



# IMPACT REPORT

2016/17





## A FEW WORDS FROM OUR CEO

**Nigel Harrison**  
Chief Executive

“It is with great pleasure that we are able to present this year’s impact report. We are clear that as one of England’s County Sports Partnerships our role is to **Connect** agencies and people, **Influence** wider strategic plans and **Provide** sports and physical activity opportunities through commissioning programmes across our area. This report gives a flavour of how we have set about doing this.

There’s lots in it and we are proud of our work, however, we know there is so much more we need to do. Around a quarter of our adult population is classed as inactive - doing less than 30 minutes of moderate activity in a week. And we know this figure is much higher in those areas where people have lower incomes.

The planning and delivery of physical activity and sport is best done at a local level through organisations, local, voluntary and private, working together to create opportunities that are easy and enjoyable to access. A major change in how we work has been to support what we collectively term “District Activity Partnerships”. Great strides have taken place in areas such as Bradford, Doncaster, Leeds and Sheffield where those working in the area are passionately committed to increasing physical activity levels. We have and will continue to support them as best we can.

We are heavily funded and supported by Sport England, for which we are immensely grateful, as we are for all those teachers, development officers, coaches, club administrators, health professionals and an array of other people, paid and unpaid, who we work with on a day-to-day basis.

Thank you all, and we look forward to working with you again in the forthcoming years.”



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## INTRODUCTION

There are many organisations across our area who plan and deliver participation in sport and physical activity. As a partnership body we work with these and others, often in a commissioning capacity to implement programmes. This impact report is a reflection of their achievements over the last 12 months.

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

### CONNECT



### INFLUENCE



### PROVIDE







## #MYCLUB

Feedback from clubs told us that recruiting non-coaching volunteers was a major issue for survival and sustainability. As a result we built the #MyClubPeople project aimed at supporting clubs to focus on their volunteering recruitment.

- Four volunteer workshops
- 46 clubs involved at the end of March 2017
- 2454 hours of volunteering were logged
- 188 volunteers recruited and deployed (127 non coaching roles)
- 67% of the volunteers were female
- Ages ranged from 16 to 57 with an average age of 32
- All volunteers were new to volunteering at the club
- 53% being completely new to volunteering

“I can’t speak highly enough of Yorkshire Sport Foundation. It is simply the case that the club would not be in existence today without the support we have had, both financially and otherwise, especially in volunteering where it has enabled us to train more coaches and referees.” **Glenn, Barnsley Volleyball Club**





## VOLUNTEERING

With such a wide variety of volunteer opportunities from large events to local clubs, we help volunteers find an experience to suit their personal needs and motivations.

Strong relationships have been established with local volunteer centres which have supported people to volunteer in sport in their local area.

Volunteers have been matched in a variety of roles including coaching/assistant coaching, team managers and administration roles to help with the smooth running of clubs. Training opportunities are offered to volunteers to help them feel well supported and able to take on their role.

We've supported 75 young people through leadership academies including access to training and major event volunteer opportunities.

- 964 volunteers matched to opportunities
- 11 Befrienders recruited for disability support project Better with Friends (see p20)
- 12 student internships
- 11 event specialist volunteers recruited

## COACHING

We follow a coaching delivery plan based on guidance from the Sport England template. It focuses on behaviour change in four areas: programmes, marketing campaigns, addressing talent and locally driven projects including Mums' Team and Goal in Mind.

We have established 'Accelerate Your Coaching', a programme to develop coaches working with talented athletes.

The coaches have attended workshops ranging from the Coaching UK talent foundation series to Mental Toughness with Paul Greaves, head coach to Rio 2016 medalist Bryony Page.

The coaches have access to an online platform allowing informal discussions to take place.

We have secured £40,000 from Tesco National Charity Partnership to grow Mums' Team. We are now working with CSP colleagues from across the North of England on the #PassOnYourPassion social media campaign to recognise the contribution of female coaches, and to inspire more women to get into coaching.

- 686 people attended our training courses
- 63 people on the 'Accelerate your Coaching programme





## ADVANTAGE:YOU

**Our Advantage:YOU internship programme gives university students and recent graduates the opportunity to gain valuable experience in the sector, whilst supporting partners to develop sport in the two counties.**

Twelve development assistants were recruited, trained and deployed across our organisation and four external partners.

They worked on a variety of exciting projects such as Race for Life, Special Olympics South Yorkshire, School Games and 1k-A-Day.

All development assistants received full training including induction to the organisation and opportunities for personal development.

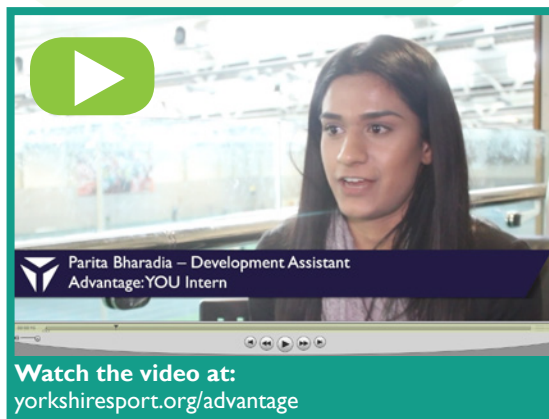
Many have now gone on to gain employment in the sector whilst others are continuing their studies with first-hand work experience on their CV.

Organisations involved in the programme have benefited from increased capacity, new partnerships being created and a range of performance targets being achieved.

### WHAT PARTNERS SAY

“Advantage:YOU has allowed the college to gather more in-depth insight within Doncaster which will be very useful for future projects. This has enabled other activities to continue and increase activity levels at the college.

Being able to have one person focusing on female groups with time to listen and provide the correct requirements for students has been a huge support. Considering Parita has only done one day a week she has managed to put on some fantastic female-only sessions.” **Jonny Gilberthorpe, Doncaster College Sports Maker.**



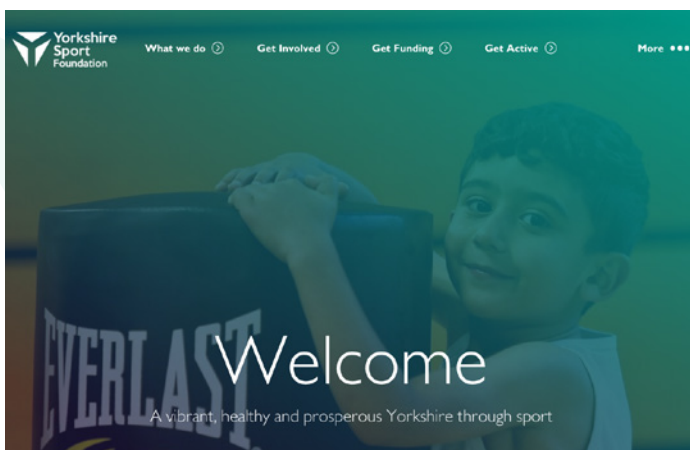
- 12 Development Assistants recruited
- 12 projects/work programmes completed
- Longer term impact - 12 Development Assistants have completed the programme between 2014 and 2016 with eight now employed in the sector.





## COMMUNICATION

In November 2016 the two CSPs merged with the charity as Yorkshire Sport Foundation. Branding and social media profiles were brought together to simplify and strengthen our identity. A new website was launched at the start of 2017.



### WEBSITE

The new Yorkshiresport.org site was designed with more integration of the CSP-developed SportSuite data system. This shares a national database of clubs, coaches, volunteers, venues, courses, jobs, and events with 24 other CSPs. Average monthly users increased by 28% with web hits up 5.5%.

### SOCIAL MEDIA AND NEWSLETTERS

Twitter remains our primary B2B channel. The larger @WYSport account was renamed @YorkshireSport and followers of @SYSport were invited to follow the new account. During the year our 2,600 tweets had 46,000 engagements.

Influence on social media is measured by the Klout score. By the end of the year our combined Klout had risen to 58, the CSP average is 53.

Newsletters went out to 2,700 partners and 9,300 clubs coaches and volunteers, bringing 1000 visitors per month to the website.

### 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 were seen 520,000 times, bringing 16,000 new visits to the website.

### PRESS

In November we moved PR agencies to Thirst PR and print coverage continued 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.

WEB STATS	AVERAGE MONTHLY USERS 2016-17*	MONTHLY PAGE VIEWS
All sites	14,000, (10,884)	52,197 (49,478)

SOCIAL MEDIA STATS	TWITTER FOLLOWERS	KLOUT SCORES
SYSport	4,618 (4,345)	55 (56)
WYSport	7,044 (6,393)	57 (55)
Foundation	8,276 (377)	58 (44)

*\*Figures for 2015-16 shown in brackets*



## NATIONAL GOVERNING BODIES

**We support National Governing Bodies in increasing participation and the quality of sport delivery across the nine districts.**

Our tailored approach supports NGBs and the core market of grassroots sport in three ways:

- We help with local demand, where we have linked NGBs to local planning. For example, through our leadership of sport-specific networks such as CycleWY.
- We respond to NGB requests for support. For example, the planning and mentoring support provided to England Netball in the delivery of the NDCC programme.
- We work directly with NGBs on our CSP programmes. An example of this is in Burngreave, working on planning with Rounders England and Basketball England.

Across both CSPs we have worked with England Athletics on the following:

- Mums' Team – Inactive mums from deprived areas setting up running groups
- #MyClubSupport – Direct club Support
- Advantage:YOU – Development assistants for visually impaired running
- Sport Relief – National event in Sheffield, signposting to #RunCity. Sport Relief Mile in Leeds
- Race for Life - Running groups trained inactive women aged 19-25 for Race for Life events
- Coach Development Fund - New female coaches in clubs
- Sheffield Athletics Plan – City-wide Athletics Strategy
- Leeds Core City Support – Activator employment & city-wide recreational running planning

### WHAT PARTNERS SAY

“They have managed to bring all rowing partners together in Leeds to increase participation and to create pathways for the sport. They are working hard for rowing.” **Rob Cree, British Rowing**

“They offer a broad range of services and their local knowledge of the sporting landscape brings a targeted approach. CSP engagement days are really good for networking and sharing knowledge.” **Sally Shutt, Table Tennis England**







## DONCASTER ACTIVE PARTNERSHIP

Yorkshire Sport Foundation has supported the revival of Doncaster Active Partnership (DAP), working with the Chair, Rupert Suckling, Director of Public Health at Doncaster Council, and other board members.

The support of our team has provided capacity for the partnership to develop. Since its revival, the partnership has reviewed the board membership and has had formal reporting procedures agreed with the Health and Wellbeing Board.

DAP led 'a review into sport and physical activity', resulting in two stakeholder engagement events to consult on a strategy for physical activity and sport.

DAP has influenced the position of physical activity and sport within the borough-wide 'Doncaster Growing Together' plan and will continue in 2017-18 as Get Doncaster Moving.

### HEADLINE ACHIEVEMENTS

- Yorkshire Sport Foundation contributed to the commissioning of a review in to physical activity, leisure and sport in Doncaster.
- We supported a governance review which resulted in the recruitment of three new board members and draft Terms of Reference for the board
- We contributed to the planning and submission of the expression of interest to Sport England to become a Local Delivery Pilot
- Our CEO led a number of strategy workshops with partners from within and outside the sector. He has started to produce the Physical Activity and Sport Strategy for Doncaster, due for completion in late 2017.

### DONCASTER STAKEHOLDER EVENT

We supported the planning and delivery of Doncaster's 'Stakeholder Engagement Event' in March 2017.

Sixty professionals from across the sport and physical activity sector were joined by non-traditional partners to pledge their support and contribute to the development of the Physical Activity and Sport Strategy for Doncaster.

Our CEO led a Strategy Consultation Workshop in which attendees worked together to develop a common vision for sport and physical activity in Doncaster. The vision-setting exercise is the first building block for the strategy for Doncaster.





## ACTIVE BRADFORD

Yorkshire Sport Foundation has supported the development of Active Bradford over the course of the year.

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

Working alongside Wayne, we led the consultation process and development of the Active Bradford strategy and are working with partners to agree the future constitution and structure of the group.

The Active Schools group was launched as the first official Active Bradford subgroup and is helping to deliver some of the outcomes identified in the strategy.

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



### HEADLINE ACHIEVEMENTS

- Active Bradford strategy launched in January 2017
- Bradford Sports Awards held in March 2017. Attended by 400 people - 100 more than 2016.
- Active Schools group established
- Delivered Bradford PE conference with support from YSF PE & School Sport lead.
- More than 1,000 @Active\_Bradford followers on Twitter

### BRADFORD SPORTS AWARDS 2017

We played a leading role in the 2017 Bradford Sports Awards alongside events management agency, Banana Kick.

The event grew by 100 people in just its second year, and was attended by a wide array of community and professional clubs and organisations.

The event was supported by influential people in the district including local MPs, and the Chief Executive and the Leader of Bradford Council.

Bradford City FC first team manager, Stuart McCall (pictured) and Bradford Bulls RLFC star Leon Pryce attended as well as the district's Olympians.

It was a great showcase of sport in Bradford, helping to raise awareness of how sport is inspiring people and changing lives.





## SPORT LEEDS

Our role in supporting Sport Leeds has developed, providing resources and activators to keep momentum in working on priorities areas.

### TRIATHLON LEGACY

The Columbia Threadneedle World Triathlon Leeds returned to the city for a second time on 10-11 June 2017, representing the pinnacle of triathlon competition in the UK.

It gave up to 5,000 recreational triathletes the unique opportunity to compete on much of the same course as the world's best. Sport Leeds have established a Triathlon legacy group built up of relevant Sport Leeds partner organisations.

### RUN LEEDS

Run Leeds is a city-wide project supporting the needs of all joggers and runners in Leeds. 1,695 people have ran at least once in a Run Leeds running group/club. In the last six months of the financial year, the project has engaged 406 new runners. Of these 42% were classed as inactive or 'new to running'.

### LEEDS GIRLS CAN

The Leeds Girls Can campaign is a celebration of women doing their thing when playing sport. 58% of women who tried Leeds Girls Can activator-led sessions were inactive and around 30% are now attending two or more sessions a week. There are 14 Leeds Girls Can ambassadors supporting delivery, marketing and communications and sharing the ethos of Leeds Girls Can.

Eleven weekly sessions, one fortnightly session and three monthly sessions are delivered through the Women and Girls Activator role supported by Yorkshire Sport Foundation. One of the most successful has been a Couch-to-5k group in Kirkstall, which attracted 116 women on the first night.



### ROW LEEDS

Row Leeds is an innovative programme that brings together Sport Leeds partners to promote rowing and make it more accessible with opportunities from participation to performance level.

- 13 RowShows have been delivered in Leeds Secondary Schools
- Volunteer training to support the expansion of Leeds Rowing Club
- The development of a 'row fit' model accessible to all.

### SPORT LEEDS COMMUNICATIONS GROUP

We have helped to set up a Sport Leeds communications group with representatives of each partner organisation, including our own Communication Officer. The group has independent co-chairs and is working towards improving the promotion and profile of sport and physical activity across the city.





## PE AND SCHOOL SPORT

We support primary schools to spend the Primary PE and Sport Premium funding effectively. We also manage the 1K-A-Day activity programme, and deliver the Level 5 and 6 Certificate in Primary PE Specialism.

A new workforce of Yorkshire Sport Foundation-trained PE consultants have been supporting schools to improve PE, sport and physical activity.

Consultants are graduates of the Level 6 Certificate in Primary PE Specialism course which was awarded the



Association of Physical Education Level 5/6 Course of the year award.

A new Active Schools strategic PE group has been established in Bradford and those in the other districts have been supported to grow and achieve their targets.

1K-A-Day continues to grow with over 30 schools using the programme to increase the daily physical activity levels of their pupils.

### CASE STUDY

**Holy Trinity Primary School in Halifax was designated as a West Yorkshire Centre of Excellence in September 2017. This was achieved through extensive work to improve the physical activity opportunities offered for children with additional physical and learning needs.**

In July 2016 the school won a Yorkshire Primary PE and Sport Premium award and since September the school have delivered training for other schools in the county.

- 15% increase in pupils achieving the national standard in swimming
- Year 6 PE Attainment over last three years has increased by 21% to 100%
- 451 pupils regularly taking part in 1K-A-Day

The school has presented talks at conferences and network meetings across West Yorkshire and has shown an improvement in attainment and engagement of their own pupils.



## SAFEGUARDING

**It is an absolute right that children, young people and vulnerable adults are safe whilst participating in sport in South Yorkshire and West Yorkshire.**

We continue to achieve a Green rating with Sport England and have established Safe in Sport groups in each county.

These bring together members with a safeguarding remit and include local authority designated officers, facility providers, sport development staff and National Governing Bodies.

The groups share good practice and develop resources to support those taking part and delivering sport and physical activity.

We introduced multi-sport 'Time to Listen' training for welfare officers, piloted in February for clubs who find it hard to access training locally.

This ensures our clubs have the knowledge and skills to ensure safeguarding is embedded and they know how to deal with any concerns.



## RESEARCH & INSIGHT

**An outcomes framework is now in place, providing a consistent approach to measuring activities, outcomes and wider societal impacts across the organisation.**

Stakeholder feedback has been central to this approach, drawing on views of participants, clubs, community organisations and volunteers. The framework demonstrates a commitment to being insight-led. This will move us to a position where we can tell the 'whole story' of our impact: not just the numbers who come through our programmes and activities.

Within this framework we have introduced new technologies for collecting and analysing data. In 2016 we launched the 'Views' platform. This allows us to track the people and projects we work with and tell the story of our impact, supported by multimedia case study tools. Impact measurement has also been strengthened by introducing baseline and exit surveys for participants across all our activities so that we can better measure impact on their physical, mental and social wellbeing.

In early 2017, we partnered with 4Global on a project which positions Yorkshire Sport Foundation as the local intelligence coordinator for real-time tracking of activity data across South Yorkshire and West Yorkshire. We will be working closer with local partners to bring together data on physical activity into a central hub for better planning and targeting of activities to increase participation in sport and physical activity across the region.

### CASE STUDY - SPORT FOR CHANGE

We were also able to produce social return on investment data through Views for the Sport for Change programme.

This demonstrated a high return for money invested by the South Yorkshire Police and Crime Commissioner into these projects - a rate of £6 for every £1 invested.



## SCHOOL GAMES

**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.**

The South Yorkshire and West Yorkshire School Games consist of winter and summer festivals and standalone competitions.

We deliver the level three county finals for school sport, with each county seeing more sports offered. Four Olympic-style festival events were delivered across the year as well as standalone events with an increasing emphasis on disability sport.

The biggest ever South Yorkshire festival took place in March 2017 with almost 2,000 competitors competing in nine

- 14 events including four festivals
- 16 sports
- Over 4,000 participants
- 200 volunteers



Watch the School Games videos at:  
[yorkshiresport.org/schoolgames](http://yorkshiresport.org/schoolgames)

different sports at the English Institute of Sport, Sheffield.

We recruited 17 volunteers from Sheffield College in October 2016 to support the South Yorkshire Panathlon (disability multi-sport event).

The volunteers had a full-day training session at the English Institute of Sport in Sheffield and helped to deliver the event in December 2016. Roles included social media, scoring and judging events.







## ACTIVE BURNGREAVE

**Active Burngreave uses sport and physical activity to support a community to create social change, and have a positive impact on social issues.**

Community consultation events have resulted in six project targets:

- Reduced isolation
- Increased understanding of the importance of physical activity
- Increase in sustainable physical activity
- More opportunities for training and education
- Increased aspirations of young people
- Increased ownership of parks amongst community to keep clean, safe and usable

- Six community engagement events
- 25 volunteers received 'Active Communities Training'
- 12 projects commissioned to date (delivery starting April 2017)
- Projects to engage over 900 different people

### CASE STUDY

A community taster session was organised at the English Institute of Sport in Sheffield.

The event was organised by the Steering Group, and delivered by local providers. Volunteers led the event and supported a range of providers.

Activities were selected as a result of consultation, all of which were flexible to engage inactive people.

Women only activities were also available, with female leaders, volunteers and coaches. The event was attended by over 200 people, with 30 volunteers supporting activities.





## SPORTIVATE

Sportivate is a national programme funded by Sport England to increase participation in young people between 11 and 25. It aims to inspire and motivate inactive young people to enjoy sport or physical activity on a regular basis by offering activity taster sessions for 6-8 weeks.

- 9,049 participants
- 81% of participants were inactive before the projects
- 70% were female, 10% were disabled

The Sportivate programme has funded over 400 different projects across South Yorkshire and West Yorkshire.

Approximately 350 community groups/organisations have inspired and motivated inactive young people to enjoy sport or physical activity on a regular basis.

Funding was prioritised on focus communities, working with young people who do not have access to sport or physical activity opportunities.



Watch the Sportivate video at:  
[yorkshiresport.org/sportivate](http://yorkshiresport.org/sportivate)



### CASE STUDY

**This Girl Can Club in Rotherham was named Yorkshire Sportivate Project of the Year.**

The club has got more females in the heart of Rotherham taking part by offering tailored fitness and dance sessions in a safe and inclusive environment.

It was delivered by Places for People Leisure in Eastwood Village in partnership with Rotherham Council Early Help & Family Engagement Service.

Cllr Taiba Yasseen, Cabinet Member for Neighbourhoods and Cultural Services said: "It doesn't matter if you're young or old, fit or unfit. This Girl Can reinforces the message that physical activity is great for everyone, regardless of ability, and girls and women shouldn't let fear of judgment put us off."

"Our Early Help service is committed to supporting young people to achieve better outcomes and part of this is embedding the benefits of physical exercise."



## 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 14-25 year olds through funding provided by Sport England.

- 187 clubs supported
- 124 new satellite clubs
- Over 3,100 participants
- Helped to sustain 167 satellite clubs attracting over 2,480 new participants.
- All of our new satellite clubs have met one of the following priorities: female focused; disability focused; BME focused; delivered in a deprived area.

### CASE STUDY

When Rahmo arrived in England from Somalia, the teenager was stepping into an unfamiliar country unable to speak any English. But sport changed everything.

"It was very difficult at first," she says. "I never had any confidence before, in sport or in life."

Rahmo was raised by her sister in war-torn Somalia. Living in difficult circumstances she was unable to go to school or have the chance to enjoy sport. Upon arriving in Rotherham last year aged 16, she relished the opportunity to learn also decided to join a local Girls Fitness Club.

Through weekly Zumba and Boxercise sessions, her confidence has flourished and her grasp of English has improved considerably.

And the club, run in partnership with Rotherham College and Places for People Leisure, has helped her form close bonds with other girls.

The profound impact of sport on Rahmo's life has seen her win the silver prize at Sport England's National Satellite Club Participant Awards.







# 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 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.**

- 257 participants
- 64% of participants showed an increase in activity levels at six-month follow up
- 56% of participants are from the 30% most deprived areas of South Yorkshire and West Yorkshire
- A number of previous service users now act as ambassadors for the programme.
- Inclusive Clubs training workshop developed and delivered in Kirklees. It will now be delivered in other districts offering the Creating Connections programme.

## WHAT DO PEOPLE SAY?

"...I took Jessica to the Mixenden climbing wall on Tuesday evening - she scaled the wall at incredible speed and had a brilliant time. She has such a sense of pride from climbing a distance that on some days can be hard to walk! The team at the centre were lovely and Gavin our coach was incredible.

"It was an experience she will never forget - thank you for your part in making it possible."

**Mrs Thomasson**

"I wanted to say thank you for putting me in touch with the aquatics and tennis coaches! My swimming is slowly getting better and every Tuesday I go for a swimming lesson. The coaches Junior and Kevin are really good! I have been going to tennis coaching every other Monday and I really enjoy it."

**Female, 61, Moortown**



## EVENTS

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





## 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 have something to do and people to see, they are happier, healthier and remain independent for longer.

The Better in Kirklees (BiK) social prescribing service is jointly commissioned by Kirklees Council Community Partnerships, NHS North Kirklees CCG and NHS Greater Huddersfield CCG. It is delivered by Touchstone in partnership with Yorkshire Sport Foundation.

- 647 people supported to become more active
- 783 people referred to the service from a wide variety of social, health and voluntary sector professionals
- Connected people to 110 new community groups and activities
- Recruited 40 peer champions to formally support others

"I have been pleased with BiK's work and noticed that since referral to them some of our patient's frequent consultations have reduced considerably. It is great that they have been signposted to different agencies who can deal with their problems better."

**Dr Zaman, Ravensthorpe Health Centre.**

"I love this service! They can explore all the options when we don't have the time or knowledge to do it."

**Adult Social Care referrer**





## BETTER WITH FRIENDS

**Better with Friends is a volunteer project to provide disabled people with a supportive volunteer who can attend sports clubs and activity sessions with them.**

The overall aim is for the participant to feel comfortable attending without the support of a volunteer and create a sustainable sporting habit.

There could be a variety of reasons for requesting a befriender. These include a lack of confidence to attend alone and requiring help adapting to an unfamiliar setting. The project benefited participant's social and mental wellbeing by introducing them to groups and providing them with a supportive role model.

The volunteer role varied depending on the participants needs. They are there to support, encourage and answer any questions the participant might have. The role included meeting at the activity, helping the participant adapt to a new setting, introducing them to other participants and coaches.

- Thirteen disabled people were partnered with a volunteer and started to attend a club or session
- Volunteers supported over 100 sessions in total contributing approximately 200 hours of time.
- Four people are continuing to attend activities with the support of a volunteer.
- A total of 22 volunteers were recruited
- 52% were inactive when signing up to the programme



### CASE STUDY

Shumaya was unable to take part in sport as she lacked confidence due to a number of disabilities, but mainly her epilepsy.

She wanted to go swimming but her mum couldn't swim and she had no other family. Shumaya was becoming more socially isolated and a Clinical Psychologist from Bradford's Child and Adolescent Mental Health Service was concerned.

Having heard about Better with Friends she recommended Shumaya apply. The impact has been huge. Shumaya's mum says: "My daughter is like a different person. She is much happier and loves going swimming with her befriender.

"She has now joined the gym also and is feeling much better about herself. Her befriender is so supportive and friendly. I never thought we would find a service like this and had looked everywhere for help to get Shumaya into activities but nobody was willing to support her."





## SPORT FOR CHANGE

**Sport for Change was created in partnership with the South Yorkshire Police & Crime Commissioner with support from the South Yorkshire Fire & Rescue Service. It aimed to reduce anti-social behaviour during the school summer holidays within the top 10% deprived wards of South Yorkshire.**

The co-funded project enabled us to test an approach working with non-sporting organisations to use sport as a driver for social change.



## WHAT DID PEOPLE SAY?

“It has brought all the community together and given the young people the chance to change their lifestyle.”

“Sport has a great impact on some of the young people who have decided to participate... Regardless of faith and belief they have started to show more respect with different cultural backgrounds. They volunteer themselves to help our staff. The young people have also developed a sense of belonging and sharing their cultural experiences.”

“Our biggest impact was filling the gap for much needed sporting provision over the summer. We engaged with a significant number of participants who were given the opportunity to use their spare time positively rather than seek other activities that could have caused nuisance.”

“Our project engaged many young people in activities they would not usually have the opportunity to do. Because our sessions took place on Friday evenings, which are notorious for being somewhat troublesome, I believe our sessions have helped reduce anti-social behaviour and poor lifestyle choices...”

- 1482 young people engaged
- 523 sessions
- 14,995 hours of sports delivery
- 14% risk reduction in crime and anti-social behaviour
- 18% risk reduction in substance misuse
- 42% of participants said they would not normally take part in sport

“We feel that the biggest impact our project had was engaging with young people in highly deprived areas, using football as a tool to engage with them during the summer holidays.”



## MUMS' TEAM

Mums' Team is part of the national "Reach" Campaign led by UK Coaching to address the imbalance between male and female sports coaches. The project aims to get more women involved as leaders and coaches of sport in the community.

Across the year, 13 mentors were recruited from across the nine districts.

A total of 87 volunteers attended the Active Community Training with their mentor and 19 of those applied for funding to set up new physical activity sessions.

We expect more of those to apply as the project continues in partnership with Tesco National Charity Partnership.

A number of previous Mums' Team volunteers are now looking to become mentors for the programme.



Watch the Mums' Team videos at:  
[yorkshiresport.org/mumsteam](http://yorkshiresport.org/mumsteam)





## STARS

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

STARS athletes get free use of local authority facilities, bespoke services and a range of discounts. Athletes must be in the top 20 of their governing body ranking or be part of their national training program.

- 113 athletes on the scheme
- 21 new athletes
- Eight recent STARS athletes now on a national funded program
- 35 different sports
- 51% of past and active STARS have taken part in School Games
- 104 said STARS supports them to achieve their goals
- Ages range from 13-64



STARS and Team GB Athlete, Laura Weightman in action in Rio





# COMMUNITY GAMES

A £20,000 grant scheme inspired festivals of sporting and cultural activities aimed at bringing communities together inspired by Rio 2016. Funding helped develop new or existing events and family focused weekly sports sessions help bring communities together.

- 38 events and 15 activation projects
- 6+ weekly family focuses session
- 3,800 people attending a Community Games events
- 351 attending activation sessions.
- 250 volunteers made them happen with
- 1,754 hours of volunteering completed.
- £20,000 - Yorkshire Sport Foundation funding
- £12,920 match funding
- 58% of people attended with their family
- 27% had a stronger sense of belonging to their community after attending an event

Events ranged from 50 women in Batley attending a rounders competition, to a Family Fun Day in Eastwood, Rotherham, which has led to a weekly family walking group targeting eastern European families to get the whole community out and about.

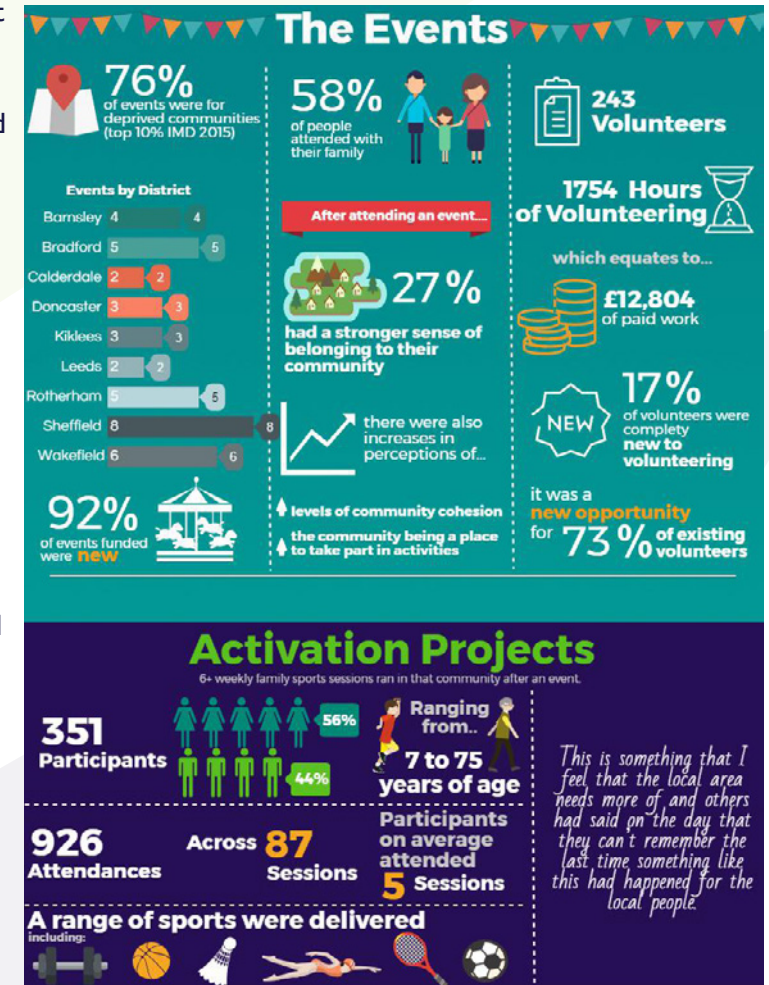
Three quarters of events and activation projects took place in the most deprived communities in the counties.

## CASE STUDY: VICKY

An inactive Mum of three who previously liked to exercise and stay fit. After having her third child her routine changed and she struggled to find time to exercise. Vicky took part in the Sling Fit session as part of the 'From Small Seed's' Community Games event at her local community centre.

The session allowed her to do a full hour of exercise with her youngest child in the same room, safe and entertained.

"It was great to start exercising again, start feeling stronger and healthier and have somewhere I could again take my child too. I've managed to maintain the routine and am still going to fit mums in Stocksbridge now and my child loves coming too."

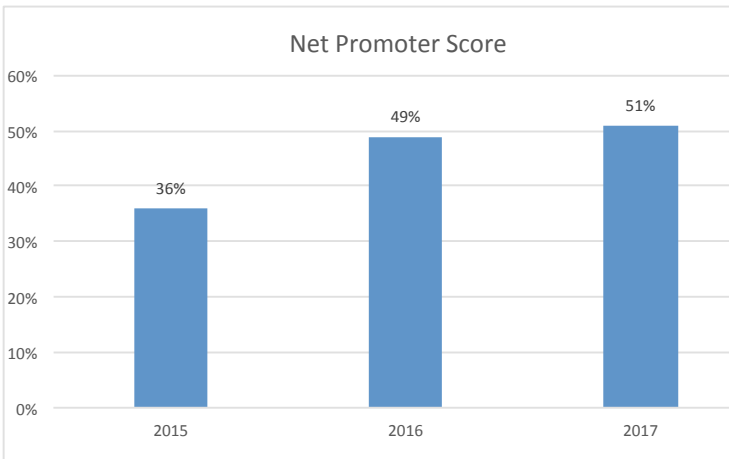




# FEEDBACK

## 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.

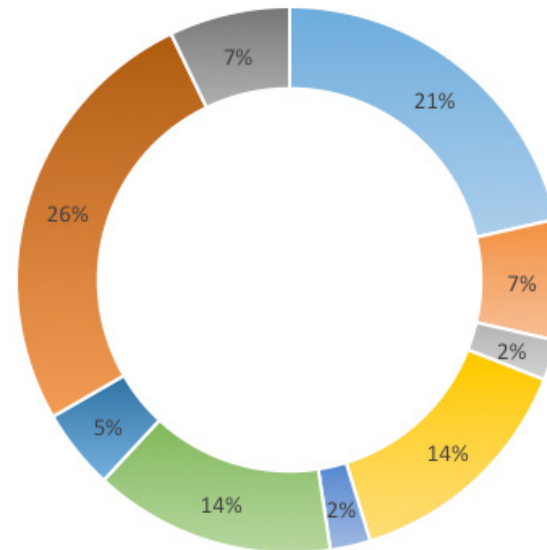


### SATISFACTION:

Adding value to your work: 97% satisfied or very satisfied

Quality of support and advice given: 96% satisfied or very satisfied

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



- Brokering effective relationships
- Advice and guidance
- Marketing and communication services
- Local knowledge and insight
- Coaching services
- Club development support
- Volunteer development support
- Access to SE funding (for example Sportivate, Satellite Clubs)
- Other

### YOU SAID:

“Proactive and passionate staff who can be called upon for advice and to get things done fast.”

“Great company to work with.”

“A real asset to our partnership.”

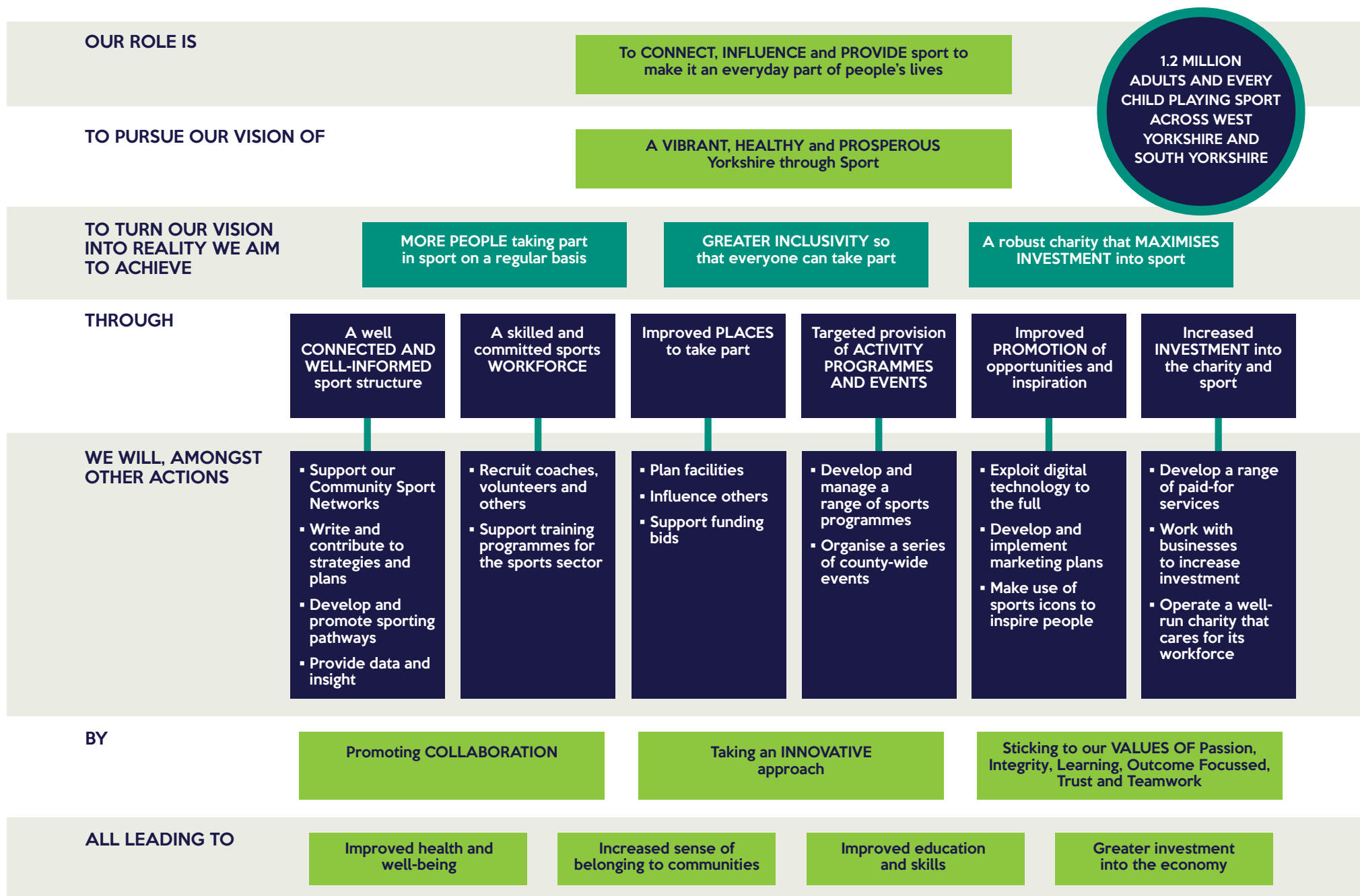
“As well as being a friendly face, they have provided real value with regards to understanding the sporting environment, navigating the local landscape, and the development of new innovative care models in health.”

“Yorkshire Sport Foundation has been flexible, adaptable and supportive.”

“Excellent networks and a wealth of knowledge, skills and experience to support organisations.”

“The relationships I have built with staff have been invaluable in building relationships across a range of stakeholders in the region.”

“Excellent, hardworking, progressive and customer focused.”







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

0330 2020 280    [info@yorkshiresport.org](mailto:info@yorkshiresport.org)    [www.yorkshiresport.org](http://www.yorkshiresport.org)    @YorkshireSport

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