

Sports Reunited – A Community Family Sports Project

Year 2014 - 2015





- **Introduction**

Sports Reunited's main aim from the outset has been to raise the level of physical activity of families from four targeted areas of Bolton. To achieve this we have looked at various ways to engage with the families and looked at strategies at maintaining a healthy lifestyle for all the family.

The Sports Reunited team takes a holistic approach to family participation, health and wellbeing. We have found it necessary to be very flexible and varied with the provision that we offer. It is also crucial to be understanding and sensitive to all the issues that arise within community involvement and above all we try and make it as fun as possible! 2015 has seen the Sports Reunited project evolve and flourish to a level of achievement that the team had only previously hoped for.



- **Sports Reunited Core Sessions**

- Tonge Children's centre Family, Fun & Food (Tonge Moor):
Our Tonge Moor session is very popular and we have an ever increasing waiting list for hopeful participants.

We have had a large intake of African families who have really benefitted from our sessions; it has been a great way for them to integrate into what has traditionally been a predominantly white English heritage area of the town. The format of the session is that the families arrive and for the first 30 minutes they will prepare a healthy meal. While the food is



cooking all the family members participate in some form of physical activity, which can be Zumba, table tennis or a variety of multi-sports and then they can sit down to a well-earned meal.



- **Newbury Parents Group (Newbury)**



Sports Reunited has been involved with New Bury parents group for nearly 2 years. With the support from volunteers, coaches and centre staff we have developed a great opportunity for the families to enjoy a sporting element, which the group wasn't previously able to do.

Going into the third year we would like to expand the level of delivery on the other evenings that the parents group run. We have proven that there is a definite need and we can use the help from the parents group to apply for extra funding.



- **Bolton St. Catherine's Academy Primary School (Brightmet)**

Sports Reunited prides itself that it can deliver in a variety of community environments, this is apparent with our after school session at Bolton St. Catherine's Academy. The session is a success due to maintaining great relationships with the Academy's staff, the parents and young people that attend the session. We can make the most out of the great facilities that the academy offers and we bring our unique approach to family participation. From this session we have recruited parent volunteers that are now attending and volunteering at other sessions. We have arranged for elder siblings that did not want to attend the session to have sporting opportunities at other venues and have assisted with their development.



- **John Holts Community Centre (Washacre)**

The Last of the Sports Reunited core sessions has been targeted mainly at the John Holts Youth and Community Centre which is at the heart of the Washacre estate in Westhoughton. We have been working with a number a parents groups and similar to our Newbury session we offer a range of sporting and fitness opportunities that have previously been unavailable. The sessions at Washacre have been collaboration between Sports Reunited, the housing association; Bolton@Home and the local residents association. All



organisations have worked very hard to make sure that we are attending to the needs of the community with an obvious focus on family involvement

- **SRAT (Sports Reunited Activation Team)**

Sports Reunited over the past two years has accrued a number of volunteers and coaches that are the backbone of the Sports Reunited project. Without their continued help, enthusiasm and professionalism the project would certainly not have accomplished as much. Sports Reunited has created a volunteer pathway that has led recruits into fully qualified coaches that are now qualified to offer their services on a professional basis.



- **Bolton University**

Sports Reunited has started to work in partnership with Bolton University to offer students the opportunity to gain valuable work experience and offer insight into to community sports development at its core. This arrangement is beneficial to both parties as the project gains fresh and modern participation techniques and the students will gain experience and also research data.

- **Serco Leisure**

Serco Leisure manages most of the leisure centres in Bolton on the council's behalf. We have a developed number of incentive plans with the centres to try and encourage the participants of Sports Reunited core sessions to access the leisure centre and enjoy all the benefits that they can offer. We are looking forward to see the results of engagement in 2016 when we will have a clear idea of how many participants of Sports Reunited have increased their leisure and fitness options through their own volition.



- **NGB packages.**

Sports Reunited still remains committed to use the invaluable tools that sporting National Governing Bodies have in place to engage people in sport. We are currently involved with four NGB's:

- British Orienteering – Xplorer package
- UK Athletics - BL5K (couch to 5K)
- ITA – Community Tennis Programme
- British Wrestling

All of these sports have shown that they can tick all the boxes Sport Reunited requires for effective and fun family engagement



- **Incentive Packages**

Over the last two years that the project has been running it has been useful to offer incentives to families to assist with a regular level of attendance to sessions. There are many benefits to this for both the project and participants. The key is again to offer a variety of realistic incentives for both young and old to look forward to.

Win £15 worth of sports vouchers!

Bolton Council
Bolton at Home

SPORT ENGLAND

All entries to be sent to lan.davies@bolton.gov.uk
Open to all under 16 year olds

Competition-design a logo for the Sports Reunited family sports project

This is a children's competition. They should try and design the best logo for the Sports Reunited family sports project. Sports Reunited tries to encourage families to enjoy sport. The winner of the competition will receive £15 worth of sports vouchers.

Entries close 31st July

SPORTS REUNITED

VIP CARD

Sport in Bolton
Bolton at Home
A Family Community Sport Project
SPORT ENGLAND

- **Social Media**

Sports Reunited has its own Facebook page that promotes all our activities and showcases all what is happening within the project. It has been very useful to keep participants aware of new events, activities and initiatives and it is also a superb way of all the families having an input into the project.



The URL for the Facebook page is below:

<https://www.facebook.com/sportsreunited>

The Bolton Council Sports Reunited website can be located at the following link:

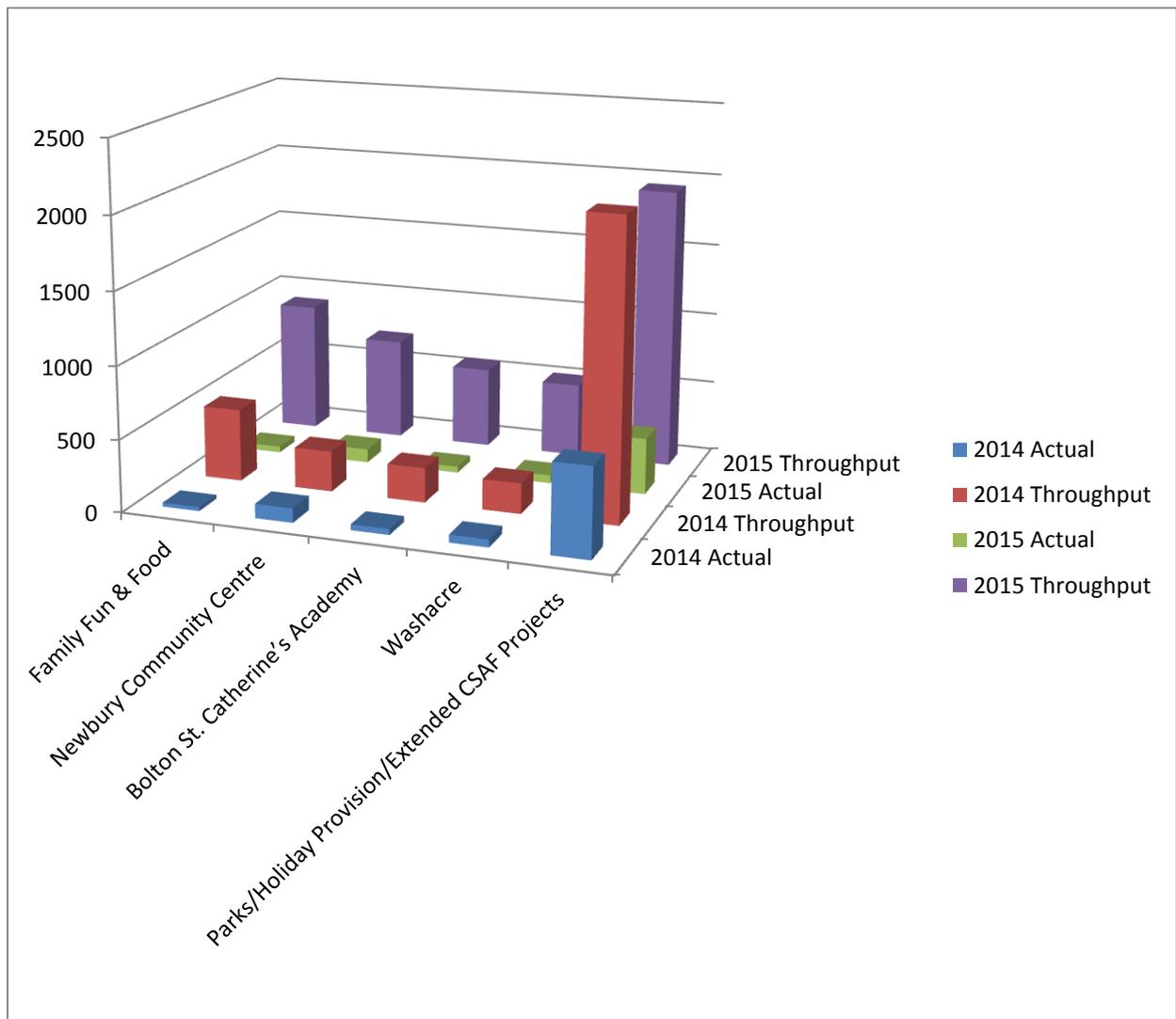
<http://www.bolton.gov.uk/sportinbolton/Pages/Communityprojectsandschools.aspx>

- **Case Study**

One family that has encapsulated the aims of the Sports Reunited project has been attending our Family Fun & Food sessions at the Tonge Children's centre. All have really benefitted from attending the sessions; they have engaged and really embraced what the project can offer. The mother has previously had some personal issues which have posed significant barriers in her life which had unfortunately overlapped into her daughter's ability to integrate into normal activities. We have given the family the opportunity to take their time to overcome issues in a safe environment which has given them the confidence to visit other community sessions. By promoting person centred provision and allowing participants to feel comfortable in structured environments we have helped to give the family the tools to flourish and offer more freedom to the choices they make in their own community.

- Statistics

	2014		2015	
Activities	Actual	Throughput	Actual	Throughput
Family Fun & Food	27	504	42	903
Newbury Community Centre	99	281	95	704
Bolton St. Catherine's Academy	40	240	42	560
Washacre	54	210	56	512
Parks/Holiday Provision/Extended CSAF Projects	615	2061	390	1945
Totals	835	3296	625	4624



- **Packages and sustainability.**

As the project is entering into its third year we are very conscious to look into further sustainability. We are doing this by offering packages to our partners and external funders. By showcasing the efficacy of the project and the increased positive change it has made to the quality of life to the Bolton families that have participated, we hope that the continuation of the project will be a reality.



The packages are:

- Family Fun & Food
- After School
- Community Classic
- Holiday Provision

Packages	Target procurement	CSAF pilot Area	Funding Streams
Family Fun & Food	Housing estates and areas of deprivation	Tonge Moor / Children's Centre	<ul style="list-style-type: none"> • Housing association - to buy in & FS* • Public Health - FS • Lottery (AFA) • Family First / Troubled Families • Bolton University
After School Family Sessions	Primary schools (including junior PRU's)	Bolton St. Catherine's Academy	<ul style="list-style-type: none"> • Schools to buy in • Sportivate (young parents) • Bolton University
Community Classic	Housing estates and areas of deprivation	Newbury Parents group / Washacre Estate	<ul style="list-style-type: none"> • Funding through partner organisation HACFR / NBPG • Housing association - to buy in & FS • Participant contribution • Bolton University
Holiday Activities including XPLOER!!!	Parks Community Centres	All CSAF funded areas	<ul style="list-style-type: none"> • Sportivate • Street Games • Participant contribution

- Acknowledgements

The Sports Reunited Project is not just one entity but the culmination of numerous collaborations with funding providers, agencies both internal and external to the local authority, community groups, housing associations, sporting organisations and not forgetting individuals who have put a lot of time, effort and belief into a project that from its conception has had an ambitious agenda, but with the commitment to a concept of community development through family engagement, we all have shown that the initial project aims have now been realised, and can look forward to building on what we have developed, learnt and achieved!

I would also like offer a personal note of gratitude to all those people who have assisted with the project thus far. It is very much appreciated.

