



COMMUNITY TRUST
At The Heart Of The Community



Get Active Programme

Project Report
2019

Registered Charity Number
1096222

Funded by
goldingvision
Part of Golding Homes



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Project History

2016

The Get Active project began in 2016 when Golding Vision and Kent Sport partnered to deliver a ten-week programme establishing six new sports sessions across the four 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 to 18 with an average attendance of 13 at each session. From this a 20-week programme was delivered across the same four areas from June to October 2016, introducing more sports thanks to significant funding from Golding Vision.

Across the 20 weeks, 504 young people aged 3 to 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 revealed that £513,047 of social impact was created from the attendees participating in frequent mild exercise during the 20-week programme in 2016.

2017

Following this success, Golding Vision and Kent Sport both invested to continue and improve the project in 2017. This engaged 444 participants aged 2 to 18, with an average attendance of 12 at each session. For 2017, Social Benefit was again calculated using the HACT social value calculator.

The results revealed that £545,918 of social impact was created from the attendees participating in frequent mild exercise and attendance at youth clubs.

2018

Get Active returned for the third year running. This engaged 455 participants aged 2 to 18 with a total of 2,131 visits, with an average attendance of 12 at each session. For 2018, Social Benefit was again calculated using the HACT social value calculator.

The results revealed that £526,564 of social impact was created from the attendees participating in frequent mild exercise and attendance at youth clubs.

2019

This brings us to the 2019 Get Active programme...



Approach

As a well-established project, we have been able to learn from previous years to build and expand the offer to better suit the needs and wants of local people via valuable feedback from participants, parents, carers, partners, deliverers and the wider local community. This allowed us to offer new activities in new locations as well as better communication and administrative processes. We continued to work together to ensure that the sporting activities on offer were 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.

As in 2018, we used questionnaires at the start and end of the programme for participants/parents to precisely measure the activity levels of the young people taking part, as well as wellbeing and wider outcomes related to place shaping.



Programme

From May to October 2019, weekly sport sessions including football, boxing and basketball were delivered. In addition, there was a 6-week holiday programme including gymnastics in Tovil, baseball in Shepway and Park Wood, dance in Shepway and yoga in Park Wood. Then basketball, boxing and football were delivered at Marden on the same day every week for a 9-week programme as a sports/community HUB evening. All these sessions have contributed to make the Get Active sessions a regular fixture in the lives of participants.



Get Active Free sports for children throughout the summer

Marden
Stephen.Camacho@cact.org.uk
07886 772405 - @GetActiveGolding

The Get Active programme aims to bring communities together and offer young people access to free sports and activities in their area.

Just turn up & play!

Thursday 4th July 2019 to Thursday 29th August 2019

All sessions are held at:
The Cockpit, Marden, TN12 9TQ

Football

Session 1
Thursdays
4:30pm - 5:30pm
Girls only

Session 2
Thursdays
5:30pm - 6:30pm
Boys only

Basketball

Session 1
Thursdays
4:30pm - 5:30pm
Boys & Girls

Session 2
Thursdays
5:30pm - 6:30pm
Boys & Girls

Boxing

Session 1
Thursdays



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Get Active Free sports for children throughout the summer

Park Wood
Stephen.Camacho@cact.org.uk
07886 772405 - @GetActiveGolding

The Get Active programme aims to bring communities together and offer young people access to free sports and activities in their area.

Just turn up & play!

Football

4th June - 15th October

Bicknor Road MUGA

Bicknor Road,
Maidstone, ME15 9PS

Tuesdays

Session 1
4:30pm - 5:30pm
Boys & Girls aged 5-11

Session 2

Basketball

6th June - 17th October

Bicknor Road MUGA

Thursdays

4:30pm - 5:30pm
Boys & Girls aged 5-11

Boxing

5th June - 16th October

Holy Family Church Hall

Bicknor Road,
Maidstone, ME15 9PS

Wednesdays

5:30pm - 6:30pm
Boys & Girls aged 5-11

Baseball

2nd August - 6th September

Bicknor Road MUGA

Fridays

Session 1
4pm - 5pm
Boys & Girls aged 8-11

Session 2

5pm - 6pm
Boys & Girls aged 11+



Get Active Free sports for children throughout the summer

Shepway
Stephen.Camacho@cact.org.uk
07886 772405 - @GetActiveGolding

The Get Active programme aims to bring communities together and offer young people access to free sports and activities in their area.

Just turn up & play!

Boxing

7th June - 18th October

Shepway Community Centre

Cumberland Avenue,
Maidstone, ME15 7JN

Fridays

Session 1
5pm - 6pm
Boys aged 5-11

Session 2

6pm - 7pm
Girls aged 5-11

Dance

29th July - 2nd September

Greenfields Community School

Oxford Road,
Maidstone, ME15 8DF

Mondays

Session 1
3pm - 3:30pm
Boys & Girls aged 5-7

Session 2

3:30pm - 4pm
Boys & Girls aged 8-11

Session 3

4pm - 5pm
Boys & Girls aged 11+

Baseball

29th July - 2nd September

Greenfields Community School

Oxford Road,
Maidstone, ME15 8DF

Mondays

Session 1
4pm - 5pm
Boys & Girls aged 8-11

Session 2

5pm - 6pm
Boys & Girls aged 11+



Get Active Free sports for children throughout the summer

Tovil
Stephen.Camacho@cact.org.uk
07886 772405 - @GetActiveGolding

The Get Active programme aims to bring communities together and offer young people access to free sports and activities in their area.

Just turn up & play!

Football

5th June - 16th October

Armstrong Road MUGA

South Park, Armstrong Road
Maidstone, ME15 6AZ

Wednesdays

4:30pm - 5:30pm
Boys & Girls aged 5-11

Basketball

4th June - 15th October

Armstrong Road MUGA

South Park, Armstrong Road
Maidstone, ME15 6AZ

Tuesdays

Session 1
5pm - 6pm
Boys & Girls aged 11+

Boxing

4th June - 15th October

Tovil YMCA

Barfreston Close
Maidstone, ME15 6FG

Tuesdays

5:30pm - 6:30pm
Boys & Girls aged 5-11

Gymnastics

1st August - 29th August

Pegasus Gymnastics Club

2-4, Farleigh Hill
Maidstone, ME15 6RG

Thursdays

Gymnastics
1pm - 2pm
Boys & Girls aged 5-11
Parent/carer must attend

Kinder Gym session

(Children not in school)

11am - 12pm

Boys & Girls aged 2-4
Parent/carer must attend

Gymnastics for All (GFA)

2pm - 3pm
Boys & Girls aged 5-7
3pm - 4pm
Boys & Girls aged 8-11

Freestyle Gym session

2pm - 3pm
Boys & Girls aged 8-11

To book:
01622 688719 - info@pegasus.org
Children must be Golding Homes residents



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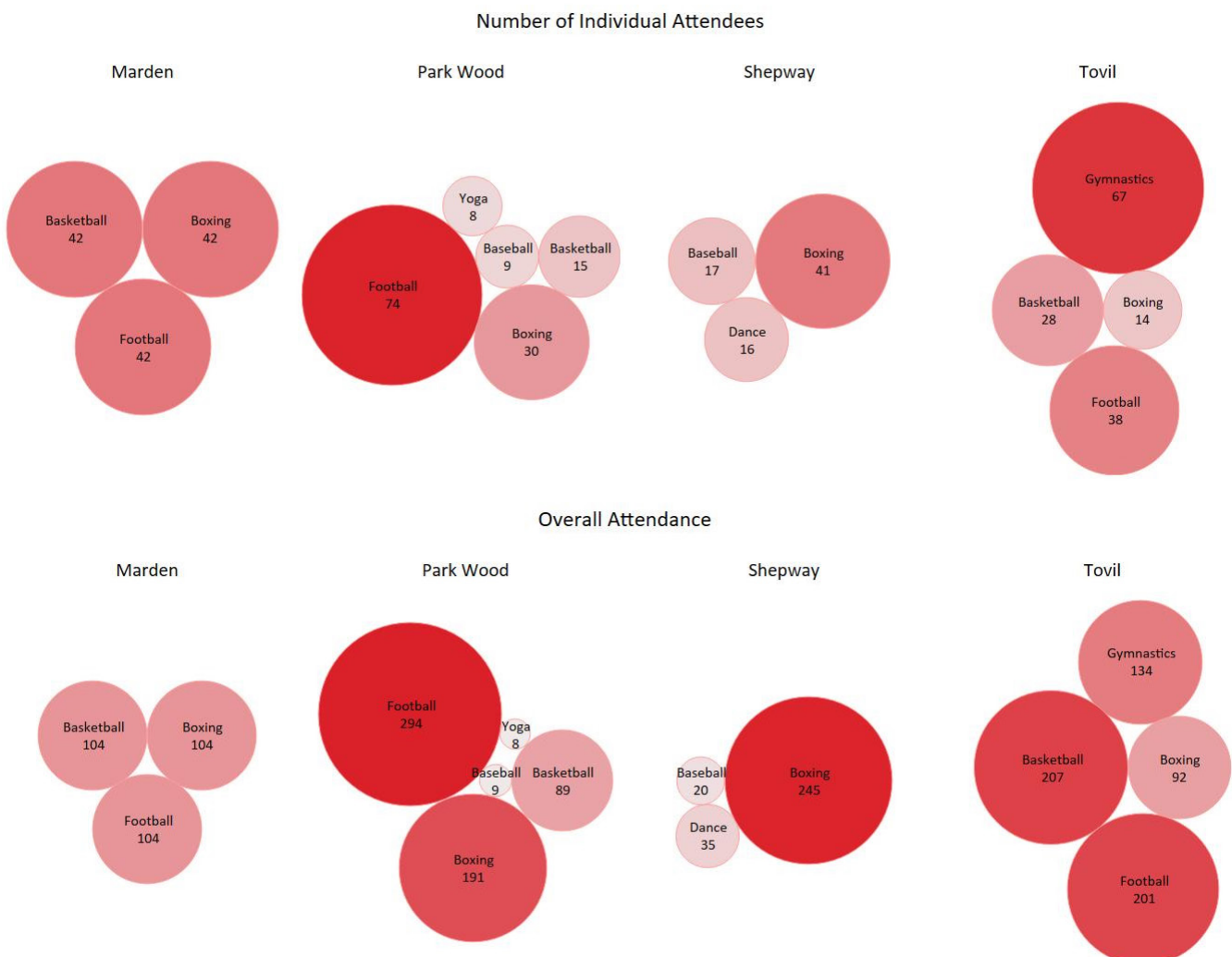
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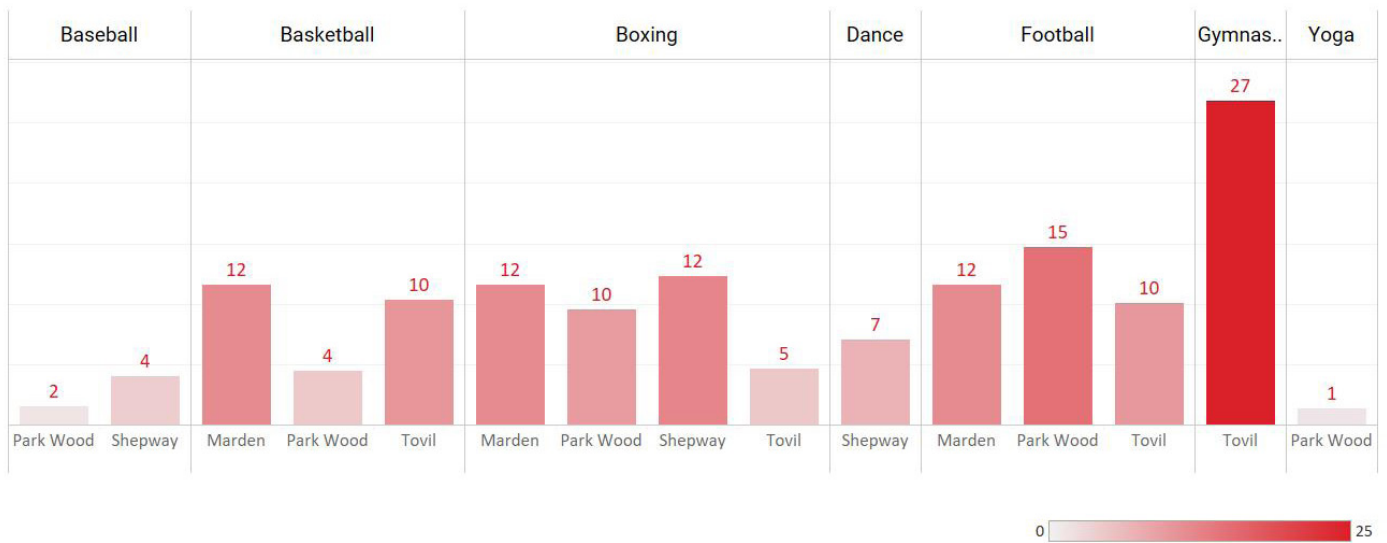
Impact

- 1837 visits
- 483 participants aged 1 - 16 years
- Average attendance of 10 children per a session.
- For every £1 invested in the project £15.41 was generated in social value for the local community.
- A total of £288,228 was generated in social value.

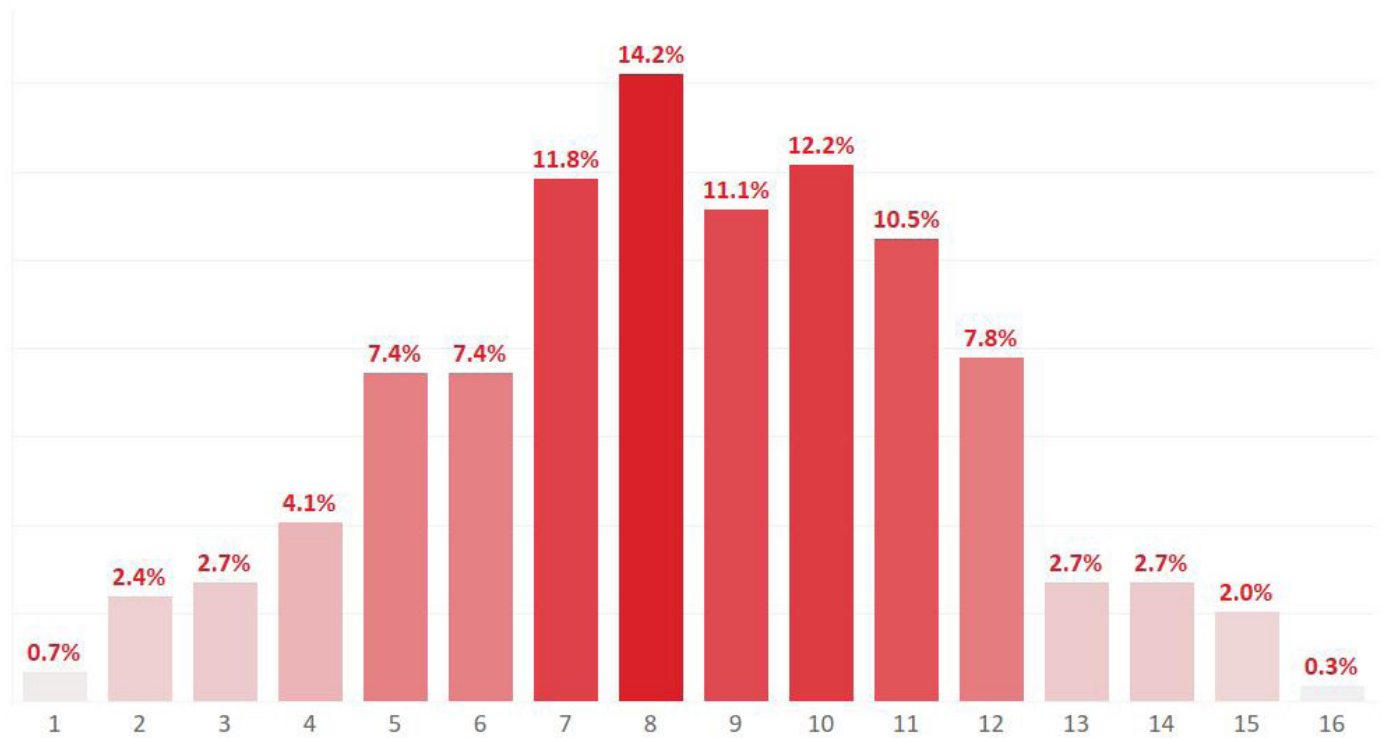
Social Benefit was calculated using community investment values from the Social Value Bank, created by HACT. The results revealed that £288,228 of social impact has been created by the project from young people participating in frequent mild exercise and attendance at youth clubs.



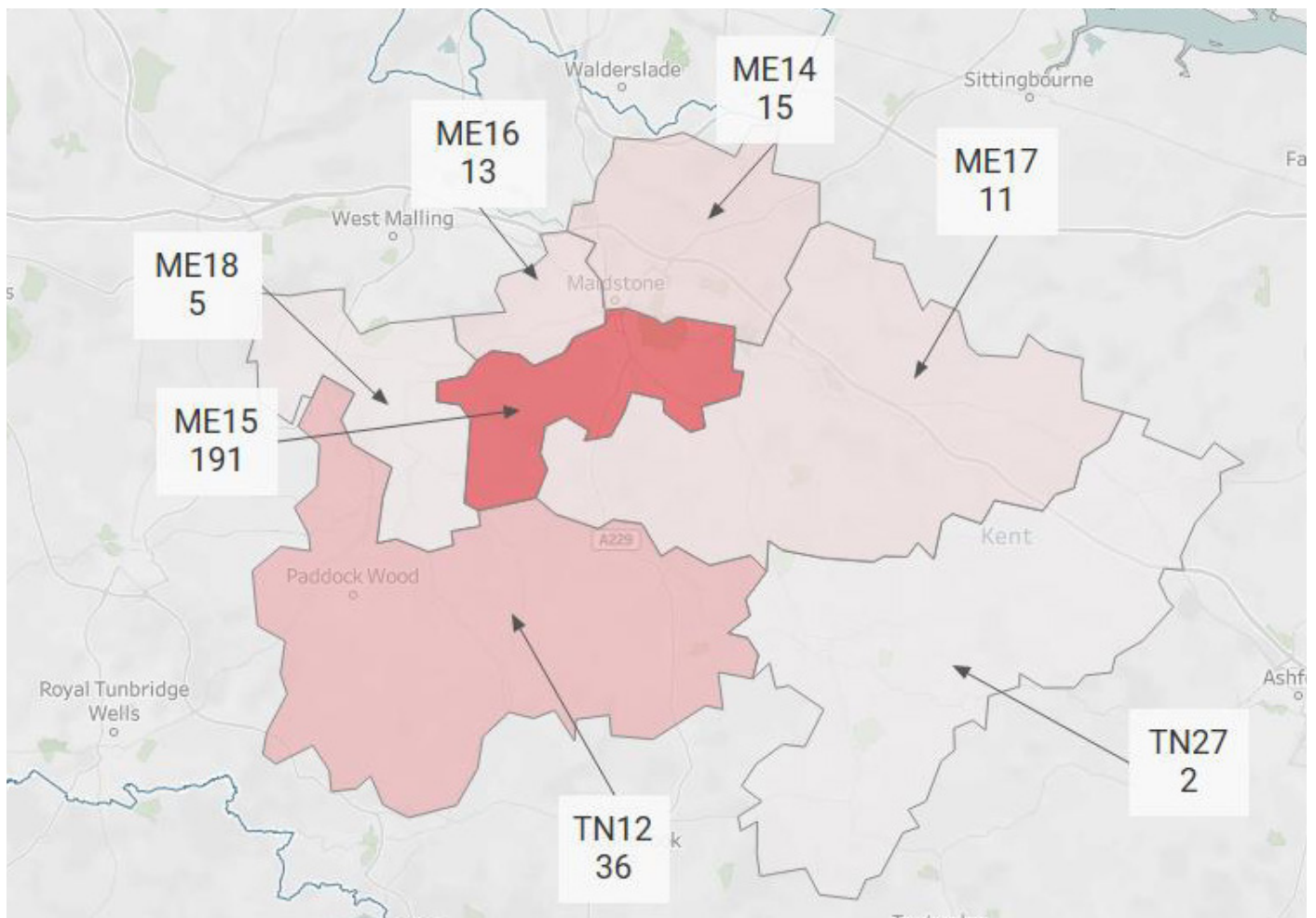
Average Weekly Attendance



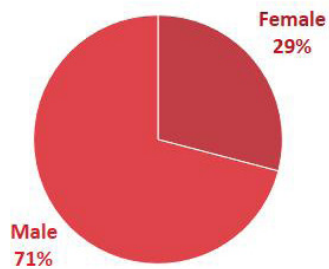
Total Participants by Age (%)



(*please note ages for participants of Basketball at Tovill and Park Wood have not been captured)



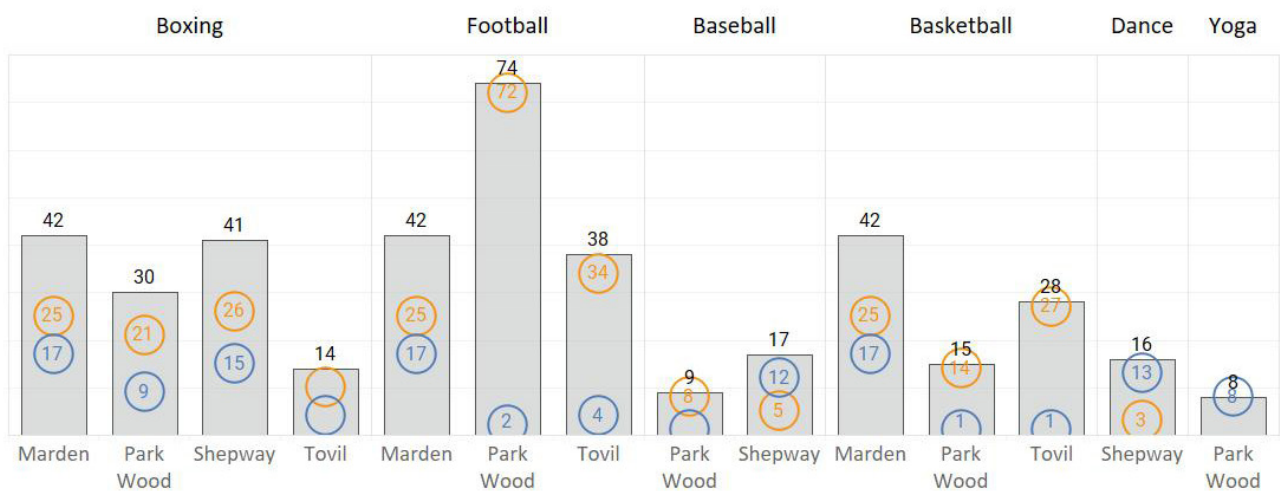
Overall Male vs Female Split



Individual Attendees and Male vs Female split: **Location**



Individual Attendees and Male vs Female split



■ Individual attendees
 ■ Female
 ■ Male

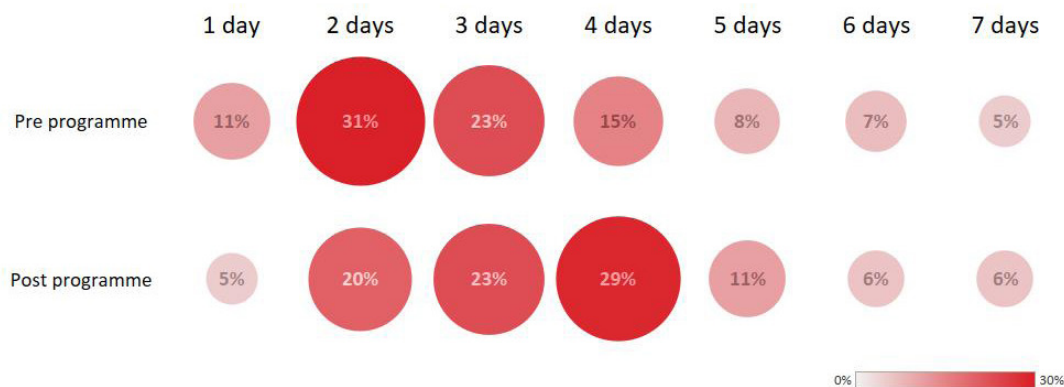
(*please note gender splits may not have always been captured and are not included for gymnastics)



Feedback

By creating questionnaires to be completed by participants, we were able to capture individual qualitative feedback at the end of the programme. Over 100 participants completed a pre and a post programme questionnaire. Here is some of our findings:

Q - In the past week, on how many days have you done any sport, exercise, walking or cycling? Please include any days in which you did any of these activities for 10 minutes or more.



Q - Do you think your neighbourhood is a good or a bad place to live?



Q - What did you enjoy, why did you come back each week?

“I made new friends that live near me that I didn’t know before.”

“I loved learning new moves from different dance styles. It was a fun experience and different way to get some exercise and move around.”

“I got to do really fun things and meet new friends.”

“The sessions were loads of fun and I don’t want them to stop.”

“Both my kids attended the football sessions and Park Wood. They absolutely love them!”

“I enjoy doing the pads with my partners it makes me feel like I’m the coach.”



Case Studies

FOOTBALL

As part of the Get Active programme in 2019, Football, Basketball and Boxing sessions were run at Marden on Thursday evenings.

These were a huge success and created a real social buzz with over 25 young people turning up most weeks to try new sports.

Kenny aged 6, really impressed his coaches over the nine weeks of sessions and has been invited to join the CAFC advanced centre in Maidstone. CACT coach said:

“Kenny has a great energy and enthusiasm for football, this is what these community sessions are all about. His energy was infectious within the group and it was great to see everyone bond and make new friends”.

The advanced centre gives boy & girls a chance to further develop as a player and open up potential pathways to play.

“Kenny likes nothing more than playing football and watching football, especially Charlton!” – Kenny’s Dad.

When asked what Kenny has enjoyed the most about the Get Active session, Kenny said:

“What I enjoyed the most was improving my football skills and making new friends. I was learning how to beat a player and dribble with the ball. The sessions were loads of fun and I don’t want them to stop”

Kenny will have the opportunity to continue through the advance centre and we will keep track on his progress as well as putting him in contact with local football clubs. But more importantly these Get Active sessions have given the opportunity to so many young people and families take part in an activity that they would not have been able to otherwise. We hope to continue and build on this again next summer.



DANCE

Dance was back for the second year running for the Get Active programme. The lessons gave an introduction to different elements of dance including rhythm and musicality, as well as movement itself.

Participants were also encouraged to create their own segments of routines using the skills they had learnt alongside their own imagination.

Two young girls that stood out in the lesson were Kaira & Isobelle Milburn. They have a contagious energy and embraced all aspects of the dance lessons. As the weeks went on, they showed the confidence to create their own dances and use their imagination within these.

“It was lovely to see a number of the students return from the sessions held last year, I’m always so impressed with how much progress they make in such a short time - there energy was infectious and it was a pleasure to teach to them.” Dance Teacher, Amber Ainsworth

We spoke with Kaira after the last lessons:

“I loved learning new moves from different dance styles. It was a fun experience and different way to get some exercise and move around.”

Kaira & Isobelle’s Mum added:

“They met some new friends, learnt new skills, were exposed to different dance styles, a sense of rhythm, exercise, confidence and overall they loved it. We can’t thank you enough!”



BASKETBALL

Billy May and Jamie Stevens were two participants of the 'get active' programme's basketball activities at Tovil. Both players struggled to find regular or affordable basketball activities and took advantage of the free basketball and coaching offered. Both players were invited to the Kent Panthers Basketball Team trials, successfully impressed coaches and are now playing national league basketball.

Billy said, **"I really struggled to find basketball groups compared to other sports such as football and I used the summer sessions to work on my skills and improve as a player"**.

Both Billy & Jamie received direct instruction from professional BBL player Disraeli Lufedeju during some of the summer 'get active' sessions and were given the opportunity to impress former NBA player and Kent native Ryan Richards at the Kent Panthers trial.

Many players whom attended 'The Get Active Programme' attended the Kent Panthers trial with 7ft tall former NBA draft pick Ryan Richards.



BOXING

Get Active boxing sessions at Park Wood were one of our most popular with 191 visits from 30 different participants. The sessions were delivered by Olympia Boxing and two boys that were regulars to the sessions were Ted & Harley.

Boxing coach Tommy speaks about the sessions, Harley & Ted, **“It was clear to see the enjoyment from the boys every week and socially I think these sessions are fantastic for them. It gives them the chance to build friendships that will last beyond this project.”**

Harley said, **“I made lots of new friends that live near me and it made me feel good because I helped them with punches they didn’t know. I enjoy doing the pads with my partners it makes me feel like I’m the coach.”**

Ted said, **“I come to boxing with Tommy because I have lots of fun and have lots of friends that come with me. I came back because it’s fun and I like winning the games and I like trying to win the medal. I like that my mummy and daddy watch to. I got to do really fun things and meet new friends. I got to learn how to be a real boxer too.”**

A clear theme from both Ted and Harley was that the Get Active sessions offered the platform for them to make new friends, learn new skills and enjoy themselves. Since the end of the Get Active sessions, all attendees have been signposted to local sessions and clubs.



BASEBALL

Baseball was included in the Get Active programme for the first time this year. It proved to be popular and offered a sport that children might not have otherwise had the opportunity to play. With the equipment costing a lot and there only being a small amount of clubs over the UK it was great to be able to offer Baseball sessions for free to children in the community. The sessions were delivered by Baseball Softball UK and by a very experienced coach that has links with Kent Buccaneers Baseball club.

One of the participants Tom tried Baseball for the first time at our Get Active sessions at Park Wood. Since then Tom started training at the Kent Buccaneers Baseball club.

Toms mum Karen Wentzell explains:

“Last summer Tom went to a football holiday club and was given a leaflet for Get Active. The baseball session caught his eye and he went along. He enjoyed it a lot and the coach told us all about our local team, Kent Knights. Tom went along to their training sessions at the end of last season. So Get Active was successful in getting Tom away from screens and trying a new sport. He looks forward to continuing next season.”





Key outcomes

59.8% of Get Active participants aged between 7 – 11year old

A total of £288,228 was generated in social value.

Participants taking part in sport 4 days a week rose from 15% to 29%.

Percentage of people that think their neighbourhood is a good place rose from 40% to 48%.

Marden showed a vast increase in participants from last year, 39 participants to 126 participants this year.

Shepway had a larger female (40) attendance than male (36).

Tovil had the highest number of individual attendees at 147.

Seven different postcodes from attendees. With ME15 being the highest at 191 participants from that postcode.

• Pathways

Charlton Athletic Community Trust invited Kenny to their advanced centre in Maidstone. He has progressed really well and its clear to see how much he enjoys the sessions. Since then he has join Bearsted Football Club through our ongoing support and local community connections.

Kent Panthers basketball club invited two boys that attended the Get Active sessions in Tovil to their trials in September. Both boys had a great experience and are now playing regularly at the Kent Panthers.

Kent Buccaneers Baseball club have had one boy that has tried Baseball for the first time at our Get Active sessions at Park Wood. Since then the boy started training at the Kent Buccaneers Baseball club.

• Sustainability

Since the end of the programme Olympia boxing have continued to deliver the sessions as there is a real demand from participants. Participants are happy to make a small contribution (£1.50 per a session) to support the funding of it. It has proven very successful so far and the number have been maintained. This is a potential option for other sessions.



Moving forward

- To use targeted marketing that is tailored to each sport instead of each location (individual leaflets).
- Use the Olympics 2020 as an overall theme to increase engagement and attendance – this can include competitions and prizes.
- Direct promotion to Golding residents (especially for Gymnastics).
- Engage with local schools with free sports festivals in the build-up for Summer.
- Engage with local volunteers and champions to help encourage children to attend.
- More female friendly sports to be included in the programme to address the male/female imbalance.
- Health/ wellbeing or walking football sessions
- Better and more detailed training to coaches for Onside before the start of the next programme. CACT to address the issue of multiple sessions at the same time on Onside.
- Use the 'social HUB' model that was successful at Marden at another location so sessions run into each other and are not isolated.
- Address the safety concerns at Park Wood and look for a venue that suits the sports better.
- More of a social media presence – use of Instagram to engage parents and children.
- Continue to build on the long term sustainability.





Thank you



Part of Golding Homes

