

# Sport & Play Development - Helping to Tackle Inequalities in the Vale of Glamorgan

Karen Davies - Principal Healthy Living Officer

# Projects Tackling Inequalities include:

- ▶ School based programme - 5x60 Scheme & Primary School project (economic deprivation, gender inequality, disability & rurality)
- ▶ Women & Girls on the Move (gender inequality)
- ▶ Mental Wellbeing project (sport & physical activity)(mental health)
- ▶ Disability Sport Development (disability)
- ▶ Families First Holiday Club (disability, economic deprivation)
- ▶ Hot Shots & Doorstep Sports (economic deprivation, rurality)
- ▶ Active August (economic deprivation & rurality)
- ▶ Dinas Powys Secret Garden (economic deprivation; play deprivation)



# Projects Tackling Inequalities include:

- ▶ Hungry Holidays (economic deprivation)
- ▶ Older People's project (mental health & wellbeing)
- ▶ Play schemes & Play Rangers (economic & play deprivation & rurality)
- ▶ Health & Wellbeing Group (Children & Young People) (mental health)
- ▶ Social Physical Activity (economic deprivation, rurality & gender inequality)
- ▶ Social Services Care Leavers (economic deprivation; health & wellbeing)
- ▶ Young Carers (mental health & wellbeing)
- ▶ School Holiday Enrichment Programme - SHEP (economic deprivation)
- ▶ Healthy, Active & Outdoors (economic deprivation & rurality)





# Older People More Active

**Aim:** Increase participation rates amongst older people

## 1. Lift / Tai Chi Training

- ▶ Solace (Dementia group) - nurses at the group supported to attend a LIFT Course run by Age Cymru. *A weekly session now takes place at the group.* Individuals from Hen Goleg Day Centre also attended the training and are delivering to their service users
- ▶ Tai Chi instructor course organised and funded -
  - *21 people attended resulting in 200+ participants experiencing Tai Chi on a regular basis.*
  - *New sessions delivered by Motion Control to individuals who are being cared for and their carers in Llantwit.*

## 2. Vale Care Homes

- ▶ The Older People More Active course was created by the Vale Sports Development Team with the aim of up-skilling residential home staff to set up sport and physical activities in their respective homes.
- ▶ A booklet was created to accompany the course with the support of National Governing Bodies of Sport (FAW Trust, Table Tennis Wales, Tennis Wales and Wales Golf) - this includes activity cards of different activities that can be played in the residential home setting.
- ▶ Each home also provided with the opportunity for free equipment to use when running new activities
- ▶ *13 staff members from 6 different care homes attended the course, with 100% rating the course as excellent or good. To date more than 225 residents are benefitting from the activities delivered.*

## 3. Walking Sports

- ▶ Created new walking netball sessions in Penarth Leisure - *18 people currently registered*
- ▶ Currently developing new sessions in Llantwit & Barry
- ▶ Created walking football sessions in Penarth Leisure which are now part of the Young at Heart sessions *attracting an average of 12 -14 players on a weekly basis*
- ▶ Developing further walking football sessions at Jenner Park Stadium in conjunction with Barry Town Football Club



# Women & Girls on the Move Project

**Aim:** increase participation rates amongst females, narrowing the gap between male and female participation.

- ▶ Focus on:
  - increasing confidence levels and motivation via female specific activities.
  - utilising the School Sport Survey data and other local data to provide a targeted programme.
- ▶ Last year more than 8723 participations by more than 1662 women & girls involved in the 451+ sessions as part of the project. 63 training opportunities and 45 new leaders trained to impact on female participation.

Projects being progressed this year include:

- ▶ *Running* - further supporting running clubs; Couch 2 5K (28 participants in recent new session); Run Leaders training; Park run - new session at Cosmeston
- ▶ *Primary Schools* - focus on schools with low female participation rates - girls only after-school clubs set up in partnership with local sports clubs, e.g. dance sessions offered to year 5 & 6 girls in Gladstone Primary delivered by Local Motion Dance
- ▶ *5x60 scheme* - removal of barriers. Last year 206 girls only sessions impacting on over 450 girls. Currently developing a Fit Bit project with Newydd Housing targeting identified girls for a 10 week project.
- ▶ *Uniformed Groups* - implementing participation events delivered to girl guiding groups; sports leadership training for Rangers and older guides to facilitate them with the delivery of activities in units, impacting on girls who may not otherwise join a traditional sports club. Being provided with equipment bags for community use.
- ▶ *Workforce development* - ensuring females are seen as role models and included within schemes such as Coaches of the Future and Young Ambassadors.
- ▶ Walking Netball
- ▶ Breeze Cycling - supporting local Breeze Rides Leaders through training



## Case Study - Cowbridge Moovers

- ▶ Request on social media to set a running opportunity up in Cowbridge area, particularly from socially isolated individuals whose activity levels were low.
- ▶ Initial meeting attended by 12 people, now more than 120 members. They are now a self sufficient group, although Sports Development Team still support when requested.
- ▶ 9 people stepped forward and trained as Run Leaders and in First Aid
- ▶ After initial 10 week block 76% felt fitter, 86% were more confident to attend other physical activities. Other positive mental wellbeing benefits.



*“A massive thank you from me for setting up the group. Joining the moovers has opened up my world socially. I have enjoyed getting to meet new people. Chatty runs are a great way to socialise. It always feels good to be part of such a positive support group and have run leaders to encourage, support and guide you. For me, it helps create the balance away from some negatives in working life. Physically I am getting fitter and it is always good in maintaining a healthy lifestyle. Mentally running and socialising gives me the feel good factor and always lifts my spirits if I am having a bad day. I look forward to running days and now miss it when I can't make it. Prior to running, I was on my own which was isolating”.*

*“The Moovers has helped me get back into activity after an injury. I'd completely lost my confidence but since joining the club my confidence has returned and now running twice a week have lost ½ a stone! The social aspect of the club is great benefit, meeting new friends of all ages and abilities has been wonderful. I always thought clubs were for the super-fit - how wrong I was! All the run leaders are so welcoming and encouraging to all abilities, so I look forward to meeting up with the club and miss it if I can't be there. It's benefited me physically, mentally and socially”.*



*(feedback from members of the Cowbridge Moovers Running Club)*

# FAMILIES FIRST HOLIDAY CLUB

**Aim:** To provide supported play opportunities to disabled children aged 4 - 11 years during school holiday periods.



- ▶ Funded through the Disability Strand element of the Families First funding stream provided by Welsh Government.
- ▶ To facilitate inclusion the service provided by the Play Development team as part of the Holiday Club includes:
  - ▶ nurse provision for children who require medication
  - ▶ personal care provision for children who require assistance with toileting / changing
  - ▶ 1:1 or buddy support
  - ▶ specialist play equipment
- ▶ Referral process: by families, social workers, health visitors, schools, other professionals
- ▶ Seventy six children aged 4 - 11 years attended the Holiday Club with a total of 374 participations over 12 days during summer holidays.
- ▶ Also deliver in all other school holidays with exception of Christmas
- ▶ Children from families in crisis via partners such as Family Around the Child Team (FACT) are also referred to the scheme



*“My daughter has benefitted so much from attending holiday club, she enjoys going in and is very happy and content coming out. She enjoys painting, the playground and making new friends. Staff are always so happy and helpful, nothing is too much trouble. Many thanks to all the staff and Jo for a well run playscheme, I can see that the children that attend are very happy with their environment including skilful playleaders. Once again another successful year, with heart felt appreciation.”*

*“The playscheme is fabulous and Hannah has loved every minute and asks to go every day. Hannah loves making things, painting, drawing and everything really. And she loves the staff! We can't fault any staff at playscheme, Jo Jones is 5\*!! Overall brilliant, we have to travel a fair way so Hannah can have fun but it's worth it.”*

*“I honestly can't thank each and every one of you enough! Ralphy has loved coming to playscheme, he was able to play football all day and this is his dream. I know he is safe and happy with all of you. It allowed me to have time with Macey because she needs it too. A massive thank you to you all and Jo for being so kind, helpful and positive.”*

*Having somewhere safe and secure for us to be able to leave my son is invaluable for us. The fact that his younger sister is always welcome, and that all the other parents are in the same boat is a big bonus. The staff are fantastic and always make a fuss over him and try to engage with him. We were gutted when it was reduced to 2 hours - there are no childcare providers (even paid) who can deal with my sons needs so this was a big disappointment. We really hope the holiday club continues and we are grateful that the full days came back!*



## MAIN CHALLENGES

Evidencing the Impact that sports & play has on the health and wellbeing of local residents.

Improving understanding, and promoting sports and play as a preventative service which can positively contribute to the Wellbeing of Future Generations.

# FURTHER INFORMATION

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