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# Sports development

Action plan 2009/2010



**NORWICH**  
City Council

## Introduction

This plan sets out the priorities for the Norwich City Council sports development team over the forthcoming year. The action points reflect the productive partnership working that takes place in the Norwich area as well as on a county wide basis.

The team has four key areas of work which have been encompassed in this plan:

- developing and delivering sports development initiatives and projects
- development and management of the Go 4less leisure discount scheme
- in-house management of the Norman Centre
- contract monitoring for Riverside Leisure Centre, managed by Leisure Connect on behalf of Norwich City Council.

As a council we are required to examine our policies and practices to guard against disadvantaging any section of our communities. The sports development team will undertake diversity impact assessments to ensure the service demonstrates a proactive approach to promoting equality of opportunity.

The contribution made by the team to Norwich City Council's cultural services was awarded a 'good' rating in 2007 by the Audit Commission. To ensure continuous improvement recommendations made have been incorporated into this plan.

This plan demonstrates the council's commitment to:

- ensuring that sports and physical activity opportunities are available to all Norwich residents and that resources are targeted where need is most demonstrated
- promoting healthy lifestyles and addressing the growing levels of obesity
- addressing anti social behaviour through the development of diversionary activities for young people
- supporting the development of sports clubs to facilitate the delivery of high quality, sustainable activities.

The council is awaiting the outcome of its bid for unitary status for a greater Norwich area. Once the decision is announced work will then commence on producing a new *Sports development and physical activity strategy*.

## Facts and figures for Norwich

The population of the Norwich City Council area is 132,200 (mid year estimate, 2007). Norwich is the 62<sup>nd</sup> most deprived local authority district in England and the second most deprived local authority in the eastern region. 19 per cent of Norwich people are income deprived and 32 per cent of children are affected by income deprivation.

19.4 per cent of residents reported that they had a long-term illness, health problem or disability which limits their daily activities or work.

Data shows 21 per cent of children to be overweight or obese (source: child height/weight survey).

## Acknowledgement

Sport makes a valuable contribution to the quality of life of many people. The sports development team recognises the valuable contribution made by volunteers to the success of sport in Norwich.

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Related documents available at [www.norwich.gov.uk](http://www.norwich.gov.uk)

Norwich City Council Sports Development Strategy 2004-08

Swimming Development Plan for Norwich 2008-12

## 1. Community development – actively engage in projects that improve the health and well being of Norwich citizens

Objectives	Action	Key partners	Target date	Expected outcome/indicator
<b>1. Target groups</b> <ul style="list-style-type: none"> <li>Young people and adults with disabilities</li> </ul>	Organise and deliver the 2009 Disability Open Swimming Gala at Riverside Leisure Centre for disabled athletes of all ages.	Norwich Swimming Forum, Clubs, Norfolk ASA.	June 2009.	70 swimmers with disabilities have competed in the Gala.
	Provide ongoing support to the Norwich Disability Multi Sports Club that provides quality coaching for 6 to 16 year olds with physical, sensory or learning difficulties.	Active Norfolk.	Ongoing.	15 children with disabilities continue to participate in coaching sessions on a regular basis.
	Work in partnership to organise and deliver the 2009 Active Norfolk Youth Games for young people with a disability. Events include indoor and outdoor activities plus swimming.	Active Norfolk, Norfolk Special schools	June 2009.	300 young people with a disability have competed at the 2009 Games.
	Provide funding support to the UEA City of Norwich Swimming Club (CNSC) to enable delivery of two weekly coaching sessions for disabled swimmers.	Active Norfolk, UEA CNSC.	Ongoing.	35 disabled swimmers have participated in coaching sessions.
	Organise and deliver a summer sport camp at the Norman Centre and Recreation Road Sports Centre for young people with a disability.	Norwich Disability Sports Club, Supersports Kids Club.	August 2009.	50 children have attended the camps.

<ul style="list-style-type: none"> <li>People on low income</li> </ul>	Work with events team to deliver a range of free sports activities as part of the summer KidZones programme held in local parks.		August 2009.	14,500 children had the opportunity to participate in free sports sessions.
	Develop and deliver a free swim programme at Riverside Leisure Centre for Norwich residents on low income and those aged 60 and over as determined by the Go 4less leisure discount scheme.	Neighbourhood Renewal Fund Board.	April 2009.	Participation increased by 20% through Go 4less free swim scheme.
	Promote the Go 4less leisure discount scheme and issue free cards at five Kidzones events in local parks.		August 2009.	500 Go 4less cards issued to families on low income.
	Increase the number of Go 4less card holders within low uptake categories i.e. diverse communities, by taking a targeted approach to promoting and issuing cards.		March 2010.	Scheme promoted to 3 target groups.
	Provide support to the UEA City of Norwich Swimming Club to deliver their summer learn to swim Splashdown programme to include children in low income families.	UEA CNSC.	August 2009.	Go 4less card holders have received 50% discount on programme.
	Continue to support the West Norwich Swimming Club to deliver low cost, high quality swimming lessons in the North Earham, Larkman & Marlpit area (NELM).	West Norwich Swimming Club.	Ongoing.	80 children have received quality swimming lessons.

<ul style="list-style-type: none"> <li>Young people at risk of participating in anti social behaviour</li> </ul>	<p>Work in partnership to enable Football in the Community (FITC) to deliver year two of the Street Sports coaching project.</p> <p>The project is aimed at young people aged 6 to 16 years, and delivers free football sessions in targeted areas in Norwich and Broadland.</p>	<p>FITC, Sports Partnership Around Norwich (SPAN), AVIVA.</p>	<p>Ongoing.</p>	<p>Street Sports continue to be successfully delivered in six Norwich wards, 160 young people to have accessed quality free sports coaching. Session launched in Mile Cross area, 25 additional young people participating.</p>
<ul style="list-style-type: none"> <li>People whose health is affected by lack of physical activity or unhealthy lifestyle</li> </ul>	<p>Develop a fitness testing programme at the Norman Centre linked with the local Health Walks Programme.</p>	<p>Health Walks.</p>	<p>Ongoing.</p>	<p>20 people have each undertaken three fitness testing sessions over the course of the year.</p>
	<p>Integrate healthy eating sessions as part of the ActiveKidz programme of activities delivered at the Norman Centre.</p>		<p>Ongoing.</p>	<p>All children attending ActiveKidz have received healthy eating advice.</p>
	<p>Seek funding opportunities to enable a Norwich wide GP Referral Scheme to be established and based at the Norman Centre.</p>	<p>NHS Norfolk.</p>	<p>December 2009.</p>	<p>Funding secured and referral scheme established.</p>
	<p>Introduce gym inductions for the total novice, aimed at improving the health of people who do not traditionally participate in physical activity.</p>		<p>March 2010.</p>	<p>450 people have undertaken gym inductions.</p>

<ul style="list-style-type: none"><li>• People aged 45+</li></ul>	As a partner in SPAN further develop the Re-energise project aimed at increasing physical activity opportunities for people aged 45 plus. Introduce one new regular activity session in the Norwich area	SPAN.	September 2009.	15 people aged 45 plus regularly participating in a new activity.
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## 2. Introduction and participation – increase the number of opportunities for people to be involved in sport and physical activity

Objectives	Action	Key partners	Target date	Expected outcome/Indicator
<b>2.1 Increasing participation</b>	Work with key partners to ensure longer term sustainability of the City Tennis Club programme which provides low cost quality tennis sessions in local parks for young people.	EA Tennis, Norfolk Lawn Tennis Assoc, Active Norfolk.	September 2009.	City Tennis Club programme incorporated into the EA Tennis Programme.
	Develop and deliver a summer activity programme for children at the Norman Centre.		August 2009.	20 children have participated in summer programme.
	Organise a free swim introduction trip to Riverside Leisure Centre for accompanied Go 4less children living in the Mile Cross area, linked to summer activity programme.		August 2009.	15 families introduced to the free swim programme.
	Engage with the parents/carers of children attending summer scheme to introduce them to sport through free taster sessions.		August 2009.	10 parents/carers have participated in taster sessions
	Introduce racquet sports taster sessions at the Norman Centre to encourage beginners to take up the sport on a regular basis.		October 2009.	12 adults have participated in a racquet sport.



	Organise and deliver free activity days at the Norman Centre for Mile Cross Primary School pupils during curriculum time.	Mile Cross Primary School, Norman Centre clubs.	Termly.	150 children have participated in free activity sessions.
	Develop a separate junior gym session as an extension of the ActiveKidz after-school club based at the Norman Centre.		December 2009.	15 children have participated in junior gym sessions.
<b>2.2 Facilities</b>	Following the production of a Norfolk Sports Facility strategy commissioned by Sport England, support Active Norfolk to launch the summary document.	Active Norfolk.	July 2009.	Document launched.
	Review and update the mapping of sport and leisure facilities in the Norwich area to enable a needs assessment for Norwich to be produced.		March 2010.	Needs assessment of sports facilities in the Norwich area produced.
	Continue to work with the skate park consultation group to ensure that the proposed facility design at Eaton Park meets the needs of the various disciplines.	Skatepark consultation group.	Ongoing.	Skatepark meets the needs of the various disciplines.
	Use funding awarded to City Tennis Club to resurface the tennis courts at Eaton Park.	City Tennis Club.	May 2009.	Eaton Park tennis courts resurfaced.
	Provide support to Heartsease based football teams to investigate feasibility of re-opening the Kabin Community Centre for use by young people.	Local football teams/clubs, Norfolk County Football Association.	October 2009.	Feasibility study completed.

	Review private Sunday booking of the Norman Centre to ascertain the feasibility of extending opening for use by individuals and clubs for sports and fitness activities.	Kings Centre.	July 2009.	Sunday opening hours reviewed.
<b>2.3 Partnerships</b>	Work as a partner in SPAN to further the aims of the Community Sports Network.	SPAN partners.	Ongoing.	SPAN continues to develop as a Community Sports Network.
	Support the delivery of the Norwich Swimming Development Plan 2008-12.	Norwich Swimming Forum.	Ongoing.	Action plan points delivered as identified.
	Support the delivery of the Riverside Leisure Centre Annual Action Plan 09-10.	Leisure Connection.	March 2010.	2009-10 Action Plan delivered.
	Through board membership of Active Norfolk actively contribute to the strategic planning of sport in the county.	Active Norfolk (County Sports Partnership).	Ongoing.	Strategic support given to Active Norfolk planning.
	Work with the Norwich School Sports Partnership (SSP) to deliver community elements of the SSP plan for Norwich.	Norwich SSP.	Ongoing.	Community elements of plan delivered.
<b>2.4 Events</b>	Deliver a Get Safe 4 Summer event at Riverside Leisure Centre plus two satellite sites with the aim of raising water safety awareness with young people.	Leisure Connection, Partner agencies, ASA.	July 2009.	300 children participated in events and made aware of water safety issues.

	Organise and deliver a Sports Awards presentation evening at City Hall to recognise and celebrate the contribution and achievements of local athletes, volunteers, coaches and schools.	Sponsors.	April 2009.	10 categories of awards presented at ceremony.
	Deliver a Fit City event for council employees, aimed at encouraging employees and their families to lead a healthier lifestyle.	Relevant agencies.	January 2010.	150 employees made aware of opportunities to lead a healthier lifestyle.
	Work in partnership to deliver three Norwich swimming qualifying events, three county school galas and swim festivals.	Norwich SSP, Norfolk ASA, Sportspark UEA.	October 2009.	300 school children participated in swimming events.
	Deliver an annual disability event at the Norman Centre, with the aim of encouraging people with a disability to become more physically active.	Partner agencies.	March 2010.	40 people with a disability to have participated in activities.
	Host a Re-energise event at the Norman Centre to introduce people aged 45 plus to a wide range of sport and physical activity.	SPAN.	October 2009.	50 people aged 45 plus introduced to physical activity through taster sessions.

### 3. Club/sport development – support the development of sport through clubs, creating sustainable pathways

Objectives	Action	Key Partners	Target Date	Expected Outcomes/Indicators
<b>3.1 Club development</b>	Assist the skate park consultation group to become formally constituted thereby enabling the group to access funding.	Skate park consultation group.	July 2009.	Skate park consultation group constituted and applying for funding.
	Through the services of the sports development team assist existing community based clubs to achieve funding to develop their activities.	Clubs.	March 2010.	10 sports clubs assisted with funding applications.
	Support the development of two new sports clubs in Norwich.	Clubs.	March 2010.	Two new sports clubs established.
	Identify and support clubs wanting to achieve ClubMark through the accreditation process.	Clubs.	March 2010.	One club to have achieved ClubMark accreditation.
	Commit to working with National Governing Bodies of Sport (NGB) focus clubs to support delivery of whole sport plans.	NGBs, Active Norfolk Clubs.	Ongoing.	Successful delivery of Norwich elements of whole sport plans via NGBs and clubs.
	Work with focus and ClubMark clubs to strengthen school club links, providing sustainable pathways for young people.	Norwich schools, Clubs.	Ongoing.	School club links strengthened.

<b>3.2 Workforce development</b>	Actively promote Active Norfolk club and coach development programme and host relevant courses in Norwich.	Active Norfolk.	Ongoing.	All Norwich based clubs aware of programme.
	Organise and facilitate a continuous professional development (CPD) day for Norwich Swimming Forum teachers at Riverside Leisure Centre.	Leisure Connection, Norwich Swimming Forum, Clubs.	September 2009.	40 swimming teachers attended the CPD day.
	Deliver an event for coaches and group leaders based at the Norman Centre to share good practice and to assess future training needs.	Active Norfolk Clubs.	January 2009.	15 coaches/group leaders have shared good practice and training needs have been identified.
<b>3.3 Supporting talented athletes</b>	Manage the council's Talented Athlete Grant Scheme aimed at providing financial support for talented athletes of all ages.		Quarterly.	Up to 20 talented athletes resident in Norwich have received a grant.
<b>3.4 Olympics</b>	Identify opportunities to use the 2012 Games to inspire people to take up and participate in regular sporting activity.	Active Norfolk.	Ongoing.	Outcome delivered though action plan points.

#### 4. Consultation – consult with individuals and organisations to identify need and service improvement

Objectives	Action	Key Partners	Target Date	Expected Outcomes/Indicators
<b>4.1 Consultation</b>	Hold a consultation event to determine the future development of a Norwich disability sports forum to champion sport and physical activity for disabled people.	All interested parties.	April 2009.	A Norwich disability sports forum is established.
	Through the provision of chair and secretariat support the Norwich Swimming Forum to ensure the needs of swimmers and clubs are identified and met.	Norwich Swimming Forum.	Quarterly.	Needs identified and addressed.
	Facilitate Norwich School Swimming Teachers Forum to identify need and to support teachers.		Quarterly.	Needs identified and addressed.
	Through the provision of secretariat and chair provide SPAN (Community Sports Network) with the support it needs to consult on sport issues relevant to the Broadland and Norwich area.	SPAN.	Quarterly.	Needs identified and addressed.
	As a partner undertake consultation event with a wide range of organisations to determine key priorities and future direction of SPAN.	SPAN, Relevant organisations.	May 2009.	Key priorities identified and developed.

	Through the SPAN Re-energise steering group identify the need for activities for people aged 45 plus and support funding applications to deliver related projects.	SPAN.	Ongoing.	Needs identified and funding sought for projects.
	Through the advocacy group People First identify and seek to meet the leisure needs of people with learning difficulties.	People First working group.	Bi-monthly.	Needs identified and links to relevant opportunities established.
	Work with Green Spaces to identify need, service improvements and opportunities relating to sports provision in Norwich City Council parks.		July 2009.	Sports provision needs, resulting improvements and opportunities identified and acted upon.
	Norman Centre to undertake consultation process with user and non-user groups, result of which will be used to further develop the centres programme of activities.	Community groups, Agencies.	September 2009.	Programme of activities reflect outcome of consultation process.
	Develop out-reach work at the Norman Centre through its agency partners to engage with hard to reach groups eg migrant workers to identify their leisure needs.	Community groups, Agencies.	September 2009.	Programme reflects needs of hard to reach groups.

## 5. Marketing and communication – promote the services of the sports development team

<b>5.1 Marketing and communication</b>	Seek opportunities to promote the services offered by the sports development team through relevant internal and external publications.		Ongoing.	Services promoted to a wide audience with hard to reach groups targeted.
	Review the current Sports directory 08/09 and produce an update insert leaflet detailing new clubs.	SPAN.	October 2009.	Sports directory updated via insert leaflet.
	Take a targeted approach to promoting the Go 4less free swim scheme at Riverside Leisure Centre.		April 2009.	Scheme promoted to target audience.
	Produce an information leaflet on funding opportunities for sports clubs and individuals.		October 2009.	Clubs and individuals aware of funding opportunities.
	Produce a new In the Swim leaflet providing information about swimming opportunities in the Norwich and Broadland area.	SPAN, Broadland District Council.	October 2009.	Swimming opportunities promoted.
	Produce a summer holiday activities leaflet for distribution through the Norwich School Sports Partnership (NSSP).	NSSP.	June 2009.	Summer holiday activities promoted to young people.



	Develop a new e-newsletter to share good practice, promote funding opportunities and to deliver a regular update on sports development issues.		June 2009.	Regular e-newsletter produced.
	Produce version two of the Re-energise Keeping active for life directory.	SPAN, Broadland District Council.	September 2009.	Version two produced and distributed
	Develop a Re-energise project that assesses the value and impact of directly targeting marketing to 60 plus age group via councils' national bus pass schemes. Funding to be sought through Awards for All scheme.	SPAN, Broadland District Council.	September 2009.	Marketing material distributed and impact measured.
	Review all Norman Centre leaflet provision to ensure it reaches the target audience.		August 2009.	Review undertaken new marketing materials produced where required.
	Update Go 4less leaflet to reflect free swim initiative.		April 2009.	Eligible people made aware of scheme.

## 6. Monitoring, evaluation and quality assurance – provide evidence of the effectiveness of services

Objectives	Action	Key Partners	Target Date	Expected Outcomes/Indicators
<b>6.1 Evaluation and monitoring</b>	Monitor and evaluate all events delivered by the sports development team.		Ongoing.	Following monitoring, relevant action taken to address any service issues and areas for future improvement identified.
	Distribute customer satisfaction feedback forms to partners on completion of key projects.	Relevant partners	March 2010.	10 completed forms received and relevant action taken.
	Undertake quarterly progress review on delivery of the action plan points.		Quarterly.	Review undertaken and relevant action taken.
	Interrogate and interpret local results of the Sport England Active People and Active Places national surveys.	Sport England.	As required.	Planning process of projects has reflected results of national surveys.
	Monitor National Indicator N18 defined as the percentage of the adult population who participated in sport and active recreation, at moderate intensity, (30 minutes on three or more days a week).	Sport England.	Annually.	Monitor outcome of survey 3. Active People survey 2. result 25.1% Active People survey 1. result 22.8%
	Introduce and monitor interim N18 indicator through Riverside swimming participation statistics.	Leisure Connection.	Quarterly.	Quarterly figures monitored to track progress on increasing N18 percentage.
	Establish Key Performance Indicators (KPI's) relating to Norman Centre i.e. financial, usage, speed of repairs and customer feedback.		April 2009.	KPI's established and monitored.

	Undertake Diversity Impact Assessments (DIA's) for all elements of the sports development service and produce action plans.		March 2009.	DIA's and action plans completed and reviewed for sports development, Go 4less and Norman Centre services.
<b>6.2 Quality assurance</b>	Following external Mystery Shopper visits to Riverside Leisure Centre, Norman Centre, sports provision in parks and the Go 4less scheme outlets produce improvement plans.	Leisure Connection.	June 2009.	Improvement plans produced and points progressed.
	Put in place policies and procedures to enable the Norman Centre to be assessed for Quest Facility Accreditation.		December 2009.	Norman Centre ready to apply for Quest accreditation.
	Undertake monthly site visits and contract monitoring at Riverside Leisure Centre to ensure service standards are maintained.	Leisure Connection.	Monthly.	Service standards maintained.
	Record and track complaints received by Norwich City Council relating to Riverside Leisure Centre.	Leisure Connection.	Ongoing.	Complaints tracked through to resolution.
	Review and update sport specific element of the council's Safe Guarding Policy and Procedure to meet requirements of Every Child Matters agenda.		July 2009.	Sports specific appendix of policy updated.

# Sports development

Action plan 2009/2010

**For further details regarding sports development opportunities in Norwich or if you require this plan in large print, on audiotape or in another language please contact:**

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