

## Monitoring report on the Promoting Sporting Participation Task Review

Tuesday 23rd July 2013

<b>RECOMMENDATIONS</b>  ( as agreed by the Executive Committee in June 2012)	<b>Action taken</b>
<b>1) A new independent website be created to promote sport and leisure in Redditch, be maintained and updated on a constant basis, and possess its own domain name to give it its own distinct identity</b>	<p>The Leisure Webgroup has been a key driver for the services webpages over the last 12 months. Not all has gone well, but generally much improvement has been made.</p> <p>Encouraging staff to understand the importance and profile of the website and to recognise the benefits and impact these pages have on their own services and service delivery.</p> <p>With the help and support of the ICT Webteam Officers have been able to refresh the Leisure site with new look pages, giving easier navigation, accurate and up-to-date information as much as possible, re-creating existing pages and incorporating new pages, including Pitcheroak Golf Course and new Events listing pages.</p> <p>The Star rating system continues to feed into service teams and used both for improving pages and identifying customer needs. You will see from the chart below that although there hasn't been a significant increase in 4 star ratings (generally customers do not comment when satisfied), the reduction in 1 star ratings is clear.</p>

Star Ratings on Council Website for Leisure and Culture  
2013 January - July

Month	1 star	2 star	3 star	4 star
January	5	2	2	3
Feburary	3	0	0	4
March	2	1	1	0
April	3	1	0	2
May	1	1	0	0
June	2	1	0	2
July	1	0	0	0
Totals	17	6	3	11

Further information about the action that has been taken in response to this recommendation has been provided in Appendix A to this report.

**2) Officers undertake a review into the possibility of creating new branding for Redditch Sports and Leisure to help compliment the new independent website; and that the Council create a competition for local students to design the new branding.**

Joint logos have been looked at on staff uniforms. However, both group leaders agreed that there were to be no separate team logos.

**3) The Council look to maximise the benefits of parks and green spaces in Redditch by introducing more informal games areas and additional equipment to help increase sporting participation and physical activity in the local area**

There are 4 agreed projects in regard to introducing informal games areas and additional equipment to increase sporting participation;

**Disc Golf-**

The 9 hole disc golf course opened on 14<sup>th</sup> June with an Inter school competition between Roman Way and Matchborough First Schools.

The course is the 36<sup>th</sup> permanent course in the Country and one of only 12 'free to play' courses.

Disc golf is played in over 40 countries and ideal for families.

The Disc Golf course as our largest and most recognisable project acted as a great launch for the project as a whole and received very positive press coverage.

**Multi Use Games Zones-**

Templates have been designed to mark out multi use sports grids in various parks and green spaces throughout the borough, the concept is a multi coloured bright grid marked directly onto grass that will enable football, touch rugby, american football, volleyball (type) games to be played.

The grids will be marked in the summer school holidays and promoted through local media.

**Outdoor table tennis-**

Three outdoor table tennis tables are due to be installed w/c 22<sup>nd</sup> July at Morton Stanley Park, two tables will be the traditional size and design and one a circular table, will provide for up to 8 players to play in the round and will provide great stimulus for signposting to local clubs.

**Orienteering-**

The project team are currently working with a local orienteering club to improve our current orienteering routes, there are great plans to develop orienteering locally and initial events have been well received and attended.

The new stimulus will include specific 'art' based stations that will encourage entry level courses ideal for families with young children and provide key focus points for walking and exercise within the natural environment.

<p><b>4) The Council gives it full support to the introduction of new events to promote sport and physical recreation, individual sports clubs and increased sporting participation in Redditch</b></p>	<p>Following a highly successful 2012 inspired event last summer at the Abbey Stadium, a club promotion event will take place at the end of September at Arrow Valley Lake, with the chance to promote park run, the lakeside clubs and physical activity. Following feedback from last year, the many clubs that attended had a positive response, but many who attended the Abbey Stadium were already sporty, so we have took the project to the lake to try and encourage more new users to attend and increase sports club membership. Working this year with the arts and events team, the event will be a day of performance, demonstrations and freebies from local clubs and organisations. This year we will also invite local health based organisations to encourage people to live a healthy, active lifestyle.</p> <p>We have also added our local sports coaches to the arts team events such as street theatre, to promote clubs and activity, as many people who do not engage in physical activity attend the arts and music based events.</p>
<p><b>5) The Council work closely with NEW College to enable its students the opportunity to support these new sporting events on a voluntary basis.</b></p>	<p>Following the successful appointment of the BRAVO Volunteering Coordinator (BRAVO - Bromsgrove and Redditch Active Volunteering Opportunities), we now have support information, branding and t-shirts for all volunteers. We have a database of opportunities and following our initial partnership development period, are now creating a publicity campaign. We have secured a strong link with NEW College, with 180 students attending the sportmakers programme and have a programme in place to start sports coaching placements in schools with sport students in September, We have also developed links with the adult learning department and will be supplying placement for adults with disabilities from September. Working closely with Chadsgrove Special School, we are designing an inclusive volunteering pathway to cater for all the needs of people with disabilities to ensure they have a positive experience. We have a sports coaching apprentice in post, who attends NEW College and this has been very positive. He has completed all of his basic coaching qualifications and will now be attending courses to become a qualified rugby, multi skills and athletics coach.</p> <p>For further information about BRAVO please refer to the <i>BRAVO Volunteer Handbook</i>, attached as the second appendix to this report.</p>

