

Update Report for Trowbridge Area Board - 13 November 2014

Project Update: Studley Green Doorstep Sports Club (DSC)

Studley Green DSC aims to deliver community based sports activities to young people aged 13-19 years from the Studley Green estate and is part of a national programme that will see Street Games support 1000 clubs operating in some of the most deprived estates in the country. Three of these clubs will operate in Wiltshire and are supported by a 3 year funding programme from Sport England.

The funding partners for the Studley Green project are - Street Games (Cash), Selwood Housing (Cash), Active Trowbridge (In-Kind), Wiltshire Council Sports Development (In-Kind).

Founded in 2007 the ethos of Street Games is all about delivering sport and activities to you people at the right time, right place and right style.

Studley Green DSC launched on the 1st October and weekly sessions are being delivered on Wednesday Evening's between 7pm – 8.30pm. These sessions have initially included Street Football, Street Dance, Basketball and Touch Rugby. Sessions are for both males and females and take place on the multi-use games area and in the Community Hall. We have had a good response with 29 young people registered for the project so far.

Moving forward the project will also look to work with older participants to help them gain experience and qualifications that would allow them to develop a career in sports coaching. Already in Wiltshire we have supported 4 new coaches through their Level 2 Multi-skills qualification meaning they are able to now lead sports coaching sessions.

Locating the project on the estate can help break down the barriers preventing some young people from taking part in sport and physical activity, in turn giving them the best chance of adopting a healthy sporting habit for life.

The Council's sports development team, are working with a wide range of local partners on the ground in delivering the club including Trowbridge Town Council, Selwood Housing, Sporting Family Change (SFC) and the Street Games network.

Street Games funding for DSCs is targeted at bottom 20% Lower Super Output areas. Studley Green is one of these areas and the wider aim of the project is to utilise sport as a tool to create positive impacts on cross agenda issues identified in the local JSA, including community safety, community cohesion, leisure, health, wellbeing and young people's lives.

This programme meets the following outcomes of the council's Business Plan 2013 - 17:

Outcome 5: 'People in Wiltshire have healthy, active, high quality lives (healthy choices, positive activities)

Outcome 4: 'Wiltshire has inclusive communities where everyone can achieve their potential (reducing disadvantage and poverty, health inequalities)

Recommendation:

That the Area Board notes the report and sees it as a way of delivering on its championed JSA priority Children and young people - Poverty - the shocking disparity within Trowbridge between the areas of Lower Super Output.

For more information please contact Danny Geeson, Sports Development Officer on 01225 770248 or daniel.geeson@wiltshire.gov.uk