

Active Guildford Year 3 Action Plan

NEW	Indicator	Action	Baseline (2017)	Target (2018)	Responsible	Target Date	Status (RAG)
YEAR 3 ACTION PLAN: ACTIVE GUILDFORD, SPORT DEVELOPMENT STRATEGY, 2016-2021							
PARTICIPATION - TO ENCOURAGE OUR COMMUNITY TO GET ACTIVE AND STAY ACTIVE							
Priority 1: To increase awareness of local sports participation opportunities.							
	A1.1	Undertake social media options appraisal as part of the Leisure team. The overall aims are to; a. widen the presence of the Gfd leisure service on social media, targeting both existing and new customers b. humanise the leisure development service and subsequent sport development strategy.	End of March 2018	An increased number of views, likes and shares on Facebook and Twitter posts- additional 20 posts for sport with #activeguildford hashtag.	SDO, Leisure Team, Community Wardens	31/12/18	
NEW	A1.2	Assist Freedom Leisure to deliver the redesigned 'Get Up & Get Active' event day at Guildford Spectrum by; a.) recruiting local sports club volunteers to deliver sessions and b.) promoting the programme of activities to visitors so they may participate in free one-off sport coaching sessions.	Pilot event held in August 2017 - 13 local clubs involved and over 300 visitors taking part in free sports sessions.	Second event held in 2018 - at least 13 local clubs involved and over 300 visitors taking part in free sports sessions.	SDO, SD Intern, Guildford Spectrum	31/12/18	
	A1.3	Sustain the new GBC social badminton club and weekly attendance numbers. Continue to provide beginner and intermediate GBC staff running opportunities through the continuation of the 0-1 mile running group and regular running events i.e 5/10k and Surrey Half Marathon.	11 completed Surrey Half and 24 completed either 5 or 10k	Sustain 10 weekly participants in social badminton, at least 20 in running networks, and 10 annual entries into Surrey Half Marathon.	GBC Leisure Team	31/12/18	
Priority 2: In partnership with Active Surrey and local providers, widen access to sports opportunities that encourage young people to get active.							
	B2.1	Sustain 80% utilisation of the free trials and training session places in the lead up to the annual Specsavers Surrey Youth Games, to encourage young people to participate in free sport.	75% utilisation of training spaces (350 young people)	80% utilisation of training spaces	SDO, Active Surrey, Community Sports Clubs	24/06/18	
	B2.2	Ensure face-to-face marketing is provided in schools in less advantaged areas such as Westborough, Stoke and Ash wards, to encourage young people from these areas to participate in the Surrey Youth Games training sessions.	Over 50 young people from less advantaged wards	Over 100 young people from less advantaged wards	SDO, Active Surrey, Community Sports Clubs	24/06/18	
NEW	B2.3	Provide new Surrey Youth Games training sessions in at least one sport in Ash ward to engage local young people to participate in the sessions and get active.	N/A	Training sessions in one sport delivered and at least 10 participants attending each week.	Sport Development Intern, Officer	24/06/18	
	B2.4	Increase utilisation of the Council's low cost Startrack Junior Athletics Holiday Courses by 10% to encourage more young people aged 8-14 years old to get active during the school holidays.	70% utilisation of course spaces (55 participants)	At least 80% utilisation of course spaces (60 participants)	SDO, Guildford Spectrum	31/08/18	
Priority 3: In partnership with Active Surrey and local providers, explore new opportunities to deliver targeted schemes aimed at encouraging adults to get active.							
	C3.1	Use the evaluation report from the GA 50+ project to decide how best to invest underspend in schemes for adults, targeting those who have not yet benefitted from the scheme to get more people active.	N/A	Fund a new series of sports sessions through the underspend, based on results from the evaluation report.	SDO	31/12/18	
Priority 4: Improve participation pathways for talented athletes							
	D4.1	Work in partnership with Active Surrey to promote and sustain the number of Elite Scheme and GLL Sports Foundation Awards to local athletes.	57 grants in 2017	Sustain over 50 grants	SDO, Active Surrey, GLL, Guildford Spectrum	31/12/18	
	D4.2	Review Sport Guildford's delivery of the one-off talented young athlete grant scheme by creating an eligibility criteria and application form process, so that a number of young athletes competing at County level can gain a year's free training membership to Guildford Spectrum/Lido.	NA	15 applications for the pilot scheme.	Sport Guildford, SDO, Guildford Spectrum.	31/12/18	
INCLUSIVE SPORT - TO ENCOURAGE UNDERREPRESENTED GROUPS TO GET ACTIVE AND STAY ACTIVE							
Priority 1: To promote social sports activities including walking basketball/football, back-to-sport products and recreational sport products that target underrepresented groups.							
	E1.1	Promote and update information on the GBC landing webpage for informal, low cost, pay and play sport opportunities that target underrepresented groups and signpost customers via social media.	New target groups included in content.	Provide quarterly updates via social media and measure web hits and 'likes.'	SDO, SD Intern, Web Team	31/12/18	
Priority 2: To improve awareness of female sports participation opportunities.							
NEW	F2.1	As part of the application to the Football Foundation for the Kings College site, ensure the Football Development Plan includes local club delivery of women and girls schemes.	N/A	Bid submitted by July 2018, including deliverable targets for women and girls.	SDO, Parks and Leisure	01/09/18	
Priority 3: To share best practice on facility/ programme design with local partners to provide better experiences for over 50's.							
	G3.1	Get Active 50+ Project - Sport England funded project: build on the success of the two year project, using underspend to extend delivery in certain sports such as golf up to the end of March 2018.	375 adults engaged to date.	40 participants engaged.	Active Surrey, SDO, PHC	01/04/18	
Priority 4: To work with partners to promote current activities and identify new opportunities for people with disabilities to participate in sport							
NEW	H4.1	Train and deploy a new boccia coach to work in a new local school in preparation for the Surrey Youth Games.	One school engaged	One further school participating in boccia training sessions and trials	SD Intern, SDO	24/06/18	
Priority 5: To focus partnership working in less advantaged areas to challenge lower levels of sports participation							
NEW	I5.1	As part of the application to the Football Foundation for the Kings College site, ensure the Football Development Plan includes schemes that benefit the Westborough community, identifying and targeting less active groups to provide them with opportunities to get active.	N/A	Application submitted in July 2018 with deliverable targets for people living in Westborough.	SDO, Local Football Clubs, KC School, Parks	01/09/18	
WORKFORCE: SUPPORT THE DEVELOPMENT OF SPORTS COACHES AND VOLUNTEERS							

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NEW	J1.1	To train and mentor the Sport Development Intern so that they achieve their overall placement objective of making an effective contribution to the Council by developing their knowledge, understanding and experience of a working environment.	N/A	SD Intern delivering against set targets, achieving coaching qualifications and completing a written report of achievements and successes.	SDO, SD Intern	01/09/18	
		Priority 1: Work in partnership with Active Surrey to deliver Continual Professional Development (CPD) Courses, including two annual safeguarding training workshops.					
	J1.2	Host and promote the countywide Growing your Club Surrey Workshops in Guildford, including a minimum of two safeguarding children courses for local coaches.	2 held in 2017 with 40 delegates in attendance from across the County.	2 held in 2018 with 40 delegates from across the County.	Active Surrey, SDO	31/12/18	
		Priority 2: Identify opportunities to host further CPD courses, in line with local supply and demand					
	K.1	Offer GBC to provide a free venue for another Sport England workshop as part of the Club Matters programme to reduce the cost to local clubs and coaches.	Guildfordians RC hosted Club Matters in Oct 2017	Use of a venue found for Autumn 2018 if required.	Active Surrey, SDO	31/12/18	
		Priority 3: Identify and promote funding streams for individual coaches					
	L3.1	Identify suitable coaches for the Active Surrey Coach Development Fund, including two Level 1 coaches for the annual Surrey Youth Games to develop the supporting workforce for this project.	5 coaches upskilled	Minimum of 4 coaching qualifications achieved through part-funding	Active Surrey, SDO	31/12/18	
NEW	L3.2	Identify funding to train the Sport Development Intern as a Level 1 Netball Coach and boccia coach so that they can be deployed in the community.	N/A	2 coaching qualifications gained by the end of contract	SDO, SD Intern	01/09/18	
		Priority 4: Raise the profile of sports volunteering opportunities					
	M4.1	Sustain the new Surrey Youth Games Young Ambassador scheme, giving participants the opportunity to become an advocate for the SYG in their school, promoting the free local training sessions for pupils.	15 young ambassadors to promote SYG in their schools	20 young ambassadors recruited from at least 10 schools across Gfd.	SDO	30/06/18	
		PLACES - MAXIMISE THE USAGE OF LOCAL PLACES FOR SPORT AND ACTIVE LEISURE					
		Priority 1: Support and advise on sports provider funding applications and development plans.					
	N1.1	Contribute to the feasibility study research as part of Spectrum replacement project by sourcing statistics relating to current supply, demand, competitor analysis and consumer behaviours, forming a mini profile for each facility.	Research on facility profiles started.	Profiles for each facility created by September 2018	SDO, SD Intern, Leisure Team	01/04/18	
NEW	N1.2	Write and submit an application to the Football Foundation Capital Grant Funding stream to replace the astro football pitch at Kings College to a full 3G facility by; researching and writing the current supply and demand case, recruiting local football club partners to build a plan of utilisation and working with the school to build a successful business plan.	N/A	Submission of full bid and Football Development Plan by July 2018.	SDO, SD Intern, KC School, Parks and Leisure	31/07/18	
		Priority 2: Increase the number of Clubmark accredited sports clubs working with local schools.					
	O2.1	Recommend free in-school sports coaching offers from local accredited sports clubs to local schools, to give young people experience of professional coaching and the opportunity to join a club.	2 club offers circulated	At least 1 free coaching offer delivered in two schools.	SDO, Community Clubs, Games Organiser	31/12/18	
		Priority 3: In partnership, increase awareness of school and community hall availability.					
	P3.1	Encourage schools to continue updating their entry on Sport England Active Places Power tool so that clubs can use this as a resource to view available facilities outside school hours.	25 signed up	Check information is up-to-date by spot checking with schools and signpost to clubs as part of quarterly newsletters.	SDO, Active Surrey, local schools.	31/12/18	
		Priority 4: Raise awareness of Sport Guildford, the independent Sports Council, to local providers.					
	Q4.1	Promote Sport Guildford and the advisory services they provide, to raise their profile as the borough's pro-active sport and leisure forum. Promote their sports club seminars, sports awards nominations and forum meeting dates in sport development newsletters. Invite Sport Guildford to attend local community events to promote themselves so clubs can benefit from the advisory services they provide.	4 events attended in 2017, 1 club governance seminar delivered and Guildford Sports Awards.	Include Sport Guildford updates in quarterly newsletters, invite Sport Guildford to attend two community events.	SDO, Sport Guildford	31/12/18	
		Priority 5: Share updates and best practice from regional and national partners.					
	R5.1	Liaise with local sports clubs to assess the demand for another Sports Club Conversation in 2018 and work with Active Surrey to provide a host venue if necessary.	1 Club Conversation held	Hold a further evening if demand warrants	SDO, Active Surrey	31/12/18	