



IMPACT REPORT

2017/18





A FEW WORDS FROM OUR CEO

Welcome to our 2017/18 impact report which I am delighted to present to you.

At the start of the year we made some big changes; bringing the two County Sports Partnerships together, creating a new brand, team and way of working.

We are really pleased with the way the changes have gone and how we can better support local partners in our shared mission to get more people active. This is a reflection of the 'can do' approach of our team who have shown great flexibility and resilience in taking on the new approach.

During the year the Government introduced the '**UK Code for Sports Governance**' which set exacting standards for those receiving large amounts of public funding. We were the first of any sporting organisation in the country to achieve all elements of the Code. Aligned to this is our 'Excellent' rating in the Quest quality accreditation scheme.

From this solid base, it feels like we have been able to move forward in our strategic plan this year; supporting our **District Activity Partnerships (DAPs)**, ensuring most of our resources are focussed on specific communities and creating innovative ways to attract people to physical activity.

The sport and physical activity sector is starting to adopt a '**Whole Systems Approach**' where everyone and every organisation has their part to play. This starts with working with local communities to plan and organise opportunities and the environment for themselves.

Our clearest example of this is the **Active Burngreave** project which is being used as an example of good practice across the country. Even there

we need to ensure better engagement from senior policy makers.

During this year, Sport England identified 12 areas of the country for '**Local Delivery Pilots**' (LDPs) to accelerate learning, backed up by significant funding. We were thrilled that Bradford, Calderdale and Doncaster were all selected, and are now busy preparing for the next three years.

As a County Sports Partnership we are grateful for the core funding from Sport England and we are clear that this isn't a given right. We successfully submitted our Primary Role bid in the autumn, setting out our plans and approach over the next three years. Again, we were really pleased with the 'Outstanding' classification given to our bid.

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

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

Nigel Harrison

Chief Executive



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INTRODUCTION

Our role within this sporting structure is clear: **‘To connect, influence and provide sport and physical activity to make it an everyday part of people’s lives’.**

This year we have been setting foundations to encourage and support people to become more active. Our focus has been on supporting the **District Activity Partnerships (DAPs)**, working together to plan and deliver opportunities. DAPs are in various stages of development across the nine districts; the following pages give a glimpse into how they are evolving.

Councils play a pivotal role alongside universities, colleges, clinical commissioning groups, local charities, hospital trusts, professional sports clubs and other organisations. Our role has been to support these partnerships through officer time to provide essential capacity.

Working with the DAPs we have identified 34 of our low income communities where we will focus 70% of our resources.

More intensive work has taken place in Burngreave, Sheffield where we are really starting to understand how a genuine asset based community development approach can work.

Over the next three years this work will include three of the 12 Sport England **Local Delivery Pilots** which will take a share of the £100m national budget to understand how to make a genuine change.

As a partnership body we work with many organisations. This impact report is a reflection of their achievements over the last 12 months.

CONNECT



INFLUENCE



PROVIDE





BRADFORD

We have played a significant role in the continuing development of Active Bradford over the course of the year which has seen the organisation become a limited company.

There is a regular attendance of influential partners, led by the independent Chair, Wayne Jacobs.

We have also led on Active Bradford events such as the Bradford Sports Awards and the third annual Bradford PE Conference.

Active Bradford Ltd was registered in January 2018 and we are supporting the company with its governance including



the recruitment of directors and the development of policies and procedures.

We continue to support the delivery of the Active Bradford strategy and the development of life course subgroups: Early Years, Children and Young people, Adults, Older Adults.

We delivered the Bradford PE Conference in November 2017, inviting Elaine Vyllie, founder of the Daily Mile and the highly regarded Dr William Bird (pictured right with Wayne Jacobs) to inspire over 100 teachers.

Played a lead role in the delivery of the 2018 **Bradford Sports Awards**, attracting 350 people to the prestigious event, celebrating the achievements of athletes, teams, volunteers and organisations involved in sport.

We have been involved with the application for the Bradford **Local Delivery Pilot**, and are now supporting the development phase of the programme.





BARNESLEY

The partnership has been reinvigorated over the last 12 months and there is now a regular meeting of influential partners, headed by a Senior Public Health Officer.

Partners meet regularly with a shared passion to increase physical activity levels in the district, particularly amongst the most inactive.

The partnership now has a shared vision and values. Three groups have been established to focus work around the DAP's priorities of Active Travel, Families and Disability.

The group has had early success with a funding bid to Sport England Families Fund which will attract £215k of funding for programmes targeted towards 'at risk families'. This work will initially focus on North Barnsley as a priority.

CALDERDALE

We have provided support to develop the structure of Active Calderdale, linking in new organisations and providing additional resources to establish priorities and themes for the strategy.

YSF has been supporting the **Calderdale LDP** by contributing to the governance structure, plans and priorities. We helped deliver a consultation event for Active Calderdale, with over 130 people attending from across the district.

IGNITE – INCLUSIVE SPORT FESTIVAL

We were involved in the delivery of the inclusive sport festival which has run for two years in Calderdale. It celebrates the local offer of inclusive sports and enables anyone to come and have a go for free.

Both events have been held at Calderdale College with plans in place to run the festival at the newly renovated Piece Hall.





DONCASTER

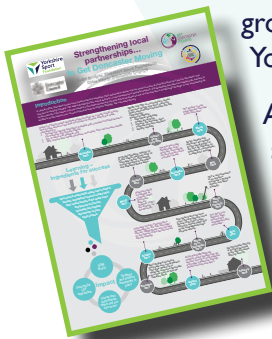
We have started to see the benefits of work that began in 2016 when we partnered with the Local Authority to deliver a whole systems review of physical activity and sport in the borough.

We have placed our staff within the local authority, co-commissioned specialist support and developed joint plans to engage wider partners.

Physical activity is a priority for the Borough's strategic partnership; a significant step towards whole systems change and accelerating the ambitions of Doncaster's new ten-year Physical Activity and Sports Strategy.

In 2017/18, we continued to engage and influence wider stakeholders to progress the strategy's action plans. We have also supported the GDM infrastructure by setting up and sustaining the 'GDM Network' and delivery groups for Communications, Children and Young People, Disability, and Insight.

As a result, we have seen particular successes with our support for communications; laying the foundations of a communications plan, designing a borough-wide brand for physical activity, and developing the partnership website getdoncastermoving.org





KIRKLEES

In Kirklees we have supported the development of **Everybody Active**, which has included the appointment of an independent chair and new members joining the Board.

We worked on supporting applications and secured funding to deliver the FLAME event for the next two years working with Huddersfield Town Foundation.

A Performance and Impact group has been created and a focus on workplace health has been identified – with a conference planned for September 2018.



Huddersfield COMMUNITY TRUST

Disability Sports Sessions

Disability Get Active sessions to allow adults aged 16+ the opportunity to take part in a range of different sports.

Sessions include lots of fun activities such as:

- Football
- Rugby
- Dance
- Lots more!

For adults 16+

Food and drink will be available to purchase on the day
£5 per session

Day: Every Friday

Time: 10am-3pm

Location: The Zone, St Andrews Road, Huddersfield, HD1 6PT

For further information please contact
info@huddersfieldcommunitytrust.co.uk or call 01484 484134

www.huddersfieldcommunitytrust.co.uk
 Huddersfield Community Trust @HuddersfieldCT

INCLUSIVE FACILITIES

We worked with Huddersfield Community Trust to develop an inclusivity training package for their staff, with the aim of developing a sustainable inclusive session at their facility.

Through this we created a bespoke training workshop and resource for their staff and were successful in securing £10,000 of investment to start the delivery of inclusive sessions.



Watch the slideshow at:
Animoto/Flame





LEEDS

Sport Leeds is one of the longest standing partnership groups in the country with national recognition.

The current strategy comes to a close at the end of 2018 and Sport Leeds are looking to shape a new ambition for the city.

It will build on the strong partnerships and collaboration that Sport Leeds is recognised for amongst the sporting community.

Reach will be widened around physical activity by creating an environment that supports whole system change, driven with the citizens of Leeds at its heart.

CONSULTATION

Sport Leeds has commissioned consultant, Robert Young, to carry out a comprehensive consultation with Sport Leeds members and wider partners on a new vision for physical activity and sport for the city.

LEEDS SPORTS AWARDS

After 15 years of the **Leeds Sports Awards**, the local community continues to support the event through sponsorship, nominations and attendance. Our Communications Officer worked backstage to carry out interviews with winners for the Sport Leeds Twitter account, helping to drive engagement on the night.



ROTHERHAM

We have continued to support the council in understanding and the positioning of physical activity, meeting with senior representatives across council departments.

Through this process, the group has identified common priorities where physical activity can contribute. There is now a real commitment to improve ways of working together.

We have also been working with wider stakeholders to understand the environment across the borough, with a workshop planned to strengthen the partnership and the network.



SHEFFIELD

In Sheffield we have provided support to **Move More which is helping to bring together partners across Sheffield to deliver the City's Physical Activity Strategy.**

Examples of our support include the creation of the Move More Sport Group and Sheffield Cycling Operations Group to address gaps.

Our involvement across various working groups has enabled us to connect more partners and play a functional role towards making Sheffield the most active city by 2020.



Work with the Athletics Development Group has led to a number of projects throughout schools, communities and clubs in partnership with Sheffield City Council and England Athletics.

In partnership with a local steering group, we have commissioned the relaunch of the Sheffield Academy of Young Leaders (SAYLS) which is creating a full leadership model for secondary schools and beyond with 32 young people supported this year.

We continued to support the Move More Mental Health Group and disability sports network.

We attend the Communications Group and support with social media campaigns during Move More Month.

WAKEFIELD

A new intent and energy across the district has resulted in a wide range of partners coming together to refresh the partnership.

A new group is in its infancy and there is much still to be done to maximise the reach of physical activity across wider agendas and with partners who have not previously been engaged.

There is senior level buy-in from a range of partners across the district and excitement about the potential to make a difference in the district.





#YSFCONNECT

Our free partnership days were revamped with a new brand, offering more networking and better learning opportunities.

#YSFconnect events brought together 204 people from organisations to share knowledge and experience, learn about trending topics in the sector, and create new opportunities.

Following feedback, we made the events shorter and repeated themes at both South Yorkshire and West Yorkshire venues so nobody missed out. Topics covered included **Asset Based Community Development**, and featured keynotes from **Ready Steady Active's Rashida Salloo** and **Active Burngreave's Safiya Saeed**, who have both been involved in projects supported by us.

In addition to the two county events, we organised a central event to bring together partners from both counties and hear from national organisations including Sport England and Comic Relief.



Watch the video at:
yorkshiresport.org/ysfconnect



RESEARCH & INSIGHT

Developments this year are all linked to driving quality data and intelligence at a local level.

We have been working closely with the districts around a **Datahub** programme with data streaming into the system from local facility providers and community organisations.

This means we have been able to provide intelligence reports detailing reach, activity ‘gaps’ and social value. This produces better targeting and programming of activities. It has been encouraging to see partners taking this intelligence and making changes to their delivery.



Linked to the Datahub work, our Research and Insight Manager was selected to be a ‘Data Champion’ for the Open Data Institute’s **OpenActive** initiative.

The focus of this work is to encourage providers to open up their ‘opportunity’ data so that they reach a broader audience. We will be championing this programme and aligning it with the Datahub work to further develop our insight offer to partners.

We will be looking at how we connect insight with other local intelligence as part of a place-based approach in our focus communities. We continue to use the Views system to monitor the impact of sport for development projects and our Satellite



DataHub

Unlock the potential of your data

The DataHub is a store for sport and leisure data, integrated and enhanced through a suite of participation and business intelligence modules, accessed anywhere via a single online portal.

The aim is to get a nation more active and healthier by sharing up to date intelligence, so those investing within the sector can make more informed decisions.

Clubs programme. We will be working with the DAPs to ensure this information feeds into future planning and delivery, alongside learning from the LDPs.

CASE STUDY

“Before the DataHub, collating, calculating and sharing our outcomes was a lengthy, time consuming and limited process. To streamline this, the Foundation only collated individual contacts and multiplied these by the number of sessions attended.

“While it was useful to identify engagement, it did not provide managers, trustees or partners any detail regarding the individual service user, their background, barriers to participation, socio-economic factors, age, gender or even postcode. The DataHub not only provides us with this detailed information, but allows us to identify the impact of our work in a clear, and easily digestible format.

“We have since used the report from DataHub in recent Board Meetings which has enabled trustees to not only understand our engagement, but our social value, delivery hot spots, key demographics, success against competitors and areas for development. All of which help the Foundation to grow.”

Chris Bailey - Sheffield United Community Foundation



PE AND SCHOOL SPORT

Primary schools across both counties are now in receipt of over £22m annual ring-fenced funding for PE and school sport.

Our role is to support schools to spend the grant effectively and identify and share good practice through local insight and website scrutiny.

We have designated four new **Centres of Excellence** for PE and Sport (now 18 in total) which continue to provide training and resources, sharing good practice between schools in a self-sustaining way.

- 735 Teachers, 95 Governors, 63 Head teachers trained this year
- 297 Primary School websites reviewed
- 91% have up to date information about the Premium
- Active Lives: CYP survey: 8,693 pupil, teacher and parent surveys completed

Many case studies have been collected via submissions to the **Yorkshire Primary PE and Sport Premium Awards** which demonstrate some outstanding and creative interventions in our schools. One of which was featured in the government's updated Childhood Obesity Strategy.

Over 400 teachers have been trained at PE conferences we have managed or supported in Wakefield, Bradford, Calderdale, Doncaster and Rotherham.

Six district Active Schools groups have had projects funded by us to improve school sport and physical activity including a Beat the Street project in Bradford, and audits of school engagement in Barnsley, Sheffield and Wakefield.

The new Active Lives: CYP survey has been conducted in schools across West Yorkshire and South Yorkshire with each one receiving a detailed report from Sport England which will enable them to accurately plan for the future.





COMMUNICATION

The year began with the end of our rebranding process. We moved into our new office under a single CSP brand with a new website.



WEBSITE AND SOCIAL MEDIA

After the buzz of the yorkshiresport.org site launch, traffic settled down to an average of 9,600 users a month.

A new strategy of better targeted social media activity saw a 15% engagement rise from 20% fewer **tweets**. Influence on social media is measured by the Klout score. While it varies throughout the year, the 2017-18 average rose four points to 60 compared to the CSP average of 53.

Nine videos were published on **Youtube** with 3,200 views.

GOOGLE ADGRANTS

As a charity we get \$10,000 of free adverts on Google's search results every month through Adwords. Adverts ran for a range of programmes and partners' projects and were seen 1,500,000 times, bringing 35,000 new visits to the website.

PRESS

PR coverage helped us reach 240,000 people per month with

much activity generated by the School Games and programmes like Mums' Team. Our team continued to be invited to discuss grassroots sport provision on local radio including BBC Radio Leeds.

EVENTS AND CAMPAIGNS

School Games events generated much press and social media activity as well as providing great photos for promotional use. The opening ceremonies and some finals were streamed with Facebook Live. Sponsorship of events like Leeds Sports Awards at Leeds Arena helped raise our profile and reward grassroots sport.

CASE STUDY

The Doncaster Together Partnership was looking for help positioning Get Doncaster Moving, the activity strand of the strategy.

We worked with the partnership as members of the Communications Group to lead work with graphic and web designers to agree branding and help build the getdoncastermoving.org platform and social media.





LOCAL DELIVERY PILOTS

Sport England have chosen three projects in South Yorkshire and West Yorkshire to be part of 12 places to work on a bold new approach to build healthier, more active communities.

Around £100 million of National Lottery funding will be invested in these **Local Delivery Pilots** (LDP) over four years, to create innovative partnerships that make it easier for people in these communities to access sport and physical activity.

BRADFORD

The aim of the pilot in the north of the city is to increase physical activity and improve outcomes for children and young people and their families, aged 5-14 who are at high risk of becoming inactive adults. We supported during the application and assessment stages. A Development Manager took on the role of Interim Programme Manager and the CEO is part of the Executive Team.

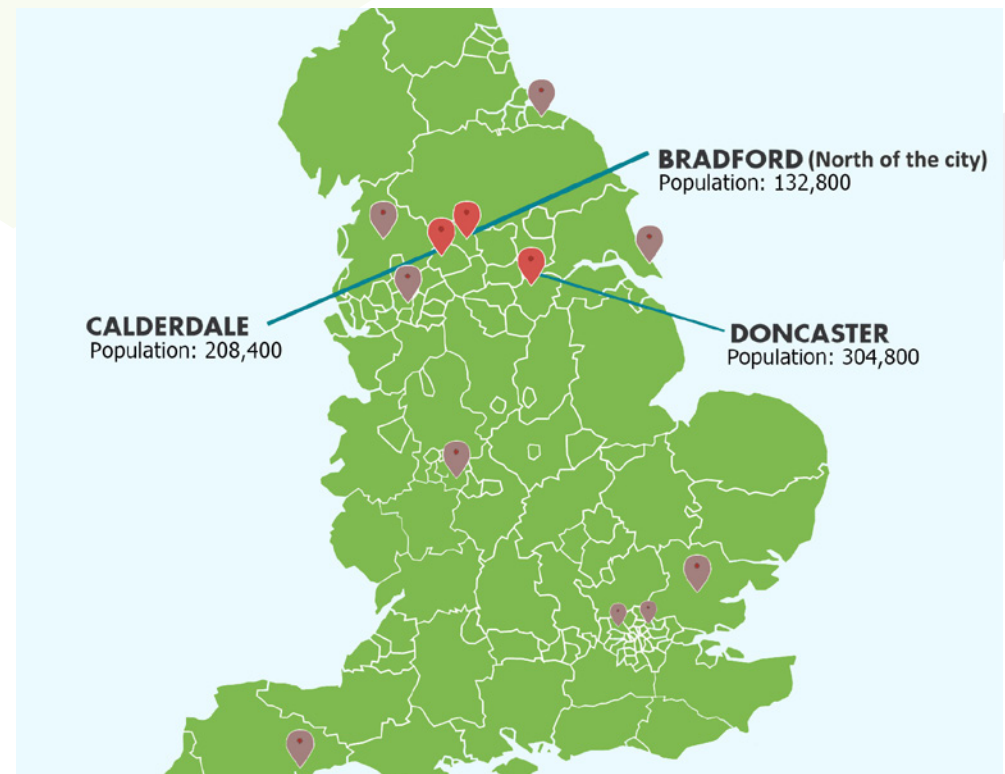
CALDERDALE

We have been supporting the LDP by contributing to the governance structure, plans and priorities for Active Calderdale. We helped deliver a consultation event for Active Calderdale, with over 130 people attending from across the district.

DONCASTER

The aim in Doncaster is to change the social norm of inactivity and stimulate inclusive economic growth by prioritising three groups: low incomes, inactivity, and children & families.

We have supported the development and delivery of the LDP in Doncaster, aligning with the development of the borough's physical activity and sport strategy and influencing a delivery framework.





SCHOOL GAMES

Thousands of young people competed at the county final events, with more young leaders being trained and supporting than ever before.

Almost 1,200 pupils competed across 11 different sports at the Headingley Campus of Leeds Beckett University at the West Yorkshire Summer festival.

The South Yorkshire summer festival took place across four venues, with an Olympic style opening ceremony at Abbeydale Sports Club featuring a display by England's Strongest Man 2017, Phil Roberts from Sheffield.

The summer festivals featured 2008 Olympian Emily Freeman with Paralympic champion Hannah Cockroft MBE bringing some of her gold medals to the winter festivals. The March festivals also saw the first appearance of Kit, our new mascot, designed in a competition.

Funding has been secured for the West Yorkshire festivals with a new partnership agreement with Leeds Beckett University.



- 6,650 School Games event participants
- 425 volunteers
- 24 sports across 15 venues

▶ Watch the School Games videos at: yorkshiresport.org/schoolgames



NATIONAL GOVERNING BODIES

Our work with National Governing Bodies (NGBs) has continued with our support prioritised to developing projects where we can help to increase participation within our focus audiences.

Examples of this include supporting England Handball, England Rounders and British Triathlon with development programmes utilising our Advantage:YOU intern programme.

We have supported Swim England and the local aquatic providers to create the South and West Yorkshire Swim Action Group which is the biggest pool stock collaboration outside of London.

Our work within tennis has grown with us adopting the disability tennis network co-ordination role. This partnership with the Tennis Foundation and Lawn Tennis Association is supporting more than 600 disabled people throughout the year in partnership with a range of local groups.

This also included launching the very first inclusive Tennis Activation Fund.

- Seven interns recruited, five based with external partners
- 28 new Level one Handball coaches recruited and deployed in Sheffield
- Eight new Inclusive Tennis Activation Projects
- Three NGBs engaged in our Advantage:YOU intern programme
- Marketing and communications support to the Yorkshire Cricket Board All Star Programme

WHAT PARTNERS SAY?

“This has been a great year working with YSF, from working collaboratively on a student activation project to getting handball into the Schools Games for 2018/19.

Our partnership has enabled us to work in South Yorkshire and West Yorkshire and without the support we would not be able to achieve what we have. England Handball are excited to see what we can do together in the next year”.

Andy Clarke – Handball Development Manager, England Handball

“Without the support, pro-active nature and insight led development from Yorkshire Sport Foundation, a lot of the new programmes would simply not have happened.

This work has resulted in a huge increase in participation as well as sustained participation within our long standing clubs. The Tennis Foundation is proud to work alongside the CSP in order to deliver our grassroots disability tennis programme within Yorkshire, which has recently become one of the leading networks in the whole of the UK.”

Matthew Elkington – Disability Tennis Development Manager



PROVIDE

CLUBS

Our **club development** work has remained strong providing a point of contact for support with funding, facility development, workforce and volunteering.

Where there has been a need we have created specific plans with districts on how club development can be delivered with club development workshops in Calderdale, Barnsley, Rotherham and Leeds.

We have supported many NGBs with their club development needs and have designed a programme in partnership with England Boxing on clubs in our focus communities.

- Club Matters Business Skills workshop in Rotherham
- Club Development evening in Barnsley and Calderdale
- Facility Development workshop in Leeds

SAFEGUARDING

It is an absolute right that children, young people and adults are **safe** while participating in sport.

SAFEGUARDING ADULTS

This year we have developed a Safeguarding Adults in Sport Policy to reflect the fact that the focus of some of our project is with adults: Creating Connections and Levelling the Field are working with groups of adults who have specific health or social issues. We engaged with the Ann Craft Trust and arranged for Nicola Dean, National Safeguarding Adults in Sport Manager, to attend our Safe in Sport Forum in January.

ORGANISATIONAL ASSURANCE

We have implemented an assurance framework to review safeguarding systems and processes to ensure that they are robust. We have provided refresher training for staff and also a board safeguarding awareness session to ensure trustees are aware of their corporate roles and responsibilities so safeguarding is embedded throughout the company from top to bottom.

SAFEGUARDING BOARDS

We have maintained good links with some of our Local Safeguarding Children Boards (LSCBs), developed a benchmarking tool with Rotherham LSCB and presented to Yorkshire LSCB business managers in June. We will be developing links with the Local Safeguarding Adults Boards in line with our focus on safeguarding adults.

TRAINING

We continue to run Safeguarding Children in Sport courses regularly and delivered a safeguarding session to 40 young ambassadors as part of the FE Network event.



WORKFORCE

As part of our connecting role we have been keen to support the workforce of **coaches** and **volunteers** delivering opportunities to be active.

COACHING

Through a coaching bursary we have been able to support 115 coaches from our focus communities to access a £100 bursary to start them on their coaching pathway. The bursaries help to create coaching role models within their own communities.

We have consolidated our knowledge around coaching to put together our workforce plan for 2018/19 with Sport England. This will bring coaching together with volunteering, clubs and the professional workforce under the umbrella of workforce.

We have also delivered many courses which have been specifically requested by clubs and partners to meet local needs.

- 496 people attended training in Safeguarding and Protecting Children, and Emergency First Aid.
- 115 coach bursaries within our focus communities, diversifying the workforce.
- 20 coaches working with more talented athletes attended 'Accelerate your Coaching' programme with workshops, online support and mentoring.

VOLUNTEERING

Support for volunteering has continued through projects like:

- **Mums' Team**
- **Advantage:YOU**
- **Active Burngreave**
- **Satellite Clubs**
- **School Games**

CASE STUDY:

Ben had never volunteered before but heard about the opportunity to help through New College Pontefract. He would like to become a PE teacher and felt this would be a good way to gain some practical experience.

This was his first School Games and although he was nervous he found everyone to be very friendly and the information he received was useful. Ben supported the Boccia competition and was trained about the game, rules and his role. He was a scorer and helped officiate with another volunteer.

"Helping with a disability sport was a new experience and I would recommend it to anyone. Our role was very important and without volunteers the competition couldn't have taken place."





ADVANTAGE:YOU

Advantage: YOU supports partners with additional capacity as well as developing the workforce by providing real life job experience for interns about to enter the industry.

In 2017/18, Advantage:YOU recruited seven interns to be placed across South Yorkshire and West Yorkshire with a range of partners including National Governing Bodies and colleges.

The interns were recruited from a range of undergraduates and recent graduates and have taken on a range of roles including event management, coach development and communications.

Through their six-month placement the interns have been able to develop their skills whilst receiving mentoring from industry professionals and specific training to help their role and future career.

- Seven interns recruited
- Five based with external partners
- Two based with YSF

CASE STUDY

Ellie Hall took on an intern placement at British Triathlon as part of this year's Advantage:YOU programme.

Ellie has worked closely with Michelle Scott, Engagement Project Manager for British Triathlon to plan and deliver three Go:Tri events across Leeds.

Throughout her placement Ellie has worked with a number of partners including Leeds City Council, leisure facilities, running groups and volunteers.

Her work has allowed her to grow in confidence when dealing with a range of partners.

The placement allowed Ellie to develop her project management skills as well as time management, risk assessment, working with the public and website management.



Watch the Advantage:YOU video at:
yorkshiresport.org/advantageyou



ACTIVE BURNGREAVE

This community-led project to create social change has had a positive impact on issues such as poverty and isolation.

Active Burngreave has given people the opportunity to try new sports and develop new physical activity habits. There is also evidence it is helping people lead a healthy lifestyle. The project promotes engagement in positive activities, increases social support and offers more opportunities to take action.

Active Burngreave has reached 1,043 participants. On average, people attended 20 sessions and 44 hours of delivery. Sixty percent of participants are male, but this has fallen from 70% at the interim report stage; 97% of participants are BAME.

Personal wellbeing has improved and feedback shows taking part increases happiness. It is also helping people to make new connections and decrease loneliness.

We also found the project develops a wide range of personal skills including confidence and ability to deal with different situations and groups. The project has also developed its own volunteers who are taking positive action about the



Watch the Active Burngreave videos at: yorkshiresport.org/activeburngreave

issues they believe in.

PHYSICAL ACTIVITY

The percentage of participants doing more than 30 minutes of physical activity five times a week rose from 27% to 48%.



CASE STUDY

Fatima Awalhe has lived in Burngreave for 15 years. She is well educated and speaks very good English, however she has mental health issues and lacks confidence.

Fatima attended the first Active Burngreave leader training course and hasn't looked back since. She volunteers for three different local groups funded by Active Burngreave, Reach Up, United in Sports and Burngreave Library.

Fatima has improved her communication and feels more able to socialise with others in her community. She has dramatically improved her confidence under her mentor and community development worker Safiya Saeed and is now leading aspects of delivery.



"I can't put into words what this project has done for me. I feel like I am part of a big

"This project has quite simply changed my life. I was lonely and isolated, like many women are here.

I have little English and am not confident to go out of the house. I now have the confidence to go out once a week, and do something for me.

It is the highlight of my week and gives me hope that things can change"
Active Burngreave Participant

PROJECTS INCLUDE

Reach Up: Female only activities with teenage girls and adults choosing a mixture of rounders, walking, fitness and basketball plus education about diet, self-image and self-belief.

Aspiring Communities Together: Active opportunities for BME elders over 50, including fitness classes, walking and running groups. The group also use food to celebrate culture and help those struggling financially.

Saalik, Ellesmere Youth Project: For young people and parents to promote education around social media, gangs, knife crime and sexual health.



SPORTIVATE

Sportivate aims to inspire and motivate inactive young people to take part in sport or physical activity on a regular basis by attending 6-8 weeks of taster sessions.

In its seventh and final year, this Sport England programme has funded 250 different projects across South Yorkshire and West Yorkshire to 6,587 participants.

84% completed seven or more weeks, bringing the total to 24,295 young people since 2011.

Approximately 150 community groups and organisations have inspired and motivated inactive young people to enjoy regular activity.

We prioritised funding on focus communities, working with young people aged 11- 25 years who do not have access to sport or physical activity opportunities.

CASE STUDY

Blackburn Youth Club, Rotherham - Raising Aspirations.

The project for isolated young people in Rotherham raises self confidence through leadership.

For the younger group they wanted to challenge and break the cycle of anti-social behaviour, crime and drugs, by providing diversionary activity and role models with the new young leaders.

The club consulted with the young people about what they would like to do, and especially on the extra day the club would be open. Two different local organisations delivered new experiences like boxing, which the girls absolutely loved.

The young leaders had the responsibility to not only find out what the younger group wanted, but help pull them away from anti-social behaviour in the estate. They hold respect on the estate so they were used to draw young people into the sessions.

Newly qualified young person Sarah said: *“I went to the English Institute of Sport for first time for a course and it was very inspiring, it made me more motivated. Having done the CSLA course, I gained more confidence and got a summer job outside of Blackburn which I would never have done before. I definitely think I have more belief in myself and hope to help others on my estate do the same.”*

A participant from the Younger Group Liam said: *“It’s awesome that the club can now be open another night for us to do activity. Sometimes in the past maybe I did bad things cos I had nothing to do, and I was bored. We get to have the older people take our session and they have even got a qualification. I think I’d like to do that when I’m older.”*

A participant from girls boxing said: *“I never tried boxing before, and I didn’t think I would like it. But Walleed was so good, and we had so much fun. I now go to the girls session at his club with another girl. We (have) never been part of a club before.”*



Watch the Sportivate video at:
yorkshiresport.org/sportivate



SATELLITE CLUBS

Satellite clubs offer a different sporting experience for young people by bringing sport to them in local venues, typically in schools or colleges.

Established sports clubs bring their expertise and enthusiasm to create a satellite club that offers sport to young people who aren't particularly sporty. Satellite clubs are extensions of community sports clubs offering a different sporting experience for inactive 14-19 year olds through funding provided by Sport England.

Since October 2017 we have:

- Supported 187 community sports clubs
- Funded 36 new satellite clubs
- Sustained 285 existing satellite clubs
- Recorded over 1,850 participants participating in the programme

All of our new satellite clubs have met one of the following priorities: female focused, disability focused or delivered in one of our identified focus communities.

CASE STUDY

Chloe and Mel are netball ambassadors at Barnsley College. Their roles are to encourage inactive young people in college to become active by designing a club for young people led by young people.

In February they both attended the FE Ambassador Conference which included workshops on safeguarding, motivating young people to become active and marketing. These workshops helped both ambassadors understand the programme, the importance of being an ambassador and the roles they would undertake.

One of the first things they did was speak to lots of students about how and why they would like to become active and which sports they would like to do. Netball was the number one sport that the girls wanted to try. Many felt that the current club would be too high a standard. They responded to this by setting up a Back to Netball session designed specifically around the needs of these inactive students.

Chloe and Mel have continued to support the sessions, completed the monitoring and evaluation of the project and even started coaching.

“At college, netball is becoming really popular and more people are joining the club and attending training. I have been given the chance to do a coaching course, so I have more opportunities in the future. I think this is great because it will open more doors for me for when I start university enabling me to further my passion for the sport”. Chloe Fitzsimmons.

Both Chloe's and Mel's involvement has improved their knowledge of all aspects of the game and has helped them develop skills such as confidence, communication and organisation. All of which will help them in the future.

Since setting up the satellite club, Chloe and Mel have started coaching a weekly session at Laithes Primary School for their students.





CREATING CONNECTIONS

Creating Connections changes lives by supporting disabled people to get involved in community sport and physical activity.

Our team provides motivation, offers reassurance and helps individuals on a one-to-one basis to achieve their activity goals.

We work with a range of health and social care professionals and disabled people's organisations who provide referrals and assist with the design of the service.

This year we have recruited 120 new participants with 55% being female. 54% were self-registered having heard about the scheme through letters, flyers or Facebook adverts.

Over the course of the year, half the participants increased and maintained their activity levels for six months or longer.

Three inclusive hubs have been set up in Doncaster for people with learning disabilities, Multiple Sclerosis or mental health problems to attend. These will be used to signpost anyone who joins the project in this area. These clubs link Doncaster Leisure Trust and the MS Society.

Barnsley Council have recognised the need to improve the

disability offer in the district. This has led to a forum being set up. The forum includes YSF, Barnsley Council and local clubs.

Over half (54%) of participants are in the top 30% deprived postcode areas of West Yorkshire and South Yorkshire with 17% living in our priority focus communities.

EVENTS

Members of the Creating Connections team have been involved in the organising of a number of events including: Kirklees Flame, Rotherham Inclusive Revolution, and Calderdale Ignite Festival. All events provided disabled people the opportunity to try a variety of sports and activities.

- 322 participants
- 54% are in the top 30% deprived areas
- 17% in focus communities
- 254 registered interest via Facebook with 18% going on to sign
- 51% of participants increased and maintained their activity levels over 6 months or longer
- Inclusive club and training workshops have been delivered to support activity providers in welcoming people to their sessions.





BETTER IN KIRKLEES

The **Better in Kirklees (BiK)** social prescribing service supports people living with a long-term health condition or social care needs to become more active and involved in their community.

Through social prescribing, we connect people to groups and activities close to where they live based on their interests. We know that when people are active, have something to do and people to see, they are happier, healthier and remain independent for longer.

688 people have been supported by the service which has reduced GP Practice attendances by an average of 11.6%, based on a snapshot sample of ten practices.

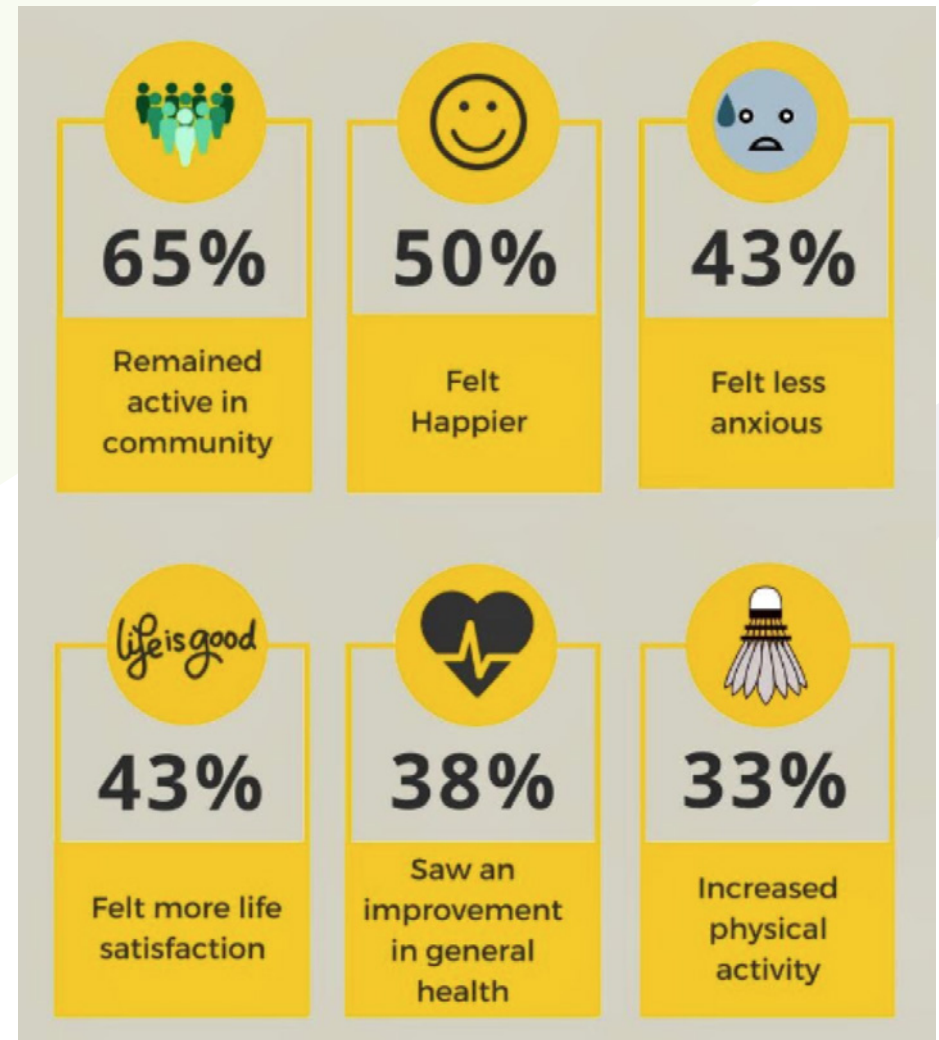
CASE STUDY

Andrea spoke to a Better in Kirklees Wellbeing Worker at one of the drop-in podiatry clinics run by Locala at Princess Royal Health Centre. Andrea wanted to rekindle her love of the outdoors and keeping fit as she is very much aware about the benefit this can have on her overall health.

Andrea was signposted to local health walks which were easily accessible by one bus. Prior contact was made with the Walk Leader to establish dates, times and contact information.

Following contact with Friends of Greenhead Park, information was also sent about getting involved with gardening activities at the local park and details about HD3 Fitness which offers a range of fun physical activities for over 60s was also provided.

'I walked for two hours and thoroughly enjoyed it, I've not done that for years. I especially enjoyed the friendly chats. It was great to be able to walk at my own pace with people of similar abilities, I felt very welcomed by the regular walkers and plan to go again in two weeks time all being well.'





MUMS' TEAM

The project aims to get more women involved as leaders and coaches of sport in the community.

Following investment from Tesco National Charity Partnership and our own reserves we were able to grow **Mums' Team** across 2017/18.

This allowed us to recruit 30 mentors and over 140 volunteer leaders. Each volunteer has received our specifically developed Active Communities training as well as a bursary to support formal qualifications or the purchase of equipment for their sessions.

Across the Mums' Team programme 656 sessions have been delivered with 6,250 participants. Sessions have included running and walking groups, rounders and circuit exercise classes.

Mums' Team was shortlisted for a Tesco 'Partnership Working' award and a CSPN 'Diversifying the Workforce' Impact Award. The mentors and volunteers have grown throughout the year, not only gaining formal skills but also increasing self-confidence and motivation to inspire others to become active.

CASE STUDY: ANNETTE

A weekly cardio fitness class based around dance and martial arts moves takes place in the local church in Woodlands, Doncaster.

These mums and grand-mums of various ages and (in their words) all shapes and sizes would not think about stepping over the threshold of a conventional gym or wearing active-wear, but come together in a place where they feel safe and comfortable. They have improved their confidence and enjoy taking part in regular activity. The group originally started with six participants and now regularly has between 8-12 taking part on a weekly basis.

Most of the ladies said they were overweight and, apart from running around after children, pretty inactive. They wanted an activity that would help them improve their physical fitness that was fun and where they wouldn't feel self-conscious. One of the participants calls the session "My night out, me time", "My Thursday evening stress buster".

The group came together through a Mums' Team volunteer with a mentor helping find the right activity when a need was identified for female-only fitness.

It was created for busy mums where body image would not be an issue. Peer support and fun have helped it thrive and grow.

The group has gained in confidence and ability, a trained coach now delivers the class every week.



Watch the Mums' Team video at:
yorkshiresport.org/mumsteam



TALENT SUPPORT

STARS (Supporting Top Athletes Recognition Scheme) is a project aimed at helping talented amateur athletes who live, study, work or train in West Yorkshire.

Our work with talented individuals has seen the continuation of STARS to ensure that eligible talented athletes of all ages in West Yorkshire can continue their training for free in leisure centres.

Feedback from the athletes has said that this has been critical in developing their talent and representing the area positively.

We recognised that some young people face more barriers to realising their potential due to their circumstances. We have partnered with the Brocky's Trust to create a talented athlete bursary scheme to help remove some of the barriers that restrict their ability to perform.

WHAT OUR ATHLETES SAY:

- *“As I train six out of seven days, the STARS scheme has been excellent in providing me with free access to several local council gyms. Without STARS I wouldn't be able to train as often as I need to as the cost would be out of my reach.”*
- *“The STARS card has given me access to facilities which I wouldn't have gone to and given me structure to my training. It also makes me want to train which is a huge bonus. The card is a HUGE advantage because I have access to free sessions which I would not have gone to before. A big thank-you from me.”*
- *“What the scheme does is amazing, to support people and enable those who could potentially struggle to carry on training.”*
- *“I won't be re-applying this year as I have got a full sport scholarship in the US to study and compete for the University. It has been a very busy year and I would like to thank you all for all the help you've provided during these last three years. It's such a great help for what you provide for the young athletes in the region.”*

- 140 STARS Athletes improving their training capabilities
- 51% of athletes are female
- 74% are under the age of 25
- 9.2 (out of 10) is the average athlete score for how important the scheme was for their training
- 25 young people being supported to realise their potential via the Brocky's Trust bursary scheme





LEVELLING THE FIELD

Levelling the Field is a Comic Relief funded project which provides women and girls the strength, motivation, aspiration and resilience to be the agents for change in not only their own lives but in the lives of their families, friends and communities.

The project provides opportunities for women to enjoy sport and physical activity in an environment in which they feel comfortable. We are working with two delivery partners, Together Women Project and YWCA to identify vulnerable women and support them to make lifestyle changes.

Women have the opportunity to access training and development opportunities, and are supported by skilled workers within our partner organisations.

‘Community Champions’ have been recruited to act as role models and ‘someone like me’ who can inspire and motivate women around them to make life changes.

The project has helped 60 women take part in weekly activities. Thirty have gained qualifications, including Walk Leader, First Aid, and Rounders Activator Training.

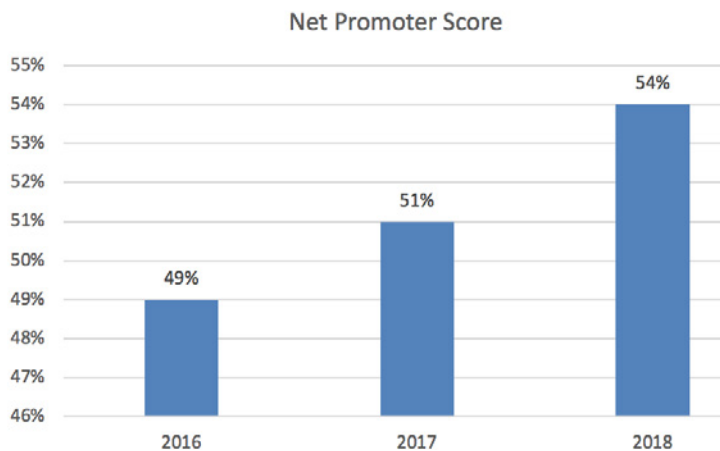




FEEDBACK

WE ASKED: HOW LIKELY ARE YOU TO RECOMMEND OUR SERVICES?

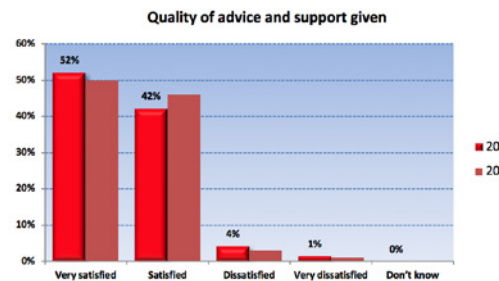
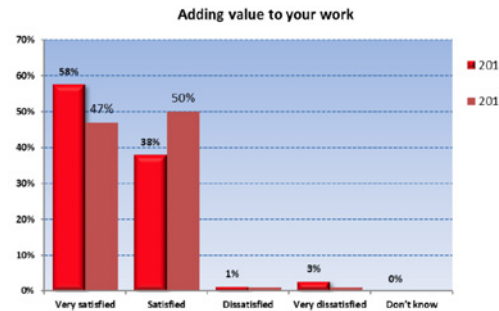
This question generates the industry-standard **Net Promoter Score** in our annual customer satisfaction survey.



SATISFACTION:

Adding value to your work: 95% satisfied or very satisfied

Quality of support and advice given: 94% satisfied or very satisfied



YOU SAID:

“Great knowledgeable staff who are dedicated to improving opportunities for people”

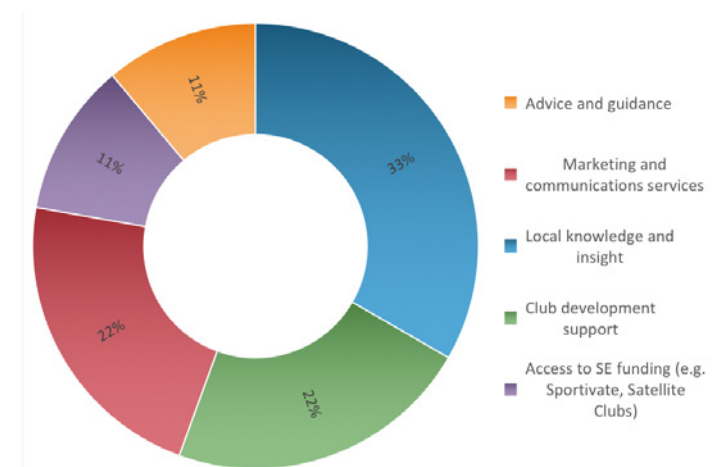
“A very professional and helpful team who will always go the extra mile to help and assist. If they can’t - they know who can!”

“Key partners for us on a number of levels. Very knowledgeable, responsive and supportive staff.”

“Staff go over and above to meet our needs.”

“Helpful, competent and easy to approach.”

WE ASKED: WHERE HAS THE CSP MADE THE BIGGEST IMPACT IN YOUR WORK?



“Service is always prompt and helpful - regardless of the question, query or service I need!”

“Professional staff with a positive attitude that deliver on what they set out to do!”

“Excellent CSP that has a willingness to work with all partners and has a flexible approach to partnership working. Innovative and supportive of new approaches and projects. Fantastic commitment to work around disability and a Disability Lead with great knowledge and expertise. A good example to other CSPs.”

THE FIVE SOCIAL OUTCOMES

Physical wellbeing

Mental wellbeing

Individual development

Social and community development

Economic development

OUR VISION IS

A vibrant, healthy and prosperous Yorkshire through sport and physical activity

OUR ROLE IS

To **CONNECT, INFLUENCE** and **PROVIDE** sport and physical activity to make it an everyday part of people's lives

TO TURN OUR VISION INTO REALITY WE AIM TO ACHIEVE

More people being active on a regular basis

Greater inclusivity so that everyone can be active

A robust charity that maximises investment into sport and physical activity

THROUGH

A well connected and well informed sport and physical activity structure

A skilled and committed workforce

Better places and environments to play sport and be active

Activities and events in local settings

Improved promotion and communication of opportunities

A strong organisation that promotes investment

WE WILL, AMONGST OTHER ACTIONS

- Support the District Activity Partnerships
- Build and share evidence and insight
- Improve influence in city regions

- Support recruitment, coaches, volunteers, ambassadors
- Influence professionals in other sectors
- Provide training and education

- Assist with strategic plans
- Influence planning and transport
- Assist with funding bids
- Engage with and listen to communities

- Develop and support targeted programmes
- Organise county-wide events
- Use Asset Based Community Development approach

- Exploit digital to the full
- Support activity campaigns
- Amplify partners' messaging
- Build and share audiences

- Apply UK code of governance
- Continually improve
- Influence investment into the counties

BY

A spirit of collaboration and working with communities

Local place-based planning

Being innovative and risk taking

Adhering to our values: passion, integrity, learning, outcome focussed, trust, teamwork



Yorkshire Sport Foundation, Nepshaw Lane South, Morley, Leeds, LS27 7JQ

0330 2020 280 info@yorkshiresport.org www.yorkshiresport.org @YorkshireSport

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Registered charity in England and Wales: 1143654