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# Social Agenda

## Social Change Through Sport

(Sport England Conference held on 16th November 2007)

Encouraging children and young people to participate in sports and sport related activities has been a key element of Government policy since it came to power in 1997. The benefits of increasing physical activity in terms of health and fitness is well documented but it also plays a significant role in helping to create sustainable and more cohesive communities particularly in deprived inner city areas.

Hosted by Sport England, the 'Delivering Social Change through Sport Conference' provided practical examples of how sport has been designed into communities, specifically through the housing sector, and the impact this has had in creating more cohesive and sustainable communities.

The conference gave delegates the opportunity to learn how to practically introduce sporting programmes within their local community through a series of workshops on specific topics. These included working with tenants and residents associations; recruiting volunteers; how to motivate people to participate; how sport can contribute to the Government's RESPECT agenda and how to access resources and funding in order to introduce new schemes and programmes in specific areas.

Sports Minister Gerry Sutcliffe MP has underlined his commitment to increase sports participation particularly among children and young people. Appointed in July 2007 he said that sport has tremendous power not just to inspire and delight but to change lives for the better. He said: "Be it on health, crime or social inclusion I will be looking to harness that power and cement sports' place at the heart of government policy."

The Government's recently published ten year youth strategy - 'Aiming High for Young People: a Ten Year Strategy for Positive Activities' echoes the Sports Minister's commitment to increasing sport participation. It focuses on helping all young people, particularly those living in inner-city communities, to take part in enjoyable and purposeful activities enabling them to develop new skills and raise their aspirations. The strategy will also provide £184 million of additional funding for programmes and initiatives that will increase sports participation.

The Delivering Social Change through Sport conference attracted a large number of delegates from a wide range of backgrounds including sports development, housing providers, Local Authorities regeneration and local communities.

This conference supported the National Enterprise Week 2007 events. For more information see [www.enterpriseweek.org](http://www.enterpriseweek.org).

What will I get out of it?

The event gave the opportunity to network with partners from the sports, leisure & physical activity sector, voluntary & community sectors. There were seventeen practical quick fire workshops delivered by partners who have been there and done it!

It was an excellent opportunity to meet up with others involved in community sport, leisure & physical activity, make contacts, share ideas, learn from the workshops & discuss the everyday challenges you face.

SHARE &hellip;&hellip;&hellip;&hellip;&hellip;.. LEARN &hellip;&hellip;&hellip;&hellip;&hellip;. MOVE FORWARD

Is it for me?

The `Delivering Social Change Through Sport` conference was aimed at Community & Voluntary organisations, Sports Development workers, National Governing Bodies of Sport, Local Authorities, National & Regional sports organisations, activity delivery partners as well as Housing Associations, Resident & Tenant Groups, partners from the health & physical activity sector.

The event was just £55 per person (plus vat) for voluntary & community groups and £95 (plus VAT) for Local Authorities and private sector groups to cover the event costs. Please note that Sport England & Sport 4 life are a not for profit organisations. The event includes refreshments through the day and a late lunch with an early afternoon finish time ideal for a Friday afternoon.

How do I book a place at a conference?

To secure your place please complete the relevant booking form and post or fax to Sport 4 Life Ltd. Unit 5 Nassau Mill Industrial Estate, Vine St, Eccles, Manchester, M30 0GF or Fax: 0843 212 0070 If you have any queries please contact Sport 4 Life: Tel: 0843 212 0071 or Email: [info@mysport4life.co.uk](mailto:info@mysport4life.co.uk)

How do I book a stand at the conference?

We want as many organisations as possible to promote their activities at future events, to secure your stand at a future conference please contact the Sport 4 Life office, the stands are all located within the main conference area so delegates will have the opportunity to access your staff and information throughout the day. The cost of a stand is £175 + vat for Local Authorities & private sector groups with a discounted fee of £100 + vat for voluntary and community groups, this includes two members of staff.

Sporting Chance & Strike For Life

- Offering ex offenders the opportunity to gain real employment as a result of undertaking nationally accredited training courses and gaining qualifications in a number of areas that include sport, health, leisure and horticultural. Delivered by Ibbby Khan from Burnley City Council (Sport and play development manager).

Delivery & Growth

- Growth in body & mind and personal development. This is a programme of social cohesion, community activity, personal enhancement, social inclusion, education, alternative activities and healthy lifestyles. Delivered by Stewart McGiffin from

Blackburn Council (Sport for health officer 'Grow Active').

#### Partnerships in Action

- How partnerships are developed and who to partner with, using Liverpool Sport Action Zone, Kensington as an example. Delivered by Rhiannon Brown from Liverpool Sport Action Zone (addressing sporting deprivation and raising aspirations to help local communities to help themselves).

#### Sports Apprenticeships

- Giving people the skills, education and experiences required to enter employment. Delivered by Kevin Lynch from North Huyton New Deal for Communities,

Liverpool (tackling social issues by working in partnership with agencies that serve the community).

#### Community Cohesion

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#### How

City in the community has effectively contributed to social fabric of the community for which it is a central focus. Delivered by Tom Flower from Manchester City FC (a registered charity delivering education, community and charitable activities across Manchester and Tameside).

#### Engaging Women & Girls

- How to organise and deliver projects specifically aimed at women and girls. Delivered by Kerry Fannon from NACRO East Manchester (the crime reduction charity striving towards a culture that is diverse and recognises and develops the potential of all).

#### Reducing Re-offending Through Employment

- How the award winning scheme delivered by Salford Community Leisure is reducing re-offending by targeting offenders whilst in custody and offering them employment opportunities once released. Delivered by Stewart Williams from Salford Community Leisure (Back to work in

Salford Co-ordinator).

## Maximising Facilities' Potential For Social Change

- A case study on the development of the new

Bancroft

Park in

Blackpool , which contains two 20m outdoor climbing towers. Delivered by Chris Simcock from Blackpool Council (Head of sport and physical activity).

Social

Enterprise

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How

City in the community has assisted the growth and development of social enterprises. Delivered by Tom Flower from Manchester City FC (a registered charity delivering education, community and charitable activities across

Manchester and Tameside).

Are You

Enterprise Ready?

- Balance is an easy and accessible way of reviewing management and organisational performance. The tool is available for on-line self assessment. It produces an instant snapshot of strengths and weaknesses and provides a strategic companion, which outlines steps for development. Delivered by Mike Bull (Research Fellow) from

Manchester

Metropolitan

University

Business

School (Centre for Enterprise ).

### The Sports Coaching Agency

- An overview of the Coaching North West national pilot project, which is currently running across Greater Manchester and Merseyside. The project is focused on developing a not for profit 'Coaching Agency' to help people who would like to develop their coaching skills, get qualified and ultimately be paid to coach and to help employers to find suitably qualified coaches. Delivered by Dave from the Sports Coaching Agency (an on-line based coaching agency to handle the recruitment and deployment of coaches in the North

West).

### Social Enterprise & Sport

- Sport 4 Life gives a practical example of a social enterprise in action. Learn about the ups and downs, the highs and the lows! Delivered by John Dwan from Sport 4 Life Ltd. (a not for profit community enterprise delivering event management, conference organisation, and delivery of sport and physical activity to inner city and deprived communities across the

North West ).

### Funding For Sport Made Easy

- Learning to get the basics right and sharing best practise so that your organisation can achieve maximum benefit. Delivered by Allistair Carmichael from Sponsorbank (supporting and assisting grass roots sports clubs and assisting those who are considering sponsoring a club).

### Youth Volunteering

- Practical examples of how to recruit, train and develop volunteers, with specific reference to the StreetGames National Charity youth volunteering programme. Delivered by John Downes from StreetGames National Charity (promoting doorstep sport for young people living in the most disadvantaged communities using tried and tested ways of engaging young people who are currently outside sport).

### Helping To Create Confident, Competent Communities

- How the Scarman Trust team work alongside local individuals and community groups by listening to their needs and supporting them to reach their goals. Delivered by Mike Wright from the Scarman Trust "providing people with the opportunity they need to develop their talents and prosper".

### Setting Up Your Own Business

- free specialist advice to get you started, from developing your idea to trading. Delivered by Jan Foster from Blue Orchid Ltd. (An accredited provider of business support & consultancy).

### Chill Out Zone

- Innovative presentation on reaching hard to reach young people. The Chill Out Zone has been developed using volunteers initially, then paid staff to reach groups of young people who previously had been disengaged from activities. The Chill Out Zone is now a thriving participation group that has improved the lives and prospects of local young people in Tranmere. Delivered by Justine Burns from Tranmere

Alliance (encouraging local people to address issues affecting them in a positive and constructive manner by offering a range of services).

## WORKSHOPS

### Session 1 (10.00-10.25)

Sporting Chance & Strike For Life

Delivery in Growth

Partnerships in Action

Sports Apprenticeships

### Session 2 (10.30-10.55)

Community Cohesion

Engaging Women & Girls

Chill Out Zone

Reducing Re-Offending Through Employment

Maximising facilities'

Potential For Social Change

### Session 3 (11.25-11.50)

Sporting Chance & Strike For Life

Delivery in Growth

Partnerships in Action

Sports Apprenticeships

### Session 4 (11.55-12.20)

Community Cohesion

Engaging Women & Girls

Chill Out Zone

Reducing Re-Offending Through Employment

Maximising facilities'

Potential For Social Change

Session 5 (13.15-13.45)

Social

Enterprise

Helping To Create Confident, Competent Communities

The Sports Coaching Agency

Funding For Sport Made Easy

Session 6 (13.50-14.20)

Youth Volunteering

Social Enterprise & Sport

Setting Up Your Own Business

Session 7 (14.50-15.30)

The Sports Coaching Agency

For further details and a copy of the conference report go to the documents section of the website and look under Conferences for the Social Change Through Sport section. or [click here](#)