



Get
ACTIVE
Report

Contents

Contents	2
Background	3
Approach	4
The Programme	5
Impact	6
Feedback	8
Case Studies	9
Moving Forward	12
With thanks to	14

Background

The Get Active project began in 2016 when Golding Vision and Kent Sport partnered to deliver a 10 week programme establishing 6 new sports sessions across the 4 Golding Homes highest stock areas of Marden, Tovil, Park Wood and Shepway. The initial 2016 programme ran from January to March and engaged a total of 80 participants aged 5-18, with an average attendance of 13 at each session.

From this a 20 week programme from June to October 2016 was delivered across the same 4 areas, introducing more sports thanks to significant funding from Golding Vision. Across the 20 weeks, 504 young people aged 3-18 were engaged, with an average attendance of 12 at each session.

Using the HACT social value calculator, Social Benefit was calculated using community investment values from the Social Value Bank, created by HACT and Daniel Fujiwara. The results reveal that £513,047 of social impact was created from the attendees participating in frequent mild exercise for the 20 week programme in 2016.

After the success of 2016, Golding Vision and Kent Sport both invested into the project for 2017 to replicate and improve on the previous year's programme.



Approach

As this is the second year of the project, we were able to gain highly valuable insight and feedback from participants, parents, carers, partners, deliverers and the wider local community that helped to shape the 2017 programme.

Taking this feedback into account, we offered different sports in different locations, and introduced new communication channels including a dedicated Facebook page and mobile phone.

We continued to work together to ensure that the sporting activities on offer continued to be used as a tool with the ultimate aim of:



Creating more cohesive communities.



Significantly reducing the number of disturbances, occasions of nuisance and occurrences of anti-social behaviour.



Equipping local people with the appropriate skills to offer better life chances.



Improving the local environment and creating happier, healthier places to live.



We were also able to introduce questionnaires for the participants/parents at both the start of the programme and the end, ensuring that we could precisely measure activity levels before and after the sessions, as well as wider outcomes related to place shaping.

The Programme

Park Wood

Boxing
Football
Archery Tag

Shepway

Boxing
Cricket
American Football

Tovil

Boxing
Football
Gymnastics

Marden

American Football
Cricket
Football
Archery Tag

12 weekly sports sessions

Gymnastics Holiday programme

Funded by
goldingvision

Get ACTIVE
Park Wood

KentSport.org

FREE activities on your doorstep throughout the summer
facebook.com/GetActiveGolding - For enquires call 07872 417912

Football

6 June - 17 October

Boys & Girls 5 - 10 years
Tuesdays 4.30 - 5.30pm
Boys & Girls 11 - 16 years
Tuesdays 5.30 - 6.30pm

Ball Court by Heather House,
Bicknor Road, ME15 9PS



Boxing

28 June - 20 September

Boys & Girls 5 - 11 years
Wednesdays 5.00 - 6.00pm
Heather House,
Bicknor Road, ME15 9PS



Archery Tag

8 June - 19 October

Boys & Girls 8 - 13 years
Thursdays 4.00 - 5.00pm
Parkwood Recreation Ground,
Near Heather House,
Bicknor Road, ME15 9PS



Get ACTIVE
Tovil

KentSport.org

FREE activities on your doorstep throughout the summer
facebook.com/GetActiveGolding - For enquires call 07872 417912

Football

5 June - 16 October

Boys & Girls 5 - 11 years
Mondays 4.30 - 5.30pm
Tovil Community Centre,
Barfreston Close, ME15 6FC



Boxing

28 June - 18 October

Boys & Girls 5 - 11 years
Wednesdays 3.30 - 4.30 pm
Tovil Community Centre,
Barfreston Close, ME15 6FG

Gymnastics

3 August - 31 August

Boys & Girls 2 1/2 - 4 years
Thursdays 11.00 am - 12.00 pm
Boys & Girls 5 - 7 years
Thursdays 2.00 - 3.00 pm
Boys & Girls 8 - 11 years
Thursdays 3.00 - 4.00 pm
Freestyle Gymnastics
Boys & Girls 11+ years
Thursdays 2.00 - 3.00 pm



 Pegasus
Pegasus Gymnastics Club, Forleigh Hill,
ME15 6RG (behind Lidl)

Booking required
Contact Pegasus GC
info@pegasus.org
01622 688719

Funded by
goldingvision

Get ACTIVE
Shepway

KentSport.org

FREE activities on your doorstep throughout the summer
facebook.com/GetActiveGolding - For enquires call 07872 417912

American Football

6 June - 17 October

Boys & Girls 5 - 11 years
Tuesdays 4.00 - 5.00pm
Shepway Recreation Ground,
Cumberland Ave, ME15 7JN



Cricket

8 June - 19 October

Boys & Girls 5 - 11 years
Thursdays 4.00 - 5.30pm
Shepway Recreation Ground,
Cumberland Ave, ME15 7JN



Boxing

9 June - 20 October

Boys & Girls 5 - 11 years
Fridays 5.00 - 6.00pm
Girls only 11 - 18 years
Fridays 6.00 - 7.00pm
Shepway Community Centre,
Cumberland Ave, ME15 7JN



Funded by
goldingvision

Get ACTIVE
Marden

KentSport.org

FREE activities on your doorstep throughout the summer
facebook.com/GetActiveGolding - For enquires call 07872 417912

Cricket

Thursday Morning

27 July - 31 August
Boys & Girls welcome
5 - 10 years 11am - 12pm
11+ years 11am - 12pm
Cranham Square, Marden, TN12 9TG



American Football

Wednesday Morning

26 July - 30 August
Boys & Girls welcome
5 - 10 years 11am - 12pm
11+ years 12pm - 1pm
The Cockpit, Marden, TN12 9TQ



Archery Tag

Monday Morning

31 July - 28 August
Boys & Girls welcome
8 - 12 years 10am - 11am
12 - 18 years 11am - 12pm
The Cockpit, Marden, TN12 9TQ



Football

Monday Evening

24 July - 28 August
Boys & Girls welcome
5 - 11 years 6pm - 7pm
12 - 18 years 7pm - 8pm
Marden Minors FC, Ann's Field Pottenden
Lane Pitches, Marden, TN12 9QJ



The length of the programme allowed for sessions to gain momentum and meant that they became a regular fixture in the lives of the families involved.

Participant Overview

2022 visits

444 participants aged 2-18

Average attendance of **12**

Social Benefit: **£545,918**

Social Benefit has been calculated using community investment values from the Social Value Bank, created by HACT and Daniel Fujiwara. The results reveal that **£545,918** of social impact has been created by the project from young people participating in frequent mild exercise and attendance at youth clubs.

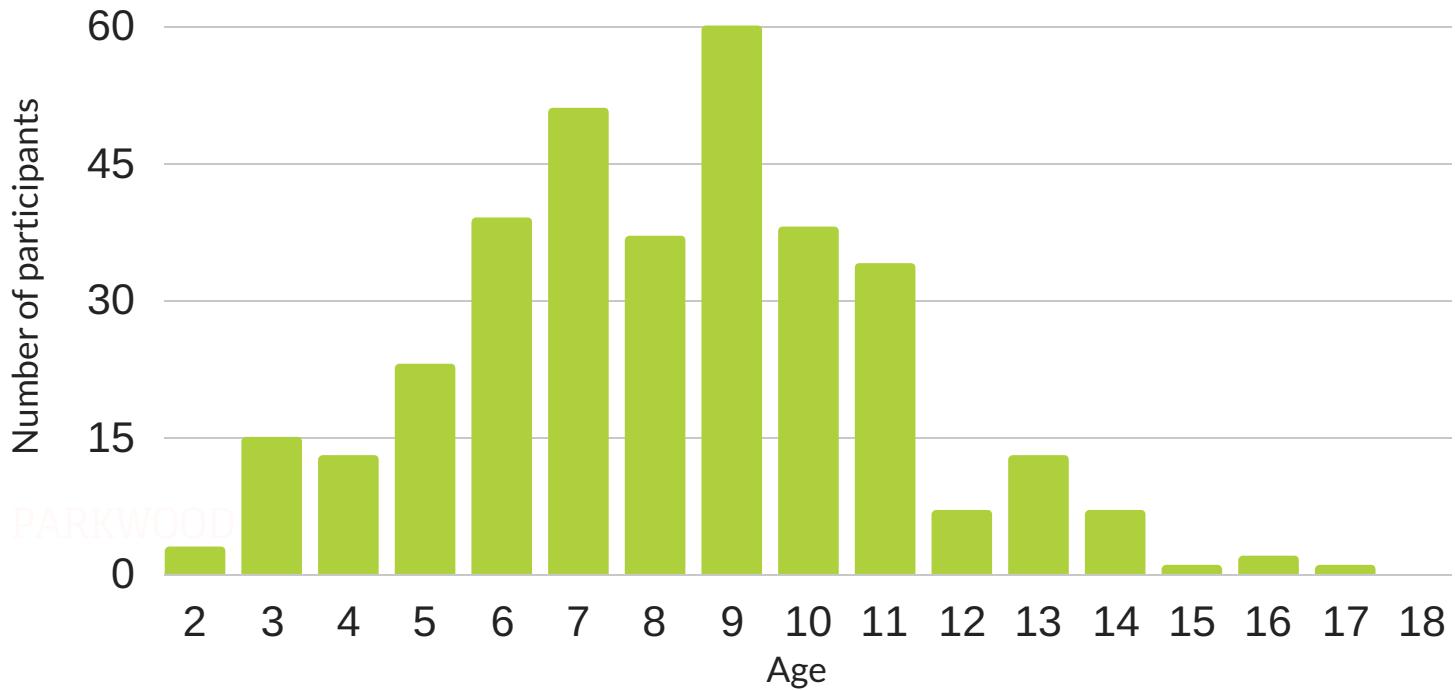
HACT: <http://www.hact.org.uk/>

Participation

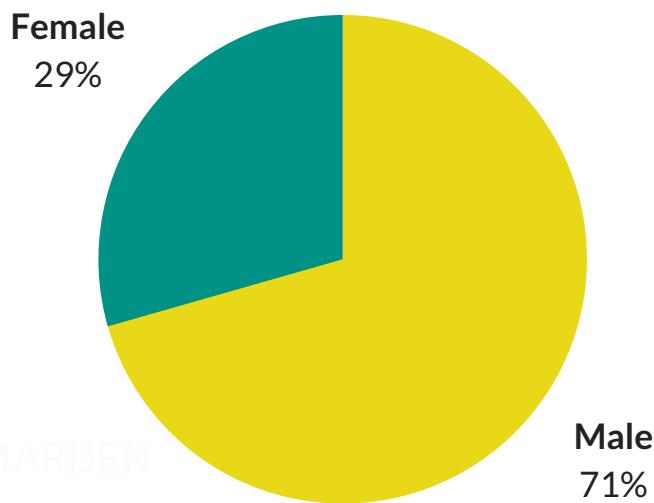
Get Active 2017		Number of visits		Number of participants		Average attendance	
Shepway	Boxing	276	452	48	78	14	8
	Cricket	133		15		7	
	American Football	43		15		3	
Tovil	Boxing	154	545	32	141	9	22
	Football	132		22		7	
	Gymnastics	259		87		52	
Park Wood	Boxing	135	938	39	167	10	17
	Football	617		76		31	
	Archery Tag	186		52		9	
Marden	Football	33	87	26	58	6	4
	American Football	24		11		4	
	Cricket	23		14		4	
	Archery Tag	7		7		1	
		2022		444		12	

Impact cont.

Further analysis of the data has revealed that the majority of the participants were aged between 6 and 10. A full breakdown of ages of the young people involved is:



It is important to note that there may have been more young people aged 11+ than we were able to capture as they often arrived without a guardian and therefore had to take a form home to be completed, which didn't happen 100% of the time.



Participants were predominantly male, which may be a reflection of the sports on offer.

Female only sessions were run to try and combat the difference in participation level.

Feedback

It was also possible to capture individual qualitative feedback via the questionnaires that were completed at the end of the programme. Some of the feedback that was received is as follows:

I like that it is close to my house

Learning to play and joining a local club was the best

Learning new skills with my mates was the best

The coaches were fun

PART

We asked the participants:

How often do you go to youth clubs, scouts, sports clubs etc.

1. Most Days
2. More than once a week
3. Less than once a week
4. Hardly ever
5. Never

	Before	After
1	8.58%	50%
2	40%	42.31%
3	20.00%	7.69%
4	15.71%	0%
5	15.71%	0%

There has been a dramatic and significant improvement in the amount of young people who are regularly active as a result of the Get Active sessions, with no young people featuring in the 4th and 5th categories and 92% of the participants being active more than once a week or most days.

Case Studies

Family Football

After a few weeks, as numbers started to pick up at the football session within Tovil, two sisters who have been Tovil residents all their lives brought their young family to attend. Three boys aged between 7 and 11 and a young girl aged 10. Daisy, who had never played football before, was initially very nervous and when it came to playing games would leave the cage and watch from the side. After a few weeks of attending and training, Daisy started to show real promise and her enjoyment grew more and more, as well as her confidence.

After one session her mum spoke to the Charlton Athletic Community Trust (CACT) coach about joining a football club as the club her sons played in didn't have a girls section.

After some research and phone calls, CACT were able to pass on three contacts for football clubs within the Maidstone region who delivered girls football.

Daisy attended a few sessions at Larkfield Juniors, and has since signed for the 2017/18 season with the Under 12 girls team. CACT coaches saw a further growth in Daisy's confidence and playing ability from playing each week within a structured football team. Her brothers, who before wouldn't even want Daisy to play, were now praising her and asking if they could have her on their team. When asked about the 20 week football programme, Daisy's mum said:

"My boys have always loved football and been pretty good, but I had no clue how good Daisy was, Charlton have been great in supporting me finding a team for Daisy and continuing to encourage her to play each week."



Case Studies

American Football for Tye



Since 2007 the National Football League (NFL), the professional American football league from the USA, has been regularly playing games in London and, as a result, the sport has seen a steady growth in profile and popularity in the UK over this period.



Until his teacher introduced him to American football, 9 year old Tye Martin didn't know much about the sport, but now he is hooked. His school entered the flag football competition in last year's Kent School Games and, despite being too young for the year 6 tournament, his teacher saw the potential in him and gave him the chance to play.

Tye enjoyed this experience but couldn't find a way to continue to play after the School Games event. Fortunately for him, the Get Active sessions began and he was able to get involved in the sport with other children in the Shepway area. The free sessions gave the young people the opportunity to get active and try different sports that aren't played in the majority of schools. They also created pathways into local clubs that allowed participants to continue playing beyond the sessions.

When asked about the sessions, Tye said:

"They were really good and I really enjoyed them. The coaches were all very nice and very willing to teach me, both coach Dylan and coach Adam were very good."

He would love to see even more people get into the game and enjoy the same experience he has, and has encouraged his friends and others to come and try community club Kent Phoenix.

"I love playing flag football and would say to anyone to come and give it a try."

Case Studies

Continued love for Cricket

Dom is a local 11 year old boy who returned to the cricket sessions this year after enjoying them in 2016, attending the majority of sessions with his sister Abi.



He has over pronated ankles which can make physical activity uncomfortable for him however the adaptable nature of cricket has enabled him to participate fully and really enjoy the game. His skills have developed and after starting secondary school in September he had the confidence to join the cricket club there and made a lot of new friends.

As one of the older participants, Dom was always keen to help the younger ones and guide them through drills and games, helping them to develop and have fun. He has showed some great leadership skills and we hope he continues to do this in other environments.

Particulars

Having progressed well and gained in confidence he is now looking to join a local cricket club in the near future to continue his cricketing journey. Thanks to the Get Active sessions he has found a sport that he really enjoys and will continue to play in future.



Moving Forward

Kent Sport and Golding Vision hosted a review and feedback session with all partners, to discuss the hits, misses and future recommendations for moving the project forward.

The main negative of the project, again, centred around the general inconsistency of the programme, from numbers of people attending, especially in Marden, to weather being unpredictable, with extremes putting people off attending.

Successes of the project included a large amount of families attending sessions together, as well as returnees from 2016 showing that people saw the value of the sessions. There was a steady increase in numbers as the weeks went by as well as a large variety of ages, with an increase in the youngest and oldest ages comparatively to 2016.

We have also seen deliverers continue sessions after the funding has ended with participants paying a small amount.

The following suggestions were made in moving the project forward:



Investigate the possibility of an online booking facility to allow deliverers to plan sessions according to numbers. However it must be considered that not everyone has access to a computer or the internet so it must still be possible to turn up without booking.



Introduce incentives for those who regularly attend and/or for those who book online before the programme starts.



Look to have a 'community champion' or helper who is available during sessions to assist coaches with data collection to ensure that the highest quality information is captured.



Improve consent and registration forms to take into account GDPR.



Moving Forward cont.



Consider what questions are being asked on the consent form, and introduce 'Are you a Golding Homes resident?' so we can effectively quantify how many residents are benefiting.



Create more opportunities for sports/deliverers to communicate with each other during the programme to share best practice and to help each other overcome barriers.



Due to the success of the pre-school gymnastics sessions, other sports/activities are keen to run sessions for this age group, or encompassing the whole family.

PARTNERS



Explore the accessibility of the sessions on offer? Are they inclusive or could disability specific sessions be introduced?



Reflecting on participation data, introduce more female/girls only sessions and activities (swimming, netball, dancing) taking into account insight from This Girl Can.



Work with CACT on their traineeship programme to offer support to coaches and experience for trainees, as well offering Primary School promotional days.



Potentially move the programme to run from April to September which may provide better weather, as well as exploring how to make the project sustainable in the long term.



Continue to look and apply for long term funding to expand and improve the project and the brand.

MARDEN



With thanks to:



American Football Development Ltd.



Charlton Athletic Community Trust



Contact Archery



Fusion Healthy Living Centre



Kent Cricket - Community Team



Olympia Boxing



Pegasus Gymnastics Club

Salus

