**

**Sport for Social Good - the new strategy for sport in England**

*A conference designed to raise awareness, share ideas and experiences,*

*encourage a new culture and develop relevant skills*

**5th July 2016**

**Britannia Stadium, Stoke City FC**

**In partnership with**

[](http://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwiFlfTD3ZrLAhVE7RQKHROdBvMQjRwIBw&url=http://www.wiltssport.org.uk/wasp-news/821-county-sports-partnership-network-annual-review-2014&psig=AFQjCNFqLdtCIyU-dOG78O3hivuA6pCJIg&ust=1456758252134084) 

**Building communities through sport**

**growing sport working with communities**

The Government's strategy for sport and physical activity moves beyond merely looking at how many people take part. In the future, funding decisions will be made on the basis of the social good that sport and physical activity can deliver, not simply on the number of participants. Success in sport will be defined through five key outcomes:

* physical wellbeing
* mental wellbeing
* individual development
* social and economic development
* economic development

It is clear that there is a fundamental mind-set shift from looking at the number of adults playing sport to looking at how sport can contribute to national well-being and the economy. There will also be a focus on those people who do not tend to take part in sport, including women and girls, disabled people, those in lower socio-economic groups and older people.

For many 'traditional' sports development professionals this new strategy will require a significant shift in the way they work, and they will have to develop a much-improved ability working with providers of community and commercial sport and physical activities, with a wide range of non-sport partners from health to regeneration and with different levels of government.

There is recognition that sports organisations play an important role in increasing physical activity levels through enabling access to sport. **Sport has an incredible power to create social change**. It can have a positive impact on people’s lives, it can deliver social outcomes in areas such as health and wellbeing, skills, confidence and it brings communities together.

**This conference will bring everybody together**

Real stories and successes to be told, lessons to be learnt,

ideas and experiences to be shared

***Delegates*** *will come from**community sports clubs, governing bodies of sport, local authorities, community sports trusts at our professional and semi-pro clubs, informal sports providers, community sports enterprises, community groups and other community sports providers and community organisations.*

**Presentations from**

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**Programme**

**8.45 - 9.15 Registration/Tea and Coffee**

**9.15 - 9.30 Introduction/Welcome by Chair**

***Svend Elkjaer is the Founder/Director of the Sports Marketing Network which works across the community sport and physical activity sector helping providers and partners to become more innovative and enterprising.***

**9.30 - 10.00 How do sports development professionals become more ‘commercial'?**

***Michelle Carney,*** *Commercial & Community Director,* ***Durham County Cricket Club***

Nelson Mandela once said that “Sport has the power to change the world…it has the power to inspire. It has the power to unite people in a way that little else does.”

Whilst many of us will agree with this statement, how many of us have actually used our privileged positions within the world of sport to test this, outside of our fixed view of what the world of sports development should and does look like?

The shift from a sports development mindset to the new buzz words and phrase of “Sport for Social Good” means that we have to challenge what we think we know is right and has worked for us to date to this new world of using sport **for** development.  What does this mean and what does this look like?

With funding being an ever increasing challenge, how do sports development professionals become more ‘commercial’? Should sports development professionals have to change their mindsets and is it our role to deliver on the agenda of sport for social good, or should someone else be doing this?

Michelle will share some experiences of using sport for social and economic good and will raise some challenging questions on whether a commercial mindset can work in a sports development and community setting.

Michelle Carney has a proven track record of transforming the fortunes of sporting organisations both in England and overseas, and recently joined Durham CCC. Michelle has a fairly unique background which spans the sports development, charity, NGO and commercial sectors.  She recently spent 18 months in Southern Africa running a charity, a professional football club and creating a successful Social Enterprise.

**10.00 - 10.30 From Street League football to Street Step, engaging young females through dance fitness**

***Lindsey MacDonald, Managing Director, Street Step***

Street League is a UK-wide sport for employability charity that has successfully used football to support young people facing complex socio-economic barriers into sustained work, education and training. Founded in 2003 it has supported thousands of 16 to 24 year-olds into sustained outcomes using the power of football. In 2015 it launched Street Step, to engage and support young people who did not like football, particularly the number of young females the organisation supported. Street Step uses dance fitness to help get young people moving into work. This session will discuss how Street League’s award-winning model was transformed to engage with a wider audience and the additional support and programme considerations required for a predominantly female programme.

Lindsey MacDonald is passionate about positive social change, building the capacity and expertise of the third sector, and helping individuals to achieve their potential. She joined Street League in 2014, from the Homeless FA, as Managing Director of Street League’s new social enterprise that uses physical activity to enable more young people to get into employment, education, and training.

**10.40 - 11.10 Active lives = health and economic outcomes: Building partnerships, testing approaches, finding funding in disadvantaged communities**

*Adrian Leather, Chief Executive, Lancashire Sport Partnership*

We know that communities living in our 20% IMD areas experience significantly poorer health, crime and economic outcomes than the majority of the population, with these key communities being disproportionately affected by reductions in public service expenditure.

Conversely, the evidence tells us that sport and active lives can improve outcomes for these communities.

Our work at Lancashire Sport over the last 4 years has seen us forge effective partnerships with housing, environmental and arts organisations, which together with the wider voluntary sector, working with Local Authority partners are developing meaningful development programmes. These community capacity building programmes effectively engage, motivate and empower individuals to improve their health and wellbeing, improving their personal and professional skills on route to becoming more economically active. Our journey is based on the experience of working with people in drug and alcohol recovery, communities experiencing Anti Social Behaviour and people with disabling health conditions. We have built a robust partnership which has resulted in a £13M submission for European Social Investment Funding (ESIF) and elevated Sport and Actives Lives to become a strategic enabler not a discretionary service option.

Adrian Leather has developed Lancashire Sport to become one of the most innovative and active organisations of its type; developing ground-breaking partnerships and programmes, which contribute to health and the economy using sport and active lifestyles to achieve these outcomes.

**11.10 - 11.30 Tea/Coffee**

**11.00 – 11.30 How Bradford's Police Summer Camps engage with 1200 young people through sport, fun and life skills**

*Chris Cahill, PC, West Yorkshire Police and Nosheen Qamer, Team Leader/Project Manager, Bradford College*

Chris Cahill started a ‘Fun Week’ in 2009 which focused on a small area in Bradford with 40 attendees. He joined forces with Nosheen Qamer in 2010 and ‘The Police Summer Camp’ was born;  it has developed in to a large, multi-agency operation covering the Bradford District with the capacity to engage with 1200 young people, aged 9-15 years old, over a four week period. The programme consists of Sport, Fun and Life Skills, delivered by the partner agencies with a robust referral system in place to work with youngsters who may be considered ‘at risk’ by the various services involved.

This presentation will cover how this multi-agency approach has helped develop these innovative camps which have also reduced anti-social behaviour and have allowed youngsters aged over 16 to gain valuable work experience and to develop their employability skills.

PC Chris Cahill initially worked as a PCSO for eight years after leaving Bradford College's Public Services Department, Chris developed the original concept to tackle anti-social behaviour in East Bowling.

Nosheen Qamer has worked at Bradford College for 13 years in a range of roles including Curriculum Team Leader for the Public Services department, Nosheen is currently the Project Manager for Police Camps.

**11.30 - 12.00 Growing StreetGames across Stoke-on-Trent**

*Andrew Heaward, General Manager, Sport and Leisure Service, Stoke-on-Trent City Council*

This presentation will focus in on Stoke-on-Trent’s highly successful StreetGames programme. It has become one of the largest and most successful initiatives of its kind creating opportunities for people to take part in sport that also deliver wider personal and social benefits.

It will cover how this is resourced and sustained and discuss the critical nature of partnership working. It will also include thoughts and advice on how engage young people through volunteering and apprenticeships.

It will also explore how the city’s designation as European City of Sport for 2016 will further enhance and grow the programme, to ensure a lasting legacy of participation in the city.

Andrew Heaward has been at Stoke-on-Trent City Council 16 years and his current position is as General Manager for the Sport and Leisure Service with responsibility for policy and strategy, sports development and community sports facilities.

**12.00 – 12.30 From 'just a gymnastics club' to community sports enterprise**

Dave Marshall, Head of Participation, British Gymnastics

An aspiration of British Gymnastics 2013-17 strategic plan is for ‘a gymnastics club to become a hub of the community’.  To meet this aspiration gymnastics clubs have been supported to broaden their offer and provide opportunities for new groups including non-traditional gymnastic participants.Infrastructure support has helped clubs to develop robust businesses that provide many benefits to the local community.

Many clubs have started to engage with new types of gymnastics to appeal to wider audiences and delivering non-gymnastics activities that add further value.  Clubs have been encouraged to develop links with other community partners that add value to their programme and provide benefits to the community.  Clubs often support the delivery of gymnastics in schools and deliver sessions in multiple venues including community and leisure centres that widen access.  The number of dedicated gymnastics facilities has nearly doubled in the past 4 years and initiatives such as apprenticeships and leadership programmes are encouraging and supporting young adults to set up new clubs and become business managers.

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David leads on the participation growth strategy for BG that has had significant success supporting a year on year growth in participation in gymnastics clubs and other providers and his remit at BG covers facilities, club and partner development, disabilities and activities.

**12.30 - 13.00 How boxing, martial arts and fitness can help marginalised young people** *Rebecca Donnelly MBE, Chief Executive Officer, Fight 4 Change Foundation*

Fight 4 Change works across London and Kent delivering gang intervention programmes and personal development plans for participants, multi-sports programmes, female only programmes and programme specifically targeting mental wellbeing and physical health.  All programmes using sport as a hook for social change and social good.

Fight for Change is also now a National Open College Network accredited centre and design their own course that fit alongside their programmes. These courses help progress young people onto broader outcomes producing active citizens, volunteers, apprenticeships and employment opportunities.

Rebecca’s presentation will cover the journey from setting up the charity in 2009 to run programmes that use boxing as the hook to attract marginalised young men and mentors them to become positive members of society.

Rebecca, with a degree in business from Greenwich University, became at 27 the world under-57kg Thai Boxing champion and was also UK amateur boxing champion. She was awarded an MBE in the 2015 New Year Honours List for services to community sport.

**13.00 – 14.00 Lunch**

**14.00 - 14.30 How sport can provide young people with somewhere to go, something to do and someone to talk to**

***Rachel Burke, Operations Manager, Andrew Tower, Commercial Manager, Bolton Lads and Girls Club***

Bolton Lads and Girls Club is the largest youth club in the United Kingdom, with a membership of over 8,000 young people. It offers a range of targeted and universal provisions including sports, arts, mentoring and community outreach work.

Through its Try – Train – Team model it offers 32 different sports including table tennis, football and trampolining at varying levels of participation including taster sessions, refereeing and coaching opportunities.

The Club has a large fully equipped fitness suite, a multi-purpose sports hall, climbing wall and bouldering wall.

It has just opened a £1.8m football centre, which includes a 3G pitch and state-of-the-art clubhouse.

This presentation will cover how this vibrant and viable social enterprise is able to provide this great support for local young people using sport as a key plank.

Rachel manages the sport activities at the Club, along with managing the club’s facilities and Andy is responsible for the new multi-sports facility

**14.30 - 15.00 A strong kick and plenty of puff – a public health perspective on the role of sport in health improvement**

*Alistair Fisher, Strategic Manager, Primary Prevention, Health Improvement Team, Public Health, City of Stoke-on-Trent*

The value of sport as an instrument of social good is not a new concept. We can see contemporary policy-makers drawing on the inspiration of action taken by their Victorian forebears who saw the potential of football as a diversionary activity for tackling gangs and alcohol misuse. The new Government strategy for sport has the potential to build on over 175 years of evidence and best practice to connect the social and health benefits of regular physical activity participation.

Alistair will use a range of historical and present day examples of how sport has influenced health and wellbeing, with some interesting benefits and unintended consequences. This presentation will also cover the relationship between the social determinants of health, the benefits of regular physical activity and how sport is linked to local pathways for the prevention and treatment of today’s biggest killers; cancer, circulatory diseases and respiratory disease.

Alistair Fisher is a public health practitioner and former sports development officer with close to 20 years’ experience. Alistair has delivered, managed and commissioned a wide range of sport and physical activity services, from early exercise referral schemes in the 1990s, to drug recovery programmes, and text-based weight management services.

***15.00 - 15.30 Measuring your impact: why monitoring and evaluation isn’t as scary as it sounds***

***Tara Lee, Senior Consultant, Upshot***

The ability to demonstrate the impact of investment is more important than ever, whether you’re running a major not-for-profit organisation, a local authority, a charitable trust or a small community group. Funders demand monitoring and evaluation (M&E) in ever greater detail, but few provide the support needed to help organisations to develop a robust and confident M&E strategy.

In this presentation, we will look at why M&E is so valuable to everyone, not just funders, and where it can take your organisations. We’ll go through what you need to know before you get started, and how you can go about taking those first steps. We will balance ‘ideal’ scenarios with the reality of limited resources, and give case studies for you to see how other organisations have successfully managed to implement M&E into their organisations without spending weeks in front of a spreadsheet.

Since joining Upshot as a senior consultant in 2014, Tara has personally worked with over 40 clients across a variety of sectors, to help them develop and deliver monitoring and evaluation frameworks and delivery plans.

**15.30 – 15.45 Pick up your up tea/coffee/soft drink and then onto**

**15.45 -16.15 Panel debate and conclusion**

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**Sport for Social Good**

***5th July 2016, Britannia Stadium, Stoke City FC***

***Registration Form***

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| *Contact name* |  |
| *Organisation name* |  |
| *Contact tel.* |  |
| *Contact email* |  |
| *Invoicing address*  *including post code* |  |
| *Purchase order number* |  |

***Names and contact details for all delegates***

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| *Name* | *Job Title* | *Email* |
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**Access, catering or other requirements**

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**Delegate Fees**

**Special Community rate for :** £115.00 per delegate includes conference material, tea/coffee and lunch.

**Payment details**

I enclose a cheque for £\_\_\_\_\_\_\_\_\_\_\_\_\_

Please invoice me/my organisation (for Purchase Order Number see above) for £\_\_\_\_\_\_\_\_\_\_\_\_

Signed\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Position in organisation\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please complete and return to**

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YO51 9BU or email [svend@smnuk.com](mailto:svend@smnuk.com) Tel 01423 326 660