

Case Study

Westway Sports Centre

Increasing
participation

What were our objectives?

To appoint a women and girls community sport coach to deliver an outreach programme



Project description

The Westway Trust received £8.3 million capital funding from Sport England in 2001 and an Active England revenue grant of £151,000 in March 2005. The total revenue project cost £163,000.

The capital funding has been used to develop the UK's largest climbing wall, 12 indoor and outdoor tennis courts, synthetic turf pitches, a gym and netball and basketball courts at the Westway Sports Centre.



Westway Sports Centre provides opportunities for everyone to develop their sporting talent and have a good time through the provision of high quality facilities and an extensive outreach programme.

The Centre is supported by a well-established Trust that has a range of administrative services and an annual turnover of £5.75 million.



The Centre and outreach programmes are reflective of the multi-cultural needs of the community. There are a range of programmes aimed specifically at targeted groups.

Active England revenue funding of £151,000 went towards a community development co-ordinator to develop three projects:

- The women and girls' multi sports programme;
- The exercise referral programme; and
- A fitness in schools programme.

Project aims

The exercise referral for children aimed to provide a programme of fun and fitness activities in a supportive environment for children referred by health and education agencies.

The girls only scheme aimed to increase the participation in sport and fitness of girls in North Kensington in the 11-16 age group by providing an exiting programme of girls-only sports and fitness activities.

Fitness in school's activities aimed to increase the participation in sport and fitness among children in Kensington and Chelsea by providing a fun programme of fitness activities in schools.

The women only activities programme aimed to increase the participation in sport and fitness of women in North Kensington.

All these objectives have now been reached and the activities will continue even though Active England funding finished in March 2008.

Project achievements

The project achieved:

- A total of 8,692 participants;
- Throughput of 43,835; and
- 201 health referrals.

Community delivery

The focus has been on community delivery. For example, the Active England revenue funding has enabled the appointment of a women and girls community sports coach, with a delivery budget. She has delivered girls' sessions and women's sessions in a variety of settings.

What's next?

Under the exercise referral scheme, work is going on in partnership with the PCT on the MEND project for obese children. The exercise referral scheme also targets children in schools who are inactive for other reasons such as asthma sufferers or children who lack confidence. They offer holiday programmes for children referred to by social workers.

The school's fitness activities run before school and during lunch breaks. Four primary schools are involved in the North, four in the South and two secondary schools.

The women and girls' programme is focusing on clients from the local housing estates.



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