

Active Broxbourne CSN
Action Plan 2008/09

Introduction:

Active Broxbourne was established in 2007 as a body bringing together a number of organisations in the borough of Broxbourne who represent or have an interest in sport. Active Broxbourne CSN has been established to promote and develop sporting and physical activity opportunities within the Borough. The group is open to all local sports clubs, schools, sports groups, coaches, volunteers, participants and governing bodies that provide or work for those involved with sport and physical activity within the Borough. Active Broxbourne will operate at a local level and aim to improve sports development and sports people at every level. It will seek to add value to what is already going on in helping professionals and volunteers to be more effective. Active Broxbourne is closely aligned to the strategy and priorities of Hertfordshire Sports Partnership.

The Government has set a national target to increase participation in sport across England by 1% every year to 2020. In order to maximise impact and efficiency in line with Government expectations, Sport England, the strategic lead for sport, is committed to supporting the development of a simple, systematic and joined up Delivery System for Community Sport. This Delivery System is intended to address the inefficiencies identified in Game Plan (a strategy for delivering the Government's Sport and Physical Activity objectives) and the Review of National Sport, Effort and Resources. Community Sport Networks such as Active Broxbourne will be the key to this.

Background:

The Borough of Broxbourne covers 20 square miles in south east Hertfordshire and has a population of about 87,000 of which young people aged between 12 and 18 constitute about 8.6%. Broxbourne's towns of Waltham Cross, Cheshunt, Broxbourne and Hoddesdon lie along the Lee Valley's main roads and railways. The green belt protects the surrounding countryside. To the west the Borough extends over well-wooded countryside to include Goffs Oak and the popular Lee Valley Park marks the eastern boundary. Although urbanised with industrial and commercial activity, the whole area retains much of its rural charm and is a favoured place to live for those working in London, however in the education, skills and training domain of the IMD, the borough has 5 SOAs and is in the worst 20% nationally, with one SOA in the Waltham Cross area ranked as the most educationally deprived in Hertfordshire. 21% of the Broxbourne population have no qualifications, which is the joint 4th highest in the county 20% of Borough residents have a degree or higher qualification (7.6% less than the county average). It is one of the areas identified by the Hertfordshire Learning and Skills Council as having the highest levels of need in terms of basic skills (21.8% of Broxbourne residents are considered to have low levels of basic literacy skills. This is above the county average. 21.7% of Broxbourne residents are considered to have low levels of basic numeracy skills. (This is also above the county average). Communications are good with excellent road and rail links. The borough has a wide range of sporting facilities including two main leisure centres, Golf club and an extensive number of 'kickabout' courts in local parks.

Grundy Park Leisure Centre in Cheshunt is the largest leisure complex in Broxbourne. The centre includes a 100-station gym with a separate equipped youth gym, a health suite comprising a spa bath, aromatherapy room, sauna, steam room, hydrotherapy room, sunbed and rest area, a 25 metre deck level pool with an adjoining learner pool, a sports hall, two outdoor astroturf football pitches, a creche, two comfort-cooled exercise studios, Strikers bar and café, a multi-activity room and a meeting room.

The John Warner Sports Centre is located in Hoddesdon. Its facilities include a large comfort-cooled fit and well gym, a comfortcooled exercise studio, a four badminton court sports hall, three floodlit five-a-side Astroturf pitches and three outdoor football pitches, a squash court, six all-weather cricket nets, sunbed, conference/meeting rooms and Strikers bar and café. The centre also has one of the largest stainless steel pools in the country (six lane, 25 metres) and a separate learner pool.

Cheshunt Park Golf Course is an 18-hole, par 72 course situated within 232 acres of Cheshunt Country Park. Facilities at the course include practice areas, a putting green, golf tuition, repair services, a comfortable bar and café and a retail sales area.

Goffs School Sports and Arts Centre comprises a floodlit Astroturf pitch, floodlit tennis courts, sports hall with badminton court markings, indoor cricket nets and a new performance space which can be hired for a variety of uses.

Hoddesdon Open Air Pool opens between May and September each year and is one of the few sites in the country at which swimmers can enjoy bathing in the outdoor heated pool. Sunbathing and catering facilities are available.

Herts Young Mariners Base is a water sport and outdoor pursuits centre offering activities such as windsurfing, sailing, canoeing, dragon boating, orienteering and all-terrain biking. Courses are available throughout the year for children and adults.

Wormley Playing Fields, is a base for traditional outdoor sport area with four senior football pitches, one mini-soccer pitch, changing facilities and seven netball courts. The netball courts have been recently resurfaced and the netball played there is very popular with four big leagues and players of all standards and ages and there are waiting lists to join the leagues

Active People Survey results for Broxbourne:

The Active People survey is the single biggest survey of sports participation ever conducted. It has illustrated participation rates in the Borough of Broxbourne and has compared these statistics with the regional and national figures. More importantly the study provided impartial analysis against areas with similar demographics and other characteristics. The following headline points have been gathered from Active People Survey:

Key Points for Broxbourne

- Levels of participation were low in Broxbourne with only one in six people engaged in regular sport or recreational activity. Male participation was significantly higher in Broxbourne than for females but was lower than the East and England figure.
- Over half of the residents (51.1%) in Broxbourne reported participating in no sport or recreational activity.
- More than one third of the people aged 16-34 years in Broxbourne reported zero sport or recreational activity and this increased with age to just over two-thirds in the over 55 year age group.
- Of the respondents in the higher socio-economic groups (1-4) one out of four people compared with only one in six in the lower socio-economic groups (5-8) took part in regular sport and recreational activity.
- Zero participation rates were higher in the socio-economic groups (5-8) compared to those in the lower socio-economic groups (1-4).
- One in four respondents who were aged 16-34 years compared with one in eleven aged 55 years and over participated on 3 occasions a week.
- Broxbourne had lower participation rates for all age groups than the East and generally lower than its geographical neighbours and similar IMD areas.
- People with limiting disabilities participated less than in the East and England. More than four out of five respondents reported no activity at all.

This survey has enabled Active Broxbourne to focus this plan on the need to deliver some real opportunities and this plan is consequently based on a limited number of focused key actions that will allow us to deliver genuine new initiatives that will increase the opportunities for participation in sport and physical activity to all members of the community.

The PESSCL results for the schools showed a significant improvement from the year before with the PSA (% of pupils taking part in 2 hours PE and OSHL) rising from 74% in 2005/2006 to 90% in 2006/2007. However, the percentage of pupils taking part in PE and physical activity is still low at KS4 with only 75%

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of pupils taking part in 2 hours of PE. Other areas where improvement needs to be made are school club links and the number of young people taking part in leadership opportunities. With the new target for all pupils to be able to access 5 hours of PE and school sport within school and beyond, it will be vital that further links can be made with local clubs and provide new and varied activities to suit all needs.

The plan also links to the COMMUNITY PLAN, COMMUNITY DEVELOPMENT PLAN, THE LOCAL AREA AGREEMENT (LAA) & COUNTY SPORTS PARTNERSHIP DELIVERY PLAN, CHILDRENS TRUST PARTNERSHIP PLAN which is highlighted within the evidence column during action plan.

Aims of 'Active Broxbourne' CSN:

1. To promote sport and physical activity for the benefit of the community
2. To develop effective communication between local sporting and physical activity agencies
3. To establish a sport/physical activity advisory and consultative role
4. To encourage and facilitate participation in Grass Roots activity and Elite level participation
5. To maximise the development, promotion and use of facilities
6. To work with all partners to support the development of clubs, coaching, volunteering and community support for sport/physical activity
7. To develop an annual action plan in consultation with ABCSN members and the wider sporting community

Priorities to address:

1. Support sporting excellence within the Borough of Broxbourne
2. Encourage and promote opportunities for volunteering within the Borough of Broxbourne
3. Raise participation levels within sport and physical activity by 1% year on year
4. Promote, increase and advertise opportunities to become involved with sport and physical activity

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Priorities	Who does it	Timescales	Evidence	KPI	Actions to deliver tasks	Key Objectives	Target	CIF Request
Increasing Participation in Physical Activity	Extended Schools / A10 SSP / capoeira	April 08 (starting on 1 st) – July 08	Extended schools Plan, A10 partnership plan		Deliver New Capoeira Pilot Project across Turnford / Cheshunt Extended School's Consortiums (1 per Extended Schools Consortium) 1 hour per week for 14 weeks (Term Time Only) Facilities to be used will be Dewhurst and Downfields Schools. The project will start the first week of April as Coaches and venue are now in place	Increase Participation Awareness of different Physical Activity Inclusive activity for all Develop and sustain a local group	30 Pupils from KS 1 & 2 derived from previous taster sessions	£1000 (£840 coach (2x 420) £160 Facility Hire)
	Extended Schools / A10 SSP / capoeira	April 08 – July 08	Extended schools Plan, A10 partnership plan		Deliver New Taster sessions across Hoddesdon & Broxbourne Ex School Consortium. This is designed to allow those who have not had deliver to gain knowledge of the activity before an after school club can be sought	Increase Participation Awareness of different Physical Activity Inclusive activity for all Gives the basis for a new after school clubs to be set up	12 schools with 30 pupils to have access with the view for 50% to go to after school clubs set up as a result	£1800 coach cost
	Extended Schools / A10 SSP / Capoeira	Sept 08 - March 09	Extended schools Plan, A10 partnership plan		Deliver New Capoeira After School Club on District Wide Basis. (1 per Extended Schools Consortium) 1 hour per week for 12 weeks (Term Time Only) This will be sustained afterwards by charging a small fee to cover coach hire for each session	Increase Participation Awareness of different Physical Activity. Inclusive activity for all	60 Pupils from KS 1 & 2	£1800 (£1080 coach cost £720 facility hire)

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<p>Increasing Participation in Physical Activity</p>	<p>Active Broxbourne Broxbourne BC Local Clubs</p>	<p>April 2008 – March 2008</p>	<p>Extended schools Plan, Community plan, Community Dev Action Plan, Active peoples survey</p>	<p>New 'Back to sport' sessions for various sports and groups in the community. Minimum of 4 sports delivered across the year Sports used will be dependant on clubs showing interest but will be selected from the following sports</p> <ul style="list-style-type: none"> • Badminton • Cricket • Netball • Aqua aerobics • Rugby • Football (either conventional or Futsal) • Tennis • Trampolining/ Gymnastics • Athletic SAQ based work 	<p>Encourage those who have been out of sport back into sport particularly women and 45+ Ensure that all activities are inclusive of all abilities and accessible to all</p>	<p>6 weeks of back to sport sessions per sport Each sport to have a minimum of 10 participants for the 6 weeks After the 6 weeks are up it is hoped that at least 50% will look to try and do another course of sessions or sign up to a club or gym in the area</p>	<p>£ 2000 (£500 per sport for facility and coaching costs e.g Coach costs of average of £25 ph x 6 wks £150 Facility hire of £35 per hour = £210 With the remainder used for promotion and/or additional equipment if required.)</p>
<p>Marketing and Communication</p>	<p>Active Broxbourne Broxbourne BC A10 SSP Hertfordshire Mercury EAW Sports Clubs Outside sponsorship will also be sought in support of the event</p>	<p>Summer / Autumn 2008</p>	<p>Community Plan, Comm dev plan 07/08</p>	<p>Organise a New high profile annual "Sport Awards Ceremony", that recognises the contribution of local sports people/volunteers /clubs/schools It will be an opportunity for local groups to showcase their achievements both by awards and demonstrations during the awards session including demo samples of CSN funded projects including Capoeira</p>	<p>Raises the local profile of sport. Raises the profile of the CSN It will embrace the diversity within sport in Broxbourne and will be inclusive of all abilities Ensures clubs and partners feel a reward for their efforts in increasing participation</p>	<p>15 Awards 120 Nominees / 50 Guests</p>	<p>£4000 (£1300 venue hire and provisions £1000 promotional info £750 trophies £950 evening set up costs) These costs will be supported</p>

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					<p>The active people survey has highlighted that the borough has a low level of participation, so high profile reward to those that do will hopefully increase self esteem for those already participating and encourage new participants to start participating to gain some of the others recognition</p>	<p>within the projects they run in conjunction with the CSN</p>	<p>heavily by sponsorship money from local organisations</p>
<p>Marketing and Communication</p>	<p>Active Broxbourne Broxbourne BC A10 SSP Hertfordshire Mercury EAW Sports Clubs</p>	<p>Ongoing throughout 2008 – 2009 with particular awareness objective in Spring Summer 2008</p>	<p>Community Plan, Active People Survey</p>	<p>Erection of New CSN notice board at major sporting facilities in the borough e.g John Warner Sports Centre and Grundy Park Leisure Centre, which will promote the activities being supported by the CSN and its' members and will also give information to the public. The boards will be lockable and managed by the SDO to ensure that all members have the opportunity to display information, which will be regularly updated.; Something similar will also be done in schools and local clubs in time. Pop up banners and boards to market at local events and Leisure Centres including sports awards, family fun days etc as they will be portable. These will be designed to allow people to associate to the brand</p>	<p>Informs community of current CSN issues and raises awareness Boards to be kept at local sports centres and managed by members of the CSN Portable Banners to be used to do this at events</p>	<p>More information and knowledge of events passed on to Schools and organisations in the local area as well as the wider community Aim of more access to activities for all irrespective of ability</p>	<p>£2000 £580 for CSN specific boards (£160per pop up banner x5 (£800) £130 per board x5 (£620)</p>

				<p>of Active Broxbourne so that they know what it stands for and how it can benefit the local community.</p> <p>This will be supported by other marketing which will be tendered for and work in conjunction with these notice areas.</p>			
<p>Marketing and Communication</p>	<p>Active Broxbourne Broxbourne BC A10 SSP Ex School Clubs</p>	<p>Throughout 2008</p>		<p>Re – Launch of Active Broxbourne. This can be done via notice boards, press releases and larger profile at events. This is required in order to gain any additional key partners that haven't already been involved with the CSN and also to ensure that the momentum gathered by the group is sustained and can be used to ensure projects are successfully run under it's umbrella.</p> <p>Taster Sessions - clubs running specific sports sessions to promote club at a central venue. Examples of this include Cheshunt Clubs 'Try Day' in September</p> <p>Sessions run by netball and football at Wormley All weather pitch</p> <p>Rifle and pistol club taster session (either portable via lap top or at the club)</p> <p>It will also give new clubs</p>	<p>Raise Awareness of the CSN, its partners and it's aims</p> <p>Offer further participation opportunities which lead to increased Participation at Clubs</p> <p>Link to gain more Volunteers to work with local clubs and organisations</p> <p>Attract members to the clubs and CSN itself</p>	<p>Increase membership and support by local clubs and sporting organisations for the CSN</p> <p>Gain support of key organisations such as PCT and HRC</p> <p>Fun inclusive activities that all can join in and enjoy.</p>	<p>£4,000 (£1000 taster sessions (coaching costs, facility hire, additional equipment to prmote new clubs) £1000 Events £1000 Exhibition £1000 Sports Weekend)</p>

Marketing and Communication					<p>the chance to be showcased such as Fencing (Herts Blades)</p> <p>Events - presence at family fun days being held by John Warner and Grundy Park in Summer 2008 and more club events to raise profile (e.g taster sessions as mentioned above)</p> <p>Exhibitions to give clubs information are also planned to give information on funding opportunities and ways they can enhance their club as a whole. This will be ideal for new clubs and those previously unsupported.</p> <p>Club Stands at events such as the Sports awards, Broxbourne Open day and local information fairs to offer information on the CSN and it's projects</p> <p>Sports Weekends (starting in 2009)</p>			
	Active Broxbourne, Broxbourne BC, local clubs	Ongoing throughout 2008	Community Development Plan, Community Development Business		Invite clubs that provide coaching / activities for young people to advertise in The Guide (the borough's quarterly youth brochure) and on the borough's new youth	Increase awareness of local sport provision for young people	More clubs offering information in future	£200 – token contribution towards the price of producing

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		Ongoing throughout 2008	plan		<p>website</p> <p>Clubs to provide details of their activities to council's Community Development Team</p> <p>Activities to be published in The Guide and on youth website</p>	Increase participation in sport by local young people	Clubs promoting themselves further in youth publications and leading to more members for their club	<p>and distributing 4 editions of The Guide during 2008/9, and for updating youth website according</p>
	Active Broxbourne, Broxbourne Borough Council, HSP, Local Clubs and partners	Set up in early Summer 2008 with maintenance throughout 2008-2009			<p>Develop a new, simple website that will promote the existence and function of the Active Broxbourne CSN group. It will be easy to access and use for all.</p> <p>Website will developed with basic information on group. It is to include contact details of CSN staff and members , suitable links to members own website areas and downloads on projects being run and news of new projects to be delivered. It will also have an events page showing what events are supported by the CSN in a given timescale. This will be maintained by a member of staff to upload information.</p>	<p>Allow easy access for information for members of the local community and the CSN alike</p> <p>An ideal tool to inform and update on the progress of projects and achievements of the Community Sports Network</p>	Website hosted and running by Summer 2008	<p>£1000 (£20 domain name £100 hosting £750 set up pages £230 staff)</p>
	A10 Extended Schools Broxbourne BC	Ongoing throughout 2008 - 2009	A10 partnership plan, active people		Club Links – Minimum of 7 new school club links with at least 1 a new sport.	Club links to be made with the following sports: Cricket	Increase participation in new sports by children of	<p>£7000 (£1000 per sport) Total of</p>

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<p>PESSCL</p>	<p>Local Clubs</p>		<p>survey, PESSCL action plan document</p>		<p>To work with Clubs to deliver coaching sessions with schools after school.</p> <p>Pupils will then be encouraged to join the club and take part in taster sessions at the clubs involved.</p> <p>Further information on this can be found in the supplementary PESSCL plan alongside this document</p>	<p>(Hoddesdon Cricket), Hockey (Broxbourne HC), Tennis (Rye Park), Rowing (Broxbourne Rowing Club), Netball (ASCO, Turnford), Rugby, (Cheshunt Rugby Club) Athletics (Hertford and Ware)</p>	<p>all ages and key stages and inclusive of all abilities</p>	<p><i>£6720 coaching</i></p> <p><i>£280 Equipment (Individual cost varies upon sport)</i></p>
<p>Social Inclusion:</p> <p>NACRO Social Inclusion Project</p>	<p>Active Broxbourne, Broxbourne BC, NACRO, West Ham United, Youth Service, RSLs, Police, YOTS, Connexions</p>	<p>April 2008 – March 2013</p>	<p>Community plan, A10 partnership plan, community development action plan, NACRO project plan</p>		<p>Recruitment of Project Co-ordinator to develop sporting-based social inclusion programme for young people within borough of Broxbourne</p> <p>Steering Group created to a) identify areas of greatest need with respect to youth crime and disorder and b) potential partners</p> <p>Clubs to express interest in delivering activities as part of social inclusion project</p> <p>NACRO / Broxbourne Council to clarify funding / support / benefits</p>	<p>Increase participation in sport by local youngsters (11-19)</p> <p>Reduce anti-social behaviour by 20% by providing positive activities for young people</p> <p>Provide opportunities for local young people to gain coaching qualifications and to use them</p>	<p>Programme of open access sporting and leisure activities to take place at key locations throughout the borough on weekday evenings (4 evenings a week). 500YP per year to participate in such activities</p> <p>Nature of funding (from Football Foundation)</p>	<p>£0</p> <p>£0</p> <p>£0</p>

				<p>available for local clubs participating in project</p> <p>Young people to be referred to participating clubs for sporting opportunities and/or coaching opportunities</p> <p>Projects will be supported and delivered within the umbrella of the projects objectives (shown in the NACRO project plan)</p> <p>NACRO have experience in developing such projects across the UK and build in exit routes into their projects. These include coaching qualifications and employment plus close partner working with Connexions etc</p> <p>NACRO projects healthy lifestyle by delivery drug and alcohol awareness, sexual health and other healthy living issues</p>		<p>means that 60% has to be football but remainder can be determined by interests of young people</p> <p>50 targeted young people per year referred to the scheme by partner agencies including police, RSLs and YOTS</p> <p>Aim is to reduce ASB by 20%</p> <p>Recruitment of volunteers from the community to learn coaching skills (15 per year)</p> <p>15YP to gain coaching qualifications per year</p>	
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							Delivery of regular sessions on healthy living	
Minority Groups	Active Broxbourne, Broxbourne BC, Local cultural organisations	Spring 2008	Community plan, A10 partnership plan, community development action plan, active people survey		<p>Contact local community and voluntary groups to see if they have any requirements around social inclusion and sporting events, and if so what support they might need.</p> <p>Groups to target include those working with minority cultural groups / BME, people with disabilities or life-impacting illnesses, older people etc</p> <p>Aim to create project ideas which can be funded through other community based initiatives, such as the NACRO project, designed at increasing participation in minority groups listed above. These projects will also be supported and delivered within the Sports Development Officers yearly objectives and with funding sourced from other outside agencies</p>	<p>Consult to identify projects aimed at increasing participation in sport by people from minority ethnic backgrounds, disability and target groups</p> <p>Possible new links to be sought in support of projects to be delivered including different disability groups in the area.</p>	<p>50 people initially with 75% looking to attend project created after the consultation</p> <p>At least 2 New partners to work with in the CSN for future projects</p>	<p>£2000 (£400 market research £500 facility hire (to hold consultation and initial start up of project) £100 marketing £1000 will be put towards the cost of the projects delivered and will include a proportion of coach and marketing costs)</p>
2012 London Olympics	Active Broxbourne Broxbourne BC A10 partnership Local clubs and Partners	June and August 08	Community plan, community development plan, community development		<p>Deliver an Olympic sport week during the school term (sports week) and school holidays on the back of Beijing Olympics and the hand over of the Olympic Torch for 2012.</p>	<p>Increase participation in sport and physical activity. To draw attention to the 2012 London</p>	<p>Maximum number of Young people in schools (sports week) and as many</p>	<p>£3000 £1500 schools week (Staff £1000 £500 equipment)</p>

<p>2012 London Olympics</p>			<p>business plan, A10 partnership plan Broxbourne Children's Trust Partnership Action Plan</p>	<p>Working in partnership with local clubs to deliver activities (school, club link). This project is aimed at KS1 and KS2. The event will help raise intra school sport within each primary and has been identified that this is an area to develop within schools from the PESSCL survey 2006 -2007</p> <p>There will also be a sports week during the school holidays of a similar nature to the school sports week but in parks. Target groups 9-16 yrs old and disabled. These targets have been identified from a local level. There is a lack of provision within the Borough for disabled children. Hopefully clubs will be able to get involved with the delivery of the sessions in parks and at their own training grounds. To use the sessions as referrals from partners and tackling obesity. The 2012 week will include morning, afternoon and evening sessions. Morning sessions will target children and activities will include tournaments, skill sessions and taster sessions. Afternoon sessions will target young</p>	<p>Olympics. Holding come and try sessions to increase the awareness around less recognised sports, such as volleyball and archery. Activities will be inclusive of all and will link to family, young people and older peoples based events.</p>	<p>people in summer holidays as can attend the events</p>	<p>£1500 for holiday week (Facility hire - £300 Staff - £400 Equipment - £500 Marketing - £300)</p>
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					<p>people and activities will include tournaments and taster sessions. Evening sessions will target adults, children and young people and the activities will include come and try sessions with local clubs. We would aim to include the following sports in the week, Sailing, Shooting, Softball, Table tennis, Tennis, Volleyball, Water polo, Archery, Athletics, Badminton, Baseball, Basketball, Boxing, Fencing, Football, Gymnastics, Trampoline, Handball, Hockey and Judo.</p> <p>The 2012 week would aim to involve 400 people within the Borough over the week.</p>			
Administration	All partners	2008-2009			<p>Support for all partners with any costs incurred for administration.</p> <p>A member of staff would help for 2 hours per week with producing promotional material, sending out information and supporting clubs dependant on need.</p> <p>Administration supplies would include paper, envelopes, contribution to printing costs and any other minor costs incurred.</p>	Support for members to ensure projects run smoothly and that information to projects and events reaches as many people as required to ensure success.	To offer admin support for all projects delivered by the CSN when required by the CSN partners.	<p>£1000 (staff 2hrs per week x 52 = 104 hrs @£8 per hr £832)</p> <p>(£168 administrati- on supplies)</p>

