COMMUNITY SPORTS PARTNER PROGRAMME
Information for Organisations

Our aim is to radically improve the opportunities to participate in inclusive sport for people from disadvantaged backgrounds including those with additional needs, and to build this work into a self-sustainable movement in Oxford.

We have carefully identified the key barriers to achieving this aim, and challenged our assumptions on what an effective solution might look like. The result is an innovative proposal, centred around effective partnership and informed by research, our partners, and a successful pilot project.

We know that we can deliver significant and sustainable positive change, because we have already started to do so, all on a shoestring budget and run with volunteer time only.

Please join us in launching a movement for inclusive sport across Oxford!
Developments in 2018

We carried out an internal evaluation, added coaching expertise to our staff team, and used our research partnership with Oxford Brookes University, leading to:

- Improvements to session planning and structure
- Utilising innovative approaches to physical literacy and inclusion
- More involvement from people with additional needs as coaches and other voluntary positions.

Why? The Challenge

In Oxford, people with a disability or limiting illness (around 19,000 people) are twice as likely to be inactive compared to their peers.

An Active Oxfordshire consultation (2017) highlighted the need for:

- improved opportunities for people with physical disabilities in mainstream clubs/activities
- better signposting and sharing of existing programmes and activities
- opportunities for people with learning disabilities to volunteer and work in the sports sector
- more opportunities for people with learning disabilities for competition and talent identification

There has been progress in the development of new sporting opportunities for people with additional needs, however our own research into supply (including feedback and case studies with existing KEEN participants) shows that these are still extremely limited, with the number of opportunities that are truly fully inclusive even less.

Progress has been slower than we think it could be, and to realise our vision of people with additional needs having no barriers to participation sports, we still have a long way to go.

To see quicker progress, our approach to tackling this challenge must change too.

The question is, how?
How? What we learned from our Pilot Project

Our Community Sports Partner Programme for local sports clubs and groups is informed by a successful pilot project with four partners: Oxford Rugby Club, Oxford Community Table Tennis Club, Oxford and District Indoor Bowls Club, and Yoga Quota.

Pilot Project Outputs and Outcomes

Pilot Project Outputs

- Regular disability rugby sessions at Oxford Rugby Club
- Inclusive World Table Tennis Day with Oxford Community Table Tennis Club on Saturday 6th April
- Final planning stages for inclusive bowls sessions to start
- An info film made by Yoga Quota for people with additional needs
- Our ‘Inclusive Sports Champion Programme’ with 3 Sports Champions with additional needs launched.
- 11 inclusive sessions, 100+ hours of contact time for 25 participants across our partner clubs organised
- 250 volunteer hours contributed

Pilot Project Outcomes

- Four organisations newly committed to an agenda of inclusive sport/physical activity
- A developing network between clubs in Oxford promoting inclusive sport established
- Growth in confidence, physical and mental wellbeing for participants via sessions and the Inclusive Sports Champion Programme.

This pilot project showed that clubs are positive about inclusion, however we also learnt that:

- Their volunteers face huge time pressures with existing responsibilities
- Inclusion training focuses heavily on activity delivery, not other key areas including sustaining change, volunteer management, communications, publicity, partnership building, and understanding local community need
- Specialist knowledge within a club can easily be lost/diffused, as people change clubs or roles.
- Active collaboration and learning between clubs is rare, in part due to the issues identified above.

We used the lessons from this successful pilot project to inform the design of the programme described overleaf.
What will we do?

Our initial two year (2019-2021) Community Sports Partner Programme will:

- support 15 sports clubs or groups in Oxford in 2019/20, increasing to 20 in 2020/21, offering each of them an individualised programme of support which mixes training, resource sharing, on the ground volunteer support, partnership building, and project collaboration
- establish a unique learning, training, and support network for partners
- establish a broader movement towards inclusion, using the above work as a catalyst
- ensure sustainable outcomes once this fixed period finishes

We will utilise fantastic resources already out there, e.g. the Sport England/Activity Alliance ‘Engaging Disabled People: The guide’, and also develop bespoke tools where needed.

We will also use our research partnership with Brookes University to independently evaluate the effectiveness of our programme in supporting progress towards inclusion and increased participation, helping us to continually improve it.

"My colleagues and I from the Sport and Exercise Science Programme at Oxford Brookes University have worked with KEEN since last year in an academic context. We were all very impressed by the enthusiasm and quality of the work KEEN are delivering. It is a pleasure working with KEEN and we are looking forward to a great partnership”

Dr Peter Wright, Oxford Brookes University
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Year One Outputs and Outcomes

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- **45-75 more people** from key target areas of Oxford (Leys, Littlemore, Rose Hill, Cowley, Barton, Cutteslowe) to be accessing inclusive sport
- Support partner clubs to deliver 16 regular, inclusive sessions over the course of the year, 100-160 hours of contact time for 3-5 new participants (a total of **1,500-2,400 contact hours** across all partner clubs in Year One).
- **15 people** with additional needs or from disadvantaged backgrounds taking part in our Inclusive Sports Champion leadership programme.
- **30 people** from disadvantaged backgrounds encouraged into getting active through volunteering/leadership positions.
- Create clear performance pathways with each club for their sport.

Year One Outcomes

- Increased access to nearby, regular, inclusive sporting opportunities available for the 19,000 people living with a disability or life-limiting illness in Oxford
- A strong, growing, and sustainable network of inclusive clubs in Oxford
- All of the wider physical and mental health benefits that active lives and participation in sport brings, along with the associated benefits for the wider Oxford community of greater cohesion and integration for disadvantaged and marginalised groups.

Who is on our team already?

Our pilot project has already established a strong volunteering team, including a Coordinator (Dylan), Inclusive Sports Champions (Martina, Stephen, Jo, Phoebe), and our Sports Coordinators (Jemma, Matt, and Sarah). Three of these eight people have additional needs themselves.

It has also helped to establish a number of regular volunteers (8-10) within our partner clubs supporting the project.