

Case Study

Great Yarmouth

Natural
environment

What were our objectives?

To increase the number of local residents participating in physical activity and strategically build the capacity of Great Yarmouth's sporting framework



Project description

Sport England awarded £154,538 revenue funding to develop sport and physical activity opportunities in Great Yarmouth through the Active England programme. Partnership funding of £26,000 covered the remaining cost of the project which started in January 2005.

The project used extreme sports such as power kiting, land boarding and kite surfing to engage local people who have no interest in traditional sports. The project co-ordinator worked proactively with schools and local groups to introduce inactive people to activities and get them developing their skills and progressing to more advanced activities. The long-term aim is to make Great Yarmouth a centre for extreme sports for the East of England.

Project origin

The project came about after mapping demographics and what was happening in sports partnerships, colleges, councils, etc to fill the gaps. The main finding was that 88% of the local population do not take part in traditional sports.

Rationale

This project started as a result of little or no activities available in the disadvantaged Great Yarmouth area. Funding was easily found to put activities in place and once a coordinator was found the project really took off.

The project co-ordinator consulted with lots of different community partnerships to find out what demand was and what would work. He was aware of the current leisure provision being mainly private sector and traditional, offering sports such as football and rugby. Uptake in these was poor due to lack of interest and expensive session fees. There were also no after school clubs for children so there was no competition. The project co-ordinator saw a need for free activities to be offered and

as indoor spaces were costly and unavailable he saw the outdoors as the best option. From this power kiting and land boarding grew.

Project performance

The project has successfully engaged 7,124 participants in sport and physical activity and had a throughput of 46,400. Phase 1 of the project had great success in engaging under-16s, with an average of 530 regular users a week. The project also ran very successful holiday activities for youngsters 6-13 years of age. This included a full day of activities; swimming, kiting, football, beach volleyball, handball, wall climbing and multi-sports. The day ran from 9am to 4pm and each child paid £9 per day.

In phase 2 the project expanded to include activities that would engage inactive adults. An active community sports programme (Active x) was launched. Active x was a new umbrella club to expand the kiting activities. This included a kite surfing, kite bugging, land boarding, kayaking, wake boarding and beach life-guarding. This opened up activities to local residents and to tourists. The project was able to cover the costs of equipment by charging tourists at the weekend and then letting the local residents use it during the week.

Innovation

This project was the first ever to introduce Kite sports in to schools and the community with great effect. The project co-ordinator although based in an old leisure centre in Great Yarmouth was able to see beyond this and used the three miles of sand and the ocean on his very doorstep. There may not have been a fabulous new building but he used the natural environment to create exciting opportunities for taking part in physical activity and having fun at the same time. The project has now finished but the co-ordinator has taken a position in the local PCT and will continue to deliver the successful elements of the project in a self-generating capacity.



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