

Appendix 6



Lifestyles Team: Sport, Health and Inclusion

Helping Rossendale to Start, Stay and Succeed

www.rltrust.co.uk

OUR TEAM



Ken Masser – Strategic Development Manager

As a chartered accountant and business consultant Ken oversees the team Lifestyles and Sports Development team providing significant business, marketing and management experience as well as a keen enthusiasm for local sport.

Sports & Inclusion



Katie Miller – Club Development Officer

Katie works with local community sports clubs and helps them to achieve Clubmark accreditation, develop good club governance and acquire funding. In addition she organises a local volunteer programme which provides volunteer placements, mentoring and guidance for young people and adults. Katie plays a large role in organising the Rossendale Sports Awards and community programmes such as Sportivate.



Paul Gallagher – Sports Officer

Paul has worked for the Trust for the last three years. Paul has carried out hundreds of hours of coaching sessions, across a number of different sports at many primary schools and nurseries across the Rossendale Valley. Paul is also responsible for the holiday courses during each school holiday, and has also played a large role in the Sport Unlimited and Sportivate Community Programmes.



Beth Cattle – Football Activator

Beth is currently working as a football activator through a Lancashire Football Association apprenticeship scheme. She is playing a pivotal role in developing football throughout the Valley including encouraging and developing women's football. Beth is also a talented sports coach who coaches various different sports in schools.

Nick Westwell – Community Cricket Coach

Nick is an experienced cricket coach with over 10 years experience working in the valley. Nick has established a comprehensive cricket network and schools programme which has proved successful across the valley. He has also developed Cricket camps which are held at various Rossendale cricket clubs and established the Cricket Forum.

Steve Haworth - Football Development Officer

Steve has extensive experience in local football and has successfully developed Rossendale Valley Junior Football Club. His role in the team is to develop football, and particularly to ensure the Trust facilities are used to capacity and to develop leagues and tournaments.

Health Coordinators



Bryan Sunderland - Healthy Lifestyles Co-ordinator

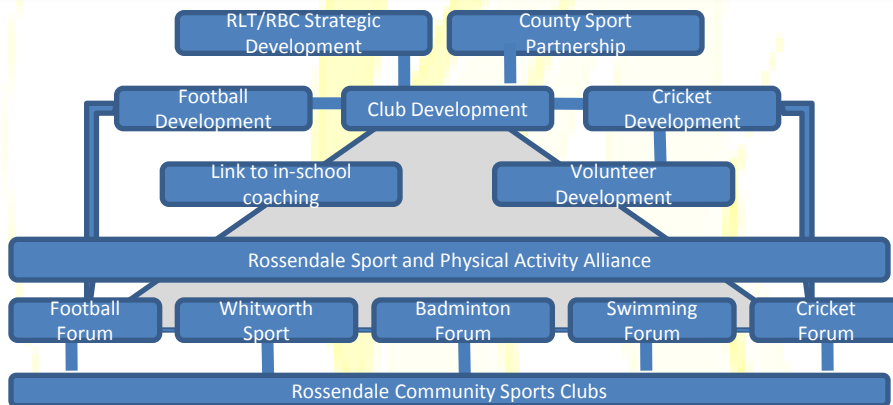
Bryan leads the healthy lifestyles team and is an expert in Healthy Lifestyles programmes and working with GP referrals. Bryan works closely with GP's and other exercise professionals to ensure that structured expert lead exercise programmes are available across the Valley. Bryan also leads weight management, exercise referral and cardiac referral classes as well as supervised gym sessions and other specialist classes.



Julie Henry – Healthy Lifestyles Co-ordinator

Julie promotes Healthy lifestyles throughout Rossendale. Setting up initial consultations with clients Julie will work out a suitable exercise programme for her clients. In addition, Julie is a cardiac instructor who is qualified to exercise cardiac patients. Julie also leads fitness classes such as circuit training, mobility, walks and supervised gym sessions. Julie interacts with the community to meet local groups to give talks about the scheme and to promote the benefits of exercise.

CLUB DEVELOPMENT AND NATIONAL INITIATIVES



Club Development

The RLT Club Development team has engaged **60 sports clubs** in Rossendale providing support to build club structure's and assist clubs to work towards Club Mark Accreditation. Since 2009 Rossendale has seen a **60% increase** in clubs achieving Club Mark and Rossendale now boast's **14 accredited** clubs with a further 4 working towards.

RLT has also supported the development of several **new clubs** as well as **increasing participation** in many clubs across the Valley. Helping clubs develop has seen additional revenue for facilities across the Valley.

For example due to club development support Rossendale Basketball Club has increased its membership from 30 to over 100 and it's court hire time from 3 hours per week to 10, generating a further £14,500 going into local facilities per annum..

New clubs have been formed with support of RLT such as junior badminton clubs, Rossendale Triathlon club has been reborn. RLT have taken the lead on development of community programmes such as the Fusion Project. This project is a joint project in partnership with the local Neighbourhood Forum, Young Peoples Service and RBC Communities Team to provide diversionary activities to engage teenagers in sport and physical activity.

Over 16 weeks this project has been achieving an average of **30 young people** attending each week, the project has generated **£1208** in facility hire over 19 weeks. Future funding has been secured to further develop this programme ensuring that sport development and facilities engage with the community to provide accessible activities and contribute towards building **social capital** in the Haslingden. The project has led to the establishment of a new Parkour club which now runs on a weekly basis and is growing steadily with young people from the Haslingden.

Sport Forums

The flow diagram demonstrates Rossendale's sporting infrastructure. RLT have spent significant time and resource in supporting the various forums. In 2010/11 the Badminton and Football Forum were **newly formed** with the assistance of the Trust.

RLT have facilitated football forum meetings which has lead to an impetus for Rossendale Clubs to work together for an annual junior **Football Festival** where 100 juniors from clubs across the valley took part and the Clubs promoted Rossendale Football.

A Football Activator has now been appointed who is working to improve school club links and to support the development of girls football in the valley. A service level agreement has been signed involving girls football and Alder Grange for 2 years in which the Trust are making a commitment to support women's football in Rossendale.



Sportivate is the new Sport England initiative supporting the London 2012 Olympics games. The team are working to ensure that Rossendale leaves a lasting legacy following the impact of the games.

Year 1 of Sportivate is in operation and have developed links with partner organisations and clubs to deliver 5 programmes in year 1. One of these is the Fusion project that is operating from Haslingden Sports Centre.

In addition Head Start will run a weekly football session for 14-25 year olds on Sunday's at HSC. Positive Start will deliver a youth engagement project providing road safety and skills to teenagers and Rossendale Golf Club will deliver an accessible programme attracting teenagers into junior golf.

The project is aimed to inspire 14-25 year olds and will run until 2015.



From October 2009 to March 2011 RLT used the Sport Unlimited initiative to help young people gain access to opportunities to try new sports. **£48,000** of Sport England investment was secured to provide free sport to young people aged 7-19 year olds in **Rossendale**.

In total 66 activities were available across 19 different sports over an 18 month period. A total of 1256 young people engaged in the programme. Of these participants 647 were male and 609 were female.

Rossendale achieved an **86.4% retention rate** in these activities in comparison to a national average of 63%. This percentage equated to 1086 participants attending 5 out of the 8 sessions.

Rossendale was one of the **top 3 Sport Unlimited providers in the North West**. The project engaged with several different sports clubs and helped establish local bike club Rossendale Rocky Riders.

Rossendale Community Boxing Club increased it's junior sections significantly and Asian Football in Haslingden has seen a dramatic increase with regular sessions now taking place on a weekly basis. The Sport Development team worked hard to ensure **sustainability** in all activities.

Rossendale Leisure Trust – Lifestyles Team: Sport, Health & Inclusion

VOLUNTEERING

EVENTS

Volunteering

The Sport Development team has worked to develop a Rossendale Leisure Trust volunteer programme. From October 10 – March 11 a cohort of **10 young volunteers** embarked upon a volunteer programme which is part of the national initiative 'Positive Futures'.

External funding provided training opportunities for young people at risk of social exclusion. Each of the young people attended monthly progress meetings and were **mentored and signposted** throughout the volunteer experience. Training courses included junior qualifications in Football, Basketball, Handball and Dodgeball.

Utilising the skills learnt the volunteer's organised a mini sports Festival at Haslingden Sports Centre in March 2011, the volunteers also attended a residential trip when they took part in writing case studies about their experience (see below) and taking part in team building activities.

Further funding has been secured to continue and extend this programme which will involve recruiting and training a **further 12 volunteers** who will assist on holiday programmes. Sportivate and in local clubs.

positivefutures >>

"I found out about Positive Future from Rossendale Leisure Trust. It gave me an opportunity to get qualifications in sport and learn to coach, from this programme I have built my confidence and I am now a paid casual coach for RLT and winner of Rossendale Young Volunteer of the Year 2011."

Bilal Khan age 19



Rossendale Cricket Volunteer Development

Sport Development and Rossendale Cricket Development Forum have worked in partnership to secure **Sport England Small Grants funding** to develop young Cricket volunteers.

This programme has excellent links with all Cricket clubs and links with school's and holiday programmes through the work of our Community Cricket Coach.

The funding secured will **identify and train 12 volunteers** who will then contribute to a wider development programme, providing assistance with a winter training programme, primary competitions and Rossendale Leisure Trust Cricket camps.

Rossendale is considered to operate an exemplary model for cricket development. This volunteer programme will be further evidence of its success.

Rossendale Sports Awards

The annual **Rossendale Sports Awards** has achieved a **71% increase** of attendants from 2009 to 2011. The awards have engaged with **27 local sports clubs** and recognised **19 sports**.

In 2010 Rossendale produced the Lancashire Young Volunteer of the Year who developed through Rossendale Leisure Trust's volunteer programme.

The awards pay tribute and celebrate Rossendale Sport including clubs, forums, coaches, volunteers and inspirational individuals all of whom have a passion for **volunteering** and contribute towards providing opportunities and increasing participation in sport in Rossendale.



Car Park Cricket 2010/2011

Is an **innovative approach** to capture the attention of teenage girls and promote cricket in a unique way. This annual event uses Tesco car park as a way to attract participants who may not engage in a club environment.

Since the launch of this event, Girls Cricket has developed significantly **with 67 girls** engaging through this pathway which has seen a significant increase of girls playing cricket in Rossendale with several of those girls **representing Lancashire**.



Rossendale Triathlon

Now in its 6th year of operation, this annual events attracts **250 people** hosted by Marl Pits Swimming Pool, showcasing its professional organisation to Triathletes across the North West.

In 2010 as a result of this successful event Rossendale established its own Triathlon club which now has **60 members** meeting on a weekly basis.



Rossendale Leisure Trust – Lifestyles Team: Sport, Health & Inclusion

HOLIDAY PROGRAMMES

IN SCHOOL COACHING

	Participants	Total session attendance	Gross Profit (£)
2010			
February	88	233	1,288
Easter	86	361	1,760
Spring Bank	48	130	198
Summer	379	2,044	4,507
October	68	186	679
Christmas	69	275	1,489
2011			
February	102	358	1,844
Easter	91	319	1,311
Spring Bank	70	184	891
Summer	433	2,492	10,179
Total	1,434	6,582	24,151

The Trust run holiday programmes each school holiday that give children the opportunity to participate in many different activities, from football and cricket to ten pin bowling and arts and crafts. We also hold regular specialist cricket camps which are included in the table above.

These are organised by the sports development team and attract significant numbers of attendees. In the last 2 years there have been **1434** participants, who have attended in total over **6,582** sessions.

The programmes have generated a gross profit of **£24,151** during 2010 and 2011 to date as shown in the table above.

All programmes are co-ordinated and led by qualified **CRB certified sports coaches** and instructors and are carefully managed to ensure the activities are safe and that all child protection guidelines are adhered to.

Feedback from the programmes is generally very positive.

School Coaching

Our coaches provide a comprehensive coaching programme to schools which enables them to provide a wide range of activities to their children. Our coaches are also qualified to deliver **curriculum PE sessions** and assess children's sporting performance.

In the 2010-11 school year, Rossendale Leisure Trust provided over **1000** hours of coaching in local primary schools. We also organised lots of primary school tournaments and assisted with before and after school clubs as well as providing taster sessions during the school lunch breaks.

Our excellent **qualified coaches** have built excellent relationships with the schools and pupils and have helped hundreds of young people across the valley to increase their **physical literacy**, sporting technique and skills as well as help them to develop improved confidence, self esteem, teamwork and discipline.

RLT coaches can offer sessions in football, cricket, basketball, handball, dance, cheerleading, Dodgeball, Golf, Athletics, Hockey, Tennis, Badminton, Rugby as well as other games such as Benchball and group activities.

Feedback from the schools, parents and pupils is exceptional and the number of schools using Trust coaches continues to increase.



Healthy Lifestyles Operational Process



Healthy Lifestyles

Our Healthy Lifestyles Team do a terrific job in assisting over **500** people a year to manage their weight, overcome heart problems and get back into the habit of exercise. Many of these clients are referred to our team by GP's and other health professionals.

On referral our expert teams **assess the clients** and work with them to understand their needs and what they hope to get out of the programme. Bryan and Julie will then advise clients which classes and programmes will assist them to achieve their goals and improve their health. These classes can range from supervised walks, circuit training, mobility classes and supervised gym sessions. These classes are offered across the Valley which allows people from all areas of Rosendale to access the expertise on offer.

Bryan and Julie are both extremely **well qualified** to run this programme with qualifications in many **specialist areas**. Their skills and qualifications mean that they can safely assist those with significant weight or heart problems to increase their fitness.

The complex and tailored programmes run by the Healthy Lifestyles team really do **change people's lives** and have a significant impact on health and well being in the Valley. Their work significantly reduces the burden on the NHS as they lead people back to health and help them to avoid more serious illness.

Feedback from Clients

"I personally have found it to be a **fantastic scheme**, which has helped me tremendously. I feel confident that my exercise programme has been tailored to my needs and was surprised by the knowledge from the team... I can't praise it highly enough."

"It was then that I found myself in the capable hands of Bryan and Julie who have been a tower of strength and support, a **wealth of knowledge** but best of all people whom have given me the strength and courage to believe in myself showing me that even in the bleakest of situations there is light at the end of the tunnel."

"I just wanted to express my **immense gratitude** for the service provided by the Healthy Lifestyles team. Having recently suffered a heart attack and feeling that there was little that catered for me, I was so glad that I embarked on this programme. Thank you for providing this **excellent programme**, I hope that many other people are lucky enough to reap the rich benefits it offers."