

Appendix 1: Community Sports Activation Fund (CSAF) application

In up to 100 words please describe your project.

Get, Set, Go Dacorum will address six key priorities; health inequalities, obesity, child poverty, rural exclusion, ethnic minority groups and disability. We will use sport as a mechanism for dealing with these problems by increasing the level of activity in the areas where we know the problems exist. We will provide individual and family sporting activities, build a network of community sport leaders through workforce development and provide equipment and support to deliver exciting sporting experiences for residents in their local area, leading on to long term pathways of regular engagement in physical activity and a sporting habit for life.

Tell us more about your project

Needs and evidence base for your project

In up to 750 words, please explain why the project is needed and what local evidence is there to prove this need.

Dacorum is one of 10 local authorities in Hertfordshire, with a population of 144,800 it is the largest of Hertfordshire's Districts with a mixture of rural and urban settings and pockets of deprivation (document 1 attached). *Get, Set, Go Dacorum* is focused across the borough, targeting areas where six key priorities can be addressed (document 2 attached). 52,304 people are resident in the wards where this project is focused (document 3a-3f attached).

1) Health inequalities

Life expectancy is 7.6 years lower for men and 6.5 years lower for women in the most deprived wards.

2) Obesity

At the second reading of the childhood measurement programme in year 6; three MSOA's are above the Hertfordshire and National average. Adayfield is above the Hertfordshire average.

3) Child Poverty

There are six wards in Dacorum where child poverty was above average in 2010. The indicator of child poverty is living in a household in receipt of income related benefits where the family income is less than 60% of the UK median income. Children from these areas are unlikely to have enough money to take part in regular sporting activity and are likely to have poor health and wellbeing.

4) Rural exclusion

Dacorum is a mix of rural and urban settings; the dominant segment within the rural segments 'Elaine' are more likely to be doing once a week activity than the national average but less likely to be doing three times a week.

5) Minority ethnic

20,272 people are from minority ethnic groups. We know that there are access issues, language barriers and cultural issues for the female population.

6) Disability

21,336 people in Dacorum report that their day to day activities are limited due to illness/ disability. People with a disability are less likely to be physically active.

In Dacorum 69,069 people do no sport, 47,784 do some but less than three times a week and 84,563 would like to do more sport (document 4 attached). This provides both a substantial challenge and an opportunity.

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Sport market segmentation data (document 5 attached) has been used to identify the dominant segments in each ward where we have a social problem. This has been combined with local knowledge from existing clubs/ sports providers and primary research (document 6 attached) A tailored programme of individual and family sporting activities has been developed and we will try to overcome barriers by encouraging a 'buddy' system for people who currently have no one to attend with and discounts for people who cannot afford the full price.

Primary research

47 families were consulted about their attitudes towards family activities. 46 were interested in attending family sport sessions at £5 or less on a Saturday evening; incorporating table tennis, badminton and swimming.

In a survey of 250 students in Adeyfield 68 were females (14-19). 25 said that they 'do not play sport'. They would like to do more swimming and fitness classes, straight after school, in the school hall or sports centre.

29 people from NGB's, District Partnerships, Sports Clubs and providers, Children's and Community Centre's, Housing Associations, ethnic minority groups and Secondary Schools attended a consultation workshop with the Council (document 7 attached). The feedback from this event helped to shape the delivery plan.

Ethnic minority groups have also identified the need for more sport for men and women e.g. culturally aware gym and fitness sessions and taster fitness classes for BME groups who are new to Dacorum. There are also examples of unmet demand; football activities are needed within the Asian community. Sportivate funded an 8 week coaching programme in 2013 which had 45 men between the ages of 14-24. There is a need for a sustainable approach, where local volunteers are fully trained in coaching to enable the project to exist long term.

This programme will help contribute to the Councils Corporate plan which outlines;

"The Council will promote the health and wellbeing of residentsThis may include supporting sporting opportunities, promoting healthy eating and improving the environment in which people live". It will support the Sports Policy Statement (document 8 attached) which identifies the Councils investment in sport, and work towards the priorities of Building Community Capacity. This project will also contribute to the county's health and wellbeing priorities of increasing physical activity levels and reduction in excess weight and obesity, and will link with health and well bring projects across the Borough.

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Quality and strength of the delivery plan

In addition to your delivery plan, in up to 750 words please provide any further information to explain how you will deliver your project and address the need you have identified. What impact will you have and how will you measure what you have described

The Get, Set, Go Dacorum delivery plan (document 9 attached) reflects the needs in the borough, based on information from the Sport Market segmentation tool, local knowledge, tailored consultation and responses from local residents (the information which comprises our strong evidence base). The project includes a three year tailored programme of activities in different geographical areas across Dacorum, bringing together a range of partners, targeting areas where evidence highlights need. The range of sporting activities on offer is summarised in the delivery plan alongside more specific geographical areas for delivery and the year of delivery. The delivery plan also lists a delivery agent for each activity - the organisation listed will be responsible for all aspects including performance management and liaison with the project Coordinator (post information in document 10 attached).

Segmentation information is included in the plan, highlighting which groups the project seeks to engage. The delivery plan also includes costings, supported by a detailed budget spreadsheet (document 11 attached) which has multiple worksheets highlighting the costs associated with each aspect of the project. The financials are thorough and realistic however the project will remain flexible, adapting to the needs of the community throughout the project life. The sports involved in the project are varied to enable vast participation. All projects listed in the plan have been agreed in a partnership approach and community support for the delivery plan is evidenced in letters of support (documents 12a-12r attached). Our delivery plan is not an exhaustive list but will be reviewed and developed as the project progresses.

The evidence base provides preferences about preferred methods of engagement for target segments, this information will be supplemented with primary research to ensure that all potential participants are engaged effectively, and remain engaged. To achieve this, all participants will be asked for their preferred method of contact as part of their registration form. We will also utilise partners to communicate with specific target groups. For example, Children's Centres will support recruiting family participants and the schools network will support engagement with schools. Residents and partners will have full access to project information via the Dacorum Sports Network website. Wider communication methods will utilise Radio Dacorum and written media, including Council publications which are distributed to all residents in the Borough.

The project is supported by a strong workforce development plan (document 13 attached), creating a volunteer network of 'motivators' for people taking part, updating social networking sites, sending out reminder texts/e-mails, and helping to build relationships between those attending to keep them enthused. Most of the targeted segments would be encouraged to do more sport if they have 'someone to go with', many activities therefore encourage a social aspect, where people get to know each other and can develop 'buddy' relationships which can lead beyond the programme, supporting the ongoing physical activity of these participants. There are also references, within some activities, to healthy lifestyles, a key component and priority of the project.

The project incorporates activities which reflect target participant's concerns/barriers, e.g. specific activities are accessible to parents with young children (Leanne, Paula, Jackie and Alison segments). 'Champions' within hard to reach communities have been involved from the start, developing

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programmes to specifically meet identified needs. Ownership of recruitment into these projects lies with groups such as Bangladeshi Welfare Association and the local Mosque. This also applies to the disabled community where the project supports the development of a buddy scheme increasing participation rates for people with disabilities. Partnering with groups already established in target communities enables the project excellent access to communicating with, and understanding, the needs of these groups.

The project will be subject to standard Dacorum Borough Council project approaches. This will include developing a communications plan. The overall project has been risk assessed to ensure that all risks are minimised or mitigated (document 14 attached). Alongside management of risk by the Steering Group, the Council will continue to monitor risks, in accordance with it's processes and procedures.

The variety offered within the project provides an opportunity for all sections of the community to engage in physical activity. It is anticipated that the broad approach will have far reaching consequences, engaging large numbers of people (document 15 attached), representing excellent value for money. The project also offers participants excellent value for money as, where possible, activity participation prices will be kept low (some sessions will have a small charge to place a value on the session and create some funding for subsequent years).

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Project Partner information

The project is led by Dacorum Borough Council who has worked in partnership with a number of organisations/groups in the development of the bid and has an excellent history of working with the community in delivery of projects. In 2012 the Council approved a Sports Policy Statement (document 8 attached), articulating commitment to sport. It highlights the council's commitment to partnership working and accessing funding to improve provision in the borough.

The Council fully supports the development of the 'sporting offer' and has key priorities to improve people's health and wellbeing within which sport and physical activity are integral. As such, sport features in our Corporate Plan, we have a Health and Well being corporate group and local Health and Well being partnership. We have developed excellent links with our Clinical Commissioning Group and feel that our project is strengthened by having their support for the bid (document 12c attached).

The council has approved (document 16 attached) a financial contribution of £45,000.

The project will be delivered by a Coordinator post managed by the Council and overseen by a Steering Group.

The Council enjoys positive relationships with local sporting networks and is supported by a number of partners. The vast network of organisations involved has come from existing strong working relations, through which we can demonstrate successful delivery and learning through projects such as the Kick Racism out of Football Campaign.

A workshop was held to help shape the project which was well attended (document 7 attached). Letters articulate partners' support (documents 12a-12r attached)– the funder is encouraged to read these as they evidence the strength of our partnership. In summary:

Sportspace, the main delivery agent, will provide expertise/guidance and has committed £17,500 financial support. Sportspace has Sports Centres in the main towns of Dacorum and has classes at smaller community-based venues. The Council and Sportspace have a long partnership history: the trust took responsibility for sport facilities in the borough in 2004.

Dacorum Sports Network (DSN), a well established, active network has worked with the council previously and was a key support in the development of the Sports Policy Statement. DSN have excellent access to clubs/volunteers and have committed to recruiting delivery agents, delivering training and offering in-kind support. Their website will be utilised as a portal/information hub.

Dacorum Locality Clinical Commissioning Group will ensure that there are strong links between sport and health. They're keen to explore referral options (similar to those elsewhere in Hertfordshire). Further health partners include the Health and Wellbeing Board, Deprivation Group, Public Health (Herts County Council) and Weight Management Centre Limited. In addition, the Local Food Hub will link the project to "grow your own", a cooking academy and activities promoting fresh local food/healthy lifestyles.

Dacorum School Sports Network will liaise with schools, encouraging engagement and supporting integration of the project into schools. Adeyfield School will champion the project.

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Watford Cycle Hub and British Cycling will provide advice about cycle hubs, helping to replicate best practice. They will provide in-kind support and enable access to a wider network of enthusiasts/experts to support project delivery and long term pathways.

Hemel Hempstead Amateur Boxing Club will support and deliver excellent new diversionary programmes in the community through their existing networks and club which is highly regarded and over-subscribed.

England Netball and Dacorum Netball Forum offer in-kind support for delivery of back to netball in Hemel Hempstead.

Volunteer Centre Dacorum will lead on all aspects of volunteer recruitment and will, in-kind, support the project through promotion, also championing disabilities.

Ethnic minority groups partner specific aspects: Hemel Mosque and Bangladeshi Welfare Association will develop football activities. Matrioshki Meet-up (Russian Community) and Muskann (Pakistani women's group) will develop integrated physical activity.

Community Action Dacorum will provide in-kind support publicising/recruiting for activities, offer meeting rooms and Radio Dacorum to access a wide network of local people. They will offer governance support and will link to Community Transport (uses volunteer drivers).

Worldshapers and Children's Centres will offer facilities, communication to parents/families, recruitment to activities, link healthy eating projects and access to childcare/crèche.

Sports clubs for disabled e.g. Puffin Club and Gaddesden Place Riding for the Disabled Association have offered their support to run projects.

Circle Anglia, Affinity Sutton and Hightown Housing Associations will support with publicising the activities to their tenants.

As the project progresses, further clubs/groups will be engaged proactively. Service Level Agreements will ensure delivery is in line with the project delivery plan. These will be performance managed by the Coordinator

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Sustainability

The aim of this project is to create a sporting habit for life. All activities are supported by a strong partnership of clubs and delivery agents who are already engaged in Dacorum and will work hard to ensure that participants have access and motivation to join long-term physical activity. The project will enhance the sporting infrastructure of the Borough: developing the DSN website, training sport leaders and creating a network of volunteers to help support with the communication/motivation needed for people to develop a sporting habit. Participants will not just engage in an activity, they will enter a broad project, opening up a host of sporting opportunities.

Sportspace will offer free 12 week swim memberships for key target groups and raise awareness about sporting opportunities that they offer. Many of the projects will also include links to local clubs and opportunities for taster sessions. This will further increase long term engagement and a legacy for the project.

The pump priming of projects within the first two years and the focus on workforce development will ensure that projects are sustainable long term, with identified people and community groups to take the activities into year three and beyond.

The investment in Dacorum Sports Networks website will ensure that it becomes a one stop shop for sporting information utilising it as a portal for the project. The infrastructure changes here will have a lasting impact, supporting DSN to work with the many and varied clubs in the borough and also supporting clubs to attract new members.

All delivery agents will monitor programmed activities and attendance figures, combining this with feedback about the sessions to ensure that they deliver a successful, long-term programme of activities that the community want to engage with. By looking at current trends and localised preferences, delivery agents will ensure that participants access the opportunities that will most support their long-term engagement in physical activity.

Behaviour change and weight management training will be delivered to front line staff within the sporting and referral agencies across the borough to ensure long term change in attitudes towards engaging in sport. Further ensuring sustainability, the Weight Management Centre (WMC) will provide the project with supporting materials to deliver a community weight management and wellness programmes (funding sourced separately but run alongside Get, Set, Go Dacorum).

A number of activities within the project will generate income. Where this is the case, Service Level Agreements will stipulate that all profit must be reinvested in offering sport and physical activity in the borough. In the instance of the key delivery agent, Sportspace, all profits will be held in a separate budget which will go to financing a continuation of successful elements beyond the end of the project. Sportspace will also review their community centre activities, building in anything that is successful into their long term plans. The council will also utilise its (strategic) funding agreement with Sportspace to embed successful learning from the project into future sports delivery.

By taking a broader view of sport placed within people's overall health and wellbeing, this project also has the opportunity to create health and social change in addition to increasing physical activity and engagement in sport. As such, this project will contribute to Public Health and the Clinical Commissioning Groups' health and wellbeing priorities of increasing physical activity levels and reduction in excess weight and obesity. The project will also target areas where broader social change will be positively affected. For example, the areas targeted with family activities are the wards which have higher levels of child poverty than the national average so a broader social wellbeing approach is adopted. Similarly, the schools involved in the activities for teenagers have

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been targeted as obesity levels in these areas were high at the year 6 Childhood Measurement programme. Lastly, the projects that take place in Highfield and Adeyfield are addressing health inequalities, where the life expectancy of men is 7.5 years less and women 6.5 years less in comparison to other areas of the borough.

By contributing to Dacorum Borough Council's Corporate Plan, Sports Policy Statement and health and wellbeing priorities, this project will retain importance at a senior level, contributing to the development of future plans and strategies. The project steering group will seek to retain this level of buy-in and will continue to pursue additional funding into the borough to support delivery of sport/physical activity and to further improve health and wellbeing.