

## Outsourced Services Scrutiny Panel 26 November 2012 – Item 6

### **Summary of Sports Development**

Within the contract there is a requirement for the operator to provide a sports development plan.

The Sports development plan has been developed with SLM and the Council's Sports Development Officer

The SLM Sports Development action plan contributes to the Watford Borough Council Sports Development Framework 2011-2014 and supports the following 2 priorities

Priority 1. Increase community participation in physical activity and sport to contribute towards a healthy town for Watford residents. From the specific target groups below:

- Women;
- Children and young people – ages 14-25 years;
- 55 plus;
- People with disabilities;
- Black and minority ethnic communities.

### **Priority 2. Club Development**

Develop capacity within the local sporting infrastructure, particularly around clubs, coaches and volunteers, to improve sporting opportunities: Our aim is to support local voluntary sports clubs to improve their ability, and to deliver through the following key areas:

- coach and volunteer development e.g. improving coaching standards, developing volunteers;
- supporting clubs to achieve accreditation;
- promoting and raising the profile of voluntary sports clubs

Please see below a summary of initiatives that Sports Development have worked on, in partnership with SLM

### **Children and young people – ages 14-25 years**

- In Easter 2012 SLM offered free swimming for all U19's,
- Watford Leisure Centre Woodside has worked with Watford local schools and the School Sports Partnership teams. They have been able to offer multi sports festivals over the last 3 years enjoyed by approximately 1,600 children and young people.
- Both centres provide an allocated number of hours for Sports Development use for specific programmes/activities such as Herts Youth Games training take place e.g. Indoor Sports hall, Aquathlon and player development path way for the District Cricket programme etc.
- In partnership with Badminton England Watford Leisure Centre Woodside and WBC Sport Development have introduced a development programme called

'No Strings' social , fun, pay and play badminton sessions on a Friday night 8.00pm to 10.00pm, for any age from 16+. All partners are currently working on the development of a new Junior Badminton Club for Watford.

### **55 plus**

- Watford Leisure Centre Woodside worked in partnership with Sports Development to start a 45+ Badminton session. Due to the numbers increasing 2 new extra sessions have been programmed in. Currently these sessions are on a Wednesday 11.00am to 1.00pm, Friday 9.30am to 11.30am and 11.30am to 1.30pm. On average a total of 60 to 75 people attend these sessions each week.

### **Women and black and minority ethnic communities**

- Get back into 'Netball' has been a successful programme run at our leisure centres that aims to get over 16's back into a much loved sport which they played at school and no longer have access to. Watford Leisure Centre Woodside worked with Sports Development and Netball England to set up a programme which has proven very successful. On average 20 women participate on a weekly basis, the session over the last 2 years has increased from 1 hour to 1½ hour's session on a Friday 6.30pm to 8.00pm.
- Watford Leisure Centre Central in partnership with Sports Development set up weekly women's only swimming session and Aqua class. This session has now become part of a weekly program which is now self financed by SLM. On average there are 40 Women that attend each week.
- In partnership with Watford Harriers Athletics Club and Sports Development a ladies only running night takes place at Woodside stadium on a Monday night. On average 10 to 15 women attend these sessions on a weekly basis.

### **People with disabilities**

- In partnership with 2 disability clubs Watford Sea Lions Swimming Club on a Saturday at Central 5.00pm to 6.00pm, and Aspire Wheelchair football on a Sunday 3.00pm to 5.00pm, SLM offer sessions at our leisure centres. The Sea Lion's club have recently expanded their session to include sports sessions in the Sports Hall.
- In Partnership with Watford Leisure Centre Central and Woodside, WBC Sports Development have provided 3 specific sessions which are part of Watford Borough Council and Three Rivers District Council disability programme of activities, The 'Get Set' project aims to increase access to leisure and recreational activities for individuals with a disability. The individuals are targeted through existing disability groups e.g. Queens Rd day care centre, Oaklands College and Mencap.

The programme runs a Watford Woodside 'Get Set' Fit on a Monday 1.00pm to 2.00pm. .At Watford Central the programme runs a 'Get Set' Bounce and 'Get

Set' Go (multi- sport) This session is in partnership with Mencap and runs on a Tuesday 6.30pm to 7.45pm.

- WBC Sports Development have in partnership with healthcare partners, Watford Leisure Centre Central and Woodside, set up a GP referral scheme. The aim of the scheme is to help those people with health related problems who are inactive. The programme provides a 12 week programme of support with a qualified fitness instructor and includes a personalised activity plan with review sessions and access to gym and swim sessions.

### **Club Development**

- SLM are a partner of Active Watford Community Sports Network which brings together all key stakeholders from across the Borough that play a role in sport and physical activity development. The main aim is to get more people participating in sport and physical activity more often and sharing information with key stakeholders and communities.
- Watford Leisure Centre Woodside has hosted the last 2 Club forums on behalf of Active Watford where there has been up to 50 clubs/organizations in attendance.
- Both centres and WBC Sports Development were represented at a Sports fair, where local clubs provided demonstrations/taster sessions for the Community to come and try.

### **Other**

- Both centres have been involved in the Smile Mile event in Watford Town centre for the last two years helping to raise money and awareness for Parkinson and British Heart foundation charities.
- In Partnership with Herts Ready for Winners, WBC Sports development, Watford Harriers Watford Leisure Centre Woodside hosted the following 2 countries as their Pre Training camp prior to the Olympic and Paralympic Games :  
*St Kitts and Nevis*  
*Halti Paralympic team*
- In Partnership with Watford Borough Council the Everyone active card promotes discounts for Watford Residents at West Herts Golf Club as part of the agreement the Council has with the Golf Club.
- Watford Leisure Centre Central have supported Watford Borough Council Sports Development in providing a training venue for the delivery of British Cycling Sky Leaders Courses.