Sports Development Strategy

2007 – 2010

Rachel Ritchie
Steve Johnson
Introduction

This strategy is a working document which identifies the roles and responsibilities of all partners, not just Corby Borough Council, who are involved in delivering sport in Corby. Like sport, this strategy is about teamwork, raising standards, and providing support and encouragement to those whom we work with in partnership. This is so that we can all work towards building a stronger, healthier and more active community.

Co-ordinated and monitored annually by Corby Borough Council’s Community Sports Development Team, this strategy will work towards bringing people and organisations together, thus reinforcing the structure for sports development.

Corby Borough Council’s role will be to provide a catalyst that stimulates and maintains the development of sport in Corby. We will achieve this by providing facilities, training and development opportunities, equipment, guidance and support to help others achieve their ambitions.

By 2010 Corby Borough Council, in partnership, aims to have made significant improvements in the range and quality of sports opportunities available to Corby Borough residents. It sets out targets for all those who are involved in the provision of sport, targets which will be achieved through the formation of partnerships with the support of Corby Borough Council.

Working with a variety of public, voluntary and commercial providers of sporting opportunities, effective partnerships will be formed and build a structure to enable people to take part in sport and achieve the goals they have set out for themselves. This strategy aims to identify and fill gaps in provision to help Corby resident’s access sport and provide support and guidance for them to take whichever path towards the performance they choose.

The focus of this strategy will be sustainability, supporting and encouraging people through training and development, grant aid, information and guidance. By working together the individuals and organisations identified in this strategy can unite to deliver high quality, accessible sports opportunities so that Corby can achieve even higher standards of performance.

Mission Statement

‘Corby Borough Council working in partnership with other agencies and the local community will work towards building a stronger, healthier and more active community.’

Youth Games Opening ceremony
Background to Corby

Corby is situated in Northamptonshire and boarders with East Northants, Kettering and the district of Rutland. It is designated as a New Town, although some parts of the town and surrounding villages were built as far back as the 17th Century. Corby is even mentioned in the Doomsday records.

The population grew around the town’s Steelworks during the 1960’s and 70’s until the closure of the works in the 1980’s. Corby remains a largely industrial town, attracting several large manufacturing companies, (such as Weetabix) which makes up the largest sector of employment for people within the Borough.

Corby is situated within the South Midlands Growth Area which provides opportunity to capitalise on new infrastructure for sport and physical activity. This growth and regeneration agenda provides opportunity to attract private sector investment for new recreational facilities. The regeneration and growth agenda is being managed by the North Northamptonshire Development Company (NNDC).

Statistics:
The total population within the Borough of Corby was just over 53,000 as at the 2001 census. The breakdown of gender is 48.7% females and 51.3% males, which is close to the national average. Although the age structure in Corby closely reflects the national figures, there are higher proportions of young people in Corby aged between 0 and 19 (28%).

There are above average numbers of people in full time employment (45.8%) compared to the national figure of 37.7% and the proportion of the population in professional and managerial & technical occupations is 16.3%, which is exceptionally below the national figure of 36.3%. The level of mobility is low with a higher than average level of people with no car.

The strategy reflects these trends with placing the emphasis on young and old people from within the community by providing accessible sporting opportunities on the community’s doorstep.

Over the years, many sports clubs and organisations have developed within Corby. Some clubs have even been able to produce international athletes and well respected coaches and officials. It should be noted that the majority of these clubs are run entirely by volunteers who work hard in their spare time to provide the necessary support for their members. It is these people that the Strategy aims to identify, recognise, support and encourage, so that they can continue their excellent work.
Position statement

Today Corby has over 100 voluntary sporting clubs and organisations, a 25m swimming pool with the construction of a 50m currently underway due for completion in early 2009. A large leisure centre, golf course, Country Park, a 6 court dome tennis centre and an 8 lane outdoor athletics track / football stadium.

Many sports clubs are also lucky enough to have their own facilities. Rockingham Forest Wheelers, S & L Football Club, S & L Rugby Club and several cricket clubs to mention just a few. Many of these clubs are happy to share their home with others, particularly groups of young people. A network of village halls and community centres based in the estates provide leisure activities close to people’s homes.

CBC LEISURE FACILITIES:
Corby Borough Council manages the following facilities:
- Lodge Park Sports Centre
- Swimming Pool Complex
- Rockingham Triangle Sport Stadium
- Golf Course
- Hazelwood Community Centre
- West Glebe Pavilion

DEVOLVED COMMUNITY CENTRES:
The following community centres and are run by the community:
- Arran Way Community Centre
- Linwood Community Centre
- Beanfield Community Centre
- Danesholme Communicare Centre
- Stephenson Way Community Centre
- The Autumn Centre

These centres are situated in estates around the town and Sports Development promotes and utilises these facilities.

CORBY BOROUGH COUNCIL REGENERATION TEAM
Corby Borough Council Regeneration Team consists of several areas:
- Health Improvement Officer – Linked with the Primary Care Trust (PCT)
- Community Regeneration
- Arts Development – Linked with the Arts Council
- Sports Development
- CBC Grants
- Happenin’ Project
THE SPORTS DEVELOPMENT TEAM:

Over the last 5 years the Sports Development Team has grown and now provides a diverse and large number of opportunities for the Borough.

The Sports Development Team consists of:

<table>
<thead>
<tr>
<th>Post</th>
<th>Hours per week</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sports Development Officer</td>
<td>22</td>
<td>Rachel Ritchie</td>
</tr>
<tr>
<td>Football Development Officer</td>
<td>37</td>
<td>Paul Curtis</td>
</tr>
<tr>
<td>Sports Development Assistant</td>
<td>37</td>
<td>Steve Johnson</td>
</tr>
<tr>
<td>Activity Co-ordinator</td>
<td>36</td>
<td>Sam Burton</td>
</tr>
<tr>
<td>2 x Community Tennis Coaches</td>
<td>10</td>
<td>Steve Comber, James Muir</td>
</tr>
<tr>
<td>2 x Community Athletics Coaches</td>
<td>6</td>
<td>Bill Boyd, Vacant Post</td>
</tr>
<tr>
<td>Community Multi-Sport Coach</td>
<td>6</td>
<td>Darrel Palmer</td>
</tr>
</tbody>
</table>

CASUAL COACHES – ad hoc hours

4 x Casual coaches As required

WEST GLEBE PAVILION STAFF

<table>
<thead>
<tr>
<th>Tina Bradford</th>
<th>Debbie Craddock</th>
<th>Katherine Glass</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ben Lawniscak</td>
<td>Margaret Binley</td>
<td></td>
</tr>
</tbody>
</table>

THE SPORTS DEVELOPMENT TEAM STRUCTURE:
SPORT IN EDUCATION

There are 4 Secondary Schools, 24 Primary Schools and a Further Education (FE) College providing curricular and extra-curricular sporting activities for their students and the community. Many of the local schools allow the public to use their facilities, in particular Brooke Weston City Technology College who provide an all-weather synthetic turf pitch, tennis courts and a large sports hall. Studfall Junior School, which has a sports hall, is also the host to the School Sports Partnership (SSP). With the Borough expanding in population and the demand for educational institutions an academy will be developed ready for opening in September 2008. The academy will be opening on the Priors Hall site thus providing more secondary education places and more leisure and sporting opportunities.

CORBY SCHOOL SPORT PARTNERSHIP (SSP).

The SSP has been in place since 2002 and works very closely with the Sports Development Team. Its aims are to raise the standards of sports in education, and meet each pupil’s requirement of 2½ hours per week of physical activity. In 2004 the SSP expanded to include Oundle and Thrapston. The Sports Development Team has a focus on young people, and in partnership delivers a comprehensive programme of sport in school and out of school hours in a wide range of sports. Teachers are also being trained to deliver these sports themselves making programmes progressive and sustainable. An example of this is the work that goes on throughout the year for the Youth Games, which involves sports tournaments, coaching programmes and after-school clubs. Sports Development recognises that this partnership is crucial in order to meet the sporting needs of the young people of Corby. This is reflected in the work of Sports Development laid out in this strategy.

THE HAPPENIN’ PROJECT FOR 9-13 YEARS

This project has been running since 2002 and is aimed at young people aged 9 -13 years old and is currently funded by the Children's Fund. The programme includes session in art and crafts, sport and music. The scheme is linked with community safety and targets young people who are referred to them by organisations such as the Youth Offending Team, Police and Schools to name a few. Sports Development works closely with the scheme to provide sports coaching, and opportunities to take part in sport. The project has a joint steering group (Positive Actions Group) with the Positive Programmes.

POSITIVE PROGRAMMES 13 – 18 YEARS

Positive Programmes have been operational since October 2004. ‘Positive Programmes’ is the brand name given to a set of co-ordinated activities combining relatively small funding streams from PAYP (Positive Activities for Young People) and Connexions. Positive Programmes works with young people at risk of having negative outcomes, that may have risk factors in education or offending. The main aims of Positive Programmes are:

- Encourage young people to contribute to their communities.
- Reduce crime and anti-social behaviour.
• Support young people back into education / training.
• Provide access to quality arts, sports and cultural activities.
• Give young people opportunities for personal development.
• Give young people opportunities for personal development.
• Bring together young people from different geographical and ethical communities.

Corby Borough Council supports the Happenin’ Project and Positive Programmes by working in partnership on sports initiatives and coaching programmes in priority wards of the Borough.

PLAYSCHEMES / SUMMER PROGRAMME:

Corby Borough Council also runs a well-established holiday scheme for 5-12 year olds at several venues throughout the town. The sessions are a mixture of arts and crafts and sport, music and education. Again Sports Development provides coaches to run sports opportunities for the programme.

In summer of 2005 the Sports Development Team ran the Summer Sport in the Park project which was originally a pilot to deliver sports coaching to 15 different ‘open spaces’ across the Borough. This proved a huge success and consequently the following year merged with the existing summer play leadership schemes to form S.H.A.P.E.

S.H.A.P.E stands for Sport, Health, Arts, Play & Education and Environment. In 2007 the scheme ran 300 sessions over a 5 week period to 17 different venues across the Borough and had throughput of over 5000 young people. These sessions incorporated music sessions delivered by Big About Music (BAM), professional sports coaching, visits from the County Council library book bus, educational visits from the Police, Fire and Rescue services and workshops led by a local artists.

The Sports Development Team also provides a full activity programme incorporating a range of sports at the West Glebe Park site with national governing bodies providing sport specific coaching opportunities.

SPORTS CLUBS IN CORBY:

There are over 50 football clubs in Corby and over 45 other sports clubs across the Borough. Many sports clubs are also lucky enough to have their own facilities as previously mentioned whilst others will utilise the facilities across the Borough with many using the Borough Council run facilities.

Many of these clubs have been working alongside Sports Development for a period of time and have a voice through the Corby Sports Forum and Sport Specific Working Groups that exist for several sports. The Sports Forum exists to give support and guidance to local clubs, aids their club development work, help clubs progress with ideas and provide support to explore funding opportunities.
Strategic Links:

CULTURAL STRATEGY

Corby Cultural Strategy has several key messages which Sports Development can link in with:

<table>
<thead>
<tr>
<th>Key Messages</th>
<th>Links to Sports Development Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>New flagship cultural facilities.</td>
<td>Sports Development will be a key player in new cultural facilities such as the Swimming Pool and new build estates with sporting facilities i.e. West Glebe and Priors Hall new build and support by assisting with the development plan for specific facilities.</td>
</tr>
<tr>
<td>Attractive, well-designed, high quality public realm, urban planning and design.</td>
<td>More quality sporting opportunities can play a positive role in raising standards, encourage self belief and build pride in the town. Sports Development will support facilities with there Quest assessments as required.</td>
</tr>
<tr>
<td>Excellent cultural facilities will be one of the factors that will help people already living here to feel good about the Borough.</td>
<td></td>
</tr>
<tr>
<td>An excellent range of cultural activities will help build a more inclusive community with better opportunities for young people, older people, disabled people and people with special needs.</td>
<td>Sports development is always striving to provide quality and progressive sporting opportunities for the community, especially those in hard to reach groups.</td>
</tr>
</tbody>
</table>

YOUTH STRATEGY

Corby has a 5 year strategy for Young People which was completed in December 2005. Both the Youth Strategy and Sports Development Strategy will be reviewed regularly to make sure that the two documents have clear links and aims based upon young people’s needs.

ONE CORBY

This document sets out four major themes which define priorities for the coming three years. The ‘Mission Possible’ sets out clear targets and deadlines to which the Sports Development Strategy dovetails into.

<table>
<thead>
<tr>
<th>Major Themes</th>
<th>Links to Sports Development Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>REGENERATION</td>
<td>Through sport the Sports Development Strategy will support the use of community centres and assist the Action in Corby for Employment (ACE) by providing a comprehensive sports coach development programme of training and development courses for the local</td>
</tr>
</tbody>
</table>
Major Themes | Links to Sports Development Strategy
--- | ---
COMMUNITY | Sports Development has a big part to play in the development of the community by encouraging existing community sports clubs to utilise the existing facilities and aid development of new facilities, such as the new swimming pool and West Glebe Park. By working with other agencies and providing more opportunities to take part in sport in the local area for the whole community, especially young people. The strategy will also use sport as a diversion away from crime and anti-social behaviour. Sports Development will work in partnership with agencies such as Happenin’ Project and Positive Programmes to co-ordinate sports programmes.

ENVIRONMENT | Although sport will not directly have a role to play in this section the strategy will be aiming to work in partnership to raise the sense of pride that already exists in Corby. Many of the sports opportunities are also after school hours and during school holidays which are the ‘prime times’ for anti-social behaviour to occur. Sports can act as a diversion for crime and by using the centres based in the heart of the community; these centres can be developed for the Borough’s people. The Sports Development Strategy will also have links to the Borough’s Play Ranger Project from 2008 onwards.

LEADERSHIP | The strategy will aim to develop strong partnerships which is summed up in Corby Borough Council’s Mission Statement: “Working together for the future to improve the Quality of life for the people of the Borough”.

CORBY 20/20

Using the above mission statement the Sports Development strategy will also link in with the core values set out in the Corby 20/20 document.

Core values | Links to Sports Development Strategy
--- | ---
Shared vision between the council and the community. | Sports Development consults with the community Corby Sports Forum and Football Forum.

Pride in the town and the parishes. | With events such as the Corby Sports Awards and the Youth Games, Sports Development encourages pride in the town and celebrates the communities successes.

Mutual respect. | Again through the formation of partnerships and events such as the Corby Sports Awards, Sports Development raises standards and builds projects in partnership.

Fairness, encouragement of high standards of achievement. | Sports Development is all about good communication and quality partnerships with other agencies.

Communication, communication. |
The Sports Forum is designed to act as the communities voice for sport,

SPORTS REGENERATION STRATEGY

The Sport Regeneration Strategy has been in place since 2003 and by taking the holistic view of sport, it recognises that sport and recreation can provide significant benefits in terms of health, social inclusion, community safety, environmental, sustainability, regeneration, realising individual potential and lifelong learning.

CORBY ACTIVE:

Corby Active is a Network for Community Sport and Physical Activity. Its prime purpose is to support the Government’s National agenda to:

- Create a healthier and more active population by increasing participation in sport and physical activity.
- Widen access to sport and physical activity in under-represented groups such as women, ethnic minorities, lower socio-economic groups and older people.

The Corby Active Network is a wide-reaching partnership comprising representation from Health, Education, Corby Borough Council, Sport England, local sports clubs, sports facilities and other Community Groups. The Network has developed a strategy for increasing participation in sports and physical activity. This has been achieved in Corby through a co-ordinated approach to the provision of opportunities for sport and physical activity that reflect the specific needs and aspirations of the local community. Sports Development is an integral part of this strategy and leads on several actions points listed later on in this strategy.

The following sports specific working groups that the Council Sports Development Team supports include:
- Athletics
- Swimming
- Basketball
- Football
- Netball
- Tennis - Community Tennis Partnership (CTP)

There are seven Key Aims of the Corby Active Network defined in its strategy:

(1) Increased Participation

Increase the proportion of the population taking part in sport, physical activity and active recreation, achieving a year on year increase in participation of 1%.
(2) **Improved Health**
Utilise participation in sport, physical activity and active recreation to improve health and well-being.

(3) **Safer and Stronger Communities**
Utilise sport as a means to develop community cohesion and reduce the incidence of anti-social behaviour and crime.

(4) **Physical Infrastructure and Regeneration**
Ensure the best possible facilities for sport, physical activity and active recreation are made available to the community through the growth and regeneration of Corby.

(5) **Organisational Framework and Skills Base**
Develop and sustain an effective skills base and organisational framework to deliver the sporting and physical activity needs of the local community.

(6) **Performance and Excellence Pathways**
Ensure the recognition and development of talented individuals through the provision of high quality sporting opportunity and clear supported pathways to success.

(7) **Communication and Celebration**
Communicate opportunities and successes in sport and active recreation to inspire and motivate, establishing Corby Active as a central recognisable brand, owned by and benefiting the local community.

An Action Plan has been produced to implement the strategy. An Operational Team has been established to deliver the Action Plan. The Operational Team comprises representation from organisations responsible for the delivery of sport and physical activity locally including; local sports clubs, sports facilities, Corby Borough Council, Schools and community groups. Delivery of the Action Plan will be overseen by the Network Manager of the Corby Active initiative.

Each Sports Specific Working Group has representatives from the National Governing Body, the local club(s), NSport, SSP and Corby Borough Council with the aim of providing Corby with a united plan for that sport in order to stop duplication of work and to pool resources. The Sports Forum is designed to act as the communities’ voice for sport, with each sport nominating a representative to sit on the group.

**CULTURE AND LEISURE SERVICE PLAN**

The Culture and Leisure Service Plan outlines the objectives and work of the service area in meeting the needs and expectations of the community both through service delivery and partnership working.

The ambition of Corby Borough Council is to double the population of Corby by 2030, with a complementary increase in jobs, prosperity and the quality of local public services.
OUR VISION:
Corby as a successful, balanced and prosperous community that is widely admired as distinctive, progressive and energetic. A community which will exceed expectations Corby will be different, will innovate and implement better solutions with conviction.

OUR MISSION:
Working together for the future to improve the quality of life for the people of the Borough

THE KEY AIMS ARE TO:

- Preparation and delivery of Swimming Pool, Art Centre, Rockingham Triangle, Oakley Vale Community Centre and Heritage Centre as key capital projects.
- Play partnership and play strategy completed.
- Developing effective marketing plan and web site improvements
- Develop a forward strategy for ‘Happenin project’.
- Improve the health and well being of residents, concentrating on those people and areas with the greatest vulnerability. (Achieve 1% annual increase in borough wide participation based on present 19% Sport England data).

Sports Development has several actions within this plan. They are as follows:

<table>
<thead>
<tr>
<th>Key Objective</th>
<th>Tasks</th>
<th>Timescale</th>
<th>Task Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve levels of participation and access to leisure and cultural opportunities. In particular the disadvantaged and those seen as socially excluded</td>
<td>Physical Activity Survey shows only 19% of Borough taking part in 30 mins exercise 3 x per week.</td>
<td>March 08</td>
<td>Current 19% - action plan in place to increase to 20%</td>
</tr>
<tr>
<td>Ensure equality of opportunity and ensure we embrace diversity</td>
<td>Links with different communities developed</td>
<td>March 08</td>
<td>six new groups involved using facilities (for whole of department – not just sports)</td>
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<td>six new groups involved using facilities (for whole of department – not just sports)</td>
</tr>
</tbody>
</table>
Sports Development also works to a set of performance indicators which will be shown later in the document.

National Context

In 2002 the ‘Game Plan’ was published. This strategy focuses more on the role of which sport can play in addressing the health and well-being of the community. It states it’s commitment to fighting the ‘couch potato’ and the vision of ‘creating the feel-good factor associated with winning’ for 2020 and beyond. This ‘twintrack’ approach is recommended, for a healthier lifestyle and a more successful nation. The strategy highlights the local authority’s role of being one that bridges the gaps in provision between mass participation in recreational sport and the creation of international sporting successes. The government expects every local authority to implement the ‘Game Plan’ taking into account the wider ‘cultural’ aspects of its local area. ‘Fairness for all’ is at the foundation of Corby’ Sports development strategy and reflects the Game Plan. Sport should be accessible to all, breakdown barriers and give everyone the opportunity to develop and progress without being at a disadvantage or discriminated against.

In November of 2002 the government went on to cement its commitment to sport by announcing that there was to be £459 million set aside to develop Sport in Education. This plans were to use the School Sport Partnership programmes (SSP) – previously named the School Sports Co-ordinator Programmes (SSCo) as a base to build on and develop a stronger infrastructure in Physical Education.

Some of the key recommendations to emerge form the Game Plan were:

- To significantly increase and widen the base of participation in sport, particularly for health benefits – a target of 70% of the population to be reasonably active (defined as participating in 30 minutes of moderate exercise x 5 times per week) by 2020.
- To be in the top five of the national competing in sport on the international stage, in particular to achieve consistent success in the sports which are most culturally significant for the nation.
- To reform sports organisations to create more effective delivery structures – including making Sport England and UK Sport more strategic, funding organisations rather than being involved in direct delivery plans.

In 2004 Sport England introduced its Framework for Sport which defines the need to significantly increase participation in sport as a means to improve health and to widen access to opportunities for physical activity in under-represented groups such as women and older people.

The Sports Development action plans have been developed with these recommendations in mind.
Regional context

SPORT ENGLAND

Sport England East Midland’s Regional Plan for Sport 2004 - 2008 ‘CHANGE 4 SPORT’ main aim is to make the East Midlands the most active and successful sporting region in England. In order to achieve this goal Sport England East Midlands realises that sport needs to be the following:

- Sustainable
- Equitable
- Empowering

The regional plan has developed a few key instructions for everyone who is involved in planning, organising, delivering or supporting sport in our region.
- Focus on the main outcomes, encourage the people closest to the action to decide the best way to achieve them.
- Simplifying and improve the way sport is managed and delivered.
- Help make sport capable of delivering more than it is currently able to do.

The best way to achieve this ambition is to:
- Invest in developing our people
- Improve the way sport is managed and
- Support and encourage new ideas in delivering local sport

If we manage to achieve this at a region, we will make progress towards achieving the eight proposed outcomes for the East Midlands:
- 4% increase in sports participation (1% year on year)
- The most successful sporting region
- Reduce inequalities
- Improved health
- Stronger and safer communities
- Improved education and lifelong learning
- Strengthened local economy
- Better sports ‘system’

How we as a local authority can support this is by providing the local community with places and opportunities to take part in sport by working alongside the Northamptonshire County Sport Partnership.

NORTHAMPTONSHIRE SPORT (NSPORT)

Corby Borough Council is part of the Northamptonshire County Sport Partnership (NSport) which has been in place since 2001. The partnership encompasses many local and national organisations who are all committed to the development of opportunities for everyone to be able to access and participate in sport, physical activity and recreation. Organisations which form NSport include schools, sports clubs, local National Governing Bodies, Disability groups, Youth Service, the Police, the Health Authority, Sport England, Universities & Colleges, all Local Authorities.
Their vision statement is:

‘Growing Northamptonshire through the Power of Sport!’.

The four main aims of the strategy to achieve this is:

**Sport**
- To provide and co-ordinate a cohesive framework for sports specific development across Northamptonshire.

**Physical Activity**
- Use physical activity to improve the physical, social, mental health and wellbeing of people in Northamptonshire in order to achieve a physically active Northamptonshire.

**Community**
- To target interventions to encourage lifelong involvement in sport and physical activity in order to provide relevant and accessible opportunities to develop the workforce.

**Education and Skills**
- Develop high quality education and skills based programmes that provide relevant and accessible opportunities to develop the workforce.

Corby Borough Council Sports Development team will work with Northamptonshire Sport at a district level to ensure that the aims of the strategy are met and to continually improve the quality of sport and physical activity opportunities within the Borough.
Key Themes and Objectives

Priority areas have been identified for the next three years and will be broadly as follows:

**SC** **SPORT IN THE COMMUNITY**

To identify and create opportunities for the community of Corby to take part in physical activity or sport, at all levels.

**CP** **COMMUNICATION AND PARTNERSHIPS**

To encourage good practice by improving communication, sharing of information and pooling of resources to compliment other agencies' projects and activities.

**CVE** **COACH AND VOLUNTEER EDUCATION**

To work with new and existing coaches, leaders, teachers and volunteers to introduce and expand their skills in order to improve the quality of sports delivery.

**FD** **FACILITY DEVELOPMENT**

To help support and develop sports facilities in the town.

**PE** **PERFORMANCE AND EXCELLENCE**

To raise the standards and give recognition to those who assist with the development of sport in Corby.

By achieving the above, this will allow for continual improvement of the standard of sport and physical recreation whilst ensuring pathways are in place for individuals to fulfil their maximum potential.
**Sport in the Community**

The future of sport lies with our young people. Their introduction to sport and continued involvement will shape the picture of sport in Corby in the next generation. Their experiences of sport will determine their progress in sport, if it is not a good quality, enjoyable, successful and an accessible experience, their involvement in sport may be short lived.

Corby Borough Council aims to help the young people of Corby become adults who are still involved in sport into their senior years. We also recognise that there is a drop off in the number of people playing sport as they grow older. With initiatives such as ‘return to sport’, ‘Everyday Sport’ and the physical Activity Co-ordinators programme, Corby Borough Council is also aiming to increase the proportion of the population taking part in sport, physical activity and active recreation, achieving a year on year increase in participation of 1% (Measured by the Active People survey annually from 2008).

**CORBY ACTIVE**

Sports Development leads on 5 actions within this strategy. They are as follows:

- Develop a series of ‘return to sport’ initiatives e.g. return to tennis with local sports clubs.
- Provide Club Development Presentations for local sports clubs on club accreditation, programmes of continuous professional development and sources of funding as part of Corby Sports Forum.
- Promote and support the development of local sports clubs and coaches through programmes of Continuous Professional Development.
- Promote and support the development of appropriate quality standards of sports clubs and centres within Corby e.g. Quest (facilities), Partnership Mark & Sportmark (schools) and Clubmark (clubs).
- Provide guidance on recognising and developing talented individuals to schools, clubs and coaches, including local, regional and national pathways to success and Northamptonshire Sport ‘Sporting Champions’ Fund for the 2012 Olympics.

See action sheets for further details.

**COMMUNITY COACHING SCHEME:**

In 2004 a programme called the Community Sports Coaching Scheme was started in Corby. This was a 3 year project to fund 6 part-time coaching posts. These coaches work under the Council’s Sports Development Team and deliver a range of activities and programmes for Corby Borough, schools and the local community in Tennis, Athletics and Multi-sports.
Partners include:
The Lawn Tennis Association, SportscoachUK, UK Athletics, School
Sport Partnership and Active Sports have contributed to the scheme to
provide a further £28,240 in partnership funding.

In 2007 we gained a further £11,000 in partnership funding from
SportscoachUK, Community Safety Partnership and the Lawn Tennis
Association to keep the Athletics and Tennis posts running an extra 6
months into 2008.

YOUTH GAMES

Each year there is a Northamptonshire YOUTH GAMES festival where
teams represent Corby in a wide variety of sports. This involves approx
80 young people and over 20 coaches, leaders and volunteers each
year. Although the event only happens once a year, work to train, select
and coach the teams is done throughout the year. The aim of the event
is to provide progressive sporting opportunities for the Borough’s young
people and let them experience a quality competition.

Many of the young people taking part may have never played that sport
before, or if they have, they benefit from the training and the sessions
assist them to progress in that sport. Corby aims to enter a team in every
sport and provide young people with the chance to shine at the Youth
Games event.

GRANT SCHEME

In 2003 the Corby Sports Grant Scheme was launched. This scheme is
aims at providing grant aid up to the sum of £200 for local clubs and
sporting groups to gain grant aid to support training, equipment purchase
and coach development projects.

TWINNING – INTERNATIONAL SPORTS FESTIVAL

The town of Corby is twinned with the French town of Châtellerault, and
the German town of Velbert. The twinning of the three towns began in
1965. Since then the towns have remained strongly linked, especially in
the form of the International Sports Festival. The Sports Festival has
taken the form of a three-year cycle where by, prior to the start of each
cycle, the partnership selects 4 or 5 sports. Teams from each town are
selected and sent to the host Country to play their chosen sport and to
celebrate the historical twining of the towns. This opportunity provides
people from each town to experience different cultures and traditions,
and make new friendships and connections within the two other twinned
towns. Corby Borough Council and the Sports Development Team assist
the sports clubs taking part each year.
Communication & Partnerships

Corby Borough Council aims to wherever possible, act as a catalyst to bring other agencies together and form partnerships to deliver sporting opportunities within the Borough.

By working in partnership with other agencies, a number of issues can be addressed with the help of sports activities. Sport can be used as a tool to assist in personal development, education, health improvement, community safety, and crime and disorder prevention. Having good networks of communication between agencies, common aims and objectives can be collectively achieved, saving valuable resources and preventing duplication of work. Sports Development will be working alongside the following:

HEALTH AND WELLBEING

Corby has a higher than National average mortality rate caused by coronary heart disease, cancer and lifestyle. Therefore the main Health objective is to improve the populations’ levels of physical activity. Sports Development will be aiming to support the health agenda by supporting the Active Lifestyle Co-ordinator with the Health Walks scheme. Also by linking into the health programme by assisting with training of physical activity coaches and delivering sessions linking into the Physical Activity sessions such as Aerobics, health walks, and weight management exercise programmes. Sports Development also runs a series of events that link into the Everyday Sport campaign, i.e. International Women’s week and Men’s Health Week.

REGENERATION

Corby is looking to expand by 2010 and with new facilities being developed. The football foundation Group have already developed a plan in partnership with Corby Borough Council and the Sports Development unit, as have the Athletics club for their existing upgrade for their existing stadium. The Sports Development Teams role will be to assist with development plans for sports clubs and new builds.

The Council has made the commitment of building a new swimming pool for the town by 2009 and a development plan will be produced in partnership with the swimming club to make sure that it ‘nests’ with the ASA and dovetails with regional and national plans.
CHILD PROTECTION

It is important that all people that are involved with leading young people are police checked and have had appropriate experience with working with young people. Sports Development will be running in partnership, annual courses in Safeguarding and Protecting Children, the team will also be heading up the council’s Culture and Leisure child protection unit.

EDUCATION

Schools are where many young people have their first taste of many sports and physical activity. It is therefore crucial to Sports Development that we are working very closely with the schools and the School Sport Partnership. Coaches can deliver within schools to provide a link to sports clubs and to demonstrate good practice to teachers and volunteers. Out of School Hours Learning (OSHL) clubs can be set up to introduce young people to sports competition or satellite feeder clubs can be introduced to create a pathway from schools to community to club sport.

INCLUSIVE ACTIVITIES

A Disability Sport Group has been running for monthly for over 5 years. The group delivers physical activities for a range of ages and allows club coaches to deliver within the sessions. Lodge Park are also a Inclusive Fitness Initiative (IFI) accredited site and have a GP Medical Referral and Cardio-Rehabilitation Scheme.

SHAPE

SHAPE stands for Sport, Health, Arts, Play, Education and Environment. Sessions are aimed at 5 – 13 yrs with sessions taking place at 17 different venues in total. As already mentioned the sessions allow young people to participate in sport and physical activity on their doorstep and make uses of the community centres and open spaces.
Coach & Volunteer Education

The role of the coach, leader, teacher or volunteer is vital for the development of sport in any environment. Anyone who has a responsibility for introducing people to sport, nurturing a performer's progress and encouraging their continued and successful involvement, should have skills appropriate to the needs of those who they work with. Coaches and Volunteers need to be responsible, safe, encouraging and up-to-date on current practises. They need to be well motivated, knowledgeable, enthusiastic and a well prepared coach will make all the difference to an organised sports activity.

Corby in partnership with Northamptonshire Sport run a comprehensive programme of coach and volunteer training courses. These include:

- Child Protection
- Club Development – running sport courses
- Coach Development – SportscoachUK,
- Leadership – Community Sports Leadership Award (CSLA)
- First Aid
- Sports Specific qualifications (Level 1 and 2’s)

The programme is monitored annually.
FACILITY DEVELOPMENT

Sports Development also supports where necessary the development of new and existing sports facilities by developing plans with its partners. Also, by using the local community facilities and supporting CBC facilities Sports Development aims to provide the community with a wide range of high quality sporting opportunities.

WEST GLEBE FOOTBALL DEVELOPMENT AND SPORTS PAVILLION:

In 2005 the Football Foundation funded a project to build a new pavilion for the West Glebe site. This was completed in July 2007. The Football Foundation also part funded the Football Development Officers post which started in January 2006. Sports Development encompasses the management of the West Glebe pavilion and site and its programmes. This is a major role of the Sports Development team and the model is being used for other similar projects in the town.

The Football Development Officer is responsible for the implementation of the football development plan and one of its successes is the junior football programme delivered in partnership with Leicester City Football Club.

WEST GLEBE ACTIVITY CO-ORDINATOR

Also in 2005 Sport England funded the new build of an Astro-turf and Multi-Use Games Area (MUGA). The bid included a 3 year, full time Activity Co-ordinator post who is responsible for the delivery of the Activity Delivery Plan. The focus for this post is to increase the amount of people taking part in physical activity, in particular females, the disabled and the over 45’s. The Activity Co-ordinator is also part of the Sports Development team.
Performance and Excellence

Sports Development can sign-posting young people to the right pathways to sporting excellence. A talented young performer should be able to have access to the right level of coaching and progress easily through pathways in each individual sport. Sports Development can support these individuals through the sports grant scheme. Also by the formation of sport partnerships in various different sports, these groups can work to support these talented individuals.

SPORTS AWARDS

Every year Corby sports organisations unite to hold the Corby Sports awards event. Sponsorship gained from local businesses and grants allow this event to happen to recognise and reward the local community. Corby has a strong network of leaders, coaches and volunteers that give up their time to run sport in the Borough. These people deserve recognition for their continuous hard work. The Corby Sports Awards event not only recognises and reward these people, but it also acknowledges the sports clubs, and schools that are also a part of the sports development network in Corby. The event raises the profile of sport in Corby and not only acts as an celebration of the sport in the borough but provides the community with update information on the years progress and developments for the future.

SPORTS STANDARDS

Sports Development in partnership with Northamptonshire Sport and the governing bodies of sport aim to develop clubs and support them in gaining standards such as Chartermark and club accreditation.

Sports Development will also be looking to gain QUEST by 2009
## Evaluation and Performance Indicators

Every event or programme will be monitored for development purposes. Monitoring of the coaches delivery, sessions and any further developments will be taken during and at the end of each scheme. Sports Development targets will be reported on monthly and annually.

Sports Development annual Performance indicators are as follows:

<table>
<thead>
<tr>
<th>Details</th>
<th>% to achieve</th>
<th>Timescale</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of customers very/fairly satisfied with service provision within Culture and Leisure Sports Development;</td>
<td>96%</td>
<td>Nov Annually</td>
</tr>
<tr>
<td>• Sports Awards event</td>
<td>96%</td>
<td>Feb Annually</td>
</tr>
<tr>
<td>• Community Sports Coaching Scheme</td>
<td>96%</td>
<td>Jan Annually</td>
</tr>
<tr>
<td>• Activity Co-ordinator Scheme</td>
<td>96%</td>
<td></td>
</tr>
<tr>
<td>% of customers very/fairly satisfied with service provision within Culture and Leisure facilities; West Glebe</td>
<td>96%</td>
<td>October Annually</td>
</tr>
<tr>
<td>Monitoring Social Inclusion through the % of young people from priority areas taking part in the Youth Games event</td>
<td>60%</td>
<td>August Annually</td>
</tr>
<tr>
<td>The number of volunteers, coaches and leaders trained / supported by Sports Development Programme</td>
<td>70 people</td>
<td>Annual programme</td>
</tr>
<tr>
<td>Hard to reach throughput (number of hits) taking part in activities with West Glebe Activity Co-ordinator</td>
<td>2188 Female hits</td>
<td>Ongoing annual programme</td>
</tr>
<tr>
<td>• Females</td>
<td>468 Disabled hits</td>
<td></td>
</tr>
<tr>
<td>• Disabled</td>
<td>685 Over 45 hits</td>
<td></td>
</tr>
<tr>
<td>(This is annually reviewed in April each year)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SPORTS DEVELOPMENT ACTION PLANS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SPORT IN THE COMMUNITY</strong></td>
<td><strong>Partners</strong></td>
<td><strong>Timescale</strong></td>
</tr>
<tr>
<td>SC1 Use baseline figures from Active People survey to support work in Corby. Compare figures year by year.</td>
<td>Corby Active NSport</td>
<td>Annually</td>
</tr>
<tr>
<td>SC2 To remain a partner of Northamptonshire Sport and adhere to its aims and targets.</td>
<td>NSport NGB’s Clubs</td>
<td>Annually</td>
</tr>
<tr>
<td>SC3 Support Voluntary Sports Clubs .i.e. A4A support, Junior sections etc.</td>
<td>Clubs NGB’s</td>
<td>Annually / ongoing</td>
</tr>
<tr>
<td>SC4 To run a sports grant programme annually.</td>
<td></td>
<td>Annually</td>
</tr>
<tr>
<td>SC5 To have a minimum of 60 young people taking part in the annual Youth Games.</td>
<td>NSport NGB</td>
<td>Annual report</td>
</tr>
<tr>
<td>SC6 To assist with the annual International Sports Festival and other sporting exchange projects.</td>
<td>Local Clubs Châtellerault, Velbert.</td>
<td>Annual report</td>
</tr>
<tr>
<td>SC7 Complete evaluation participation figures to Northamptonshire Sport for the Community Sports Coaching Scheme.</td>
<td>Nsport SCUK</td>
<td>Bi-annual</td>
</tr>
<tr>
<td>SC8 To run ‘Return to Sport’ sessions linked in to clubs – x 6 programme to run (After monitoring If sessions are successful future programmes will run each year and more sports to be tried).</td>
<td>Corby Active NSport</td>
<td>August 2008 Annually</td>
</tr>
<tr>
<td>SC9 To support an annual Corby ‘Kids of Steel’ Triathlon in partnership with British Triathlon and Corus.</td>
<td>Corus British Triathlon SSP</td>
<td>Annual report</td>
</tr>
<tr>
<td>SC10 To run a series of programmes for the National Awareness schemes such as, International Women’s Week (IWW), Everyday Sport (EDS) and Health Walks week.</td>
<td>NSport PCT</td>
<td>Ongoing</td>
</tr>
<tr>
<td>SC11 To run an annual Sports ‘Fun Day’ to promote physical activity and local clubs.</td>
<td>Corby Active</td>
<td>Annually</td>
</tr>
<tr>
<td>SC12 To run a minimum of 160 sessions of activities for hard to reach groups such as women, disabled and over 45’s - (see Activity Co-ordinator Development Plan).</td>
<td>Mental Health Group, PCT, NSport</td>
<td>Annual report</td>
</tr>
<tr>
<td>SC13 To provide monitoring to Sport England for the Activity Co-ordinator post and programme.</td>
<td>Sport England</td>
<td>6 monthly And ongoing</td>
</tr>
<tr>
<td>SC14 To provide a number of football opportunities for the town, in particular looking at youth and female provision – (See Football Development Plan)</td>
<td>NFA</td>
<td>Ongoing</td>
</tr>
<tr>
<td>COMMUNICATION AND PARTNERSHIPS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------------------</td>
<td>-------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>CP1</td>
<td>Keep up to date with county, regional and national priorities for sport and develop new projects and programmes for funding opportunities.</td>
<td>NSport</td>
</tr>
<tr>
<td></td>
<td>All partners</td>
<td>Ongoing</td>
</tr>
<tr>
<td>CP2</td>
<td>Represent Corby by attending local, county, regional and national forums / steering groups for Sports Development.</td>
<td>NSport</td>
</tr>
<tr>
<td>CP3</td>
<td>To support the active Health Improvement Officer with improving general health of the community.</td>
<td>PCT</td>
</tr>
<tr>
<td>CP4</td>
<td>To support other agency’s such as Happenin’ Project, Positive Programmes etc... (PAG group).</td>
<td>Happenin’ Positive ACtivities Excellence Cluster Groundwork</td>
</tr>
<tr>
<td>CP5</td>
<td>In partnership run at least 1 x Child Protection course a year.</td>
<td>SportscoachUK NSport</td>
</tr>
<tr>
<td>CP6</td>
<td>To work with the School Sports Partnership (SSP) to meet with their aims and targets.</td>
<td>SSP Local schools</td>
</tr>
<tr>
<td>CP7</td>
<td>To run a sports sessions within the CBC 5 week SHAPE programme across 17 venues with the CBC team.</td>
<td>Fire Police Big About Music NCC</td>
</tr>
<tr>
<td>CP8</td>
<td>To run local Disability Sports group, which runs weekly.</td>
<td>Beanfield special needs club special needs group</td>
</tr>
<tr>
<td>CP9</td>
<td>Provide promotional material and updates of Sports Development issues to local sports clubs, schools and organisations.</td>
<td>Schools, Clubs, Organisations</td>
</tr>
</tbody>
</table>
## COACH AND VOLUNTEER EDUCATION

<table>
<thead>
<tr>
<th>CVE1</th>
<th>To continue to update coach, leader and volunteer directory to assist with raising the standards of workforce.</th>
<th>NSport NGB Corby Active</th>
<th>Ongoing Annual report</th>
</tr>
</thead>
<tbody>
<tr>
<td>CVE2</td>
<td>To run 1 x Community Sports Leadership Award Level 2 (CSL) Scheme annually.</td>
<td>British Sports Trust (BST)</td>
<td>Annually</td>
</tr>
<tr>
<td>CEV3</td>
<td>To run 1 x First Aid Course annually.</td>
<td>NUCO</td>
<td>Annually</td>
</tr>
<tr>
<td>CVE4</td>
<td>In partnership run 1 x NGB award annually.</td>
<td>NGB NSport</td>
<td>Annually</td>
</tr>
<tr>
<td>CVE5</td>
<td>In partnership run 1 x SportcoachUK course annually.</td>
<td>SportcoachUK NSport</td>
<td>Annually</td>
</tr>
<tr>
<td>CVE6</td>
<td>In partnership run 1 x Club Development workshop annually.</td>
<td>Nsport Sports Forum</td>
<td>Annually</td>
</tr>
<tr>
<td>CVE7</td>
<td>In partnership train a minimum of 70 people each year through the coach and volunteer development programme.</td>
<td>Sports coachUK NSport NGB Corby Active</td>
<td>Annually</td>
</tr>
<tr>
<td>CVE8</td>
<td>To update Corby Borough Council Coach Induction Pack, to ensure that all coaches employed by the Council are suitably trained, qualified and Police checked.</td>
<td>NSport NGB</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

## FACILITY DEVELOPMENT

<p>| FD1 | Manage the West Glebe Facility and its development. | Football Foundation Sport England | Ongoing |
| FD2 | To provide assistance with sports facility bids by working on sports development plans i.e. football development plan. | NSPort NGB Sports England SSP | Ongoing Annual report |
| FD3 | To update swimming development plan for the new build by 2009. | ASA Nsport Sport England | By end of 2006 |</p>
<table>
<thead>
<tr>
<th>PERFORMANCE AND EXCELLENCE</th>
<th>All Partners</th>
<th>Ongoing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PE1</strong> Create pathways for talented individuals to progress in sport i.e. through Sports development Partnership groups.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>PE2</strong> To work in partnership to increase the number of clubs that gain Chartermark / Club Accreditation in Corby.</td>
<td>NSport Corby Active</td>
<td>Ongoing</td>
</tr>
<tr>
<td><strong>PE3</strong> Hold annual sports awards event.</td>
<td>Local businesses Nsport Clubs Schools</td>
<td>Annually</td>
</tr>
<tr>
<td><strong>PE4</strong> Work toward and gain QUEST accreditation.</td>
<td>All partners</td>
<td>By 2009</td>
</tr>
</tbody>
</table>