

Case Study

East Riding of Yorkshire

Exemplary use of
ValueMapping

What were our objectives?

To increase community involvement in the leisure centre



Project description

Sport England awarded East Riding of Yorkshire £357,250 through the Active England programme, £292,250 capital funding and £65,000 revenue funding. The total project cost £377,250. This funding went towards refurbishing a leisure centre, building a skate park and employing a community co-ordinator. The funding started in October 2005 and ended in October 2007.

There were many partners in the project but the whole town was behind the development including the local health partnership. The project also worked with local clubs to develop the use of the pitches.

The community development post also included outreach work in local areas and schools, developing links back to the leisure centre.

Rationale

The skate park was built as a result of a group of young people campaigning for a skate park in Beverley. The project met a need in the community. The community development side was driven by the desire of the leisure centre to be more community focused. In the past it was poorly attended by many target groups due to a lack of suitable activities and programmes.

Project aims

The project aimed to:

- Increase participation overall in the area;
- Link the project more with the GP referral scheme; and
- Increase participation by under-represented groups, in particular young people.

The project aimed to use the skate park to attract young people to the leisure centre. With a captive audience, through skateboarding, the project introduced a wider range of activities.

Project performance

The main achievement of the project has been in volunteering. They had 67 volunteers and 31 of those volunteered an average of at least one hour per week over the course of the project. These volunteers have also gained qualifications. Seven of the skate park buddies have done first aid training and three were trained in walk leading and first aid.

In total there were 16,386 skate park visits and 2,377 participants. And the volunteer Buddy scheme at the skate park was a huge success.

The most successful adult activity was 'walking the way to health' scheme, and all the developments from that. This scheme included 30-minute walks, linking with the diabetes team, traditional hour walks, 2-hour walks for the fitter members, MIND walks for people with mental health problems and Buggy Burning for mum's, dad's and their buggies.

The project found ValueMapping (web enabled data tracking) helpful: "It is really easy just put these figures online, but it would be good if we could add some softer outcomes too, for personal health on schemes or social benefits too. But in terms of adding in attendees, hours or schemes etc, it is really easy to use."

The leisure centre was well-used before, but not by all sectors of the community like young people, low-income households and disabled people. Many of the programmes have been rolled-out showing there is a clear need for this type of sport provision.

The project has been successful. It offered a variety of programmes and activities that were well attended and embraced by the community. The community co-ordinator post is now core funded by East Riding of Yorkshire council.



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