

Outer West Community Committee Small Grant - Project Summary



Project Name	Sport and Active Lifestyles Fair
Amount applied for	£250
Lead Organisation	Active Leeds
Ward/Neighbourhood	Farnley and Wortley Ward

Community Plan Objective	This project encompasses nearly all of the community committee objectives, as listed below Best City for Business – volunteer opportunities and learn new skills – clubs and services will be coming to the event with volunteer opportunities for young people and adults. We will also have representation from the job shop from Armley Community Hub. Best City for Community • Work with our partners to improve services in our local neighbourhoods. • Develop and make better use of community assets. The project looks to increase and develop better links between many of the clubs and services that are all doing positive good work across the area. Not only will it better link people to the assets in their communities (people, places and activities) it will also help by creating a unique networking opportunity for schools, sports providers, health providers and third sector organisations. Best City for Children and Young People • Support activities that make people and places feel safer. • Support children and young people to be engaged, active and inspired. We will showcase the great range of activities on offer for children and young people within the Inner West, by giving them an opportunity to find out information, have a go at, and watch activities which they may otherwise not have the opportunity to see. We hope to inspire them to try new activities and find out more about the safe and inclusive activities that there are within their locality. Best City for Health & Wellbeing • Promote healthy lifestyles and tackle health inequalities. • Improve access and engagement in sport and cultural activities. We will have representatives from the health sector. We will proactively be working with our most deprived LSOA's to access the event, so that the children and families from those areas can access this free event, and hopefully engage with an activity they may previously not have seen or done. We want to increase engagement in a range of sporting opportunities through the vast array of providers we will have represented at the event.
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Project Summary
Active Leeds are working in partnership with West Leeds School Sports Partnership, Dixon's Unity Academy, the LCC communities team and New Wortley Community Centre event to provide an opportunity for Children, Young People and Families from across the Armley Ward to engage with what is happening in their local area through providing a Sport and Active Lifestyles Fair. This will take place on Thursday 3rd October 3 -6pm. Children and families often report that there is little for them to do in their locality, however we know we do have a wide range of sports clubs and local activity providers whom families aren't aware of. We have high levels of children and adults not achieving their recommended physical activity participation levels. We can't underestimate the size of the challenge, not least because of the tough economic climate and the current trends in participation levels. We want to use the event as an opportunity to promote the range of activities to help increase sports & physical activity levels at grass roots levels and to reduce health inequalities. It has also come up often that providers aren't as connected to one another as they could be. This event aims to help connect the assets in the area.

We believe that we can influence and change people behaviour towards improving their inactive lifestyles through this event and also increase and sustain participation levels in physical activity. We want to create a sporting habit for life.

This will be a free event, and aims to be fun and interactive with information stalls, demonstrations and free taster sessions.

Aim of the events:

To promote sustainable sport and physical activity opportunities to people of all ages and abilities, by bringing together local sports clubs and other sport and health related organisations, with the aim of more people playing sport and activities and people being more connected to the assets in their communities.

Objectives

- Clubs and sports providers to provide information stalls promoting local sports activities – e.g. cycling, tennis etc
- To provide health related information through key partners – e.g. One You, 3rd sector organisations
- To provide a number of short demonstrations showcasing sporting activity to children and young people
- To provide have a go 'taster' sessions to encourage participation and make it fun. Tennis, cycling & climbing wall etc
- To give sport and club providers an opportunity to connect with each other, with primary schools and Yorkshire Sport Foundation
- To showcase the range of activities on offer across the local area
- To give primary schools an opportunity to see the range of trusted providers they could create better links with

If we were successful in achieving this grant we would like to spend the funds improving the engagement in attending the event, through marketing resources so that children and families are aware of the event, and some incentives for children, young people and families to attend.

We will be promoting the event to all the primary schools in the Armley, New Wortley and Farnley through flyers, banners at some key locations and through our partners. We will also aim to engage young people from Dixon's Unity Academy, who come from across the area.

When will the project run?

3/10/19

Targets for the project and how success will be measured

Local community groups and sports clubs in the area will be encouraged to attend the event so that we can signpost children, young people and adults to the local provision in the area. This will ensure that there is a sustainability approach resulting from the event and activities provided

There are around 8-10 people helping to organise the event and there will be around 25 people delivering several different activities on the day i.e. local sports clubs and local community groups to be stall holder or provide live demonstrations for children, young people to join in.

We will measure success through

- Number of sports providers (voluntary and non-voluntary) represented
- Number of primary schools engaged – we aim to have 10 schools bringing groups of children to the event to benefit, as well as teachers getting to network with sports providers building new trusted relationships that can be built upon
- Number of children / adults attending
- There will be over 400 people that will benefit from this event, such as taking part in the multi-sports activities, receiving information on local provision and signing up to local campaigns.

We will register numbers attending, postcodes and schools that children and families have come from. We will also contact all stall providers/activity providers after the event to do evaluation to see whether they have seen any increased participation following the event. We will work with West Yorkshire Sport and Streetgames to see whether they have connected with any new clubs/providers to support with funding/advice

How the project will be promoted and/or participation encouraged

We will be promoting the Sport and Active Lifestyles event through school assemblies, poster, leaflets, word of mouth, Leeds City council websites, school websites, through social media (Facebook and Twitter), banners in prime locations, texting parents and guardians and the Breeze website. We will be working with a wide range of partners from across the area to help promote the event. We will work closely with West Leeds School Sports Partnership who will promote to schools. This publicity will encourage children, young people, adults and families to attend the event in their local high school to participate in some form of physical activity and to actively encourage people to continue playing sport at their local sports clubs.

Financial Information

Revenue funding requested

£250

Total cost of project

£500

Match funding/Other funding sources

£250 from Armley

Full Breakdown of Costs

Item	Wellbeing	Other (with funding body)	Date of Decision
2000 A5 flyers for schools	£167		
4 banners	£131		
Water bottles/Incentives	£202		
Total:	£500		

Communities Team Comments