

# Ellesmere Port and Neston Community Sports Network



**Visioning document**

**April 2007**

## **Introduction**

The Chief Medical Officer's (CMO) report 'At Least Five a Week'<sup>1</sup> sets out the strength of evidence for the role physical activity can play in preventing and treating a range of disease conditions including obesity, cardiovascular disease, diabetes, some types of cancer and mental health.

To obtain such health benefits the Department of Health recommends minimum levels of participation in physical activity for young people and adults:

- Young people should achieve a total of at least 60 minutes of at least moderate intensity activity each day.
- Adults should achieve a total of at least 30 minutes of at least moderate intensity physical activity, on 5 or more days a week.

Current levels of participation in physical activity give cause for public concern. 70% of adults, 30% of boys and 40% of girls<sup>2</sup> are not currently achieving the recommended levels. As a result government policies and challenging targets<sup>3</sup> have been set for increasing participation in physical activity over the next few years.

## **What is the Ellesmere Port and Neston Community Sports Network?**

The Ellesmere Port and Neston Community Sports Network acts as the local voice for sport and physical activity.

We are a group of local agencies who have a shared vision and common goals for delivering sport and physical activity. The group is made up of local stakeholders - voluntary, public sector and private.

We are linked to Ellesmere Port and Neston Local Strategic Partnership and aim to have a balance between strategy and delivery

### **What is our shared vision?**

'To change the culture of sport and active recreation in Ellesmere Port & Neston in order to increase participation in physical activity across all social groups leading to improvements in health and other social and economic benefits'.

### **How are we going to achieve this?**

We are aiming to:

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<sup>1</sup> At Least Five a Week, Chief Medical Officer, Department of Health, 2004

<sup>2</sup> At Least Five a Week, Chief Medical Officer, Department of Health, 2004 and the Health Survey for England, Department of Health

<sup>3</sup> Game Plan targets are for 70% of adults to achieve the recommended levels of physical activity by 2020, with an interim target of 50% by 2011. Department for Culture, Media and Sport/Strategy Unit, 2002

- Increase participation levels within sport and physical activity by 1% year on year
- Widen access to opportunities for sport and physical activity
- Bring together and align partners existing priorities and targets within one joined up local vision and relevant action plans
- To identify and secure the funding and resources required to increase participation and widen access to sport and physical activity
- Ensure the inclusion of sport and physical activity in the Local Area Agreements and Local Public Service Agreement

### **What are our main areas of work**

We are currently working on the following areas:

- development of a local action plan to support our vision and goals.
- provision of high quality inclusive school sport provision linked inextricably with strong, well developed and sustainable school club links.
- coach development, club development, competition structures and player pathways.
- sport and physical activity as a tool to develop community well being
- sport and physical activity as a tool to promote education and skills: via volunteering, coaching, leadership, sport as a career option, sporting events, social enterprise development, links to FE/HE.
- increased access to local sport and physical activity programmes by traditionally excluded groups.

All of this needs to be informed by current participation and activity levels in the borough against the background of health needs and access to services.

### **Ellesmere Port and Neston Borough**

80,927 people live in the borough of Ellesmere Port and Neston of these 51% (n 41,528) are female and 49% (39,399) male. In the 2001 census, 21% of the resident population were aged under 16, 57% were aged between 16 and 59 and 22% were aged 60 and over. The average age was 39, the same as that for England and Wales.

The life expectancy of men in Ellesmere Port and Neston is 77 years, women 81.5 years. The male life expectancy rate is better than the national average; women's life expectancy is similar to the national average but has shown a reduction in improvement over the last two years.

### **Key social attributes of the different communities within the Borough are summarised below:**

About a fifth of the population are under sixteen years of age. Parkgate and Willaston wards have the lowest proportion of under sixteen year olds (16%),

whereas in Grange, Rivacre and Stanlow wards more than 25% of the population are under sixteen year olds.

A further fifth of the population are over sixty. Groves and Stanlow wards have the lowest proportion (15%), whereas Parkgate and little Neston have 29% over sixty years old.

Across the borough, nearly 1000 babies are born each year, and nearly 800 people die.

Analysis of the Index of Multiple Deprivation 2004 for Ellesmere Port and Neston shows that around one in five of the population (16,695 people) live within the 20% most deprived lower super output areas in England (table one). Furthermore, the health deprivation and disability domain specifically identifies areas with relatively high rates of people who die prematurely or whose quality of life is impaired by poor health or who are disabled. This domain shows that 22,930 (28%) people living in Ellesmere Port and Neston fall within the 20% most deprived lower super output areas in England.

In 200-04, life expectancies in quintile 1 as measured by the IMD was 75.5 years compared with 83.2 years in the least deprived quintile.

**Table One – Proportion of Ellesmere Port and Neston Population  
By IMD Quintile**

<b>Index of multiple deprivation Quintile</b>	<b>Percentage of population (%)</b>
1 - Most deprived	20.42
2	16.57
3	16.71
4	19.02
5 -Least deprived	27.28
<b>All</b>	<b>100%</b>

In the 2001 Census around 97% of the Ellesmere Port and Neston population classified themselves as being British. The largest ethnic groups other than British, were Irish, other white, and Chinese (Table two).

**Table Two –Ellesmere Port and Neston PCT resident population by Ethnic Group, 2001 Census**

Ethnic Group	Ellesmere Port & Neston	
	Number	Percentage (%)
Irish	789	0.97
Other White	662	0.81
White and Black Caribbean	73	0.09
White and Black African	65	0.08
White and Asian	140	0.17
Other Mixed	87	0.11
Indian	97	0.12
Pakistani	35	0.04
Bangladeshi	69	0.08
Other Asian	52	0.06
Caribbean	25	0.03
African	28	0.03
Other Black	6	0.01
Chinese	231	0.28
Other Ethnic Group	104	0.13
<b>Sub Total</b>	<b>2,463</b>	<b>3.02</b>
<b>British</b>	<b>79,195</b>	<b>96.98</b>
<b>All People</b>	<b>81,658</b>	<b>100.00</b>

### **Health Needs**

The most important local health problems reflect the underlying levels of deprivation within our community.

- Heart Disease accounts for about a quarter of all deaths in under 75 year olds, and a fifth in people over 74. This is 129 deaths each year in local people, a little under half of these under the age of 75.
- Pneumonia and other chest disease accounts for a quarter of all deaths over the age of 74 years, stroke accounts for a further 12%.
- Mental Health problems, although not a big killer, account for a large amount of ill health in the borough. This is demonstrated by an annual spend on antidepressant medicines approaching half a million pounds, and an admission rate to hospital for depression of 140 per 10,000 people over 3 years. In addition, we know that there are at least 115 local people in treatment for drug misuse problems.
- Cancers account for more than a third of deaths in under 75 year olds, and a fifth in people over 74. Lung cancer is the single commonest cancer, leading to over fifty deaths each year.

However if we only look at death rates this does not give us a true picture of the health experience of local residents – we also need to look at the burden of ill

health. The main burden of ill health in Ellesmere Port and Neston are mental health problems, heart disease and stroke and cancers. Bone and joint problems and breathing problems are also prominent. For Ellesmere Port and Neston residents these have either caused a high number of early deaths (years of life lost) and/or are estimated to cause a high number of years spent in ill health (years of disabled life).

In Ellesmere Port and Neston we have high rates of smoking with a prevalence of 29%, this is higher than the national average of 26%. In parts of the borough smoking rates in excess of 40% are recorded.

### **The obesity epidemic**

The prevalence of overweight and obesity has increased considerably over the past 20 years. Between 1993 and 2002 the proportion of overweight and obese adults increase from 62% to 70% in men, and from 56% to 63% in women. The proportion of individuals who are categorised as obese rose from 13% to 22% for men, and from 16% to 23% in women from 1993 to 2002. This equated to around two thirds of men and women being either overweight or obese in 2002. England has seen the fastest rise in obese and overweight in Europe and the prevalence of obesity continues to rise at a rate of around 1% point per year.

The increased prevalence has also been reflected in childhood overweight and obesity rates. Between 1995 and 2002 the prevalence of obesity in boys aged 2-15 years doubled (from 3% to 6%) and in girls, the prevalence increased by over half (from 5% to 9%). Given the correlation between obese children becoming obese adults, the increasing prevalence amongst children is likely to exacerbate the trend towards adult obesity in the near future.

### **Local Prevalence**

The Health Survey for England estimated that 60% of the population are obese or overweight. We estimate that in Ellesmere Port and Neston there are around 16,000 people who are obese and a further 27,000 people who are overweight.

Using evidence from the Chief Medical Officer's (CMO's) recent report we can further estimate that out of the 16,000 obese people, 240 cases of heart disease, 540 cases of diabetes and 1,500 cases of raised blood pressure have been caused by their obesity. These estimates take no account of the number of cases of disease caused by being overweight as undoubtedly there are many more cases of ill-health in this even larger group in the population.

### **What are the implications of this epidemic?**

It is difficult to make predictions about future trends but over the last 5 years the prevalence of obesity has grown by around 0.7% per year. If this trend continues,

in Ellesmere Port and Neston this would equate to approximately 3000 more obese people by 2011 (factors in population growth). We would have 45 more cases of heart disease, 102 more people with diabetes and 282 more patients with high blood pressure in 2011 purely as a consequence in this growth in obesity. For a general practice with 10,000 patients this growth in the prevalence of obesity could equate to around 60 new obese adult patients each year.

The levels of overweight and obesity are even higher still amongst particular groups, especially amongst individuals from lower socio-economic groups, such as those living in socially deprived areas and those from certain black and minority ethnic groups.

Ellesmere Port and Neston has a significant proportion of individuals in the lower socio economic groups. In social class 1, 14% of men and women are obese compared to 28% of women and 19% of men in social class 5. This could result in significantly higher levels of obesity in the borough than previously estimated and lead to increasing health inequalities within our population.

Co-morbidities associated with overweight and obesity are higher still within some ethnic groups. The population of Ellesmere Port and Neston includes individuals from Southern Asian and African Caribbean descent. Type 2 diabetes is up to six times more prevalent amongst people of South Asian descent and up to three times more prevalent in people of African and African Caribbean descent. This could be a significant contributor to health inequalities, increasing further the estimated cases of ill health.

The growth in childhood obesity makes forecasts even more difficult. A recent Select Committee report on obesity heard evidence from some experts who are predicting that the prevalence in children may be in excess of 50% by 2020. As obese children tend to become obese adults this makes the long-term predictions even more worrying.

There is a time lag between the onset of obesity and increases in related chronic diseases. This means that the health problems and economic costs that society will face, as a consequence of people currently becoming obese, can neither be avoided nor interrupted by action we may chose to take now or in the future. Moreover, some of the future costs of obesity are inevitable due to today's prevalence of obesity. The rise in childhood obesity and the consequent increase in the number of younger people with a chronic condition will further increase costs as these young people will have a longer period in which to develop complications.

## Targets

### Adults - PSA10b

Indicator: Total number of people ages 16 and over on GP list, recorded as having a BMI of 30 or greater in the last 15 months

Target: 2006-07 13433, 26%

Target: 2007-08 13299, 25%

Children – PSA 10a (Joint target between DoH, DCMS and DFES)

Target: Halt the year on year increase in obesity among children under 11 by 2010 in the context of a broader strategy to tackle obesity in the population as a whole.

Indicator: percentage of children with height and weight recorded in reception and year 6

Baseline 2005-6 academic year 79.79%

Target 2007-08 = 82.5%

Target 2008-09 = 85.01%

Percentage of children with height and weight recorded who are obese

Baseline 2005-6 academic year 13.95%

Target 2007-08 = 14.35%

Target 2008-09 = 14.65%

## What's the picture in the Borough with regard to participation in physical activity?

Sport England, the body charged with sustaining and increasing participation in sport, commissioned Ipsos MORI to carry out a national survey to gauge how active England really is. 1,000 residents were questioned in Ellesmere Port and about their sport and active recreation habits as part of the survey. Our results in the Sports England Active People Survey<sup>4</sup> are as follows

### Participation

22.3% of the adult population in Ellesmere Port and Neston take part regularly in sport and active recreation (3 days a week 30 minutes moderate intensity) - the national figure is 21%

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<sup>4</sup> The Active People Survey was carried out by Ipsos MORI on behalf of Sport England. It is the largest sport and recreation survey ever undertaken. In total 363,724 people were interviewed (a minimum of 1,000 in each local authority area) by telephone across England between the period mid October 2005 to mid October 2006. The sample was random stratified and the results are representative of the total adult population in England, the English regions and local authorities in England.

## **Volunteering**

5.5% of the adult population in the borough contribute at least one hour a week volunteering to sport – the national figure is 4.7%

## **Club membership, receiving tuition, taken part in organised competition**

29% of the adult population are members of a club where they take part in sport – the national average is 25.1%

19% of adults have received tuition from an instructor or coach over the last 12 months – the national figure is 18%.

17% of adults have taken part in organised competitive sport in the last 12 months – the national figure is 15%.

## **Satisfaction with sports provision in the local area**

73% of adults are fairly or very satisfied with sports provision in their local area - national figure is 69.5%.

The survey shows that socio-demographic factors heavily impact on participation, with lower regular participation among women (17.1%) than men (24.4%). The highest socio-economic groups have higher participation (24.8%) than those from the most deprived backgrounds (15.9%)

The survey also gives a picture of the most popular sports across England. Walking is the most popular recreational activity, followed by swimming and going to the gym. Cycling, football, running and jogging, golf, badminton, tennis and aerobics make up the top 10.

## **Work of the CSN so far**

Since it formed, the CSN has met on a regular basis to discover the key priorities for the borough. The group's focus has been to bring together all the organisations that deliver and promote sport and physical activity in the borough. To meet its aims the CSN gathered information about current activity, targets and how these are measured. The group identified three themed areas for development:

- Lifelong learning and the development of sporting pathways
- Community development through sport and physical activity
- Health and well being

## Delivery Plan - Ellesmere Port & Neston Community Sports Network

**Theme** Lifelong learning and the development of sporting pathways

PSA Justification / Objective	Action	Lead Responsibility	Resources	Timescales	How will success be measured?	Link to CSP, SENW, LSP/local plans	KPI 's B'line, yr1,2,3	CIF bid intended ?
PSA 1 & 2	Train & develop volunteers in clubs, schools and community groups	Partnership Development Manager (PDM) working with Sports College & Sports Development	£27,633.22 from School Sports Partnership	Project to be delivered over 3 years	Number of participants on each course Number of new leaders assisting with activity	CSP – Education & skills SENW – Developing education & skills LAA – point 2.2 increasing volunteering	<b>KPI 3</b> B/L 4869, Yr1 5325, Yr2 5934, Yr 3 6847 <b>KPI 7</b> Yr1 2460, Yr 2 2469, Yr 3 2474 <b>KPI 8</b> B/L 1217, Yr11521, Yr2 1978, Yr3 2586	<b>£13,816.66</b>
PSA 1	Increasing lifelong participation in physical activity through effective school club links	PDM working with Sports College, Sports Development and NGB's	£20,023.33 from School Sport Partnership £11,070 in kind coaching from local sports clubs	Project to be delivered over 3 years	Number of participants Numbers joining clubs	CSP – Developing sporting pathways and Health & Well being SENW – Enhancing sporting infrastructure and Improving Health & Well being	<b>KPI 3</b> B/L 4869, Yr 1 5325, Yr 2 5934, Yr 3 6847 <b>KPI 5</b> Yr 1 30, Yr 2 35, Yr 3 40	<b>£15,546.66</b>
PSA 1 & 3	Developing sporting partnerships and improving the infrastructure of sport in the borough	Sports development officer	£2,500 EPNBC £600 sports club contribution	Project to be delivered over 2 years	Production of online directory resource Engagement of sports clubs and individuals Increased	CSP – Developing sporting pathways SENW – Enhancing sporting	<b>KPI 4</b> B/L 7, Yr 1 10, Yr 2 13 <b>KPI 3</b> B/L 618, Yr 1 688, Yr 2 758 <b>KPI 5</b> B/L 77, Yr 1 84, Yr 2 98 <b>KPI 8</b> B/L 177,	<b>£24,340</b>

					membership in sports clubs	infrastructure	Yr 1 191, Yr 2 205	
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Theme **Health & Well-Being**

PSA Justification / Objective	Action	Lead Responsibility	Resources	Timescales	How will success be measured?	Link to CSP, SENW, LSP/local plans	KPI 's B'line, yr1,2,3	CIF bid intended?
PSA 3	To promote healthy lifestyles within the workplace and increase levels of physical activity based around the working day	Health Alliances Officer - EPNBC	<b>£9000 EPNBC</b> <b>£2,500 PCT</b> <b>£3,000 Healthy Living Centre</b> <b>£6,000 participating organisations – tbc</b>	2 years	Delivery of physical activity programme in each org Attendance & regular participation Decrease in sickness absence	CSP – Health & Well being SENW – Health & Well being and Developing education & skills	<b>KPI 1</b> B/L 160, Yr 1 300, Yr 2 350 <b>KPI 2</b> B/L 1197, Yr 1 2000, Yr 2 2100 <b>KPI 10</b> B/L 60, Yr 1 75, Yr 2 100 <b>KPI 11</b> B/L 134, Yr 1 260, Yr 2 300	<b>£20,000</b>
PSA 3	To provide a variety of cycle initiatives to engage all members of the community. Specific provision for those recovering from ill health, people with a disability and those leading an inactive lifestyle	Cycle Projects	£10,000 PCT £2,500 Mersey Forest £2,500 Sustrans in kind £11,900 Cycle Projects in kind	2 years	Number of sessions Attendance Number of volunteers recruited Training delivered	CSP – Health & Well being and Community development through sport and physical activity SENW – Health & Well being and Stronger & safer communities	<b>KPI 1</b> Yr 1 800, Yr 2 1200 <b>KPI 2</b> Yr 1 1120, Yr 2 1400 <b>KPI 8</b> Yr 1 10, Yr 2 15 <b>KPI 5</b> Yr 1 20, Yr 2 50 <b>KPI 10</b> Yr 1 25, Yr 2 40	<b>£30,580</b>
PSA 2 & 3b	Promote walking by expanding the Golden Mile Initiative in schools and supporting the infrastructure of health walks in the borough	TBC	TBC	TBC	TBC	CSP – Health & Well being and Community development through sport and physical activity SENW – Health		<b>£14,000</b>

						& Well being and Stronger & safer coms		
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## EPN CSN - Overall CSN KPI Summary Sheet

Description	Local Assessment of Current Baseline	Overall CSN Target		
		Year 1	Year 2	Year 3
<b>PSA 3 (a)</b>	Active People Survey – baseline 18,046 (population = 80,927). Increase by 809 people / year	18,855	19,664	20,473
<b>PSA 3 (b)</b>	Baseline: 13,715 76% based on national predictors = 809/76% = 614 people / year from 'hard to reach' groups	14,329	14,943	15,557
<b>PSA 2</b>	Percentage of children with height and weight recorded who are obese: Western Cheshire - Baseline 2005-6 academic year 13.95%	2007-08 = 14.35%	2008-09 = 14.65%	
<b>PSA 1</b>	PESCCL – 89% = 13543	90% 13695	95% 14456	100% 15217

Description	Local Assessment of Current Baseline	Overall CSN Target		
<b>KPI 1</b> <b>Increasing Number of New Participants</b>	Cycle for Life = 0 Skate park = 0 Street Sport Activ8tors = 0 Work Active Challenge = 160 <b>TOTAL</b>	800 400 120 300 <b>1620</b>	1200 500 148 350 <b>2198</b>	180 *3 <sup>rd</sup> year of Adopt a Community project
		<b>= 2,198+180-160= 2,218 new people taking part in 'activity'</b>		
<b>KPI 2</b> <b>Increasing throughput</b>	Cycle for Life = 0 Work Active Challenge = 1197	1120 2000	1400 2100	
<b>KPI 3</b> <b>Increasing Number of Members in Local Clubs</b>	Active People Survey – baseline (29%) 23,468 (1% increase = 235 adults / year)  SSP Baseline – 4869 – A Sporting Future <b>TOTAL</b>	23,703  5325	23,940  5934	24,180  6847
		<b>= contributing 1978 new young people as members in clubs</b>		
<b>KPI 4</b> <b>Improving Standards in Sport / Organisational Accreditation</b>	7 accredited clubs in the Borough – A Sporting Future	10	13	
<b>KPI 5</b> <b>Increasing Number of New Coaches</b>	Currently 77 coaches in accredited clubs  A Sporting Future Cycle for Life <b>TOTAL</b>	84  30 20 <b>50</b>	98  35 50 <b>85</b>	40 *3 <sup>rd</sup> year of project
		<b>= contributing 90 new coaches</b>		
<b>KPI 7</b> <b>Increasing number of people gaining sports related qualifications</b>	A Sporting Future	2460	2469	2474
		<b>= contributing 2474 new qualifications held by young people</b>		

<b>KPI 8</b> <b>Increasing Number of new Volunteers</b>	Active People Survey – baseline (5.5%) 4,450 177 volunteers in accredited clubs Cycle for Life A Sporting Future – baseline 1217 Street Sport Active8tors Skate park development <b>TOTAL</b>	4,495 191 10 1521 10 5 <b>1737</b>	4,540 205 15 1978 15 10 <b>2223</b>	4,585   2586 20  <b>2606</b>
<b>KPI 9</b> <b>Increasing the number of regular volunteers</b>	Skate park development	3	5	
<b>KPI 10</b> <b>Increasing the number of health referrals</b>	Work Active challenge – baseline = 60 Cycle for Life <b>TOTAL</b>	75 25 <b>100</b>	100 40 <b>140</b>	
<b>KPI 11</b> <b>Increasing regular adult participation (linked to PSA 3)</b>	Work Active Challenge – baseline 134 Street Sport Active8tors Cycle for Life <b>TOTAL</b>	260 30 800 <b>1090</b>	300 45 1200 <b>1545</b>	60 *3 <sup>rd</sup> year of project
<b>KPI 12</b> <b>Increasing regular youth participation</b>	Skate park development Street Sport Active8tors <b>TOTAL</b>	200 30 <b>230</b>	250 45 <b>295</b>	60 *3 <sup>rd</sup> year of project
<b>KPI 13</b> <b>Increasing the number of Young People at risk actively involved in sport/ physical activity</b>	Skate park development Street Sport Active8tors <b>TOTAL</b>	50 10 <b>60</b>	70 15 <b>85</b>	20 *3 <sup>rd</sup> year of project
<b>KPI 17</b> <b>Increasing Leverage into Sport</b>				

## CSN - PROJECT PROPOSAL



<b>CSN Name</b>	<b>Ellesmere Port &amp; Neston</b>
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### APPLICANT CONTACT DETAILS (note: all fields are essential)

<b>Organisation</b>	<b>Cheshire Oaks Sporting Links School Sport Partnership</b> (Hosted by Cheshire Oaks Sports College)
<b>Contact Name</b>	<b>Christopher Caskie</b>
<b>Position</b>	<b>Partnership Development Manager</b>
<b>Address</b>	<b>PDM</b> <b>Cheshire Oaks Sports College</b> Stanney Lane Ellesmere Port Cheshire
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### PROJECT DETAILS

<b>Project Title</b>	<b>'A sporting future' for schools, clubs and volunteers.</b>
<b>Project Description</b>	<b>1a.</b> A programme of physical activities targeted at increasing participation among young people focusing on developing pathways from schools to clubs and community groups. <b>1b.</b> Train and develop a team of new volunteers to initiate new,

	<p>expand and integrate existing physical activity provision in clubs, schools and community groups.</p> <p><b>1c. Develop a regular sports forum where local clubs, schools, colleges and individuals can benefit from the experience of others and obtain advice on important issues relevant to school sport clubs links.</b></p> <p>Develop a directory of sports clubs, communities and volunteers.</p>
<p><b>Project Aims</b></p>	<ul style="list-style-type: none"> <li>• <b>1a.</b></li> <li>• To increase the number of young people who move from school sport and physical activity into activities at accredited clubs and community groups.</li> <li>• To target programmes at groups of young people in key age groups who are presently reluctant or unable to participate.</li> <li>• To set a foundation for meeting the Governments 2010 ambition of 4-5 hours provision of physical activities for all young people.</li> <li>• To have a positive effect on young peoples health, attitudes and community engagement.</li> <li>• To assist clubs and community groups to attract new members</li>   <li>• <b>1b.</b></li> <li>• To expand the quantity and quality of provision of physical activity for young people in Ellesmere Port and Neston.</li> <li>• To utilise Leadership programmes to develop volunteers self esteem, skills and future employment opportunities</li> <li>• To increase the numbers of positive role models advocating healthy active and positive lifestyles in the community.</li> <li>• To set a foundation for meeting the Governments 2010 ambition of 4-5 hours</li> <li>• Provision of physical activities for all young people.</li> <li>• Developing the quantity and quality of our sports leaders will be key to reaching our targets for provision. The costs of Leadership courses are a barrier for many of the young people, adults and organisations in this community.</li>   <li>• 1c</li> <li>• <b>The sports forum will aim to address key issues related to school sport club links and active volunteering within sport clubs. To increase the number of accredited clubs available to participate in school clubs links. The directory will provide the education network with easy access to information relevant to the school sport club links.</b></li> </ul>

<p><b>How will the project help to achieve the aims of the CSN delivery plan?</b></p>	<p>The CSN aims to have a positive effect in relation to health and outlines that 30% of boys and 40% of girls are currently not achieving the recommended levels of physical activity. The CSN also aims to increase access to local sport and physical activity programmes by traditionally excluded groups including young people aged 16 and above.</p> <p>The following extract from the CSN documentation clearly shows the link to this proposal "Sport and physical activity as a tool to promote lifelong learning: via volunteering, coaching, leadership sport as a career option, sporting events, social enterprise development, links to Further and Higher Education"</p>
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*KPIs*

<p><b>KPI's</b> <i>(Indicative KPI's that the project will be measured against - use the 'Monitoring &amp; Evaluation toolkit' to help help.</i></p>	<b>KPI</b>	<b>Baseline</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
	<b>KPI 3</b>	4869	5325	5934	6847
	<b>KPI 5</b>	New project	30	35	40
	<b>KPI 7</b>	New project	2460	2469	2474
	<b>KPI 8</b>	1217	1521	1978	2586
	<b>KPI 4</b>	7	10	13	

	<p><b>PSA 1</b>  The current overall PSA 1 figure for the SSP covering EP&amp; Neston is 89%, this programme will help us develop programmes to meet the Governments Ambition that by 2010-  All young people will have the opportunity for two hours or more of PE and sport within school and 2-3 hours additional provision out with school each week.</p> <p><i>The SSP PSA 1 Targets are as follows</i></p> <p><i>2007- 90%, 2008-95% 2009-100%.</i></p> <p><b>SSP Baseline- 13543</b>  <b>Year 1- 13695</b>  <b>Year 2- 14456</b>  <b>Year 3- 15217</b></p> <p>SSP CLUB SCHOOL LINKS 2006 Baseline- 32%  2007 Target -34%  Some 66% of young people not involved in Community Sports Clubs or Organisations at present.</p> <p><b>PSA 2</b>  The provision of new Year 6 Club Link opportunities will have a significant impact on increasing physical activity programmes for young people under 11.  If young people can be encouraged into clubs at an early age there would be an effect on obesity levels for those under 11.  Percentage of children with height and weight recorded who are obese: Western Cheshire - Baseline 2005-6 academic year 13.95%</p> <p>This programme will facilitate an increase in the uptake of existing provision and the development of new provision, resulting in a significant impact on the following <b>KPIs; 3, 5, and 12</b></p> <p><b>PSA 3</b>  This programme will concentrate on encouraging Year 11 (15-16 year olds) into Clubs and activity organisations. This will have a positive effect on the traditional post school drop off in physical activity and therefore help meet the long-term objectives relating to PSA 3.</p>
<p><b>KPI's - Collection</b>  <i>(Please indicate HOW the KPIs will be measured accurately?)</i></p>	<p>1a.1b.  Information from the annual PESSCL survey provides quantifiable baselines and impact for PSA and KPI figures. Some input from additional questions and organisations will be required. Feedback will be sought from participating, participants, schools and clubs at three points each year.</p> <p><b>1c.</b></p>

	Monitoring required by the Council will allow the CSN themed group to quantify the KPI 4 data.
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*FINANCIAL DETAILS*

<b>Financial Details</b>	<b>Total Project Costs</b>	<b>£33,750</b>	<b>%</b>
	<b>Partnership Resources - CASH</b>	<b>£14,253</b>	<b>42</b>
	<b>Partnership Resources - IN-KIND</b>	<b>£5,750</b>	<b>17</b>
	<b>SPORT ENGLAND Request</b>	<b>£13,747</b>	<b>41</b>

<b>Partnership Funding</b> <i>(Please list sources and amounts – if known)</i>	<p><b>1a. and 1b.</b></p> <p>CESHIRE LINKS SCHOOL SPORT PARTNERSHIP -SCHOOL CONTRIBUTION ACCOUNT- Cash</p> <p>In kind coaching from Tennis Club 2x15 per hour coach to support taster sessions- £1620 In kind coaching from Rugby Club 2x15 per hour coach to support taster sessions- £1880</p> <p><b>1c.</b></p> <p>Venue &amp; equipment – EP&amp;N BC - £1,000 Publicity &amp; Promotion – EP&amp;N BC - £500 (In Kind), £500 (Cash) In-house support – EP&amp;N BC - £750</p>
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<b>What will the money actually be spent on?</b> <i>(Please list main items of expenditure and amounts - £)</i>	<b>Item of Expenditure</b>	<b>£</b>
	<p><b>Development A</b> Club taster session with students from 40 Schools delivered by Club Coach</p> <p><b>Athletics Year 6</b> £30 coach fee x 7 x 3 year programme Marketing/Transport 1000 Equipment 600</p>	2230
	<p><b>Development B</b> Club taster session with students from 2 Secondary Schools with Club Coach</p> <p><b>Dance Year 10/11</b> £30 Coach Fee x 12 x 3 Years 300 Marketing</p>	1380

	<p><b>Development C</b> Club taster session with students from 3 Secondary Schools with Club Coach <b>Netball Year 10/11</b> £30 coach Fee x 18 sessions x 3 years programme Marketing 300 Equipment 600</p>	2520
	<p><b>Development D</b> Club taster session with students from 24 Schools with Club linked coach <b>Tennis Year 6/10</b> £30 coach fee x 24 x 3 years programme Marketing/Transport 900 Equipment 300</p>	3360
	<p><b>Development E</b> Taster session/passes with students from 2 Secondary Schools with/at Fitness Centre/ Coach <b>Fitness Activities Year 11</b> £30 coach fee x 20 Groups x 3 year programme Marketing/Transport 900</p>	2700
	<p><b>Development F</b> Taster Session with students with students from 20 Schools with Club coach <b>Rugby Year 5/6</b> £30 Coach fee x 20 x 3 years programme</p>	1800
	<p><b>1b.</b> <b>Development G</b> <i>Establish the NEW Young Leaders Award in 20 Schools and clubs</i> <i>4 Tutor Training Courses £1000</i> <i>Certificates £1070</i> <i>Badges £1070</i> <i>Leadership Bands/Hats £1070</i> <i>Whistles/ Equipment £1070</i> <i>Tutor Packs x20= £200</i> <b>3210 New Sports leaders over 3 years (£1.70 per Leader)</b></p>	5480
	<p><b>Development H</b> <i>Establish 2 NEW JSLA/CSLA courses each year for three years in partnership with Secondary Schools and Clubs complemented with 3 different NGB bolt on qualifications including; Dance Leaders, Basketball Leaders and Football Leaders (Girls)</i> <i>120x £12 JSLA course fee</i> <i>120x £10 Bolt on course fee</i> <i>6x40 Tutor Book</i> <i>6x100 Tutor Course</i> <i>Equipment £1000</i></p>	4480
	<p><b>Development I</b> <i>3 AOTTS Courses for Parents/Adults to assist with organising sporting activities in schools or clubs (Costs include marketing).</i> <i>(10-30 Parents/Adults over 3 years)</i></p>	1200

	<p><b>Development J</b>  <i>Establish Sports Leadership Role Model Lecture Circuit Local Sports Leaders to deliver lectures to young people on the wider benefits of sporting participation 4X £150 Marketing/Lecture Expenses</i></p>	600
	<p><b>1c.</b>  <b>Development K</b>  <i>Establish a regular sports forum for the sharing and dissemination of information and expertise relevant to school club links</i>            Publicity &amp; Promotion - £2,000            Forum activities (guest speakers, workshops etc.) - £3,000</p>	5000
	<p><b>Development L</b>  <i>Develop a directory of sports clubs, communities and volunteers involved with the school club links project.</i></p>	3000

OTHER DETAILS

<p><b>Timescale</b>  <i>(for development of project)</i></p>	<p><b>1A</b>            A three year programme, All projects to commence Year 1</p> <p><b>1B</b>  <i>The various developmental areas of this programme will take on staggered start times in order to make it manageable and feasible for the Partnership to deliver.</i>  <i>Development G -21 New Young Leaders Awards Programmes Year 1</i>  <i>-43 Programmes Year 2/3</i>  <i>Development H -Year 1 Start</i>  <i>Development I - Year 1 Start</i>  <i>Development J - Year 2 Start</i></p> <p><b>1C</b>  <i>Development to commence in Year 1.</i></p>
<p><b>/Risk Analysis - Factors affecting success of project</b></p>	<p><b>1A</b>  <b>Development A-F</b>            The activities have been selected carefully, the clubs involved are keen to work in Partnership and seek new members. They have suitably qualified coaches and facilities to deliver the Taster programmes.            Some schools may need logistical support from the SSP to access facilities effectively. Detailed on going analysis and adjustments will be required to insure impact and effective delivery. The organisation of programmes will have to be supported by SSP staff.</p> <p><b>1B</b>  <b>Developments G and H</b>  <i>A few schools may be reluctant to take up the scheme however</i></p>

	<p><i>initial consultations are very positive and many schools have requested support for Leadership programmes. A very successful nationally recognised local pilot scheme has raised interest in this area.</i></p> <p><b>Development I</b>  <i>The target set is for 2-3 new leaders per school/club over 3 years this should be realistic but momentum may have to build up year on year.</i></p> <p><b>Development J</b>  <i>Organisational Support for Speakers will have to be provided by the SSP and Sports Development in order to make this Development successful</i></p> <p><b>1C</b>  <i>The success of the regular forums will depend on the content which is being discussed / delivered, and on the attendance of the target group. This shall be maximised by consulting with those involved in development areas 1a and 1b, and also providing outcomes, which directly benefit the 1a and 1b.</i>  <i>The success of the directory will be linked to the ability to collect up-to-date and relevant information on local sports clubs. These clubs will directly link into developments 1a and 1b as this information is relevant and vital in order to achieve the documented outcomes.</i>  <i>The directory can become out of date due to the change of information provided by the club. The directory shall therefore be devised and distributed in a suitable medium, which will allow the upkeep to be efficient and to be easily accessible for the target group.</i></p>
<p><b>Long Term Sustainability / Exit Strategy</b></p>	<p>Developments A-F</p> <p>A long term combination of School, Parent, Club and Fitness Centre funding will be developed. The programme will kick start club-school links, attracting significant numbers of additional young people to local clubs and community organisations. Hopefully these young people will be able to support future cycles of the programme through free coaching sessions and club marketing work.</p> <p><b>Development G &amp; H</b>  <i>Young Play Leaders Award- It is hoped that once schools and clubs see the benefits of the programme; assistance with activities, improved attitude, motivation and behaviour within sport and generally. That they will wish to carry on with the programme using their own recourses.</i></p> <p><b>Development I</b>  <i>Schools and clubs would be encouraged to set up clusters to finance their own AOTT courses with support from the SSP. This should then be possible as smaller numbers of new AOTTs would be required at that stage.</i></p> <p><b>1c.</b>  <i>Once established and successful the sustainability of the regular forums will be assured by the continued participation of the target group. However it is clear that the forum will need to continually</i></p>

	<p>adapt to meet the changing requirements of 1a and 1b developments.</p> <p>An affiliation fee will be required during the year 2 phase to ensure the funding to deliver future forums.</p> <p>The sustainability of the directory shall be supported by Ellesmere Port &amp; Neston Borough Council. Information changes will come via the council and shall be the immediate point of contact. This will allow the developments of 1a and 1b to have easy access to information directly effecting their development.</p>
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*CSN APPROVAL*

<b>CSN Chair Name</b>	
<b>Signature</b>	
<b>Date</b>	

**Sport England Use Only**

<b>Sport England Officer Approval</b>	
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<b>Date</b>	
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<b>URN</b> <i>(allocated by Sport England)</i>	
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## CSN - PROJECT PROPOSAL



CSN Name	Ellesmere Port & Neston CSN
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### APPLICANT CONTACT DETAILS (note: all fields are essential)

Organisation	Active8 Leisure
Contact Name	Dora Smith
Position	Children's Sports and Fitness Development Co-ordinator
Address	EPIC Leisure Centre McGarva Way Ellesmere Port  Cheshire
Postcode	CH65 9HH
Telephone	0151 355 6432
EMAIL	<a href="mailto:dora.smith@active8leisure.ltd.uk">dora.smith@active8leisure.ltd.uk</a>

### PROJECT DETAILS

Project Title	Adopt a Community (Change title) 'Active Streets' / 'Get Active in the Street'
Project Description	Adopt a Community aims to increase participation in sport and physical activity through out reach work based in the most deprived communities of the borough of Ellesmere Port and Neston. The Active Peoples Survey questioned a thousand residents in the borough about their sport and active recreation habits. The survey showed that where people live and how much they earn has a big effect on whether they take part in physical activity, with lower regular participation among women (17.1%) than men (24.4%). The highest socio-economic groups have higher participation (24.8) than those

	<p>from the most deprived backgrounds (15.9%).</p> <p>Adopt a Community will involve Active8 Leisure working in partnership with Western Cheshire Primary Care Trust, Age Concern, Healthy Living Centre (HLC), Ellesmere Port and Neston Borough Council, local Children's Centres, Community Centres etc to deliver programmes promoting physical activity and sport in the most deprived areas of the borough.</p> <p>The project will be delivered from a diverse range of local centres and buildings e.g. Ellesmere Port Indoor Centre (EPIC), community centres, HLC, golf centre and house to house. The project will offer access to popular outdoor/indoor sports and activities e.g. walking programmes, golf sessions and utilise local parks and open spaces for football, tennis sessions and fun street challenges. Indoor programmes on offer will include swimming, gym, badminton/tennis and aerobic activities such as dance classes, pilates, aerobics, circuit style classes etc.</p> <p>The grant will fund sessional costs for individuals to lead activities and educational programmes in the targeted areas to encourage and support the community and give them opportunities to access sport and physical activity which in turn will help them to adopt healthier lifestyles.</p> <p>By "Adopting a Community" the project will then be broken down into "Adopting a Road" for a month. We envisage that with encouragement and support we can recruit approximately 10% - 25% of the target group.</p> <p>If we can recruit this percent of the target group into a healthier lifestyle we will be working to achieve two key targets PSA2 and PSA3 in addition to linking in with other projects across the borough such as Get Fit on Foot, Get Active (Age Concern) Steps into Sport, GP Referrals, Bulge Busters etc.</p> <p>In addition to offering the activities above we will arrange open fora with local people in the targeted areas to outline the range of activities on offer and answer their questions about the programme thereby ensuring we are offering programmes that meet their cultural, health and social aspirations.</p> <p>For individuals who want to take up activities we will develop a tailor made programmes based on a 1-1 consultation which will cover lifestyles, health and safety checks.</p>
<p><b>Project Aims</b></p>	<p>Projects aims; to change the culture of sport and active recreation in Ellesmere Port and Neston in order to increase participation in physical activity across all social groups leading to improvements in health and other social and economic benefits via;</p> <ul style="list-style-type: none"> <li>• increased participation levels in sport and physical activity for individuals who are currently sedentary in deprived areas of the borough</li> <li>• widen access to opportunities for sport and physical activity for individuals who live in the most deprived parts of the borough</li> <li>• improve the social and mental health and wellbeing of the community</li> <li>• encourage and engage communities towards positive lifestyle changes</li> <li>• help and support for individuals with a BMI &gt;30</li> <li>• Education, support and signposting for other activities, sports and health related issues</li> </ul>

	<ul style="list-style-type: none"> <li>• Intergrated “one shop for all” emphasis</li> <li>• Working in the community, being part of the community and utilising local buildings, parks, walking and cycling routes and open spaces</li> </ul> <p>The outcomes from this project will be for individuals from the community to be more open to lifestyle changes and take responsibility for their own wellbeing.</p>
<b>How will the project help to achieve the aims of the CSN delivery plan?</b>	The project will improve the health and well being of people in Ellesmere Port and Neston. It will help to unify communities, unlock local skills and help individuals to effect a positive lifestyle change and increase their participation in sport and activity.

### KPIs

KPI's	KPI	Baseline	Year 1	Year 2	Year 3
<i>(indicative KPI's that the project will be measured against – use the 'Monitoring &amp; Evaluation toolkit' to help.</i>	<b>KP 1</b>	*	<b>120</b>	<b>148</b>	<b>180</b>
	<b>KP 8</b>	*	<b>10</b>	<b>15</b>	<b>20</b>
	<b>KP 11</b>	*	<b>30</b>	<b>45</b>	<b>60</b>
	<b>KP 12</b>	*	<b>30</b>	<b>45</b>	<b>60</b>
	<b>KP 13</b>	*	<b>10</b>	<b>15</b>	<b>20</b>
	*as this project is a new concept of taking sport and activity directly out into the community we don't have baseline data except for Ipsos MORI's Active People Survey – 22.3% of the adult population in Ellesmere Port and Neston take part regularly in sport and active recreation (3 days a week 30 minutes moderate intensity) The highest socio-economic groups have higher participation (24.8%) than those from the most deprived backgrounds (15.9%)				
<b>KPI's - Collection</b> <i>(please indicate HOW the KPIs will be measured accurately?)</i>	KPI's will be measured through the collection of data from participants e.g self reporting of increased levels of physical activity, membership of local clubs and volunteers.  Questionnaires will be used to collect data on health screening and weight loss.				

### FINANCIAL DETAILS – cost based on three year project

Financial Details	Total Project Costs	£ 113000	%
	<b>Partnership Resources – CASH</b>	<b>£ 15400#</b> <b>£ 14600</b>	<b>27</b>
	<b>Partnership Resources – IN-KIND</b>	<b>£ 43000*</b>	<b>38</b>
	<b>SPORT ENGLAND Request</b>	<b>£40000</b>	<b>35</b>

<b>Partnership Funding</b>	£15400 # Active8's contribution £14600 – Age Concern
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<i>(Please list sources and amounts – if known)</i>	£43000 * Active8's contribution to free membership and free use of facilities
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<b>What will the money actually be spent on?</b> <i>(Please list main items of expenditure and amounts - £)</i>	<b>Item of Expenditure</b>	<b>£</b>
	<b>2 x part time Sport &amp; Health Activators (25 hrs per week)</b> (1 co-ordinator £11,000 per yr & 1 assistant £8,500 per yr) Our aim will be to recruit 2 activity activators who are already trained to deliver a selection of sporting, fitness and wellness activities as this will help to keep other costs down to a minimum i.e. support staff	<b>58500</b>
	<b>Communication costs</b>	<b>465</b>
	<b>Travel</b>	<b>1285</b>
	<b>Printing / promoting / marketing</b>	<b>2250</b>
	<b>Support Staff</b> Additional coaching staff such as swimming, sports, dance, specialist coaches such as golf, tai chi, wall climbing etc.	<b>7500</b>
	<b>Premises cost at Active8 facilities</b>	<b>43000</b>

#### OTHER DETAILS

<b>Timescale</b> <i>(for development of project)</i>	Advertising, selection and in post of advisor 2-3 months. Community consultation and evaluation 6-8 weeks Design, market and roll out of pilot programme 4- 6 weeks Review of pilot and any changes 4 weeks Design, market and roll out programmes – ongoing Evaluation - ongoing
<b>Risk Analysis - Factors affecting success of project</b>	<ul style="list-style-type: none"> <li>• No funding.</li> <li>• Limited support and resources from other partners.</li> <li>• Lack of commitment from the community</li> </ul>
<b>Long Term Sustainability / Exit Strategy</b>	<p>If the project is successful and individuals have adopted a healthier lifestyle the leisure services and infrastructure will be here to help and maintain their newly founded benefits of a healthier and active lifestyle. In addition, our aims will also be to increase community health volunteers to run and manage mini projects in and around the communities. Ensure that support mechanisms are in place for ongoing training and development for community sport &amp; health volunteers via other partners within the CSN's portfolio of projects for supporting ongoing training for volunteers.</p> <p>In addition to volunteer support and training there will also be the provision of free activities/centres for communities to engage in healthy activities.</p>

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*CSN APPROVAL*

<b>CSN Chair Name</b>	
<b>Signature</b>	
<b>Date</b>	

**Sport England Use Only**

<b>Sport England Officer Approval</b>	
<b>Date</b>	
<b>URN</b> <i>(allocated by Sport England)</i>	

## CSN - PROJECT PROPOSAL



CSN Name	Ellesmere Port and Neston
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### APPLICANT CONTACT DETAILS (note: all fields are essential)

<b>Organisation</b>	Ellesmere Port and Neston Borough Council
<b>Contact Name</b>	Janet Jackson
<b>Position</b>	Health Alliances Officer
<b>Address</b>	Community Unit Council Offices 4 Civic Way Ellesmere Port Cheshire
<b>Postcode</b>	CH65 0BE
<b>Telephone</b>	0151 356 6737
<b>Email</b>	<a href="mailto:janet.jackson@epnbc.gov.uk">janet.jackson@epnbc.gov.uk</a>

### PROJECT DETAILS

<b>Project Title</b>	Work Active Challenge
<b>Project Description</b>	The Work Active Challenge will equip employers with a regular timetable of physical activity to provide staff with a means to achieve an active lifestyle. This is important to improve and maintain a healthy workforce. The workplace should provide an opportunity in which to promote healthy lifestyles including increased physical activity as over half of the UK population is in employment. The experiences and positive outcomes of a similar project previously run within the council will be applied and rolled out to local businesses.
<b>Project Aims</b>	<ul style="list-style-type: none"><li>• Increase levels of physical activity based around the working day.</li><li>• Reduce the level of absenteeism in the participating organisations.</li><li>• Set up a physical activity timetable designed around the needs of the workforce to include walking, cycling and other activities such as dance.</li><li>• Offer support and advice on healthy eating and smoking cessation.</li><li>• Develop an employee panel within each organisation to champion and support the project.</li><li>• Assist employees to set up activity events and provide opportunities for</li></ul>

	<p>further training to enable individuals to lead on activities such as walking or boccia for sustainability.</p> <ul style="list-style-type: none"> <li>• Develop a network of all member organisations to share good practice.</li> <li>• To promote Everyday Sport.</li> </ul>
<b>How will the project help to achieve the aims of the CSN delivery plan?</b>	<ul style="list-style-type: none"> <li>• Increase participation levels in sport and physical activity.</li> <li>• Widen access to sports and physical activity around the working day.</li> <li>• Introduce pathways into activities and sports.</li> </ul>

*KPIs*

<p><b>KPI's</b> <i>(indicative KPI's that the project will be measured against – use the 'Monitoring &amp; Evaluation toolkit' to help.</i></p>	<b>KPI</b>	<b>Baseline</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
	KPI 1	160	300	350	
	Participants				
	KPI 2	1197	2000	2100	
	Throughput				
	KPI 10	60	75	100	
Health referrals					
KPI11	134	260	300		
<b>Regular adult participation</b>					
<p><b>KPI's – Collection</b> <i>(please indicate HOW the KPIs will be measured accurately?)</i></p>	<ul style="list-style-type: none"> <li>• <b>A registration form will be completed by all participants and will include details such as name, gender, contact, monitoring and medical information. This data will be used to compile a database.</b></li> <li>• <b>The attendance of participants to each of the activities will be recorded and this data will be used to calculate the percentage of the workforce that took part in the project and what was their uptake of the activities offered.</b></li> <li>• <b>Quantitative methods will be utilised to determine the overall uptake of activities, the most popular activities and the effect of any health promotion interventions on the uptake of activities during each six-month programme.</b></li> <li>• <b>A questionnaire will be distributed to participants to determine their baseline levels of activity, the activities that they would like to take up and the barriers they perceive to increasing their levels of activity. There will also be questionnaires for participants who join the project after commencement to determine what factors made them join. Participants who leave the project will also be asked to fill in their reasons for doing so. Participants will be asked to complete a final questionnaire when the project is completed.</b></li> <li>• <b>At the end of the programme of activities, participants will be invited to attend focus groups to discuss the perceived benefits and express other observations about the programme. Transcripts of the meetings will be produced and agreed with the participants. Qualitative methods will be utilised to review the project and shape the continuation.</b></li> </ul>				

## FINANCIAL DETAILS

<b>Financial Details</b>	<b>Total Project Costs</b>	<b>£61,000</b>	<b>%</b>
	<b>Partnership Resources - CASH</b>	<b>£20,500</b>	<b>33.6</b>
	<b>Partnership Resources – IN-KIND</b>	<b>£20,500</b>	<b>33.6</b>
	<b>SPORT ENGLAND Request</b>	<b>£20,000</b>	<b>32.8</b>

<b>Partnership Funding</b> <i>(Please list sources and amounts – if known)</i>	<ul style="list-style-type: none"> <li>• EPNBC - £9,000</li> <li>• PCT - £2,500</li> <li>• Healthy Living centre - £3,000</li> <li>• Participating organisations - £6,000 - tbc</li> <li>• In Kind - Specialist Officer support time (ie Marketing &amp; Finance)</li> <li>• In Kind - Accommodation</li> <li>• Unions - tbc</li> </ul>
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<b>What will the money actually be spent on?</b> <i>(Please list main items of expenditure and amounts - £)</i>	<b>Item of Expenditure</b>	<b>£</b>
	Co-ordinator	<b>40,000</b>
	Marketing/Publicity	<b>3,000</b>
	Instructors/ coaches	<b>10,000</b>
	Equipment purchase	<b>1,500</b>
	Facility hire	<b>6,000</b>
	Travel & subsistence	<b>500</b>

## OTHER DETAILS

<b>Timescale</b> <i>(for development of project)</i>	<ul style="list-style-type: none"> <li>• Organisations will be invited to take part.</li> <li>• The start of the projects will be staggered to allow each one to be set up and reviewed over a six-month period.</li> <li>• Support, advice and information will be offered throughout.</li> </ul>
<b>Risk Analysis - Factors affecting success of project</b>	<ul style="list-style-type: none"> <li>• Lack of funding.</li> <li>• Lack of participation in the project.</li> <li>• Resistance from agencies involved.</li> </ul>
<b>Long Term Sustainability / Exit Strategy</b>	<ul style="list-style-type: none"> <li>• Training will be provided to equip the steering group to continue the programme of activities, to include training as leaders for various activities, such as walking, cycling, boccia and new age kurling.</li> <li>• A database of local physical activity opportunities will be made available to participant employee steering groups so that they can access clubs, sport centres and community activities when the project ends.</li> <li>• With their permission, participating workplaces will be advised of each other's involvement so that inter-business sporting competitions and group leisure days can be organised. This will assist steering groups by</li> </ul>

	sharing good practice.
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*CSN APPROVAL*

<b>CSN Chair Name</b>	
<b>Signature</b>	
<b>Date</b>	

**Sport England Use Only**

<b>Sport England Officer Approval</b>	
<b>Date</b>	
<b>URN</b> <i>(allocated by Sport England)</i>	

## CSN - PROJECT PROPOSAL



CSN Name

### APPLICANT CONTACT DETAILS (note: all fields are essential)

<b>Organisation</b>	<b>Cycling Projects</b>
<b>Contact Name</b>	<b>Ian Tierney</b>
<b>Position</b>	<b>Manager</b>
<b>Address</b>	Cycling Projects 1 Enterprise Park Agecroft Road Pendlebury Manchester
<b>Postcode</b>	M27 8WA
<b>Telephone</b>	<b>0161 745 9099</b>
<b>EMAIL</b>	<b>Ian.tierney@cycling.org.uk</b>

### PROJECT DETAILS

<b>Project Title</b>	<b><i>Cycle for Life</i></b>
<b>Project Description</b>	<p>Cycle for Life will offer a variety of cycle specific initiatives that will concentrate on engaging with all members of the community across Ellesmere Port and Neston. Within the initiative there will be provision for those recovering from ill health, those leading inactive lifestyles and those returning to cycling through the Health on Wheels initiative.</p> <p>Cycle for Life will also offer opportunities for people with disabilities and differing needs via the Wheels for All initiative, which gives individuals a choice of activity through a range of adapted cycles.</p> <p>The Cycle for Life initiative will be led by Cycling Projects – <b>a cycle initiatives charity with a focus on health inclusion, disability access and social inclusion, and offers a range of interventions promoting active lifestyles.</b></p>

**Cycle for Life will utilise green spaces, parks and greenways across the borough for the majority of the sessions and there will be a range of cycles available for community members – ensuring that the initiative is open to all.**

**It is paramount that in the initial stages of the initiative that a partnership is forged between PCT, leisure, county and such partners**

Cycle for Life will ensure that the legacy of the project will be long term by developing a mechanism of sustainability through various volunteer support networks, that will encourage community participation and therefore community ownership.

**Project Aims**

Cycle for Life aims to engage with those members of the community affected by ill health/inactive lifestyles, disability access and those that have experienced social exclusion.

Through the Health on Wheels concept the initiative will endeavour to intensively work with those members of the community that are experiencing an inactive lifestyle or are part of a rehabilitation process and also those that have experienced mental health issues

Cycle for Life will aim to deliver at least the following-

	Year 1	Year 2	Total
Sessions Health on wheels	64	120	184
Wheels for all	15	20	35
Potential Contacts	800	1200	2000
Volunteers recruited	10	15	25
Training programs	2	5	7

Cycle for Life will also aim to work closely with other delivers of physical activity initiatives across the region, to develop good practise, and to ensure a sustainable future.

**How will the project help to achieve the aims of the CSN delivery plan?**

- Increase the take up of sporting opportunities by adults & young people aged 16 and above from priority groups –
  - a.) Increasing the number of individuals who participate in active Sports at least *12 times a year*
  - b.) Increasing the number of individuals from priority groups who engage in at least 30 minutes of moderate intensity level sport, a least *3 times a week*.

*Ellesmere Port and Neston CSN Consultation Considerations*

- **“The employment of Sports Champions”** could also consider the role of those people who have enjoyed the cycle sessions and want to give something back to the community – potentially linking with development of a cascade Cycling for Health package.
- **“Promote cycling as an effective way to keep active**  
Working with other partners such as county and Sustrans to promote local cycle routes, and to develop loan and hire provision across the region.

Cycle for Life will embrace all the potentials and possibilities for cycling and

	indeed physical activity that have a direct impact on the physical and mental welfare of the communities.
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### KPIs

KPI's	KPI	Baseline	Year 1	Year 2	Year 3
<i>(indicative KPI's that the project will be measured against – use the 'Monitoring &amp; Evaluation toolkit' to help.</i>	<b>KPI 1</b>		<b>800</b>	<b>1200</b>	
	<b>KPI 2</b>		<b>1120</b>	<b>1400</b>	
	<b>KPI 8</b>		<b>10</b>	<b>15</b>	
	<b>KPI 5</b>		<b>20</b>	<b>50</b>	
	<b>KPI 10</b>		<b>25</b>	<b>40</b>	
<b>KPI's - Collection</b> <i>(please indicate HOW the KPIs will be measured accurately?)</i>	<b>KPI's will be collated by Cycling Projects team and Western Cheshire PCT. It will be measured on ward based base line date, during activity time scale and post activity delivery.</b>				

### FINANCIAL DETAILS

Financial Details	Total Project Costs	£57,480	%
	Partnership Resources - CASH	£12,500	22
	Partnership Resources – IN-KIND	£14,400	25
	SPORT ENGLAND Request	£30,580	53

<b>Partnership Funding</b> <i>(Please list sources and amounts – if known)</i>	<b>Sustrans (Maps and signage and promotion) – £2500 in kind Highways at County (Promotion days and Bike Week Events/Maps) Mersey Forest - £2500 cash Dep of Transport (Disability and Health Referral Module Development) Natural England Cheshire County Council - £tbc</b>
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What will the money actually be spent on? <i>(Please list main items of expenditure and amounts - £)</i>	Item of Expenditure	£
	Sessional staff	<b>31200</b>
	Co-ordinator support	<b>3120</b>
	External Training and Support	<b>3300</b>
	Wheels for All sessions	<b>4530</b>
	Volunteer Support	<b>4200</b>
	Transportation costs	<b>1250</b>
	Cycles	<b>4700</b>

	Equipment	<b>1100</b>
	Storage Costs	<b>4200</b>
	Promotion and Publicity	<b>1800</b>
	TOTAL	<b>57480</b>

*OTHER DETAILS*

<b>Timescale</b> <i>(for development of project)</i>	If successful it is expected that the project will have a start time of Oct/Nov 07
<b>Risk Analysis - Factors affecting success of project</b>	Cycling Projects is fully committed to this initiative and therefore pledges its support prior, throughout and beyond the timescale of the initiative.
<b>Long Term Sustainability / Exit Strategy</b>	The Cycle for Life initiative will have in place quality sustainable mechanisms that will focus on community ownership and various levels of cascade training to ensure the longevity of the project. Cycle for Life will also become recognised as a beacon of good practice across the North West and with such a profile comes potential funding opportunities – with a view to securing a co-ordinator role to oversee the sessions and to manage the development of the volunteers support base.

*CSN APPROVAL*

<b>CSN Chair Name</b>	
<b>Signature</b>	
<b>Date</b>	

**Sport England Use Only**

<b>Sport England Officer Approval</b>	
<b>Date</b>	
<b>URN</b> <i>(allocated by Sport England)</i>	

## CSN - PROJECT PROPOSAL



CSN Name	Ellesmere Port & Neston
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### APPLICANT CONTACT DETAILS (note: all fields are essential)

Organisation	Ellesmere Port & Neston Borough Council
Contact Name	Sarah House
Position	Community Development Officer
Address	Ellesmere Port & Neston Borough Council, Council Offices, 4 Civic Way, Ellesmere Port
Postcode	CH65 0BE
Telephone	0151 356 6782
EMAIL	Sarah.house@epnbc.gov.uk

### PROJECT DETAILS

Project Title	Skate park development project
Project Description	<p>This project will compliment and support the development of the permanent skate park construction in Whitby Park, funded through Section 106 and WREN money. The project will specifically aim,</p> <ul style="list-style-type: none"><li>- To cater for the growing demand for skate boarding and BMX facilities within the borough, especially engaging young people aged 9+years</li></ul>

	<ul style="list-style-type: none"> <li>- To provide accessible specialised coaching in skate boarding and BMX riding within a local park in the borough</li> <li>- To promote participation on the wheels facilities in parks and open spaces in the borough</li> </ul> <p>The development of the project will also add value to the mobile play ranger scheme and will meet the demands of young people in the borough by providing accessible training in skate boarding and BMX riding to allow participants to excel and improve in the sports.</p> <p>In order to ensure the project targets various wards within the borough the skate park coaches will work along side a mobile team of play workers. This will offer taster sessions around the borough through the use of mobile skate equipment and then signpost the users to the use of the permanent skate park in Stanney Fields Park and Whitby Park.</p> <p>The project will have the ability to engage young people from various wards in the borough with the aim to</p> <ul style="list-style-type: none"> <li>- Reduce youth nuisance in target wards/ areas</li> <li>- Promote a positive image about the sports in the borough amongst the community</li> <li>- Encourage productive participation in the sports, utilising sites such as local leisure centres, parks and open spaces</li> <li>- To deliver skate board holiday activities to introduce new participants to the sport.</li> <li>- Co ordinate a launch event to promote the project, utilising a well renowned company to support delivery. The launch events to allow the local community to have a ‘taster’ of the activity and encourage participation.</li> </ul>
<b>Project Aims</b>	<ul style="list-style-type: none"> <li>- To meet the demand for the sports amongst young people in the community</li> <li>- To provide accessible coaching in the sport on a regular basis</li> <li>- To increase participation in skateboarding and BMX riding in Whitby park, Stanney Fields Park and other venues in the borough</li> <li>- To tackle youth nuisance through the sport in the borough</li> </ul>
<b>How will the project help to achieve the aims of the CSN delivery plan?</b>	<p>This project will contribute significantly towards the CSN theme, community development through sport and physical activity.</p> <p>The project will contribute to targets PSA 2 and PSA 3</p>

*KPIs*

<b>KPI's</b>	<b>KPI</b>	<b>Baseline</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<i>(indicative KPI's that the project will be measured against – use the 'Monitoring &amp;</i>	KP1 1	0	400	500	
	KPI 8	0	5	10	
	KPI 9	0	3	5	
	KPI 12	0	200	250	
	KPI 13	0	50	70	

<i>Evaluation toolkit' to help.</i>	As this project will be establishing new provision in the borough no baseline data currently exists. Therefore, a baseline figure will be established in year 1 of the project.
<b>KPI's – Collection</b> <i>(please indicate HOW the KPIs will be measured accurately?)</i>	Activity registers will be taken. Regular consultation will be carried out with users and the local community regarding the impact of the project in the target areas. Correspondence with community safety, police, detached youth workers, friends of the parks and local venues gaining feedback on youth nuisance in target areas pre and post activity. The number of community volunteers recruited to support the projected will be monitored and their training development will also be recorded in terms of hours logged and coach education completed.

#### FINANCIAL DETAILS

<b>Financial Details</b>	<b>Total Project Costs</b>	<b>£ 132,000</b>	<b>%</b>
	<b>Partnership Resources - CASH</b>	<b>£ 108,500</b>	<b>82</b>
	<b>Partnership Resources – IN-KIND</b>	<b>£ 6,500</b>	<b>5</b>
	<b>SPORT ENGLAND Request</b>	<b>£ 17,000</b>	<b>13</b>

<b>Partnership Funding</b> <i>(Please list sources and amounts – if known)</i>	WREN- £25,000 Section 106- £73,500 Community Safety (Capital Budget)- £10,000
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<b>What will the money actually be spent on?</b> <i>(Please list main items of expenditure and amounts - £)</i>	<b>Item of Expenditure</b>	<b>£</b>
		<b>Staffing costs</b>
	<b>Safety Equipment (helmets, knee, elbow, wrist guards, equipment cage)</b>	<b>2,000</b>
	<b>Staff and volunteer training</b>	<b>1,300</b>
	<b>Launch event, open days and publicity</b>	<b>3,700</b>
	<b>Skateboard Park</b>	<b>108,500</b>

*OTHER DETAILS*

<b>Timescale</b> <i>(for development of project)</i>	A 6 month lead in time allowing time to recruit coaching staff and time for CRB checks to be completed. 6-month timescale will be required to co ordinate launch event, publicise and promote launch event and activity provision. Therefore begin October 2007.
<b>Risk Analysis - Factors affecting success of project</b>	Future funding to sustain the activity and coaching costs. Limited/ lack of volunteer interest. Weather conditions delaying construction of skate park at Whitby Park.
<b>Long Term Sustainability / Exit Strategy</b>	Activities will be open access and free. Future funding sources will need to be explored and sought. The coaches posts will have emphasis on recruiting community volunteers to provide a sustainable infrastructure for the project. The skate park will provide a permanent skate park facility in the borough.

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*CSN APPROVAL*

<b>CSN Chair Name</b>	
<b>Signature</b>	
<b>Date</b>	

**Sport England Use Only**

<b>Sport England Officer Approval</b>	
<b>Date</b>	
<b>URN</b> <i>(allocated by Sport England)</i>	

