

Case Study

Enabling/
catalyst

Active Meadowlands

What were our objectives?

To use sport and physical activity to help regenerate the local neighbourhood



Project description

Sport England awarded Coventry City Council £152,925 capital funding and £150,516 revenue funding through the Active England programme. Active England covered 58% of the capital costs and 52% of the revenue costs. The capital funding built an outdoor, multi-use sports site within the Radford Diamond neighbourhood park and the revenue funding went towards setting up the project and employing a development officer. The development officer is employed to deliver a programme of formal and informal activities to improve the health of the local population through physical activity.

The project delivers a range of formal sports including football, netball, basketball, and boules. The project also delivers informal sports and physical activity, such as walking. The project built links with groups whose participation in sports and physical activity was low to identify barriers to participation and develop opportunities for them to take part in physical recreation. It piloted alternative ways of tackling barriers to participation by promoting healthy living through education, information materials and local campaigns such as 'Healthy Walks'. All the activities offered are free of charge and publicised locally.

Rationale

The project was developed in Radford, as it is an area of high deprivation with no outdoor sports provision. The local council, Groundwork and other interested bodies met to discuss the lack of facilities in the area and possible solutions. They canvassed the whole area and spoke to local residents to see what demand was – the project has been set up to deliver services that will meet local needs.

Project aims

The project aims to provide a focus for the physical and social regeneration of the Radford Diamond neighbourhood, focusing on good health through increased levels of physical activity.

Project performance

Up to March 2008 the project has engaged 1,552 people in physical activity with a total throughput of 7,396. To help with the delivery of activities the project has used 33 coaches. Due to the success of the project and good PR the project enlisted the help of 48 volunteer workers. As there is only one development officer the volunteer workers have been vital to the success and future of the project.

The project has developed specific activities to attract women and girls including girls football, Mums netball and Streetdance. Through football and other activities different ethnic groups are now playing and socialising together where before they kept to their own groups. The Meadowlands Olympics will run again in June 2008 due to its great success in previous years.

The project has been so successful that the local council are looking to roll out the method of project development and develop another two sites.

The future

Due to a delayed start the project will continue until December 2009. With the help of the volunteer workers it is hoped that activities will become self sustaining in the long term.

BIG
LOTTERY
FUND

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