access and participation for all and making sport and physical activity a part of everyone's life.

Sport and Physical Activity Plan for Newark and Sherwood

2014 - 2017



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FOREWORD

Newark and Sherwood District Council is committed to working in partnership with a variety of voluntary and statutory organisations in order to develop sustainable opportunities for people to take part in sport, leisure and active recreation.

The work of the sports development team contributes to all four priorities of the District Council, Prosperity, People, Place and Public Service.

We want to make sport and physical activity a part of everyone's life, as a participant and taking part in activities or being a volunteer or coach at a local club, it's vitally important that we can provide and support a range of opportunities for people to be involved.

Through the national Active People Survey undertaken annually, we are able to identify the key trends in participation in sport, the popular activities, specific groups of people that participate on a regular basis and the barriers that prevent people to keeping active.

This document highlights the national and local programmes and activities that will be implemented in the district to increase participation and encourage the people in our communities to lead less sedentary lifestyles.

We look forward to the development and partnership working with key agencies in order to deliver the priorities within this document, linked extremely closely with two other relevant District wide documents, the Facilities Improvement Plan and the Playing Pitch Strategy, ensuring the facilities and opportunities are flexible and sustainable and will serve our community for many years to come.

Cllr Tony Roberts
Chairman - Leisure & Environment Committee
Newark & Sherwood District Council

Strategy Vision

The overall vision for the development plan is:

To improve access and participation for all and make sport and physical activity a part of everyone's life.

Objectives

In order to deliver the vision the following objectives have been identified:

- To work in partnership to support and develop sporting activities and opportunities that will enable people to participate
- Reduce barriers to participation for identified target groups
- Support local sports clubs and organisations to enhance their provision
- To increase the number of volunteers
- To provide high quality provision that meets the identified needs of the growing local community

Strategy Scope

This strategy covers the service provision of the sports development team and includes the wide range of partners, funding opportunities and local and national initiatives that are managed across the district to meet the key objectives.

Newark and Sherwood District Council - Vision and Strategic Priorities

The Council's current vision was adopted by Council on 11 September 2007. The vision below was approved:

We want Newark and Sherwood's urban and rural communities to take pride in being vibrant, sustainable and having a high quality of life. To achieve this we want to deliver excellent, appropriate services and value for money.

On 8th March 2012, the Council retained the 2007 vision but approved a new set of strategic priorities and objectives, listed in order of importance, to ensure that the District maximises the benefits from:-

- 1. Prosperity - the challenge of building prosperity in our community,**
- 2. People - the challenge of securing the best opportunities for people in our community**
- 3. Place - the challenge of maintaining the strengths and character of the district**
- 4. Public Service - the challenge of maintaining good standards of public service and ensuring the Council meets its statutory responsibilities**

Strategic objectives define how these priorities will be delivered and operational plans at business unit level add further detail.

Of additional interest are the themes of the Council's Facilities Improvement Plan and the Playing Pitch Strategy which have identified the current provision and future needs of local communities in terms of indoor and outdoor sports facilities.

The three documents link together in order for the provision of both facilities and sports development are considered in the aim 'Improving access and participation for all and making sport and physical activity part of everyone's life'.

About Newark and Sherwood

Newark and Sherwood is the largest district in Nottinghamshire with 65,000 hectares (one third of the County) with a population of 114,817 (ONS 2011) of which 27,700 (excluding Balderton with a population of 9,757) are located in Newark which is the largest urban area in the District. As a designated Growth Point, it is anticipated that approximately 7,000 new properties are planned to be built around Newark by 2026 bringing an estimated increase in population of 13,000.

Population

Newark and Sherwood has marginally fewer males (49%) than females (51%) compared with the national average. Of more significance is that there is a higher proportion of 50+ year olds (40%), especially males, fewer 15-19 year olds (6%) and significantly fewer 20-29 year olds (10%). The 40 – 65 year old group represents 37% of the District's population. Consideration therefore needs to be given to servicing the medium and longer-term needs of the current 40-65 year olds in particular, taking account of the potentially lower than average demand from the current 20 -29 year old group in the short, medium and longer-term.

The projected population growth of +8% by 2021 (ONS) may be skewed by the impact of Growth Point status which is likely to realise an additional 13,000 new residents in the area between 2009 and 2021.

Index of Multiple Deprivation Profile

The District has an indices of deprivation (2011) average score ranking of 147th in England (where 1 is most deprived and 354 is least deprived). It has 6 wards in the bottom quintile for levels of deprivation. Three of these wards are clustered around Newark and three are located in the former mining areas in the north western part of the District. These small 'pockets' of deprivation are significant for residents in those areas and are the focus for several interventions including sporting and health related activities and programmes.

Health

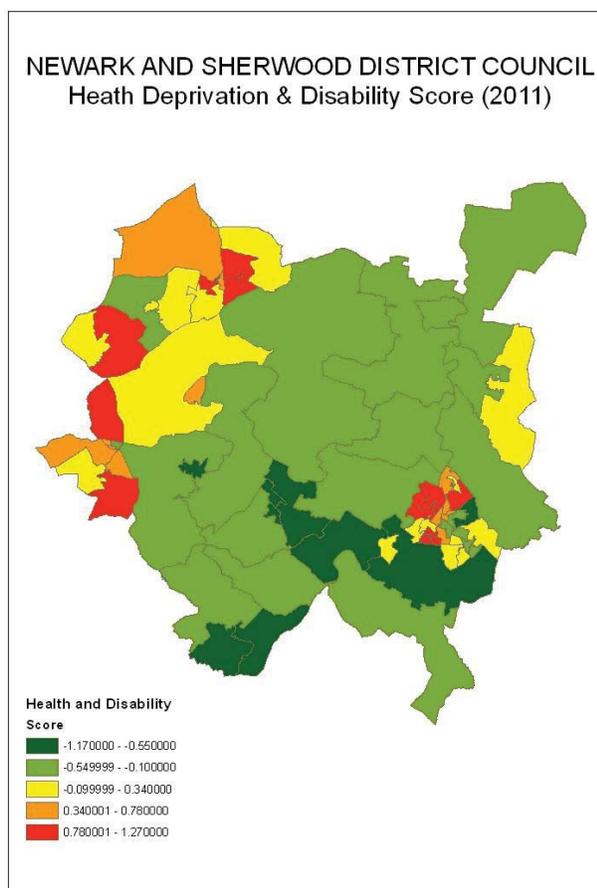
The 2012 EMPHO Health Profile for the area shows that in comparison to the national average, life expectancy is six months shorter for males (78.0 years) and about 1 month longer for females (82.7 years). There is considerable variation across the District however Life expectancy is 8.7 years lower for men and 6.3 years lower for women in the most deprived areas than in the least deprived areas. Approximately 21% of the population lives with a long-term illness (e.g. diabetes). This is higher than the England average and is strongly correlated with the old mining communities in the north-west of the area.

It is notable that the worst health is suffered in the most deprived areas of the District.

Map 1: Deprivation and Health →

Obesity rates in adults across the District is on par with the average for England. 24% of adults in the District were estimated to be overweight or obese in 2012, falling slightly from the 2007 figure. 16.7% of year 6 children (10 to 11 year olds) were classified as obese which is slightly below the national average of 19%.

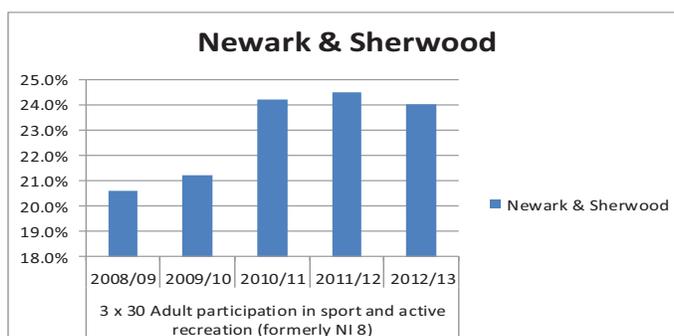
The 2012 EMPHO Health Profile for the area shows that, in comparison to the national average, life expectancy is six months shorter for males (78.0 years) and about 1 month longer for females (82.7 years). There is considerable variation across the District, however life expectancy is 8.7 years lower for men and 6.3 years lower for women in the most deprived areas of Newark and Sherwood than in the least deprived areas. Approximately 21% of the population lives with a long-term illness (e.g. diabetes). This is higher than the England average and is strongly correlated with the old mining communities in the north-west of the area.



Participation Rates

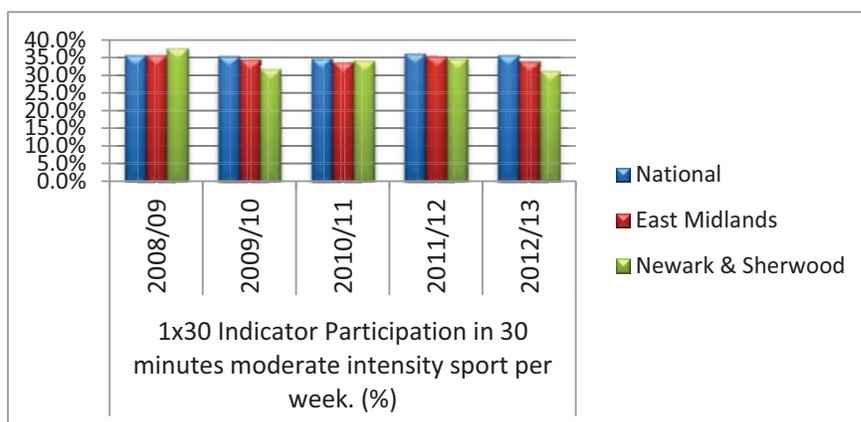
Sport England’s Active People 7 Survey in 2013 showed that participation in physical activity and sport (3 x 30 minutes of moderately intense activity per week) is 24.2% which is slightly below East Midlands and national averages of 24.5% and 24.7% respectively. Participation is slightly higher amongst females (24.7%) than males (23.8%) despite the fairly even gender split of the population.

	Year	Newark & Sherwood
3 x 30 Adult participation in sport and active recreation (formerly NI 8)	2008/09	20.6%
	2009/10	21.2%
	2010/11	24.2%
	2011/12	24.5%
	2012/13	24.0%



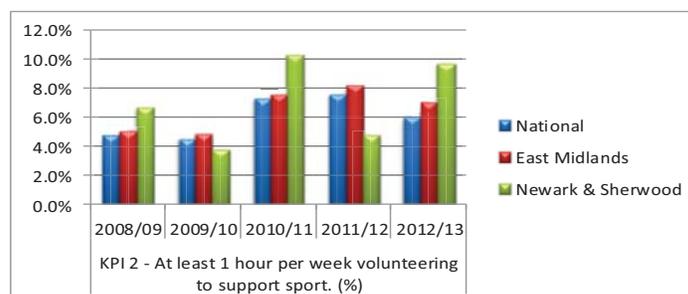
In addition, the survey identified some significant differences in levels of participation in 30 minutes of moderate activity once per week, with a large decrease in people taking part from 2008/9 to 2012/3.

		National	East Midlands	Newark & Sherwood
1x30 Indicator Participation in 30 minutes moderate intensity sport per week. (%)	2008/09	35.7%	35.7%	37.6%
	2009/10	35.3%	34.4%	31.7%
	2010/11	34.8%	33.5%	34.1%
	2011/12	36.0%	35.3%	34.8%
	2012/13	35.7%	33.9%	31.2%

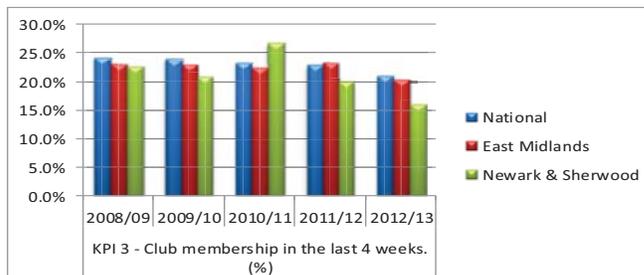


Adult Volunteering for one hour per week was significantly higher in the District with 9.7% compared to 7% in the East Midlands and 6% nationally, whilst club membership has reduced by 4% from 19.9% to 15.9.

		National	East Midlands	Newark & Sherwood
KPI 2 - At least 1 hour per week volunteering to support sport. (%)	2008/09	4.7%	5.0%	6.7%
	2009/10	4.5%	4.8%	3.7%
	2010/11	7.3%	7.6%	10.3%
	2011/12	7.6%	8.2%	4.7%
	2012/13	6.0%	7.0%	9.7%



		National	East Midlands	Newark & Sherwood
KPI 3 - Club membership in the last 4 weeks. (%)	2008/09	24.1%	23.0%	22.6%
	2009/10	23.9%	23.0%	20.8%
	2010/11	23.3%	22.3%	26.7%
	2011/12	22.8%	23.3%	19.9%
	2012/13	21.0%	20.3%	15.9%



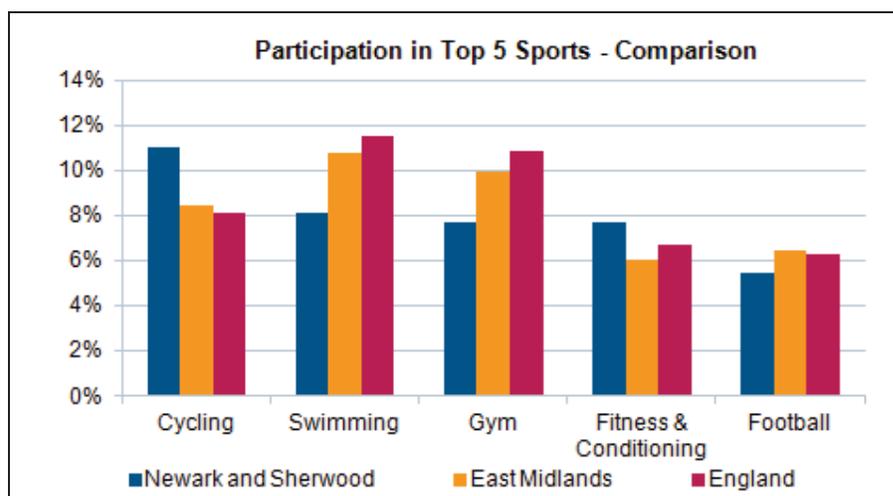
In terms of sport and physical activity preferences cycling, swimming, gym, fitness and conditioning and football are the most popular activities as per the table below.

Top 5 Sports in Newark and Sherwood with East Midlands and England comparison

Sport	Newark and Sherwood		East Midlands		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Cycling	10.1	11.0%	7.8	8.5%	3,458.9	8.1%
Swimming	7.5	8.1%	9.9	10.8%	4,896.9	11.5%
Gym	7.1	7.7%	9.1	10.0%	4,622.7	10.9%
Fitness & Conditioning	7.1	7.7%	5.6	6.1%	2,854.7	6.7%
Football	5.0	5.5%	5.9	6.5%	2,689.7	6.3%

Source: Active People Survey 7, 2012/13

Measure: Participation rate of the top 5 sports and the number of adults (16+) that participate at least once per month.



Sport England Market Segmentation

In order to increase adult participation in sport and active recreation it is critical to understand the sporting community, therefore the Market Segmentation Model, developed by Sport England and Experian Business Strategies, identifies 19 'sporting' segments which will improve understanding of attitudes, motivations and perceived barriers to sports participation. The segmentation model will enable Newark and Sherwood to develop tailored interventions, communicate more effectively with our target market and to better understand participation in the context of life-stage and lifecycles.

Sport England Market Segmentation Summary

Name	Title	Description	Top three participating sports nationally
Ben	Competitive Male Urbanites	Male (aged 18-25), recent graduates, with a 'work-hard, play-hard' attitude. Most sporty of 19 segments.	Football (33%) Keep fit/gym (24%) Cycling (18%)
Jamie	Sports Team Drinkers	Young blokes (aged 18-25) enjoying football, pints and pool.	Football (28%) Keep fit/gym (22%) Athletics (12%)

Name	Title	Description	Top three participating sports nationally
Chloe	Fitness Class Friends	Young (aged 18-25) image-conscious females keeping fit and trim.	Keep fit/gym (28%) Swimming (24%) Athletics (14%)
Leanne	Supportive Singles	Young (aged 18-25) busy mums and their supportive college mates. Least active segment of her age group.	Keep fit/gym (23%) Swimming (18%) Athletics (9%)
Helena	Career Focused Females	Single professional women, enjoying life in the fast lane (aged 26-45).	Keep fit/gym (26%) Swimming (23%) Cycling (11%)
Tim	Settling Down Males	Sporty male professionals (aged 26-45), buying a house and settling down with partner.	Cycling (21%) Keep fit/gym (20%) Swimming (15%)
Alison	Stay at Home Mums	Mums with a comfortable, but busy, lifestyle (aged 36-45).	Keep fit/gym (27%) Swimming (25%) Cycling (12%)
Jackie	Middle England Mums	Mums (aged 36-45) juggling work, family and finance.	Keep fit/gym (27%) Swimming (20%) Cycling (9%)
Kev	Pub League Team Mates	Blokes (aged 36-45) who enjoy pub league games and watching live sport.	Keep fit/gym (14%) Football (12%) Cycling (11%)
Paula	Stretched Single Mums	Single mum (aged 26-45) with financial pressures, childcare issues and little time for pleasure.	Keep fit/gym (18%) Swimming (17%) Cycling (5%)
Philip	Comfortable Mid-Life Males	Mid-life professional (aged 46-55), sporty males with older children and more time for themselves.	Cycling (16%) Keep fit/gym (15%) Swimming (12%)
Elaine	Empty Nest Career Ladies	Mid-life professionals who have more time for themselves since their children left home (aged 46-55).	Keep fit/gym (21%) Swimming (18%) Cycling (7%)
Roger & Joy	Early Retirement Couples	Free-time couples nearing the end of their careers (aged 56-65).	Keep fit/gym (13%) Swimming (13%) Cycling (8%)
Brenda	Older Working Women	Middle aged ladies (aged 46-65), working to make ends meet.	Keep fit/gym (15%) Swimming (13%) Cycling (4%)
Terry	Local 'Old Boys'	Generally inactive older men (aged 56-65), low income and little provision for retirement.	Keep fit/gym (8%) Swimming (6%) Cycling (5%)
Norma	Later Life Ladies	Older ladies (aged 56-65), recently retired, with a basic income to enjoy their lifestyles.	Keep fit/gym (12%) Swimming (10%) Cycling (2%)
Ralph & Phyllis	Comfortable Retired Couples	Retired couples (aged 66+), enjoying active and comfortable lifestyles.	Keep fit/gym (10%) Swimming (9%)

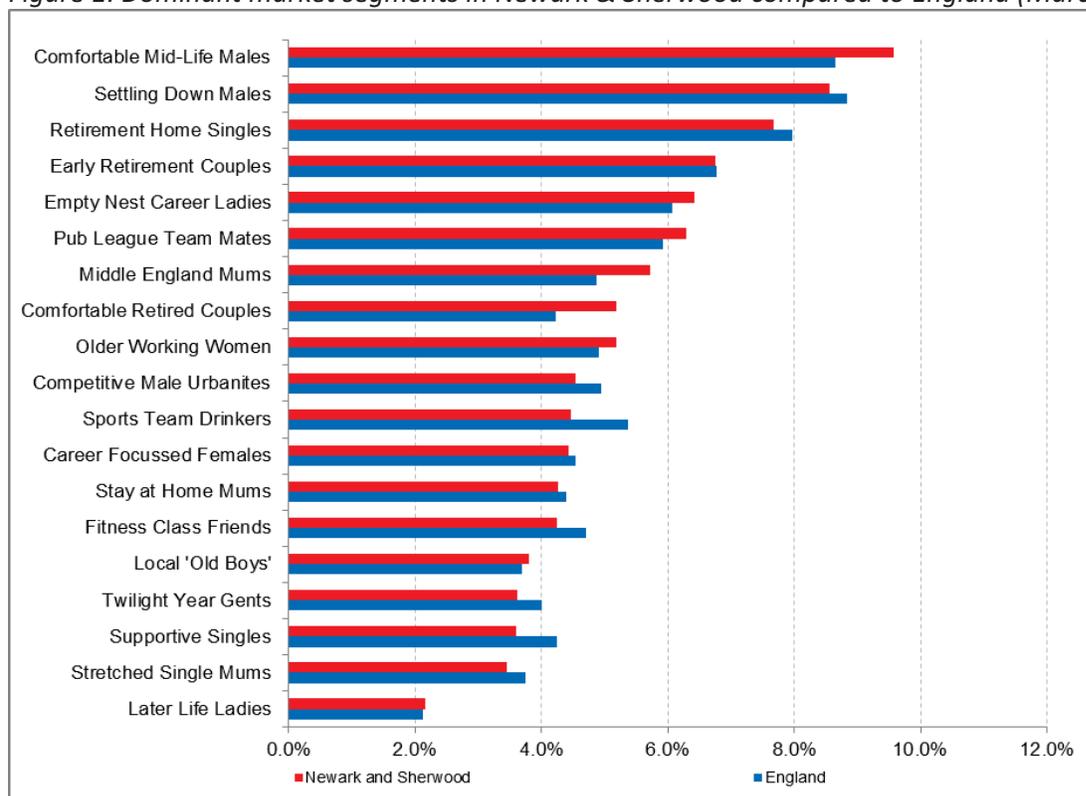
Name	Title	Description	Top three participating sports nationally
			Golf (7%)
Frank	Twilight Year Gents	Retired men (aged 66+) with some pension provision and limited sporting opportunities.	Golf (7%) Keep fit/gym (6%) Bowls (6%)
Elsie & Arnold	Retirement Home Singles	Retired singles or widowers (aged 66+), predominantly female, living in sheltered accommodation.	Keep fit/gym (10%) Swimming (7%) Bowls (3%)

Knowing which segment is most dominant in the local population is important as it can help direct provision and programming. For example, whilst the needs of smaller segments should not be ignored, it is useful for Newark & Sherwood District Council to understand which sports are enjoyed by the largest proportion(s) of the population. Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles.

The Profile in Newark and Sherwood – Dominant Market Segmentation

Dominant market segments in Newark & Sherwood are also identified in figure 1. In addition, the dominant market segments nationally are also displayed as a means of comparison. For example, the segmentation profile for Newark & Sherwood indicates 'comfortable mid-life males' to be the largest segment of the adult population at 9.6%, compared to a national average of 8.6%.

Figure 1: Dominant market segments in Newark & Sherwood compared to England (March 2014)



The following data indicates that 'Philip', 'Tim' and 'Elsie & Arnold' are the three dominant market segments in Newark & Sherwood representing 25.9% (23,032) of the adult population (compared to 26.2% regionally and 25.4% nationally).

Table 1.3: Newark & Sherwood: Sport England market segments

Name	Description	Newark & Sherwood		East Midlands	England
		Number	Rate	Rate	Rate
Philip	Comfortable Mid-Life Males	8,544	9.6%	9.4%	8.6%
Tim	Settling Down Males	7,637	8.6%	8.2%	8.8%
Elsie & Arnold	Retirement Home Singles	6,851	7.7%	8.6%	8.0%
Roger & Joy	Early Retirement Couples	6,026	6.8%	7.6%	6.8%
Elaine	Empty Nest Career Ladies	5,722	6.4%	6.3%	6.1%
Kev	Pub League Team Mates	5,606	6.3%	5.7%	5.9%
Jackie	Middle England Mums	5,102	5.7%	5.5%	4.9%
Ralph & Phyllis	Comfortable Retired Couples	4,625	5.2%	3.6%	4.2%
Brenda	Older Working Women	4,622	5.2%	5.2%	4.9%
Ben	Competitive Male Urbanites	4,054	4.5%	4.3%	4.9%
Jamie	Sports Team Drinkers	3,978	4.5%	5.2%	5.4%
Helena	Career Focused Females	3,947	4.4%	4.1%	4.5%
Alison	Stay at Home Mums	3,811	4.3%	4.2%	4.4%
Chloe	Fitness Class Friends	3,791	4.3%	3.9%	4.7%
Terry	Local 'Old Boys'	3,400	3.8%	3.8%	3.7%
Frank	Twilight Year Gents	3,237	3.6%	4.7%	4.0%
Leanne	Supportive Singles	3,217	3.6%	4.2%	4.3%
Paula	Stretched Single Mums	3,074	3.4%	3.3%	3.7%
Norma	Later Life Ladies	1,936	2.2%	1.9%	2.1%
Total		89,180	100.1%	99.7%	99.9%

Source: Sport England, 2014, Measure: Sport Market Segmentation

Table 1.3 illustrates that 'Philip' (comfortable mid-life male) is the market segment with the greatest coverage in Newark & Sherwood, accounting for 9.6% of the population. This means that, of the 19 segments, the greatest proportion would benefit from initiatives that appeal to 'Philips'; sports such as cycling, keep fit/gym and swimming.

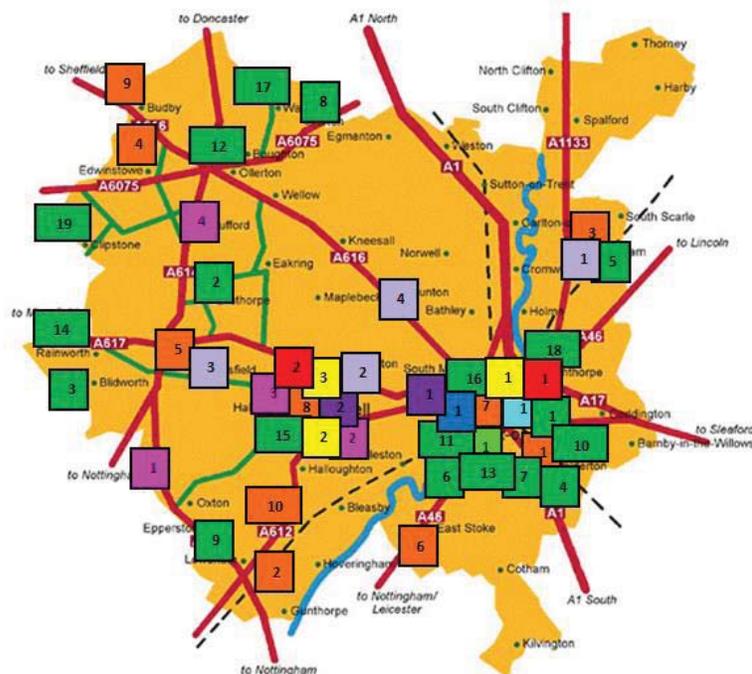
'Tim' (settling down males) (8.6%) and 'Elsie & Arnold' (retirement home singles) (7.7%) are the second and third largest market segments of the population in Newark & Sherwood. Typically, 'Tims' participate in sports such as cycling, keep fit/gym swimming, while 'Elise & Arnold' participate in keep fit/gym, swimming and bowls.

Using Sport England’s Market Segmentation Tool it is possible to gain some understanding of attitudes and motivations to participating in sport at national and local level of these targeted groups. This helps Newark and Sherwood District Council identify how best to encourage different segments of the community to take part in sport and physical activity.

Club Accreditation

The Sports Development Team is committed to developing and supporting voluntary sports clubs to achieve the Sport England Clubmark accreditation and National Governing Body accreditation.

The accreditation is a quality standard that clubs can achieve to demonstrate a number of criteria is in place including qualified coaches, child welfare, health and safety, recreation and competition and plans for the future. Many clubs in the district have achieved this award and they are mapped below.



Accredited Clubs in Newark and Sherwood – Key

Name of Sport	Name of Club	Colour	Number
Athletics	Newark Athletics Club	Light Blue	1
Basketball	Newark Basketball Club	Green	1
Cricket	Balderton Cricket Club	Orange	1
Cricket	Caythorpe Cricket Club	Orange	2
Cricket	Collingham & District Cricket Club	Orange	3
Cricket	Edwinstowe Cricket Club	Orange	4
Cricket	Farnsfield Cricket Club	Orange	5
Cricket	Flintham Cricket Club	Orange	6
Cricket	Newark Ransome & Marles Cricket Club	Orange	7
Cricket	Southwell Cricket Club	Orange	8

Cricket	Thoresby Colliery Cricket Club		9
Cricket	<u>Thurgarton Cricket Club</u>		10
Football	AFC Brazil Youth		1
Football	Bilsthorpe Youth Football Club		2
Football	Blidworth Welfare Colts Youth Football Club		3
Football	Claypole & Fernwood Warriors Youth Football Club		4
Football	Collingham Youth Football Club		5
Football	Farndon Colts Youth Football Club		6
Football	Fernwood Foxes Youth Football Club		7
Football	Kirton Brickworks Football Club		8
Football	Lowdham Colts Youth Football Club		9
Football	Newark Flowserve Youth Football Club		10
Football	Newark Town Youth Football Club		11
Football	Ollerton Town Football Club		12
Football	R.H.P. Colts Youth Football Club		13
Football	Rainworth Miners Welfare Football Club		14
Football	Southwell City Football Club		15
Football	Sutton-on-Trent Youth Football Club		16
Football	Walesby Juniors Football Club		17
Football	Winthorpe & Coddington Tigers Youth Football Club		18
Football	Robin Hood Colts Youth Football Club		19
Golf	Oakmere Park Admirals Golf Club		1
Golf	Southwell Golf club		2
Golf	Norwood Park Golf Centre		3
Golf	Rufford Park Golf & Country Club		4
Rowing	Newark Rowing Club		1
Rugby Football Union	Newark Rugby Union Football Club		1
Rugby Football Union	Southwell Rugby Club		2
Swimming	Newark Swimming Club		1
Swimming	Calverton and Bingham Swimming Club		2
Swimming	Southwell Swimming Club		3
Squash	Grove Squash Club		1
Squash	Southwell Squash Club		2
Tennis	Collingham Lawn Tennis Club		1
Tennis	Southwell Lawn Tennis Club		2
Tennis	Farnsfield Lawn Tennis Club		3
Tennis	Caunton Lawn Tennis Club		4

Active Places

A useful search engine for local sports facilities any where in England is the Active Places website. Newark and Sherwood has a number of facilities on the map including the full plethora of providers including local authority, private, sports clubs and pitches, parks and open spaces. Currently there are locations and details for eleven different facility types, and this information is being constantly checked and updated. Other facility types will be introduced in the future.

Facilities Planning

In terms of direct provision and operations, Newark and Sherwood District Council currently operates four main leisure centres including Southwell Leisure Centre which is an independent charitable trust. Current usage rates at the 4 centres shows a positive trend overall rising from 765,563 in 2008/09 to 1,071,930 in 2013/14 and averaging slightly over 1 million users a year for the past 6 years.

Further research and analysis has been undertaken to establish:

- identification of effective catchment areas;
- quantity of provision;
- assessment of levels and types of use;
- Assessment of quality of provision.

In very general terms, there is an inadequate supply of built facilities (in adequate condition) used for sport and recreation in Newark and Sherwood, although the management, use and accessibility of these facilities are variable. Issues relating to the availability of specific types of facilities of sport and recreation facility tend to be localised.

Recent community consultation has identified the following with regard to sport and recreation provision:

- Leisure facilities in the District are in need of upgrading
- A need for improved provision for swimming
- Areas to the east of Newark were generally better catered for than those to the west
- It may be better to invest in upgrading existing facilities rather than building new

The identified priority sport and recreation facility development needs in Newark and Sherwood based on consultation findings are (in no particular order) to:

- Extend and develop the network of MUGAs
- Provide additional full size Third Generation Artificial Grass Pitches (AGP) in Newark
- Develop additional/replace sports hall(s) to cater for additional demand and ageing facilities, particularly in Newark
- Increase use (and accessibility) of facilities for sport and recreation in rural areas
- Improve the quality of changing accommodation, particularly on multi-pitch sites
- Improve provision of specific sports (e.g., athletics, swimming, hockey, tennis, squash)

GET ACTIVE

To introduce and develop sport and physical activity for all people, using taster sessions, courses, events and local partners.

OBJECTIVE	ACTION	RESPONSIBILITY	PERFORMANCE MEASURES
1. Develop and provide opportunities for young people to take part in sport and physical activity	<ul style="list-style-type: none"> a. Organise, deliver and evaluate school holiday programme activities in target areas b. Offer a programme of after school clubs across the district using Sports Development coaching staff, volunteers and club coaches c. Support inter primary and secondary school competitions, festivals and tournaments in a variety of sports 	<p>SDA</p> <p>SDA</p> <p>SDA</p>	<p>Participation statistics</p> <p>Participation statistics</p> <p>Participation statistics</p>
2. Develop a network of local partners	<ul style="list-style-type: none"> a. Promote the Active, Activo 60, Xperience and Corporate Schemes b. Develop and deliver workplace health initiatives and participation programmes leading to festivals and tournaments c. Investigate sponsorship opportunities within the partnership of local events and competitions 	<p>ALL</p> <p>ALO</p> <p>ALL</p>	<p>APS KPI 1</p> <p>APS KPI 1</p> <p>APS KPI 1</p>
3. Increase the number of Newark and Sherwood residents participating in 3 x 30 minutes of physical activity per week	<ul style="list-style-type: none"> a. Promote the Active, Activo 60, Xperience and Corporate Schemes b. Support and develop local events to promote health and well-being, delivering Body MOTs and physical activity opportunities c. Review the Active People Survey using the Diagnostic Tool d. Promote the opportunities available to 50+ groups and develop further activities to encourage participation e. Promote coach education courses to encourage more participation and becoming more active f. Review Leisure Card users that participate 2 times per week and target to increase to 3 times per week g. Promote and develop the Sport England CSAF project to engage non users across the 7 identified areas h. Engage children and young people in 'Doorstep Sports Clubs' in Bridge and Boughton wards 	<p>ALL</p> <p>ALO</p> <p>CDM</p> <p>ALO</p> <p>CCDO</p> <p>ALO</p> <p>IAO</p> <p>IAO</p>	<p>APS KPI 1</p> <p>APS KPI 1</p> <p>Review complete – action plan</p> <p>APS KPI 1</p> <p>APS KPI 2</p> <p>APS KPI NI 8</p> <p>KPI's identified in project</p> <p>Streetgames targets agreed</p>
4. Support and promote independence in older people	<ul style="list-style-type: none"> a. Organise, deliver and evaluate a number of seated exercise classes b. Organise a Chair Based Exercise Workshop to train volunteers to deliver classes in the community c. Work in partnership to promote independence in older people and opportunities for staying active d. Organise and deliver alternative activities as part of the Sport England CSAF project e.g. walking football, ballroom dancing 	<p>ALO</p> <p>ALO</p> <p>ALO</p> <p>IAO</p>	<p>APS KPI 1</p> <p>APS KPI 2</p> <p>APS KPI 1</p> <p>KPI's identified in project</p>

BE INCLUSIVE

To provide, develop and improve opportunities for disadvantaged groups including disabled people, low income, eastern European, women and girls and rural isolation.

OBJECTIVE	ACTION	RESPONSIBILITY	PERFORMANCE MEASURES
1. Develop and support opportunities for disabled people to be more active	<ul style="list-style-type: none"> a. Identify clubs in the district to develop opportunities for disabled people b. Support the Newark and Sherwood School Games Organisers in the delivery of the Nottinghamshire School Games events c. Identify activities in leisure centres and ensure equal access d. Develop a boccia league for day centres and schools e. Support groups and day centres to produce an annual programme of activity and events f. Support the work of the Disability Development Forum g. Allow exercise groups and sessions to be accessible within the GP Referral scheme 	<ul style="list-style-type: none"> IAO IAO IAO IAO IAO IAO ALO 	<ul style="list-style-type: none"> Clubs identified Participation statistics APS KPI 1 League delivered Programme developed Action plan produced APS KPI 1
2. Develop opportunities for disabled people to gain qualifications and experience in sport and physical activity	<ul style="list-style-type: none"> a. Identify individuals from client groups to complete Sports Leader, National Governing Body and generic courses b. Identify clubs/opportunities to provide placements 	<ul style="list-style-type: none"> IAO CCDO/IAO 	<ul style="list-style-type: none"> APS KPI 2 APS KPI 2
3. Develop and support diversionary opportunities in target areas for young people	<ul style="list-style-type: none"> a. Organise, deliver and evaluate a programme of diversionary activities including the Sports Activity For Everyone (SAFE) project in 7 identified areas across the district and 'Doorstep Sports Clubs' b. Utilise figures from Community Safety to identify areas for activity and run these alongside the Notts CC Targeted Support Team. c. Co-ordinate opportunities for young people in communities to avoid duplication d. Provide information regarding exit routes and other activities to encourage lifelong participation e. Work alongside Positive Futures to engage young people in positive activities across Hawtonville 	<ul style="list-style-type: none"> IAO IAO IAO IAO IAO 	<ul style="list-style-type: none"> KPI's identified in project Streetgames targets agreed KPI's identified Co-ordinated programme APS KPI 1 Participation statistics
4. Develop and support minority groups to increase physical activity levels	<ul style="list-style-type: none"> a. Identify community groups that cater for women and girls, black minority ethnic, travellers and the eastern European population and promote the activities available b. Develop and support physical activity for target groups and encourage integration into existing clubs and activities c. Develop a network of communication with key contacts from target groups d. Conduct a survey to the groups to identify and deliver new activity in partnership with other agencies e. Develop promotional material for physical activity opportunities in large print and alternative languages 	<ul style="list-style-type: none"> IAO IAO IAO IAO IAO 	<ul style="list-style-type: none"> APS KPI 1 APS KPI 1 Communications increased APS KPI 1 Material produced

	f. Encourage and identify individuals from target groups to complete National Governing Body Awards or instructor qualifications	IAO	APS KPI 2
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GET INVOLVED

To develop and increase the number of sports leaders, coaches, officials and volunteers in the district that provide opportunities for participation in sport and physical activity.

OBJECTIVE	ACTION	RESPONSIBILITY	PERFORMANCE MEASURES
1. To increase and develop the number of volunteers involved in sport and physical activity	<ul style="list-style-type: none"> a. Identify volunteer recruitment opportunities and events b. Support and encourage clubs to recruit volunteers c. Provide opportunities for young people to gain experience in leading activities and supporting events through the VISPA Volunteering Scheme and National Citizen Service d. Review the Active People Survey using the Diagnostic Tool e. Deliver sports leader courses for young people aged 14-19 engaging in anti social behaviour f. Proactively promote and recruit parents and carers into volunteering opportunities g. Utilise 'Make a Difference Day' and National Volunteer Week 1st – 7th June to recruit, promote and share good practice of volunteering h. Provide support and training to accredited walking groups in the district to help recruit and train walk leaders 	<p>SDA CCDO SDA</p> <p>CDM SDA</p> <p>CCDO</p> <p>ALL</p> <p>ALO</p>	<p>APS KPI 2 APS KPI 2 APS KPI 2</p> <p>Review completed – action plan APS KPI 2</p> <p>APS KPI 2</p> <p>APS KPI 2</p> <p>APS KPI 2</p>
2. Deliver an annual coach education and training programme for coaches, volunteers, leaders and officials	<ul style="list-style-type: none"> a. To conduct an audit of the needs of district based clubs b. To conduct an audit of other providers of NGB courses and develop a co-ordinated programme c. To host 3 generic courses per year d. To deliver 3 sports leader courses per year e. To deliver a programme of sports specific 'bolt on' courses for sports leaders f. To investigate and attract funding from the Skills Funding Agency to deliver further courses in the district 	<p>CCDO CCDO</p> <p>CCDO CCDO/SDA CCDO/SDA</p> <p>CCDO/SDA</p>	<p>APS KPI 2 APS KPI 2</p> <p>APS KPI 2 APS KPI 2 APS KPI 2</p> <p>APS KPI 2</p>
3. To promote the grant aid opportunities available to district based coaches and volunteers	<ul style="list-style-type: none"> a. Conduct an audit of the current grant aid available to residents of Newark and Sherwood b. Develop the grant aid information on the Sports Development Unit web pages c. Circulate information to clubs on an annual basis d. Produce and circulate a funding newsletter to clubs, schools and community groups e. Plan, organise and deliver a Funding Roadshow specific for sport and physical activity f. Support clubs and organisations in their applications for funding 	<p>CCDO</p> <p>SDA</p> <p>CCDO CCDO</p> <p>CCDO</p> <p>ALL</p>	<p>Increase in funding into N&S</p> <p>Increase in applications</p> <p>Increase in funding into N&S Increase in funding into N&S</p> <p>Increase in funding into N&S</p> <p>Increase in funding into N&S</p>

RAISING THE PROFILE

To market and promote sport and physical activity and the importance of active living to the community through websites, District Sports Review and newsletters

OBJECTIVE	ACTION	RESPONSIBILITY	PERFORMANCE MEASURES
1. Develop and maintain informative web pages linked to partner organisations	<ul style="list-style-type: none"> a. Identify district based sports clubs with websites b. Increase information regarding support available c. Proactively promote the website details to encourage usage 	<ul style="list-style-type: none"> SDA SDA ALL 	<ul style="list-style-type: none"> APS KPI 3 APS KPI 3 APS KPI 3
2. Plan and organise the District Sports Review and Awards Evening	<ul style="list-style-type: none"> a. Engage partners and local press to promote the nomination process b. Recruit volunteers to support the delivery of the event c. Nominate all winners to the Nottinghamshire Sports Review d. Ensure coverage is maximised in the local media 	<ul style="list-style-type: none"> ALL ALL ALL ALL 	<ul style="list-style-type: none"> Increase in nominations Increase in volunteers Action complete Press coverage
3. Market and promote the Sports Development Unit and activities available within the district	<ul style="list-style-type: none"> a. Develop and support District based events in order to promote the opportunities available b. Purchase promotional items that will promote the services offered c. Produce and circulate Members newsletters to share good practice and achievements 	<ul style="list-style-type: none"> ALL SDA CDM/SDA 	<ul style="list-style-type: none"> All APS KPI's All APS KPI's Newsletter circulated

ACTIVE COMMUNITIES

To increase participation by developing and supporting activity in rural areas and community facilities

OBJECTIVE	ACTION	RESPONSIBILITY	PERFORMANCE MEASURES
1. Establish partnerships with community groups to develop further local opportunities	<ul style="list-style-type: none"> a. Develop the Newark and Sherwood Sports Council further to share information and provide workshops to upskill community groups b. Continue to support and develop the following groups to achieve their aims and objectives; Fernwood Sports Association, Ollerton and Boughton Sports Forum, Southwell Sports Forum, The New Newark Youth League, Cricket Development Group and the Newark Sports Association c. Develop a network of communication with community groups to share information and circulate good practice d. Establish the Newark and Sherwood Walking Group Forum to engage our established walking groups and share best practice e. Support and share information with district based Youth Councils in order to develop opportunities for young people 	<ul style="list-style-type: none"> CDM/CCDO CDM/CCDO E Comms Officer ALO IAO 	<ul style="list-style-type: none"> Number of clubs affiliated Action plans produced/achieved Increased opportunities APS KPI 1 APS KPI 1/2
2. Empower parish councils and community groups to develop activity programmes locally	<ul style="list-style-type: none"> a. Circulate example project details and information to Parish Clerks b. Identify links with local schools c. Identify local facilities that can be used for physical activity d. Conduct an audit of the user groups of parish/village facilities and community centres 	<ul style="list-style-type: none"> CDM CDM CDM CDM 	<ul style="list-style-type: none"> APS KPI 1 Participation statistics APS KPI 1 APS KPI 1

	e. Identify 2 communities per year to hold 'roadshow' events regarding health, sport and leisure	CDM	Roadshows delivered
3.	Work in partnership with schools to develop community access to facilities	CDM CDM	Increase in users APS KPI 1
4.	Offer support and advice to parish councils and community groups to obtain funding for local sport and physical activity projects	CDM/CCDO CDM/CCDO	Number of clubs affiliated Increased opportunities
5.	Work with partners and local health services to increase participation and reduce health inequalities across the district	ALO ALO	APS KPI 1 APS KPI 1
	a. Develop the Sport and Physical Activity Forum further to share information to community groups b. Develop a network of communication with community groups to share information and circulate good practice		
	a. Continue to work in partnership with the districts GP surgeries to develop the GP referral, strokeability and seated exercise programmes b. Develop further links with the Newark Hospital specialist teams to increase awareness and the number of referrals for our community based cardiac rehabilitation, strokeability and pulmonary rehabilitation sessions.		

CLUBS FOR LIFE

To improve and support the current sporting infrastructure of voluntary clubs, promoting the value of Club Mark accreditation, sustaining school to club links and accessing funding.

OBJECTIVE	ACTION	RESPONSIBILITY	PERFORMANCE MEASURES
1.	To encourage all district based sports clubs with junior sections to work towards Sport England Club Mark or the relevant NGB Accreditation	CCDO CCDO CCDO CCDO	Number of accredited clubs Number of accredited clubs Number of accredited clubs Number of accredited clubs
2.	Develop and establish more links between schools and clubs	CCDO CCDO	Participations statistics APS KPI 1
	a. Promote NSDC and Sport Nottinghamshire websites b. Produce flyers promoting exit routes/club opportunities to distribute to participants after all events c. Support the SGO's to identify local clubs and establish links d. Identify clubs to link with schools through the Satellite Clubs programme	CCDO CCDO CCDO CCDO	APS KPI 3 APS KPI 3
3.	Offer support and advice to clubs regarding funding opportunities	CCDO CCDO SDA	APS KPI 2 Increase in funding into N&S APS KPI 1
	a. Deliver an annual programme of seminars for volunteers, coaches and leaders b. Develop a network of communication with clubs to share information and circulate good practice regarding funding c. Promote the usage of the sports equipment loan scheme		

4.	To work with local partners and agencies to assist with the development of existing and new club facilities	a.	Ensure partners are represented on new project developments ie New Leisure Centre for Newark, Newark Sports Hub	BM/CDM	SD input
5.	Support clubs to develop by offering grant aid schemes	a.	Promote NSDC, NCC Community Fund and other grant aid schemes to local clubs to develop more activity	ALL	Increase in funding into N&S

DEVELOP AND IMPROVE

To raise standards of providers through recognised quality assurance schemes, monitoring and evaluating programmes and specific action plans.

OBJECTIVE	ACTION	RESPONSIBILITY	PERFORMANCE MEASURES
1.	Ensure Service Level Agreements and contracts are in place and reviewed and monitored regularly	BM/CDM	SLA targets identified/achieved
	a. Deliver the SLA's and contracts with NCC Public Health, New College Nottingham and Sport England relating to external funding secured		
	b. Hold 6 monthly meetings with the partners to review the programme	BM/CDM	SLA targets identified/achieved
2.	Review and produce a succession document regarding sport and physical activity development in Newark and Sherwood	BM/CDM	Plan produced
	a. Consult with group representatives regarding achievements	BM/CDM	Plan produced
	b. Consult with other agencies regarding achievements	BM/CDM	Plan produced
	c. Develop a draft document for circulation and comments	BM/CDM	Plan produced
	d. Produce final draft and circulate to partners	BM/CDM	Plan produced

GLOSSARY OF TERMS

AGP	Artificial Grass Pitches
ALO	Active Lifestyles Officer
APS	Active People Survey
BM	Business Manager
CCDO	Club and Coach Development Officer
CDM	Community Development Manager
CSAF	Community Sport Activation Fund
EMPHO	East Midlands Public Health Observatory
IAO	Inclusive Activity Officer
KPI	Key Performance Indicator
MUGA	Multi Use Games Area
N&S	Newark & Sherwood
NCC	Nottinghamshire County Council
NGB	National Governing Body
NSDC	Newark & Sherwood District Council
ONS	Office of National Statistics
SAFE	Sports Activity For Everyone
SCUK	Sports Coach UK
SDA	Sports Development Assistant
SGO	School Games Officer
SLA	Service Level Agreement
VISPA	Volunteering in Sport and Physical Activity