

# Sport in Our Community

## Investment Programme Report



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WOMEN IN SPORT AND PHYSICAL ACTIVITY

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# Foreword



I am delighted to introduce Sport Northern Ireland's (SNI) Sport in Our Community Investment Programme Mid-Term Report. This report outlines the progress made to the end of the second year of this four year programme and highlights some of the inspirational work initiated across a wide range of areas.

I welcome the contribution made by the projects towards the achievement of SNI's core business objectives and other key governmental targets including tackling obesity and addressing other public health issues, increasing social capital, alleviating community tension and reducing crime.

On the strength of the evidence presented in this report, I believe that we must all continue to advocate the need for increasing levels of investment in community sport, and ensure that sport develops in a cohesive manner, to address:

- The growing levels of physical inactivity and incidence of obesity, particularly amongst our young people;
- The poor levels of physical literacy of children; and
- The growing disparity in participation by women, people with disabilities, older people and young people.

I look forward to continuing our sporting journey together, and to exploring the impact of the programme at the end of March 2010.

**Dominic Walsh**

Chair

Sport Northern Ireland

# Introduction

## ABOUT SPORT NORTHERN IRELAND

SNI is an executive non-departmental public body sponsored by the Department of Culture, Arts and Leisure (DCAL).

SNI's vision, as the lead agency for the development of sport in Northern Ireland is:

"...a culture of lifelong enjoyment and success in sport which contributes to a peaceful, fair and prosperous society..."

In practice, this means creating and developing programmes and partnerships that will contribute to the following strategic objectives:

- Increased participation in sport and physical activity;
- Improved sporting performances; and
- Improved efficiency and effectiveness in the administration of sport.

## PURPOSE OF THIS PUBLICATION

The purpose of this publication is to report on the progress made towards the Sport in Our Community Key Performance Indicators at the end of the second year (31 March 2008) of the four year programme. This report presents data collated from End of Year reports. The data reported by projects at the end of Year 1 has created the baseline for the programme, compared against data presented in Year 2.

Project case studies have been presented within the report to highlight the impact of the programme in targeting specific areas such as:

- Developing physical literacy in young people;
- Increasing opportunities for people with disabilities to participate in sport and physical recreation; and
- Strengthening coaching and volunteering.

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## BACKGROUND TO THE SPORT IN OUR COMMUNITY INVESTMENT PROGRAMME

SNI believes that through targeted investment real progress can be made in developing sport and physical recreation in communities.

Traditionally, SNI has worked with a range of sporting organisations focusing on:

- Increasing participation;
- Improving standards of performance; and
- Developing the effective and efficient administration of sport in Northern Ireland.

As a result of several months of consultation with the broad sporting community and applying learning from previous programmes, an investment of £3.6m was approved from the SNI Lottery Fund to deliver the Sport in Our Community Investment Programme from 1 April 2006 to 31 March 2010. The aim of the programme is to support and deliver innovative and creative projects resulting in:

- An increased number of physically literate young people;
- Increased participation in sport and physical activity among under represented groups; and specifically among people with disabilities
- A competent sporting workforce;
- Professional, accountable and autonomous sporting organisations; and
- An increased efficiency through improved planning and administration.

Successful applicants to the programme demonstrated that their project met at least one of the following three cross-cutting themes:

1. Development and improvement of physical literacy;
2. Development of opportunities for people with disabilities; and/or
3. Creation of sport or physical activity in areas of high social need for those who have not previously had a sustained interest in sport or physical activity.

Following an open application and assessment process, 34 investment awards were made to 30 organisations for a maximum of a four year period to 31 March 2010.

Eleven of the 34 investments were awarded to projects funded through the SNI Community Sport Programme, which commence during the third year of the programme.

In this context, this report focuses on the activities of the 'live' projects in the period 1 April 2006 - 31 March 2008.

# Background

The 30 organisations are:	
Boys' Brigade (Belfast Battalion)	The Boys' Brigade is a uniformed organisation for boys aged 6-18. The Belfast Battalion's B4Sport2 Strategy aims to engage young members aged four to 11 using a multi-skills approach to increase physical literacy through a mix of seven key sports and outdoor pursuits.
Brownlow Campus Sports Trust	Brownlow Campus Sports Trust is a partnership agreement between Lismore Comprehensive, Brownlow College, Craigavon Borough Council and the local community. The partnership evolved from an identified need for additional quality outdoor leisure and recreation facilities in the central Craigavon area.
Cookstown and District Sports Forum	Cookstown and District Sports Forum represents the views of a wide range of sporting clubs and organisations within the Cookstown District Council area. The aim of the Forum is to support and advise the Cookstown District Council Sports Development Unit on strategic issues such as policy, facilities, development, funding and other areas, and to advise on the local direction of sport within the Cookstown District Council area.
Craigavon Sports Advisory Council	Craigavon Sports Advisory Council is an entirely voluntary organisation that acts as an independent advisor to Craigavon Borough Council and is for the benefit of all sports clubs, organisations and local sport in the general area.
Derry Healthy Cities	Derry Healthy Cities is a partnership based approach to improve the health and well-being of the people who live and work in Derry, Limavady, Strabane and Foyle.
Greater Shankill Partnership	The Greater Shankill Partnership is involved with welfare and regeneration programmes across the Belfast area. It delivers services ranging from crèche facilities and family support activities to local sporting events.
Greater Village Regeneration Trust (GVRT)	GVRT exists to galvanise local efforts to articulate and deliver sustainable regeneration, and consists of representatives from the local community, business, political and statutory sectors. Using a holistic approach to urban regeneration, they are involved in projects touching every aspect of the community's life.
Lower Ormeau Resident's Action Group (LORAG)	LORAG represents the residents of the Lower Ormeau Road and is based at Shaftesbury Community and Recreation Centre. It is central to the development of the local community, operating a dawn to dusk policy catering for all in the community through a range of projects and activities.
North Belfast Play Forum	The North Belfast Play Forum was established in the then unused Waterworks tennis courts. The composition of the forum represents the diversity of the local community and manages the multi-sports facility at the Waterworks site.
North Belfast Sports Forum	The North Belfast Sports Forum is a non-profitable organisation, set-up to address the social and economic problems in the area using sport as a medium to bring cross-community groups together.
Old Library Trust	The Old Library Trust Healthy Living Centre is a neighbourhood health project based in the Creggan estate in Derry. The Trust works in partnership with residents, schools, community groups, statutory health service providers and others to improve the health and well-being of local residents.

# Background

PlayBoard	PlayBoard is the leading agency for children’s play in Northern Ireland, working to improve the quality of children’s lives by increasing their opportunity to play.
Southern Sports Partnership	The Southern Sports Partnership is an area partnership representative of each of the Local Authorities within the area, Southern Education and Library Board and SNI. The Partnership strives to co-ordinate and deliver a quality regional development programme which maximises the potential of coaches and performers in the area.
Sport North East	Sport North East is an area partnership representative of each of the nine Local Authorities within the area, the North Eastern Education and Library Board and SNI. The Partnership is dedicated to the development of sporting opportunities for all to participate and improve performance as well as developing links and structures to assist all to fulfil their personal sporting potential and achieve excellence.
Sport South East	Sport South East is a sports development partnership representative of each of the five Local Authorities within the area as well as the South Eastern Education and Library Board and SNI. Sport South East is responsible for the strategic development of sport in the South East area that is coordinated regionally and delivered locally.
Upper Springfield Development Trust	The core work of the Upper Springfield Development Trust is guided by five themed areas of work. These are: community relations, community safety, personal development and capacity building, community regeneration and health and well-being.
Youth Sport Omagh Ltd	Youth Sport Omagh is a voluntary cross-community group comprising of sports coaches who have worked for the past 10 to 15 years in the promotion and coaching of field sports for young people in Omagh.
Ballymena Borough Council Ballymoney Borough Council Castlereagh Borough Council Coleraine Borough Council Craigavon Borough Council Derry City Council Larne Borough Council Lisburn City Council North Eastern Education and Library Board Omagh District Council South Eastern Education and Library Board Southern Education and Library Board University of Ulster	In addition to investments in the community and voluntary sector organisations listed above, the Sport in Our Community Programme invests in these local District Councils, Education and Library Boards and a local University.

# Headline Figures

## HEADLINE FIGURES – IMPACT SO FAR...

The projects reported the following outputs for Year 1 and Year 2:

Key Performance Indicators	Year 1 2006-2007	Year 2 2007-2008	Variance
Total no. of Participants	15,226	24,295	+60%
No. of Female Participants	6,755	10,894	+61%
No. of Young People Under 16	12,009	19,407	+61%
No. of Older People	827	955	+15%
No. of Participants with a Disability	551	1,264	+129%
Minority Ethnic Communities	179	307	+72%
No. of Coaches	512	1,367	+110%
Regular Coaching	347	577	+66%
Sports Qualifications	1,450	1,713	+18%
Volunteers	80	232	+190%
Regular Volunteers	29	41	+41%
Health Referrals	54	258	+377%
Sports Jobs Created	21	12	-43%
Additional Funding Attracted	1,427,349	1,033,232	-28%

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# Participants

The total number of people reported as participating at least once during the second reporting year was 24,295. This is an increase of 9,069 individuals, or 60% on Year 1 of the programme when 15,226 participants were reported as having participated in the programme.

## 1. WOMEN AND GIRLS

From the data reported in Year 2 women and girls represent 45% of total participants in the programme (55% male), showing a 1% increase on the number of female participants reported in Year 1. The actual number of female participants reported in Year 2 is 10,894, an increase of 4,139 (61%) from the 6,755 female participants reported in Year 1.

The participation gap between male and female participants was 12% in Year 1 decreasing to 10% in Year 2. This is a welcome statistic when considering that the disparity between male and female participation in sport is currently estimated at 13%. These figures are particularly encouraging in light of a recent report published by the Women's Sports and Fitness Foundation (November 2007), 'It's Time – Future forecasts for women's participation in sport and exercise', forecasting a 5.5% decrease in women who regularly participate in sport and physical recreation by 2017 if current levels of activity continue.

## case study

### Mums in Motion, Upper Springfield Development Trust

'Mums in Motion' is a post natal initiative developed to provide opportunities for young mothers to engage in physical activity after childbirth.

Delivered in 10 local community centres within West Belfast, the programme is specifically targeted at young mums aged between 16 and 35. One hundred young mums participated in sport and physical activity at least one day per week, which was enabled by the provision of crèche facilities. The range of activities delivered includes salsacise, pilates, yoga, aerobics and boxercise.

The programme has also led to two local women gaining part-time employment within the community and current participants have been given the opportunity to receive training to become programme instructors for future initiatives.



# Participants

## 2. AGE

The total number of participants expressed in percentage terms can be broken down into age categories as below:

Age	%		Variance
	2006-07	2007-08	
Under 16	79	83	+4%
16 - 24	5	5	NIL
25 - 44	10	8	-2%
45 +	6	4	-2%

## 3. YOUNG PEOPLE

A total of 19,407, (83%) of participants were reported as being under 16 years of age. This figure shows an increase of 4% on the number of programme participants under 16 years of age recorded in Year 1, which is an increase of 7,398 young people.

The high percentage of young participants reported is reflective of the number of programmes (21) focusing primarily on the development and improvement of physical literacy and the delivery of Fundamental Movement Skills (FMS) programmes.

These programmes have been delivered in a range of settings:

### Play

- The aim of the PlayBoard 'Fit for Play' Programme is to increase and improve the health and well-being of children by increasing physical play opportunities and encouraging healthy eating habits through the delivery of three training modules to Playworkers, volunteers and parents.

- Derry City Council (Outer West) delivered a pilot programme aimed at parents and toddlers attending the SureStart 'Little Hands' Programme. 'Fun Packs' were developed for parents to take home which contained equipment and advice to support and encourage parent and child to play together improving child's basic motor skills as a base to the development of FMS.

### Education

- Physical Literacy Co-ordinators in the North Eastern Education and Library Board, South Eastern Education and Library Board and the Southern Education and Library Board work alongside teachers who have received in-service training in delivering FMS to provide support for teacher learning and planning.

### Multi-skills clubs

- Sport North East has established 11 clubs for seven to 11 year-olds within their Partnership area. Participants move through a 'curriculum' from the delivery of non sports specific activities, via a multi-skills academy to a range of local sport specific junior clubs to develop lifelong participation in sport or performance sport. Ten South East Seals multi-skills clubs have been established by Sport South East and 10 Southern Panthers multi-skills clubs developed by the Southern Sports Partnership.
- The Boys' Brigade has developed 25 multi-skills clubs called the 'BB Broncos' within the Belfast Battalion developing pathways into identified sports and other local clubs. Over 615 boys participated in six sessions of non-competitive physical activity with a focus on FMS to develop skills to feed through to the sports identified within the B4Sport2 Strategy and local clubs. The BB Broncos Club has been adopted as a multi-skills model of best practice by Belfast City Council.
- The University of Ulster organised an outreach programme to deliver a multi-skills club for the young people of Newtownabbey and Carrickfergus areas. Targeted at five to 10 year olds, a total of 260 young people participated during the year and 41 young people aged 10 to 14 attended multi-skills summer camps.

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## case study

Fit For Play, PlayBoard



An investment of £554,896 was made to PlayBoard to develop and deliver the Fit for Play Programme.

The aim of the Fit For Play quality award is to tackle obesity and improve the long-term health and well-being of children through enabling Playworkers to facilitate play opportunities that meet the needs of children aged four to 12.

The programme delivers three training modules to Playworkers, volunteers and parents:

1. Out 4 Play - to provide more physical and outdoor play
2. Food 4 Play - to provide healthy snacks.
3. Skills 4 Play - to provide more opportunities to develop fundamental movement skills.

In Year 1 PlayBoard worked with the University of Ulster to develop and pilot the 'Skills 4 Play' training module. 174

Playworkers completed one of the Fit For Play modules and more than 1,000 young people benefited through participation in play projects working towards Fit For Play quality award status.

In Year 2 a total of 322 Playworkers successfully completed all three modules within the Fit For Play award and more than 4,000 young people participated in play projects working towards Fit for Play quality award status.

55 play projects have achieved Fit For Play quality award status.

A published evaluation of the project from 2003-2006 reports significant increases in Playworkers knowledge of play and in their confidence to facilitate play. 91% have changed their practice in relation to physical play leading to increased opportunities for outdoor play such as mastery, exploratory and rough and tumble play alongside sport and games.

# Participants

## 4. OLDER PEOPLE

In Year 2 of the programme 955 participants over the age of 45 were recorded, an increase of 128 participants on Year 1.

Sixteen of the projects reported participants within this age group and programmes specifically targeting older people included:

- North Belfast Sports Forum delivered a number of Boccia taster sessions for participants from care homes, day care centres and community groups. These were followed by regular sessions and a monthly competitive league feeding into the Eastern Health and Social Services Board area final held at the Spectrum Centre.
- Lisburn City Council's 'Active Lives Club' was established in partnership with Age Concern's Community Sport Programme. Initially the Club ran for 12 weeks and targeted all 50+ groups in the council area but has proved so successful it is now a mainstream weekly programme at the Lisburn Leisureplex. Its main aim is to get older people involved in physical activity, encouraging them to 'forget the years and keep active'. The Club currently has 90+ members registered with 45 regularly attending. A steering group has been established giving participants the opportunity to manage the programme and choose activities which have included line dancing, yoga, tai chi, swimming, and the gym.

## case study

### Older Peoples' Activity Programme, Craigavon Borough Council

To promote and increase physical activity amongst people aged 50+, Craigavon Borough Council established an 'Older Peoples' Activity' Programme for three clubs in local leisure centres throughout the Borough. Over 220 participants meet regularly to take part in activities such as swimming, walking, dance, tai chi, aerobics and using the fitness suite.

As each of the clubs are operating at full capacity and have waiting lists, the community sport development officers are working to develop new opportunities at other community facilities. The first of these is at the Watson Centre in Portadown which has 18 regular participants. The club has recently received new equipment from Age Concern who support the Council through the SNI Community Sport Programme.

Craigavon Borough Council also held an annual event with the emphasis on providing a competitive opportunity for participants aged 50 and over. 100 participants, with teams from all over the Borough and beyond took part in a range of activities including:

- Penalty shoot out;
- New age kurling;
- Boccia;
- Aquabics;
- Multi-skill relay games;
- Basketball shoot out;
- Swimming; and
- Skittles.



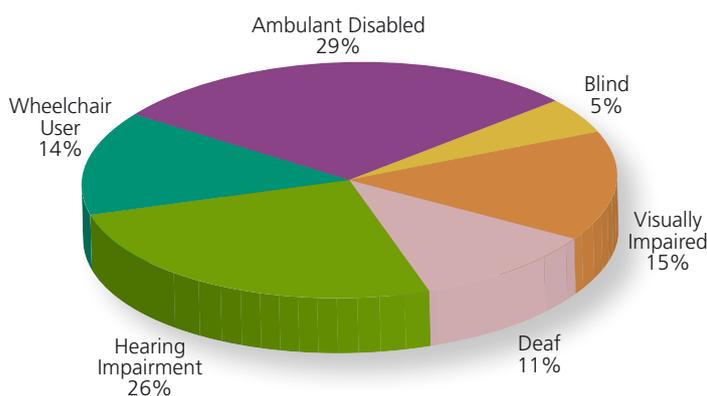
## 5. PEOPLE WITH DISABILITIES

SNI's policy of mainstreaming participation opportunities for people with disabilities through a twin track approach is facilitated through the engagement of Disability Sports Northern Ireland (DSNI) to support policy implementation. Support is provided to projects on a regional and individual level in four areas:

1. Training;
2. Information;
3. Advice and support; and
4. Programme delivery.

The Equality Commission for Northern Ireland indicate that the number of people in Northern Ireland with a limiting long-term illness is 20.4% of the total population. This is defined as 'a long-term illness, health problem or disability which limits a person's daily activities or the work that they can do, including problems that are due to old age'.

In Year 2 a total of 1,264 participants were recorded as having a disability, a 129% increase from Year 1. This figure represents 5% of the total Year 2 participants. While this is below the 20% of the Northern Ireland population with a disability, it does signify a 2% increase in individuals with a disability participating in the programme.



**Participant by Physical Disability Type**

SNI and DSNI have provided projects with additional support on a regional level to ensure that this growth is sustained.

Five 'Community Sport Disability Action Planning' days were hosted by SNI in September 2007 in partnership with DSNI. A total of 43 development officers attended these days in Craigavon, Omagh, Belfast, Ballymena and Castlereagh. Draft Action Plans were developed for each of these regional areas enabling groups to combine resources and maximise opportunities to develop programmes targeting participants with a disability.

### Disability Sport Provision

Provision	Year 1	Year 2
Disability specific	10	15
Mainstream	9	9
None	6	1

Whilst the overall percentage of participants with a disability may appear low it is encouraging to note the increasing number of participants with a disability and the increasing number of projects delivering programmes specifically targeting people with disabilities. As the programmes identified at the 'Disability Action Planning' days are developed and delivered numbers of participants increase and it is anticipated that these numbers will continue to increase.

Specific opportunities for people with a disability were provided to participants from pan disability to specific impairment groups (e.g. deaf swimming club) and across a range of sport and physical recreation activities. A number of inclusive games, including the Paralympic sport of boccia, new age kurling and chair based exercise were delivered in local leisure centres, community halls or within the care setting. Some of the programmes specifically targeted at people with disabilities:

- Old Library Trust delivered a programme targeting mental health referrals. This programme is delivered to 20 participants at a local day centre to encourage gentle exercise through movement to music, boccia and new age kurling. Old Library Trust reported the promotion of social interaction and a boost to participant self-esteem as an added programme benefit.

# Participants

- Community Sport Craigavon established an U18 Deaf Swim Club. Ten swimmers meet weekly for high quality coaching with interpretation. Several of the club's swimmers competed and medalled at DSNI's Northern Ireland Swimming Championships, and two swimmers were selected to represent Northern Ireland at the UK Disabled Swimming Championships.
- Craigavon Active Inclusion ran an 'Aspergers Saturday Club' which initially ran for six weeks, meeting on a Saturday afternoon in a local youth club. Eight boys with Aspergers and eight teenage 'buddies' linked with the youth club were involved and participated in an hour of creative art work and an hour of quality sports coaching. Specialist coaches delivered golf, soccer, boccia, new age kurling, fun games, parachute and volleyball. During the project evaluation, a parent reported that it was the first opportunity their child had outside school to attend somewhere without family.
- Youth Sport Omagh ran disability GAA coaching sessions in partnership with the Tyrone County Board allowing those with a disability to participate in Gaelic games and to promote inclusion of participants with a disability within local GAA Clubs.
- Cookstown and District Sports Forum ran a Friday Club throughout the year with 34 participants with a range of disabilities meeting weekly to take part in multi-sports with fun and games in addition to a specific sports camp during the summer and at Easter.

Participant information collated by DSNI which reflects the support service provided to Community Sport reported:

- 1,406 participants in their events and participation programmes, of these 47% were female and 53% male;
- 373 participants attending DSNI Training Course including Disability Awareness Training, Games For All, Including People with Disabilities in your Club and Inclusive Games; and
- 1,023 information enquires/attendance at information meetings.

## case study

### Special Olympics Football, Ballymena Borough Council

Following football taster sessions for people with learning difficulties Ballymena Special Olympics Football Club was established to provide regular football coaching at Ballymena North Business and Recreation Centre.

A Committee of parents was established to manage and run the club supported by Ballymena Community Sport who have provided coaches for the club, any equipment needed and assistance in applying for funding to sustain and develop the club.

There is now a regular attendance of around 20 participants each week, and opportunities to take part within Special Olympics competitions and games.



## 6. MINORITY ETHNIC COMMUNITIES

It is difficult to estimate the exact number of people from minority ethnic communities living in Northern Ireland. While the 2001 Census reports a figure of 14,266 (0.85%) other data sources suggest that this may be an underestimate.

In Year 2 of the Sport in Our Community Programme 307 (1%) participants were recorded as being members of minority ethnic communities, with significant numbers recorded as mixed ethnic background, Chinese, Irish Traveller

or Indian. The reported figures show an increase of 72% from the 179 participants reported in Year 1. These figures are reflective of the population of Northern Ireland showing the small, but growing contribution to communities. North Belfast Sports Forum reported a total of 60 participants from the minority ethnic communities (6% of their total reported participants). While no specific programmes were delivered to target this group it is reflective of the large numbers of members of the Indian and Chinese communities living in North Belfast who participate in mainstream sports development programmes.

### case study

#### Minority Ethnic Communities Programme, Lisburn City Council



Lisburn City Council held a 'Welcome Day' at Lisburn Leisureplex targeted at members of minority ethnic communities. The event was advertised through posters translated into a range of languages and displayed in health centres, schools, restaurants, community centres. The event attracted participants from a range of communities including Chinese, Polish, Lithuanian, and Egyptian.

Those who attended were able to see what facilities and activities were available at the Leisureplex and the other five leisure centres in the City. Representatives from a local football club, GAA club and basketball club were also there to provide information on their club activities. Activities developed following consultation with welcome day attendees include:

- A Chinese Youth Club meeting weekly at the Lisburn Leisureplex; 25 young people aged 5-17, mainly from the Chinese community, participate in a range of physical activities and games including badminton, table tennis and football. To ensure the sustainability of the club volunteers from the Chinese community have gained coaching and leadership qualifications.
- A young people's football club was formed for members of the Egyptian community. The team took part in Lisburn City Council's Midnight Street Soccer Programme and progressed to the finals night in Dundalk.
- A number of 'one off' events celebration days were held to tie in with cultural events for example, Chinese New Year.

# Participants

## 7. CROSS-COMMUNITY PROGRAMMES

A number of cross-community programmes were delivered over the two reporting years including:

- North Belfast Play Forum delivered the 'Sport 4 Schools' programme to 300 young people in North Belfast. Each six week cross-community coaching programme delivered fun based opportunities to participate in sport including multi-skills. Fair Play Festivals were held at the end of each six week block creating cross-community opportunities for schools.
- As part of Ballymena Community Sport Programme 72 young people participating in their programme in Ballymena North had the opportunity to see a Belfast Giants Ice Hockey game. The trip was organised as a finale to the programme to facilitate the development of relationships between the participants and help build community cohesion.
- Belfast Mobile Sports Team, a partnership of all projects working across Belfast, ran a summer Mobile Sports Teams Programme. This programme delivered a structured healthy living and multi-sport coaching programme to young people at youth and community centres across the city during a time when anti-social behaviour can be at its worst and community tensions are heightened. Over 2,250 young people aged eight to 16 years old participated in this programme during the months of July and August.
- Omagh District Council's 'One Small Step' community relations programme brought groups together through sport from across the religious and cultural divide to participate in various sports projects including non traditional sports in each area. Four sports were chosen hockey, Gaelic football, rugby and camogie and 30 young people from areas with strong religious differences participated in the four week coaching programme.
- Cookstown and District Sports Forum ran a Midnight Soccer Programme for 77 boys and girls. Eleven teams took part in a league every Friday night from 9pm to 11pm, encouraging cross-community development, and enabling local soccer clubs to recruit new members.

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# Health Referrals

In Year 2 of the programme, projects have reported a significant increase in the number of referrals to sport and physical activity as a primary health enhancement tool. A total of 258 participants were referred by a health professional as part of a treatment programme. This represents an increase of 204 participants (377%) from Year 1 of the programme. Projects that have developed health referral programmes include:

- Derry City Council (TRIAX) delivered a 12 month programme targeting local taxi drivers. The programme offered supervised support through group exercise sessions or individual gym sessions with 20 taxi drivers participating in the programme for six months and six taxi drivers for 12 months. Each participant received regular health assessments and each showed significant health improvements at the end of their programme.
- The 'Coastal Community Mental Health Team' Project was set up as a partnership between Coleraine Borough Council and the Northern Health Trust. The programme provided weekly physical activity sessions to mental health patients providing them with the chance to take part in keep fit, football, badminton and new age kurling. All sessions were based at Coleraine Leisure Centre with eight patients attending regularly with staff noting increased confidence, energy levels and stamina in the participants.

## case study

'Step Up GP Exercise Referral' Programme, Old Library Trust

The 'Step Up GP Exercise Referral' Programme is co-ordinated through the Old Library Trust Healthy Living Centre in conjunction with Derry City Council.

This programme is a targeted health referral intervention aimed at people with life limiting conditions. One hundred clients in Year 2 undertook a 12 week one-to-one personal training and lifestyle improvement programme with a trained fitness instructor and a Wright Foundation GP Referral Instructor. Clients are supervised on cardiovascular and muscle strength endurance programmes, and attend tailored weight management support programmes.



# Coaches

The total number of coaches, leaders, instructors or teachers reported as being involved in Year 2 of the programme was 1,367, which represents a 110% increase on the total number of 512 coaches reported in Year 1. Of the 1,367 individual coaches delivering activities in Year 2, 946 were reported as 'actively coaching'. This is defined as the number of coaches who provide at least one hour of coaching on average a week over the year. This figure represents a 120% increase on those actively coaching in Year 1 when 480 coaches were reported as 'actively coaching'.

The gender split of coaches participating in Year 1 of the programme was approximately 50-50%. In Year 2 there was a significant increase in the number of female coaches participating in the programme from 246 female coaches reported in Year 1 to 819 female coaches in Year 2. This depicts an increase of 232% in the number of female coaches reported in Year 1, which is largely due to the number of female playworkers engaged in the Fit for Play project.

A total of 4,454 coaching sessions were delivered accounting for over 8,658 activity hours in Year 2. This is an overall increase of 44% in the number of coaching sessions delivered and a 78% increase in the number of coaching activity hours reported in Year 1.

17 projects reported participants gaining a total of 1,713 sports related qualifications, an increase of 263 individual qualifications gained in Year 1. These qualifications included:

- Governing Body of Sport coaching certificates
- Skills 4 Sport Award
- Sport for All Award
- PlayBoard Fit for Play Award
- Volunteer Walk Leader Training
- Child Protection in Sport
- First Aid for Sport
- Disability Awareness Training

The Southern Sports Partnership annual Coach Education Programme reported a total of 199 sports related qualifications achieved.

The 'School Sports Leadership Project' established by the Greater Shankill Partnership provided 30 young people between the ages of 15 and 17 from two local secondary schools with the opportunity to achieve accredited sports qualifications. Awards were achieved in tennis, sport for all, rugby, soccer and lifesaving. The participants were provided with community coaching experience, which in some cases led to employment and/or volunteering opportunities.

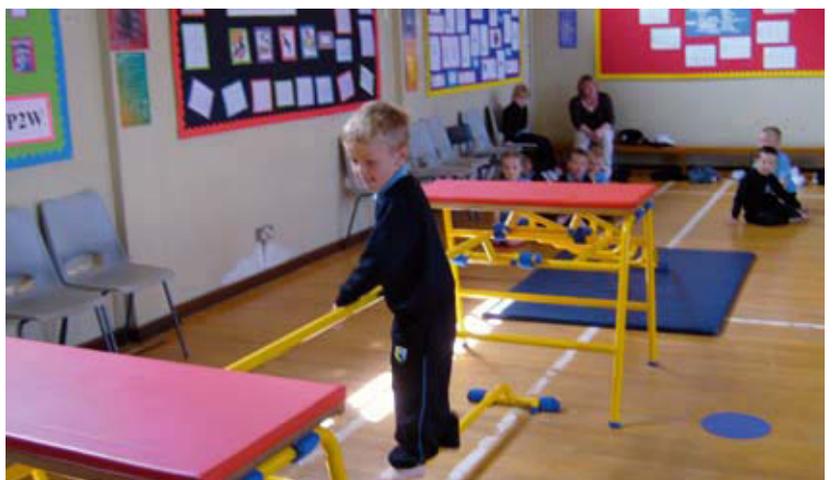
Craigavon Sports Advisory Councils' 'Next Generation Multi-Sports Coaches Programme' gave 56 aspiring young coaches aged between 16 and 18 the opportunity to gain a range of generic and sports specific awards to enable them to assist in the delivery of activities within their communities.

## case study

Developing Physical Literacy, North Eastern Education and Library Board, South Eastern Education and Library Board, and Southern Education and Library Board

Over the past 5 years the three Education and Library Boards have delivered Fundamental Movement Skills (FMS) training to primary school teachers. The Physical Literacy Co-ordinators were appointed to provide support for teaching, planning and delivery of FMS programmes in the classroom.

In Year 2 of the programme 243 teachers were supported, an increase of 90% on the figure of 128 reported in Year 1. Following this training 4,850 children up to the age of nine have been provided with regular inclusive, safe and fun physical education incorporating FMS. This figure of 4,580 represents an increase of 46% on the figures reported in Year 1 of 2,200.



# Coaches and Volunteers

## case study

Hip Hop Training Instructor Award, Omagh District Council



A successful 'Halloween Dance Workshop' and 'Cross Border Hip Hop Dance Festival' were attended by teenage girls from Omagh and surrounding areas. Due to a lack of locally available dance instructors, the Community Sports Development Officer identified

a number of local females to undergo accredited Hip Hop training to become instructors. A regular dance club has been established alongside the delivery of classes to schools and community groups.

## Volunteers

The number of programme volunteers in Year 2 was reported as 232 in comparison to the Year 1 total of 80 volunteers, with a number of the volunteers achieving sports related qualifications to enable continued and sustained delivery of programmes. Craigavon Borough Council hosted volunteer walk leader training for 40 participants to enable the establishment of walking groups in their localities, and to progress and lead public health walks in the Borough.

As a result of the Coach Education Programme run by the Boys' Brigade (Belfast Battalion) 51 volunteer officers and senior boys gained generic coaching awards and became assistant coaches in the BB Broncos Multi-skills Clubs ensuring the Club's future sustainability.

increase  
participation  
sport and physical recreation

# Additional Impact

Of the 23 projects, 15 reported success in attracting additional funding. A total of approximately £1m was reported in Year 2 of the programme, generating an additional £1.15 for every £1 invested by SNI. While this is less than the amount generated in Year 1, approximately £1.5m, it reflects the number of programmes now being delivered within mainstream sports development provision and the number of projects sourcing funding in Year 1 for a two or more year period.

The success of the Old Library Trust's GP Exercise Referral programme has led to additional investment of £84,000 revenue funding from a variety of sources including:

- Big Lottery Fund Active Lifestyles Programme;
- Derry Credit Union;
- Department of Social Development; and
- Western Health and Social Services Board.

Projects have also been successful in securing capital funding:

- TRIAX Ltd supported by Derry City Council was awarded £153,186 to fit out a computer suite for the 'Education, Sports, Citizenship and Parents' Project. The funding, awarded by the Local Strategy Partnership through PEACE II Extension, aims to develop participants' numeracy and literacy skills through the medium of sport.
- Youth Sport Omagh has recently constructed an athletics track funded by Co-operation Ireland, Foundation for Sports and the Arts and Omagh District Council. Additionally, they have received an award of £25,000 from ASDA for sports equipment to enable activity at the track.

As a result of the Sport in Our Community Programme Investment 12 additional sports jobs were created during 2007-08. Eleven posts funded by the Community Sports Programme have been sustained through continued investment through Sport in Our Community, which accounts for the reduced number of sports jobs reported in Year 2.

## ADDITIONAL FUNDING REPORTED

	2006-2007	2007-2008
PROJECT	£	£
Ballymena Borough Council	18,745	0
Boys Brigade BB	0	1,000
Coleraine BC	0	3,600
Craigavon Borough Council	54,000	219,000
Derry City Council - Outer West	2,500	69,411
Derry City Council - TRIAX	935,000	279,000
Greater Shankill Partnership	220,000	106,999
Lisburn City Council	35,000	60,000
North Belfast Play Forum	3,000	0.00
North Belfast Sports Forum	38,786	45,000
Old Library Trust	5,000	84,000
Omagh District Council	5,000	0
Playboard	50,920	42,000
Sport North East	0	30,000
Sport South East	25,370	2,000
Southern Sports Partnership	9,778	20,222
Upper Springfield Development Trust	24,250	15,000
Youth Sport Omagh	0	56,000
<b>TOTAL</b>	<b>1,427,349</b>	<b>1,033,232</b>

# Challenges and Next Steps

A comparison of data collected and compared from the Year 1 and Year 2 End of Year Reports provides some encouraging evidence of increasing participation across the range of target groups. When coupled with the case studies, this reflects the progress of projects towards meeting the programme aims. However, challenges have been identified for the remaining programme term.

The Northern Ireland Strategy for Sport and Physical Recreation 2008-18 (hereafter the Strategy) proposes a vision of 'a culture of lifelong enjoyment and success in sport'. To achieve this vision, the Strategy recognises the importance of increasing participation in sport.

The Strategy proposes a target of increasing the number of women who regularly participate in sport and physical recreation by 6%. This figure is based on a 3% increase for the total population and the need to close the gap between male and female participation in sport which is currently estimated at 13%. This therefore equates to a 0.5% increase per annum from 2011-2018. Information in the End of Year reports, indicate an increase in the number of female participants from 6,755 to 10,894, an increase of 61%. This presents a 2% decrease in the participation gap between male and female participants from 12% in Year 1 to 10% in Year 2.

Participation amongst those with a disability has increased by 2%, but remains low at 5% of the total participants, in comparison to the 20% of the population who have a disability. Sustaining the drive to increase the number of participants with a disability, and close the gap in participation rates between those with and those without a disability has proved challenging. The Strategy has set a target of a 6% increase in the total number of people with disabilities participating in sport. SNI, in line with the Disability Mainstreaming Policy, will continue to support projects with the development of opportunities for people with disabilities to participate in sport and physical recreation over the remaining programme term, which will include advice and guidance on working with specific impairment groups and pan disability groups.

Collecting data from specific impairment groups, for example, people with a learning difficulty or those who do not classify themselves as having a disability therefore the numbers reported may not in fact reflect the total number of participants within this target group.

Recent research examining the barriers to participation have highlighted a lack of available, qualified and competent workforce to deliver opportunities for participation.

In December 2006, SNI hosted an informal opportunity to discuss projects' progress alongside an opportunity to identify further training needs for 2007-2008. Following this SNI has facilitated a series of training sessions covering specific and generic work areas as a response, including:

- Effective Development Officer Training – October 2007
  - o Sixteen Community Sports Development Officers attended two days of training delivered by SNI.
- Playing Your Part Seminar - November 2007
  - o Over 140 delegates attended a two day Sports Development Conference facilitated by SNI.
- Orienteering Workshop – January 2008
  - o Twelve Community Sports Development Officers and others working in this field attended this workshop delivered in partnership with the British Orienteering Federation and SNI.
- Fit for Play – Developing Fundamental Movement Skills Through Play – February 2008
  - o Twenty-four Sports Development Officer and others working in the field of developing physical literacy in young people attended this one day Seminar delivered in partnership with PlayBoard and SNI.
- Active for Health Conference – March 2008
  - o More than 160 delegates attended this conference supporting the development of physical recreation as a primary health tool delivered jointly by Health Promotion Agency (HPA) and SNI.

The Review of Public Administration (RPA) articulated a clear desire that SNI, along with other public bodies, should actively pursue opportunities for closer working relationships with district councils. This affords a valuable opportunity to demonstrate how this is being actioned while also aligning SNI investments with locally identified needs through a community plan. It is envisaged that under RPA, the new district councils will have a new power of well-being with a requirement to formalise the issues and interventions in a community plan. The new councils will be responsible for leading, developing and delivering a community plan. Community planning will facilitate and encourage the development of effective working relationships between district councils, statutory organisations, community and voluntary organisations, governing bodies of sport and sports clubs.

# Challenges and Next Steps

With an anticipated investment fund in excess of £13m over the next five years (2009-2014), the 'Active Communities Programme' represents the largest, single, revenue investment in community sport in Northern Ireland in recent years. Active Communities is an ambitious programme which seeks to make a significant contribution to many of the participation targets within the Strategy. Delivering the 'cultural change' envisaged by the Strategy will require that sport, and SNI, does some things differently. Active Communities is affording SNI the opportunity to demonstrate its commitment to innovative approaches which will contribute to arresting and reversing the decline in sports' participation. The challenge to SNI is to integrate the work of Sport in Our Community investments (enabling) and Active Communities investments (delivery).

At a strategic level, the Active Communities Investment Programme will contribute towards the corporate objectives of SNI. Simultaneously, Active Communities will support the recommendations of RPA, the development of effective partnerships with district councils and will reaffirm SNI's commitment to aligning investments in sport with community planning.

The benefits of a physically active society extend beyond the health sector, bringing economic benefits in terms of reduced health care costs, increased productivity, healthier physical and social environments, better performing schools and worksites, stronger participation in sport and physical recreation and greater sporting achievement. There is recognition within the Strategy that in the long-term, a cultural shift in how we experience sport is required to realise its vision, but there is an equal 'expectation that each of us must assume a greater degree of personal responsibility for our health and well-being'. Achieving this may also involve 'the widespread use of physical recreation as a primary health improvement tool within the healthcare profession'.

There is no clear dividing line between 'health related physical activity' and sport. Participation in sport and physical recreation at all levels has a positive and essential impact on physical and mental health, and well-being. The growing 'obesity epidemic' remains a major health concern, high on the public agenda. However, other rising health concerns which can be linked to physical inactivity include an increased risk of coronary heart disease, stroke, type II diabetes, premature death and mental health related illnesses.

The Strategy states that "by 2018, physically active lifestyles will be the 'norm', regardless of age, gender, disability, ethnic or social background. The value of sport and physical recreation in contributing to improved health will be understood, accepted and supported", and therefore proposes a number of key targets within 'Participation', which are particularly relevant to public health.

Collecting and recording information across all projects is not consistent. SNI will continue to provide regular training and monitoring tools to all project officers to ensure a consistent approach. Collating participant data from specific groups has proved challenging, specifically for projects working with minority ethnic communities, traveller communities and people with learning difficulties. A number of projects have stated that additional numbers of individuals have participated in programmes that have not completed registration forms due to a language and/or literacy barrier. While some projects have translated their participant registration forms, others have adopted a variety of other methods to collate data, for example group forms from special schools. SNI will continue to review the monitoring and evaluation process and investigate alternative methods of collecting and collating the relevant data.

SNI will continue to assist in developing the workforce through the continuing support of Community Sport Development Officers and through an ongoing programme of training, and the implementation of the Active Communities Programme. To support the development of sport and physical recreation as a primary health tool SNI will continue their partnerships with other bodies including HPA to deliver further training.

Eleven projects funded through the Community Sport Programme convert to Sport in our Community awards during the period January - June 2008, which will contribute to the achievement of SNI's corporate objectives. At the mid point of the programme this report demonstrates that, through the medium of sport, the projects have made a significant and positive impact on communities through sport.





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Sport Northern Ireland  
House of Sport  
2a Upper Malone Road  
Belfast BT9 5LA

**Telephone:** (028) 9038 1222  
**Facsimile:** (028) 9068 2757  
**Minicom:** (028) 9068 2593  
**Email:** [info@sportni.net](mailto:info@sportni.net)  
**Website:** [www.sportni.net](http://www.sportni.net)

**sport**  
Northern Ireland