



CASE STUDY :: 02

Community Clubs

OBJECTIVES

To demonstrate how sport can contribute to the building of inclusive communities through:

- community development and cohesion.

BACKGROUND

A Community Sports Club is a partnership of local groups that provide sport and physical activities opportunities that can be accessed by the local community. These opportunities are accessed via school facilities, sport and leisure facilities, and other appropriate local satellite facilities such as local primary schools and community facilities. The Community Clubs were developed in response to:

- reports of poor access to affordable leisure and sporting facilities contributing to more sedentary lifestyle patterns amongst lower income groups.
- reports that obesity levels among young children in Scotland were rising, due to high levels of inactivity and poor diet.
- the Best Value Review of Sport and Recreation which highlighted the limited opportunity for school aged children to continue their interest in sport and physical activity within their local community. In general, links between mainstream sports clubs and schools were weak.

In addressing these issues the programme aimed to focus on implementing community clubs across the city. Each of the clubs operate Monday to Friday after 5.00pm, as well as Saturday mornings and Sunday afternoons.

Implementing Community Clubs has focused on 2 key areas:

- **Sport and Physical Activity Focus:** The project delivers a diverse range of indoor and outdoor activities during and outside term time. The types of activities programmed are based on feedback from consultation with children and young people. Indoor activities range from football, netball, judo, rugby league, hockey, basketball, fitness, dance to cheerleading. Outdoor activities range from cycling to water based sports. The sport and physical activity programme links directly to the sports development continuum, including club development, school club links and talent identification and performance pathways such as the school of sport.
- **Social Focus:** The project also targets those at risk of offending. In doing this, the Community Club Outreach Team (sessional workers) engage with young people on the street and determine their interest and future involvement in the Community Club project or any other positive initiatives within the area. A key example of the type of work carried out by the team in targeting young people at risk of offending is the pilot project between Strathclyde Fire Brigade and 2 Community Club sites. In each site ten 16 years olds were identified to receive a training and education programme on Fire Safety. The programme included:
 - > the role of the Fire Brigade.
 - > technical and physical skills required as a Fire Fighter.
 - > use of Fire Hydrants.

The overall aim of the programme was to build relationships between young people and the local Fire Station, assist confidence building with those involved and develop knowledge and understanding of the difficulties faced by fire fighters.

PURPOSE

The main aims of Community Clubs are to:

- raise activity levels among school-aged children by providing exciting and challenging coach led activities.
- promote positive behaviour to aid in the reduction of truancy and exclusion from schools.
- work with a range of agencies to use sport to divert young people from criminal activity or behaviour likely to lead to such activity.

The key objectives are to:

- provide a network of clubs that offer access to affordable and sustainable activities within a local setting
- assist in the creation of strong, active and successful communities
- establish local pathways from school to community sport
- recruit, train and retain active volunteers
- contribute to the reduction in anti-social behaviour, leading to a higher sense of community safety.

PARTNERS

- Glasgow City Council's Cultural and Leisure Services
- Development and Regeneration Services
- Community Services
- Education Services and Social Work Services
- the Big Lottery PE and Sport team
- 10 New Learning Communities
- Strathclyde Police and Strathclyde Fire Brigade
- the Sports Council for Glasgow
- Greater Glasgow NHS Board
- Glasgow Kidz card
- Glasgow Young Scot card Team and the voluntary sports club sector.

COST AND DATE

- 2001.
- A further 10 Community Clubs funded by Better Neighbourhood Services Fund (£92K) and the Big Lottery New Opportunities PE and Sport Fund (£330K) have been developed at secondary schools across the city.
- Each of the Community Clubs continue to be delivered with funding due to expire in June 2006.

TARGET

Children and young people aged pre-5 up to 18 years.

STEPS

- 1 The first Community Sports Club was piloted in Eastbank Academy
- 2 The success of the pilot Community Club at Eastbank Academy led to the development of a further 10 Community Clubs based at 10 secondary schools across 7 of the 8 geographical areas of the city, and 4 of the city's 10 anti-social behaviour wards. Site selection was based on the spread of Cultural and Leisure Services sport and leisure facilities across the city and levels of youth crime recorded within two specific areas.

OUTCOMES/IMPACT

The key objectives of the Community Clubs have been used as measures to monitor the outcomes/impact. To date key outcomes have included:

- the delivery of 200 additional hours of physical activity and sport for young people, attracting over 2000 attendances per week; during 2004/05 a total of 65,000 attendances were recorded
- developed the capacity of the voluntary sector in that local volunteers have been recruited and trained
- the delivery of a diverse programme of activities
- financial and staff commitment
- ongoing extensive consultation with children and young people either involved or not involved in the programme
- reduction in crime
- closer partnership working between partners.

BENEFITS

Some key long terms sustainable benefits of Community Clubs:

- The local voluntary sector have benefited through additional time and support from the project. The clubs have been working through an accreditation process, which has enabled them and their host communities to become stronger, safer, more efficient and effective. This has enabled clubs to create additional opportunities for local children and young people and to develop good practice in the delivery of their chosen discipline. In creating additional opportunities, it has been found that communities have a stronger sense of confidence, which will result in a more positive future for Glasgow in the long term.
- Young people have benefited as a result of an increased range and number of activities within their local community. The project has helped to reduce vandalism in certain areas (eg a reduction in vandalism on the Astro turf pitch at Eastbank at one of the Community Club sites).
- A number of strong and successful partnerships have been developed with local communities and a range of Council Services as a result of the Community Clubs.

POLICY IMPLICATIONS

Community Clubs represent a good example of Glasgow City Council's commitment to improving the health and well being of the city's young population. A key element of this is to encourage children to participate in sport and physical activities on a regular basis from a young age. The partnership approach adopted to ensure the successful delivery of the clubs demonstrates what can be achieved for the benefit of young people through the involvement of key players.

RECOMMENDATIONS

Community Clubs enable children and young people to participate in a range of activities, assisting them in identifying their particular sporting interests and realising their potential through establishing links with voluntary sports clubs. A key recommendation would be to share this example of good practice with other authorities faced with similar challenges.