



## Performance Reward Grant Scheme

### APPLICATION FORM

To be returned to:

Karen Spence, Performance Manager, Performance Team

Email: [wiltshirelaa@wiltshire.gov.uk](mailto:wiltshirelaa@wiltshire.gov.uk)

Area Board	Calne, Salisbury, Tidworth, Pewsey, Trowbridge	
Form submitted by (contact for all queries)	Chrissy Adenaïke WAYs Project Co-ordinator Devizes Youth Development Centre The Green Devizes SN10 5AB  07876 217 436	
Name of initiative	Wiltshire Alternative Sports Hub Development	
Brief Description of Initiative	Development of three new alternative sports hubs and sustain our two existing hubs thus providing alternative sports to all young people throughout Wiltshire. The project will use these hubs to reach out to young people giving them something to do in the evening thus combating anti social behavior and giving them somewhere to participate in alternative sports weekly. The project activities will allow young people to meet new people and stay healthy by participating in a minimum of two hours of physical activity a week. The project will also enable young people to learn new skills and build on existing skills. There will be volunteering opportunities at the clubs and young leadership opportunities at forums. As the hubs focus on alternative activities they therefore target many young people who would not usually participate in traditional team sports. Often young people involved in alternative sports are more isolated and less socially engaged than team sports players and so this project will be promoting inclusion and helping to develop new outlets for socially isolated young people.	
Please put a cross against the ambition(s) that this initiative will support	Building resilient communities	√
	Improving affordable housing	
	Lives not services	√
	Supporting economic growth	
	Safer communities	√
	Protecting the environment	
	Action for Wiltshire – combating the recession	

Amount of funding sought	£ 150,000
What will this money be spent on? (please show split between capital and revenue. For capital expenditure guidance – see Appendix 1 in the Bid Pack)	<p>All of the money will be revenue costs:</p> <ul style="list-style-type: none"> <li>• WAYS alternative sports coordinator</li> <li>• Alternative sports coaching costs</li> <li>• Venue Hire costs</li> <li>• Equipment purchase</li> <li>• Publicity and promotion of clubs</li> <li>• Transportation for young people</li> </ul>
Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken	<p>Lives Not Services</p> <ul style="list-style-type: none"> <li>- This project will considerably contribute to the long term health and wellbeing of young people involved in the activities provided through it. Many young people involved in alternative sport are those who are dis-engaged from mainstream sports. Consequently without regular physical activity they are prone to developing sedentary lifestyles. This could increase the chances of developing coronary heart disease or diabetes as well as reducing self esteem, energy levels and the ‘feel good’ factor associated with involvement in exercise.</li> <li>- By engaging young people in regular alternative sport sessions the project will provide young people with positive healthy activities and give them the opportunity to learn new skills and achieve. This could lead on to roles within sport as a volunteer or coach if the interest is maintained and life skills learned that will play a large role in career and life development.</li> <li>- The development of independent alternative sports activity centres will allow young people to take part in a new and exciting project that will be relatively easily accessed. There are only 2 current projects in Wiltshire that provide this and through the project we hope to increase this to 5 or 6 – this will clearly give young people a great chance to take up something new, improve at something or excel in a chosen sport. All of which contribute to greater opportunities in their lives and a sense of belonging, identity and wellbeing.</li> </ul> <p>Safer Communities</p> <ul style="list-style-type: none"> <li>- Activities provided on a regular basis for young people in alternative sports can contribute to reducing anti social behaviour in local areas. Projects tend to be delivered in partnership with local youth development service workers</li> </ul>

	<p>and at the time of the day that would see most anti social behaviour perpetrated. Therefore by delivering activities to counter this will</p> <ul style="list-style-type: none"> <li>- a) attract young people who are not engaged in other sports and consequently at a higher risk of committing anti social behaviour.</li> <li>- b) enable youth development workers to work more closely with these young people in an environment that suits the young person.</li> <li>- c) engage hard to reach young men who are often the same group who engage in antisocial behaviour, and divert their activity into constructive channels e.g. away from free-running in inappropriate areas to proper parkour training.</li> </ul> <p>Building Resilient communities</p> <ul style="list-style-type: none"> <li>- This project would only be successful with partnership working. Therefore it will require differing organisations across Wiltshire to work together in order to make it successful.</li> <li>- The project will promote opportunities across both the voluntary and statutory youth work sector and will provide volunteering opportunities for both young people and people within the wider community.</li> <li>- The main aim of the hubs is to promote inclusion for all and allow people within the community to get involved in both the running and the development of the hubs.</li> <li>- Development of the alternative sports will allow young people to succeed at school as it allows them to develop new skills and build on existing skills. Developing stronger resilient young people. It also allows them to participate in positive activities whilst socialising and having fun. The sports promote team work and effective communication.</li> </ul>
<p>What makes this initiative a local priority (eg evidence from research and local support)</p>	<p>Success of the Pewsey and Tidworth Alternative sports Hubs show that there is a clear need for alternative positive activities for young people in Wiltshire to engage in.</p> <p>There is a clear need for alternative sports in Wiltshire based on the number of young people who turn up to our alternative sports taster sessions. In 2009/2010 alone we had 759 young people attend taster sessions that we organized and over 250 attend our current existing alternative sports clubs.</p> <p>A recent Tomorrow's Voice survey (surveying 1695 young people) showed that 43% of young people would like engage in alternative sports with 56% wanting these activities in locations other than school. Over 65% of young people requested an external professional to lead these sessions and between 20-23% expressed interest in alternative sports coaching, umpiring</p>

	<p>or event volunteering.</p> <p>There is clear need for alternative sports due to increased number of sports unlimited bids through schools to run 6-8 week alternative sport sessions. Recent research has also shown that there is a link between alternative sports provision and a reduction in Anti- social behavior. As a result WAYS has been approached by the Anti Social Behavior Team to help reduce anti social behavior in specific areas with Calne and Trowbridge being two of those areas. Consultation has been done with Community Area Young People's Issues Group (CAYPIG'S) and there has been clear indication that there is an increased need for alternative sports.</p> <p>There has also be a growing interest in Alternative sports across Wiltshire as expressed in the Wiltshire Skate Jam series facebook site having attracted over 250 young people in its first 10 hours of launching.</p> <p>The demand from local organisations and schools for alternative sports coaching courses also signifies that there is an increase in need for alternative sports coaches providing activities for young people.</p>
<p>How will you know you have been successful?</p>	<p>Success will be measured by quarterly figures and an increase in numbers annually. Success will also be measured by an increase in regular activity sessions.</p>
<ul style="list-style-type: none"> <li>• How will you measure the impact? (may have more than one measure)</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluation forms</li> <li>• Video evidence ( production of a DVD)</li> <li>• Attendance registers with participation data</li> <li>• Tomorrow's voice survey</li> <li>• School Sports Partnerships Data</li> </ul>
<ul style="list-style-type: none"> <li>• What is your improvement target (s), and when do you expect to achieve this/these?</li> </ul>	<p>In some cases improvement may be achieved in stages, so you may want to give more than one improvement target</p> <ul style="list-style-type: none"> <li>- Annually provide a minimum of 250 two hour alternative sports sessions for young people in Wiltshire via 5 central hubs across the county.</li> <li>- Over the initial two years of the project, engage 1,200 young people in alternative sports that previously had no engagement with team or organised sports.</li> <li>- Actively work to increase the participation and engagement of marginalized young people so that 15% of all BME, disabled and rural young people in Wiltshire will have engaged in at least one alternative sports session within the three years of the project.</li> <li>- Engage 20 young people a year in specific accredited volunteering opportunities based around alternative sports.</li> <li>- Provide opportunities for 25 young people over two</li> </ul>

	years to gain National Government Body certified coaching qualifications in a range of alternative sports.
<ul style="list-style-type: none"> <li>How will you ensure that the improvement continues after the end of the initiative?</li> </ul>	<p>The improvement will continue through the development of the hubs as they will be sustainable and we ensure that we:</p> <ul style="list-style-type: none"> <li>- Develop volunteer coaches to deliver sessions</li> <li>- Seek external funding</li> <li>- Negotiate facility hire</li> <li>- Seek assistance from youth service and other statutory organisations.</li> <li>- Include participant membership fees and activity fees.</li> </ul>
Who will benefit from this initiative?	Young people aged 11- 19 years old specifically in the area of the 5 hubs. The project will also benefit young people across other area boards where tasters sessions and skate jams will be held. The project will specifically aim to promote inclusion with BME young people, young women, disabled young people and young people within rural communities. The placement of the hubs around Wiltshire would attract young people from military families around Tidworth/Pewsey and within socially deprived areas – most notably Bemerton Heath within Salisbury.
Confirm no unfunded commitments from this initiative	<p>Please delete the statement that does not apply:</p> <ol style="list-style-type: none"> <li>1. I confirm that there will be no unfunded financial commitments arising from this initiative</li> </ol>
What are the key risks to success and how will these be managed?	<ol style="list-style-type: none"> <li>1. Limited access to facility time- this will be managed by forging affective relationships with local leisure providers to ensure that facility time is negotiated and ongoing.</li> <li>2. High level of coaching costs- development of a local pool of coaches to reduce costs.</li> <li>3. Insufficient Storage of equipment- negotiate storage facilities with leisure providers, schools and local youth centres.</li> </ol>
Who will manage the initiative	Christina Adenaike Wiltshire Alternative Youth Sports 07876 21 436

Signed:

Chairman of Area Board

Dated:

