



**END OF YEAR 1 REPORT  
- MAY 2006**

## What is the Zone Active Project?

In February last year, Darlington District Youth and Community Association in partnership with Darlington Borough Council and Darlington PCT secured funding for a new three year £184,470 community sports project, the *Zone Active Project*.

Active England is a programme that encourages innovative community sports projects that promote and widen access to sport and physical activity all over the country. The Zone Active Project is part funded by Sport England and the Big Lottery Fund but also has match funding from local associations and organisations.

It was proposed that through the Zone Active project, participation levels in sport and physical activity will be significantly increased in the wards of Eastbourne, Lascelles and Park East in Darlington. In order to do this we proposed the following:

- A Multi-Activity Coordinator and multi activity coaches will deliver and facilitate sport and physical activity in the Zone Active area.
- The Zone Active team will work with residents to deliver a varied and exciting programme of activity throughout the project, encouraging local people to take a lead in sessions where this is appropriate.
- The activities that take place will include new and creative opportunities that will engage people in physical activity by addressing perceived barriers to participation.
- The wards of Eastbourne, Lascelles and Park East will become the Zone Active area, taking advantage of the many new capital developments to create innovative, multi-activity environments.
- The creation of new training and development opportunities for key people, including accredited qualifications in areas such as youth work, sports coaching and leadership.
- The creation of new partnerships, and the strengthening of existing ones to enable a clear strategic rationale for delivery of the project, and to ensure that any activity provided is coordinated and sustainable.
- Ongoing consultation, monitoring and evaluation will ensure that local residents are able to lead on the planning of programmes of activity, and we are able to provide evidence of the increase in participation throughout the project.

The project officially launched in May 2005 where activities began successfully with Mini Mot's taking place within each of the three wards. This gave people the opportunity to have a fitness test free of charge with tests including; Blood Pressure, Resting Heart Rate, Flexibility, Grip Strength, Lung Capacity, Height, Weight, Body Mass Index and Body Composition.

## **Aims and Objectives**

The overall aim of Zone Active is:

**To increase the number of people participating in sport and physical activity in the wards of Eastbourne, Park East and Lascelles, through a framework of effective partnership working, multi activity environments, and a wide range of new participation opportunities.**

The key objectives of Zone Active are:

- To work with a range of local partners and residents to create and support sustainable opportunities for residents in the Zone Active area, with the aim of increasing participation in sport and physical activity across all ages.
- To enable local volunteers and professionals to gain the skills necessary to support local sport and physical activity to ensure sustainability.
- To meet the physical activity needs of the Zone Active areas through coordinated, innovative and sustainable solutions to common issues.

The aim and objectives of the project demonstrate a commitment to involvement of the local community at every stage of the project. Local community associations and community partnerships have been consulted, as have local school children and residents. Through a programme of coach and leader education, Zone active aims to ensure that both key workers in the area, and residents who wish to lead activity, have both the skills and the confidence to continue to encourage and lead sport and physical activity participation after the Zone Active project comes to an end.

## **Key Performance Indicators**

We agreed with Sport England that by the end of the project in April 2008, we would try and achieve specific targets around participation, throughput, sports coaches and sports qualifications. The targets were as follows:

- 2000 participants attending at least one activity. Participants can only be counted once no matter how many times they attend.
- A throughput of 3000 people. Throughput is defined as the total number of participants in each activity or session totaled for the month. This counts the number of places or heads for every activity on every day of the month and adds them together. An individual can appear several times.
- 100 Coaches, leaders, teachers or instructors involved in the project that have coached once in the past year.
- 125 people gaining sports related qualifications. If an individual gains more than one qualification, they can be counted each time they do this. Qualifications include; NGB recognised qualifications, community sports leaders, junior sports leaders, running sports courses, child protection in sport, sports first aid and sports academic qualifications.

Key performance Indicators can be seen in full in appendix 1.

## **What has Happened?**

Since May 2005 Zone Active has provided a variety of activities for all ages across the Lascelles, Park East and Eastbourne wards of Darlington. The project launched with Mini Mot's in each ward. This gave people the opportunity to have a fitness test free of charge with tests including; Blood Pressure, Resting Heart Rate, Flexibility, Grip Strength, Lung Capacity, Height, Weight, Body Mass Index and Body Composition. Mini Mot's were also provided at Lingfield Point Industrial Estate later in the year.

A number of exercise classes such as boxercise, aerobics, tai chi, yoga, pilates, bollywood dance and Gem have been provided in community centres in Eastbourne and Park East and Schools in Lascelles, as well as at Lingfield Point. Sessions have also taken place at the Dolphin Centre and Eastbourne Sports Complex.

The project has assisted with the Lascelles and Eastbourne 'Fun Days'. Providing sports activities at the Eastbourne day and a climbing wall and sports activities at the Lascelles day.

School holiday activities have also taken place within a community setting. Other activities focusing on young people have included:

- Activities at Skerne Park Youth Club and Young People's Day. Young people participated in sports such as football, cricket and tennis.
- School clubs. A total of three breakfast and six after school clubs have started in the first year of the project at three of the six primary schools in the area and one of the two secondary schools. All of these clubs are based on multi activity sessions apart from the Zone Active Outdoor Club which, as the name suggests focuses on outdoor activities.
- Multi Activity sessions for Firthmoor Community Association. Activities have been provided in partnership with the Playwork programme. We have also provided transport for young people of Eastbourne and Lascelles to attend sports clubs already running at the Dolphin Centre.
- Again in partnership with the Firthmoor Playworkers, 'Fun on the Green' sessions were provided in the local parks of Eastbourne and Lascelles on Saturday afternoons.

The main activity provided for elderly people has been Gem. The Get Everybody Motivated Scheme was initially a scheme run by warden services within sheltered accommodation with an average age of 85 participating on a weekly basis. Zone Active has funded an updated version of the leaders training and now has four classes running in the community on a weekly basis.

In terms of training, Zone Active has provided a Community Sports Leaders course in partnership with DBCs Community Sports Coach and a Volunteer Walk Leader training course linked with Darlington PCT. Professionals and volunteers from the local area attended both courses. Four of those attending the CSLA are now on the books as casual sports coaches.

Four Gem Leaders Training courses have taken place since October 2005 with 35 new leaders from a huge range of backgrounds completing the course, some of which are now

providing Gem classes within their own profession. Monthly workshops are provided for all qualified leaders to provide support and also to generate new ideas. Each leader must attend three of these workshops a year.

The Zone Active Team has grown immensely over the first year of the project. Starting with just the project coordinator, we now have a part-time Gem Coordinator, working between 10-15 hours per week. There are twenty-four casual coaches on the books with around fifth teen of them working on a regular basis. These coaches are qualified in a number of different sports such as football, cricket, tag rugby, trampolining, dance, athletics, boxercise, pilates, aerobics, tennis, basketball and netball. There are plans to appoint a part-time Assistant coordinator and part-time multi activity coach in the early part of year two.

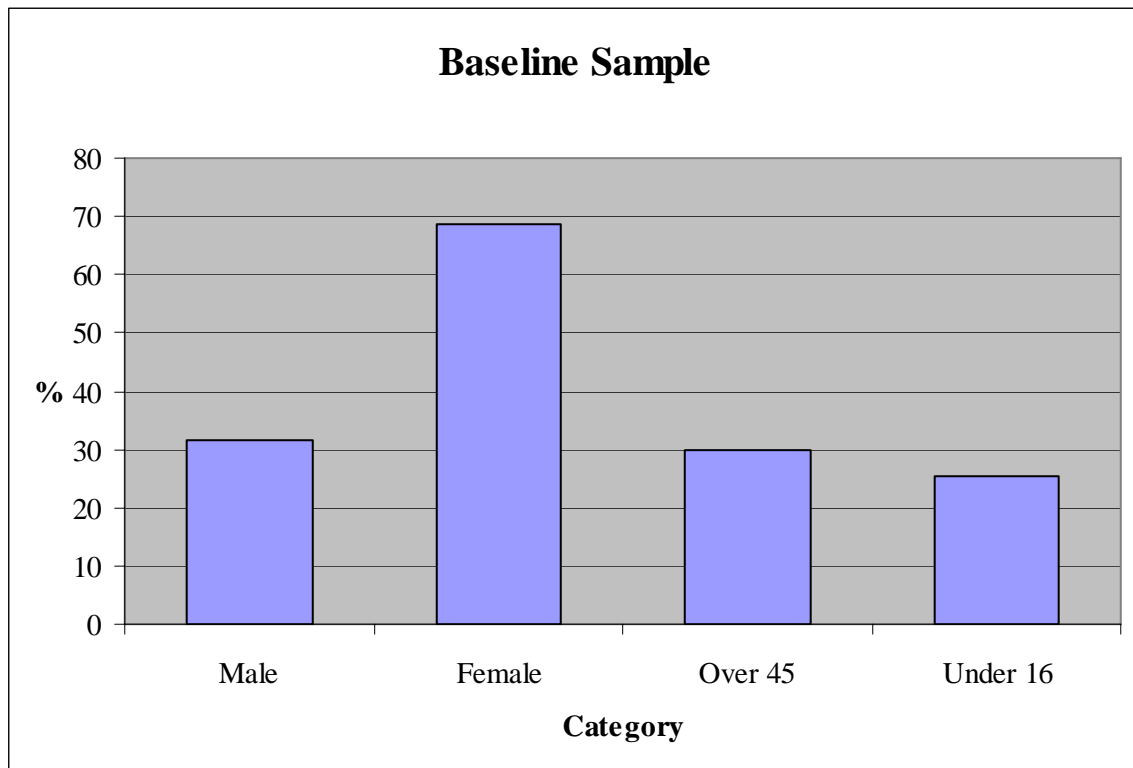
From the outset, the project has tried to work in partnership with local organisations and residents. We have managed to do this with huge success in the first year with the majority of activities provided coming about through partnership work. Zone Active has worked successfully in partnership with the following organisations:

- \* Sport England
- \* Darlington Youth Offending Team
- \* Eastbourne Sports Complex and the Dolphin Centre
- \* Firthmoor Community Association
- \* Darlington School Sports Partnership
- \* Skerne Park Community Centre
- \* DBC Sports Development
- \* Darlington Association for Disabled People
- \* Tees Valley Sport – Community Sports Coach Scheme
- \* Lingfield Point Industrial Estate
- \* Darlington PCT
- \* Darlington Youth Service
- \* Community Partnerships
- \* Sure Start
- \* Warden Services
- \* Darlington FC
- \* Local Schools
- \* Local Church Groups
- \* Sports Coach UK
- \* Children’s Trust

## **Baseline Research – October 2005- January 2006**

The baseline research into current participation levels within the Zone Active Wards took place from October 2005 – January 2006. The information was gathered from 200 people of all ages that attended an activity for the first time during this period of the project (Graph 1 shows the cross section of people used in the sample). It was necessary to carryout the baseline in order to establish an existing level of participation that we could then strive to increase. An example of the survey can be seen in appendix 2.

**Graph 1**



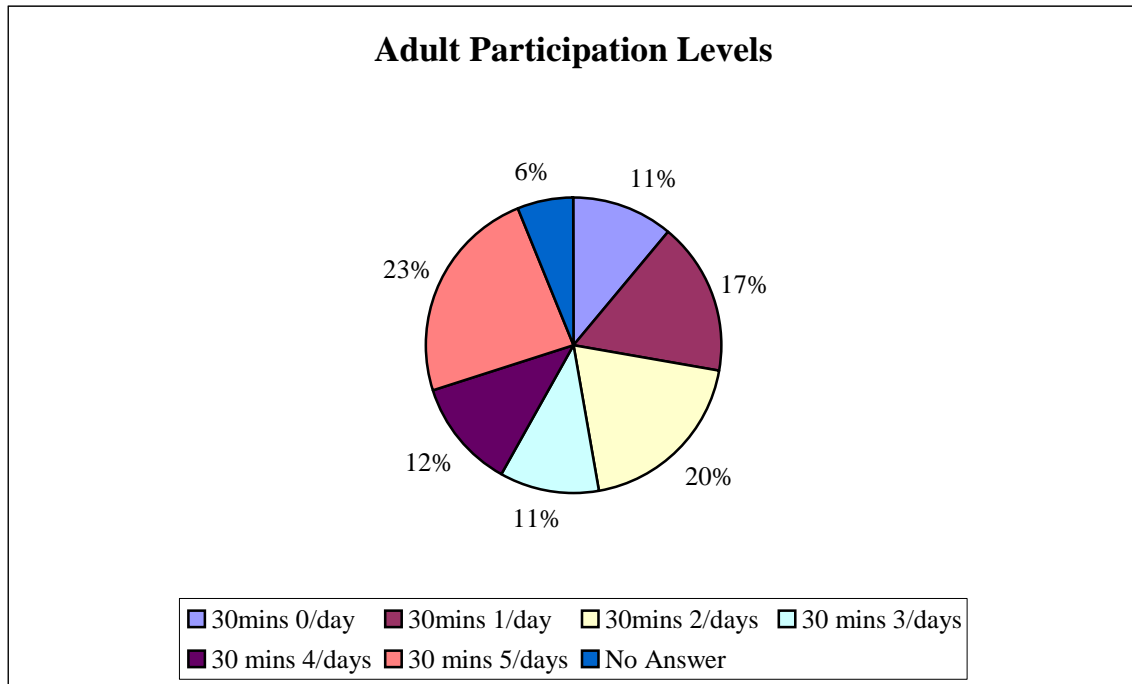
Of the 200 people used for the baseline research, 70% answered yes when asked if they had participated in any sport and physical activity in the last 12 months. For this question, recreational activities such as walking, cycling and swimming were included but activities such as PE lessons and domestic activities like housework, gardening and active travel were excluded. Of those who answered the question 18.5% said no. Eleven and a half percent did not answer the question.

To measure current adult participation levels, participants were asked; How many days a week on average do you take part in 30 minutes or more of moderate intensity physical exercise? Participants were informed that this included all types of physical activity that make your breathing and heartbeat faster and you feel warmer such as sport, recreation, active travel (walking and cycling) and domestic activities (housework and gardening). The exercise can be built up of 10-minute bursts and doesn't have to be done all at once.

Graph 2 shows the percentage breakdown of answers given by adults regarding participation. Surprisingly the most common answer was 30 minutes of exercise five days a week. However, looking at graph 3 which shows the type of physical activity

undertaken and how many times a week, it is clear that the majority of the participants taking part in 30 minutes of physical activity five days per week are doing so through active travel, domestic duties and through work, the lowest level is actually of sport and recreation at just 13%. Our target then, is to increase the number of people taking part in sport and active recreation.

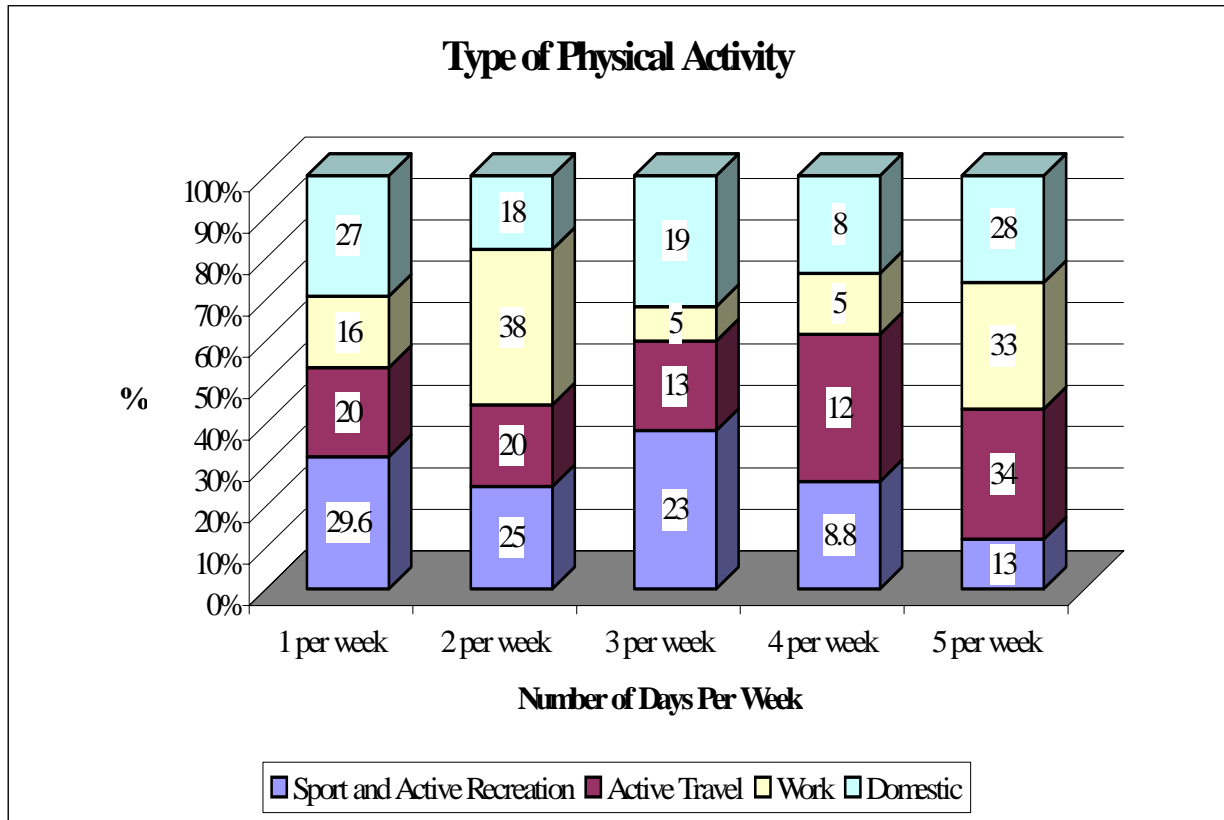
**Graph 2**



The fact that 20% of adults participated in 30 minutes of physical activity 2 days a week came as no surprise but once again from graph 3, we can see that 38% of these people were doing so through employment. However 25% of those who answered undertake some form of sport and active recreation twice a week. Of those that were physically active one day per week, it was most likely to be through sport and active recreation or domestic chores.

In total, nearly half of those consulted for the baseline research undertook physical activity in the form of active travel (walking, cycling), at least once per week. This is a very positive result and could be partly attributed to the 'Town on the Move' Scheme run by Darlington Borough Council, which encourages active travel.

**Graph 3**

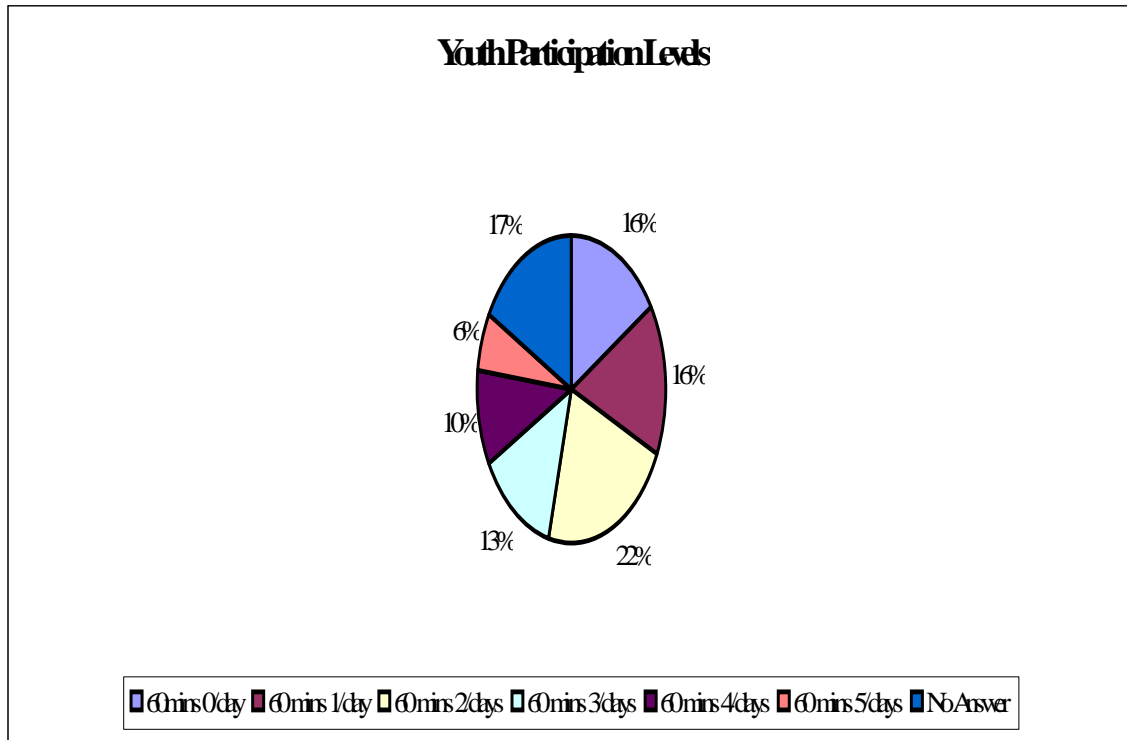


As with adults, youth (Under 16's) participation levels needed to be recorded. The young people were asked; How many days a week on average do you take part in 60 minutes or more of moderate intensity physical exercise? Again this was deemed as physical activity that makes your breathing and heartbeat faster including sport, recreation, active travel and domestic activities.

Graph 4 shows the percentage breakdown of answers given by young people regarding participation. Of those who answered the question, (17% did not) the most common answer (22%) was 60 minutes of physical activity two days a week. Alarming, a further 16% only undertake physical activity on one day per week and another 16% don't take part in any form of physical activity. Only 29% of the young people are involved in some form of physical activity 3 or more times a week, and those who do are likely to count active travel to school. These results strengthen the need for the Zone Active Project in these areas of Darlington.

Of the other questions asked for the baseline study, the most popular suggestion for an activity that people would like to try was boxercise with 23%, closely followed by aerobics and pilates both with 18% respectively. When asked who they would like to exercise with, 63% suggested that they would be happy to exercise with anyone.

**Graph 4**



A slightly worrying result came from the question asking people where they would like to exercise. Surprisingly, 34% said they would prefer to exercise at home. Although this is possible for Zone Active to achieve, it could prove very difficult. Half of those surveyed would prefer to take part in physical activity twice per week and no more. Again this forms a small barrier for Zone Active, as we are striving for 30 minutes and 60 minutes 5 times a week for adults and young people respectively.

We hope to survey another 200 people from the Zone Active area in September 2006 to see if the project has managed to increase participation levels in its first year.

## Key Performance Indicator (KPI) Update May 2006

### **KPI 1 – Participants**

This key performance indicator measures the number of people participating in one activity throughout the project. Individuals can only be counted once. With a target of 2000 participants by the end of the project in 2008, we are targeting around 666 people in each year.

**Table 1**

<b>KPI Target</b>	<b>Total number of People</b>	<b>Male</b>	<b>Female</b>	<b>Over 45's</b>	<b>Under 16's</b>	<b>Living In Deprived area</b>	<b>BME</b>	<b>Disability</b>
1 Year	666	320	346	252	152	666	40	46
Actual participants	<b>567</b>	<b>211</b>	<b>356</b>	<b>177</b>	<b>172</b>	<b>134 +</b>	<b>4 +</b>	<b>25 +</b>
Target %		48	52	38	23	100	6	7
Target reached %		<b>37</b>	<b>63</b>	<b>31</b>	<b>30</b>	<b>?</b>	<b>?</b>	<b>?</b>

Table 1 shows the breakdown of participants in year 1 of the project. Over the course of the year the target of 666 people or members was not reached. The main reason for this was that the project coordinator did not come into post until the middle of April 2005, therefore the project did not launch officially until May 2005 and delivery of activities didn't really get underway until the summer holidays in July 2005. We are pleased with the 567 new members in the first ten months of delivery.

As the table shows 63% of participants have been female which is somewhat surprising as females are usually seen as a hard to reach group. I think the main reason behind this is the types of activity offered by Zone Active; most activities for adults are more appealing to female participants such as aerobics and pilates. One of the targets of the second year is to increase the number of male participants.

In total 31% of participants have been over 45 years of age. Although this is slightly short of the yearly target, this is a very encouraging figure as 144 of these participants have come in the second six months of the project since delivery of the light exercise class GEM was rolled out into the community.

The target of 23% of participants being under 16 years of age has been easy to achieve with 30% of participants meeting that criteria. A lot of the activities in the first year have targeted young people with considerable success. Breakfast and after school clubs and holiday programmes have been well attended from the outset.

BME

Disability

Living in Deprived Area.

## **KPI 2 – Throughout**

Throughout is defined as the total number of participants in each activity or session totaled for the month. This counts the number of places or heads for every activity on every day of the month and adds them together. An individual can appear several times.

**Table 2**

<b>KPI Target</b>	<b>Total number of People</b>	<b>Male</b>	<b>Female</b>	<b>Over 45's</b>	<b>Under 16's</b>
1 Year	1000	480	520	380	230
Actual participants	<b>1913</b>	<b>606</b>	<b>1307</b>	<b>342</b>	<b>1213</b>
Target %		48	52	38	23
Target reached %		<b>32</b>	<b>68</b>	<b>18</b>	<b>63</b>

Table 2 shows the throughput breakdown for year 1. The Zone Active Project has excelled in this area, nearly doubling the yearly target of 1000 people; this is mainly due to the volume of activities running successfully on a weekly basis.

Again there has been an overwhelming rate of participation from females, with men needing to be a target in year 2. Although the percentage target for male throughput was not reached more men participated than actually expected.

The over 45 section again fell slightly short of the target but I am confident that this target can be reached with the expansion of Gem. As with participants, the under 16's category was a huge success with over a thousand young people attending in the first year.

We have agreed with Hall Aitken that it is not possible to measure the throughput of participants that have a disability, are from a black or ethnic minority or live in a deprived area.

## **KPI 5 – Coach**

This is the number of coaches, leaders, instructors or teachers involved with the project that have coached at least once in the past year. It includes all coaches, whether qualified or not.

A total of 28 coaches have been involved in the first year of Zone Active. There has been a good mix of male (12) and females (16), two over 45's and one coach with a disability. Although four of the coaches were unqualified they have since gained qualifications and all are now either NGB or General Qualified and work as part time paid coaches on a casual basis.

A further 25 (3 male and 22 female) leaders have also been involved in Zone Active through the Gem Scheme. Nearly half of these leaders are over the age of 45. Zone Active has provided four Gem training courses with local professionals from rehab units, residential, nursing and care homes as well as organisations such as Age Concern attending. These individuals are delivering Gem to their clients as part of their job on a regular basis but they are not specifically zone active activities. The majority of these leaders are unqualified but have obviously obtained a certificate in Gem. Five work as part time paid workers for zone active but the other 21 are classed as volunteer coaches.

### **KPI 7 – Sports Qualifications**

This is the number of people gaining sports qualifications. An individual can be counted each time they gain a qualification. Qualifications can include; NGB recognised, community sports leaders, junior sports leader, running sport courses, child protection in sport, sport first aid and sports academic qualifications.

A total of 33 females have gained at least one sports coaching qualification ranging from NGB level 1's such as Netball and Hockey, generic sports courses such as First Aid to Gem. A further 14 males have accessed courses such as Badminton Level 1, CSLA, Good Practice and Child Protection and Gem. In total 86 people have gained a sports coaching qualification in the first year of the project.

### **KPI 8 – Volunteers**

This KPI measures the number of volunteers involved in the project who have been active at least once in the past year.

The project has attracted seven (3 Male & 4 Female) volunteers in the first year but this is a very difficult KPI to meet, especially within the area the Zone Active is working.

### **KPI 17– Funding**

This looks at further investment that the project has secured for sport and physical activity after it started. It measures further funding brought into the project but does not include the original funding sources. The extra funding can come from other public agencies, private sector, fee income and in kind contributions.

From September 05 to April 06, a total income of £633 was received from small charges for entry in to activities.

## **Case Studies**

### **Get Everybody Motivated - GEM**

Working in partnership with Darlington Borough Council's Warden Services, Darlington PCT and Growing Older Living in Darlington (Gold), Zone Active has rolled the already successful Gem Scheme out to the wider community.

The initial scheme started in the late 1990's with the aim of providing supervised activities in Local Authority Sheltered Housing Schemes and therefore engaging older people in a gentle exercise programme who would not normally participate in sport and physical activity. The scheme continued to run successfully within sheltered accommodation with the average age of participants being eighty-five.

Following the already successful format, Zone Active has provided Gem Leaders training courses throughout the first year of the project, with the aim of opening the scheme up to the wider community. Between October 2005 and April 2006, we have trained 35 new leaders from a diverse range of backgrounds including staff from local residential and nursing homes, rehabilitation units, Age Concern, Sure Start, Leisure Attendants, Sports Coaches, Exercise Instructors and local Hospitals as well as a number of volunteers.

By the end of year one four new community Gem classes were running on a weekly basis, one in each of the Zone Active wards and at the local authority run leisure centre, with around forty elderly participating on a regular basis.

We aim to get the Gem Training accredited in the next few months and are already providing monthly workshops for qualified leaders to attend to learn new routines and ideas but also as a support network. Workshops have included; progression training, chair exercises, adaptation for young people and children, falls prevention and mental health/physical impairments. Leaders must attend three workshops per year to keep their certificate up to date.

In year two of the project we aim to adapt the scheme to suit all ages, targeting people that have not participated in physical activity before or for a number of years and also primary school children, as it could be a successful way to tackle childhood obesity.

### **Pictures.**

#### **Lingfield Point – Exercise Classes**

In January 2006, Zone Active provided Mini Mot's (health checks) consisting of blood pressure, lung capacity, body mass index, grip strength and flexibility among others at the Lingfield Point Industrial Estate in Darlington. Although Lingfield Point doesn't lie within the Zone Active target area, it neighbours the Eastbourne ward and we were confident that a large number of the working population would originate from the wards we are targeting.

We provided the Mot's over three days during the lunchtime period with around eighty people testing their fitness. The following week a full programme of exercise classes

began onsite from 5.00pm each night. The classes on offer included pilates, boxercise, Gem, yoga and aerobics. These classes ran free of charge for six weeks with between ten and fifteen people attending each class, the most popular of classes were pilates and Boxercise.

After the initial six-week period, a charge of £1.50 per class was introduced and classes were reduced to boxercise, pilates and tai chi as sessions running on Monday and Fridays were not as well attended as midweek classes.

Three months down the line, the boxercise and pilates classes still continue to be popular with between eight and ten people attending each week.

The work at Lingfield Point has been one of the major successes in the first year of Zone Active as we have managed to engage both male and female adults in physical activity on a regular basis. More Mini Mot's are planned for May 2006 with plans to introduce shorter sessions during lunch hour.

### **Skerne Park Primary School**

The work carried out in Skerne Park Primary School has been a particular highlight of year 1 as it has led to success throughout the community.

It was the first of the six primary schools within the three wards to really welcome the Zone Active project with multi activity sessions taking place within the school during the May/June half term holidays.

As the year continued the partnership with the school continued with a four week transitional club taking year 6 pupils from Skerne Park to Hummersknott school (there feeder school) for a multi activity club using the secondary school facilities in the summer term of 2005 and a six week breakfast club running at the primary school in September/October 2005. These clubs continued to help Zone Active links within the community, especially with young people with the result being excellent attendances for school holiday activities that took place at either the school itself or the local community centre. In the early stages of 2006, the Zone Active outdoor club started at the school with twenty children signing up to finish the first year of the partnership with continued success.

In year 2 of the project, we plan to continue the success already achieved in this area with extensive school holiday programmes and after school and breakfast clubs. It is hoped that the new multi use games area will be ready to use in September 06, with Zone Active guaranteed three hours usage per week, with no charge as part of the match funding for the project.

## **Financial Update**

### **Match Funding**

As the delivery process of the project continues to increase, it is expected that the use of facilities and people highlighted in the match-funding element of the bid will begin to maximised. The only areas of match funding that have been put on hold until year 2 are the use of the Muga's (Multi Use Games Areas) at Dodmire juniors and Skerne Park Primary School and the youth work element provided by Darlington Youth Service.

The facilities at the above mentioned school are slightly behind schedule and still being erected but both should be completed and accessible during year 2 of the project with Dodmire Juniors being available from April/May 06 and Skerne Park opening in August/September 06.

Darlington Youth Service has been unable to offer youth workers, as they didn't have the capacity to deliver the agreed sum, however they are currently undergoing a huge restructure which will more than double their staff team. Once these new members of the team are in place, it is expected that the youth service will be able to fulfill their agreement.