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<h1>REPORT TO EXECUTIVE</h1>			
<p>PORTFOLIO AREA: HEALTH & COMMUNITY ACTIVITIES</p>			
Date of Meeting:		04/11/03	
Public			
Key Decision:		Yes	<p>Recorded in Forward Plan:</p> <p>Yes</p>
Inside Policy Framework Yes			

Title: COMMUNITY SPORTS DEVELOPMENT UPDATE

Report of: Head of Culture, Leisure and Sport

Report reference: CLS64/03

Summary:

Update on activities which have taken place, and are due to take place, resulting from the £85,000 provided to support community sports development initiatives in 2003/04.

Outline of proposals for the following four years.

Recommendations:

1. £85,000 for the next 4 years be committed to community sports development, maintaining and developing the achievements of year one.
2. The Executive agree to the carry-forward of £15,000 from the current development budget into 2004/05, to be used as partnership funding toward a Sport England application for a Multi-sport area in Petteril Bank. Required because Sports Lottery is not accepting applications until April 2004.

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- ## 2. BACKGROUND INFORMATION AND OPTIONS

In 2002 the council agreed to support the objectives of the Community Sports Development Plan (2002 – 2005). The Plan sets out the future direction of the council's sport and recreation work, using sport as a medium to assist in meeting wider agendas of regeneration, social inclusion and community safety.

The Plan focuses on three main areas; the recruitment and training of coaches & volunteers, ward based sports development targeting areas of deprivation and rural based development.

The Plan has now been incorporated into the Carlisle Physical Activity and Sports Strategy, which was launched earlier this year.

The council allocated £85,000 during 2003/04 to support this area of work.

Update on expenditure to date

Detailed breakdown of expenditure is provided in Appendix A

It is important to note that the initial funding for one-year only, has provided some limitations to outcomes as it takes some time to establish new projects/partnerships and see positive results.

Since the original request for support in 2001, opportunities have developed and changed and therefore the delivery of some projects:

- Funding has been secured for some of the projects from other sources, i.e. City Tennis Club (£15,000 over 3yrs), Midnight Basketball yr2 (£15,000), Development of girls rural sport (£12,500 over 5years), Summer activities (£15,000 over three years) and one extra year funding for the Active Communities' Post (£5,000).
- A new opportunity has arisen through the introduction of the National Association for the Care and Resettlement of Offenders (NACRO)/Football Foundation social inclusion football project

Achievements to Date

Detailed information is provided in appendix B

- Positive Activities For Young People Initiative (PAYP) funding of £5,000 per year for three years has been Secured, through being able to demonstrate the councils commitment to this area of work.
- Delivered the first summer scheme, as part of the governments Positive Activities For Young People Initiative (PAYP), within Carlisle. Providing the only ward based summer opportunities for most 10 – 18yrs.
- 195 young people attended the scheme
- Various links were made with many different organisations, for example; Connexions, Youth Offending Team, Community Intelligence at Cumbria Constabulary, Gilford Centre and various Community Police Officers from the areas that the Go 4 It scheme ran in
- Initial responses have shown;
 - 96.9% said that they had enjoyed the activity days
 - In exploring what the young people would have done if they had not attended the activity that day, the responses indicated that 30.8% indicated that they were average or above likelihood to have been hanging around in the streets or shops
 - Finding from survey in the target communities, the responses indicated that 95% thought such schemes were a good idea. 60% would like to see the scheme run in term time.
 - The most common comments in terms of impact on the community were perceptions in terms of
 - i. Reducing vandalism, damage, trouble
 - ii. Kept the youth off the streets/hanging round shops
 - iii. Improved community spirit/links
 - iv. Generally positive/good/support it

Evaluation of the scheme is currently being undertaken and will be available early November

- Free swim voucher scheme piloted throughout the summer targeting young people living in areas of high incidence of reported disorder. 343 free swims were used between the 1st Aug – 15th Sept 2003.
- 10 people qualified as aerobics instructors providing new opportunities at ward level (potential to engage 180+ people per week), as well as new employment opportunities for some of the instructors.
- First corporate health day held in partnership with other departments. All sessions were fully booked.
- £15,000 funding secured for yr2 rural Midnight Basketball Programme
- Carlisle City Tennis Club in year one has engaged 500 individuals and ran the biggest tennis coaching programme Carlisle has ever had.
- £2,500 per year secured for 5years to develop sports opportunities for girls who live in rural areas.
- An opportunity has been established for young people with disabilities to access a sport club, in partnership with School Sports Co-ordinator Programme (SSCO)and the Sands Centre
- Additional funding received to extend the Active Communities Sports Development post for a further 2 years (until March 2006)
- Opportunities provided to qualify new coaches, initiate new opportunities and enhance good practice sports clubs
- Ran Carlisle's first Star Track Athletics course during the summer, which give young people the opportunity to learn and develop new skills. 73 young people attended the week.

Still to Come

- Coach education – aims to provide opportunities for clubs to attend child protection, equity and disability awareness workshops to develop good practice. In addition to courses to train new coaches.
- Follow-up to corporate health day
- NACRO/Football Foundation social inclusion football project
- Provision of a floodlit Multi-sports area in Petteral Bank. Catering for demand by 10 – 18yrs (NB. This project is currently being affected by the closure of the Sport England Sports Lottery, due to re-open in April 2004; we request that this money be carried from the current

financial year into 2004/05 to allow the application to be submitted as soon as the process is re-opened)

- Physical Activity promotion campaign raising awareness of recommended minimum levels of physical activity and opportunities which are available within Carlisle
- Sport Club promotion, working with sports college & SSCO, to provide information of sport club opportunities. To be published in the spring addition of the Carlisle Focus
- Sports taster/club week providing an opportunity during Feb ½ term to try new activities and meet the club.
- Rugby League after schools sessions for primary and secondary school children, increasing the variety of opportunities available
- Walk information. Doorstep walk information published in 2002 has been very popular. We would like to support development of opportunities through reprinting short countryside walk leaflets in partnership with the parks department.

Links with Physical Activity and Sport Strategy targets

The projects above are designed primarily to contribute to targets within aim 5 'contribute to the wider development of the community'. However, the projects have contributed to many of the other targets established within the strategy. See Appendix D

1. CONSULTATION

1. Consultation to Date.

Consultation was undertaken for the original Community Sports Development Plan

Various consultation and feedback has been undertaken for the individual projects.

2. Consultation proposed.

1. RECOMMENDATIONS

- £85,000 for the next 4 years be committed to community sports development, to maintain and develop the achievements of year one.
- £15,000 from the current years' development budget to be used as partnership funding toward a Sport England application for a Multi-sport area in Petteril Bank, to be carried forward into 2004/05 from the current financial year, because Sports Lottery is not accepting applications until April 2004.

1. REASONS FOR RECOMMENDATIONS

- The increased opportunities have been received extremely positively by the community, particularly the holiday provision. The additional funding will allow projects to be improved and developed further, building on the positive outcomes of year one.

Appendix C outlines an updated version of what we would like to deliver over the next three years, in light of new opportunities and lessons learnt.

- Sport England Lottery Fund is not currently accepting applications. The process is due to reopen in spring 2004.

1. IMPLICATIONS

- Staffing/Resources – within bid
- Financial – Have been consulted, the carry forward will be picked up as part the 2003/4 Out-turn report
- Legal – None
- Corporate – Sports development in both urban and rural words is seen as a priority. The Physical Activity and Sports Strategy adopted by the Council earlier this year sets out the plan for the next four years. The funding proposal is designed to implement this strategy.
- Risk Management – The individual projects within the strategy will have risk assessments set out as they addressed.
- Equality Issues – The whole ethos of the Physical Activity and Sports Strategy is about increasing equality of opportunities for all sectors of the community.
- Environmental – None
- Crime and Disorder – The work of the sports development is focused very much on the impact it has on Crime and Disorder, it complements the work of the Community Development section as well as the Crime and Disorder Partnership as all are involved in work which builds capacity in the communities involved.

Appendix B

Summary OF Projects

- Positive Activities for Young People (PAYP) Summer Scheme (Go 4 It!)

The GO 4 IT Summer Scheme was based on the SPLASH schemes that is ran nation-wide. Crime statistics were collated and key times for anti-social behaviour were identified from the summer of 2002. From these statistics it was decided that Wednesdays to Sundays, 2-4pm and 7-10pm were the prime times to target young people who may otherwise participate in anti social behaviour. The Go 4 It scheme was set up and commenced on Wednesday the 6th of August 2003 for a four week pilot scheme in four areas, Morton, Currock/Upperby, Stanwix/Belah and Brampton. The activities carried out varied from multi-sports, cinema trips, AMF bowling and Go Karting, arts and crafts sessions right through to day trips to Wet 'n' Wild, Old Trafford and Blackpool.

Aims

The aim of the Go 4 It scheme was to help reduce anti-social behaviour in the areas that the activities were running by providing fun and enjoyable activities FREE of charge to those who may be at risk of participating in anti-social behaviour. A partnership was made between Carlisle City Council and Connexions and the main objective was to book as many referrals as possible onto the scheme. Level two young people were the target group, i.e. those young people who are 'at risk' but are not yet excluded. The Youth Offending Team and the Guilford Centre were also used as contacts, which helped to enrol referrals onto the scheme.

- Aerobic Instructor training

A need was identified through community centres and direct requests for more qualified fitness instructors within Carlisle. The normal cost per candidate for this course is approximately £500, with courses rarely being held in Cumbria and the majority of existing qualified instructors being contracted to a specific facility, which has left a shortage of instructor within North Cumbria.

A course was organised to train members of local communities to start their own classes. Different ways of getting the course delivered were investigated and it was decided a home study course should be undertaken and then tutorial sessions should be taken to help them learn and practice. 15 ladies enrolled on the course, ten have qualified to date. Various opportunities were used to reduce the cost, with most candidates only being charged £50.

Once everyone is qualified they will be helped to set up there own classes with in there own local area. The city council will help with the promotion of their classes and help them to find venues for their classes. We want to encourage more people to exercise and this exercise needs to become more localised. The outcome is that each instructor takes 1 class per week and gets 12 people to each class so that is reaching 180 new exercisers.

This course has gone really well. Requests for further course have already been received.

- Corporate Health Day

Before we make the city healthier we need to start in our own back yard so a City Council Staff health day was organised. Indian head massages were organised, back massages and reflexology. Fitness tests were available and information on nutrition, smoking cessation, free fruit to take away. Sport and Recreation also worked with Health & Safety to provide information on manual handling and back care. All the bookings were filled. The outcome of the day was to raise awareness of the benefits of physical activity and to try and encourage more people to take up exercise. A questionnaire was circulated to all staff to find out about physical activity trends and to see if there was anything that could be done to help staff increase their physical activity. Some staff said they would join an organised walk, others said a yoga class or circuit class would be good at lunch times but that shower facilities need to be improved so they can change after their activity.

The day has been done once it needs to be an annual or bi-annual event focusing on something slightly different each time i.e. smoking cessation, heart disease, musculo-skeletal problems etc.

- Physical Activity & Sport Promotion

The idea is to run a physical activity & sport promotion campaign to raise awareness of opportunities throughout the city. The campaign would be branded so members of the public will start to get to know the campaign and know where it comes from. The aim is to let people know the minimum amount of exercise that is beneficial to maintain health. We will provide ideas of what is available in different areas of the city for people to take part in. Different posters and leaflets will then follow this via community centres, libraries, notice boards in the town centre, doctor's surgeries etc. The idea is to raise awareness of health issues and raise the profile of the benefits of physical activity.

Three activities have been identified for this year, a poster campaign, information on sports clubs distributed to every household through the Focus magazine and sport/club taster week during February ½ term.

- Coach Education

This programme will develop the foundation for all other programmes & projects.

A variety of courses will be held within Carlisle to meet the following aims;

- To qualify new coaches and create new opportunities for participation
- To qualify existing coaches to improve delivery of opportunities
- To develop good practice and the quality of clubs in all areas.

Courses have and will include;

- child protection, equity and disability awareness workshops
- Football Level 2 - April 04
- Gym Judging course (Lesley to come back with date etc)
- Basketball – Course being planned with NGB Officer, in line with Active Sports)
- Trampolining – January 04
- Looking to do another mini mod course – February 04
- Children and athletics module – January 04
- First Aid and sports injury. This can be held at any point when enough coaches have finished a qualification.

- Midnight Basketball

Midnight Basketball is a project developed by the National Playing Fields Association (NPFA) and delivered in the local community through a multi-agency partnership. The project targets young people with diverse needs, aged 12 years and over, offering them sport and educational workshops within their community.

The year 2 project will target three specific rural areas, Longtown, Brampton and Dalston

- City Tennis Club

The City Tennis Club is based at Bitts Park. The club aims to encourage new tennis players from all social backgrounds, particularly those from deprived communities, to participate in tennis.

Carlisle was one of the first clubs to be accredited. The club has just completed its first year, offering a variety of activities for all ages. In year one the club has engaged 500 individuals and ran the biggest tennis-coaching programme Carlisle has ever had.

- Disability Club

There has been no provision for disabled children to take part in sporting activities within Carlisle. Due to this fact, a Disability club was set up in June 2003 in partnership with the School Sport Co-ordinator and Carlisle Leisure Ltd.

There is an average attendance of 10 children each week. The sessions run at the Sands Centre in Carlisle and are free of charge to the children who come along.

The activities involve snooker, table tennis, Boccia, Badminton, Parachute games, Football, curling etc.

We donate £500 per year to help fund the club.

- NACRO Project

This project is in partnership with the Chamber of Commerce, Nacro, Carlisle City Council, CADAS, Youth Offending Team and Connexions, Cumberland FA and Carlisle Utd FC. The project is to engage at risk young people into sport, in this case football. The City Council have contributed £5k and the Crime and Disorder partnership have contributed £10k to get the project up and running whilst waiting for the grant application of £200,000 to be approved. This should be approved by the end of November 2003. Sessions have been set up with Carlisle United Football in the Community Officer. The sessions involve an hour of football coaching, a tour round the ground, question and answer session and a chance to watch the player's train.

Appendix C

Community Sports Development Plan (Amendments)

THREE YEAR PROGRAMME

Objectives	Project	Description	Target	COST (per year)	Councils Contribution	NOTES
OB1 & OB6	Coach & Volunteer Development Programme	SDO to organise series of progressive Coach/instructor/Leader awards for existing/potential volunteer coaches.	City Wide with concentration on Priority Wards.	£8,000	£8,000	Link to Active Sports were possible
OB3, OB4, OB5 & OB7	Outreach Sports Development	SDO to organise a range of activities to engage young people. To be worked in conjunction with after school clubs (SSCO), and community centres to act as a feeder programme for Holiday Activities. (TERM-TIME)	Crime hot spots areas and times	£15,000	£15,000	
OB3, OB4, OB5 & OB7	PAYP Holiday Activities (Go 4 It!)	Offer range of activities to engage young people during the holidays	Crime hot spot areas.	£25,000	£25,000	Additional £5,000 funding for 04/05 & 05/06 from national PAYP scheme
OB3, OB4, OB6	Facility Dev.	Seek funding to provide facilities (Pos. floodlit Multi-sport areas)	Areas of little or no recreation provision. Initially Petteril Bank	Approx. £150,000	£15,000	Remaining funding through Sport England lottery application

OB3, OB4, OB5	Midnight Basketball	Targeting disaffected young people in rural areas. Longtown, Brampton and Morton through the provision of combined recreation and learning opportunities. The YOT will refer young people on court orders on to the programme.	30 Children aged 13-16 from each of the following area; Longtown, Brampton, Morton.	£15,000	£0	Y2/3 funding received. £7,000 crime & Disorder partnership £7,000 County Council £1000 Local Health Group
OB2, OB5	LTA City Tennis Club Initiative	Organise and run a variety of tennis activities CLL employ co-ordinator	All social backgrounds, particularly deprived communities	£10,000	£0 (until 2005)	£5,000 LTA £5,000 CLL (until 2005)
OB3, OB4, OB5	NACRO Football Scheme	Targeting disaffect young people in Carlisle area. Allowing young people to experience coaching from Professional coaches	20 young people per session	£40,000	£0	Application to Football Foundation
OB7	Rural Sports Development Officer	Responsible for developing and delivering sports provision	Rural Wards. All age groups	Approx. £12,000	£12,000	Deliver girls rural sport programme
OB2, OB4, OB5, OB6& OB7	Girls Rural Sports Programme	SDO to develop range of activities which are self sustaining after two years	All ages Rural Wards. Longtown & Brampton	£2,500	£0	ACDF funding £2500
OB3, OB4, OB5 & OB7	Free Swim Vouchers	Work with other organisations to offer access to facilities for those most in need of support	Target group	£1000	£1000	Develop scheme with Carlisle Pools
OB1 & OB2	Physical Activity Qualifications	Offer a range of qualifications to support demand for ward based fitness opportunities. This will also help develop instructor for other scheme such as Exercise on prescription		£2,500	£2,500	Other funding opportunities will also be accessed
OB2	Walking for health	Expand current scheme through developing more walk and training new leaders		£1,000	£1,000	
OB5	Physical Activity promotion/ Health days, etc.	Run annual corporate health day. Develop awareness of opportunities.		£2,000	£2,000	
OB5,	Disability sports club	Provide sports opportunity for young people with disabilities		£2000	£500	Other contribution coming from CLL & SSCO
Ob2 & OB4	New sport opportunities	Develop new opportunities, for example Star Track, Rugby league, etc.		£3,000	£3,000	To be used in conjunction with Awards for All Applications
	SDO-Active Communities	To develop & deliver community sports development programmes		£5,000	£0 (until 2006)	Other funding received from Sport England and the Crime & Disorder Partnership

Appendix D

Relevant Targets from Physical Activity & Sport Strategy.

Shaded targets have either been achieved or on target to be achieved 2003/04

Non – shaded targets show targets, which the funding will contribute to.

Primary Focus

AIM 5 Contribute to the Wider Development of the Community

Objective 5.1 Use physical activity and sport to support regeneration and promote community empowerment by 2008

Ref.	PLANNED ACTION	HOW	LOCATION	PARTNERS/ DELIVERERS	OUTPUT/ OUTCOMES	TIMESCALE
5.1.1	<p>Impact on the regeneration of areas of deprivation and work towards preventing the decline of other areas.</p> <ul style="list-style-type: none">• Support any current programmes and initiatives in target areas• Develop physical activity & sport based action plans for the individual wards• Ensure physical activity & sport is included in all other regeneration plans• Develop access to quality provision within the priority wards	<p>Develop working relationships with community groups & other agencies working in priority wards</p> <p>Produce & implement action plans for each priority ward</p> <p>Explore and implement new innovative community sports programmes</p> <p>Use grant criteria to promote new activities with in target wards</p>	<p>Priority wards</p> <p>Priority ward</p> <p>Priority wards</p> <p>Priority wards</p>	<p>All</p> <p>Deliverers forum</p> <p>CCC & other partners</p> <p>CCC</p>	<p>1 priority ward per year</p> <p>One per year</p> <p>1 new concept</p> <p>1 new club supported annually</p>	<p>2003, on-going</p> <p>2004 commencing</p> <p>2004, biannually</p> <p>2004 annually</p>
5.1.2	<p>Meet local priority communities physical activity needs</p> <ul style="list-style-type: none">• Train local residents to deliver a variety of activities• Encourage and support development of resident led activity• Help existing sports clubs and voluntary sports organisations based within priority wards to secure their long-term futures• Develop ways of increasing community participation in leisure activities• Encourage local schools to increase their involvement with the local Community	<p>Train local people to deliver local activities</p> <p>Establish new sustainable activities</p> <p>Support local groups in physical activity & sport opportunities</p> <p>Ensure that most sports clubs are sustainable, with constitutions and development plans</p> <p>Encourage at least two schools to offer wider community activities.</p>	<p>Priority wards</p> <p>Priority wards</p> <p>Priority wards</p> <p>Priority wards</p> <p>Priority wards</p>	<p>CCC, Cumbria sport, schools</p> <p>CCC & CHA</p> <p>CCC</p> <p>CCC</p> <p>SSCO, CCC</p>	<p>A min. of 10 people from priority wards per year to receive training.</p> <p>3 new activities established in priority wards per year</p> <p>Support a minimum of 3 community groups or clubs in priority wards per year</p> <p>Priority wards</p> <p>2 schools</p>	<p>2004 commencing</p> <p>2003, on-going</p> <p>2003</p> <p>2004</p> <p>2004</p>

Objective 5.2 Begin to use physical activity and sport as a medium to combat anti-social behaviour and contribute to Crime & Disorder Reduction Partnership (CDRP) by 2004

Ref.	PLANNED ACTION	HOW		LOCATION	PARTNERS/ DELIVERS	OUTPUT/OUTCOMES	TIMESCALE
5.2.1	<p>Work in partnership with the Community Safety Group to reduce the number of reported anti-social behaviour during target times.</p> <ul style="list-style-type: none">Identify problem areas and timesEstablish a program of outreach sports development to initiate alternative activitiesWork with other council officers and agencies to identify and develop young people who maybe at risk	Identify key areas & times for reported incidence (hot spots)	Carlisle wide	CDRP	Accurate information	2003	
		Establish a programme of activity at times of high incidence, using sports outreach, holiday provision, 5 aside football league, etc.	Priority wards	CCC, CDRP	Deliver a minimum of 10 physical activities in crime hot spots	2004, on-going	
		Link with other agencies to offer alternative activities. Such as midnight basketball, Nacro football scheme	Priority wards	CCC, CDRP & other partners		2003 commence	

Other Targets Which the Projects Will Contribute To.

AIM 1 Create an Effective Communication Network

Objective 1.1 To develop effective methods of communicating opportunities to the citizens of Carlisle by 2005

Ref.	PLANNED ACTION	HOW	LOCATION	PARTNERS/ DELIVERERS	OUTPUT/ OUTCOMES	TIMESCALE
1.1.2	Utilise and promote communication methods to the local community to; <ul style="list-style-type: none"> ensure local needs are met improve awareness of opportunities encourage participation from priority wards 	Utilise current communication methods available to promote objectives & activities and review local needs, i.e. Displays at Galas, Newspaper articles, resident days, youth groups, CHA road-shows & CVS bi-monthly newsletter	Carlisle Wide	All Partners	Increase awareness of opportunities within the community.	2004 ongoing
		Use articles in local newsletters to inform target groups & priority areas	target group & priority areas	All Partners	increase % participation from target groups & priority areas	2004 ongoing

AIM 2 Maintain & Develop Physical Activity & Sporting Opportunities

Objective 2.1 Increase the percentage population in Carlisle taking part in physical activity and sport, from the present level of 75% to 85% by 2008 (2% per year)

Ref.	PLANNED ACTION	HOW	LOCATION	PARTNERS/ DELIVERERS	OUTPUT/ OUTCOMES	TIMESCALE
2.1.1	Establish a baseline of current provision in local areas	Audit current activities/clubs	Carlisle wide	CCC, all orgs. delivering physical activity & sport progs.	Comprehensive database of activity	2003
		Establish database to be maintained bi-annually				up dated bi-annually
		Maintain database of clubs	CCC	ALL	Accurate information	BI-annual 2003
2.1.3	Support & enhance current and new	Provide advice on establishing a new	All Clubs	CCC, Cumbria	10 clubs per year	on-going

	provision through; <ul style="list-style-type: none"> • Management training • Assisting with the development of links with other orgs., i.e. Schools • Funding assistance • trained coaches • child protection & equity policies • development plans • volunteer recruitment plans 	club, junior sections, attracting new members, development plans, etc. Deliver an annual training programme to include club management issues, such as, managing volunteers, finding funding Assist clubs in attracting additional funding. Hold annual funding workshop Promotion of equipment loan scheme Develop register of instructors/coaches	Carlisle wide All Clubs Carlisle wide Carlisle wide	Sport, CVS & CLL St. Aidan's, St. Martins, Cumbria Sport, CLL & CCC CCC, Cumbria sport, CVS & CLL CCC Cumbria Sport & CCC	minimum of 6 courses per year £25,000 for Carlisle in yr. 1. Increased by 5% per year support new activities Database maintained	2003 Annually on-going on going 2004 bi-annually
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Objective 2.3 To provide local training opportunities, by delivering a varied programme of 12 leader courses per year.

Ref.	PLANNED ACTION	HOW	LOCATION	PARTNERS/ DELIVERERS	OUTPUT/ OUTCOMES	TIMESCALE
2.2.1	Recruit, develop and retain volunteers through; <ul style="list-style-type: none"> • Promoting opportunities • Training • Recognising their contribution 	Establish a Carlisle volunteer recognition programme Promote VIP Programme Aim to get local vols. Regional/national recognition for their work through VIP Implement the 'Step into Sport' programme within Carlisle. Link with school citizenship curriculum Utilise JSLA ,CSLA & HSLA courses in schools to get young people to volunteer at local clubs and within the community	Carlisle wide Carlisle wide Carlisle wide Schools & clubs Schools	CCC, SSCO, Carlisle sports council, schools, Cumbria Sport, Volunteer Bureau, etc. CCC, Cumbria Sport & NGBs CCC, clubs & NGBs SSCO, Clubs, Cumbria sport, schools & CCC Schools, CCC & clubs	Increase the number of volunteers by 2% per year increase membership within Carlisle area 1 volunteer or scheme Introduce 20 young people per year to the programme through secondary schools. Increase the number of young people becoming volunteers	2005 annually 2005 2006 2003, on-going 2004, on going
2.2.2	Establish a comprehensive annual programme to recruit and retain coaches	Run NGB courses locally , working with delivers forum assess demand and maximise up take Run CSLA/Tops introductory coaching courses to attract new coaches	Carlisle wide Community centres	All partners CCC	30 new delivers per year	2004, annually

Objective 2.4 Seek to ensure that capital funding is prioritised in order to meet strategic development needs by delivering 5 successful projects by 2008

2.4.2	Strategically assess capital funding for Carlisle;	<ul style="list-style-type: none"> • Develop criteria to assess individual applications 	Carlisle wide	Strategy management group	review assessment criteria	2003
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	<ul style="list-style-type: none"> • ensure most residence have easy access to a recreational facility/pitch • maximise projects benefits • be informed of & guide funding opportunities 	<ul style="list-style-type: none"> • Prioritise application for support through management forum • provide application support 			5 successful projects by 2008	2004, bi-annually
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AIM 3 Increase Accessibility to All Physical Activity & Sporting Opportunities

Objective 3.1 Begin to encourage & develop provision for specific, under represented groups, by working with partners to establish and promote activities for each target group by 2008

Ref.	PLANNED ACTION	HOW	LOCATION	PARTNERS/ DELIVERS	OUTPUTS/ OUTCOMES	TIMESCALE
3.1.1	Identify ways of enhancing accessibility for under represented groups; <ul style="list-style-type: none"> • Overcome barrier to access, e.g. location, cost, transport, time, and childcare. • offer a wide variety of activities 	Audit current provision & barriers to access Identify possible funding opportunities and encourage applications. Produce an action plan for each target group, one per year. Continue to evolve action plans Investigate the options for a targeted voucher scheme	Carlisle wide Carlisle wide Carlisle wide Carlisle wide Carlisle wide/ target	All partners CCC steering group steering group	Increase participation by target groups by X %. (base data to be collected in year 1) produce action plan, one per year	2004 – disabilities 2005 socially disadvantaged 2006 – women & girls 2007 elderly 2008 ethnic minorities 2006

Objective 3.2 Create new opportunities by increasing the choice of activities available for all

3.2.1	Encourage and support non traditional physical activity and sport opportunities	Develop initiatives identified by the school sport co-ordinator programme audit; such as non-competitive after school clubs. Explore alternative programmes such as Physical activity clubs, Green gym, countryside walks, etc.	Schools & community centres Carlisle wide	SSCO, CCC, schools all partners	Increase provision in non traditional opportunities	3 per year 2004, on-going
3.2.2	Enhance school holiday provision of activities in Carlisle, by providing addition activity for young people aiming to; <ul style="list-style-type: none"> • Increase participation in wide variety sport by 10-16yrs. • Develop links with partnership organisation in delivering holiday activities • Overcome barriers to access e.g. Location cost. 	Develop and implement an 'All Active' programme	Carlisle wide	CCC & schools.	Increase participation by target age group by X %. (base data to be collected in year 1)	summer 2003, annually roll - out to other holidays
3.2.3	Increase children's and young people's participation in and access to sport and recreation in the community	Taster sessions after school , leisure centres	Carlisle wide	Schools, CLL, SSCO & CCC	Increase participation in physical activity by young people	2005, on-going

Objective 3.3 Encourage and develop provision within priority wards. 10 activities per year

3.3.1	To develop grass roots sporting opportunities for priority wards, to enable increase in sporting activities	Establish a programme to identify, train and assist local people to develop new activities	Priority wards Rural	Parish councils, Rural orgs., schools &	Increase leisure provision in rural wards by X %. (base data to be collected in	2004, annually Commence
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	<ul style="list-style-type: none">• develop taster sessions• Engage local community in developing sporting opportunities ensuring they have direct influence over the future planning of sport.	Establish 2 new resident led activities in various rural locations per year Gain funding and implement girls' rural sport initiative.	wards Rural wards	CCC	year 1)	2004, annually 2003
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AIM 4 Improve Health and Wellbeing by Encouraging Active Lifestyles

Objective 4.1 promote healthy living and lifestyles. 5 publications per year.

Ref.	PLANNED ACTION	HOW	LOCATION	PARTNERS/ DELIVERERS	OUTPUTS/ OUTCOMES	TIMESCALE
4.1.1	Inform people about the importance of physical activity	launch a physical activity education promotion campaign Work with media agencies to promote healthy living concept	Carlisle wide Carlisle wide	CCC & All partners All partners	enable people to identify themselves as not being active enough 5 publications per year	2003/04 2003, on-going

Objective 4.2 develop a wide range of initiatives to encourage more active lifestyles. 5 new activities per year.

4.2.1	Link with schools to develop projects which promote physical activity	Offer physical activity taster sessions in schools. develop clubs aimed at encouraging disaffected girls to participant in physical activity	Schools	CLL SSCO, CCC	minimum of 3 schools per year One per secondary school	2004 April 2004 onwards
4.2.2	Develop physical activity in local areas and promote the wider benefits. <ul style="list-style-type: none">• Develop partnerships with the private sector, in particular fitness gyms• Encourage social component of activity sessions• Promote a healthy lifestyle programme within local communities• Encourage people to use the countryside as a physical activity resource	Train Aerobic instructors to deliver a variety of local exercise classes Explore the possibility of a green gym, and other national programmes that may be available. Develop the Walking to Health programme across the city. Deliver a programme to promote healthy lifestyle in 3 most deprived wards	community centre Carlisle wide schools, community orgs., parks community centres	HAZ, CCC all partners CCC CCC & others	one course, biannually Develop one new activity 10 schemes by 2008 3 activities per year	2003, biannually 2007 on-going 2005