

# Active Kent and Medway

## Club & Community Forum Roadshow

Tackling Inequalities: Increasing Participation

13<sup>th</sup> November 2024

# Agenda

## **Active Kent & Medway**

Welcome

Overview of Sport Welfare Project

## **Nicola Kidney, Medway Public Health**

Impact of 'Let's Get Active' Public Health campaign

## **Rupa Sen, Executive Manager - Medway Diversity Forum**

Increasing Participation

## **Woodlands Warriors Wheelchair Rugby League**

Wheelchair Rugby Taster Session – Sports Hall

## **Networking and Close**

# Who are we?

**Active Kent & Medway (formerly known as Kent Sport)**

One of 43 Active Partnerships in England

**Our Vision:** More people, More active, More often

**Our Mission:** To improve lives through sport and physical activity

**Our principal funders:** Sport England and Kent County Council, whose strategies set the direction of our work.





**Kent & Medway**

# 5 strands of work

- Supporting Sport
- Health and Wellbeing
- Connecting Communities
- Children and Young People
- Active Environments



## Move Together

Kent and Medway's 2023 - 2027 strategy  
for getting more people, more active,  
more often across the county.

Coordinated by Active Kent & Medway



# Sports Welfare Project



# Introductions – Sport Welfare Officers

**Stuart Butler**  
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**Jimmy McCormack**  
[jimmy.mccormack@kent.gov.uk](mailto:jimmy.mccormack@kent.gov.uk)



# About the Sport Welfare Officer Network

- Professional network of 63 dedicated officers introduced in phased approach Autumn 2023 – Summer 2024, to **support Club Welfare Officers**
- Employed and based within **Active Partnerships** nationally, working with **National Governing Bodies**
- The programme contributes towards the **Uniting the Movement** strategy and is one of Sport England's commitments in the policy response to **the Whyte review**, published by Sport England and UK Sport.
- Funded by **Sport England** through an investment of **National Lottery money**.





# Aims of the Project

## Our purpose

To promote good welfare practice and safe sport at a local level

To support club environments to move from welfare compliance to effective culture

## Our role

To add capacity and expertise to the existing safeguarding work of NGBs and Active Partnerships



# Support provided by the network

- The role of the SWO is to:-
  - ✓ Provide additional, local support for club welfare officers
  - ✓ Signpost clubs to the right advice and guidance
  - ✓ Work with club welfare officers to create a safer culture within their organisation
  - ✓ Facilitate local training opportunities and events
  - ✓ Create networks so that volunteers and staff feel better connected and informed
  - ✓ Recognise, share and develop best practice
  - ✓ Help raise awareness of safeguarding and welfare for young people and adults at local events
- It is **not** the Sport Welfare Officer's role to;
  - ✓ Advise on or manage concerns – all concerns must be referred without delay in accordance with National Governing Body / Club Safeguarding Policy.



# UNIVERSAL OFFER SPORT WELFARE OFFICER NETWORK

Active  
Partnerships

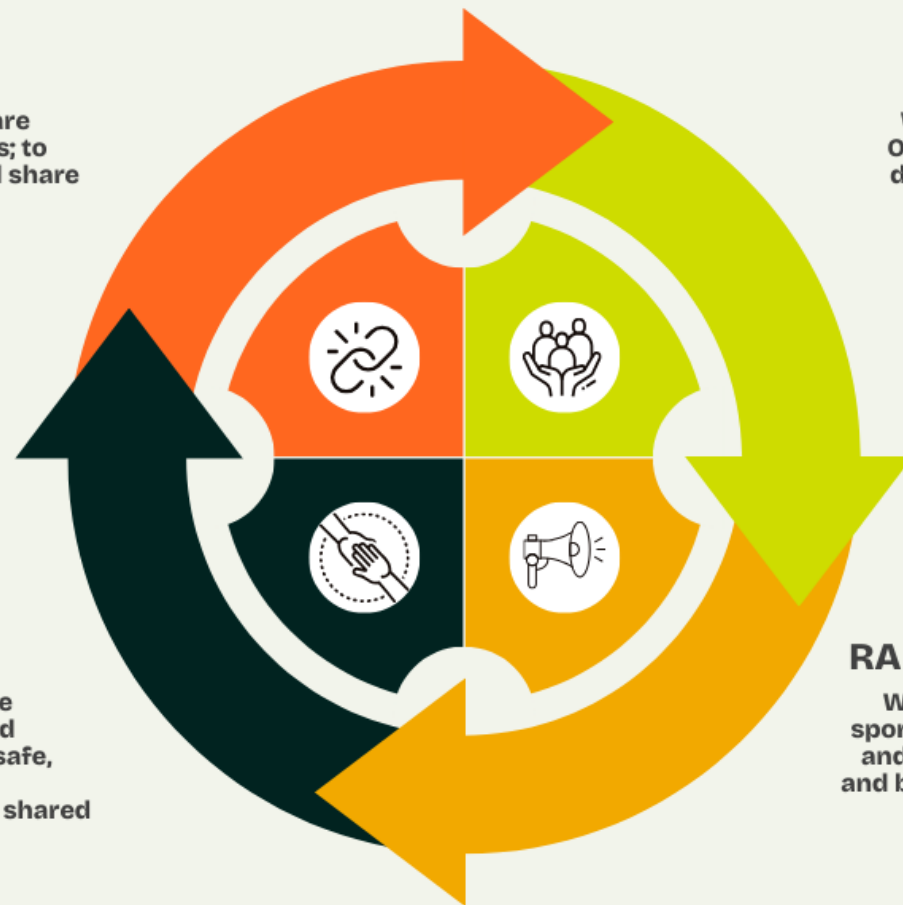
active  
Kent & Medway

## CONNECT

We connect Club Welfare Officers and volunteers; to build relationships and share best practice.

## SUPPORT

We support Club Welfare Officers and volunteers to develop their approach to welfare.



## ENABLE

We enable Club Welfare Officers, volunteers and participants to create safe, inclusive sporting environments through shared learning, training and resources.

## RAISE AWARENESS

We raise awareness about sports welfare issues, gather and respond to local insight, and bring national campaigns to local communities.

# Support for Clubs & Club Welfare Officers

- National Governing Bodies

- Child Protection in Sport Unit (CPSU) <https://thecpsu.org.uk/>



**Child Protection in Sport Unit**

- Ann Craft Trust (Adult safeguarding ) <https://www.anncrafttrust.org/>

**ann craft trust**  
acting against abuse

- Buddle <https://buddle.co/>



- UK Coaching <https://www.ukcoaching.org/resources/safeguarding-protecting-people>



# A BETTER MEDWAY

Easier ways to be healthy

LET'S  
GET  
ACTIVE!



A CHARITABLE TRUST

Empowering you for  
a better tomorrow!

# Let's get active-History

- Physical activity intervention to support the return to activity for those who had been negatively affected by covid pandemic particularly those who had been shielding.
- The aim was to support a return to physical activity in an environment which also focussed on peer support.
- Collaboration between multiple organisations: Medway public health, Lords wood leisure centre (charitable trust) Active Kent and Medway funded by Sport England tackling inequalities fund and together fund.
- The project also meets the aims and objects of the following national and local policies and frameworks.

# Aims of funding

- To reduce social isolation and improve physical activity for those with long term health conditions and disabilities.
- For those that have not had the opportunity to be physically active or have lost confidence about being physically active due to covid.
- Upskill local instructors
- Ensure sustainability long term

Initial funding  
awarded  
£3465

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Cost of venue

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Instructor costs

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Equipment

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Marketing

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Upskill of instructor (BACPR L4)

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Tea/coffee



# Sustainability

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Small charge of £3 per class during funding period.

Not condition specific

Accepting referrals from Medway active referral programme.  
Cardiac rehab service and self-referrals

# Attendance breakdown

20-25 people  
per class

53% male

35% female

12% prefer  
not to say

Age range

18% 50-59

64% 65-75

18% 75-84

# Challenges

- Difficulty in replacing suitably qualified instructors to deliver the programme
- Capacity issues-waiting lists
- Suitable venues
- Accessing more funding

# Outcomes-cohort 1

100% stated they had improved their physical health

60% stated managed their mental health

70% built new friendships

50% felt more connected to local community

90% enabled them to try new activities

90% more active than previously

80% felt more confidence in being physically active

90% increased enjoyment in being physically active



I joined the class in January after being ill in hospital and increase my upper body strength and my overall fitness.

I see the osteopath monthly to ease my pain due to scarring on my lungs and he was impressed with the difference the class has made to my physical abilities.

This class has made such a huge difference to my physical and mental wellbeing. Cannot praise instructors enough.

**Female age 67**

Since I started the class, my mobility has improved. I am fitter and able to walk more. My health has improved as I can do some of the exercises at home. Tutors are caring and good with instructions and always helpful.

**Male age 77**

Fantastic class for everyone but particularly those with physical disabilities. Since attending my confidence has improved in knowing I am capable of being able to do exercise again.

**Female age 73**

Have really enjoyed the class. Has made a real difference to my strength and mobility. I look forward to coming to the class every week.

**Male age 65**



This class is wonderful, after my initial rehabilitation and physio.

It has positively encouraged me to continue with exercise to suit my needs with a disability following a brain bleed.

What is equally fantastic is that the class brings together the local community of all ages and ability to try something new and to music as well.

We can't thank the team enough for their continued support.

**Male age 55**



<https://youtu.be/93R1NcF-hZs>





# Future plans

To expand let's get active to the wider community of Medway

Developing our own CPD session to upskill local instructors to deliver the programme

Full evaluation



Questions?

# Increasing Participation

**Rupa Sen**

Executive Manager, Medway Diversity Forum

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Mob: 07875 503708

# Women Stretch & Tone classes

**“I was told by my doctor to take supplements for my back pain. I was taking them for a long time and the back pain was still there. These classes have made my back pain go away'. (Participant, age 70)**



**“I enjoy having my ‘me’ time and exercise in a group setting after many years. The class is truly godsend.**

**(Participant, age 52)**

# Health Space

- A pioneering project establishing a 'health space' in a mosque by installing a Treadmill & BP monitors to reduce the risk of heart diseases and obesity amongst the Muslim older people.
- Allowed the mosque congregation to get fitter, healthier and make lifestyle changes in a familiar setting, who feel excluded from using the local gyms due to cultural and religious reasons.



# MEDWAY BADMINTON CLUB TOURNAMENT

08-SEP-2024  
TIME : 13:30 TO 17:00



**THINKING FITNESS**

Campus, Holcombe, Park Cres  
Chatham ME4 6NR  
07368813529

active  
Kent & Medway



## Badminton Tournament

- Organised a Badminton tournament in September.
- The Badminton Club is still running despite the funding finishing 3 years ago. Today, Club has 35 members, adults and children.
- The way this has been sustained is that people have become members of a leisure centre, which allows them to use the courts for a discounted fee.

# Recent Programs

## Swimming for Muslim Women

As a Muslim woman, I gave up swimming because of lack of women-only pools. 20 years later, I stepped into a pool for the first time and was filled with immense joy. I didn't expect the pool to help me feel so calm and relaxed. Swimming is a skill that I'm not strong in because of the lack of opportunity to practice. But since these swimming sessions, I am able to practice again. I am glad I could swim with my little daughter, who hasn't missed a single session so far.



Very appreciative of Sports England by giving me this opportunity to not only swim, but to do so in an environment where, as a Muslim woman, I feel comfortable both physically and mentally. Having female lifeguards made things more accessible and suitable.

# Recent Programs

- **Chair Pilates classes** attended by 32-35 elderly men and women from diverse communities
- **Yoga classes** for a mosque ladies' group
- **Bollywood Dance classes**





# Impact

- **Increased participation because barriers were removed & the variety of activities offered as there was something for everyone.**
- **Built resilience and capacity of the seldom heard groups. Widened their support network**
- **Recruited more volunteers and befrienders.**
- **Brought about a change in behaviour and perception, making physical activity/ movement a habit, a part of peoples' everyday lives.**
- **Increased muscular strength, motor fitness, stronger bones, better weight management and understand the importance of prevention before conditions become more serious.**
- **Reported improved breathing, posture, joint flexibility and friendship**
- **Improved collaborative working with Public Health and some of the beneficiaries are participating in their free physical activity programs.**



# Future Roadshows

Club and Community Forum Roadshows 2024-25 - ActiveKent

## Canterbury – Funding

Monday 27<sup>th</sup> January 2025

12:30 – 14:30

Canterbury Golf Club, CT1 1TW

## Ashford – Climate Change & Sustainability

March 2025 - TBC





## Roadshow Feedback

- We value your input and feedback
- Helps us to improve future events
- Prize Draw

Thank you for attending