



**Yorkshire
Sport**
Foundation

Impact report

2018 - 2019

Foreword



Too many of us are not active enough to live healthy lives. One in four of the population don't do half an hour activity each week, even in Yorkshire where sport is in our blood and the county offers glorious opportunities to get that blood pumping.

Our charity passionately believes in the value activity has on physical and mental health, personal growth and the way it strengthens our communities.

When we talk of activity, we mean everything from organised team sports to active travel. Even walking counts, as long as it's more than 10 minutes and is brisk enough to raise your heart rate. We are a small organisation trying to make a big impact across a large part of Yorkshire. Our mission is to support everyone to be active and healthy and we'd like to work with anyone who shares this with us.

Paul Reid.
Chair of the Board of Trustees



We are a small organisation trying to make a big impact. Our mission is to support everyone to be active and healthy, and we'd like to work with anyone who shares this with us.





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Sport has helped me a lot. That's why I love this project so much. It's something that has changed me and I know that it can change other people's lives in the future.

Sahal - Big Brother Burngreave



Find out about Active Burngreave:
yorkshiresport.org/community

Introduction



This year has seen us settle into a new way of working following our restructure last year. We have been able to give better support to our area's District Activity Partnerships which are leading systems change for sport and physical activity.

In particular, Sport England's Local Delivery Pilots in Bradford, Calderdale and Doncaster are driving the approach forward, developing delivery plans that will draw down significant amounts of funding. We are learning much more about what drives activity in low income communities through our targeted approach with Active Burngreave.

We've made progress in the Dearne Valley with local activators with similar projects planned for Airedale, Maltby and Huddersfield. Leeds City Council have been researching community physical activity needs to the east of the city. All this gives us a tremendous amount of learning.


We have continued with nationally-funded programmes such as Satellite Clubs, School Games and The Daily Mile along with our targeted ones such as Mums' Team and Better in Kirklees. Our Levelling the Field programme helps women to become active to help address a variety of issues. Overall, around 15,000 people have been part of these programmes over the last year.

During the year we were able to add to our senior team through the appointment of a Strategic Director as part of a national initiative. This has enabled us to better influence on behalf of physical activity and sport at a senior level. In particular, we are looking to ensure physical activity and sport are contributing effectively to economic and health and care priorities through working with Leeds and Sheffield City Regions, West Yorkshire and Harrogate Health and Care Partnership and South Yorkshire and Bassetlaw Integrated Care System.

As a connecting agency we work with a huge number of paid and unpaid people from across our area and I am genuinely humbled by their sheer exuberance and energy to get more people active. They are all driven by their belief and experience of the massively powerful effect that being active and playing sport can have on all our lives.

On behalf of all of us at Yorkshire Sport Foundation, a massive thank you for working with us over the last year. Long may it continue.

Nigel Harrison
CEO



“As a connecting agency we work with a huge number of paid and unpaid people from across our area and I am genuinely humbled by their sheer exuberance, energy and drive to get more people active.”



“

I was the lowest I have ever been, now I'm the complete opposite. I don't think you realise how much the scheme is doing until you look back and see how far you have come.

Cherene, Levelling the Field



Find out about Levelling the Field:
yorkshiresport.org/community

Outcomes

We work with partners to deliver Sport England's Towards an Active Nation strategy and the five health, social and economic outcomes set out in the Government's Sporting Future strategy.



Physical wellbeing

The physical benefits of sport and physical activity are well documented. Being active can reduce the risk of developing type 2 diabetes by up to 40% and can reduce the risk of a range of medical conditions, including cancer, dementia, strokes, heart disease and depression, but only 56% of adults are physically active for the 150 minutes each week as recommended by the UK's CMOs.

The figures are lower still for children. Physical inactivity costs the UK an estimated £7.4bn each year.



Mental wellbeing

Sport and physical activity is, for many people, a hugely enjoyable experience and can reduce stress and anxiety.

Mastering new skills can increase confidence and self-esteem. Volunteering to help other people at local sporting events can be very satisfying. Research has shown that exercise can be as effective as anti-depressants for those with mild clinical depression.

The positive effects on mental wellbeing from meeting the CMO guidelines are every bit as important as the physical benefits.



Find out more about the outcomes:
yorkshiresport.org/about-us



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Since joining Mums' Team I qualified as a run leader and am now a coach in run fitness. I love seeing fellow mums achieve things they never thought possible.

Amanda, Mums' Team



Find out more about the Mums' Team:
yorkshiresport.org/mumsteam

Outcomes (cont)



Individual development

We know how powerfully sport and physical activity can affect an individual's development. It improves educational behaviour and attainment, through greater self-esteem and confidence and direct cognitive benefits.

This can also have a positive impact on the employment opportunities and have a positive role in tackling the problems of those who are not in employment, education or training.



Social and community development

As well as developing individuals, sport and physical activity can help build stronger communities by bringing people together, often from different backgrounds, to make them feel better about where they live, improve community links and cohesion, and build social capital.

We know that people who volunteer in sport, for example, are more likely to feel they belong in their area and people who take part in sport are likely to enjoy stronger social links with others.



Economic development

Much of the £39bn that sport and physical activity contributes to the UK's economy comes from grassroots activity. The millions of people who buy trainers, bikes, gym memberships or pay match fees. The government's investment of £10m in the Tour de France Grand Départ in 2014 helped unlock a £125m contribution to the economy.

The economic impact of how sport and physical activity creates jobs, promotes growth and drives exports is a fundamental part of our strategy.



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Having this club here is really important. As a South Asian girl I know your physical activity journey ends after high school. It's not normal for girls to go out and play sport.

Unique Community Club



Find out more about Satellite Clubs:
yorkshiresport.org/community



Strategy

Put simply, our purpose is to help make sport and physical activity an everyday part of people's lives. This year has been building on the system that will encourage and support people to become more active.

Our focus this year has been to strengthen the District Activity Partnerships (DAPs) which we see as fundamental building blocks in that system. There is, and will be, huge strength in the partnerships of all kinds of organisations working together to plan and deliver opportunities for physical activity. The councils play a pivotal role alongside universities, colleges, clinical commissioning groups, local charities, hospital trusts, professional sports clubs and other organisations in the area. Our role has been to support these through advice, guidance and staff time to provide the essential capacity to ensure the partnerships operate well.

Working with the DAPs, we are now clearer in our priorities with 36 of our low-income communities identified for further support. Around 70% of our resources have been focussed on these areas. More intensive work has continued in places like Burngreave where we are getting an insight into how a genuine "asset-based community development" approach can work. Over the next two years this work will be amplified through the delivery of three of the twelve Sport England Local Delivery Pilots which will take a share of the £100m national budget to investigate how we make lasting change to systems and behaviour.

70% of our resources are being targeted in 36 of our low income communities.

Our role

Our role within the sporting landscape is clear:
'To connect, influence and provide sport and physical activity to make it an everyday part of people's lives.'



Find out more about our strategy refresh:
yorkshiresport.org/about-us



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My child feels isolated and the club gives them the chance to socialise. If it weren't for the club, they wouldn't be active.

Volunteer's Parent. Satellite Club



Find out more about Satellite Clubs:
yorkshiresport.org/community



Connect

Across our area there are thousands of organisations providing ways to be active and enjoy sport.

We are here to connect the network for effective communication, joined-up planning, sharing good practice and helping joint projects.

At the heart of this work are the District Activity Partnerships based in each of our local authority areas.

These bring together the major players such as universities, council departments, charities, professional sports clubs, the health sector and many others to plan and deliver opportunities.

Stories:

YSF Connect networking events focussed on physical activity and mental health and took place at lakeside in Doncaster and Odsal in Bradford, with 130 partners across both counties.

Keynotes were delivered by Creative Minds on using creative approaches and activities in healthcare with workshops from Young Minds and Touchstone. In November the event at the Open Data Institute Node in Leeds looked at the benefits of sharing data.

Yorkshire Sport Foundation either runs or supports eight district PE conferences each year. With national level speakers, these events are a great opportunity for school staff to learn about the latest developments and share good practice.

Our conferences in Bradford, Kirklees, Wakefield and Barnsley attracted over 300 delegates who heard speakers from the Association for Physical Education, the Youth Sport Trust and local universities and organisations discuss a range of subjects including swimming, cross-curricular learning and the wider benefits of sport and physical activity.

In Sheffield, Move More is the physical activity plan. It is a behaviour change and system building initiative that sits under The National Centre for Sport and Exercise Medicine (NCSEM). The objective is to create a culture of physical activity to improve the population's health.

The big push each year is Move More Month in June. This raises the profile of being physically active and monitoring is done through an app. Four main themes of the month are: Workplaces, schools, communities and a Steel City Derby. The main successes were through the school yard challenge and workplace challenge.

DISTRICT ACTIVITY PARTNERSHIPS

One of our most vital roles is to support with the coordination and development of the partnership work across the nine districts of South Yorkshire and West Yorkshire.

BRADFORD

Active Bradford's vision is for "a healthy and prosperous Bradford where everyone chooses to make physical activity and sport an everyday part of their lives".

We have been busy supporting Active Bradford deliver their strategy with support for the local delivery pilot and with events. We led the development phase of the Local Delivery Pilot (LDP) programme involving community engagement, recruitment of the programme team, communications, development of budgets and action plans, and gathering research. The LDP Development Phase has successfully been delivered with over 1,000 young people consulted and 50 senior leaders/managers engaged.

CALDERDALE

Active Calderdale's mission statement is "Physical activity contributes to delivering the priorities of the Borough - growing the economy, reducing inequalities and building a sustainable future." Groups are being established to make sure it covers the whole system and has the greatest influence. The LDP has now been established and is using "Active Calderdale" branding. We are working on an evaluation and measurement plan to demonstrate impact and learning.

KIRKLEES

Everybody Active Kirklees' goal is that "By 2020 everyone will be physically active through work, play, sport, travel or leisure." The board chose four areas of focus: Workplace, an "Everybody Active week" event set for spring 2020, empowered communities work and a "whole systems approach" to bring together many sectors including health, social care, planning, housing, transport and businesses.

BARNSELY

"Active in Barnsley" became the new name for the Barnsley partnership, with a new logo, strategic plan and identity. The strategic plan sets out five priorities to focus on. A series of consultation workshops helped understand how to shape and deliver the plan. This work sets the partnership up for an exciting year ahead and engage a wider network of partners in getting more people in Barnsley being physically active.



SHEFFIELD

Move More is the physical activity plan for Sheffield to create a culture of physical activity to improve the population's health. A Development Manager will support the project management of the Move More strategy over the next two years. Move More now has a number of people from across different organisations working on joint projects and programmes for Sheffield. This has been extremely positive and is now enabling more collaboration to coordinate actions and share resources. This includes the NCSEM, Sheffield City Council, Sheffield Hallam University, education partners, Sheffield City Trust, Places for People and others from across the network.

Connect

LEEDS

Sport Leeds is developing a new ambition for the city bringing together sport and physical activity and aims to make Leeds the best city to be active in. The strategy is being developed between partners to spearhead a social movement campaign. Sport Leeds has been focussing on seven projects, ranging from the Leeds Sports Awards to a new project around developing a physical activity and sport workforce in the top 1% most deprived communities. Communications is led by a sub-group which has been active for two years.

Sport Leeds supports the city council's locality agenda to reduce inequalities across the city in six neighbourhoods, supporting three communities in Inner East Leeds.

WAKEFIELD

A Wakefield working group met regularly as it moved towards agreeing a vision statement and aims. This was initially focused on a sports network and involving more of the non-traditional partners in this agenda. Future developments will include a focus on walking and the recruitment of a new member of the team to focus on supporting the district.

DONCASTER

The Active Lives survey showed 40% of young people in Doncaster are inactive. This will be one of the main themes for the work in Doncaster, supporting the Get Doncaster Moving Board, LDP, the council and local partners to work together. We held a workshop at the Get Doncaster Moving Summit event on what we can do to help inactive young people. This led to work with the Active Schools group, Children and Young People group and wider partners to understand the barriers and how to tackle them together. This included mapping work on the schools and a mentoring pilot.

ROTHERHAM

Rotherham Activity Partnership is creating a vision and ambition with partners and groups including Active Schools, Walking and Cycling, Children and Young People, Safeguarding in Sport and Mental Health. The vision is to connect the local working with the strategic direction at a borough level, assisted by our partners. The rise in hate crime in some areas has prevented people looking for opportunities, having a joined-up approach means that influential partners can work together to support communities.



Influence

The District Activity Partnerships are vital in influencing others to include physical activity within their thinking and planning.

If we can get every teacher, social care worker, employer, GP and transport planner to include activity in their day-to-day work, that has the potential to make a massive shift in behaviour. The partnerships are well-positioned to influence the decision makers who can make this happen.

We also work with Leeds City Region and Sheffield City Region bodies to make sure activity runs through their strategic plans. For example, activity can increase investment in emerging Industrial Growth Strategies through workplace health and creating a better environment to live and work.

To back up this influence we need to show a high level of evidence so, along with having our own in-house data and insight specialist, we work closely with the region's seven universities and researchers in the health sector like Born in Bradford.

Stories:

Our Centre of Excellence programme which has identified the good practice demonstrated by 12 primary schools and shared it with others across the counties so that they will learn how to improve.

The Primary PE and Sport Premium awards enables us to work with the two other Active Partnerships in Yorkshire to recognise and reward schools that have worked hard to improve physical activity engagement by their pupils.

Our Daily Mile Officer delivers inspiring assemblies and influences senior figures in education to encourage more schools to provide additional time for physical activity throughout the day. We have also trained over 300 school staff on PE Specialism courses and PE conferences.

In October, Sam Keighley joined us as Strategic Director. This is a shared post with Sport England with the aim of further strengthening existing, and building new connections with partners outside the traditional sports system. The role will create champions within the wider system to use physical activity and sport as a driver for improved physical and mental wellbeing, individual and community resilience, and cohesion and economic growth.

Sam is working in particular to ensure physical activity and sport are contributing effectively to economic and health and care priorities through working with Leeds and Sheffield City Regions, West Yorkshire and Harrogate Health and Care Partnership and South Yorkshire and Bassetlaw ICS. She is also supporting strengthening and broadening the partners we work with in each of the nine local authority areas in South Yorkshire and West Yorkshire.

Influence

Story:

Systems change at Ravensthorpe Primary

We used a 'whole systems approach' to addressing childhood obesity at Ravensthorpe Primary Academy in Dewsbury.

It is in an area of deprivation and has one of the highest levels of childhood obesity in the county. The head chaired the first Ravensthorpe Obesity Plan meeting in February.

Now more children are attending extra-curricular sports clubs, teachers feel more confident to deliver PE and physically active lessons. Staff have noticed a marked improvement in the general wellbeing of the pupils.

Sheldon Parkin, Headteacher at Ravensthorpe said: "We have introduced daily exercise routines for all children in school. Our attainment in school is well above average and I think the increase in physical activity has had a part to play"

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We introduced brain breaks. Every ten minutes the children can get up, do a few moves or stretches.

They are enthusiastic about it - its an incentive for better behaviour and concentration.



Find out more about PE and School Sport:
yorkshiresport.org/pe

Influence

Story:

A big year for open data

We provide data and insight to inform our own strategy and the work of our partners. This ranges from statistical analysis to bespoke insight into communities, the needs and behaviours of inactive people, and the barriers to taking part. We are also looking to look at how we use insight to influence system change.



We have produced documents for the Bradford Clinical Commissioning Group and Leeds City Region and will continue to help make the case for physical activity across the wider system. We have also provided insight support to the Sport England funded Local Delivery Pilots.

We support the OpenActive initiative - encouraging leisure providers to open their 'opportunity' data, to make it easier for people to find opportunities to be active in our local area. Our Research and Insight Manager became part of a team of 'Data Champions' selected by Open Active and the Open Data Institute.

Open Data was the theme of our Partnership event delivered with the Open Data Institute (ODI) in Leeds with delegates from local authorities, leisure trusts, national governing bodies, public health and the transport sector. Following this event, we have seen one local authority partner open their opportunity data and we are working with another who is committed to opening their data within the next 12 months.

We want all our leisure providers to take the plunge and will also use our SportSuite data system to let community providers share their opportunities to improve both choice and access for individuals in our most inactive target communities.



Find out more about Open Data:
yorkshiresport.org/open



Provide

At a street-by-street level we can focus on communities where low income levels can bring inactivity. Our approach is to look at the assets in a community and see if we can identify where we can help local people organise, promote and sustain activity opportunities.

We first started this within the Burngreave community two years ago. An inspirational resident, Safiya Sayeed worked for us to stimulate a huge number of activities like the Big Brother Burngreave project.

This had older teenagers learning about sports leadership and leading activities for younger people in a safe environment.

The power of activity to boost self-respect, leadership and determination was humbling to see.



Stories:

Active Burngreave is a project run by the community for the community which uses sport as a way of tackling social outcomes. Thirty-two projects have been commissioned with 95% of projects delivered by groups based in Burngreave.

1,043 participants engaged in weekly activities over at least six months. 73% of participants were 'inactive' at the start of the project which has dropped to around half. There were 72 volunteers engaged in the project, two-thirds of whom had never volunteered before and several have gone on to paid employment.

The School Games is a unique opportunity to motivate and inspire millions of young people across the country to take part in more competitive school sport.

We held School Games summer and winter festivals with many standalone events for around 6,000 children from Year 3 – 11. This figure includes 620 children who participated in Special Educational Needs and Disability (SEND) sports.

Coalfields Regeneration Trust's Game On programme has played a powerful role in addressing the growing health, skills and employment inequalities within ex-mining communities through football Satellite Clubs.

This project is delivered in Airedale (Wakefield), Athersley (Barnsley), Denaby (Doncaster) and Dinnington (Rotherham). Delivered on a Friday evening the project has seen 337 young people participate regularly.

Provide

Story:

Empowering women

Levelling the Field supports women to build confidence and self-esteem through taking part in activities and gaining sports qualifications. 256 women have been engaged in the project in Bradford, Doncaster and Leeds.

Of these women **95%** were classified as **'inactive'** at the start of the project and **90%** say they feel **more motivated** to be both physically active, and motivated to make positive changes in their lives because of their involvement in this project. Fifty-five women have completed sports qualifications with six women gaining full time employment.



90%

feel more motivated to be both physically active, and motivated to make positive changes in their lives.



Find out about Levelling the Field:
yorkshiresport.org/community

Provide

Story:



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We held School Games summer and winter festivals with many standalone events for around 6,000 children from Year 3 – 11. This figure includes 620 children who participated in Special Educational Needs and Disability (SEND) sports. The County Finals are a culmination of competitions held throughout the year by the School Games Organisers.

Active Schools (previously Change for Life) Zones held during the School Games Festivals are for those who wouldn't get to enjoy competitive sport. Activities in the Active School Zone have included; kickboxing, skipping and many more.

The School Games have also provided volunteer opportunities so far for hundreds of young people. This experience gives the individuals a valuable insight into the delivery of both the sports and events.



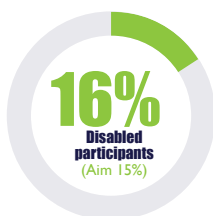
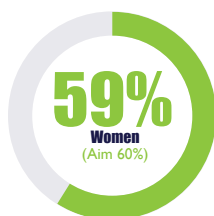
Find out more about the School Games:
yorkshiresport.org/schoolgames

Facts and figures

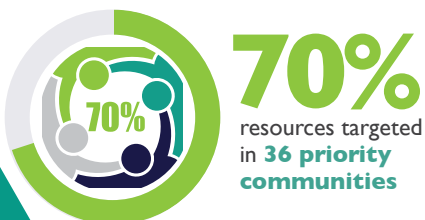
Activity



Total number of people attending activity programmes and events **15,504** (target 15,000)



Communities



Financial



Talent



Project: Satellite clubs



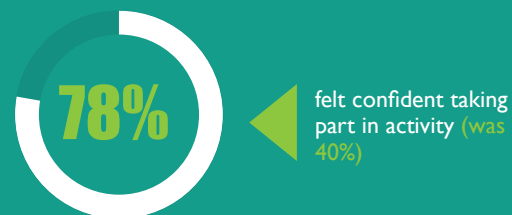
Education



Project: Active Burngreave



participants engaged in weekly activities



72 volunteers

Most had **never** volunteered before.

Project: Levelling the field



Workforce



Project: Mums' Team



Women leading activities for friends and family

Project: School Games

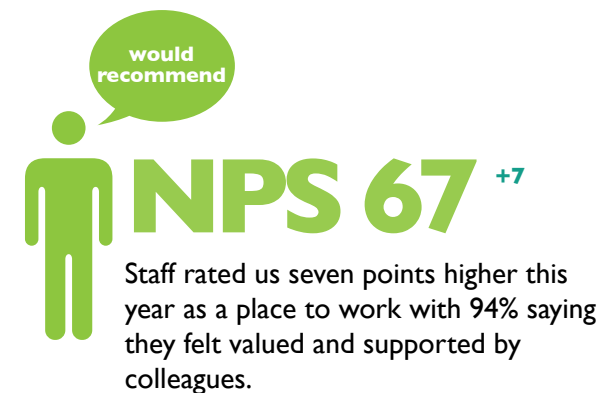


Partner satisfaction



Partner satisfaction, measured by Net Promoter Score, has increased by 6 since last year. The average for our sector is 54.

Staff satisfaction





LOTTERY FUNDED

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Registered charity in England and Wales: 1143654