



COMMUNITY SPORT MENTOR

Impact Report



Influence



Praise



Mentor



Inspire



Encourage



Guide

The Community Sport Mentor

Sport Birmingham is the sports partnership for the City, operating as an independent company and registered charity.

Belonging to a powerful network of county sports partnerships across England, we are tasked with being the gateway to the City's communities, ensuring that national and regional sport and physical activity resources have local reach.

Sport Birmingham were working with a wide network of community sports organisations and the concept of the Community Sport Mentor (CSM) was developed in a response to the growing number of 'Satellite Clubs' and 'Sportivate' projects being delivered in the city through the Sport England Club Link Maker/Satellite Club programme.

SATELLITE CLUBS

are extensions, or outposts of community sports clubs which are established in a new venue, usually a secondary school or college, and specifically target the 11-25 age group.

SPORTIVATE

provides 14-25 year olds who are 'inactive' access to six-to-eight weeks' of free or subsidised opportunities to take part in a range of sports and physical activity.

Alison O'Connell was appointed in August 2014, arriving at Sport Birmingham with an impressive CV having worked in community sport for over ten years.

Her focus was on working with the coaches, volunteers and young leaders who were 'front line deliverers' on the projects, providing advice and guidance on how to deliver engaging sessions to captivate and retain young people in sport and physical activity.



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The Method

Satellite Clubs and Sportivate projects would be softly assessed based on the following criteria.

Environment

Health & Safety, venue, equipment

Volunteering

Encouraging young volunteering

Atmosphere

Vibrant, thriving sessions

Attendance

Number of participants attending

Coaching

Coaching style, engaging with participants

Monitoring

Completion of project paperwork, registers

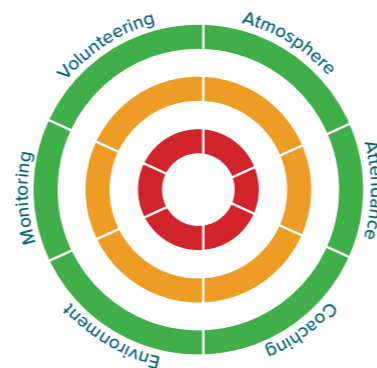
Projects, clubs and coaches would also be encouraged to self-assess against this criteria. Building good relationships, the community sport mentor would leave projects, clubs and coaches in a stronger more positive position than when they started out.



Use of a balanced scorecard

The CSM uses the 'wheel' below to gently understand where sessions are succeeding and areas that need additional support and input.

- Red: Area of weakness – should be a focus for improvement
- Amber: Meets minimum expectations but could be better with some small changes
- Green: The satellite club excels in this area - a great example!



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One Year On: A Summary of Activity

Having recruited the Community Sport Mentor in July 2014, the role has been a vital component in the wider success of Satellite Clubs and Sportivate projects in Birmingham over the past 12 months.

To the right you can see the number of visits/meetings made by the CSM over the past 12 months:



118

Satellite Club
Session Visits

52

Satellite Club
Meetings

Community Sport Mentor Satellite Club and Sportivate

14

Sportivate
Session Visits

Clubs and organisations that the CSM has worked directly with are:



| | | | | | | | |
|---|--|--|------------------------------------|--|--|---|--------------------------------------|
| 1 Bidgley Power Foundation Badminton | 2 Holdford Drive Community Sports Hub Multi-sport | 3 South Birmingham Badminton Club Badminton | 4 Small Heath ABC Boxing | 5 Bournville Bears Basketball Club Basketball | 6 Yardley Tennis Club Tennis | 7 Birmingham Table Tennis Table Tennis | 8 B-ROW Rowing |
| 9 Sutton Coldfield Hockey Club Hockey | 10 Boccia Crusaders Boccia | 11 O'Dells Boxing Club Boxing | 12 Sparkhill Harriers Athletics | 13 Activ8 Trampoline Club Trampolining | 14 Handball Club Handball | 15 Parkside Netball Club Netball | 16 Beeches Swimming Club Swimming |
| 17 Kings Heath Cricket Club Cricket | 18 Boccia Brummies Boccia | 19 Erdington Gymnastics Club Gymnastics | 20 Aston ABC Boxing | 21 Yardley Hockey Club Hockey | 22 Leafield Athletic Football Club Football | 23 Birmingham Bandits Baseball Baseball/Softball | 24 Start Again CIC Football |
| 25 Bartley Outdoor Pursuits Centre Watersports | 26 City of Birmingham Basketball Club Basketball | 27 Nishkam School Football | 28 Naseby Youth Centre Dance | | | | |

Case Study : Table Tennis



As part of the Satellite Clubs programme, Table Tennis was in high demand from students at secondary schools across the city who wanted the opportunity to take part in organised table tennis activities outside of the school day.

Working closely with the NGB (Table Tennis England) a number of satellite clubs were organised with host secondary schools across the city helping to cater for this demand.

The challenge faced by the city and the sport was clear in that there are few constituted/formal table tennis clubs within Birmingham which meant that the coaching network and exit route opportunities were minimal for the sport.

The CSM helped to co-ordinate these satellite clubs, as well as mentoring coaches and volunteers. As a result of this a new table tennis club has evolved which provides opportunities for many young people, both recreationally and competitively.

Table Tennis continues to thrive across the city with demand high for Satellite Clubs in new schools, targeting young people who do not traditionally take part in extracurricular sporting activities.

“Having worked with the Community Sports Mentor in Birmingham now for the past year this person has been instrumental in providing Table Tennis England with experienced support on the ground. It’s OK spending a lot of time in a City and trying to open doors yourself but to have a local expert on hand to guide and support makes things easier but more importantly expedites the whole development process.

Classic examples of how the NGB and CSM have worked together are helping with links into new communities, forming new links and helping gain community access into buildings, establishing the next generation of volunteer and paid coaches and mentoring the young/new coaches at the start of their journeys. Undoubtedly without this support less than half the current activity would not have started so quickly or not at all!”

Chris Newton : Table Tennis England

Case Study : Boxing



Having previously delivered a Sportivate project, Small Heath Boxing Club became involved in the Sport Birmingham Satellite Club programme as part of their developing outreach work.

They take boxing and boxing fitness out beyond the club environment to schools and youth groups within their local community.

The CSM helped with the planning of the delivery aspects of the Satellite Clubs alongside mentoring new young volunteers and coaches.

“The CSM has been very effective in working with us on various projects, particularly satellite clubs; we engaged young people in 3 sites. They were always on hand to advise and attend meetings in order to develop the ideas.

Furthermore, we have had an apprenticeship scheme running at the club and the CSM has taken an active role in developing this idea, both with mentoring the young person, and finding work placements in order for them to develop their learning.

“She has assisted greatly with the development of satellite clubs and has taken an active role in our youth council, which is a new initiative we have piloted within Birmingham boxing clubs. The individual has also gone out of her way and often volunteered her own time to attend and help with any events we have staged, including tournaments, open days, and so on.

These are often at unsociable hours, Friday evenings, weekends, and the support has been invaluable. The CSM has also built up an understanding and level of communication with our young people, many of whom are hard to reach and benefit from such mentoring. The individual’s attitude and approach in communicating with these young people is relevant, effective and she understands how to reach these young people.”

Paddy Benson : Small Heath Boxing Club Head Coach

Next Steps

The CSM has proved to be a valuable role in supporting Satellite Clubs, Sportivate projects, creating greater connectivity with the community providing innovative solution, problem solving and connecting people to thrive.

The CSM has helped embed ideas, challenge delivery where appropriate and consider sustainability strategies to enable activities to continue long-term. The building of trust and relationships with key people at the sports clubs and community sports organisations has been a key factor in its success.

Sport Birmingham firmly believe that the CSM has been a key factor in the success of the programme within the city alongside working with the Club Link Maker, excellent community sports clubs, and schools. Key targets associated to the Satellite Club scheme have been met or exceeded demonstrating the progress being made:

| Satellite Clubs Aim | Target | Actual |
|--------------------------------|--------|--------|
| No. CSP funded Satellite Clubs | 16 | 22 |
| No. Participants | 320 | 526 |
| No. New schools engaged | 29 | 26 |

The CSM will continue to directly mentor Satellite Clubs and Sportivate projects in this second year (2015-2016) whilst also helping Sport Birmingham to better connect with its local communities through areas such as the youth service, neighbourhood police teams and local authority programmes.

More detailed recording and monitoring of progress made by these organisations and individuals will be a key strategy for Sport Birmingham in this second year. Utilising the review documents alongside photo and video case studies will bring the mentoring programme to life as well as providing valuable evidence.

The success of the CSM role has helped to shape a successful application to the Club Matters Innovation Fund which has enabled Sport Birmingham to evolve the mentoring/advisory concept further.

“The CSM has successfully informed, transferred knowledge, and developed social capital whilst raising the profile of Sport Birmingham and the Social benefits of community sport”



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