

Community Games

WorkPlace Challenge

Physical Activity

Sport

Disability

Tutors Events

Inclusion

SchoolGames

Volunteers

Coaching Schools

Safeguarding ClubMark

Education

SportEngland

Partnership Charity

SatelliteClubs

**Impact Report 2014/15**

## Welcome

Welcome to the first Impact Report of North Yorkshire Sport Ltd (NYS), a registered charity. We have been operating for over a year now and are confident that the move to charitable status was the right decision. The team have established new opportunities and contracts which would just not have been possible a year earlier.

NYS is reliant on developing and maintaining robust partnerships - we have to evidence that our programmes are cost effective and can improve people's lives and health. The Board has been impressed by the performance of the whole NYS team, led by David Watson. Our employees have grabbed this new operating environment with both hands and it has been inspiring to see them grow as people and be valued by many organisations and particularly, young people.

Obviously, the bar has been set to a very high standard and we are confident that NYS has the capacity and desire to achieve some stretching targets.

I am very ably assisted by an extremely dedicated and hard-working Board who are deeply involved with the work of NYS and passionate about the lives of people who we can help to transform – my thanks go to them as well as David's team.

**John Crowther**  
Chair of North Yorkshire Sport Board



## Introduction

The past year has seen North Yorkshire Sport Ltd (NYS) take on the new challenge of operating as a Charity following our formal launch on April 1st 2014 and the further development of our links with Public Health, Stronger Communities and the voluntary sector whilst maintaining a focus on our core programmes and existing strong partnerships.

We have continued to work with a wide range of partners including Sport England, National Governing Bodies of Sport (NGBS), the voluntary sector, local authorities, schools, clubs and businesses to continue to grow participation in sport and physical activity.

The main focus of our work remains the continued support of the 46 NGBs directly funded by Sport England to raise participation, helping them to land their services at a local level as well as to engage with a wide range of programmes led by NYS.

The numbers of people involved in NYS led programmes such as Sportivate and Satellite Clubs continues to grow, as does their impact, as we have continued to target those who will benefit most.

As a Charity we are also committed to using Sport as a Driver for Change and as such we have launched two new programmes, Prime Time using sport to tackle loneliness and isolation funded through North Yorkshire County Council's innovation fund and Get on Track, a partnership with the Dame Kelly Holmes Trust supporting young people to change their lives through sport.

The latest Active People data which measures adult participation shows that the number of people taking part in 1 x 30 minutes of sport per week and 3 x 30 minutes of moderate intensity exercise have both risen since the survey began in October 2005. However there has been a slight dip in participation in the last 12 months and we, along with partners will be working very hard in the coming months to reverse this trend.

The programmes led by or supported by NYS can be read about in more detail throughout this Impact report which we hope gives an overview of the breadth of opportunities that exist in North Yorkshire to participate in and support sport and physical activity.

The work of North Yorkshire Sport is guided by our four Sporting Ambitions:

- Increase Participation page **07**
- Increase Talent page **10**
- Improve Health through Sport page **12**
- Increase Infrastructure page **15**

We hope that you enjoy reading the report and that the case studies will inspire you to become involved.

**David Watson, Chief Executive**



# Performance

## Programmes

North Yorkshire Sport's (NYS) performance against each of its programmes is rated by Sport England on a quarterly basis and given a performance indicator ranging from Red to Gold.

### National Governing Body Engagement

For 2014/2015, Sport England have awarded NYS with an amber rating in recognition of the good progress that has been made in the delivery of NGB services

The NYS approach to NGB's has seen all members of the development team take on lead responsibility for a selection of NGB's, providing them with support across all programmes. This has resulted in sports being prioritised for support based on their requirements and the potential impact in the county.

### School Games

- 2578 young people took part in the level 3 events (target 2500)
- 121 young volunteers helped to organise the games (target 150)

Performance Rating: Green

### Satellite Clubs

- 19 secondary schools engaged
- 2 colleges engaged
- 4 special schools engaged
- 11 CSP funded Satellite Clubs started this year ( 3 at special schools)
- 262 participants engaged across CSP funded Satellite Clubs
- 4 Satellite Clubs joint funded with 2 NGBs

Performance Rating: Green

### Coaching

- 2945 coaches on coachweb
- 786 coaches attended CPD
- 176 disability coaches supported through a CSP coaching intervention
- 1203 female coaches supported through a CSP coaching intervention

Performance Rating: Green

### Dame Kelly Holmes Legacy Trust (DKHT)

- 8 week programme
- 3 'Keep in Touch' days
- 26 young people attended
- 11 young people completed the programme
- 8 young people started or continued education; either at college or through a local training provider
- 2 young people gained work to support them while studying
- 1 young person gained an apprenticeship

### Sportivate

- 4235 young people accessed Sportivate supported programmes (target 1500)
- 3554 participants missing zero or one session of their coaching block (83.9% retention).
- 58.7 % Male
- 41.3 % Female
- 6.9 % disabled
- 70.6 % inactive or 'Semi Sporty' (less than 11 occasions of activity in the previous 30 days)
- Participant demographics: 11-16 year's: 37.9% / 17-18 year's: 18.2% / 19-25 year's: 43.9%
- Performance Rating: Gold

SROI Ratio: Just over £4 of net present value over the 3 years after a Sportivate project for every £1 invested.



## Participation

### Active People Survey 8

Sport England's Strategy for 2012-2017 aims to see 'More people taking on and keeping a sporting habit for life'. The Active People Survey (APS) provides an important source of information to monitor and measure sports participation, with data published at national, regional and local authority level.

Our target was to be in the top five County Sports Partnerships in the country in terms of participation. We are currently ranked sixth of 49 CSP's for Adult Participation in Sport and Active Recreation.

### Participation in North Yorkshire

There are two key indicators used to track sports participation through the Active People Survey.

#### 1 x 30 Sport Indicator

The 1 x 30 Sport Indicator measures the number of people taking part in sport, at least once a week, for at least 30 minutes (1x30).

#### According to APS8:

37.4% of people in North Yorkshire (aged 16+) completed at least 30 minutes of Sport per week, compared to 35.4% in 2005/06 when the first Active People Survey (APS1) was conducted. This is higher than the national average of 35.8% (APS8) and represents a statistically significant 2% increase since APS1.

#### Adult Participation in Sport and Active Recreation Indicator (3x30)

The second key participation indicator is the 'Adult Participation in Sport and Active Recreation' measure (formerly NI8), which examines the number of people completing at least 30 minutes of activity, at least 3 times per week (3x30).

#### According to APS8:

27.8% of people in North Yorkshire completed at least 3x30 minutes of activity each week compared to 23.5% during APS1, which represents a statistically significant increase of 4.3%. This is also higher than the current national average of 24.7% (APS 8).

### More people doing more sport:

#### Young People

Participation has risen across all age groups of the North Yorkshire population, but the greatest increase lies within the 16-25 age group. According to APS8, 42% of this age group reported completing at least 3 x 30 minutes of activity per week compared to 33% during APS1.

The majority of this increase has taken place within the last 12 months, where 43% of 16-25 year olds reported 'doing more sport'. This represents a 13% rise from APS5 (2010/11)\* compared to just a 4.2% rise nationally.

#### Disability

Participation amongst people with a limiting disability has also increased in North Yorkshire. APS8 shows that 30.2% have taken part in sport compared to 25.7% during APS1. The figures also show that 56% of disabled people in North Yorkshire would like to take part in sport compared to 54% of people without a disability, which illustrates a clear demand to further increase participation.

#### Gender Gap

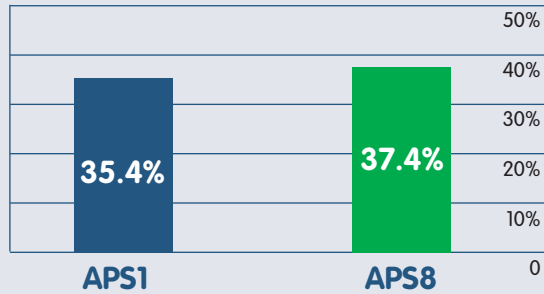
In North Yorkshire, Male and female participation has shown similar levels of growth since APS1 but there still remains a greater number of males taking part, across all measures of participation. 55% of North Yorkshire females (compared to 53% of males) want to take part in sport, providing an exciting opportunity to increase female participation. A 'gender gap' is already much less evident in North Yorkshire than within the national figures, but North Yorkshire Sport aim to see this gap further reduced.

\*Comparisons are drawn between the earliest and most recent APS Survey data available, in each case

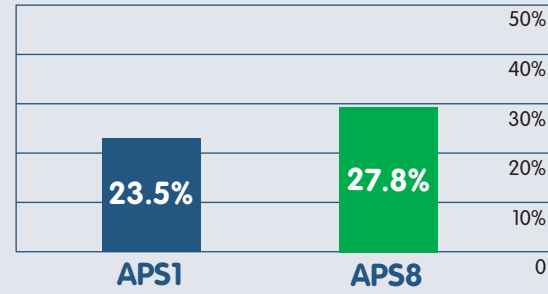
# Figures

## % of Adult participation in sport and active recreation in North Yorkshire

1 x 30 minutes per week

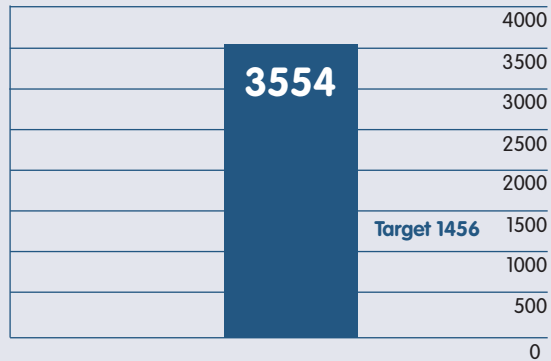


3 x 30 minutes per week

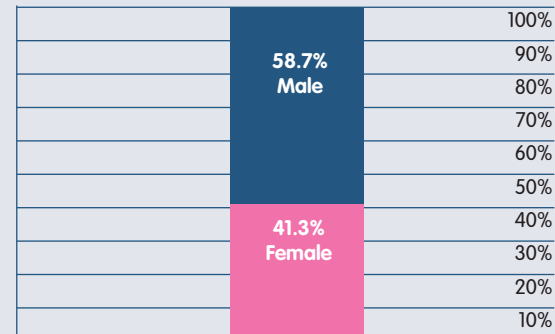


## Sportivate

Retained participants

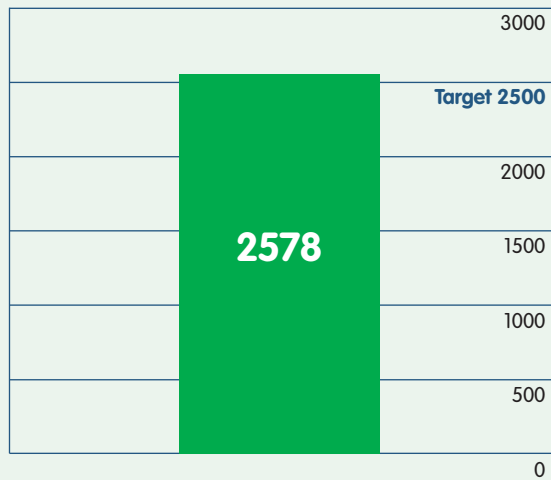


Male/Female

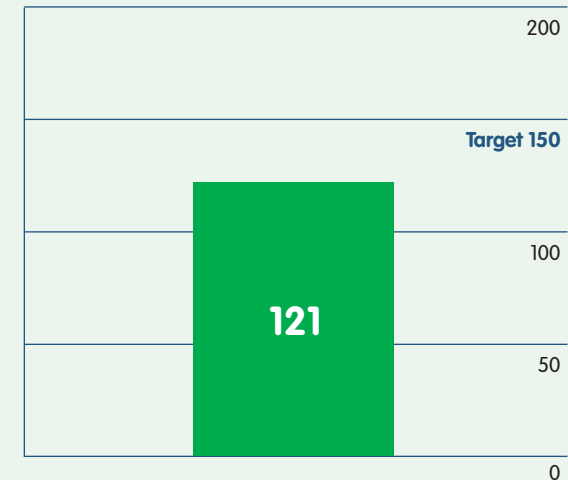


## School Games

Young people competing at Level 3

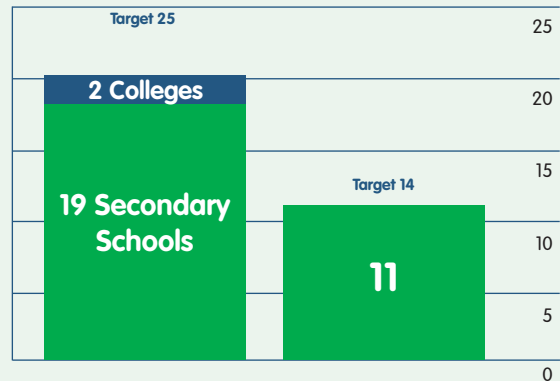


Young leaders

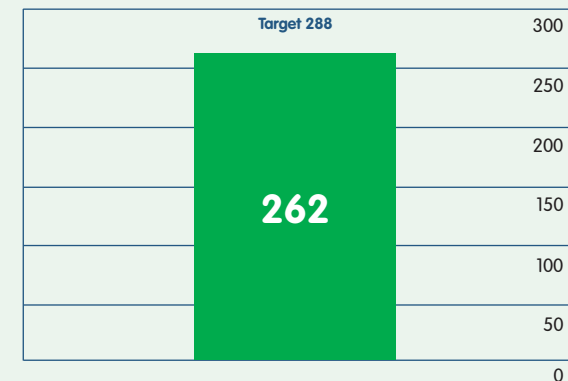


## Satellite Clubs

Engaged Established (fully CSP funded)



Number of participants



# 1. Increase participation

## National Governing Bodies – Joint working to achieve National targets

Throughout the year North Yorkshire Sport (NYS) have worked with a number of National Governing Bodies (NGB) and organisations to get people into sport and improve their health and wellbeing. This work has largely been focused around supporting the delivery of the NGB Whole Sport Plans and converting these plans into action in North Yorkshire. Additionally, it has also consisted of more pro-active work to deliver more local interventions.



### Case study:

NYS have supported England Athletics to increase the number of recreational runners in North Yorkshire. As part of this support, NYS were able to provide bursaries to recruit more Leaders in Running Fitness (LRF), so that existing running groups could grow and new groups could establish to encourage new people into running.

Knaresborough Striders were one club who benefitted from the bursary support by identifying three leaders to undertake the qualification. The plan was to establish a 'zero to hero' group to encourage people to become more active, providing them with the confidence and motivation to improve their fitness.

The initial eight week programme commenced in January 2015 with 30 people engaging in the activity and a core group of 18 attending the full programme. At the end of the programme all participants achieved a 5k run and went on to join the weekly Parkrun in Harrogate.

The key group leaders, Anne and Roy, provided a constant presence and support for the group throughout the eight weeks, commenting 'We were delighted that so many people joined the Zero to Hero in January and even more delighted that we helped so many to achieve their goal of running 5k'. The Striders will be running a repeat programme in September 2015.

The impact of this support is highlighted within NGB feedback in North Yorkshire Sport's customer survey:

"From the initial contact I have experienced nothing but the most complete help and assistance along with an impressive speed of response".

"Excellent links with CSP to date from advice through to creating new projects".

"We have always enjoyed a good two way working relationship with the CSP and make maximum use of the support and resources they offer to us".

"Professional, supportive, knowledgeable and most of all has given us the opportunity to include ALL into sport and a healthy and positive lifestyle".

## Sportivate

Sportivate is a programme which offers a wide range of community clubs and sports organisations the opportunity to apply for funding to help deliver between six and eight week blocks of coached sports activity. The programme is designed to engage and re-engage young people with low activity levels in the 11-25 year old age range. Throughout year four of the programme, North Yorkshire Sport (NYS) has worked in partnership with key delivery partners including sports clubs, national governing bodies, local authorities, NYCC Youth Justice Team, further education and higher education establishments, school sports partnerships and voluntary sector youth organisations.

NYS has supported projects across 49 different sports including American football, dance, climbing, archery, boxing, handball, wheelchair basketball, fencing, triathlon, rowing and many more.

The programme figures are reflective of the focus North Yorkshire Sport has had in engaging and retaining female participants.

### Figures for the first four years of the national lottery funded Sportivate programme:-

- 9857 engaged participants
- 8545 retained participants
- 86.7% retention rate
- £428,212 invested into community sport
- £86,317 into supporting clubs to recruit, train and retain coaches and volunteers.
- 55% of participants were male
- 45% of participants were female

### In Year four:-

- 4235 young people accessed Sportivate programmes
- 3554 participants missed zero or one session of their coaching block
- 83.9% retention rate
- 58.7% of participants were Male
- 41.3% of participants were Female.
- 6.9% of participants had a disability
- 70.6% were classed as previously inactive or 'Semi Sporty' young people (less than 11 occasions of activity in the previous 30 days).

NYS has always been proud of our partners response to the challenge of attracting 'older' young people and this is shown in our achievement of 57.7% of young people 18+ (Well above the national average of 36.6%).

We are proud of our achievements over the first four years of Sportivate and recognise the impact it has had on community sports clubs' capacity to attract new players, to train coaches and to support volunteers. We also recognise the need for Sportivate to impact on the 1 x 30 minutes measure and we will be making sure our delivery partners are supported to help us achieve this goal together.

## Case study: The Jack Raine Foundation

The Jack Raine Foundation is a York based charity focused on supporting children, their families and communities. The charity has its roots firmly planted in two areas - sport and child welfare. The Jack Raine Foundation has used Sportivate to engage young people and gain their trust, it helps them open up about any troubles they have and encourages them to respect adults. In 2014/15 the foundation provided Sportivate sessions in boxing, taekwondo and martial arts. Sessions were delivered by York Boxing Club coaches. The majority of the young people engaged in the projects (59.4%) were either irregularly active or consistently inactive, showing the project was also targeting the right group of young people.

At the beginning of the first round of Sportivate funding, it was noticed that young people were not making the transition from the Sportivate sessions to becoming members of the boxing club. Therefore, a free annual membership was introduced for all those taking part in Sportivate (usual cost of £50). This broke down one of the key barriers to continued participation. Many young people are now using their membership and many have since paid for subsequent year's membership, enjoying the value they receive from it.

Over 200 people have attended sessions over a three year period. 81.9% of those reached were sustained in the project for at least a year and over 50 young people who completed a Sportivate session are still with the club up to three years later.



## Satellite Clubs

Satellite clubs are extensions of community sports clubs, which are established in a new venue, usually a secondary school or college and specifically target the 11-25 age group. Satellite clubs are usually run by sports clubs who bring their expertise and enthusiasm to places where young people already meet.

Coaches and volunteers from or linked to the community hub club work in partnership with the satellite host venue to create a new community satellite club.



### Case study:

In 2014, the Satellite Club Programme supported a girl's community cricket session in partnership with York Cricket Development Group and local sports clubs. Demand for girl's cricket in York had increased due to the success of school cricket programmes, such as the Chance to Shine project and the Yorkshire Cricket Board (YCB) high school cricket competitions. However, as many of the York based cricket clubs lacked separate girls sections, girls were often put off joining a male environment.

The 'York Girls Cricket' satellite club has supported the participants to grow in confidence, build new friendships and flourish in a girl's only environment.

- Through learning new skills and games, they have been able to engage more in schools clubs and lessons as well as community activity.
- Thirteen of the girls have gone on to the play representative cricket for North Yorkshire and join the pathway to excellence scheme.
- Over the past 12 months there has been an increase in the numbers of girls playing cricket in the North Yorkshire region as shown by a recent survey conducted by the YCB.
- Due to developing a greater understanding of the game, one participant has completed a Young Leaders Course and is now confident to deliver sessions to younger participants within school and club settings.
- There are now clear exit routes into clubs including Bolton Percy, Acomb, Clifton Alliance and Sessay Cricket Clubs

The girls say "It's awesome and fun" and "it encourages me to be more sporty". Yorkshire Captain and England Star Lauren Winfield paid the club a few visits, delivering some batting master classes and hailing it a "phenomenal hub". She has "every reason to believe we will see some of these girls wearing Yorkshire and England Shirts in the future".

Girls in York have been given the confidence to learn and play cricket in an appropriate environment through the satellite club interventions. With over 50 women and girls attending and links created with other clubs including York Ladies Football Club, the social community cricket is a winner in York.

## 2. Increase Talent

### North Yorkshire School Games

The North Yorkshire School Games is the largest multi sports competition programme in the county which provides an opportunity for school teams to progress from local festivals into county finals. North Yorkshire Sport work with the Local Organising Committee, the Management Group and the network of School Games Organisers to plan and manage the finals which in 2014/15 saw over 2500 young people competing, supported by a workforce of over 100 young leaders and officials.

#### Case study:

In the last year pupils from year 1 up to 6th form age have had the opportunity to compete in a wide range of sports from the more traditional sports such as football, cricket and athletics, right through to more alternative sports such as beach volleyball and modern pentathlon. The games has also been used to support legacy from major events and coinciding with the Tour de France Grand Depart in Yorkshire, the School Games staged it's first ever schools track cycling finals for Secondary Schools and Special Schools at the recently opened facility at the University of York Sports Village. The county final featured over 60 riders with 20 of them from North Yorkshire Special Schools, with over 200 young people participating in a local, district level competition. This competition has now established itself as a regular fixture in the North Yorkshire School Games calendar.

### Sports Aid

SportsAid Yorkshire and Humberside helps the sporting stars of the future. They provide support for young athletes at the beginning of their careers.

In the last year their work has supported 17 talented young athletes from North Yorkshire across 12 different sporting disciplines, showing the breadth of talent in the area.

Sportsaid distributed £79,100 to 129 of the region's top emerging talents. Of this, £10,000 was given to athletes in North Yorkshire. 13% of athletes supported in the region, came from the North Yorkshire area.

On average a SportsAid athlete will spend £6,000 a year on their sport, travel 7,800 miles a year and train for 15 hours a week.

Organisations and individuals can help the sports stars of tomorrow today by signing up as a patron of North Yorkshire Sport at [www.northyorkshiresport.co.uk](http://www.northyorkshiresport.co.uk)

#### Case study: Scott Lincoln

SportsAid athlete and England shot putter Scott Lincoln threw a personal best of 17.79 metres to take the gold medal at the Vienna Indoor Classic 2015 in February.

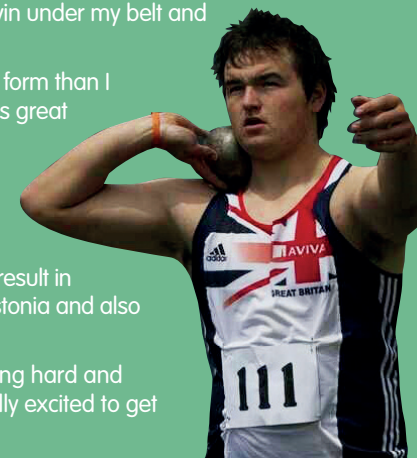
It is the first international event that Scott has won whilst representing England and the 21-year-old was delighted with his performance: "It's great to get another international win under my belt and to do it an England vest makes it all the more special.

I had made quite a slow start to the indoor season but I knew I was in better form than I was showing. Me and my coach tweaked a few things before Vienna and it's great that everything just clicked when it mattered" he added.

Lincoln's winning throw was over 50 centimetres longer than second placed Hungarian Viktor Pali and the SportsAid athlete has put the extra distance down to his improved shape and more relaxed mind set.

The 2012 UK champion from Northallerton is now hoping to kick on from this result in Austria: "I am looking for a top eight finish at the U23 European champs in Estonia and also looking to move in to the top two in the UK senior ranks.

The top aim is obviously the Rio Olympics next year but I will just keep working hard and improving and see where it gets me; if it happens it happens so I'm just really excited to get going in the season and see what I can achieve."



## Disability Sport

The Active People Survey 8 headline statistics note that nationally 18% of disabled people aged 14 years + take part in sport at least once a week compared to 40.5% of their non-disabled counterparts.

In North Yorkshire, 19.3% of disabled people take part in sport at least once a week, compared to 42.3% of non-disabled participants, which is a 1.3% and 1.8% increase respectively on the national statistics.

However, NYS are committed to reducing this inequality in participation figures further as we feel everybody should have the opportunity to participate in sport, whatever his or her ability. We aim to explore why these disparities occur through consultation with disabled people and addressing issues around accessing facilities, accessible participation opportunities, quality coaches and the development of inclusive activities.



### Case study:

#### Scarborough - Boccia Club Development

North Yorkshire was identified as a club development area within Boccia England's whole sport plan for 2014. Discussions with the NGB utilised NYS's local knowledge and networks to identify a strategically appropriate area to develop a new club.

**NYS's association with the Scarborough District Disability Sport Steering Group enabled a coordinated development process to start. Representatives in the group identified:**

- A local need
- Local volunteers keen to lead on the new club development
- Available venues

**Additional support to enable the club to become established included:**

- Pooling available funding to support the process including Boccia England's club development grants and Sportivate funding.
- Meeting the minimum operating standards including club administration, constitution development, coach development needs etc.

The club launched its first weekly session on the 7th October and club membership has gradually increased.

# 3. Increase Health

## Workplace Challenge

The Workplace Challenge (WPC) is a national programme which aims to engage workplaces in sport and physical activity.

Launched in North Yorkshire on April 1st 2014, the WPC is a web based platform which has received funding support from Sport England and is supported by the British Heart Foundation's Health at Work programme, building on the growing trend for digital sharing. It enables people to track their physical activity, analyse their calorie burn and even see how much carbon dioxide they have helped to save by walking or cycling to work.

To date 250 individuals and 59 workplaces have registered with North Yorkshire Sport's (NYS) Workplace Challenge, enabling NYS to promote the benefits of an active workforce and an active lifestyle. Employees in local businesses have been supported to get started with the Workplace Challenge, to find local events and activities they enjoy and to log their process online where they can compete on local and national leader boards.

NYS will continue to support local individuals and businesses to register on the system and reap the benefits of a more active, healthier workforce.



### Case study:

#### Yorkshire Coast College

Yorkshire Coast College staff members have been getting active with the Workplace Challenge. 32 employees from the college in Scarborough registered to take part, with participants varying in their fitness levels and experiences of exercise.

The WPC sets mini challenges throughout the year and during May, participants were invited to compete in 'May Madness', where only activity during this month counted. This enabled those who had just joined the WPC to compete at the same starting level as everyone else.

#### May Madness Results:

- Workplaces (based on average points):
  - 1st: North Yorkshire Sport
  - 2nd: Yorkshire Coast College - winners of sporting equipment for the workplace
  - 3rd: North Yorkshire County Council (County Hall) - winners of sporting equipment for the workplace
- Individuals
  - 1st: Robin Lavin (North Yorkshire Sport) - winner of a pat on the back
  - 2nd: Marie Brown (NYCC, County Hall) - winner of £30 Love to Shop vouchers
  - 3rd: Ben Nolan (Yorkshire Coast College) - winner of £20 Love to Shop vouchers

Not only did Yorkshire Coast College come second as a workplace but Ben Nolan, Lecturer of Art and Design, came third in the individual category logging a massive 9,950 points.

Ben says "I'm not a very competitive person with sports as I don't play football or competitive games, I started running some years ago to lose weight and get fitter, but I enjoy a challenge to push myself physically to see how far I can go, often a bit too far. It has been interesting to see how my activity levels compare against others with the Workplace Challenge. I would walk to Whitby to buy a light bulb instead of driving to B&Q in Scarborough if given the opportunity. I've got loads of light bulbs I don't need now!"

"I like to keep active, if I don't get a run or gym session in I can become hard work to live with, it is certainly addictive"

Emma Geary, College Sport Maker commented: "Our top Yorkshire Coast College competitor tries to keep under the radar with activities and events. Unless you have taken the time to get to know him or happen to be in the gym at the same time you would never know just how high his activity levels really are!"

Ben is a keen runner and would like to develop a casual running group at work; discussions are underway with the Yorkshire Coast College's Sport Maker to support the start-up of this group.

## Sport as a Driver for Change

### Get on Track

In August 2014, North Yorkshire Sport (NYS) worked with the Dame Kelly Holmes Trust to launch a pilot of the Get on Track programme in Scarborough follow the publication of our Tackling Inequalities report.

The Get on Track programme provides disadvantaged young people (aged 16-25) with the self-discipline, motivation and confidence they need to enhance their employability and to lead more active lives through a programme of activities supported by athlete mentors.

#### The programme runs as follow:

- **On Your Marks:** This first phase sees athlete mentors meet attendees for the first time, allowing those involved to become familiar with one another and build a working relationship.
- **Get Set:** Young people undertake sporting and school or community-based projects, where they develop communication and team work skills whilst increasing their social capital in their local community. This phase of the programme also provides young people with the opportunity to explore potential careers across a range of industries with work experience, practise interviews and intensive mentoring from elite athletes.
- **Go:** This final phase revolves around an evening celebrating the success of the attendees. 'Go!' showcases the young people's progress in front of a host of partners and local employers.
- **Keep In Touch:** This is the longest phase of Get on Track, delivered after the intensive eight weeks of the first three phases. Keep In Touch stretches to one year after the project, where the young people have opportunities to partake in sporting and development opportunities with the athlete mentors. Sessions may include participating in sport, one-to-one mentoring sessions or a supported interview with a potential employer.

### Case study:

Shane joined the Get on Track programme in Scarborough as 'something to do'. He graduated the programme with a Level 1 Boccia qualification, First Aid Certificate, was volunteering regularly and had gained a position in the Special Police Force.

Using sport and physical activity as the tool to develop the skills needed to succeed; such as drive, motivation and self-awareness, Shane learned more than he expected. "The programme has put me out of my comfort zone – climbing on the wall, standing up in front of loads of people and talking at the Dragon's Den, Go and Boccia sessions. I never would have thought of doing that. I believe in my own abilities more".

In order to introduce volunteering as a worthwhile and valuable route to gaining skills, experience and networks, the programme set the group two community challenges; supporting the first Scarborough Family Bike Ride linked to the Cycling Festival and running an Open Day for the new ScarBoccia Club. Following the challenges, Shane admitted he would never have considered volunteering, yet is now actively supporting disabled adults at a local Boccia session having gained a Level 1 qualification. "I feel more connected to my local community now. I've gained more confidence at college and my tutor is really proud of me."

The Get on Track programme aims to improve a person's employability. Get on Track linked to North Yorkshire Business Enterprise Partnership allowed the young people to take part in a business speed networking event where they were able to meet and talk to a range of local employers and training providers. Practising their 'elevator pitch' and quizzing employees provided a great platform. Shane went on to attend an open evening for the Special Police that was advertised at the event and since submitted an application and was successful at interview. "I never would have thought about a career with the police and joining the Specials". Shane has changed his career pathway, is more determined to succeed and is more aware and confident in his abilities.

Following on from this pilot, North Yorkshire Sport have secured funding from the Dame Kelly Holmes Trust to run a further three Get on Track programmes.



## Primetime

The Primetime programme is a joint project between North Yorkshire Sport and Hambleton District Council funded by North Yorkshire County Council's innovation fund using sport and physical activity as a means to address isolation and loneliness in rural communities. Five local communities have been identified where an eight week block of semi-structured, age appropriate activity will be delivered to the groups by qualified coaches. A 'have-a-go' message is conveyed with regards participating and regular breaks to encourage social interaction are incorporated within the session plans. Participants involved with the programme will be supported to lead the sessions after the initial eight week block through appropriate training, provision of equipment and a local contact to answer any additional queries.

The Hambleton demographic has highlighted an older population and an expansive rural geography. The Hambleton District Council programme manager has created links with local communities, venues, voluntary groups and community groups to facilitate and promote the project. A central celebration event inviting the five communities involved will be held at the end of the programme enabling extended social networks to be formed.



# 4. Increase Infrastructure

## North Yorkshire Sport Volunteer Programme

The North Yorkshire Sport (NYS) volunteer programme recruits, trains and deploys volunteers in sport within the local community. The programme is designed to allow volunteers to gain experience, skills and knowledge and try new things as well as allowing individuals to help others reach their sporting potential.

NYS supports local sports volunteers with a dedicated website where they receive information on local, regional and national volunteering sports events and opportunities. Volunteers also receive updates and information on training and development opportunities.

NYS staff work with organisations and individuals to identify sports volunteer opportunities and match the right volunteers to the right roles, with the aim of increasing sports participation and volunteer numbers across North Yorkshire.



### Case study:

Hannah Sewell and Stephanie Allison have participated in sport throughout their lives. They have also been involved in volunteering either within a local club or at local events, but an opportunity that North Yorkshire Sport were able to advertise on behalf of Rounders England has opened up a new and exciting challenge for them both.

Hannah and Stephanie have been successful in their applications to join Rounders England's Youth Voice; a group of ten young people selected from across the country to help to provide insight and raise awareness, to develop and move the sport forward.

Hannah got involved as she felt it would be a great opportunity to learn something new, gain experience and see a whole new side to sport by working directly with an NGB. Hannah said "volunteering is quite special, you feel good every time you commit to help and it gives you the opportunity to meet new people and try new things.

When I first joined Rounders Youth Voice I didn't know what to expect but being round great people who really have a passion for sport I feel I will gain a lot of experience and confidence. I will also learn about using social media in order to promote rounders to a wider audience."

Stephanie really likes helping people to enjoy as many aspects of sport as possible, she explains "as a member of the Youth Voice I will meet throughout the year with other members of the group and the Rounder's England team where we discuss the future development of rounders in order to increase participation. My aim personally is to get some rounders games going in my local area and eventually set up a new rounders club".

As well as gaining experience and knowledge she thinks the Youth Voice will be a chance for her to gain new contacts within sport, all of which will hopefully help her move into a career in sport.

## North Yorkshire Coaching Development

The North Yorkshire Sport (NYS) Coaching Development programme recruits, retains and develops coaches. Working with partners including NGB's, local authorities and community sports clubs, NYS aims to ensure there is a large enough appropriately qualified workforce to meet the participation and talent pathway demand.

NYS supports its coaches with a dedicated website where they can book onto and request continuous professional development (CPD), find the latest news and information in sport including funding and coaching awards, and apply for the latest coaching opportunities.

North Yorkshire Sport's CPD programme has enabled coaches to learn and be more confident, as highlighted in feedback from our annual coaching survey.

"I have been given new ideas, and ways of improving old ideas that I have stopped using". The programme has also helped clubs to improve their processes, "we implemented a greater child protection system" and go on to further their learning, "I have increased my learning by reading online articles and researching further courses. I will be attending a full day course in September".



### Case study:

On Monday 4th August, North Yorkshire Sport delivered a 'Sainsbury's Active Kids for All Inclusive Community' training workshop to 18 individuals from a variety of community organisations and service providers including; United Response, The Retreat, Short Breaks, Mencap and Door 84.

This workshop was organised and advertised with City of York Council and a local disability steering group enabling a number of different organisations access and benefit from the training.

#### **A support worker who attended the training commented:**

"Through my work I support a lot of young disabled people and do basic sports activities with them, often individually. I decided to attend the Inclusive Community training workshop as I wanted to better understand how I could deliver games to a group of individuals that would make it suitable for everyone.

The workshop taught me about the Inclusion Spectrum and STEP, two tools which I can use to adapt the activities I deliver. For me personally, one of the key things I took from the training was an understanding of what an 'open' activity was and the ideas of open games which meant I could fully include all individuals in one activity.

Before I attended the workshop our sessions often involved individuals doing their own thing but now, we deliver team games and open activities that suit everyone, such as 'cones and domes'. The training has made me more confident in delivering group activities and has opened my eyes to how easy it is to adapt activities to include everyone. I really enjoyed the training and feel it has had a positive impact on the young disabled people I support as they are now a lot happier and more engaged in the activities.'

#### **Matt, another attendee also commented:**

'It has given me more confidence when leading inclusive sessions and have thought of many different ways my sessions can be adapted to include everyone taking part'.



## Primary School Sports Premium

In September 2013 each primary school in North Yorkshire was awarded funding to support the delivery of high quality Physical Education and Sport. NYS have put together a website resource to provide a range of information to schools on how they can maximise the use of the premium. North Yorkshire Sport (NYS) have also appointed a Development Manager to support the primary schools, who has been working with North Yorkshire County Council and the School Games Organisers to establish additional support networks for their schools and strategies for providing advice and information to teachers.

### This year NYS have focussed on:

- Identifying the needs of the schools and supporting them accordingly
- Guidance for coaches working in schools
- Development and CPD for teachers.

NYS are working with and coordinating partners involved in providing primary school sport and have been instrumental in organising courses and training for teachers and coaching providers.

The aim has been to encourage a cohesive approach to sport provision in primary schools and create a simple picture at a county level of how primary schools plan to deploy their share of the premium. This intelligence is enabling us to target support and help to those who want and need it. NYS are marketing NGB offers to the primary schools in North Yorkshire and working alongside NGB's to increase the number of opportunities being taken up by the schools. Having identified a clear demand for CPD within the schools, NYS have been working with NGB's to organise and deliver more sport specific courses across the county.

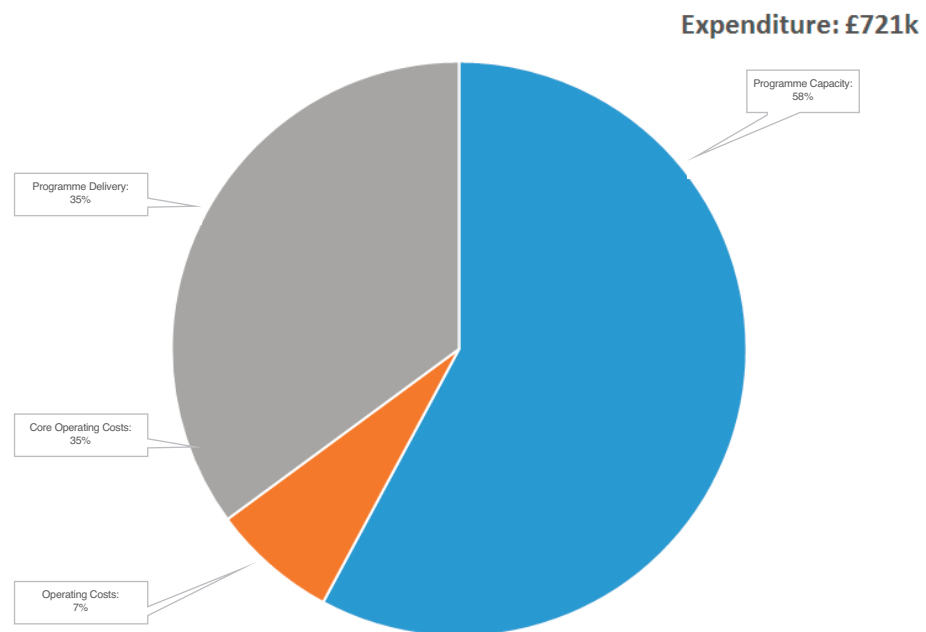
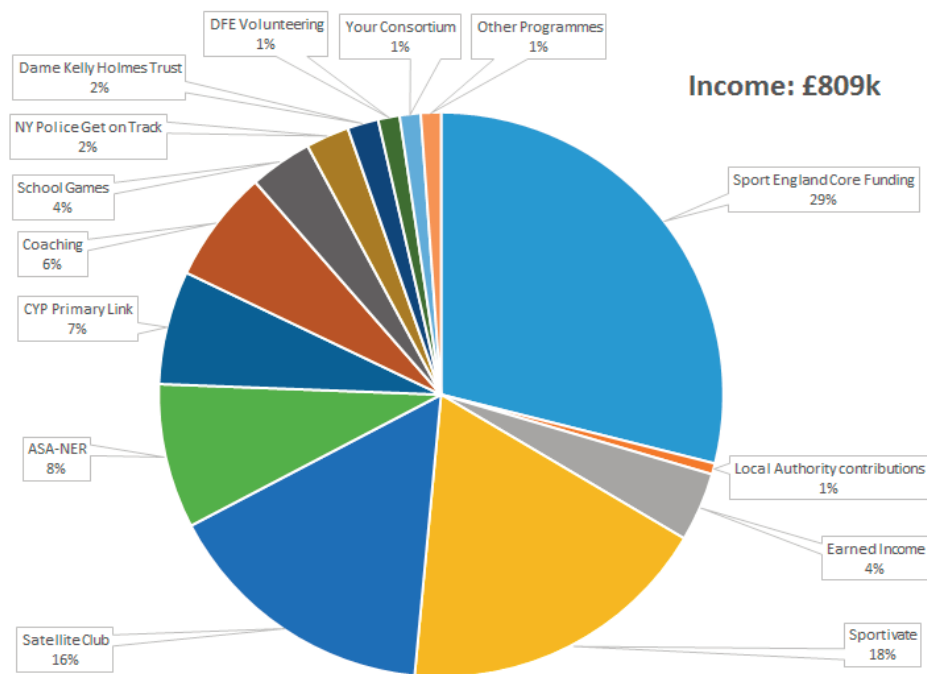
Schools have had the opportunity to attend a number of training events for teachers, and with approximately 72% of schools utilising external coaches, NYS have developed a coach ID system with North Yorkshire County Council to encourage schools to use appropriate coaches.

NYS have also delivered Coaches in Schools workshops to support coaches to become better at teaching primary PE lessons, focussing on how to effectively support teachers, components of what makes a lesson good / outstanding and assessment and progress tracking techniques. This has allowed both teachers and coaches to implement the training in their own work whilst also actively supporting other staff members from within their schools.

The support that NYS have been providing through the teacher and coach CPD has supported schools to achieve the funding objective of improving the quality of existing PE teaching so that all primary pupils improve their health, skills and physical literacy and have a broader exposure to a range of sports.



# Finance



- Sport England Core Funding
- Local Authority contributions
- Earned Income
- Sportivate
- Satellite Club
- Staffing Costs
- Core Operating Costs
- Programme Delivery
- ASA-NER
- CYP Primary Link
- Coaching
- School Games
- NY Police Get on Track
- Dame Kelly Holmes Trust
- DFE Volunteering
- Your Consortium
- Other Programmes

The Income & Expenditure Graphs shown here only relate to income & expenditure in the financial year 2014/15, they do not reflect any balance sheet monies carried forward from the previously unincorporated organisation. These figures have not yet been audited and may be subject to adjustment, audited accounts will be available after July 2015.

# 5. Year Ahead

## Active People Survey 9

The aim over the next year is to continue to increase participation in both sport and active recreation, maintaining a statistically significant improvement against Active People 1. A reduction in the gap between male and female participation and an increase in the number of people with a disability participating are also key targets for the network as a whole. North Yorkshire Sport (NYS) will be working with partners towards putting the county in the top five County Sport Partnership areas for participation.

## National Governing Bodies

Support for National Governing Bodies (NGBs) is a core part of NYS's work. The coming year will see all members of the development team supporting NGBs, with contracted work scheduled in athletics, netball and swimming as well as further work supporting the outdoor sports. The key challenge will be to support sports who want to work across North Yorkshire and balancing that with providing an offer to sports who do not have North Yorkshire as a priority.

## Sportivate

Heading into Year five of Sportivate, there are some significant changes to the programme based on recent Insight research conducted by Sport England. Where previously the programme aimed to attract 'Semi Sporty' young people (participating on 11 occasions or less in the previous 28 days), the challenge now is to attract 'Inactive' young people, taking part on three or less occasions in the previous 28 days or, to put it a different way, those not achieving the benchmark of 1 x 30 minutes of sport and exercise per week.

NYS aims to get 1,700 young people completing a six, seven or eight-week programme (missing no more than one session) with as many of those as possible coming from within the inactive group (minimum target is 40% - which equates to 682 young people).

## Satellite Clubs

The Satellite Club intervention is in its third year and over this period NYS has a target to engage with 20 Secondary Schools and two Colleges. We will work to support 29 Satellite Clubs through either joint funding in partnership with NGBs or fully funding; four of these will be at Special Schools. We will aim to target over 350 participants from our fully funded Satellite Clubs until the end of the 2015/16 year.

## North Yorkshire School Games

For the School Games the year ahead is about the quality of the games rather than increasing the quantity of participants, with the focus on improving the leadership and volunteering offer and delivering more multi sports events. Additional participation in level three events will be achieved by greater representation from all areas, an increased focus on disability and inclusion, and by introducing a pilot county final available only to small schools.

## Disability Sport

North Yorkshire Sport will continue to champion and support the development and delivery of inclusive sporting opportunities within the county. This will be achieved through supporting mainstream and disability specific NGB's to deliver inclusive whole sport plan priorities within the county as well as utilising local knowledge and networks to identify and address the sporting needs of local disabled people. Relationships with 'non-sport' disabled people organisations continue to be established, adopting the learning from EFDS national research findings and through innovative resolutions being developed locally to engage inactive disabled people in sport and physical activity.

## North Yorkshire Sport Volunteer Programme

Over the coming year, NYS will continue to work with our current volunteers in addition to encouraging new volunteers to become involved in the programme. We will also develop and improve the volunteer programme and its offer by utilising the new volunteer management system and building further relationships to increase the number and breadth of opportunities available.

## Workplace Challenge

To date 250 people from 59 workplaces within North Yorkshire have logged onto the Workplace challenge system and used the resources. The target and challenge for 2015/16 is to continue adding to those figures and supporting businesses to utilise the various aspects of the programme.

Inter-workplace competitions delivered by local coaches will allow participants to try different sports and vary their activities in a low cost fun environment.

## Sport as a Driver for Change

### Get on Track

Our second Dame Kelly Holmes Trust Get on Track programme begins in February 2015 and over the eight weeks will engage another cohort of young people. Working with athlete mentors and North Yorkshire Sport (NYS), the group will again use sport and physical activity, volunteering and training to support the young people to be more employable following the programme.

Working closely with the Trust, we have also committed to run a further two programmes this year; one in Selby and Scarborough's third. These are due to start in the autumn. The two current Scarborough programmes will continue to receive support from NYS and the Trust through the Keep in Touch phase.

### Primetime North Yorkshire Sport Volunteer Programme

The Primetime programme spans two financial years running from October 2014 – August 2015. Three clubs have been set up in the 2014/15 period with the remaining two clubs to be delivered before August 2015.

## North Yorkshire Coaching Development

Over the coming year, NYS will continue to support existing and new coaches through programmes such as Get into Coaching. This will help clubs cope with the participation demand by enabling those clubs to put on additional sessions. We will also recruit, train and deploy a number of mentors helping to support coaches delivering as part of Sportivate or Satellite Club programmes. These programmes will include a focus on women and girls helping to create role models encouraging more females to become active as part of This Girl Can.

## Primary School Sports Premium

NYS will report to Sport England on the use of Primary Premium by schools and use the information gathered to identify priority schools to receive additional support.

Utilising the phase 3 mapping information gathered, NYS will support schools with specific information around coaching, teacher training, and physical activity/health initiatives to support the work they are already doing.

Support for schools will include training and development for teachers and additional advice to schools who request support on the effective use of their primary school sports premium funding.

NYS will deliver a number of school governor information workshops on the PE and sport premium objectives and accountability and will roll out a number of Coaches in Schools workshops across the county to support coaches working in schools.

## This Girl Can

This Girl Can is a co-ordinated national marketing campaign and a celebration of women and girls who are doing their thing no matter how they do it, how they look or even how sweaty they get! The aim is to get more women and girls active and playing sport by liberating them from the fear of judgement when exercising.

By every measure, fewer women than men take part in sport. But with 75% of 14-40 year-old women in England wanting to exercise more, Sport England and partners took a long look into what it is that is stopping them.

Reasons ranged from getting sweaty in front of people, believing that they're not fit or good enough and not having the right equipment. Even the word "sport" has negative connotations for many women. And it's clear that many sports clubs, gyms and the like are not designed to fit into women's lives – or address their needs.

**In North Yorkshire, 35% of females are taking part in 1 x 30 mins of sport per week (Active People 8 2013/14) compared to 41% of NY males and a national average of 30% of females.**

**54% of North Yorkshire females are not taking part in any sport (0 x 30mins), compared to a national average of 58% and 46% of North Yorkshire Males.**

The campaign's message to women is that they come in all shapes and sizes and all levels of ability. It really doesn't matter if you are not very good or an expert. The point is that you are a woman and you are doing something.

NYS are committed to supporting the campaign and improving opportunities for women & girls to take part in sport at whatever level they wish. In 2015 we will be focussing increased resources (time & finances) towards improving female participation linked to the This Girl Can campaign. We are urging clubs and sports organisations to sign up to the campaign, let us know what they have available specifically for females or what activities they would like to provide if they had the resources to do so.

For more information check out the website here (<http://www.thisgirlcan.co.uk/>) or follow the campaign on Twitter [@thisgirlcanUK](https://twitter.com/thisgirlcanUK)

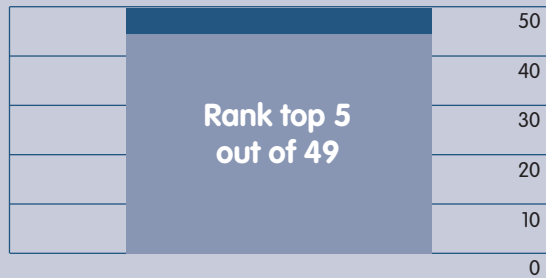
## Impact Measurement at North Yorkshire Sport

NYS is committed to measuring the effectiveness of its work for stakeholders and a new impact measurement framework is being established in 2015-16 that will demonstrate the value of working with NYS and lead to continuous quality improvement of activities based on knowing what works well or not so well. We are also committing to the Inspiring Impact Code of Good Impact Practice.

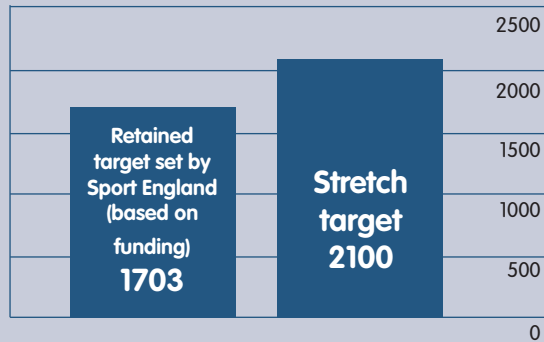
# 6. Targets for 2015/16

% of Adult participation in sport and active recreation 3 x 30 minutes per week.

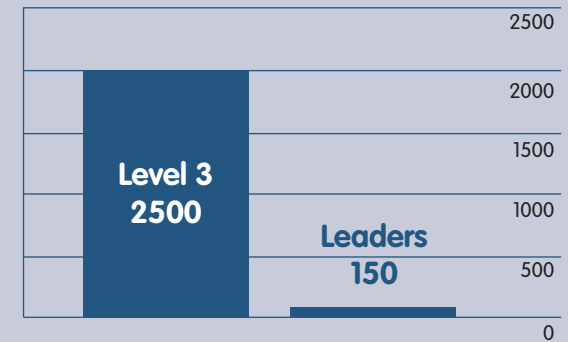
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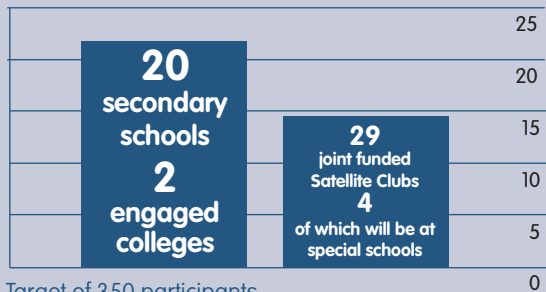
## Sportivate



## School games



## Satellite clubs



Target of 350 participants.

29 joint funded Satellite Clubs, 4 of which will be at special schools.

## Workplace Challenge

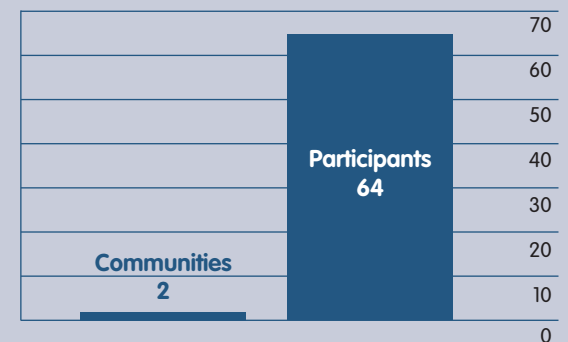
110 inactive people achieving 1x30 through participation in the Workplace Challenge

450 employees participating in the Workplace Challenge

50 workplaces participating in the Workplace Challenge

12 Workplace Challenge Champions trained

## Primetime Targets for 2015/16



WorkPlace Challenge  
Community Games

Physical Activity

Sport

Disability

Tutors Events

Inclusion

SchoolGames

Volunteers

Coaching Schools

Safeguarding ClubMark

Education

SportEngland

Partnership

Charity

SatelliteClubs