

Cambridge Sport Network Action Plan 2008-2010

Demographics of area

Cambridge city is divided into four distinct geographical areas based on the area committee structure that encompasses 14 wards, which total a population of around 110,000 people (2005)

North – Kings Hedges, Arbury, East and West Chesterton.(32,830)

East – Abbey, Romsey, Coleridge and Petersfield (31,790)

South – Trumpington, Queen Ediths, Cherry Hinton (23,140)

West – Castle, Newnham, Market (23, 260)

The north of the city has been a part of the Active Cambridge project that benefited from an Active England revenue award from 2005-2008. This has resulted in a significant increase in activity in the north of the city, to complement the new facilities built in the priority wards. We are intending on building on the enthusiasm in these wards through the Cambridge Sport Network activities.

There are approx 19, 557 people in the 0-17 year age band, with 90,112 people in the 18-64 age group.

Within the four areas that will form the area sports associations, we have determined that there are the following:

33 clubs, 4 facilities, 13 schools, 1 FE establishments in the north (Cambridge Regional College)

35 clubs, 3 facilities, 5 schools in the east

36 clubs, 4 facilities, 8 schools, 2 FE establishments in the south (Long Road, Hills Road), 6th Form (Netherhall)

18 clubs, 3 facilities, 2 HE establishments, 4 schools in the west (Anglia Ruskin and Cambridge University)

Cambridge City Council Sports Development Service

Our vision is “ a city with diverse, high quality sports services which are accessible to all Cambridge citizens and which make a major contribution to a healthy thriving community”.

The sports services strategy (2003-2007) highlights four key themes to focus action on:

- Improving access to facilities and services.
- Developing better basic services at facilities.
- Considering the contribution of sport to the wider social agenda, particularly health and inclusion.
- Improving support for community sport.

Key issues for community sport within the strategy highlighted the development of a community sport forum (CSN), anticipating demand and capacity within sport based on the growth agenda, creating better access to sport and development pathways, particularly for young people and improving support to the voluntary sports sector.

PESSCL Strategy

The CSN also links to closely to the PESSCL strategy (Physical Education, School Sport and Club links) that the Cambridge School Sports Partnership is working towards.

The overall aim of PESSCL is to enhance the take-up of sporting opportunities by 5-16 year olds.

By 2008 the aim is to have the percentage of school children who spend a minimum of two hours per week on high quality PE and school sport within and beyond the curriculum to be 85%.

Our links with the School Sports Partnership and the PESSCL strategy through the sports development service and the community sport network would be on key areas such as:

- **Step into Sport**
Step into sport encourages involvement in sports leadership and volunteering.
- **School / Club links**
Provides the link between high quality physical education and sporting opportunities in the local community.

Physical Activity Strategy – Cambridge city

There are also clear links to the Physical Activity strategy commissioned by Cambridge City Primary Care Trust in 2005, whose clear and simple vision is “let’s work together to make Cambridge a city where people lead active lives”.

There are some clear objectives within the strategy such as:

- Targeted approaches to people at risk of health inequalities to remain active.
- Promote opportunities for children to be active 60 minutes every day.
- Promote opportunities for adults of a working age to be active for 30 minutes on 5 occasions per week.

Key issues to note are that of the 2002 Health Survey of England, of young people aged 2-15 years, 30% of boys and 39% of girls are not meeting the Department of Health’s recommendation for children to be physically active for at least 60 minutes per day. The number of obese children is rising, and 50% of adults are overweight or obese.

Needs of the local community

Four local area sports consultation events were held in Cambridge in July 2007 to determine priorities for the development of community sport.

These were held in the following areas:

North – Manor Sports Centre

South – Netherhall Sports Centre

East – St Bedes Sports Centre

West – The Leys Sports Centre

Summary of findings

- Clubs are at capacity, most sections are full
- Coaches are at capacity,
- There is a shortage of volunteers to assist activities
- Clubs won't take beginners; participants need to be at a certain level of ability before they can join clubs.
- There needs to be a hub structure in place in order to develop the skills of young people before they are ready to progress into the club environment.
- There is a lack of "Community" sports clubs, most offer competition. (Badminton is a prime example of this issue).
- There is a lack of opportunities for the following age groups:
- 5-8 year olds (multi skills/multi sports clubs)
- 12-15 year olds (this is the age that young people are lost from school to community sport
- 16 years plus (back to sport environment). We have run a very successful back to sport course in the spring of 2007, which resulted in the establishment of City Hoops, a new women's basketball club.
- FE/HE colleges are looking for a structured volunteering environment that is missing in the traditional sports club environment.
- Volunteers need a volunteer mentor connected with the placement.
- There needs to be a more robust talent ID structure in place and pathways need to be determined for each sport.
- There is a lack of family orientated sports on offer (activities that parents can take part in with their children).

Priorities for community sport

Increase in participation
Develop coaching opportunities
Improve volunteering opportunities and structure
Creating school club links
Education and training

A purpose and vision for the CSN

The purpose of the CSN is to work co-operatively with the CSP in order to increase participation in sport and physical activity and widen access to opportunities throughout Cambridge city.

“The CSN mission is to consolidate existing sport and physical activity provision and develop new opportunities to enable the people of Cambridge city to enjoy the benefits of leading a physically active life.
It exists to bring together under a common purpose all agencies involved in providing opportunities for sport and physical activity in the city.”

Introduction

Following the formation of the new Community Sport Network (Cambridge Sport Network), the group would like to focus on a number of key issues for the first 2-year period, essentially increasing participation, coaching and volunteering, and raising the profile of sport across the city.

- Addressing the lack of provision for 5-8 year olds in an out of school environment by providing a multi skills setting.
- Improve provision for 12-15 year olds to cover transition from school to club sport. Reduce anti social behaviour through diversionary activities.

- Lack of “community” sports clubs – develop back to sport clubs in key sports around the city.
- Development of family orientated schemes to encourage full participation by the family.
- Clubs at capacity. – Work with key clubs to develop sections to accommodate new members.
- Coaches at capacity - Develop more coaches to address more demand
- Volunteers lacking support – develop formal mentoring process by the sports coaches working on the project.
- Clubs can’t take beginners – establish hub clubs in order to develop skills for sport.

Consultation has taken place with the following stakeholders for sport in Cambridge city:

- **Clubs** – Cambridge Volleyball Club, North Cambridge Junior Cricket Club, Cambridge Cougars Basketball Club, Arbury Aces FC, Chesterton Villa FC, Cambridge City HC, Rhinos Volleyball Club, St Phillips Volleyball Club, Cambridge City Women’s FC, Cambridge Cats Basketball Club, City Hoops Basketball Club, NCI Cricket Club, Citystix HC, Cambs Nomads HC, Cambridge Lawn Tennis Club, Cherry Hinton Cricket Club.
- **Coaches** – assortment of approx 20 coaches that are connected to clubs within the city.
- **Facility Managers** – Abbey Leisure Complex, Parkside Pools, Cambridge Regional College, Manor Sports Centre, Chesterton Sports Centre, St Bedes Sports Centre, Leys Sports Centre, Netherhall Sports Centre.
- **Governing Bodies of Sport** – England Basketball, English Cricket Board, Cambridgeshire Cricket Board, the Football Association, Cambs FA, Badminton England, Cambridgeshire Badminton Development Group, Cambridgeshire Hockey, England Hockey, Cambridge city hockey forum, Tennis East.
- **Professional Sport/Semi Pro sport** – Cambridge United FC, Cambridge Rugby Club, Cambridge City Hockey Club.
- **Education** – Cambridge School Sports Partnership, Cambridge University, Cambridge Regional College, Long Road, Hills Road Sixth Form College.
- **Sports development** – Cambridge City Sports Development Service, Living Sport.
- **Community development** – Cambridge City Council Community development.
- **CDSSA** – Sarah Juggins, Ali Cope, Andy Thornley.
- **Disability Sports Focus Group** – Helen Johnston.

Active People survey for Cambridge

Positives - 26.5% of Cambridge residents take part in sport and physical activity 3 x 30 mins per week, which is significantly higher than the East and England figures.

Inactivity levels in all age groups were lower in Cambridge than for the east.

Club membership, tuition and competition are all higher than in the east and England.

One in six Cambridge residents with a limiting disability took part in sport or recreational activity 3 times per week, which was almost twice as many as those in the east or in England.

Negatives – of the 26.5% of Cambridge residents, there are lower rates of female participation compared to males.

41.7% of respondents reported zero activity, which is significantly lower than the east or England.

One in three 16-34 year olds take part in sport three times per week, which is less than the east average.

Volunteering 1 hour a week in Cambridge is lower than the east average.

Zero participation was higher in the lower socio-economic groups (5-8) when compared to the higher socio economic groups (1-4).

The results of the Active People survey give the Community Sport Network the opportunity to increase and maintain activity levels within all age groups and socio economic groups.

Community Sport Network Membership (Terms of reference attached)

- Cambridge City Council – Sally Stanhope
- Cambridge School Sports Partnership – Ali Cope
- Primary Care Trust – TBC
- County Sports Partnership – Simon Fairhall
- Private sector leisure operator – Next Generation
- Facilities operators (SLM, dual use facility, private school facility) – Simon Churchman, Cathy Culshaw, Dave Deans
- Local sports club representation – Sally Tippen, Steve Goswell, Ali Gordon
- FE/HE representation – Debbie Casey, Caroline Ward
- Cambridge City Council Community development team – Tanya Prince
- NGB representatives – Catherine Lymer, Jim Hill
- Professional sport representative – Dan Coley (Core Cambridge)
- Cambridge and District Secondary School Sports Association – Andy Thornley
- Extended schools representative - TBC
- Disability Sports Focus Group representative – Helen Johnston
- Sports Association Reps – Phil Kinsey, Carolyn Jupp, Jenny Lowe, Sarah Juggins

| Priorities | Key objectives | Actions | Date achieved | How measured | Target Outcomes |
|---|--|--|--|--|---|
| <p>1. Increasing participation in sport and active recreation</p> <p>2. Develop coaching opportunities</p> <p>3. Improve volunteer structure</p> <p>4. Create school club links</p> | <p>Implement multi skill / multi sport clubs specifically targeted to increase participation in sport.</p> <p>Increase the number of young people entering sports clubs from school to club settings</p> | <p>Establishment of four multi skill/sport clubs in city, to increase awareness of opportunities for participating, volunteering and coaching.</p> <p>“Skills 4 Sport”</p> <p>Establish 4 multi sport hubs across the city.</p> <ul style="list-style-type: none"> • North • South • East • West <p>5-8 years – multi-skills clubs (1 hr per week per hub)</p> <p>12-15 years – activities to encourage link between school and community sport (1 hr per wk)</p> | <p>Start Jan 2008- Jan 2010</p> <p>4 hubs established by May 08.</p> | <p>No of participants</p> <p>No. of schemes operating.</p> <p>No of new clubs established</p> <p>Funding from a variety of partners.</p> | <p>A wide range of people accessing multi sport hubs.</p> <p>Opportunities for 5-8 years improved.</p> <p>Hub clubs to develop skills of participants to then progress into established supporting clubs. Clubs established by May 08</p> <p>Talent ID could be a spin off integrated into hub structure.</p> <p>Reduction in anti social behaviour.</p> <p>No. of school club links created.</p> <p>No. of people accessing club sport</p> <p>No. of community sports sessions established.</p> <p>Increased participation of young people.</p> <p>Increased participation of adults.</p> <p>Increase number of active coaches across Cambridge city.</p> |

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| | <p>Increase number of coaches across Cambridge city.</p> <p>Build capacity within clubs to develop new/larger sections including social sections.</p> | <p>per hub)</p> <p>16 years + (Back to sport and family sport activities) (1hr per wk per hub)</p> <p>Programme to encourage more adults to return to sport through coaching.</p> <p>Set up part time post of multi sports activators</p> | | | <p>Part time activators in post by February 2008</p> |
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| Priorities | Key objectives | Actions | Date achieved | How measured | Target Outcomes |
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| 3.Workforce Development, capacity building and club development | Increase number of coaches within Cambridge city. | Deliver coach education courses throughout Cambridge, based on local need that compliments CSP role. | March 2009 | No. Of Cambridge residents attending coach education courses. | Increase number of qualified coaches. Increase capacity within clubs. |
| | Increase number of volunteers across the city. | Recruit and train volunteers through local educational establishments and links with Step into Sport programme. | March 2009 | No. of volunteers supported through volunteering scheme. | Increased number of volunteers across district. |
| | Develop support structure for volunteers within sport. | Develop Aspire volunteering programme, linking volunteers to local events. Target adult volunteers of young people within club. | March 2009 | | More local volunteers. |
| | Provide training | Work with Barclays "Banking | Sept 2009 | | Capacity of clubs increased through dedicated volunteer training. |

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| | opportunities for 16 years + to receive training to go into volunteering. | on Brighter Futures” programme to work with local volunteers to deliver financial education within a community sports setting. | | | |
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Links to strategies/plans

Cambridge City Council Sports Services Strategy 2003-2007
 Club links within the PESSCL strategy – Cambridge School Sports Partnership
 Living Sport Business Plan 2006-2010
 Physical Activity Strategy – Cambridge city 2005

The new multi sport “Skills 4 Sport” clubs would support the established clubs in the city:

Basketball, Hockey, Football, Cricket, Tennis, Badminton, Volleyball

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| North | Chesterton Badminton Club, Chesterton Tennis Club, Hurst Badminton Club, North Cambridge Junior Cricket Club, Cambridge Volleyball Club, Cambridge Cougars Basketball Club, Arbury Aces FC, Cambridge Musketeers FC, Chesterton Villa FC, NCI FC, Arbury Akademiks, Chesterton Eagles FC, CRC united FC, Grove FC, Chesterton Legacy FC. |
| South | Cambridge and Crossways Badminton Club, City of Cambridge Badminton Club, Cambridge Granta Cricket Club, Cherry Hinton Lions FC, Cambridge City HC, Rhinos Volleyball Club, St Phillips Volleyball Club, Cambridge South HC, Cambridge City FC, Camden FC, Cherry Hinton FC, Trumpington Tornadoes FC, Unicorn FC, Sporting Hinton FC. |
| East | NTC Badminton Club, Cambridge Cats Basketball Club, Cambridge City Hockey Club, Citystix HC, Cambs Nomads HC, City Hoops Basketball Club, Cambridge City FC, AC Beaconsfield FC, Barnwell |

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| | Rangers FC, Cambridge Celts FC, Cambridge Magpies FC, Cambridge United FC, Carlton Arms FC, Cats FC, Genetics FC, Kitsonians FC, Manor Park Rangers FC, Quayside FC, Romsey Terriers FC. |
| West | Cambridge NCI Cricket Club, Cambridge St Giles Cricket Club, Cambridge Lawn Tennis Club, Brook Magpies FC, Nomads Badminton Club, Cambridge Ladies HC |
| Cricket | North Cambridge Junior Cricket Club, Cherry Hinton Cricket Club, NCI Cricket Club, Cambridge St Giles Cricket Club, Cambridge Granta Cricket Club, Camden Cricket Club |
| Football | Cambridge City FC, Cambridge City Womens FC, Arbury Aces FC, Brook Magpies FC, AC Beaconsfield FC, Barnwell Rangers FC, Cambridge Celts FC, Cambridge Magpies FC, Cambridge United FC, Carlton Arms FC, Cats FC, Genetics FC, Kitsonians FC, Manor Park Rangers FC, Quayside FC, Romsey Terriers FC, Cherry Hinton Lions FC, Camden FC, Cherry Hinton FC, Trumpington Tornadoes FC, Unicorn FC, Sporting Hinton FC, Cambridge Musketeers FC, Chesterton Villa FC, NCI FC, Arbury Akademiks, Chesterton Eagles FC, CRC United FC, Grove FC, Chesterton Legacy FC |
| Tennis | Cambridge Lawn Tennis Club, Chesterton Tennis Club, |
| Volleyball | Cambridge Volleyball Club, Rhinos Volleyball Club, St Phillips Volleyball Club, |
| Badminton | Hurst Badminton Club, Chesterton Badminton Club, Nomads Badminton Club, NTC Badminton Club, Cambridge and Crossways Badminton Club, City of Cambridge Badminton Club, |
| Basketball | Cambridge Cats Basketball Club, Cambridge Cougars Basketball Club, City Hoops Basketball Club, |
| Hockey | Cambridge City HC, Cambs Nomads HC, Cambridge Ladies HC, Cambridge South HC, City Stix HC, |