

Staying Active Project

Social Cohesion Sport Programme with Community Foundation

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Introduction

Community Foundation Programme

Community Foundation is the Sport Leadership and Workforce Development programme at Queen Mary University of London. This programme allows us to develop a workforce of student leaders with training, CPD and funded qualifications in return for the sport and physical activity that they facilitate in the local community.

Social Cohesion Sport Programme

The Social Cohesion Sport Programme provides student groups with a platform to plan and deliver their own community projects with a focus on prominent issues in the local community. Based on research conducted in the community, we have identified 4 themes that we believe our student groups can raise awareness of by using sport as a vehicle to interact with a variety of target groups.

Student groups will be supported to design sustainable projects with the aim to continue annually with less reliance on financial support from the Community Foundation programme. Group will be required to contribute to the operational costs of their project by organising fundraising events/activities. We will encourage groups to donate any surplus funds to a UK registered charity that aligns with their project theme.

Staying Active (Theme 2)

Theme 2 is Staying Active and tackles the issue of inactivity. Physical inactivity is the 4th highest risk factor for global mortality and the rate is even higher for Londoners. For this reason, we are targeting young people who are still engaging in compulsory physical education but at risk of putting other lifestyle choices ahead of extra-curricular activity.

Project Themes

Vision

To plan and deliver sustainable projects that use sport and physical activity as a vehicle to raise awareness of key social issues within the local community of Tower Hamlets.

Theme 1 – Healthy Eating

Focus on healthy eating

- The benefits of healthy/balanced eating.
- The Eatwell Guide.
- Everything in moderation.
- Long & short-term impact of your dietary choices.

Theme 1 Target Groups

Local Primary Schools: Ages 8-11 (Years 4-6)

- Breakfast/Lunchtime/Afterschool Clubs.
- Parents/Guardians of the young people.

Theme 2 – Staying Active

Focus on staying active

- Health consequences of obesity.
- Causes and contributing factors.
- Physical activity and wellbeing.
- Lifestyle choices affecting health e.g. smoking

Theme 2 Target Groups

Local Secondary Schools and Community Groups: Ages 11-13 (Years 7-8)

- Afterschool Clubs.
- Youth Club sessions.

Theme 3 – Lifestyle Choices

Focus on lifestyle choices

- Effects of smoking, alcohol and substance abuse.
- Cost of choices – financial vs health.
- Gang culture and knife crime in the borough.

Theme 3 Target Groups

Housing Estates and Community Groups: Ages 13-17 (Years 9-12)

- Young people at risk of exposure to poor lifestyle choices.
- Estates/Youth Clubs with limited provision of recreational activities.

Theme 4 – Equality & Diversity

Focus on equality and diversity

- Identifying the target groups within the community.
- Raising awareness of the barriers to participation.
- Promoting the importance of inclusive sport provision.

Theme 4 Target Groups

Age – Open to all

- Local primary and secondary schools
- Community groups and outreach programmes
- Housing estates

Project Timeline & Finance

Overview

In order to help students to deliver sustainable projects, we encourage them to contribute to their project costs and each year, the contribution from Community Foundation will reduce. By year 3, student group projects should largely be self-sustainable. Community Foundation will continue to fund training and qualifications, but any additional project funding will be discussed with groups on a case-by-case basis. Based on previous years, projects should cost no more than £500 and the more sustainable the project is, the less it will cost annually.

Year 1

- Student groups express interest to be involved with the programme.
- Project ideas discussed with the Community Foundation team.
- Sessions arranged with the local schools/community groups.

Financial Contribution from Community Foundation

- **50%** of project costs. Up to £250.
- **100%** of CPD & qualification costs.

Financial Contribution from Student Group

- **50%** of project costs. Up to £250.

Year 2

- Student groups do not need to reapply in order to continue with the same project idea.
- Projects developed from evaluation of the previous year.

Financial Contribution from Community Foundation

- **25%** of project costs. Up to £125.
- **100%** of CPD & qualification costs.

Financial Contribution from Student Group

- **75%** of project costs. Up to £375.

Year 3

- Student groups enter their final year on the programme.
- Discussions with Community Foundation team about whether or not the project will continue to receive support.

Financial Contribution from Community Foundation

- **0%** of project costs unless agreed.
- **100%** of CPD & qualification costs.

Financial Contribution from Student Group

- **100%** of project costs. Up to £500.

Fundraising

RAG (Raise and Give)

Queen Mary Students' Union's charity fundraising activity where you can raise money for good causes whilst having fun. We encourage student groups to engage with RAG Adopt a Charity. The idea is to identify a UK registered charity that is aligned with the group's project theme. Once the financial contribution has been reached by the groups, any surplus funds raised will then be donated to their chosen charity. We strongly advise student groups to remain in contact with the charities to seek approval and support with their projects.

External Funding

An option would be to seek and apply for pots of funding to support projects. Some student groups have already secured sources of funding for community outreach projects and these could be used to cover project contributions. Other student groups are welcome to apply for small grants that they are eligible to apply for. The Community Foundation team can provide further guidance on this but please note that this is a less sustainable option as small grants are only likely to be awarded for a duration of one calendar/academic year.

Average Project Costs (based on previous years)

Details of cost	Cost
Venue Hire (Tournaments/Festivals)	£100
Equipment	£200
Marketing (Posters, wristbands etc.)	£30
Medals & Trophies	£75
Refreshments/Water	£20
Other Resources (Project specific)	£75
<u>Total</u>	<u>£500</u>

RAG - Adopt a Charity

1. Choose a UK registered charity and let us know.
2. Plan and run fundraising events. Check <https://www.qmsu.org/rag/fundraise/> for guidance.
3. Promote your events! Email: su-rag@qmul.ac.uk communityfoundation@qmul.ac.uk so that we can help.
4. Cash in the money that you raise at the SU Hub or BLSA reception. Email communityfoundation@qmul.ac.uk with the exact amount raised.
5. Complete the donation request form when cashing in the money.
6. Share photographs to be included in the RAG monthly round-up.

Staying Active – Overview

Social Message

The importance of adopting and maintaining an active lifestyle and the wellbeing associated with participation in physical activity.

Aim

To use physical activity sessions as a platform for extra-curricular participation and to raise awareness of the associated health and wellbeing benefits.

Theme 2 – Staying Active

Focus on staying active

- Health consequences of obesity.
- Causes and contributing factors.
- Physical activity and wellbeing.
- Lifestyle choices affecting health e.g. smoking.

Delivery Method

Session Activities

- Engaging and inclusive rather the competitive nature.

Mentoring

- Short periods of discussion with breakout groups to cover topics relating to health and wellbeing.

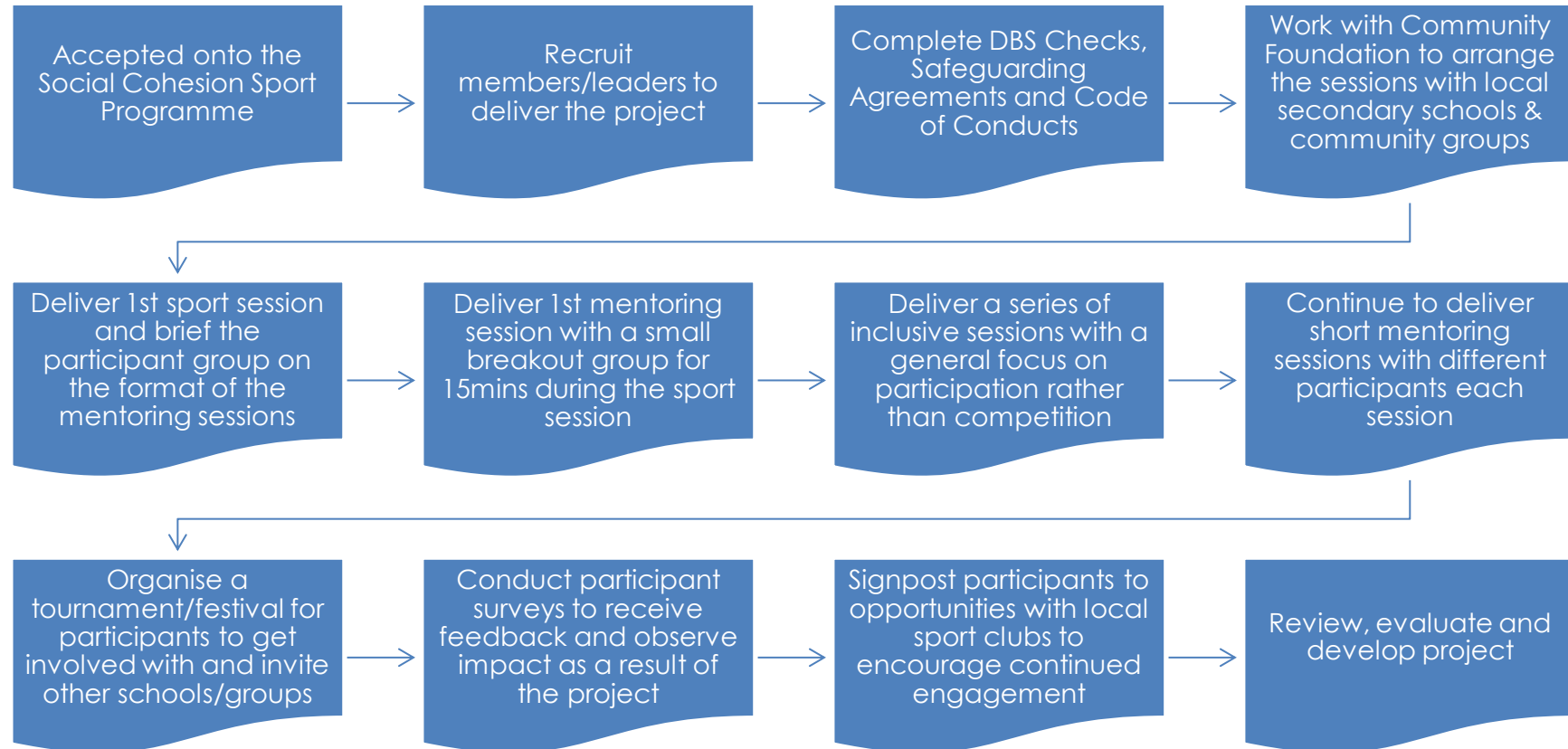
Tournaments/Festivals/Further Participation

- Sessions to lead up to an opportunity to compete against other schools in friendly competition.
- Signpost participants to local organisations/clubs for opportunities to continue participation in the sport.

Project Partner and Resource Contributor



Staying Active – Example Project



Staying Active – Mentoring Topics

Aim

The mentoring topics in this booklet are to be used as a guide and prompt discussion within small breakout groups of participants. We are not lecturing the participants but encouraging them to think about and discuss their own ideas in relation to the impact of physical activity on health and wellbeing.

Physical Activity

- What does it take to be considered physically active?
- How much physical activity do you participate in each week? Is this compulsory or extra-curricular?
- How do you enjoy exercising and would you like to increase your level of participation in this?

Health & Wellbeing

- What are the health risks associated with inactivity?
- What impact does physical activity have on your health?
- What does wellbeing mean to you?

Lifestyle Choices

- What other lifestyle choices can negatively impact health & wellbeing?
- What are the effects of alcohol, smoking and other substance abuse on health?
- What sources of support are there for young people at risk of/currently suffering from effects of these lifestyle choices?

Staying Active – Data Collection and Reporting

Data Collection and Reporting

Session data

- Submitted online via the Community Foundation website.
- Number of participants, age group, location & duration.

Participant surveys

- Feedback on their experience of the project.
- Level of activity before the project and anticipated engagement following the project.

School consultation meetings

- Measuring the impact of the project against expectations.

Leader feedback surveys

- Feedback on their experience of the project.

Dissemination

- Findings to be shared with the local community, Queen Mary University of London and other institutions.

Participant Surveys

Why are they important?

- Feedback surveys to observe the satisfaction of the participants.
- Activity-level surveys to analyse the impact on participation as a result of the project.

Process

- Feedback surveys to be completed at the end of the project.
- Activity-level surveys to be completed at the start and end of the project.

School Consultation Meetings

Why are they important?

- To measure the success of the project by comparing outcomes against the expectations of the school. This will allow us to identify any changes to be made in order to develop the project.

Process

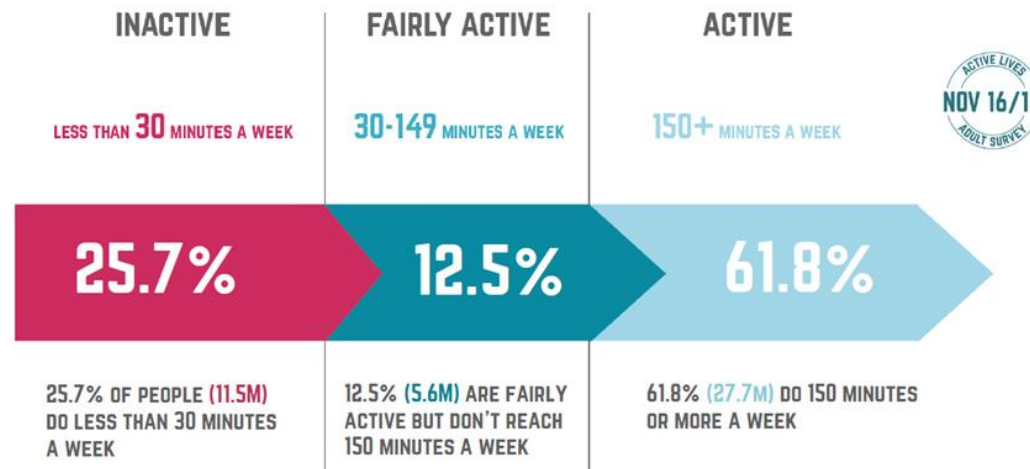
- Expectations from the school will be collected once they confirm their involvement with the project.
- A consultation meeting with the school will be arranged following the project in order to evaluate and identify any areas for development.
- Project leads will have the opportunity to attend with the Community Foundation team.

Staying Active – Supporting Information

Sport England – Active Lives Survey (Published 2018)

HEADLINES

Our data shows that 6 in 10 adults (27.7m) are getting the health benefits from achieving 150+ minutes of activity a week.



Key Findings

- 61.8% achieve 150+ minutes of activity per week.
- 25.7% are considered inactive with less than 30 minutes of activity per week.
- The average age of males & females developing health problems in Tower Hamlets is 54 & 56 years (respectively) compared to 64 years nationally.
- Cost of inactivity to Tower Hamlets is £18,763,499 compared to the London Average of £17,903,739.
- Tower Hamlets is currently the London borough with the lowest rank for Health Deprivation and Disability.
- The rate of mortality by preventable cardiovascular disease is considerably higher in Tower Hamlets than the London average.
- Children whose parents smoke are 90% more likely to start smoking themselves.
- Tower Hamlets has the 8th highest rate of alcohol related crime in London.
- Tower Hamlets has the 5th highest rate of drug-related offences in London.

Appendices

Sport England: Towards and Active Nation – Strategy 2016-2021

<https://www.sportengland.org/media/10629/sport-england-towards-an-active-nation.pdf>

Association for Physical Education – Importance of Being Active

<http://www.afpe.org.uk/physical-education/wp-content/uploads/Importance-of-PE-Leaflet-FINAL.pdf>

Association for Physical Education - Importance of Physical Education, School Sport & Physical Activity Resources

<http://www.afpe.org.uk/physical-education/importance-of-pe-school-sport-physical-activity-resources/>

Street Games – Tackling Inactivity

<https://www.streetgames.org/Pages/Category/tackling-inactivity>

NHS – Physical Activity Guidelines for Children and Young People

<https://www.nhs.uk/live-well/exercise/physical-activity-guidelines-children-and-young-people/>